CHAPTER- I
INTRODUCTION

1.1 General Background

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 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 cannot 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 affected by change of technology which is depended on rapidly change the choice of customers.

1.2 A Brief Introduction of Nepal Telecom

The existing information and communication technology 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 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 telecommunications services and to expand the services, during third five-year plan (2023-2028), Telecommunication department was converted into Telecommunications Development Board in B.S.2026. After the enactment of Communications 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 Person and corner of country"

Services Providing By Nepal Telecom

- Local calls
- National Trunk Calls
- International Trunk Calls
- International Telegram
- International Telex
- Leased Lines
- 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
- PSTN credit Limit service
- GSM Mobile
- CDMA Mobile
- ADSL (Internet and E-mail)
- 3G GSM Mobile
- GPRS Facility in Mobile
- Sky data facility in CDMA

1.2.2 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 formations of Board of Directors are as follows:
   - Secretary, Ministry of Information & Communication : Chairman
   - Managing Director, Nepal Telecom : Member
   - Representative, Ministry of Information & Communication: Member
   - Representative, Ministry of Justice & Parliamentary: Member
   - Representative, Ministry of Finance: Member
   - Representative, Citizen Investment Trust: Member
   - Representative, Public Shareholders : Member
   - Representative, Employees of Nepal Telecom. : Member
2. **Managing Director**: Responsibility to implement those decisions and policies origion 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.

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

      - Business Department.
      - Planning Department.
      - Finance Department.
      - Human Resource Department.
      - Operation & Maintenance Department.
      - Internal Audit & Inspection Department.
      - Company Sectarial Department.
      - Change Management Department.
      - Development Department.

   b. **Field Offices**: Field Offices are involving to introduce & promotes the company's services. Such Types of Departm**e**nts **are** now seven and they are also leading by Deputy Managing Director (DMD) or Manager.

      - Rural Service Directorate.
      - GSM Mobile Service Directorate.
      - CDMA Mobile service Directorate.
      - Telecom Training Center.
      - Satellite Service Directorate.
      - Information & Technology Service Directorate.

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

      - Biratnagar Regional Directorate.
      - Birganj Regional Directorate.

- Kathmandu Regional Directorate.
- Bhairahawa Regional Directorate.
- Nepalganj Regional Directorate.
- Dhangadhi Regional Directorate.

1.2.3 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. therefor. 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 it all. 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 programmes 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 the Problem

Recently Nepal Telecom has overall 42, 93,442 subscribers (upto 2066ashadh mis report). At Present Nepal Telecom is active as market leader by holding a huge part of Nepalese telecom market. Nepal Telecom is not 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." (Shrestha Navin Lal (2009), Nepal Telecom, 4th Anniversary Souvenir)

"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 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". (Amatya Lochan Lal (2005), Information System of NTC for Customer Service, NTC 1St Anniversary Souvenir)

"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." 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. "Mr. Amaranth Singh (M.D) told in one reference about lack of consideration on Marketing Management, Research, Survey, and Publicity. It cannot 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."(Joshi Anil Er. (2008), NTC 4th Anniversary Souvenir)

In this context, the study of 'Telecommunication Services and Customer Care of Nepal Telecom primarily focuses to seek to answer the following questions. Is Nepal Telecom able to fulfill the need of customers in Kathmandu areas telecom market?

- What is the present status of Nepal Telecom at Kathmandu Region?
- Customer Care system of Company is customer oriented?

- Are customers of NT satisfied towards about pricing policy?
- Company's advertisement and publicity programme are effective?
- How the quality of service provided by NTC can be improved?

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 the recent condition of services provided by Nepal Telecom in Kathmandu region. It also analyzes its marketing activity connecting with different services. Main objectives of this study are as below.

- To present and predict service provided by Nepal telecom in Kathmandu region.
- To analyze marketing strategies of NTC customer aspects.
- To analyze customer care followed by Nepal Telecom in that region.
- To put forward necessary suggestions and recommendations for customer care service with reference to Nepal Telecom 's service of Kathmandu region.

1.5 Significance of the Study

This study will be informative and useful for different parties:

1. **Customers:** Nepal Telecom's recennt and potential customers can be getting brief information from this study about services of Telecom in Kathmandu region. They can be also known about quality of those services provided by NTC in Kathmandu region.
2. **Company Management:** This study is concern about customer concept of marketing in recent era. Therefore Nepal Telecom's management will get benefit after study this report in the field of customer, s view analysis.
3. **Telecom Service providers:** This study is not only beneficiary to Nepal Telecom only well as other telecom providers also get benefits by get information about telecom market of Kathmandu 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 study about development activity in telecom sector in Kathmandu 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 mode and corner of the country. Many people's 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 cannot able to brief all sector of telecom market and it has following limitations.

1. This study focused only on Kathmandu Valley and Bagmati Zone Telecom Market of Nepal Telecom.
2. The presented data are based on different issues of MIS reports of Nepal Telecom from Fiscal Year 2061/2062 to 2065/2066 (up to2066 Ashadh).
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 from only 200 PSTN customers, 300 GSM customers and 300 CDMA customers represent different places of Kathmandu region.

CHAPTER -II
REVIEW 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
- 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 'R's 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.

- **Impact of Technology:** Remember, not everyone likes impersonal technology
- **Performance Measurement:**
  - Larger firms can use market share, etc.
  - Customer perceptions are essential.
- **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.

- Focusing on the right priorities
- Increasing service quality
- Investing in problem solving
- Being fair to customers
- 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 Birgunj. This telephone line attributed as magneto connected Birgunj 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 planning period (2013-2018 BS): The "Telecommunication Department" was established in 2016 B.S. 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 B.S) 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 B.S. Various telecom exchanges were established in Birgunj, Hetaunda, Malangawa, Bhairahawa, Pokhara, Nepalgunj, Dharan, Janakpur, Bhadrapur and Rajbiraj in 2029 B.S. 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 throught 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 2066 Poush, total installed and distributed telephone lines exchanges (including PSTN, CDMA and mobile services) have been reached to 42,93,442 lines. Total telephone exchange in operation all over the 73 district and 234 locations of country is 243.

