CHAPTER III

FOCUS GROUP SURVEY INVESTIGATION

3.1 Introduction

The customers' view of the value the company provides is based on the quality of the product and service. Increased competition and consumer demand for quality have moved company to studies of customer satisfaction. So the company has to observe the view of the customer has of the organisations ability to satisfy. Thus, use satisfaction research to determine the critical product attributes that result in customer satisfaction. The customers' overall and specific satisfaction is typically monitored intermittently with marketing tools such as customer surveys, focus groups, and other techniques. While these approaches are important and meaningful, the companies do not provide management with continuous information. A managerial method that can provide a continuous measure of the organisation's performance for the product and service combination and provide a simple managerial benchmark can be developed.

To satisfy customers, the company must understand how meeting their requirements effects satisfaction. This chapter aims at identifying factors that determine customer satisfaction in mobile phone service provider. The company would conduct market research compile the wants and needs of the customer as obtained from the research. The purposes of a customers' satisfaction survey are not only to learn the actual satisfaction level, but also to highlight the strengths and the area for improvement. Through the continual improvement actions, the company can increase customers' satisfaction and raise profits. Due to customers evaluating the quality of product or service by considering several important quality attributes, companies must take improvement actions on the important attributes that have a lower satisfaction level. In summary, several factors seem to influence customer satisfaction and product development team need to take cognisance of these factors and the direct and indirect relationships between the customers to achieve customer satisfaction.

3.2 Focus group survey

In this study use focus group interviews to determine product and service requirements. Focus groups are a cross section of the population who are invited to discuss issues relating to the product and service. The values of the focus groups survey in this situation might provide more insight through observation rather than discussion. Focus groups pose specific questions in specific categories or measure customer opinions, satisfaction, or preferences against specific criteria. The structured approach ensures that input and feedback are given in the organisation's specific areas of interest. This, in turn, makes identifying customer requirements easier.

Focus groups are productive because the customers allow the company to develop a lot of creative ideas by having the participants build upon one another's comments. Assuming that group dynamic effects enable a greater number of more diversified customer needs to be discovered. Focus group survey are generally conducted a small number of representatives of the customers. Observe the behaviour of customers while the customer are using or buying the product and service how they try to use the product and service, which functions they compare, which questions they ask. Customers must be willing to answer questions will only get the expressed requirements. The company have to develop empathic skills to imagine what the customers needs are.

3.2.1 Generate the list of customer requirements

Customer requirements are characteristics that customers explicitly or implicitly attribute to the new product and service. In general, the company can say that customer requirements should be expressed in a language that is meaningful to the customer. The list of customer requirements is called the "WHATs" list, and it reflects what is important for the customers on the companies focus.

The meaning of the customer requirements needs to be worked out in order to gain a collective understanding. In this way, the company describes the requirements in more detail in order to be able to make better judgements when comparing current product and service performances.

Customer Requirements
Continue using new technology to improve system and network
Nationwide Coverage/ Building Coverage
Ease of making call / Connecting to the network
Clarity of signal /Low interruption
Convenience/ variety of refilling methods
Availability of airtime card in the market
Design and appearance of airtime card
Correctness in airtime refill
Ease of airtime check/ convenience
Tariff customisation / Variety of promotions
Ease of service procedures
Variety of services
Availability of desired services
Speediness of Value-added services
Correctness and completeness of services
Ease of contacting Call Center
Staff ability to give advices and provide option for service
Staff product knowledge
Speediness of service
Attractive and interesting activities
Variety of activities
Consistency of activity
Participating in activities
Implement Airtime Discount
WAP/GPRS Usage Discount
Discount Shopping, Dining, Movie, Health & beauty, Travel
Discount for new handset

Table 3.1: List of Customer Requirements

3.2.2 Collect customer information

Commonly, there are different kinds of customers so the companies have to know the target groups. The customers within each target group should have more or less the same needs and requirements. When choosing which customer to research, the company could have chosen end users or members of the distribution channel; all of participant have needs from One-2-Call!'s products and services. However, the company decided to focus on end users, as it was perceived that this is where the biggest improvements in understanding would come. A good description includes the

end-users, but could also include a profile of the persons who buy the product and perhaps the dealer who influences the potential buyer in their purchases decision. Also it has been argued that the end users in any product supply chain are the most important members of that chain because they are the only ones putting money into the system. Therefore, if the end users are happy then everyone in the chain will benefit. However, each of these groups could have its own specific requirements.

Start the research by compiling eight groups of approximately 10 to 15 people each for focus group sessions. The focus group sessions lasted approximately three hours each and were held on four consecutive nights in one week. The format for each session was the same. The participants met in a hotel conference room in the evening, knowing only that the moderator would be asked the participant's opinions on some topic dealing with exercise. Typical materials include notepads, pencils, flipchart, markers, tape, name tags, refreshments and a clock. Where possible, the tasks of interviewing and recording the data should be separated. If acceptable, it is useful to record or video interviews for later analysis with a larger team. Recording equipment is essential, including tape or video. The participants did not know what company was funding the research, and each participant was paid for their time.

The moderator of the focus group asked general questions concerning each person's level of satisfaction, for example, general views on service, and about what types of service and promotion each participant want or had considered purchasing. Questions should be open, enable discussion and should be tested. The questions are designed to provoke brain-storming and to encourage descriptive, freeform responses.

Customers can tell the company which requirements the most important when are considering the purchase of a product in which several competing products exist. The company can learn a lot by asking customers, "How well do existing products satisfy these requirements?" All participants are given a certain number of ratings to distribute among the categories of each requirement using a ten point liker scale identified overall satisfaction with mobile phone service was rated from very satisfied to very dissatisfied (10=very satisfied, 1=very dissatisfied). This information leads to an increased understanding of what would attract customers to the product currently being designed.

