

CHAPTER I

INTRODUCTION



1.1 Introduction

The mobile phone service provider industry is one of the most competitive and changing industry under this globalisation period. Even though market for mobile phone in Thailand has grown fast for the last few years, it has become more competitive than ever. There are more than five mobile phone service providers in Thailand with three main players which are Advance Info Service Public Company Limited (AIS), Total Access Communication Public Company Limited (DTAC) and True Move.

Today, it is widely accepted that Advance Info Service Public Company Limited or AIS is the leading provider of mobile phone service provider in Thailand. To success in the business, quality is one of the most important strategic factors in the globalisation of the world economy. Customers have significant increase their requirements so the companies which can respond to the customer requirements often have strong competitive advantages. AIS wants to gain competitive advantage in the Thai market, it needs to satisfy the customer expectations, improve the gap between the products and services that AIS provides and what the customers really need.

The handling of customer requirements is one of the main issues affecting the customer satisfaction. The most important thing once customer requirements change is how to capture quickly to response the immediate requirements for the customers and plan from re-changing.

1.2 Statement of problems

The nature of service industries is fundamentally changing. In mobile phone service provider, there have been dramatic changes in industry structure and competition. Then it can not be identified definitely what the exact type of customer requirement in the mobile market.

Customer satisfaction is a function of perceived performance and expectations. If the performance falls short of the expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. Customer satisfaction is dependent on a comparative judgement against some standard related to the lack of confirmation of expectations. Thus, dissatisfaction may be due to inherently poor products and services, or perhaps to the continuation of a once-acceptable level of products and services that no longer meet customer expectations, due to competitive marketing of improved standards or changing customer tastes. Analysing and responding to customer requirements on a product and service is essential to minimising customer dissatisfaction; it is obvious that extensively analysing and using customer requirements information can contribute to customer satisfaction. The information obtained from customer satisfaction surveys can also be used for further improving customer satisfaction. Consequently, how to find ways to better meet their customer needs is very important. To respond the need, this specific study concerned with Kano analysis to prioritise customer requirements based on impact to customer satisfaction can be useful as well. Hence, in this thesis, differences in customer requirement will be analysed by using Kano model of satisfaction, thereafter relevant responses will be develop operational strategy by Quality Function Deployment process.

1.3 Objectives of The study

Based on the concept of the quality measurement tool which is used to determine the customer requirements by Kano (1984) and comprehensive quality system, Quality Function Deployment (QFD) aimed specifically at satisfying the customer throughout the development and business process. Herein, this thesis needs to identify procedure for setting up operational strategy development framework with a case study of the mobile phone service provider industry, the Advance Info Service Public Company Limited, to delight target customers' needs and wants.

1.4 Scope of study

The scope of this study is concentrated on the mobile phone service industry in Thailand, particularly the mobile phone service provider of AIS. This study focused only on prepaid system which is One-2-Call!. Customer surveys were applied in order to elicit better understanding of AIS and its competitors, namely DTAC and True move. The totals of 90 customer survey respondents were interview by focus group method across current customer in and outside Bangkok. This study is giving attractive quality operational strategy which focused to delighted customer by Kano model of customer satisfaction to operate in dynamic response needs of customer. Translate for all needs become the “Quality Deployment Matrix” to know the relationship between customer requirement and product and service characteristic. After that present the operational strategy development procedure which possibility for real implementation to One-2-Call! marketing department which not include the result in this study.

1.5 Methodology

The methods that will be apply to this project feasibility is of the following techniques

1. Collecting information related to customer focus operation strategy for AIS Company will be gathered from various sources such as literatures, journals, articles, books, and internet.
2. Survey requirement to find the basic requirement through hidden need of customer and also expectations of the market by focus group technique.
3. Translate the collected requirements and expectations of the market to Kano model and analysis in each quality characteristic by customer satisfaction index (CSI). And benchmarking analysis to identify process and results that represent best practices and performance for similar activities inside mobile phone service provider industry.
4. Developing quality deployment matrix of customer requirement and service characteristic to find optimise strategy.
5. Generate attractive quality operational strategy plan which focused in customer delighted.
6. Propose for consideration the operation strategy development procedure to the marketing department of One-2-Call! product.

7. Review and verify the operation strategy development procedure by specialist's viewpoint.
8. Improvement the operation strategy development procedure that the specialists comment.
9. Summarise the study with suggestion.
10. Thesis write up and submission.

1.6 Expected Benefits

This study results will provide information on the proper handling of the customer requirements which will be useful to Thai mobile phone service provider industry and companies in other fields as well. This useful information would help companies to decide whether to create their attractive operation strategy, to improve their customer satisfaction and fulfillment. Provide all requirements, and then deliver outstanding customer product and service that will create customer loyalty. Customers will return again and again to be delighted.