

'SAMENA Daily' - News

EETT partners with Tarifica for enhanced telecom benchmarking in Greece

 Friday, 27th December, 2024

The Hellenic Telecommunications & Post Commission (EETT) has partnered with Tarifica to implement a customised version of Tarifica's product, the Telecom Pricing Intelligence Platform (TPIP). The enhanced platform enables EETT to compare Greece's mobile service landscape with those of five European countries – Belgium, the Czech Republic, Denmark, Poland and Portugal – across three metrics: pricing, network performance and network investment.

The need for robust, multi-faceted benchmarking stems from Greece's unique telecommunications environment, with its diverse geography and numerous inhabited islands requiring consistent, high-quality connectivity. EETT sought a solution that could provide an accurate, data-driven evaluation of how Greece's mobile services compare to its European counterparts, not only in terms of cost but also service quality and infrastructure investment.

TPIP's advanced benchmarking capabilities played a role in meeting this need. Using proprietary algorithms, the platform scores each country on a 100-point scale based on pricing, network performance and investment. In pricing comparisons, the system considers purchasing power parity (PPP), provider market shares and various user profiles to ensure a balanced evaluation.

"Through TPIP's customised implementation, EETT can now objectively compare Greece's telecom market against those of key European countries, considering not just pricing but also service quality and infrastructure investment," said Vincent Bonneau, who leads Tarifica's global client engagement initiatives. "With TPIP's comprehensive data-driven insights, EETT can better evaluate market dynamics and support strategic decision-making to strengthen Greece's telecommunications sector."

The platform automates data collection and analysis, enabling quarterly updates that reflect the latest market conditions. Each quarter, Tarifica provides EETT with a detailed overview report, empowering the regulator to continuously assess and adapt to evolving telecom market dynamics.

"Our mission is to continually assess and improve Greece's telecommunications services by promoting quality, innovation and sustainable network development," said Konstantinos Masselos, the president of the Hellenic Telecommunications & Post Commission (EETT). "Tarifica's platform allows us to perform comprehensive evaluations, taking into account not only what consumers pay but also the quality of service and long-term network investments. This comprehensive approach ensures that we regulate with accuracy and insight."

By using Tarifica's Telecom Pricing Intelligence Platform, EETT has further accelerated its efforts to maintain a forward-looking regulatory framework that considers both market competitiveness and the consumer experience.