



Contact *iGR*

Iain Gillott

(512) 263-5682

[iain@iGR-inc.com](mailto:iain@iGR-inc.com)

**FOR IMMEDIATE RELEASE**

## **New *iGR* study provides U.S. Mobile Service Providers' Net Promoter® Scores**

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

**AUSTIN, Texas, April 8th, 2015** – U.S. consumers consider many factors, from the quality of their voice and data network to the cost of their rate plans to customer service, when rating their mobile service provider. *iGR*, a market research consultancy focused on the wireless and mobile industry, recently fielded a survey of over 1,100 U.S. mobile consumers and asked respondents about their satisfaction with specific aspects of their mobile service.

In addition, the survey 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*. “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. We also found the importance of certain factors varied considerably according to the age of the mobile consumers.”

*iGR*'s new market study, [U.S. Consumers' Ratings of Mobile Service: Providers and Networks](#), provides Net Promoter® Scores for the four major U.S. mobile service providers. 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. All results are analyzed according to consumer demographic variables. The consumer data in this study is

based on a Web-based survey of over 1,100 U.S. consumers that *iGR* fielded during January 2015.

The following key questions are addressed in the new research study:

- What is the Net Promoter® Score for each major U.S. mobile service provider? How have these ratings changed over time?
- What do U.S. consumers consider in the rating of their mobile service provider? How do these factors vary according to several demographic variables and consumers' use of mobile services?
- How do U.S. consumers rate their voice coverage?
- How often do U.S. consumers experience dropped or blocked calls?
- What improvements would U.S. consumers like to see in their voice service?
- How do U.S. consumers rate their mobile data coverage and mobile data speeds?
- How do all of the consumers' ratings of their voice and data networks vary by mobile service provider?

The information in this market study 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](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [iain@iGR-inc.com](mailto: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 in its fifteenth 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](http://www.igr-inc.com).

NPS®, Net Promoter® & Net Promoter® Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld.