

Wireless Carriers Must Increase Billing Transparency to Improve Satisfaction and Image, J.D. Power FindsVirgin Mobile Ranks Highest in Customer Care Satisfaction for Third Consecutive Year

TORONTO: 25 April 2019 — By having clear, open and transparent customer communications, especially with billing, wireless carriers will see an increase in satisfaction, according to the J.D. Power 2019 Canada Wireless Customer Care StudySM, released today. The study finds that 39% of wireless customers were calling customer service to solve a problem and half of those contacts were billing-related, usually an incorrect bill amount or high bill complaint. Wireless carriers can benefit from reducing these calls by increasing open communication.

“Customers experiencing billing issues are less satisfied, and that translates into a lack of trust,” said **Adrian Chung, Director at J.D. Power**. “If wireless carriers can offer increased clarity around billing expectations, proactive usage alerts and easy access to information, they will see a boost in satisfaction and more positive impressions of trust and value.”

Study Results

Virgin Mobile ranks highest with a score of 811. **Videotron** (804) ranks second and **Koodo Mobile** (799) and SaskTel (799) rank third in a tie. The industry average is 761.

The 2019 Canada Wireless Customer Care Full-Service Study is based on responses from 4,818 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 from February through March 2019.

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

See the online press release at <http://www.jdpower.com/pr-id/2019059>.

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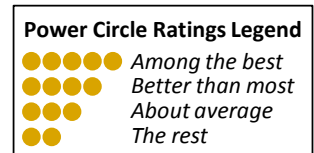
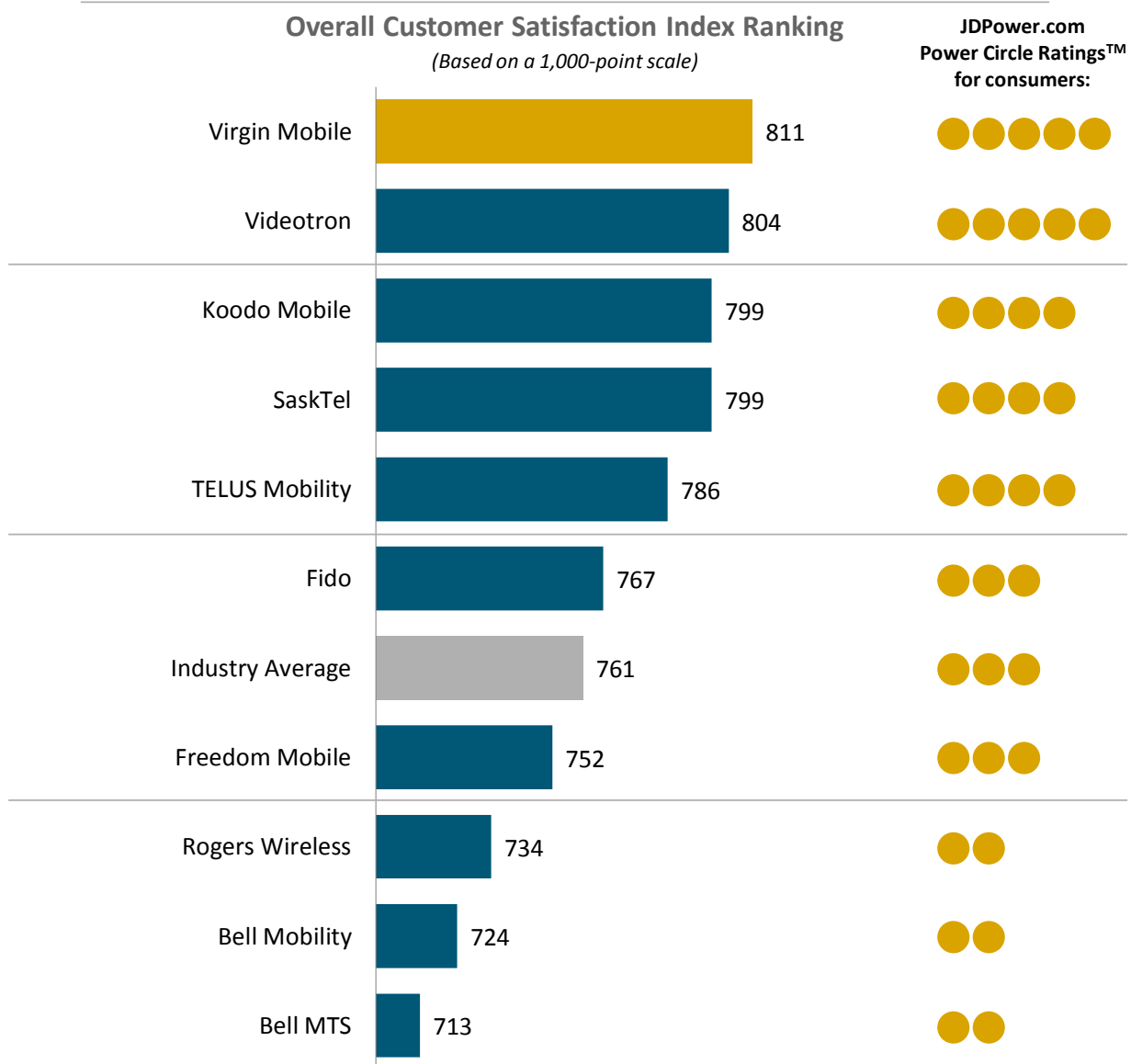
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NOTE: One chart follows.

J.D. Power 2019 Canada Wireless Customer Care StudySM



Source: J.D. Power 2019 Canada Wireless Customer Care StudySM

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