

## Lucent Technologies, Network Systems GSM Customer Satisfaction Survey

Lucent Technologies, Network Systems (NS) considers customer focus and satisfaction as the foundation of its business strategy. As our strategic partner, your preferences form the basis of our current and future directions. This questionnaire will help us identify your needs and understand your perceptions of Lucent Technologies as an integrator of end-to-end capabilities which provide unique solutions to your needs for network and information management. In asking for your input, we request a small investment of your time so we may better serve you.

Throughout this questionnaire, unless otherwise noted, please indicate your perception of Lucent Technologies performance by rating it on a scale of 1 to 10 where a 1 means poor, and a 10 means excellent. In addition, using the same rating scale, please indicate your overall perception of the best other vendor's performance on those same attributes. Please feel free to skip any questions which you feel are not applicable to your responsibilities.

Please enter your ratings in the boxes provided.

#### Survey Respondent Information

Name (Optional):	Date:	
Company:		
City/State or Country:		
Your Job (Title):		
Product(s) to be evaluated in this survey:		
	Scale: 1 = Poor	10 = Excellent
Overall Value		
Considering the overall quality and the overall price of the products and	Lucent Technologies, NS	Best Other Vendor
services that you use, how would you rate them on being worth what you paid for them?		
Whom do you consider to be your best other vendor for telecommunication what reasons?	ns products/solutio	ns and for

Scale: 1 = Poor	10 = Excellent
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# Business Relationship

How would you rate Lucent Technologies Malaysia Sdn Bhd employees that you are most in contact with in terms of:	Lucent Technologies NS	Best Other Vendor
Ease of doing business		
Treating you as a valued customer		
Keeping you informed of project status		
Being responsive to your needs		
·		
Overall, how would you rate your company's business relationship with		
Please identify your best other vendor for business relationship:	••• •••	
Why did you rate us and the best other vendor as you did? Please indicate reasons, so that we can take appropriate measures.	the most importa	nnt
Draduat & Sancias Quality		
Product & Service Quality		
Product & Service Quanty  Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:	n as cell site,	
Product Quality  How would you rate Lucent Technologies Network Systems' products such	n as cell site, Lucent Technologies NS	Best Other Vendor
Product Quality  How would you rate Lucent Technologies Network Systems' products such	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance  Voice quality	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance  Voice quality  Minimising dropped calls	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance  Voice quality  Minimising dropped calls	Lucent Technologies	
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance  Voice quality  Minimising dropped calls  Minimising network congestion  Overall, how would you rate the product quality provided	Lucent Technologies NS	Vendor
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance  Voice quality  Minimising dropped calls  Minimising network congestion  Overall, how would you rate the product quality provided.	Lucent Technologies NS	Vendor
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance  Voice quality  Minimising dropped calls  Minimising network congestion  Overall, how would you rate the product quality provided	Lucent Technologies NS	Vendor
Product Quality  How would you rate Lucent Technologies Network Systems' products such mobile switching center, and operations and maintenance equipment on:  New features and functions when required  Reliability of Hardware  Reliability of Software  Ease of operations and maintenance  Voice quality  Minimising dropped calls  Minimising network congestion  Overall, how would you rate the product quality provided  Please identify your best other vendor for product quality:  Why did you rate us and the best other vendor as you did? Please indicate	Lucent Technologies NS	Vendor

Engineering ————————————————————————————————————		
		<b>B</b>
How would you rate Lucent Technologies' field -, network -, and RF-engineering services in terms of:	Lucent Technologies NS	Best Othe Vendor
Responding to questions and requests		
Knowledge and expertise of engineering personnel		
Providing accurate site specific documentation, e.g. Site Binder		
Providing accurate and timely network engineering documentation		
Providing accurate and timely RF engineering documentation		- w
Overall, how would you rate the engineering services provided		
Please identify your best other vendor for engineering:		
Why did you rate us and the best other vendor as you did? Please indicat reasons, so that we can take appropriate measures.	e the most importa	ant
Delivery ————————————————————————————————————		
Delivery ————————————————————————————————————		
Delivery ————————————————————————————————————	Lucent Technologie <b>s</b> NS	Best Other Vendor
	Technologie <b>s</b>	
How would you rate Lucent Technologies' delivery services in terms of:	Technologie <b>s</b>	
How would you rate Lucent Technologies' delivery services in terms of:  Ability to meet your requested date on hardware orders	Technologie <b>s</b>	
How would you rate Lucent Technologies' delivery services in terms of:  Ability to meet your requested date on hardware orders	Technologie <b>s</b>	Best Other Vendor
How would you rate Lucent Technologies' delivery services in terms of:  Ability to meet your requested date on hardware orders  Ability to meet your requested date on software orders  Providing required information on shipping documents	Technologies NS	
How would you rate Lucent Technologies' delivery services in terms of:  Ability to meet your requested date on hardware orders  Ability to meet your requested date on software orders  Providing required information on shipping documents  Actually deliver what you ordered  Overall, how would you rate the delivery services provided	Technologies NS	Vendor
How would you rate Lucent Technologies' delivery services in terms of:  Ability to meet your requested date on hardware orders	Technologies NS	Vendor
How would you rate Lucent Technologies' delivery services in terms of:  Ability to meet your requested date on hardware orders	Technologies NS	Vendor

# Installation & Commissioning

How would you rate Lucent Technologies' installation and commissioning services in terms of:	Lucent Technologies NS	Best Other Vendor
Quality of installation workmanship		
Installing equipment on schedule		
Informing you on the progress of the installation		
Being flexible in meeting changes to your requirements		
Maintaining a clean and safe work environment		
Overall, how would you rate the installation services provided		
Please identify your best other vendor for installation:  Why did you rate us and the best other vendor as you did? Please indicate reasons, so that we can take appropriate measures.		
Network Optimisation & Acceptance  How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:	Lucent Technologies	Best Other Vendor
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:		
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule.	Technologies	
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule	Technologies	
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule.  Quality of network optimisation.  Providing timely and accurate acceptance documentation	Technologies	
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule	Technologies	
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule.  Quality of network optimisation.  Providing timely and accurate acceptance documentation	Technologies	
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule  Quality of network optimisation  Providing timely and accurate acceptance documentation  Completeness of the acceptance test procedures	Technologies NS	
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule.  Quality of network optimisation.  Providing timely and accurate acceptance documentation.  Completeness of the acceptance test procedures.  Overall, how would you rate the services provided.	Technologies NS	Vendor
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule.  Quality of network optimisation.  Providing timely and accurate acceptance documentation.  Completeness of the acceptance test procedures.  Overall, how would you rate the services provided.  Please identify your best other vendor for network optimisation and acceptance services:  Why did you rate us and the best other vendor as you did? Please indicate	Technologies NS	Vendor
How would you rate Lucent Technologies' network optimisation and acceptance services in terms of:  Optimising network on schedule.  Quality of network optimisation.  Providing timely and accurate acceptance documentation.  Completeness of the acceptance test procedures.  Overall, how would you rate the services provided.  Please identify your best other vendor for network optimisation and acceptances:  Why did you rate us and the best other vendor as you did? Please indicate	Technologies NS	Vendor

How would you rate Lucent Technologies' user documentation in terms of:	Lucent Technologies NS	Best Other Vendor
Ease of use		
Provided when needed		<del>- 11 - 15 12 1</del> 1
Technically accurate		
Possessing the appropriate level of technical detail		
Overall, how would you rate the user documentation provided		
Please identify your best other vendor for documentation:		
Why did you rate us and the best other vendor as you did? Please indicate reasons, so that we can take appropriate measures.	the most importa	int
Training ——————————————————————————————————		
How would you rate Lucent Technologies. Customer Training in terms of	Lucent Technologies NS	Best Other Vendor
	Technologies	
Available when and where needed	Technologies	
Available when and where needed	Technologies	
Available when and where needed  Technically accurate course materials  Instructors are knowledgeable about equipment, services, and software	Technologies	
Available when and where needed.  Technically accurate course materials.  Instructors are knowledgeable about equipment, services, and software Relevant to your job.  Overall, how would you rate the Customer Training provided	Technologies NS	
Available when and where needed  Technically accurate course materials  Instructors are knowledgeable about equipment, services, and software  Relevant to your job  Overall, how would you rate the Customer Training provided	Technologies NS	Vendor
Available when and where needed	Technologies NS	Vendor
Available when and where needed  Technically accurate course materials  Instructors are knowledgeable about equipment, services, and software Relevant to your job.  Overall, how would you rate the Customer Training provided.  Please identify your best other vendor for training:  Why did you rate us and the best other vendor as you did? Please indicate	Technologies NS	Vendor

