



Internship Report

On

Customer Perception of Airtel Telecommunications after the introduction of 4G Network

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Subject: Submission of Internship Report

Dear Sir,

With your support and guidance, I Tasawar Zaman, a student of BRAC University (ID - 13104244) am at the final stage of graduating with a bachelor degree and have finalized my report as, “Customer Perception of Airtel Telecommunication after the introduction of 4G Network”. I have put sincerity and dexterity towards my internship and my this report also incorporates that. Hence, I am submitting my report to you and I hope you will find this report well researched and insightful towards Airtel Business Unit - ROBI Axiata Limited. I look forward to more of your constant support and guidance to always keep improving.

Sincerely,

Tasawar Zaman

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Acknowledgement

First and Foremost I would like to Thank Almighty Allah, for giving me the endurance and courage to go all the way to complete this Internship Report – “Customer Perception of Airtel Telecommunications after the introduction of 4G network”

My Heartly Thanks goes to the BRAC Business School and respected Faculty Mr. N M Baki Billah, Lecturer, BRAC Business School, BRAC University, Bangladesh, who who has helped me to push myself to do something and be someone better. Conducting this research report without great involvement into each and every level of the planning process, starting from ground level to administrative level, would not have been possible. And for that, I would like to greatly thank to my supervisor Mr. Shovan Chakraborty, General Manager- Acquisition and New Markets, Robi Axiata Limited and even more specially thank my onspot supervisor, Ms Jhumur Bhowmick, Specialist of Distribution Development for helping me understand the company, the work operations and the brand. These great people have shared their knowledge and has worked to make this report more complete.

I humbly apologize to anyone else who i maybe have missed for their valuable help and contribution towards completing this research report.

Executive Summary

Aiming to offer and deliver the best product and service, Airtel is emphasising on capturing the market with their new and elusive Airtel 4G+ promotions and communications. With their vision of accompanying the Youth, the Tech Savvy and the Progressing people of the nation Airtel is constantly working together to slowly develop the perception of delivering something more than just a 4G network.

To understand the stand of their customers and to measure the impact of their new and improved 4G network, services and offerings the difference in the Service Quality Index (SQI) between the users of Airtel 4G and Airtel 3G is found.

Also to understand which variables are leading towards the satisfaction of the customers and which variables are lacking regression analysis is done to find the correlation between these factors and customer satisfaction and hence a better perception of Airtel.

And lastly this study provides a GAP analysis to recognize the difference between the expectations of Non Airtel users and the perceptions of Airtel users to find out which sections and not being communicated well enough

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Organization Overview

Airtel Telecommunications is a global brand of Bharti Enterprise of India and is one of the leading Telecommunication brands of Bangladesh with a huge influence on the youth of the country. After the recent merger with Robi Axiata Limited on January 28, 2016 it is in the race at taking the place of the top Telecommunication brand of the country. Combining resources from both these large companies, it is taking great leaps that too at great speeds. In an effort to reach the highest coverage in terms of 4G network, Robi and Airtel have left no efforts in reaching the most people at the fastest time possible.

Even though both Airtel and Robi have merged and are sharing their resources with all operations now being commonly dealt with, but the product teams for both are still operating separately with their price plans, offerings and branding being different. This in turn helps them to compare their works with each other and strive to do better than the other too. Most of their communications, offers and acquisition plans are directed towards increasing 4G Sim sales or motivation customers into replacing existing 3G Sims into 4G Sims. In order to achieve this, Airtel Business Unit is addressing it from several fronts with the help of all the different teams in the Airtel Business Unit.

First and Foremost Airtel have initiated several projects and campaigns to increase 4G Sim sales, mostly concentrated in youth-centric locations. Keeping up with the technologically advancing environment especially in terms of communication mediums, some projects are smartphone market centric too. This is because 4G would in-turn help collaborate to have a

greater experience with 4G supported Smartphones. As said by Shovan Chakraborty, GM, Market Operation, Airtel Business Unit, the youth leads to the highest growth of Airtel and have a greater adaptation of new technology and so most ground projects like YOLO Fests and YOLO campus activation are implemented inside or around Academic Institutions. He also added that some of the challenges in establishing Airtel's 4G is the availability of 4G enabled handsets and the willingness of 3G customers to switch to 4G, which is why quick adaptation of new technology is also important for Airtel.

