Customer Experience of using Wireless Internet:
A Case Study of Evo-Ptcl (Telecommunication Giant of Pakistan)

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Abstract

This studied surveyed Customer Experience of using wireless internet was case of EVO-PTCL, The research was conducted on the base of Karachi only, despite the fact that EVO can be used in all over Pakistan in more than 100 cities. The sample size was collected from Karachi only with total 300 respondents and questionnaire was filled by PTCL customers at OSS. The researcher analyzed the customer experience based on 6 variables which include Product, Process, People, Price, Place & Communication, customers of wireless internet users was conducted on above variables. The researcher analyzed each variable one by one and applied t-test on them, it was found that the products of PTCL in term of wireless internet EVO, the customers are of view that they are having good experience of using product and they are happy with it. It was further found that customer experience of going through different process, like complaint, buying, disconnectivity and it was shared by customers and they have shown negative experience in term of complaint process, and rating them either worst or bad. Customer experience with the people has been expressed highly negative by the respondents and they believe that staff behavior is very bad or worst with the customers but they have mentioned that staff knowledge of EVO is good. Wireless internet users of PTCL has mentioned that the prices of EVO devices which is one time cost is very expensive and they rated very bad and worst, whereas they said that price of services charges are acceptable and rated good by them.Their experience with the place means OSS and Franchisers & Distributors was much satisfactory and they believe that OSS experience of them was good and best as compare to Franchisers & Distributors. As far as communication is concern, customers are more interested to be kept well aware with the new packages and changes are made with EVO, they sometime experience print ad but they think, there is no existence of PTCL in electronic media. In short, the research analyzed and concluded that the customer experience of using wireless was found much better and as a whole they rated it very good and they are happy with the services, therefore, this report will be helping management to go through it and work on the weak areas so that the company can provide more superior services.

Keywords: Customer Experience, PTCL, EVO

1. Introduction:

1.1 Background Study:

PTCL has designed and provided road map to new market in telecommunication sector and has brought dramatic change in technology which has put it up at new heights. Millions of people currently demand and insist to introduce new products and ideas. PTCL is performing leading role in technology sector in Pakistan which is contributing to improve standard of living, awareness to new technology and add values to individual lives, it is exemplifying the spirit of modernization, transformation and innovation (The Nation, 2012)

This researched in conducted to evaluate customer experience of using wireless internet; this research will focus on experience of customers with EVO, the wireless internet of PTCL. In the last few years, after the privatization of PTCL, the numbers of internet users are increasing speedily and rapidly. Government has high concern and planning to spread the wireless broadband network in all cities of the country but only to big and developed cities but also to far villages and towns too. While looking to this growing trend of internet users, it is predicted that good number of internet users will be seen in coming five years or decades. (Butt, 2012)

This research will be based on customer experience which is the subjective response received through the direct or indirect contact with the firm, direct response is called when customers experience the product in term of purchase, utilizes services, experience through consuming and is usually commenced by the customer whereas indirect contacts refers unplanned encounters of products, services, brand or taken from the word of mouth recommendations or criticisms, advertising, new, reports, reviews and so on. (Meyer and Schwager, 2007)

This research will be focused with EVO wireless internet introduced by PTCL to its customer, the launching of EVO has brought tremendous response by customers and services were highly appreciated. PTCL always craves to offer its superior services to its customers; it does not have any equal competitor who can offer wireless internet device which can be used in all over country, around more than 100 cities. PTCL claims that it

will revolutionize the lives of its country's people and will put the country on the path of success and evolution.
(2012)

1.2 Problem Statement:

EVO wireless internet device is the only wireless device in Pakistan which can be used in more than 100 cities,
the researcher is willing to know the customer experience of using wireless internet as a whole, in term of
product, price, process, people, place & communication.
The following problems are addressed in the research.

- Does physical location helpful for customer?
- Does the customer like the process?
- Does customer like the people behavior or treatment with them?
- Does the product (EVO) fulfill customer need?
- Do the product messages or communication reach customers easily?
- Does the customer find price as reasonable?

1.3 Hypothesis:

- Hypothesis 1. The product (EVO) fulfill customer need.
- Hypothesis 2. Customers like the process of EVO.
- Hypothesis 3. Customers like the people treatment with them.
- Hypothesis 4. Customers find price as reasonable.
- Hypothesis 5. Physical location is helpful for customer
- Hypothesis 6. The product messages or communications reach customer easily.

