

This study was conducted during the fourth quarter of 2007 and provides customer insights into wireless handset protection products currently offered in the marketplace. The survey consisted of 2,524 individual, non-business wireless customers.

THE SUMMARY REPORT INCLUDES INFORMATION THAT EMPHASIZES TWO KEY POINTS:

1. The value of handset protection to the end-user
2. The need for improved marketing of the handset protection offering at the store-level

**RESPONDENTS THAT ARE CURRENTLY ENROLLED IN A
HANDSET PROTECTION PROGRAM**

Question	Do you currently have handset protection?
Response Summary	34.4% of respondents currently have handset protection
With improved marketing and education of the value of handset protection, carriers have a large opportunity to increase customer acceptance levels.	
Question	How did you find out about your current handset protection program?
Response Summary	61% of enrolled respondents learned about the offering from the store associate
The main opportunity for customers to learn about and enroll in handset protection is during the purchase of wireless coverage and handset.	
Question	Have you ever filed a claim/used your handset protection?
Response Summary	57.5% of the enrolled respondents have used the product
The majority of respondents with handset protection have utilized the product.	
Question	What type of problem did you have with your handset?
Response Summary	59.2% of enrolled respondents that filed a claim experienced problems with their device that are not under the OEM warranty.
Generally, the manufacturer provides a one-year coverage that protects against mechanical or electrical failure. The problems referred to within the 59.2% of enrolled respondents that filed a claim fall into the categories of accidental damage, lost phone, theft and other miscellaneous incidents.	

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Question	How long did it take to resolve your claim?
Response Summary	72% of respondents had their claim resolved within 3 days or less.
This result proves that the majority of enrolled respondents that had a claim experienced a quick claim experience that reduced the inconvenience of being without a handset.	

Question	If you have never filed a claim using your handset protection, what is your opinion of the program?
Response Summary	90.2% of enrolled respondents are happy with the offering even though they have never filed a claim.
One of the key values that handset protection provides customers is peace of mind. The 90.2% happiness result demonstrates this value.	

RESPONDENTS THAT ARE NOT ENROLLED IN HANDSET PROTECTION

Question	Although you do not have a handset protection program, were you offered handset protection?
Response Summary	41% of respondents that are not enrolled were not offered the protection.
Carriers need to improve their marketing effort of handset protection offerings.	

Question	Which of the following handset-related problems have you most recently experienced?
Response Summary	<p>49% of the respondents that do not have handset protection have experienced problems. The problems are broken down by the following categories:</p> <p>Mechanical or electrical failure: 19.1% Accidental damage: 17.4% Lost or stolen: 6.4% Other: 6%</p>
A large portion of respondents that do not have protection did experience problems with their handsets and would have benefited from the coverage.	