

WIRELESS 3-WAY COMPARISON STUDY (DIGITAL RANKING)

INSTRUCTIONS • QUESTIONNAIRE

- This is an anonymous Digital (website/app) mystery shop/research study.
- You will either be assigned a digital-personal computer or digital-phone app scenario.
- You will visit the digital platform for 3 different providers in the same day (no exceptions).
- The purpose is to explore each provider's digital platform and evaluate navigation, device & plan selection, trade-in/promotion options, and support/customer engagement.
- You will pose as a new customer and select a device(s)/plan based on your own wireless needs, add your selection to the cart, and evaluate cart content and accuracy.
- After completing the observations on each platform, you will cancel your cart selections.
- No purchase is required and you will not be reimbursed for any purchase made.
- After exploring the 3 digital platforms, you will submit 4 questionnaires in the following order:
 - Report #1 = Observations of provider #1's platform (63 questions)
 - Report #2 = Observations of provider #2's platform (same 63 questions)
 - Report #3 = Observations of provider #3's platform (same 63 questions)
 - Report #4 = Provider platform ranking (56 questions)
 - A screenshot of your cart is required to be uploaded with each provider report.
- You will receive 4 shop confirmations for this assignment (one for each required segment).
- Exploration of each website or app is expected to take 20-40 minutes.
- If you accept the assignment, you are agreeing to explore the digital platform via your assigned scenario for all 3 providers on the same day, make all required observations, and fill out all 4 questionnaires for payment to be made.



General Requirements

- You will get 4 shop confirmations and will fill out 4 reports.
- Follow the shop instructions outlined in the other 3 digital observation shop confirmations.
- THIS IS THE LAST REPORT you will fill out (after all 3 digital observation reports are submitted).
- The purpose is to rank the 3 providers on 14 service metrics by top, middle, and bottom preference based on your experiences on each provider's platform.



DIGITAL 3-WAY RANKING QUESTIONNAIRE

Shop date: Enter the date you completed the digital observations.

Start time: Enter the time you started the digital observations.

End time: Enter the time you completed the digital observations.

3-Way Ranking (Plan Recommendation)

1. What was the top ranked (Rank 1) provider for doing the best job of narrowing down the available plans to the one that actually fit your needs?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

2. What was the middle ranked (Rank 2) provider for doing the best job of narrowing down the available plans to the one that actually fit your needs?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

3. What was the bottom ranked (Rank 3) provider for doing the best job of narrowing down the available plans to the one that actually fit your needs?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

4. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Ease of Finding Information)

5. What was the top ranked (Rank 1) provider for how quickly and easily you were able to find the specific information you needed without getting lost?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

6. What was the middle ranked (Rank 2) provider for how quickly and easily you were able to find the specific information you needed without getting lost?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

7. What was the bottom ranked (Rank 3) provider for how quickly and easily you were able to find the specific information you needed without getting lost?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

8. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Clarity of Options)

9. What was the top ranked (Rank 1) provider for how clearly they explained the different service plans, features, and benefits (e.g., perks like streaming)?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal
10. What was the middle ranked (Rank 2) provider for how clearly they explained the different service plans, features, and benefits (e.g., perks like streaming)?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal
11. What was the bottom ranked (Rank 3) provider for how clearly they explained the different service plans, features, and benefits (e.g., perks like streaming)?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal
12. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Most Helpful/Trustworthy Details)

13. What was the top ranked (Rank 1) provider for providing the most helpful and trustworthy details (e.g., images, specs, reviews, etc.) for the device(s) you were interested in?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal
14. What was the middle ranked (Rank 2) provider for providing the most helpful and trustworthy details (e.g., images, specs, reviews, etc.) for the device(s) you were interested in?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal
15. What was the bottom ranked (Rank 3) provider for providing the most helpful and trustworthy details (e.g., images, specs, reviews, etc.) for the device(s) you were interested in?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal
16. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Effective Prompting to Purchase)

17. What was the top ranked (Rank 1) provider on how effectively they prompted you to complete the purchase (e.g., real-time cart updates, clear promotional value, etc.)?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal
18. What was the middle ranked (Rank 2) provider on how effectively they prompted you to complete the purchase (e.g., real-time cart updates, clear promotional value, etc.)?
- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal

19. What was the bottom ranked (Rank 3) provider on how effectively they prompted you to complete the purchase (e.g., real-time cart updates, clear promotional value, etc.)?

- ☐ AT&T
☐ T-Mobile

- ☐ Verizon
☐ All three seemed EXACTLY equal

20. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Effort to Maintain Contact)

21. What was the top ranked (Rank 1) provider for doing the best job of offering to keep in touch (e.g., saving your cart, offering an 'email me this quote' option, etc.)?

- ☐ AT&T
☐ T-Mobile

- ☐ Verizon
☐ All three seemed EXACTLY equal

22. What was the middle ranked (Rank 2) provider for doing the best job of offering to keep in touch (e.g., saving your cart, offering an 'email me this quote' option, etc.)?

- ☐ AT&T
☐ T-Mobile

- ☐ Verizon
☐ All three seemed EXACTLY equal

23. What was the bottom ranked (Rank 3) provider for doing the best job of offering to keep in touch (e.g., saving your cart, offering an 'email me this quote' option, etc.)?