1.4 Research Objective:

To understand and analysis the customer experience of using wireless internet services of EVO, the product
of PTCL in order to further improve and develop strategies for future concerns.

2. Importance of Study:

This study will explore PTCL's products and will persuade the employers and employees to learn through
customer experience and it will also hold up the management to designed wireless internet strategy as per
customer experience and how the customers crave to avail these services.
It will also support not only to employee or employers but also as general that how customer experience its
product, quality, services, prices etc and will provide guidelines for developing their products more effectively
and efficiently.

3. Scope of Research:

This study will serve multipurpose scope and capacity, It will help to understand the customer relation with
wireless internet and will also facilitate to analyze customer need.
It will also support to understand the customers point of view regarding price, process, place, people, product &
communication. It will enhance confidence level of company to its product and its performance.

4. Research Methodology:

The nature of this research is quantitative and qualitative and will base on the primary and secondary data both.

4.1 Quantitative Methodology:

Primary data collection will be collected through PTCL customers, for this purpose, questionnaire will be
designed to collect primary data, the research will be based on primary source of data, although some secondary
sources will be reviewed in literature.

4.1.1 Population:

Since the population of EVO wireless internet users are around 62000 in all over country which cannot be
surveyed individually, out of which around 6000 customers are Karachi based, therefore, sample will be based
on the population of Karachi only.

4.1.2 Sampling Method:

For the study of this report, convenient sampling method will be selected to collect data.

4.1.3 Sample Size:

Sample size is chosen on convenient bases on which the researcher has taken the sample size of 300 respondents.
These respondents will only be based on Karachi and will be representing to all population.

4.1.4 Data Collection Technique:
Data will be collected through the Questionnaire which will be filled by EVO users at different locations, questionnaire will be filled at One Stop Shop (OSS) customer center, which are located at different geographical locations of Karachi.

4.1.5. Research Limitation:
Following are the limitations of research.
- One of the limitations is that research is only based on Karachi.
- Data collection time is very much limited and constraint.
- Budget is also constraint.

5. Literature Review:

5.1. Customer Experience:
Customer experience is a contact, communication and speaking between the firm and a customer. It is a combination of firm's substantial performance, the senses inspired, and emotions inducing, each instinctively calculated against customer expectation across all instant of contact (Shaw 2004).

The term "Experience" has been utilizing throughout the corporate world with high frequency over last 2 decades, we mostly heard in the world, experience marketing, experience economy, experience branding and experience design, likewise, very commonly the one more word has been spread out in the world is customer experience. Customer Experience relate to the product and services which are practices by customers itself, they includes its functional values of those offering which are directly or indirectly attached with product (Diller, Shedroff & Rhea 2006).

Sometime firms or marketers are fail to understand the basic need of customers, sometimes they tried to impose their own personal experience to customer which is not quite possible to reach and achieve big target market, therefore, it is rather suggested to develop the market through customer experience and especially look what basically customers requirements are, then you get more ideas that what works or what does not work. For example, you can know following through customer experiences (Shaw, Dibeehi & Walden 2010)
- Customer experience is more toward the emotional side of experience than we understand.
- Many marketers do not understand the customers first.
- It is mandatory to have deliberate experience with customers.
- You must analysis what customers requirements are for better products or services.
- Proper interaction with customers at all stages is the part of product development.

Today requirement of marketing is not only to bring product into market, designing, branding, delivering services only. Of course, they all work together to build the strong brand, but the most importantly, the customer experience is highly required and company must not be failed to deliver superior customer experience to its valued customers (Lindgreen, Vanhamme & Beverland, 2009).

5.2.Customer Experience Management:
All kinds of companies realizes that their customers are more important and even they usually calls that customers comes first then rest. They are supposed to be the companies most valuable assets; if any company which crave to survive in today market, they must have customers, it means for the growth of company, customers are must and it is also mandatory to retain those customers for future growth of companies (Schmitt 2003).

5.3. The Old Approaches to Build Customers:
There were initially and traditionally three approaches were followed to build customers and satisfied customers, which were The Marketing Concept, Customer Satisfaction, and Customer Relationship Management. The Marketing concept was develop soon after the production approach, in marketing concept, the customers were satisfied and little delighted with few services (Schmitt 2003).

