

Section 1 Mobile Device Measurements - Buyer's Remorse (BRE)

1.1 Buyer's Remorse (BRE)

1.1.1 General Description and Title

BRE is a return rate measurement that covers the early life cycle of a product after General Availability. The measure is the number of devices returned divided by the number of devices activated during the period the buyer may return the device during the Buyer's Remorse period as defined by the Service Provider.

- 1) BRE is a monthly measure of returns during the first 7 days, 14 days or 30 days after initial activation attempt

1.1.2 Purpose

These measurements are largely focused on North America and post-paid products. For global and pre-paid products, these measurements can be modified.

The measurement:

- 1) provides a quantification of the WIRELESS SUBSCRIBER's satisfaction with the product and/or service.
- 2) determines the degree of need for improvement of WIRELESS SUBSCRIBER satisfaction
- 3) provides input data needed to calculate equipment life cycle costs

1.1.3 Applicable Product Categories

In general, these measurements apply to:

Mobile Devices

PC Code	Category Name	Definition
6.2.1.2.1	Feature Phone	A mobile phone that provides basic voice and text functions and may provide other features.
6.2.1.2.2	Smart Phone	A smartphone, or smart phone, is a mobile phone built on a mobile operating system, with more advanced computing capabilities than a feature phone.

1.1.4 Detailed Descriptions

- 1) Terminology
 - a) Buyers Remorse (BRE) return, handset devices returned by WIRELESS SUBSCRIBERS within the period where buyer's remorse returns are allowed
 - b) WIRELESS SUBSCRIBER, the end-user of the wireless handset

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- c) SERVICE PROVIDER, the organization that supports the activated wireless handset.
 - d) MANUFACTURER, the organization that provides the wireless handset to the SERVICE PROVIDER to sell.
 - e) WIRELESS SUBSCRIBER base, refers to the defined group of customers that the SERVICE PROVIDER's measurement data encompasses. The SERVICE PROVIDER shall be responsible for ensuring the data reported for a given measurement contains only data from WIRELESS SUBSCRIBERS who are providing all needed information for that measurement. For this measure, SERVICE PROVIDER will need to supply the data to the MANUFACTURER.
 - f) Activation, is the process that links (activates) a specific mobile phone number to an account and to a SERVICE PROVIDER network. SERVICE PROVIDERS can provide the initial date of activation if required for warranty or exchange purposes.
- 2) Counting Rules
- a) Units returned during the buyer's remorse period are counted
 - b) Units shall be counted in the month that they are returned
 - c) BRE submission shall only include data for handsets that have reached general availability
- 3) Counting Rule Exclusions
- a) Units returned with damaged shipping materials, liquid damage, or WIRELESS SUBSCRIBER physical abuse shall not be counted
 - b) Units returned for functional failure (DOA) shall not be counted
- 4) Calculations and Formulas
- a) BRE measurements are reported monthly
 - b) Normalization is based on units activated in the reporting month
 - c) Should a SERVICE PROVIDER not provide enough detailed information for the BRE calculation, all data from that SERVICE PROVIDER shall be excluded
 - d) General formula for normalized BRE is:
BRE = returns in the reporting month / activations in the BRE reporting month

Table 1.1-1 BRE Notation

Identifier	Definition
NU	The number of handsets activated
BREr07	Number of BRE returns from the reporting month (7-day)
BREr14	Number of BRE returns from the reporting month (14-day)
BREr30	Number of BRE returns from the reporting month (30-day)
BREs	Normalization factor – the total number of handsets active in the reporting month

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Table 1.1-2 BRE Measurement Identifiers and Formulas

Identifier	Title	Formula	
BRE	BRE07	100 x (BREr07 / BREs)	%
BRE	BRE14	100 x (BREr14 / BREs)	%
BRE	BRE30	100 x (BREr30 / BREs)	%

- 1) Reported Data and Format, the SERVICE PROVIDER shall
 - a) Submit data on measurements that are within the scope of this definition
 - b) Correct any data discrepancies and resubmit corrected data
 - c) The BRE measurement shall be reported for each month and each product category with data elements or equivalent as defined in Table 1.1-1.

1.1.5 Sources of Data

As a part of its data systems, the SERVICE PROVIDER should have available the information listed above needed to calculate these measurements. This includes:

- 1) Handset activation records provided by the SERVICE PROVIDER
- 2) Handset return records provided by the SERVICE PROVIDER

1.1.6 Ranges and Floors

- a) No ranges established
- b) No floors established

1.1.7 Examples

Examples for applying the BRE measurement:

Month Since Launch	#BRE	#Activations	Calendar Month	Result
1	35	10,000	January	0.35%
2	110	25,000	February	0.44%
3	115	30,000	March	0.38%
4	120	35,000	April	0.34%
5	144	35,000	May	0.41%
6	128	40,000	June	0.32%
7	125	42,000	July	0.30%
8	115	35,000	August	0.38%
9	90	25,000	September	0.36%
10	86	15,000	October	0.57%
11	78	10,000	November	0.78%
12	55	5,000	December	1.10%

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