

**Small Business Wireline Customer Satisfaction Remains High Despite Fierce Market Challenges, J.D. Power Finds**

AT&T Ranks Highest in Large Enterprise Business Segment for Fifth Consecutive Year; Verizon Ranks Highest in Both Medium and Small Business Segments

**TROY, Mich.: 7 July 2022** — Business wireline customer satisfaction remains high, especially for small business customers who weathered the pandemic storm and remained afloat, according to the J.D. Power 2022 U.S. Business Wireline Satisfaction Study,<sup>SM</sup> released today. Even though problem contacts are up among small business customers, satisfaction is up eight points (on a 1,000-point scale) from 2021 despite an increase in performance and reliability issues. Conversely, large enterprise customer satisfaction is down, even though fewer problems were cited than a year ago.

“Each business segment is experiencing market forces differently,” said **Ian Greenblatt, managing director at J.D. Power**. “While satisfaction is higher this year among small business customers, large enterprise customers are less satisfied as they face a challenging business environment to get back to a pre-pandemic status. When problems do arise, small businesses are thankful for the support but large enterprises are exhibiting less tolerance for anything less than seamless service. Increased focus on personalized services, dedicated account representatives and solid communications will increase performance and reliability perceptions for all business segments.”

**Study Results**

In the large enterprise segment, **AT&T** ranks highest for a fifth consecutive year, with a score of 872. **Verizon** (865) ranks second.

In the medium business segment, Verizon ranks highest with a score of 847. **Cox Business** (838) ranks second and AT&T (836) ranks third.

In the small business segment, Verizon ranks highest for a fourth consecutive year with a score of 792. **CenturyLink** (780) ranks second and Cox Business (775) ranks third.

The 2022 U.S. Business Wireline Satisfaction Study is based on responses from 5,061 business customers of data and voice services. The study evaluates business wireline experiences across six factors: performance and reliability; cost of service; communications; sales representatives and account executives; billing; and customer service. The large enterprise segment includes businesses with 500 or more employees; the medium business segment includes businesses with 20 to 499 employees; and the small business segment includes businesses with less than 20 employees. The study was fielded from March through May 2022.

For more information about the U.S. Business Wireline Satisfaction Study, visit <https://www.jdpower.com/business/resource/us-business-wireline-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2020076>.

**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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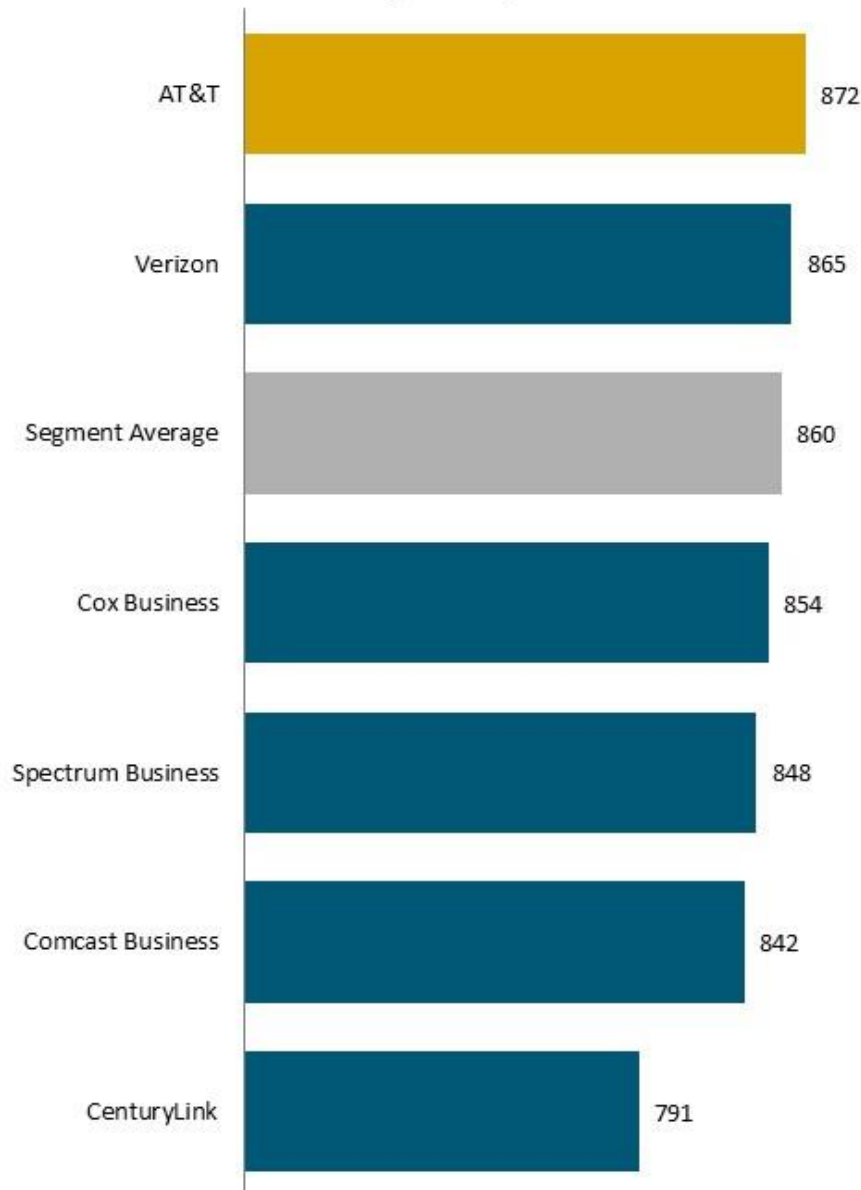
NOTE: Three charts follow.

