

BillingViews

Facebook Success Index

Benchmarks, Rankings & Champions

(Version 1)

Part of our Series on Social CRM

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• What is the BillingViews Facebook Success Index?

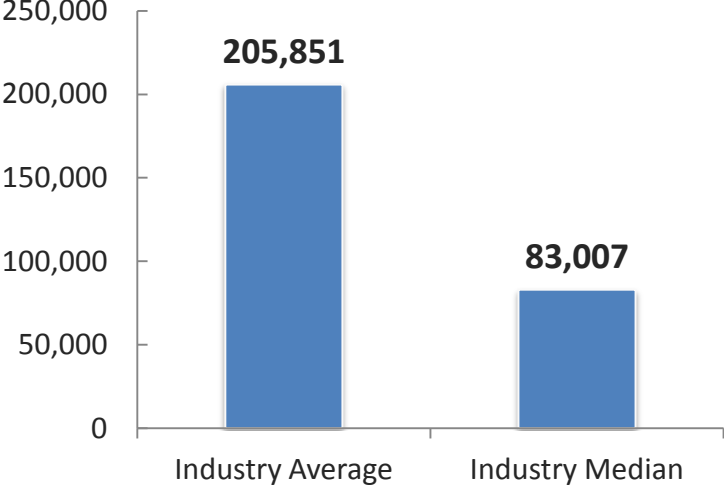
- This is a new index that BillingViews has created to measure the relative success global communications operators are having in engaging customers via Facebook.
- The simplest measure of success is the number of “Likes” an operator has earned.
- “Likes” are by no means the only indicator of success, they are just the easiest to measure.
- Even more important metrics would be “problems resolved” and “revenue generated” but we do not have access to those numbers, so we are working with what we have.
- “Likes” are a solid measure of overall customer awareness of operators’ presence on Facebook and their propensity to interact via this social media channel.
- We are assuming of course that every “Like” represents an individual customer (no, this isn’t an exact science – it’s a best effort).
- We’ve measured, ranked, and scored 72 operators (thus far) by total “Likes” and by “Likes” as a percentage of total subscribers. And we’ve named some Champions...

BillingViews Facebook Success Index: Highlights

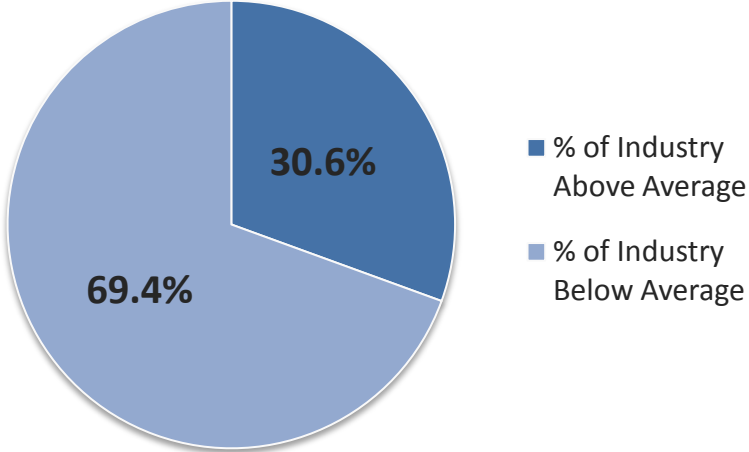
- **Industry Average Likes: More than 205,000**
 - Only 30% of the industry exceeds the average
 - Median is roughly 83,000
 - Average is skewed as a result of impact of very large carriers
 - Likes as % of Subscriber Base is a more reliable and useful number
 - Total Likes is useful in terms of understanding any given operators' "total eyeballs" on Facebook
 - The 72 operators measured have garnered more than 14.8 million total Likes
- **Industry Average Likes as % of Subscriber Base: 1.5%**
 - Almost 42% of the industry exceeds the average
 - Median is 1.2%; nearly equal to the average
 - Industry is simply in a nascent stage of using Facebook for customer engagement, hence a relatively limited adoption rate industry-wide
- **Top Performers Across the Communications Industry**
 - Vodafone (Italy, Portugal, Egypt, & UK)
 - Telus
 - Claro (Peru, Guatemala, El Salvador, Nicaragua, Honduras)
 - AT&T
 - Verizon Wireless
 - Orange (Poland, Morocco/Meditel, Jordan)

