Bamboo Mobile

Evaluation and Ratings for 10 Mobile Device In-Store Trade-In/Buy Back Programs

Created by **Bamboo Mobile**, a Division of COMPASS INTELLIGENCE
A GLOBAL CONSULTING & MARKET ANALYTICS COMPANY

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Reuse and Recycling

Bamboo Mobile: Ratings for 10 Trade-in/Buy Back Programs

- Carriers: AT&T, Sprint, T-Mobile, US Cellular and Verizon
- Retailers: Best Buy, GameStop, RadioShack, Target, ecoATM

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REUSE AND RECYCLING

INTRODUCTION AND OVERVIEW

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State of Reuse and Recycling

- End users are growing more aware that their smart phones have value when they decide to upgrade and need a convenient, seamless way to let go of their devices.

Our research indicates that 60% of mobile users know about trade-in or recycling programs.

- Companies must do a better job to assuage concerns over privacy/security and at the same time provide customers a good value for their used phones.

However, only about 20% recycle their old devices in some way.

- In addition to improving buy back programs, companies are looking for new ways (no contract, data sharing, early upgrade plans) that will promote device reuse (and be good for the bottom line) as well.

Mobile share programs are on the rise and account for at least 30% of mobile users today.

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Program Ratings Methodology

The ratings were based on research from:

User Experience:
- Buy back user testing
- Mystery shopping

Secondary Research:
- Terms and Conditions
- News Tracking

Expert analysis:
- Primary Research
- Vendor briefings

- Ratings are determined by a combination of information collected ranging from program testing, mystery shopping, vendor briefings, primary and secondary research.
- Some programs—like T-Mobile's —require a device to be purchased. Also, not all programs were tested end-to-end but all stores were shopped.

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REUSE AND RECYCLING

ABOUT US

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About Bamboo Mobile

In real life application, bamboo is renewable, biodegradable and supports local economies. In Chinese culture, bamboo is revered and considered a symbol of longevity and good luck.

- At Bamboo Mobile, we are building a strong foundation for those companies in the mobile industry that seek insights and information focused on eco-friendly efforts in the industry.
  - Device reuse and recycling, green packaging and devices with the goal of aiding the industry in creating a stronger and more resourceful mobile world are a few examples of our key topic focus.
- At Bamboo we strive to:
  - Provide insights that enable companies to achieve their eco-centered goals.
  - Research and analyze topics associated with green mobility issues.
  - Offer an advertising and vendor education platform via out platform.
- For more information, please contact Kate Pearce at kpearce@compassintelligence or at 913.219.6477
- Or Visit Bamboo Mobile at www.bamboo-mobile.com
- Follow us on Twitter or “Like” us on Facebook

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About Compass Intelligence

- Founded in June of 2005, Compass Intelligence - a decision analytics research and consulting firm - redefines market intelligence and consulting.
- Founders Kneko Burney and Stephanie Atkinson have more than two decades of experience guiding business decisions using in-depth segmentation research that leverages creative, unique, and dependable methodologies.
- Our services include strategy acceleration, consulting and ideation services, market segmentation, market research/intelligence, and competitive analysis in the telecom, mobile, IT, M2M, and network markets.
- Our focus is to provide individual decision analytics to clients while simplifying the research procurement process.
- Compass Intelligence became a certified Woman-owned business in December of 2009.
- To find out more, please visit our site at www.compassintelligence.com

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