Chapter One
INTRODUCTION

1.1 Concept of Service Marketing.

Now we are suffering towards the age of information technology. We cannot think the life without information .Telecommunication is essential and vague part of information technology. Since the decade (1980) of free economy, telecommunication service was going on free market. So we can study the telecommunication marketing as the part of service marketing. The twenty-first century promises many opportunities. Technological advances in solar energy, online computer networks, cable and satellite television, genetic engineering and telecommunications promise to change the world as we know it. Organizations that are able to innovate new solutions and values in a socially responsible way are the most likely to succeed. (Phillip Kotlar, Marketing Management 2003).

A Set of actual and potential buyers of a product, or service is called a market. A marketer performs Marketing activities to fulfill following things of a customer.

- Need-state of felt deprivation
- Wants-needs shaped by culture and personality
- Demands-wants backed by purchasing power

Exchange of values to satisfy the needs and wants is marketing. Value is the expected benefits that the person wants to fulfill through use of the products or services being exchanged.Services are a special kind of product. They may require special understanding and special marketing efforts. Characteristics of Services can be mentioned as below.

- Intangibility: Difficult to give shape and size.
- Inseparability: Difficult to separate from the service provider; mainly direct sales staff are essential to delivery of the quality services
- Heterogeneity: Virtually every service is different; very difficult to standardize quality

- Perish ability: Those can not be stored
- Fluctuating demand: demand for some services fluctuate by season, or occasion.

Other Considerable things about service Marketing are also mention as.

- Service organizations have to plan the introduction of new services and the management of the life cycle.
- The core service can be enhanced through the addition of supplementary services, thereby creating added value.
- The branding of a service difficult to the customer often nothing has tangible to show
- Service organizations have to plan the introduction of new services and the management of the life cycle
- The core service can be enhanced through the addition of supplementary services, thereby creating added value
- The life cycle of services has to be managed
- The branding of a service can be difficult as the customer often has nothing tangible to show

Telephone technology has reached the mass market. Today, close to two billion of the world's population have communication facility. It is a major contributor to the economy of the nation and it facilitate lifestyles of the people.

In this periphery we can easily develop concept about Telecommunication Marketing. Telecommunication Service is one kind of technological combination concerning with Information Technology. Therefore Telecommunication Marketing is highly effected by change of Technology which is depended on rapidly change the choice of customers.

1.2 Introduction of Nepal Telecom

The existing Information and communication Technology scenario in the country clearly show that the Nepalese telecom market is poised for significant growth. Transfer of voice videos data or any other information from one person to another is known as telecommunication.

In Nepal, operation of telecommunication service has short period .It started in the year of in 1970 B.S. But formally telecom service was provided mainly after the establishment of Mohan Akasbani in B.S. 2005. Later as per the plan formulated in First National Five year plan (2012-2017), Telecommunication Department was established in B.S. 2016. To modernize the telecommunication services and to expand the services, during third five-year plan (2023-2028), Telecommunication Department was converted into Telecommunication Development Board in B.S. 2026. After the enactment of Communication Corporation Act 2028, it was formally established as fully owned Government Corporation called Nepal Telecommunications Corporation in B.S. 2032 for the purpose of providing telecommunications services to Nepalese People. After serving the nation for 29 years with great pride and a sense of accomplishment, Nepal Telecommunication Corporation was transformed into Nepal Doorsanchar Company Limited from B.S. 2061 Baisakh 1, Nepal Doorsanchar Company Limited is a company registered under the company Act 2053. However the company is known to the general public by the brand name Nepal Telecom.

Nepal Telecom has always put its endeavors in providing its valued customers a quality service since its inception. To achieve this goal, it has used new technologies .It has broad coverage all over the nation moreover urban areas and economically non- viable or most remote areas too, which efforts make this organization different from others.

Definitely Nepal Telecom's widespread services will assist in the socio-economic development of the urban as well as rural areas, as Telecommunications is one of the most important infrastructures required for development. Accordingly in the era of globalization, it is felt that milestones and achievements of the past are not adequate enough to catch up with the global trend in the development of telecommunication sector and

the growth of telecommunication services in the country will be guided by technology, declining equipment prices, market growth due to increase in standard of living and finally for healthy competition. The Nepal Telecom has converted from government owned Company to private owned, business oriented, customer focused company in a competitive environment, and Nepal Telecom invites its all-probable shareholders in the sacred work of nation building.

1.2.1 Mission, Vision and Goal of Nepal Telecom

Mission

"Nepal Telecom as a progressive, customer spirited and consumer responsive Entity is committed to provide nation-wide reliable telecommunication service to serve as an impetus to the social, political and economic development of the Country".

Vision

"Vision of Nepal Telecom is to remain a dominant player in telecommunication sector in the Country while also extending reliable and cost effective services to all".

Goal

"Goal of Nepal Telecom is to provide cost effective telecommunication services to every nook and corner of country".

Services Providing By Nepal Telecom

- Local calls
- National Trunk Calls
- International Trunk Calls
- International Telegram
- Domestic Telex
- International Telex
- Leased Lines
- Operator -Assisted Int'l Telephone

- Packet Switching Data Communication
- ISDN (Integrated services Digital Network)
- Pay Phone
- Intelligent Network Services
- PCC Easy Call Service
- HCD Service
- AFS Advanced Free phone Service
- Universal Access Number service
- PSTN credit Limit service
- GSM
- CDMA
- Internet and E-mail.

Organization Structure of Nepal Telecom

1. **Board of Director**: In Organization chart of Nepal Telecom, the Board of Directors (BOD) is the leading body of this company, who formulate policies as well as making policy level decisions .The formation of Board of Directors are as follows.
   1. Secretary, Ministry of Information & Communication: Chairman
   2. Managing Director, Nepal Telecom: Member
   3. Representative, Ministry of Information & Communication: Member
   4. Representative, Ministry of Justice & Parliamentary: Member
   5. Representative, Ministry of Finance: Member
   6. Representative, Citizen Investment Trust: Member
   7. Representative, Employees of Nepal Telecom : Member

2. **Managing Director**: Responsibility to implement those decisions and policies origin from BOD is taken over Managing Director, who plays also a role of Chief Executive Officer in Nepal Telecom. Managing Director is appointed by the government of Nepal.

3. Departments: In Nepal Telecom We can find three types of departments under the subordinate of Managing Director.

3.1. Corporate Offices. Those types of Departments who involves directly policy making and monitoring its implementation at central level .In this categories there are seven departments leading by Deputy Managing Director.

- Planning Department.
- Business Department.
- Finance Department.
- Human Resource Department.
- Operation & Manteca Department.
- Internal Audit & Inspection Department.

3.2. Field Offices: Field Offices are involving to introduce & promotes the company's services. Such Types of Departments are now four and they are also leading by Deputy Managing Director (DMD).

- Rural Service Directorate.
- Mobile Service Directorate.
- Wireless Service Directorate (CDMA).
- Telecom Training Center.

3.3. Regional Directorates: The main role to implement policy and provide its service is gown on its Regional Directorates. Now Nepal Telecom has established six regional directorates.

- Eastern Regional Directorate Biratnagar
- Central Regional Directorate Birganj.
- Kathmandu Regional Directorate Kathmandu.
- Western Regional Directorate Bhairahawa.
- Mid Western Regional Directorate Nepalganj.
- Far western Regional Directorate Dhangadhi.

1.2.2 Recent Government Strategy towards Telecommunication Service through Telecommunication Policy 2060.

1. **Universal Access to the Telecommunication Service:** The telecommunication service shall be extended in a manner that there shall be universal access to the service. The telecommunication service shall be made available to the consumers through the shared telephone. Emphasis shall be given to extend telephone as fixed, mobile, etc. therefore. The satellite system may also be applied for extension of service. Other services pertaining to information and communication shall be made available through the Community Centre.

2. **Universal Service Obligation:** The telecommunication service provider shall be required to provide service to any consumer of the urban areas immediately after ordering thereafter.

3 **Development of Corporate Service:** Arrangement shall be made in a manner that the leased line, data and other similar corporate service shall be available to the government bodies and private business sector in the urban areas through more than one service provider.

4 **Liberalization of the Telecommunication Sector:** The telecommunication sector is kept open for the service providers. However, the number of the service providers may be limited by virtue of radio spectrum. While providing directory service, the service provider shall be required to provide such service covering all costumers consuming the service.

5 **Open Licensing Regime to be applied:** The open licensing regime system shall be applied for providing opportunity to all service providers to enter into the telecommunication sector. Transparent

methods shall be applied upon granting such license. Moreover, an environment for healthy competition shall be created.

6 **Private Sector's Participation to be encouraged:** The private sector's participation shall be encouraged for the telecommunication sector. Foreign investment shall be attracted. Arrangement shall be made to regularly inform private sector about the particular of reform taken place in the telecommunication sector and about the opportunity available in this sector also.

7 **To Enter into Information Society:** Arrangement of other necessary prerequisites such as extension of telecommunication service and Cyber Law shall be made and Nepal shall be got to effectively enter into the Information Society.

8 **Appropriate Information and Communication Technology for the Users of the Rural Areas**: Appropriate information and communication technology shall be made available as per the capacity and need of the users of the rural areas. In this connection, the information and communication technology based on radio, television and telephone that do not require special training and literacy shall be made available in collaboration with the private sector etall. The service of information and communication technology shall be made available to the rural users through the small service providers.

9 **Persons who have engaged in the Development Activities shall be caused to Use Information and Communication Technology Fully:** In order to bring effectiveness in the development activities as the rural development and construction of infrastructure, the governmental and non-governmental person and entity shall be caused to fully use the information and communication technology as Internet by developing necessary capacity up to the District and village level.

10 **Commercialization of the Nepal Telecommunication Corporation:** In connection with commercialization of the Nepal Telecommunication Corporation, the Corporation shall be converted into a company and the ownership of Nepal Government shall be gradually decreased. In order to meet the increasing competition, various reform programs shall be conducted to make the company competent.

11 **Institutional Development of Implementation of Policy:** For successful implementation of the Telecommunication Policy, the institutional development shall be gradually made by increasing human resource and economic capacity of the Ministry of Information and Communication and the Nepal Telecommunication Authority. In connection with the formulation and implementation of policy and law pertaining to the information and communication technology, role and responsibility of the Ministry of Information and Communication and the Ministry of Science and Technology shall be clearly defined by avoiding duplication.

12 **Economic Efficiency of the Telecommunication Sector:** Emphasis shall be given to increase economic efficiency of the telecommunication sector by creating an environment that promotes healthy competition among the telecommunication service providers.

1.3 Statement of Problems

Recently Nepal Telecom has Overall 25,81,687 subscriber's[1]. At present Nepal Telecom actives as market leader by holding a huge part of Nepalese telecom market. Nepal Telecom doesn't able to fulfill its customers overall demand even after introducing multi providers in telecom market. It is also true fact that Nepal Telecom is being first choice of customers.

"Nepal Telecom has been most successful entity in the country since its establishment. It has been popularly known Nepal Telecommunications Corporation or NTC in the short .This is due the fact that Nepal Telecom (NT) was formally established as Nepal Telecommunications or NTC in the abbreviate form, when it was popularly known as NTC. It was forced to publish its announcements and important notices in the national daily newspapers moreover. The services rendered by Nepal Telecom happens to be of nationwide importance and almost equally important to all people in the nation, s publishing notices on those papers or media in whish people read least means to devoid most people of its right to know about its services. If most people knew about various basic and value added telecommunications services, more people would have subscribed and used therefore more contribution to revenue of Nepal Telecom."[2]

"Nepal Telecom will explore and use new information systems to improve customer's service and extend relationship in order to simultaneously save money and do better job of making customers happy. Company need to take action before it's too late by learning more about its customers, finding a partner to help with the technology and creating a plan to continually improve the system. A seamless system that records all customer contacts in a single solution allows customer to effectively them, gives customer service agents the information they need, save money and improves customer satisfaction such a system could include any tool that provides customers with online access to information and self service activities. It could also use interactive voice response (IVR) to route

[1] MIS 2065
[2] Navin Lal Shrestha Updating Corporate Web-site,,4 Th Anniversary Souvenir 2008

telephone requests to appropriate agents and provide the agent it the customer's information before the call arrives. Nepal telecom in its course of time will make its customer loyal in such level that they will say; "The employees in Nepal Telecom are always friendly. This company goes the extra mile for me. The employees sincerely care about my concerns"[3].