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 Authorised Capital is Rs 25,00,00,00,000.00(2500carore) 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 crore),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 3332 VDCs and all over the 73 districts on his telephone network thought the country. There are working 5876 employees." (Nepal Telecom mid report 2066 Ashadh)

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 of Related Study

This section 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. 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:

- To measure the level of public service delivery of Nepal Telecom's with the means of service of PSTN telephone system.
- 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.
- To identify the problems of effective service delivery on the part of both the service providers and recipients and root causes of such problems.
- 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 Ncell 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' 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 2064 Ashadh, the ratio of subscriber and waiter is 32:23. Similarly, the ratio of Waiter to Spare Capacity (%) in overall is seemed to be 89 % 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.

Senior Engineer *Mr.Bimal Aacharya* 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 Million additional mobile or fixed subscribers just to meet the average penetration of the SAARC." He recommended that more operatorers are to be invited in the SAARC countries in Nepal, India, Bangladesh, Bhutan and Afganistan 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 million additional lines in next three years. As per present market price considering 30 US Dollar per line total budget estimations can be 120 Million 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.Vishwa Nath Goel (DMD) has described about the related customer care in his article "**Survive or Perish: Depends on us**" (6^{th} Anniversary Souvenir 2066). Looking at the market growth and network expansion plan of competitors the day is not for way when Nepal Telecom will lose its market dominant positions. Hence it is height time that NT formulates strategy to face the challenge for retaining No. 1 position. Following are the issues NT should decide and implement sooner it goes into action longer it will live:

- Customer care:
- Price war:

- Pay as you use, pay when you like to pay:
- Mobile money transfer:
- Prescriptions for NT:
  - Out source.
  - Infrastructure Sharing.
  - Fund management.

Mr: *Shiv Bhushan Lal* (2008), Regional Director of Birjunj has described about Customer care in his article "Achieving Excellence through Customer Satisfaction." (4th 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."

Mr: Govind Awasthi (2009), presented the thesis report entitled "A Study of Telecommunications Services and Customer Care in Farwest Region with Reference of

Nepal Telecom," The general objectives of his study is to examine the various telecommunication services like as PSTN, GSM mobile, CDMA mobile etc and to find out the ways to improve the quality of service provided by Nepal Telecom Office.

Mr. *Sushil Ghimire* (chairman, Nepal Telecom Company Ltd.) has written in a message for annual report 2065/066. About the Customer Services distribution in Nepal Telecom has 5, 70,000 PSTN subscribers, 35, 58,000 are GSM mobile subscribers, 7, 88,000 are CDMA susbricars and 1, 86,000 are internet subscribers. As well as the company has success to provide the VSAT Service Telephone No. of 662 lines in the far remote area of Nepal. Consequently, Nepal Telecom alone succeeded to increase total tel- density to the present Ratio of 17.84%, similarly in the same period VDC, s with telecom service increased up to 3436. Presently out of total 75 districts 75 districts are served with CDMA system and GSM mobile. Therefore the main focus describe about the quality progress and Customer relation in the Nepal Telecom (e.g. Value added services, IVR services, Improvements of Radio frequency Optimizations etc.). 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 (DMD) "Nepal Telecom is moving for customer care from customer satisfaction to customer delight from customer bond relationship to customer loyalty."(Third anniversary Souvenir)

Er. Rajesh Joshi (2005) has mentioned about customer feedback 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 feedback & 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 somebody 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 B.S.sixty, s decade there are introduced privatization in telecom sector under Telecommunication Act 2053. In the period of this study research, Nepal Telecom should be provide additional new telecommunication services in the competition of telecom markets. As well as NTC couldn't start interaction or discussion about the own services among the telephone customers. It is also necessary to research with planning survey.

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. Those kinds of demand survey cannot present and predict accurate status of demand because the gap between survey and distribution is vast long. In the survey report of PSTN landline connection procedure, we couldn't find full satisfaction of the people so NTC must be focus the distribution of PSTN telephone lines where is the more demand such as in the plain city areas or in the Katmandu valley.

Nepal Telecom is going to speedily distribution of mobile service but there technology is so poor in this situation how the NTC improvement to network problems does. Therefore NTC should be well manage planning for provide the quality services.

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 - III
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 Kathmandu 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 Capital city Kathmandu valley to different geographical territories. They are selected using random sampling technique.

3.2 Source of Data

This study is the based on both primary and secondary source of data.

3.2.1 Primary data

Normally, the proposed study is based on the primary data. Structured Questionnaires, observation, and open-end interview method is used to collect most of the primary data. The researcher is himself collect the primary data from the aforementioned population group and sample size.

3.2.2 Secondary data

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 Kathmandu region there Overall 18, 66,238 telephone users. Out of them 2, 98,251 are in PSTN, 13, 37,395 are in GSM and 2, 30,592 are in CDMA services. For customer care survey only 200 customers from PSTN, 300 from GSM and 300 from CDMA are randomly selected for view survey. For Service and marketing study in all data are collected from secondary source like as MIS reports , Company publications related last five years , which are available from Nepal Telecom Head Office Kathmandu and Kathmandu Regional Directorate Tripureshwor.

3.4 Data collection process

Primary data are collected from questionnaire and interview. 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 – IV
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)
- ADSL Services
- VOICE Mail Services
- VMS Notice Board Services

Trend of PSTN Line Distribution

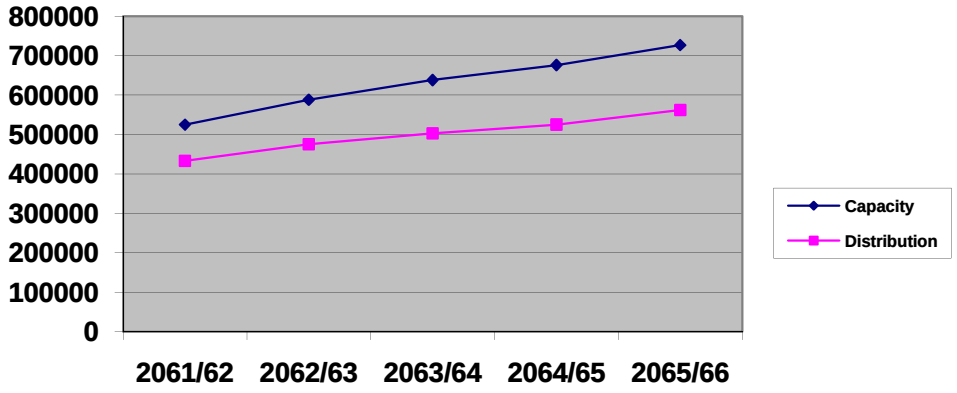
PSTN (Landline) is the common and most popular service of Nepal Telecom. This service is comparatively realizable and permanent nature because major customers of these services are satisfied from the quality of PSTN. After introduced Mobile and CDMA service distribution trend of PSTN lines going a less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

