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## **TELEOPERATOR NUMBER PORTABILITY AND FORESEEING**

The project was launched just in the same time when regulative changes took place in Finland. Year 2003 was a significant change for mobile business in Finland. Did we learn anything of it.

### **Description of the project phases**

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For the purposes to plan and or launch a project in the business development or business intelligence activation, please contact [asko.horttanainen@kolumbus.fi](mailto:asko.horttanainen@kolumbus.fi)

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### **Situation of today and lessons to learned**

Today market prices have lowered dramatically, one major competitive tool has been extra gifts connected to the number portability offers, lately (17.10.2005) one and a half year after the launching of number portability the markets are moving to the price competition instead of extra gifts. Finnish customers have changed operator already as much as 2,6 million times. (Tekniikka&Talous, Liittymien vaihtoviikoille ei näy loppua, 15.9.2005). It is several times more than it was expected and forecasted in the beginning of the project. Operators are positioning themselves more actively. Today also the company B had gone through major structural changes, the communication had increased with new looking brand and Business Intelligence operation and some other tasks have been outsourced. Some major changes had been suggested in the project, whether those were results from the project or not the development direction look similar than suggested. But as Terry Young, consultant for technology transfer in the USA, stated in technical journal (Tekniikka&Talous, 6.10.2005): "Public information which is available for everyone, is as worthless as nice to know –information." In public the company B looks like it has made major improvements in its' business and information processes, but had that succeeded in weak signal area, we see in the future by expected improvements in new service launching, efficiency and fresh and well communicated branding. With the above mentioned improvements we are also able to see improvements in customer's loyalty and in minimal number portability shifts.

