

Customer experience is king: See why 59% are loyal to cell carriers.



Here's what 200 people had to say about their phone carriers.

See what the phones show, and why they're so loyal.

IT STARTS...

73%

choose a carrier for their cell coverage.



59%

will stick to their provider for the next 2 years.



30%

are extremely satisfied with their cell phone carrier.



25%

of people stay with their cell phone provider for 10+ years.



AND ENDS...



17%

will switch cell providers for a better price.



16%

change carriers because of a bad experience.

WITH A GREAT CUSTOMER EXPERIENCE.

It's simple, really. Brand loyalty is totally tied up in customer experience. So, make that experience memorable—and when you do, buyers will stick around for more.

RUN A CUSTOMER EXPERIENCE SURVEY:

solutions@mfour.com or call 714-754-1234.

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