Customer Satisfaction:
A Case Study on
Lucent Technologies (Malaysia) Sdn. Bhd.

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# Table of Contents

Acknowledgements ................................................................. V

Acronyms and Definitions ....................................................... vi

Chapter 1: Overview ............................................................... 1

1.1 INTRODUCTION .............................................................. 1
1.2 SIGNIFICANCE OF THE STUDY ......................................... 2
1.3 OBJECTIVES ................................................................. 2
1.4 METHODOLOGY ............................................................. 3
1.5 SCOPE OF THE STUDY ..................................................... 4
1.6 LIMITATIONS OF THE STUDY ........................................... 4
1.7 ORGANISATION OF THE STUDY ......................................... 4

Chapter 2: Literature Review ................................................... 6

2.1 CUSTOMER SATISFACTION / DISSATISFACTION (CS/D) ............. 6
2.2 THE DISCONFIRMATION PARADIGM ...................................... 6
2.3 MARKET SHARE AND CUSTOMER SATISFACTION ................... 9
2.4 CUSTOMER SATISFACTION AND SWITCHING BARRIERS .............. 13
2.5 CUSTOMER SATISFACTION, CUSTOMER LOYALTY AND PRODUCT QUALITY ........................................................................ 15
2.6 CUSTOMER SATISFACTION AND ECONOMIC RETURNS ............ 17
2.7 CUSTOMER SATISFACTION AND REPEAT PURCHASES ............... 18
2.8 IMPACT OF PERCEIVED SALESPERSON LISTENING BEHAVIOUR .... 19
2.9 RELATIONAL OUTCOMES OF PERCEIVED SALESPERSON LISTENING BEHAVIOUR .................................................... 21

Chapter 3: Research Methodology .............................................. 25

3.1 CVA - WHAT IS IT AND WHY DO WE WANT IT? .................... 25
3.2 CVA - HOW IS IT MEASURED AND CALCULATED? .................. 26
3.3 WHY ISN'T CVA CALCULATED AGAINST THE BEST-IN-CLASS COMPETITOR? ................................................................. 27
3.4 CVA - WHAT DOES IT TELL US? .......................................... 27
3.5 LUCENT'S UNDERLYING PHILOSOPHY ................................ 28
3.6 HOW ARE CVA SCORES CALIBRATED? ................................ 29
3.7 CVA - HOW DO WE IMPROVE IT? ....................................... 29
3.8 MEASUREMENTS ................................................................ 31
3.9 SURVEY SCALE .................................................................. 32
3.10 SAMPLING DESIGN AND DATA COLLECTION ....................... 32

Chapter 4: Research Results ..................................................... 34

4.1 CUSTOMER SATISFACTION SURVEY RESULTS ..................... 34
List of Figures

Figure 1: Linkages Tested In Prior Research ...........................................8
Figure 2: Source Of Revenue ..............................................................10
Figure 3: Lucent's Measurable Attributes ...........................................31
Figure 4: Lucent's Stages Of Data Collection ......................................33
List of Tables

Table 1: Market Share Versus Customer Satisfaction .................................. 12
Table 2: No. Of Respondents Who Responded ........................................... 40
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Acronyms and Definitions

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<thead>
<tr>
<th>Acronym</th>
<th>Definition</th>
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<tbody>
<tr>
<td>BLG</td>
<td>Business Leadership Group</td>
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<td>BOV</td>
<td>Best Other Vendor</td>
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<tr>
<td>CBU</td>
<td>Customer Business Unit</td>
</tr>
<tr>
<td>CVA</td>
<td>Customer Value Added</td>
</tr>
<tr>
<td>CSA</td>
<td>Customer Satisfaction Average</td>
</tr>
<tr>
<td>CT</td>
<td>Customer Team</td>
</tr>
<tr>
<td>CSG</td>
<td>Customer Satisfaction Group</td>
</tr>
<tr>
<td>MC</td>
<td>Management Committee</td>
</tr>
<tr>
<td>NS</td>
<td>Network Systems</td>
</tr>
<tr>
<td>NS OC</td>
<td>Network Systems Operations Council</td>
</tr>
<tr>
<td>PD</td>
<td>Policy Deployment (Overall Network Systems</td>
</tr>
<tr>
<td></td>
<td>Process)</td>
</tr>
<tr>
<td>PRC</td>
<td>Product Realisation Center</td>
</tr>
<tr>
<td>QPD</td>
<td>Quality Policy Deployment</td>
</tr>
<tr>
<td>QIS</td>
<td>Quality Improvement Story</td>
</tr>
<tr>
<td>SMART</td>
<td>Specific, Measurable, Agreed to, Realistic and</td>
</tr>
<tr>
<td></td>
<td>Timebound</td>
</tr>
<tr>
<td>WWWPF</td>
<td>Worth-what-paid-for</td>
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Abstract

Keeping the existing customers satisfied and retaining them is one the key marketing strategies pursued by most modern organisations nowadays. This is especially significance for firms selling high technology products like telecommunication equipment in this highly competitive business environment. One such firm is Lucent Technologies (Malaysia) Sdn. Bhd. (Lucent) which is eager to deliver excellent service to its existing customer, Cellular Telecommunications Network (Malaysia) Sdn. Bhd. (Celcom), besides exploring the various ways to increase customer loyalty and continuously securing new business.

This study revealed that any increase in the customer satisfaction not only leads to an increase in customer loyalty but also an increase in repeat business which will indirectly leads to an increase in profitability of the firm. More interestingly, this study has found out that any increase in the market share of a product or service does not necessary lead to an increase in customer satisfaction, which in actual fact, the reverse may be true.

However, the survey methodology employed by Lucent is different from those used by the previous research. In its study, Lucent attempted to find out how customer satisfaction leads to an increase in market share and profitability, but the result has shown a negative correlation instead. As such, it is recommended that the management of Lucent to invest more time and efforts in ensuring that Celcom is constantly kept satisfied. Such efforts, among others includes continuous innovation and improvements with the customers at all times.