

## Canada Wireless Network Quality Study



*J.D. Power Certified Net Promoter Score® now available!*

As wireless network and phone technology has improved, customer usage patterns and overall reliance on wireless devices have evolved. Carriers that meet customers' expectations and provide a satisfying network quality experience are well positioned to improve customer satisfaction, influence brand advocacy and loyalty, increase monthly spend, and maximize sales.

### THE SOLUTION

The J.D. Power Canada Wireless Network Quality Study<sup>SM</sup> measures satisfaction based on recent customer usage activities in three areas that impact network performance: calling, messaging, and data connections.

Canadian wireless carriers may use study data to:



Measure critical factors that impact customers' perceptions of network quality performance across key customer segments like contract vs. non-contract, metro vs. rural, and by device type



Identify carriers' areas of strength and weakness overall and by key customer segments



Track performance over time via performance scorecards

### THE BENEFITS

Study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of how your company is performing and to identify any areas needing improvement.

### Deliverables

- A management discussion and on-site executive presentation that provide insights into key industry trends and study findings, allowing your company to maximize performance and prioritize improvement initiatives
- Access to competitive data sets, allowing a comparison of your company's performance against competitors, the industry, and the highest performers
- Data analysis via SPSS Data files that allows for segmentation at the national and regional levels by specific device type and brand levels

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