BillingViews Facebook Success Index: Industry Benchmarks

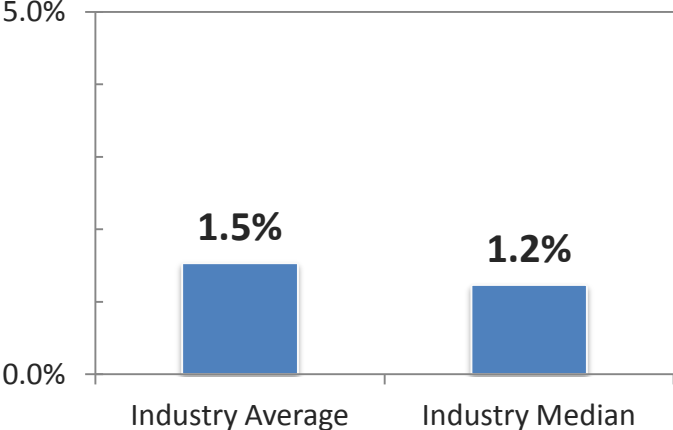
Total "Likes"



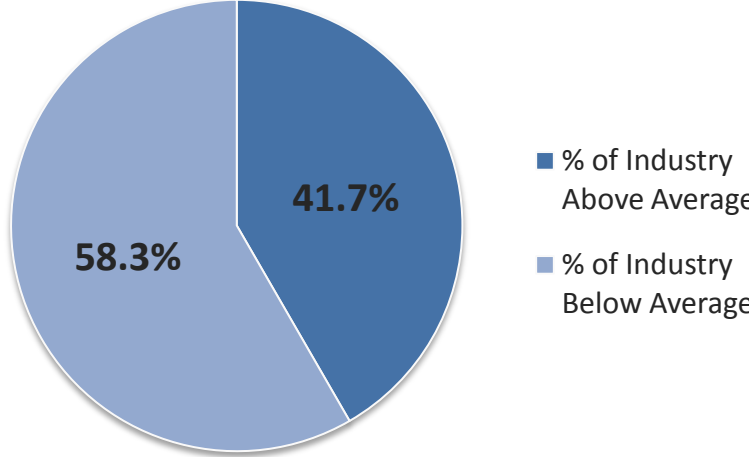
Total "Likes"



"Likes" as % of Subscriber Base



"Likes" as % of Subscriber Base



Facebook Success Co-Champions

- **Telus**
 - 5% Likes/Subscribers
 - More than 630,000 total Likes
 - Ranked in Top 2 in Both “Exceeds Average Top 12” and “Inverse Ranking Score” categories
- **Vodafone Italy**
 - 4.3% Likes/Subscribers
 - More than 1,016,000 total Likes
 - Ranked in Top 2 in Both “Exceeds Average Top 12” and “Inverse Ranking Score” categories

“Small Footprint” Champion

- **Orange Jordan**
 - 5.4% Likes/Subscribers
 - More than 139,000 Likes
 - Ranked #1 Among Operators with Fewer than 5 million subscribers in both Total Likes and %

Also deserving acclaim...

- **O2 Slovakia**
 - 5.8% Likes/Subscribers leads the industry
 - Only 55,000+ total Likes (hence the “also” designation)
 - Ranked #4 on “Small Footprint” list

Top 25 By % of Subscriber Base

		%*
1	O2 Slovakia	5.8%
2	Orange Jordan	5.4%
3	Telus	5.0%
4	Vodafone Italy	4.3%
5	Telenor Montenegro	4.2%
6	Vodafone Czech Republic	4.1%
7	Vodafone Portugal	4.0%
8	Orange Switzerland	3.8%
9	Vodafone Ireland	3.6%
10	Telenor Serbia	3.4%
11	Vodafone Egypt	3.3%
12	Orange Morocco (Meditel)	3.2%
13	3 Ireland	3.1%
14	Singtel (Singapore)	2.7%
15	Claro (Peru)	2.7%
16	Claro (GUA, SLV, NCA, HON)	2.6%
17	DiGi Malaysia	2.5%
18	Orange Polska	2.3%
19	Vodafone Greece	2.1%
20	Vodafone Albania	1.9%
21	3 Austria	1.8%
22	O2 CZ	1.8%
23	AT&T Corp.	1.7%
24	Verizon Wireless	1.7%
25	Rogers	1.7%

* Total Facebook "Likes" as a percentage of operators' subscriber base.

