

Product Reputation Market Intelligence Report for Mobile Phones

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October 10, 2011

Product Name	Manufacturer	CSI	PFS	PRS	PSS	No. of Reviews
Blackberry Style 9670	RIM	1.60	1.51	1.12	1.03	130
LG Optimus	LG	1.43	1.40	1.00	1.01	227
Samsung Infuse smartphone	Samsung	1.43	1.48	0.98	0.99	194
Samsung Epic 4G (Sprint)	Samsung	1.42	1.45	0.97	1.00	425
Droid Bionic smartphone	Motorola	1.35	1.36	0.99	1.01	252
Google Nexus One	HTC	1.33	1.37	1.01	1.00	359
T-Mobile MyTouch 4G	T-Mobile	1.30	1.35	0.88	0.98	99
Samsung Galaxy S2 smart phone	Samsung	1.30	1.39	0.98	1.01	140
Samsung Captivate Android Phone (AT&T)	Samsung	1.30	1.40	1.05	0.99	671
Apple iPhone 4 - 16GB	Apple	1.29	1.28	1.01	1.00	3838
T-Mobile G2	HTC	1.27	1.40	0.96	1.00	167
HTC Wildfire	HTC	1.22	1.26	0.98	0.99	53
Motorola Droid 3 Android smartphone	Motorola	1.21	1.27	0.97	1.00	526
HTC HD7 Windows Phone	HTC	1.17	1.31	0.97	0.98	198
Samsung Droid Charge	Samsung	1.16	1.27	0.97	1.00	1180
Motorola Droid X2 smartphone	Motorola	1.13	1.21	0.95	0.99	590
LG Vortex	LG	1.05	1.19	0.98	0.98	588
Samsung Intercept smartphone	Samsung	1.04	1.20	0.87	0.96	270
Samsung Continuum Galaxy S	Samsung	1.04	1.22	0.96	0.98	441
Blackberry 8520 smartphone	RIM	1.04	1.10	1.05	0.98	212
LG Cosmos mobile phone	LG	1.03	1.16	0.97	0.98	135
HTC Thunderbolt Android Smartphone	HTC	1.03	1.14	0.96	0.99	5264
Nokia N8 smartphone	Nokia	1.00	1.24	0.93	0.97	475

Product Name	Manufacturer	CSI	PFS	PRS	PSS	No. of Reviews
LG Revolution smartphone	LG	1.00	1.12	0.95	0.99	355
Samsung Galaxy Ace	Samsung	1.00	1.21	0.89	0.97	56
Blackberry Curve 3G 9330	RIM	0.95	1.13	0.92	0.98	338
Motorola Droid 2 Global	Motorola	0.82	1.02	0.91	0.98	1177
Motorola Citrus	Motorola	0.72	1.02	0.90	0.98	375

As of October 10, 2011 the Mobile Phones category contains metrics for 136 products based on the analysis of 37110 customer reviews

Glossary

CSI (Customer Satisfaction Index) - The Customer Satisfaction Index is an aggregate measurement of the delta between a customer's expectation of a product and their actual experience with it.

PFS (Product Functionality Score) - The Product Functionality Score measures the gap between customer expectations of a product and their actual experience with it.

PRS (Product Reliability Score) - The Product Reliability Score measures the gap between the customer's expectations of a product's performance over its life-cycle and their actual experience with that product. A low reliability score points a Product Manager to potential problems in either the manufacturing or packaging processes that can be addressed before the erosion of their brand value begins.

PSS (Product Support Score) - The Product Support Score measures the delta between the customer's expectations of a product's support against their actual experience. Currently it is an aggregate score that measures performance of a channel, delivery, and technical support organizations combined.