Table No. 4.1: Distribution of PSTN Lines

Fiscal/Yr	Capacity	Distribution	Percentage
2061/62	525021	433631	82.59
2062/63	588137	475380	80.83
2063/64	638240	503393	78.87
2064/65	676280	525308	77.68
2065/66	726980	562162	77.33

(Source: NTC Central Office mis report 2066ashadh)

Figure No. 4.1: Distribution Trend of PSTN



From above table & figure we can show the status of the landline's capacity and distribution in the whole country of Nepal Telecom. There PSTN subscribers are smoothly increasing in a every fiscal year because of huge installation cost for NT and other side the telecom focus more in the mobile services.

4.1.2. GSM 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

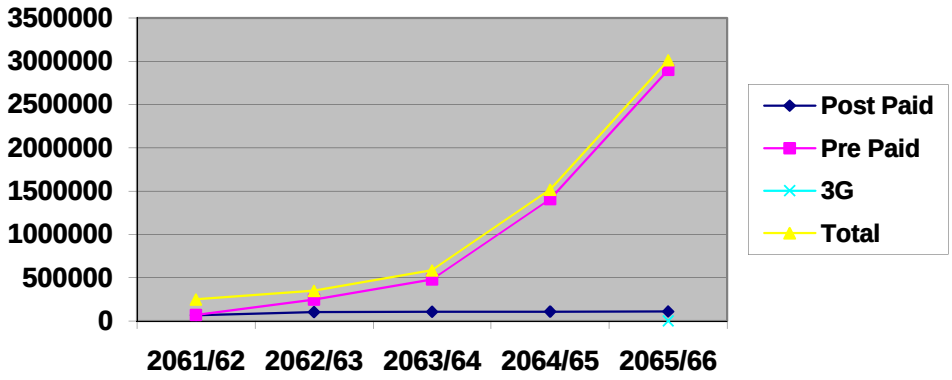
Distribution trend of mobile goes during last five years is extremely rising. Customer's attraction on Prepaid GSM Mobile service is going rapidly high level. So we can for look Nepal Telecom's potential market growth in this service. Which fact also drawn from below table and figure.

Table No. 4.2: Distribution of GSM

Fiscal/Yr	Post paid	Prepaid	3G	Total
2061/62	75645	173175		248820
2062/63	102219	246400		348619
2063/64	105248	478807		584055
2064/65	106546	1408408		1514954
2065/66	108785	2900493	684	3009962

(Source: mis report 2066ashadh, GSM Mobile Service Directorate)

Figure No. 4.2: GSM Distribution Trend



From above Table & figure we conclusion that the trend of GSM mobile distribution is highly increasing in every year. In the figure, the No. Of postpaid customer are less than prepaid mobile because of monthly charge with limit use. There is provide extra new facility in GSM like a 3G, GPRS etc. so many people are satisfaction from it service.

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 our 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.

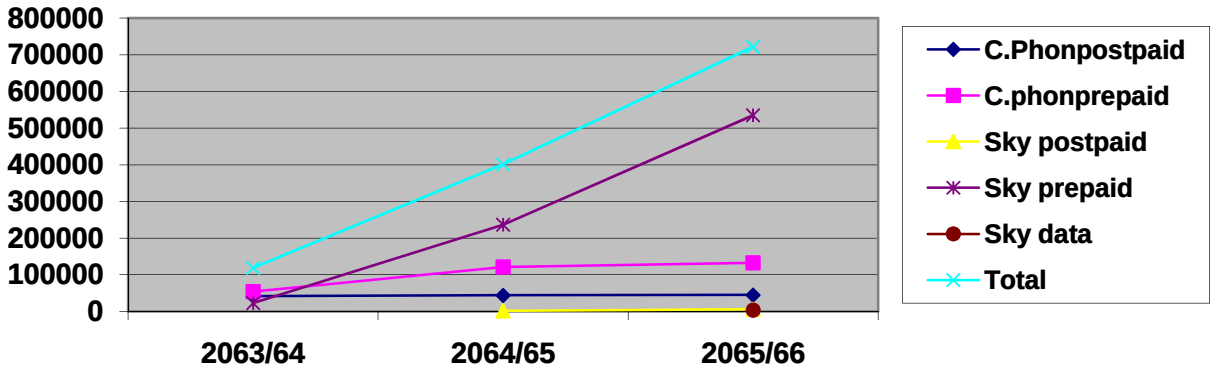
After analysis the last Three years distribution trend we also find how popular this service is going now.

Table No. 4.3: Distribution of CDMA Lines

Fiscal/yr	C.Phone Post paid	C.Phone Prepaid	Sky Phone Post paid	Sky Phone Prepaid	Sky Data	Total
2063/64	41939	53986		22781		118706
2064/65	43807	120889	1589	236200		400896
2065/66	44899	132371	5960	534725	3363	721318

(Source: mis report 2066ashadh, CDMA Mobile Service Directorate)

Figure No. 4.3: CDMA Distribution Trend



From above Table & figure we can show the status of CDMA Mobile service distribution in three fiscal year. In the every year CDMA subscriber are rapidly increasing because of network quality in busy city to remote areas of Nepal. The sky phone customer are more than Cphone (CDMA fix phone) in the table, its main reason is easy to move by customers. There is also provide extra new facility in CDMA like a sky data etc. so that the most of people are satisfaction from it service.

4.2. Telecommunication Services in Kathmandu Region of Nepal

4.2.1. Introduction of Kathmandu Region

Nepal is a divided in five region on the basis of its geographical status. But The Nepal Telecom divided in six regions on the basic of its telephone users. Such as Kathmandu, Biratnagar, Birgunj, Bhairahawa, Nepalgunj, Dhanagadhi regions are established. Where the Kathmandu Region is the biggest region of the Telecommunication Sector. This region lies in the Baghmati zone of Nepal. It region covered the nine districts.

