A Research Study of Mobile Services from Customer’s Perspective

Questionnaire

Customer Name: __________________________________________
Age: _____ Sex: M □ F □ Profession: ______________
Address: __________________________
Mobile No. ____________ Name of Hand-Set model: ___________

(Please tick (√) the box or boxes which ever you feel suitable)

PART I: GENERAL

1. Which is your current cellular service provider?
   a. BSNL □ b. AIRTEL □ c. BPL □
   d. HUTCH □ e. IDEA □ f. TATA □
   g. RELIANCE INDICOM □

2. Is it your first service provider?
   a. Yes □ b. No □

   2.1 (If No) how many service providers you had used in past?
      a. 1 □ b. 2 □ c. more than 2 □

   2.2 (If No) Which service provider's service did you avail in past?
      a. BSNL □ b. AIRTEL □ c. BPL □
      d. HUTCH □ e. IDEA □ f. TATA □
      g. RELIANCE INDICOM □

2.3 Why did you changed your past service provider(s)?

   2.3.1 First Service provider ________ (pl. specify the name)?
      a. Excessive billing □ b. poor network coverage □
      c. Poor Customer Care □ d. Excessive Call Drops □
      e. Limited services □ f. Other Reason (pl. specify) _____

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2.3.2 Second Service provider _______ (pl. specify the name)?
   a. Excessive billing  □   b. poor network coverage □
   c. Poor Customer Care □   d. Excessive Call Drops □
   e. Limited services □
   f. Other Reason (pl. specify) __________

3. Your Occupation;
   a. Civil servant □   b. Corporate employee □
   c. Business □   d. Student □   e. Farmer □
   f. Any other ..................

4. Cellular mobile service to you is :
   a. Useful □   b. Essential □   c. Personal □
   d. Status Symbol □   e. Any Other (Pl. Specify) ______

5. What factors do you consider while choosing cellular services?
   a. Coverage □   b. Fair Pricing □
   c. Quality Service □   d. Attractive Schemes □

6. For what purpose, you use mobile?
   d. Other(Pl. specify)_______

7. What according to you is the basic use of Mobiles?
   a. SMS □   b. Incoming □   c. Outgoing □
   d. Roaming □   e. Internet □   f. All of them □
   g. Any Other (Pl. Specify) _____

8. How do you rate the overall service of your service provider?
   a. Very Good □   b. Good □   c. Average □
   d. Poor □   e. Very Poor □

9. Which card are you using ?
   a. Pre-paid □   b. Post-paid □   c. Top-up □
Appendix I: Questionnaire

10. What is the frequency of using Mobile phone every day
   a. 1 to 2 hrs  
   b. 2 to 5 hrs  
   c. 5 to 10 hrs.  
   d. more than 10 hrs.  

11. The number of calls done by you per day approximately are
   a. Less than 5  
   b. 6 to 15 calls per day  
   c. 16 to 25  
   d. more than 25  

12. Each call duration ranges approximately for
   a. 0 – 5 min  
   b. 5-10 min  
   c. 10-20 min  
   d. 20 – 30 min  
   e. 30-60 min  
   f. more than 1 hrs  

13. How much money do you spend on your mobile phone/month?
   a. Up to Rs. 100  
   b. 100 to 250  
   c. 250 to 375  
   d. 500 to 1000  
   e. 1000 & above  

14. In which of the following areas do you find the problem?
   a. Coverage  
   b. Billing  
   c. Activation  
   d. Poor service  
   e. Customer Care  
   f. Roaming  
   g. Poor information from service providers  
   h. Others (Pl. Specify)  

15. Are you fully aware about all the schemes provided by your service provider?
   a. Yes  
   b. No  

16. What are all services provided by your service provider?
   a. Prepaid  
   b. Post Paid  
   c. Internet  
   d. MMS  
   e. Roaming  
   f. Value Added Services  
   g. Free incoming  
   h. Games  
   i. Any transactions  
   j. Reservations  
   k. Mobile Browsing  
   l. Call Management Services  
   m. On line Billing  

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17. Which value added service(s) do you use?
   a. SMS  □  b. voice mail  □  c. call forwarding  □
   d. caller tunes  □  e. clip download □  f. ring-tone download □
   g. ticket booking □  h. internet access □  i. game download □
   k. dial in service □  l. call waiting □  m. roaming □

18. How do you rate your service provider on account of VAS?
   a. Very Good □  b. Good □  c. Average □
   d. Poor □  e. Very Poor □

PART 2 : NETWORK CONNECTIVITY

19. How do you rate the network service of the current service provider?
   a. Very Good □  b. Good □  c. Average □
   d. Poor □  e. Very Poor □

