APPENDIX-I

RELATIONSHIP MARKETING IN TELECOM SERVICES
QUESTIONNAIRE FOR CUSTOMERS

Dear Sir / Madam,

This is an important part of my study to improvise the relationship between the customers and the telecom service provider. I would very much appreciate your co-operation in responding to the questions below. All answers in this questionnaire are used for academic purpose only and will be treated in the strictest confidence.

I. This section relates to your demographics. This information is used only for classification.

A. AGE : _______________ YRS.

B. GENDER : MALE ☐ FEMALE ☐

C. MARITAL STATUS : MARRIED ☐ UNMARRIED ☐

D. OCCUPATION : BUSINESS ☐ GOVT. EMPLOYEE ☐

PVT. EMPLOYEE ☐ PROFESSIONAL ☐

E. ANNUAL INCOME : Rs.______________

F. LONGEVTY

How long you have been with this telecom service provider

1. 2 to 4 years ☐ 2. 4 to 6 years ☐

3. 6 to 8 years ☐ 4. More than 8 years ☐

G. TYPE OF CUSTOMER

☐ Post-paid ☐ Pre-paid ☐ Both

H. NAME OF THE SERVICE PROVIDER

☐ Aircel ☐ Airtel ☐ Vodafone ☐ BSNL

☐ Reliance
**PERCEPTION SECTION**

The following set of Statements relates to the (perception) feelings about the relationship you have with your telecom service provider. For each statement, please show the extent to which you believe your telecom service provider has the feature described by that statement.

- Circling (SA) means you STRONGLY AGREE
- Circling (A) means you AGREE
- Circling (N) means you are NEUTRAL
- Circling (D) means you DISAGREE
- Circling (SD) means you STRONGLY DISAGREE

There is no right or wrong answer. Please show your perceptions about the services of a telecom service provider.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SD</th>
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<tbody>
<tr>
<td><strong>TRUST</strong></td>
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<tr>
<td>1.</td>
<td>The telecom service provider is frank with us regarding various schemes.</td>
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<td>2.</td>
<td>Telecom service provider reveals all plan information with clarity.</td>
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<td>3.</td>
<td>Promises made by this telecom service provider are fulfilled.</td>
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<td>4.</td>
<td>The telecom service provider does not provide any false promotions scheme.</td>
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<td>5.</td>
<td>Call centre is able to provide clarify on all service related queries.</td>
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<td>6.</td>
<td>The telecom service provider instills confidence in me.</td>
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<td>7.</td>
<td>The telecom service provider cares for us.</td>
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<td>8.</td>
<td>The relationship with the telecom service provider goes beyond business dealings.</td>
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<td>9.</td>
<td>In times of strain, the telecom service provider has gone out on a limb for us.</td>
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<td><strong>COMMITMENT</strong></td>
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<td>10.</td>
<td>This telecom service provider never provides me opportunity to look out for an alternative telecom service provider.</td>
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<td>11.</td>
<td>The telecom service provider is able to provide solution for all my problems.</td>
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</table>
12. This telecom service provider does not mind a certain degree of sacrifice to withhold its clients.

13. I want to remain a customer of this telecom service provider because I genuinely enjoy our relationship.

14. We expect to maintain a long-term relationship with this telecom service provider since we feel it is important to us.

**EMPATHY**

15. The telecom service provider acts as a friend in need.

16. The telecom service provider always gives priority to my interest.

17. The telecom service provider is flexible in response to requests we make.

18. The telecom service provider understands and acts on issues for its client’s convenience.

**COMMUNICATION**

19. The telecom service provider is pro-active in communication.

20. Our complaints fall on deaf years in this telecom service provider.

21. The telecom service provider always looks for opportunities to create frequencies of contact.

22. The telecom service provider listens to my complaints and directs me suitably.

23. The telecom service provider ensures that we should be provided with the latest information in call centers.

**SERVICE QUALITY**

24. The telecom service provider performs the service right the first time.

25. The telecom service provider coverage and voice quality are good.

26. The call centre is informative and responsive to reply to customer queries.

27. The telecom service provider provides me with accurate billing.

28. Complaints are handled speedily.

29. There is a continuous effort to reduce delay in handling complaints.

**EMOTIONAL ELEMENTS**

30. Error free billing build up my confidence.

31. Call centres employees of this telecom service provider have a high degree of tolerance.
|   | The telecom service provider makes each one of its clients feel important. |
|   | **CUSTOMISATION** |
|   | Telecom service provider caters to my specific needs. |
| 34. | Individualized service attention and service delivery is being provided in call centre. |
| 35. | The schemes of this telecom service provider fit very well with my needs. |
|   | **CORPORATE SOCIAL RESPONSIBILITY** |
|   | The telecom service provider promotes many social welfare activities. |
|   | Mission of the telecom service provider conveys their social responsibility in business. |
|   | **CUSTOMER SATISFACTION** |
| 38. | As a regular customer, I have high quality relationship with this telecom service provider. |
| 39. | The overall quality of the services provided by this telecom service provider is excellent. |
| 40. | My telecom service provider always meets my expectation. |
| 41. | In the recent period I have not made many complaints. |
|   | **CUSTOMER LOYALTY** |
| 42. | I am extremely satisfied with overall services provided by telecom operator. |
| 43. | I would always say positive things about my telecom service provider. |
| 44. | Based on my personal experience, I would recommend this telecom service provider to my friends and relatives. |
| 45. | If I have to take one more connection, I would prefer to go with this operator. |
APPENDIX-II

A. Fig1: Confirmatory factor analysis of Trust.

The Telecom Service Provider is transparent in terms of Schemes and Charges.

