T-Mobile offers customers 7-day trial on iPhone 5S

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T-Mobile Chief Marketing Officer Mike Sievert talks about his company's new program that offers a free seven-day test drive of an Apple iPhone 5S at T-Mobile's Uncarrier 5.0 event, Wednesday, June 18, 2014, in Seattle. (AP Photo/Ted S. Warren)

T-Mobile says it has a new way to further transform the way people buy mobile phones.

It's offering people the ability to take home the latest iPhone 5S for a

seven-day trial. That will let them see if they get good reception at their home and office.

The fourth-ranked mobile carrier says that industrywide, nearly half of all customers who have signed up for a wireless plan have wanted to leave their provider, and that one in 10 has quit within 30 days of making a switch. The free trial will give customers a chance to try before they buy at no cost.

The company said customers can sign up for a "test drive" online starting Monday, and they'll receive a phone in the mail a few days later.

T-Mobile CEO John Legere speaks at T-Mobile's Uncarrier 5.0 event, Wednesday, June 18, 2014, in Seattle. (AP Photo/Ted S. Warren)

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