4.2.2. Market Status of Nepal Telecom in Kathmandu Region

Nepal Telecom has introduced its important and popular services in Kathmandu region, such services are PSTN (Landline), GSM (mobile), and CDMA (fixed and mobile) are mainly goes highly popularity in this 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 Kathmandu Regional Directorate.

4.2.2.1. PSTN Service

PSTN land line service is available in places include all district headquarters of this region. Total line capacity of this service is 3, 80,725 among this 2, 98,251 lines are distributed till ashad 2066. Exachangewise capacity and distribution of telephone lines are tabulated as below.

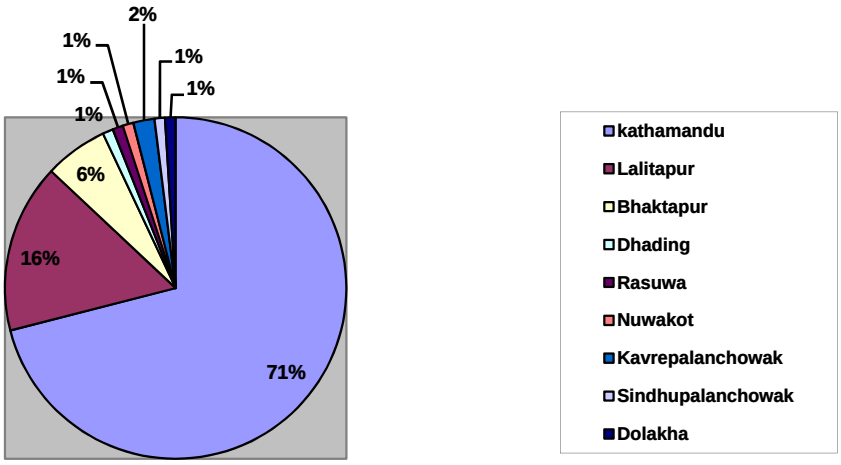
Table No. 4.4: Distribution of PSTN Lines In Kathmandu Region

S.No.	District	Location	Capacity	Distribution
1	Kathmandu	Sundhara	56660	48825
2		Naxal	50065	40433
3		Bhadrakali	13176	10428
4		Gongabu	27450	24813
5		Chabahil	47615	33887
6		Babarmahal	9780	5204
7		Central office	1777	1379
8		Indrayani	9152	6876
9		Jorpati	9045	7000
10		Chhauni	35189	26079
11		Kirtipur	8017	7418
12		Balambu	6190	6041
13	Lalitapur	Sainbu	3856	2710
14		Luvu	2680	2386
15		Patan	60490	46287
16	Bhaktapur	Bhaktpur	13111	9496
17		Thimi	10858	9825
18	Dhading	Dhading	1232	976
19	Rasuwa	Dhunche	512	182
20	Nuwakot	Trisuli	2000	1671
21	Kavrepalanchowak	Banepa	4860	3228
22		Dhulikhel	1248	716
23		Panauti	1504	931
24	Sindhupalanchowak	Chautara	512	386
25		Barbise	500	231
26	Dolakha	Charikot	1000	843
	Total		**380725**	**298251**

(Source: mis report 2066ashadh, Kathmandu Regional Directorate)

From above table we can make a conclusion that main market of landline is lockets in urban area like Kathmandu, Lalitpur, Bhaktpur and Kavrepalamchowak. We can also present this data by district wise distribution from the following figure.

Figure No. 4.4: District Wise Telephone Distribution



From above figure we can draw a conclusion that in Kathmandu district there is highest distribution of land line 71%. Second position of telephone lines are 16% of Lalitpur district. In other districts there are only a few number percentages of PSTN lines. From the study of district wise distribution of landlines we can easily say that main market of land line is locket in taria, s urban area and Kathmandu valley.

Trend of PSTN Line Distribution

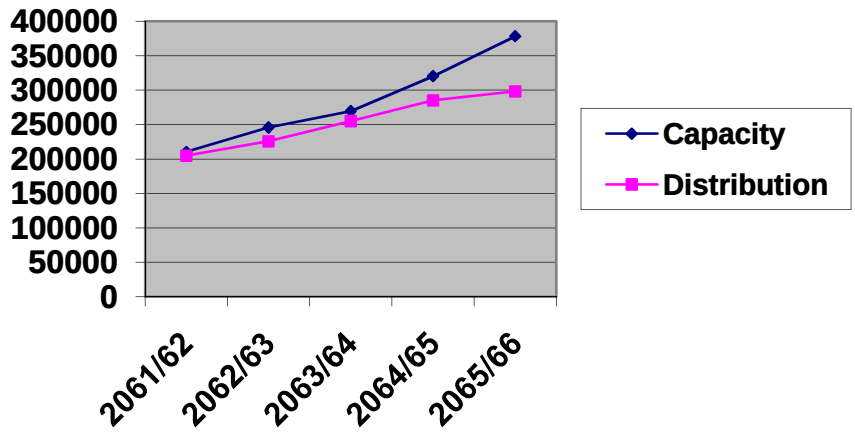
PSTN (Landline) is the the common and most popular service of Nepal Telecom. So that in Kathmandu region this service goes also comparatively realizable and permanent nature because of its quality. After introduced Mobile and CDMA service in Kathmandu region distribution trend of PSTN lines going a less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

Table No. 4.5: PSTN Line Distribution Trend

Fiscal/Yr	Capacity	Distribution
2061/62	210458	204897
2062/63	245892	225698
2063/64	269752	255265
2064/65	325256	285148
2065/66	378477	298251

(Source: mis report 2066ashadh, Kathmandu Regional Directorate)

Figure No. 4.5: PSTN Line Distribution Trend



From above table and figure we can find that the trend of PSTN line in above five year's distribution is going a little number only. So we can draw a conclusion that attraction of customer in PSTN lines is not very charming.

4.2.2.2 GSM Mobile Service

GSM Mobile service is distributed firstly in Kathmandu region from 2055 B.S. From 2055 to 2058 there was a little number of Postpaid GSM service located in only Kathmandu valley.Ofter than slowly it services is growth in the whole country. Now the market of GSM mobile is expand widely from B.S.2060 by introducing prepaid service in Twenty two places of nine districts. Total numbers distributed in Kathmandu region are 13, 37,395 among this77, 363 are postpaid, 684 3G and 12, 59,348 are prepaid. Following table gives brief information to location wise distribution of GSM services.

