A STUDY OF CUSTOMER SATISFACTION TOWARDS VARIOUS TELECOM/ CELL PHONE SERVICE PROVIDERS

MINOR RESEARCH PROJECT IN COMMERCE
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Executive Summary

Introduction
Telecommunications systems are generally run by telecommunications service providers, also known as communications service providers. These providers historically offered telephone and related services and now offer a variety of internet and WAN services, as well as metropolitan area network and global services.

The telecom industry is investing heavily in technological innovation and in the development of technology. The growth rate is continuing at a fast pace, new value added products and services are driving the consumer spending behaviour. Few companies have already realized the opportunity to improve the relationship with a customer while performing marketing research. Customer-driven initiatives to attract, retain and build intimate long term relationship with profitable customers, innovation and delivery of Quality Service have become the key elements in the marketing strategies. Relationship Management with the three focal points – Customer Perceived Value, Customer Satisfaction and Customer Loyalty – has become key success factor in achieving sustained customer patronage and profitability to the firm. Customer Relationship Management (CRM) is an effective tool to achieve this goal.

Customer Relationship Management
The art of managing the organization’s relationship with the customers and prospective clients refer to customer relationship management.

"Customer Relationship Management, CRM, aims at providing better customer service, retaining customers as long-term profitable customers, selling services/products more effectively, gaining new customers from present customers through referrals, and providing helping hand to salespeople".

Need for Customer Relationship Management
Customer Relationship Management leads to satisfied customers and eventually higher business every time. Customer Relationship Management goes a long way in retaining existing customers. Customer relationship management ensures customers return back home
with a smile. Customer relationship management improves the relationship between the organization and customers.

Locale of the Study
The customers covered in the study are situated in Thane District, Maharashtra State. Thane District is widely spread with seven Talukas and the areas covered in the study includes the detailed study covering all the areas in the District viz. Thane, Thane City, Kalyan-Dombivli, Ulhasnagar, Ambernath-Badlapur, Murbad, Bhiwandi and Shahpur The profile of the selected Telecom Service Providers covered in the study gets incorporated in Chapter No. 3

Objectives of the Study
The study was conducted with the following objectives:

- To understand the concept of CRM
- To understand the profile of Telecom Service providers
- To study the CRM of Telecom Service providers
- To provide measures for improving the customer level of satisfaction

Hypothesis of the Study
The study focus on testing the following hypothesis:
The Telecom Service Providers follow the procedural approach for satisfying the customers and taking measures towards CRM, they seem to fall short in detailed analytical study of the customers in managing the same.

Complementary to the given hypothesis following Null Hypothesis were tested

1. There is no significant difference in the satisfaction level with the service given by service provider between male and female respondents
2. There is no significant difference in the overall satisfaction level with the service given by service provider between male and female respondents.
3. There is no significant difference in the overall satisfaction level with the service given by service provider between prepaid and postpaid customers.
4. There is no significant difference in the satisfaction level with the service given by service provider among different occupation of respondents.
5. There is no significant difference in the overall satisfaction level with the service given by service provider among different telecom customers.
6. There is no significant difference in the overall satisfaction level among the different telecom service provider

Research Methodology
The standard practice of conducting social research was adopted as Research Methodology. The hypothesis and the objectives of the study were kept in mind to develop a supportive Research Methodology.

The method adopted was descriptive and analytical method of research. The method adopted was survey method complemented by descriptive and analytical method of research.

Population and Sampling
The population of the study consists of selected telecom service providers covered in the study.

The population of the study covered the customers of selected telecom service providers in Thane District.

The Customers taken up for the study were those customers who are the current users of the services of any to the telecom service providers covered in the study.

Random Sampling Method was adopted for the Customers in Thane District. The Convenience Method of sampling was adopted to select the Telecom Service Providers.

Data Collection
The data collection consisted of Primary and Secondary data.