Secondly Airtel 4G as a brand is promoting SWAG, something that is different, better and unique and helps you stand out from others. It is meant to show that one is doing things in more smart and innovative way, as explained by Masudul Amin Rintu, GM, Brand and Digital, Airtel Business Unit. He also explains that Airtel is currently in a process of creating a perception of itself which will let the youth realize its exclusivity and benefits. Airtel is promoting a better sense of lifestyle, one that is more online associated not just in terms of social media, but also gaming, conferencing and video calling. The faster access to everything online and staying connected will change the perception of doing things with 3G network. But Airtel does understand that changing perception takes time and hence they are steadily working on creating the best possible version of their Network of youth and friends.

1.0 Introduction

1.1 Rationale of Study

Airtel after the introduction of 4G network have recognized it as their top most priority and have aggressively pushed to improve their 4G network coverage services along with Robi. They have reached all 64 districts and have converted almost half of their existing towers into 4G network. Their efforts are to be able to provide the best 4G coverage in the nation in the fastest time possible giving them an edge over their competitors. Hence this study is to identify the effect of their efforts into reaching into the mindset of their customers and changing the perception of their existing customers about their services.

1.2 Problem Statement

The benefits of switching to 4G network may still be unclear to Airtel subscribers and hence to find the effectiveness of their 4G communications and campaigns it is important to understand the customer perspective of where Airtel stands in their mindset. Offering some of the best bundle packages and the most competitive rates while making constant improvements in their network connectivity yet being 4th in the race of the Telecommunication brands is something Airtel wants to understand and work on.

1.3 Scope of Study

Understanding the perception of existing Airtel customers and the subscribers of other telecommunications will help Airtel find the effectiveness of their campaigns, offers and brand communications and help understand how to fine tune them and change the lacking sectors

which require rectification. This will in turn slowly change the perspective of these customers with the services they are unsatisfied with, and also create a brand image to the subscribers of other telecommunication brands that Airtel is truly more exclusive, more effective, more unique and a more fun network of friends.

1.4 Objectives of Study

This study will help identify the extent of expansion of 4G within the Airtel subscribers and also whether switching to 4G network has amounted to any recognizable changes in the perception of these subscribers (H1). At the same time the study will help determine whether all five SERVQUAL variables, Pricing Strategies for call rates and internet, Offers, Bonuses and Online Experience have a significant correlation to satisfaction and perception of Airtel after the introduction of 4G network (H2). This study will also help get a grasp of the gap in customer's perception of Airtel as a brand between Airtel users and Other Operator users after they have entered the 4G network.

2.0 Literature Review

When it concerns the Telecommunications Industry there are several Journals and Articles that can be related. “Influence of service quality on consumers’ satisfaction with mobile telecommunication services in Nigeria” is an article that shows Customer Satisfaction being closely correlated with SERVQUAL (Olatokun & Ojo, 2014, p. 398-408). There are five key factors resulting from SERVQUAL, Reliability, Responsiveness, Assurance, Empathy and Tangibility most of which closely influence the customer perception and satisfaction of Telecommunications. It is a very significant indicator to help differentiate between customers perception and satisfaction before and after 4G network.

Some variables in deciding the performance of Telecommunication operators, as said in the conference paper A comparison of 4G telecommunications tariff plans in Asia countries, different call rates, data coverage and pricing plans are important factors that are incorporated into the comparison study of Asia’s top 9 Telecommunication brands. These are the most important factors that help establish the market share of telecommunication brands in Asia as they approach to convert from 3G services to 4G services (Huang et al., 2014, pp 1-6).

