

**AN EVALUATION OF THE CUSTOMER SATISFACTION ON
THE SERVICES OF SRI LANKA TELECOM LTD IN
TRINCOMALEE DISTRICT**

PERMANENT REFERENCE

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ABSTRACT

Customer satisfaction surveys are usually conducted by companies that provide some type of service to a group of customers. Companies are vitally interested in the opinions of their customers because long run profitability of the depends heavily on customer loyalty.

So I have started to do a research study on "An evaluation of the customer satisfaction on the services of Sri Lanka Telecom Limited in Trincomalee District"

This research analysis consist five chapters each of it has it's own importance.

The first chapter is the introduction. This deals mainly the problem in the research, objectives of the study, methodology, conceptualization, assumptions and limitations.

The second chapter is Review of literature. It deals mainly the General overview of marketing, product and services, customer expectation, customer satisfaction and marketing mix.

Third chapter is methodology; it deals mainly introduction about methodology, sampling, data analysis and evaluation.

Fourth chapter is Results Analysis; this deals evaluation of the customer satisfaction through a questionnaire relating to the services of Sri Lanka telecom Ltd in Trincomalee District.

Fifth chapter is Conclusion and Recommendation. It concerns what are the changes should be made by the Sri Lanka Telecom Ltd in Trincomalee District.

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