



American Customer Satisfaction Index

## AMERICAN CUSTOMER SATISFACTION INDEX

### ACSI Wireless Phone Service and Cell Phone Study 2021-2022

May 17, 2022

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 the wireless phone service industry overall, as well as three categories of wireless phone service brands—mobile network operators, full-service mobile virtual network operators (MVNOs), and value MVNOs. In addition, the study provides benchmarks for cell phone manufacturers and smartphone brands. For each industry, the ACSI captures consumer opinions about critical elements of the customer experience.

The **ACSI Wireless Phone Service and Cell Phone Study 2021-2022** is based on interviews with 23,411 customers, chosen at random and contacted via email between April 2021 and March 2022. 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.

## Wireless Phone Service

### AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE

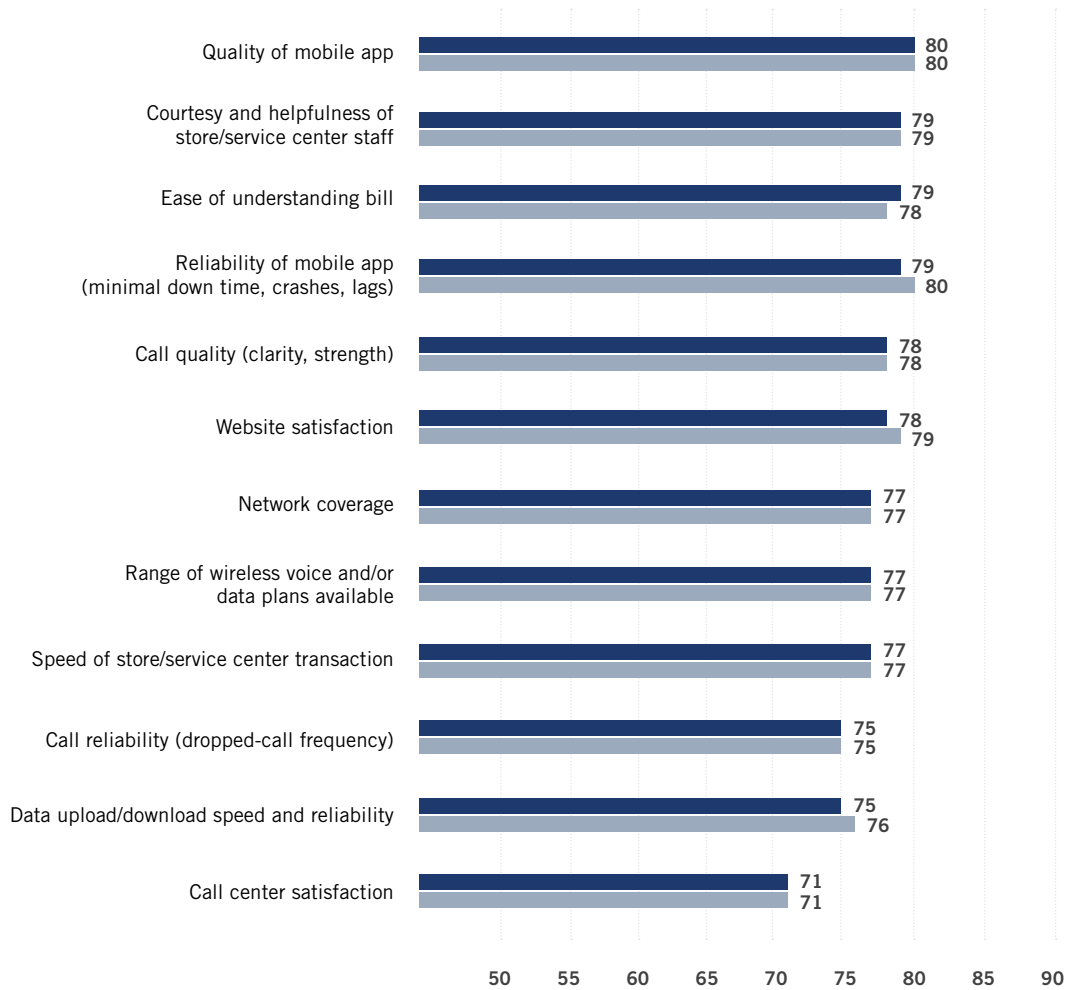
COMPANY	2021	2022	% CHANGE
<b>Wireless Phone Service</b>	<b>74</b>	<b>73</b>	<b>-1.4%</b>
TracFone Wireless (Verizon)	75	75	0%
AT&T	74	74	0%
All Others	73	73	0%
T-Mobile	73	73	0%
Verizon	74	73	-1%
U.S. Cellular	69	71	3%