- ☐ AT&T
☐ T-Mobile

- ☐ Verizon
☐ All three seemed EXACTLY equal

24. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Modern/Professional Feel)

25. What was the top ranked (Rank 1) provider site for feeling the most modern, professional, and welcoming?

- ☐ AT&T
☐ T-Mobile

- ☐ Verizon
☐ All three seemed EXACTLY equal

26. What was the middle ranked (Rank 2) provider site for feeling the most modern, professional, and welcoming?

- ☐ AT&T
☐ T-Mobile

- ☐ Verizon
☐ All three seemed EXACTLY equal

27. What was the bottom ranked (Rank 3) provider site for feeling the most modern, professional, and welcoming?

- ☐ AT&T
☐ T-Mobile

- ☐ Verizon
☐ All three seemed EXACTLY equal

28. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Clarity of Final Cost)

29. What was the top ranked (Rank 1) provider for how clear they were about the final total

monthly cost (including device, plan, and estimated fees)?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

30. What was the middle ranked (Rank 2) provider for how clear they were about the final total monthly cost (including device, plan, and estimated fees)?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

31. What was the bottom ranked (Rank 3) provider for how clear they were about the final total monthly cost (including device, plan, and estimated fees)?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

32. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Confidence)

33. What was the top ranked (Rank 1) provider for how confident you felt that the deal you saw on the homepage was the same deal you saw in the final cart?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

34. What was the middle ranked (Rank 2) provider for how confident you felt that the deal you saw on the homepage was the same deal you saw in the final cart?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

35. What was the bottom ranked (Rank 3) provider for how confident you felt that the deal you saw on the homepage was the same deal you saw in the final cart?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

36. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Cost Honesty)

37. What was the top ranked (Rank 1) provider for being the most honest about the total monthly cost (including estimating taxes/fees)?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

38. What was the middle ranked (Rank 2) provider for being the most honest about the total monthly cost (including estimating taxes/fees)?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

39. What was the bottom ranked (Rank 3) provider for being the most honest about the total monthly cost (including estimating taxes/fees)?

- | | |
|-----------------------------------|---|
| ☐ AT&T | ☐ Verizon |
| ☐ T-Mobile | ☐ All three seemed EXACTLY equal |

40. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Human Centered)

41. What was the top ranked (Rank 1) provider site for feeling like it was built for a human rather than a robot (e.g., conversational language, helpful tips, etc.)?

- | | |
|-----------------------------------|---|
| ☐ AT&T | ☐ Verizon |
| ☐ T-Mobile | ☐ All three seemed EXACTLY equal |

42. What was the middle ranked (Rank 2) provider site for feeling like it was built for a human rather than a robot (e.g., conversational language, helpful tips, etc.)?

- | | |
|-----------------------------------|---|
| ☐ AT&T | ☐ Verizon |
| ☐ T-Mobile | ☐ All three seemed EXACTLY equal |

43. What was the bottom ranked (Rank 3) provider site for feeling like it was built for a human rather than a robot (e.g., conversational language, helpful tips, etc.)?

- | | |
|-----------------------------------|---|
| ☐ AT&T | ☐ Verizon |
| ☐ T-Mobile | ☐ All three seemed EXACTLY equal |

44. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Least Frustrating)

45. What was the top ranked (Rank 1) provider site for being the LEAST frustrating if you had to finish the entire transaction on a phone?

- | | |
|-----------------------------------|---|
| ☐ AT&T | ☐ Verizon |
| ☐ T-Mobile | ☐ All three seemed EXACTLY equal |

46. What was the middle ranked (Rank 2) provider site for being the LEAST frustrating if you had to finish the entire transaction on a phone?

- | | |
|-----------------------------------|---|
| ☐ AT&T | ☐ Verizon |
| ☐ T-Mobile | ☐ All three seemed EXACTLY equal |

47. What was the bottom ranked (Rank 3) provider site for being the LEAST frustrating if you had to finish the entire transaction on a phone?

- | | |
|-----------------------------------|---|
| ☐ AT&T | ☐ Verizon |
| ☐ T-Mobile | ☐ All three seemed EXACTLY equal |

48. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Most Persuasive)

49. What was the top ranked (Rank 1) provider for being the MOST persuasive in making you actually want to click 'submit' to complete the sale (e.g., used urgency, clear value, or had a smooth flow)?

- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal

50. What was the middle ranked (Rank 2) provider for being the MOST persuasive in making you actually want to click 'submit' to complete the sale (e.g., used urgency, clear value, or had a smooth flow)?

- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal

51. What was the bottom ranked (Rank 3) provider for being the MOST persuasive in making you actually want to click 'submit' to complete the sale (e.g., used urgency, clear value, or had a smooth flow)?

- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal

52. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Trust)

53. What was the top ranked (Rank 1) provider that you would trust with your money if you were switching carriers tomorrow?

- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal

54. What was the middle ranked (Rank 2) provider that you would trust with your money if you were switching carriers tomorrow?

- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal

55. What was the bottom ranked (Rank 3) provider that you would trust with your money if you were switching carriers tomorrow?

- ☐ AT&T ☐ Verizon
☐ T-Mobile ☐ All three seemed EXACTLY equal

56. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

END OF QUESTIONNAIRE