

U.S. Wireless Customer Care Performance Study

REDESIGNED



The **J.D. Power U.S. Wireless Customer Care Performance StudySM** measures satisfaction with the entire customer care service experience, from initial contact to problem resolution, based on recent customer experiences. The study provides a competitive benchmark to measure customer advocacy and loyalty; identify improvement initiatives; and compare wireless carrier performance across the United States.

WHY PURCHASE THIS STUDY?



Benchmark your performance against other wireless service providers



Align strategic planning and improvement initiatives with customer expectations and performance metrics



Identify areas of opportunity and investment prioritization



Identify areas of strength and weakness overall and by key customer segments



Determine drivers of customer churn and switching intent

WHAT'S NEW?

- Six new factors: phone, in-store, website, mobile app, text and social media
- Updated segments: Mobile Network Operators, Mobile Virtual Network Operators and Value Mobile Virtual Network Operators
- New Spanish sample available

Deliverables

Monthly Deliverables:

- **Competitive datasets** via J.D. Power PowerSource portal, which provide detailed performance insights for comparison to best-in-class and industry trends, including the proprietary J.D. Power index model that rank orders what is most and least important to your customers
- **Net Promoter Score[®]** — J.D. Power NPS[®] is an independent measurement of NPS
- **Study Methodology**
- **Study Questionnaire**

Final Volume Publish:

- **Executive Presentation** delivered (onsite or virtual) by J.D. Power experts to prioritize drivers of satisfaction and develop action plans
- **Executive Briefing Report** that highlights industry trends, challenges and areas of opportunity
- **Simulator** — Model the cause/effect of employing improvement initiatives and how this may impact overall customer satisfaction
- **Calculator** — Identify improvement opportunities by executing what-if scenarios in order to model changes to one or more attributes; the simulator and calculator can be used jointly
- **SPSS Dataset** that allows you to perform additional analyses and pinpoint opportunities for improvement with diagnostic precision

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