0-100 Scale

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### WIRELESS PHONE SERVICE Customer Experience Benchmarks Year-Over-Year Industry Trends

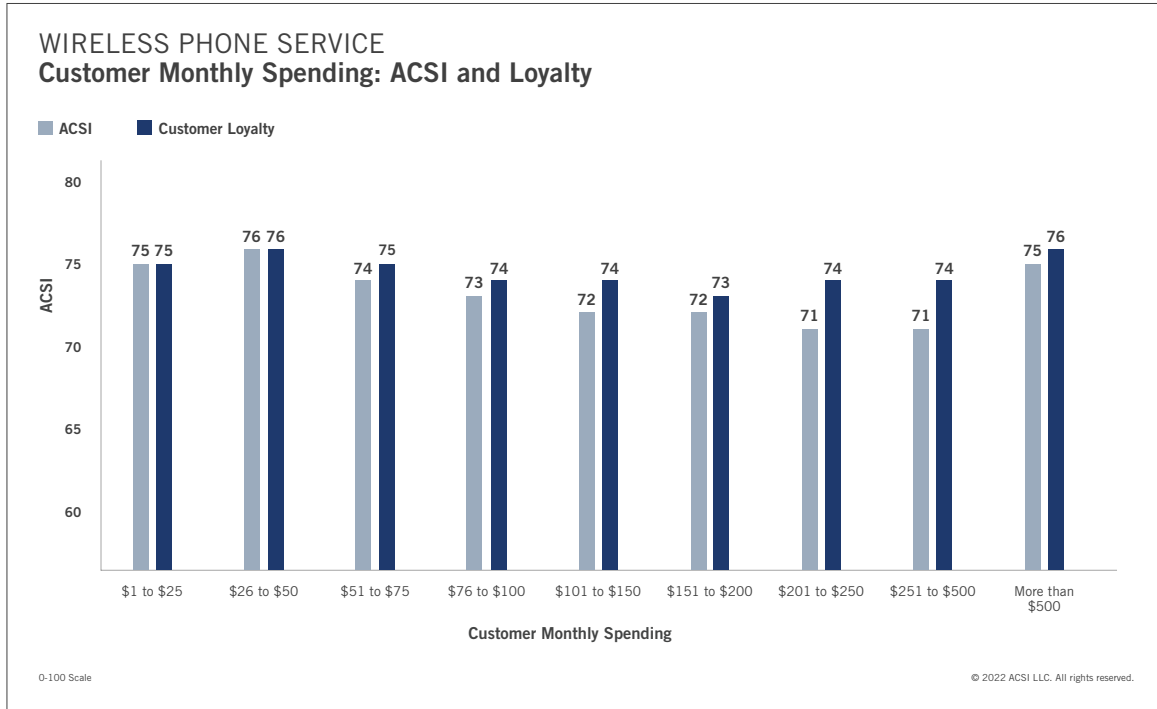
■ 2022   ■ 2021



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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

