



American Customer
Satisfaction Index

AMERICAN CUSTOMER SATISFACTION INDEX

Wireless Phone Service and Cell Phone Study 2020-2021

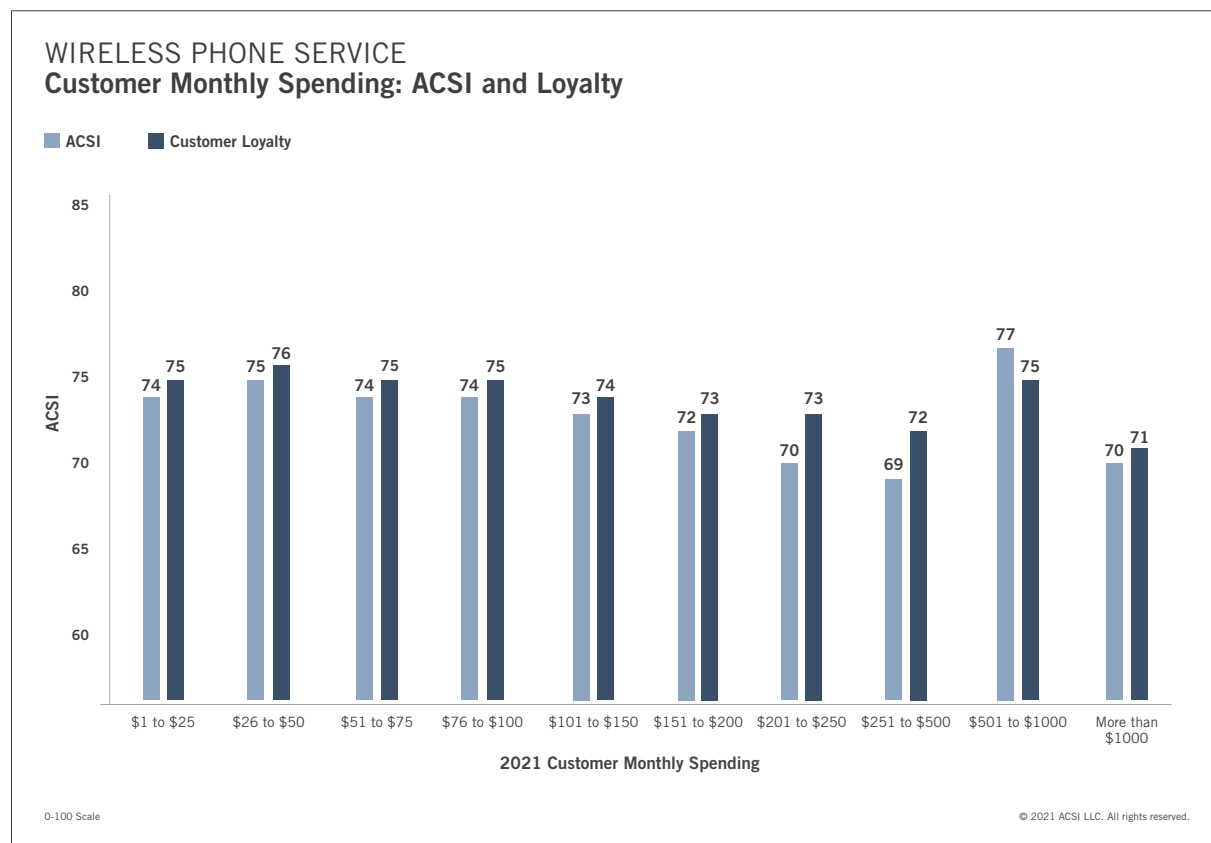
May 18, 2021

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) include customer satisfaction benchmarks for three categories of wireless phone service providers—mobile network operators, full-service mobile virtual network operators (MVNOs), and value MVNOs—as well as cell phone manufacturers and smartphone brands. The ACSI also captures customer opinions about critical elements of the customer experience, tailored individually to each measured industry.