Primary data was collected by use of methods like Structured Questionnaire to the Customers of the selected seven UCBs. Discussions and Interviews were also conducted with the sample contents. Before finalizing the Structured Questionnaires, Then, the Structured Questionnaires were set to pilot testing. The pilot testing of the structured questionnaires were conducted among the sample size of customers of each Telecom Service Providers covered in the study.
The **Secondary data** consisted of reports, reviews and websites of Telecom Service Providers covered in the study along with various books, journals, magazines, newspaper, news articles, blogs review of literature, published articles by different authors and experts in the said area. The unpublished data that came to the knowledge during conducting the study was considered as a part of secondary data.

**Data Processing**

The collected data were subjected to Scientific Editing, Classification, Tabulation and Interpretation by use of valid statistical methods recognized in social research.

**Analysis of Data and Statistical Methods**

The data collected from different sources were subjected to analysis with the help of statistical methods recognized in the social research.

**Analysis and interpretation of the data collected from the Customers of Telecom Service Providers covered in the study**

The data collected from the different level of respondents with the help of the different structured questionnaires were recorded and analyzed. The questions in the questionnaire for the Customers consisted of getting information on the two major areas namely the personal information of the customers and their level of satisfaction on various parameters.

The questions in the structured questionnaire consisted of close ended questions that is Dichotomous or two way questions and multiple choice questions. And the last question an open-ended question. On the collective analysis of the marks scored in the independent categories of the respondents, it could assess the level of satisfaction of customers on various parameters.

The data were subjected to Tabulation as required for testing Null Hypotheses which gets mentioned in Chapter 1. The data of customers were analyzed by using quantitative analysis. The testing of Null Hypotheses was conducted through **t-test** and **ANOVA, Post-hoc** and **Factor Analysis**.

For tabulation and data entry MS Excel was used and for the statistical data analysis the **SPSS package** was used to a large extend.
Reporting Method
The research report is presented in “Popular Method” of reporting. The statistical analysis excluding its interpretation is presented in the Technical method of reporting. The research report has the complementary support of tables, pie diagram and other visual supports, which are well within the reporting of descriptive and analytical research study.

Span of the Study
The following becomes the span of the study:
1. It focuses on the selected Telecom Service Providers
2. It covers the responses of customers in Thane District- Maharashtra.
3. The time span covers the information collected from the customers 2016-17 & 2017-2018 (financial year)

Limitations of the Study
1. The jurisdiction of the study was restricted to Thane District- Maharashtra.
2. The study reveals the responses towards customers only and not employees.
3. As the study focuses on only two years, the technological development in future may change the opinions of the customers and telecom service providers.

Findings
Specific Findings from Qualitative Analysis
The specific findings were derived from the qualitative analysis that is covered at length in chapter no 5. For better understanding it has been compiled for getting a clear picture of each aspect of telecom service providers. The different questions were asked to cover the important aspects of the services provided by the various telecom service providers covered in the study.

The following table depicts question-wise analysis of the respondents whether they are satisfied, dissatisfied or neutral in their responses towards the services provided by the various telecom service providers covered in the study.
Table No. 1