For the development of 4G telecommunications the article “An integrated model for analyzing the development of 4G telecommunications market in Taiwan” analyzes that customers have preferences regarding 4G telecommunications technology and that the website, related apps and online experience play an important integrated role in building a good customer perception for a telecommunication brand (Tseng, Wang, Hsieh, & Guo, 2014, p. 14-31).

3.0 Research Methodology

3.1 Sources of Data

The main source of data collected is primary data. The primary data was collected mostly in the form of quantitative data. The study does include few qualitative data as well which was collected from the respondents as a form of feedback and also from interviewing the General Managers of some sections of the Airtel Business Unit to understand Airtel's perspective of 4G, the challenges they are facing and their future plans. Some secondary data was collected too for understanding and comparing the current stance of Airtel's SERVQUAL (SQI) with Telecommunication brands in similar scenarios.

3.2 Respondents and Sampling Method

The target population for this study is mostly centered around the youth and as a result the sampling frame would be the students of academic institutions like school, colleges and universities as Airtel is the strongest network of friends and has maximum activations near academic institutions. The sampling method used is judgement sampling or purposive sampling, a form of non-probability sampling method mainly used to purposively select appropriate type of respondents with certain characteristics to obtain the most appropriate outcome. The sample size of respondents for this study is set at 103 respondents.

3.3 Survey and other Data Collection

The survey data was created online using an application of Google named Google Forms and collected into Google Docs, another application from Google. The data was collected in the

form of questionnaires, mostly as quantitative data and some qualitative data too in terms of Feedback as mentioned earlier. Some qualitative data was also collected in the form of Interviews from some General Managers of Airtel Business Unit, as a part of some expert opinion and company perspective. Demographic information like Gender and Which operator the respondents are using are collected using the nominal scale, but Age group was collected using the ordinal scale. The rest of the information collected regarding the variables are using the interval scale to setup a numeric perspective for further calculations.

3.4 Statistical Instruments, Graphs and Tables

Some statistical instruments are used to analyze the data collected to represent frequency and percentage distribution of some categories relating to 4G. The Service Quality Index (SQI) is also calculated from the data from the five variables of SERVQUAL (Reliability, Responsiveness, Assurance, Empathy and Tangibility). Also the correlation and reliability calculations for the Hypothesis that Customer Perception are dependent on certain variables are done for this study. And lastly a GAP Analysis for the difference in customer expectations and user perception of Airtel 4G between Other operator users and Airtel users is done. Visual representation is used in many cases to help comprehend the similarities and differences between the variables and show percentage distribution of different categories using graphs and tables.

4.0 Analysis and Interpretation of Data

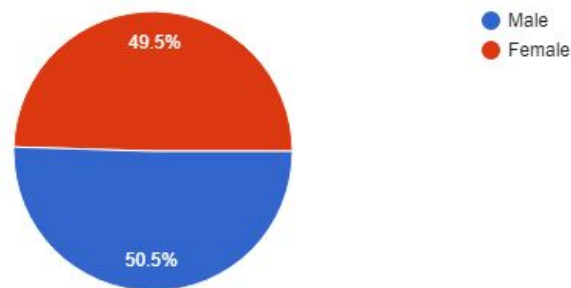
4.1 Demographic Analysis

The total number of respondents for this study is 103 and the demographic analysis for these respondents is represented with some visual representations.

Fig. 1 Gender Demographics

Please mention your gender.

103 responses

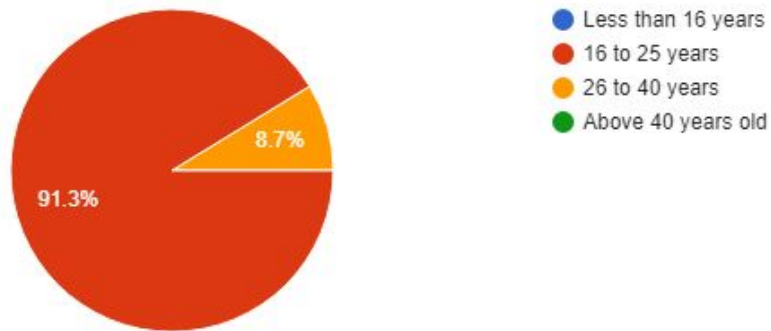


Among the 103 respondents, 52 were male and 51 were female respondents leading to an almost equal balance from both genders (Fig. 1). We can also see that in terms of age group, over 90% of the respondents, 94 respondents in total, are from the age group of 16 years to 25 years indicating mostly the youth and the students of schools, colleges and universities (Fig. 2).

