Relationship Perspectives on Customer Support Service

Exploring Best Practice for the Telecom Industry

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Abstract

The aim of this study is to examine the relationship between customers and the telecommunication service provider regarding customer support service. The authors focus on customers support service as a tool of enhancing relationship between customers and telecommunication service provider and to come up with a “best practice” for the customer-support service in the telecom industry.

The research has been conducted with recent relevant literature from academic viewpoint such as the relationship marketing, customer loyalty, customer dominant logic, customer support service and triggering factors for switching. After reviewing all of literatures authors have adequate knowledge how to enhance and sustain long term relationship with customers. Nearly every literature stipulates from customers perspective business operations for long term relationship.

To accomplish research aim, authors conducted with an explorative research approach and with the help of a designed descriptive questionnaire which consist of seventeen close-ended and open-ended questions. The target group was sixteen master level students of Karlstad University who belong to nine different countries. From the interview, authors try to explore respondents’ experiences and acceptation from customer support service.

Authors reached at the conclusion on the basis of collected qualitative information that the effective customer support service plays a vital role for enhancing the relationship between customers and telecom service providers. It is also evident throughout the research that the customer support service is the key link between the customer and the telecommunication service provider.

**Key words:** Customer Support Service, Relationship Marketing, Customer Loyalty
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1. Introduction

The telecommunications sector has become a vital area for the economic development of industrialized countries. This is due to rapid progress in technology and huge competition arising among the telecom service providers. To keep the dominating position intact in the market and compete with other telecommunication service providers and enhance positions in their market, it’s important to develop service quality and precedence of customer support service as core service for creating long term relationship with customers (Roos and Edvardsson, 2008). In this paper the authors focus on how customer support service effects on relationship.

The first chapter contains a background to the study, problem formulation and explanation of research purpose. In addition, information about the Swedish telecommunication and TeliaSonera company profile is provided. In the end disposition represent short content of each chapter of the thesis.

1.1 Background

Earlier research work in customer switching behavior within the telecommunication business has been done and that research investigates customer’s motivation for switching process (Göransson and Frenzel, 2009). Since 1990, telecommunication companies are facing fierce competition in their industry and its now sustainable question to build long term relationship with customers. To develop static relationship is much more crucial for service providers rather than attract new customers and evade customer switching.

The telecommunications service consists of networks, equipment for the use of broadband, mobile phone, etc. Support service is generally conducted by customer center, telephone, internet or email. The customer support service is more crucial service for telecom service provider because when customers interrupt with service or require value added service they communicate with service provider (Roos and Edvardsson, 2008). The most sensitive term in telecom business is customer switching because customers can shift to other operators if current support services fail to satisfy customers’ demand. To enhance long term relationships with customer and gain competitive advantage, the contemporary telecommunication economic environment is not only ensure the provision of quality service for the customer’s, equivalently they provide enormous customer support service facilities to their customers. In order to stay competitive in the market place, Telecom Company frequently develops customer support service operation (Roos and Edvardsson, 2008).
It is essential for telecommunication companies to sustain long term relationship with existing customers by enhancing customer support-service and it reflects on customers’ better communication and relationship with others. It is significant for companies to explore customers accepted service for a long term relationships and the best quality customer support-service for sustain relationship where both parties have direct interaction. It is more important issue to implement appropriate strategy and customer dominant business operation for telecommunication companies to develop long term sustainable relationship with better customer satisfaction, loyalty, trust and quality (Roos and Edvardsson, 2008).

In order to convey a sustainable relationship with existing customers, it is essential for companies to explore causes behind what makes the difference between customers accepted service and experienced service (Roos and Edvardsson, 2008; Heinonen et al., 2010).

When it comes to identifying the hassles which customers are facing in their direct interaction and ascertaining customer’s desire, support service is most significant to enhance a strong relationship with existing customers and for future relationship. There are several theories and models developed for bonding long term relationship with customers e.g., customer loyalty, triggers model for customer support service, customer dominant logic etc.

To enhance relationship with customers, the authors try to explore what is real quality support service from the customer’s perspective to keep in mind:

- How companies should design telecommunication companies’ lively customer support service in order to satisfy customers?
- How is customer experience different from support service activities?
- How customers consider support service experience in terms of relations?
- What are the obstacles when customers interact with support service?
- How is customer’s desire support service from customer’s perspective?
- How is recent customer support service operation in other industries?

Therefore, this research is going to look at customer-support service and other services in order to suggest a best practice for telecommunications regarding the customer-support service on relationship perspective. By the best practice researchers mean that what is recent trend in other industries support service, how customers evaluate support service operation, to what extent customers know about their own customer service, how is customer perception and experience about support service. What is customers feedback regarding customer support service in telecommunication industries. Authors explore the best explanation throughout this thesis.
By understanding a customer’s switching pattern and how triggering factors reflect on customer’s perceptions; the service provider would be most benefited in order to create long-term relationships for present and potential customer relationships. There are different approaches that come into place while shifting from one service provider to another and there are several aspects that make customers to start thinking about changing. These reasons or aspects which are the cause of ignition of this thinking process are called triggers. According to Roos et al. (2004) there are three different kinds of triggers; situational, influential and reactional. **Situational** triggers are changes in the customers’ environment, for example the life situation or a demographic change. In situations where competitive forces are the driving factors, the trigger is called influential. This can be a situation where a competitor is trying to increase their market share. **Reactional** triggers have a direct connection to an incident that occurred between the provider and the customer.

To keep a dominating position in the market and compete with rival telecommunication service providers and to enhance their positions in their market, there is a need to develop service quality and precedence of customer support service as core service for long term relationships with customers (Roos and Edvardsson, 2008).

This study has been conducted to explore and better understand customers’ demand from their support service and suggests the best practice of customer support service for telecommunication companies on the basis of designed questionnaires.

### 1.2 Problem formulation

The feature of core and customer support service consider equivalent and play key role for relationship with customers. Telecommunication companies are considering dynamic and convenient customer support service for their customers. To develop a customer support service, it is crucial for telecom companies to understand customer accepted and experienced service.

If customer service fails to satisfy customer demand, that reflects in relationships. Telecommunications companies frequently concentrate to develop their support service and enhance relationship with customer. Dissatisfied experience from support service and attractive offers by rivals in competitive the market impact on relationships with current providers. To evade this situation and switching, it is significant for companies seeking customer’s perceptions to identify the best practice for customer support service.

### 1.3 Purpose

The aim of this study is to indentify, analyze best practice of customer support-service in relationship perspective for telecom companies. To achieve this purpose, the research focuses on analyzing the developed conceptual theories and model from relationship, customer’s perspective service management and approach to conduct customer interviews and analyze their perceptions.
1.4 Swedish telecommunication and TeliaSonera

Swedish telecommunication and TeliaSonera

Sweden established a new amendment for telecommunication industry in 1993 and new regulation forced the market for competition. Earlier on, Swedish telecommunication was in monopoly market which was only operated by Televerket. Swedish telecommunication has been scrutinized by The Swedish Post and Telecom Authority (PTS) and it has more over eleven million mobile subscribers PTS (2011). Currently, Swedish mobile telecommunication market is facing fierce competition by five lively operators- Tele2, Telenor, Telia (TeliaSonera), 3 (Hutchison Whampoa) and Nordisk Mobiltelefon

TeliaSonera is the dominating Telecommunication Company in Sweden and has a large conglomerate in Scandinavian and Baltic countries. TeliaSonera have their business operations in Eastern Europe’s, enlarging their market in Eurasia, including Spain, Turkey and Russia, with a total of 164 million mobile customers (TeliaSonera, 2011). TeliaSonera was founded in 1853 and currently operates their business in 20 countries around the globe and they are in Europe’s fifth largest telecom operator (TeliaSonera, 2011). They convey mobile communication, Broadband, stationary phone, TV and mobile phone for customers.

TeliaSonera is a conglomerate merge and the dominant Swedish telecommunication company. Telia and other counterpart Sonera are leading mobile operators in Finland (TeliaSonera, 2011). TeliaSonera’s goal is to be a market leader by providing world-class network access & telecommunication services to subscribers through professional and environmentally friendly ways (TeliaSonera, 2011).

Their main rivals in telecommunication at the competitive marketplace are Telenor, Tele2 and 3. According to (TeliaSonera, 2011) their penetration in the Swedish marketplace is as follows: Mobile 139%, Stationary phone 54% and Broadband 32% (TeliaSonera, 2011).

TeliaSonera market their brand with three dimensions service namely: Telia, Halebop, Skanova and Cygate (TeliaSonera, 2011). TeliaSonera prefers board coverage of telecommunication service in Sweden. They offer their services to private inhabitants and provide a corporate offer for business organizations. Telia belong to their own customer service and retailer (TeliaSonera, 2011).

Halebop is the brand which is segmented for the adult young generation. TeliaSonera launched Skanova (01 Jan’08) which is the dominant infrastructure company in Sweden. Cygate is leading system assimilator for communication with data, video, telecommunication in northern Europe. Cygate is the arena where business customers can manage all communication in one key (TeliaSonera, 2011).
TeliaSonera have a long research tradition with Service Research Center (Centrum för Tjänsteforskning, CTF) at Karlstad University to explore customer switching behavior and which triggering factors mostly lead to in switching (CTF, 2011). The research is a project of CTF to develop sustainable long-term relationship with customers and develop an ideal customer support-service for the company’s competitive strength.

1.4 Delimitation
The research has been delimitated by one specific sampling with limited customers. The sampling required several communication methods of data collection and a wide range of interviews (telephone, direct). Unfortunately, this research is conducted with a specific way of interviews and has a limited approach to data collections instead of wide version.

1.5 Thesis structure
Introduction chapter closed with disposition and the rest of the chapters are summarized below for the convenience of the reader. In this research, the authors also include all the relevant data, information and conducted interviews in the appendixes. The disposition is as follows: introduction, theoretical foundation, methodology, and empirical analysis, discussion / conclusions.

