

Smartphones Become Preferred Channel for Buying New Wireless Devices, J.D. Power Finds

T-Mobile, MetroPCS and Consumer Cellular Rank Highest in Respective Segments

COSTA MESA, Calif.: 15 Feb. 2018 — Smartphones have emerged as the purchase channel of choice for new wireless purchases, topping in-store, telephone and all other online channels in driving the highest levels of overall customer satisfaction with the new device purchase experience. That's the key finding of the J.D. Power 2018 U.S. Wireless Purchase Experience Full-Service Performance StudySM—Volume 1 and the J.D. Power 2018 U.S. Wireless Purchase Experience Non-Contract Performance StudySM—Volume 1, both released today.

“The wireless market is rapidly evolving into a self-contained ecosystem in which all aspects of the ownership experience, from buying the device to engaging with customer support, is done entirely on a mobile device,” said **Peter Cunningham, Technology, Media, and Telecommunications Practice Lead at J.D. Power**. “While in-store customer service is still key for things like explaining data usage and demonstrating device operations, the speed and consistency of the experience delivered via mobile is clearly resonating with mobile customers.”

Following are key findings of the 2018 studies:

- **Satisfaction highest when making wireless device purchase online via smartphone:** Overall satisfaction with the wireless device purchase experience is highest among customers who accessed an online sales channel via smartphone. Overall satisfaction among customers making new wireless device purchases online via smartphone is 857 points (on a 1,000-point scale) vs. 823 among customers who used the online channel via computer or tablet; 842 among those who used the in-store channel; and 836 among those who used the telephone.
- **Wireless purchase experience optimized for small screen:** Customers making a new device purchase online via a smartphone spend an average of 10.6 minutes completing their online purchase, compared with 13.7 minutes among those using a computer or tablet. Customers purchasing via smartphone also provide higher ratings for website attributes, such as ease of navigation; appearance of website; and ease of making an order.
- **Stores still important:** Among customers using the in-store channel to buy a new wireless device, the key drivers of satisfaction are explanation of how to manage data usage; explanation of the latest technology; and demonstration of device operations and features. Even when customers make the wireless purchase online, overall satisfaction scores are higher when they visit a store prior to making the purchase.
- **Unlimited data still wields influence:** When it comes to cost of service, satisfaction is 12 points higher among customers with unlimited data plans than among those with data limits (768 vs. 756, respectively). Combining individual and family plans, the average price paid for a wireless phone

increases to \$364 from \$308 in the 2017 Volume 2 study, and the average monthly service bill increases to \$157 from \$149.

Study Rankings

T-Mobile ranks highest in overall satisfaction among wireless full-service carriers, with a score of 855. **MetroPCS** ranks highest among non-contract full-service carriers, with a score of 858. **Consumer Cellular** ranks highest among wireless non-contract carriers in the value segment with a score of 866.

Now in their 15th year, the semiannual studies evaluate the wireless purchase experience of customers who use any one of three purchase channels: phone calls with sales representatives; visits to a retail wireless store; or online/website. Overall purchase experience satisfaction with both full-service and non-contract carriers is measured in six factors (in order of importance): store sales representative; website; offerings and promotions; phone sales representative; facility; and cost of service.

The 2018 U.S. Wireless Purchase Experience Full-Service Performance Study—Volume 1 and the 2018 U.S. Wireless Purchase Experience Non-Contract Performance Study—Volume 1 collectively surveyed 13,344 customers who made a sales transaction with their current carrier within the previous three months. The studies were fielded from July through December 2017.

For more information about the U.S. Wireless Purchase Performance studies, visit <http://www.jdpower.com/resource/us-wireless-purchase-experience-performance-studies>.

See the online press release at <http://www.jdpower.com/pr-id/2018017>.