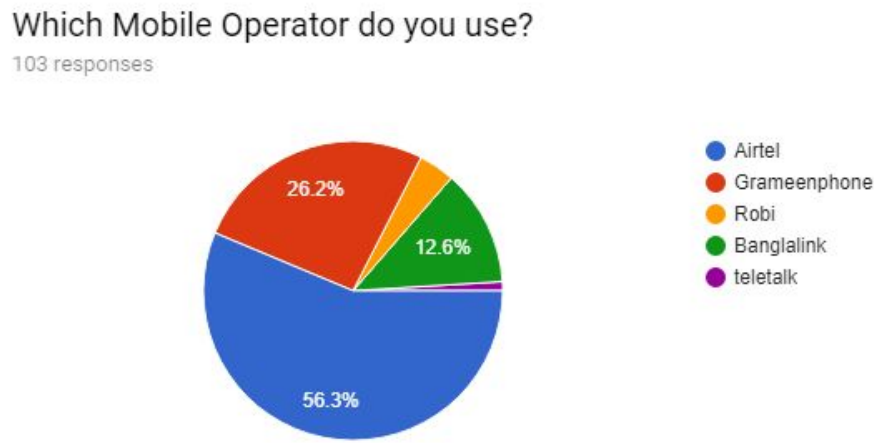
Fig. 2 Age Demographics

Please specify your age range.

103 responses



It is also seen that in this youth section of respondents there is a high dominance of Airtel users with a little over 56% of the 103 respondents being a total of 58 respondents. Second in line is Grameenphone with 27 respondents leading to 26.2% of the respondents. And the third most significant mobile operator used is Banglalink being 12.6% with 12 respondents. There are very few users of Robi (4) and Teletalk (1) being 3.9% and 1% of the 103 respondents (Fig. 3).