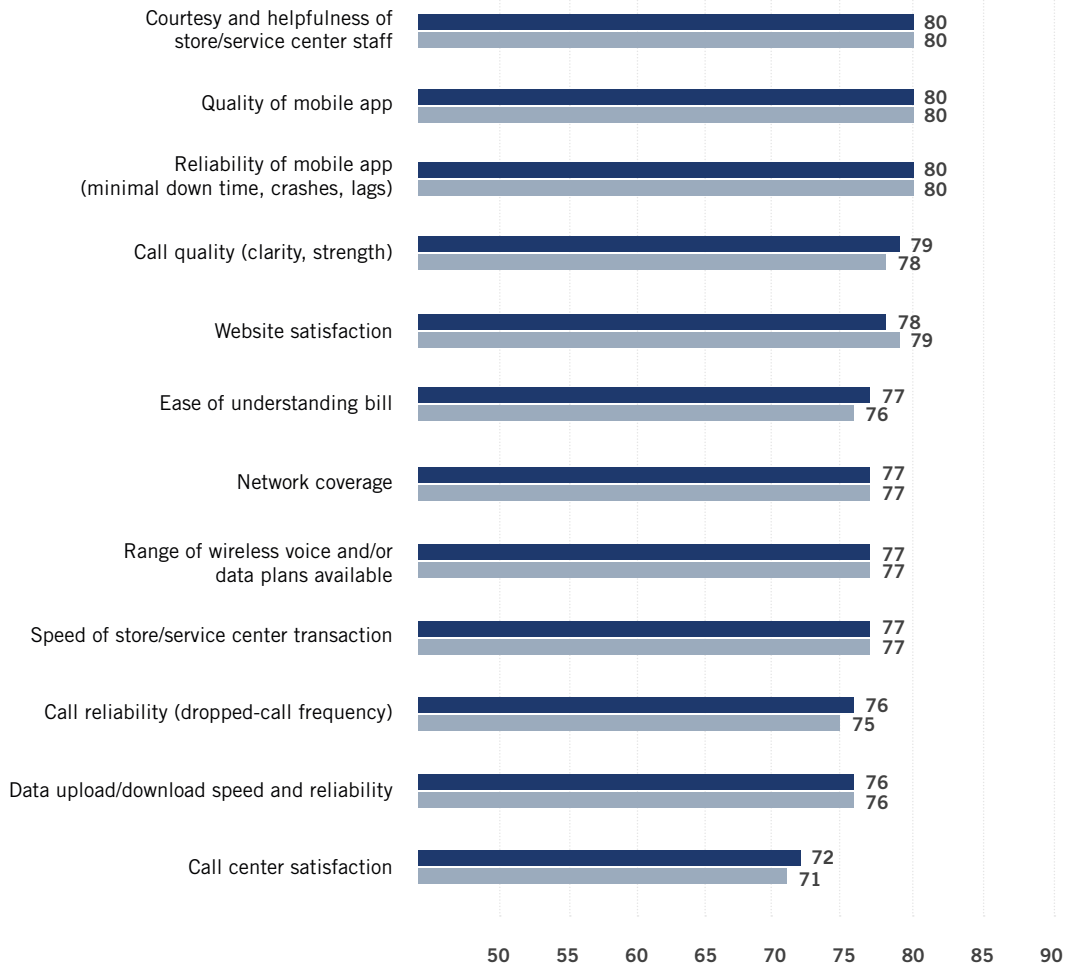
### AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE Mobile Network Operators

COMPANY	2021	2022	% CHANGE
<b>Mobile Network Operators</b>	<b>73</b>	<b>73</b>	<b>0.0%</b>
T-Mobile	72	74	3%
AT&T	74	73	-1%
Verizon	74	73	-1%
U.S. Cellular	69	71	3%

