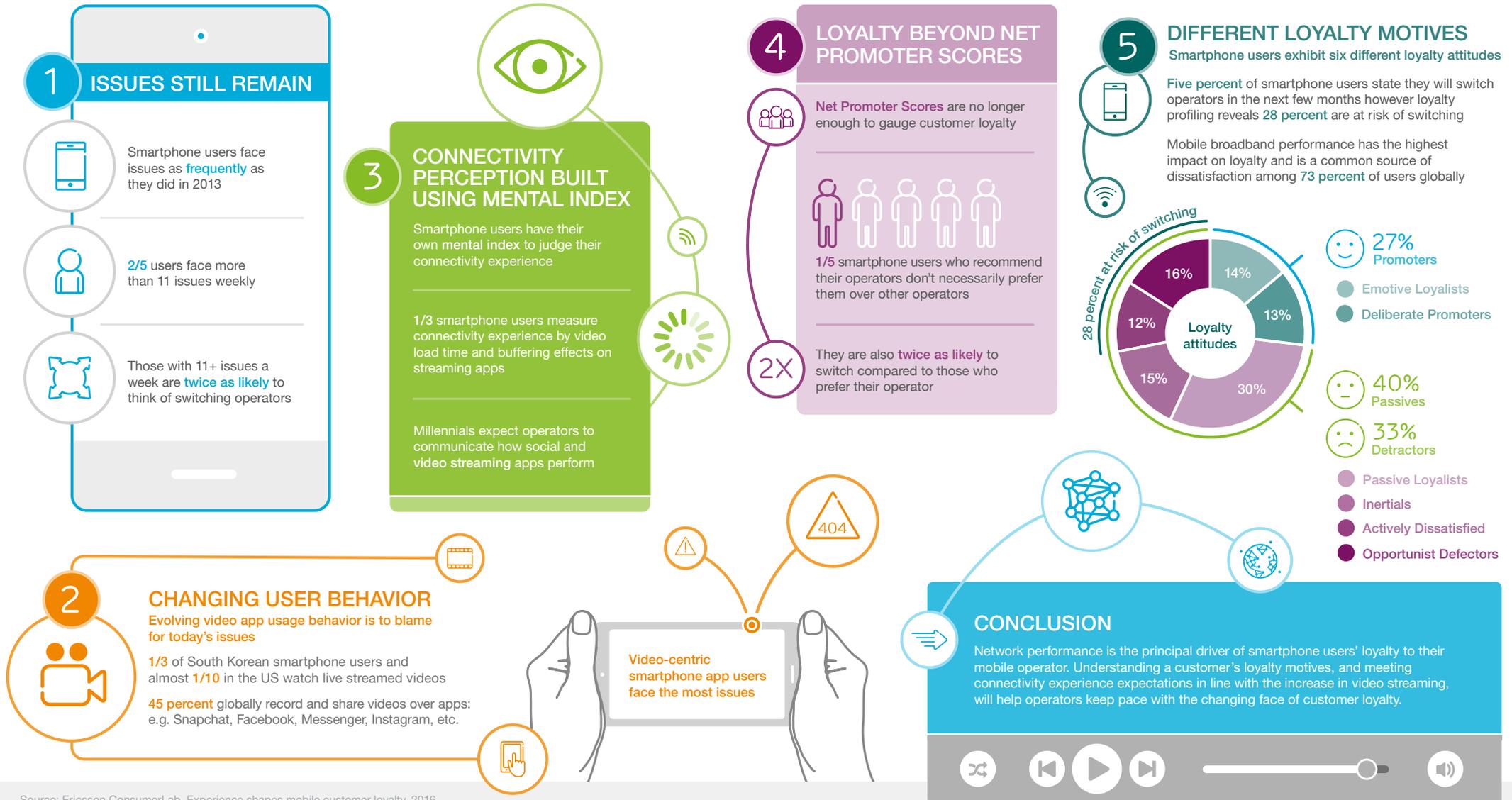


EXPERIENCE SHAPES MOBILE CUSTOMER LOYALTY

The effects of connectivity experience on smartphone users' loyalty to their mobile operator



Source: Ericsson ConsumerLab, Experience shapes mobile customer loyalty, 2016.