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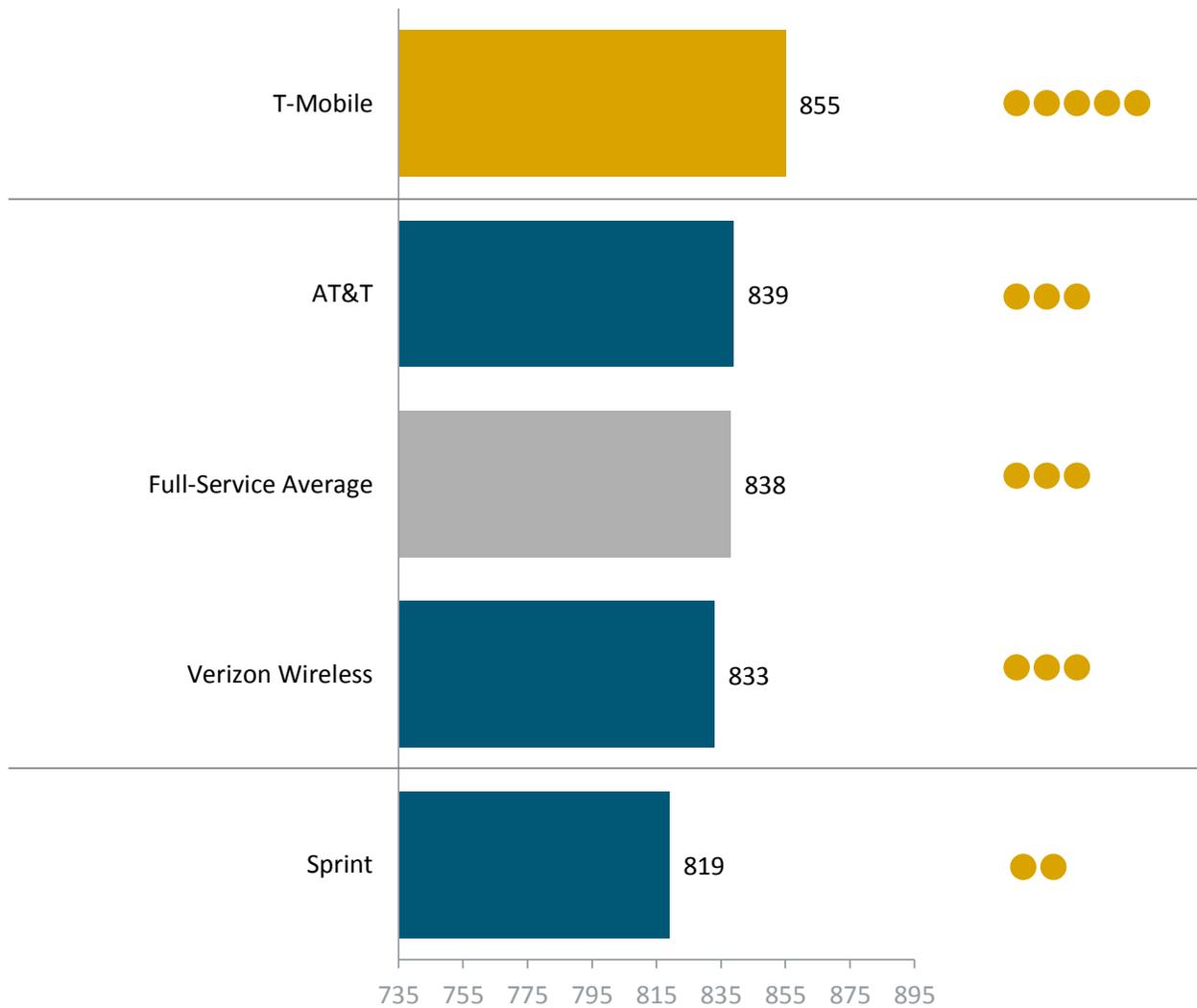
NOTE: Five charts follow.

J.D. Power 2018 U.S. Wireless Purchase Experience Full-Service Performance StudySM—Volume 1

Full-Service Carriers

(Based on a 1,000-point scale)

