

MONEY MANAGEMENT



Survey: Consumers Fed Up With Wireless Charges

(NAPSA)—When it comes to wireless phone service, a growing number of consumers are finding that they can dial up both better service and savings on their monthly bill.

Consumer satisfaction

According to the latest American Customer Satisfaction Index (ACSI), many consumers feel they are being wronged by their wireless service providers. According to ACSI's most recent quarterly survey results, wireless telephone service ranks at the bottom alongside the airlines in terms of customer satisfaction.

Common complaints from cell phone customers include paying for overage charges, activation fees, telecommunications taxes and extra costs for services like text messaging, voice mail and roaming found today on the typical wireless bill.

But at least one wireless service provider has taken notice of the rampant customer frustration and is changing how it does business. "When wireless providers add in extra fees and service charges, consumers tend to grumble and accept it. They want a change and our aim is to be the intelligent alternative for value-seeking consumers," says Matt Carter, president of Boost Mobile, a leading provider of prepaid wireless service.

The company is challenging the long-standing practice of charging a myriad of extra fees by launching a new prepaid plan offering unlimited anytime calling, text messaging, wireless Web and walkie-talkie services for a flat rate of \$50 a month.

"UnWronged"

Boost Mobile is so confident in



Wireless customers are getting increasingly frustrated with all the taxes and surcharges on their bills.

its approach that it has launched a nationwide TV advertising campaign that takes aim at wireless industry practices that have led to widespread customer dissatisfaction. Titled "UnWronged," the campaign showcases how the company's new "Monthly Unlimited" plan offers straightforward pricing and predictable payments with no additional telecom taxes, roaming, traveling or long-distance fees. The underlying message is that consumers should not be subject to hidden fees, shoddy networks, credit checks, contracts or flimsy handsets.

Boost Mobile offers affordable alternatives to long-term wireless contracts, providing flexible payment options and value for cost-conscious consumers who are looking to spend their hard-earned money wisely. With service plans enabling customers to pay for their wireless service by the minute, day or month, customers can choose a plan that fits their needs. To find out more, visit www.boostmobile.com.