Annexure I

Questionnaire

Impact of Service Recovery on Customer Satisfaction: A Study of the Telecommunication Sector in India

Dear Respondent,

This survey is being undertaken to investigate your satisfaction with your mobile phone service provider after facing any service failure and recovery process. This is my doctoral work. You are requested to spare some time from your busy schedule and give views regarding each aspect. Kindly fill the questionnaire completely as we cannot use this questionnaire if it is incomplete.

Provision for Protection of Confidentiality

The information supplied by you will be kept confidential and will be used for academic purposes only. Responses will be aggregated and only the grouped data will be used in our research work.

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Section A

1. Are you a mobile phone user?
   ( ) Yes  ( ) No

2. If yes, which service provider services are you using?
   ( ) Airtel   ( ) Vodafone (Hutch)   ( ) Spice   ( ) Reliance
   ( ) Idea   ( ) Tata Indicom   ( ) MTNL   ( ) BSNL
   ( ) Connect Any other, please specify__________

3. How satisfied are you with your service provider?
   ( ) Extremely satisfied
   ( ) Very satisfied
   ( ) Satisfied
   ( ) Neither satisfied nor dissatisfied
   ( ) Dissatisfied
   ( ) Very dissatisfied
   ( ) Extremely dissatisfied

4. Have you ever faced any failure in services from your service provider?
   ( ) Yes  ( ) No

If Yes, please proceed else go to Section D

5. Which type of service failure have you faced?
   ( ) Poor quality of network
   ( ) Billing errors
   ( ) Higher costs
   ( ) Voice clarity
   ( ) Poor customer care services
   Any other, please specify______________

6. Did you complained to your service provider about the service failure?
   ( ) Yes  ( ) No

If Yes, please proceed else go to Section C.
Section B

Given below are the statements which will reflect your level of satisfaction or dissatisfaction with your mobile phone service provider after undergoing a service recovery. Please read them and indicate the level of agreement or disagreement with each of the statements on a seven point scale ranging from Very Strongly Agree (VSA) to Very Strongly Disagree (VSD) by ticking (√) the category which best reflect your views.

Very Strongly Agree (VSA); Strongly Agree (QA); Agree (A); Neither Agree Nor Disagree (NAND); Disagree (D); Strongly Disagree (QD); Very Strongly Disagree (VSD)

Distributive Justice

The following statements depict whether you perceive that your mobile phone service provider has dealt with your complaint in a fair manner and in return has provided you with various rewards such as discounts, refunds, replacements, coupons, free ancillary services etc. for the inconvenience faced by you.

1. The reward I received in return of service failure was fair given the time and hassle.  
   VSA | SA | A | NAND | D | SD | VSD
   □   □   □   □   □   □   □

2. The service recovery outcome that I received in response to problem was fair.  
   VSA | SA | A | NAND | D | SD | VSD
   □   □   □   □   □   □   □

3. I was happy with the reward I received.  
   VSA | SA | A | NAND | D | SD | VSD
   □   □   □   □   □   □   □

4. I was more than compensated for any out of pocket expenses that I have incurred.  
   VSA | SA | A | NAND | D | SD | VSD
   □   □   □   □   □   □   □

5. When everything was smooth, they were fine, but when I had a problem they disappeared.  
   VSA | SA | A | NAND | D | SD | VSD
   □   □   □   □   □   □   □

6. I did not receive what I deserved.  
   VSA | SA | A | NAND | D | SD | VSD
   □   □   □   □   □   □   □

7. The service provider’s refusal to make up for my inconvenience was inexcusable.  
   VSA | SA | A | NAND | D | SD | VSD
   □   □   □   □   □   □   □
**Procedural Justice**

The following statements depict whether you perceive that the policies and procedures being followed by your mobile phone service provider to sort out service failures or complaints are fair or not.

1. The service provider has fair policies and procedures for dealing with customer.  

2. The service provider adapted their complaint handling procedures to satisfy my needs.  

3. The service provider made it easy for me to voice my complaint.  

4. The employees communicated the details of procedures in a timely manner.  

5. The service provider showed adequate flexibility in dealing with my complaint.  

6. I was not given an opportunity to tell my side of story.  

**Interactional Justice**

The following statements will show the extent to which you feel that you have been treated fairly while interacting with the company staff during the service recovery process.

