BIBLIOGRAPHY


- Amanjyot singh (2005), “Customer satisfaction and quality audit report of Escotel mobile communication limited and suggested that for maximizing the service quality in service industries the relationship between the dealers and customers “


- Aul (2001) "Liberalised reforms in the country has been on banking and Telecommunication sector"

- B.J.Pine II, Mass customization (Boston, Mass; Harward Business School Press,1993), and D.Peppers and M.Rogers, The one to one Future (Newyork;currency/doubleday,19930).


• Bhargava (2000) “Improving productivity and efficiency of the telecommunication system”
• BW Marketing whitebook, 2005, pg.54.
- David M. Szymanski and David H. Henard (2001) “Managers and academics to identify the antecedents to and outcomes of businesses”
- Dirks and Danning (1991), Advertising and promotion; an integrated marketing communications perspective, 3rd Canadian edition.
- Dutt and Sundaram, Indian Economy, Edition, 2004

• Economic survey, GOI, 2002 – 3


• Gadkari (1997) “Telecom enters the unsparingly competitive phase”


• Ganguli, Shirshendu (2008), “changing face of relationship marketing; Evaluation of CRM to EMM “, Effective executive, april pp. 54.


• Hal Mather, “How to Profitably Delight your Customers”, Butterworth Heinemann.
• J.D.Power and associate reports; Exceptional service satisfaction enhances dealer and manufacturer profitability through improved customer retention.”
• Joe alba, “knowledge calibration; what consumer know and what they think they know,” journal of consumer research , spring 2006.
• Kalavani (2006), “To study the gap between service promised and service offered by service provider”.
• Kiess – Moser and Barnes (1992), Emerging trends in Marketing Research,Conference board of Canada (Ottawa).
• Kotler &Armstrong (1997). Advertising, personal selling and sales promotion (p 428) direct marketing is added as a growth trend (p 444).
• Lancaster and Reynolds (2004), Marketing, McMillan.
• Low, S. P. & Kok, H. M. (1997). Formulating A Strategic Marketing Mix for Quantity
• Melody W.H. (1990), 9 Communication policy in the global information economy. Whither the public interest? In M.Ferguson(ed) public communication; the new imperatives, pp.16-30.
• Michael Meltzer (2005), “are your customer profitable and segment your customer based on profitability.


• National telecom policy 1999


• Oliver Stehmann, “Network Competition for European Telecommunication-s”, Oxford University Press.


• Pathrose (2002) “Complexion of telecom sector has changed dramatically in terms of products and services”

• Peppers, Don and Martha Rogers (1993), The One to One Future Building Relationships One Customer at a Time, New York, NY: Doubleday.


- Saraf (1997) “ Mobile companies to improve customer service and work for the image building”


• Sobti, R. (2003), Banking and Financial Services in India: Marketing Redefined, New Century Publications New Delhi, pp. 82-105.

• Swadeshkumar Samanta (2007), “Impact of price on mobile subscription and revenue”, Dept. of computing and electronic systems, University of essex, Colchester, UK.


• V.K. Rangam, “Designing channels of distribution “, HBS No.594-116, also reprinted in V.K. Rangam, B.P. Shapiro, and R.T. Mariarty, Business Marketing Strategy; concept and applications (Homewood, Ill; Irwin, 1995).


• Vavra, Terry G. (1992), after marketing: How to Keep Customers for Life through Relationship Marketing, Homewood, IL: Business One-Irwin.


• Von Stackelberg, H. (1939). Theorie Der Vertriebspolitik und Der Qualitatsvariation. Smollers Jahrbuch, 63(1).

• VSNL 16TH annual report 2002


• Wilska(2001), “ New technology and young people.s consumer identities; Acomparative study between Finland and Brazil” – Seniar researcher in economic sociology at the Turku School of economics, Finland.


CUSTOMER RELATIONSHIP MANAGEMENT
STRATEGIES ADOPTED BY MOBILE
COMPANIES IN PUNJAB

ER. MOHINDER PRATAP SINGH DHILLON
Research Scholar
School of Management Studies
Punjabi University, Patiala

Note: The information provided by you would be kept confidential & would be used only for academics purposes.
QUESTIONNAIRE FOR MOBILE COMPANIES

Q1. Name of the Company:
____________________________________________

Q2. Name of the Respondent:
_____________________________________________

Q3. Designation:
_______________________________________________________

Q4. Qualification: Matric □ Graduate □
Post Graduate □ Any other □

Q5. How long you are working with the present organization? (In years or months)
__________________________________________________