Chapter 2
This chapter deals with the academic foundation of the thesis. It includes different relevant theories and models; customer loyalty, relationship marketing, triggers models in customer- support relationship, customer dominant logic and customer support service. In the end all theories have summarized discussions.

Chapter 3
This chapter illustrates the methods which are used to conduct the research. It also describes data collection process method and interviews. In the end, it presents the analyzing result of interviews.

Chapter 4
In this chapter all the collected data throughout research are presented. A comprehensive analysis of these data is provided with a strong connection to theoretical insights.

Chapter 5
In this last part the authors present their final discussion, conclusion and recommendations. It also includes the authors’ expression of the results of the study.
2. Theoretical foundations

This chapter summarizes the academic foundation for the thesis. Theoretical framework is an academic research design which reflects old ideas to explore new research. Gill and Johnson (2010) define theory ‘a formulation regarding the cause and effect relationships between two or more variables, which may or may not have been tasted.’ This chapter will spotlight on concepts of relevant theories e.g. customer support service, customer dominant logic, loyalty, relationship marketing and trigger model for customer support service.

First, the focus will be to understand the telecommunication customer support service, loyalty and relationship marketing and the triggering factors which influence customers in term of customer support. Customer Dominant logic is followed by customer support service. Finally, research on customer support service in relationship to telecom business and best practice will be discussed.

This thesis is the part of research project which has been conducted at CTF and it therefore has previous work. This study will contribute to research work. In table-1 the focus of our theoretical framework is depicted.

<table>
<thead>
<tr>
<th>Author</th>
<th>From the linkage</th>
<th>Classification of term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roos and Edvardsson, (2008)</td>
<td>Customer relations &amp; telecommunication</td>
<td>Customer support service for telecommunication</td>
</tr>
<tr>
<td>Heinonen et al. 2010</td>
<td>Consumer behavior</td>
<td>Customer’s viewpoint</td>
</tr>
<tr>
<td>Roos et al. 1999</td>
<td>Customer switching</td>
<td>Sustainable relationship</td>
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Table: 1 Directing literature for the study

2.1 Customer- Support Service

There are several models used for customer- support service. One of the early service models is Augmented-Service-Offering Model (ASOM), which design the service framework with three major components: core service, facilitating service, and supporting service (Gronroos, 1990).

Customer- support service design is a part of service model but its main key factor is for relationship perspective. Another model was developed by Edvardsson (1997) which pointed out that core and supporting service are perceived as responding to the needs of customers. These are divided into primary and secondary needs. Primary needs focus on communication channel, support service and secondary needs focus on share another. All the models are focused in emphasis to create necessary value for customers by relationship support service (Edvardsson, 1997). According to Yi and Gong (2009) better perceived support service is one which reflects on greater perceived satisfaction for customers. There are different industries of customer-support services. Roos and
Edvardsson (2008) present sustainable models for the telecommunication companies. However, the successful realization of this reorganization requires an in-depth examination of the nature of the service. With core and support now being separated units in customer interactions with the company, it would be logical that customers perceive them separated also regarding their effect on the relationships (Roos and Edvardsson, 2008). They emphasized on customer support service for enhancing the relationship between customers and service providers.

The customer-support service and main core service are spilled in companies for conveniences of customer perceived value. Now companies consider customer-support service as very supporting to main stream service which emphasizes to ensure better service and build relationships with customers. Sometimes customer-support service gets more significant functions than core service for maintaining relationships with customers. The authors in this research look for best practices in telecommunication customer support service which make domination in terms of relationships. Consequently, the authors have stated the importance of customer-support service for loyalty in customer relationships. Therefore, the authors continue the theoretical framework with different aspects of loyalty.

2.1.1 Customer Dominant Logic
To enhance customers and maintain warm relationship with them, several theories and models are developed. A new dimension of logic launches is called ‘Customer Dominant Logic by Heinonen et al. (2010). According to Heinonen et al. (2010), ‘CD marketing logic refers to a view that positions the customer in the center, rather than the service, the service provider/producer or the interaction or the system’. CD Logic services are surrounded in the customer’s contexts, activities, practices, and experiences, and what proposition this has for service companies (Heinonen et al. 2010). There are five major challenges to CD logic: company involvement, company control in co-creation, visibility of value creation, scope of customer experience, and character of customer experience (Heinonen et al., 2010).
The diagram represents the service provider’s relation to the customer’s world. The outline also signifies the individual time frames and analytical foci of GD logic, SD logic and the planned CD logic (Heinonen et al., 2010). Here Service X (any company) extent in boarder perspective in both ways from the outline of service management. This imitate how a service, from the customer’s viewpoint not only consume, used but also perceptively incorporated into the customer’s constant activity and experience configures further than the service procedure. That is demonstrated by the boxes: history, pre-service X, service X, post-service X, and future (Heinonen et al., 2010). To develop the customer support service and enhance relationship with customer, CD logic diagram works and represents in this study a more dynamic way. The demonstration will be Service X (Telecommunication Company) and rest of illustration is history (customer), pre-service X (Core service), service X (Telecom Co.), post-service X (customer support service), and future (relationship). According to CD logic value appears when service provided by company X and used by the customer’s turn in to surround their activities, practices and experiences collectively with company’s activities (Heinonen et al., 2010). The value contain equally to service and all the surrounding supporting before and after service X (Heinonen et al., 2010). There are three core dynamic concerns on Customer dominant logic which are co-creation, value-in-use, and customer experience.

2.1.2 Customer Loyalty
In today’s competitive business arena it’s costly to attract new customers than to retain existing customers, so keeping existing customers loyal is a vital issue for the service oriented companies specially telecommunication industries. Companies who are seeking
loyal customers should emphasize on customer satisfaction (Yang and Peterson, 2004). Customer satisfaction is not only the direct determining factor of customer loyalty but also the central determinant of customer retention (Gerpott et al., 2001). Cooil et al. (2007) has viewed that customer loyalty is an important strategic objective. Some researchers (Gould, 1995; Kotler, 1998; Reichheld, 2001) represent their views that expansion, conservation, and boosting of customer loyalty signify a central marketing strategy for achieving competitive advantage.

Sirdeshmukh et al. (2002) described the importance of value in the loyalty and relationship building and maintenance in the longer term by depicting that customers used the value to attain higher goals through relationships because they cannot evaluate the technology itself because this process seems quite difficult for them. They might only perceive the technology change.

Yang and Peterson (2004) stated that customer loyalty is a special attribute of customer attitude to continue a relationship with a service provider. According to Oliver (1999, p 34) loyalty is “a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future”. To maintain a relationship a long term customer loyalty plays a vital role. It is evident long term customer loyalty bring positive results for service providers and help them to build strong relationships with customers and retain existing customers. Quality customer support not only enhances customer loyalty but also create long length relationship between customers and service providers.

2.1.3 Relationship Marketing

Relationship marketing is a constant process for exploring new value within individual customers and then distributing the benefits over a lifetime relationship (Gordon, 1998). Relationship marketing consists of a chain of relationships which comprises everyone from suppliers, employees, customers, investors and the board of directors, including distribution channels and others. Finally, increasing value used is in the end customers (Gordon, 1998). Relationship marketing emphasizes on relationships, networking and interaction.

Gronroos (2000) defined Relationship Marketing (RM) as ‘The process of identifying and establishing, maintaining, enhancing and when necessary terminating relationship with customers and others stakeholders, at a profit, so that objective of all parties involved are met, where this is done by mutual giving and fulfillment of promises.’ Organizations believe that they provide exactly what customers desire from their service experience and perceptions. The purpose of a service is to create mutually beneficial relationships (Paulin, 2000).

Every business contains relationship by exchanging their product or service. Successful business organizations focus on creating and managing a total service offering in a customer oriented system. Customer satisfaction and long-term relationship also depend
on the customer expected service (Zeithaml, 2003). According to Gronroos (2007) trust, commitment and attraction are the most important role for relationship marketing and well customer driven service system developed by four central resources: Employees, technology, customer and time.

According to Tohidinia and Haghighi (2011), relationship marketing can help the service providers in establishing stable relationships with clients by the means of increasing marketing efficiency, decreased ratio of customer defection and provision of customer desires and needs which can increase the customers’ satisfaction and loyalty.

2.1.4 Trigger models in customer-support relationship
There are variety of tools and methods used in exploring and analyzing customer-support relationship. Triggers are factors that are seen to have a long-lasting effect on customer relationships (Roos, 1999; Roos, Edvardsson, and Gustafsson 2004). Roos at al., (2008) researched and found out that the first priority for customers (the trigger position) is to choose their telecommunications providers based on their support-service experience. It established that triggers are one of key the factors for long-lasting relationship strength (Roos, 1999; Roos, Edvardsson, and Gustafsson, 2004). According to Roos et al. (1999) there are three factors of triggers; situational, influential and reactional.

Situational trigger consists of a change in the customer’s personal life. It is generally based on private situation which could be changed on the social status, profession, demographic, family, relationship, etc. Customer private life factors which are driven by the desire to reevaluate current relationship with service provider. In the context of telecommunication situational triggers are considered on the basis of loyalty and customer-support service experience (Roos et al., 1999). The reason for various changes may act as situational triggers: altered work hours, altered financial circumstances, use of spare time, changes in mobility (car, local means of conveyance) and demographic changes (Roos, 2002:197).

Influential trigger arise in market competitive position by numerous service providers in a specific industry. In that type of situation customers can evaluate several standards for comparison. Particularly, customers appraise their existing service provider while a new company comes into several convenient facilities by their promotional campaigns. Influential trigger mostly consists of rival company, new value-added service, payment procedures. Influential trigger is further developed can be categorized into active trigger and passive trigger (Roos and Gustafsson, 2007). Active trigger is steered by the review of customers, it generate promotional campaigns or publicity by other customers. Customers are much more informed about their own decision or choice. Customers are more responsive for their decision. Passive trigger is hasty decision by customer through
rival companies special offers like- cheaper call rate, new value added service or customer’s wants and individual life style.