Consolidated Question-wise analysis

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Responses</th>
<th>Satisfied (%)</th>
<th>Dissatisfied (%)</th>
<th>Neutral (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Services Given By Service Provider</td>
<td>56.3</td>
<td>13.6</td>
<td>30.1</td>
</tr>
<tr>
<td>2</td>
<td>New Offer And Services</td>
<td>57.3</td>
<td>13.1</td>
<td>29.6</td>
</tr>
<tr>
<td>3</td>
<td>Charges Charged By Service Provider</td>
<td>56.9</td>
<td>14.6</td>
<td>28.5</td>
</tr>
<tr>
<td>4</td>
<td>Services Your Service Provider Gallery</td>
<td>52.0</td>
<td>16.0</td>
<td>32.0</td>
</tr>
<tr>
<td>5</td>
<td>VAS Services</td>
<td>52.8</td>
<td>15.8</td>
<td>31.4</td>
</tr>
<tr>
<td>6</td>
<td>Customer Care Services</td>
<td>54.2</td>
<td>15</td>
<td>30.8</td>
</tr>
<tr>
<td>7</td>
<td>Network Availability In Their Area</td>
<td>53.6</td>
<td>17.6</td>
<td>28.8</td>
</tr>
<tr>
<td>8</td>
<td>Latest Internet Facility</td>
<td>56.2</td>
<td>14.3</td>
<td>29.5</td>
</tr>
<tr>
<td>9</td>
<td>Other Services Like Money Transfer, Caller Tune Services, Call Divert, Miss Call Alerts</td>
<td>57.1</td>
<td>13.5</td>
<td>29.4</td>
</tr>
<tr>
<td>10</td>
<td>Services Given By Customer Representatives At The Office Of Service Provider</td>
<td>53.1</td>
<td>15.6</td>
<td>31.3</td>
</tr>
<tr>
<td>11</td>
<td>Network Facility In Other Areas</td>
<td>57.7</td>
<td>16.8</td>
<td>25.5</td>
</tr>
<tr>
<td>12</td>
<td>Online Services</td>
<td>57.2</td>
<td>13</td>
<td>29.8</td>
</tr>
<tr>
<td>13</td>
<td>New Additional Benefits</td>
<td>54.4</td>
<td>15.8</td>
<td>29.8</td>
</tr>
<tr>
<td>14</td>
<td>Current Network Comparatively With Other Network</td>
<td>56.4</td>
<td>14.9</td>
<td>28.7</td>
</tr>
<tr>
<td>15</td>
<td>Image Of The Service Provider</td>
<td>57.4</td>
<td>13.6</td>
<td>29</td>
</tr>
<tr>
<td>16</td>
<td>Services That Much As Compared To That What They Expected</td>
<td>54.5</td>
<td>15.5</td>
<td>30</td>
</tr>
<tr>
<td>17</td>
<td>Network Availability While Travelling</td>
<td>55</td>
<td>14.4</td>
<td>30.6</td>
</tr>
<tr>
<td>18</td>
<td>Rates Charged By Service Provider</td>
<td>57.8</td>
<td>15.6</td>
<td>26.6</td>
</tr>
<tr>
<td>19</td>
<td>Response Given By Customer Care Executive On Call</td>
<td>58.2</td>
<td>14.1</td>
<td>27.7</td>
</tr>
<tr>
<td>20</td>
<td>Call Charges</td>
<td>53</td>
<td>17.3</td>
<td>29.7</td>
</tr>
</tbody>
</table>
From the above table, it was found that:

- The level of satisfaction of any of the aspects was ranging from 52% to 58%.
- The level of dissatisfaction of any of the aspects was ranging from 13% to 17%.
- The level of Neutral responses of any of the aspects was ranging from 25% to 30%.

Specific Findings from Quantitative Analysis

The specific findings were derived from the Quantitative analysis that is covered at length in chapter no 5. For better understanding it has been compiled for getting a clear picture of the t-test and ANOVA conducted to test the Null Hypotheses.

The following table depicts the test conducted and the result of the test

<table>
<thead>
<tr>
<th>Table No. 2</th>
<th>Consolidated result of testing of Null Hypotheses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sr.N o.</td>
<td>Null Hypothesis</td>
</tr>
<tr>
<td>1</td>
<td>There is no significant difference in the satisfaction level with the service given by service provider between male and female respondents.</td>
</tr>
<tr>
<td>2</td>
<td>There is no significant difference in the overall satisfaction level with the service given by service provider between male and female respondents.</td>
</tr>
<tr>
<td>3</td>
<td>There is no significant difference in the overall satisfaction level with the service given by service provider between prepaid and postpaid customers.</td>
</tr>
<tr>
<td>4</td>
<td>There is no significant difference in the satisfaction level with the service given by service provider among different occupation of respondents.</td>
</tr>
<tr>
<td>5</td>
<td>There is no significant difference in the overall satisfaction level with the service given by service provider among different telecom customers.</td>
</tr>
</tbody>
</table>
There is no significant difference in the overall satisfaction level among the different telecom service provider

The above table clearly indicates that all the Null Hypotheses gets Rejected. That means, there is significant difference between

