

# Decoding the Customer Voice

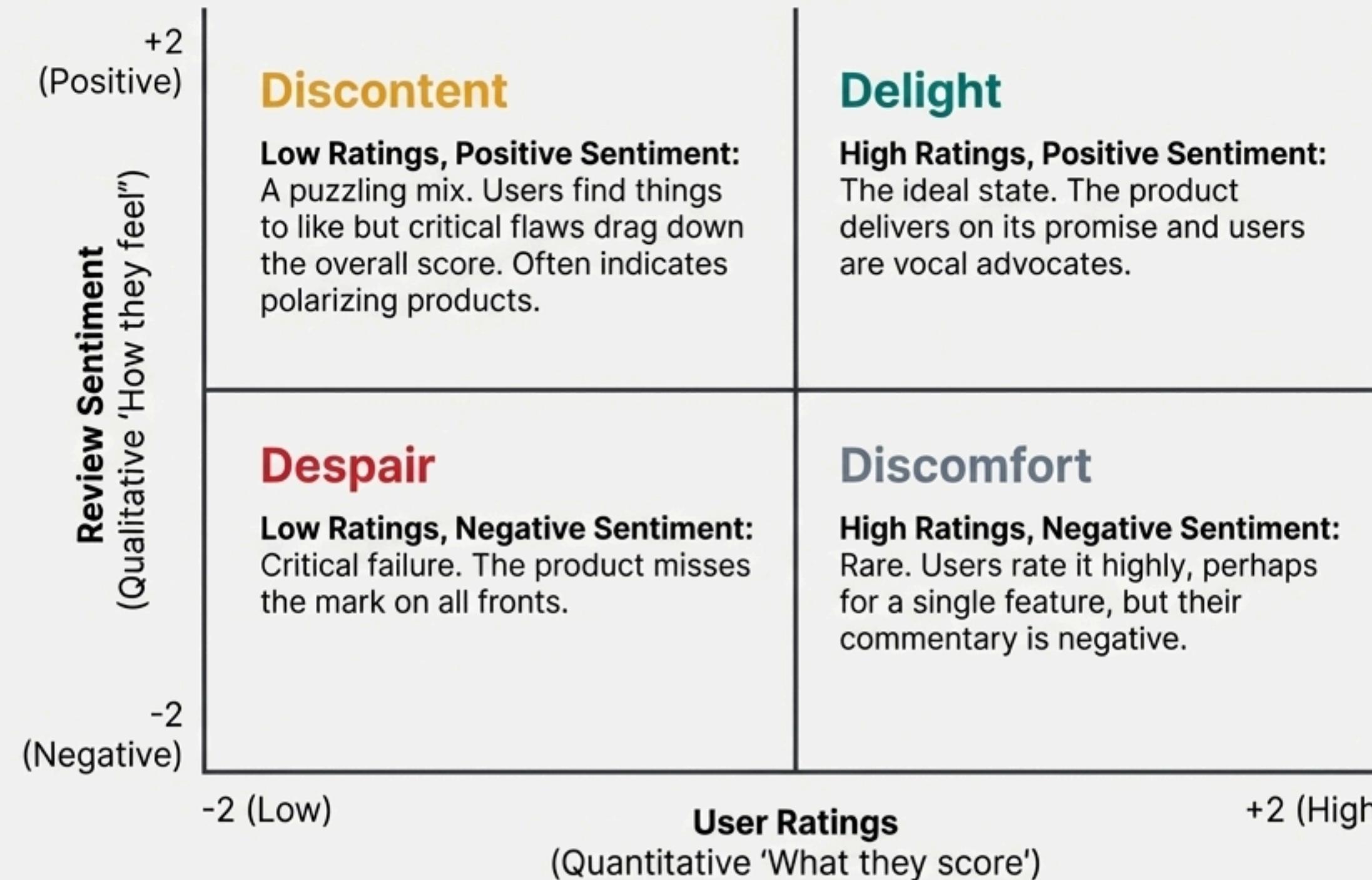
A RaRe Quadrant Analysis of Motorola's 2025 Smartphone  
Line in India