Later on customer satisfaction approach was used, and it was focused that customer need to happy with whatever the tactics are used by firm, in this approach customers were more likely to have services with satisfaction and need fulfillment (Schmitt 2003).

Afterward the new approach took place naming Customer relationship management which is still being used by some companies, here the companies were much interested to have customer info and keep maintaining the data base in order to delight them (Schmitt 2003).

5.4. New Approach: (Customer Experience)
Beyond the previous approaches of Marketing Concept, Customer Satisfaction & Customer Relationship Management, now the new approach of customer experience has taken place in which it was focused that now

customers should be taken seriously finally. In this approach not only functional products features and functional transactional are focused and taken into account but they have also added value during decision making, buying and usage. This approach would rather enable marketers to produce products and services which does not only fulfill the need of customers but also delight and surprise customers with new features and give marvelous growth to the firm (Schmitt 2003).

The literature in retailing, service management and marketing historically has not measured customer experience as a split assembles. In its place researchers have concentrated on analyzing experience with customer and quality of service

(Parasuraman, Zeithaml, and Berry 1988). However, it does not mean that customer expierence is ignored. Most notably, Holbrook and Hirschmann (1982) theorized that consumption has experiential aspects. Schmitt (1999) has emphasized that the firm are now a day fully focusing that how customers think, feel, sense and relate the product of the company and how they view the brand.

Building from these approaching, current definitions of customer experience include that "The customer experience initiate from a place where they connect to the product and relate with their fulfillment of need, a firm, or part of its firm, which aggravate a response. This experience is strictly personal and depends upon the customer's involvement at different levels (emotional, rational, physical, sentional, and spiritual)" (Gentile, Spiller, and Noci 2007).

5.5. Wireless Internet Use:
Customers are using wireless devices to access only for the internet, it is not the need of most of the customers, therefore, why the customer will use a wireless internet services. This was very painful initially for this market, even it was ignored by customers in Europe. (Ahmed & Hurst 2000)

5.6.The Wireless Customer Experience:
Rather than involving in technicality of products, most of the customers are much interested in services; they believe services need to be perfect and acceptable at their hands. Even in Japan, the wireless internet access is more acceptable and adopted technology due to lack in PC penetration and variety of other external factors like cultural and economical factors (Ahmed & Hurst 2000).

Customer experience includes every characteristic of a company's offering—the quality of customer care, of course, but also promotion, branding, product and service qualities, user friendly and reliability. Still some of the people accountable

for those things have given constant thought to how their separate choices shape customer experience. To the degree they do think about it, they all have different ideology of what customer experience is about (Meyer & Sehwagar 2007).

5.7. Information Quality of Wireless Internet Services:
The qualities of wireless devices are not only concern and interlink with the features of products, but also the device itself, in case of any technical error occur in the devices, it may cause to affect the performance directly, therefore, the factor of information technology in wireless device cannot be over looked since the customer have to use such devices on the go, he may not used it at any specific place but it would rather be used at different strategic locations.(Dey 2001).

Connection Quality:
The quality of connectivity is one of the vital factor which cannot be neglected because when the quality will be obtained, then the customer will be more confident to avail the wireless services without any technical interruption of connection, and the customer will be more focused with its original tasks in the certain environment. In short, we can concluded that the wireless internet services should work strongly to minimize connectivity errors that may create problems to customers to properly access information within the site and should avoid disconnectivity in order to strengthen speedy response of that particular services(Lin et al. 1997).

Total Customer Experience (TCE):
It has been noticed that customer loyalty is increasingly given valued the pressure of customization, globalization and market saturation in developing countries, and for achieving the customer loyalty, the firms must understand and deliver total customer experience so as to manage their products as per customer experience (Mascarenhas, Kesavan & Bernacchi, 2006).

Satisfaction Increases with Experience:
With the increase of customer experience, the company products and services grows simultaneously and also give growth to performance of products with the customer experience and feedback.

While the expectations of customers also increases with the as much they experience and get satisfaction from your product and services.

As experience keeps on to raise and considerable past performance information gathered,

expectations should enhance in both exactness and confidence (Johnson & Fornell 1991).

