



# AMERICAN CUSTOMER SATISFACTION INDEX

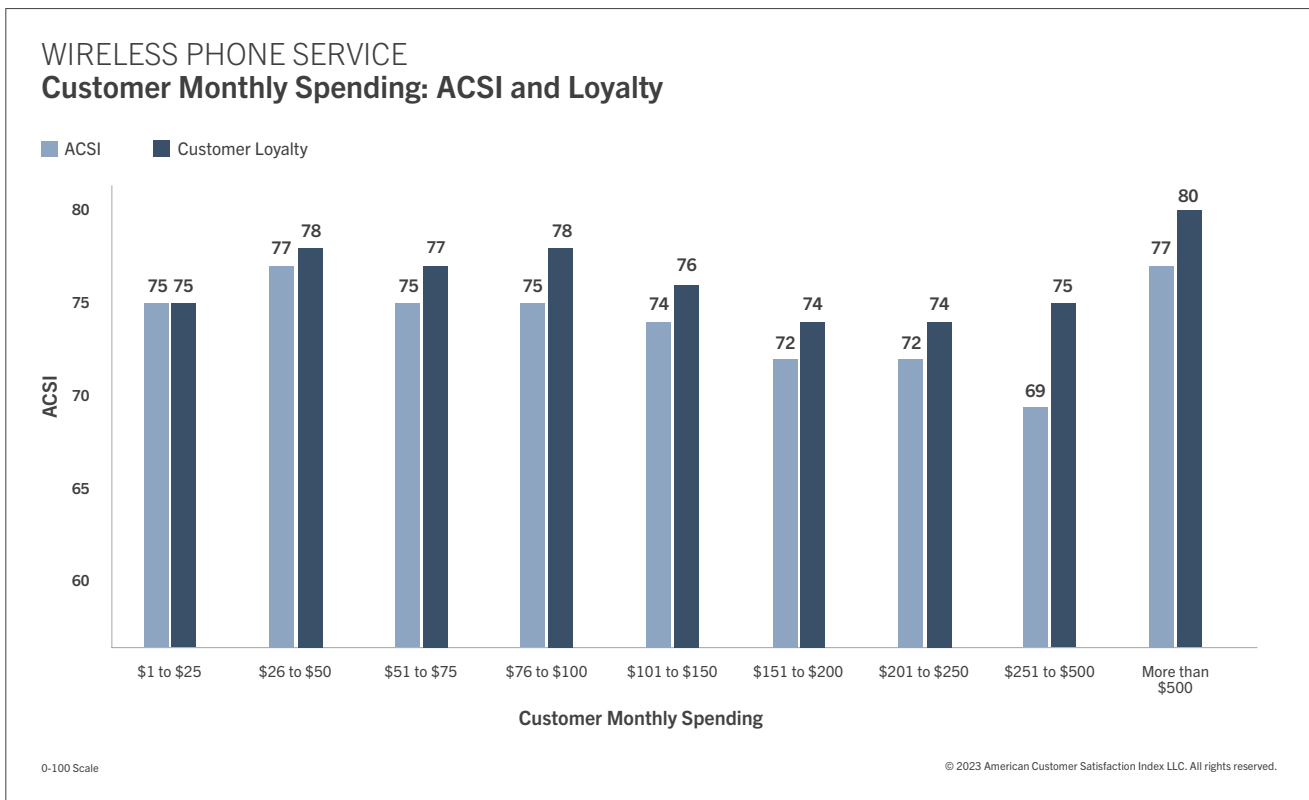
## ACSI Wireless Phone Service and Cell Phone Study 2022-2023

May 16, 2023

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 the wireless phone service industry: mobile network operators (MNOs), full-service mobile virtual network operators (MVNOs), and value MVNOs. MNOs are companies that own networks in the United States. MVNOs are carriers that run on one or more of the major networks. Full-service MVNOs offer an experience similar to MNOs, including retail stores, while value MVNOs compete primarily on price. In addition, the study provides benchmarks for cell phone manufacturers. For each industry, the ACSI captures consumer opinions about critical elements of the customer experience.

