

Wireless Internet Panel

Wireless Internet Customer Satisfaction Mid-year Results (June 2003 Survey)

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### **Verizon Wireless's Wireless Internet Customers Are Most Happy Mid-Year 2003**

In June 2003, In-Stat/MDR conducted its seventh wave of customer satisfaction studies. In this quarterly wave of surveys, four wireless Internet providers were rated, including: AT&T Wireless, Nextel, Sprint PCS, and Verizon Wireless. This round, Verizon Wireless came in first place in customer satisfaction based on a "Top 2 Box" rating by people who were extremely or very satisfied with Verizon Wireless's service.

Regarding specific attributes:

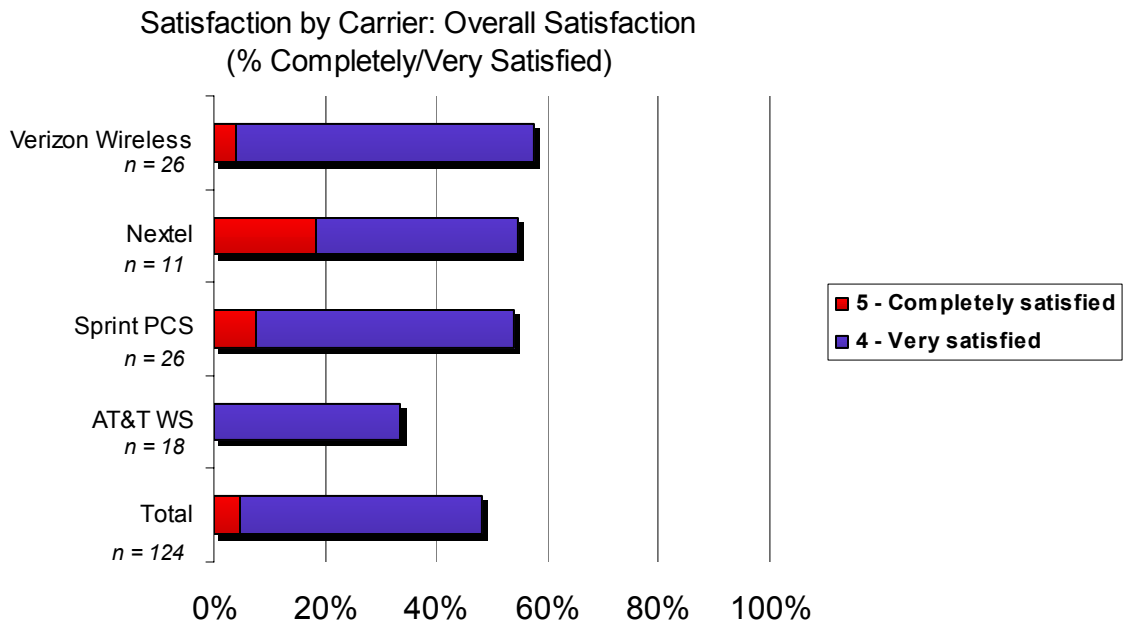
- Sprint's customers were most satisfied with the company's breadth of applications available and its service price.
- Both Sprint and AT&T Wireless' customers were most satisfied with their services' ease-of-use.
- Verizon Wireless was rated tops for customer service and support, and geographic coverage.
- Nextel's customers were most satisfied with the quality of its service and the reliability of its service.
- Both Sprint and Nextel's customers were virtually tied in terms of satisfaction with technical support.

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 extremely satisfied). Overall, Nextel's scores have fluctuated with no clear trend up or down, and AT&T Wireless's overall customer satisfaction has decreased. Just this month, 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 wireless Internet mmode service. These important announcements should help to improve AT&T Wireless' scores in the future.

## About the Panel

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.

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 June 23<sup>rd</sup> – 27<sup>th</sup>, 2003. Responses from 124 people are included in this research. Although a greater number of people responded than this figure, the data was cleaned and responses from people employed by cellular carriers were deleted, so as to remove bias from the results. 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 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>.



Source: In-Stat/MDR's Wireless Internet Panel, 11/03

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