Service Failure:
Once the customer experience the bad services of products and services, it create hype in market, and negative word of mouth spread so fast that every single bad experience customer will spoil your name to around 9 customers, which will result to failure of your products and will lead to deficit in trust of your product, finally your services will be failure and the time will come, it will no more be existing into market anymore (Bolton 1998).

The Complaining Process:
Both the positive and negative, in both the cases, recovery is very much important and in case of delay in resolving problem or the firm process for resolving complain is quite lengthy or complicated, it will irritate customers for either withdrawing services or go for substitute, as simple and short the complain process is, it will lead to better customer experience with products and services.(Spreng et al1995).

Value:
It is rather on debate now a day, that firms should have the objective of customers' delighted rather than customer satisfaction, Now blue chips firms are moving from satisfaction to delight to surprise the customers. Once your customer is delighted and surprised by rewards, it will go longer with you as customer loyalty and his experience with your product and services will be spreading positive word of mouth to his social circle, family and friends which will provide company with high profit margin and extending business line as numbers of multinational firms have done (Jardine 1999).

6. Data Analysis & Findings:
The research data has been analyzed along with findings are mentioned below and discussed through graphical presentation and theoretical description as well.

Wireless EVO Used
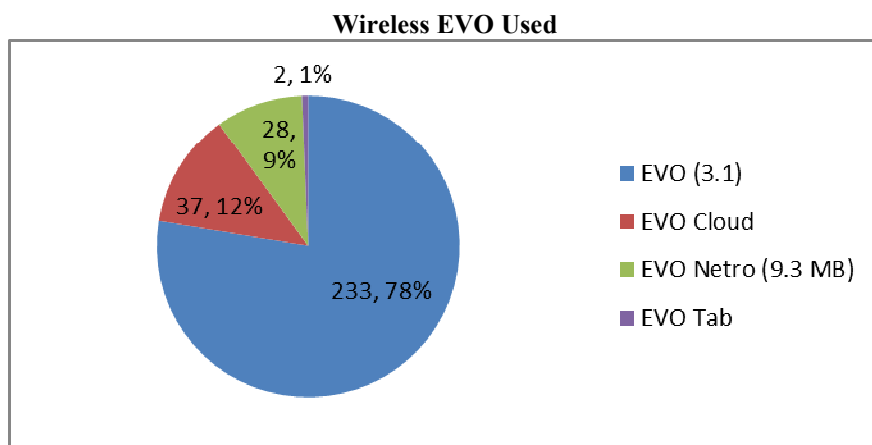
In the above pie chart which is mentioned the number of customers who are using wireless internet in term of percentage and respondents as well. The chart is showing that total 78% respondents are using EVO 3.1 and 12% EVO Cloud respectively.

Package Used
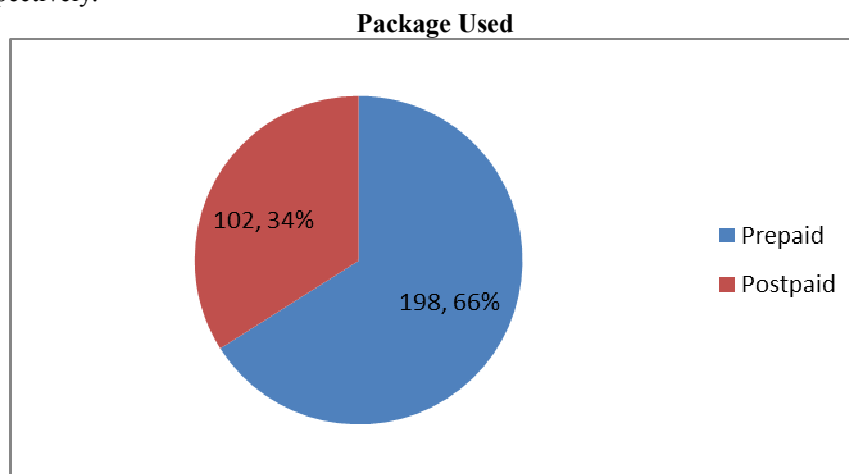
The above pie chart shows that 198 respondents which are 66% of total sample size are using prepaid package and rest 34% are utilizing postpaid EVO of PTCL.

6.1. Hypothesis 1:

Speed Received

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	13	4.3	4.3	4.3
	Bad	21	7.0	7.0	11.3
	Neutral	102	34.0	34.0	45.3
	Good	157	52.3	52.3	97.7
	Best	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

The above respond of variable product in term of speed received shows that most of the respondents 52.3% are having good experience with the product EVO wireless internet devices.