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

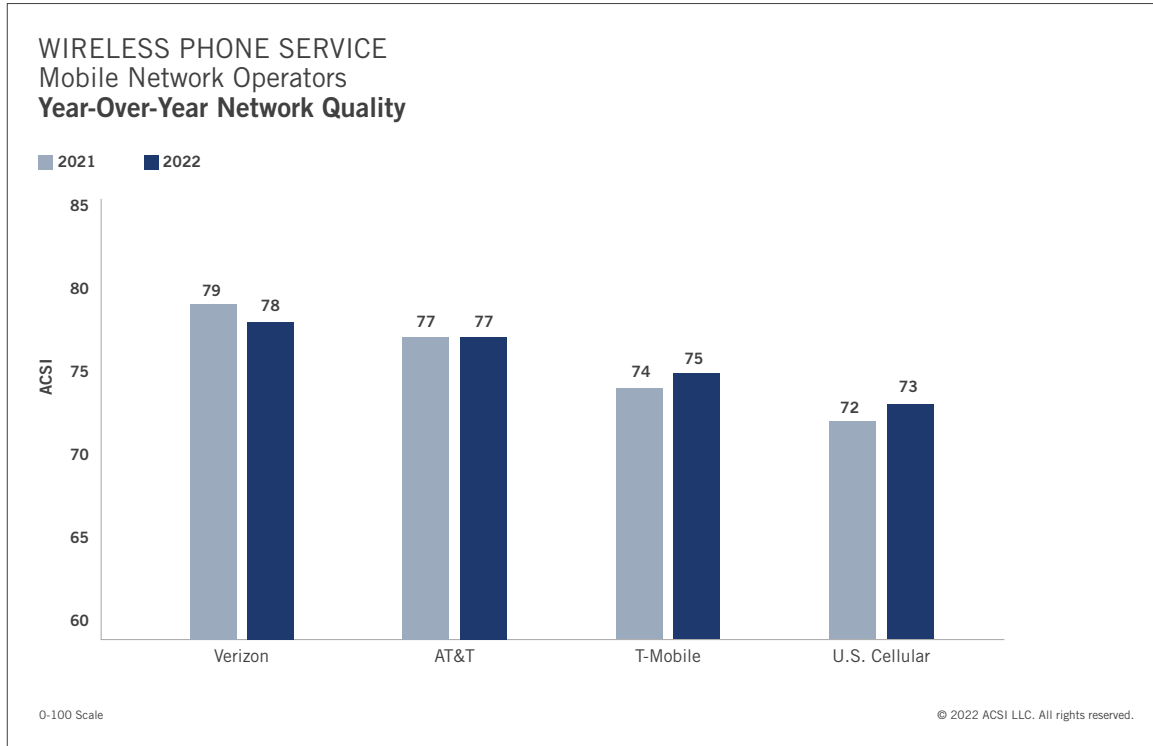
■ 2022   ■ 2021



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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.