A Techarc **RaRe Quadrant Report**

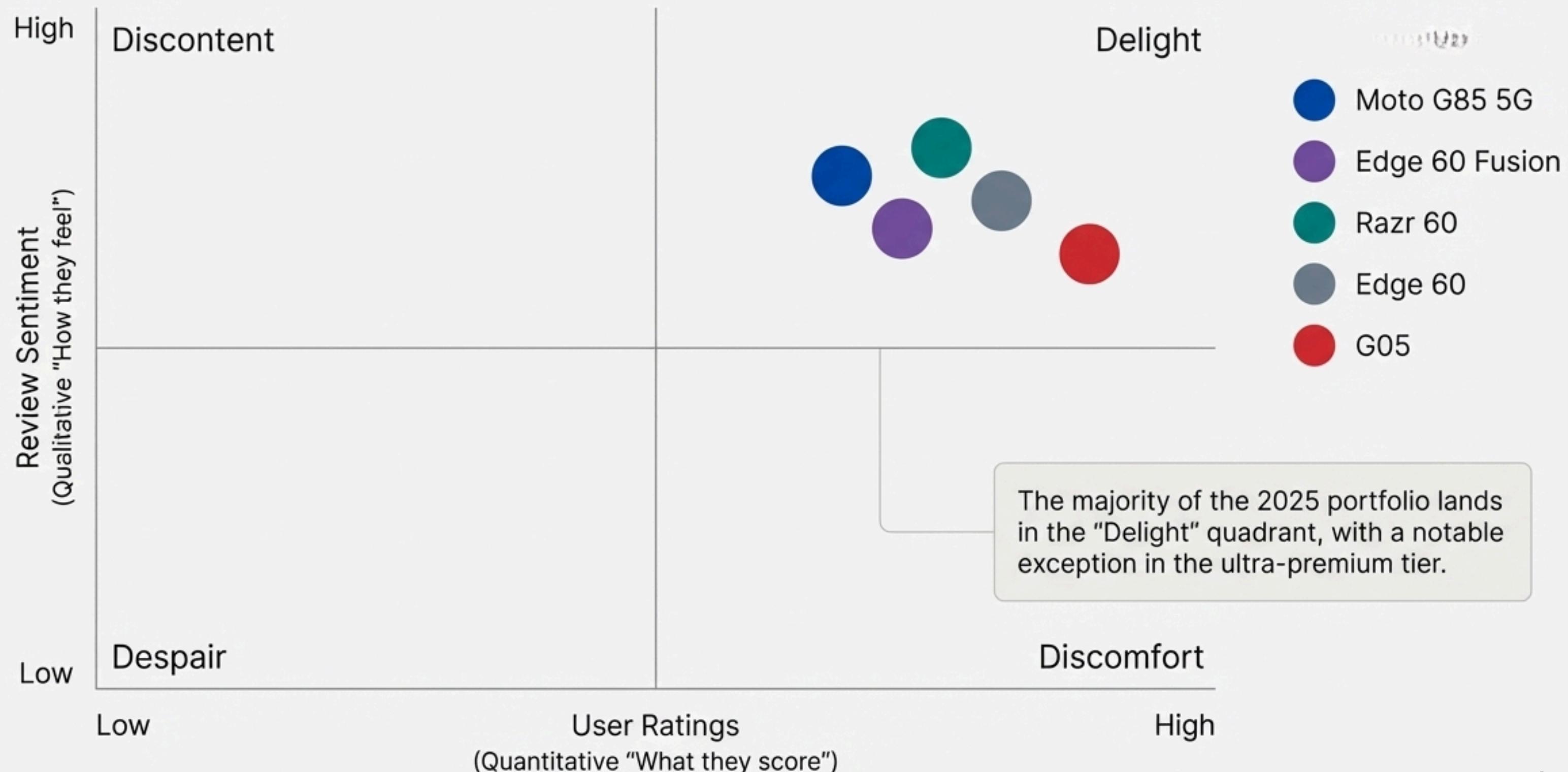
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