

Quick Problem Resolution Boosts Satisfaction for Medium Business and Large Enterprise Wireless Customers, J.D. Power FindsAT&T Ranks Highest in Large Enterprise Segment; T-Mobile Ranks Highest in Medium and Small Business

TROY, Mich.: 5 Oct. 2023 – Overall satisfaction among business wireless customers has increased for a fourth consecutive year to 876 (on a 1,000-point scale), an increase of nine points from 2022, according to the J.D. Power 2023 U.S. Business Wireless Satisfaction Study,SM released today. Additionally, the study reveals that medium business and large enterprise customers have reached a new high of overall satisfaction with their wireless providers, which is attributed to improvements in wireless performance and reliability, customer support and billing practices.

“Medium and large businesses are not only experiencing fewer problems with their wireless providers but when they do, they are tending to be resolved on the first contact,” said **Carl Lepper, director of technology, media & telecom at J.D. Power**. “Fewer problems and an increase in first contact resolution are leading to strong brand loyalty, as nearly half of these businesses indicate they will not be switching providers in the next 12 months. Looking ahead, continuing focus on customer support and high network quality will drive overall satisfaction higher.”

Study Rankings

AT&T ranks highest in the large enterprise segment for a third consecutive year, with a score of 898.

T-Mobile ranks highest in the medium business segment with a score of 888. AT&T (882) ranks second.

T-Mobile ranks highest in the small business segment with a score of 842. AT&T (829) ranks second.

The 2023 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 2,720 business decision-makers for wireless services in the United States and includes evaluations of their wireless carriers. The study was fielded in June-July 2023.

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

See the online press release at <http://www.jdpower.com/pr-id/2023132>.

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

About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

#

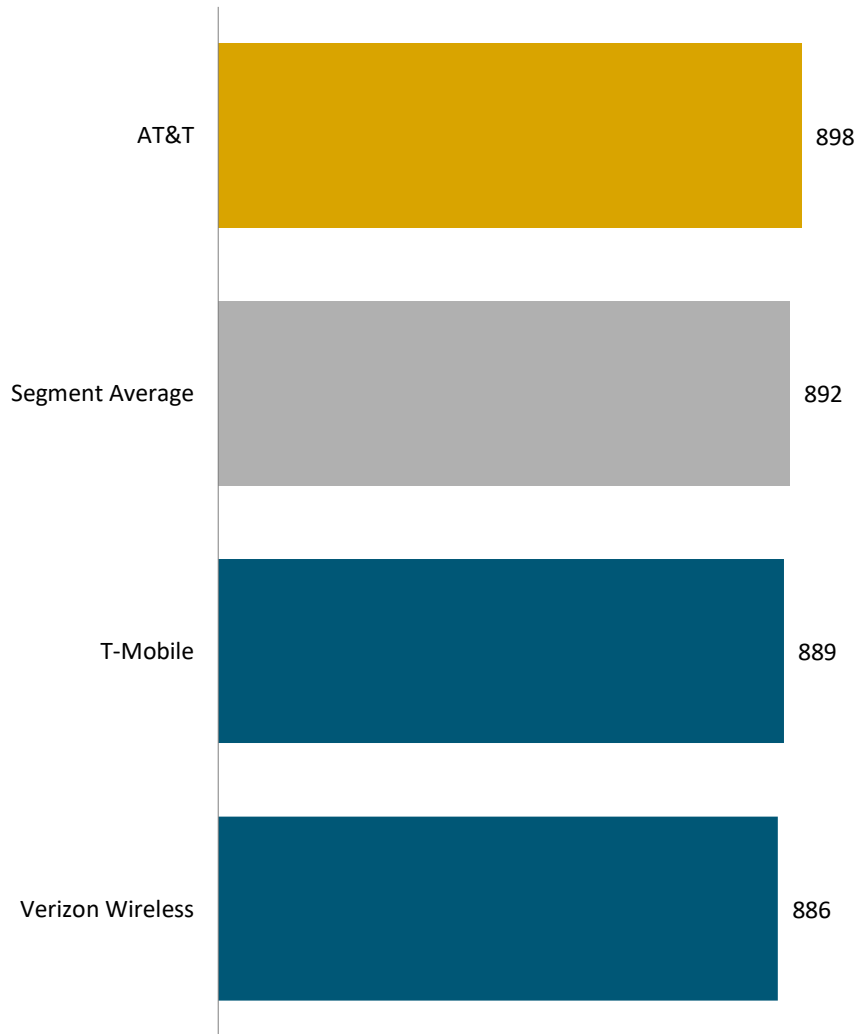
NOTE: Three charts follow.

