Appendix 2

CUSTOMERS’ PERCEPTION OF LANDLINE SERVICE OF THE BHARAT SANCHAR NIGAM LIMITED IN INDIA WITH SPECIAL REFERENCE TO SALEM TELECOM DISTRICT, TAMIL NADU

QUESTIONNAIRE

A. PERSONAL INFORMATION

Name : .........................

1. Gender
   : Male [ ]
   Female [ ]

2. Age (in years)
   : 20 – 40 [ ]
   40 – 60 [ ]
   60 and above [ ]

3. Marital Status
   : Married [ ]
   Unmarried [ ]

4. Educational Qualification
   : Upto H.S.C / P.U.C [ ]
   Degree/Diploma [ ]
   P.G Degree [ ]
   Professional Degree [ ]

5. Occupation
   : Employee [ ]
   Business [ ]
   Profession [ ]
   Agriculture [ ]
   Household [ ]
   Others [ ]

6. Annual Income (in Rs.)
   : Upto 1.00,000 [ ]
   1,00,001 – 2,00,000 [ ]
   2,00,001 – 3,00,000 [ ]
   Above 3,00,000 [ ]

7. Area of Residence
   : Village [ ]
8. You have
: Own house
: Rental / Leased house

9. Have you attended the customer meet, arranged by the BSNL, in the last one year?
   Yes [ ]     No [ ]

B. DETAILS OF YOUR LANDLINE CONNECTION

10. For how long do you have been using the BSNL landline connection?
    0 – 2 years [ ]
    2 - 4 years [ ]
    4 – 6 years [ ]
    6 & above [ ]

11. What type of connection is yours at present?
    Prepaid [ ]    Prepaid and post paid [ ]

12. Do you have caller ID with your telephone?
    Yes [ ]     No [ ]

13. How do you pay the telephone bill usually?
    Counter payment in the BSNL office [ ]
    In Post Office [ ]
    Through Bank Account [ ]
    By ATM [ ]
    By Online [ ]

C. EXPERIENCE IN THE USAGE OF LANDLINE IN THE LAST ONE YEAR PERIOD

14. What type of technical problem you face in your landline connection?
    Line fault [ ]
    Cross talk [ ]
    No clear voice [ ]
    Engaged line [ ]
    Repairs of the instrument [ ]
    Any other ……………………………

15. Do you receive voice from other end without clarity?
Often [ ]
Sometimes [ ]
Occasionally [ ]
No [ ]

16. What is the defect in the billing system?
No full information [ ]
Short Period of the Bill [ ]
Any other ……………………………

17. What is the difficulty in the payment of Bill?
Crowd in the counter [ ]
Inconvenient working hours [ ]
Penalty [ ]
Any other ……………………………

18. In the case of complaint how do you communicate it to the BSNL office?
By writing [ ]
By phone [ ]

19. How often the complaint is cleared by the BSNL office?
Immediately [ ]
In reasonable time [ ]
Very slowly [ ]
No complaint [ ]

20. How do you know about concessions /offers/ schemes of the BSNL ?
(Mention the major source only)
Through the BSNL office [ ]
Through the Advertisements [ ]
Through my Friends/ Relatives [ ]
Any other …… (pl.specify)

21. In the era of cell phones, why do you have landline service still?
For broadband internet connection [ ]
For free calls [ ]
Convenient to old age/ illiterate family members[ ]
Cheap means of communication [ ]

D. LEVELS OF SATISFACTION
(Pl. make a tick mark in the relevant box)
(Please disclose your perception on the basis of experience in the past one year period)
22. Satisfaction towards the Call Rate
   Highly satisfied [ ]
   Satisfied [ ]
   Neutral [ ]
   Dissatisfied [ ]
   Highly Dissatisfied [ ]

23. Satisfaction towards the Extent of Free Calls
   Highly satisfied [ ]
   Satisfied [ ]
   Neutral [ ]
   Dissatisfied [ ]
   Highly Dissatisfied [ ]

24. Satisfaction towards the Rental Plans
   Highly satisfied [ ]
   Satisfied [ ]
   Neutral [ ]
   Dissatisfied [ ]
   Highly Dissatisfied [ ]

25. Satisfaction towards the Billing System
   Highly satisfied [ ]
   Satisfied [ ]
   Neutral [ ]
   Dissatisfied [ ]
   Highly Dissatisfied [ ]

26. Satisfaction towards the Mode of Payment
   Highly satisfied [ ]
   Satisfied [ ]
   Neutral [ ]
   Dissatisfied [ ]
   Highly Dissatisfied [ ]

