

“The services provided by Mobilink contact center are important to improve customer satisfaction”



By:

Ameena Iftikhar Qazi 01-121051-013

Supervisor:

Shahid Haq

A research project submitted in partial fulfillment
of the requirement for the degree of MBA

Department of Management Sciences
Bahria Institute of Management and Computer
Sciences

BahriaUniversityIslamabad
2013

DEDICATION

**TO THE MOST BELOVED OUR HOLY PROPHET HAZRAT
MUHAMMAD (SAW)**

&

**MY PARENTS WHO SUPPORTED ME MORALLY AND
FINANCIALLY**

ACKNOWLEDGEMENT

First of all I am greatly thankful to Almighty Allah who has given me courage to finish this project on time and properly.

Next, I am heartedly thankful to my most respected and honoured Teachers, who gave me an opportunity to do this Degree and whose guidance and efficient teaching efforts, have me who I am today.

I am also very thankful to the cooperation and assistance of all those customers and employees of MOBILINK, whose help has provided me to precede my project.

I would also very thankful to the cooperation and assistance Of our university staff.

Moreover I am also thanks to all those people who provided me with technical and moral help to reach my goal.

ABSTRACT

In the past few years, Pakistani market has received a vast exposure in almost every field of life and many new companies are entering into the market. Out of these companies, we however cannot deny the cellular companies that have entered into the market of Pakistan. Number of mobile companies, which includes national and multi-national companies has entered in the market, and have made their names and images in the eyes of Pakistani customers by providing them with their quality products and services.

My research report is based on the services provided by the Contact Centre, Islamabad of Mobilink. In this research an attempt has been made to analyse how much the services provided by Mobilink Contact Centre is important to improve customer satisfaction. I have observed service level of Mobilink Contact Centre employees and then taken feedback from customers in year 2006.

TABLE OF CONTENTS

CHAPTER 01

INTRODUCTION.....	02
Problem definition.....	07
Problem statement.....	08
Objective of study.....	08
Theoretical Framework.....	09

CHAPTER 02

About MOBILINK.....	10
SWOT analysis.....	14

CHAPTER 03

LITERATURE REVIEW.....	17
-------------------------------	-----------

CHAPTER 04

FINDINGS AND ANALYSIS

Data collection methods.....	30
Questionnaire analysis.....	31

CHAPTER 05

CONCLUSION AND RECOMMENDATIONS

Conclusion.....	45
Recommendations.....	46
Reflections.....	47
References.....	48