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

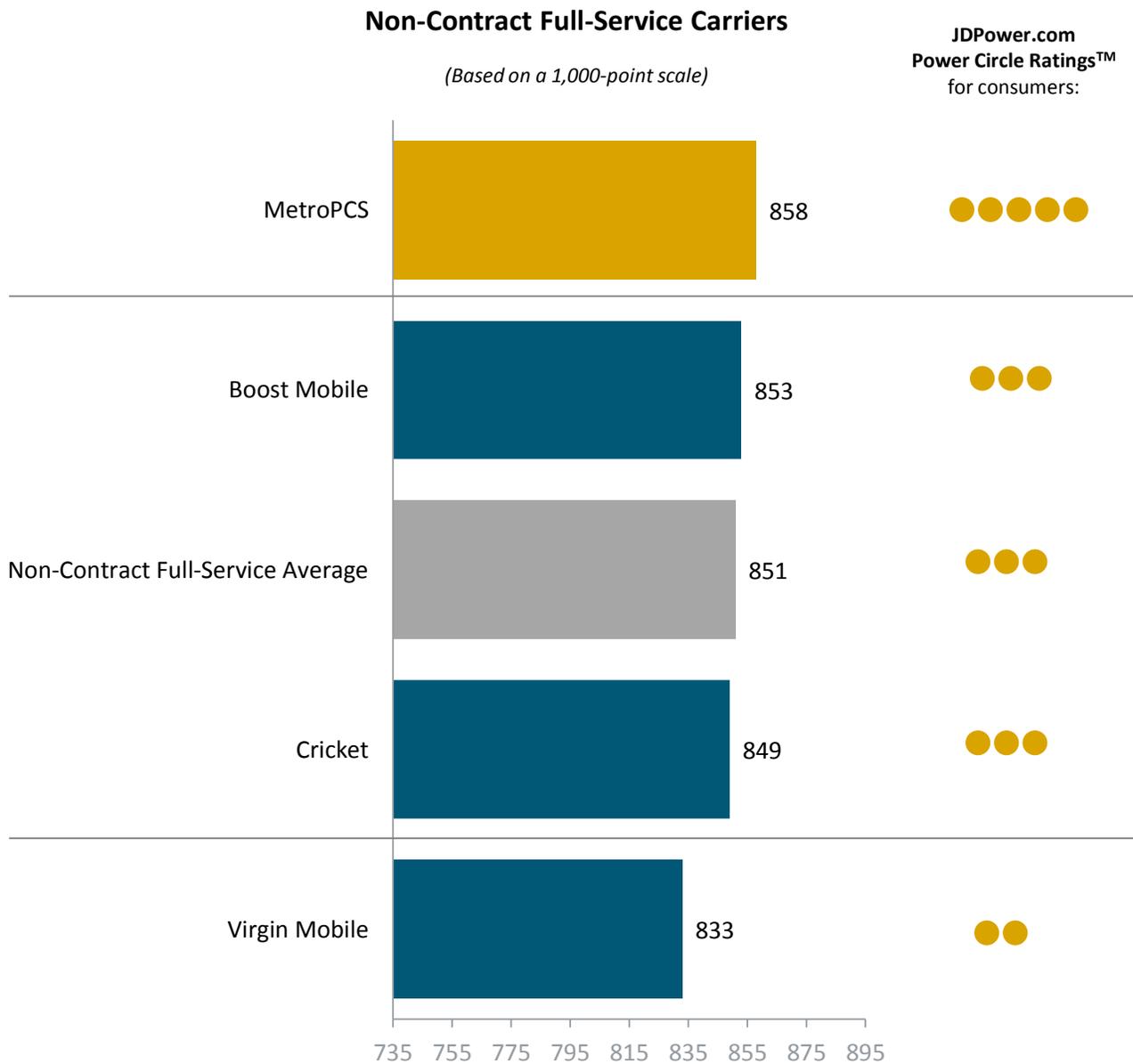
- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2018 U.S. Wireless Purchase Experience Full-Service Performance StudySM—Volume 1

