

An Analysis for Enhancing Customer Satisfaction for Pre-Paid & Postpaid Category of Mobile Services in Haryana.

- **Author(s):** RAMESH C. HOODA ,DR. VIKAS TYAGI
- **Abstract:** Objective of the research study is to identify critical factors responsible for customer satisfaction. After extensive literature review, eight factors namely service quality, signal quality, price fairness, quality of call center services, having retailer/service shops at many places, mobile provider keeping in touch, value added services (VAS) and convenience in procedure were identified which affect customer satisfaction. Survey questionnaire was got filled up from 200 respondents through interview. Out of 200 Respondents, 84 % were male & 16 % were female. These respondents belonged to different age groups of 18-20,21-25,26 & above possessing educational qualifications as undergraduate, graduate, postgraduate & professional. 82.5% respondents were pre-paid & 17.5% were post-paid. As per findings of the study, price fairness, service quality, availability of retail/service shops at sufficient places, mobile Provider keeping in touch & convenience in procedure have been preferred by maximum percentage of respondents followed by signal quality, quality of call centre services & VAS. Factors such as having retail/service shops at many places, VAS & convenience in procedure have statistically significant relationship with age. Outcome of the study also reveal that service quality, signal quality, quality of call centre services & mobile provider keeping in touch have statistically significant relationship with educational qualifications.
- **Keywords:** Customer Satisfaction, Price Fairness, Service quality, Telecom Service provider