Reactional trigger is when customers perceive less quality service than excepted or less quality than average quality from a company. This is the one of the core reason for active triggering by customers. Reactional trigger emphasis is on inconsistent & reduced quality, ineffective reorganization; introduce new user system, etc. Sometime a customer did not get his monthly bill in proper time, which could be reason for lack customer satisfaction by service provider (Roos et al., 1999).

The aim for the trigger model is to examine what factors influence customers to switch from one service provider to another. Triggers give detailed content of action or incidents which affect customers for switching. To understand those influencing factors is one of the key issues for maintaining long term relationship.

2.2 Summarizing the theoretical framing and positioning
To accomplish the purpose of thesis, the authors have presented some relevant academic concepts in this thesis. Theoretical foundations review with literature on customer support service and loyalty to enhance sustainable relationship with customers. On the other hand, trigger models in customer support relationship simultaneously explore most consequence influencing factors in relationships to convey long term relationships.

The theoretical foundation consists of customer support service management and its relationship perspective. It explores the gap between theoretical and practical implementation. A prime focus of theoretical foundation is to convey fundamental relationship with customer support service and develop loyalty, relationship marketing to enhance long term relationship.

One of the important features is what companies should do to develop customer support service in their long-term relationship with customers. Therefore triggering models in customer support are used as supportive to enhance relationship. For this purpose, our empirical study will follow suit.
3. Research Methodology

This chapter is concerned with the design of the research and methodology of the study. Furthermore, authors also spotlight on problem formulation, method of data collection and questionnaire design, analysis and presentations are included. In addition, this thesis imitates the methods throughout the research.

3.1 Research Design

Research method should be relevant with the purpose of the research work. To set the research method, it is vital to formulate a research design and later on execute a fruitful research work in consistent with purpose and relevancy of the data required. Generally research approaches can be put into three categories namely exploratory, descriptive, and causal. Basic difference among these approaches is caused by the nature of the problem, purpose of the research, formulation of the hypotheses and the methods of data collection are used (Aaker et al., 2004).

In this research, the authors have used an explorative qualitative research approach. Dul and Hak (2008) explorative approach is when ‘the researcher had no or only little information about the research subject and its background’. The explorative approach implies that the researcher should gain reasonable evidence of something that the researcher doesn’t know enough about. For example, customers heard about iphone 4s and they also know that currently it is available in the market, but they don’t know to what extent it fulfills the user’s expectations. Explorative approach can help us in this situation.

According to Zikmund (1997) explorative research is suitable where researcher has no in depth knowledge and experience about the research problem. To him it’s a first step to get a strict and conclusive future study without knowing or holding limited experience of the problem. Aaker et al. (2004) state that exploratory research is useful to seek insights into the general nature of a problem and to discover the relevant variables which need to be considered to solve a research problem. Aaker et al. (2004) stated that this research method is highly flexible, unstructured and qualitative, for the researcher begins without firm preconceptions as to what will find. Explorative research is the supplier of qualitative data and uncovers a problem more clearly than quantification (Zikmund, 1997). The authors conducted this research using exploratory approach because its features meet the demand of this thesis than other approaches. The authors also dealt with the qualitative data than quantitative data to meet the conditions of this study.
3.2 The empirical research process

In this segment the authors mentioned the whole research process diagrammatically and briefly discussed how the research progressed to its destination. The provided outlined in figure 1 represents how the research work can be seen. The research process is a structured and systematic procedure which balances all aspects of the research project with each other. Hence, suppose the research design must be consistent with the research purpose otherwise the end result will be zero (Aaker et al., 2004).

![Research process diagram]

Figure 2. Research process (Collectively from Creswell, 2009 and Bryman & Bell, 2007)

The research procedure consists of different steps which are exposed in the above diagram. It is deductive research approach in which researchers move from the general to explicit. The initial step of the research approach is to classify the problem formulation.

To reach the second step, thesis supervisor has conducted an elegant and well formulated guide, which consists relevant theories, guide for research survey which is very supportive for the collection of relevant data for research. Therefore the authors design the data collection method for interview, which was undertaken through by face to face and by email and the authors also collected relevant secondary data and information from the various industries leading company’s customer support-service operations.
After completing interviews and gathering data of different industries customer support service operations, data is interpreted and analyzed in different categories. The key principle of the dissection of collected data into different kinds of categories is to look and find broad patterns of generalization and simplification of the collected data. Proceed to next step, need to analyze data in relation to relevant literature in order to come up with preferred results. To accomplish final steps and to spotlight on from boarder to more specific it is essential to reflect on earlier literatures to accomplish research result.

To accomplish research, the author’s explored recent relevant literature from academic viewpoints for relationship marketing, loyalty, customer dominant logic, customer support service and triggering factors for switching. After reviewing all of the given literatures the authors have adequate knowledge how to enhance and sustain long term relationship with customers. Nearly every literature stipulates a customer’s perspective business operations for long term relationship.

Initially, the authors asked themselves about what is the connection between customer support service and relationship marketing and loyalty. It is important for operating customer support service to the telecommunication business. After reviewing that theoretical part, the authors learned more regarding the importance of a relationship perspective customer support service. Consequently the authors explore a new dimension of sustainability and developed relationship from customer perspective by customer dominant logic and understand triggering factors which influence customers for switching by triggering models. CD logic provides boarder perspective of customer’s present and previous behaviors and prioritizes customers in central positions with depth knowledge.

Subsequently, the authors searched for a gap between operation and actual perception of customers. Moreover, understanding trigger factors switching and potential customer aspects. In addition, the authors obtained interviews result data and information from recent customer support service in other industries.

Afterward, the authors examined the collected data in order to expose potential links and correlations. The task is then to explain the results taking into account theoretical aspects and methodological guiding principles. The findings of this study will be presented with recommendations.

### 3.4 Data Collection

The authors designed a questionnaire for different telecommunication customers and planned the empirical study including data collection as follows:
1. Interviewing of fellow master students (international, Swedish) according to their experience with current telecom providers and other industries customer support service.

2. Observe various industries dominating company’s recent customer support operations with emphasis on their technical support service operation.

3.5 Interview process
To explore better customer support service for telecommunication business, the authors designed a descriptive questionnaire with close-ended and open-ended questions. There are 17 questions throughout questionnaire which explore customer experiences and expectations from customer service. The interview have been conducted within sixteen master students (international and Swedish) of Karlstad University, Sweden. There are nine different countries (Sweden, Finland, Poland, Serbia, Belarus, Iran, China, Bangladesh, India) students participated in this interview. The authors have selected advanced level customer (master students) to explore best practice for telecom business from their experiences.

The questionnaires were provided to them though email and interviews were conducted with students from nine different countries (international master students). To indentify the best practice for customer support service, the authors designed interviews questionnaire with reflections from theoretical framework.

In order to fulfill the purpose of the study the questions were concentrated on:

1. Overall satisfaction about customer support service in Sweden.

2. The telecom industries support service

3. Current telecom service provider

4. communication ways of customer support service

5. Experience from customer support service

6. Perception and suggestions for telecom customer support service, etc.

All in all, we interviewed 16 respondents about their support service. 11 were males and 5 females.
4. Empirical Foundations

In this chapter all the collected data throughout the research is presented. A comprehensive analysis of these data is provided drawing from theoretical insights.

4.1 Results of the empirical study

In this chapter the authors describe the results of the empirical study and present the detailed opinions of the respondents.

Figure 3. Assessments about Swedish telecom industry’s customer support

As is seen from the figure most of the respondents (38%) are evaluated medium in their assessment of Swedish telecom industry’s customer support service. Consequently, 31% of respondents assessed good, 19% suggested more improvement for international level and 13% pointed out that, they don’t have any experience regarding Swedish telecom industry’s customer support service.

Figure 4. Assessments about satisfaction with the customer support services
The respondents’ answers about their overall satisfaction about customer support service experiences in Sweden as “satisfied” or “dissatisfied”. As seen from the figure most people are satisfied (69%) and (31%) of the respondents said they were not satisfied with the support service.

Figure 5. Depicts the respondents’ answers about their current telecom services provider

From the above figure majority of respondents (75%) are customer of Tele2, 19% are 3 and 6% respondents are using Telia.

Figure 6. Assessments about adequate information in their provider webpage link for solve problem

As is seen from the figure major parts of respondents (31%) are evaluated webpage as tool of problem solver not an effective tool and the same portion also consider it as a medium tool in their assessment. Consequently, 13% of the respondents said they strongly agree and never checked, 12 % responders’ are agreeing about adequate information in their provider webpage link to solve problems.
Figure 7. Assessments about high quality customer support services industries in Sweden

As is seen from the figure bank (44%) is higher quality customer support service industry. Telecom industry (19%) and public sectors are (19%) in second position. Internet service provider (13%) in third position and others industries (6%) in fourth position.

Figure 8. Assessments about high quality customer support services companies in Sweden

As seen in the figure above depicting the respondents’ answers regarding their overall assessment of high quality customer support service companies in Sweden, Bank and telecom companies have higher quality customer support service. Consequently, Nordea bank is first, Swedbank in second position and Handelsbanken in third position. From telecom companies Tele2 is first, 3 are second and Telia is in third position from the responder’s answer. Internet service provider companies are ranked third from the respondent’s point of view.
Figure 9. Assessments about better customer support service department within that company

As is seen from the technical support (38%) is highest level satisfactory among the departments. Consequently, peoples of the service centre (31%) are second position and customer centre (19%) is third position. In the end, telephone service (13%) in fourth position.