Fulfill Need

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	10	3.3	3.3	3.3
	Bad	7	2.3	2.3	5.7
	Neutral	58	19.3	19.3	25.0
	Good	198	66.0	66.0	91.0
	Best	27	9.0	9.0	100.0
	Total	300	100.0	100.0	

Majority of the customers are having good experience with 66% having their need fulfilled by the wireless internet services whereas still the 9% of the customers are of the view to best experiencing with EVO.

Color

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	25	8.3	8.3	8.3
	Bad	27	9.0	9.0	17.3
	Neutral	202	67.3	67.3	84.7
	Good	26	8.7	8.7	93.3
	Best	20	6.7	6.7	100.0
	Total	300	100.0	100.0	

While asking the customer about the color of EVO, total 202 respondents means 67.3% of customer's shows neutral concern with the device color where as 9% and 8.3% still said bad and worst respectively of experiencing device color.

Design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	34	11.3	11.3	11.3
	Bad	44	14.7	14.7	26.0
	Neutral	177	59.0	59.0	85.0
	Good	21	7.0	7.0	92.0
	Best	24	8.0	8.0	100.0
	Total	300	100.0	100.0	

Customer experience with the EVO design is again least concern and 59% of the customers are having view it neutral whereas 14.7% and 11.3% commented design of evo as bad and worst respectively.
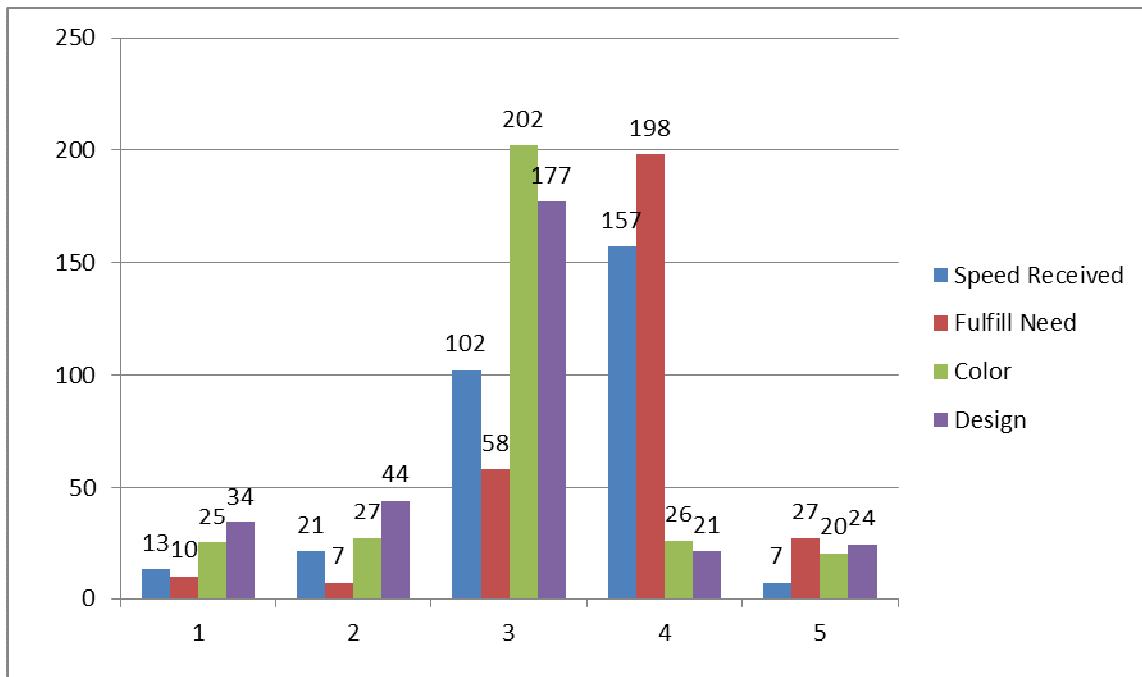
The above chart is indicating all four semi variables of products which are seen that majority of them are lying in the ranking of either 3 or 4 means neutral or good, which is the positive indicator of customer experience in respect of Product.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Speed Recieved	300	3.41	.832	.048
Fulfill Need	300	3.75	.785	.045
Color	300	2.96	.882	.051
Design	300	2.88	.988	.057

Customer experience with product in term of speed received, fulfill need, color and design are having mean of 3.41, 3.75, 2.96 and 2.86 which proves that majority of the customers experience with Good either or neutral not bad or wost.