"NT's vision is to unshackle the internet and to deliver the promise of wireless data communications. There is an increasing demand from users across the whole country that require high speed internet access from multiple location which are dictated by their business and personal needs and not dictate by a fixed location. In doing so NT hopes to put Nepal in the map of information communication and Technology as leaders of future technology."[4] After introducing competition in Nepalese Telecom sector Nepal Telecom has been improving in customer care than that of the past. It is not sufficient to aware all kinds of customers about every services operating by the company. Many customers are still unknown about Nepal Telecom, s services. Sugat Ratna Kansakar (former M.D.) told in one reference about lack of consideration on Marketing Management, Research, Survey, and Publicity. "It can not be agree in the fact of Nepal Telecom had not concentrated in Research , Analysis and Marketing survey, from last many years Planning Department had effective role play by door to door demand survey for getting data about telephone demand and to aware information about new technology for formulation of planning." [5] In this context, the study of "Telecommunication Services and Customer Care of Nepal Telecom primarily focuses to seek to answer the following questions.

- Nepal Telecom able to fulfill the need of Customer in Far western telecom Market?
- How the quality of service provided by NTC improved?
- What is the present status of Nepal Telecom at Far Western Region?

[3] Lochan Lal Amatya , Information System of Nepal Telecom for Customer Service: 1St Anniversary Souvenir 2005

[4] Er.Anjil Joshi ,The Mobile wireless Data of Nepal Telecom:,4 Th Anniversary Souvenir 2008

[5] First anniversary Souvenir 2005.

- Customer Care system of Company is customer oriented?
- Are customers of NT are satisfied towards about pricing policy?
- Company's advertisement and publicity program are effective?

1.4 Objectives of the Study

Nepal Telecom has offered many services in Telecom Market but every Customer is still never well known about them. Company spent large portion of its expenses in publicity of services but efficiency of those advertisement were not measured. It was closely ignored that how many peoples are affected by these advertisement and publicity. So this study focused on introduces recent condition of services provided by Nepal Telecom in Far Western region. It also analyzes its marketing activity connecting with different services. Main objectives of this study will be as pointed follows.

1. To present and predict service provided by Nepal telecom in Far Western Region.
2. To analyze evolution of these services in recent periods.
3. To analyze marketing strategies of NTC from customer aspects.
4. To analyze customer care followed by Nepal Telecom in same Region.
5. To put Forward necessary suggestions and recommendations for customer care service with reference to Nepal Telecom's service of far western region.

1.5 Significance of the Study.

This study will be informative and useful for different parties.

1. Customers: Nepal Telecom's recent and potential customers can get information from this study about services of telecom in far western region. They can be also known about quality of those services provided by NTC in far western region.
2. Company Management: This study is concern about customer concept of marketing in recent era. Therefore management of Nepal Telecom will be benefited after study this report .

3. Telecom Service Providers: This study is not only beneficiary to Nepal Telecom but also other telecom service providers.They get information about telecom market of far western region.
4. Policy Maker: Such types of study will also beneficiary in the policy making sector (Nepal Telecommunications Authority) by review of telecommunication policy for adjust to the choice of recent generation.
5. Government: Nepal Government will get proper information from this report about development activity in telecom sector in far western region.
6. Other Stakeholders: Those parties who are interested to study about telecommunication service and Nepal Telecom will get general information from this study.

1.6 Limitation of the Study.

Nepal Telecom has been expanded its business every node and corner of the country. Many peoples are highly giving their attractions in those services, launched in recent global market. So in a Telecom Market there are a lot of potentiality and challenges for a telecom service provider to fulfill customers demand by providing effective and qualitative service. In that periphery this study maynot able to brief all sector of telecom market and it has following limitations.

1. This study focused only on Far western Telecom Market of Nepal Telecom.
2. The presented data are based on different issues of MIS Reports of Nepal Telecom from 2060 to Ashad 2065.
3. The recommendation drawn from this study will represent a view of responders which are used during the period of study.
4. Primary data are collected form only 200 PSTN customers, 300 GSM customers and 300 CDMA customers represent different places of far western region.

Chapter Two
REVIW OF LITERATURE

2.1 Theoretical Review:

2.1.1. Service marketing:

Any activity or benefit that one party can offer to another party, does not result in the ownership of anything is known as Services. Distribution of Services is concerns following things.

- Because most services are tied directly to a specific service provider, most have been distributed directly to customers
- With advancing technology, many firms are now delivering services through machines
- Channels of distribution are necessarily short; some firms use one agent intermediary, such as insurance, real estate, and travel agents
- Some firms use franchises to distribute services
- Customer contact personnel represent the main channel of customer communication
- Service providers must ensure that each service encounter is a positive one if customers are to develop a positive image
- Many professional service firms are now permitted to advertise
- Other elements of the promotional mix are used, including publicity and community affairs

The Four Rs of Service Marketing are:

1. Retention
2. Referrals
3. Relationships
4. Recovery

Now service marketing is going challengeable because of the things related to the changing environment for Services

- The boom in the service economy, reduced regulation has created an increase in competition.
- Major focus on increased productivity, efficiency
- Work on people aspects of business:
- Education, training programs
- Change technology:
- Computer-based technologies used.
- Restructure jobs.
- Bottom line: People are key to success!

Other Considerations in Marketing Services can be mentioned as below.

1) Impact of Technology: Remember, not everyone likes impersonal technology

2) Performance Measurement:

- Larger firms can use market share, .
- Customer perceptions are essential.

3) Prospects for Growth:

- It is very likely that services will continue to take an increasing share of the consumer dollar.
- The use of marketing programs in all services is expected to increase considerably.

For future service profitability, there will be necessary to maintain following things.

1. Focusing on the right priorities
2. Increasing service quality
3. Investing in problem solving
4. Being fair to customers
5. Investing in leadership development

2.1.2. The Evolution of Nepal Telecom:

The history of telecommunication development in Nepal is not long one. The historical development of telecommunication services in the context of Nepal can be categorized in to three stages:

1. Initial stage (Prior to 2013 BS):

The 1st telecommunication service was started in Nepal during the regime of Chandra Shamsher in 1972 BS. It was the first time & a good opportunity for Nepalese people to transmit message from Katmandu to Birganj. This telephone line attributed as magneto connected Birganj with Katmandu under the name of "Shree Chandra Telephone". Though, no remarkable development has been found at the time of Chandra Shamsher.

Another telephone line connecting Katmandu & Gaur of Rautahat district had been installed in the year 1980 BS. 25 automatic telephone lines were distributed among the high-ranking personalities of Nepal for their own individual uses. The telecommunication office was first established near Ranipokhari. Another notable telecommunication lines were made available during the role of Prime Minister Juddha Shamsher by catering the line in the different districts to the extent of 300 miles long. The telephone lines were being extended from Katmandu to Siraha; the same being extended up at Hanuman Nagar of Saptari district in 1994 BS. In the year 1998 BS, additional installation of telephone line linking Dhankutta, Dharan & Biratnagar were distributed.

A noticeable changed happened toward telecommunication during the period of Juddha Shamsher. About 200 miles long telephone lines was also brought into use in western part of Nepal. The government of Nepal felt the need of telecommunication for effective administration & active participation of people to achieve national goals. So 200 local Cross-Bar telephone lines were set-up & distributed for his majesty's offices having exchange office at Singh Durbar in the year 2012 BS before implementation of 1st five year

plan. Nepal had 200 Cross-Bar lines, 100 magnet lines, 15 automatic lines, 10 military exchange lines and 600 miles of trunk lines connecting Katmandu with other districts.

Before the implementation of 1st five year plan, Nepal had wire-less relation between 28 centers only in various parts of the country. About 18 of these stations were equipped with modern equipment. The wireless services are made workable by means of petrol generators in different districts except Kathmandu and Biratnagar. As the material and machinery requite for wire-less services has been made available during the period of 2nd World War, a satisfactory service could not be achieve on account of transporting the petrol in remote district.

2. Middle Stage (1st to 3rd five year plan / B.S2013-2027*):*

After 2013 BS, Government of Nepal had given topmost priority for the economic development of the country and in this connection; it has implemented the "Five Year National Planning"

During the 1st five year planing period (2013-2018 BS): The "Telecommunication Department" was established in 2016 BS. A separate telephone exchange of 120 line capacity was installed in Singha-Darbar in 2017 BS through which telephone service was distributed to the Central Office of Secretariat. At the end of First Five-Year Plan, telegram service was extended to 28 districts of Nepal and the number of telephone lines available to the general public was reached up to 1000.

During the 2nd planning period (2019-2022 BS): An automatic Exchange of 4000 lines capacity was installed in Kathmandu. In 2019 B.S. Delhi and Calcutta of India were linked directly from Kathmandu with the help of telephone and teleprinter. In 2022 BS, a Manual Exchange of 300 lines capacity was installed in Biratnagar. In the same period, Rawalpindi and Dhaka were linked by telephone. Telegram service was available in 58 different places of the kingdom.

The achievement during the Third Five-Year Plan (2022-2027 BS): HMG/N has established a separate organization named " Telecommunication Development Committee" (TDC) in 2026 B.S. 3000 telephone lines were added into Central Exchange and another separate exchange of 600 lines capacity was installed in Patan (Lalitpur). Mumbay (Bombay) of India and Kathmandu were linked by telephone. In this period, the survey for the establishment of "Microwave Communication System" has been completed.

3. Modern Era (After 2028 BS to 10th plan):

The Telecommunication Development Committee (established on 2026 BS) has started to make and implement the Phase-Wise Development Plans with the loan assistance of World Bank. The development works undertaken during different phases of Telecom Development Project are as follows:

In the First Phase Project (2027-2032) "Telex Service" was first introduced in Nepal In 2028 BS. Telecommunication Training Center (TTC) has been established into the boundary of Pulchowk engineering Institute with the help of UNDP and ITU. To make the distribution system more systematic and judicial, "Communication Corporation Act 2028" was published on 20th Chaitra, 2028 BS. Various telecom exchanges were established in Birgunj, Hetaunda, Malangawa, Bhairahawa, Pokhara, Nepalgunj, Dharan and Janakpur Bhadrapur and Rajbiraj in 2029 BS,.At the end of this Phase, the number of telephone lines in the country reached to 9810 (8300 automatic and 1510 manual." (M. K. Shakya, NTC's 23rd Souvenir, page 48)

During the Second Phase Project (2032-2037 BS) the previous Telecommunication Development Committee was converted into Nepal Telecommunications Corporation (NTC). NTC has introduced telephone service in Banepa, Bharatpur, Butwal, Dhankuta, Kalaiya, Mahendranagar, Surkhet and Tansen. The total lines distributed at the end of Second Phase increased up to 15590.

The third Phase Planning Project (2037-2042 BS) introduced with the achievement of Satellite Earth Station at Balambu, Introduction of Digital Switching System and Digital Transmission System in the telecom network of Nepal, establishment of own TTC building at Babarmahal. Introduction of Subscriber Trunk Dialing (STD) and International Subscriber Trunk Dialing (ISD). At the end of this phase, the total numbers of telephone line distributed were reached up to 34870.

During the fourth phase (2042 –2047), the capacity of existing digital exchanges was increased. Almost all the manual exchanges were replaced by the digital exchanges. The penetration of telephone service in the rural areas by digital multi access radio telephone system (MARTS) and digital radio links were established to provide the telephone service in the rural areas of Nepal. Several cities were linked by transmission link. During this phase 43500 lines were added and total lines increased up to 78250.

The Fifth Phase Project (2049-2054) launched with getting certain specific objectives; improving the overall telephone density, equal emphasis on the expansion of services in urban as well rural areas, upgrading the main (East West Microwave) link .In this phase, A new Satellite Earth Station (A-type) was installed, a new Gate-way exchange was installed at Jawalakhel, International circuits capacity increased up to 720 line. At the end of this period, 61000 Lines were added and capacity of exchanges reached up to 243000 lines

The sixth planning phase (B.S. 2054-2059) launched with the planning to introduce value added service to cater for new market which is demanding more flexible and quality service in both wire-less and wire-line network. One of the major aims of the project is to provide "On-Demand" telephone in all major centers .The basic telephone infrastructure is increased by 300000 lines. Objective of launching the value-added services of Internet/E-mail, Cellular Mobile, Pay phone etc. are the remarkable initiation in this phase.

The planning phase (B.S.2059-2064) is a highly ambitious and challenging project targeting to provide telephone connection on demand through the country. “This project aims to increase its capacity up to the end of the phase, PSTN by 7,50,000, GSM Mobile by 5,00,000 and CDMA by 5,00,000” (NTC's Annual report 2002-03 page no 8) .some remarkable progress in this phase are: Completion of East West Optical Fiber SDH Project, Interactive Voice Response (IVR)- a device for S.L.C. result inquiry, CDMA Network project is going to be complete, Implementation of Customer Billing System(CBS)-an integrated billing & ledger/online cash collection system, Implementation of Service division (SD) system-an one window system to serve customer for new line connection, Introduction of Access Network for to solve the demand of PSTN in highly traffic area. Launching value added service of short message service in GSM mobile, Intelligent Network- a device of prepaid calling card (Easy Call Card). Up to 2065 Ashad, total installed and distributed telephone lines exchanges (including PSTN, CDMA and mobile services) have been reached to 27,29,637 lines. Total telephone exchange in operation all over the 72 district and 227 Locations of country is 236.