Q6. What is your parent Company?
_____________________________________________

Q7. According to you, why customers choose your Company over the others?
☐ Location of the Store
☐ Parking facility of the Store
☐ Prompt and hasslefree service
☐ Company culture
☐ Staff’s behavior towards customers
☐ Reputation/Goodwill of the company
☐ Innovative services
☐ Technology adoption
☐ Reasonable service charges
☐ Convenient working hours
☐ Cost rates suitable to the customers
☐ Decor/layout of the company
☐ Any other (Please specify)

Q8. When was the last time the customer service policy was revisited or rewritten?
☐ There is no written policy
☐ Rewritten more than five years ago
Rewritten within the last two years  
Updated every year  
Our formal policy is updated constantly based upon client’s needs

Q9. Does your organization enjoy a high degree of repeat business and customer loyalty based upon the level of service they provide?
- Little to none
- There is concern about lost clients
- We work hard at providing good service in an effort to retain clients
- We enjoy high client loyalty and repeat business based upon great service
- Very few if any clients are ever lost based upon poor service.

Q10. Do you think your clients are ever taken for granted?
- Yes - frequently
- Sometimes
- Not very often
- Hardly ever
- Never

Q11. If you were your organization’s client, would you recommend changes?
- Yes, a great many
- I can think of a number of things we could do better
- I can think of a few things we could do better
- There are one or two things we could improve
- I can’t think of anything we could change

Q12. What is the level of personal contact etiquette displayed by the average staff member?
- Very poor, even rude on occasion
- Leaves something to be desired
- Usually pretty good, they seem to care
- Trained in personal contact and better than average
- Exceptionally well trained and skillful in building relationships
Q13. How well do you know the details of the customer service policy?
- There is no policy
- I know where to find it if I need it
- I know the policies reasonably well
- Learning the policy is part of our training, I know it well
- All staff are well trained in customer service, we live and breathe the policies

Q14. To what extent do you think the organization is proactive versus reactive?
- Almost totally reactive
- Highly reactive
- More proactive than reactive
- Highly proactive
- Almost totally proactive - everything is well planned in advance

Q15. How is the morale overall in your organization?
- Very low
- Not bad
- Pretty good
- Very high
- Exceptionally high

Q16. What type of Marketing Research is being conducted?
- Regarding Product
- Regarding Place
- Regarding Price
- Regarding Promotion
- Regarding People
- Regarding Physical Evidence
- Regarding Process
- Any other (please Specify)
- Not aware

Q17. The conclusions drawn from the Marketing Research are used for:
Give priorities (1 to 6)
1. General Market data
2. Customer database
3. Identifying customer groups
4. Understanding customer requirements
5. Grievance handling
6. Enhancing the quality of service

Q18. How do you conduct the customer survey?
- Interview method
- Observation method
- Sending questionnaire through mail
- Point of purchase questionnaire
- Any other (Please specify)

Does your Company believes in Data Mining?

Q19. Is there any complaint management procedure implemented in your company?
- Yes
- No

Q20. When you introduced new service in the Company, what is the reaction of the employees towards it?
- Very interested in the new service
- Somewhat interested in the new service
- Neither interested nor disinterested in the new service
- Disinterested in the new service
- Highly disinterested in the new service

Q21. What type of training schedule you have for the employees in the fast changing Mobile Company environment? (Write in few lines)

- 

- 

- 

Q22. How often you provide the employees with orientation training?

- 

Q22. What aspects are emphasized in your training schedule?

Give Priorities: (1 to 5)
1. General operation management
2. Customer relationship management
3. Teamwork
4. Employee’s relationship management
5. Any other (please Specify)

Q23. Are your employees happy by adopting new technologies?
☐ Yes ☐ No ☐ Can’t say

Q24. Does your company organizes customer meet
☐ Yes ☐ No

Q25. What is the focus area of these meets?
☐ Customer handling
☐ Customer grievance handling
☐ Enhancement of customer awareness
☐ Listen to the suggestions of the customers
☐ Enhancement of customer relationship marketing
☐ Any other (Please Specify)

Q26. Do you believe in handling customer grievances?
☐ Yes ☐ No

Q27. What type of promotional-mix, your company emphasize upon:
Advertisement:
☐ Newspaper ☐ Magazine
☐ T.V. ☐ Radio, Hoarding

Personal selling:
☐ Company staff ☐ Company associate staff

Sales promotion:
☐ Contests ☐ Price Discounts
☐ Coupons ☐ Free gifts

Publicity:
☐ Reference of clients ☐ Account holders

Q28. What facility you have for the illiterate customer?

Q29. What steps you have taken in the past one year to enhance the customer services or building customer relationship?

Q30. Where are your pricing strategies aimed at?
☐ Maximizing Profits  
☐ Maximizing market share  
☐ Building image/goodwill  
☐ Prevent competition from entering the market  
☐ Any other (please specify)

Q32. What specific training are you providing to the employees for building customer relationship?

____________________________________________________________________________________

____________________________________________________________________________________

Q33. What is your customer turnover in last two years?

____________________________________________________________________________________

____________________________________________________________________________________

Q34. How many new customers have joined your company in last one year?

____________________________________________________________________________________

Q35. Who are your competitors?

____________________________________________________________________________________

____________________________________________________________________________________
QUESTIONNAIRE FOR MOBILE-CUSTOMERS

SECTION - A

Q.1  For how long you are associated with this mobile company

☐  Less than one year
☐  01-02 years
☐  02-03 years
☐  More than 3 years

Q.2  Why do you choose this mobile company?  (Rank according to 5 priorities)

☐  Company’s reputation and good image
☐  Front Desk Staff politeness and kindness
☐  Customer Care Staff politeness and kindness
☐  Long-term relationships with customers
☐  Accuracy in Bill handling
☐  Ability of computerization
☐  Well made Tariff plans
☐  Staff professional knowledge
☐  Soundness of mobile company
☐  Good and Effective Advertisement
☐  Reach to the customer
☐  Connectivity of the mobile network
☐  Active in new business district
☐  Follow Government policy

Q.3  Rate the following parameters to determine the Service Quality of the bank.
(Rating Scale: Very Poor = 1; Poor = 2; O.K. = 3; Good = 4; Very good = 5)

☐  Is the mobile service provider trustworthy?
☐  Does it give consistent service every time?
☐  Does it deliver what it promises?
☐  Does it help you out of the difficult situation with letter and spirit?
☐  Is your money safe with the mobile company?
☐  Does your service provider assure you of confidentiality?
☐  Does it clear your doubt when there is need for it?
☐  Does it guides / counsel / advise you of the foreseen risk?
☐  Is your service provider store conveniently located?
o Is it easily approachable when the need arise?
o Does supervisor come forward for your help as the need arises?
o Is there 24 hours service for the convenience of customers?
o Does customer care listen to you in case you have a complaint?
o Does your service provider uses technical language in case it communicates with you?
o Does your service provider apprise you of the new schemes, it starts through communication?
o Does your service provider disseminate the information, which is for the better service or related to the customer?
o Does your service provider understand your liking/disliking?
o Does your service provider accommodate your schedule while delivering the services?
o Does your service provider listen to your advice?
o Does your service provider encourage customer participation in service delivery?
o Does your service provider displays latest technology?
o Does the service provider employees wear formal dress?
o Does your service provider have latest signage, stationery, visiting cards, name plates etc?
o Are promises delivered?
o Do you become satisfied right the first time?
o Does your work completed timely and accurately?
o Is the employee whom you are dealing with, willing to listen to your query?
o Does the employee gives you the solution to your problem promptly and accurately?
o Does the responsiveness behaviour backed by knowledge and positive attitude?
o Does the employee processes the transaction without fumbling around?
o Are the employees knowledgeable and guides you well?
o Does the employee know what he is doing?
o Does the service provider gives you instant/timely and accurate information whenever it is required?
o Are the employees polite towards the customer?
  o Does the service provider show helpful attitude towards the customer?
  o Are the employees friendly and willing to solve the problem out of system also?

Q.4 Rate the following Parameters of **Trust**? (No Trust at all = 1 to Full Trust = 5)
  o Accurate representation of product
  o Discusses product needs
  o Helps to achieve financial objectives
  o Tries to understand needs
  o Have my best interests at heart
  o Adopts problem-solving approach
  o Recommends suitable products
  o Tries to find best products
  o Applies selling pressure
  o Implies lack of control
  o Emphasizes persuasion
  o Agrees only to please
  o Tries to make me buy
  o Stretches the truth
  o Talks first and listens later
  o Convinces me to buy too much
  o Paints rosy picture of products
  o Recommendations based on what can be sold

