

## **AT&T Tops, T-Mobile Passes Sprint in J.D. Power Wireless Study**

Ben Munson

For the second time in less than a year, [AT&T has come out on top of J.D. Power's full-service wireless customer care study](#) [1].

Although its overall score of 793 is slightly down from the 795 J.D. Power [awarded it in August 2013](#) [2], AT&T still came in first among its contract carrier competition.

Verizon Wireless didn't trail by much with an overall score of 788. T-Mobile managed to increase its overall score by 18 points over the previous study, giving it a 778 and moving it ahead of Sprint.

Sprint meanwhile lost 15 points off its previous score and fell to fourth place with a 757.

The study's findings are based on responses from 7,195 full-service wireless customers. The study also collected responses from 2,912 non-contract wireless customers, a group that again ranked MetroPCS as the top rated non-contract carrier.

Much of the study's key findings focused on resolution of customer service issues. In particular, the study noted that the "likelihood of full-service wireless customers switching carriers increases from 16 percent when their service call lasts less than 5 minutes to 30 percent when their call lasts 15 minutes or more."

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<http://www.wirelessweek.com/news/2014/02/t-tops-t-mobile-passes-sprint-jd-power-wireless-study>

**Links:**

[1] <http://www.jdpower.com/content/press-release/2rlA1q4/2014-u-s-wireless-customer-care-full-service-performance-study-and-u-s-wireless-customer-care-non-contract-performance-study-vol-1.htm>

[2] <http://www.wirelessweek.com/news/2013/08/t-revamps-retail-jd-power-give-customer-service-nod>