## Full-Service MVNOs

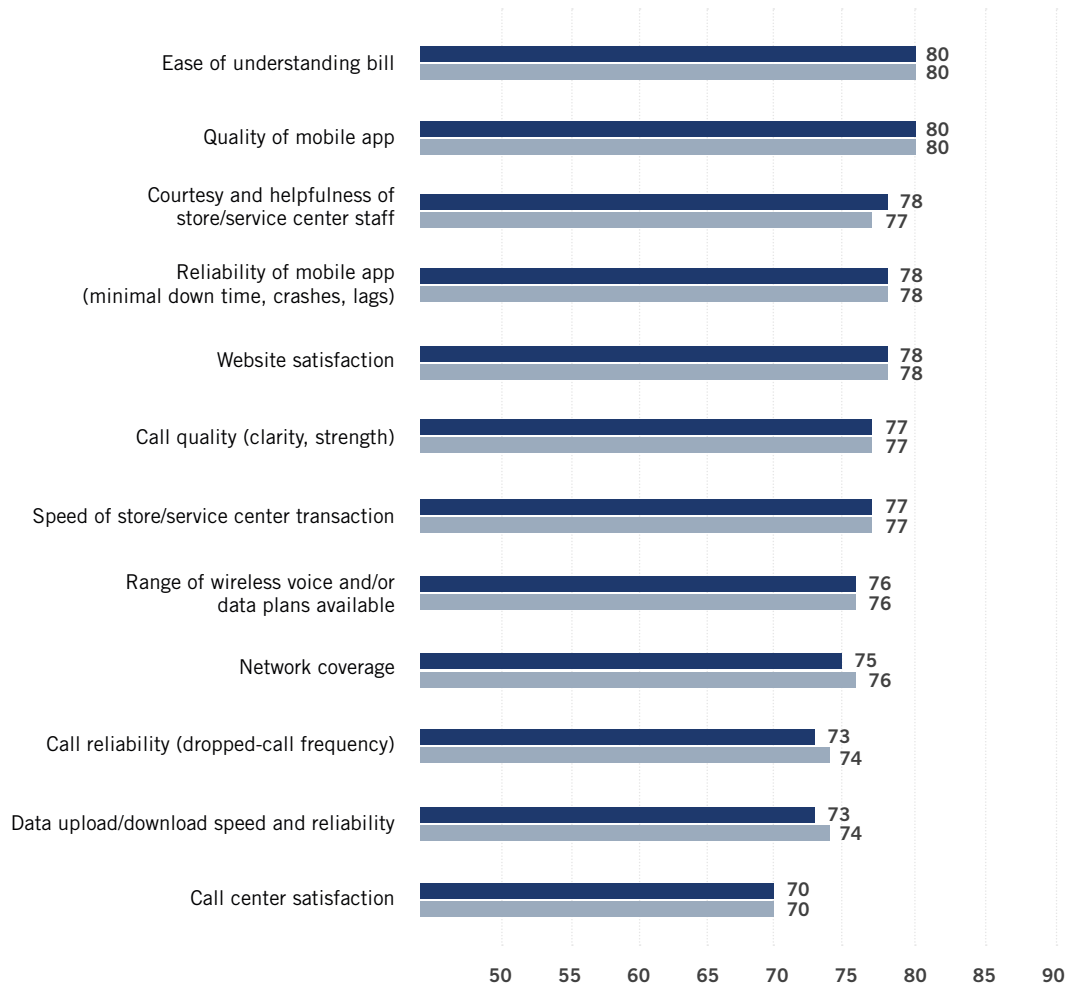
**AMERICAN CUSTOMER SATISFACTION INDEX:**  
**WIRELESS PHONE SERVICE**  
**Full-Service MVNOs**

COMPANY	2021	2022	% CHANGE
<b>Full-Service MVNOs</b>	<b>73</b>	<b>73</b>	<b>0.0%</b>
Optimum Mobile	NM	77	NA
Cricket Wireless	75	76	1%
Xfinity Mobile	78	76	-3%
Metro by T-Mobile	74	74	0%
Spectrum Mobile	75	74	-1%
Boost Mobile	71	71	0%

NM = Not Measured  
 NA = Not Available  
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**WIRELESS PHONE SERVICE**  
**Full-Service MVNOs**  
**Customer Experience Benchmarks**  
**Year-Over-Year Industry Trends**

■ 2022   ■ 2021



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## Value MVNOs

### AMERICAN CUSTOMER SATISFACTION INDEX: WIRELESS PHONE SERVICE

#### Value MVNOs

COMPANY	2021	2022	% CHANGE
<b>Value MVNOs</b>	<b>75</b>	<b>75</b>	<b>0.0%</b>
Consumer Cellular	77	78	1%
Straight Talk Wireless	76	76	0%
Tracfone	75	76	1%
Walmart Family Mobile	69	74	7%
Simple Mobile	71	73	3%
Total Wireless	75	73	-3%
SafeLink Wireless	73	72	-1%
Assurance Wireless	67	70	4%
Q Link Wireless	68	68	0%

