

Wireless Panel Summary –  
March 26<sup>th</sup>, 2004

### **End of Year Customer Satisfaction Study**

In this, the eighth round of customer satisfaction surveys, six wireless Internet providers were rated, including: AT&T Wireless, Cingular, Nextel, Sprint PCS, T-Mobile and Verizon Wireless. However, only four providers were rated on In-Stat/MDR's proprietary customer satisfaction scores, due to the number of people who responded to the survey – a minimum of 20 responses from each carrier was required to be included in In-Stat/MDR's scores. This month, Nextel came in first place in customer satisfaction, based on a "Top 2 Box" rating by people who were completely or very satisfied with Nextel's service. All six carriers were rated on this score. Verizon Wireless was rated first, based on customer satisfaction with all nine attributes, and on a score that is based on the top four predictors of satisfaction. In this wave, the top four predictors of customer satisfaction included: Quality-of-Service, Reliability-of-Service, Ease-of-Use and Speed-of-the-Network.

Regarding specific attributes:

- Sprint's customers were most satisfied with the company's service price and technical support
- Verizon Wireless was rated best for customer service and support, network speed and geographic coverage.
- Nextel's customers were most satisfied with the quality and reliability of its service.
- T-Mobile's customers rated it best for its breadth of available applications, and for the ease-of-use of its service.

Looking at overall customer satisfaction, over a two-year period, there is clearly an improving trend for a few of the carriers, namely Sprint PCS and Verizon Wireless. Throughout this time period, overall, customers have given these two carriers higher ratings and their satisfaction has improved. These findings are based on results of customers giving the carriers a "4" or a "5" on a five-point scale (very or completely satisfied). Overall, Nextel's scores have fluctuated with no clear trend up or down, and AT&T Wireless' overall customer satisfaction has decreased. In November 2003, AT&T Wireless announced its Enhanced Data Rates for Global Evolution (EDGE) service, which will dramatically improve the service's speed. It also made enhancements to the ease-of-use for the company's wireless Internet mmode service. These important announcements should help to improve AT&T Wireless' scores in the future.

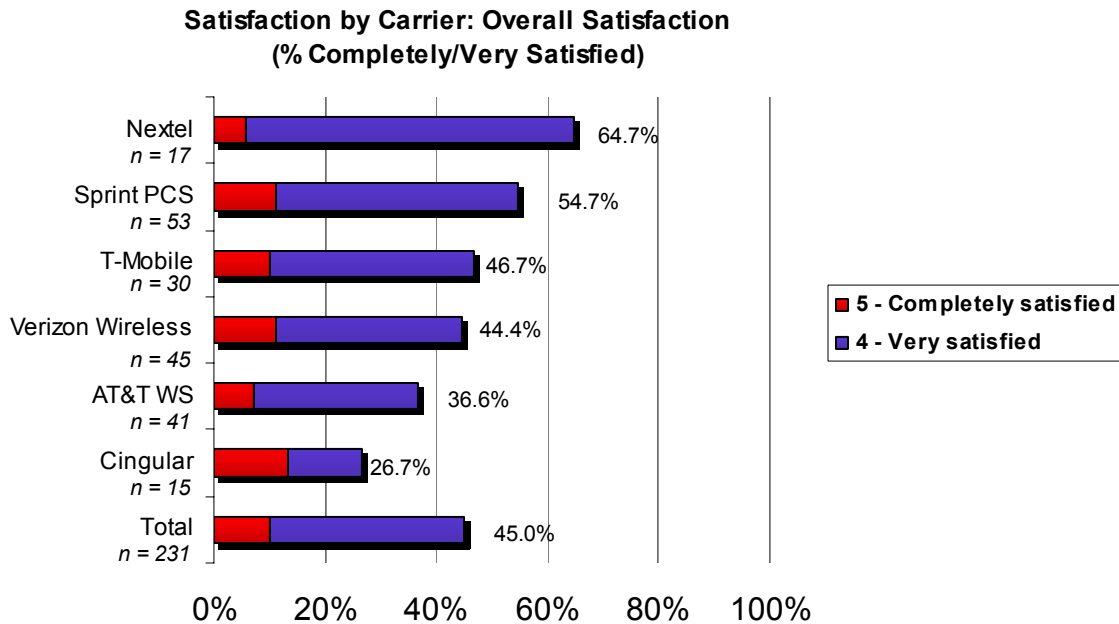
Other findings included:

- Laptops are displacing cellular phones as the devices of choice to access the Internet wirelessly.
- The majority of respondents use more than one type of network to access the Internet wirelessly (wireless LAN and wireless WAN).

## About the Panel

Data for this report was collected via a brief Internet survey. Participants — members of In-Stat/MDR's Technology Adoption Panel — were e-mailed an invitation to participate in a Web-based survey conducted from December 1<sup>st</sup> – 5<sup>th</sup>, 2003. Responses from 231 people are included in this research. Although a greater number of people responded than this figure represents, the data was cleaned and responses from people employed by cellular carriers were deleted, so as to remove bias from the results.

In-Stat/MDR's Technology Adoption Panel (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 is comprised of a diverse group, representing a wide range of company sizes, industries, and expertise. Respondents were selected because they currently access the Internet using a wireless telephone or smartphone, or other mobile device, such as a wireless, modem-equipped PDA or laptop computer, or a two-way messaging 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>.



*\*Note that "Total" includes responses from all six carriers plus "other."*

Source: In-Stat/MDR's Wireless Internet Panel, 2/04