

**Wireless Providers Learning to Adapt to Evolving Customer Needs and Expectations, J.D. Power Finds**T-Mobile, Cricket and Consumer Cellular Rank Highest in Respective Segments

**TROY, Mich.: 3 Feb. 2022** —Satisfaction with wireless providers is rebounding from 2021, showing the flexibility of providers to adapt to changing customer expectations, according to the J.D. Power 2022 U.S. Wireless Customer Care Study<sup>SM</sup>—Volume 1, released today.

“The industry is getting a grip on what the new norm is and have invested time and energy in training customer service representatives to best handle incoming requests based on customer preferences and issues,” said **Ian Greenblatt, managing director at J.D. Power**. “Making the connection with customers is imperative to keep satisfaction scores going up to pre-pandemic levels. For example, this volume of the study shows us that T-Mobile has made strong efforts to improve problem resolution satisfaction through its social media channel, which is seen in an increase in its satisfaction scores.”

**Study Rankings**

**T-Mobile** ranks highest in the mobile network operators segment with a score of 823.

**Cricket** ranks highest in the mobile virtual network operators segment with a score of 824, followed by **Metro by T-Mobile** with 812.

**Consumer Cellular** ranks highest in the value mobile virtual network operators segment with a score of 855.

The 2022 U.S. Wireless Customer Care Study—Volume 1 is based on responses from 11,429 customers who contacted their carrier’s customer care department within the past three months. The studies evaluate customer care experiences across 6 factors: store service; phone service; website service; app service; social media service; and text service. The studies were fielded from July through December 2021.

For more information about the U.S. Wireless Customer Care Study, visit <https://www.jdpower.com/business/tmt/us-wireless-customer-care-performance-study>

To view the online press release, please visit <http://www.jdpower.com/pr-id/2022009>.

**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](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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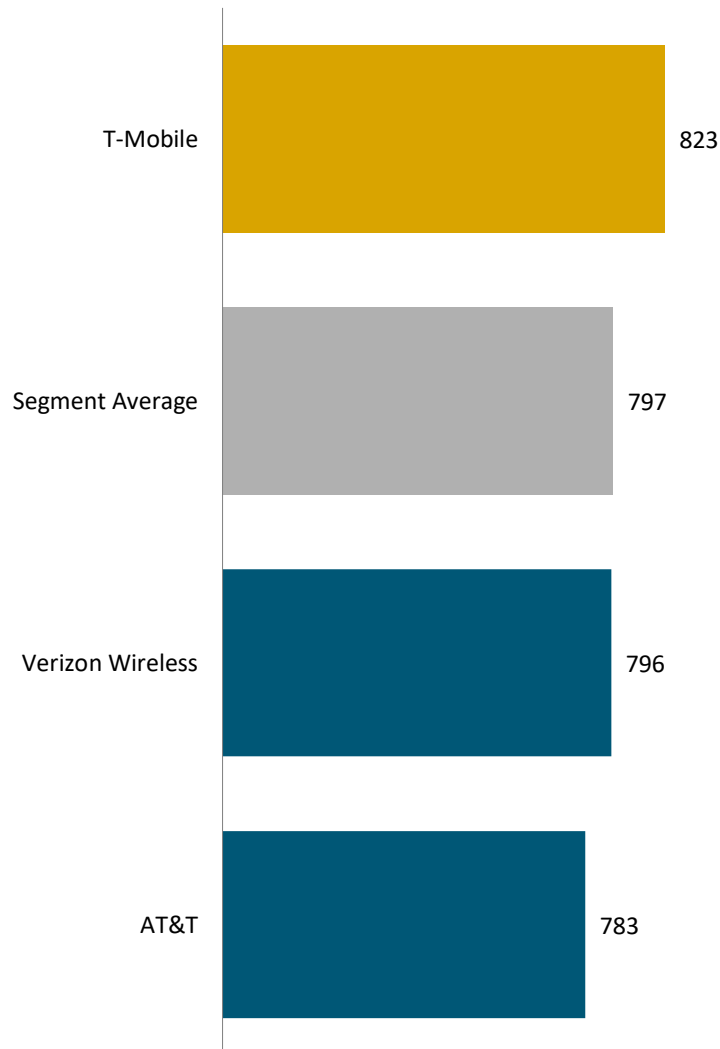
NOTE: Three charts follow.

# J.D. Power 2022 U.S. Wireless Customer Care Mobile Network Operator Performance Study<sup>SM</sup> – Volume 1

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Mobile Network Operators



Source: J.D. Power 2022 U.S. Wireless Customer Care Mobile Network Operator Performance Study<sup>SM</sup> – Volume 1