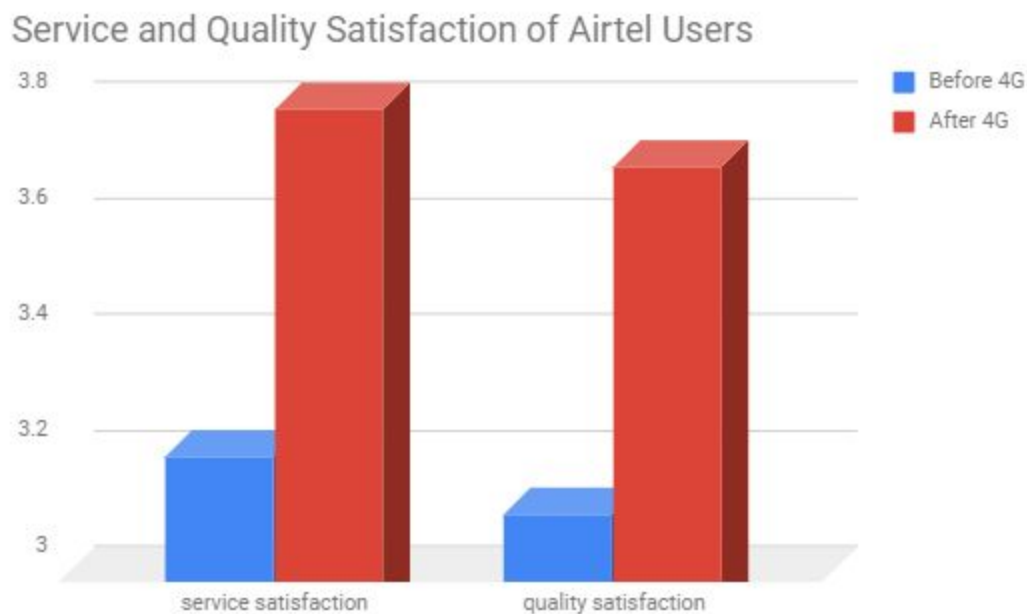
Fig. 3 Mobile Operator Demographics

Among the 58 respondents who are Airtel subscribers 50% have switched to Airtel 4G network, which means there are 29 respondents who have already switched to 4G network and 29 respondents who are still using 3G network (Fig. 4).

4.2 Customer Satisfaction between Users and Non-users of Airtel 4G and SQI

To understand any difference in customer satisfaction and perception of Airtel users in terms of service and quality we must first calculate their perception before and after using 4G. 29 respondents using 3G network have an average service satisfaction of 3.2 on a scale of 1 to 5, and an average quality satisfaction of 3.1 on a scale of 1 to 5. Whereas the 29 respondents who have switched to Airtel 4G, is seen to have an average service satisfaction of 3.8 on a scale of 1 to 5, and an average quality satisfaction of 3.7 on a scale of 1 to 5.

Fig. 4 Difference in Service and Quality Satisfaction Before and After 4G



Using the 5 variables of SERVQUAL, reliability, responsiveness, assurance, empathy and tangibility the Service Quality Index (SQI) can also be calculated before and after 4G network usage. The SQI for all 29 respondents who have not switched to Airtel 4G network yet is 3.3 on a scale of 1 to 5, whereas the SQI for the 29 respondents who have switched to Airtel 4G network is 3.8 on a scale of 1 to 5.

4.3 Correlation between Customer Perception and Variables

The regression analysis is done with 11 independent variables being reliability (RELB1), responsiveness (RESP1), assurance (ASUR1), empathy (EMPT1), tangibility (TANG1), price plans (TTPP1), internet pricing (INTP1), offers and combo pack pricing (OCPP1), network and connectivity strength (NTCS1), bonuses and gifts (BGFT1), and website and online services

(WBOS1). There are 2 dependent variables which are service satisfaction (SRST1) and quality satisfaction (QLST1). Both the dependent variables were put together as one mean dependent variable (MEAN_SATF) to incorporate into the regression analysis.

Hence the Regression model is represented as follows:

$$\text{MEAN_SATF} = \text{RELB1} + \text{RESP1} + \text{ASUR1} + \text{EMPT1} + \text{TANG1} + \text{TTPP1} + \text{INTP1} \\ + \text{OCPP1} + \text{NTCS1} + \text{BGFT1} + \text{WBOS1}$$

After incorporating all the independent and dependent variables into SPSS 17 a linear regression analysis is done and the following results are found.

Fig. 5 R Square value and Model Strength

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863a	0.745	0.684	0.46933
a. Predictors: (Constant), WBOS1, TANG1, INTP1, EMPT1, RESP1, ASUR1, NTCS1, OCPP1, TTPP1, BGFT1, RELB1				

The R Square (R^2) value represent the overall strength of the regression model. The (R^2) value for this regression model is 0.745 which indicates that it is modelled fairly strong. The regression analysis also revealed the correlation, the coefficient of correlation (Beta value) and significance (p value) level of the independent variables to the dependent variables.

