2015 Wireless Network Quality Performance Study

As wireless network and phone technology has improved, customer usage patterns and overall reliance on wireless devices have evolved. Carriers that meet customers’ expectations and provide a satisfying network quality experience are well positioned to improve customer satisfaction, influence brand advocacy and loyalty, increase monthly spend, and maximize sales.

The Solution

The J.D. Power 2015 Wireless Network Quality Performance Study℠ measures satisfaction based on recent customer usage activities in three areas that impact network performance: calling, messaging, and data connections. Full-service and non-contract wireless carriers may use study data to:

■ Measure critical factors that impact customers’ perceptions of network quality performance across key customer segments like contract vs. non-contract, metro vs. rural, and by device type
■ Identify carriers’ areas of strength and weakness overall and by key customer segments
■ Track performance on a quarterly basis via performance scorecards

The Benefits

Study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of how your company is performing and to identify any areas needing improvement.

Deliverables include:

■ A management discussion and on-site executive presentation that provide insights into key industry trends and study findings, allowing your company to maximize performance and prioritize improvement initiatives
■ Access to competitive data sets, allowing a comparison of your company’s performance against competitors, the industry, and the highest performers
■ Data analysis via SPSS Data and mTABWeb™ files that allows for segmentation at the national and regional levels, as well as the 35 largest metro statistical areas, by specific device type (smartphone vs. traditional handset) and at the brand and model levels

J.D. Power’s research solutions enable wireless carriers to target those performance activities that have a direct impact on ROI.

For more information about J.D. Power’s products and services, please contact: Kirk Parsons at 203-354-4510 or via email Kirk.Parsons@jdpa.com
J.D. Power Industry Solutions

J.D. Power’s products and solutions help companies measure, understand, and improve the key performance metrics that drive growth and profitability. Since 1968, organizations around the world have relied on J.D. Power as a trusted advisor for:

- Deep expertise in the industries we serve
- Advanced research science to drive insights
- A proven success record for driving results

Through an unmatched 360° view of the customer, J.D. Power can identify the multiple drivers of customer experience, measure and understand their impacts, and help you drive business results by monitoring and improving performance.

J.D. Power’s Offerings include:

**Industry Benchmarking**
J.D. Power’s independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers’ shopping, buying, and ownership experiences for a variety of products and services.

**Tracking**
J.D. Power offers three tracking solutions that enable your company to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

- **Acutrend™**—Provides a 360° view of the customer experience in real time through a Web-based interface that allows for an analysis of every key performance measure against established industry benchmarks
- **Custom Tracking**—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform
- **Customer Community**—With J.D. Power’s online panel, tracking clients receive fast feedback from their customers, while building a database of comprehensive customer profiles over time.

**Performance Improvement**
J.D. Power offers comprehensive solutions for businesses looking to improve customer service, satisfaction and operational performance. The company derives its insights from industry-wide benchmarks known to drive the highest levels of satisfaction, and helps organizations make changes to improve business results.

**Social Media Insights**
Collect and evaluate consumer sentiment in its natural form—unprompted. J.D. Power’s advanced social media intelligence solutions easily integrate into your company’s existing research, surpassing the basic monitoring tools that many companies currently use.

**Digital Experience Evaluation Solutions**
Gain an understanding of how consumers interact with your company’s website, as well as whether it is meeting the needs of consumers and how it compares to competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement continual improvement.

**Mystery Shopping**
J.D. Power’s rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services can be customized to virtually any industry.

**Consulting and Training**
Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power’s industry expertise into your company’s strategic planning and operational activities.