



Digital Solutions

The digital transformation of work, leisure, shopping and politics is gathering pace. Understanding, measuring and predicting the course of digital trends is more important than ever. Amárach has worked with leading technology and digital service providers to uncover the future hiding in the present.


amárach
research

Rural Ireland Futures

Customer Requirements:

to lead the debate about the role of digital technology in closing the urban-rural gap in Ireland and positioning Vodafone as solution providers in the wider policy debate.

Research Approach:

Amárach surveyed 1,000 people living in rural Ireland – alongside a sample of Vodafone SME customers in rural locations – to understand their pain points, needs and preferences for the future.

Research Output:

The findings have been published* and have been used to engage the media and policy makers in a debate about the role of broadband and digital technologies in closing the gap between urban Ireland and rural Ireland.

* Report here:

https://www.ludgate.ie/contentfiles/Ludgate_Connected_Futures.pdf

Amárach has delivered digital solutions for:



MAGNET
NETWORKS

Digital Solutions

Amárach works with providers of mobile, broadband and other digital services to unlock insights into customer needs and future demand. To discuss our digital solutions contact: gerard.oneill@amarach.com



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

Find out more

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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