

Wireless Internet Panel

September 2002 Results: 3Q 2002 Customer Satisfaction Study

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Nextel Returns - It's Back on Top

In-Stat/MDR recently completed the fifth wave of its quarterly customer satisfaction studies. For the first time, we had enough valid responses to include ratings for six providers. Last time, In-Stat/MDR did not receive enough valid responses to report satisfaction results for Nextel, and results were reported for three service providers only — AT&T Wireless, Sprint PCS and Verizon Wireless. In this wave, Nextel is back, and Cingular and T-Mobile (VoiceStream) were newly added to the list of providers tracked.

With Nextel back in the mix, it recaptured its lead in overall customer satisfaction on three key scores: one based on the top four driving predictors of satisfaction, another based on all attributes, and a third based on the "Top 2 Box" of people who are extremely or very satisfied with their service.

In-Stat/MDR has found that four key attributes drive customer satisfaction with wireless Internet services. The attributes that emerged in this wave were: Quality of Service, Reliability of Service, Customer Service/Support, and Technical Support. This is the first time that the quarterly research studies have been conducted where the top four attributes driving satisfaction have changed. Prior to this wave, "Ease of Use" and "Breadth of Applications Available" were always two of the top four predictors of customer satisfaction, along with "Quality of Service" and "Reliability of Service." In this wave, "Customer Service/Support" and "Technical Support" replaced "Ease of Use" and "Breadth of Applications" as predictors.

Regarding specific attributes:

- Nextel was rated best at technical support, breadth of applications available, ease of use, price, and tied for superior service quality.
- Verizon Wireless was rated highest for geographic coverage and service reliability.
- AT&T Wireless was tied for first in terms of number of customers satisfied with service quality.
- Cingular emerged as providing the most superior customer service and support.
- T-Mobile was tied with Nextel and AT&T Wireless for service quality.

About the Panel

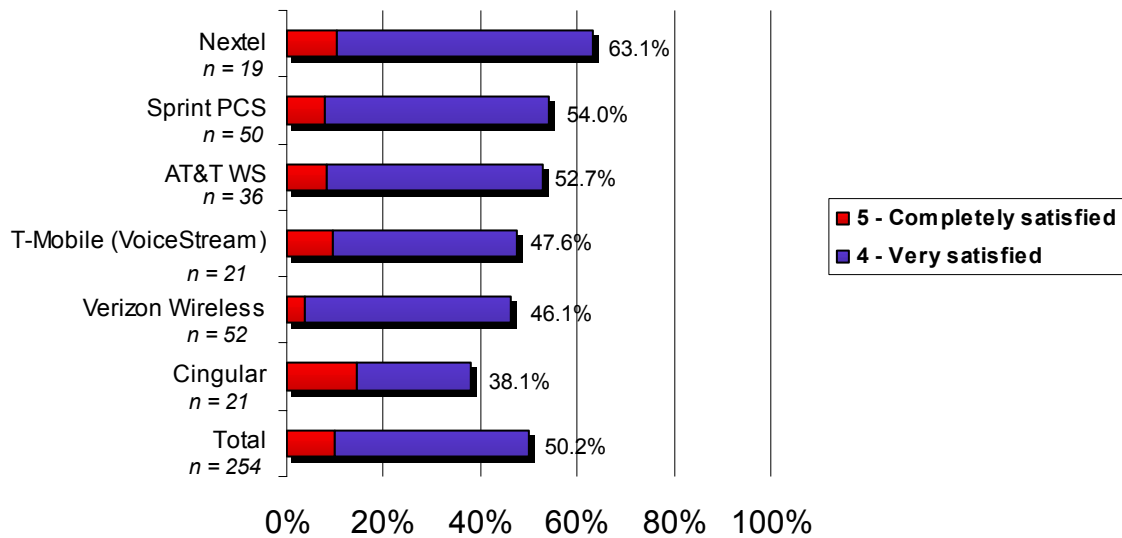
In-Stat/MDR's Technology Adoption Panel is a dynamic online group of thousands of technology users and decision-makers interested in contributing opinions and insights about technology usage and issues in the workplace. The panel is recruited from many different sources and is comprised of a diverse 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 September 16th-20th, 2002. The responses from 254 people are included in this research. Although a greater number of people responded than this figure, the data was cleaned and respondents employed by cellular carriers were removed, so as to remove bias from the results. 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>.

**Satisfaction by Carrier: Overall Satisfaction
(% Completely/Very Satisfied)**



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

Source: In-Stat/MDR's Wireless Internet Panel, 3Q02