Technical Support		
How would you rate Lucent Technologies' technical support in terms of:	Lucent Technologies NS	Best Other Vendor
Having readily access to the technical support team		
Timely response from a technical support engineer		
Timely resolution of problems		
Knowledge and expertise of technical support engineers		
Providing effective emergency restoration		
Overall, how would you rate the technical support provided		
Please identify your best other vendor for technical support:		
Repair ————————————————————————————————————		
How would you rate Lucent Technologies' hardware/software repair in terms of:	Lucent Technologies NS	Best Other Vendor
Identifying and isolating the cause of the problem		
Repairing equipment correctly the first time		
Providing software fixes correctly the first time		
Repairing and returning products within a satisfactory time frame		
Keeping you informed on problem status		
	1	
	l	
Overall, how would you rate the repair services provided		
Overall, how would you rate the repair services provided		
Overall, how would you rate the repair services provided		
Please identify your best other vendor for repair:  Why did you rate us and the best other vendor as you did? Please indicate		
Please identify your best other vendor for repair:  Why did you rate us and the best other vendor as you did? Please indicate		

Scale:	1 =	Poor	10 = Excellent

Project Management ————————————————————————————————————		
How would you rate Lucent Technologies' project management in terms of:	Lucent Technologies NS	Best Other Vendor
Accessibility of project/regional manager		
Understanding and being responsive to customer requirements		
Developing and adhering to project plan		
Providing timely and accurate status report		
Serving as customers advocate		
Overall, how would you rate the project management provided		
Please identify your best other vendor for project management:		
Why did you rate us and the best other vendor as you did? Please indicate reasons, so that we can take appropriate measures.	e the most importa	nt
Customer Interface		
Sales/Account Management		
	Lucent Technologies, NS	Best Other Vendor
Sales/Account Management  How would you rate Lucent Technologies' sales/account management	Technologies,	Other
Sales/Account Management  How would you rate Lucent Technologies' sales/account management in terms of:	Technologies,	Other
Sales/Account Management  How would you rate Lucent Technologies' sales/account management in terms of:  Timely responsive to questions and requests	Technologies,	Other
Sales/Account Management  How would you rate Lucent Technologies' sales/account management in terms of:  Timely responsive to questions and requests	Technologies,	Other
Sales/Account Management  How would you rate Lucent Technologies' sales/account management in terms of:  Timely responsive to questions and requests  Knowledgeable about your business  Being available	Technologies,	Other
Sales/Account Management  How would you rate Lucent Technologies' sales/account management in terms of:  Timely responsive to questions and requests  Knowledgeable about your business  Being available  Account Team professionalism  Being knowledgeable about Lucent Technologies NS' products and	Technologies,	Other
Sales/Account Management  How would you rate Lucent Technologies' sales/account management in terms of:  Timely responsive to questions and requests	Technologies, NS	Other Vendor
How would you rate Lucent Technologies' sales/account management in terms of:  Timely responsive to questions and requests  Knowledgeable about your business  Being available  Account Team professionalism  Being knowledgeable about Lucent Technologies NS' products and services  Overall, how would you rate sales/account management provided	Technologies, NS	Other Vendor
How would you rate Lucent Technologies' sales/account management in terms of:  Timely responsive to questions and requests  Knowledgeable about your business  Being available  Account Team professionalism  Being knowledgeable about Lucent Technologies NS' products and services  Overall, how would you rate sales/account management provided  Please identify your best other vendor for sales/account management:  Why did you rate us and the best other vendor as you did? Please indicate	Technologies, NS	Other Vendor

Scale: 1 = Poor... 10 = Excellent

Ordering —————————		
How would you rate Lucent Technologies' ordering services in terms of:	Lucent Technologies, NS	Best Other Vendor
Ease of placing and changing orders		
Informing you of the status of your orders.		
Providing clear and understandable pricing information		
Overall, how would you rate the ordering process provided		
Please identify your best other vendor for ordering:		
Mhy did you rate us and the best other yander as you did? Please indicate	te the most importa	nt
Why did you rate us and the best other vendor as you did? Please indicat reasons, so that we can take appropriate measures.	te the most importal	nt
Dillina		
Billing ————————————————————————————————————		
Billing ————————————————————————————————————	Lucent Technologies, NS	Best Other Vendor
How would you rate Lucent Technologies' billing services in terms of:	Technologies,	Other
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing	Technologies,	Other
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing	Technologies,	Other
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing  Firmely billing information that is detailed enough.	Technologies,	Other
	Technologies,	Other
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing  Timely billing  Providing billing information that is detailed enough  Error investigation and correction.	Technologies, NS	Other
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing  Timely billing  Providing billing information that is detailed enough.	Technologies, NS	Other
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing  Timely billing  Providing billing information that is detailed enough  Error investigation and correction.	Technologies, NS	Other Vendor
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing  Timely billing  Providing billing information that is detailed enough.  Error investigation and correction.  Overall, how would you rate the billing services provided.	Technologies, NS	Other Vendor
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing  Timely billing  Providing billing information that is detailed enough  Error investigation and correction.  Overall, how would you rate the billing services provided  Please identify your best other vendor for billing:  Why did you rate us and the best other vendor as you did? Please indicated.	Technologies, NS	Other Vendor
How would you rate Lucent Technologies' billing services in terms of:  Accurate billing  Timely billing  Providing billing information that is detailed enough  Error investigation and correction.  Overall, how would you rate the billing services provided  Please identify your best other vendor for billing:  Why did you rate us and the best other vendor as you did? Please indicated.	Technologies, NS	Other Vendor

Scale: 1 = Poor	10 = Excellent
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Overall Quality		
Considering all aspects of your business relationship and the products and services provided over the past 12 months (excluding price), how would you rate the overall quality for:	Lucent Technologies, NS	Best Other Vendor
Please indicate your best other vendor for overall quality:		
Why did you rate us and the best other vendor as you did? Please indica so that we can take appropriate measures	te the most importa	ant reasons,
Overall Price		
Considering all aspects of your business relationship and the products and services provided over the past 12 months, how would you rate the overall price competitiveness of:	Lucent Technologies, NS	Best Other Vendor
Hardware		
Software		
Services		
User Documentation		
Training		
Repair		
Overall, how would you rate the price competitiveness		
Please identify your best other vendor for price competitiveness:		
Why did you rate us and the best other vendor as you did? Please indica so that we can take appropriate measures	te the most importa	ant reasons,

Importance Weightings Quality & Price Importance -Lucent Technologies would like to know the relative importance you place on Quality and Overall Price when you make a purchase or select a supplier. Total points would equal 100. Quality Price Total 100 Quality Attribute Importance -To the right is a list of quality attributes whose performance you have been asked to evaluate. Considering your company's priorities, please assign numeric value to each of the attributes in order of their importance to you when purchasing or selecting a supplier. Total points would be around a lump sum of 100. **Points Business Relationship Product Quality** Engineering Delivery Installation & Commissioning Network Optimisation & Acceptance **User** Documentation Training **Technical Support** Hardware/Software Repair Project Management Sales/Account Management Ordering

Billing

Total

around 100

Scale: 1 = Definitely Would Not 10 = Definitely Would

# Likelihood of Selecting Again

	Lucent Technologies, NS
Given the opportunity again, please rate the likelihood of selecting Lucent Technologies as your supplier of choice to provide solutions for your network and information management needs:	
Suggestions	
What suggestions do you have for ways in which we might enhance the que products so we may better meet your needs? Please be specific regarding your comments pertain to.	ality and usefulness of our gwhat product or technology
What is Lucent Technologies doing well, in terms of our products and offer	s?

Call Back Requested
If you would like to discuss any response or incident, please describe below:
General Comments
If you would like to comment on any other issue not covered, please describe below

Thank you for taking the time to fill out this survey. As a valued customer, your input will help us to focus our efforts to continuously improve our products and services.

