Business Wireline Customer Satisfaction Remains High Post-Pandemic, J.D. Power Finds

AT&T Ranks Highest in Large Enterprise and Medium Business Segments; Verizon Ranks Highest in Small Business Segment

TROY, Mich.: 8 July 2021 — Business broadband customer satisfaction remains high even as most businesses are returning to normal in the wake of the pandemic, according to the J.D. Power 2021 U.S. Business Wireline Study, SM released today. The study also reveals that, while email is the preferred communication channel, communicating by phone yields higher satisfaction.

“As restrictions ease, business customers continue to be highly satisfied with their broadband service’s alignment to their expectations,” said Ian Greenblatt, managing director at J.D. Power. “If customer service representatives continue on their current path while maintaining focus on email, considering it is the preferred method of communication, then satisfaction will continue on this upward trend.”

Study Results

In the large enterprise segment, AT&T ranks highest for a fourth consecutive year, with a score of 882.

In the medium business segment (previously the small/medium business segment), AT&T ranks highest for a second consecutive year with a score of 846. Verizon (841) ranks second.

In the small business segment (previously the very small business segment), Verizon ranks highest for a third consecutive year with a score of 785. Comcast (763) ranks second.

The 2021 U.S. Business Wireline Satisfaction Study is based on responses from 4,331 business customers of data and voice services. The study evaluates business wireline experiences across six factors: performance and reliability; cost of service; communications; sales representatives and account executives; billing; and customer service. The large enterprise segment includes businesses with 500 or more employees; the medium business segment includes businesses with 20 to 499 employees; and the small business segment includes businesses with less than 20 employees. The study was fielded in April-May 2021.


See the online press release at http://www.jdpower.com/pr-id/2020073.

About J.D. Power

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

Large Enterprise

- AT&T: 882
- Segment Average: 867
- Verizon: 866
- Cox Business: 849
- Comcast Business: 842
- Spectrum Business: 822
- CenturyLink: 799

Source: J.D. Power 2021 U.S. Business Wireline Satisfaction Study.SM

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# J.D. Power

## 2021 U.S. Business Wireline Satisfaction Study™

### Overall Customer Satisfaction Index Ranking

*(Based on a 1,000-point scale)*

**Medium Business**

<table>
<thead>
<tr>
<th>Company</th>
<th>Index Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T</td>
<td>846</td>
</tr>
<tr>
<td>Verizon</td>
<td>841</td>
</tr>
<tr>
<td>Segment Average</td>
<td>831</td>
</tr>
<tr>
<td>Cox Business</td>
<td>816</td>
</tr>
<tr>
<td>Comcast Business</td>
<td>806</td>
</tr>
<tr>
<td>Spectrum Business</td>
<td>784</td>
</tr>
<tr>
<td>CenturyLink</td>
<td>758</td>
</tr>
</tbody>
</table>

Source: J.D. Power 2021 U.S. Business Wireline Satisfaction Study™

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

Small Business

- Verizon: 785
- Comcast Business: 763
- Segment Average: 761
- AT&T: 756
- Cox Business: 755
- Spectrum Business: 755
- CenturyLink: 745
- Frontier Business: 721

Source: J.D. Power 2021 U.S. Business Wireline Satisfaction Study™

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