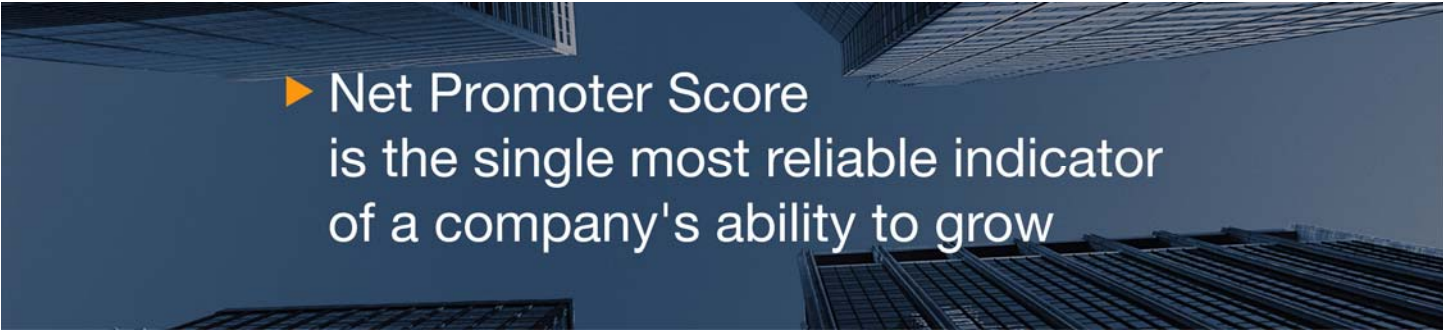


- 
- ▶ Net Promoter Score is the single most reliable indicator of a company's ability to grow

Net Promoter[®] Industry Report 2008

**Telecomm – Local & Long Distance
Business to Consumer**



Table of Contents

1. INDUSTRY DATA

- 1.1. Net Promoter Industry Data: Overview
- 1.2. Net Promoter Scores by Company – Highest to Lowest
- 1.3. % Detractors, Passives, Promoters by Company – Highest to Lowest by NPS
- 1.4. % Detractors, Passives, Promoters by Company – Highest to Lowest by Promoters
- 1.5. % Detractors, Passives, Promoters by Company – Highest to Lowest by Passives
- 1.6. % Detractors, Passives, Promoters by Company – Highest to Lowest by Detractors

2. INDIVIDUAL COMPANY DATA

- AT&T
- Comcast
- Cox Communications
- Qwest
- Time Warner Cable
- Verizon Communications
- Vonage

3. APPENDIX

- 3.1. Data Collection Period
- 3.2. Data Collection Methodology
- 3.3. Internal vs. External Net Promoter Data Collection
- 3.4. Netpromoter.com

4. LEGAL NOTICES AND POLICIES

- 4.1. Trademarks
- 4.2. Copy of License Agreement

1.1. NET PROMOTER INDUSTRY DATA: OVERVIEW

The Net Promoter Industry Reports were developed by Satmetrix, the co-developer of Net Promoter, to help companies benchmark their Net Promoter Score (NPS) performance relative to others. The reports provide context on the range of NPS for major providers of products and services in a variety of industries. The reports also provide more detailed information on each of the companies included in the benchmark, including NPS, key attributes that drive recommend scores for each company, and performance (gap analysis) on a variety of customer experience attributes ranked by respondents.

Data for this report was collected in Q4 2007 using an opt-in email survey with individuals in the United States who indicated that they were familiar with the company's products and services, having purchased them as a personal consumer. The report includes companies for which 40 or more responses were received regarding the company's local and long distance telephone services. This tends to capture the largest companies operating in the market, but is subject to some variability based on the respondent sample. More information on the data collection methodology is available in section 3 (Appendix).

The following pages contain the NPS and associated data for each of the companies contained within this report, which include:

- AT&T
- Comcast
- Cox Communications
- Qwest
- Time Warner Cable
- Verizon Communications
- Vonage