



## Press Release

### **J.D. Power and Associates Reports: Call Quality Plays an Increasingly Important Role in Customer Satisfaction With the Wireless Phone Experience**

#### T-Mobile Continues to Lead the Regional Customer Satisfaction Rankings

**WESTLAKE VILLAGE, Calif.: 19 April 2007** — As usage continuously increases and the number of new data-centric service offerings grow, call performance and network reliability are becoming more critical to wireless customers demanding consistent quality connections, according to the J.D. Power and Associates 2007 U.S. Wireless Regional Customer Satisfaction Index (CSI) Study<sup>SM</sup>—Volume 1 released today.

The semiannual study measures customer satisfaction based on 42 specific service-related measures grouped into six key factors that impact overall [wireless carrier performance](#). In order of importance, they are: call performance and reliability (32%); brand image (17%); cost of service (14%); service plan options (14%); billing (12%) and customer service (11%). Carriers are ranked across six regions in the United States: [Northeast](#), [Mid-Atlantic](#), [Southeast](#), [North Central](#), [Southwest](#) and [West](#).

The study finds that the call performance and reliability factor has increased in importance from 26 percent of the overall satisfaction score in 2005 to 32 percent in 2007. Specifically, call quality issues such as echoes and timely notification of voice mail messages have received the most significant increase in importance. Subsequently, the customer service factor has become less critical in determining overall wireless satisfaction—declining from 17 percent in 2005 to 11 percent in the 2007 study.

“It’s no surprise that more carriers now advertise the importance of a reliable network as they try to differentiate themselves from the competition,” said Kirk Parsons, senior director of wireless services at J.D. Power and Associates. “Wireless network quality is key in distinguishing carriers that meet and exceed the service expectations of their customers from those that do not. However, there is still room for improvement, as 31 percent of customers who contact their carrier with a problem complain of call quality issues, such as a high degree of dropped calls and initial disconnects.”

T-Mobile ranks highest in all six regions (including three ties), performing particularly well in customer care, cost of service and billing. This is the fifth consecutive reporting period that the company has ranked highest across all six regions.

Verizon Wireless ties for the highest ranking in three regions: Mid-Atlantic, Southeast and North Central. Overall, the provider performs particularly well in call quality and brand image.

Alltel ranks highest in a tie in the Southeast Region, while U.S. Cellular and AT&T (formerly Cingular Wireless) tie for the highest ranking in the North Central region.

Study results by region are:

**Northeast Region:** T-Mobile ranks highest, performing particularly well in service plan options, customer service, cost of service and billing.

**Mid-Atlantic Region:** T-Mobile and Verizon Wireless rank highest in a tie. T-Mobile performs well in cost of service, service plan options and customer care, while Verizon Wireless receives high ratings from customers in call quality and brand image.

**Southeast Region:** Alltel, T-Mobile and Verizon Wireless rank highest in a three-way tie. Alltel performs well in billing, while T-Mobile receives high ratings in cost of service, service plan options and billing, and Verizon Wireless performs well in the call quality and brand image factors.

**North Central Region:** AT&T (formerly Cingular Wireless), T-Mobile, U.S. Cellular and Verizon Wireless tie to rank highest in customer satisfaction in the most competitive region in the study. AT&T performs above the regional average in cost of service, call quality and billing. T-Mobile receives high ratings from customers in cost of service and billing, while both U.S. Cellular and Verizon Wireless perform particularly well in call quality and customer care.

**Southwest Region:** T-Mobile ranks highest with strong performances in five of the six factors that determine overall satisfaction: customer service, service plan options, cost of service, brand image and billing.

**West Region:** T-Mobile ranks highest, performing particularly well in billing, service plan options, customer care and cost of service.

Volume 1 of the 2007 U.S. Wireless Regional Customer Satisfaction Index (CSI) Study is based on responses from 25,545 wireless users. The results are based on the two most recent reporting waves, which were conducted in September 2006 and January 2007. Visit [JDPower.com](http://JDPower.com) to view customer satisfaction ratings for wireless [service and carrier performance](#), [call quality](#), [customer care](#), [retail sales](#) and [mobile phone handsets](#).

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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NOTE: Two charts follow.

# J.D. Power and Associates 2007 U.S. Wireless Regional Customer Satisfaction Index (CSI) Study<sup>SM</sup>—Volume 1

Regions and Carriers Evaluated (in alphabetical order)	Carrier Ranking Highest in Satisfaction
<b>Northeast</b> AT&T (formerly Cingular Wireless) Sprint Nextel T-Mobile Verizon Wireless	T-Mobile
<b>Mid-Atlantic</b> AT&T (formerly Cingular Wireless) Sprint Nextel T-Mobile Verizon Wireless	T-Mobile and Verizon Wireless*
<b>Southeast</b> Alltel AT&T (formerly Cingular Wireless) Sprint Nextel T-Mobile Verizon Wireless	Alltel, T-Mobile, Verizon Wireless*
<b>North Central</b> Alltel AT&T (formerly Cingular Wireless) Sprint Nextel T-Mobile U.S. Cellular Verizon Wireless	AT&T, T-Mobile, U.S. Cellular, Verizon Wireless*

\* Tied for highest overall satisfaction performance.

**Northeast Region** includes: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont.

**Mid-Atlantic Region** includes: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia.

**Southeast Region** includes: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

**North Central Region** includes: Illinois, Indiana, Michigan, Ohio and Wisconsin.

Source: J.D. Power and Associates 2007 U.S. Wireless Regional Customer Satisfaction Index (CSI) Study<sup>SM</sup>-Volume 1

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# J.D. Power and Associates 2007 U.S. Wireless Regional Customer Satisfaction Index (CSI) Study<sup>SM</sup>–Volume 1

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## Regions and Carriers Evaluated (in alphabetical order)

## Carrier Ranking Highest in Satisfaction

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### Southwest

Alltel

T-Mobile

AT&T (formerly Cingular Wireless)

Sprint Nextel

T-Mobile

Verizon Wireless

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### West

Alltel

T-Mobile

AT&T (formerly Cingular Wireless)

Qwest Wireless

Sprint Nextel

T-Mobile

Verizon Wireless

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**Southwest Region** includes: Arkansas, Kansas, Missouri, Oklahoma and Texas.

**West Region** includes: Arizona, California, Colorado, Idaho, Iowa, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, Utah, South Dakota, Washington and Wyoming.

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Source: J.D. Power and Associates 2007 U.S. Wireless Regional Customer Satisfaction Index (CSI) Study<sup>SM</sup>-Volume 2

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