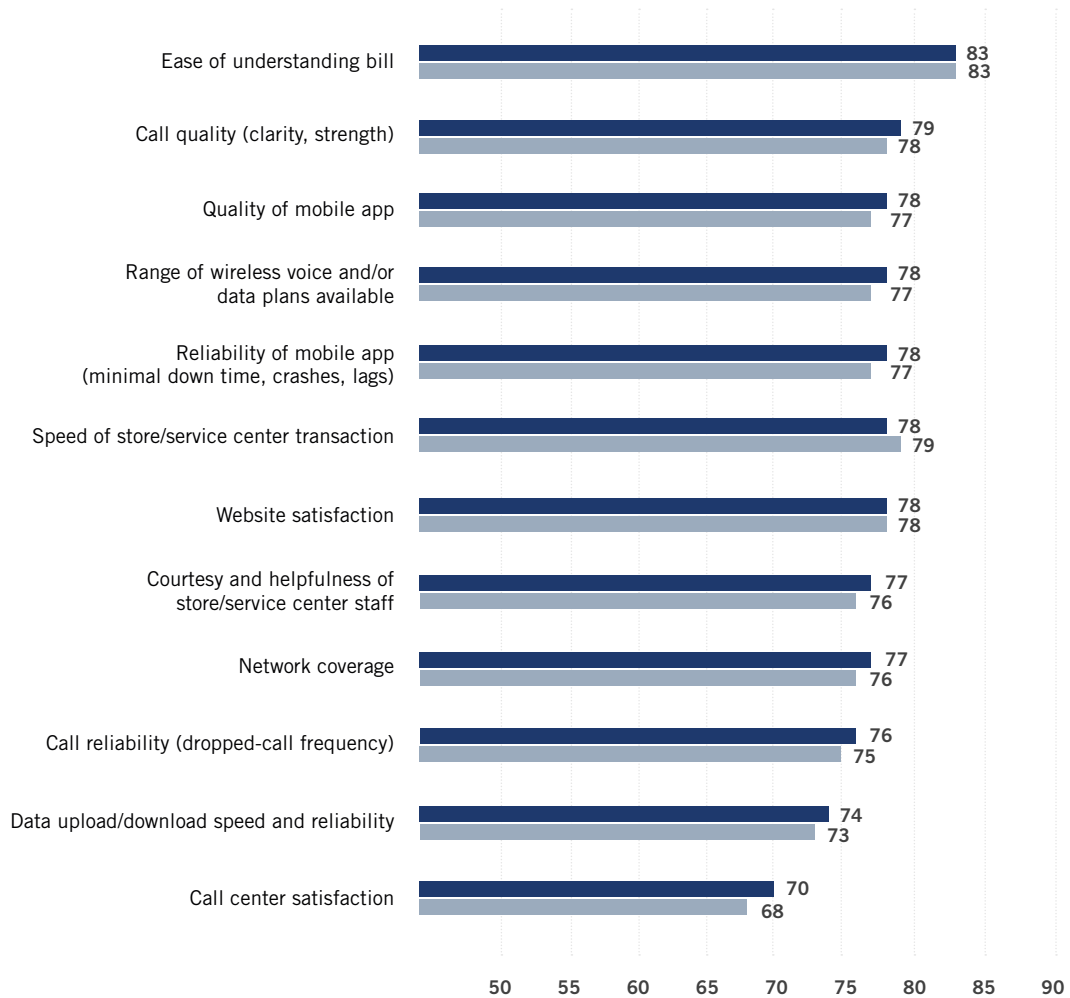
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## WIRELESS PHONE SERVICE Value MVNOs

### Customer Experience Benchmarks Year-Over-Year Industry Trends

■ 2022 ■ 2021



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## Cell Phones

### AMERICAN CUSTOMER SATISFACTION INDEX: CELL PHONES

COMPANY	2021	2022	% CHANGE
<b>Cell Phones</b>	<b>79</b>	<b>79</b>	<b>0.0%</b>
Apple	80	80	0%
Samsung	81	80	-1%
Google	80	77	-4%
Motorola (Lenovo)	80	77	-4%
LG	77	75	-3%
All Others	73	74	1%

