

## Customer Satisfaction Towards Cellular Services A Study

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SPECIFIC AIMS The specific aims in this respect are as follows: To identify the needs of customers expectations and perceptions about various service providers. To check how service quality makes the customer loyal and stick to one service provider. To examine the importance of different packages provided by cellular service providers such as pre-paid and post-paid. To investigate about customers that switches one service provider to another. To explore what customers expect through availing ...

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The customers of telecom services like cellular telephony, all moving ahead with times and have started buying cellular services just like daily household items such as tooth paste. Therefore it is necessary in today's business scenario to understand the fact that the idea of customer's being a company's most important assets is not just a management theory, but is a very crucial ...

*Study On Customer Satisfaction Towards Cellular Service ...*

launch of Aircel cellular service in Mannargudi Town the subscription by the people in satisfactory and is steady increasing. Majority of subscribers have expressed better service provided by Aircel cellular service. But the service by the franchisee is average. The sales executives should be motivated to improve the service and get

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customer satisfaction level in mobile service provider players in the market and to know the customer perception towards other mobile service providers, this survey was done in twin cities. From the analysis it was found that the choice of mobile handset and services cannot be separated

### *Perception Of Customers Towards Cellular Phone Services*

When it comes to value and overall customer satisfaction, T-Mobile is the top-rated national wireless company again this year in the new American Customer Satisfaction Index (ACSI) report. T-Mobile...

### *The best (and worst) cell phone companies for customer ...*

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Keywords: ethio-telecom, service, customer satisfaction, cellular phone and network coverage. III. R. eview of . R. elated . L. iteratures Customer satisfaction depends on the products ... biases towards one particular groups of users rather include with diverse demographics and employment status.

### *Service Quality and Customer Satisfaction: The Case of ...*

The mobile communication is the life blood for every business activity. In this competitive business scenario each and every activity starts and ends with the customer. Even in this industry there prevails a stiff competition between the service

### *A Study Of Customer Satisfaction Towards Cellular Service ...*

revealed the customer attitude and their satisfaction towards the cellular services in Coimbatore city. It was found that ad-vertisement play a dominant role in influencing the custom-ers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented

### *A Study of Customer satisfaction on Telecom Service Providers*

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This study investigated factors that could become the customer satisfaction index in determining the customer needs and expectation towards mobile network service operators or providers in Malaysia.

### *Customer Satisfaction Factors towards Mobile Network Services*

For the wireless telephone service industry, overall customer satisfaction slides 1.3% to a score of 74, according to the American Customer Satisfaction Index (ACSI). Consumer Cellular leads among value MVNOs and across all wireless service providers at 83. Comcast's Xfinity Mobile tops the full-service MVNO category at 79.

### *Consumer Cellular Tops in Customer Satisfaction Among ...*

Consumer Cellular has been named the best cell phone provider for customer satisfaction, according to the latest American Customer Satisfaction Index (ACSI) report. Consumer Cellular's overall score on a 100-point scale beat several of the industry's major carriers, including Verizon , AT&T , T-Mobile , Sprint and several smaller companies.

### *New Report: The Best Cell Phone Providers in America ...*

Bharti is the leading cellular service provider, with a footprint in 15states covering all four metros and more than 7 million satisfied customers.

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