Top 25 By Total Likes

“Likes”

1	Verizon Wireless	1,721,686
2	AT&T Corp.	1,720,000
3	Vodafone Italy	1,016,745
4	Vodafone Egypt	981,780
5	Bharti Airtel	764,767
6	Sprint	661,544
7	Telus	632,437
8	T-Mobile USA	392,867
9	Orange Polska	340,924
10	Orange Morocco (Meditel)	331,893
11	O2 (UK)	318,945
12	Claro - Guatemala, El Salvador, Nicaragua, Honduras)	293,299
13	Vodafone UK	292,881
14	Orange France	291,456
15	Vodafone Germany	282,351
16	Vodafone Deutschland	282,252
17	Claro (Peru)	278,739
18	au by KDDI	261,677
19	Orange Eqypt (mobinil)	247,951
20	Claro/Embratel/Net (Brazil)	245,857
21	Vodafone Portugal	244,829
22	DiGi Malaysia	219,489
23	Telcel	193,484
24	NTT Docomo	185,482
25	Rogers	150,934

* Total “Likes” recorded between Oct 1 and Dec 20, 2011; “Likes” increase on a daily basis at varying rates

“Exceeds Average”* Top 12		“Likes”	%**
1	Telus	632,437	5.0%
2	Vodafone Italy	1,016,745	4.3%
3	Vodafone Portugal	244,829	4.0%
4	Vodafone Egypt	981,780	3.3%
5	Orange Morocco (Meditel)	331,893	3.2%
6	Claro (Peru)	278,739	2.7%
7	Claro (GUA, SLV, NCA,HON)	293,299	2.6%
8	DiGi Malaysia	219,489	2.5%
9	Orange Polska	340,924	2.3%
10	AT&T Corp.	1,720,000	1.7%
11	Verizon Wireless	1,721,686	1.7%
12	Vodafone UK	292,881	1.5%

•This list includes only the 12 (of 72) operators whose numbers exceed the industry average in both recorded categories;
It is sorted first by % and then by Likes

** Total Facebook “Likes” as a percentage of operator’s subscriber base.

Top 25 Scored By Inverse of Rank*

Rank	Operator	Like Score	% Score	Total Score
1	Vodafone Italy	69	70	139
2	Telus	70	66	136
3	Vodafone Egypt	62	69	131
4	Orange Morocco (Meditel)	61	63	124
5	AT&T Corp.	50	71	121
6	Verizon Wireless	49	72	121
7	Orange Polska	55	64	119
8	Claro (GUA, SLV, NCA, HON)	57	61	118
9	Orange Jordan	71	47	118
10	Vodafone Portugal	66	52	118
11	Claro (Peru)	58	56	114
12	Vodafone Czech Republic	67	46	113
13	DiGi Malaysia	56	51	107
14	Telenor Serbia	63	44	107
15	Sprint	39	67	106
16	O2 (UK)	42	62	104
17	Vodafone UK	43	60	103
18	O2 Slovakia	72	29	101
19	T-Mobile USA	36	65	101
20	Singtel (Singapore)	59	39	98
21	Vodafone Ireland	64	34	98
22	Rogers	48	48	96
23	Orange Switzerland	65	30	95
24	Orange France	35	59	94
25	Vodafone Greece	54	35	89

* Each operator is ranked in each category and given a score based on the inverse of its rank from 72 to 1; there are 72 operators included in the study, hence a #1 ranking scores 72 points, and so forth

“Small Footprint” Operator Top 10*

Rank	Operator	“Likes”	%
1	Orange Jordan	139,600	5.4%
2	Vodafone Czech Republic	131,484	4.1%
3	Telenor Serbia	105,352	3.4%
4	O2 Slovakia	55,287	5.8%
5	Singtel (Singapore)	86,646	2.7%
6	Vodafone Ireland	78,739	3.6%
7	Orange Switzerland	61,471	3.8%
8	Vodafone Greece	80,550	2.1%
9	O2 CZ	84,274	1.8%
10	Telenor Norway	81,740	1.6%

* “Small Footprint” operators are those with fewer than 5 million subscribers

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BillingViews

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Seven barriers to mobile payment adoption

Alex Leslie - 3 days ago

Mobile payments as the ubiquitous payment method is still a dream. NFC is material for hype cyclists but the alternatives – easier, cheaper alternatives – are lining up. Customers, if they want to pay by mobile, want to pay by 'mobile' not by NFC. The seven real barriers:

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Seven barriers to mass adoption of:

The system was in no way table driven, and to change anything meant brave expeditions into the code itself

EVP IT and Business Operations

Current Topics

Mobile Payments, Direct-to-Bill's Moment, and the Downside of a Good Reputation

16 Dec 2011

In order to capitalize on the perception that direct-to-bill charging is a safer, and therefore better, way to go in online and mobile digital payments, operators ought to listen to groups like the Consumers Union and move rapidly to put policies in place that protect consumer interests thoroughly.

[Read more...](#)

Billing for Cable Broadband Overages: A manifestation of industry paranoia?

13 Dec 2011

So cable operators, please be up front with your customers. You may get so paranoid fighting off the likes of Netflix, Skype, and Google that you forget the whole point of competing with them is to keep your customers and keep them happy.

BillingViews is the global home for billing, payment, CRM and revenue assurance expertise and intelligence in the communications and media industries.

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