The Role of Nepal Telecom:

Telecommunication is a quick and reliable means of transmitting information. Without telecommunication facilities neither the government nor the business community can work effectively. The importance of the telecommunication is not limited to the national boundaries. In developing countries, communication helps to make people sensitive, active, enthusiastic and skillful. Communication is one of the basic infrastructures for national development.

In earlier, Nepal Telecommunications Corporation was established in 2032-03-01 BS under NTC Act 1971 to provide reliable and affordable telecommunication services all over the country. On the course of privatization policy adopted by government, it has been privatized in the

form of Company and registered under the company registrar office on B.S.2060 Magh 22. Its name has been transformed to Nepal Doorsanchar Company Limited (NEPAL TELECOM) since 1st Baisakh 2061. Still NTC is a major government owned Public Company Limited as a public enterprise. Its Authorized Capital is Rs 25,00,00,00,000.00 (2500 carore) which is divided in 250,000,000 no of Shares @ 100 per share. Issued capital of Nepal Telecom is Rs 15,00,00,00,000.00 (1500 carore), among this issued capital 85 percent capital is owned by Government of Nepal, 10 percent by ordinary public rest 5 percent is owned by employees of Nepal Telecom. It is seen as an effective instrument of program implementation for accomplishing the desired national development goals. NT is exerting it's almost efforts to provide communication services to larger sectors of population. "NT is able to cover 3093 VDCs and all over the 75 districts on his telephone network through the country. There are working 5592 employees." (Nepal Telecom MIS report, 2065, Ashad)

NT has played a great role providing the main infrastructure for the overall development of the country. The services it provides are equally useful for almost all sectors of the society. Telecommunication is one of the quickest, cheapest as well as the most reliable means of communication in modern world. Without it, the private and government organization cannot function well. Telecommunication is a system which facilitates conveying information quickly over long distance with a cheap cost. There are also other means of communication such as postal service. But they are slower, expensive and less convenient. Therefore, telecommunication is one of the swift and reliable means of communication in the scientific age. It brings coordination among different government entities, which ultimately promotes administrative efficiency. The increase in administrative efficiency can be expected to enhance the productivity of the government decision and a better utilization of country's resources as well as mobilization of labor force for the achievement of national goals.

The international telecommunication system contributes to link the overseas countries in the field of economy as well as polities. It also contributes in the development of tourism industry, the major sources of foreign exchange of Nepal. Thus the telecommunication system plays an important role to strengthen the national economy and bring unity among the people around the world creating brotherly relationship among them. “In the period of F/Y 2060/61, NTC has contributed 6.54 % revenue of total income of Nepal.” Telecommunication contributes a lot to the development of social condition of the country because it is a means of social change, which facilitates the accumulation, exchange and transmission of knowledge between people. So without communication human society would remain static and not much different from very old societies. (B.P. Acharya, page19, 1st Anniversary Souvenir, 2005)

Thus in the developing country like Nepal, the role, importance and contribution of telecommunication to development cannot be exaggerated. "The effects of telecommunication on the rural areas and their contribution to rural development are potentially extremely important, yet rather difficult to measure." (Pierce William B., ITU)

2.2. Review Related Study:

This chapter presents a review of literature on various related to the present study. It helps achieve clarity in the discussion that follows and guides to adopt the precise study.

Mr: *Shiv Bhushan Lal* (2008), Regional Director of Birganj has described about Customer care in his article "Achieving Excellence through Customer Satisfaction." (4^{Th} Anniversary Souvenir)

"Nepal Telecom's customer base in all regions of country continues to grow annually and we now serve around 2 million customers – in businesses, the

Emergency services, homes, cities, towns and villages, especially, Mobile services have changed the way we communicate. We keep people in touch with each other like never before. But that places a big responsibility on us as a telephone operator - to provide customers with a service they can genuinely trust.

We have to concentrate on our responsibility to our customers through a culture we call **'customer centricity'**. This means that we put our customers first and we try to understand their needs and opinions and to respond to them. We also know that in today's world the purchasing capacity of a consumer has grown and he is the king in a consumer market which is full of highly of competitive products and services. So what makes the consumer decide in favour of a particular product / service through or why do a particular product / service enjoy greater demand in the market. The answer is Customer Satisfaction. Thus, we can achieve excellence through customer satisfaction.

There are few steps to know through which we can identify and by following these, excellence can be achieved. The watch words are:

1. Identify Customers: Internal & External
2. Organize Customer Service
3. Loyal for Life
4. Serving You First."

Senior Engineer *Mr.Bimal Acharya* has written as a conclusion on his Research Article "Telecommunication and Mobile Development: Comparative Study of SAARC Countries." (Sanchar, TEAN Year 9 Volume 11) "The average penetration of the SAARC is 22.8% which significance that Nepal can invest 4.0 Millions additional mobile or fixed subscribers just to meet the average penetration of the SAARC." He recommended that more operators are to be invited in the SAARC countries in Nepal, India, Bangladesh, Bhutan and Afghanistan to expand the mobile expansion. There is an ample opportunity for investors in Telecommunications business in the SAARC regions. Similarly other countries like Pakistan, Maldives and Sri Lanka shall give priority on quality of services and then expansion of the network in their countries. Nepal shall make plan to add 6.5 millions additional lines in next three years. As per present market price considering 30 US Dollar per line total budget estimations can be 120 Millions dollars. Two or three additional private operators can still be added for mobile network expansion so that Nepal can achieve the average penetration of the SAARC by the end of 2010.

Mr. Sugat Ratna Kansakar (2007) Exe Managing Director, Nepal Telecom) has written in a Message for Annual Report 2007). "Until the year 2003/03 more than 50% VDCs did not have any kind of telecom services; tel density was just 2% with huge gap between supply and demand of Telecom services in urban as well as rural areas. By the end of the year 2006/07, Nepal Telecom has 5,20,000 PSTN susbricers 12,19,000 mobile subscribers, 3,11,000 CDMA subscribers, and 25,000 internet subscribers. Consequently, Nepal Telecom alone succeeded to increase total tel-dencity to the present Ratio of 7.8%, similarly in the same period VDCs with telecom service increased from 1900 to 2850. Presentably out of total 75 districts 71 districts are served with CDMA system and 55 districts with GSM mobile. This means 71 districts and about 2006 VDCs have connectively for both voice and internet access, which is sure to bring revolutionary changes in socio-economic life style in those remote villages. Our urban front, Nepal Telecom is equally aware of ever – increasing demand for latest technologies and newer services, and accordingly Nepal Telecom has initiated steps to go

along with fast-paced technological development in the rest of the world. As per the strategy, Nepal Telecom introduced 3G Mobile (WCDMA) in first quarter of the year 2007. Which made Nepal the first country in South Asia to introduce 3G mobile (WCDMA) service? Similarly, broadband service, triple play service, and host of other value added services are in the offering in near future. "An Era of Customer Care." Article written by Shiv Bhushan Lal (D.M.D. Nepal Telecom Birganj Regional Directorate) "Nepal Telecom is moving for customer care from customer satisfaction to customer delight from customer bond relationship to customer loyalty."(Third anniversary Souvenir)

Mr. Mukti Prasad Aryal (2005) presented the thesis report entitled "A Study on the Public service delivery system of Nepal Telecom with reference to Telephone Line Connection". The general objectives of his study is to examine the various administrative and managerial lacuna in service delivery system and to find out the ways to improve the quality of service provided by Nepal Telecom Office ., However, the specific objectives are:

1. To measure the level of public service delivery of Nepal Telecom's with the means of service of PSTN telephone system.
2. To identify and assess the rules, regulation and provisions for making service delivery mechanism more economic, effective, efficient, and equitable; and to assess the efforts made by the office.
3. To identify the problems of effective service delivery on the part of both the service providers and recipients and root causes of such problems.
4. To provide policy and operational guidelines to make service delivery process more rational and result oriented, and to enhance the quality of service.

The researcher has put forward after this research work.

1. The strongest aspect is the government's policy of making telecommunication sector more competitive and effective. This policy should be further streamlined and continued in near future because it

has yielded satisfactory outcome. It might be the cause of with the availability of Telephone operator (e.g.; UTL and Spice Mobile) in the market.

2. The government should privatize NTC by reducing its share of ownership in minority in order to make it more autonomous in line with the policy enshrined in current tenth plan. The mode of privatization could be floatation of its large share in market and around 10 % percent equity share to the employee. The privatization process should be handled with the active participation of employee and other stakeholders.
3. NTC's Customer Billing System (CBS) should expand all the branches outside the Valley too. This has provided an easy and simple way to clear off the dues. This system should incorporate e-billing, e-cash, and payment through banks also.
4. The weakest aspect of NTC's performance is poorly focused Complaint Handling System (CHS). The regular interaction programs with the stakeholders and other innovative programs like, customer suggestion system, regular customer grievance handling programs, customer-based evaluation system, and market testing of the service delivery could be highly effective to improve the customer redressal mechanism.
5. The management should focus on designing a good plan of grievance handling system within the organization to reduce the stress and conflict of the employee. The regular staff meeting should be conducted to vent the stress and grievances on the air could be helpful to reduce the tension and conflict. Moreover, participative management style, empowerment of employee with sufficient level of authority and responsibility should be ensured; employee suggestion and recommendation to rationalize the process, to improve the service quality, and to ensure after sales service to the customer should also be priority area of reform.
6. Accordingly, the Customer Care System (CCS) is also questionable due to poor management, cumbersome and tedious process in demand

registration, demand processing, cost estimation, line connection, payment outlet, after connection services. The NTC should initiate "one stop service" in connection with PSTN line distribution. The employees are required to be fully trained, equipped with authority with sufficient level of accountability.

7. The attitude, working style, and the behavior of frontline staffs should be molded in fine tune of customer-friendly. The "smiling movement" of the Malaysian Government could be a good recipe for the reform.
8. The NTC should increase its capacity to meet the demands of the waiter customer. The investment in infrastructure, technological enhancement, and networking with other similar organization in the country and outside the country will go a long way to enhance the capability of the NTC. According to the MIS Report of 2062 Jestha, the ratio of subscriber and waiter is 59:41. Similarly, the Ratio of Waiter to Spare Capacity (%) in overall is seemed to be 352 % Hence, The NTC management is required to pay a due attention towards subscribing the waiters.
9. The poor and unsatisfactory response to fulfillment of the standard and promise laid down in the Citizen Charter has given the yellow signal to improve the service standard and meet the promise.
10. The NTC should focus on streamlining the work-flow procedure distributing the PSTN line to the customers of different walks of life maintaining harmonious balance between urban and rural area. NTC should be more competitive not only in customer quality assurance, but also in its price structure.
11. There is a high degree of technical and non-technical staff dispute and poor mechanism of dispute handling system within the organization. The NTC is advised that she should maintain congenial environment within office to handle group conflicts by properly defining their jobs, responsibility, and authority, by providing necessary resource base and career development opportunities to all staffs, by organizing regular staff meeting, by initiating a sound grievance handling system within the office.

12. The morale and motivation of the employees as revealed by the data is not satisfactory. Moreover, the monetary and non-monetary benefits are also less motivating and uncompetitive from the average market standard. The response given by the respondents are poor in these regard. The NTC Should launches immediately a comprehensive package to enhance morale and motivation by making a handsome benefit package as compared to the provision of the market rival. The merit system in recruitment, selection, promotion and career development along with a motivating and equity-based compensation package need to be developed for the employee of NTC, albeit it is far more better and satisfying than the provision enjoyed by the government employee.
13. The sufficient level of authority delegation needs to be ensured to take on-the-spot decision. For this, the employees are required to be well versed in handling different technical and administrative matter. The employees are to be empowered with knowledge, skill, abilities along with proper mixture of responsibility and accountability. The corporate governance could be the dire need for the NTC.

Er. Rajesh Joshi (2005) has mentioned about customer feed back and customer retention in his article “Learning to Change: A suggestive Outlook” (First anniversary Souvenir).

Customer Feedback: Taking feedback from customers through surveys to gain their input on the change process would make them feel part of it. However they would feel " Wasting Time” if feedbacks were taken but no implementation towards that direction are visible in the expected timeframe.

Website is the perfect way to make the customers informed of the changes but there should as well be some sort of feed back &/ or their suggestions to help the organization serve them better.

If some of year customers complain consider that as a feedback and feel blessed that some body gave you feedback and the opportunity for to rectify mistakes.

Customer retention: Customer retention is normally not an issue in monopoly. But in competitive environment, customer's retention is equally important as customer attraction. The present day customers are comparatively more aware both technically and financially than that of the past. The theme dissatisfaction in piece or quality with the present provider may be the reason for them to switch to another provider. Tailored services and personalized delivery of product s or services would help retain customers even if the price tag is a bit higher.

