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iPhone tops smartphone satisfaction survey

Business users rate it over BlackBerrys

by Amy-Mae Elliott published on 7 November 2008

It's been revealed the iPhone has come top in a customer satisfaction survey of business users carried out by J.D. Power and Associates.

Apple's mobile phone beat smartphones made by more established rivals such as RIM and Samsung by what's described as "wide margins".

The iPhone scored 778 on J.D. Power's 1000-point satisfaction scale, with users rating the device highly in four of the five areas measured.

Of the five areas - operation, operating system, physical design, features and battery - iPhone users gave the gadget good marks in all areas apart from battery life.

Second and third place went to RIM and Samsung, with scores of 703 and 701. HTC and Motorola followed that, with Palm bringing up the rear. Last year RIM had the top spot with a score of 702.

