

Wireless Internet Panel Q4'01 Customer Satisfaction Research Results

Nextel - Still The One to Beat!

In-Stat/MDR conducted the second of an on-going series of quarterly wireless Internet Panel Customer Satisfaction studies in December 2001. Of the top four providers of wireless Internet services — AT&T Wireless, Nextel, Sprint PCS and Verizon Wireless — Nextel again won top satisfaction ratings in three different, overall scores.

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

Again 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 also won top honors for satisfaction on specific attributes, including breadth of applications available, ease-of-use, price, and service quality.

Other winners for specific attributes included:

- AT&T Wireless and Nextel were virtually tied for customer satisfaction with service reliability.
- Verizon Wireless received the highest customer satisfaction rating for two attributes: customer service and support, and geographic coverage.
- Verizon Wireless was nearly tied with Nextel on technical support.

It should be noted that in this second wave of the survey, the numbers of customers per provider, although growing, are still small (between 31 and 59 respondents rated each provider); therefore, caution should be used when projecting these results to the larger population of wireless Internet customers.

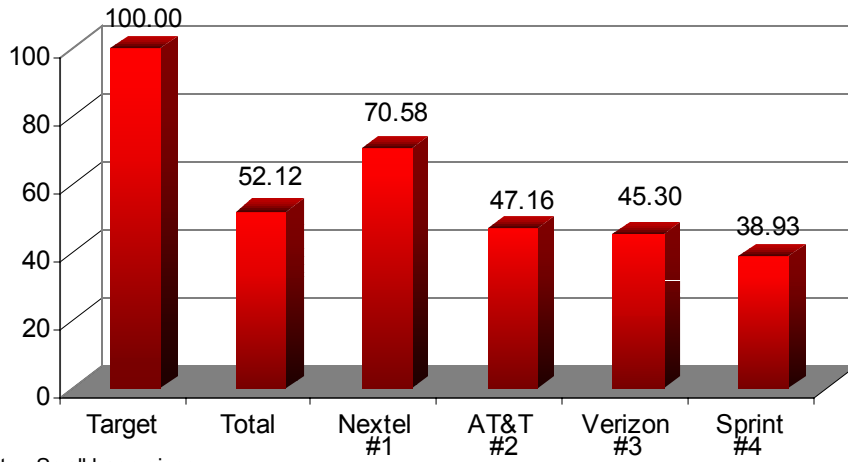
In-Stat/MDR will continue to track customer satisfaction on a quarterly basis, which will allow wireless service providers to constantly see how they are doing in meeting their customers' demands.

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 December 10th-14th, 2001. A total of 267 people responded to the survey. Respondents, recruited from In-Stat/MDR'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/MDR'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