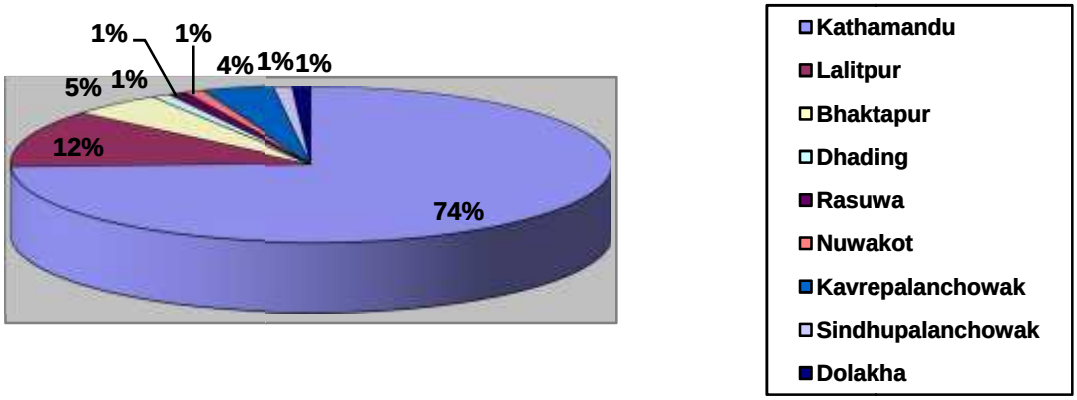
Table No. 4.6: Distribution of GSM Mobile in Kathmandu Region

S. N.	District	Location	Postpaid	3G	Prepaid	Total
1	Kathmandu	Sundhara(Tripureshor)	25560	250	173488	199298
2		Naxal			138252	138252
3		Bhadrakali			16944	16944
4		Gongabu			204160	204160
5		Chabahil			129508	129508
6		Babarmahal(Alfabeta)			100664	100664
7		Central office			25698	25698
8		Indrayani			4589	4589
9		Jorpati			956	956
10		Chhauni			49586	49586
11		Kirtipur			22569	22569
12		Balambu			17156	17156
13	Lalitpur	Patan (Jawalakhel)	51803	434	257728	309965
14		Bhaktpur			70256	70256
15	Bhaktapur	Thimi			24563	24563
16	Dhading	Dhading			12986	12986
17	Rasuwa	Dhunche			5069	5069
18	Nuwakot	Trisuli			8152	8152
19	Kavrepalanchowak	Banepa			43569	43569
20	Sindhupalanchowak	Chautara			5698	5698
21		Barbise			337	337
22	Dolakha	Charikot			5789	5789
	Total		**77363**	**684**	**1259348**	**1337395**

(Source: mis report 2066ashadh, Kathmandu Regional Directorate)

From above table we can make a conclusion that main market of GSM also lockets in urban area like Kathmandu valley (lalitpur, bhaktpur, ktm) with another city areas are Banepa and Dhading also. We can also present this data by district wise distribution from the following figure.

Figure No. 4.6: District Wise GSM Distribution



From above figure we can draw a conclusion that in Kathmandu district there is highest distribution of GSM 74%. Second position of GSM is 12% of Lalitpur district. In other districts there are only a few number percentages of mobiles. From the study of district wise distribution of mobiles we can say that main market of mobiles is locket in taria, s urban area which is the capital of Nepal. (Ref.KRD, mis report 2066ashadh)

4.2.2.3 CDMA Service

CDMA service is distributed in Kathmandu region launch it service firstly from B.S.2062. In starting phase it was distributed Post paid Fix phone located in Kathmandu valley only. Now the market of CDMA expands widely from B.S.2063 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 Kathmandu region from B.S. 2063 In CDMA. Total numbers distributed in Kathmandu region is 2,30,592 among this 15,162 are Cphone prepaid, 25,096 are Cphone postpaid, 1,84,334 are sky phones prepaid, 2,637 are sky phones postpaid and 3363 are Sky data customers till Ashadh 2066. Where is the telephone density overall is 6.44. Following table gives brief information to locationwise distribution of CDMA services.

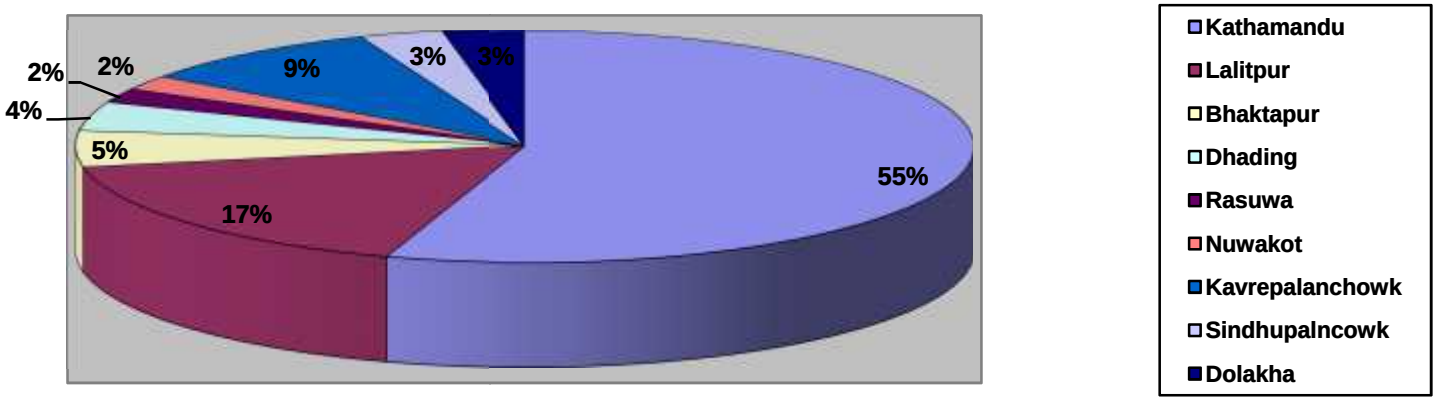
Table No. 4.7: Distribution of CDMA Phone in Kathmandu Region