The ACSI results that follow are based on interviews with 21,189 customers, chosen at random and contacted via email between April 1, 2020, and March 29, 2021. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in those industries.

Wireless Phone Service

As part of the ACSI survey, respondents are asked how much they spend each month for their wireless phone service. This information, in addition to the customer satisfaction and customer loyalty data, shows which customer segments would have the greatest payoff if the customer experience were improved.



Mobile Network Operators

AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE Mobile Network Operators

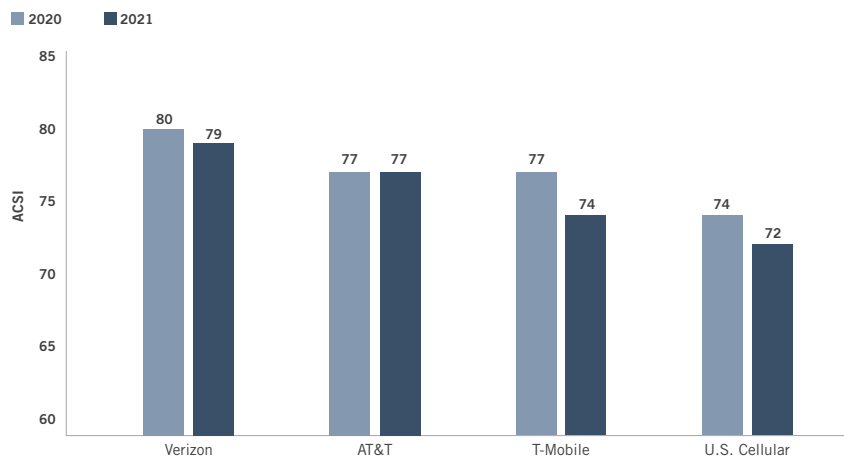
| COMPANY | 2020 | 2021 | % CHANGE |
|---------------------------------|-----------|-----------|-------------|
| Mobile Network Operators | 73 | 73 | 0.0% |
| AT&T | 73 | 74 | 1% |
| Verizon | 74 | 74 | 0% |
| T-Mobile | 76 | 72 | -5% |
| U.S. Cellular | 71 | 69 | -3% |

0-100 Scale

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In addition to measuring customer satisfaction for mobile network operators, the ACSI provides a unique rating of network quality based on customer evaluations of call quality (clarity and strength), call reliability (dropped calls), network coverage, and data speed.

