

Average Monthly Churn is Going Down US Operators are Doing a Better Job Retaining Customers



Quarter	Average Monthly Churn %
Q4 2007	1.4%
Q4 2006	1.7%
Q4 2005	2.3%

Churn: the percentage of wireless subscribers who cancel their service in a given period. It is an essential metric of subscriber retention for wireless operators.

Reasons for Switching



Reasons for Switching Carriers

Poor network quality	42%
Dissatisfied with price-promotion	33%
Poor customer service	27%
Previous provider could not match the benefits of new provider	25%
To consolidate wireless service plan with a family member	17%
Get a phone not offered by my previous provider	17%
Billing-Payment-Credit problem	14%
Problem with handset-features	8%
Poor reputation-recommendation	7%
Employer switched providers	4%
Moved out of provider's area	4%
Other	13%

C720 What were the reasons why you left your previous service provider?
Please select all that apply.