Opportunities Exist to Overcome Decline in Wireless Router Satisfaction, J.D. Power Finds

TP-Link Ranks Highest for Second Consecutive Year

TROY, Mich.: 3 Nov. 2020 — Increased instances of Wi-Fi use bring a higher probability of encountering wireless router problems, which was the case as COVID-19 forced many to work from home. According to the J.D. Power 2020 Wireless Router Satisfaction Report, released today, overall customer satisfaction with wireless routers falls nine points (on a 1,000-point scale) from 2019, driven by declines in all 10 factors.

The 10 factors measured in the 2020 report include (in order of importance): Wi-Fi range; reliability; speed of upload/download; restore connection easily; security capabilities; price; ease of set-up; variety of features; intuitive user interface; and customer service.

“As wireless router purchases increased, ease-of-use satisfaction decreased, showing us that customers are not equipped with adequate information to install and/or troubleshoot their routers easily,” said Ian Greenblatt, technology, media & telecom intelligence lead at J.D. Power. “To make the process more user-friendly, manufacturers should supply customers with simple, guided instructions and links to instructional videos on installation and optimization tricks. As working from home has become a permanent situation for many, customers will look to optimize their Wi-Fi. Manufacturers that differentiate themselves with user-friendly straight-forward instructions will surely pull ahead.”

Wireless Router Satisfaction Rankings

TP-Link (866) ranks highest in customer satisfaction with wireless routers, an increase of 11 points from its score in 2019. D-Link (836) ranks second and NETGEAR (826) ranks third.

The 2020 Wireless Router Satisfaction Report, now in its sixth year, is based on responses from 1,204 current owners of wireless routers who purchased their device during the 12-month period prior to report fielding in August and September 2020.


See the online press release at http://www.jdpower.com/pr-id/2020146.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company’s business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.
Media Relations Contacts
Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com
John Roderick; East Coast; 631-584-2200; john@jroderick.com


# # #
NOTE: One chart follows.
J.D. Power
2020 Wireless Router Satisfaction ReportSM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

- TP-Link: 866
- D-Link: 836
- NETGEAR: 826
- Industry Average: 826
- Linksys: 824
- ASUS: 811
- Motorola: 806
- ARRIS: 803

Source: J.D. Power 2020 Wireless Router Satisfaction ReportSM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.