Figure 10. Recent communication way with customer support service

As is seen from the figure above, 63% respondents preferred telephone service to communicate with support service. Consequently, 13 % people preferred internet and contact through dealer. Rest of responder’s (6%) communicates through personal and other ways.

Figure 11. Assessments about accepted waiting time customer centre queue
The respondents’ answer about accepted waiting time on customer centre queue. As seen in the figure above, 44% responders preferred more than 5 minutes, 38% respondents preferred 5 minutes and rest of 19% respondents preferred 3 minutes.

![Figure 12. Assessments about accepted waiting time in telephone of support centre](image1)

As is seen from the 75% responders preferred 3 minutes. Consequently, 13% people are preferred 5 minutes and more than 5 minutes.

![Figure 13. Assessments about preference for 24-hours telephone customer support service](image2)

The answers about preference for 24-hours telephone customer support “Agree” or “Disagree”. As is seen from the figure most people are agreeing (88%) and disagreeing (13%) for 24-hours telephone support service.

![Figure 14. Assessments about preference for preference free phone call to support service](image3)
The answers about preference for free phone call to support service “Agree” or “Disagree”. As is seen from the figure most people are agreeing (94%) and disagreeing (6%) for free phone call to support service.

![Figure 15. Assessments for preference for customer’s privilege membership card](image)

Figure 15. Assessments for preference for customer’s privilege membership card

The answers about preference for customer’s privilege membership card “Agree” or “Disagree”. As is seen from the figure (50%) agree, (50%) disagree among the respondents for free phone call to customer support service.

![Figure 16. Assessments about expectation from customer support service if phone call drops between conversations](image)

Figure 16. Assessments about expectation from customer support service if phone call drops between conversations

As is seen from the 50% respondents preferred that customers should call again. Consequently, 38% preferred the operator will again and 13% preferred to change the operator.
Figure 17. Assessments about ideal customer support centre

As is seen from the pie chat above, 38% respondents preferred entertainment & refreshment (e.g. magazines, coffee) for their ideal customer support centre. 25% people preferred 3 customer service desk and more than 3 customer desks. Rest of respondents (13%) preferred computers for their use.

Figure 18. Assessments about preferences for international customer-support service team

As is seen from the figure most people agree (81%) with preferences for international customer-support service team. Consequently, 13% respondents are disagreeing and 6% respondents have no opinion for international customer-support service team.
The answers about preference for support service operation in social network “Agree” or “Disagree”. As seen from the figure most people agree (81%) and rest of people disagree (19%) for customer support service operation in social network.

Out of 16 respondents 4 (25%) are shows that they switched to another service provider due to poor experienced with their former service provider’s customer support service. On the other hand, 12 (75%) respondents have no such switching experience. It’s evident from the result; poor customer support service is one of the dominating factors for switching.
Figure 21. Assessments about preferences for ideal customer-support webpage link

As is seen from the figure above 50% respondent’s preferred one link which has sub-linked with ideal customer support webpage link. For example, http://www.grameenphone.com/customer-service (Grameenphone, 2011).

Consequently, 25% people preferred one individual webpage for customer and 13% people preferred several links for different customer service. Rest of responder’s (6%) preferred others (e.g. Language options).

4.2 Analysis and implications of the empirical results

Authors had stated in the introduction that customer-support service in telecom companies should aim at having a long-lasting positive effect on customer relationships. Presented relevant academic concepts on customer support service and loyalty to enhance and sustain relationship with customers. Theoretical foundations focused on customer support service management and its relationship perspective. It explored the gap between theoretical and practical implementation. Principal focus of theoretical foundation is to convey fundamental relationship with customer support service and develop loyalty, relationship marketing to enhance long term relationship. Therefore trigger models and customer support relationship at the same time explore most significant factors that influence relationship. Theoretical foundations build a conceptual fundamental which underscore the customer support management and effectual long relationship with customer.
Turning back to the research problem and purpose, dissatisfied experience from support service has a negative impact on relationship. On the other hand, attractive offer by rivals influence customer. To evade this situation and switching, it is significant for companies seeking customer’s perceptions to identify the best practice for customer support service. To accomplish the purpose, we focused and analyzed the developed conceptual theories from relationship perspective, customer’s perspective service management and to identify, analyze best practice of customer support-service in relationship perspective for telecom companies. There was a specific question in the interview which required the participants to describe their experienced, perception and suggestion for ideal support service for long term relationship. The responded of interviews play a vital role for interpretation and practical implementation. The study has both development of academic concept and practical implication regarding customer support service management. 

The finding suggests that, understanding telecommunication customer support management and by implication customer dominant logic can enhance customer loyalty for long term relationship. Consequently, trigger model in customer support relationship assisted deeply in the understanding of the reasons for switching. 

The research explored significant evidences that may develop long term relationship practice and better customer support service. It is helpful to telecommunication companies to understand the outcomes of respondents’ perception experience and implement customers’ aspect of support service to enhance the relationship and best practice. Telecommunication companies should recognize the ongoing recent trend in other industries support service and realize the customer perceptions. For example, the research found out that one the bank customer support practice is like – if customer want to talk with service centre, the bank keep their number and make phone call back to customer instead to avoid queue. Another aspect of the empirical result is that customers avoid long queue and want quick service they also demand refreshments in their waiting time. This implied that customers are not only satisfied with service they also want to return back with happy memories and solution. The findings of this empirical study have significant outcomes when it comes to understudying customers’ aspects and sustainable relationships with better customer support service operation.

According to the respondents it is important that a three service desk and warm greetings be of support centre. In addition, to avoid queue and language barrier an automate machine will do the same service with different language options beside the personnel service. The results of this are that customers will be much more cordial and have more access in support service and have an experience more than perception. Consequently relationship marketing imply support service will provide exactly what customers desire from their service experience and perceptions and the intention of service is to generate mutually beneficial relationship (Paulin, 2000).
4.2.1. Aspect of the support service causing weakened customer relationships

According to the respondents aspect such as not getting refund of a bad SIM card causes switching. In other words, when promises are not kept and the support-service is not willing to correct the situation, the relationship is weakened. According to research theoretical foundation trigger models in customer support relationship, situational trigger causes on base of loyalty and customer-support service experience for telecommunication (Roos et al., 1999).

Other customers (based on some of the respondents) experienced switching due to long queues in support centre. Customers always try to avoid long queues and unwanted long queues have a negative impact in relationship. Consequently, research foundation trigger models in customer support relationship situational trigger reflect in switching (Roos, 2002).

Another aspect is lacks of combination between inter departments marketing and support service. Sometimes a company’s marketing strategy and customers support center provided information may contradict each other. As a result of a lack of reliable information customers start thinking to switch. According to a respondent aspect not getting clear cost allocating information from customer support center may cause him to lost faith in the service provider.

Lack of quick response or vague response weakened customers’ relationships. It dampens the relationship when customers do not get the proper solution or solution in short forms after waiting in long queue.

Unwanted billing and not getting the proper explanation for billing creates hostile relationship between customers and service provider. One of the respondents switched to another company because he was experiencing unwanted billing hassles.

4.2.2. Aspect of the support service causing strengthened customer relationships

Long queue time is one of the core obstacles customers’ faces while trying to interact with support service. Both the parties want to evade queue and render a quick satisfactory solution. The respondents preferred the service provider to call back the customer instead of evading queues over the phone. The reflection is that when this happens, the customer will get a highly satisfactory service from support centre which will be in his or her mind as a reminder and this will enhance loyalty. Consequently, research foundation of customer support service convey that better perceived support service is one which reflects on greater perceived satisfaction for customers (Yi and Gong, 2009).
Telecommunication companies have promotional campaign with attractive offers to new customers and reward their old customers. Some respondents stressed the need to get an equivalent alternative offer from support service as their personal demand for this will give them much higher satisfaction and consequently will enhance their loyalty. According to research theoretical foundation of relationship marketing, a successful support service is vital in creating and managing a total service offering in a customer oriented system. Customer satisfaction and long-term relationship depends on the customer expected service (Zeithaml, 2003).

According to some of the respondents, aspects such as three service desk and warm greetings are important issues to be considered in support centre. In addition, to avoid queues and language barriers an automate machine will do the same service with different language options beside the personnel service. The outcome of this is that customers will have much more cordial access in support service and have an experience more than perception. Consequently relationship marketing imply support service should provide exactly what customers desire from their service experience and perceptions and the intention of service should be to generate mutually beneficial relationship (Paulin, 2000).

Promotional offer validity can be extended for loyal customer. A majority of the respondents confessed that aspects such as support service can recognize the loyal customer by special member and treat them special when delivering service. Specific, gift vouchers for example may please customers with more delightful satisfaction and enhance relationship. According to theoretical framework of customer support service the core and supporting service are perceived as responding to the needs of customers (Edvardsson, 1997).

A proactive personnel and an equal approach to problem treatment with quick solutions are very desirable qualities of a good support service from the respondent’s point of view. In the other words, when support service privilege for solve each individual customer problem it reflect higher satisfaction and enhance relationship.

According to the respondents it is also important for customers to get refund guaranteed money for any damaged product; and a commitment for short time reply causes customers to be loyal and enhances relationship. To enhance the relationship it is more important that service personnel ensures appropriate center of attention to customers during service encounter instead of quick service or avoiding long queue service centre.
5. Discussion and Conclusion

In this last part authors describe the final discussion, conclusion and recommendations. It also includes the suggestions for “the best-practice” customer support.

5.1 Discussion

According to the results the effect of a not functioning support-service seems to be disastrous for companies. In the beginning of our thesis researchers posed a purpose to come up with suggestions for a best practice of support service. To enhance relationship and develop the best practice for telecom companies’ authors wrote down multiple closed questions and open questions for suggestions. Each respondent described their accepted service and perception for customer support centre. Authors found out how to achieve an ideal customer support centre from the responses and represented major outcomes from the interviews for ideal customer support service by categorically analyzing.