The **ACSI Wireless Phone Service and Cell Phone Study 2022-2023** is based on interviews with 15,881 customers, chosen at random and contacted via email between April 2022 and March 2023. 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 each industry.

As part of the ACSI survey, respondents are asked how much they spend each month on 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.



## Wireless Phone Service

### AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE

INDUSTRY	2022	2023	% CHANGE
Wireless Phone Service	73	74	1%

0-100 Scale

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### AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE

COMPANY	2022	2023	% CHANGE
All Others (Full-Service and Value MVNOs)	73	72	-1%

0-100 Scale

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## Mobile Network Operators

### AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE Mobile Network Operators

COMPANY	2022	2023	% CHANGE
Mobile Network Operators	73	74	1%
AT&T	73	75	3%
T-Mobile	74	74	0%
Verizon	73	73	0%
U.S. Cellular	71	70	-1%

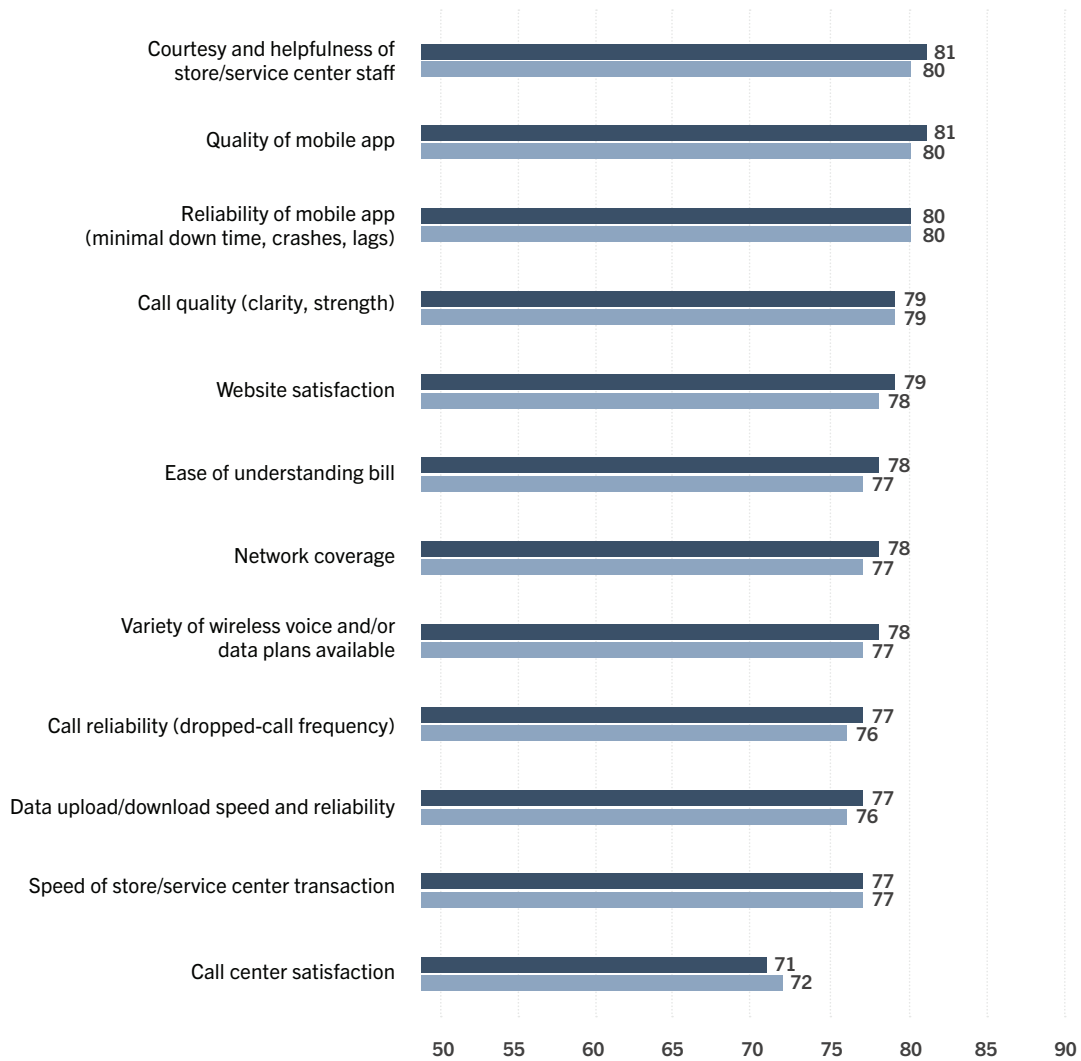
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## WIRELESS PHONE SERVICE Mobile Network Operators

