

# The Pierz Group

asks the right questions!



## Consumers & Enhanced Features

This research-based paper reports on consumer interest in a range of enhanced services that are or could be available from directory assistance/enquiry (DA/DQ) services. It then examines in detail the segmentation for each of these features and which consumers are most interested in each type of enhanced services. This research revealed a clear hierarchy in consumers' minds as to how valuable each type of service is. There is one service that was ranked as #1 for all segments of the sample and one service that was consistently ranked last by all segments of the population. There are clear segmentations by age for most services; not all of which are intuitive. The segmentation seen within our sample closely parallels many of the features consumers use most on the Internet. This report also discusses how broad Internet usage has impacted consumer expectations and information usage.

### This Report Includes:

#### 34 Charts and Tables:

- Key directory assistance/enquiry statistics; 1995 – 2008
- Detailed information on reported DA/DQ usage by consumers
- Detailed ranking of enhanced features by consumers
- Detailed segmentation for each enhanced feature
- Comparisons and contrasts to features used on the Internet and the impact they have on consumer expectations

### Who Needs This Report?

- Directory assistance/enquiry providers
- On-line directory companies
- Data providers
- Technology suppliers to the industry
- Venture capital firms and investors in the information services arena

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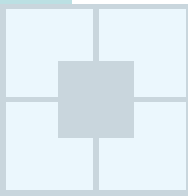
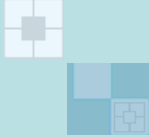
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# Consumers & Enhanced Features

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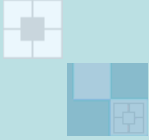
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## Related Research

**"Consumers & Internet-based Telephone Number Lookups: A National Consumer Research Study"** (*also available in Spanish*) By Kathleen Pierz, The Pierz Group, October 6, 2004,

[Download a summary of the document from our website](#)

**"Adding Mobile Numbers to the US Directory Assistance/Enquiry Database"**, (*also available in Spanish*) by Kathleen Pierz, The Pierz Group, June 20, 2004

[Download a summary of the document from our website](#)

**"Directory Assistance/Enquiry to Wireless Numbers: The European Opportunity"**, (*also available in Spanish*) by Kathleen Pierz, The Pierz Group, May 15, 2004

[Download a summary of the document from our website](#)

**"A Privacy Treatise,"** by Kathleen Pierz, Oct. 1, 2003  
(available FREE at [www.pierzgroup.com](http://www.pierzgroup.com))

**"Internet Alternatives to Directory Assistance/Enquiry"**  
by Kathleen Pierz April 10, 2002 (Special low price)

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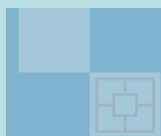
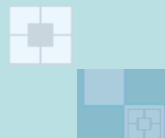
For more information on this and other topics pertaining to the greater directory assistance/enquiry market please contact The Pierz Group. The Pierz Group provides consulting services and high value reports on the key issues facing the greater information services market. We focus on providing detailed, actionable research and analysis as well as strategic consulting services. Regular reports cover the issues and trends most likely to influence the current operations as well as future planning of providers of Directory Assistance/Enquiry services and the vendor community worldwide.

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