No.	Articles Title/ Reference	Dependent Variables	Independent Variables	Hypothesis	Significance	Research Findings
1 (a)	A National Customer Satisfaction Barometer: The Swedish Experience Claes Fornell (Journal of Marketing, January 1992 Volume 56, Pages 6-21)	Customer Satisfaction	Expectations & Preceived Performance	Customer Satisfaction is expressed as a function of pre-purchase expectations & post-purchase perceived performance	Significant - (supported)	Preceived performance have a stronger influence than expectations in determining satisfaction (Tse & Wilton (1988) & Johnson & Fornell (1991)
(b)	ragoo o z iii	Loyalty	Customer Satisfaction, Switching Barriers & Compliant	Loyalty is a function of customer satisfaction, switching barrier and compliant - compliant handling might be able to turn a complaining customer into a loyal customer	Significant - (supported)	Most of the monopolies companies are less sensitive to customer satisfaction (-ve) than industries in competitive market structures (tve)
2 (a)	Customer Satisfaction, Market Share and Profitability: Findings From Sweden Eugene W. Anderson, Claes, Fornell, & Donald R. Lehmann (Journal of Marketing, July	Economic Returns	Customer Satisfaction	Customer Satisfaction has a positive effect on economic returns	Significant - (supported)	Providing high quality and high customer satisfaction is rewarded by economic returns. (invest in quality control, less rework, lower warranty costs)

No.	Articles Title/ Reference	Dependent Variables	Independent Variables	Hypothesis	Significance	Research Findings
(b)	Volume 58, Pages 53-66)	Customer Satisfaction	Level of Quality	Current level of quality as perceived by the market should have a positive effect on overall customer satisfaction	Significant - (supported)	Quality of goods & services have a tve impact on customer satisfaction and retention as it relates to long-term relationships with customer
2 (c)		Overall Customer Satisfaction	Market's Expectation of Quality	Market's expectation of the quality of a supplier's offering should have a positive effect on overall customer satisfaction	Significant - (supported)	
(d)		Rate of Quality Changes	Size of Adaptive Updating	Marketplace has adaptive expectations concerning the quality of a supplier's offering. The size of the adaptive updating effect should be small.	Significant - (supported)	The rate of learning or adjusting is not instantaneous - due to the cost of acquiring information & the effect of uncertainty.
(e)		Market Share	Customer Satisfaction	Relationship between customer satisfaction and market share		Increase market share may cause customer satisfaction to fall (-ve effect)

No.	Articles Title/ Reference	Dependent Variables	Independent Variables	Hypothesis	Significance	Research Findings
3 (a)	Modeling the Determinants of Customer Satisfaction for Business - to - Business Professional Services	Perceived Performance	Customer Satisfaction	Disconfirmation will be positively related to & have the strongest direct effect on customer satisfaction.	Significant - (supported)	With regards to services, when performance judgments tend to be subjective, expectation tend to play a minor role in the
	Paul G. Patterson (The University of New South Wales) Lester W. Johnson (The University of Sydney) Richard A. Spreng (Michigan State University)			Perceived performance will have a positive direct effect on satisfaction, but its influence will be secondary to that of disconfirmation.		formation of satisfaction. Satisfaction in services may be a function of performance alone.
3 (b)	(Journal of the Academy of Marketing Science, Winter 1997 Volume 25, No. 1, Pages 4 - 17)	Perceived Performance	Disconfirmation	Expectations will be negatively associated with disconfirmation  Perceived performance will be positively associated with disconfirmation.	Significant - (supported)	The higher one's expectations, the less likely that performance can meet or exceed them, producing a negative relationship between expectations and disconfirmation.  The higher the perceived performance, the more likely that expectations will be exceeded, resulting in a positive relationship bet.  Perceived performance and disconfirmation.

No.	Articles Title/ Reference	Dependent Variables	Independent Variables	Hypothesis	Significance	Research Findings
(c)		Customer Satisfaction	Repeat Purchase	Customer satisfaction will be strongly & positively associated with repeat purchase intentions for business professional service.	Significant - (supported)	Brand switching is less frequent with services than with products because customers can economise decision effort, reduce risk in the decision process & obtain optimum satisfaction from a seller who is permitted to gain a better understanding of regular customers' special needs & preferences.
4 (a)	Listening to your Customers: Impact of perceived salesperson listening behavior on relationship outcomes  Rosemaary P. Ramsey (Eastern Kentucky University) Ravipreet S. Sohi (University of Nebraska. Lincoln.  (Journal of the Academy of Marketing Science Spring 1997	Listening Behavior	Sensing, Evaluating and Responding to Customers	Perceived listening behavior is composed of 3 dimensions: a) sensing b) evaluating c) responding	Significant (supported)	Customers get a feeling that the salesperson is responding appropriately to the conversation when she or he answers at appropriate time, is eager in his or her response, offers relevant information to the questions asked, & tries to answer in full sentences rather than just saying yes or no.

No.	Articles Title/ Reference	Dependent Variables	Independent Variables	Hypothesis	Significance	Research Findings
(b)	Volume 25, No.2, pages 127-137)	Listening Behavior	Trust on Salesperson	Customer's perception of listening behavior is positively related to trust in the salesperson	Significant- (supported)	When customers perceived that a salesperson is listening to what they are saying and working hard to fulfill their needs, they feel that the salesperson is honestly interested in them & is more trustworthy (Swan & Oliver 1991)
(c)		Listening Behavior	Satisfaction With Salesperson	Customer's perception of listening behavior in relation to satisfaction with the salesperson	Not Significant - (not supported)	Relationship between satisfaction and the different facets of listening (attentiveness, perceptiveness & responsiveness)
4 (d)		Listening Behavior	Future Interaction with the Salesperson	Customer's perception of listening behavior in relation with the anticipation of future interaction with the salesperson	Significant- (supported)	When customers perceived that a salesperson is listening to what they are saying, they may feel cared for & understood & more inclined to interact with that salesperson again.
(e)		Customer's Trust	Satisfaction With Salesperson	Customer's trust in the salesperson and satisfaction with the salespersons	Significant - (supported)	Buyer-seller interactions that result in positive experiences should lead to the continuation of the relationship.

No.	Articles Title/ Reference	Dependent Variables	Independent Variables	Hypothesis	Significance	Research Findings
(f)		Customer's Trust	Future Interaction with the Salesperson	Customer's trust in relation with the anticipation of future interaction with the salesperson	Significant - (supported)	If a customer is satisfied with the salesperson, he or she would want to continue doing business with that salesperson.
(g)		Customer's Satisfaction	Future Interaction with the Salesperson	Customer's satisfaction in relation with the anticipation of future interaction with the salesperson	Significant - (supported)	

### CREATING A MARKET QUALITY PROFILE

# EXAMPLE 1 CALCULATING CVA

1	2	3	4	5
SATISFIER	WEIGHT	<u>NS</u>	*BOV	RATIO
PRODUCT QUALITY	18%	8.10	7.70	1.05
	15%	6.20	6.50	0.95
ORDERING	11%	6.80	7.80	0.87
ENGINEERING	11%	7.70	8.70	0.88
DELIVERY			-··-	•
INSTALLATION	10%	7.40	6.10	1.21
BILLING	10%	6.40	6.90	0.93
USER DOCUMENTATION	6%	8.70	7.70	1.13
TRAINING	6%	7.30	8.20	0.89
SALES & ACCOUNT MGMT	5%	7.90	6.60	1.19
TECHNICAL SUPPORT	5%	9.10	7.10	1.28
REPAIR	3%	7.00	7.40	0.94
OVERALL QUALITY 6	60%	7.80	7.60	1.02
OVERALL PRICE	40%	7.30	7.80	0.94
8				9
OVERALL VALUE		CSA = 7.4	7.70	CVA = 0.96
			~	$\overline{}$
		مسر	THE SHADED AREA	
* BEST OTHER VENDOR AVERAGE PERFOR	MANCE SCORE		DATA THAT IS CALC	<b>\</b>
	10	/	DIRECTLY FROM TH	- · · · · · · · · · · · · · · · · · · ·
CVA DATA IS FROM 5 CUSTOMERS AND 14 EVE		[	DINEOTE FROM II	12 05/1VL1
CSA DATA IS FROM 8 CUSTOMERS AND 20 EVE				

	Celcon	n divisions	intervie	wed:											
	Northern Region	n Northe Region			Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H, of Celluis Business
Reference number: APMA97CE	01	02	03		04	05	06 ·	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995		8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT		LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
OVERALL VALUE		n.a.	n.a.	n.a.		6	3 71	5 n.a	i. n.a	1. П.а	1.	7 6	/8 4	/6	4/8
COMMENTS_(To question: "Whom do you consider to be your best other vendor							i.	i	•	:	-				1
and for what reasons?")															
Ericsson, quality and products are consistent.			•		•	•		×	•	•			:		
										,	,				
Ericsson is our other vendor. Sometimes they are quite dynamic in our masterplan.									×						
Ericsson provides better support, specialists and support teams based in Malaysia.						·				·					
Lucent has a high turnover of expatriates serving customers.												,	х.		
Ericsson has better understanding of the country's regulation and procedures and										·					
strong after sales support.														×	
Ericsson due to it's ability to provide a detailed description of what they sell to															
Celcom. As a result, we were able to reconcile the delivery units to contract.															
Importantly, the unit pricing stated in the shipping invoices are relating very stable.															X
,					-		•	•	•	•	•	:		•	•
Ericsson, but it does not merit to mean the best. Because CELCOM has known and	j														
are familiar with Ericsson system and equipment for many years, the tendency to															
respond, understand and manage solutions to problems is easier to adapt.															

