APPENDIX- C: QUESTIONNAIRE

BSNL Broadband Services

Hi All,

You are invited to participate in research survey about customer experience in BSNL Broadband services. In your Home, if you are using BSNL Wireline Broadband Connection (ADSL), please consider participating in this survey. Also, please share this link to your friends & Family members, who is using BSNL Broadband at their home/office. This survey should take less than 7 minutes to complete. I assure you that your opinion will be used only for the academic research purpose.

To enter the survey, please fill the questionnaire or visit the link provided below:

http://www.surveymonkey.com/s/Broadband_Experience

Thanks,
Regards
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1. I am using BSNL Broadband for my
   - Home
   - Office

2. BSNL is having efficient Marketing & Sales Process built for Broadband Services.
   - Strongly Disagree
   - Disagree
   - Somewhat Disagree
   - Neither Agree or Disagree
   - Somewhat Agree
   - Agree
3. Application Process for Broadband subscription is easy and customer Friendly.

4. I am getting quick response from BSNL Broadband Services - Eg: Customer Care, Front Office, Admin Office, Exchanges

5. I am satisfied with the time taken for Activation of Services, (After submitting the request/Application)

6. The supplied Broadband Modem/instrument and Telephone instruments are of good quality and having appealing look.

7. The Broadband wiring and installation quality is good.

8. The Broadband Connection speed is good and it is as per the subscribed Plan.

9. I am satisfied with the uptime / Availability of Working Broadband Connection.

10. I am satisfied with the Fault restoration time
11. I am satisfied with the Broadband services Tariff/ Plan Charges

☐ Strongly Disagree  ☐ Disagree  ☐ Somewhat Disagree  ☐ Neither Agree or Disagree  ☐ Somewhat Agree  ☐ Agree

12. I am satisfied with the Billing Performance for the Broadband Services. (Billing on time, Error Free, Transparent, Accurate etc..)

☐ Strongly Disagree  ☐ Disagree  ☐ Somewhat Disagree  ☐ Neither Agree or Disagree  ☐ Somewhat Agree  ☐ Agree

13. Payment options and Payment Process is good at BSNL Broadband Services

☐ Strongly Disagree  ☐ Disagree  ☐ Somewhat Disagree  ☐ Neither Agree or Disagree  ☐ Somewhat Agree  ☐ Agree

14. The BSNL Website is very appealing and information available in the site is up to Date.

☐ Strongly Disagree  ☐ Disagree  ☐ Somewhat Disagree  ☐ Neither Agree or Disagree  ☐ Somewhat Agree  ☐ Agree

15. The Customer Care & After Sales support is good at BSNL Broadband Services

☐ Strongly Disagree  ☐ Disagree  ☐ Somewhat Disagree  ☐ Neither Agree or Disagree  ☐ Somewhat Agree  ☐ Agree

16. The information/Query submitted to one of the, BSNL Office / Communication Channel is available in other office/channel for any reference while tracking the query/Complaint. (Eg: Query Submitted in Call centre is available in Admin Office, submitted application in Admin office details are available in Call Centre etc..)

☐ Strongly Disagree  ☐ Disagree  ☐ Somewhat Disagree  ☐ Neither Agree or Disagree  ☐ Somewhat Agree  ☐ Agree

17. BSNL Broadband Service Front Desk Employees respond properly during all service interactions

☐ Strongly Disagree  ☐ Disagree  ☐ Somewhat Disagree  ☐ Neither Agree or Disagree  ☐ Somewhat Agree  ☐ Agree
18. The service Personal Behaviour and their dress code is appropriate.

☐ Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree or Disagree ☐ Somewhat Agree ☐ Agree

19. The Call Centre Agents are understanding my issue and providing a solution for my problem.

☐ Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree or Disagree ☐ Somewhat Agree ☐ Agree

20. BSNL Employees are willing to help customers.

☐ Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree or Disagree ☐ Somewhat Agree ☐ Agree

21. Browsing & Using BSNL Broadband is an enjoyable one.

☐ Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree or Disagree ☐ Somewhat Agree ☐ Agree

22. BSNL Broadband related advertisements are creative in nature and I enjoy watching it (News Paper, Television Media, Online Banner ads, Youtube ads etc.)

☐ Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree or Disagree ☐ Somewhat Agree ☐ Agree

23. I am able to manage most of the interactions with the company through online mode and without visiting any of the offices (Subscription, Complaints, payments, upgrades, disconnections, transfers etc.)

☐ Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree or Disagree ☐ Somewhat Agree ☐ Agree

24. When I think about Broadband services- BSNL Broadband comes to my mind first.

☐ Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree or Disagree ☐ Somewhat Agree ☐ Agree
25. As a Brand BSNL is very familiar among Customers

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree

26. BSNL Brand is seen as Attractive and helpful

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree

27. All the customer care and service related information is available in all touch points (Call Centre, Customer Care and other offices)

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree

28. The company is properly updating the required service related information to its employees and customers.

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree

29. There is a collaborative system available to have a discussion with company employees and customers (Online forum, feedback form,) by which they collect information for further improvement.

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree

30. I am fully satisfied with BSNL Broadband Services

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree

31. My choice turned our better than I Expected (Choosing BSNL Broadband)

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree

32. I am delighted with the BSNL Broadband services.

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree or Disagree
- [ ] Somewhat Agree
- [ ] Agree
33. I am not willing to switch services to other service Provider. (From BSNL)

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree nor Disagree
- [ ] Somewhat Agree
- [ ] Agree

34. I would be happy to choose from the same service provider for any upgrade or any additional products.

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree nor Disagree
- [ ] Somewhat Agree
- [ ] Agree

35. I will refer my friends and relatives for choosing BSNL as a service Provider for their Broadband service requirements.

- [ ] Strongly Disagree
- [ ] Disagree
- [ ] Somewhat Disagree
- [ ] Neither Agree nor Disagree
- [ ] Somewhat Agree
- [ ] Agree

**Personal Information:**

37. How much you are paying for Broadband on Monthly basis?

- [ ] Up to ₹ 500
- [ ] ₹ 500- 1500
- [ ] ₹ 1500- 3000
- [ ] ₹ 3000 and above

37. Which category below includes your age?

- [ ] Up to 20 years
- [ ] 21-30 Years
- [ ] 31-45 Years
- [ ] 46-60 Years
- [ ] 60 Years and above
38. Gender:

- Female
- Male

39. Marital Status

- Single
- Married

40. What is the highest level of education you have completed?

- High School (+12, PUC, Pre Degree Etc.,)
- Degree/Diploma
- Master’s Degree
- Professional Degree
- Doctorate

41. Which of the following best describes your current occupation?

- Student
- Housewife
- Self Employed
- Salaried -Govt
- Salaried -Private Sector
- Retired
42. Monthly income:

- Up to ₹ 15,000
- ₹ 16,000- 35,000
- ₹ 36,000- 50,000
- ₹ 51,000- 75,000
- ₹ 75,000 and above

43. Locality

- Local Urban
- Semi Urban
- Rural

44. Do you have any other comments, questions, or concerns?

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