Customer Experience Benchmarks  
Year-Over-Year Industry Trends

■ 2023 ■ 2022

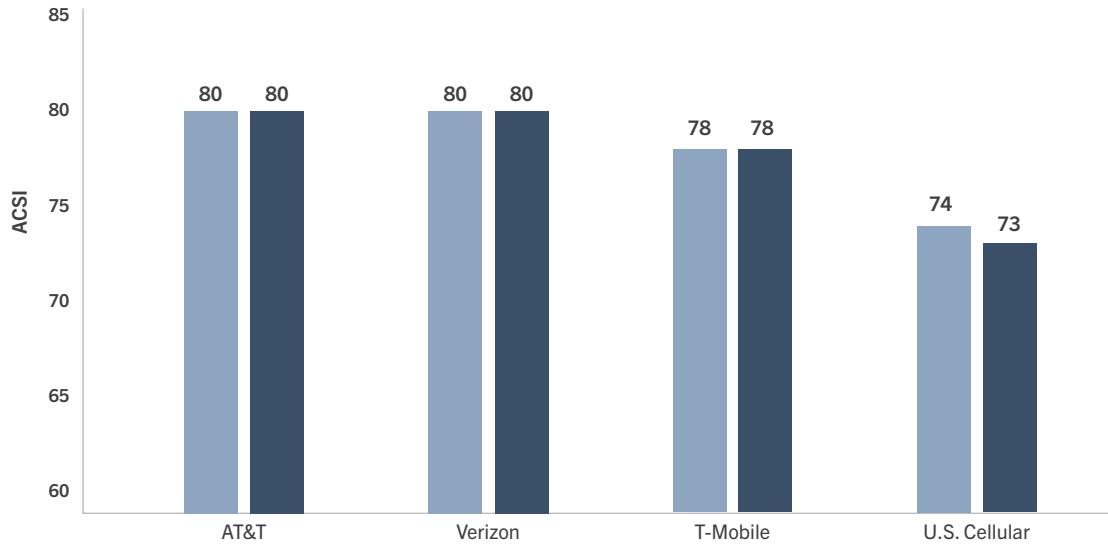


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**WIRELESS PHONE SERVICE**  
**Mobile Network Operators**  
 2023 Network Quality

■ Call Quality and Reliability   ■ Network Coverage and Data Speed



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**Full-Service MVNOs**

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

COMPANY	2022	2023	% CHANGE
<b>Full-Service MVNOs</b>	<b>73</b>	<b>74</b>	<b>1%</b>
Cricket Wireless (AT&T)	76	76	0%
Metro by T-Mobile	74	76	3%
Spectrum Mobile (Charter Communications)	74	75	1%
Xfinity Mobile (Comcast)	76	74	-3%
Boost Mobile (Dish Network)	71	71	0%