S. N.	District	Location	Cphon pre-paid	Cphon post-paid	Sky pre-paid	Sky post-paid	Sky data	Total
1	Kathmandu	Sundhara (Teku)	4515	4890	40659	2336	3047	55447
2		Naxal	1008	2226	31001			34235
3		Bhadrakali			963			963
4		Gongabu	1578	2463	10256			15165
5		Chabahil	1265	3089	15023		150	20017
6		Babarmahal (alfa-beta)						
7		Central office			10563			10563
8		Indrayani						
9		Jorpati						
10		Chhauni	2099	1500	18625			21852
11		Kirtipur			965			965
12		Balambu			899			899
13	Lalitpur	Patan (Jawalakhel)	3548	8050	22008			33652
14		Bhaktpur		251	2365		89	2705
15	Bhaktapur	Thimi	245	580	2263	97		3156
16	Dhading	Dhading	175	250	4368			4786
17	Rasuwa	Dhunche	78	150	1865		60	2007
18	Nuwakot	Trisuli	125	250	1005		1	2452
19	Kavrepalanchowak	Banepa	62	450	15463	204	15	16112
20	Sindhupalnchowak	Chautara		80	2563		1	2644
21		Barbise			2008			2008
22	Dolakha	Charikot	12	25	4578			4615
	Total		**15162**	**25096**	**184334**	**2637**	**3363**	**230592**

(Source: mis report 2066ashadh, Kathmandu Regional Directrote)

From above table we can make a conclusion that main market of CDMA lockets in urban area like Kathmandu, Lalitpur, Bhaktpur and other near city of ktm valley.It services also widely expantion in the whole region of the ktm. We can also present this data by district wise distribution from the following figure.

Figure No. 4.7: District wise CDMA Distribution



From above figure we can draw a conclusion that in Kathmandu district there is highest distribution of CDMA Phone 55%. Second position of this telephone lines are 17% of Lalitpur district. In other districts there are only near about 5% and below than 10%of CDMA lines. From the study of district wise distribution of CDMA we can easily say that main market of CDMA is locket in taria, s urban area but the the fact of attraction of this services in remote and hill area also be not forgettable. (Ref. mis report 2066ashadh KRD)

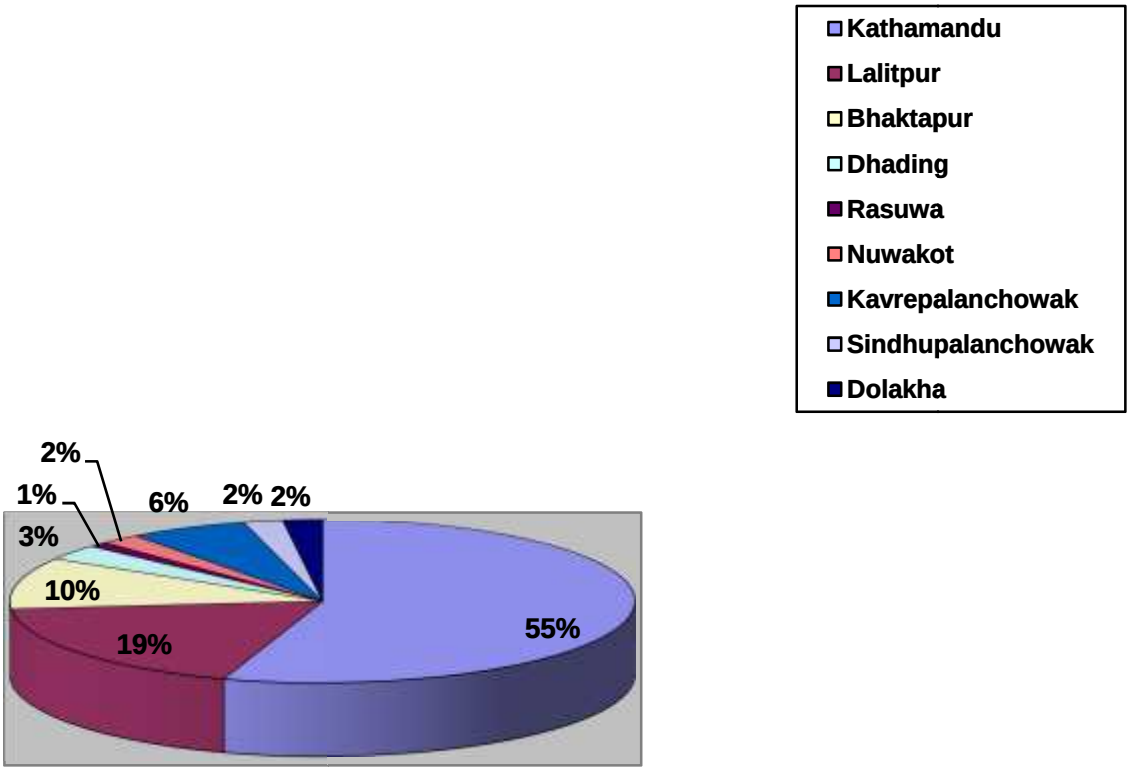
In Kathmandu region there is a big market of telecom in compare as a whole markets of Nepal Telecom. There are many challenged to expansion all Telecom services in this region because of the other telecom competitor and some difficulty of geographical territories with backwardness in socio economic status of the peoples. As well as the government policy is most focus to Nepal telecom only. 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 Kathmandu region in following table.

Table No. 4.8: Distribution of Total Telephone Lines Kathmandu Region

S.N	District	Location	PSTN	GSM	CDMA	Total
1	Kathmandu	Sundhara (Teku)	48825	199298	55447	303570
2		Naxal	40433	138252	34235	425840
3		Bhadrakali	10428	16944	963	28569
4		Gongabu	24813	204160	15165	243895
5		Chabahil	33887	129508	20017	130048
7		Central office	1379	25698	10563	37882
		Babarmahal(Alfabeta)	5204	100664		105868
8		Indrayani	6876	4589		11465
9		Jorpati	7000	956		7956
10		Chhauni	26079	49586	21852	97997
11		Kirtipur	7418	22569	965	30852
12		Balambu	6041	17156	899	24006
13	Lalitapur	Sainbu	2710			2710
14		Luvu	2386			2386
15		Patan (Jawalakhel)	46287	309965	33652	389664
16	Bhaktapur	Bhaktpur	9496	70256	2705	82654
17		Thimi	9825	24563	3156	38115
18	Dhading	Dhading	976	12986	4786	17098
19	Rasuwa	Dhunche	182	5069	2007	7289
20	Nuwakot	Trisuli	1671	8152	2452	12056
21	Kavrepalanchowak	Banepa	3228	43569	16112	63458
22		Dhulikhel	716			716
23		Panauti	931			931
24	Sindhupalanchowak	Chautara	386	5698	2644	8728
25		Barbise	231	337	2008	2576
26	Dolakha	Charikot	843	5789	4615	11247
	Total		**298251**	**1337395**	**230592**	**1866238**