Fig. 6 Correlation Coefficient (Beta value) and Significance level (p value)

Coefficients(a)								
		Un- standardized Coefficients		Standardized Coefficients			95.0% Confidence Interval For B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-0.208	0.464		-0.448	0.656	-1.143	0.726
	RELB1	0.175	0.215	0.132	0.815	0.419	-0.258	0.609
	RESP1	-0.105	0.155	-0.079	-0.677	0.502	-0.418	0.208
	ASUR1	0.12	0.105	0.124	1.144	0.258	-0.091	0.332
	EMPT1	0.096	0.14	0.078	0.683	0.498	-0.186	0.377
	TANG1	0.195	0.121	0.187	1.618	0.112	-0.048	0.438
	TTPP1	0.131	0.122	0.155	1.073	0.289	-0.115	0.378
	INTP1	0.068	0.121	0.087	0.561	0.578	-0.175	0.311
	OCPP1	0.151	0.142	0.149	1.061	0.294	-0.136	0.438
	NTCS1	0.246	0.092	0.305	2.661	0.011	0.06	0.432
	BGFT1	-0.179	0.133	-0.201	-1.352	0.183	-0.446	0.088
	WBOS1	0.171	0.137	0.162	1.246	0.219	-0.105	0.448

a. Dependent Variable: MEAN_SATF

According to the table in (Fig. 6) interpretations are made based on the Correlation Coefficients (Beta value) which indicates whether an independent variable has positive correlation, negative correlation or no correlation with the dependent variable and to what degree, and also the Significance Level (p value) which indicates the reliability of the of the relation. Since the confidence level for this regression analysis is set at 95% (as commonly used in most studies), any p value less than 0.05 would lead to the rejection of any relation between the independent variable and the dependent variable.

The Coefficient of Correlation (Beta Value) for Reliability is 0.132 which shows that it is slightly positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.419 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Responsiveness is -0.079 which is a very small value showing that it almost has no correlation to the mean Customer Satisfaction, but and has a Significance Level (p value) of 0.502 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Assurance is 0.124 which shows that it is slightly positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.258 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Empathy is 0.078 which shows that it almost has no correlation to mean Customer Satisfaction and has a Significance Level (p value) of 0.498 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Tangibility is 0.121 which shows that it is slightly positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.112 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Talktime Price plans is 0.155 which shows that it is slightly positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.289 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Internet Pricing is 0.087 which shows that it is barely positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.578 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Offer and Combo Pack pricing is 0.149 which shows that it is slightly positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.294 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Network and Connectivity Strength is 0.305 which shows that it is slightly positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.011 which concludes that this relation is not validated.

The Coefficient of Correlation (Beta Value) for Bonus and Gifts is -0.201 which shows that it is slightly negatively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.183 which concludes its validity too.

The Coefficient of Correlation (Beta Value) for Website and Online Services is 0.162 which shows that it is slightly positively correlated to mean Customer Satisfaction and has a Significance Level (p value) of 0.219 which concludes its validity too.

4.4 GAP Analysis between the perception of Airtel users and Non Airtel users

From the 103 respondents, 43.7% of respondents are non Airtel users which amounts to 45 respondents, and 56.3% of the respondents are Airtel users which amounts to 58 respondents.

4.4.1 Talktime Price plans

Among the 58 respondents who are Airtel users, they have an of an average perception of the talktime pricing to be 3.66 on a scale of 1 to 5. Whereas among the 45 respondents who are Non Airtel users the average expectation of the talktime pricing is 3.33 on a scale of 1 to 5. Resulting in a significant positive gap of 0.33.

4.4.2 Internet Pricing

Among the 58 respondents who are Airtel users, they have an of an average perception of the talktime pricing to be 3.59 on a scale of 1 to 5. Whereas among the 45 respondents who are Non Airtel users the average expectation of the talktime pricing is 3.4 on a scale of 1 to 5. Resulting in a slight positive gap of 0.19.

4.4.3 Offers and Bundle packages

Among the 58 respondents who are Airtel users, they have an of an average perception of the talktime pricing to be 3.47 on a scale of 1 to 5. Whereas among the 45 respondents who are Non Airtel users the average expectation of the talktime pricing is 3.31 on a scale of 1 to 5. Resulting in a slight positive gap of 0.16.

4.4.4 Network and Connectivity Strength

Among the 58 respondents who are Airtel users, they have an of an average perception of the talktime pricing to be 3.05 on a scale of 1 to 5. Whereas among the 45 respondents who are Non Airtel users the average expectation of the talktime pricing is 2.78 on a scale of 1 to 5. Resulting in a significant positive gap of 0.27.

