

# Wireless Internet Panel Q3'01 Customer Satisfaction Research Results

## Nextel - The One to Beat!

Cahners In-Stat Group conducted the first of an on-going series of quarterly wireless Internet Panel Customer Satisfaction studies in September 2001. Of the top four providers of wireless Internet services — AT&T Wireless, Nextel, Sprint PCS and Verizon Wireless — Nextel won top satisfaction ratings in three different, overall scores. One might say, "Nextel Won? Nextel has a wireless Internet service?" The answer is yes. It's called Nextel Online. And it is quite a successful service with more than 1.7 million subscribers to date.

Nextel was the clear leader in overall satisfaction, based on several measures. It placed first when each carrier's customers were asked to directly rate "overall satisfaction." It also ranked first in a rating based on a composite score, derived based on user satisfaction with all attributes in the study:

- ❖ Breadth of applications available
- ❖ Customer service/support
- ❖ Ease of use
- ❖ Geographic coverage
- ❖ Price of service
- ❖ Quality of service
- ❖ Reliability of service
- ❖ Technical support

Winning the Tri-fecta, it also came in on top in a score based on four key attributes that drive customer satisfaction with wireless Internet services: Breadth of Applications Available, Ease of Use, Quality of Service and Reliability of Service.

Nextel's subscribers are mostly "blue" and "gray" collar workers. The fact that its service is focused on servicing business users only, provides the company with more focus than that of the other wireless Internet providers. Increased focus apparently leads to higher customer satisfaction. Other carriers must please both business and consumer audiences, which is a difficult task.

Although the company performed the best in this study, In-Stat believes there is still much room for improvement on the part of all carriers. Carriers can't rest easy since nearly one in four wireless Internet subscribers is thinking about churning.

On the positive side, the market is young and maturing, and many new technologies (J2ME, BREW, WAP 2.0, and 2.5G services, to name a few) are becoming available that will help stimulate the market. Carriers must take advantage of these new technologies, while continuing to work on the basics (Breadth of Applications Available, Ease of Use, Quality of Service and Reliability of Service) to be successful in this business. It should be noted that in this initial wave of the survey, the numbers of customers per provider are small (between 22 and 36 respondents rated each provider); therefore, caution should be used when projecting these results to the larger population of wireless Internet customers.

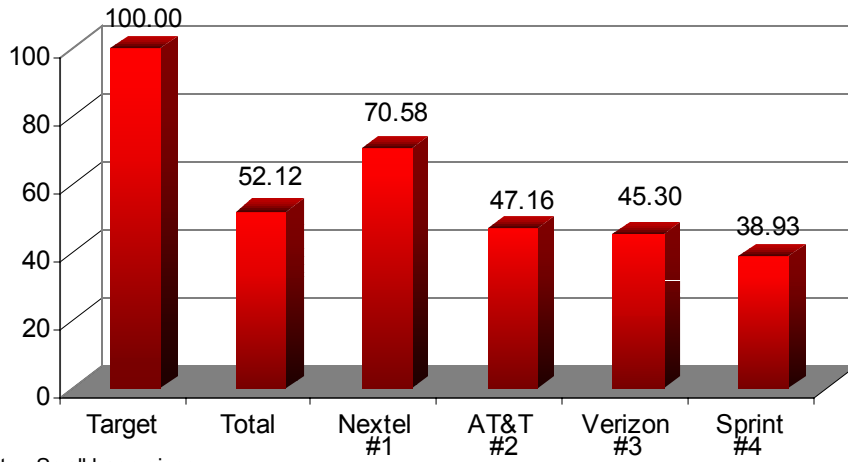
Cahners In-Stat Group will continue to track customer satisfaction on a quarterly basis, which will allow wireless service providers to constantly see how they are doing in meeting their customers' demands.

## Survey Methodology

Data for this report was collected via a brief Internet survey. Participants — members of In-Stat's Technology Adoption panel — were e-mailed an invitation to participate in a Web-based survey conducted from September 4<sup>th</sup>-14<sup>th</sup>, 2001. A total of 229 people responded to the survey. Respondents, recruited from Cahners In-Stat Group's Technology Adoption panel, were selected because they currently access the Internet using a wireless telephone or other wireless device. If you are interested in joining the Technology Adoption Panel and/or learning more about it, please go to <http://www.instat.com/panels>.

In-Stat's Technology Adoption Panel 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 is comprised of a diverse group, representing a wide range of company sizes, industries, and expertise.

### Satisfaction Scores Based on All Attributes



Note: Small base sizes

Source: Cahners In-Stat Group