5.1.1. General Service

Our findings based on the respondent’s answers pointed to the fact that service support should be based on honesty. According to the theoretical framework it’s evident that loyalty brings positive results to service providers and helps them to build strong relationships with customers and retain existing customers (Oliver, 1999). The most significant term for enhancing relationship perspective support is that service should be based on honesty and provider must underscore customers in all aspect of service. It is imperative to overcome language barriers for more international aspects of service.

5.1.2. Best practice regarding the customer-support service

The purpose of our thesis was to find the best practice regarding customer-support service. Therefore, authors included other services for example, banks in our sample for interviewed customers and it explored that bank industries support service have higher satisfactory ranking for support service practice. Innovation is a rapidly changing aspect of consumer behavior and it triggers upgrading support service operation. For example, customers are not only looking for the solution of typical mobile phones, now they demand satisfactory solution for Smartphone’s Apple’s iOS, Google’s Android, (iPhone 4 /4S, Galaxy Nexus).

According to the results, the following aspects are causes for switching/weaken customer relationship: Promises are not kept and the support-service is not willing to correct the situation, the relationship is weakened. Customers always try to avoid long queues and unwanted long queues have a negative impact on relationship. Lack of cooperation between inter departments marketing and support service. Late responses weaken customers’ relationships.
This research results explore potential outcomes from respondent’s point of view in a bid to develop better practices in support service. The results from the interview showed that 63% of the respondents preferred telephone service to communicate with support service. For accepted waiting time in queue; support centre, 44% respondents preferred more than 5 minutes and 75% respondents preferred 3 minutes in telephone. 94% agreed for free phone calls to customer support service, 88% agreed with 24-hours telephone service, 38% responders preferred entertainment & refreshment (e.g. magazines, coffee) for their ideal customer support centre, 81% agreed with preferences for international customer-support service team, 81% agreed with a support service operation in social network. Out of 16 respondents 4 (25%) are switched to another service provider due to poor experienced with their former service provider’s customer support service, 50% people preferred one link which has sub-linked with ideal customer-support webpage link for ideal customer support webpage link.

In addition, research portrayed that the following aspects could strengthen customer relationship. Call back to customers instead of evading queues over the phone. To avoid queues and language barrier in service centre an automate machine will do the same service with different language options beside the personnel service. Promotional offer validity can be extended to loyal customers. Getting refund guaranteed money for damaged products and a commitment for short term reply enhances relationship. In order to achieve “Best practice” customer-support service should consider the following facts:

1. Every personnel in support service should deliver the similar information for service. Employees need to be well trained to provide same information not different.
2. Pro activeness in the people working in customer-support service and who can always welcome very silly questions. Because questions may be silly for the support people but problem may be very important for the customers.
3. The scheduling appointment should be shortened and efficiency because customers abhorrence to wait in queue. More detailed instructions and more ways to provide service to customer satisfaction and solve the problems.
4. Generally service providers should put more resources into customer support and see the value instead of just the cost. It should be effective and friendly in order to enhance service encounter.
5. All communicative information should be in English as an alternative of Swedish computer system and given to the employee the option to choose what language is the best for the current service encounter. Furthermore, detail information in English such as their service, price per minute, oversea call cost.
6. From respondent point of view, in telecommunication business Tele2 support service is holding higher rank in telecom industries and on the other hand, in banking industries Nordeabank is providing most satisfactory customer support service.
7. Service provider can use hidden cameras to observe the problems in support centre to develop the service and enhance the relationship with customers.

5.2 Conclusion
Exploring the best practice is an endless developmental process. Support Service management is beginning to realize that the customers perception to develop a long term relationship is vital and the best way to achieve that is by offering and guaranteeing high quality [customer] service.

It is evident throughout the research that telecom service providers should emphasize on customers more to better understand the customer ever changing demands and try to meet their demands effectively for enhancing long term relations or loyalty for them to the service provider. Authors think that if the telecom service provider is able to fill the gap up between experienced and expected customers service the service provider will not only be able to minimize switching but also create productive relationship with existing and potential customers.

In the end, coming back to the aim of the study authors indentified, analyzed developed conceptual theories from customer’s perspective service management and relationship perspective in theoretical foundations and analyzing outcome results of interview in empirical foundations to explore the best practice. In addition, in our discussion and conclusion also convey the outcome of research.
References


Appendix - 1 Interview Questionnaire

Profession Click here to enter text.

Gender Age

Current telecommunications service provider

1. Are you satisfied with your overall customer-support service experiences in Sweden?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

2. Which industry’s customer-support service you consider as a high quality service.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Bank</th>
<th>Telecommunication</th>
<th>Internet Service Provider (ISP)</th>
<th>Public Sectors (e.g. city, government, CSN, transport)</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Name of Company

Specify which category of service is better one within their customer-support service

<table>
<thead>
<tr>
<th>Technical support-service (Internet)</th>
<th>Customer-Centre Service</th>
<th>Telephone Service</th>
<th>People of Customer-Support Service</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. How did you evaluate telecommunication industry’s customer-support service in Sweden?

<table>
<thead>
<tr>
<th>Bad</th>
<th>Medium</th>
<th>Good</th>
<th>Need to improve for more International level</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

4. Do you think - there is sufficient information available by your provider on their customer-support webpage link to solve problem?

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Medium</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. How did you contact your representative in your most recent customer service experience?

<table>
<thead>
<tr>
<th>Internet</th>
<th>In person</th>
<th>Telephone</th>
<th>Through a dealer (e.g. shop-assistant, front-desk employees etc.)</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

6. How long you prefer to wait in customer –support service queue

**Customer Centre -**

<table>
<thead>
<tr>
<th>3 Minutes</th>
<th>5 Minutes</th>
<th>More than 5 Minutes</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Telephone –**

<table>
<thead>
<tr>
<th>3 Minutes</th>
<th>5 Minutes</th>
<th>More than 5 Minutes</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. Do you prefer 24-hours telephone customer support service?

Yes | No
---|---

8. What is your expectation if phone call drops out when you are in a conversation with Customer-support service?

<table>
<thead>
<tr>
<th>Change the operator</th>
<th>Operator will make the call</th>
<th>You will call again</th>
<th>Others</th>
</tr>
</thead>
</table>

9. Do you prefer free telephone customer-support service?

Yes | No
---|---

10. Do you like privilege membership (card) for customer-support service?

Yes | No
---|---

11. How is your ideal customer support centre?

<table>
<thead>
<tr>
<th>3 customer service desks</th>
<th>More than 3 customer service desks</th>
<th>Computers for customer use</th>
<th>Entertainment (e.g. magazines) and refreshment (e.g. coffee)</th>
</tr>
</thead>
</table>

12. Do you prefer international customer-support service team?

Yes | No
---|---
13. Do you prefer customer-support service in social network?

14. Have you ever switched service provider because of poor experience regarding support service?
   If you have; tell about it with your own words.

15. How is your ideal customer-support webpage link?

<table>
<thead>
<tr>
<th>One link which have sub-link with categories customer service</th>
<th>Several links for different customer service</th>
<th>individual webpage for customer service</th>
<th>Others (e.g. discussion forums, language options)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. How was your best customer-support service experience in life? Try to describe.

17. What are your suggestions for improvement of your excepted customer-support service?

Thank you for participation!
Appendix - 2 Result Presentation Arranged According to Interviews

The interview have been conducted within sixteen master students (international and Swedish) of Karlstad University, Sweden. There nine different countries (Sweden, Finland, Poland, Serbia, Belarus, Iran, China, Bangladesh, India) students participated in this interview. The result of interview are summarize below:

Interview 16 Male 11 Female 5

Overall satisfaction about customer support service experiences in Sweden

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>5</td>
</tr>
</tbody>
</table>

Current telecom service provider

<table>
<thead>
<tr>
<th>Operator</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Medium</th>
<th>Disagree</th>
<th>Never Checked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tele2</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Comviq</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telia</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Adequate information in their customer support webpage link for the solve problem

High quality customer support service industries

<table>
<thead>
<tr>
<th>Bank</th>
<th>Telecommunication</th>
<th>Internet Service Provider (ISP)</th>
<th>Public Sectors (e.g. University, CSN)</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

High quality customer-support service companies-

<table>
<thead>
<tr>
<th>Bank</th>
<th>Telecom</th>
<th>Internet Service</th>
<th>Public Sectors (e.g. University, CSN)</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nordea -4</td>
<td>Tele2-2</td>
<td>Telia-1</td>
<td>Karlstad Uni.-2</td>
<td></td>
</tr>
<tr>
<td>Swedbank -2</td>
<td>3 -1,</td>
<td>Bredband-1</td>
<td>CSN-1</td>
<td></td>
</tr>
<tr>
<td>Handal -1</td>
<td>Telia-</td>
<td></td>
<td>Online trading</td>
<td></td>
</tr>
<tr>
<td>SEB-</td>
<td></td>
<td></td>
<td>Co. -1</td>
<td></td>
</tr>
</tbody>
</table>
Better customer support service department within that company

<table>
<thead>
<tr>
<th>Technical support-service (Internet)</th>
<th>Customer-Centre Service (3)</th>
<th>Telephone Service (2)</th>
<th>People of Customer-Support Service (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swedbank -1 Nordea -1 Handal –1 Online trade -1 Bredband – 1 3-1</td>
<td>Tele2-1 Telia-1 CSN-1</td>
<td>Nordea - 1 Tele2 -1</td>
<td>Karlstad Uni.-2 Nordea – 2 Swedbank -1</td>
</tr>
</tbody>
</table>

Assessment of Swedish telecom industry’s customer support service

<table>
<thead>
<tr>
<th>Good</th>
<th>Medium</th>
<th>Bad</th>
<th>Need to improve for more International level</th>
<th>No experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>6</td>
<td>0</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Most recent communication way of customer support service

