

Digital Channels Improve Wireless Customer Care Experience, J.D. Power FindsT-Mobile, Spectrum Mobile and Consumer Cellular Rank Highest in Respective Segments

TROY, Mich.: 1 Feb. 2024 — Overall wireless customer care satisfaction has increased thanks to a boost in satisfaction with digital channels, according to the J.D. Power 2024 U.S. Wireless Customer Care StudySM—Volume 1, released today. Specifically, satisfaction with digital channels increased 15 points (on a 1,000-point scale), as customers who utilized the website or mobile app indicate it required less effort to get their issues resolved.

“Most major wireless carriers received a boost in overall satisfaction due to their strong digital customer experience performance,” said **Carl Lepper, senior director of technology, media and telecom at J.D. Power**. “With the increase of first contact problem resolution and a decrease in effort spent to resolve any issue, this optimization has created a positive effect on customer experience and loyalty in the industry.”

Study Rankings

T-Mobile ranks highest in the mobile network operators segment with a score of 834 for the 13th consecutive volume.

Spectrum Mobile ranks highest in the mobile virtual network operators segment with a score of 847, followed by **Cricket** (842) and **Metro by T-Mobile** (840).

Consumer Cellular ranks highest in the value mobile virtual network operators segment for the 16th consecutive volume with a score of 863, followed by **Mint Mobile** (844), and **Google Fi Wireless** (839).

The 2024 U.S. Wireless Customer Care Study—Volume 1 is based on responses from 17,428 customers who contacted their carrier’s customer care department within the past three months. The studies evaluate customer care experiences across three factors: store service; phone service; and digital service. The studies were fielded from July through December 2023.

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

See the online press release at <http://www.jdpower.com/pr-id/2024006>.

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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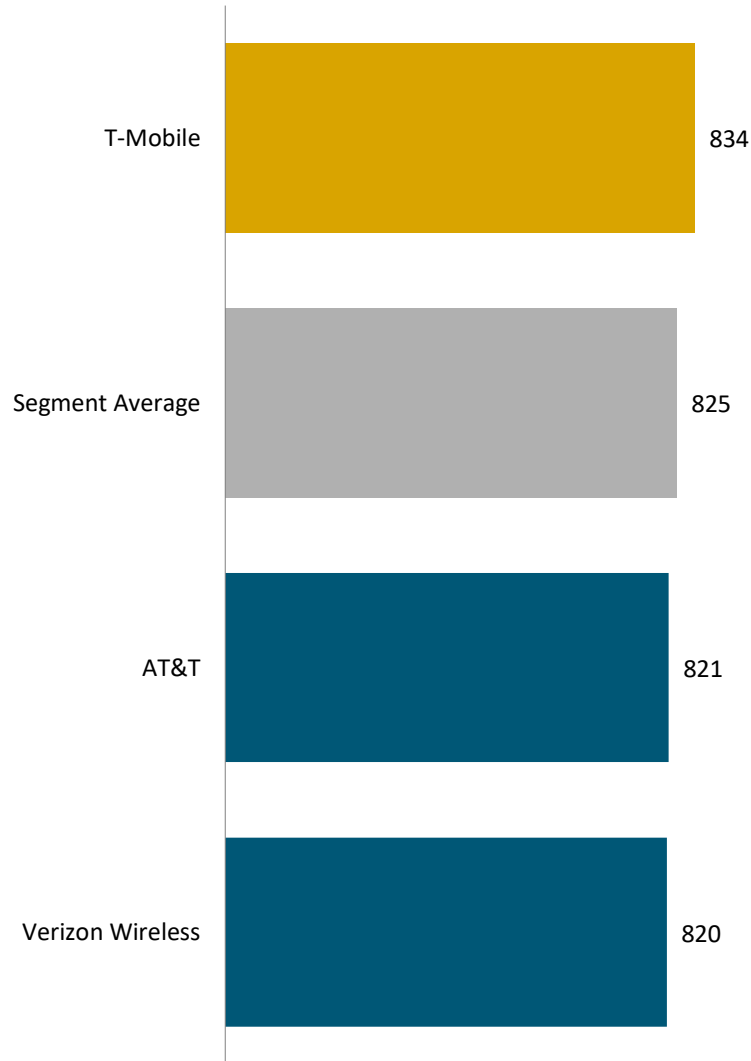
Note: Three charts follow.

