

Page 1 STUDY ON USAGE OF MOBILE SERVICES & CUSTOMER SATISFACTION

Please spare a few minutes to answer this questionnaire, which is a part of the study on usage pattern of mobile services and customer satisfaction.

Your contribution to this survey will be anonymous and no individual comments will be identified in any reports produced by the study. However we request you to supply your name so that we can monitor response to the survey and an email address so that we can send a summary report on the results of this survey

Name:	Sex: Male / Female	
Profession/Occupation:	Age:	
Email ID:	Mobile No.	
If Student, course of study	Professional	Others
If Female	House wife	Working Woman
Mobile Services used: Make a ✓ mark	BSNL	Others

For those who use services of operators other than BSNL. Make a ✓ mark

How long have you been using this service	< 1 year	1-2 years	2-5 years	> 5 years
Are you satisfied with the service?	100%	75%	50%	25%
Reason for choosing the service?	Quality	Cost	Service support	No particular reason
	Recommended by others	User Group	Attractive Offers	Others
If for other reason, please specify				
If switched over from other service, from whom?				
Reason for switch over	Bad quality	High cost	Unsatisfactory Service	Less Addl features
Will you switch back if your expectations are met?	Yes	May be	No	Not able to say now
You use your mobile mainly for	SMS	Local calls	STD calls	To receive only
What additional features you use?	GPRS	Video Conference	Others: (Please Specify)	
If you have switched over from BSNL, for what reasons	Non-availability of connection	High tariff	Customer service not satisfactory	Want of certain features
	My company asked to do so	Network coverage not good	Call drops while moving	No signal inside building
If using landline, of which company?	BSNL	Airtel	TATA	Reliance
If using Broadband, of which company?	BSNL	Airtel	TATA	Reliance

Page 2 Questionnaire for those who are currently using BSNL services

Please tick the appropriate box to indicate your degree of satisfaction.

Where: **1** = Excellent, **2** = Good, **3** = Satisfactory, **4** = Poor

Issue	1	2	3	4	Suggestions
How do you rate our products and services and did they meet your needs and expectations regarding quality and performance?					
How do you rate the competitiveness of our prices ?					
How do you rate our customer support services?					
How do you rate our advertising strategies? (TV, Newspaper etc)					

What do you like about our products and services?	
What do you dislike about our products and services?	
What would we need to do to satisfy your requirements even more?	
Would you be prepared to recommend BSNL product to others?	

Where do you buy SIM, Recharge coupons etc?	
Are BSNL products displayed prominently there?	
What is the average time taken to complete your transaction?	
How do you rate the service there?	
How do you pay your bills for Post paid services?	
What is your suggestion to simplify bill payment?	

Any other suggestion:

Date:

Signature