- The level of satisfaction with the service given by service provider between male and female respondents
- The overall satisfaction level with the service given by service provider between male and female respondents.
- The overall satisfaction level with the service given by service provider between prepaid and postpaid customers.
- The satisfaction level with the service given by service provider among different occupation of respondents.
- The overall satisfaction level with the service given by service provider among different telecom customers.
- The overall satisfaction level among the different telecom service provider

To find out the difference in the satisfaction level between the customers the mean values were compared. Though the mean values from the results were slightly different the result of t-test and ANOVA showed significant difference and therefore it can be stated that after comparison of the mean values of the variables;

**It was found that**

- The level of satisfaction of male respondents towards services given by service providers was more than female respondents
- The level of overall satisfaction of male respondents towards services given by service providers was more than female respondents
- The level of satisfaction of post paid respondents towards services given by service providers was more than pre paid respondents
- The level of satisfaction of the respondents towards Jio is more followed by Vodafone and Idea, then Airtel followed by TATA Docomo and last BSNL/MTNL.
• From the factor analysis it was found that the services can be classified into: Core services, New services, Expected services, Supportive services, Additional services, Recent trends in services and their Existing services.

General Findings
During the data collection and informal interviews with the customers, it was found that
• The respondents were happy with number of telecom service provider companies pouring in.
• With the increasing competition and technology, the expectation of the customers has increased to a large extent.
• The customers are quiet comfortable to switch their service providers to a new one in the market.
• Innovation and research and development undertaken by the telecom service providers also have increased the customer expectation.
• The main expectation is to get better services at lower cost.
• Due to the portability law coming in, the customers can retain their old number with new service provider has added up their switching decision.
• The arrival of foreign companies, foreign direct investment and internet facility; that has made the world a global village, the awareness among the customers has also increased.
• BSNL/ MTNL need to work more on the lines of their counter players in the market.
• After going through the review of literature and profile of the various telecom service providers covered in the study, it was clearly indicative of the vast facilities made available by Jio followed by Vodafone, Idea and Aitel as compared to other service providers. Apart from the traditional factors, the study could identify the factors that affect the level of satisfaction of customers of telecom service providers.

Summary of the Findings
It was found that the telecom/cell service providers are well aware about the need to retain the customers and therefore the need of Customer Relationship Management. With the increasing competition the service providers tend to given more and more facilities to the customers; but still the customers are not very satisfied with the services and therefore they need to introspect themselves. They need to know the need and wants of the customers and
more so their touch points; so that they can enhance their relationship and have more holistic marketing approach which in turn will be helpful to achieve their organizational objectives.

Suggestions
Based on the findings and observation some measures are suggested for the telecom service providers so as to enhance their services, maintain good customer relationship and thereby increase their profitability and market share.

Specific Suggestions
The following suggestions are given based on the testing of null hypotheses.

- The telecom service providers can work on more service facilities towards female in specific; customized package, etc.
- The telecom service providers can concentrate on the younger generation and for that they have to provide latest version of the services available in the global market, as the youth is more techno-savvy.
- The telecom service providers can work on different customized packages for students, business men, professionals, housewives, etc. to serve their specific requirements.
- The customized package as per the age will also be help and give value to the customer money and expectation.
- The pre paid customers are the most volatile and hence can be tapped with proper services and facilities.
- The already existing telecom service providers must see the profile of the new entrants; as they come with plethora of facilities and services to the customers.

General Measures

- There is a tough competition and therefore all the telecom service providers need to do SWOT analysis and improve on all the aspects of their services.
- The telecom service providers need to identify the strength and weakness of their competitors to know the market opportunities and threats.
- There is a large group of customers who are neutral towards their level of satisfaction in many of the services provided and therefore these customers can be tapped by the telecom service providers.
• The overall level of dissatisfaction is less that also means they have very tough competition among themselves and therefore in order to survive they need to constantly upgrade their services.

• The service providers should concentrate on Need-based services, innovation, and customer research should be given priority.

• Customer delight and customer touch points should be identified by the telecom service providers along with customer satisfaction.

• The service providers should work on customer relationship management based on Customer Information System (CIS).

• There is need for maintaining customer data warehouse and data mining. The telecom service providers should more on these lines.