<table>
<thead>
<tr>
<th>Internet</th>
<th>Personal</th>
<th>Telephone</th>
<th>Through a dealer (e.g. shop-assistant, front-desk employees etc.)</th>
<th>Other (didn’t contact)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Accepted waiting time in queue;

<table>
<thead>
<tr>
<th>Customer Centre -</th>
<th>3 Minutes</th>
<th>5 Minutes</th>
<th>More than 5 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Telephone -</th>
<th>3 Minutes</th>
<th>5 Minutes</th>
<th>More than 5 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
Preference for 24-hours telephone customer support service

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
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<tbody>
<tr>
<td>14</td>
<td>2</td>
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</tbody>
</table>

Preference for free phone call to customer support service

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

Preference for customer’s privilege membership card

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

Expectation from customer support service if phone call drops between conversations

<table>
<thead>
<tr>
<th>Change the operator</th>
<th>Operator will make the call</th>
<th>Subscriber will again</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

Ideal customer support centre

<table>
<thead>
<tr>
<th>3 customer service desks</th>
<th>More than 3 customer service desks</th>
<th>Computers for customer use</th>
<th>Entertainment (e.g. magazines) &amp; refreshment (e.g. coffee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

Preference for international customer-support service team

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Customer support service operation in social network

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>3</td>
</tr>
</tbody>
</table>
**Ideal customer-support webpage link**

<table>
<thead>
<tr>
<th>One link which have sub-link with categories customer service</th>
<th>Several links for different customer service</th>
<th>Individual webpage for customer service</th>
<th>Others (e.g. language options)</th>
<th>No Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Customer-support service and switching**

Have you ever switched service provider because of poor experience regarding support service? If you have; told about it with your own words

1. No comments
2. No
3. No comments
4. No
5. No
6. Yes I did: I switched the bank because my previous bank was full of people and always had the long queue.
7. I changed from Halebop to Tele2 because of a bad sim card that the idiots of Haleboy refused to replace. They wanted me to pay like 100 kr for a new card. That was an example of really bad customer support.
8. No
9. No
10. I did not switch my mobile operator because I never experienced any problem and thus I did not need to ask any help from the service center. But I use comhem internet broadband service but their motto is only sales and marketing. They never expressed all the costs involved in the service that customer experience after purchase the contract.
11. My first was conviq then I change it to lyca and after two moths I changed it tre.
12. Yes, 3G they are in my view kind of harassing when it comes to customer care.
13. No
15. No
16. Never

**How was your best customer-support service experience in life?**
**Describe your ideal customer-support service**
1. Showing the problems and waiting with the refreshments. Solve problem as soon as possible.

2. My best service experience was when I got a free offer from Telia for an Internet router device, but I actually needed an Internet modem device. So, I called Telia and asked them if I could get the modem instead of the router, and they said no problem and sent it right away to me; I got it after 2-3 days for free, no problem at all. We talked 2-3 minutes on the phone.

3. I called in and had some problems with an invoice. I didn’t even have to explain they just said “It’s ok, we fix it”. But otherwise, any time I’ve called “3” they are always quick at resolving things and they’ve always been very polite to me.

4. I’ve experienced to complain the service once when I was the customer of T-mobile. I called them for several time expiring the card service, however, the lots of call waiting time was pretty pissed me off. I complained their service with quite strict words; they afterwards offered the excellence service for helping to expire my card service.

5. There are more than three service desk there, the staff smile and wait for you. I don’t have to wait long time, besides the personnel service they also have auto machine to do the same service. The best thing is they have English, so I can do it by myself, everything is quite clear.

6. I like when my problems are solved quickly by highly qualified staff.

7. The best one was quick to answer and quick to give me money back when I used guarantee to replace a portable hard drive.

8. No comment.

9. It was Yves Rocher. It happened two times. First time – I intended to make an order online, there was a very good offer during ca 3 weeks. Unfortunately I waited too long, and the offer disappeared. I was very disappointed because I wanted to have a free present that was included in the offer and I liked the prices. I called the support (by a special member line for those who were customers over a longer period of time, as me) and described the situation. I said that I was very sorry to see that the offer disappeared because I was just about to make an order. What they did was amazing. Not only did they allow me to place the order according to the order that no longer was valid (it was no longer online) but even gave me a 50 crowns voucher because one of the free-presents was now gone.

Another time I got the wrong free-necklace. Not only did they immediately send the free-necklace that was right, but even then they gave me 50 crowns I could spend at their shop.

10. Although, it is very tough to explain. But customer support service should be proactive and if it is not like that customer fees poor feelings.

11. No comment

12. Comhem, they replied right away with active response and I got the result within 28 hours.

13. It is a good experience.

14. Don’t have
15. I was student centre office of Karlstad University. I was first person in queue for service at that time service provider’s office phone was ringing. I proposed her to receive her phone call first then serve me but she replied me ‘You are in the queue and you will be serving first’.

16. Once I made a call to tele2 customer care service to ask some questions regarding international service, my call has been in a waiting list for 5 minutes, instead of waiting I thought of calling after few hours, later I forgot to make a call to customer service, but to my surprise I received a call from the customer support, at that time I felt that they have a greater responsibility towards the customer and I felt very happy. Which, made me to stick to the same operator till now.

17. 

How to achieve an ideal customer-support service

1. More detailed instructions and more ways to provide service.
2. I have no.
3. Generally put more resources into customer support and see the value instead of just the cost.
4. The scheduling appointment should be shortened and efficiency because customers hate to wait.
5. For the student come from oversea, we don’t expect much good service here. But normally it should be also have English page on the website. Even I already use my telephone service over two years; I still no idea about the detail information of their service, such as price per minute, oversea call cost.
6. I like when my problems are solved quickly by highly qualified staff.
7. May be authority use webcam or cam to show the problem so the supports can see with their one eye.
8. It should be effective and friendly and knowing, and those factors are affected service encounter.
9. Not really. Maybe just the time it sometimes takes to wait you’re your turn when you call. Some places, like SEB, have a fantastic service – you can via bank’s side leave your telephone number and they call you up within 10 minutes. Otherwise you can digit your number you’re your waiting in the telephone line and then you do not lose your place in the line, they also call you when you’re your turn.
   In the ideal customer-world that would be the standard!
10. Pro activeness in the people working in customer-support service and always welcomes very silly questions. Because questions may be silly for the support people but problem may be very important for the customers.
11. No Comment.
12. Everyone should deliver the same information for one service. So I think the employees need to be trained to provide same information not different, which happens quite often here especially in bank.
13. No comment.
14. Service provider’s honesty to serve services.
15. As far as from my experience i felt everything is perfect with the tele2.
Appendix - 3 Result Presentation Arranged According to Questions

Interview 1

Name Chen Chen  Profession Student

Gender Male   Age 23

Current telecommunications service provider - Tele2,

1. Satisfaction with your overall customer support service experiences in Sweden
   – No

2. High quality customer support service industries – Bank
   
   ➢ Better customer-support service companies - Swedbank
   ➢ Better type of serve within customer support service
     - Internet (Technical support service)

3. Assessment of Swedish telecom industry’s customer support service - Medium

4. Adequate Information in their customer support link / webpage for the solve problem – Strongly agree

5. Recent communication way of customer support service – Internet

6. Accepted waiting queue time;
   
   ➢ Customer Centre - More than 5 minutes
   ➢ Telephone – More than 5 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations
   
   - Subscriber will call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - Yes

11. Ideal customer support centre- Entertainment (e.g. magazines) and refreshment (e.g. coffee)

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - Yes
14. Have you ever switched service provider because of poor experience regarding support service? If you have; told about it with your own words – No comments

15. Ideal customer-support webpage link- Several links for different customer service

16. How was your best customer-support service experience in life? Try to describe.
   
   **Answer:** Showing the problems and waiting with the refreshments. Solve problem as soon as possible.

17. What are your suggestions for improvement of your excepted customer-support service?
   
   **Answer:** More detailed instructions and more ways to provide service.

**Interview 2**

**Name** Damjan Tosic  **Profession** Student

**Gender** : Male  **Age** 23

**Current** telecommunications service provider - TELIA

1. Satisfaction with your overall customer- support service experiences in Sweden
   
   – Yes

2. High quality customer-support service industries – Internet service provider (ISP)
   
   ➢ Better customer-support service companies- Telia
   ➢ Better type of serve within customer support service
      - Customer centre service in Telia

3. Assessment of Swedish telecom industry’s customer support service - Good

4. Adequate Information in their customer support link / webpage for the solve problem
   
   – Agree

5. Recent communication way of customer support service – Telephone

6. Accepted waiting queue time;
   
   ➢ Customer Centre - More than 5 minutes
   ➢ Telephone –5 minutes

7. Preference for 24-hours telephone customer support service - Yes
8. Expectation from customer support service if phone call drops between conversations
   - Subscriber will call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - No

11. Ideal customer support centre -

   Entertainment (e.g. magazines) and refreshment (e.g. coffee)

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words – No

15. Ideal customer-support webpage link

   - One link which have sub-link with categories customer service

16. How was your best customer-support service experience in life? Try to describe.

   Answer:

   My best service experience was when I got a free offer from Telia for an Internet router device, but I actually needed an Internet modem device. So, I called Telia and asked them if I could get the modem instead of the router, and they said no problem and sent it right away to me; I got it after 2-3 days for free, no problem at all. We talked 2-3 minutes on the phone.

17. What are your suggestions for improvement of your excepted customer-support service?

   Answer: I have no.

**Interview 3**

Name Timothy Vass  Profession Student

Gender Male  Age 29

Current telecommunications service provider - Tele2,

1. Satisfaction with your overall customer-support service experiences in Sweden

   – Yes
2. High quality customer-support service industries

– Bank

➢ Better customer-support service companies - (Nordea)
➢ Better type of serve within customer support service
  - Telephone Service.

