

Wireless Purchases Through Apps Increase, Leading to Increase of Value and Affordability Perceptions, J.D. Power FindsT-Mobile, Metro by T-Mobile and Consumer Cellular Rank Highest in Respective Segments

TROY, Mich.: 15 Feb. 2024 — Wireless customers that utilize their provider’s app to complete retail purchases are more satisfied with their experience than those who use other channels, according to the J.D. Power 2024 U.S. Wireless Retail Experience StudySM—Volume 1, released today. Additionally, app users also perceive their plans as more affordable than other channels as apps provide a visual representation of customer costs, leading to improved cost satisfaction and value perceptions.

“Specifically with the mobile network operators, the combination of a seamless and easy purchase experience using an app combined with lower reported costs has led to high retail satisfaction,” said **Carl Lepper, senior director of technology, media and telecom at J.D. Power**. “As the MNOs compete by using increased incentives and promotions, customers are benefitting, as the average industry monthly price decreased to \$141 per month from \$156 in 2023. Giving customers an easy and accessible retail experience by way of the app in addition to lower prices is a winning combination.”

Study Rankings

T-Mobile ranks highest among mobile network operators for a 13th consecutive volume, with a score of 836. **AT&T** ranks second with a score of 824.

Metro by T-Mobile ranks highest among full-service mobile virtual network operators with a score of 858. **Spectrum Mobile** (857) ranks second, followed by **Cricket** (850).

Consumer Cellular ranks highest among value mobile virtual network operators for a second consecutive volume, with a score of 880. **Mint Mobile** (856) ranks second and **Visible by Verizon** (843) ranks third.

The 2024 U.S. Wireless Retail Experience Study—Volume 1 is based on responses from 12,743 customers who use any one of three purchase channels and evaluate the wireless retail experience taking place via: phone calls; visits to a carrier store; or digital channels (including the carrier website and the carrier’s mobile app). Overall retail experience satisfaction with both mobile network operators and mobile virtual network operators is measured in two factors: cost and promotions and purchase process. The study was fielded from July through December 2023.

For more information about the U.S. Wireless Retail Experience Studies, visit <https://www.jdpower.com/business/tmt/us-wireless-retail-experience-performance-study>

See the online press release at <http://www.jdpower.com/pr-id/2024009>.

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.

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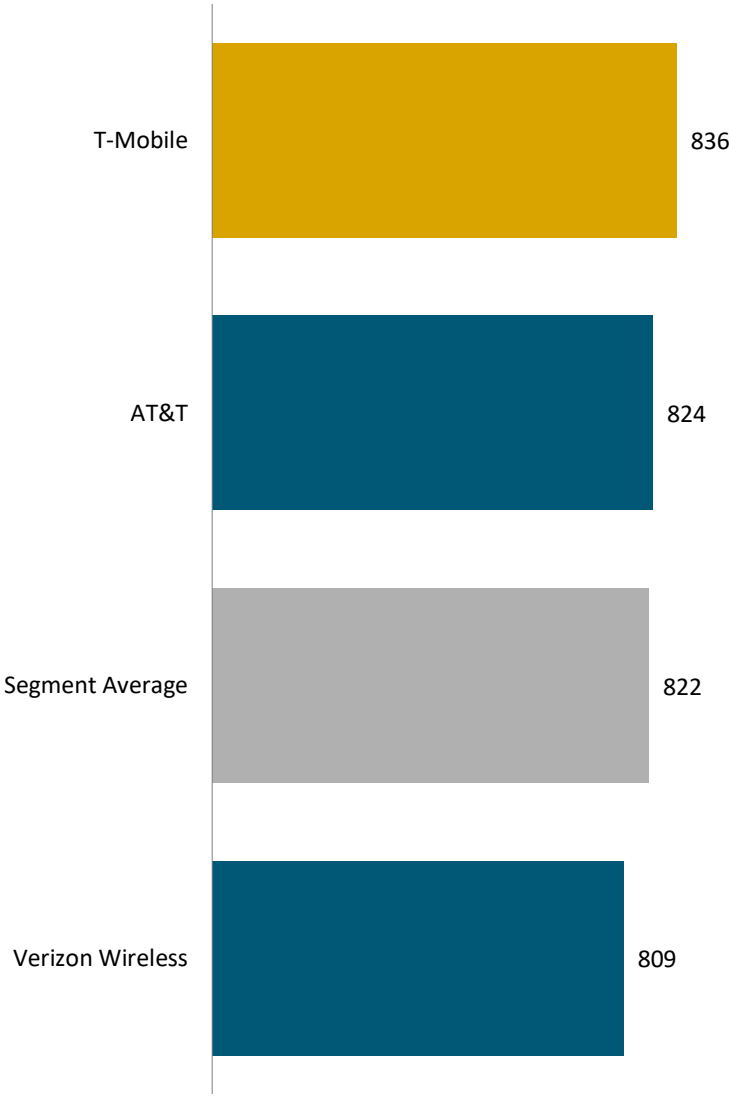
Note: Three charts follow.