(Source: mis report 2066ashadh, Kathmandu Regional Directorate)

Figure No. 4.8: District wise Total Line Distribution



From above Table and figure we can draw a conclusion that in Kathmandu district there is highest distribution of aggregate telecom services 55%. Second position of telephone lines are 19% of Lalitpur district. In other districts there are only below than 10% of the total 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 the fact of smoothly attraction of telecom services in remote and hill area also be not forgettable. By this Figure describe in Kathmandu valley is the highest percentage telephone user because there are many national and international office, organizations etc. Other side the highest population den city is in the Kathmandu valley of the whole country.

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 do 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 condutecting by Nepal Telecom Kathmandu region on the basis of customer survey. Customer survey is conducted by researcher to concern with questionnaires of following number of customers.

Table No. 4.9: Number of Respondents Concern for Customer Survey for Customer Care

S.N.	Location	PSTN	GSM	CDMA
1	Sundhara (Teku)	60	70	90
2	Naxal	15	25	15
3	Bhadrakali	5		
4	Gongabu	20	60	50
5	Chabahil	15	10	10
6	Babarmahal(alfa-beta)		20	
7	Central office		10	20
8	Indrayani	5		
9	Jorpati	5		
10	Chhauni	10	25	25
11	Kirtipur	5	10	20
12	Balambu	5		10
13	Sainbu	5		
14	Patan (Jawalakhel)	15	45	40
15	Bhaktpur	10	15	10
16	Dhading	5	5	5
17	Dhunche	5	5	
18	Banepa	5		5
19	Chautara			
20	Barbise	5		
21	Charikot	5		
	Total	**200**	**300**	**300**

(Source: NTC Customer Care Counters)

4.3.1. Service Quality

In Kathmandu 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 Kathmandu 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. 4.10: 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%

(Source: NTC revenue collections counter)

From above table we can find the status about PSTN service quality in Kathmandu region. Which is mixed in result because in remote area and hill area's customer get its service not satisfactory but in plain area like a Kathmandu valley this service being improved? As well as in Ktm valley most of PSTN customer positive impact from it services because of extra facility ADSL (internet email) etc.

4.3.1.2 GSM Services

Demand of GSM mobile service in Kathmandu region is extremely high. Now the market of GSM mobile is expand widely from B.S.2059 by introducing prepaid service in twenty one places of nine districts. After survey of 300 customers related different locality, researcher had fined quality of this service is not satisfactory. This can be drawn by the following table.

Table No. 4.11: 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%

(Source: NTC mobile customer care center)

From above table we can find the status about GSM Call, s service quality service in Kathmandu 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 another area of country. There is another main cause is that the GSM lines are more distribution in ktm region but technology services is poor.

4.3.1.3 CDMA Services

Demand of CDMA service in Kathmandu region is extremely high. Now the market of CDMA expands widely from B.S.2062 by introducing prepaid fixed Set service in different places. After sometime It service distribution in cphone, skyphone (postpaid & prepaid) mobile from Nepal Telecom. 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. 4.12: 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%

(Source: NTC CDMA customer care center)

From above table we can find the status about CDMA Call,s service quality service in Kathmandu region. Which is Satisfactory in result because of its connectivity is more than other services. So that many people want to need on demand for the CDMA line in the ktm valley with whole region.

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. 4.13: 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%

(Source: NTC revenue collections counter)

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. 4.14: 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%

(Source: NTC revenue collection counters)

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. Which is 75% and 55% is respectively.

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. 4.15: 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%

(Source: NTC customer care center)

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 Kathmandu 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 Patan, Kirtipur, Thimi, Dhulikhel, Charikot, Central office exchange out of 26 exchanges exciting in Kathmandu region upto 2066 ashadh. In other exchanges there are some numbers of customers till in waiting for this service. Following table gives the picture of waiting customer for PSTN service in Kathmandu region.

Table No. 4.16: Number of People (Waiters) For PSTN service

S.No.	Location	Capacity	Distribution	Waiteres
1	Sundhara	56660	48825	12922
2	Naxal	50065	40433	29198
3	Bhadrakali	13176	10428	5962
4	Gongabu	27450	24813	4773
5	Chabahil	47615	33887	4309
6	Babarmahal	9780	5204	569
7	Central office	1777	1379	0
8	Indrayani	9152	6876	519
9	Jorpati	9045	7000	1117
10	Chhauni	35189	26079	116
11	Kirtipur	8017	7418	0
12	Balambu	6190	6041	82
13	Sainbu	3856	2710	528
14	Luvu	2680	2386	534
15	Patan	60490	46287	0
16	Bhaktpur	13111	9496	34
17	Thimi	10858	9825	0
18	Dhading	1232	976	17897
19	Dhunche	512	182	30296
20	Trisuli	2000	1671	11023
21	Banepa	4860	3228	55
22	Dhulikhel	1248	716	0
23	Panauti	1504	931	0
24	Chautara	512	386	16
25	Barbise	500	231	0
26	Charikot	1000	843	0
	Total	**380725**	**298251**	**133499**

(Source: mis report 2066ashadh KRD)

From above the Table we can find that many people are waiting for PSTN telephone lines in the Kathmandu valley Telecom office. But in the other locations, there is a few numbers of waiters for PSTN.

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

- Firm fill up and Registration by customer.
- MCC checking by MCC staff.
- Estimate Order firm fill up by sales staff.
- Estimate order Approved by Sales In charge
- Estimate by External Plant Section.
- Estimate Approved by office In charge
- Amount Payment Order by Sales Staff.
- Amount Paid By Customer.
- Line Connection by External Plant Section
- Service operates by Switching Section.

