

# 5G Home Crushes Cable in Net Promoter Score

In survey after survey, 5G Home Broadband comes out far ahead of the Cableopolists. Take just one: Net Promoter Score. NPS is a gold standard of customer satisfaction, driving marketing, pricing, and product decisions across industries. Ultimately, Net Promoter Score measures whether a consumer would recommend an offering to a friend.

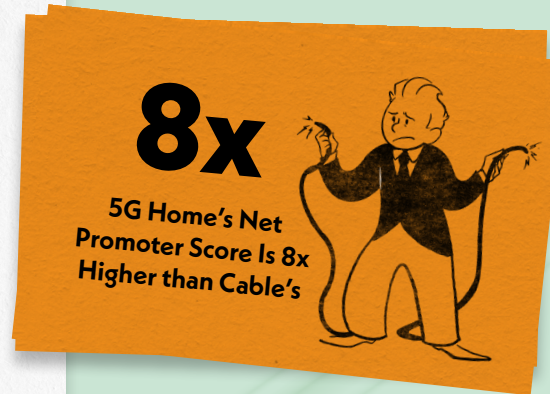
Analysts recently **reviewed** broadband service Net Promoter Scores and found that 5G Home's combined average score was **8x** that of Cable's, and that across many specific product factors, Cable even had a negative score.

When asked about billing support, customers gave the top-rated 5G Home provider a score nearly 65 points higher than Cable's highest performer. On technical support, the top 5G Home provider scored 62 points higher than Cable's. And on value, the top-rated 5G Home provider scored an astonishing **77 points higher** than Cable's best.

According to Bain & Company, a score above 20 is favorable and a score above 50 is excellent. 5G home earns consistently positive scores. In contrast, a negative Net Promoter Score says an offering has more detractors than promoters. Cable companies routinely score in negative numbers.

5G Home is the perfect example of why customers love competition. Some like its price. Some like the ease of installation (you don't need wait around for a 9 AM to 6 PM appointment window). Some like the speed that does everything they need. Some are just fed up and want to break up with the Cableopoly.

**All love having a choice.**

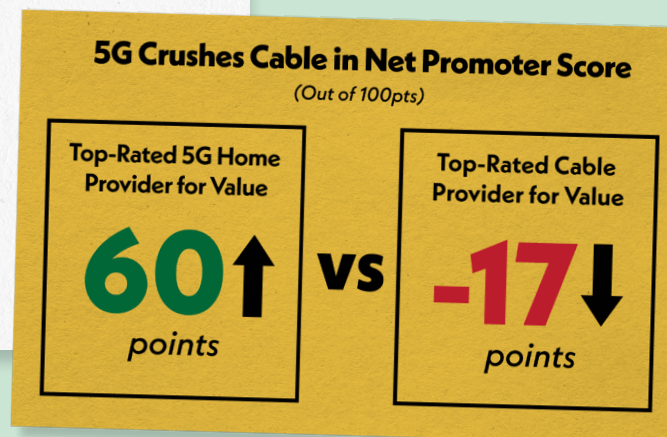


"FWA's [NPS] numbers are off the chart"

*Roger Entner, Recon Analytics*



"Fixed wireless, in general, is trouncing cable broadband in terms of NPS"



After decades of monopoly profits at the expense of the American consumer, cable companies are facing real competition.

American consumers love that 5G Home Broadband has brought competition and real broadband choice. Americans are breaking up with their Cableopoly in record numbers.

Cable could compete with 5G with a better product or better service. Instead, cable has launched a massive D.C. influence campaign to starve wireless of the spectrum needed to compete.

You know, what a monopolist would do.



**To ensure more Americans benefit from the better service that comes with home broadband choice, America needs more full-power, licensed spectrum for 5G.**