

**Improved Internet Cost of Service, Performance and Reliability Drive Business Customer Satisfaction Increase, J.D. Power Finds**

AT&T Ranks Highest in Two Segments; Spectrum Business Ranks Highest in One Segment

**TROY, Mich.: 10 July 2025** — Cost of service and performance and reliability satisfaction of business internet service has boosted overall satisfaction, according to the J.D. Power 2025 U.S. Business Internet Satisfaction Study,<sup>SM</sup> released today. Overall satisfaction increased 12 points to 707 (on a 1,000-point scale) as cost of service increased 16 points and performance and reliability increased 15 points.

“In addition to proactive communications regarding outages and restoration, providers that have a variety of easy-to-understand pricing options are coming out on top in the satisfaction rankings,” said **Carl Lepper, senior director of technology, media and telecom at J.D. Power**. “Today’s business landscape is far more resilient to internet outages than in the past, thanks to a range of reliable workarounds like wireless internet and flexible work environments. In addition to options such as backup service plans, our data shows that customers who experience an outage—accompanied by a provider communication—mitigate the experience considerably. Utilizing provided digital tools such as an app or portal and optimizing communications has a big effect on satisfaction in this industry.”

**Study Rankings**

In the large enterprise segment, **AT&T** ranks highest for an eighth consecutive year, with a score of 743. **Verizon** (741) ranks second.

In the medium business segment, AT&T ranks highest for a third consecutive year, with a score of 708. Verizon (703) ranks second.

In the small business segment, **Spectrum Business** ranks highest with a score of 656. AT&T (654) and Verizon (654) each rank second in a tie.

The 2025 U.S. Business Internet Satisfaction Study is based on responses from 4,008 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 2025.

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/2025067>.

**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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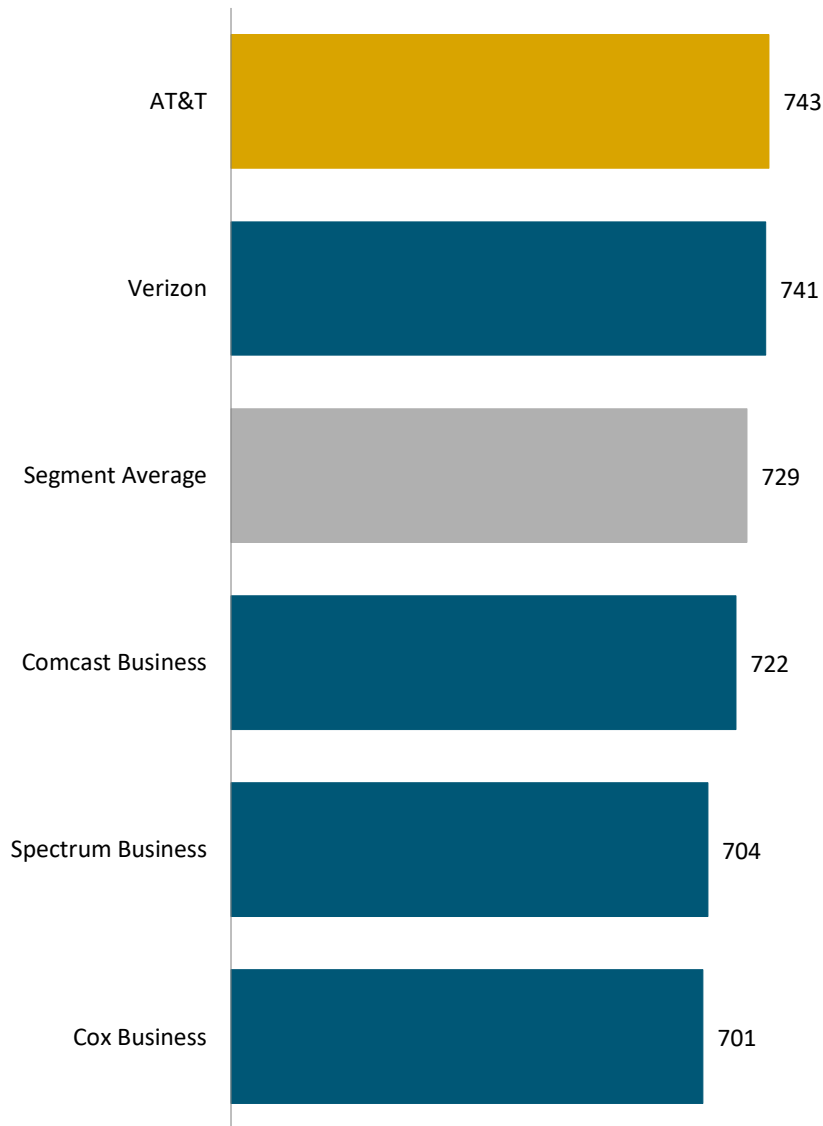
NOTE: Three charts follow.

