

# Telecom Provider Mobile Apps Deliver Strong Customer Experience, but Websites Fall Short, JD Power Finds

T-Mobile Ranks Highest among Internet Service Providers; Mint Mobile Ranks Highest among Wireless Carriers

- Mobile apps make logging in easier, which boosts satisfaction
- Gap between web and app satisfaction wider in telecom industry than in insurance industry
- Top providers make account info and navigation clear and easy

**TROY, Mich.: 18 March. 2026** – As more telecom customers manage their accounts digitally, mobile apps and websites have become the primary way to pay bills, check usage and make service changes. To better capture the digital experience offered by internet service providers and wireless carriers, the JD Power 2026 U.S. Telecom Digital Experience Study,<sup>SM</sup> released today, evaluates customer perceptions of both mobile apps and websites, including desktop and mobile platforms. Overall customer satisfaction with the telecom digital experience this year is 659 (on a 1,000-point scale) among internet service providers and 654 among wireless carriers.

“Mobile apps continue to set the standard for ease of use and satisfaction among telecom customers,” said **Kristen Coffin, digital solutions analyst at JD Power**. “Study results indicate that customers consistently rate mobile apps significantly higher than websites across both internet service providers and wireless carriers, driven in large part by features like biometric login and faster performance. While some providers are creating seamless, easy-to-navigate experiences for account management and billing, there remain clear opportunities for others to enhance website functionality and deliver a more consistent experience across all channels.”

Following are some key findings of the 2026 study:

- **Mobile apps help relieve login friction:** Comparing across digital channels, customer satisfaction with logging into mobile apps is notably higher compared with logging into websites. Among internet service providers, app login satisfaction averages 689, which is 42 points higher than website login satisfaction. Among wireless carriers, app login satisfaction averages 681, 38 points higher than website login satisfaction. A key driver of this gap is biometric authentication, which allows customers to quickly and easily access mobile apps, while website logins often require manual credentials. Maintenance issues and slow responsiveness also derail the website login experience across both segments.
- **Telecom industry lags in delivering consistent digital experience across channels:** While it is common for website experiences to trail those of native mobile

apps in many industries, the gap is notably larger within the telecom industry. The overall customer satisfaction delta between apps and websites is 25 points among wireless carriers and 11 points among internet service providers, compared with just a 3-point gap in the insurance industry<sup>1</sup>, for example. The findings suggest that while some telecom providers are successfully enhancing website experiences, there remain opportunities for others to improve functionality and usability, particularly for more complex tasks like changing account information or settings.

- **Top performers prioritize visibility and easy navigation for account and billing information:** The top performers in both study segments make key account information highly visible across digital channels, including current plan details, current balance and billing status. Additionally, there is clear navigation for changing plans, managing payments and accessing billing preferences.

## Study Rankings

**T-Mobile** ranks highest in overall customer satisfaction among internet service providers, with a score of 695. **AT&T** (675) ranks second and **Verizon** (669) ranks third.

**Mint Mobile** ranks highest in overall customer satisfaction among wireless carriers, with a score of 704. **Spectrum Mobile** (678) ranks second and **Metro by T-Mobile** and **T-Mobile** rank third in a tie, each with a score of 672.

The U.S. Telecom Digital Experience Study evaluates customer satisfaction with the digital experience provided by internet service providers and wireless carriers, inclusive of both apps and websites, based on four factors (in order of importance): design; system performance; tools/capabilities and information. The 2026 study is based on evaluations from 12,082 customers of eight internet service providers and 14 wireless carriers in the United States. The study was fielded from December 2025 to January 2026.

For more information about the U.S. Telecom Digital Experience Study, visit <https://www.jdpower.com/business/telecom-digital-experience-study>.

## About JD Power

JD Power delivers mission-critical data, analytics and intelligence that help businesses improve customer experience and operational performance with confidence and clarity. Using proprietary, comprehensive data—including millions of consumer interactions and authoritative automotive datasets—combined with advanced analytics, artificial intelligence and deep industry expertise, JD Power enables leaders to respond to market shifts, make smarter decisions and drive measurable performance improvements.

As an objective source of deep insight into real-world customer interactions with brands and products, JD Power provides the independent intelligence organizations need to anticipate

---

<sup>1</sup> JD Power 2025 U.S. Insurance Digital Experience Study<sup>SM</sup>

change, strengthen customer engagement and advance growth. Learn more at [JDPower.com](https://www.jdpower.com).