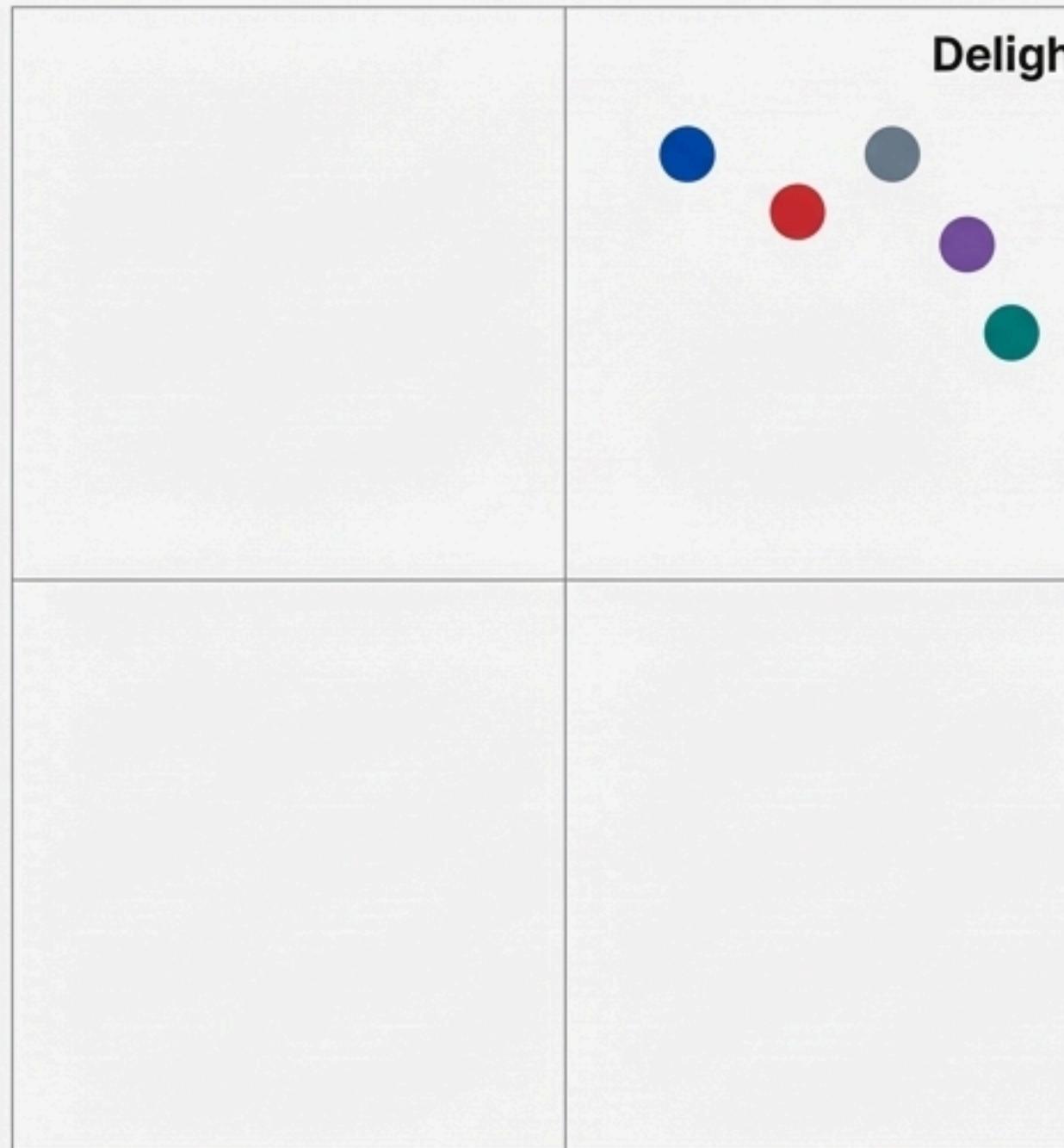
# Our Framework: The RaRe (Ratings vs. Reviews) Quadrant