# J.D. Power 2022 U.S. Business Wireline Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Large Enterprise



Source: J.D. Power 2022 U.S. Business Wireline Satisfaction Study<sup>SM</sup>

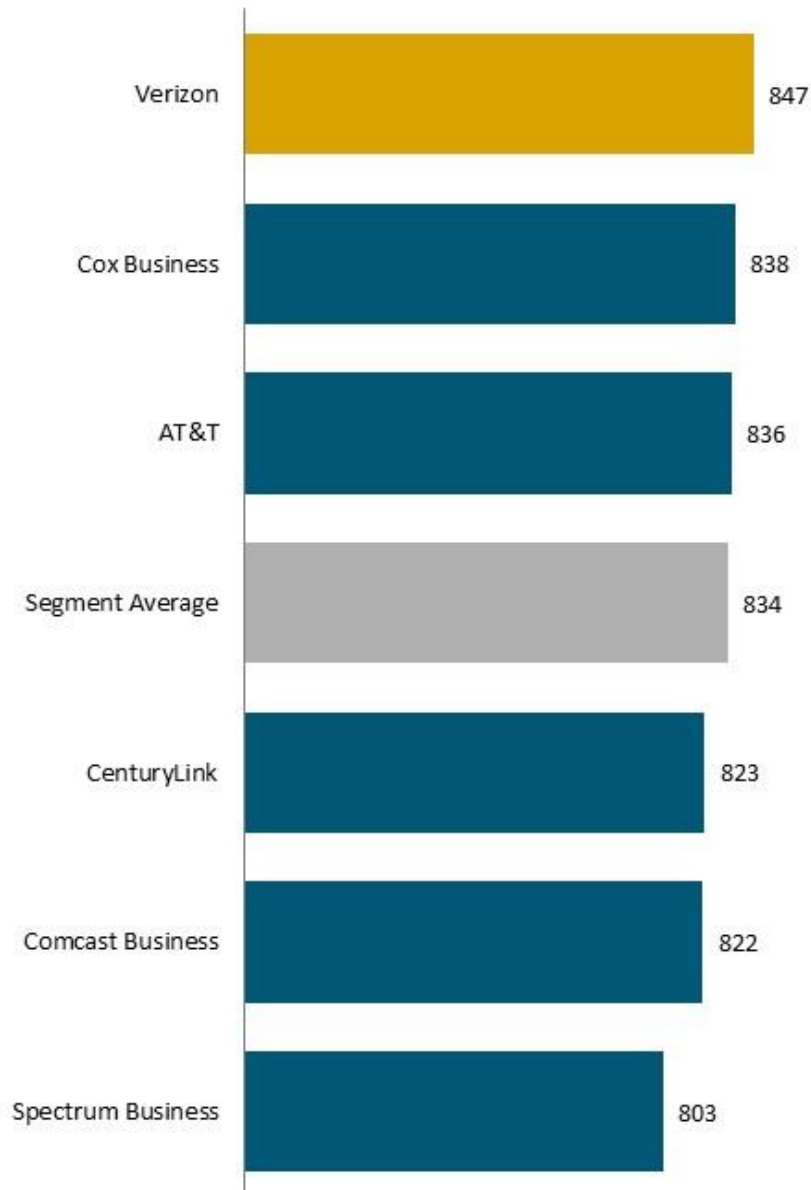
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# J.D. Power 2022 U.S. Business Wireline Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Medium Business