	Celcom	divisions in	terviewed:						··············	<del></del>				
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
1.0 BUSINESS RELATIONSHIP									1				-	
Ease of doing business	4/4	6	6	4	6	3 5/	77 71	7 (	ŝ	7	7 ε	6/8 6	76 7	6/8
Treating you as a valued customer	4/	7	7	5	8	3 4/	5	6	5	7	7	7/9 5	5 <b>/</b> 6 7	7/5 6/9
Keeping you informed of project status	3/	6	6	3	8	3 6/	5	6 :	3	7	7 9	9/9 5	5/5 7	7/6 6/7
Being responsive to your needs	4/	6	7	4	8	3 4/	6	6	7	6	7	7/8 3	3/4 9	9/6 6/7
Overall	4/-	4	7 n.a	ı	7	3 5/	6	6 na		7	7 .	5/7 5	15 7	7/6 6/8
Comments (To question: "Why did you rate us and the best other vendor as you did?")						•		•	•		•	•		·
Because Ericsson understand what our customers need.		×							•		•			•
Lots of promises from Lucent; only a few kept and too egoistic.						×								
We have a close working relationship with Teletech. They can respond to our needs	3					•		*	•		•	•	•	•
immediately.							x							
Ericsson has a long business relationship.							:	×						
Your technical support staff is responsive and welcomes feedback from us. But needed faster response time in terms of Carods feedback.	•				•			•	,	X	,	•	•	•
Lucent's employees are pro-active and responsive.						•				<b>^</b> .	x,	•		
Ericsson is more organized and has systematic work process. Lucent: inconsistent.												x		
Equally maintain good relationship but need to upgrade on new releases/technological update.			•			,							x	
Lucent's ability to accommodate Celcom's billing requirements is much faster than Ericsson.								•				•		×
There is a need for Lucent to improve on the monthly project summary, new product releases, logistic deliveries, etc														· ×

	Celcom	divisions	interviewe	d:										
	Northern Region	Norther Region		n Northern Region	Eastern Region	Sabah - Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE	01	02	03	04	05	06	07	80	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
2.0 PRODUCT QUALITY									:	,	1		1	
New features and functions when required		4/6	7	4	8/8	4	6	6 4/	В	8	6 4	77 2	/3 n.	a 5/7
Reliability of Hardware		5/5	7	5	5/7	5	6	7 4/	5	9	5 n.	a. 3/	/6 n.	a. 6/7
Reliability of Software		6/6	6	6	8/8	4	6	8 6/	4	7	7 n	a. 3	/4 n	a 6/6
Ease of operations and maintenance		6/5	7	7	7/5	5	6	6 7/	4	9	8 n	a. 3	/6 n.	a 6/7
Voice quality	·	5/5	7	6	7/7	5	6	7 6/	5	6	7 n.	a. 3/	/6 n.	a 7/7
Minimising dropped calls		5/6	7	4	5/7	4	5	7 4/	5	3	6 n	a. 2/	/5 n	a. 7/6
Minimising network congestion		5/6	7	1	8/5	4	3	6 5/	5	6	7] n	a na/n.a	a n	a 7/6
Overall		5/5	n.a.	n.a.	7/6	5	6	7 6/	5	8	7 6/n.	a 3/	/5 n.	a. 5/6
Comments (To question: "Why did you rate us and the best other vendor as you did?")														
Good coverage for one BTS, compared with Lucent's product. (That means higher			•	**	•					•		•	•	•
power transmitter.)		X												
Stability of Lucent product.					x									
Not that many features as compared to ITU recommendation and most software and hardware delivered are not fully tested and have problems and bugs - OMC & BSS.				•		x				•			·	
Network not well planned. There are dropped calls and in some areas network congested even though the network is above capacity if compared for existing customer.							×							
The main issue here is that the network quality is not up to our expectation due to incomplete network planning.								×						
For the new features sometimes you are far behind.								,	·	•	•	*	•	•
The O&M switch is easy and user friendly but some improvement needed on the radio system part									•	; ×				•
Easy to do maintenance and most of it can be exempted remotely. Hardware especially RSU fails when the temperature is a bit too high									•		×	•		
Appear to be well verse of own products. Properly assist the customer on the technological transfer.													<b>x</b> .	
Reliability of software is still of doubt. In most cases, Lucent undertakes a system restart or reset to resolve issues. In addition, Lucent opts for (awaits for) the next software upgrade for immediate response to problems.														,

	Celcom	divisions i	nterviewed	:										
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Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14
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Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
3.0 ENGINEERING		, , , , , , , , , , , , , , , , , , , ,						-				i	Ī	
Responding to questions and requests	6/	·6	7	5	7	3	7	6 na	i na	•	7 <sup>:</sup> n.a	n.a	ı. n.e	e. 6/7
Knowledge and expertise of engineering personnel	4/	6	7	5	9	3	8	5 na	: na	: ,	6 na	n.a	n i	a. 6/8
Providing accurate site specific documentation, e.g. Site Binder	6/	6	7	8	8	3.	7	5 na	n.a		8 n.a	n.a		a. 5/6
Providing accurate and timely network engineering documentation	5/	15	6	7	8	3	6	5 na	n.a		7 n.a			a. 5/6
Providing accurate and timely RF engineering documentation	4/	6	7	6	8	3	4	5 na	n a		7 n.a	n a	ı. na	a 5/6
Overall	5/	/6 n	a. n	a.	8	3	6	5 n.a	. n.a		7 n.a	. n.a	ı. n.	a. 5/7
Comments (To question: "Why did you rate us and the best other vendor as you did?")														
Ericsson get more involvement from Celcom personnel in RF design and											•		•	•
optimisation.		х												
														1
MSC is the least problem that we face compared to other part of the network.					X.					1			i	
Most cheat with hot experience and could not answer to questions imposed accurately. 75% of documentation are not accurate and not to schedule - e.g. site	•									•			•	†
binder and report.						х,								*
Your expertise is still new in Sarawak. We expect the best/knowledgeable personnell here. You are to much depending on HQ. Your hardware installation is excellent.								×						
Some of the engineers are new and knowledge is totally basic									•		x .	i	•	•
More reliable/experienced staff in giving support is required.	•		٠		•	•	•	•	•	•	•	•	•	x

	Celcom	division	s intervie	wed:				····							
	Northern Region	Northe Region			orthern egion	Eastern Region	Sabah Regio			k Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE	01	02	03	04	4	05	06	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	89	996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	L.	T/BoV	LT	LT/Bo	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
4.0 DELIVERY								-					1		
Ability to meet your requested date on hardware orders		4/7	7	8		5 n	а	n a	5	n a	7	5 5	/9 3	/7 ·	5/6
Ability to meet your requested date on software orders		3/6	6	7		7 n	а	п.а	5	n a	8	5 n.	a. 3	7	5/6
Providing required information on shipping documents	r	n a	7	5		7 n	а	n a	5	na n	a	4 5/1	10 1	7	1/8 5/6
Actually deliver what you ordered	r	n a	6	4		5 n	.a	n a.	5	n a	8	7 5/1	10 2	/4	1/8 5/6
Overall		4/7	n.a	n.a.		6 n	<b>a</b> .	n.a.	5	1.8.	8 n.	a. 4/n.	a. 2	/6 (	5/8 5/6
Comments (To question: "Why did you rate us and the best other vendor as you did?")		,					•				:				
Ericsson deliver what they can in minimize on customer distribution. For example, they do not stop or move to next step upgrading program whenever they did not completed yet.		X													
Lucent's equipment delivery is not attached with shipment documentation. Partially, it is also Celcom's responsibility.									X			•	•		
Overall delivery is on time but sometimes not complete with essential items.									•	•	x	•	•	:	•
Shipping documents seldom identify what is being delivered and we find it difficult what sort of equipment is being shipped.												×			•
Lucents efforts to improve the logistics are very encouraging. Ericsson have much better system. Lucent packing of items: not standard. Lucent product description: inconsistent. Lucent shipping documentation: Packing list is very complicated.													×		
Ericsson better understands of the nations requirement, capability of the system to support the delivery.														×	•
Inability to reconcile shipping information (MSC, Power and RSM) to contract. Unstable unit pricing in shipping invoices. Celcom has identified various items that are still undelivered for Phase 3.				•					•	·					Á
There are cases where missing items, wrong batches, mismatched delivery numbers, etc. have caused project delay due to custom noid-up.												•			×

	Celcom	divisions in	terviewed			,								
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
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Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
5.0 INSTALLATION & COMMISSIONING													:	
Quality of installation workmanship	. 4	1/5	7	8	7	7 7	16	8 (	5	8	8: n.a	a. 4	/4 n.	a. 6/5
Installing equipment on schedule		5/5	7	7	8	7 8	9	7	7	7.	8 n.a	3.	/5 n.	a. 6/6
Informing you on the progress of the installation	5	5/5	6	6	9	5 6	·8	8	7	5	8 na	5.	/5· n.	a. 8/6
Being flexible in meeting changes to your requirements	9	5/5	7	5	9	5 8	9	7 1	В	4	8 n:	s 8	/5 n	a 8/6
Maintaining a clean and safe work environment	4	1/5	6	5	7	5 8/	7	7 (	· 3 ·	3	9 na	5	/5 n	a 6/6
Overall	. 5	5/5 n.:	ı. n.	a.	8	6 8/	7	7	7	7	8 n.a	5	/5 n.	a. 7/6
Comments (To question, "Why did you rate us and the best other vendor as you did?")												-		,
This rating is only for the MSC.					x									
Installation & Commissioning is acceptable but not flexible. Schedule also within short notice.						×		•	•		•		•	
Quality of installation workmanship is according to specification and on schedule but change of request is quite slow and most of the time difficult.					,	•	×		•	,				:
Hardware installation, BSS, switch, OMC was good. Keep maintain the performance.								×		•				•
Overall installation is properly done but we would like a little flexibility on the actual installation time.					•	•		•		· <b>K</b>				
Standard of installation is good and neat (accordance to specification). Your project team did a good job.	•	•			•		•				×	•		

	Celcom	divisions in	nterviewed:			,								
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Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
6.0 NETWORK OPTIMISATION & ACCEPTANCE					-									
Optimising network on schedule	3	1/7	7	6	8	4	7	7 na	•	8	7: n	a. n.a	a e	a. 5
Quality of network optimisation	3	1/6	6	6	7	3	8	6 n.a	1.	6	7 n.	a. n.:	a. n.	a 6.
Providing timely and accurate acceptance documentation	6	3/5	7	5	7	3	4	6 <sup>°</sup> na		8	7 n	a n.	a. n.	a 5
Completeness of the acceptance test procedures	4	1/5	6	5	7	3	6	6 na	,	8	7 · n	a; n	a n	a 8
Overall	4	/6 n.	a. n.	a.	7	3	6	6 n.a	ı.	8	7 n.	a. n.:	n. n.	a. 6/
Comments (To question: "Why did you rate us and the best other vendor as you did?")														
More involvement from Celcom staff		×			•				•	•	•	•		
Optimisation only via drive test and changing 3 or 4 default parameters.  Documentation also not complete and not as per provided.						x						•		•
Network optimisation and acceptance was good.		•	*	*	*	•		×	•	•		•	•	•
Appropriate network schedule and good acceptance documentation				•	•				•	×	•	•	*	•
Overall, we were well informed of the optimisation schedule and reasons for changes but knowledge on network parameters seems to be lacking.											×			,
In Phase IV, optimisation is done in clusters, which affects time schedule of network optimisation.	k				•				•		•			

	Celcon	n div	visions in	terview	/ed:											·
	Northern Region		Northern Region	Northe Region		iorthern tegion	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE	01	(	02	03	04	4	05	06	07	08	09	10	11	12	13	14
CSDB event number:	8993	8	8994	8995	89	996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	1	LT	LT	r.	T/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
7.0 USER DOCUMENTATION													:			
Ease of use		6/6		7	7		9	7 7/	7	7 4/1	8 9	9	8 n	.a 3/n.	a	6/6 . 5/
Provided when needed		6/5		6	5		3	7 6/	n6 (	5 5/8	8 8	8	8 n	.a. 1/n.	a.	4/4 5/
Technically accurate		5/6		7	6		3	7 7/	7 7	7 6/	7 - 8	9	8 n	a 2/n.	a. (	6/6
Possessing the appropriate level of technical detail		6/6		5	6	,	9	7 7/		7 4/8	B :	5	7 n	.a. 1/n.	a. :	8/8 5/
Overall	•	6/6	n.a	i.	n.a.		•	7 71		7 6/1	B 1	8	8 n	.a. n.	a	6/6 5/
Comments (To question "Why did you rate us and the best other vendor as you did?")		*					•									÷
Only for MSC. "NOT for other elements."								x		*		•	•	:	•	*
Some of the documentation that are suppose to have is not provided and the proper checklist of the documentation is not given.	-			*			•	·	×		•				:	
Acceptable, and in safe keeping. The knowledge is moderately transfer to Celcom personnel. We need more hands-on training to our technician/engineer and proper tools and test gear.					•		•			•		•		•	•	
When we require, it takes time for us to find out something urgent.							•	•		`.	·					:
CD-Rom documentation for switch is great.				•			•	•		•	`. `	:		•		•
We received the documentation after one year of commissioning. Basically, it is full of information.							•	•	•	*		`,	· <b>×</b>		•	•
Delay in response time								•		•	•		•		x .	1
Information regarding product code, quantity and serial numbers are available but delivered to Celcom at a later date e.g. average three months after natural	•						•		•		,			,	,	•
handover date. It is not easy to access the Lucent's user documentation																<b>x</b> .

	Celcom	divisions in	nterviewed	:	·							·		
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Reference number: APMA97CE	01	02	03	04	05	06	67	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
8.0 TRAINING														
Available when and where needed	. 3	/9	7	7	7	3	7	6	3	3	6, n	.a. 5	i/9 n.a	a. 4/
Technically accurate course materials	. 3	/9	6	8	8	3	7	6	7	8.	8. n	.a. 5	i/7 n.a	a. 5/
Instructors are knowledgeable about equipment, services and software	3	/9	7	8	8	3	7	6	3	8	7 n	.a. 5	i/8 n.:	a. 5/4
Relevant to your job	3	/8	6	6	9	6	8	6	7	9	8 n	a 5	/8 na	a. 5/6
Overall	3	/9 n	a n.	a.	8	3	7	6 n.a	١.	6	7 n.	a. 5	/8 n.t	a. 5/7
Comments (To question: "Why did you rate us and the best other vendor as you did?")			•	•	•								•	`
More courses conduct by Ericsson They have training centre in Shah Alam (local training centre).		x												
Best example - BSS training in Germany and MSC in US. E.g. instructor for BSS experienced in MSC - very very appropriate						х						•		
Most of the training were not conducted by excellent lecturers and not well planned. The course material is not really accurate and incomplete. The example given is not clear and confusing.							×						,	•
Feedback from personnel, the training provided in Nürnberg, Germany was conducted in improper manner. But locally our personnel learnt together with Lucent. We need more training in 2nd and 3rd level of O/M (e.g. parameters etc.)								x						
Training centre too limited.							•		, X					
Training should be done more frequently.										x.		•		
First training in Germany was a total disaster but follow-up training was good											×.		•	
Because Ericsson is more knowledgeable and addresses the participants requirements/needs.													×	
Ericsson provides a good local training centre to educate its customers. Most Celcom staff are not trained or familiar with Lucent's equipment.									•			•		:

	Celcom	divisions i	nterviewed	j;		,				,				
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9.0 TECHNICAL SUPPORT										1				
Having readily access to the technical support team		3/5	7	6	8	7	7	6	7 :	8	8. n		a. n.a	a. 5/
Timley response from a technical support engineer		4/6	6	5	8	5	8	6 .	6	5	7 n			a. 6/
Timley resolution of problems		6/7	6	4	8	4	8	6	5 .	4	6 n	a: n.	a n.a	<b>a</b> 5/
Knowledge and expertise of technical support engineers		4/7	7	5	9	4	7	5	4	7	7 n.	ar <sup>i</sup> n.	a. na	<b>a</b> . 5/
Providing effective emergency restoration		5/6	6	4	9	4	7	6	5	6	6 n.	a. , n.	a. n.a	a. 5/
Overall		4/6 n	.a. r	ı.a.	8	4	7	6 n.a	i. '	6	7 n	a, n.	a, na	a. 5
Comments (To question: "Why did you rate us and the best other vendor as you did?")												:		
Most local support are not experienced. Some are even learning from our staff.				÷		<b>x</b> .						•		0.00
Initially, was quite bad response, sometimes it was better, due to lack of knowledge especially in BTS. I rate the personnel have the same standard of knowledge as Celcom (especially technical support 2nd and 3rd level O/M)							:	x						
Some of you are really knowledgeable and expert and some of you are not that expert.									×		•	•		•
No switch technical support personnel available for Kuching, Sarawak. Access only through phone.				•					;	×				
Support from technical support team is good but response is a little slow at times.  Lucent needs to have readily accessible and reliable technical support teams in all regions especially in Northern and Eastern Region								•			<b>x</b> ,			

