

**Low Satisfaction with Cost and Promotions Brings Down Overall Satisfaction with Wireless Retail Experience, J.D. Power Finds**T-Mobile, Spectrum Mobile and Mint Mobile Rank Highest in Respective Segments

**TROY, Mich.: 13 Feb. 2025** — Overall satisfaction with wireless retail experience has decreased 8 points (on a 1,000-point scale) from the previous volume to 827, largely driven by a decrease in satisfaction with cost and promotion, which declined 12 points to 804, according to the J.D. Power 2025 U.S. Wireless Retail Experience Study<sup>SM</sup>—Volume 1, released today. Only 34% of customers believe their wireless service has improved in value, thus contributing to a drop in cost and promotions satisfaction. Alternately, nearly half (45%) of customers strongly agree that their plans and features are easy to understand. In such cases, cost and promotions satisfaction increases 203 points.

“As plans seem to be getting more complicated and challenging, wireless providers should take the customer experience to another level of service,” said **Carl Lepper, senior director of technology, media and telecom at J.D. Power**. “By taking time with customers, being patient and explaining new phone technologies or any changes they are making to an account, customers will have a better understanding of their billing and feel more satisfied with their service.”

**Study Rankings**

**T-Mobile** ranks highest among mobile network operators for a 15<sup>th</sup> consecutive volume, with a score of 832. The segment average is 819.

**Spectrum Mobile** ranks highest among full-service mobile virtual network operators, with a score of 855. **Metro by T-Mobile** (852) ranks second and **Cricket** (847) ranks third.

**Mint Mobile** ranks highest among value mobile virtual network operators with a score of 873. **Consumer Cellular** (872) ranks second and **Visible by Verizon** (856) ranks third.

The 2025 U.S. Wireless Retail Experience Study—Volume 1 is based on responses from 17,331 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 2024.

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/2025009>.

**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).

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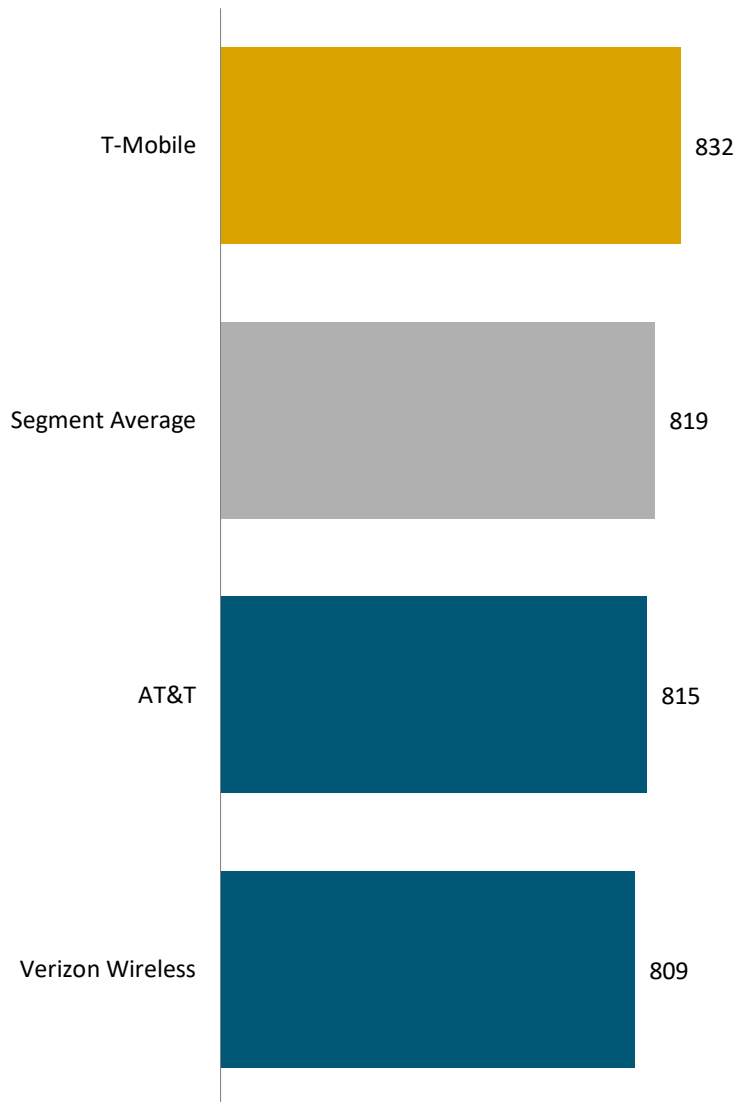
Note: Three charts follow.

# J.D. Power 2025 U.S. Wireless Retail Experience Study<sup>SM</sup>—Volume 1

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Mobile Network Operators



Source: J.D. Power 2025 U.S. Wireless Retail Experience Study<sup>SM</sup>—Volume 1