### **Media Relations Contacts**

Joe LaMuraglia, JD Power; East Coast; 714-621-6224; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

John Roderick; East Coast; 631-584-2200; [john@jroderick.com](mailto:john@jroderick.com)

**About JD Power and Advertising/Promotional Rules:** [www.jdpower.com/business/about-us/press-release-info](https://www.jdpower.com/business/about-us/press-release-info)

# # #

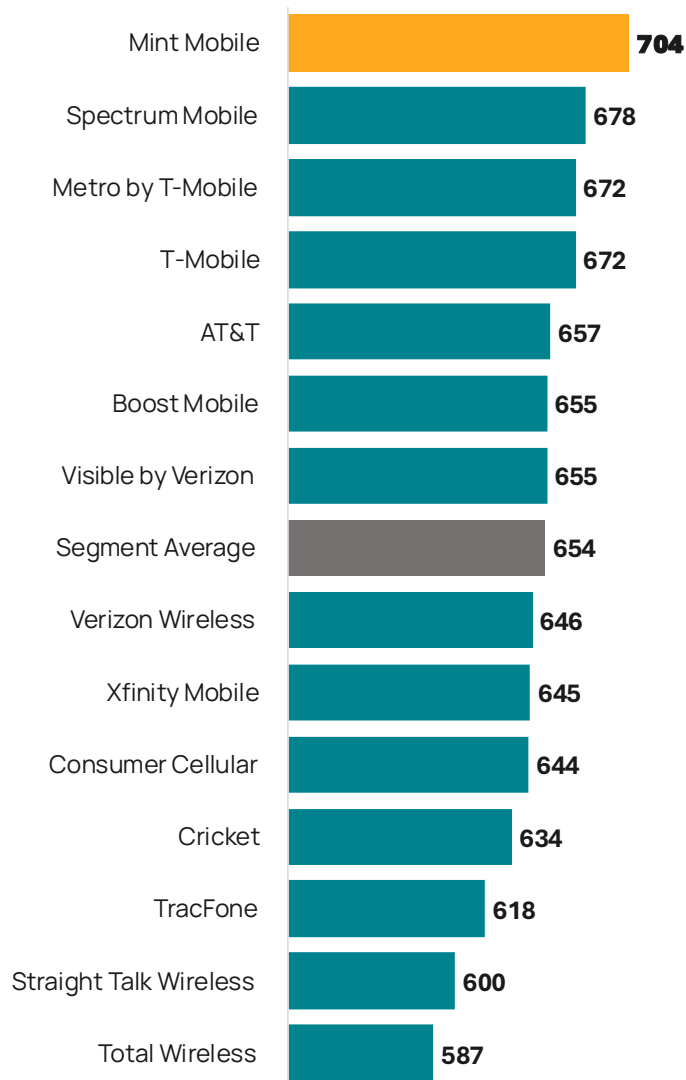
Note: Two charts follow.



# JD Power 2026 U.S. Telecom Digital Experience Study<sup>SM</sup>

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

## WIRELESS



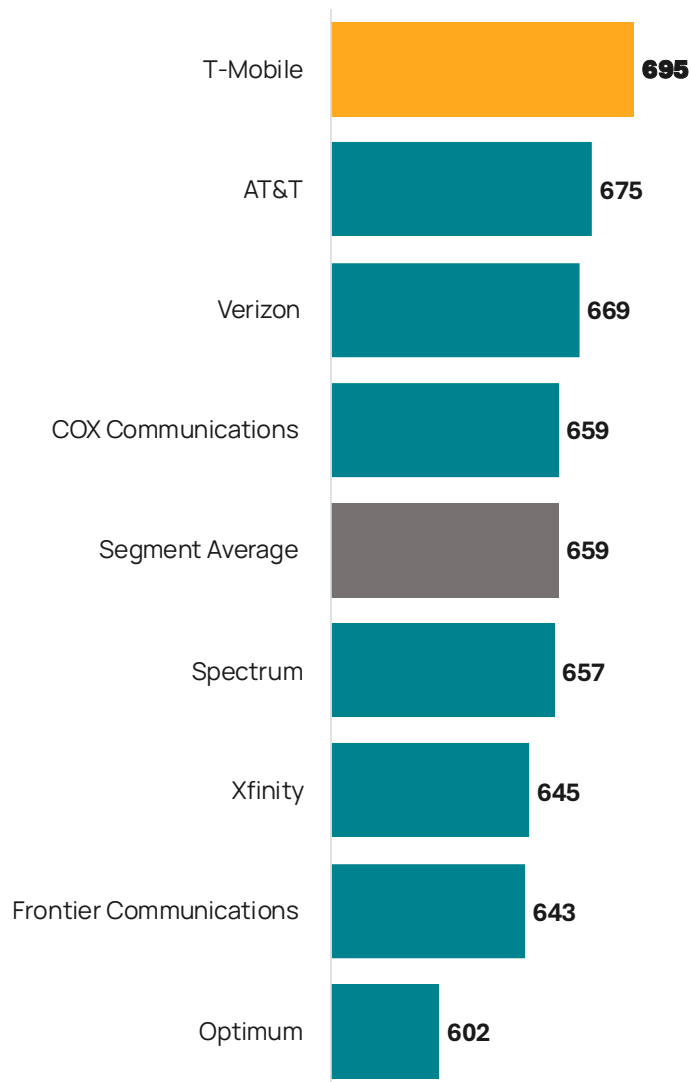
Source: JD Power 2026 U.S. Telecom Digital Experience Study<sup>SM</sup>

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying JD Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or JD Power survey results without the express prior written consent of JD Power.

# JD Power 2026 U.S. Telecom Digital Experience Study<sup>SM</sup>

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

## INTERNET



Source: JD Power 2026 U.S. Telecom Digital Experience Study<sup>SM</sup>

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying JD Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or JD Power survey results without the express prior written consent of JD Power.