Q.5 Rate the following Parameters of **Satisfaction** ((Rating Scale : Not at all Satisfied = 1; Not Satisfied = 2; O.K.= 3; Satisfied = 4; Fully Satisfied = 5)
  o The appearance of the service provider’s physical facilities, equipment, personnel, and communication materials
  o The ability of the service provider to perform the promised service dependably and accurately
  o The willingness of the service provider to help customers and provide prompt service
- The knowledge and courtesy of the service provider employees and their ability to convey trust and confidence
- The caring, individualized attention the service provider provides to its customers
- Is satisfied with this service provider

**Q.6** Rate the following Parameters of **Commitment** (Rating Scale: No Commitment = 1; Not Sure = 2; Full Commitment = 3)
- To continue to do business at this service provider
- Continue to do business with this service provider even if it increases its fees
- Would recommend the service provider to colleagues
- Will purchase new services from the service provider.
- Rates highly the service quality of the service provider

**Q.7** Rate the following Parameters of **Confidence** (Rating Scale: Very Low = 1; Low = 2; Not Sure = 3; High = 4; Very High = 5)
- My service provider is always available to help in a crisis.
- My service provider often comes forward with positive suggestions to help my business.
- I am confident in the advice I get from my service provider.
- I am confident that my service provider understands small businesses.
- I can rely on my service provider to find ways of meeting my business’s changing financial needs.

**Q.8** Please check the **Relationship Dimensions** (Rating Scale: Very Poor = 1; Poor = 2; O.K. = 3; Good = 4; Very good = 5)

**a. Reliance and caring**
- “I get the feeling that service provider really cares about me”
- “I rely on service provider to give me good financial advice”

**b. How I am made to feel**
- “I like the way I am treated by the staff at service provider”
- “I am treated with respect by service provider staff”

**c. Feeling locked in**
- “I often feel intimidated when dealing with service provider staff”
- “Sometimes I get the feeling I am trapped in dealing with service provider staff”
d. Individual staff closeness
- “I really am much closer to some of the employees than I am to service provider itself”
- “I spend a lot of time talking with staff at the service provider”

e. Uncertainty about value
- “I could probably get better services at another service provider”
- “I could probably get better service at another service provider”

f. Diligence in financial matters
- “I like to keep a close eye on my bill account”
- “I try to keep up to date on changes in bill rates”

g. Trust
- “I am honest in my dealings with the service provider”
- “I feel my confidentially are safe with the service provider”

h. My financial institution by choice
- “I deal with the service provider because I want to, not because I have to”

i. Disinclination to switch
- “Moving my account to another service provider is just not worth the effort”

j. Perceived complexity
- “I find service provider today very complicated and difficult to understand”

Q.9 What is your overall assessment on the scale of 1 to 5 about the following parameters. (1 = not satisfied  to  5 = fully satisfied)

- Commitment
- Attentive/help
- Friendliness
- Care
- Courtesy
- Responsiveness
- Flexibility
- Competence
- Comfort
- Communication
- Availability
- Access
Q.10 Do you think to switch over to other service provider? (Customer Retention)

☐ Yes  ☐ Not Sure  ☐ No

If the answer is “Yes” for which following reason? (rate according to priority)

☐ Bureaucratic inflexibility
☐ Relationship deterioration
☐ Poor service
☐ Competitor pricing
☐ Refusal to discuss problems
☐ Technical errors
☐ Untrustworthy
☐ Involuntary switching
☐ Turnover account manager
SECTION - B

(Personal Profile / Demographic factors)

Q.11 Name of the Respondent: ____________________________________________

Q.12 Age:
- □ 18 - 25  □ 25 - 30
- □ 30 - 25  □ 35 - 40
- □ 40 - 45  □ 45 and above

Q.13 Sex
- □ Male  □ Female

Q.14 Marital status: ____________________________________________

Q.15 Family size
- □ 1 - 2  □ 3 - 4  □ 5 and above

Q.16 Education
- □ Illiterate  □ Matric
- □ Under-Graduate  □ Graduate
- □ Post-Graduate  □ Any other (Please specify)

Q.17 Occupation
- □ Business  □ Service
- □ Agriculture  □ Retired
- □ Housewife  □ Student
- □ Any other (please specify)

Q.18 Individual income (Per month)
- □ Under - 5000  □ 5000 - 10000
- □ 10000 - 15000  □ 15000 - 20000
- □ 20000 and above

Q.19 Family income (Per Month)
- □ Under - 5000  □ 5000 - 15000
- □ 15000 - 25000  □ 25000 - 35000
- □ 35000 and above

Q.20 Living place
- □ Urban Area  □ Semi-Urban  □ Rural Area