

Summary of Results **April 2005 Survey, Business Wireless Customer Satisfaction**

Verizon Wireless Rated Best Wireless Provider by Business End-Users

The business market is an important one for wireless service providers to penetrate. People who use their wireless phones for business purposes tend to spend more on their services than consumers do. Thus, having a high proportion of business users helps to increase carriers' Average Revenue Per User (ARPU). According to In-Stat research, on average, business users spend about \$67 per month on wireless service, compared to about \$45 for consumers.

Some carriers have been more successful in developing their base of business users than others. According to the latest survey of In-Stat's Wireless Panel, the greatest percentage of business respondents use Cingular or Verizon Wireless service (about 30% of respondents use each of these providers). While this is true, Nextel and Sprint PCS seem to be doing the best job of extracting the most revenue from these business users. The average bills for Nextel and Sprint PCS subscribers are higher than those for subscribers to other cellular providers, at least among In-Stat's Technology Adoption Panel.

Good coverage, service reliability and price were found to be the key drivers of satisfaction for wireless services. Verizon Wireless customers were most satisfied with their wireless service, overall. Customers of this provider are also the most likely to recommend their service to others and are the least likely to churn. On the other hand, Cingular and T-Mobile had the highest percentage of customers (12%) who were extremely or very dissatisfied with their service.

The following carriers had the highest percentage of customers who were extremely or very satisfied on each attribute listed:

- Good Coverage in Your Area of Interest: Verizon Wireless
- Reliability of Service/Few Dropped Calls: Verizon Wireless
- The Ability to Get a Handset to Your Liking: Sprint PCS
- Offers Data Services or Features That You Want: Nextel, Sprint and T-Mobile
- Customer Service and Support: T-Mobile
- The Ability to Get a Free or Low-priced Phone: T-Mobile and Verizon Wireless
- Service Price: T-Mobile

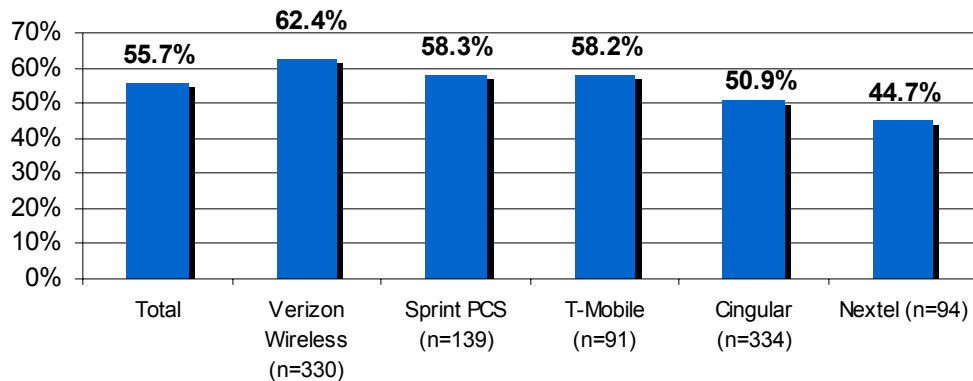
It's important to note that carrier selection is not often in the user's control in the business environment. This study shows that 46% of respondents work for companies that have selected a carrier or carriers that employees must use, which implies usage of preferred providers and corporate contracts. Even so, about two-thirds of users were allowed to select their own provider. This data shows that carriers must work to please both the end-user and the corporate wireless decision-maker to grow their business user bases.

About the Panel

Data for this report was collected via a brief Internet survey. Participants — members of In-Stat's Technology Adoption Panel (TAP) — were e-mailed invitations to participate in a Web-based survey on the subject of wireless service customer satisfaction in April 2005. The survey took about 5-7 minutes to complete. Responses from 1,110 people are included in this research. Respondents were fairly equally distributed between Small Office/Home Office (SOHO)/small (with 1 to 99 employees), medium (100 to 999 employees) and large enterprise (1,000+ employee) businesses. Respondents to the business wireless survey were required to use a cellular phone. Although it was not required for participation, the majority of respondents used their phone for business only, or business and personal reasons (84.5%). The following carriers were rated in this survey: ALLTEL, Cingular, Nextel, Sprint, T-Mobile, US Cellular and Verizon Wireless.

In-Stat's TAP is a dynamic online group of thousands of technology users and decision-makers interested in contributing opinions and insights about technology usage and issues in the workplace. The panel is recruited from many different sources and comprises a diverse group, representing a wide range of company sizes, industries, and expertise. Members are typically early adopters of technology, and are more representative of the business market than the consumer market.

**Please rate your overall satisfaction with your wireless service
(Percent extremely or very satisfied with service)**



Source: In-Stat, April 2005