3. Assessment of Swedish telecom industry’s customer support service - Medium

4. Adequate Information in their customer support link / webpage for the solve problem

– Don’t know, never checked

5. Recent communication way of customer support service – Telephone

6. Accepted waiting queue time;

➢ Customer Centre - More than 5 minutes
➢ Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations - Operator will make the call again.

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - No

11. Ideal customer support centre-

More than 3 customer service desks

12. Preference for international customer-support service team- No opinion

13. Support service operation in Social network – Not yet

14. Have you ever switched service provider because of poor experience regarding support service? If you have; told about it with your own words – No comments

15. Ideal customer-support webpage link- No comments
16. How was your best customer-support service experience in life? Try to describe.

Answer:
I called in and had some problems with an invoice. I didn’t even have to explain they just said “It’s ok, we fix it”. But otherwise, any time I’ve called “3” they are always quick at resolving things and they’ve always been very polite to me.

17. What are your suggestions for improvement of your excepted customer-support service?

Answer: Generally put more resources into customer support and see the value instead of just the cost.

Interview 4

Name Wendy Zhuang  Profession Student

Gender : Female   Age 24

Current telecommunications service provider - Comviq

1. Satisfaction with your overall customer- support service experiences in Sweden
   – Yes

2. High quality customer-support service industries –
   Bank

Better customer-support service companies- Nordea

   ➢ Better type of serve within customer support service
     - Internet (Technical support service) Nordea

3. Assessment of Swedish telecom industry’s customer support service
   – Need to improve for more international level

4. Adequate Information in their customer support link / webpage for the solve problem
   – Medium
5. Recent communication way of customer support service – Telephone

6. Accepted waiting queue time;
   - Customer Centre - 5 minutes
   - Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - No

8. Expectation from customer support service if phone call drops between conversations
   - Subscriber will call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - Yes

11. Ideal customer support centre - Computers for customer use

12. Preference for international customer-support service team- Yes

13. Support service operation in social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words – No

15. Ideal customer-support webpage link
   - One link which have sub-link with categories customer service

16. How was your best customer-support service experience in life? Try to describe.
   **Answer:** I’ve experienced to complain the service once when I was the customer of T-mobile. I called them for several time expiring the card service, however, the lots of call waiting time was pretty pissed me off. I complained their service with quite strict words; they afterwards offered the excellence service for helping to expired my card service

17. What are your suggestions for improvement of your expected customer-support service?
   **Answer:** The scheduling appointment should be shortened and efficiency because customers hate to wait.

**Interview 5**

**Name** Liu Purple Siqi  **Profession** Student

**Gender**  : Female  **Age** 25
Current telecommunications service provider - Comviq

1. Satisfaction with your overall customer-support service experiences in Sweden
   – No

2. High quality customer-support service industries – Education
   ➢ Better customer-support service companies - Karlstad University
   ➢ Better type of serve within customer support service
     - People of support centre

3. Assessment of Swedish telecom industry’s customer support service
   - Need to improve for more international level

4. Adequate Information in their customer support link / webpage for the solve problem
   – Medium

5. Recent communication way of customer support service – Through dealer

6. Accepted waiting queue time;
   ➢ Customer Centre - 3 minutes
   ➢ Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations
   - Operator will make the call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - No

11. Ideal customer support centre -
   Three customer service desk

12. Preference for international customer-support service team - Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words – No
15. Ideal customer-support webpage link
- Others (e.g. discussion forums, language options)

16. How was your best customer-support service experience in life? Try to describe.

Answer:

There are more than three service desk there, the staff smile and wait for you. I don’t have to wait long time, besides the personnel service they also have auto machine to do the same service. The best thing is they have English, so I can do it by myself, everything is quite clear.

17. What are your suggestions for improvement of your excepted customer-support service?

Answer:

For the student come from oversea, we don’t expect much good service here. But normally it should be also have English page on the website. Even I already use my telephone service over two years; I still no idea about the detail information of their service, such as price per minute, oversea call cost.

Interview 6

Name Natallia Ivanovna Profession Student
Gender : Female Age 29

Current telecommunications service provider - Comviq

1. Satisfaction with your overall customer-support service experiences in Sweden
   – Yes

2. High quality customer-support service industries – Bank
   ➢ Better customer-support service companies- Nordea
   ➢ Better type of serve within customer support service
     -People of support centre

3. Assessment of Swedish telecom industry’s customer support service
   - Never used

4. Adequate Information in their customer support link / webpage for the solve problem
– I didn’t have experience

5. Recent communication way of customer support service – I didn’t contact.

6. Accepted waiting queue time;
   - Customer Centre – 5 minutes
   - Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations
   - Subscriber will make the call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - yes

11. Ideal customer support centre -

Three customer service desk

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - No

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words
   – Yes I did: I switched the bank because my previous bank was full of people and always had the long queue.

15. Ideal customer-support webpage link
   - One individual webpage for customer service

16. How was your best customer-support service experience in life? Try to describe.
   Answer: I like when my problems are solved quickly by highly qualified staff.

17. What are your suggestions for improvement of your excepted customer-support service?
   Answer: Instead of face-to-face interaction I would recommend to make a good website with a database of possible problems and how they can be solved. Search tool should be used to find the right case.
Interview 7

Name Gabriel Eriksson  Profession Student

Gender : Male  Age 29

Current telecommunications service provider - Comviq

1. Satisfaction with your overall customer-support service experiences in Sweden
   – Yes

2. High quality customer-support service industries – Others
   - Better customer-support service companies - Online trading companies
   - Better type of serve within customer support service
     - Technical support-service (Internet)

3. Assessment of Swedish telecom industry’s customer support service - Medium

4. Adequate Information in their customer support link / webpage for the solve problem – Disagree

5. Recent communication way of customer support service – Internet

6. Accepted waiting queue time;
   - Customer Centre – 5 minutes
   - Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations
   - Operator will make the call again

9. Preference for phone call to customer support service without any charge - No

10. Privilege membership card - No

11. Ideal customer support centre - Three customer service desk

12. Preference for international customer-support service team- No

13. Support service operation in Social network - No
14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words

– I Changed from Halebop to Tele2 because of a bad sim card that the idiots of Haleboy refused to replace. They wanted me to pay like 100 kr for a new card. That was an example of really bad customer support.

15. Ideal customer-support webpage link

- One individual webpage for customer service

16. How was your best customer-support service experience in life? Try to describe.

Answer: The best one was quick to answer and quick to give me money back when I used guarantee to replace a portable hard drive.

17. What are your suggestions for improvement of your excepted customer-support service?

Answer: May be authority use webcam or cam to show the problem so the supports can see with their one eye.

Interview 8

Name Emma Perberton   Profession Student

Gender : Female   Age 19

Current telecommunications service provider – Tele2

1. Satisfaction with your overall customer-support service experiences in Sweden

– No

2. High quality customer-support service industries –Bank

➢ Better customer-support service companies- Nordea
➢ Better type of serve within customer support service
  -People of support centre

3. Assessment of Swedish telecom industry’s customer support service

- Medium

4. Adequate Information in their customer support link / webpage for the solve problem

– Medium
5. **Recent communication way of customer support service** – Through dealer

6. **Accepted waiting queue time:**
   - Customer Centre - 5 minutes
   - Telephone – 3 minutes

7. **Preference for 24-hours telephone customer support service** - Yes

8. **Expectation from customer support service if phone call drops between conversations**
   - Subscriber will make the call again

9. **Preference for phone call to customer support service without any charge** - Yes

10. **Privilege membership card** - No

11. **Ideal customer support centre** – More than three customer service desk

12. **Preference for international customer-support service team**- Yes

13. **Support service operation in Social network** - Yes

14. **Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words** – No

15. **Ideal customer-support webpage link**
   - One link which have sub-link with categories customer service

16. **How was your best customer-support service experience in life? Try to describe.**
   **Answer:** No comment

17. **What are your suggestions for improvement of your excepted customer-support service?**
   **Answer:** It should be effective and friendly and knowing, and those factors are affected service encounter.

**Interview 9**

**Name** Joanna Minsar  **Profession** Student

**Gender** : Female  **Age** 28

**Current** telecommunications service provider - 3

**1. Satisfaction with your overall customer- support service experiences in Sweden**
2. High quality customer-support service industries

- Internet service provider

  ➢ Better customer-support service companies -
    Bredband,
  ➢ Better type of serve within customer support service
    - Technical support

3. Assessment of Swedish telecom industry’s customer support service

- Good

4. Adequate Information in their customer support link / webpage for the solve problem

- Disagree

5. Recent communication way of customer support service – Telephone.

6. Accepted waiting queue time;

  ➢ Customer Centre – More than 5 minutes
  ➢ Telephone – 5 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations

- Subscriber will make the call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - yes

11. Ideal customer support centre -

Entertainment (e.g. magazines) and refreshment (e.g. coffee)

12. Preference for international customer-support service team - Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words – No

15. Ideal customer-support webpage link
16. How was your best customer-support service experience in life? Try to describe.

Answer:
It was Yves Rocher. It happened two times. First time – I intended to make an order online, there was a very good offer during ca 3 weeks. Unfortunately I waited too long, and the offer disappeared. I was very disappointed because I wanted to have a free present that was included in the offer and I liked the prices. I called the support (by a special member line for those who were customers over a longer period of time, as me) and described the situation. I said that I was very sorry to see that the offer disappeared because I was just about to make an order. What they did was amazing. Not only did they allow me to place the order according to the order that no longer was valid (it was no longer online) but even gave me a 50 crowns voucher because one of the free-presents was now gone.

Another time I got the wrong free-necklace… Not only did they immediately send the free-necklace that was right, but even then they gave me 50 crowns I could spend at their shop.