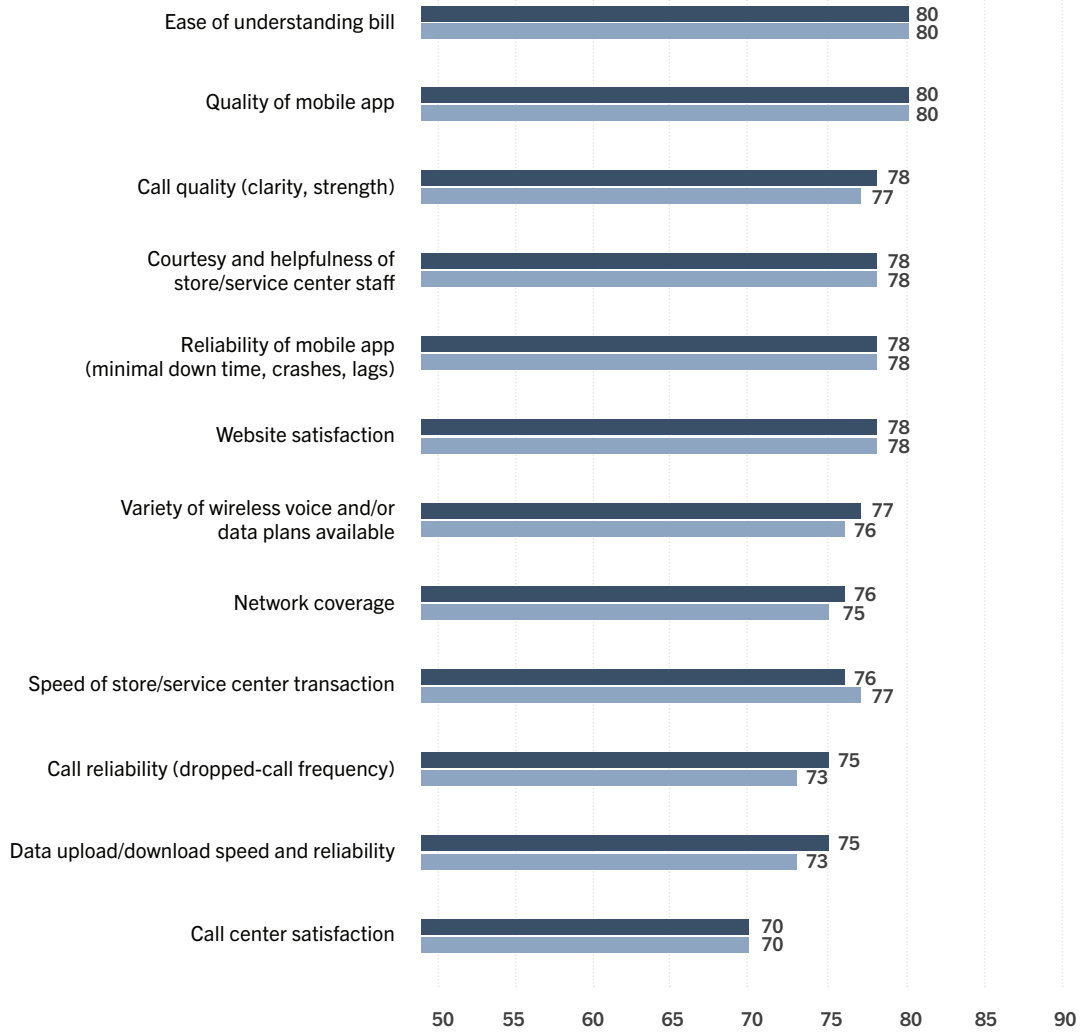
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## WIRELESS PHONE SERVICE Full-Service MVNOs

Customer Experience Benchmarks  
Year-Over-Year Industry Trends

■ 2023 ■ 2022



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## Value MVNOs

AMERICAN CUSTOMER SATISFACTION INDEX:  
**WIRELESS PHONE SERVICE**  
**Value MVNOs**

COMPANY	2022	2023	% CHANGE
<b>Value MVNOs</b>	<b>75</b>	<b>77</b>	<b>3%</b>
Consumer Cellular	78	82	5%
Mint Mobile	NM	79	NA
Straight Talk Wireless (Verizon)	76	77	1%
Google Fi	NM	76	NA
Tracfone (Verizon)	76	76	0%
Walmart Family Mobile (Verizon)	74	74	0%
Simple Mobile (Verizon)	73	70	-4%