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### AMERICAN CUSTOMER SATISFACTION INDEX: SMARTPHONE BRANDS

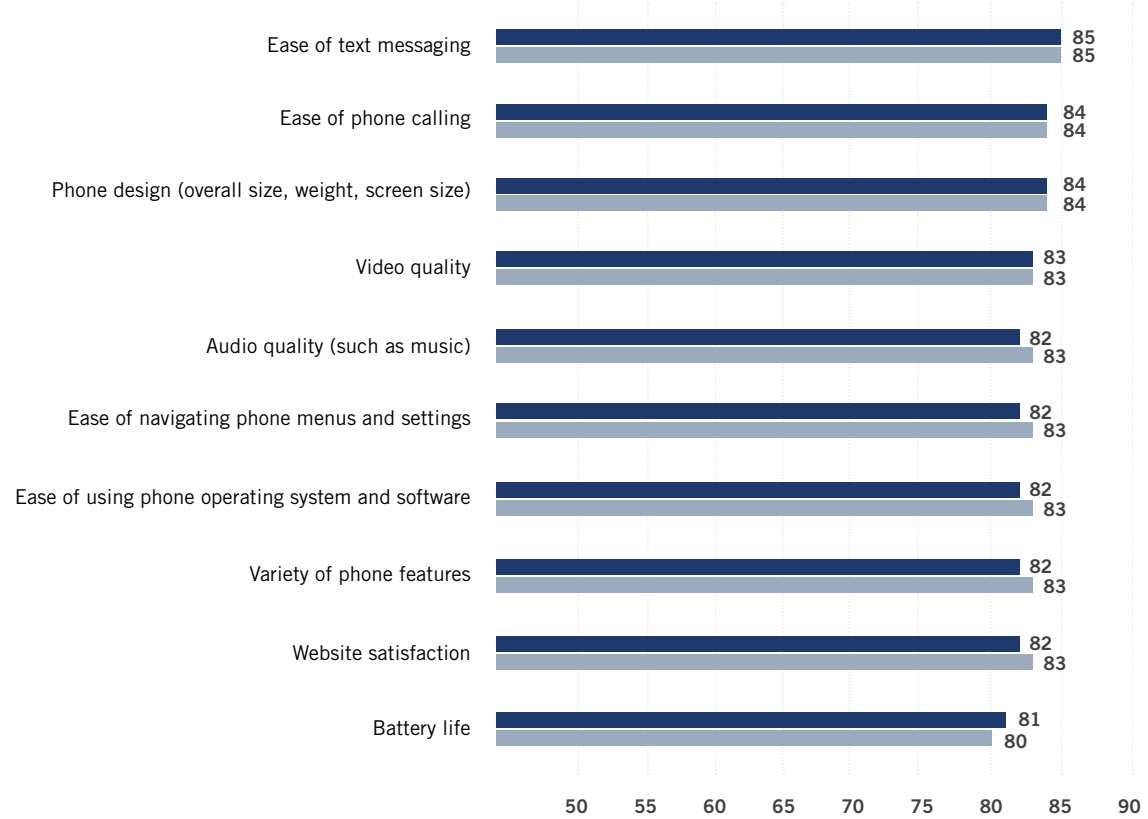
Brand	Manufacturer	2022
Galaxy S20 Ultra	Samsung	86
LG Aristo 3	LG	84
iPhone 11 Pro Max	Apple	82
Galaxy S20	Samsung	82
Galaxy S10	Samsung	82
Pixel 4	Google	81
Galaxy S20 Plus	Samsung	81
iPhone 11	Apple	80
iPhone 11 Pro	Apple	80
iPhone XR	Apple	80
LG Aristo 3+	LG	80
iPhone SE 2nd Generation	Apple	80
Galaxy A20	Samsung	80
HTC U12+	HTC	79
Galaxy A21	Samsung	78
Galaxy A51	Samsung	78
Galaxy A10e	Samsung	77
Galaxy A11	Samsung	76
LG Stylo 6	LG	75
iPhone SE	Apple	73
Galaxy A01	Samsung	73

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**CELL PHONES**  
**Customer Experience Benchmarks**  
**Year-Over-Year Industry Trends**

