

# Aspera Mobile sees significant growth in Australian market

## Major success with latest releases

Aspera Mobile has launched two new \$99 4G phones in the last few months, the new Jazz 2 smartphone and most recently the new 4G F40 'Easy' flip phone. Both phones have been a huge success for the company who specialises in lower cost, easy to use, fully functioned phones. Commenting on the phones' success and the company's future growth in Australia Aspera Mobile MD Allan Robertson explained, "We get important information from our regular customer interactions and use that in defining our new models. In relation to the F40 flip phone we know that there is a sizeable market segment resistant to adopting smartphones. So, with that in mind, our Easy range of phones like the F40 give the best possible experience to these users, through practical and fresh design, simplicity of use and affordability." Robertson had a slightly different view for why the company's most recent smartphone had sold so well adding, "For the Jazz 2 we recognised that not everybody can spend \$500, \$1000 or more on a smartphone, but critically nor should they have to. With the Jazz 2 we put together a product aimed at the entry level and low affordability users. It offers Android Go, Google Play Store with all of its applications, GPS, WiFi, dual 4G SIM cards and much more for just \$99. So as we always do at Aspera, we placed significant importance on addressing the needs of certain market segments, rather than competing high-end and high-cost, head to head with the likes of Apple and Samsung." Aspera Mobile has been going and growing for several years now. A fact that Robertson acknowledges is down to several factors. He continued, "Firstly our customers support the fact we are Australian owned, and they enjoy being taken care of by a local support team. Our products offer something different, with most of the big brands offering 'me too' mid to high-spec smartphones. Focusing on customer needs that haven't been met by other manufacturers and offering cost effective solutions is what we do well." Aspera Mobile phones are sold in a number of large retailers including Big W, Harvey Norman and Bing Lee as well as in Caltex and Puma service stations, Bay Audio and Retravisio. Online options to purchase Aspera Mobile phones include Mobiciti and Amazon. For Robertson he clearly has one main and key focus and that's his customer. He believes he knows them well adding, "Typically they are not power users or those motivated by the latest and greatest spec. Our customers want a practical solution, based on good functionality, value for money, and local support. I guess it's fair to say we obsess a little about our customers and how to give them the best value for money. Our product evolution is aimed at giving them progressive choices, for instance moving from an Easy flip phone into a suitable entry level smartphone, or simply moving from 3G to 4G and keeping the Easy phone style. Simple, straightforward, easy to use, low cost, practical and efficient." Aspera also has a rigorous process in terms of product development as Robertson explained, "We are always assessing the market and trying to address un-met mobile needs. That can mean a rugged smartphone when currently there are few available, or as with the Jazz 2, an entry level smartphone with dual SIM cards. Typically a model may have a 12-15 month lifecycle, so we try to keep the range fresh and in tune with rate of mobile turnover of a typical user." One aspect of the company Robertson is particularly proud of and invests a great deal of time, money and effort in is Aspera Mobile's support. He explained, "Our support is a real positive point of difference for us. Our customers love communicating with someone locally, be it via email or on the phone. Most calls are answered on the spot with less than 20% being put on hold. Not only are our customers well taken care of but they are listened to. This has led to our policy of not being like the big brands who market a global model as a one size fits all solution, and instead tailoring our product development to meet the needs of our customers and the Australian market." Allan Robertson has a real affection for his company and the products it manufactures. In fact he still keeps and uses most of their phones, swapping them over regularly. He concluded, "I have a soft spot for the R5, it was our first rugged smartphone in Australia, launched in 2014, and many are still out there. We got a buzz hearing about R5s churning through cement trucks, getting trampled by cattle or sliding off the dash of cars and out the window - and yes, still working. I do think, though, that the Jazz 2 and F40 are the best value for money phones we've produced to date."

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