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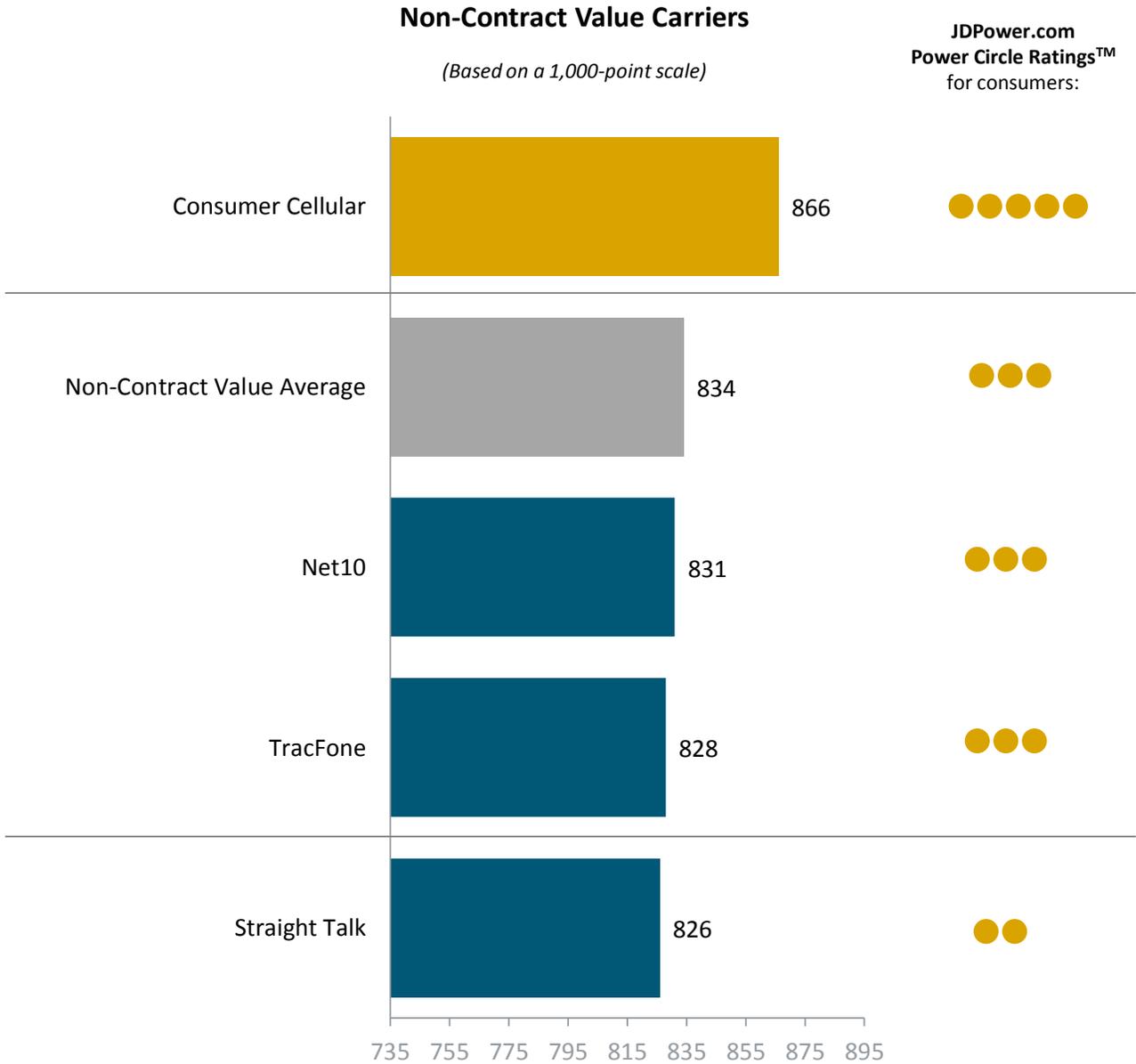
Power Circle Ratings Legend

- Among the best
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**2018 U.S. Wireless Purchase Experience Full-Service
Performance StudySM—Volume 1**

Award-Eligible Full-Service Carriers Included in the Study

<u>Company</u>	<u>Key Executive</u>	<u>Company Location</u>
AT&T	Randall L. Stephenson	Dallas, Texas
Sprint	Marcelo Claire	Overland Park, Kan.
T-Mobile	John Legere	Bellevue, Wash.
Verizon Wireless	Lowell C. McAdam	New York, N.Y.

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2018 U.S. Wireless Purchase Experience Non-Contract Performance StudySM—Volume 1

Award-Eligible Non-Contract Carriers Included in the Study

<u>Company</u>	<u>Key Executive</u>	<u>Company Location</u>
Boost Mobile	Marcelo Claure	Overland Park, Kan.
Consumer Cellular	John Marick	Portland, Ore.
Cricket	Randall L. Stephenson	Dallas, Texas
MetroPCS	John Legere	Bellevue, Wash.
Net10	Gustavo Blanco	Miami, Fla.
Straight Talk	Gustavo Blanco	Miami, Fla.
TracFone	Gustavo Blanco	Miami, Fla.
Virgin Mobile	Marcelo Claure	Overland Park, Kan.

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