	Celcom	divisions in	terviewed											
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Reference number: APMA97CE	01	02	03	04	05	96	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
10.0 REPAIR					,					Ţ				
Identifying and isolating the cause of the problem	3/	4	7	5	9	3 na	ı.	6 n.a		5	7 na			a. n.a.
Repairing equipment correctly the first time	na		7	5	9	3 na	ı. (	6 n.a	•	7	7 n.a	ı. n.a		:
Providing software fixes correctly the first time		1	6	5	9	3 ra		6 na		3	5 na		i ni	a na
Repairing and returning products within a satisfactory time frame	3/	5	6	5	7	3 na		6 na		5	4 n.a	ı. n.a	n.	a. n.a.
Keeping you informed on problem status	4/	5	7	4	9	3 n a		n a	•	4	7 n a	ı na	n	a na
Overall	3/	5	7 n	.a.	8	3 n.a	ı. n.a	ı. n.a		6	6 n.a	i, n.a	, n	n.a.
Comments (To question: "Why did you rate us and the best other vendor as you did?")														
So far so good. We need Technology Transfer as time goes by Especially when the network will be fully handover to Celcom.								×						
Repairs are slow. Non of the repaired equipment has yet to be returned.			•	•	*		•	•		;	x .	•		
Problem solution by trial and error. Even default spares after > 2 months has no feed back - very timly.						x						:		

	Celcom	divisions in	terviewed	:						•				
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE.,	01	02	03	04	05	06	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
11.0 PROJECT MANAGEMENT												:		1
Accessibility of project/regional manager	n a	a	7	6 n	a	7	8	7 na		8	7 n.:	4/6	6 n.a	8/
Understanding and being responsive to customer requirements	3/	'8	7	7 n.	а.	5	8	6 n.a		8	7 n.:	a. 5/0	6 n.a	ı. 8/
Developing and adhering to project plan	:- :	а.	8	6 n	3	5	7	7 n.a		8	Z nu	a 4/0	6 កន	7/
Providing timely and accurate status report	na	a .	7	6 n	a .	5	6	7 na		5	7 n.:	a. 4/0	6 n.a	8/
Serving as customers advocate	4	7	7	5 n	3	5	7	7 na		s <sup>:</sup>	7 n:	a 4/0	5 na	i 8/
Overall	4/	7	7 n	a. n.	a. n.	a.	7	7 n.a		8	7 n.:	4/1	6 n.a	n. 8/
Comments (To question: "Why did you rate us and the best other vendor as you did?")				•									·	
OK on documentation but to improve in practising.			*		•	×	•	*	•	•	•	1		•
Your team come from multi-national. However speak in a same technical language											•			
Initially digital system is still new task.								×						
Certain issues related to project really affect the smoothness of the flow.	•		,				•				×.			
Lucent provides good monthly project status report and time chart. Keep it up!												•		

	Celcom divisions interviewed:													
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
12.0 SALES/ACCOUNT MANAGEMENT														
Timely responsive to questions and requests	n	а	7 n:	a. na	n.a	n.a		6 n.a		a. n.a				a. 7/8
Knowledgeable about your business	n.	a	6 n.a	3. na	n.a	. na	ι,	7. na	n.a	1				
Being available	n	a	7 n :	, : n:	n a	n a	, '	7 na	n.a	ı na	i, na	a 2/	B, n.a	6/8
Account Team professionalism	n.	a	6 n.	a n	n.a	ı. na		6 n.a	n na	n.a	a n	a 1/	6 n.a	6/8
Being knowledgeable about Lucent Technologies NS products and services	n	a	7 n:	a na	n na	ı na	ı. na	n a	ı na	a. na	<b>a</b> na	a 2/	5 n a	6/7
Overall	n.	a	7 n.:	s. n.a	n.a	. n.a	ı.	6. n.a	n.a	ı. n.t	i. n.:	a. 2/	6 n.a	6.5/8
Comments (To question: "Why did you rate us and the best other vendor as you did?") n.a.	•			•									i	

	Celcom divisions interviewed:														
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Celtular Business	
Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14	
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110	
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	
13.0 ORDERING			•												
Ease of placing and changing orders	n a	1	7	5 n	a. n.a	a, na	a. n.a	a. n.a	i. n.a	a. n.a	a.			/4 6/6	
Informing you of the status of your orders	n a		6	4 n.	a. n.a	n.a	n.a	a na	n.a	a. n.a	a.		1/4 4	/8 6/6	
Providing clear and understandable pricing information	n a	1.	7	5 n.	a. na	a na	na	a na	na na	: a na	a. :	3/8 4	1/4 2	/9 7/6	
Overall	n.a		7 n.	a. n.	n.a	ı. n.a	n. n.a	n.a	. п.а	n. n.a	a. 4/r			/7 6/6	
Comments (To question: "Why did you rate us and the best other vendor as you did?")				•			,		-				* -	,	
Information of status of orders not clear. Item price not well defined not specific due				•											
to unclear product descriptions.												<b>x</b> ,			
Ericsson provides information regarding the delivery schedule (and the value) of the	•														
entire purchase before the commencement of acutal shipment. (Unable to reconcile shipping information to contract in which resulted to unstable unit pricing.)		_												X,	

	Celcom divisions interviewed:														$\neg$
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellula Business	ır
Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14	- 1
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110	1
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	$oldsymbol{\bot}$
14.0 BILLING												:			
Accurate billing	na	3	7	4	9 n.a	n.a	. na	1.	8 na	na	a n	a 1	/6	5/8	7/7
Timely billing	na	a	6	5	9, n.a	ı. n.a	n.a	1, .	8. na	n.a	a.! n	a · 1	/6	7 <i>1</i> 1	7/7
Providing billing information that is detailed enough	n a		7	5	8 na	ı. n.a	. n.a	1.	8 na	na	a. n	.a. 1	1/6	4/8	7/7
Error investigation and correction	n a	•	6	5	8 na	n.a	n a	<b>Y</b> .	7 na	. na	a. n	a. 4	1/6	5/6	6/8
Overall	n.a	à.	7 n	ı,a.	8 n,a	i. n.a	. n.a	ı. n.a	n. n.a	. n.a	1 n	a, 1	/6	5/7	7/7
Comments (To question, "Why did you rate us and the best other vendor as you did?")		•						•	•	,	•	:	:		
Your information does not tally with what we ordered	· 												×		