4.4.5 Bonuses and Gifts

Among the 58 respondents who are Airtel users, they have an of an average perception of the talktime pricing to be 3.6 on a scale of 1 to 5. Whereas among the 45 respondents who are Non Airtel users the average expectation of the talktime pricing is 3.56 on a scale of 1 to 5. Resulting in barely any positive gap of 0.04.

4.4.6 Website and Online Services

Among the 58 respondents who are Airtel users, they have an of an average perception of the talktime pricing to be 3.38 on a scale of 1 to 5. Whereas among the 45 respondents who are Non Airtel users the average expectation of the talktime pricing is 3.2 on a scale of 1 to 5. Resulting in a slight positive gap of 0.18.

5.0 Findings of Study

5.1 Hypothesis 1 (H1)

After 4G service satisfaction of Airtel subscribers (3.8) is found to be greater than the Before 4G service satisfaction of Airtel subscribers (3.2) showing a positive impact of Airtel's customer satisfaction and perception after the introduction of 4G network. Similarly After 4G quality satisfaction (3.7) is found to be greater than Before 4G quality satisfaction (3.1) again showing that customers perception of Airtel delivering better quality has a positive impact after the introduction of 4G network. The overall Service Quality Index (SQI) after incorporating the five variables of SERVQUAL also shows an increase from (3.3) before using 4G network, to (3.8) after using 4G network further validating the Hypothesis that 4G network is having a positive impact in the perception of Airtel users.

5.2 Hypothesis 2 (H2)

The model for regression analysis found to be fairly due to its R Square value being 0.745, indicates a few findings about the correlation between the 11 independent variables to the customer satisfaction and perception of Airtel. Reliability, Assurance, Tangibility from the SERVQUAL variable have a slight positive correlations to the Customer Satisfaction of Airtel. These are factors that develop from usage over time, loyalty that is created from continued support and distinguishable service, that hence creates an impact over the customer satisfaction and perception. The variables Responsiveness and Empathy barely have any correlation to customer satisfaction for the case of Airtel and this could be due to lack of Airtel's past efforts on concentrating on user feedback and promoting empathy instead of just friendship.

Talktime Price plans, Offers and Combo packs, and Website and Online Services all are slightly positively correlated to Customer Satisfaction and Perception. This is due to Airtel's competitively low call rates and wide array of offers and combo packs to choose from. Also by providing facilities like being able to find all the latest offers and purchase offers and packages directly online can lead to better customer perception considering the young audience of Airtel. The variable bonuses and gifts has a negative correlation to customer satisfaction, the variable Internet pricing barely has any correlation to customer satisfaction and the variable Network and Connectivity Strength has a significance level below 0.05 leading to invalidity of its relation with Customer Satisfaction. This inconsistency could be initiated due to the fact that there has been an improvement in the network connectivity of Airtel after the introduction of 4G network.

5.3 GAP Analysis of Customer Expectation vs Perception of Airtel

5.3.1 Voice and Talktime Price plans

3.33 vs 3.66

5.3.2 Internet Pricing

3.4 vs 3.59

5.3.3 Offer and Combo pack pricing

3.31 vs 3.47

5.3.4 Network and Connectivity strength

2.78 vs 3.05

5.3.5 Bonuses and Gifts

3.56 vs 3.60

5.3.6 Website and Online services

3.2 vs 3.38

The GAP analysis calculates the difference between the expectation of Non Airtel users and perception of Airtel users and all the 6 variable Talktime Price plans, Internet Pricing, Offers and Combo packs, Network and Connectivity Strength, Bonus and Gifts, and Website and Online Services have a positive gap meaning that they are perceived better than they are expected to be. It can be seen that the greatest gap lies in Talktime Price plans and Network connectivity as the extent of their competitive call rates and strength of their network connection are misunderstood until actually using Airtel subscription. And this relates exactly to what the GM of Brand and Digital of Airtel Business Unit stated. Even after offering some of the best talktime price plans, competitive internet pricing and fastest growing 4G network it is perceived by Non-Airtel users as subpar, the Non-Airtel users start using Airtel, and this may well be due to it's communications and advertisements.