WIRELESS PHONE SERVICE Mobile Network Operators Year-Over-Year Network Quality

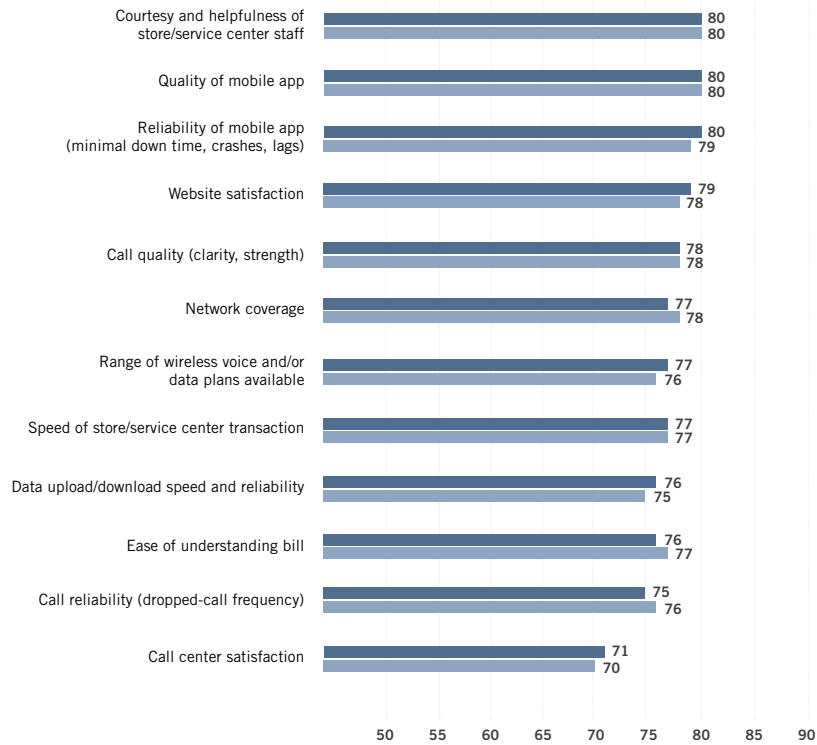


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WIRELESS PHONE SERVICE Mobile Network Operators Customer Experience Benchmarks Year-Over-Year Industry Trends

■ 2021 ■ 2020



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Full-Service MVNOs

AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE Full-Service MVNOs

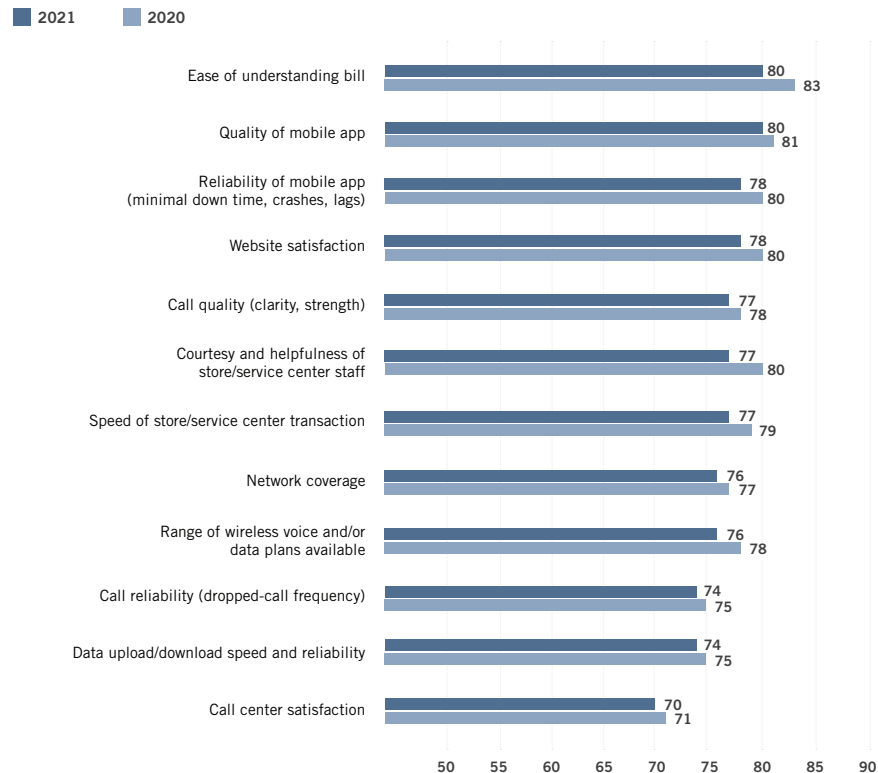
| COMPANY | 2020 | 2021 | % CHANGE |
|---------------------------|-----------|-----------|--------------|
| Full-Service MVNOs | 75 | 73 | -2.7% |
| Xfinity Mobile | 79 | 78 | -1% |
| Cricket Wireless | 76 | 75 | -1% |
| Spectrum Mobile | NM | 75 | NA |
| Metro by T-Mobile | 74 | 74 | 0% |
| Boost Mobile | 74 | 71 | -4% |

NM = Not Measured
NA = Not Available

0-100 Scale

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WIRELESS PHONE SERVICE Full-Service MVNOs Customer Experience Benchmarks Year-Over-Year Industry Trends