27. Satisfaction towards the Voice Clarity
   Highly satisfied [ ]
   Satisfied [ ]
   Neutral [ ]
   Dissatisfied [ ]
   Highly Dissatisfied [ ]

28. Satisfaction towards the Online Balance Enquiry
   Highly satisfied [ ]
   Satisfied [ ]
   Neutral [ ]
   Dissatisfied [ ]
29. Satisfaction towards the Service
Highly satisfied [ ]
Satisfied [ ]
Neutral [ ]
Dissatisfied [ ]
Highly Dissatisfied [ ]

30. Satisfaction towards the Grace Period
Highly satisfied [ ]
Satisfied [ ]
Neutral [ ]
Dissatisfied [ ]
Highly Dissatisfied [ ]

31. Satisfaction towards the Information Service
Highly satisfied [ ]
Satisfied [ ]
Neutral [ ]
Dissatisfied [ ]
Highly Dissatisfied [ ]

F. LEVELS OF AWARENESS
(Pl. make a tick mark in the relevant box)

32. Level of Awareness towards Call Rate for STD & ISD
Fully aware [ ]
Sufficiently aware [ ]
Slightly aware [ ]
Not aware [ ]

33. Level of Awareness towards Rental Plans
Fully aware [ ]
Sufficiently aware [ ]
Slightly aware [ ]
Not aware [ ]

34. Level of Awareness towards Online Balance Enquiry
Fully aware [ ]
Sufficiently aware [ ]
Slightly aware [ ]
Not aware [ ]

35. Level of Awareness towards Grace Period
Fully aware [ ]
Sufficiently aware [ ]
36. Level of Awareness towards Customer Care Functions
   - Fully aware
   - Sufficiently aware
   - Slightly aware
   - Not aware

37. Level of Awareness towards Customer Meet
   - Fully aware
   - Sufficiently aware
   - Slightly aware
   - Not aware

38. Level of Awareness towards Information Service
   - Fully aware
   - Sufficiently aware
   - Slightly aware
   - Not aware

39. Level of Awareness towards BSNL Advertisements
   - Fully aware
   - Sufficiently aware
   - Slightly aware
   - Not aware

G. RATING OF ATTITUDE
(Pl. make a tick mark in the relevant box)

40. Landline is easy to use for old-aged / illiterate people
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

41. Landline is the cheapest means of communication
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

42. Landline connection is easy to get
   - Strongly Agree
   - Agree
43. Caller ID is must to the landline
   - Strongly Agree [ ]
   - Agree [ ]
   - Neutral [ ]
   - Disagree [ ]
   - Strongly Disagree [ ]

44. BSNL provides all details to customers
   - Strongly Agree [ ]
   - Agree [ ]
   - Neutral [ ]
   - Disagree [ ]
   - Strongly Disagree [ ]

45. I read/ see the BSNL advertisements carefully.
   - Strongly Agree [ ]
   - Agree [ ]
   - Neutral [ ]
   - Disagree [ ]
   - Strongly Disagree [ ]

46. I am willing to recommend the BSNL landline to others
   - Strongly Agree [ ]
   - Agree [ ]
   - Neutral [ ]
   - Disagree [ ]
   - Strongly Disagree [ ]

47. If call rates increase, I will surrender the landline
   - Strongly Agree [ ]
   - Agree [ ]
   - Neutral [ ]
   - Strongly Disagree [ ]
   - Disagree [ ]

48. Landline is not necessary in the cell phone era
   - Strongly Agree [ ]
   - Agree [ ]
   - Neutral [ ]
   - Strongly Disagree [ ]
   - Disagree [ ]

49. Usage of landline is out of fashion
50. Give ranks (1, 2, 3 and so on) to the attractive plus points of the landline?

**Attractive Factor**

- Low deposit amount
- Free calls permitted
- Low monthly rent
- Call rates
- Easy connection
- Billing system
- Voice clarity
- Service
- Any other (pl. specify) ………………………

51. What was the major discouraging factor in using the landline connection? Give ranks (1, 2, 3 and so on)

**Discouraging Factor**

- Call Rate
- Line/technical fault
- Cross talk
- Poor service
- Absence of prior information regarding the bill amount
- Any other (pl. specify) ………………………

52. What is your expectation from the BSNL?

**Expectation Factor**

- Decrease the call rate
- Increase of no. of free calls
- Quick service
- Full details in the bill
- Extension of grace period
- Any other (pl. specify) ………………………