NM = Not Measured  
 NA = Not Available

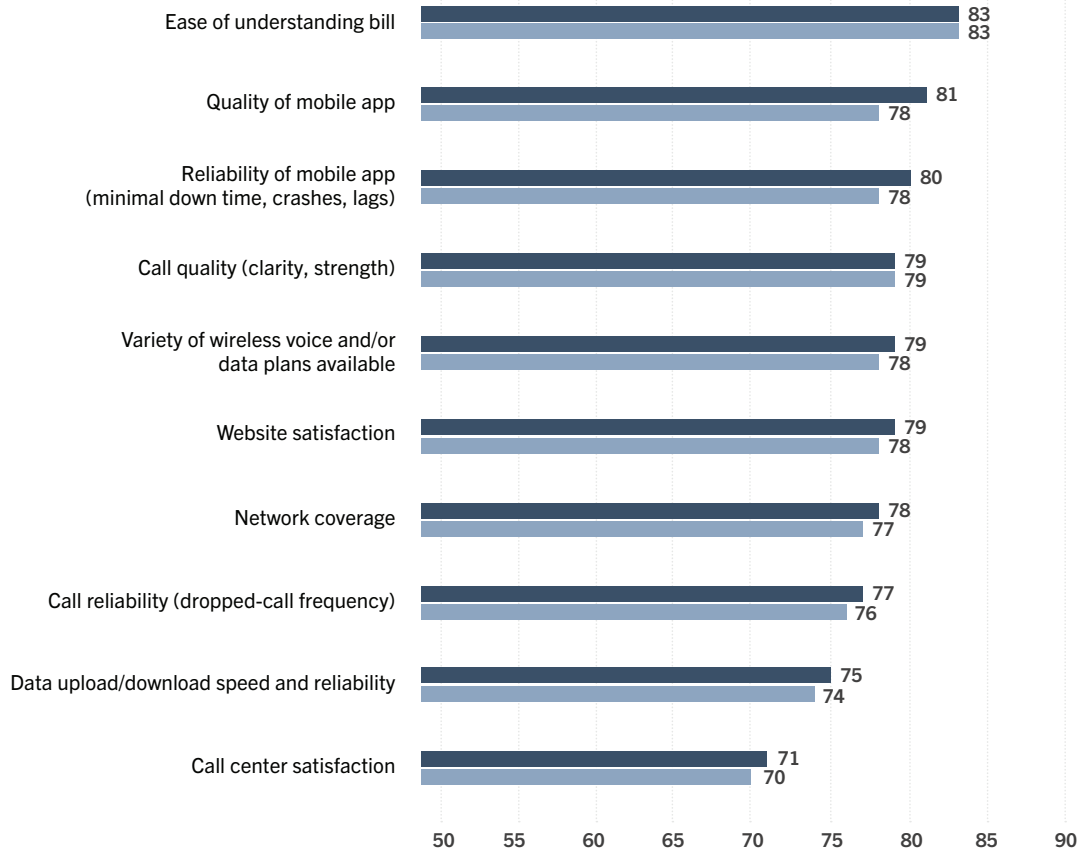
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## WIRELESS PHONE SERVICE Value MVNOs

Customer Experience Benchmarks  
Year-Over-Year Industry Trends

■ 2023   ■ 2022



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## Cell Phones

### AMERICAN CUSTOMER SATISFACTION INDEX: CELL PHONES

COMPANY	2022	2023	% CHANGE
<b>Cell Phones</b>	<b>79</b>	<b>79</b>	<b>0%</b>
Apple	80	81	1%
Samsung	80	80	0%
Google	77	78	1%
Motorola (Lenovo)	77	75	-3%
All Others	74	71	-4%

0-100 Scale

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### AMERICAN CUSTOMER SATISFACTION INDEX: CELL PHONES 5G Capability and ACSI