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Value MVNOs

AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE

Value MVNOs

| COMPANY | 2020 | 2021 | % CHANGE |
|------------------------|-----------|-----------|--------------|
| Value MVNOs | 77 | 75 | -2.6% |
| Consumer Cellular | 83 | 77 | -7% |
| Straight Talk Wireless | 78 | 76 | -3% |
| Total Wireless | NM | 75 | NA |
| Tracfone | 76 | 75 | -1% |
| SafeLink Wireless | 71 | 73 | 3% |
| Simple Mobile | NM | 71 | NA |
| Walmart Family Mobile | NM | 69 | NA |
| Q Link Wireless | 66 | 68 | 3% |
| Assurance Wireless | NM | 67 | NA |

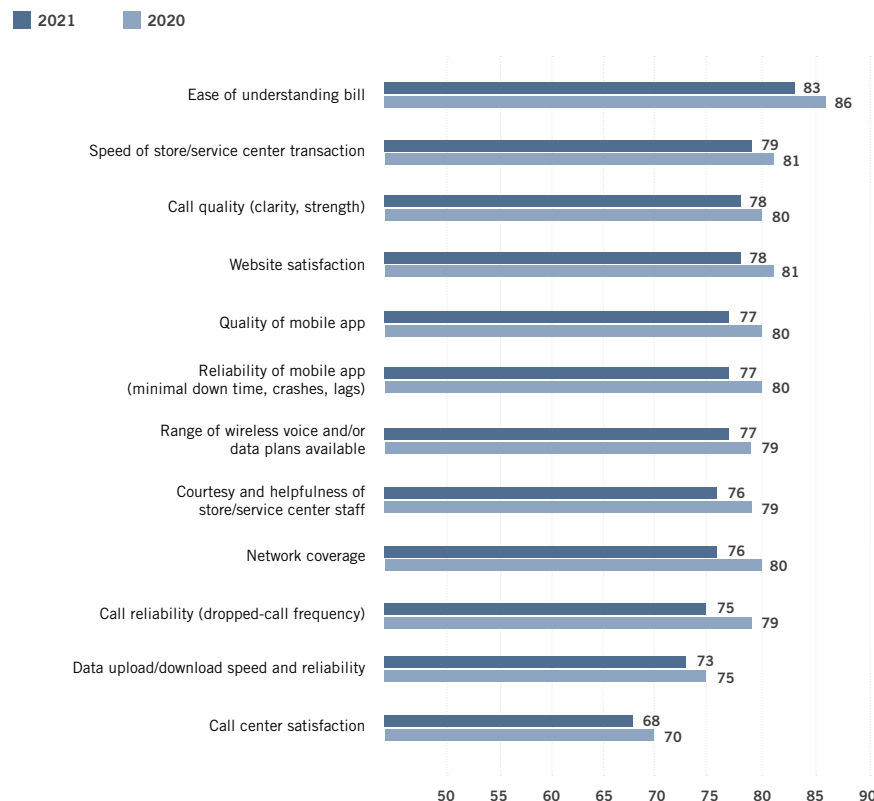
NM = Not Measured
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WIRELESS PHONE SERVICE Value MVNOs

Customer Experience Benchmarks Year-Over-Year Industry Trends



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Cell Phones

AMERICAN CUSTOMER SATISFACTION INDEX: CELL PHONES

| COMPANY | 2020 | 2021 | % CHANGE |
|--------------------|-----------|-----------|--------------|
| Cell Phones | 80 | 79 | -1.3% |
| Samsung | 81 | 81 | 0% |
| Apple | 82 | 80 | -2% |
| Google | NM | 80 | NA |
| Motorola (Lenovo) | 77 | 80 | 4% |
| LG | 79 | 77 | -3% |
| All Others | 75 | 73 | -3% |