# The Motorola 2025 Customer Perception Landscape



# The Crowded 'Delight' Zone: Where Promise Meets Perception



Five of the six analyzed models reside here. This indicates a strong core lineup where products are meeting or exceeding customer expectations, earning both high scores and positive commentary.

- Moto G85 5G
- Moto G05
- Motorola Edge 60
- Motorola Edge 60 Fusion
- Motorola Razr 60



# The 'Discontent' Anomaly: Analyzing the Razr 60 Ultra

## Discontent

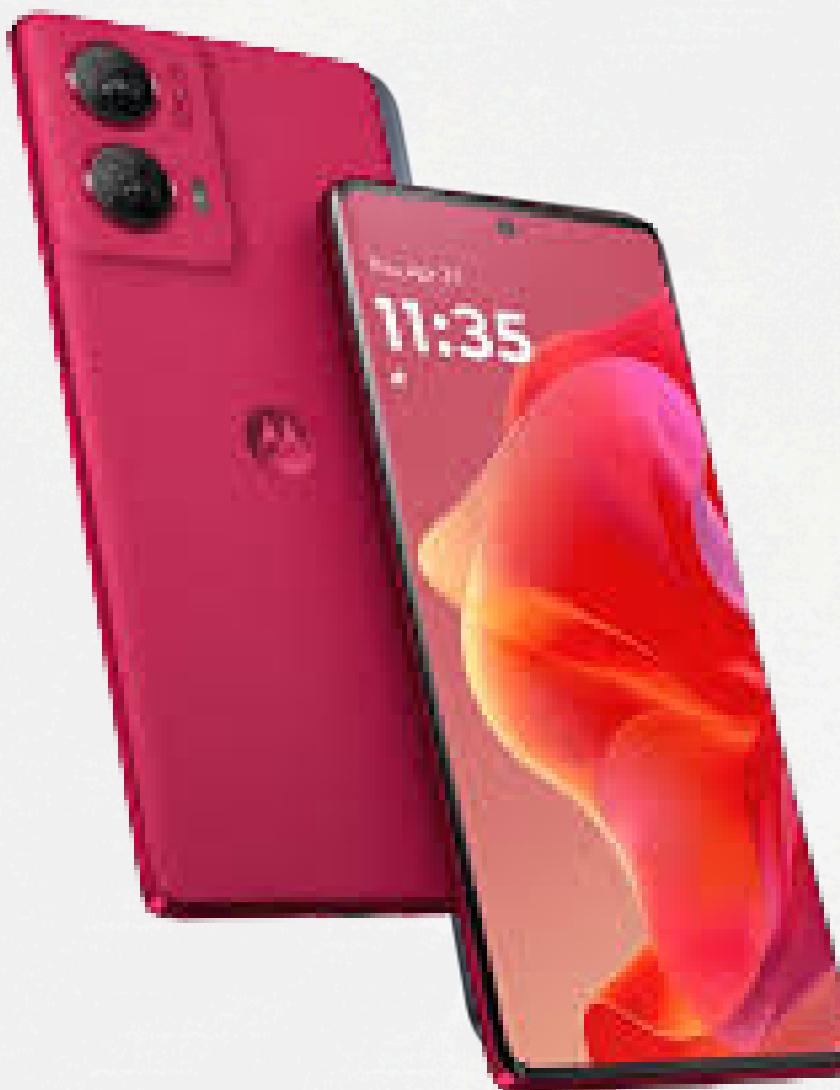


The Razr 60 Ultra's position is significant. Positive sentiment suggests users appreciate its innovation, design, and features. However, its lower overall rating indicates that these positives are being undermined by critical issues, potentially related to price, battery life, or durability, preventing it from achieving widespread delight.

motorola razr 60 ultra |  
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# G-Series: The Undisputed Engine of Customer Satisfaction



The Moto G85 5G and G05 are firmly positioned in the 'Delight' quadrant. This data validates Motorola's strategy for the G-series, confirming that it successfully delivers on its promise of reliable performance and features at an accessible price point, delighting its target audience.