With the ongoing changes customer would seek improved procedures and ways of doing business with the services provider and the organization should be all prepared to answer them.

2.3 Research Gap:

In Nepal there are limit providers in telecommunication service sector. After sixty's decade there are introduced privatization in telecom sector under Telecommunication Act 2053.To provide qualitative service regularly research about service quality , customer's preference and other aspects related to marketing are most necessary. In telecom service sector there are limited trend to marketing research but demand survey about newly introduced service were conducted. That kinds of demand survey can not present and predict accurate status of demand because the gap between survey and distribution is vast long (nearly 1 year).

Mr. Mukti Prasad Aryal (2005) has conpleted research on the Public service delivery system of Nepal Telecom with reference to Telephone Line Connection. The general objectives of his study is to examine the various administrative and managerial lacuna in service delivery system and to find out the ways to improve the quality of service provided by Nepal Telecom office .Senior Engineer *Mr. Bimal Acharya* has conduct a research about "Telecommunication and Mobile Development: Comparative Study of SAARC Countries.". The researcher has recommended in his report "In 2007 Nepal shall make a plan adding 6.5 millions additional lines in next three years. As per

present market price considering 30 US Dollar per line total budget estimations can be 120 Millions dollars. Two or three additional private operators can still be added for mobile network expansion so that Nepal can achieve the average penetration of the SAARC by the end of 2010."

Recently Nepal Telecom has updated its website (www.ntc.net.np) and published its monthly MIS reports, Annual reports, and Anniversary Souvenir, where we can find different information about telecommunication services provided by Nepal Telecom.

Chapter Three
METHODOLOGY

This chapter presents the methodology of this study. The main objectives of this study are to study, analyze and investigate about Customer care & service delivery by Nepal Telecom with reference of far western Region. The following research methodology has been adopted for the systematic presentation of the results of the study.

3.1 Research Design

The research has been designed according to the objective of the study. The required data are collected from many journals published by Nepal Telecom, Nepal Telecommunications Authority, Ministry of Information & Communication; Trade Unions of Nepal Telecom For the fulfillment of the objectives focused for study about Customer Care and Service are collected from customer's related different geographical territories. They are selected using random sampling technique.

3.2 Source of Data.

3.2.1 Primary data:

Primary data are collected for the first time for solving a particular problem under investigation. Primary data is collected directily from the respondents through the observation, interviewing and questionnaire survey.In this study researcher has used mostly questionnaire survey to collect primary data. Normally, the proposed study is based on the primary data. But the collection of primary data in telecommunication sector is a very difficult task, because by the development of information technology the choice of customers is fastely change. The researcher is himself collect the primary data from the aforementioned population group and sample size.

3.2.2 Secondary data:

Secondary data plays a vital role in any marketing research because most of the problems and hypotheses are determined and set on the basis secondary data and information. As a general rule no research be conducted without a search from secondary data sources.Search for secondary data should be undertaken during the exploratory investigation of the problem.The required secondary data is collected from published sources. The published sources include Annual Reports, Various MIS Report of Nepal Telecom Office, government publications, government rules and regulations, directives, circulars, manuals, professional journals, newspapers.

3.3 Population and sample .

In far western region there Overall 91613 telephone users .Out of them 16976 are in PSTN, 36290 are in GSM and 38,347 are in CDMA services. For customer care survey Only 200 customer from PSTN, 300 From GSM and 300 From CDMA are randomly selected for view survey. For Service and Marketing study all data are colleted from secondary source like as MIS Reports, Company publications related last five years, which are available from Nepal Telecom Head Office, FWRD Attariya.

3.4 Data collection process.

Primary data are collected from questionnaire and interview. Questionnaire method is more versatile as a many research problems can be tackled with questionnare survey .Questionnaire survey is a suitable method when ideas, knowledge, feelings, beliefs, opnions and basic demographic information from a large number of consumers need to collected.Secondary data are collected in appropriate format.

3.5 Data processing procedure.

To get the required information after completing the interview and questionnaire with the related parties, Data are compiled and arranged in required tabular form with the help of computer and calculator.

3.6 Method of data analysis

Data, which are collected, are analyzed by using statistical and non statistical tools. Descriptive method is also widely used. Related information is presented in the tables as well as bars and graphs. Statistical tools have been used where necessary. After analyzing and organizing the information, necessary conclusion and recommendation have been made.

Chapter Four
DATA PRESENTATION AND ANALYSIS

4.1. Services of Nepal Telecom

4.1.1 PSTN (Public Switched Telephone Network)

In the field of Telecommunications, Nepal Telecom has been the trusted partner of the people of Nepal since 2032. In order to make life of a Nepali easier, Nepal Telecom makes continuous effort to introduce the latest technology of communications. As always, Nepal Telecom is devoted towards its customer satisfaction and national development with all communicational prospect and technologies. Always striving to bring in the latest technologies and services to its users. Engaged in reaching communication facilities to the every corner of the country. Guided more by a national cause of serving people than earning profit. Below are the basic telephone services provided by Nepal Telecom.

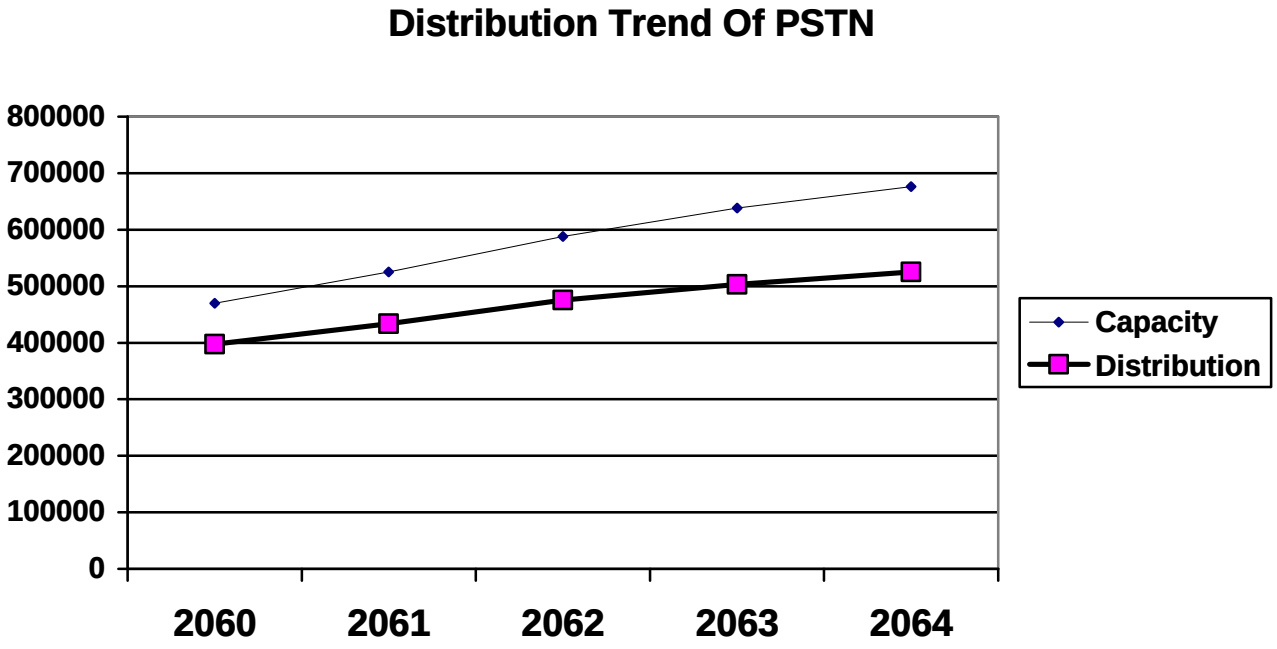
- Local Calls
- Domestic Telex
- Local Leased Lines
- National Trunk Calls
- International Trunk Calls
- International Telegram
- International Telex
- Internet Service
- Packet Switching Data Communication
- Activating/ Deactivating Phone Locks
- ISDN (Integrated Services Digital Network)

Trend of PSTN Line Distribution

PSTN (Landline) is the common and most popular service of Nepal Telecom. This service is comparatively realizable and permanent nature because major customers of these services are satisfied from the quality of PSTN. After introduced GSM and CDMA, services distribution trend of PSTN lines are going a less in numbers. We can analysis that fact from following Table and Diagram.

Table No.1 Distribution of PSTN Lines

Year	Capacity	Distribution	Percentage
2060	469636	397663	84.67
2061	525021	433631	82.59
2062	588137	475380	80.83
2063	638240	503393	78.87
2064	676280	525308	77.68



4.1.2 Mobile Service:

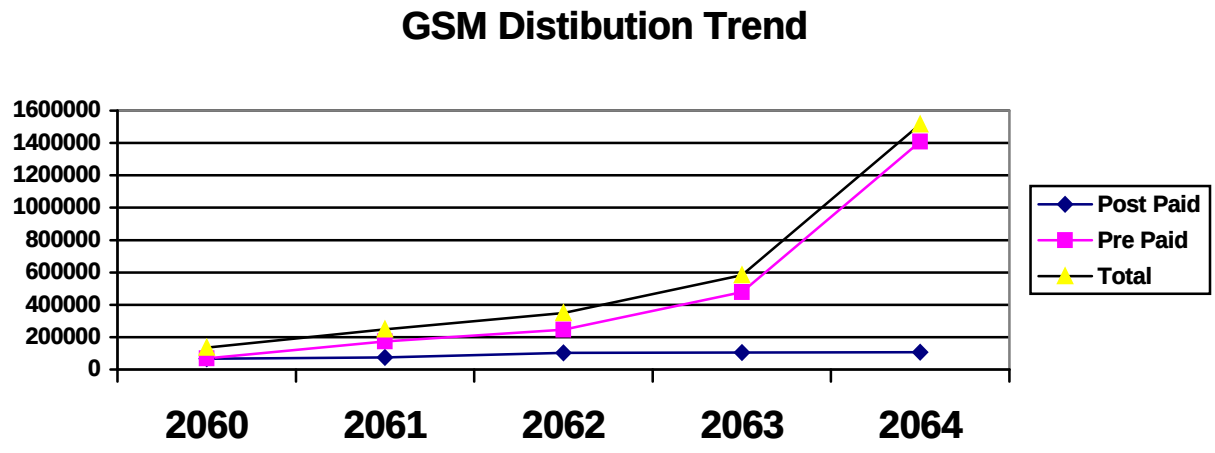
Nepal Doorsanchar Co. Ltd. welcomes Customers to the digital world of mobile technology. In the field of Telecommunications, Nepal Telecom has been the trusted partner of the people of Nepal since 2032. In order to make life of a Nepali easier, Nepal Telecom makes continuous effort to introduce the latest technology of telecommunications. The launch of "Nepal Telecom Mobile" is one such effort, that which has changed the way we think, talk, move and do business now. In a way it has transformed our perception of being in touch. Among many valuable services provided by Nepal Telecom, "Namaste" is the Pre-Paid mobile service launched in order to easily make available the latest technology within the grasp of common.

Trend of GSM Distribution

Distribution trend of mobile goes during last five years is extremely rising. Customer's attraction on Prepaid GSM Mobile service is going rapidly high level .So we can fore look Nepal Telecom's potential market growth in this service, which fact also drawn from below table and diagram.

Table No.2 Distribution of GSM

Year	Post paid	Prepaid	Total
2060	65780	69530	135310
2061	75645	173175	248820
2062	102219	246400	348619
2063	105248	478807	584055
2064	106546	1408408	1514954



4.1.3 CDMA Service:

C-Phone is based on CDMA 2000 1X technology which is the latest version of CDMA. CDMA (Code Division Multiple Access) is the fast growing wireless technology in the world. It has the advantage of voice clarity, large coverage and high speed data.

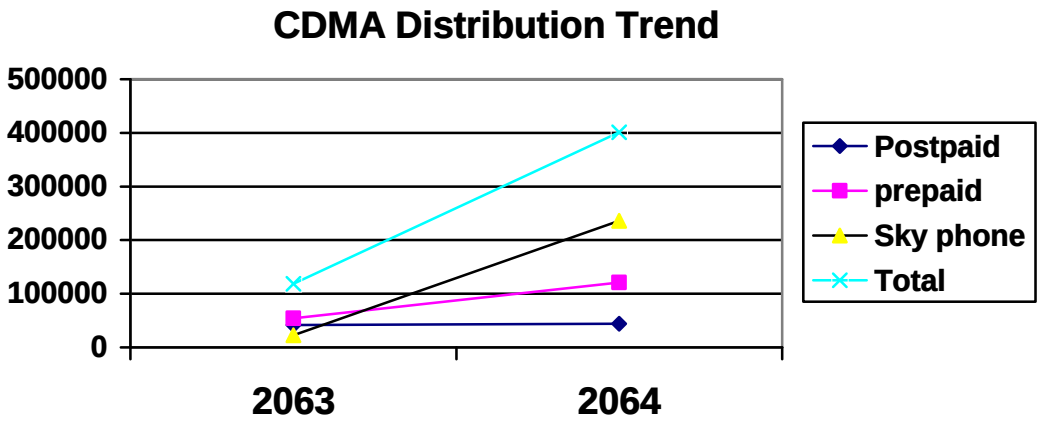
With the aim of providing on demand telephone lines in all cities and towns as well as serving most of the sparsely populated rural areas of the country, Nepal Telecom is introducing CDMA2000 1X based wireless in local loop system. Apart from the good quality voice, we believe that by providing high speed data along with other supplementary and value added services; we can also meet your growing need of being acquainted with the new technology.

Trend of CDMA Distribution

When Nepal Telecom introduces CDMA technology to fulfill its objective to provide nation-wide reliable telecommunication service it grows market of Nepal Telecom in huge status. Attraction of this service is most crazily development in rural customers as well as urban customers also. Sky Phone goes now a day's most popular service of Nepal Telecom .After analysis the last two years distribution trend we also find how popular this service is going now?

Table no.3 Distribution of CDMA Lines

Year	C-Phone Post paid	C-Phone Prepaid	Sky Phone	Total
2063	41939	53986	22781	118706
2064	43807	120889	236200	400896



4.2 Telecommunication Services in Far western Region of Nepal

4.2.1 Introduction of Far western Region

Nepal is a divided in five region on the basis of its geographical status. Far western region is one of the part of development region, it also represent the backward region then other region in socio economic and physical development. There are two zones, nine districts covered in 19539 km squares. Total populations of Far western region based on Public census 2058 are 2191330.

4.2.2 Market Status of Nepal Telecom in Far western Region

Nepal Telecom has introduced its important and popular services in far western region, such services are PSTN (Landline), GSM (Mobile) and CDMA (Fixed and Mobile) are manly goes highly popularity in Far western Region. In this report researcher has tried to give brief introducing the present status of those services according to Different MIS Report issued by Nepal Telecom Far western Regional Directorate.

4.2.2.1 PSTN Service:

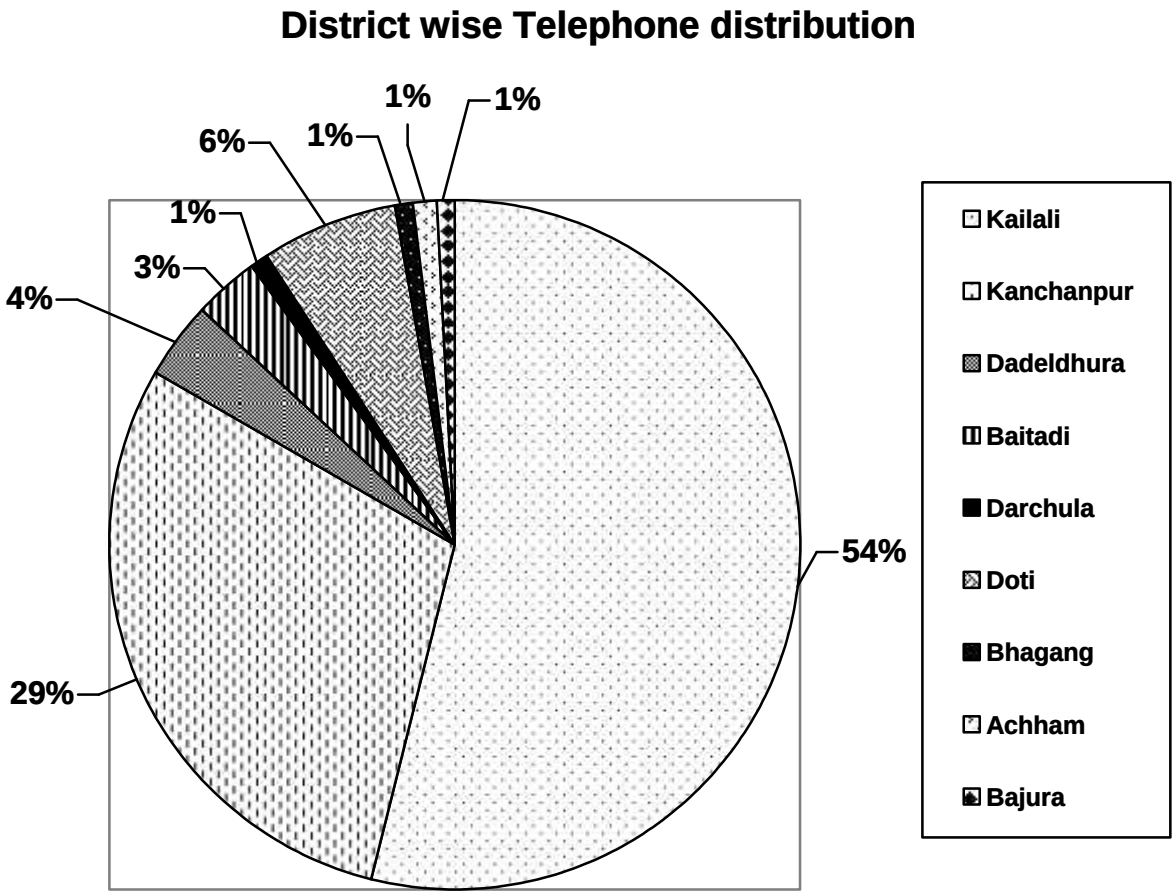
PSTN landline service is available in nineteen places include all District headquarters of this region Total line capacity of this service is 18611 among this 16976 lines are distributed till Ashad 2065. Exchange wise capacity and distribution of telephone lines are tabulated as below.

Table No.4

Distribution of PSTN Lines in Far western Region

S.No.	District	Location	Capacity	Distribution	Distribution %
1	Kaikali	Dhangadhi	7208	6396	37.65
2		Tikapur	1006	964	5.71
3		Attariya	1000	914	5.43
4		Lamki	512	453	2.67
5		Bhajani	150	116	0.69
6		Geta	384	311	1.83
7	Kanchanpur	Mahendranagar	4354	4313	25.56
8		Belauri	319	292	1.63
9		Jhalari	312	148	0.88
10		Brahmdev	150	53	0.30
11		Tribhuwanbasti	184	159	0.93
12	Dadeldhura	Dadeldhura	640	623	3.64
13	Baitadi	Baitadi	512	500	2.96
14	Darchula	Darchula	212	171	1.01
15	Doti	Dipayal	512	471	2.75
16		Silgadhi	600	595	3.53
17	Bajhang	Bajhang	150	121	0.72
18	Achham	Mangalsen	256	235	1.21
19	Bajura	Martadi	150	141	0.83
Total			**18611**	**16976**	**100**

From above table we can make a conclusion that main market of landline is located in urban area like Dhangadhi, Mahendranagar, Tikapur and Attariya. We can also present this data by district wise distribution from the following Diagram.



From above Diagram we can draw a conclusion that in Kailali District there is highest distribution of landline 54%. Second position of telephone lines are 29% of Kanchanpur district. In other districts there are only a single number percentage of PSTN lines. From the study of District wise

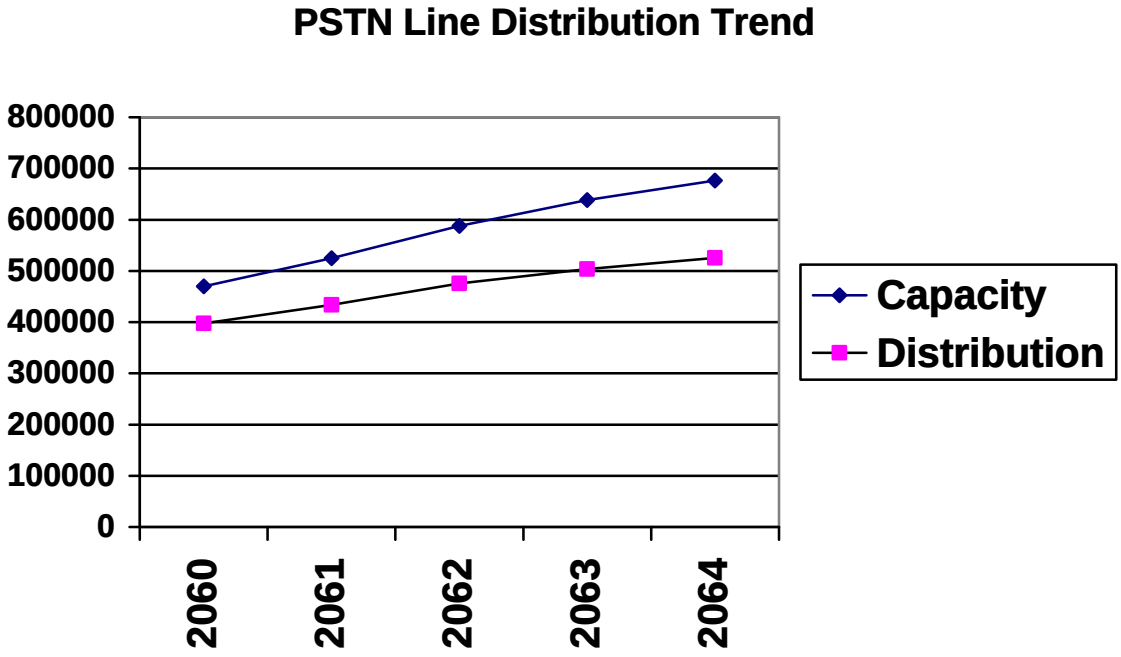
distribution of Landlines we can easily say that main market of landline is located in tarai's urban area.

Trend of PSTN Line Distribution

PSTN (Landline) is the common and most popular service of Nepal Telecom. So that in far western region this service goes also comparatively realizable and permanent nature because of its quality. After introduced GSM and CDMA service in far western region, distribution trend of PSTN lines are going a less in numbers. We can analysis that fact from following Table and Diagram.

Table no.5 PSTN Line Distribution Trend

Year	Capacity	Distribution
2060	16570	12571
2061	16620	13583
2062	18624	14579
2063	18536	14923
2064	18659	16870



From above table and Diagram we can find that the trend of PSTN line in above five year's distribution is going a little number (2-14%) only. So we can draw a conclusion that attraction of customer in PSTN Lines is not very charming.

4.2.2 GSM Mobile Service:

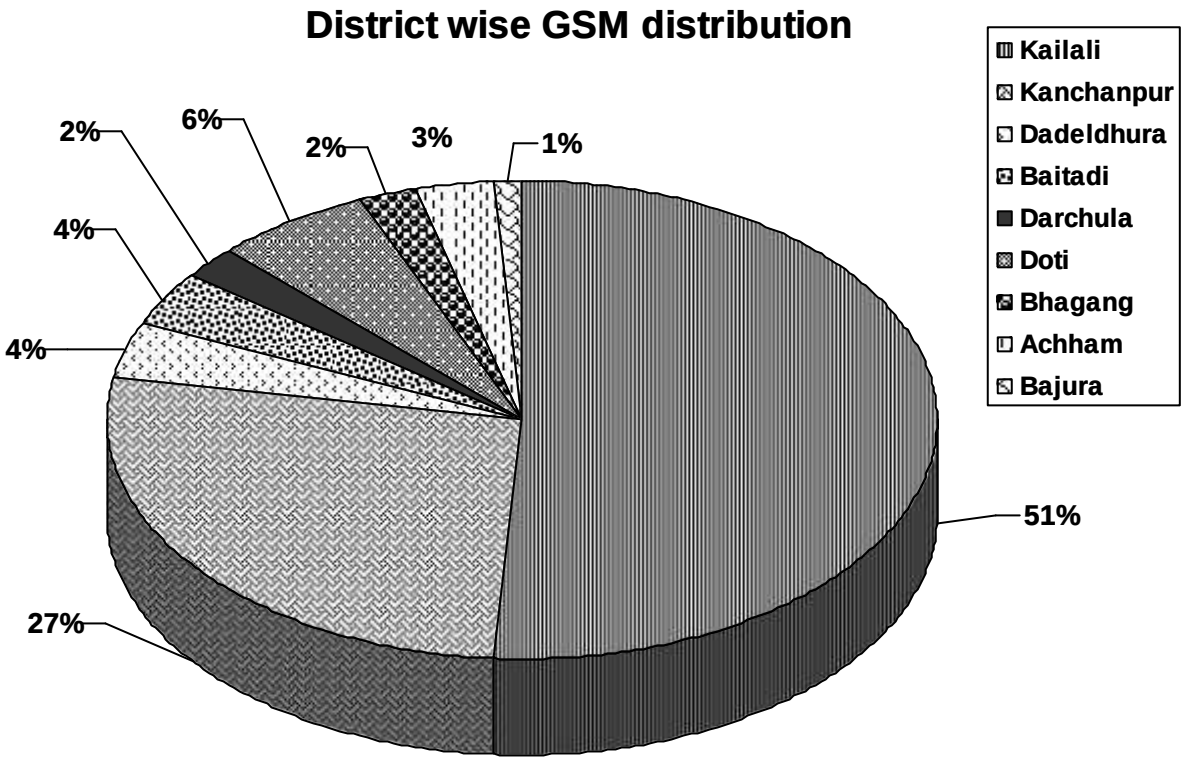
GSM Mobile service is distributed in Far western region from 2060 B.S. From 2060 to 2064 there was a little number of Posts paid GSM service located in Dhangadhi and Mahendranagar only. Now the market of GSM mobile is expand widely from B.S.2064 by introducing prepaid service in ten places of eight districts. Total numbers distributed in Far western Region is 36290, among this 1811 are postpaid and 34497 are prepaid. Following table gives brief information to location wise distribution of GSM services.

Table No.6

Distribution of GSM Mobile in Far western Region

S.No.	District	Location	Postpaid	Prepaid	Total
1	Kaikali	Dhangadhi	1337	11962	13299
2		Tikapur		3300	3300
3		Attariya		1971	1971
4		Lamki			
5		Bhajani			
6		Geta			
7	Kanchanpur	Mahendranagar	474	9198	9672
8		Belauri			
9		Jhalari			
10		Brahmdev			
11		Tribhuwanbasti			
12	Dadeldhura	Dadeldhura		1408	870
13	Baitadi	Baitadi		1344	494
14	Darchula	Darchula		723	723
15	Doti	Dipayal		1632	1135
16		Silgadhi		598	598
17	Bajhang	Bajhang		815	815
18	Achham	Mangalsen		1094	1094
19	Bajura	Martadi		434	434
Total			**1823**	**34479**	**36290**

From above table we can make a conclusion that main market of GSM also located in urban area like Dhangadhi, Mahendranagar, Tikapur and Attariya. We can also present this data by district wise distribution from the following Diagram.



From above Diagram we can draw a conclusion that in Kailali District there is highest distribution of GSM 51%. Second position of GSM is 27% of Kanchanpur district. In other districts there are only a single number percentage of Mobiles. From the study of District wise distribution of Mobiles we can say that main market of Mobiles is locket in tarai's urban area.

4.2.3 CDMA Service:

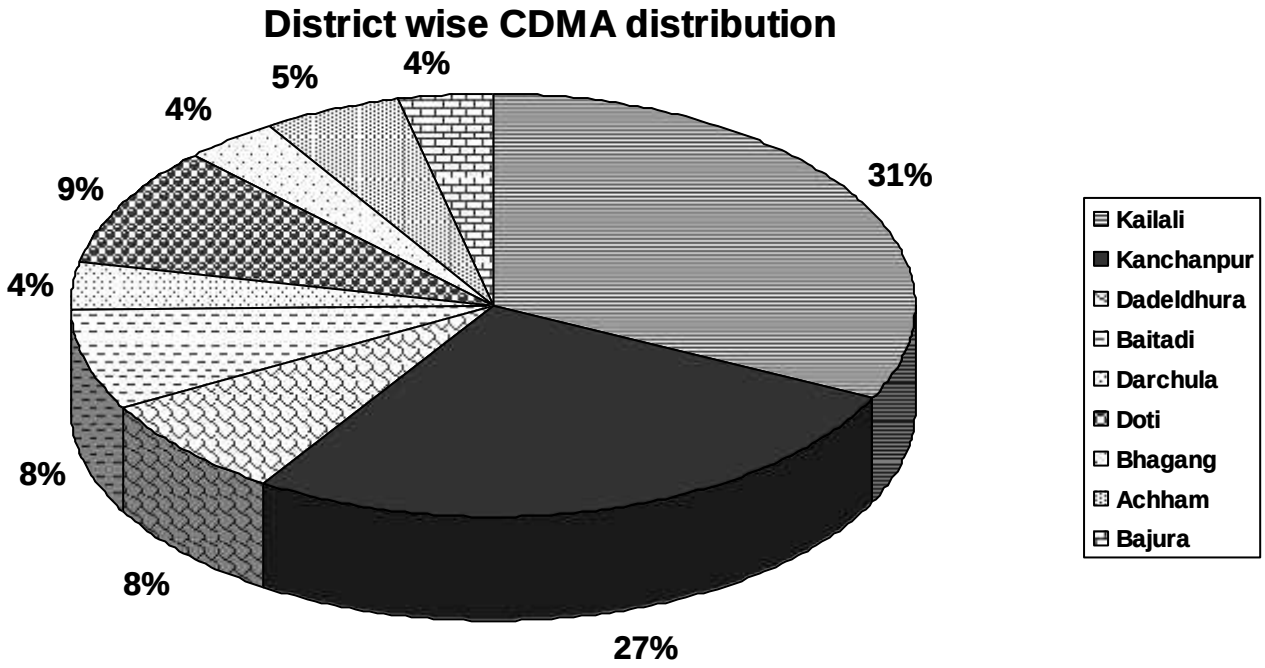
CDMA service is distributed in Far western region from B.S.2063 Kartik. In starting phase it was distributed Post paid Fix phone located in Dhangadhi and Mahendranagar only. Now the market of CDMA expands

widely from B.S.2063 Poush by introducing Prepaid Fix phone service in different places of all nine districts. After getting full mobility in SKY Phone (Brand name of CDMA Mobile) it was also introducing in Far western region from B.S. 2064 In CDMA Total numbers distributed in Far western Region is 38,347, among this 589 are postpaid Fix phone ,13,498 are prepaid fix phone and 24,260 are sky phones. Following table gives brief information to location wise distribution of CDMA services.

Table No.7
Distribution of CDMA Phone in Far western Region

S.No.	District	Location	Postpaid	Prepaid	Sky Phone	Total
1	Kaikali	Dhangadhi	343	4434		4777
2		Tikapur		1510	2032	4742
3		Attariya			3232	3232
4		Lamki				
5		Bhajani				
6		Geta				
7	Kanchanpur	Mahendranagar	254	3211	7144	10609
8		Belauri				
9		Jhalari				
10		Brahmdev				
11		Tribhuwanbasti				
12	Dadeldhura	Dadeldhura		747	2333	3080
13	Baitadi	Baitadi		861	2300	3161
14	Darchula	Darchula		732	700	1432
15	Doti	Dipayal		543	1958	2501
16		Silgadhi		0	1108	1108
17	Bajhang	Bajhang		660	745	1405
18	Achham	Mangalsen		515	1570	2085
19	Bajura	Martadi		285	1138	1423
Total			**589**	**13498**	**24260**	**38,347**

From above table we can make a conclusion that main market of CDMA located in urban area like Dhangadhi, Mahendranagar, Tikapur and Attariya. We can also present this data by district wise distribution from the following Diagram.



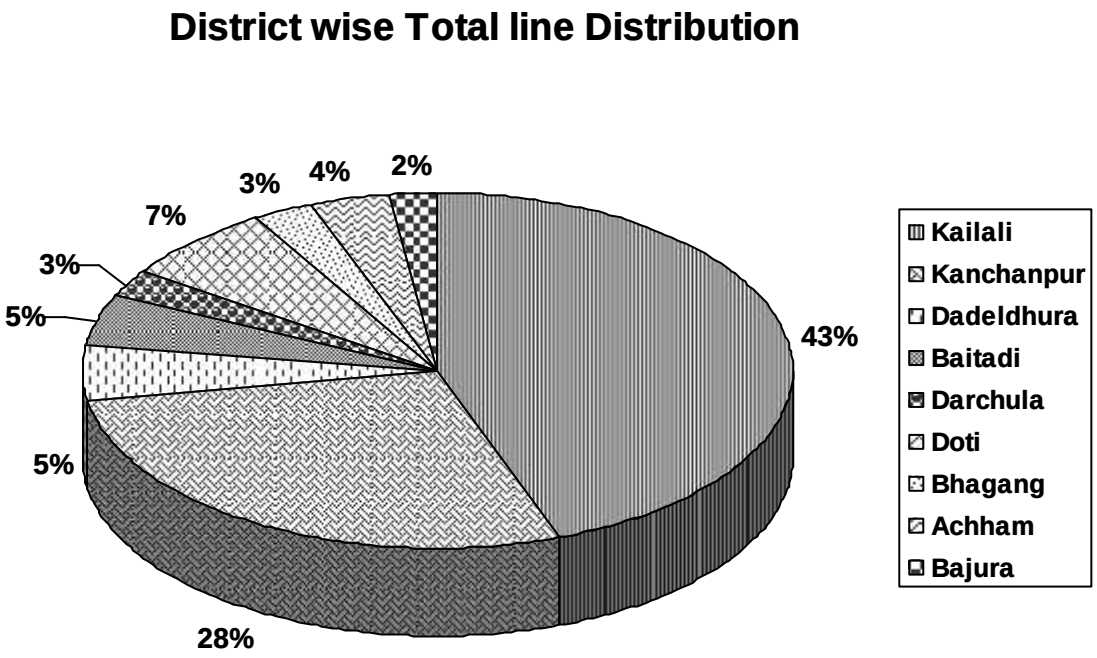
From above Diagram we can draw a conclusion that in Kailali District there is highest distribution of CDMA Phone 31%. Second position of this telephone lines are 27% of Kanchanpur district. In other districts there are only near about 10% and below than 10%of CDMA lines. From the study of District wise distribution of CDMA we can Easley say that main market of CDMA is locket in taria's urban area but the fact of attraction of this services in remote and hill area also be not forgettable.

In far western Region there is a small market of telecom in compare as a whole Markets of Nepal Telecom. There are hardly challenged to expansion all Telecom services in this region because of the difficult

geographical territories and backwardness in socio economic status of the peoples. In order those Nepal Telecom 's effort to provide all services in all node and corners is appreciable .In this study there will be appropriate to present the current market status in Far western Region in following table

Table No.8
Distribution of Total Telephone Lines Far western Region

S.No.	District	Location	PSTN	GSM	CDMA	Total
1	Kaikali	Dhangadhi	6396	13299	4777	24472
2		Tikapur	964	3300	4742	9006
3		Attariya	914	1971	3232	6117
4		Lamki	453			453
5		Bhajani	116			116
6		Geta	311			311
7	Kanchanpur	Mahendranagar	4313	9672	10609	24594
8		Belauri	292			292
9		Jhalari	148			178
10		Brahmdev	53			53
11		Tribhuwanbasti	159			159
12	Dadeldhura	Dadeldhura	623	870	3080	4573
13	Baitadi	Baitadi	500	494	3161	4155
14	Darchula	Darchula	171	723	1432	2326
15	Doti	Dipayal	471	1135	2501	4107
16		Silgadhi	595	598	1108	2301
17	Bajhang	Bajhang	121	815	1405	2341
18	Achham	Mangalsen	235	1094	2085	3414
19	Bajura	Martadi	141	434	1423	1998
Total			**16,976**	**36,290**	**38,347**	**91613**



From above Table and Diagram we can draw a conclusion that in Kailali District there is highest distribution of aggregate telecom services 43%. Second position of telephone lines are 28% of Kanchanpur district. In other districts there are only below than 10%of telephone lines. From the study of District wise distribution of total lines we can Easley say that main market of telecom is locket in taria's urban area but the fact of smoothly attraction of telecom services in remote and hill area also be not forgettable.

4.3 Customer Care in Nepal Telecom

Nepal Telecom's customer base in all regions of country continues to grow annually and now serve around 2 million customers – in businesses, the emergency services, homes, cities, towns and villages. Especially, Mobile services have changed the way we communicate. It keeps people in touch with each other like never before. But that places a big responsibility on Nepal Telecom as a telephone operator - to provide customers with a service they can genuinely trust.

The Company has to concentrate on its responsibility to their customers through a culture it call **'customer centricity'**. This means that the company put its customers first and it tries to understand their needs and opinions and to respond to them. We also know that in today's world the purchasing capacity of a consumer has grown and he is the king in a consumer market which is full of highly of competitive products and services. So what makes the consumer decide in favor of a particular product/service through or why does a particular product/service enjoy greater demand in the market. The answer is Customer Satisfaction. Thus, we can achieve excellence through customer satisfaction.

In this study researcher has try to explain the status of different aspects in customer cares cundutecting by Nepal Telecom Far western region on the basis of customer survey. Customer survey is conducted by researcher to concern with questionnaires of following number of customers.

Table No.9 Number of Respondents Concern for Customer Survey for Customer Care

S.No.	Location	PSTN	GSM	CDMA
1	Dhangadhi	50	100	100
2	Tikapur	20	40	40
3	Attariya	10	10	10
4	Lamki			
5	Bhajani	10		
6	Geta	10		
7	Mahendranagar	25	50	50
8	Belauri			
9	Jhalari			
10	Brahmdev			
11	Tribhuwanbasti			
12	Dadeldhura	10	20	20
13	Baitadi	10	20	20
14	Darchula	10		
15	Dipayal	20	60	60
16	Silgadhi	10		
17	Bajhang	5		
18	Mangalsen	5		
19	Martadi	5		
Total		**200**	**300**	**300**

4.3.1 Service Quality

In far western region the quality of service is not very satisfactory. After customer survey related different places we can draw a conclusion that there are major issues for improving in service quality. Here researcher has tried to maintain aggregative result of customer survey in PSTN, CDMA. And GSM services separately.

4.3.1.1 PSTN services

PSTN Landline is the common and most popular service of Nepal Telecom. So that in far western region this service goes also comparatively realizable and permanent nature because of its quality .In Compression of other services, quality of this service going well .In survey of 200 customers related different locality researcher had fined result as below.

Table No.10 Customer Survey of PSTN Service Quality

S.NO.	Service Quality	Local Calls	STD calls	ISD Calls	Average
1	Very good	50	80	80	70
	Percentage	25%	40%	40%	35%
2	Good	100	80	50	77
	Percentage	50%	40%	25%	38%
3	Satisfactory	30	20	20	23
	Percentage	15%	10%	10%	12%
4	Not satisfactory	20	20	50	30
	Percentage	10%	10%	25%	15%
Total Number		200	200	200	200
Percentage		100%	100%	100%	100%

From above table we can find the status about PSTN service quality service in Far western Region. Which is mixed in result because in remote area and hill area's customer get its service not satisfactory but in plain area this service being improved?

4.3.1.2 GSM Services

Demand of GSM Mobile service in Far western region is extremely high. Now the market of GSM mobile is expand widely from B.S. 2064 by introducing prepaid service in ten places of eight districts. After survey of 300 customers related different locality, researcher had fined quality of this service is not satisfactory .Which can be drawn by the following table

Table No.11 Customer Survey of GSM Service Quality

S.NO.	Service Quality	Local Calls	STD calls	ISD Calls	Average
1	Very good	15	15	15	15
	Percentage	5%	5%	5%	5%
2	Good	30	30	30	30
	Percentage	10%	10%	10%	10%
3	Satisfactory	75	75	75	75
	Percentage	25%	25%	25%	25%
4	Not satisfactory	180	180	180	180
	Percentage	60%	60%	60%	60%
Total Number		300	300	300	300
Percentage		100%	100%	100%	100%

From above table we can find the status about GSM Call's service quality service in Far western Region. Which is very poor in result because of its connectivity is get from central level(Kathmandu) it was caused by not reliable transmission links between this region to Kathmandu,(Ref. Regional Director Mr. Shyam Adhikary, FWRD)

4.3.1.3 CDMA Services

Demand of CDMA service in Far western region is extremely high. Now the market of CDMA expands widely from B.S.2063 by introducing Prepaid Fixed Set service in different places. After survey of 300 customers related different locality, researcher had fined quality of this service is going improve .Which can be drawn by the following table

Table No.12 Customer Survey of CDMA Service Quality

S.NO.	Service Quality	Local Calls	STD calls	ISD Calls	Average
1	Very good	30	30	30	30
	Percentage	10%	10%	10%	10%
2	Good	60	60	60	60
	Percentage	20%	20%	20%	20%
3	Satisfactory	120	120	120	120
	Percentage	40%	40%	40%	40%
4	Not satisfactory	90	90	90	90
	Percentage	30%	30%	30%	30%
Total Number		300	300	300	300
Percentage		100%	100%	100%	100%

From above table we can find the status about CDMA Call's service quality service in Far western Region. Which is not very well in result because of its connectivity is get from Bhairahawa it was caused by not reliable transmission links between this region to Bhairahawa (Ref. Regional Director Mr. Shyam Adhikary, FWRD)

4.3.2 Tariff Rates

Tariff rates of Nepal Telecom are going decreasing day by day. International trend of global village by information technology makes cheap in communication sector. In these periphery Nepal Telecom efforts also goes into matching globally by tariffs. Recent tariff rates of different services provided by Nepal Telecom are submitted in Appendix A. In this chapter, researcher has tried to present the view of customers about tariff rates from customer survey.

4.3.2.1 PSTN Tariff

In PSTN services there are include rental charges, Local charges, STD charges and ISD charges.

Neal Telecom has reduces its STD and ISD rates time to time, it was balancing upon rental charges and local charges. In customer view survey about PSTN tariff in 200 customers related different locality researcher had fined result as below.

Table No.13 Customer Survey of PSTN Tariff Rates

S.NO.	Service Quality	Rental Charges	Local Calls	STD calls	ISD Calls	Average
1	Cheap	50	110	120	10	73
	Percentage	25%	55%	60%	5%	36.5%
2	Reasonable	110	50	50	80	72
	Percentage	55%	25%	25%	40%	36 %
3	Expensive	40	40	30	110	55
	Percentage	20%	20%	15%	55%	27.5%
Total Number		200	200	200	200	200
Percentage		100%	100%	100%	100%	100%

From above table we can find the customer view about PSTN Tariff is mixed in aggregative, but rate of ISD is not satisfactory.

4.3.2.2 GSM Tariff

In GSM services there are include rental charges,(postpaid only), Local charges, Distance charges and ISD charges. Nepal Telecom has reduces its STD and ISD rates time to time, it has also determined single rate in mobile to mobile In customer view survey about Mobile tariff in 300 customers related different locality and different services researcher had fined result as below.

Table No.14 Customer Survey of GSM Tariff Rates

S.NO.	Service Quality	Rental Charges	Local Calls	Distance Charges	ISD Calls	Average
1	Cheap	15	30	120	15	45
	Percentage	5%	10%	40%	5%	15%
2	Reasonable	60	120	150	120	112.5
	Percentage	20%	40%	50%	40%	37.5%
3	Expensive	225	150	30	165	142.5
	Percentage	75%	50%	10%	55%	47.5%
Total Number		300	300	300	300	300
Percentage		100%	100%	100%	100%	100%

From above table we can find the customer view about Mobile Tariff is mixed in aggregative, but rate of Rental is expensive and ISD is not satisfactory.

4.3.2.3 CDMA Tariff

In CDMA Fix Phone services there are include rental charges, Local charges, STD charges and ISD charges. In CDMA sky phone there are include Local charges, Distance charges and ISD charges. Nepal Telecom has reduces its STD and ISD rates time to time, it has also determined single rate in mobile to mobile in sky phone services. In customer view survey about CDMA tariff in 300 customers' related different service and locality researcher had fined result as below.

Table No.15 Customer Survey of CDMA Tariff Rates

S.NO.	Service Quality	Rental Charges	Local Calls	Distance Charges	ISD Calls	Average
1	Cheap	15	30	120	15	45
	Percentage	5%	10%	40%	5%	15%
2	Reasonable	225	120	150	120	154
	Percentage	75%	40%	50%	40%	51%
3	Expensive	60	150	30	165	101
	Percentage	20%	50%	10%	55%	34%
Total Number		300	300	300	300	300
Percentage		100%	100%	100%	100%	100%

From above table we can find the customer view about CDMA Tariff is mixed in aggregative, but rate of ISD is not satisfactory.

4.3.3 New Connection Procedures.

Nepal Telecom has launched many services but it cannot be managed their distribution process in well manner. Which gets the result lack of loyalty in its users and prospective customers? In Far western region generally PSTN and GSM service is on demanded but most popular and effective service CDMA is not in sufficient behalf of its demand. In this report, researcher has tried to present the view of customers about new connection procedures from customer survey.

4.3.3.1 PSTN Line connection Procedure.

In PSTN services is on demand distributing in Dhangadhi , Attariya, Lamki and Geta exchange out of 19 exchange exciting in far western region .In other exchanges there are some number of customers till in waiting for this service. Following table gives the picture of waiting customer for PSTN service in Far western region.

Table No.16 Number of Waiters for PSTN service

S.No.	Location	Capacity	Distribution	Waiters
1	Dhangadhi	7208	6396	0
2	Tikapur	1006	964	1541
3	Attariya	1000	914	
4	Lamki	512	453	
5	Bhajani	150	116	110
6	Geta	384	311	
7	Mahendranagar	4354	4313	1756
8	Belauri	319	292	33
9	Jhalari	312	148	67
10	Brahmdev	150	53	49
11	Tribhuwanbasti	184	159	298
12	Dadeldhura	640	623	309
13	Baitadi	512	500	66
14	Darchula	212	171	341
15	Dipayal	512	471	21
16	Silgadhi	600	595	27
17	Bajhang	150	121	210
18	Mangalsen	256	235	70
19	Martadi	150	141	100
Total		**18611**	**16976**	**4998**

Generally one customer can get its service with in seven days after applying for this service. Main process practicing in Telecom Offices for distribution PSTN services is as below.

1. Firm fill up and Registration by customer.
2. MCC checking by MCC staff.
3. Estimate Order firm fill up by sales staff.
4. Estimate order Approved by Sales In charge
5. Estimate by External Plant Section.
6. Estimate Approved by office In charge

7. Amount Payment Order by Sales Staff.
8. Amount Paid By Customer.
9. Line Connection by External Plant Section
10. Service operates by Switching Section.

4.3.3.2 GSM Line Connection Procedures

In GSM services is on demand distributing for its Namaste Prepaid and post service in all locations where this services is distributing now. Generally one customer can get its service with in day after applying for this service. Main process practicing in Telecom Offices for distribution GSM services is as below.

1. Firm fill up and Registration by customer.
2. Firm Checking and distribution order by customer care / office in charge.
3. SIM Activation / Distribution by Mobile Counter.

4.3.2.3 CDMA Line Connection Procedures.

In CDMA services is not available now for distribution in Far western region. Demand of customers is highly increasing especially in SKY phone .Nepal Telecom Far western Regional Directorate had conducted a customer survey for the sky phone in different offices, which has get a result that there are near about 50 thousand additional number of lines need for fulfill the demand of this region. Generally one customer can get its service with in day after applying for this service. Main process practicing in Telecom Offices for distribution CDMA services is as below.

1. Firm fill up and Registration by customer.
2. Firm Checking and distribution order by customer care/office in charge.
3. Set /RUIM/Activation / Distribution by Mobile Counter.

Table No.17 Customer Survey about Line connection Procedure

S.NO.	Service	PSTN	GSM	CDMA	Average
1	Very Lengthy	110	15	15	47
	Percentage	55%	5%	5%	22%
2	Complex	40	60	60	53
	Percentage	20%	20%	20%	20%
3	Unnecessary	30	75	75	60
	Percentage	15%	25%	25%	25%
4	Appropriate	20	150	150	107
	Percentage	10%	50%	50%	37%
Total Number		200	300	300	267
Percentage		100%	100%	100%	100%

From above table we can find the customer view about new connection procedure of distributed different services. Mobile and CDMA service connection procedure is satisfactory but PSTN service connection procedure is not satisfactory in customers.

4.3.4 Additional Facilities:

Nepal Telecom has available its customers many additional or value added services in PSTN, GSM and CDMA service. Value added services are those services which can available only for remaining or continuous customer of company. In far western region, we can enjoy for caller id, number lock, wake up call, call transfer service, internet dial up facility from PSTN service, Internet data facility in CDMA service. Customers can get those services from customer care section of related service center. Data facility and call id .facility needs some additional charge other services are free on cost. Customer view survey in 200 PSTN and 300 CDMA customers about effectiveness and efficiency of additional facility, related different service and locality researcher had fined result as below.

Table No.18 Customer Survey about Additional Facilities.

S.NO.	Service	PSTN	CDMA	Average
1	Reasonable for cost	100	150	125
	Percentage	50%	50%	50%
2	Expensive	20	30	25
	Percentage	10%	10%	10%
3	Effective	50	60	55
	Percentage	25%	20%	22.5%
4	Low quality	30	60	45
	Percentage	15%	20%	17.5%
Total Number		200	300	250
Percentage		100%	100%	100%

From above table we can find the customer view about additional facility of distributed different services. Cost structure is satisfactory but service quality is needed to improve.

4.3.5. Operation and Maintaince System

Nepal Telecom has launched many services but it cannot be managed their operation and maintaince system in well manner. Which gets the result lack of loyalty in its users and prospective customers? Generally operation and maintains systems cover the types of task that arrange the service of telecom would be operate in well manner. In aspects of PSTN service it covers complain handling about telephone faults, in other hand wireless CDMA phone set complaints also covered in maintaince system. For the sky phone and GSM, operation and maintains covered SIM/ RUIM blocked, require PUK code, black listed etc. We can get those services from related customer care center. Customer view survey in 200 PSTN and 300 CDMA customers about effectiveness and efficiency of operation and maintains system related different service and locality researcher had fined result as below.