NM = Not Measured
NA = Not Available

0-100 Scale

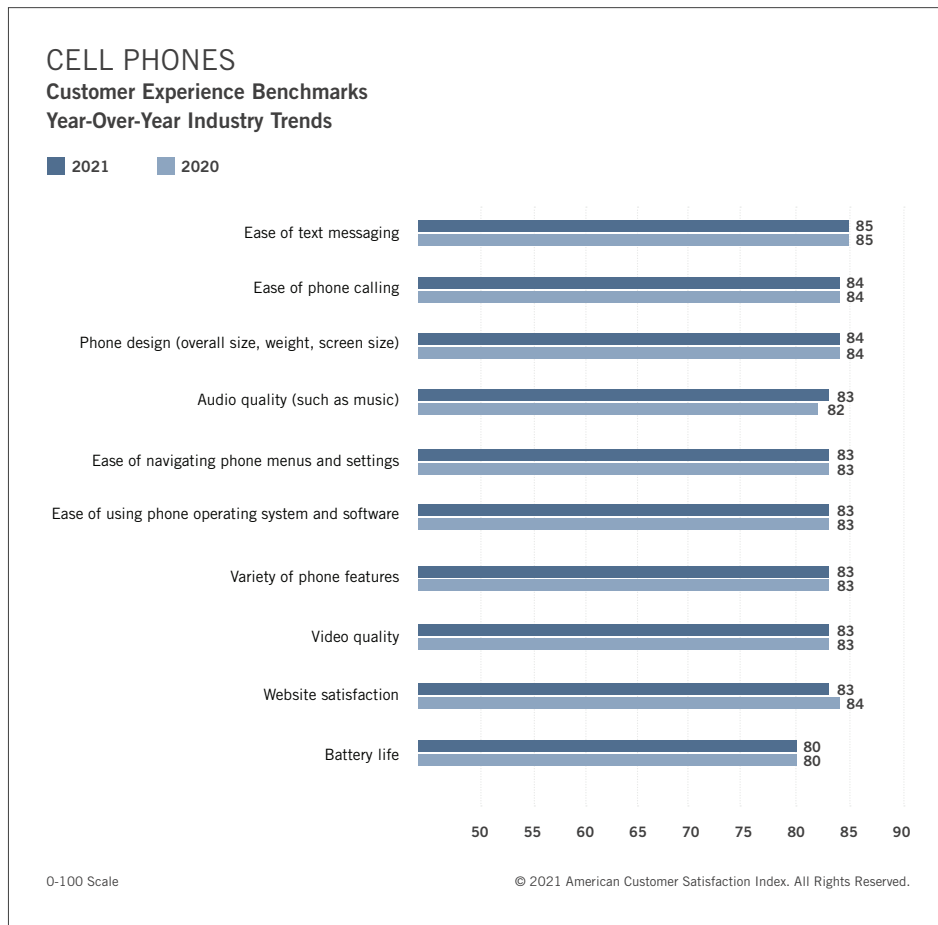
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AMERICAN CUSTOMER SATISFACTION INDEX: SMARTPHONE BRANDS

| Brand | Manufacturer | 2021 |
|----------------------------|--------------|------|
| Galaxy Note10+ | Samsung | 85 |
| Galaxy S10+ | Samsung | 85 |
| Galaxy S20+ | Samsung | 85 |
| Galaxy S20 | Samsung | 84 |
| Galaxy A20 | Samsung | 83 |
| Galaxy S10 | Samsung | 82 |
| iPhone 11 Pro | Apple | 82 |
| iPhone 11 Pro Max | Apple | 82 |
| iPhone X | Apple | 82 |
| iPhone XS Max | Apple | 82 |
| Galaxy J7 | Samsung | 81 |
| iPhone SE (2nd generation) | Apple | 81 |
| iPhone XS | Apple | 81 |
| Galaxy Note10 | Samsung | 80 |
| Galaxy S9 | Samsung | 80 |
| iPhone 11 | Apple | 80 |
| iPhone 8 Plus | Apple | 80 |
| iPhone 7 Plus | Apple | 79 |
| iPhone 8 | Apple | 79 |
| iPhone SE | Apple | 79 |
| Galaxy A10e | Samsung | 78 |
| iPhone XR | Apple | 78 |
| Galaxy S10e | Samsung | 77 |
| iPhone 7 | Apple | 75 |

0-100 Scale

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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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