17. What are your suggestions for improvement of your excepted customer-support service?

Answer: Not really. Maybe just the time it sometimes takes to wait you’re your turn when you call. Some places, like SEB, have a fantastic service – you can via bank’s side leave your telephone number and they call you up within 10 minutes. Otherwise you can digit your number you’re your waiting in the telephone line and then you do not lose your place in the line, they also call you when you’re your turn.

In the ideal customer-world that would be the standard!

Interview 10

Name MD Rafuqul Islam      Profession Student
Gender : M                  Age: 28
Current telecommunications service provider -Comviq

1. Satisfaction with your overall customer-support service experiences in Sweden
   – No

2. High quality customer-support service industries – Bank
   ➢ Better customer-support service companies- Handelsbenken
3. **Assessment of Swedish telecom industry’s customer support service**
   - I never asked them for any help

4. **Adequate Information in their customer support link / webpage for the solve problem**
   - Strongly Agree

5. **Recent communication way of customer support service** – Telephone.

6. **Accepted waiting queue time**;
   - **Customer Centre** – More than 5 minutes
   - **Telephone** – 3 minutes

7. **Preference for 24-hours telephone customer support service** - Yes

8. **Expectation from customer support service if phone call drops between conversations**
   - Operator will make the call again

9. **Preference for phone call to customer support service without any charge** - Yes

10. **Privilege membership card** - No

11. **Ideal customer support centre** -
   - More than 3 customer service desks

12. **Preference for international customer-support service team** - Yes

13. **Support service operation in Social network** - Yes

14. **Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words** –

   I did not switch my mobile operator because I never experienced any problem and thus I did not need to ask any help from the service center. But I use comhem internet broadband service but their motto is only sales and marketing. They never expressed all the costs involved in the service that customer experience after purchase the contract.

15. **Ideal customer-support webpage link**
   - One link which have sub-link with categories customer service
16. How was your best customer-support service experience in life? Try to describe.

**Answer:** Although, it is very tough to explain. But customer support service should be proactive and if it is not like that customer feels poor feelings.

17. What are your suggestions for improvement of your excepted customer-support service?

**Answer:** Pro activeness in the people working in customer-support service and always welcomes very silly questions. Because questions may be silly for the support people but problem may be very important for the customers.

**Interview 11**

Name Medhi Haseli    Profession Student

Gender : M    Age: 34

Current telecommunications service provider - 3

1. Satisfaction with your overall customer- support service experiences in Sweden
   – Yes

2. High quality customer-support service industries – Telecom
   
   ➢ Better customer-support service companies- 3
   ➢ Better type of serve within customer support service
     – Technical support-service (Internet )

3. Assessment of Swedish telecom industry’s customer support service – Medium

4. Adequate Information in their customer support link / webpage for the solve problem
   – Disagree

5. Recent communication way of customer support service – Personal.

6. Accepted waiting queue time;
   
   ➢ Customer Centre – 3 minutes
   ➢ Telephone –3 minutes

7. Preference for 24-hours telephone customer support service - Yes
8. Expectation from customer support service if phone call drops between conversations
   - Subscriber will make the call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - Yes

11. Ideal customer support centre - More than 3 customer service desks

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words –
   My first was conviq then I change it to lycia and after two moths I changed it tre.

15. Ideal customer-support webpage link - One individual webpage for customer service

16. How was your best customer-support service experience in life? Try to describe.
   Answer:

17. What are your suggestions for improvement of your excepted customer-support service?
   Answer:

**Interview 12**

**Name** Mohammod Rizwan       **Profession** Student

**Gender** : M       **Age**: 29

**Current** telecommunication service provider – Tele2

1. Satisfaction with your overall customer- support service experiences in Sweden – No

2. High quality customer-support service industries – Bank
   - Better customer-support service companies - Swedbank
   - Better type of serve within customer support service
     - People of customer support service

3. Assessment of Swedish telecom industry’s customer support service - Medium
4. Adequate Information in their customer support link / webpage for the solve problem – Medium

5. Recent communication way of customer support service – Telephone.

6. Accepted waiting queue time;
   - Customer Centre – 5 minutes
   - Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations
   - Change the operator

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - Yes

11. Ideal customer support centre
    - Entertainment (e.g. magazines) and refreshment (e.g. coffee)

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words –

   Yes, 3G they are in my view kind of harassing when it comes to customer care.

15. Ideal customer-support webpage link
    - One link which have sub-link with categories customer service

16. How was your best customer-support service experience in life? Try to describe.

   **Answer:** Comhem, they replied right away with active response and I got the result within 28 hours.

17. What are your suggestions for improvement of your excepted customer-support service?

   **Answer:** Everyone should deliver the same information for one service. So I think the employees need to be trained to provide same information not different, which happens quite often here specially in bank
Interview 13

Name Moike Araia  Profession Student

Gender : M Age: 34

Current telecommunications service provider – Tele2

1. Satisfaction with your overall customer- support service experiences in Sweden – Yes

2. High quality customer-support service industries – Education
   ➢ Better customer-support service companies- CSN
   ➢ Better type of serve within customer support service - Customer centre service

3. Assessment of Swedish telecom industry’s customer support service – Good

4. Adequate Information in their customer support link / webpage for the solve problem – Agree

5. Recent communication way of customer support service – Telephone.

6. Accepted waiting queue time;
   ➢ Customer Centre – More than 5 minutes
   ➢ Telephone – 5 minutes

7. Preference for 24-hours telephone customer support service - No

8. Expectation from customer support service if phone call drops between conversations
   - Subscriber will make the call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - No

11. Ideal customer support centre - Computers for customer use

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words – No
15. Ideal customer-support webpage link - One individual webpage for customer service

16. How was your best customer-support service experience in life? Try to describe.
Answer: It is a good experience.

17. What are your suggestions for improvement of your expected customer-support service? Answer:

Interview 14

Name Rizwan Hasib Profession Student
Gender : M Age: 31

Current telecommunications service provider – Tele2

1. Satisfaction with your overall customer-support service experiences in Sweden
   – Yes

2. High quality customer-support service industries – Telecom
   ➢ Better customer-support service companies- Tele2
   ➢ Better type of serve within customer support service
      - Customer Center Service

3. Assessment of Swedish telecom industry’s customer support service - Good

4. Adequate Information in their customer support link / webpage for the solve problem - Medium

5. Recent communication way of customer support service – Telephone.

6. Accepted waiting queue time;
   ➢ Customer Centre – 3 minutes
   ➢ Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations
   - Change the operator

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - Yes
11. Ideal customer support centre - 3 customer service desks

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words

15. Ideal customer-support webpage link
   - One link which have sub-link with categories customer service

16. How was your best customer-support service experience in life? Try to describe.
   Answer: Don’t have

17. What are your suggestions for improvement of your excepted customer-support service?
   Answer: Service provider’s honesty to serve services.

Interview 15

Name Rahat  Profession Student

Gender : Male  Age 26

Current telecommunications service provider - 3

1. Satisfaction with your overall customer- support service experiences in Sweden
   – Yes

2. High quality customer-support service industries – Education
   ▶ Better customer-support service companies- Karlstad University
   ▶ Better type of serve within customer support service
     -People of support centre

3. Assessment of Swedish telecom industry’s customer support service
   - Need to improve for more international level

4. Adequate Information in their customer support link / webpage for the solve problem
– Disagree

5. Recent communication way of customer support service – Telephone

6. Accepted waiting queue time;
   - Customer Centre - 5 minutes
   - Telephone –3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations
   - Operator will make the call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - No

11. Ideal customer support centre
   - Entertainment (e.g. magazines) & refreshment (e.g. coffee)

12. Preference for international customer-support service team- Yes

13. Support service operation in Social network - Yes

14. Have you ever switched service provider because of poor experience regarding support service? If you have; tell about it with your own words – No

15. Ideal customer-support webpage link
   - One link which have sub-link with categories customer service

16. How was your best customer-support service experience in life? Try to describe.
   Answer: I was student centre office of Karlstad University. I was first person in queue for service at that time service provider’s office phone was ringing. I proposed her to receive her phone call first then serve me but she replied me ‘You are in the queue and you will be serving first’.

17. What are your suggestions for improvement of your excepted customer-support service?
   Answer: Treat every single customer as own master and enhance use of emotional labor.
Interview 16

Name Maddhu  Profession Student

Gender Male  Age 27

Current telecommunications service provider - Tele2,

1. Satisfaction with your overall customer-support service experiences in Sweden
   – Yes

2. High quality customer support service industries – Telecom

   ➢ Better customer-support service companies - Tele2
   ➢ Better type of serve within customer support service
     - Telephone

3. Assessment of Swedish telecom industry’s customer support service - good

4. Adequate Information in their customer support link / webpage for the solve problem – Disagree

5. Recent communication way of customer support service – Phone

6. Accepted waiting queue time;

   ➢ Customer Centre - More than 5 minutes
   ➢ Telephone – 3 minutes

7. Preference for 24-hours telephone customer support service - Yes

8. Expectation from customer support service if phone call drops between conversations

   - Operator will call again

9. Preference for phone call to customer support service without any charge - Yes

10. Privilege membership card - Yes

11. Ideal customer support centre Entertainment (e.g. magazines) and refreshment (e.g. coffee)

12. Preference for international customer-support service team - Yes

13. Support service operation in Social network - Yes
14. Have you ever switched service provider because of poor experience regarding support service? If you have; told about it with your own words - Never

15. Ideal customer-support webpage link-

One link which have sub-link with categories customer service

16. How was your best customer-support service experience in life? Try to describe.

**Answer:** Once I made a call to tele2 customer care service to ask some questions regarding international service, my call has been in a waiting list for 5 minutes, instead of waiting I thought of calling after few hours, later I forgot to make a call to customer service, but to my surprise I received a call from the customer support, at that time I felt that they have a greater responsibility towards the customer and I felt very happy. Which, made me to stick to the same operator till now.

17. What are your suggestions for improvement of your excepted customer-support service?

As far as from my experience i felt everything is perfect with the tele2.