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## QUESTIONNAIRE USED FOR THE STUDY

### PART A: BIOGRAPHICAL DATA

Mark “√” for the appropriate one.

A1. What is your Gender?

Female	
Male	

A2. Which category describe your age?

18-24	
25-34	
35-44	
45-54	
55-64	
65 or above	



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A3. State your marital status

Married	
Unmarried	

A4. What is your employment status?

Government sector	
Private sector	
Self employed	
Retired	
Unemployed	

A5. What is the brand of the IDD prepaid card which you have used?


Sri Lanka Telecom Passport card	
Dialog Budget IDD card	
SLT Mobitel Max Talk	
Hutch IDD cards	
Lanka Bell Viza IDD card	
Other	

A6. What is the country most probably you have called?

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A7. Majority of your IDD calls to?

	Contact Relatives	University of Moratuwa, Sri Lanka. Electronic Theses & Dissertations <a href="http://www.lib.mrt.ac.lk">www.lib.mrt.ac.lk</a>
	Official or Business Purpose	

**PART B: CUSTOMER SATISFACTION FACTORS**

B1. How long have you used this IDD prepaid card?

First Time	
Less than one month	
Less than one month but less than six month	
More than six month but less than one year	
More than one year	

B2. How often do you use this IDD prepaid card?

Once per week or more	
Two to three times per month	
Once per month	
Two to three times per year	
Not applicable	

B3. How did you learn about this IDD Prepaid card?

Television	
Radio	
Newspaper or Magazine	
Friend or Relative	
Other	

B4. What is the most important characteristic when purchasing this type of  
IDD prepaid card?

Quality	
Value	
Easy to use	
Brand Name	
Value added service	

Indicate the extent to which each of the following statements you agree in your experience using the five point scale by marking a tick mark [√]

B5	Quality of the IDD Calls	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
Q1	The level of call quality provided to the customers by service provider.					
Q2	The type of the phone is a critical concern for you, to make a high quality IDD call.					
Q3	Level of availability of the service is a critical for you to use the service provider.					
Q4	The connectivity of the IDD call					
Q5	The “clarity” of a connected call when using IDD calls					



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B6	Value of the IDD Service	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
Q1	A proper knowledge is necessary to make an IDD call properly.					
Q2	Availability to purchase in anywhere					
Q3	Strength of the signal for your area					
Q4	Introducing attraction tariffs to IDD users					
Q5	Attraction promotions or discounts for regular IDD callers are providing					



B7	Rates of the IDD calls	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
Q1	Initial amount of IDD call cards are reasonable					
Q2	IDD call cards are available in affordable denominations					
Q3	IDD Call rates for per second are reasonable					
Q4	IDD Call rates for per minute are reasonable.					
Q5	Validity period of the card is reasonable					
Q6	Proper charging for calls without false answering is critical concern					

B8	Repurchase and Recommendation For IDD call cards	Definitely	Probably	Unsure	Probably Not	Definitely not
Q1	I like to purchase this IDD card again					
Q2	I would like to recommend this card to others					
Q3	It is important to consider others' experience (Friends, relatives, co-workers and etc.)					
Q4	Enough publicity is available to get attract customers					
Q5	High user-friendliness is available					

B9	Customer service/support	Excellent	Generally good	Acceptable	Not very Satisfactory	Not	Unacceptabl
Q1	The level of service provider reliability to make complaint related to IDD issues						
Q2	IDD prepaid call card's overall willingness on maintaining global standers in every aspects of IDD service						
Q3	Availability of customer support representatives						
Q4	They are well trained to solve any matter of in any case						
Q5	Kind and patients staff support is available						
Q6	Websites are updated to get information in anytime.						

B10. Overall how satisfied were you with this IDD prepaid card?

Very satisfied	
Somewhat satisfied	
Neither satisfied nor dissatisfied	
Somewhat dissatisfied	
Very dissatisfied	

11. Any other comments

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Thank You

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(MSc. (Business Statistics))