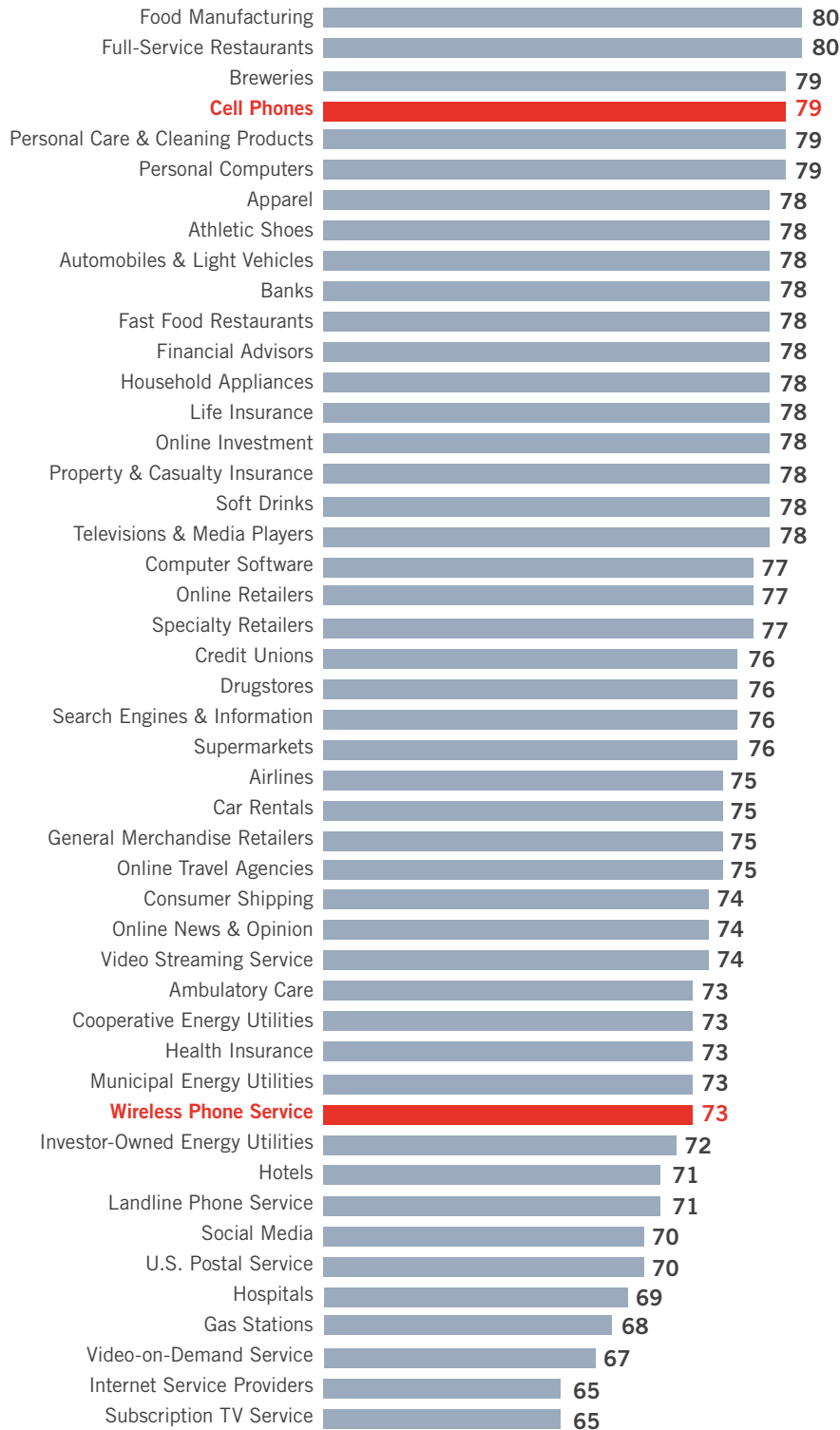
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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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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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