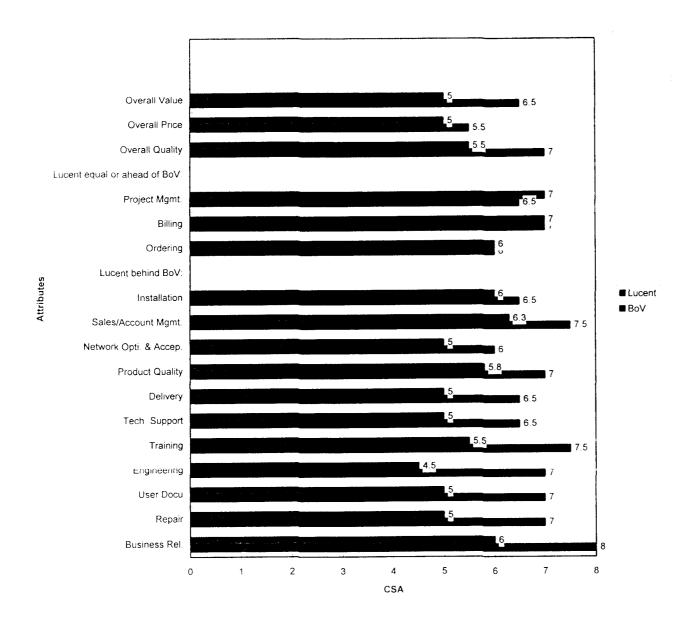
	Celcom	divisions i	nterviewed	j;			***************************************	******						
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabahi Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14
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Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
15.0 OVERALL QUALITY	n.	j.	7	6	8	4 8/	7 6/6.	5	7	7 n.a	ı. (	3/7 n.	a. 3/	6 6/7
Comments (To question: "Why did you rate us and the best other vendor as you did?")											!			
Treat the customer with respect and not only to shout around about 2 or 3 GSM projects secured worldwide						x					,	·		
Ericsson is the only other vendor we have in comparable to Lucent However, Ericsson have no office in Kota Kinabalu.							×							
The availability and expertise (Ericsson has). Ericsson has R&D/Customer service kept in ASIA separate for Celcom. Proper personnel in serving Celcom. They have a long Business relationship with Celcom. You have to be more dedicated with the customer.							;	×						
Good overall quality. Room for improvement is on. Equipment lacks some up-to- date features currently available at other GSM network.										×;	1	:		
Lack of coordination, due to high turnover of staff. Information flow slow. Ericsson: good support centre.								•			×			
Identified various billing errors due to calculation errors.			•					•			•	•		×
16.0 OVERALL PRICE						•		•		•	•	•	•	•
Hardware	n:	3	6 n	. a.	8	5 n a		7 na	a. n.:	a na	a. n	a. 4	/4 n.	a. n.a
Software	n:	3	7 n	ı.a	8	4 n.:	n.a	a. na	a. n.a	a. n.a	a. n	.a. 4	/4 n.	a n.a
Services	n :	3	6 n	a	7	3 n a	n a	i. na	a. n.:	a na	a n	a 4	/4 n	a. na
User Documentation	n:	3	7 п	ı.a.	9	4 na		6 na	a. n.:	a. n.a	a. n	.a. 3	/4 n.	a. n.a
Training	n.a	3	6 n	a	7	3 na	, ,	6 па	a n.a	a na	a n	.a. 3	/4 n	a n.a.
Repair	n :	3	7 n	а	7	3 na	n a	ı na	a na	a na	a n	,a 3	/4 n.	a n.a
Overall			7		7 n.a	i. n.:	ı. n.a	n. n.a	i. n.:	a. n.a	ı. n	.a. 4	/4 n.	a. n.a.
Comments (To question, "Why did you rate us and the best other vendor as you did?")														
To maintain business is to understand local culture. As per Sarawak, you need to consider local participation in your business								×		•				
Competitive pricing on the hardware and software not on the other related/indirect expenditure.													×	
Inability to reconcile shipping information to contract has resulted unstable unit pricing in which ultimately caused Celcom to suffer financial loss of more than RM30 million.												-		×

	Celcom divisions interviewed:														
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellu Business	ar \
Reference number: APMA97CE	01	02	03	04	05	06	07	80	09	10	11	12	13	14	
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8218	8216	8218	8110	1
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	
17.0 QUALITY ATTRIBUTE IMPORTANCE															$\neg$
Quality	n a	ı. ;	n a	n a	. 60	7(	) ed	n a	. 60	a 6	0 na	. 5	0 5	50	60
Price	na	·	n a	n a	. 40	. 30	n a	n <b>a</b>	40	) 4	0 na	. 5	0 5	50	40

	Celcom	divisions in	nterviewed	:		<del></del>	·							
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
Reference number: APMA97CE	01	02	03	04	05	06	07	08	09	10	11	12	13	14
CSDB event number:	8993	8994	8995	8996	8997	8214	8998	8999	9000	9001	8215	8216	8218	8110
Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LY/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
18.0 LIKELIHOOD OF SELECTING AGAIN SUGGESTIONS	, n	a n	a n	a. n.:	a 30%	% 80°	609	6 na	709	% 60°	% n.	a 30°	% i n.	a 609
Get more involvement by Regional Celcom staff.		×												
Make sure before implement any new type of equipment hopefully it is stable and quality. Provide a fully technical training regarding to each new product which is related to operation and maintenance.					×									
The support should be very capable. Not merely making not committed statements. Lastly not to be to idealistic and egoistic.						×								
Please propose, the tool and cost gear, for our O/M in now. Indicate. We need more training on 2nd/3rd level								· <.						
Performance Management system software is not available. Need more accurate information on fault management system. Need more training/courses available on GSM/5ESS. A little flexibility on Lucent's part especially during installation phase.										×				
The classification of drop call for example can be further improved for easy trouble shooting especially during optimisation (OMC-2000 and BSS-2000). Remote OMC performance should be improved (too slow).				•							×			
Logistic network in terms of documentation has to be improved. Simplified product descriptions, article codes, pricing to the convenience of customers. Delivery reports, status reporting should be better coordinated. Packing materials should be standard.				•							×	•	•	
WHAT IS LUCENT TECHNOLOGIES DOING WELL, IN TERMS OF OUR PRODUCTS AND OFFERS?				•							•			
Support the high level of products maintenance in terms of hardware and software. On the MSC hardware, on the software need further improvement					×.	×					·	ů.		
Hardware installation was good. You are serious with business by setting up office in Kuching. Please consider local participation. You are sensitive with business relationship. Keep up a good work.							,	<						
Good software product. User friendly terminal for network management.									;	×				
Easy monitoring tools. (Minimise the usage of MMI with the utilisation of graphics) Quality of installation											x			
There has been vast improvement compared to 1994-95.									•	•	•	×		
Software - it has come to our notice that Lucent's response to our needs for software changes, the time taken to resolve issues, is too long even after many meetings and discussions														,

	Celcom	divisions in	iterviewed:											
	Northern Region	Northern Region	Northern Region	Northern Region	Eastern Region	Sabah Region	Sarawak Region	Sarawak Region	Sarawak Region	Sarawak Region	Switching Dept	Contract Dept	Contract Dept	H. of Cellular Business
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Attributes surveyed:	LT/BoV	LT	LT	LT/BoV	LT	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV	LT/BoV
GENERAL COMMENTS			,								×			
Would like to share a quote from your staff during a meeting in `96 " A Boing 777														
aircraft needs a 777 pilot, not a 747 pilot". Though the quote was addressed to us.														
we hope LT can also look into it.						Х								
We expect, once the network in Sarawak achieving 1-to-1coverage. It must go														
together with superior quality. Ultimately customer need is fullfilled. Please														
introduce your new product in various range of technologies more often.								Х,					•	
Recently, Lucent's commitment is seen. It always confuses me, that Lucent has														
different version software names for ist switch, BTS, OMC and Metrica.												<u>:</u>	:	, x
CVA:						1.	4				0.7	75 0.6	7 0.	5 0.83
CVA Celcom total: 0.77							-		•		1		•	*
CSA Celcom total: 5.0						•	•	•	•		* *			•
Two more surveys are still out standing. Implementation, MRED.														•
Surveys and Lucent's CVA strategy were introducted in face-to-face meetings.														
Comments reflect the customers writing												•		•
This paper shows the current status on September 26th, 1997. A final paper can be expected after conducting the two outstanding surveys.	•													
		•			•							*	•	•
			•		•				•	•	*	•	•	•
												•	•	
											•	•	,	
													•	
					•									

	BoV	Lucent
Business Rel.	8	6
Repair	7	5
User Docu	7	5
Engineering	7	4.5
Training	7.5	5.5
Tech. Support	6.5	5
Delivery	6.5	5
Product Quality	7	5.8
Network Opti. &	6	5
Sales/Account M	7.5	6.3
Installation	6.5	6
Lucent behind Bo	V:	
Ordering	6	6
Billing	7	7
Project Mgmt.	6.5	7
Lucent equal or a	head of BoV:	
Overall Quality	7	5.5
Overall Price	5.5	5
Overall Value	6.5	5



#### Market Quality Profile Report:

GSM MALAYSIA CELCOM

BLG: Global Systems for Mobile (GSM)

Satisfier	Weight	NS	_*BOV_	Ratio
Delivery	10.00%	5.0	6.5	0.77
Engineering	10.00%	4.5	7.0	0.64
Product Quality	10.00%	5.8	7.0	0.82
Technical Support	10.00%	5.0	6.5	0.77
Training	10.00%	5.5	7.5	0.73
Installation	9.00%	6.0	6.5	0.92
Repair	9.00%	5.0	7.0	0.71
User Documentation	9.00%	5.0	7.0	0.71
Business Relationship	7.00%	6.0	8.0	0.75
Project Management	7.00%	7.0	6.5	1.08
Sales/Account Management	6.00%	6.3	7.5	0.83
Billing	3.00%	7.0	7.0	1.00
Ordering	0 00%	6.0	6.0	1.00
Overall Price	50.00%	5.0	5.5	0.91
Overall Quality	50.00%	5.5	7.0	0.79
Overall Product Value		5.0	6.5	0.77

Willingness to repurchase

5.0

\*BEST OTHER VENDOR AVERAGE PERFORMANCE SCORE

CVA Represents 1 Customers & 5 Events.