# J.D. Power 2025 U.S. Business Internet Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Large Enterprise



Source: J.D. Power 2025 U.S. Business Internet Satisfaction Study<sup>SM</sup>

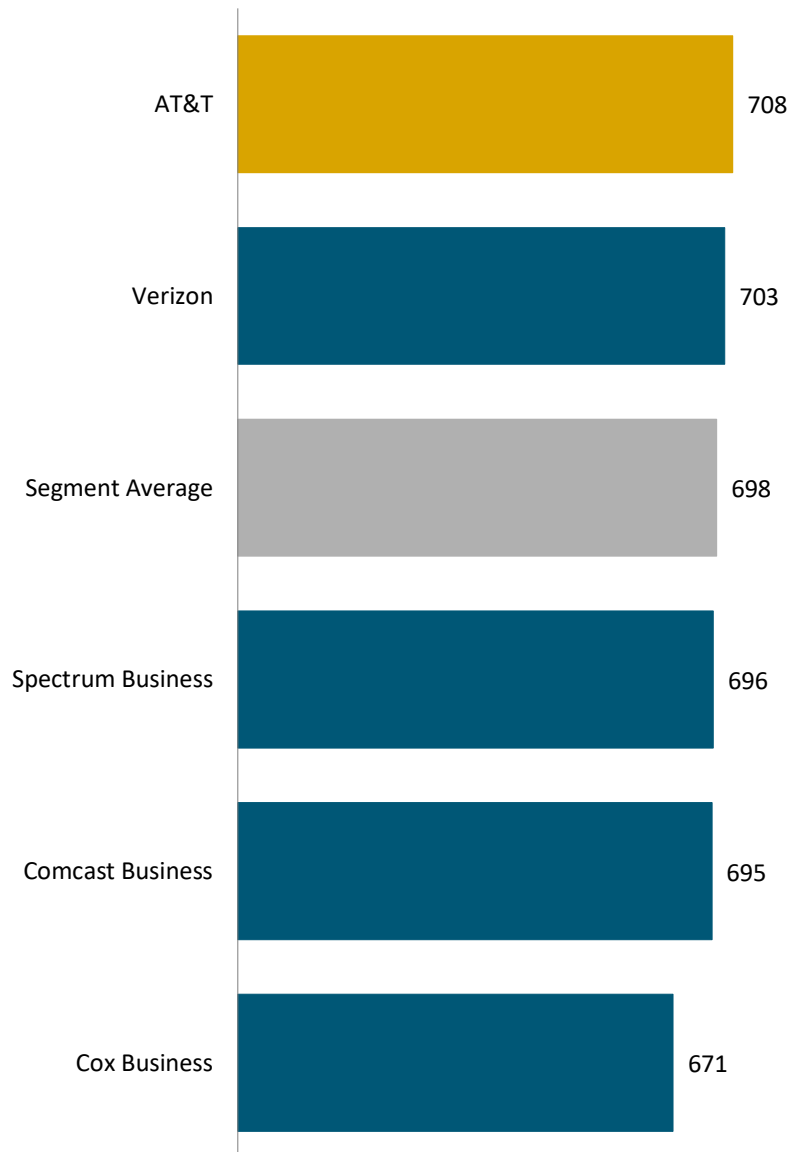
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# J.D. Power 2025 U.S. Business Internet Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Medium Business



Source: J.D. Power 2025 U.S. Business Internet Satisfaction Study<sup>SM</sup>

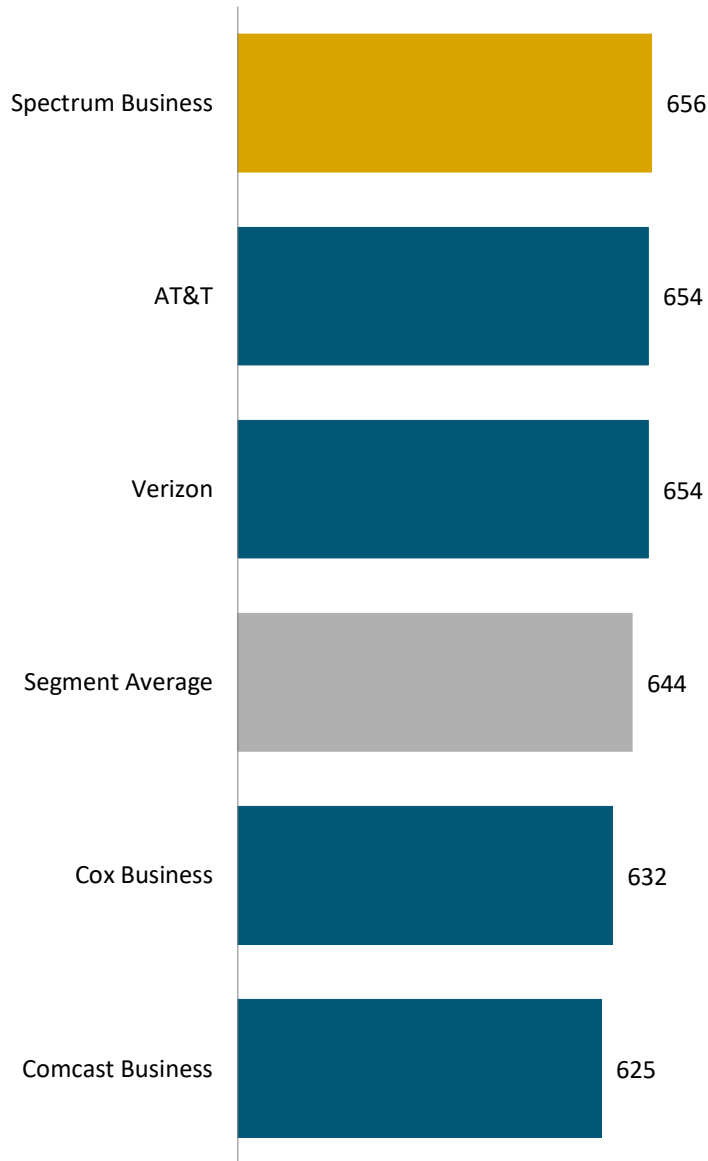
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# J.D. Power 2025 U.S. Business Internet Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Small Business



Source: J.D. Power 2025 U.S. Business Internet Satisfaction Study<sup>SM</sup>

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