6.0 Recommendations

Airtel Telecommunications with the introduction of their 4G network should continue to better their perception through improving their responsiveness to queries and feedback, creating emotions and empathy towards their users by trying to understand their wants better and properly and efficiently promoting the competitive product and services that Airtel provides to their users. Airtel should also use this opportunity of creating the fastest 4G network to rewrite the perception of Airtel having poor network connectivity to one of the best network connectivity in Bangladesh.

7.0 Conclusion

The merger of Airtel Telecommunications with Robi Axiata Limited has created newer horizons and greater opportunities for them to be the fastest and best 4G Telecommunications network in Bangladesh. Continuing to aggressively push their way to the top by constantly providing the best product and service Airtel can soon move from their 4th position in the Telecommunications industry to one of the top 4G Telecommunications in the nation. Changes in perception can already be observed within users of Airtel who have already switched to Airtel 4G network, and hence more can be expected in the near future.

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Appendix

B/15/2018 Customer Perception of Airtel Telecommunications after introduction of 4G Network

Customer Perception of Airtel Telecommunications after introduction of 4G Network

** Required*

1. Which Mobile Operator do you use? *
Mark only one oval.

Airtel
 Grameenphone
 Robi
 Banglalink
 Other: _____

Subscribers of operators other than Airtel please skip to Section 2.

Airtel Subscribers are requested to fill both the Sections.

Airtel Subscribers (Section 1)
 For Airtel Subscribers Only.

2. Have you switched to Airtel 4G network yet?
Mark only one oval.

Yes
 No

3. How reliable do you find Airtel in terms of delivering their promises?
Mark only one oval.

1 2 3 4 5

Very Less Very High

4. How responsive do you find Airtel in terms of replying to queries, feedback and complaints?
Mark only one oval.

1 2 3 4 5

Very Less Very High

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1/4

8/15/2018

Customer Perception of Airtel Telecommunications after introduction of 4G Network

5. How assured do you feel about using Airtel's offers and services?*Mark only one oval.*

1	2	3	4	5		
Very Less	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very High

6. How well do you feel Airtel understands the customer needs?*Mark only one oval.*

1	2	3	4	5		
Very poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Well

7. How is your experience when you visit Airtel Care Centres?*Mark only one oval.*

1	2	3	4	5		
Very Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good

8. How Satisfied are you with Airtel's Service?*Mark only one oval.*

1	2	3	4	5		
Very Less	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very High

9. How Satisfied are you with Airtel's Quality?*Mark only one oval.*

1	2	3	4	5		
Very Less	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very High

All Subscribers (Section 2)

For Airtel and all other operator subscribers.

10. What do you think about Airtel's voice and talktime price plans? **Mark only one oval.*

1	2	3	4	5		
Very Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good

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11. What do you think about Airtel's internet pricing? *
Mark only one oval.

1 2 3 4 5

Very Bad Very Good

12. What do you think about Airtel's offer and combo pack pricing? *
Mark only one oval.

1 2 3 4 5

Very Bad Very Good

13. What do you think about the Airtel's network connectivity and strength? *
Mark only one oval.

1 2 3 4 5

Very Bad Very Good

14. What do you think about Airtel's bonuses and gifts? *
Mark only one oval.

1 2 3 4 5

Very Bad Very Good

15. What do you think about Airtel's website and online services? *
Mark only one oval.

1 2 3 4 5

Very Bad Very Good

16. Do you have any Feedback to help improve Airtel's services? If yes, please state below.

17. Please mention your gender. *
Mark only one oval.

Male

Female

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18. Please specify your age range. *


Mark only one oval.

Less than 16 years

16 to 25 years

26 to 40 years

Above 40 years old

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