One-Sample Test

| | Test Value = 0 | | | | | |
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
					Lower	Upper
Speed Recieved	71.098	299	.000	3.413	3.32	3.51
Fulfill Need	82.742	299	.000	3.750	3.66	3.84
Color	58.194	299	.000	2.963	2.86	3.06
Design	50.169	299	.000	2.857	2.74	2.97

Since the P-Value of variable product in term of speed received shows 0.00 which is less than tabulated value which is 0.05, hence we do not reject null hypothesis, product in term of fulfill need, again the P-Value is 0.00, hence we do not reject null hypothesis and some within term of Color and Design, P-value in both the cases are 0.000 which is less than tabulated value which is 0.05, therefore, the hypothesis proves that EVO fulfill customer need in respect to all its sub variables.

6.2. Hypothesis 2:

Complaint Resolving Process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	56	18.7	18.7	18.7
	Bad	77	25.7	25.7	44.3
	Neutral	134	44.7	44.7	89.0
	Good	19	6.3	6.3	95.3
	Best	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

The second variable of the research is process, in term of complaints resolving process, total 44.7%, 25.7%, 18.7%, Neutral, bad and worst experience was found by the customers, but are experiencing bad experience in term of complaint resolving process.

Buying Process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	2	.7	.7	.7
	Bad	5	1.7	1.7	2.3
	Neutral	13	4.3	4.3	6.7
	Good	211	70.3	70.3	77.0
	Best	69	23.0	23.0	100.0
	Total	300	100.0	100.0	

Buying process of EVO was rated by 211 customers as good, means 70.3% customers are showing good experience with EVO wireless internet at the time of buying.
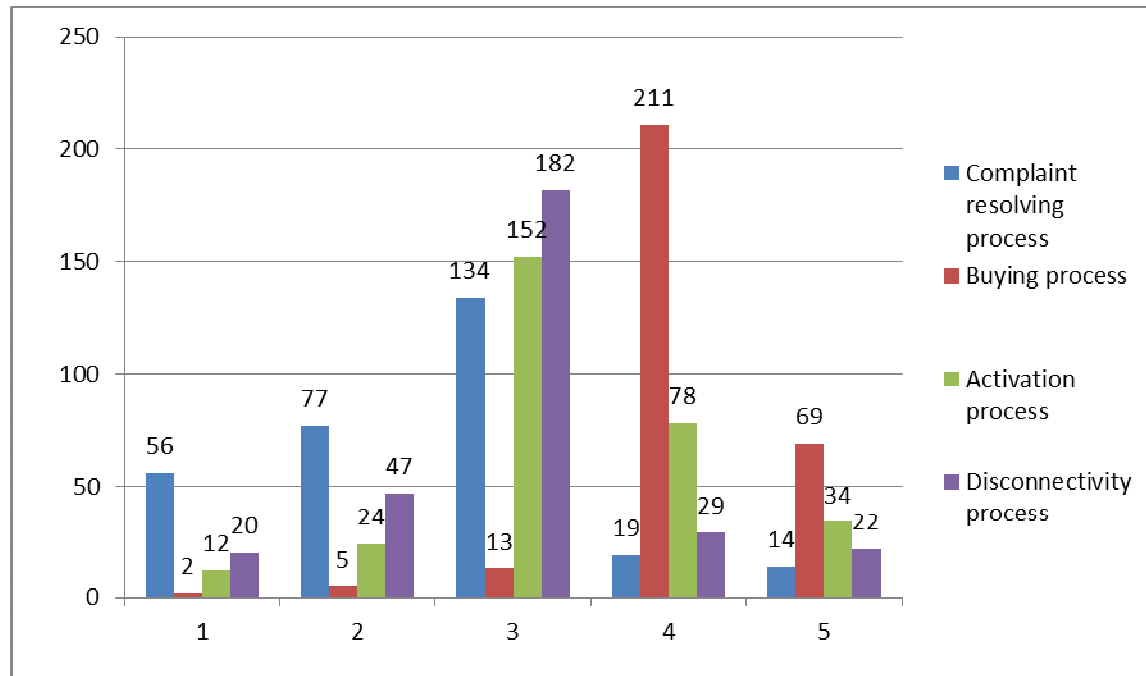
Activation Process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	12	4.0	4.0	4.0
	Bad	24	8.0	8.0	12.0
	Neutral	152	50.7	50.7	62.7
	Good	78	26.0	26.0	88.7
	Best	34	11.3	11.3	100.0
	Total	300	100.0	100.0	

