

The Power of Partnerships



By: Eric Griffin
Co-Founder, Mobile Outfitters



In rural markets, every connection counts — creating meaningful customer experiences can be the difference between gaining a lifelong customer or losing them to a national competitor. That's where the power of partnership comes in, and I've seen firsthand how creative collaboration can unlock surprising value.

At Mobile Outfitters, we specialize in on-demand screen protection. That may not sound like a partnership at first, but here's the twist: because our product is made on-site and on-demand, our partners

don't need to carry extensive inventory or guess what models their customers will bring in. That means fewer headaches, more margin, and ultimately, a better customer experience.

But the real magic happens when we move beyond product — and into partnership!

Recently, we partnered with Nex-Tech Wireless, a regional carrier based in Kansas, to launch a simple but powerful campaign: Bust Your Bill. The idea was straightforward — customers could bring in a competitor's phone bill and walk out with a free screen protector. No strings attached. If Nex-Tech Wireless could beat the bill, the customer switched. If not, they still walked away with a screen protector they absolutely love (which, by the way, they need to return to Nex-Tech Wireless to have it replaced in the future) and Nex-Tech Wireless walked away with something just as valuable: lead data.

That campaign wasn't just clever — it worked. Nex-Tech Wireless saw a 22% increase in screen protector sales across their locations. But more importantly, they gained a steady flow of qualified prospects.



Think about it: name, email, phone number, device type, what they're paying their current carrier — everything you'd want to know to make a compelling follow-up.

The only reason this kind of campaign works is because of the flexibility of on-demand screen protection. Traditional inventory models would never allow you to give away product without risking stockouts or overages. But when you can create a screen protector for any device on the spot — no matter how old or obscure — it opens the door to entirely new kinds of engagement.

That's what partnerships should do: unlock more than the sum of their parts.

This isn't just a one-off story. We've seen time and time again that rural telcos and carriers are hungry for new ways to drive in-store traffic, create value, and stand out in a crowded market. But you don't always need a massive budget or a flashy national campaign. Sometimes, all it takes is a well-executed idea between the right partners with the right products.

At the end of the day, customers remember how you made them feel. They remember that you solved a problem. And they remember the little things — like walking into a local carrier and getting a free screen protector and a lower phone bill, all in one visit. [CCA](#)

Mobile Outfitters offers on-demand device protection at 1,200+ locations worldwide — delivering maximum profit with minimal inventory. Nex-Tech Wireless provides trusted wireless solutions and superior service across 40+ Kansas counties. Together, we bring innovative technology and customer-focused care to local communities. Learn more at www.moutfitters.com and www.ntwls.com.

Stout & Company Provides Towers From the Ground Up With

Integrity, Quality, Price, and Service

Smart, Experienced, Responsive
Is Our Way Of Doing Business

Our towers are the best because of our people.
We make your wireless work!

Build-to-Suit Services	Colocation Services
Land Services	Site Acquisition Services

415 S. Commerce St. 601.445.0504
Natchez, MS 39120 www.stoutandcompany.com