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New *iGR* study finds a significant change in Mobile Service Providers' Net Promoter® Scores

U.S. consumers most often consider rate plans when rating their mobile service provider

AUSTIN, Texas, July 1st, 2014 – More and more frequently, U.S. consumers rely on mobile devices to perform everyday tasks and provide constant communication and connectivity to email, social networking, video and music. How satisfied are these consumers with their mobile devices and services? To answer this question, in the second quarter of 2014 *iGR* surveyed more than 1,000 U.S. consumers about their mobile devices, both smartphones and tablets, their data and voice service, and their mobile service provider.

Respondents were questioned about the likelihood to recommend their mobile service provider. From these responses, *iGR* calculated a Net Promoter® Score for the four major mobile service providers (AT&T, Verizon Wireless, Sprint and T-Mobile). For all of the providers, *iGR* found that the Net Promoter® Scores had changed significantly from one year earlier. Furthermore, when *iGR* asked survey respondents what factors they considered when rating their mobile service provider, they found that the cost of rate plans was the most frequently mentioned factor considered.

“We found that there is a wide range of Net Promoter® Scores among the four major service providers for the U.S. market,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “For consumers, their satisfaction is not only affected by the cost of rate plans, but also by many other factors including customer service, and the quality of voice and data service.”

iGR's new market study, *U.S. Consumers: Impressions of Mobile Service Providers and Device OEMs*, provides Net Promoter® Scores for four major mobile service providers, as well as two major smartphone and tablet OEMs. In addition, the market study analyzes the factors that contribute to the service provider ratings and provides details about consumers' rating of their mobile data and mobile voice experience.

The following key questions are answered in the new market study:

- How likely are U.S. consumers to recommend their mobile service provider and what do they consider in such a recommendation?
- What is the Net Promoter® Score for each of the four major service providers? How do these scores compare to 2013 scores?
- How often do mobile subscribers of each major service provider experience blocked and dropped calls?
- How do subscribers of each major service provider rate their mobile data coverage and mobile data speed?
- What is the Net Promoter® Score for major smartphone and tablet OEMs?
- How do demographic variables, such as age, gender, marital status, and region of the United States, relate to U.S. consumers' perceptions of their mobile service and mobile device?
- How do type of mobile device, operating system of mobile device, mobile service provider, and brand of device relate to U.S. consumers' perceptions of their mobile service and mobile device?

The information in this report will be valuable for:

- Mobile operators, particularly those serving U.S. markets
- Device OEMs, particularly those serving U.S. markets
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at Iain@iGR-inc.com for additional details.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its fourteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.

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