

**CUSTOMER SATISFACTION ON CUSTOMER SERVICE OF
SRI LANKA TELECOM (SLT)**



THAVAPALAN ARUNMARAN



PCV1171



Project Report
Library - EU/SL

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRILANKA**

2011

CUSTOMER SATISFACTION ON CUSTOMER SERVICE OF SRI LANKA TELECOM (SLT)

Abstract

The customers are the most important part of any successful organisations; all business organisations need to make sure that their customers are satisfied with the service they receive. Customer Service is what your business delivers to achieve customer satisfaction.

In creating customer satisfaction, the telecom service providers should provide attention to their customer service and they indicate that customer satisfaction should be determined by evaluating a firm's service provided by its brand. (Gustafsson *et al*, 2005). Since importance of customer service understood in the global context, there was not much research done in Sri Lanka related to Telecommunication. This study was carried out on the intention of filling that gap.

There are many telecommunication firms in Sri Lanka, the SLT is chosen for this study, since the SLT claims a large portion of the market share in the industry. The main objective of this study is to clarify the possibility of developing the customer satisfaction through enhancing the positive perception on the customer services of SLT in Trincomalee.

Through the questionnaire and follow-up interview, data were collected from 200 customers of SLT to assess the level of customer service through the five dimension such as, Service Attributes of Contact Personnel, Complaint Handling, Telephone Inquiry, Reliability and Satisfaction with Physical facility. The study found overall satisfaction with customer service in the moderate level. Comparatively customers perceive high level of satisfaction in Physical Facilities and Low level of satisfaction with Telephone Inquiry.

Key Words: Customer Service, Customer Satisfaction

TABLE OF CONTENTS

Acknowledgement	i
Abstract	ii
Abbreviations	iii
Table of Contents	iv
List of Tables	x
List of Figures	xi

CHAPTER 01

INTRODUCTION

1.1 Background of the Study	1
1.2 Research Problem	2
1.3 Research Question	2
1.4 Objective of the Study	3
1.5 Significant of the Study	4
1.6 Scope of the Study	5
1.7 Assumptions of the study	5
1.8 Summary	6

CHAPTER 02

LITERATURE REVIEW

2.1 Introduction	7
2.2 Definition	7
2.3 Customer Service	7
2.4 Service Attributes of Contact Personnel	10
2.5 Service Recovery & Complaint Handling	11
2.5.1 Service Recovery	11
2.5.2 Customer Expectation about their Complaints	12

2.6 Satisfaction with Telephone Inquiry	13
2.6.1 Skills to handling the telephone	14
2.7 Service Quality in Telecommunication	14
2.7.1 Service Quality Dimensions:	15
2.7.2 Reliability	17
2.8 Satisfaction with Physical Facility	17
2.9 Customer Satisfaction	18
2.10 Ways to Improve Customer Service	18
2.10.1 Improve People Skills	18
2.10.2 Make Service a Priority	18
2.10.3 Talk to Your Customers	18
2.10.4 Get Everyone Involved	19
2.10.5 Make it Easy & Convenient for Customers and Employees	19
2.11 Summary	19

CHAPTER 03

CONCEPTUALIZATION AND OPERATIONALIZATION

3.1 Introduction	20
3.2 Conceptualization and Conceptual Model	20
3.3 Customer Service	20
3.4 Service Attributes of Contact Personnel	20
3.4.1 Responsiveness	21
3.4.2 Friendliness	21
3.4.3 Listening	21
3.4.4 Providing Guidance	21
3.5 Complaint Handling & Service Recovery	21

3.5.1 Ease of Complain Processing	22
3.5.2 Friendliness when Reporting Complaints	22
3.5.3 Speed of Complain Processing	22
3.5.4 Satisfactory Solution	22
3.6 Satisfaction with Telephone Inquiry	22
3.6.1 Receiving Quickly	23
3.6.2 Transferring Quickly	23
3.6.3 Waiting time to address the question	23
3.6.4 Accessibility	23
3.7 Reliability	23
3.7.1 Keeping Promises	24
3.7.2 Bill Structure	24
3.7.3 Referral	24
3.7.4 Response Time	24
3.8 Satisfaction with Physical Facilities	24
3.8.1 Office Architecture	25
3.8.2 Office Environment	25
3.8.3 Staffs Appearance	25
3.9 Operationalization	25
3.10 Summary	26

CHAPTER 04

METHODOLOGY

4.1 Introduction	27
4.2 Study Setting, Design and Method of Survey	27
4.3 Method of Measurement	29

4.3.1 Ordinal Measure.....	29
4.3.2 Interview.....	30
4.3.3 Secondary data.....	30
4.4 Sampling.....	30
4.5 Method of Data Presentation, Analysis and Evaluation.....	31
4.6 Summary.....	32

CHAPTER 05

DATA PRESENTATION AND ANALYSIS

5.1 Introduction.....	33
5.2 Sampling Profile.....	33
5.2.1 Age.....	33
5.2.2 Gender.....	34
5.2.3 Obtained Connections from SLT.....	34
5.2.4 Mode of Bill Payment.....	35
5.2.5 Ways of Complaining Process.....	36
5.3 Research Information.....	37
5.3.1 Service attribute of contact personnel.....	37
5.3.2 Complaint Handling and Service Recovery.....	38
5.3.3 Satisfaction with Telephone Inquiry.....	39
5.3.4 Reliability.....	40
5.3.5 Satisfaction with Physical Facility.....	42
5.4 Summary.....	45

CHAPTER 06

DISCUSSION

6.1 Introduction.....	46
6.2 Research Information.....	46
6.3 Service Attribute of Contact Personnel.....	46
6.3.1 Responsiveness.....	46
6.3.2 Employee Friendliness in delivering service.....	47
6.3.3 Listening.....	47
6.3.4 Providing Guidance.....	47
6.3.5 Employees Skillfulness.....	47
6.4 Complaint Handling and Service Recovery.....	48
6.4.1 Ease of Reporting Complaint.....	48
6.4.2 Friendliness when reporting Complaint.....	48
6.4.3 Speed of complaint processing.....	49
6.4.4 Satisfactory Solution.....	49
6.5 Satisfaction with Telephone Inquiry.....	50
6.5.1 Pick up call quickly.....	50
6.5.2 Transferring Call Quickly.....	50
6.5.3 Listening to the problem of the customer.....	51
6.5.4 Accessibility of call center service.....	51
6.6 Reliability.....	51
6.6.1 Keeping Promises.....	51
6.6.2 Understanding of Bill Structure & Recommending Service to Others.....	52
6.6.3 Time taken to full fill a service.....	52

6.7 Satisfaction with Physical Facility	52
6.8 Summary	52

CHAPTER 07

CONCLUSION AND RECOMMENDATION

7.1 Introduction	53
7.2 Conclusion	53
7.2.1 Service Attribute of Contact Personnel	53
7.2.2 Complaint Handling & Service Recovery	54
7.2.3 Telephone Inquiry	54
7.3 Recommendations	55
7.4 Implication of the study	56
7.5 Recommendation for the future research	56
7.6 Limitations of the study	57
7.7 Summary	57

REFERENCES	ii
------------------	----

APPENDIX - Questionnaire	vii
--------------------------------	-----