

## Satisfaction Improves among Wireless Router Customers, J.D. Power Finds

### Linksys Ranks Highest among Wireless Router Manufacturers

**COSTA MESA, Calif.: 14 Nov. 2018** — Overall wireless router customer satisfaction improves in 2018 to 841 (on a 1,000-point scale) from 833 in 2017. Satisfaction improves in eight of the 10 factors measured in the study, with the largest improvement in intuitiveness of software user interface (up 16 points), according to the J.D. Power 2018 Wireless Router Satisfaction Report,<sup>SM</sup> released today.

The 10 factors measured in the 2018 report include (in order of importance): Wi-Fi range; reliability; speed of upload/download; restore connection easily; security capabilities; price; ease of use; variety of features; intuitive user interface; and customer service.

“Although wireless routers can be straight-forward, manufacturers that continue focusing on the basics of customer service such as pricing and problem resolution will remain the leaders of the pack,” said **Ian Greenblatt, Technology, Media & Telecom Practice Lead at J.D. Power**. Greenblatt noted that 46% of customers chose their router based on price, and those that cite a problem that was resolved have nearly double the satisfaction scores than those who did not (808 vs. 498, respectively).

### **Wireless Router Satisfaction Rankings**

**Linksys** (848) ranks highest in customer satisfaction with wireless routers for the first time, performing particularly well in reliability of service; ease of set-up during installation; range of Wi-Fi signal strength; ability to restore service with minimal effort; security; and customer service experience. **Asus** and **TP-Link** rank second in a tie with a score of 843. **Netgear** (839) ranks fourth and **Belkin** (833) ranks fifth.

The 2018 Wireless Router Satisfaction Report, now in its fourth year, is based on responses from 846 current owners of wireless routers who purchased their device during the 12-month period prior to report fielding in October 2018.

For more information about the U.S. Wireless Router Satisfaction Report, visit:

<https://www.jdpower.com/business/resource/jd-power-wireless-router-satisfaction-report>

See the online press release at <http://www.jdpower.com/pr-id/2018216>.

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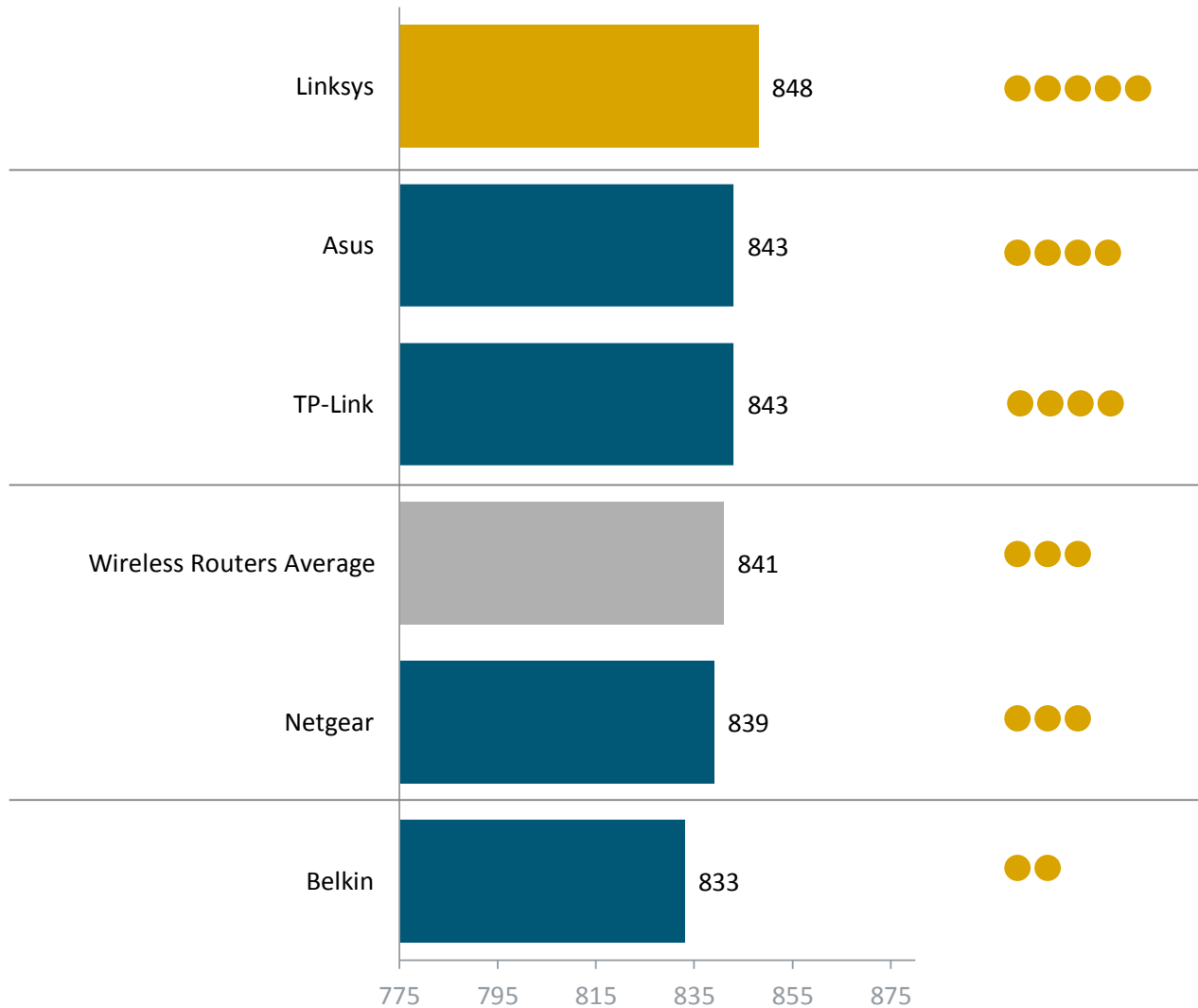
Note: One chart follows

# J.D. Power 2018 Wireless Router Satisfaction Report<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

JDPower.com  
Power Circle Ratings™  
for consumers:



**Power Circle Ratings Legend**

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

Source: J.D. Power 2018 Wireless Router Satisfaction Report<sup>SM</sup>

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