Larger Businesses Experience Improved Wireless Service and Performance, J.D. Power Finds

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

TROY, Mich.: 7 Oct. 2021 — Satisfaction among large enterprise and medium business wireless customers reaches all-time highs, according to the J.D. Power 2021 U.S. Business Wireless Satisfaction Study, released today. Conversely, though, small business customers are having a different experience when it comes to the service and performance they’re receiving from wireless carriers, as the comparative gap between small and large enterprise customer satisfaction continues to widen.

“Overall customer satisfaction scores have generally improved this year, but there’s a great deal of variability in performance and reliability among wireless brands and across different customer segments,” said Ian Greenblatt, managing director of technology, media & telecom at J.D. Power. “The most critical areas where we’re seeing this variation manifest itself is in customer service and wireless performance and reliability—both of which are vital to business customer satisfaction and retention.”

Following are some key findings of the 2021 study:

- **Not all business customers created equal:** The gap in satisfaction this year between large enterprise business customers and small business customers climbs to 92 points (on a 1,000-point scale). While there are record levels of customer satisfaction among large enterprise and medium business customers in this year’s study, small business customer satisfaction declines one point year over year.

- **Customer service is critical pain point for small businesses:** Overall, customer satisfaction increases across all factors in the study among large enterprise and medium business customers. Among small business customers, significant declines are noted in customer service experience (-42 points from a year ago) and sales rep/account executive (-7).

- **Individual carrier performance varies:** There is a considerable gap between the highest- and lowest-performing individual carriers when it comes to performance and reliability, most significantly in the large enterprise segment.

**Study Rankings**

AT&T ranks highest in the large enterprise segment with a score of 895.

AT&T ranks highest in the medium business segment with a score of 853.

Verizon Wireless ranks highest in the small business segment with a score of 813. T-Mobile (811) ranks second.

The 2021 U.S. Business Wireless Satisfaction Study measures satisfaction across six factors: performance and reliability; customer service; sales representatives and account executives; billing; cost of service; and offerings and promotions. Overall satisfaction is measured in three key segments: large enterprise (500 or more employees); medium business (20-499 employees); and small business (1-19 employees).
The study is based on responses from 2,399 business decision-makers for wireless services in the United States and includes evaluations of their wireless carriers. The study was fielded in July-August 2021.


To view the online press release, please visit http://www.jdpower.com/pr-id/2021130.

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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# # #
Three charts follow.
J.D. Power
2021 U.S. Business Wireless Satisfaction Study℠

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

Large Enterprise

<table>
<thead>
<tr>
<th>Company</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T</td>
<td>895</td>
</tr>
<tr>
<td>Segment Average</td>
<td>886</td>
</tr>
<tr>
<td>Verizon Wireless</td>
<td>877</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>848</td>
</tr>
</tbody>
</table>

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

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2021 U.S. Business Wireless Satisfaction Study℠

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

Medium Business

- AT&T: 853
- Segment Average: 853
- T-Mobile: 852
- Verizon Wireless: 852

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

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2021 U.S. Business Wireless Satisfaction StudySM

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

Small Business

Verizon Wireless 813
T-Mobile 811
Segment Average 794
AT&T 768


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