

Proactive Communication and Digital Account Management Tools Essential to Increase Satisfaction for Business Internet Customers, J.D. Power Finds

AT&T Ranks Highest in Two Segments; Verizon Ranks Highest in One Segment

TROY, Mich.: 11 July 2024 – Small businesses depend on internet reliability and, when service is interrupted, providers can mitigate the effect by proactive communication and sensitive messaging, according to the J.D. Power 2024 U.S. Business Internet Satisfaction Study,SM released today. For medium and large businesses, digital account management is imperative to overall satisfaction.

“Outage communication has been and will continue to be key to overall business internet satisfaction,” said **Carl Lepper, senior director of technology, media and telecom at J.D. Power**. “With satisfaction being lower among small businesses than that of medium or large businesses, online account management tools and customer communication is extremely important, especially when it comes to outages.”

The study shows that, among medium businesses that have access to an online account management portal, business owners who are aware of the tool and use it have higher satisfaction (715 on a 1,000-point scale) than those who are aware and do not use it (658). This highlights the importance of customer education on the online platforms.

Study Rankings

In the large enterprise segment, **AT&T** ranks highest for a seventh consecutive year, with a score of 732. **Verizon** (716) ranks second.

In the medium business segment, AT&T ranks highest for a second consecutive year, with a score of 739. Verizon (708) ranks second.

In the small business segment, Verizon ranks highest for a sixth consecutive year, with a score of 680. AT&T (636) and **Frontier Business** (636) each rank second in a tie.

The 2024 U.S. Business Internet Satisfaction Study, formerly known as the U.S. Business Wireline Satisfaction Study, is based on responses from 4,657 business customers of internet services. The study evaluates business internet experiences across seven factors: performance and reliability; cost of service; communications; sales representatives (medium business and large enterprise); billing; digital account management; 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 2024.

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

See the online press release at <http://www.jdpower.com/pr-id/2024065>.

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 55 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).

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

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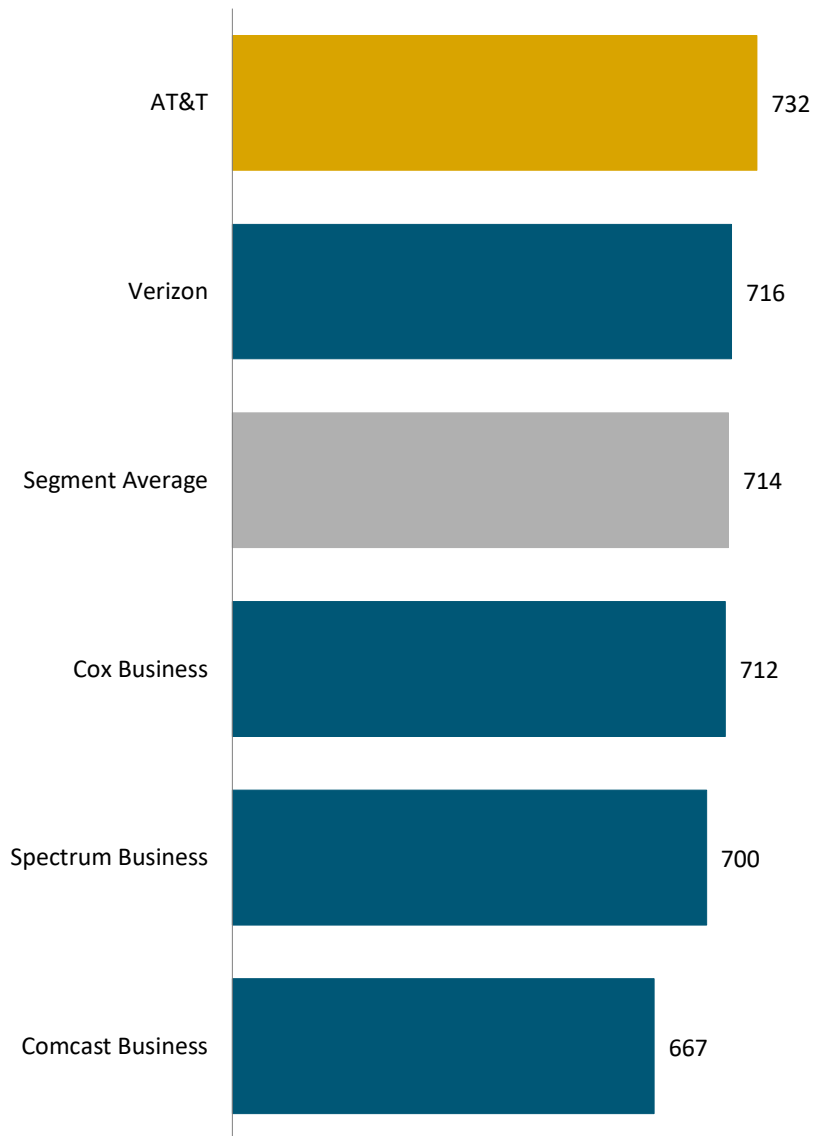
NOTE: Three charts follow.

