

A Comparative Study of Mobile Phone Companies

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Mobile Phone History

- Cells for mobile phones invented in 1947 by Bell Labs. AT&T Engineers further developed it in the 1960s
- FCC approved the first mobile phone in 1983, Motorola DyanTAC
- Today 81% of US residents have cell phones
- Globally, Luxembourg has highest at 158%
- Africa has fastest growth rate, twice that of Asia

The Problem

I need a new cell phone company

- Dozens of cellular phone service providers
- Hundreds of cellular phones
- Countless plans, options, add-ons, etc.

It's enough to make
your head spin!



The Project

- Chose a new wireless phone company by:
 - Looking at 6 major wireless companies
 - Compare against a set of criteria
 - Break down the criteria and analyze
- Outcome:
 - Chose a wireless company & service plan


Wireless Companies

- AT&T Wireless
- Qwest
- Sprint
- T-Mobile
- Verizon Wireless
- Virgin Mobile


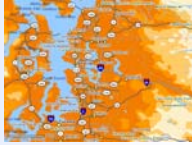
Comparison Criteria (Importance)

- Price Plans (High)
- US & International Coverage (High)
- Customer Feedback/Interviews (High)
- Variety of Phone Selection (Medium)
- Available Options (Low)
- Compare with my Verizon history

AT&T Wireless



- 12 Service Plans
 - \$39.99 to 134.99 p/month (+ tax)
 - Minutes ranging from 450 to unlimited
 - Combination of Talk, Text, and Web plans available
- 98 Phones Available
 - 48 Flip Phones
 - 20 Slide or Bar Phones
 - 30 Smartphone/PDA
- Customer Feedback
 - "I have to work w/T-Mobile for my mgr and the difference in how they treat customers compared to AT&T is always noticeable. [T-Mobile is] difficult; AT&T really tries to work with you, and they do." -Maureen
 - "AT & T has always been extraordinary when I go in person. Very helpful." -Giana


Qwest



- 17 Service Plans
 - \$29.99 to \$219.99 p/month (+ tax)
 - Minutes ranging from 200 to unlimited
 - Combination of Talk, Text, and Web plans available
- 15 Phones Available
 - 1 Music Phone
 - 7 GPS
 - 4 Basic
 - 3 Smartphone/PDA
- Customer Feedback
 - My friend Brad didn't have any problems with Qwest, but he also works for them.





Sprint





- 27 Service Plans
 - \$39.99 to 149.99 p/month (+ tax)
 - Minutes ranging from 200 to 3000
 - Combination of Talk, Text, Free Incoming, and Web plans available
- 49 Phones Available
 - 7 Basic Phones
 - 15 TV, Music, or GPS
 - 15 Direct Connect
 - 12 BlackBerry
- Customer Feedback
 - "Left for t-mobile because of phone/plan combo" & "Decent" customer service -Danny
 - "I wish I liked Sprint—they seem to have the phone(s) I'd rather have." - Maureen





T-Mobile





- 16 Service Plans
 - \$39.99 to 99.99 p/month (+ tax)
 - Minutes ranging from 300 to unlimited
 - Combination of Talk, Text, and Web plans available
- 48 Phones Available
 - 23 Basic, Music, Wi-Fi
 - 10 Instant Messenger or Internet
 - 4 Sidekick
 - 11 Smartphone/PDA
- Customer Feedback
 - "Generally good coverage with good customer service." - Danny
 - Giana rated their signal 7 out of 10
 - "Dropped calls all the time." & Customer service was "awful. Really awful." - Julie

Verizon Wireless



- 30 Service Plans
 - \$39.99 to \$239.99 p/month (+ tax)
 - Minutes ranging from 450 to unlimited
 - Combination of Talk, Text, and Web plans available
- 35 Phones Available
 - 25 Flip Phones, & Slide, Bar
 - 10 Smartphone/PDA
- Customer Feedback
 - "Phones do not always register incoming calls." & "Customer service over the phone can be frustrating, stores not always better." - Michael
 - Signal strength "...is as good as it gets wherever we travel. I always have better service than my husband has (AT&T)" - Julie

Virgin Mobile



- 8 Service Plans
 - \$20.00 to 99.99 p/month (+ tax)
 - Minutes ranging from 200 to 1000
 - Add Text Messaging for an additional cost
- 11 Phones Available
 - 9 Basic Phones
 - 1 Music Phone
 - 1 Email/Network Phone
- Customer Feedback
 - None available



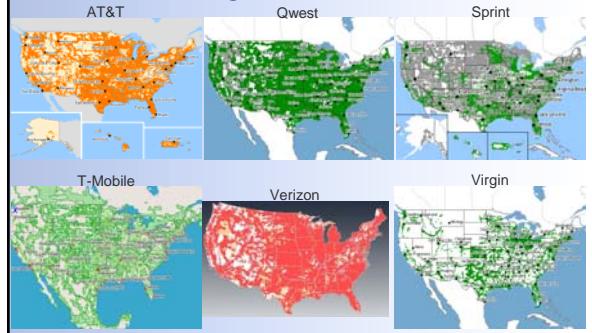

Side by Side The Data



Service Plans	12	17	27	16	30	8
Monthly Cost	\$39.99 - 134.99	\$29.99 - 219.99	\$39.99 - 149.99	\$39.99 - 99.99	\$39.99 - 239.99	\$20.00 - 99.99
Available Minutes	450 - Unlimited	200 - Unlimited	200 - 3000	300 - Unlimited	450 - Unlimited	200 - 1000
Available Phones	98	15	49	48	35	11
US Coverage	Good	Good	Poor	Fair	Good	Poor
International Options	Yes	No	No	Yes	No	No

- Verizon has the most plans
- AT&T has the most phones
- Virgin is easiest to start with their "Pay as you go" plan
- Sprint's "Push to talk" feature good for business

Side by Side National Coverage



My Call & Text History August '07 – January '08

Minutes Used

- High of 435
- Low of 104
- Avg. 208



Text Messages

- High of 624
- Low of 193
- Avg. 402

Side by Side Plans suitable for my needs

Company	Plan	Minutes	Monthly \$	\$ pr Min.	Coverage \$
AT&T	Talk, Text, & Web 450	450	74.99	0.17	0.45
Qwest	Message & More	500	59.99	0.12	0.40
Sprint	PowerPack (no data)	450	39.99	0.09	0.45
T-Mobile	myFaves 600 + Data & 400 Txt	600	74.97	0.12	0.40
Verizon	Nationwide Email & Messaging	450	99.99	0.22	0.45
Virgin	Monthly Plan + 1000 Txt	600	69.99	0.12	0.20

- AT&T includes unlimited text and internet
- Qwest requires an additional "flat rate" for text messaging
- Sprint has no data plans for Smartphones
- T-Mobile – extra \$19.99 for data and \$4.99 for 400 text messages
- Verizon includes unlimited text and internet
- Virgin - \$10.00 extra for 1000 text messages

Final Choice:

Based On:

- Cost
- US & International Coverage
- Customer Experience
- Phone Selection
- Included Options

