

# Utah-Based Internet Provider Utah Broadband Earns Customer Loyalty Score More Than Triple Industry Average

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[/EINPresswire.com/](https://EINPresswire.com/) -- As national telecommunications companies continue to struggle with customer satisfaction ratings, Utah-based internet provider Utah Broadband is bucking the trend based on the results of its most recent customer survey. Utah Broadband announced today that it earned a Net Promoter Score (NPS) of 57 in a February 2026 customer survey — more than triple the telecommunications industry average, which typically ranges between 12 and 16.



Net Promoter Score is a widely used measure of customer loyalty that asks customers how likely they are to recommend a company to others on a scale of 0–10. Scores above 50 are generally considered excellent across industries.



To see our customers recommending us at this level, especially in an industry that historically ranks low in satisfaction, tells us our focus on reliability and customer care is making a difference.”

*Ben Elkins, CEO of Utah Broadband*

Utah Broadband’s survey results showed:

- Promoters (9–10): 68%
- Passives (7–8): 21%
- Detractors (0–6): 11%
- Final NPS: 57

The survey was conducted in early February among customers across the company’s Utah service areas that are principally in the Wasatch Front and Back areas of the Salt Lake City metroplex.

“We know internet service is one of the most frustrating categories for consumers nationwide,” said Ben Elkins, CEO of Utah Broadband. “To see our customers recommending us at this level, especially in an industry that historically ranks low in satisfaction, tells us our focus on reliability and customer care is making a real difference.”

The survey found that nearly 78% of respondents rated their service as “very reliable” or “mostly reliable.” Only 2% described the Utah Broadband service as “frequently unreliable.”

In addition, 74% of respondents said reliable internet has significantly improved their daily lives — supporting remote work, online education, small business operations, entertainment, and communication with family and friends.

“Broadband is no longer a luxury,” Elkins said. “It’s critical infrastructure. When service is unreliable, it disrupts work, school and daily life. Our goal has always been to deliver connectivity that customers don’t have to think about.”

#### Customers Cite Service and Responsiveness

In the survey, open-ended responses from customers consistently highlighted:

- Fast response times
- Friendly and knowledgeable support staff
- Stable connections with fewer outages
- Strong and consistent speeds

When asked what the company could improve, many respondents indicated no major changes were needed, while others referenced isolated or situational concerns rather than systemic issues.

#### Local Provider, Local Accountability

Industry studies have consistently ranked large national telecom providers among the lowest-performing sectors for customer satisfaction. Local providers, however, often outperform larger competitors due to regional focus and community accountability.

Utah Broadband serves communities across Utah with both wireless and fiber infrastructure. According to Elkins, the survey results will guide continued network investment and customer experience improvements throughout 2026.

“We live and work in the same communities we serve,” Elkins said. “That local accountability drives how we operate every day.”

For more information about Utah Broadband and its services, visit <https://utahbroadband.com/> or call (801) 717-2002.

#### About Utah Broadband

Utah Broadband has been connecting Utah communities since 2002, delivering fast, reliable internet with a focus on local service and exceptional value. Serving both the Wasatch Front and Back, we combine cutting-edge technology with a commitment to keeping our customers connected, whether at home, at work, or on the go. As a proud subsidiary of Boston Omaha Corporation (NYSE: BOC), we're backed by strength and built for the future. To learn more, visit

utahbroadband.com or call (801) 717-2002.

### Forward-Looking Statements

Matters discussed in this press release may constitute forward-looking statements. The Private Securities Litigation Reform Act of 1995 provides safe harbor protections for forward-looking statements, encouraging companies to provide prospective information about their business. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements that are not statements of historical facts. The Company desires to take advantage of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. This includes this cautionary statement in connection with this safe harbor legislation. The words "believe," "anticipate," "intend," "estimate," "forecast," "project," "plan," "potential," "may," "should," "expect," "pending," and similar expressions identify forward-looking statements. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions, including, without limitation, our management's examination of historical operating trends, data contained in our records, and other data available from third parties. Although we believe these assumptions were reasonable when made, because these assumptions are inherently subject to significant uncertainties and contingencies that are difficult or impossible to predict and are beyond our control, we cannot assure you that we will achieve or accomplish these expectations, beliefs, or projections.

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