

Wireless Customer Care Satisfaction Declines but Unassisted Channels Offer Optimism Amid Growth in Usage, J.D. Power Finds

Virgin Mobile Ranks Highest in Canada Wireless Customer Care for Fourth Consecutive Year

TORONTO: 6 May 2020 — While wireless carrier call centres continue to be the most frequently used channel for customer service needs, unassisted support via mobile apps has seen the most growth in usage and offers customers a highly satisfying experience, according to the J.D. Power 2020 Canada Wireless Customer Care Study,SM released today.

“Mobile apps are often preferred for their ease of use, along with speed of access to information and support,” said **Adrian Chung, director of the technology, media & telecom practice at J.D. Power Canada**. “While other channels may still be required for full problem resolution, the app experience requires less effort as it fits within one’s daily device use. With COVID-19 causing disruptions in service and store closures, carriers can expect increasing reliance on this channel to quickly address customer needs.”

Study Results

For full-service carriers, **Virgin Mobile** ranks highest with a score of 794. **Fido** (782) ranks second and **SaskTel** (779) ranks third.

The 2020 Canada Wireless Customer Care Study is based on responses from 4,638 customers who contacted their carrier’s customer care department within the past six months. The studies evaluate customer care experiences across 12 different customer care channels: phone customer service reps; in-store contact; online chat; email; social media post; carrier app question post; automated telephone systems; website search; social media search; user forum; video from carrier; and carrier app search. The study was fielded in February-March 2020.

For more information about the Canada Wireless Customer Care Study visit <https://canada.jdpower.com/tmt/canada-wireless-customer-care-study>.

See the online press release at <http://www.jdpower.com/pr-id/2020048>.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, Asia Pacific and Europe.

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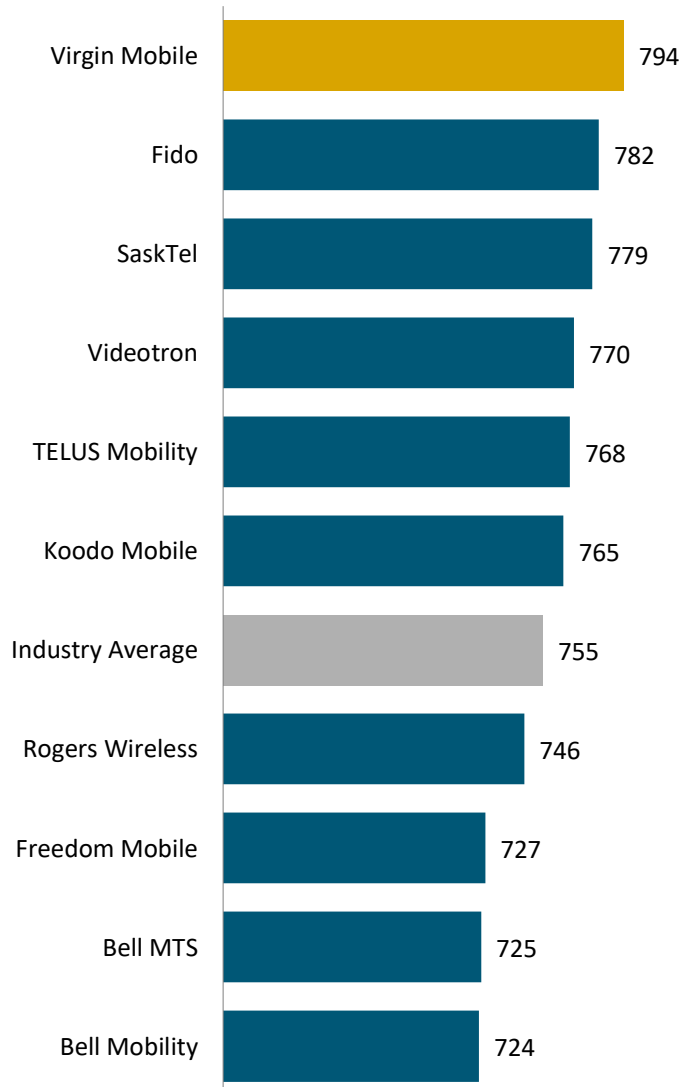
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NOTE: One chart follows.

J.D. Power 2020 Canada Wireless Customer Care StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



Source: J.D. Power 2020 Canada Wireless Customer Care StudySM

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