Wireless Providers Learning to Adapt to Evolving Customer Needs and Expectations, J.D. Power Finds

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 StudySM—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.


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. The J.D. Power auto shopping tool can be found at JDPower.com.
Media Relations Contacts
Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com
John Roderick; East Coast; 631-584-2200; john@jroderick.com


# # #
NOTE: Three charts follow.
J.D. Power
2022 U.S. Wireless Customer Care 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 Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-Mobile</td>
<td>823</td>
</tr>
<tr>
<td>Segment Average</td>
<td>797</td>
</tr>
<tr>
<td>Verizon Wireless</td>
<td>796</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>783</td>
</tr>
</tbody>
</table>


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

Mobile Virtual Network Operators

- Cricket: 824
- Metro by T-Mobile: 812
- Segment Average: 807
- Xfinity Mobile: 806
- Spectrum Mobile: 802
- Boost Mobile: 783


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.
J.D. Power
2022 U.S. Wireless Customer Care Mobile Virtual Network Operator Performance StudySM – Volume 1

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)
Value Mobile Virtual Network Operators

<table>
<thead>
<tr>
<th>Company</th>
<th>Index Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Cellular</td>
<td>855</td>
</tr>
<tr>
<td>Segment Average</td>
<td>815</td>
</tr>
<tr>
<td>TracFone</td>
<td>803</td>
</tr>
<tr>
<td>Straight Talk</td>
<td>795</td>
</tr>
</tbody>
</table>

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.