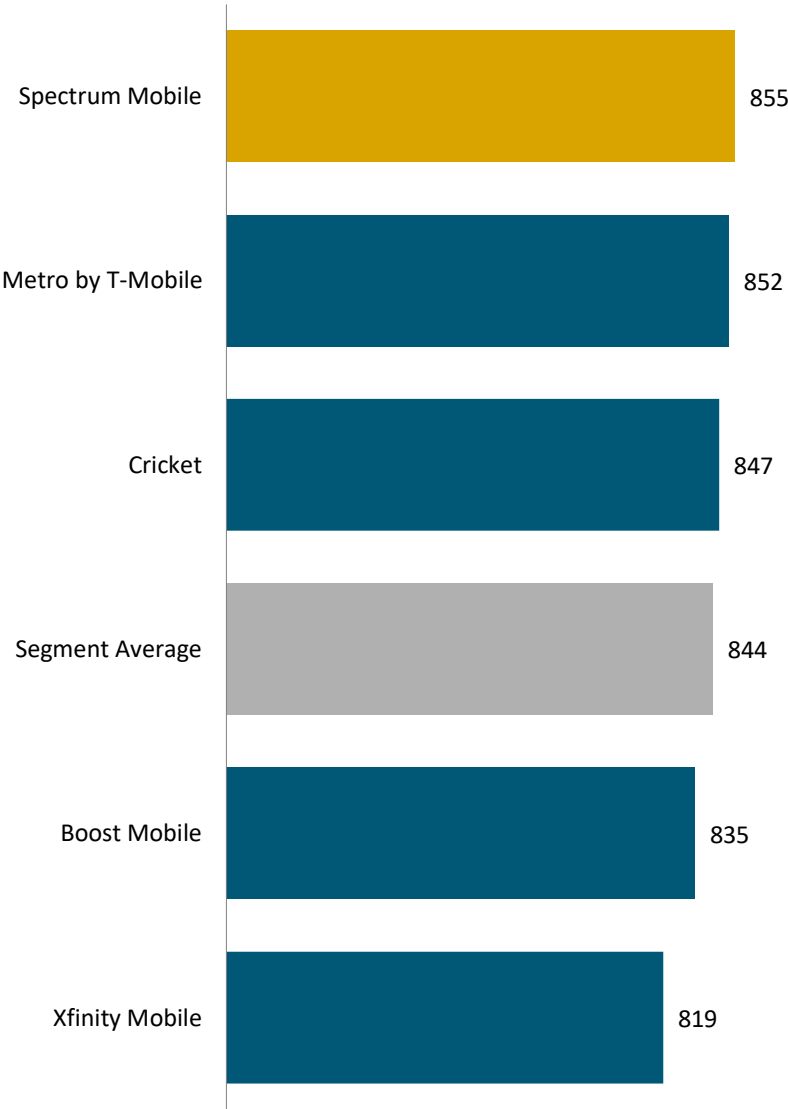
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# J.D. Power 2025 U.S. Wireless Retail Experience Study<sup>SM</sup>—Volume 1

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Full-Service Mobile Virtual Network Operators



Source: J.D. Power 2025 U.S. Wireless Retail Experience Study<sup>SM</sup>—Volume 1

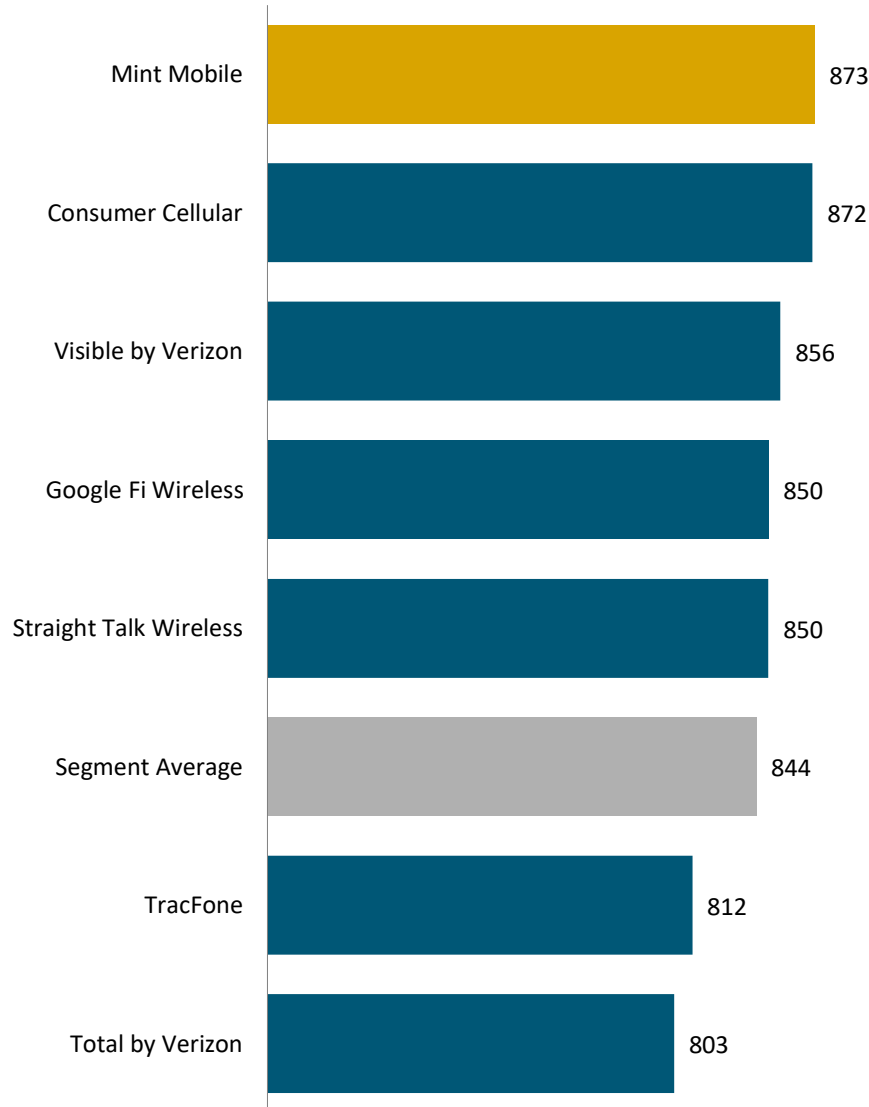
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# J.D. Power 2025 U.S. Wireless Retail Experience Study<sup>SM</sup>—Volume 1

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Value Mobile Virtual Network Operators



Source: J.D. Power 2025 U.S. Wireless Retail Experience Study<sup>SM</sup>—Volume 1

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