J.D. Power 2023 U.S. Business Wireless Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Large Enterprise



Source: J.D. Power 2023 U.S. Business Wireless Satisfaction StudySM

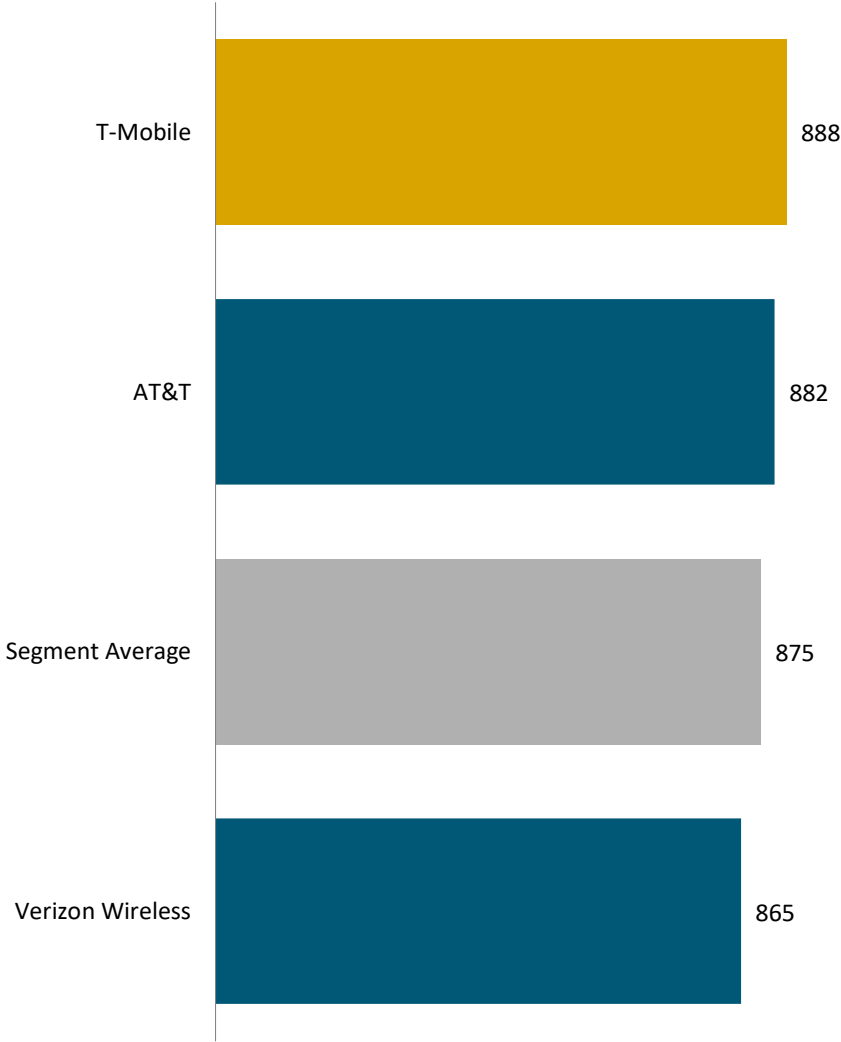
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising 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 2023 U.S. Business Wireless Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Medium Business



Source: J.D. Power 2023 U.S. Business Wireless Satisfaction StudySM

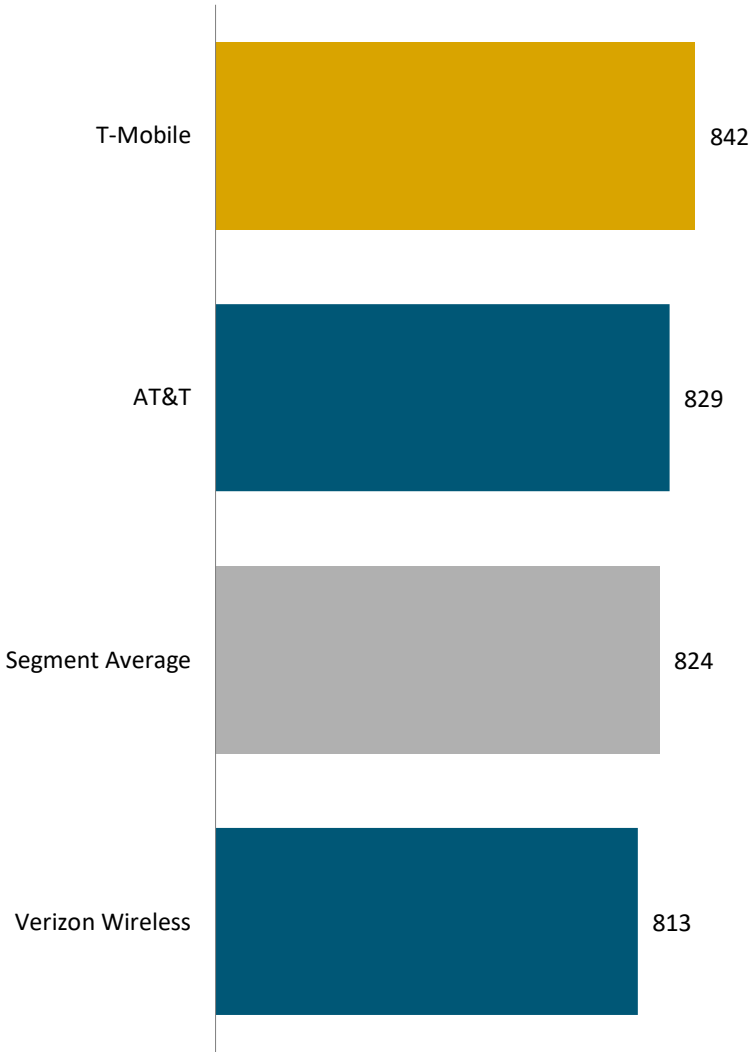
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising 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 2023 U.S. Business Wireless Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Small Business



Source: J.D. Power 2023 U.S. Business Wireless Satisfaction StudySM

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.