Wireless Customers Heading Back to Stores, J.D. Power Finds

T-_MOBILE, Cricket and Consumer Cellular Rank Highest in Respective Segments

TROY, Mich.: 17 Feb. 2022 — Wireless customers are visiting stores in greater numbers to make purchases, according to the J.D. Power 2022 U.S. Wireless Purchase Experience Study™—Volume 1, released today. The last two volumes of this study have shown more customers going in-store for purchases, with 35% doing so this volume, which is up 6 percentage points from 2021 Volume 1. Customers find the in-store experience pleasing and efficient, which is reflected in higher satisfaction with cost and promotions, as well as higher rates of completing the purchase during first contact.

“The method chosen for the wireless product purchase does make a difference in overall purchase experience satisfaction and the store is a more personal channel that can have a great impact on this,” said Ian Greenblatt, managing director at J.D. Power. “In-person store experience allows customers to receive more attention, further explanation of charges and promotions while also elevating purchase experience satisfaction and customer perceptions of their carrier.”

Study Rankings

T-Mobile ranks highest among mobile network operators with a score of 807.

Cricket ranks highest among mobile virtual network operators with a score of 826. Metro by T-Mobile (814) ranks second and Spectrum Mobile (804) ranks third.

Consumer Cellular ranks highest among value mobile virtual network operators with a score of 859.

The 2022 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 9,890 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 July through December 2021.


To view the online press release, please visit http://www.jdpower.com/pr-id/2022011.

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 Purchase Experience Mobile Network Operator Performance Study™—Volume 1

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

Mobile Network Operators

- T-Mobile: 807
- Segment Average: 775
- AT&T: 773
- Verizon Wireless: 760


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 Purchase Experience Mobile Virtual Network Operator Performance Study™—Volume 1

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

Mobile Virtual Network Operators

<table>
<thead>
<tr>
<th>Operator</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cricket</td>
<td>826</td>
</tr>
<tr>
<td>Metro by T-Mobile</td>
<td>814</td>
</tr>
<tr>
<td>Spectrum Mobile</td>
<td>804</td>
</tr>
<tr>
<td>Segment Average</td>
<td>804</td>
</tr>
<tr>
<td>Xfinity Mobile</td>
<td>802</td>
</tr>
<tr>
<td>Boost Mobile</td>
<td>765</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.
J.D. Power
2022 U.S. Wireless Purchase Experience Mobile Virtual Network Operator Performance Study℠—Volume 1

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

Value Mobile Virtual Network Operators

- Consumer Cellular: 859
- Segment Average: 821
- TracFone: 814
- Straight Talk: 794


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.