GSA Represents 1 Customers & 10 Events.

Decision Maker

Customer

Period: 98A1

LUCENT TECHNOLOGIES PROPRIETARY

0710-1100

Scale:	1=Poor.	10=Excellent

1	.0	Busin	ness	Relat	tionship

**LEAD: Toh Wei Ming** 

BEST OTHER

LUCENT

VENDOR

Ease of doing business
Treating you as a valued customer
Keeping you informed of project status
Being responsive to your needs

OVERALL, how would you rate your company's business relationship with.

6	8

Action I	୍ୟan(s)
----------	---------

	What!	Who!	When!
			(to complete)
			]
•			
	,		{
<b>}</b>			

**LEAD: Harold Lassers** 

Casta.	1=Poor10=Excellent
ocaie:	≀=Poor IU=Excellent

LUCENT

2.0	Product	Quality

New features and functions when required Reliability of Hardware Reliability of Software Ease of operations and maintenance

Voice quality

Minimising dropped calls

Minimising network congestion

OVERALL, how would you rate the product quality provided

5.8 7

BEST OTHER

VENDOR

	4.				- / \
А	CU	on	Ρ,	ıar	1(s)
			-		- 1 /

What!	Who!	When!
		(to complete)
		1
		l l

LEAD: Harold Lassers/Pang Euu Nguang

Scale: 1=Poor...10=Excellent

LUCENT

$\sim$	$\sim$	_			
٠.	11	- n	ain	$\sim$	TIM A
J.	U.		igin	CCI	THE C

Responding to questions and requests
Knowledge and expertise of engineering personnel
Providing accurate site specific documentation, e.g. Site Binder
Providing accurate and timely network engineering documentation
Providing accurate and timely RF engineering documentation

OVERALL, how would you rate the delivery services provided

4.5 7

BEST OTHER

VENDOR

Action	Plan	(s)
--------	------	-----

What!	Who!	When!
		(to complete)

		Scale: 1=Poor10=Ex	cellent
4.0 Delivery	LEAD: lan Harris		BEST OTHER
		LUCENT	VENDOR
Ability to meet your requested date on hardware orders			
Ability to meet your requested date on software orders			
Providing required information on shipping documents			
Actually deliver what you ordered			
OVERALL, how would you rate the delivery services provided		5	6.5
Comments: see attachment			
Action Plan(s)			_
	What!	Who!	When!
			(to complete)
			İ

		Scale: 1=Poor10=Excel	llent
5.0 Installation & Commissioning	LEAD: Pang Euu Nguang		BEST OTHER
		LUCENT	VENDOR

Quality of installation workmanship
Installing equipment on schedule
Informing you on the progress of the installation
Being flexible in meeting changes to your requirements
Maintaining a clean and safe work environment

OVERALL, how would you rate the installation services provided

6 6.5

Comments: see attachment

	What!	Who!	When!
			(to complete
Be more fexible on the installation schedule.			1
			1
			1

- 1			_			
-	Scale:	1=Poor	.10=	Excel	lent	

#### 6.0 Network Optimisation and Acceptance

LEAD: Harold Lassers/Cari Shyiak

BEST OTHER

LUCENT

VENDOR

Optimising network on schedule
Quality of network optimisation
Providing timely and accurate acceptance documentation
Completeness of the acceptance test procedures

OVERALL, how would you rate the services provided

5	6

Comments: see attachment

	What!	Who!	When!
			(to complete)
1. Improve knowledge on parameters.			
		}	
		1	
		ļ	ĺ

Scale:	1=P00r	10=Excelle	nt
	1-1 001		

7.0 User documentation

LEAD: Martin van de Geer

BEST OTHER

LUCENT

VENDOR

Ease of use Provided when needed Technically accurate

Possessing the appropriate level of technical detail

OVERALL, how would you rate the user documentation provided

5 7

Comments: see attachment

	What!	Who!	When
		ļ	(to complete
. Provide user documentation on CD-ROM.			1/5/97
		<b>!</b>	
			ļ
			ļ

Scale: 1=Poor1	0=Excellent

8.0 Training LEAD: lan Harris

BEST OTHER LUCENT VENDOR

Available when and where needed
Technically accurate course materials
Instructors are knowledgeable about equipment, services and software
Relevant to your job

OVERALL, how would you rate the customer training

5.5 7.5

Comments: see attachment

	What!	Who!	When!
			(to complete)
Incorporate more practical parts in the training.			

Scale:	1=Poor	.10=Excellent

9.0 Technical Support

LEAD: Jesse Liu

BEST OTHER

LUCENT VENDOR

Having readily access to the technical support team
Timely response from a technical support engineer
Timely resolution of problems
Knowledge and expertise of technical support engineers
Providing effective emergency restoration

OVERALL, how would you rate the technical support

5 6.5

Comments: see attachment

	What!	Who!	When!
			(to complete
. Faster reponse to CAROD needed. Currently ?? day, goal ?? days			
			ļ
		Ì	İ

		Scale: 1=Poor10=E	xcellent
10.0 Repair	LEAD: lan Harris/Jes	se Liu/Mohni Hussain	BEST OTHER
		LUCE	NT VENDOR
Identifying and isolating the cause of the problem			
Repairing equipment correctly the first time			
Providing software fixes correctly the first time			
Repairing and returning products within a satisfactory time frame			
Keeping you informed on problem status			
CVEDALL II It the continue wide to			1 7
OVERALL, how would you rate the repair services provided		5	
Comments:see attachment			
Action Plan(s)			
	What!	Who!	When!
			(to complete)
			1
		1	1

Scale: 1=Poor...10=Excellent

11.0 Project Management

Accessibility of project /regional manager
Understanding and being responsive to customer requirements
Developing and adhering to project plan
Providing timely and accurate status report
Serving as customers advocate

OVERALL, how would you rate the project management provided

Comments: see attachment

LEAD: lan Harris

BEST OTHER

6.5

LUCENT VENDOR

	What!	Who!	When!
			(to complete
Discuss layout of monthly project report with Celcom.		lan Harris	11/1/97
			1

Scale:	1=Poor1	0=Excellent

12.0 Sales/Account Managment

**LEAD: Toh Wei Ming** 

BEST OTHER

LUCENT VE

VENDOR

Timely responsive to questions and requests
Knowledgable about your business
Being available
Account Team professionalism
Being knowledgeable about Lucent Technologies NS's products and services

OVERALL, how would you rate sales/account management provided

6.3 7.5

Comments: see attachments

What!	Who!	When!
		(to complete)

Scale: 1=Poor...10=Excellent

		Scale. 1-1 00	1 TO-EXCE	ient
13.0 Ordering	LEAD: Toh Wei Ming/lan Harris			BEST OTHER
	•		LUCENT	VENDOR
Ease of placing and changing orders				
Informing you of the status of your orders				
Providing clear and understandable pricing information				
OVERALL, how would you rate the ordering process provided			6	6
Comments: see attachment				
Action Plan(s)		4	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
				1

What!	Who!	When!
		(to complete)
	1	
	<b>!</b>	

Scale:	1=Poor	.10=Excellent	

14.0 Billing

LEAD: Kuah Kim Peng/lan Harris

BEST OTHER

LUCENT

VENDOR

Accurate billing
Timely billing
Providing billing information that is detailed enough
Error investigation and correction

OVERALL, how would you rate the billing services provided

	-
/	1 /
,	,

Comments: see attachments

	What!	Who!	When!
			(to complete)
All billing invoices to be given to Celcom (for equipment as well as for services) are being sent to the Contract Manager for review first before giving to the Customer to ensure correctness and accuracy.			
As for future billing, on equipment, all shipping invoices should be attached with the commercial invoice to avoid wrong shipment and mismatched value.  The billing line item should be as per the contract as close as possible so that the customer could check the pricing if they want to. (Kim will work with the customer what they want and then with country desk)			

15.0 Overall Quality

How would you rate the overall quality for

Comments: see attachment

#### 16.0 Overall Price

Hardware

Software

Services

User Documentation

Training

Repair

OVERALL, how would you rate the price competitiveness

Comments: see attachment

#### 17.0 Importance Weightings

Quality

Price

Comments: see attachment

Scale: 1=Poor...10=Excellent

BEST OTHER

7

LUCENT VENDOR

5.5

BEST OTHER

LUCENT VENDOR

5 5.5

LUCENT

50%

50%

Scale: 1=Poor...10=Excellent

18.0 Likelihood of Selecting Again

BEST OTHER

LUCENT

VENDOR