Customer Requirements	Customer Satisfaction	Customer Expectation	GAP
Continue using new technology to improve system and network	9.08	9.49	-0.41
Nationwide Coverage/ Building Coverage	8.97	9.47	-0.5
Ease of making call / Connecting to the network	8.91	9.36	-0.45
Clarity of signal /Low interruption	9.10	9.54	-0.44
Convenience/ variety of refilling methods	9.35	9.62	-0.27
Availability of airtime card in the market	9.63	9.78	-0.15
Design and appearance of airtime card	9.26	9.58	-0.32
Correctness in airtime refill	9.43	9.57	-0.14
Ease of airtime check/ convenience	9.54	9.73	-0.19
Tariff customisation / Variety of promotions	8.98	9.82	-0.84
Ease of service procedures	9.00	9.46	-0.46
Variety of services	9.10	9.44	-0.34
Availability of desired services	8.95	9.38	-0.43
Speediness of Value-added services	9.08	9.47	-0.39
Correctness and completeness of services	9.22	9.52	-0.3
Ease of contacting Call Center	8.70	9.39	-0.69
Staff ability to give advices and provide option for service	9.29	9.60	-0.31
Staff product knowledge	9.29	9.59	-0.3
Speediness of service	9.09	9.54	-0.45
Attractive and interesting activities	8.84	9.32	-0.48
Variety of activities	8.86	9.31	-0.45
Consistency of activity	8.82	9.35	-0.53
Participating in activities	8.75	9.30	-0.55
Implement Airtime Discount	8.57	9.45	-0.88
Non voice Usage Discount	8.29	9.04	-0.75
Discount Shopping, Dining, Movie, Health & beauty, Travel	8.21	8.58	-0.37
Discount for new handset	8.13	8.69	-0.56

Table 3.2: Result of the focus group survey

The different customer groups can be weighted relative to each other so that requirements from an important customer group are given more weight than requirements from a less important customer group. Often, the company wants to adjust the priorities of the requirements to account for the amount of work required to improve the customers' perceptions. Moreover, will incorporate a factor to indicate where the company thinks the market is leading and want to perform gap analysis between

customer satisfaction and customer expectation means that if the gap is high the company must develop that factor before, for instance, the highest gap in customer requirements which found in Implement Airtime Discount, as shown in Table 3.2, so this function need to develop previous than other functions.

The result of focus group describes the complexities of customer needs and relationship to customer satisfaction in an easy to understand visual format. Through the use of observation, the company can discover customer needs that might not think to mention in traditional research. These are known as hidden needs and give the opportunity to make products that result in above average customer satisfaction. The company can more precisely focus on innovation and new product development processes to deliver the benefits that customer really value. It provides insight into product and service attributes that are perceived as important to customers and is an important tool for helping marketing department focus on differentiating features, those that will set apart from competitors.

Focus groups are an effective way of evaluating and refining a range of design concepts, to encourage an externalisation of the decision making process. However, the company can also provide valuable insights into perceptions and preferences of existing or competitive products and can be a useful way of exploring new requirements and desires.

3.2.3 Benchmark the performance of the current product

Customers choose between products of different brands. Therefore, it is important to know the strong and weak points of our product in relation to the products of our most important competitors. A product improvement project should start by making this comparison from a customer point of view. For this comparison, the company selects the competing products that the company wants to challenge with our new product which same market segment. In fact, this evaluation will provide useful input data for the definition of the new product.

Competitive benchmarking made within the company, this comparison will be a matter of collective judgement. Practical experience shows that a consensus of opinion

on the best and the worst is fairly easy to attain, due to the use of "customer language" for the customer requirements. Problems could arise when judging items like "Has an attractive appearance" and "Must radiate quality", because there may have to deal with the individual tastes of the company. Keep in mind that the company should be looking through the customers' views. This should be planned in advance, because otherwise the group process could suffer from an unacceptable delay.

Customer Requirements	One-2-Call!	Happy Dprompt
Continue using new technology	9.08	8.16
Nationwide Coverage/ Building Coverage	8.97	7.82
Ease of making call / Connecting to the network	8.91	7.99
Clarity of signal /Low interruption	9.10	8.00
Convenience/ variety of refilling methods	9.35	8.85
Availability of airtime card in the market	9.63	9.12
Design and appearance of airtime card	9.26	8.74
Correctness in airtime refill	9.43	8.94
Ease of airtime check/ convenience	9.54	9.04
Tariff customisation / Variety of promotions	9.17	9.56
Ease of service procedures	9.00	8.30
Variety of services	9.10	8.45
Availability of desired services	8.95	8.39
Speediness of Value-added services	9.08	8.40
Correctness and completeness of services	9.22	8.44
Ease of contacting Call Center	8.70	8.28
Staff ability to give advices and provide option for service	9.29	8.63
Staff product knowledge	9.29	8.61
Speediness of service	9.09	8.50
Attractive and interesting activities	8.84	8.01
Variety of activities	8.46	7.98
Consistency of activity	8.82	8.08
Participating in activities	8.75	8.03
Implement Airtime Discount	7.87	8.26
Non voice Usage Discount	7.98	8.03
Discount Shopping, Dining, Movie, Health & beauty, Travel	8.21	8.15
Discount for new handset	8.13	8.24

Table 3.3: Benchmarking with main competitor

The survey also revealed which brands had the lowest ratings for price competitiveness, customer satisfaction and loyalty. From the survey the company has run into the highly competitive and fast moving mobile phone market. The service plays an essential role for users of mobile phones, allowing to compare prices and packages as well as ordering new equipment. It essential for the company to compare their performance against the market also develops a satisfaction function reflecting the performance of related quality attributes. It helps the company to make a more precise decision on improvement activities.