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APPENDIX 1: Questionnaire

There are two parts to this questionnaire. The first part of the questionnaire tests your EXPECTATIONS (i.e what you would expect) from a good company delivering services similar to Sri Lanka Telecom. The second part tests your PERCEPTIONS of existing services and technologies of Sri Lanka Telecom.

Note: Sri Lanka Telecom is abridged as SLT.

PART I – Expectations

This part tests your expectation from the industry / service providers. Statements are given about the Level of Service and Level of Technology. Please choose 1 – 5 showing your degree of agreement with those statements depending on **your expectations** from firms delivering services similar to SLT.

Statement of EXPECTATION	Your Choice
Example: 1. Statement: The company provides adequate backup services 1. Strongly Disagree 2. Slightly Disagree 3. Undecided 4. Slightly Agree 5. Strongly Agree	4
<u>Level of Service</u>	
Tangibles:	
1. The company has adequate service personnel 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
2. The company premises physical layout and facilities are pleasant. 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
3. The company has a good image and looks good	
4. Employees are well attired and neat 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
Statements 5 – 8 test your expectation on the responsiveness of the company	
5. The company provides accurate and methodical invoices 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
6. Services provided proactively by the company and they are adaptable depending on our needs 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	

<p>7. It is easy to contact service personnel and their response is quick 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>8. Incoming queries are properly guided by operators / receptionists to the relevant sections 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
Statements 9 – 12 test your expectation of the reliability of the company	
<p>9. Employees are committed to carry out correct work 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>10. Employees are committed to carry out work on time 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>11. Sincerty of Attending to issues instills confidence in the company 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>12. The company has a good reputation 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
Statements 13 – 17 test your expectation of the Assurance of the company	
<p>13. The company is sensitive to needs of customers 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>14. The company provides quick and efficient customer service 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>15. Customers feel safe to carry out business with the company 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>16. Employees are experienced in their duties 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>17. Employees are Knowledgeable in their field 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
Statements 18 – 20 test your expectation of the Empathy of the company	
<p>18. The company/employees can be contacted when required 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>19. The customer is well recognized and noticed by the company. The customer feels his requests are considered important 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
<p>20. The company recognizes and understands specific requirements of the customer 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree</p>	
Technology	

Statements 21 – 25 test your expectation on the technological standing of the company	
21. The company uses and provides services using the latest technology 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
22. The technical services provided by the company (e.g. telephony) are available when required 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
1. The technical services provided by the company (e.g. telephony) are available where required 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
1. Technical failures are restored on time 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
1. Once failures are restored the service performs well for a reasonable length of time 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
1. The pricing for technological services is reasonable 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	

PART II



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This part tests your PERCEPTION on existing services of SLT. Statements are given about the Level of Service and Level of Technology. Please choose 1 – 5 showing your degree of agreement with those statements depending on **your PERCEPTION of SLT**.

Statement of PERCEPTION	Your Choice
<u>Level of Service</u>	
Tangibles:	
1. SLT has adequate service personnel 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
2. SLT premises physical layout and facilities are pleasant. 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
3. The Company has a good image and looks good 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
4. Employees are well attired and neat 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
Statements 5 – 8 test your perception on the responsiveness of the company	

5. The company (SLT) provides accurate and methodical invoices 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
6. Services provided proactively by SLT and they are adaptable depending on our needs 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
7. It is easy to contact service personnel and their response is quick 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
8. Incoming queries are properly guided by operators / receptionists to the relevant sections 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
Statements 9 – 12 test your perception on the reliability of the company	
9. Employees are committed to carry out correct work 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
10. Employees are committed to carry out work on time 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
11. Sincerty of Attending to issues instills confidence in the company 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
12. The company has a good reputation 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
Statements 13 – 17 test your perception on the Assurance of the company	
13. SLT is sensitive to needs of customers 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
14. SLT provides quick and efficient customer service 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
15. Customers feel safe to carry out business with SLT 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
16. Employees are experienced in their duties 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
17. Employees are Knowledgeable in their field 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
Statements 18 – 20 test your perception on the Empathy of the company	

18. The company/employees can be contacted when required 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
19. The customer is well recognized and noticed by SLT. The customer feels his requests are considered important 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
20. The company recognizes and understands specific requirements of the customer 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
<u>Technology</u>	
Statements 21 – 25 test your perception on the technological standing of the company	
21. The company uses and provides services using the latest technology 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
22. The technical services provided by the company (e.g. telephony) are available when required 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
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24. Technical failures are restored on time 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
25. Once failures are restored the service performs well for a reasonable length of time 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	
26. The pricing for technological services is reasonable 1.Strongly Disagree 2.Slightly Disagree 3.Undecided 4.Slightly Agree 5.Strongly Agree	