The Telecom Service provider reveals all plan information with clarity.

Promises made by the Telecom Service Provider are fulfilled.

The Telecom Service Provider does not provide any false promotions / scheme.

Call Centre is able to provide clarification on all service related queries.

The Telecom Service Provider instills confidence in me.

The Telecom Service Provider cares for me.

The relationship with the Telecom Service Provider goes beyond business dealings.

In times of strain, the Telecom Service Provider has helped me.
B. Fig2: Confirmatory factor analysis of Commitment.

The Telecom Service Provider never provides me opportunity to look out for an alternative Service Provider.

The Telecom Service Provider is able to provide solution for all my problems.

The Telecom Service Provider does not mind a certain degree of sacrifice to withhold its customers.

I want to remain a customer of this Telecom Service Provider because I genuinely enjoy the relationship.

I wish to maintain a long-term relationship with this Telecom Service Provider since I feel it is important to me.
C. Fig3: Confirmatory factor analysis of Empathy.

The Telecom Service Provider acts as a friend in need.

The Telecom Service Provider always gives priority to my interest.

The Telecom Service Provider is flexible in response to requests that I make.

The Telecom Service Provider understands and acts on issues for its client’s convenience.
D. Fig4: Confirmatory factor analysis of Communication.

- The Telecom Service Provider listens to my complaints and directs me suitably.
- The Telecom Service Provider ensures that we are provided with the latest information at all Centers.
- Our complaints are not listened by the Telecom Service Provider.
- The Telecom Service Provider always looks for opportunities to create frequencies of contact.
- The Telecom Service Provider is pro-active in communication.
E. Fig5: Confirmatory factor analysis of Quality.

- **Service Quality**
  - **e1**: The Telecom Service Provider performs the service right the first time. 0.35
  - **e2**: Coverage and Voice Quality provided by the Telecom Service Provider is good. 0.35
  - **e3**: The Call Centre Agents are informative and responsive to customer queries. 0.42
  - **e4**: The Telecom Service Provider provides me with accurate billing. 0.38
  - **e5**: Complaints are handled effectively and with speed. 0.46
  - **e6**: There is a continuous effort to reduce delay in handling complaints. 0.34

The values represent the factor loadings.
F. Fig 6: Confirmatory factor analysis of Emotional element.

- Error Free Billing builds up my confidence: 0.42
- Call Centre employees of the Telecom Service Provider have a high degree of tolerance: 0.44
- The Telecom Service Provider makes each one of its clients feel important: 0.54

Diagram:
- Emotional Element
  - Error Free Billing
  - Call Centre employees
  - The Telecom Service Provider

Correlation Coefficients:
- e1: 0.74
- e2: 0.65
- e3: 0.67
G. Fig 7: Confirmatory factor analysis of Customization.

Telecom Service Provider caters to my specific needs.

Individualized service attention and service delivery is being provided at Call Centre.

The schemes of the Telecom Service Provider fit very well with my needs.
H. Fig8: Confirmatory factor analysis of Corporate Social Responsibility.

**Diagram:**

- **Corporate Social Responsibility**
  - `.72`
  - `.69`

- **Evaluator 1 (e1):**
  - "The Telecom Service Provider is flexible in serving my needs"

- **Evaluator 2 (e2):**
  - "The Telecom Service Provider undertakes maximum efforts to maintain customer relationship."
I. Fig9: Confirmatory factor analysis of Customer Satisfaction.

As a regular customer, I have high quality relationship with the Telecom Service Provider.

The overall quality of the services provided by the Telecom Service Provider is excellent.

My Telecom Service Provider always meets my expectation.

In the recent period I have not made many complaints.
J. Fig10: Confirmatory factor analysis of Customer Loyalty.

I am extremely satisfied with overall services provided by my Telecom Service Provider.  

I would always say positive things about my Telecom Service Provider.  

Based on my personal experience, I would recommend the Telecom Service Provider to my friends and relatives.  

If I have to take one more connection, I would prefer to go with this operator.
PAPERS PRESENTED AND PUBLISHED

Paper Presented:


3. Presented a paper entitled “Impact of Relationship Variables on Customer Loyalty” in the international conference on “The emerging landscape of retail and impact on economy” held on 6th and 7th September 2012 organised by Department of commerce, University of Madras Chennai.

Paper Published:
