



Quality of Mobile Services

Dear Sir/Madam,

Please help me by filling this questionnaire.

The questionnaire is designed to collect data, which will be used purely for the academic (Doctoral Research) purpose. Please mark your own personal feelings about the statements below that best describes the quality of mobile services. There are no right or wrong answers.

Age *

Gender *

- Female
- Male

Residence area

- Rural
- Semi-Urban
- Urban

State *

Mobile technology *

- CDMA
- GSM

Type of mobile *

- Smartphone
- Non-Smartphone

Mobile Internet *

- 2G
- 3G
- Both
- Not using

Mobile connection

- Pre-paid
- Post-paid

Purpose of using mobile: *

- Personal
- Business
- Both

Dual SIM user *

- No
- Yes



SIM 1: *

SIM 2: (please write "NA", if not dual sim user) *

CUG User? *

(Common User Group)

- No
- Yes

Qualification: *

- 10th/SSC
- Option +2/Intermediate
- UG
- PG
- M.Phil/Ph.D.

Occupation: *

- Student/Scholar
- Employed
- Self-employed
- Others

Using mobile phone since which year? *

My first mobile network? *

My present mobile network operator? *

Using present mobile network since which year? *

Why did I change first mobile network to present mobile network? *

Average monthly bill/ spending: Amount in Rs. *



Please rate PRESENT Mobile Network operator (most preferred network in case of Dual SIM user)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. My mobile network provides sufficient coverage in the locations required for me.					
2. My mobile network provides consistent signal strength.					
3. My mobile network provides good message services (e.g., SMS, MMS, Voice message).					
4. Call connectivity is good for my mobile network.					
5. Premature termination of calls (sudden call drop) is low for my mobile network.					
6. My mobile network offers clear and undisturbed voice clarity during my calls.					
7. My mobile network is always consistent and dependable (reliable network).					
8. Mobile network speed is comparatively good (for 2G services, Internet based applications etc.)					
9. Mobile network speed is comparatively good (for 3G services, Internet based applications etc.)					
10. My mobile network is always up-to date and available to access latest advanced mobile applications (VAS, 3G/Internet based applications etc.)					
11. My mobile network coverage is good in other states. (in Roaming)					
12. Overall, the performance of my mobile network is comparatively good.					



13. My network operator is flexible enough for lodging complaints/queries.					
14. My network operator provides easy ways to recharge my mobile (Pre-paid users) / to pay bills (post-paid users) (e.g., online recharge, online payment)					
15. My network service provider has different customer support systems (toll free numbers, outlets, websites, etc.)					
16. My network operator provides easy ways to active or deactivate any service when I need.					
17. Overall, my network operator provides flexibility to access any mobile services that I require.					
18. I feel assured that service requests are duly follow-up by the mobile network operator.					
19. My mobile network operator provides accurate billing (for POST-PAID users) or My mobile network operator deducts amount accurately (for PRE-PAID users).					
20. My mobile network operator says apology for the inconvenience caused to me and pay compensation.					
21. Customer care executives are attentive to my calls at my mobile network operator's call center.					
22. Customer care executives continually attempt to understand what I say.					
23. Customer care executives offer relevant information to the questions I ask.					
24. Customer care executives are consistently friendly and polite with me.					
25. How long I have to wait before a customer care executive at my network operator began to help me?					
26. How well did the customer care executives listen to me?					
27. How eager to help me were the customer care executives?					
28. How quickly did the customer care executives help me?					



29. How knowledgeable were the customer care executives?					
30. How clear was the information the customer care executives gave me?					
31. How many of my questions did the customer care executives resolve?					
32. How helpful were the customer care executives?					
33. My experience with customer care services of my mobile network operator is?					
34. How often do I have to wait on hold when calling customer care service?					
35. Please rate overall service quality of present mobile network operator.					
36. My mobile network operator offers reasonable price schedules that meet my needs.					
37. My mobile network operator has honest/transparent pricing structure.					
38. Pay a higher price than competitors charge for the benefits I currently receive from my mobile network operator.					
39. Continue to use my present mobile network operator if its prices increase somewhat.					
40. My mobile network operator always delivers superior service.					
41. It is economical to use the services of my mobile network operator.					
42. The overall value I receive from the network operator is worth my time, money, and efforts.					
43. Overall, the service I receive from the network operator is valuable compared with other operators.					
44. How much I am satisfied with my mobile network? (Signal, coverage, consistency etc.)					
45. How much I am satisfied with my operator's tariffs? (price structure)					
46. How much I am satisfied with my operator's customer care services?					
47. How much I am satisfied with my operator's complaint handling?					
48. Overall, how much I am satisfied					



with my mobile network operator?					
49. I use my present network operator's services as regularly as I do now					
50. I say positive things about my network operator to other people					
51. I recommend my present network operator to those who seek my advice about such matters.					
52. My present network operator is my first choice when I need mobile services.					
53. It's fair to say that I am strongly committed to my present mobile network operator.					
54. I take pleasure in being a customer of the present mobile network operator.					
55. My network operator is the operator that takes the best care of its customers.					
56. There is a presence of reciprocity (mutual benefit) in my relationship with my present network operator.					
57. It pays off economically to be a customer of my present network operator.					
58. I would like to strengthen my relationship with the present mobile network operator.					
59. My present mobile network operator has earned my trust—I feel that I can trust the operator completely.					
60. There would be some real costs for me to stop using my present mobile network operator as a marketing option (economic loss/monetary cost/psychological burden etc.)					
61. My present network has a strong network coverage compared to other network operators.					
62. The probability to switch to another mobile network in the long-run (after 5 years) is low.					
63. Switch to a competitor if I experience a problem with my present mobile network.					



64. Complain to other customers if I experience a problem with my present mobile network.					
65. Complain to external agencies, such as consumer court, if I experience a problem with my present mobile network operator					
66. Complain to my mobile network operator, if I experience a problem with the services.					
67. Up-to-date mobile technology (e.g., 4G)					
68. Modern mobile applications (M-Banking, M-Shopping, Booking tickets, etc.)					
69. Speed of mobile data/internet/VAS and other services.					
70. Social media/internet based applications (with free voice calls, video calls/Multimedia files)					
71. Consistent Network across all geographical locations (rural /urban areas, Indoor/outdoor etc.)					
72. Customer care services (e.g., speed of resolving technical problems, customer complaints)					
73. Special packages for unlimited internet/mobile data at a reasonable price					
74. Quality of mobile services (superior services than any other competitor)					
75. Value for money					
76. How far quality of mobile services is more important to me than price/tariffs					

Like to change present mobile network:

- No
- Yes

In what circumstances, do I change my mobile network?

Please write possible reasons

Possible reasons for staying with the same mobile network?

Any suggestions/observations/comments for improving quality of mobile services