



## Article Side

Mobile Metrics : Consumer Approaches to Mobile Telephone Insurance in Europe by [Bharatbook](#)

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Mobile Metrics: Consumer Approaches to Mobile Telephone Insurance in Europe offers detailed and unique insights into the behaviour of consumers in the context of mobile telephone insurance. Based on a primary survey of 6,000 mobile owners in France, Germany, Italy, the Netherlands, Spain and the UK carried out in November and December 2010, the research provides valuable data describing the extent to which they take out mobile telephone insurance and clarifying the proportion of uninsured mobile owners who recognize the benefits of the insurance but have simply not yet got round to acquiring cover. In addition to calculating the percentage of consumers that buys mobile cover in each country, split by mobile operator, the investigation also analyses which risks are covered by the policies that they have acquired (i.e. accidental damage, loss, mechanical failure, theft, unauthorized usage), whether they have purchased a stand-alone policy or already possess cover packaged with another financial product, which distribution channel and interface customers with stand-alone cover used to take out mobile telephone insurance, and whether they bought a policy at the same time as finalizing their mobile contract or retrospectively.

<http://www.bharatbook.com/market-research-reports/finance-market-research-report/mobile-metrics-consumer-approaches-to-mobile-telephone-insurance-in-europe.html>

Finally, the report analyzes claims frequency for mobile telephone insurance split in a variety of ways including by type of claim and according to whether the claim was accepted or refused. For all countries apart from the Netherlands (which was not covered by the original survey) the majority of results from the latest research are compared with those from a previous study published in 2006, thereby showing how consumer behaviour has changed since then. Key features of this report include: - unique analyses showing the percentage of mobile owners that currently possesses mobile telephone insurance in each country, how this penetration rate varies by mobile operator and the potential for this proportion to grow further; - accurate data describing the percentage of mobile owners covered in the event of accidental damage, loss, mechanical failure, theft and unauthorized use; - robust statistics illustrating the extent to which alternative distribution channels, such as banking institutions, direct sales by insurers and affinity channels are eroding the share of mobile telephone network operators and retailers; - reliable benchmarking of the point in time chosen by insured mobile owners to take out mobile telephone insurance; - valuable insights into claims frequency rates split by type of policy (i.e. stand-alone or packaged), and by type of subscriber (i.e. contract or pre-pay), as well as by type of claim and by whether the claim was accepted or refused.

### Industry Analysis

For more information kindly visit :

Mobile Metrics : Consumer Approaches to Mobile Telephone Insurance in Europe

Or

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