

**U.S. Mobile
Consumers: *Mobile
Service Issues and
Use of Customer Care***

Market Study
Second Quarter, 2015





U.S. Mobile Consumers: ***Mobile Service Issues and Use*** ***of Customer Care***

A Market Study

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Abstract

U.S. consumers are dependent on the advanced functionality of their smartphone or tablet. In addition to voice calls, emails and messaging, mobile devices provide social networking, web browsing, and video entertainment. In order to optimize their mobile service after the initial purchase of their mobile device, consumers often need customer support for a variety of issues, from adjusting rate plans to managing blocked calls to replacing lost or stolen devices.

This market study provides an overview of the issues that U.S. mobile consumers experience, the frequency of each type of issue, and the types of customer support services the mobile consumers use to resolve those issues. The consumer data presented in the report is the result of *iGR*'s survey of 1,159 U.S. consumers in January 2015.

Key questions addressed:

- What types of mobile service or mobile device issues have U.S. consumers experienced in the past year?
- How many times did U.S. consumers experience the same type of issue in the past year?
- How did U.S. consumers attempt to resolve each type of issue? Through the mobile service provider or through the device manufacturer? In person or online?
- How do demographic variables and use of mobile services relate to the occurrence of U.S. consumers' mobile issues?

Who should read this report?

- Mobile operators
- Device OEMs
- Customer support solution vendors
- OSS/BSS vendors
- Financial analysts and investors.

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