1. I think that the company staff was honest in dealing with my complaint.  

2. I was offered an apology.  

3. I was given a reasonable account as to why the problem had occurred.  

4. The company staff was respectful towards me.  

5. The company staff did not tell me the cause of service failure.
6. The company staff was rude while dealing with my complaint.

**Severity of Service Failure**

*The following statements reflect how severe was the service failure that you faced.*

1. It was a big inconvenience when I encountered service failure.
2. The problem which I faced was major.

**Satisfaction with Service Recovery**

*The following statements show the extent to which you feel satisfied or dissatisfied with your mobile phone service provider after the service recovery process.*

1. After facing service failure and recovery, my satisfaction with my service provider has increased.
2. I now have a more positive attitude toward my service provider.
3. Overall, I was satisfied with the way my problem was resolved.
4. I was satisfied with this specific service experience.
5. I received what I expected from my service provider.
6. If I had another opportunity, I would choose a different service provider.
**Repurchase Intentions**

_The following statements measure whether you would like to use the services and products of your mobile phone service provider in future._

1. I am likely to continue with this service provider in future.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

2. I doubt that I would switch to any other service provider.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

3. Given the opportunity to purchase again, I will consider my service provider as first choice to buy services.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

**Word of Mouth**

_The following statements will depict how you will recommend your mobile phone service provider to others._

1. I will recommend this service provider to anyone who seeks my advice.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

2. I will encourage my friends and relatives to use services of this service provider.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

3. While recommending to others, I usually tell them how well my service provider handled my complaint.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

4. I will complain to my friends and relatives about this service provider.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

5. I think I will hesitate in referring this service provider to others.  
   - VSA  
   - SA  
   - A  
   - NAND  
   - D  
   - SD  
   - VSD

_Those who have responded to the above section, please skip the next section i.e. section C and go to section D._
Section C

The following statements will reflect your behavioral intentions after facing service failure from your mobile phone service provider. Please read them and indicate the level of agreement or disagreement with each of the statements on a seven point scale ranging from Very Strongly Agree (VSA) to Very Strongly Disagree (VSD) by ticking (✓) the category which best reflect your views.

Very Strongly Agree (VSA); Strongly Agree (QA); Agree (A); Neither Agree Nor Disagree (NAND); Disagree (D); Strongly Disagree (QD); Very Strongly Disagree (VSD)

Negative WOM

The following statements show your intentions to say negative things about your mobile phone service provider to others or to warn others not to patronize this service provider.

1. I recommend others not to use this mobile phone service provider. VSA SA A NAND D SD VSD

2. I tell others, this service provider is not a good one. VSA SA A NAND D SD VSD

3. I tell others that there are service providers better than the one I am using. VSA SA A NAND D SD VSD

Exit

The following statements show the extent to which you feel to replace or leave your current mobile phone service provider after facing service failure.

1. I think about dissolving my relation with this service provider. VSA SA A NAND D SD VSD

2. I am not likely to continue using services of this service provider. VSA SA A NAND D SD VSD

3. I am looking at switching from this service provider. VSA SA A NAND D SD VSD

4. I will stop using services of this service provider in near future. VSA SA A NAND D SD VSD
Section D

Demographics

Age_________ Years

Gender     (  ) Male                             (  ) Female

Type of Connection (  ) Prepaid                   (  ) Postpaid

Occupation

(  ) Government employee                                (  ) Private sector employee
(  ) Self employed                                             (  ) Own business
(  ) Retired person                                             (  ) Student
Any other, please specify________________________

Since how long are you using this service provider?

(  ) Less than a year                                            (  ) More than 1 but less than 2 years
(  ) More than 2 but less than 3 years                 (  ) More than 3 but less than 4 years
(  ) More than 4 but less than 5 years                 (  ) More than 5 Years

Income per month

(  ) Less than Rs.10000                              (  ) 10001-20000
(  ) 20001-30000                                (  ) 30001-40000
(  ) 40001-50000                                               (  ) 50001 and above

Education

(  ) Matric                                                          (  ) Senior Secondary
(  ) Diploma                                                       (  ) Undergraduate Graduate
(  ) Graduate                    (  ) Post graduate
(  ) Doctorate                                                      Any other, please specify________________________

Purpose of using mobile phone

(  ) Business                   (  ) Personal               (  ) Both

Thank you for your assistance in the research work.