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New *iGR* study details mobile service and device issues experienced by U.S. mobile subscribers

Study also outlines how U.S. mobile consumers try to resolve issues

AUSTIN, Texas, April 15th, 2015 – U.S. consumers are dependent on the advanced functionality of their smartphone or tablet. In addition to voice calls, emails and messaging, mobile devices provide social networking, web browsing, and video entertainment. In order to optimize their mobile service after the initial purchase of their mobile device, consumers often need customer support for a variety of issues, from adjusting rate plans to managing blocked calls to replacing lost or stolen devices.

In its most recent survey of over 1,100 U.S. mobile subscribers, *iGR*, a market research consultancy focused on the wireless and mobile industry, asked about the type and frequency of issues experienced by the respondents. The survey uncovered nine different types of issues and found how demographic variables and respondents' use of mobile services were related to the number of issues experienced. For example, *iGR* found that respondents under the age of 35 were much more likely than older respondents to have experienced a lost or stolen device during the past year.

In order to help consumers resolve these issues, customer care services are available through mobile service providers, device manufacturers and retail stores, and U.S. consumers regularly contact customer service at one of these three customer care providers either on the phone, online or in person to resolve their issues. *iGR* found that the percentage of respondents using various types of customer service was unique for each type of issue.

"We found that there is a wide range of customer care options for U.S. mobile consumers," said Iain Gillott, president and founder of *iGR*. "The provided services are used by many consumers throughout the year to optimize their mobile service experience."

iGR's new market study, [*U.S. Mobile Consumers: Mobile Service Issues and Use of Customer Care*](#), provides an overview of the issues that U.S. mobile consumers experience, the frequency of each type of issue, and the types of customer support services the mobile consumers use to

resolve those issues. 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 types of mobile service or mobile device issues have U.S. consumers experienced in the past year?
- How many times did U.S. consumers experience the same type of issue in the past year?
- How did U.S. consumers attempt to resolve each type of issue? Through the mobile service provider or through the device manufacturer? In person or online?
- How do demographic variables and use of mobile services relate to the occurrence of U.S. consumers' mobile issues?

The information in this market study will be valuable for:

- Mobile operators
- Device OEMs
- Customer support solution vendors
- OSS/BSS vendors
- 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 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.