J.D. Power Study First: Cable Company Spectrum Mobile Ranks Highest (in a Tie) in Wireless Purchase Experience among Mobile Virtual Network Operators

T-Mobile, Metro by T-Mobile and Consumer Cellular Also Rank Highest in Respective Segments

TROY, Mich.: 12 Aug. 2021 — For the first time in the study’s history, a cable company, Spectrum Mobile, ranks highest (in a tie with Metro by T-Mobile) among mobile virtual network operators in the J.D. Power 2021 U.S. Wireless Purchase Experience Mobile Virtual Network Operator Performance StudySM—Volume 2, released today along with the J.D. Power 2021 U.S. Wireless Purchase Experience Mobile Network Operator Performance StudySM—Volume 2. Spectrum Mobile’s customers rank its in-store reps the highest, especially their knowledge, concern and courtesy shown combined with the high clarity of information provided, which typically indicates a well-trained, longer-tenured store staff.

The studies also find that, as with the rest of the nation’s businesses, wireless companies are having difficulty finding customer service representatives, both online and in store. Customer satisfaction with the clarity of information provided by store representatives has declined by 0.21 points since Volume 1 of this year’s study. Customers who scored clarity of information a 10 (on a 10-point scale) are significantly less likely to switch carriers, with 73% saying they definitely will not switch.

"Maintaining a fully staffed, highly trained customer service and sales organization in pandemic times is no small feat—the decline in many of the attributes we measure across the purchase experience is not surprising given the number of open positions across the industry,” said Ian Greenblatt, managing director at J.D. Power. "Carriers are investing in highly trained store representatives committed to customer success in search of dividends in customer satisfaction and retention."

Study Rankings

Among mobile network operators, T-Mobile ranks highest for the eighth consecutive volume, with a score of 808. AT&T (778) ranks second.

Among mobile virtual network operators, Metro by T-Mobile and Spectrum Mobile rank highest in a tie, each with a score of 816. Cricket (815) ranks third.

Among value mobile virtual network operators, Consumer Cellular ranks highest for an 11th consecutive volume, with a score of 865.

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 10,952 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 January through June 2021.


To view the online press release, please visit http://www.jdpower.com/pr-id/2021092.

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.
J.D. Power
2021 U.S. Wireless Purchase Experience Mobile Network Operator Performance Study\textsuperscript{SM}—Volume 2

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

Mobile Network Operators

\begin{itemize}
  \item T-Mobile: 808
  \item AT&T: 778
  \item Segment Average: 768
  \item Verizon Wireless: 755
  \item Sprint: 723
\end{itemize}

Source: J.D. Power 2021 U.S. Wireless Purchase Experience Mobile Network Operator Performance Study\textsuperscript{SM}—Volume 2

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

Mobile Virtual Network Operators

<table>
<thead>
<tr>
<th>Operator</th>
<th>Index Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro by T-Mobile</td>
<td>816</td>
</tr>
<tr>
<td>Spectrum Mobile</td>
<td>816</td>
</tr>
<tr>
<td>Cricket</td>
<td>815</td>
</tr>
<tr>
<td>Xfinity Mobile</td>
<td>804</td>
</tr>
<tr>
<td>Segment Average</td>
<td>802</td>
</tr>
<tr>
<td>Boost Mobile</td>
<td>769</td>
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Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Value Mobile Virtual Network Operators

<table>
<thead>
<tr>
<th>Operator</th>
<th>Index Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Cellular</td>
<td>865</td>
</tr>
<tr>
<td>Segment Average</td>
<td>822</td>
</tr>
<tr>
<td>TracFone</td>
<td>806</td>
</tr>
<tr>
<td>Straight Talk</td>
<td>797</td>
</tr>
</tbody>
</table>


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