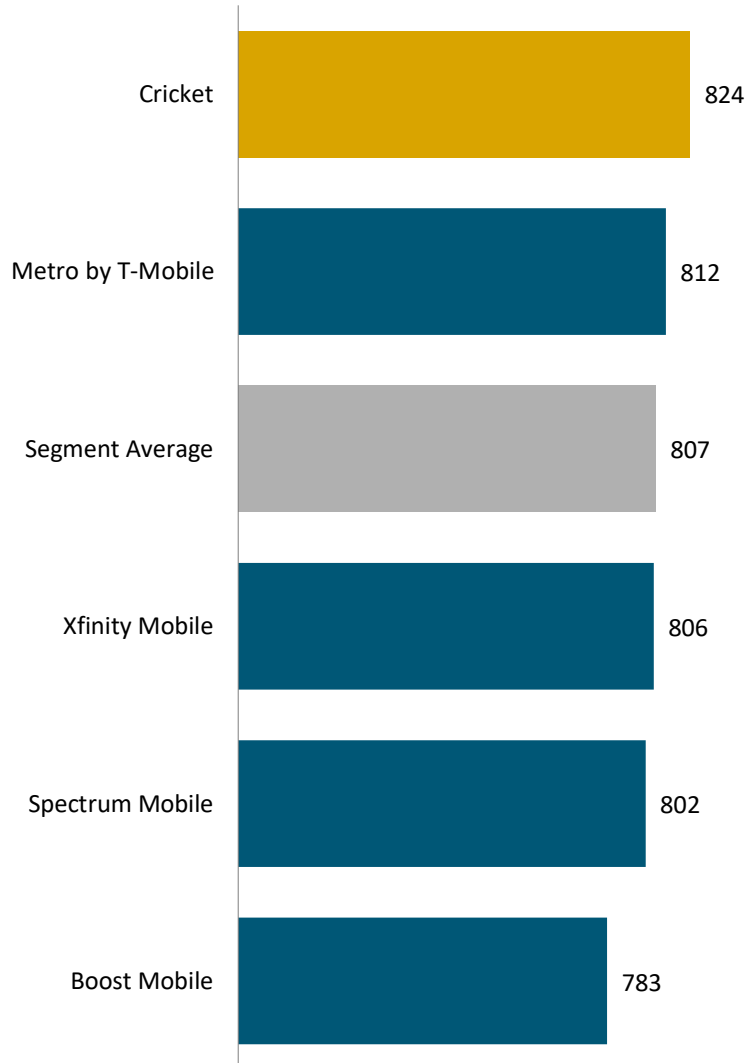
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# J.D. Power 2022 U.S. Wireless Customer Care Mobile Virtual Network Operator Performance Study<sup>SM</sup> – Volume 1

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Mobile Virtual Network Operators



Source: J.D. Power 2022 U.S. Wireless Customer Care Mobile Virtual Network Operator Performance Study<sup>SM</sup> – Volume 1

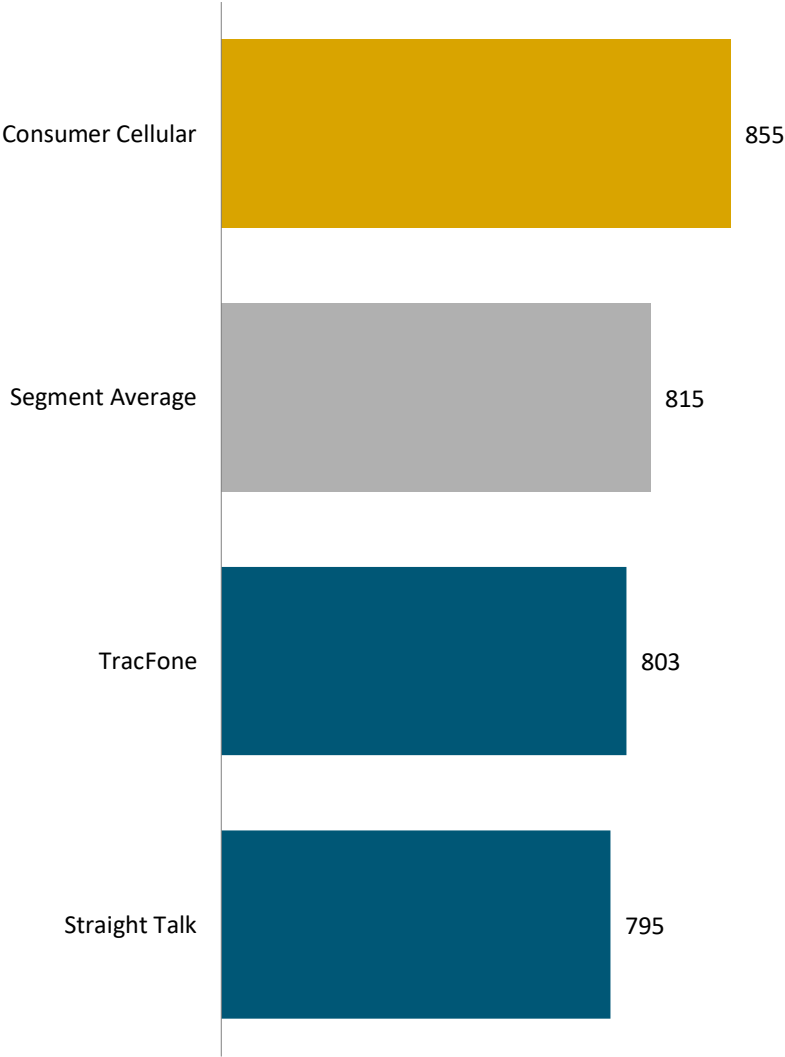
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## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Value Mobile Virtual Network Operators



Source: J.D. Power 2022 U.S. Wireless Customer Care Mobile Virtual Network Operator Performance Study<sup>SM</sup> – Volume 1  
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