

What Is Telecoms Market Research?

Contributed by DJS Research Ltd

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Telecoms market research includes various surveys and studies that can aim at a range of different topics for research. These usually pertain to the development of new technology, and how consumers feel about this, the performance of existing technologies (and sometimes how they compare to previous versions of the products) and most importantly, customer satisfaction with the service provided. The technologies in question include landline and mobile telephones and internet services for both consumers and businesses, among others. The customer satisfaction element is the most common of these topics, as the service is provided mainly to make communication with each other easier for customers.

DJS Research Ltd has vast experience of carrying out telecoms market research , having worked for and formed relationships with some of the global leaders in this industry. For more information, visit the company's website or call them on +44 (0) 1663 767 857.

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