COMPANY	5G MODELS	OTHER MODELS
<b>Cell Phones</b>	<b>80</b>	<b>72</b>
Apple	81	78
Samsung	81	74
Google	80	NM
Mototola (Lenovo)	76	72
All Others	74	68

NM = Not Measured

0-100 Scale

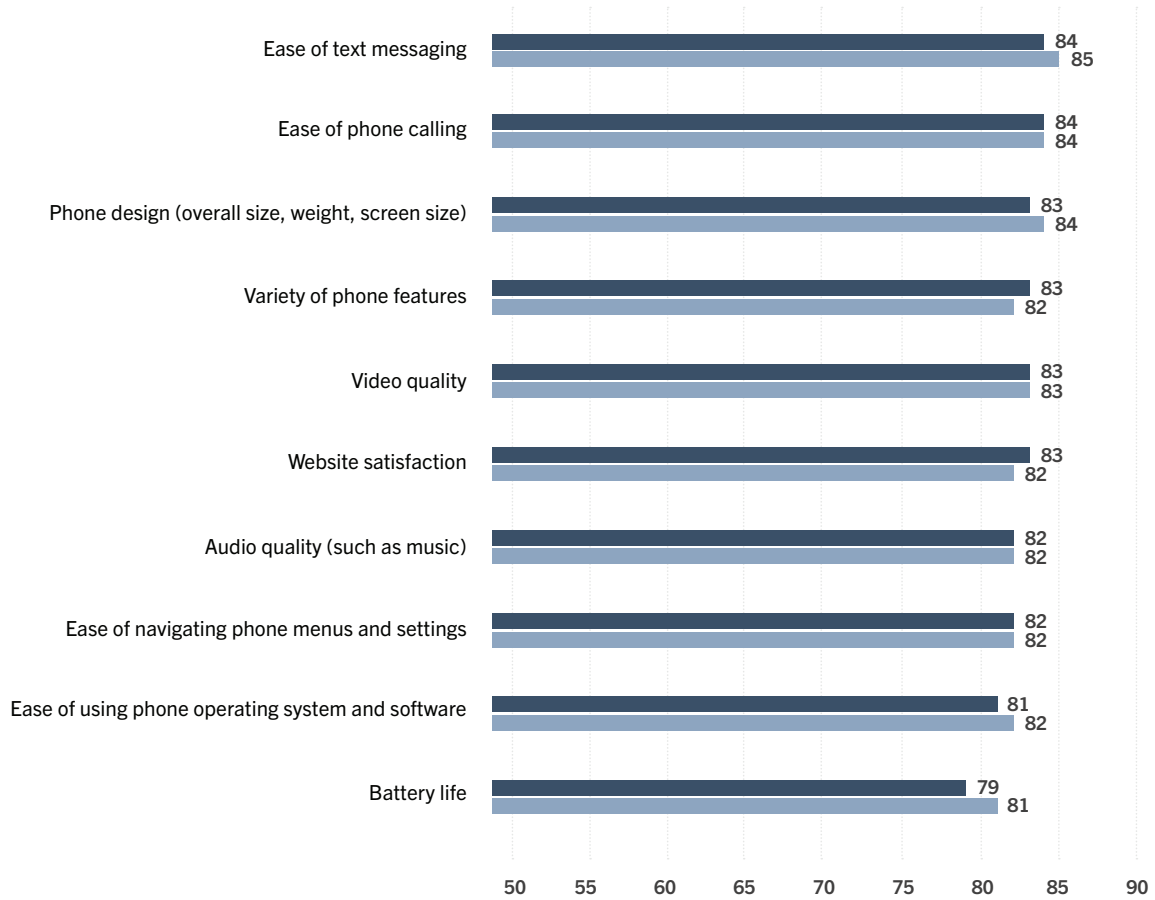
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## CELL PHONES