J.D. Power 2024 U.S. Business Internet Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Large Enterprise



Source: J.D. Power 2024 U.S. Business Internet Satisfaction StudySM

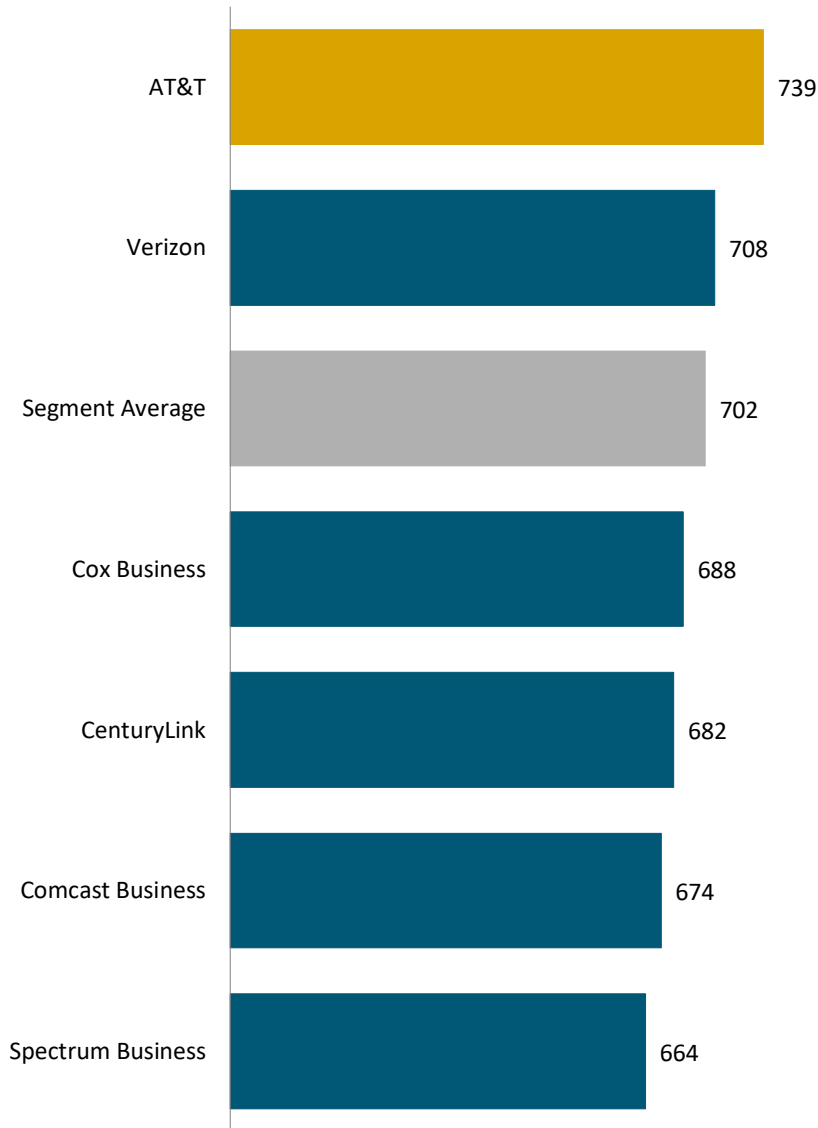
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J.D. Power 2024 U.S. Business Internet Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Medium Business



Source: J.D. Power 2024 U.S. Business Internet Satisfaction StudySM

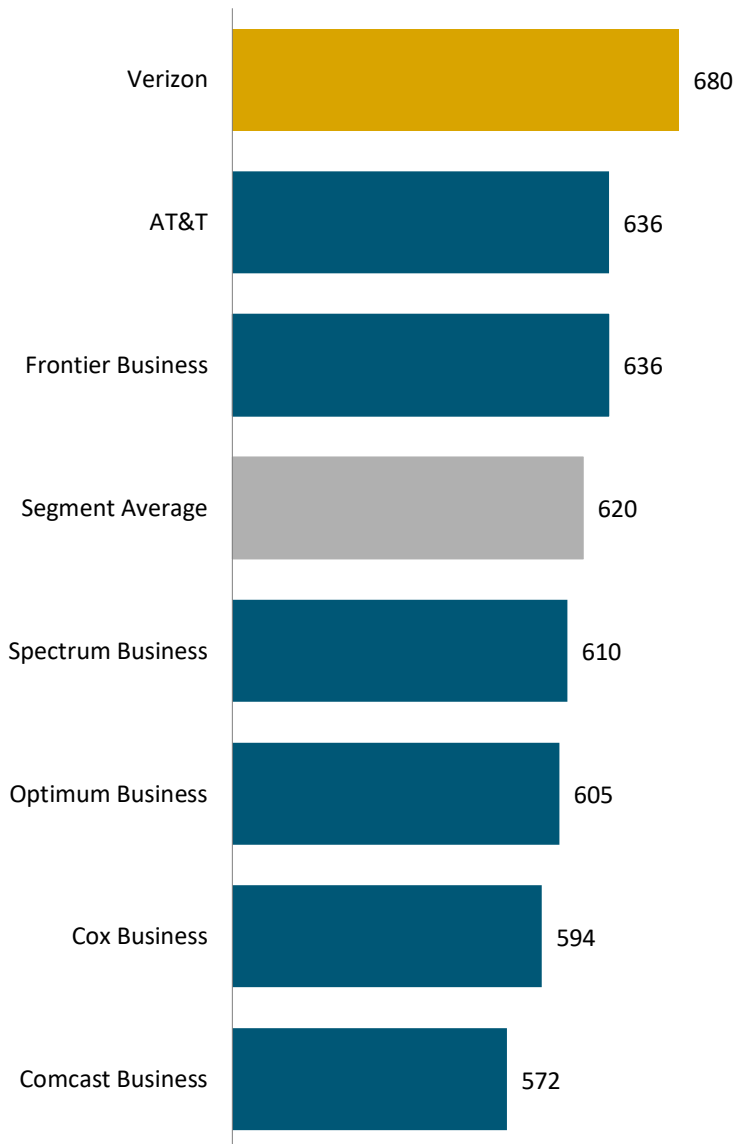
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J.D. Power 2024 U.S. Business Internet Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Small Business



Source: J.D. Power 2024 U.S. Business Internet Satisfaction StudySM

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