4.3.3.2 GSM Line Connection Procedure

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 within day after applying for this service. Main process practicing in Telecom Offices for distribution GSM services is as below.

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

4.3.3.3 CDMA Line Connection Procedure

In CDMA services is not available now for distribution in Kathmandu region. Demand of customers is highly increasing especially in SKY phone. Nepal Telecom Kathmandu Regional Directorate had conducted a customer survey for the sky phone in different offices ,which has get a result that there are near about 5 lakha 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.

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

Table No. 4.17: 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%

(Source: NTC customer care centers)

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 Kathmandu region we can enjoy for call id. , number lock; wake up call, call transfer service, internet dial up facility etc. 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. 4.18: 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%

(Source: NTC customer care centers)

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 Maintains System

Nepal Telecom has launched many services but it cannot be managed their operation and maintains 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 maintains 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, 300 GSM 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. 4.19: Customer Survey about Operation and Maintains 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%

(Source: NTC revenue collection counter & customer care center)

From above table we can find the customer view about operation and maintains 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 systems 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, 300 GSM and 300 CDMA customers billing system related different service and locality researcher had fined result as below.

Table No. 4.20: 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%

(Source: NTC PSTN revenue collection counter and Mobile customer care centers)

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. But nowadays we saw billing system is going to improvement.

4.3.7 Coverage Range

The coverage range GSM and CDMA service of Nepal Telecom are not satisfactory. Because of limit number of BTS, Electric loadsading, slowly maintains, defective equipment customer gets weak signal in CDMA mobile and GSM in remote and urban area of ktm valley with its region. Other sides the highest percentages of mobile user are busy in this region with new facility. Customer view survey in 300 CDMA and 300 GSM customers about coverage range related different service and locality researcher had fined result as below.

Table No. 4.21: 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%

(Source: NTC Customer Care Counters)

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 Kathmandu 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 -V
SUMMARY, FINDINGS AND RECOMMENDATIONS

5.1 Summary

The research basically aims at studying the current status of Study of Telecommunication Services & Customer Care in Kathmandu Region With Special Reference of 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 Kathmandu 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 performance is its poorly focused Complaint Handling, Maintence system and mobile service quality in Kathmandu 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 daunting.

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 cannot provide qualitative service.
- Nepal Telecom provides the computerized PSTN complain by dial 198 in the only PSTN lines maintenance.
- Customer information system of Nepal Telecom is not reliable.
- Nepal Telecom has not respected to the high bill paid telephone customers.
- Billing system of Nepal Telecom is going to be improving.
- Lack of manage the alternative power of the electric load shading which direct connect in the telephone network.
- Operation and maintenance system is not well equipped.
- Lack of customer orient behavior and professional skill in company, s staffs.
- Nepal Telecom couldn't increase the distribution of the PSTN subscribers in Kathmandu region.
- Lack of motivation in managerial staffs.
- Lack of distribution on demand sky phone in the many locations of the Kathmandu region.
- Absence of clear vision about outsourcing.
- Nepal Telecom is providing the new services with facilities in PSTN, GSM and CDMA but couldn't be improve.
- Lack of the installation mobiles BTS & towers.
- Low quality of CDMA and GSM service.
- Lack of professional and business oriented vision in policy making level.
- Nepal Telecom is doing Focus the main cities where provides new services and scheme like a GSM pre-paid mobile distribution offer (students, elders).
- PSTN waiters are queue in the many locations of the Ktm valley but NTC couldn't fulfill the on demand.

- PSTN services couldn't widely expancatio in the whole Kathmandu region.
- Nepal Telecom established the customer care counter in the many busy or market areas of the Kathmandu valley.

5.3. Suggestions

On the basis of findings & the study to the following suggestions are drawn:

- 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 puff 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 Kathmandu region especially 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.
- Nepal Telecom should be improve for customer care in the Kathmandu valley because of the more numbers of telephone subscribers.

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

APPENDIX A

Questionnaire used for PSTN Customers

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. The thesis report is compulsory to complete master's degree in business studies, so I have choice the new and emerging matter "Telecommunication Services and Customer Care in Kathmandu Region with Reference to Nepal Telecom" as the regular student of Kailali Multiple Campus , Dhangadhi, Kailali.

I want to request all respondent to help me by filling the necessary information, which is most necessary to complete the service and customer care in telecommunication sector part of the report. I want to give thanks and highly grateful to respondent for 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. Reasonable iii. Expensive

b. STD Calls.

i. Cheap ii. Reasonable iii. Expensive

c. ISD Calls.

i. Cheap ii. Rescannable iii. Expensive

d. Rental Charge.

i. Cheap ii. Rescannable 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 & Maintenance 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.

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APPENDIX B

Questionnaire used for CDMA Mobile Customers

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.The thesis report is complesary to complete master;s degree in business studies, so I have coice the new and emerging matter "Telecommunication Services and Customer Care in Kathmandu region with Reference to Nepal Telecom" as the regular student of Kailali Multiple Campus , Dhangadhi, Kailali.

I want to request all respondent to help me by filling the necessary information, which is most necessary to complete the service and customer care in telecommunication sector part of the report. I want to give thanks and highly grateful to respondent for 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. Reasonable iii. Expensive

b. STD Calls.

i. Cheap ii. Reasonable iii. Expensive

c. ISD Calls.

i. Cheap ii. Reasonable iii. Expensive

d. Rental Charge.

i. Cheap ii. Reasonable 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.

APPENDIX C

Questionnaire used for Gsm Mobile Customers

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.The thesis report is complesary to complete master;s degree in business studies, so I have coice the new and emerging matter "Telecommunication Services and Customer Care in Kathmandu Region with Reference to Nepal Telecom" as the regular student of Kailali Multiple Campus , Dhangadhi, Kailali.

I want to request all respondent to help me by filling the necessary information, which is most necessary to complete the service and customer care in telecommunication sector part of the report. I want to give thanks and highly grateful to respondent for 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. Reasonable
      - iii. Expensive

   b. STD Calls
      - i. Cheap
      - ii. Reasonable
      - iii. Expensive

   c. ISD Calls.
      - i. Cheap
      - ii. Reasonable
      - iii. Expensive

   d. Rental Charge.

i. Cheap ii. Reasonable iii. Expensive

e. Rooming Charge.

i. Cheap ii. Reasonable 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.

CURRICULUM-VITAE (CV)

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