20. Are you satisfied with the connectivity provided by your service provider?
   a. Highly Satisfied □  b. Satisfied □  c. Neutral □
   d. Dissatisfied □  e. Highly Dissatisfied □

21. What connectivity problem you faced frequently?
   a. Network Busy □  b. Not getting Range □
   c. Disconnected frequently □  d. Voice Problem □
   e. Any Other (Pl. Specify) _______________

22. Do you face network connection problem in:
   a. Inside some specific region □  b. While traveling □
   c. Outside some region □

23. Do you face connectivity problems in specific hours of the day?
   a. 00 hrs to 6 hrs □  b. 6-10 hrs □  c. 10 – 12 hrs □
   d. 12-16 hrs □  e. 16 – 18 hrs □  f. 18- 20 hrs □  g. 20 - 24hrs □

24. Are you aware with the Network Coverage of the company?
   a. Yes □  b. No □
24.1 What is the network coverage of your service provider within the region?
   a. 100% □  b. 75% □  c. 50% □  d. 25% □  e. 0% □
   f. Pl. Specify the region name ________________

**PART 3 : BILLING INFORMATION**

25. Are you satisfied with the call charges charged by the operator?
   a. Highly Satisfied □  b. Satisfied □  c. Neutral □
   d. Dissatisfied □  e. Highly Dissatisfied □

26. Are you happy with the billing service? (Including prepaid tariff)
   a. Highly Satisfied □  b. Satisfied □  c. Neutral □
   d. Dissatisfied □  e. Highly Dissatisfied □

27. Are you aware about the billing system of the company?
   a. Yes □  b. No □

28. Are you getting your billing information on time?
   a. Yes □  b. No □
   If yes then is it

29. You get billing updates through
   a. SMS □  b. Customer Care □  c. At Home □
   d. None of the above □  e. Any Other (Pl. Specify) ______

**PART 4 : CUSTOMER CARE**

30. Are you aware about any promotional Scheme offered by the company?
   a. Yes □  b. No □

31. Are you satisfied with the After Sales Service given by the company?
   a. Highly Satisfied □  b. Satisfied □  c. Neutral □
   d. Dissatisfied □  e. Highly Dissatisfied □
Appendix I : Questionnaire

32. Are you receiving unwanted messages on your mobile?
   a. Yes ☐  b. No ☐

   If Yes, What is the frequency?
   a. Very rare (1 to 3 messages) ☐  b. Occasionally (4 to 6) ☐
   c. Frequently (more than 7) ☐  d. Never (0) ☐

33. Does your service provider helps you to restrict unwanted messages?
   a. Yes ☐  b. No ☐

   If Yes, Please specify (how) ______________

34. Would you change the service provider if given a choice.
   a. Surely will change ☐  b. Surely will not change ☐
   c. Can’t say (Depend upon the offers then) ☐

35. How much time did it take for activation?
   a) Less than a day ☐  b) 2-3 days ☐  c) fortnight ☐
   d) 4-5 days ☐  e) next day ☐

36. Is there any fault in your mobile faced by you for the service(s) assured by your current service provider?
   a. Yes ☐  b. No ☐

   If yes, Please specify the type of fault ______________

37. What is the frequency of the occurrence of such fault?
   a. Very High ☐  b. High ☐  c. Neutral ☐
   d. Low ☐  e. Very Low ☐

38. Fault cleared by the subscriber
   a. Within 24 hrs ☐  b. Within 36 hrs ☐
   c. Within 48 hrs ☐  d. After 48 hrs ☐

PART 5 : CALL DROPS

39. Do you face the problem of Call drops frequently:
   a. Yes ☐  b. No ☐
Appendix I : Questionnaire

40. What is the frequency of call drop per day?
   a. 0%  
   b. 10%  
   c. 20%  
   d. 20 – 50%  
   e. more than 50%  

41. Percentage of call drops within region
   a. Very High  
   b. High  
   c. Neutral  
   d. Low  
   e. Very Low  

42. Percentage of call drop outside region
   a. Very High  
   b. High  
   c. Neutral  
   d. Low  
   e. Very Low  

43. Do you face call drop problem as:
   a. Partial call drop  
   b. Complete call drop  
   c. Both  
   d. None  

PART 6 : MULTIMEDIA

44. What multimedia facilities you have on your mobile?
   a. Internet access  
   b. Web camera  
   c. Games  
   d. Other _____________

45. How often you use this facility on your mobile?
   a. Occasionally  
   b. Frequently  
   c. Very Rare  
   d. Never  

46. What kind of problems you are facing while using multimedia facility on mobile?
   a. Network Coverage Problem  
   b. Bandwidth problem  
   c. Any other Pl. Specify _____________

Any other Suggestions (Please specify)

_________________________________________________________
_________________________________________________________
_________________________________________________________