**Contribution to the Society** As mobile has become an integral part of everyone’s life, the need to understand the customers need, wants and customer touch point is the need of the hour for every telecom service providers. With the increasing competition in the industry the need is inevitable and hence to retain the customers understand and practice customer relationship management. Nowadays, to sustain in the market the service providers are practicing various unfair means and practices. This can be curbed by spreading awareness among the customers. With the internet access and social media, the customers are well informed and therefore the service providers cannot cheat them and practice unfair means for a long time. They have to be fair in providing the required services ethically. In a way, this is beneficial for the society as it also forms a part towards protection of Consumer Rights.

**Areas for Further Research**

1. The jurisdiction of the study was restricted to Thane District- Maharashtra. Research study can be undertaken for other districts as well as other States.

2. The study reveals the responses towards customers only and not employees. Research study can be undertaken to know the responses of the employees as they are the internal customers.

3. As the study focus on only two years, the technological development in future may change the opinions of the customers and telecom service providers. Research study can be done on the technical aspects of the services.
Conclusion
The research study achieved the objectives of the study mentioned in the Introduction Chapter. The study confirms the hypothesis which became the base of the study. The hypothesis was tested and could confirm that The Telecom Service Providers follow the procedural approach for satisfying the customers and taking measures towards CRM, but they fall short in detailed analytical study of the customers in managing the same. The ever increasing competition in the global market and the shift in the focus from product to service industry; there is a sheer need to give the best to the customers. Traditionally, it was said that Customer is the King, and in today’s era time and again it has proved that survive or perish and if one has to survive, they should satisfy the customers. Customers’ satisfaction and good relationship is the mantra for survival in the global village. To sustain, grow and capture the market the telecom service providers must know the customer touch points, concentrate on customer research to know their requirements and develop innovative and distinct customized plans instead of the general plans and services, to satisfy the customers and maintain proper Customer Relationship Management.

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**Bibliography**

**Annexures**
1. Questionnaire for the Customers
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QUESTIONNAIRE FOR THE CUSTOMERS

NAME : 

GENDER : [A] Male [B] Female


Type of Connection : [A] Post Paid [B] Pre Paid

1. Are you satisfied with the services given by your service provider?

   (1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-satisfied

2. Are you satisfied with new offer and services provided by your service provider?

   (1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-satisfied

3. Are you satisfied with charges charged by your service provider as compared with other operator?

   (1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-satisfied

4. Are you satisfied with the services your service provider gallery provide you?

   (1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-satisfied

5. Are you satisfied with VAS services provided by your service provider?
(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

6. Are you satisfied with customer care services provided by your service provider?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

7. Are you satisfied with the network availability in your area?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

8. Are you satisfied with 2G, 3G internet facility of your service provider?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

9. Are you satisfied with other services like money transfer, caller tune services, call
divert, miss call alerts services?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

10. Are you satisfied with services given by customer representatives of your service
provider?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

11. Are you satisfied with network facility in other areas than your area?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

12. Are you satisfied with online services provided in your service provider website?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied

13. Are you satisfied with additional benefits by your service provider?

(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-
satisfied
14. Are you satisfied more with current network comparatively with other network?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

15. Are you satisfied with image of the your service provider in market?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

16. Are you satisfied with services that much as compared to that what you expected from your service provider?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

17. Are you satisfied with network availability while travelling?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

18. If you are billing customer than are you satisfied with the postpaid billing services?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

19. If you are a prepaid customer, are you satisfied with the prepaid tariff Plans/recharge coupons offered by your service provider?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

20. Rate your satisfaction level with reference to call charges?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

21. Rate your satisfaction level with reference to VAS services?
   (1) Strongly satisfied  (2) satisfied  (3) average  (4) dis-satisfied  (5) strongly dis-satisfied

22. Rate your overall satisfaction about your service provider?
(1) Strongly satisfied (2) satisfied (3) average (4) dis-satisfied (5) strongly dis-satisfied

Would you like to give any suggestion? (Please specify)

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Annexure 2

Map of Thane District

Source: Gov.maps
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