

Wireless Customers in Canada Satisfied with Support from their Carrier, J.D. Power FindsVideotron Ranks Highest in Overall Customer Care Satisfaction

TORONTO: 5 May 2021 — Problem resolution continues to play a significant role not only in wireless customer care satisfaction, but also loyalty, according to the J.D. Power 2021 Canada Wireless Customer Care Study,SM released today. The study finds high loyalty among those who had a customer care interaction, with 85% indicating they probably or definitely will not switch carriers. While Pre-Boomers¹ are least likely to switch, both Gen X and Gen Y segments also see strong loyalty.

When customers need support, the most common forms of initial contact are calling the carrier (36%); visiting the carrier website (32%); and using the carrier's mobile app (19%).

"First contact resolution should always be a major focus as it has been proven to have a significant impact on satisfaction," said **Adrian Chung, director of the technology, media & telecom practice at J.D. Power Canada**. "While there are more service channel options available today, enabling customers to achieve resolution in their initial contact channel will always leave them more satisfied."

Study Ranking

Videotron ranks highest in wireless customer care satisfaction with a score of 787 (on a 1,000-point scale). **Virgin Mobile** (774) ranks second. **SaskTel** (766) and **TELUS Mobility** (766) rank third in a tie.

The 2021 Canada Wireless Customer Care Study measures customer satisfaction with the entire customer care service experience, from initial contact to problem resolution. The study is based on recent customer experiences across six point-of-contact channels: phone, retail walk-in, website, mobile app, text, and social media. Satisfaction is measured in the following factors: store service (store representative and facility); phone service; web service; app service; social media service; and text service. The study is based on 4,890 respondents and was fielded in February-March 2021.

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/2021043>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

¹J.D. Power defines generational groups as Pre-Boomers (born before 1946); Boomers (1946-1964); Gen X (1965-1976); Gen Y (1977-1994); and Gen Z (1995-2004). Millennials (1982-1994) are a subset of Gen Y.

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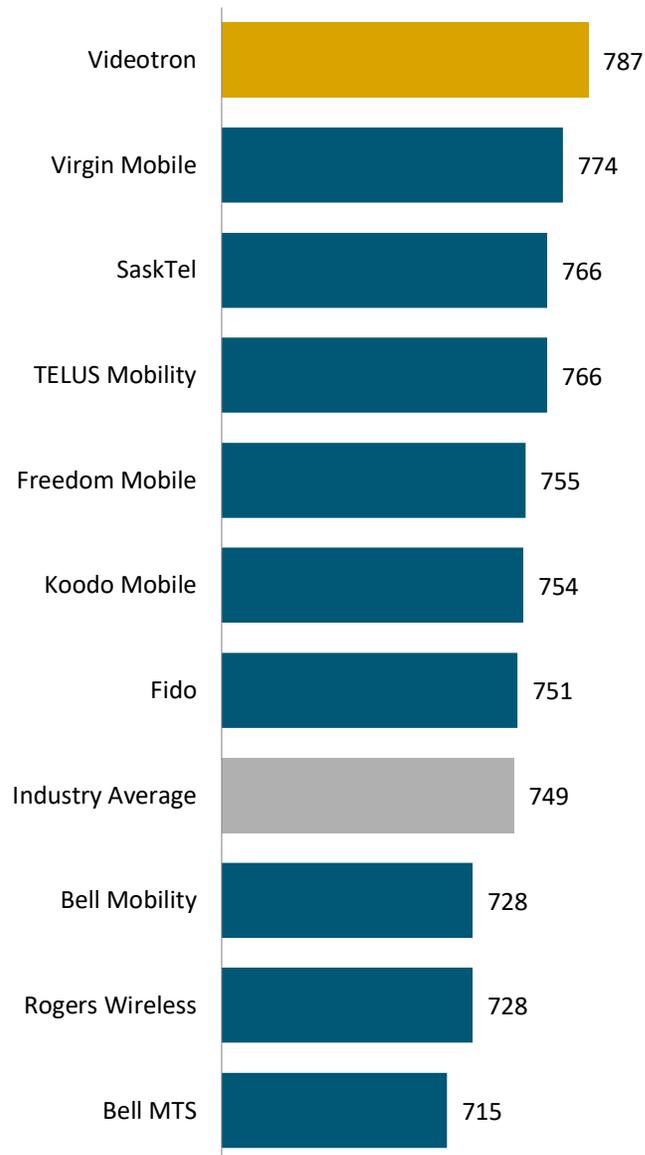
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NOTE: One chart follows.

J.D. Power 2021 Canada Wireless Customer Care StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



Source: J.D. Power 2021 Canada Wireless Customer Care StudySM

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