Easy-to-Understand Mobile Plan Features and Pricing are Keys to Driving Customer Satisfaction, J.D. Power Finds

TROY, Mich.: 18 Feb. 2021 — Nearly one-third (31%) of consumers who had a purchase experience with a mobile network operator in the past three months don’t believe plan features and pricing are easy to understand, according to the J.D. Power 2021 U.S. Wireless Purchase Experience Mobile Network Operator Performance StudySM—Volume 1 and the J.D. Power 2021 U.S. Wireless Purchase Experience Mobile Virtual Network Operator Performance StudySM—Volume 1, released today.

“With the variable components to a mobile network plan, maintaining clear and concise verbiage can be the difference between a positive or negative purchase experience,” said Ian Greenblatt, managing director at J.D. Power. “Consumers that believed their plan features and pricing to be easy to understand had a significantly higher level of satisfaction than those who did not. Adjusting marketing materials and fully versing the sales teams with simpler, more conversational terms could be the push that network operators need to boost satisfaction.”

Study Results

Among Mobile Network Operators, T-Mobile ranks highest with a score of 813. AT&T (780) ranks second. The segment average is 766.

Among Mobile Virtual Network Operators, Metro by T-Mobile ranks highest with a score of 834. Spectrum (826) ranks second and Xfinity Mobile (824) ranks third. The segment average is 823.

Among Value Mobile Virtual Network Operators, Consumer Cellular ranks highest with a score of 882. The segment average is 850.

Now in the 18th year of publication, the 2021 U.S. Wireless Purchase Experience Mobile Network Operator Performance Study and the U.S. Wireless Purchase Experience Mobile Virtual Network Operator Performance Study are based on responses from 12,415 customers who use any one of four purchase channels and evaluate the wireless purchase experience taking place via: phone calls; visits to a carrier store; the carrier website; or the carrier’s mobile app. Overall purchase experience satisfaction with both Mobile Network Operators and Mobile Virtual Network Operators is measured in two factors: Cost and Promotions and Purchase Process. The studies were fielded from July through December 2020.


See the online press release at http://www.jdpower.com/pr-id/2021012.

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.

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# # #
NOTE: Three charts follow.
J.D. Power
2021 U.S. Wireless Purchase Experience Mobile Network Operator Performance Study™—Volume 1

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

Mobile Network Operators

<table>
<thead>
<tr>
<th>Operator</th>
<th>Index Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-Mobile</td>
<td>813</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>780</td>
</tr>
<tr>
<td>Segment Average</td>
<td>766</td>
</tr>
<tr>
<td>Verizon Wireless</td>
<td>744</td>
</tr>
<tr>
<td>Sprint</td>
<td>725</td>
</tr>
</tbody>
</table>

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J.D. Power
2021 U.S. Wireless Purchase Experience Mobile Virtual Network Operator Performance StudySM—Volume 1

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

Mobile Virtual Network Operators

- Metro by T-Mobile: 834
- Spectrum Mobile: 826
- Xfinity Mobile: 824
- Segment Average: 823
- Cricket: 816
- Boost Mobile: 814


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J.D. Power
2021 U.S. Wireless Purchase Experience Mobile Virtual Network Operator Performance Study℠—Volume 1

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

Value Mobile Virtual Network Operators

- Consumer Cellular: 882
- Segment Average: 850
- TracFone: 846
- Straight Talk: 816


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