J.D. Power 2024 U.S. Wireless Customer Care StudySM – Volume 1

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mobile Network Operators



Source: J.D. Power 2024 U.S. Wireless Customer Care StudySM – Volume 1

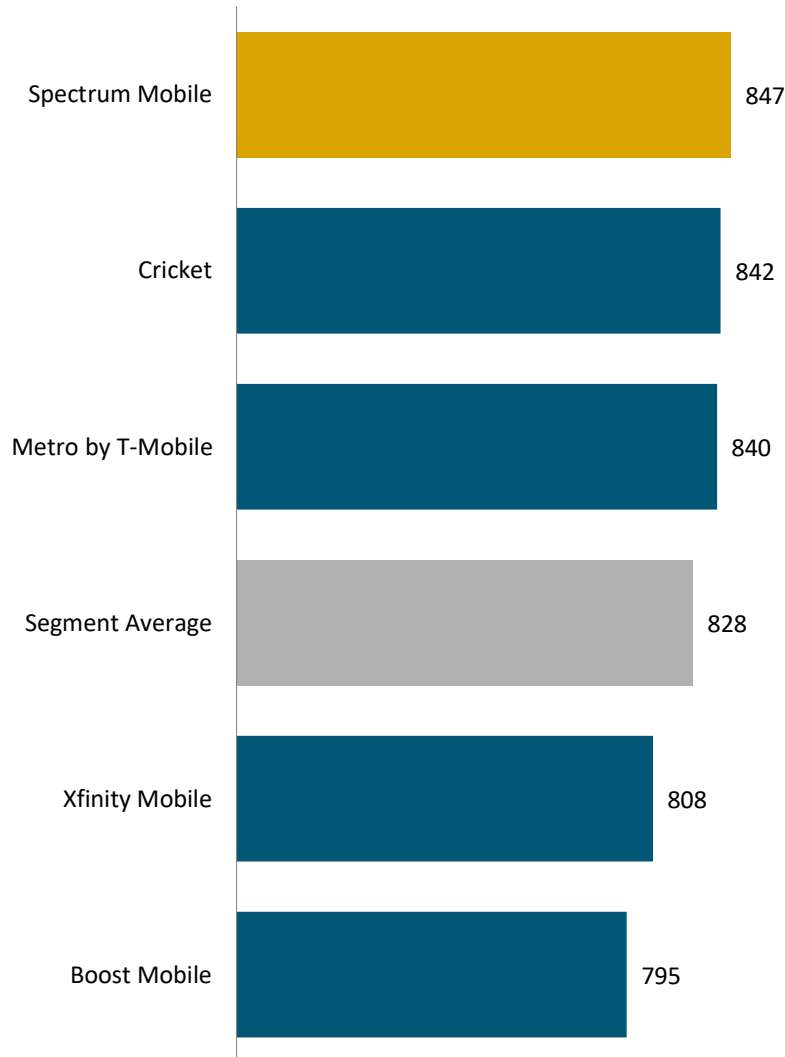
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J.D. Power 2024 U.S. Wireless Customer Care StudySM – Volume 1

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Full-Service Mobile Virtual Network Operators



Source: J.D. Power 2024 U.S. Wireless Customer Care StudySM – Volume 1

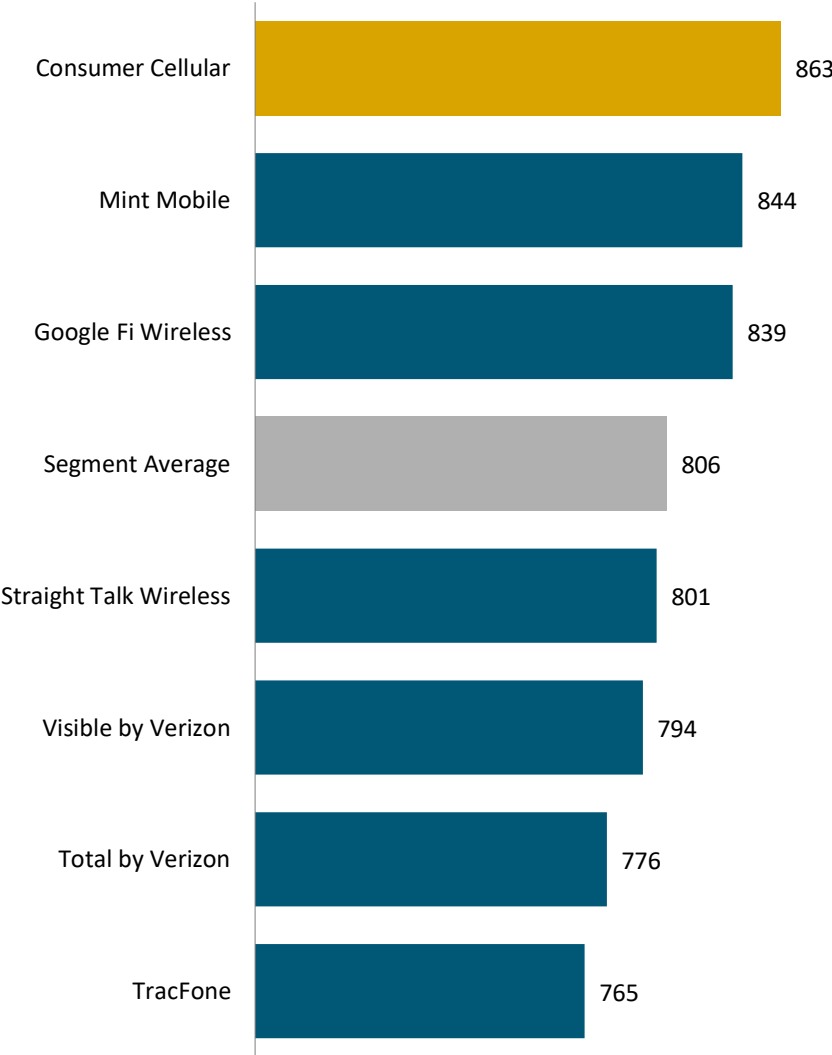
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J.D. Power 2024 U.S. Wireless Customer Care StudySM – Volume 1

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Value Mobile Virtual Network Operators



Source: J.D. Power 2024 U.S. Wireless Customer Care StudySM – Volume 1

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