Phones 4u Adopts ForNova to Strengthen Competitive Advantage in the Market

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ForNova's Sparks market intelligence solution has been adopted by Phones 4u, the UK's leading 4G retailer, with the aim of further strengthening its competitive advantage in the market. Sparks enhances competitiveness and saves costly resources by delivering timely market analytics and insights on the online e-commerce market.

â€œSparks market intelligence delivers the latest comprehensive market outlook of all providers, devices, and tariffs in the UK telecoms sector at the click of a button,â€• said Matt Child, Director of Trading at Phones 4u.

Child continued: â€œThis helps us to manage our propositions more effectively and allows us to react quickly to changes in the market. Paired with our existing data collation and strategy, it has allowed us to take our level of industry insight to a new level, helping us to remain competitive and provide our customers with promotions on the latest handsets that remain compelling in a quickly changing market."

Amir Freund, CEO of ForNova, added: â€œRetailers need solutions that deliver actionable market analysis and insights to all business layers, in a timely manner, to succeed in the highly competitive online market.

"Sparks market intelligence provides retailers with on-time market information to adjust their strategies accordingly, without delay. Smart analytics and actionable insights improve business decisions and enable our customers to capitalise on revenue opportunities.â€•