



Canada Wireless Total Ownership Experience Study

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

As wireless network and phone technology has improved, customer usage patterns and overall reliance on wireless devices have adapted. Carriers that provide a dependable network, offer competitive service plans, and the latest mobile devices are typically well-positioned to achieve customer loyalty and advocacy, as well as larger market share. To increase customer satisfaction, maximize sales, and minimize switching activity, carriers must understand their customers' needs and experiences and focus on continuous performance improvement initiatives.

The Solution

The *J.D. Power Canada Wireless Total Ownership Experience StudySM* examines customer satisfaction with the entire ownership experience, including satisfaction with their carrier, mobile phone, customer service, network quality, and purchase process. The study provides a competitive benchmark to measure customer advocacy and loyalty; identify improvement initiatives; and compare wireless carrier performance across Canada.

Carriers may use study findings to:

- Measure critical components that drive overall satisfaction among wireless customers
- Identify carriers' areas of strength and weakness overall and by key customer segments
- Track performance on a monthly basis 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 include:

- 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 territory levels by specific device type and brand levels

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beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- ...and more

Now Available! Bain Certified Net Promoter Score® by J.D. Power

This independent, trusted, and Bain certified measure of NPS® provides brands with accurate scores they can use with confidence as they seek ways to improve the customer experience, assess their competition, increase brand advocacy, and ultimately deliver positive financial results. To access it, you must subscribe to the respective J.D. Power syndicated study. Learn more at jdpower.com/NPS

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® (PIN). PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Insurance Consulting
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: