

A Study on Telecommunication Services and Customer Care in Kathmandu Region

(With Reference to Nepal Telecom)

**A Thesis Submitted to
Office of the Dean**

**Faculty of Management Tribhuvan University
Kirtipur, Kathmandu, Nepal**

Submitted By

Dilli Raj Pant

Kailali Multiple Campus

Dhangadhi, Kailali

TU Registration No.13200/91

Exam Roll No.1280

**In the partial fulfillment of the requirement for the degree of
Master in Business Study (MBS)**

2010



KAILALI MULTIPLE CUMBUS

Dhangadhi, Kailali
(Affiliation: Tribhuvan University)

D.No.....

Ref.No.....

Phone No. 091521223

Post Box No. 11

VIVA-VOCE SHEET

We have conducted the **VIVA-VOCE** examination of the thesis presented by

DILLI RAJ PANT

Entitled

**"A Study on Telecommunication Services and Customer Care in
Kathmandu Region with Reference to Nepal Telecom"**

And found the thesis to be original work of the student and written according to the
prescribed format. We recommend the thesis to be accepted as

Partial fulfillment of the requirement for
Master's Degree in Business Studies (MBS)

Viva-Voce Committee

Chairperson, Research Committee.....

Member (Thesis Supervisor).....

Member (External Expert).....

Date:



D.No.....

Ref.No.....

KAILALI MULTIPLE CUMPUS

Dhangadhi, Kailali
(Affiliation: Tribhuvan University)

Phone No. 091521223

Post Box No. 11

RECOMMENDATION

This is to certify that the Thesis:

Submitted by

Dilli Raj Pant

Entitled

**"A Study on Telecommunication Services and Customer Care in
Kathmandu Region with Reference to Nepal Telecom"**

Has been prepared as approved by this department in the prescribed format of
Faculty of Management. This thesis is forwarded for examination.

.....
Padam Kant Joshi
(Thesis Supervisor)

.....
Dr. Padam Raj Joshi
(Head of Research Department)

.....
Surendra Chand
(Campus Chief)

Date:

ACKNOWLEDGEMENT

I decided with great zeal, to write thesis entitled, "A study on Telecommunication Services and Customer Care in Kathmandu Region (With reference to NTC)." It is broadly related to service marketing and customer care system of Nepal Telecom. The study aims to identify and assess the proper system of customer care for making service delivery mechanism more economic, effective, efficient, and equitable. Moreover, the study was conducted for the purpose of assessing the efforts made by the office and identifying the problems of effective customer.

I am very thankful to all respected teachers, and staffs of Kailali Multiple campus. I have great pleasure to express my heartiest gratitude and sincere thanks to my thesis advisor Mr. Padam Kant Joshi (Assistant campus chief Kailali Multiple Campus Dhangadhi), who has guided me throughout this research. And I shall ever remain indebted to him for his valuable direction, useful suggestion and comments during the course of preparing this thesis. I would like to express extremely grateful to Dr. Padam Raj Joshi (Associate professor of Kailali Multiple Campus Dhangadhi) without whose proper encouragement, cooperation, sympathy, this research report would not possible.

This thesis has been made possible through the direct and indirect co-operation of various persons for whom I wish to express my appreciation and gratitude. I am highly grateful to respondents who have spent their valuable time to fill my questionnaires, Nepal Telecom Kathmandu regional directorate, offices staffs, and all well-wishers for thesis preparation. I benefited from discussion with many senior and colleagues of my offices and campus during the course of the preparation the research report. I would like to express thanks for kindy support from my friends Govind Awasthi, Mukti Prasad Aryal, Teachers, and colleagues.

Finally, I am beholden to my parents and friends for their blessing and encouragement for my study ever since last 3 decades. I would like to express heartfelt thanks to my family, my better-half Ranju and son Diwash for their kind support during the preparation of this thesis.

Researcher

TABLE OF CONTENTS

CHAPTER - I INTRODUCTION

1.1	General Background	1
1.2	A Brief Introduction of Nepal Telecom.....	3
1.2.1	Mission, Vision and Goal of Nepal Telecom.....	4
1.2.2	Organization Structure of Nepal Telecom	5
1.2.3	Recent Government Strategy towards Telecommunication Service Through Telecommunication Policy 2060	7
1.3	Statement of the Problem.....	9
1.4	Objectives of the Study.....	11
1.5	Significance of the Study	11
1.6	Limitation of the Study	12

CHAPTER - II REVIEW OF LITERATURE

2.1	Theoretical Review	13
2.1.1.	Service marketing	13
2.1.2.	The Evolution of Nepal Telecom.....	15
2.2	Review of Related Study	20
2.3	Research Gap	26

CHAPTER - III METHODOLOGY

3.1	Research Design	28
3.2	Source of Data	28
3.2.1	Primary data	28
3.2.2	Secondary data	28
3.3	Population and sample	29
3.4	Data collection process	29
3.5	Data processing procedure.....	29
3.6	Method of data analysis	29

CHAPTER - IV DATA PRESENTATION AND ANALYSIS

4.1	Services of Nepal Telecom.....	30
4.1.1.	PSTN (Public Switched Telephone Network)	30
4.1.2.	GSM Mobile Service	32
4.1.3.	CDMA Service.....	33
4.2	Telecommunication Services in Kathmandu Region.....	35
4.2.1.	Introduction of Kathmandu Region	35
4.2.2.	Market Status of Nepal Telecom in Kathmandu Region	35

	4.2.2.1. PSTN Service.....	35
	4.2.2.2. GSM Mobile Service	38
	4.2.2.3. CDMA Service	40
4.3	Customer Care in Nepal Telecom.....	44
	4.3.1. Service Quality.....	46
	4.3.1.1 PSTN services.....	46
	4.3.1.2 GSM Services	47
	4.3.1.3 CDMA Services	47
	4.3.2. Tariff Rates	48
	4.3.2.1 PSTN Tariff	48
	4.3.2.2 GSM Tariff	49
	4.3.2.3 CDMA Tariff	50
	4.3.3. New Connection Procedures.....	50
	4.3.3.1 PSTN Line connection Procedure.....	51
	4.3.3.2 GSM Line Connection Procedure.....	52
	4.3.3.3 CDMA Line Connection Procedure	52
	4.3.4. Additional Facilities.....	53
	4.3.5. Operation and Maintains System	54
	4.3.6. Billing System.....	56
	4.3.7. Coverage Range	56
4.4	Strength, Weakness, Opportunity & Threats of Nepal Telecom	56
	4.4.1. Strength	56
	4.4.2. Weakness	57
	4.4.3. Opportunity	57
	4.4.4. Threats.....	57

CHAPTER - V

SUMMARY, FINDINGS AND RECOMMENDATIONS

5.1	Summary.....	58
5.2	Findings	59
5.3	Suggestions	60
BIBLIOGRAPHY.....		62
APPENDIX A		
	Questionnaire used for PSTN Customers	64
APPENDIX B		
	Questionnaire used for CDMA Mobile Customers	66
APPENDIX C		
	Questionnaire used for Gsm Mobile Customers.....	68
CURRICULUM-VITAE (CV)		70

LIST OF TABLES

Table No. 4.1: Distribution of PSTN Lines	31
Table No. 4.2: Distribution of GSM	32
Table No. 4.3: Distribution of CDMA Lines	34
Table No. 4.4: Distribution of PSTN Lines In Kathmandu Region.....	36
Table No. 4.5: PSTN Line Distribution Trend	38
Table No. 4.6: Distribution of GSM Mobile in Kathmandu Region	39
Table No. 4.7: Distribution of CDMA Phone in Kathmandu Region	41
Table No. 4.8: Distribution of Total Telephone Lines Kathmandu Region	43
Table No. 4.9: Number of Respondents Concern for Customer Survey for Customer Care...	45
Table No. 4.10: Customer Survey of PSTN Service Quality	46
Table No. 4.11: Customer Survey of GSM Service Quality.....	47
Table No. 4.12: Customer Survey of CDMA Service Quality	48
Table No. 4.13: Customer Survey of PSTN Tariff Rates	49
Table No. 4.14: Customer Survey of GSM Tariff Rates	49
Table No. 4.15: Customer Survey of CDMA Tariff Rates	50
Table No. 4.16: Number of People (Waiters) For PSTN service	51
Table No. 4.17: Customer Survey about Line connection Procedure.....	53
Table No. 4.18: Customer Survey about Additional Facilities.	54
Table No. 4.19: Customer Survey about Operation and Maintains System	55
Table No. 4.20: Customer Survey about Billing System.....	55
Table No. 4.21: Customer Survey about Coverage of CDMA and GSM Service.....	56

LIST OF FIGURES

Figure No. 4.1: Distribution Trend of PSTN	31
Figure No. 4.2: GSM Distribution Trend.....	33
Figure No. 4.3: CDMA Distribution Trend	34
Figure No. 4.4: District Wise Telephone Distribution.....	37
Figure No. 4.5: PSTN Line Distribution Trend	38
Figure No. 4.6: District Wise GSM Distribution	40
Figure No. 4.7: District wise CDMA Distribution	42
Figure No. 4.8: District wise Total Line Distribution.....	44

ABBREVIATIONS

AD	= Iswi Sambat
AFS	= Advanced Free phone Service
B.S.	= Bikram Sambat
BTS	= Base Terminal Station
CDMA	= Code Division Multiple Assess
GSM	= Globalize System of Mobile
ISP	= Internet Service Provider
ISDN	= Integrated Services Digital Network
MARTS	= Multi Asses Repeater Terminal Station
NTC	= Nepal Telecommunication Corporation
NT	= Nepal Telecom
OTD	= Operator Trunk Dialing
PSTN	= Public Switched Telephone Network
RPM	= Rotation per Minute
RUIM	= Removable User Identification Module
SMS	= Short Message Service
SIM	= Subscriber Identification Module
TCP	= Transmission Control Protocol
VHF	= Very High Frequency
VOIP	= Voice Over Internet Protocol
VSAT	= Very Small Aperture Terminal Station
VDC	= Village Development Committee
WWW	= World Wide Web
WIN	= Wireless Intelligent Network
WLL	= Wireless In Local Loop
CBS	= Customer Billing System
MIS	= Management information system