J.D. Power 2024 U.S. Wireless Retail Experience StudySM—Volume 1

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mobile Network Operators



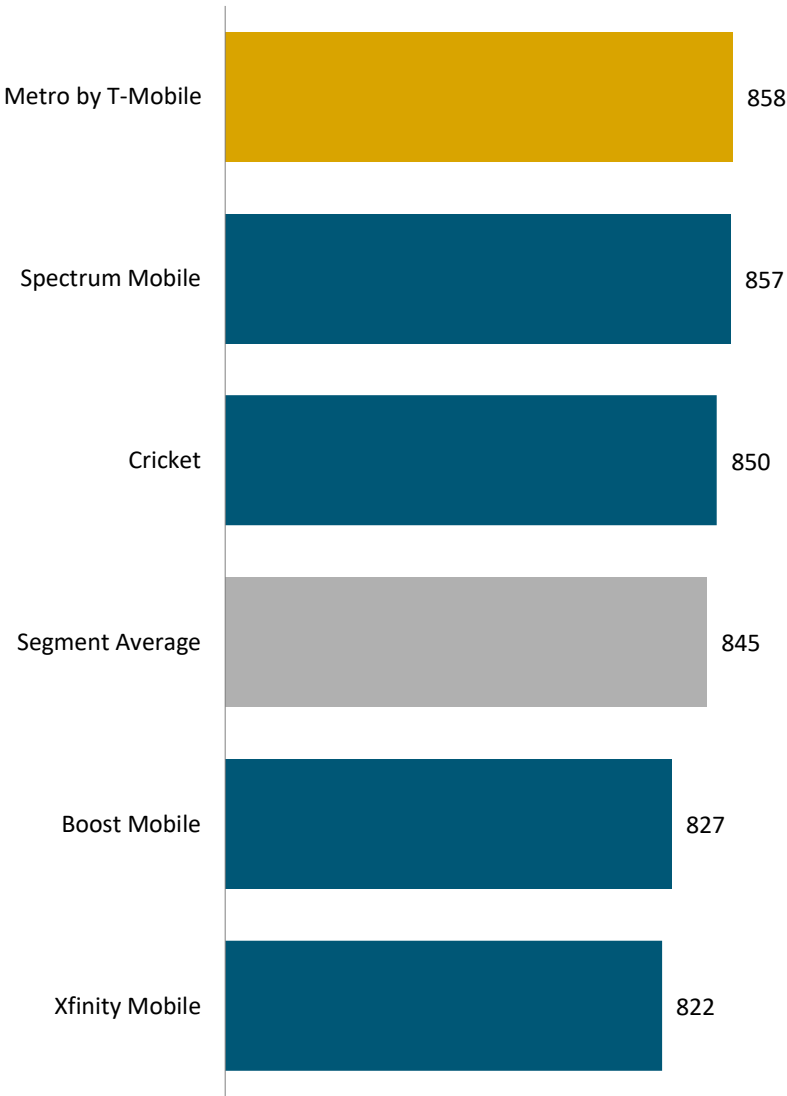
Source: J.D. Power 2024 U.S. Wireless Retail Experience StudySM—Volume 1

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J.D. Power 2024 U.S. Wireless Retail Experience StudySM—Volume 1

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

Full-Service Mobile Virtual Network Operators



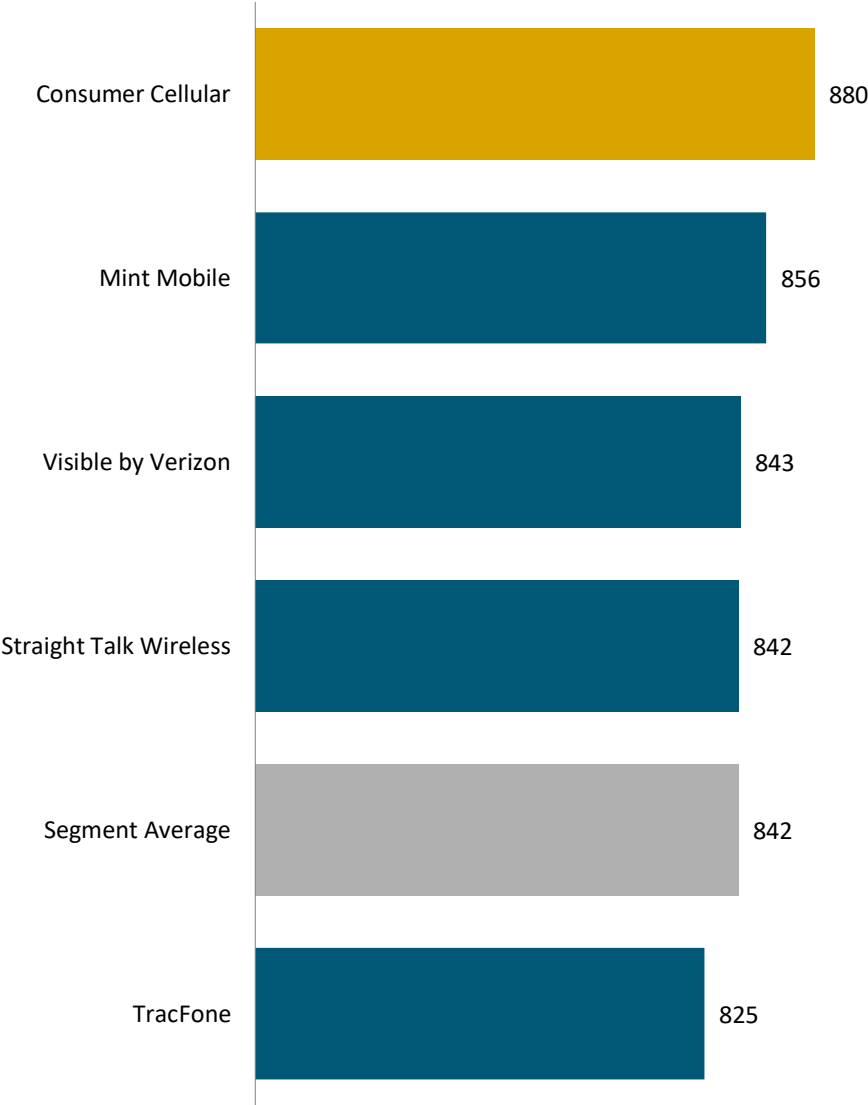
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J.D. Power 2024 U.S. Wireless Retail Experience StudySM—Volume 1

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 Retail Experience StudySM—Volume 1

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