Customer Experience Benchmarks  
Year-Over-Year Industry Trends

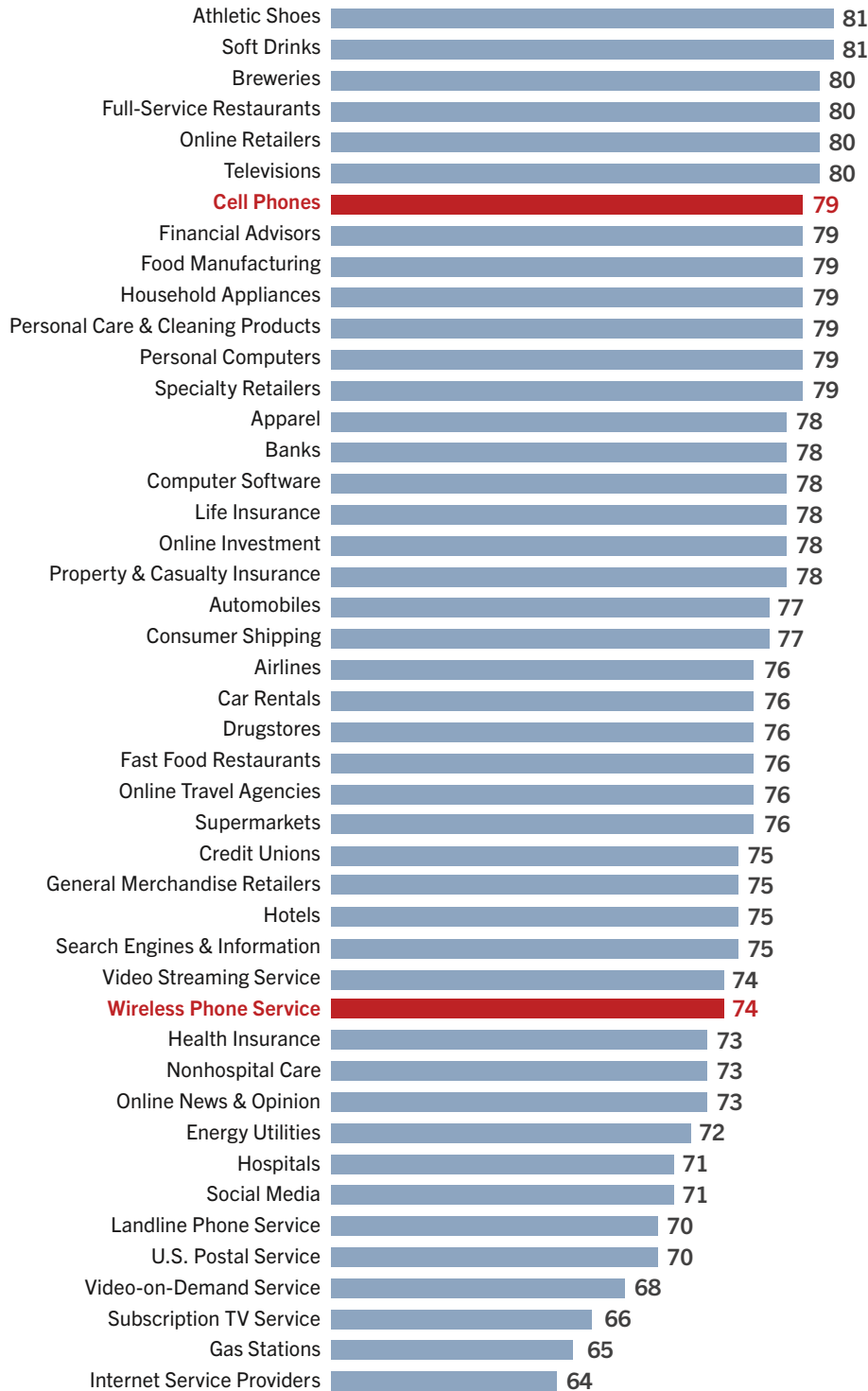
■ 2023 ■ 2022



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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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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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