Appendices

Questionnaire

Cellular Phone Users Satisfaction Survey - Pune

Date ____________________________ Your Cellular Phone Number ____________________________

Name of the Respondent ____________________________

Age Group of the Respondent ______

Sex Male ☐ Female ☐

Please Code Your Income Group
Less than Rs. 20,000 ☐ Rs. 20,000 to Rs. 50,000 ☐
Rs. 50,000 to Rs. 1,00,000 ☐ Rs. 1,00,000 and above ☐

Q1. Please Code Your Occupation
Student ☐ Service Personnel ☐ Businessman ☐ Other ☐

Q2. Please Code Your Service Provider
Airtel ☐ Cellone ☐ Vodafone ☐ Idea ☐ Reliance ☐
Aircel ☐ Tata Docomo ☐ Uninor ☐

Q3. Please Code your usage plan
Prepaid ☐ Postpaid ☐

Q4. You use your Cellular Phone for the following Purpose (Please ✓ as per usage)
Official ☐ Personal ☐ Business ☐

Q5. Based on your Satisfaction Levels (Please rank the following ‘Four Specific Factors’ of your present Cellular Service Provider).
Network Coverage ☐ Call Charges ☐
Value added services ☐ Instinct & Impulse ☐

Q6. Who influenced your choice of present Cellular Service Provider?
Personal Evaluation ☐ Influenced by Peers ☐
Influenced by Family ☐ Influenced by Advertising ☐

Q7. Are you satisfied with the services Provided by your “Service Provider”
Fully satisfied ☐ Almost satisfied ☐
Partially satisfied ☐ Not satisfied ☐

Q8. You use your cell Phone services for (Kindly rank the following services as per your usage Priority)
Voice calls ☐ SMS ☐ MMS ☐ Download ☐
Voice mails ☐ STD & ISD ☐ GPRS & Internet Connectivity ☐
Value Added Service ☐ Video Conference ☐

Q9. On a Scale of 0 to 5 - 0 being “Highly Satisfied” & 5 being “Highly Dissatisfied”
Where do you rank Your Service Provider's following attributes?
Network Coverage ☐ Voice Clarity ☐ Timely SMS Delivery ☐ Free SMS ☐
Ring tones & Downloads ☐ Voice mails ☐ Customer Care ☐ Call Charges ☐
Roaming Charges ☐ Information Updates ☐ Wireless Internet ☐ Billing Charges ☐
Q10. Would you like your “Service Provider” to offer you any Customer Loyalty Rewards & Incentives?
   Yes ☐    No ☐

If “Yes” from the following list what would you appreciate most? (Please Rank them)
   Free Talk Time ☐  Free SMS ☐  Free Downloads ☐  Special Discount On Tariff Plan ☐
   Free Movie Tickets ☐  Free Gifts ☐  Reward Points ☐  Invitation to Get Together ☐

Q11. Would you recommend your present “Service Provider” to your peers and others
   Yes ☐    No ☐

Q12. Are you satisfied with your present “Service Provider’s” bill payment service centers
   Yes ☐    No ☐

Q13. In the event of choosing a second “Service Provider” other than your present one, which one would you choose
   Airtel ☐    Cellone ☐    Vodafone ☐    Idea ☐
   Reliance ☐    Aircel ☐    Tata Docomo ☐    Uninor ☐

Q14. How often do you call your “Service Provider’s” customer care services
   Occasionally ☐    Daily ☐    Monthly ☐    Rarely ☐

Q15. What time do you prefer the best, for your call
   Morning ☐    Afternoon ☐    Evening ☐    Night ☐

Q16. Please provide Internet surfing & Downloading speed of your “Service Provider”

   k b p s

Q17. In comparison with other “Service Providers”, which added services do you look forward from your present “Service Provider”

   ☐ ☐ ☐ ☐

Q18. How do you rate your Service Provider’s customer care attitudes
   Good ☐    Average ☐    Indifferent ☐    Bad ☐

Q19. Do you have instances of sudden reduction in your balance or talk time
   Yes ☐    No ☐

Q20. On a scale of Satisfaction (1 to 10 ) where do you rate your service provider

   1 2 3 4 5 6 7 8 9 10