Source: J.D. Power 2022 U.S. Business Wireline Satisfaction Study<sup>SM</sup>

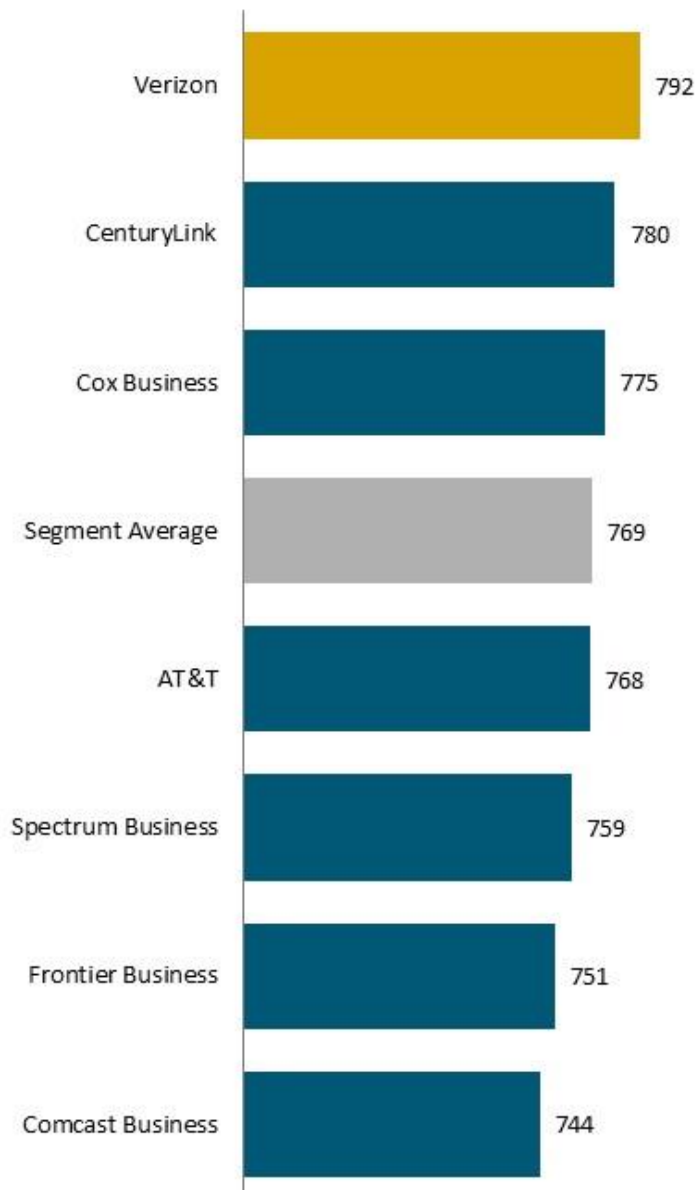
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# J.D. Power 2022 U.S. Business Wireline Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Small Business



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