Table No.19 Customer Survey about Operation and Maintaince System

S.NO.	Service	PSTN	GSM	CDMA	Average
1	Very good	20	30	30	27
	Percentage	10%	10%	10%	10%
2	Good	50	60	60	57
	Percentage	25%	20%	20%	22%
3	Satisfactory	30	120	120	90
	Percentage	15%	40%	40%	32%
4	Not satisfactory	100	90	90	93
	Percentage	50%	30%	30%	37%
Total Number		200	300	300	267
Percentage		100%	100%	100%	100%

From above table we can find the customer view about operation and maintaince system of distributed different services. That result gives the information of poor system of operation and maintains system.

4.3.6. Billing System

The billing system of Nepal Telecom are two types postpaid and prepaid .In PSTN service there are all telephone operates in postpaid system. One customer can get its detail statement (Dialed number wise STD and ISD, consumed call numbers of Local) after third months. Post paid mobile and CDMA customer gets their detail statement after second month. Prepaid mobile and CDMA customers will first pay then use their service. Customer view survey in 200 PSTN and 300 CDMA customers billing system related different service and locality researcher had fined result as below.

Table No.20 Customer Survey about Billing System

S.NO.	Service	PSTN	GSM	CDMA	Average
1	Very good	20	30	30	27
	Percentage	10%	10%	10%	10%
2	Good	60	120	120	100
	Percentage	30%	40%	40%	37%
3	Satisfactory	30	90	90	70
	Percentage	15%	30%	30%	25%
4	Not satisfactory	90	60	60	70
	Percentage	45%	20%	20%	28%
Total Number		200	300	300	267
Percentage		100%	100%	100%	100%

From above table we can find the customer view about billing system of distributed different services. That result gives the information of poor system of billing.

4.3.7 Coverage Range

The coverage range GSM and CDMA service of Nepal Telecom are not satisfactory. Because of limit number of BTS, customer gets weak signal in CDMA mobile and GSM in remote and urban area of far western region. Customer view survey in 300 CDMA and GSM customers about coverage range related different service and locality researcher had fined result as below.

Table No.21 Customer Survey about Coverage of CDMA and GSM Service

S.NO.	Service	GSM	CDMA	Average
1	Very good	30	30	30
	Percentage	10%	10%	10%
2	Good	30	30	30
	Percentage	10%	10%	10%
3	Satisfactory	60	90	75
	Percentage	20%	30%	25%
4	Not satisfactory	180	150	165
	Percentage	60%	50%	55%
Total Number		300	300	300
Percentage		100%	100%	100%

From above table we can find the customer view about coverage range of distributed CDMA and GSM services. That result gives the information that there is weak coverage range in far western region in CDMA and GSM service.

4.4 Strength Weakness Opportunity Threats of Nepal Telecom

4.4.1 Strength

- Experienced and well trained human resources.
- Goodwill.
- Advanced Technology.
- Government Support.
- Adequate Financial Resources.
- Supportive trade unions.
- Dominant Player.

4.4.2 Weakness

- Poor Customer Oriented Behaviour.
- Poor strategy directions.
- Service quality cannot be improved with the aspect of customer.

- Unnecessary government interferer.
- Lack of Research & Development
- Lack of proper competitor strategic.

4.4.3 Opportunity

- Unlimited potential market.
- Technology is being advanced and cheap day per day.
- Interconnection revenue can rise by new provider's entrance.
- Possibility to be an autonomous body by the policy of government.

4.4.4. Threats

- Entry of new Competitors.
- Possibility of brain drain.
- Customer's high expectation toward Nepal Telecom
- Social responsibility.
- Poor economic growth.

Chapter Five
SUMMARY, FINDINGS AND SUGGESTIONS.

5.1 Summary

The research basically aims at studying the current status of Study of Telecommunication Services & Customer Care in Far western Region With Special Reference to Nepal Telecom taking a survey study of external customer, i.e., different organizational customers, individual subscribers, and the general people who are not yet being subscriber. This study has analyzed different aspects of customer care including quality of service cost of service, after sales service etc. The every aspect is analyzed on the basis of results derived from the data collected from the respondents. The tabulation and analysis of the data has shown the current position of Nepal Telecom Far western region in terms of telecommunication service delivery, current lacuna, and future prospects in near future.

The strongest and positive aspect derived from the study is the government's policy of making telecommunication sector more competitive and effective in order to enhance the quality and quantity of the services by making it more autonomous to make more business-like, and customer responsive. The respondents' feedback towards privatization of NTC has been encouraging enough to the government to take further positive action for providing competitive and qualitative services to the customer. The respondents' are of very positive in Nepal Telecom's efforts to provide new services at day by day.

The weakest aspect of NTC's performance is its poorly focused Complaint Handling, Maintenance system and mobile service quality in Far western region. Accordingly, the Customer Care System (CCS) is also questionable due to poor management, cumbersome and tedious process in demand registration, demand processing, cost estimation, line connection, payment outlet, after connection services. Moreover, the performance of

NTC in connection to behavior of frontline staffs, quick supply as per demand from the customer, and effective response to the Citizen Charter is also very poor and daupting.

5.2 Findings

Findings from the study can be point out as below.

- Nepal Telecom has been played vital role to expand the Telecom overall country but it can not provide qualitative service.
- Customer information system of Nepal Telecom is not reliable.
- Billing system of Nepal Telecom is not updated.
- Operation and maintenance system is not well equipped.
- Lack of customer orient behaviour and professional skill in staffs.
- Lack of motivation in managerial staffs.
- Absence of clear vision about outsourcing.
- Low quality of CDMA and GSM service.
- Lack of professional and business oriented vision in policy making level.
- Poor condition of overall service quality in far western region.

5.3 Suggestions

- Nepal Telecom has been played an important role to expand the Telecom service overall countries by optimum utilization of its resources. It should be also realize the responsibility to consumer's service at the aspects of its key role of leading service provider by providing qualitative service in reasonable cost.
- To provide all information service to customers Nepal Telecom need to have digitized information about customers and service they have used.
- Billing is now more strategic than ever. It is the key enabler for product and service innovation and customer centric propositions. Next generation billing will be winner in the race. Overnight implementation is impossible but suffering towards is current demand.

- Operation & maintenance areas of Nepal Telecom should be well equipped with the latest repair & maintenance equipment.
- To guarantee excellence and contentiously improve its customer care, improve its customer care, Nepal Telecom should be maintains a solid training program to keep customer care professional up to date on the latest telephone technologies and customer service practices.
- Nepal Telecom should be outsourcing its services which can be cost effective and also available in market.
- Nepal Telecom should motivate all level of management group for corporate mission, vision, and goal.
- Nepal Telecom should move to acquire new technologies with help pf its well wishers and suppliers at low cost so that the tariff will be at affordable price to its valued customers.
- Nepal Telecom should be distributing its GSM and CDMA service at the business point of view.
- Nepal Telecom should embrace the concept of self managing team to improve to producing for organizations success and improved quality of working life their members to long term.
- Nepal Telecom should be improving its quality in far western region epically in the segment of GSM and CDMA service for the view of regional balance.
- Continuously research should be organized in customer's preference for operating, newly introduced and potential services.

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"A Study of Telecommunication Services and Customer Care in Far western Region with Reference of Nepal Telecom"

APPENDIX A

Questionnaire used for Research

This research is conducted for the requirement of Partial fulfillment of the Master's Degree in Business Studies (MBS) which will be Submit to Office of the Dean Faculty of Management Tribhuwan University; Kirtipur Kathmandu Nepal. I have choice the new and emerging matter "Telecommunication Services and Customer Care in Far western Region with Reference of Nepal Telecom" as the regular student of Kailali Multiple Campus, Dhangadhi, Kailali.

I would like to request all respondents to help me by filling the necessary information, which is most necessary to complete the the report. I like to give thanks and highly grateful towards respondent who spent valuable time to fill this questionnaire

PSTN Customers

Name: Telephone No:

1) Is quality of calls is appropriate?
   A) Local Calls.
      i) Very good ii) good iii) satisfactory IV) not satisfactory.
   B) STD Calls.
      i) Very good ii) good iii) satisfactory IV) not satisfactory.
   C) ISD Calls.
      i) Very good ii) good iii) satisfactory iv) not satisfactory

2) Is Tariff rate of calls is reasonable?

A) Local Calls.

i) Cheap ii) Resonable iii) Expensive.

B) STD Calls.

i) Cheap ii) Reasonable iii) Expensive.

C) ISD Calls.

i) Cheap ii) Resonable iii) Expensive.

D) Rental Charge.

i) Cheap ii) Resonable iii) Expensive.

3) Is New Connection process is smoothly?

i) Very Lengthy ii) Complex iii) unnecessary IV) appropriate

4) Is additional facilities (data, lock code, Call Id) are cost effective?

I) Reasonable for cost ii) Expensive.

5) Is Operation & Maintence system is Effective?

i) Very good ii) good iii) satisfactory iv) not satisfactory

6) Is Billing system is Satisfactory?

i) Very good ii) good iii) satisfactory IV) not satisfactory

7) Any suggestion?

i)

ii)

iii)

iv)

"A Study of Telecommunication Services and Customer Care in Far western Region with Special Reference of Nepal Telecom"

APPENDIX B

Questionnaire used for Research

This research is conducted for the requirement of Partial fulfillment of the Master's Degree in Business Studies (MBS) which will be Submit to Office of the Dean Faculty of Management Tribhuwan University; Kirtipur Kathmandu Nepal. I have choice the new and emerging matter "Telecommunication Services and Customer Care in Far western Region with Reference of Nepal Telecom" as the regular student of Kailali Multiple Campus, Dhangadhi, Kailali.

I would like to request all respondents to help me by filling the necessary information, which is most necessary to complete the the report. I like to give thanks and highly grateful towards respondent who spent valuable time to fill this questionnaire

CDMA (Fixed Phone & Sky Phone) Customers

Name: Telephone No:

1. Is quality of calls is appropriate?
   a. Local Calls.
      i) Very good ii) good iii) satisfactory iv) not satisfactory.

   b. STD Calls.
      i) Very good ii) good iii) satisfactory iv) not satisfactory.

   c. ISD Calls.
      i) Very good ii) good iii) satisfactory iv) not satisfactory.

2. Is Tariff rate of calls is reasonable?

A) Local Calls.

i) Cheap ii) Resonable iii) Expensive.

B) STD Calls.

i) Cheap ii) Resonable iii) Expensive.

C) ISD Calls.

i) Cheap ii) Resonable iii) Expensive.

D) Rental Charge.

i) Cheap ii) Resonable iii) Expensive.

3) Is New Connection process is smoothly?

i) Very Lengthy ii) Complex iii) unnecessary IV) appropriate

4) Is additional facilities (data etc.) are cost effective?

i) Reasonable for cost ii) Expensive.

5) Is Operation & Maintenance system is Effective**?**

i) Very good ii) good iii) satisfactory iv) not satisfactory

6) Is Range Of Coverage is Satisfactory?

i) Very good ii) good iii) satisfactory iv) not satisfactory

7) Any suggestion?

i)

ii)

iii)

iv)

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APPENDIX C

Questionnaire used for Research

This research is conducted for the requirement of Partial fulfillment of the Master's Degree in Business Studies (MBS) which will be Submit to Office of the Dean Faculty of Management Tribhuwan University; Kirtipur Kathmandu Nepal. I have choice the new and emerging matter "Telecommunication Services and Customer Care in Far western Region with Reference of Nepal Telecom" as the regular student of Kailali Multiple Campus, Dhangadhi, Kailali.

I would like to request all respondents to help me by filling the necessary information, which is most necessary to complete the the report. I like to give thanks and highly grateful towards respondent who spent valuable time to fill this questionnaire

GSM Customers

Name: Telephone No:

1) Is quality of calls is appropriate?
   i) Very good ii) good iii) satisfactory iv) not satisfactory.

2) Is Tariff rate of calls is reasonable?
   A) Local Calls.
      i) cheap ii) Resonable. iii) Expensive.

   B) STD Calls.
      i) Cheap ii) Resonable iii) Expensive.

C) ISD Calls.

i) Cheap ii) Resonable iii) Expensive.

D) Rental Charge.

i) Cheap ii) Resonable iii) Expensive.

E) Rooming Charge.

i) Cheap ii) Resonable iii) Expensive

3) Is New Connection process is smoothly?

i) Very Lengthy ii) Complex iii) unnecessary IV) appropriate

4) Is Operation & Maintenance system is Effective?

i) Very good ii) good iii) satisfactory iv) not satisfactory

5) Is Range Of Coverage is Satisfactory?

i) Very good ii) good iii) satisfactory iv) not satisfactory

6) Is Billing System is Appropriate?

i) Very good ii) good iii) satisfactory iv) not satisfactory

7) Any suggestion?

i)

ii)

iii)

iv)