## Edge Series: Consistently Delivering a Premium Experience

Both the Edge 60 and Edge 60 Fusion are strong performers in the 'Delight' quadrant. Customers are not just rating them highly but are also positively reviewing the premium experience they offer. This demonstrates a successful execution of a premium-yet-accessible strategy.



# The Razr Series: A Tale of Two Foldables

The Razr series presents a fascinating split in customer perception.

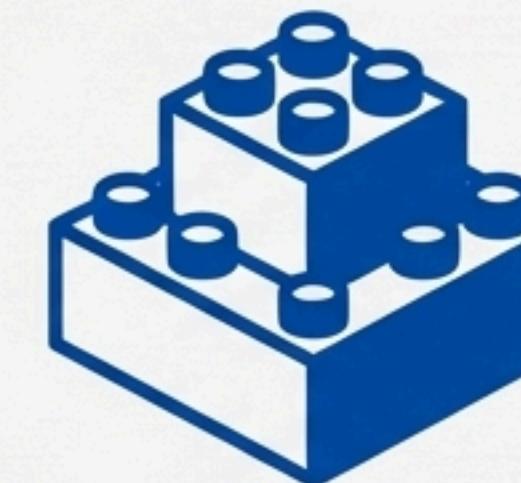
- **Razr 60:** Lands comfortably in 'Delight', suggesting its balance of features, price, and foldable experience hits the mark for customers.
- **Razr 60 Ultra:** Sits alone in 'Discontent', indicating that while its cutting-edge features generate positive buzz, the overall package fails to satisfy customers enough to earn a top-tier rating. This is a critical insight for Motorola's flagship strategy.



# Key Findings: A Portfolio Overview



**Widespread Delight:**  
The core of Motorola's 2025 portfolio is a resounding success with customers.



**G-Series is the Bedrock:**  
The value-focused G-Series is the most consistent driver of customer satisfaction, validating its market position.



**Edge Series is a Credible Contender:** The Edge series successfully bridges the gap to the premium segment, delivering on its promises.



**Flagship Innovation Gap:**  
A perception gap exists for the top-of-the-line Razr 60 Ultra, where innovation isn't translating into universally high ratings.



# The Path Forward: Balancing a Strong Core with a Sharper Edge

Motorola's 2025 performance reveals a dual-pronged reality. An exceptionally strong and beloved core portfolio in the G and Edge series provides a stable foundation for growth. The challenge—and the opportunity—lies in refining its flagship innovation strategy to ensure its most ambitious products, like the Razr Ultra, fully deliver on their promise and transition from "Discontent" to unequivocal "Delight".



# RaRe Quadrant Analysis Report

The RaRe Quadrant Analysis Report is based on a proprietary analysis methodology by Techarc using **InfiSights**, its in-house platform for insights and analysis using ML and AI.

The analysis and insights are carried out strictly as per the market research code of ethics guidelines. The statistical accuracy achieved is with +/-5% margin of error.

To overcome any model limitations and gaps in data trainings, a manual review was randomised on the data as a quality check procedure to co-relate the findings and increase confidence in the findings.

While all the measures and procedures have been followed during the preparation of this report, Techarc shall not be responsible for any business implications, direct or indirect, as an outcome of this report. It is highly recommended to corroborate the findings with other data sources and reports to make any conclusions.

*For any query on this report or other Techarc research, please write to us at [info@techarc.net](mailto:info@techarc.net).*