Total 152 respondents, 50.7% customers have showed neutral concern with activation process whereas 26% called it good and 11.3% considered it the best.

Disconnectivity Process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	20	6.7	6.7	6.7
	Bad	47	15.7	15.7	22.3
	Neutral	182	60.7	60.7	83.0
	Good	29	9.7	9.7	92.7
	Best	22	7.3	7.3	100.0
	Total	300	100.0	100.0	

Customers respondents in term of process of disconectivity, 182 respondents 60.7% said, it is neutral, whereas 15.7% said, it was bad experience with the disconnectivity process of EVO.

The above chart of is showing the process variables in term of complaint resolving, buying, activation and disconnectivity process which shows that they are experiencing buying positivily by showing response of 211 customers, whereas the complaint process is rated quite negative with the respondents of 77 and 56, as bad and worst experience.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Complaint Resolving Process	300	2.53	1.016	.059
Buying Process	300	4.13	.619	.036
Activation Process	300	3.33	.922	.053
Disconnectivity Process	300	2.95	.902	.052

The second variable of process of EVO wireless internet in term of complaints resolving process, buying process, activation process and disconnectivity process showed that customer are not facing good experience in resolving complaints as the mean of it is 2.53, lowest in all other mean of process variables.

One-Sample Test

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
Complaint Resolving Process	43.064	299	.000	2.527	2.41	2.64
Buying Process	115.605	299	.000	4.133	4.06	4.20
Activation Process	62.517	299	.000	3.327	3.22	3.43
Disconnectivity Process	56.702	299	.000	2.953	2.85	3.06

As the P-value of second variable process, in term of complaint resolving is 0.00 as compare to 0.05 the tabulated value, which is greater than P-value, hence we do not reject null hypothesis, the same is calculated in buying process, activation process and disconnectivity process, which is the direct and crystal indication of sign that the majority of the customers like the process of EVO wireless internet services and their experience of process of EVO is satisfactory.

6.3. Hypothesis 3:

Staff Behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	45	15.0	15.0	15.0
	Bad	78	26.0	26.0	41.0
	Neutral	143	47.7	47.7	88.7
	Good	19	6.3	6.3	95.0
	Best	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

Above chart of staff behavior shows that very fewer customers are considering that they are treated in good manners which are 19 & 15 respondents with Good and Bes, and the rest 26% 15% are either having bad experience or worst.

Knowledge of EVO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	4	1.3	1.3	1.3
	Bad	23	7.7	7.7	9.0
	Neutral	101	33.7	33.7	42.7
	Good	141	47.0	47.0	89.7
	Best	31	10.3	10.3	100.0
	Total	300	100.0	100.0	

The variable people in term of knowledge of EVO to staff is showing positive response by the customers, they believe that their experience with people of PTCL in term of knowledge of EVO is positive, showed by 47% and 10.3% with Good and Best respectively.

Identifying Problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	35	11.7	11.7	11.7
	Bad	98	32.7	32.7	44.3
	Neutral	95	31.7	31.7	76.0
	Good	56	18.7	18.7	94.7
	Best	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

Out of 300 respondents, 32.7% & 11.7% have the view that people are unable to identifying problem as rated bad and worst respectively, where as 18.7% & 5.3% shared their Good and best experience in research.

Caring of Customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	67	22.3	22.3	22.3
	Bad	87	29.0	29.0	51.3
	Neutral	134	44.7	44.7	96.0
	Good	10	3.3	3.3	99.3
	Best	2	.7	.7	100.0
	Total	300	100.0	100.0	

People or staff of PTCL, they shared very bad experience with dealing with them by staff, they believe that caring of customers quite unhappy for them, as mentioned by 29% & 22.3% with the experience of Bad and Worst respectively.
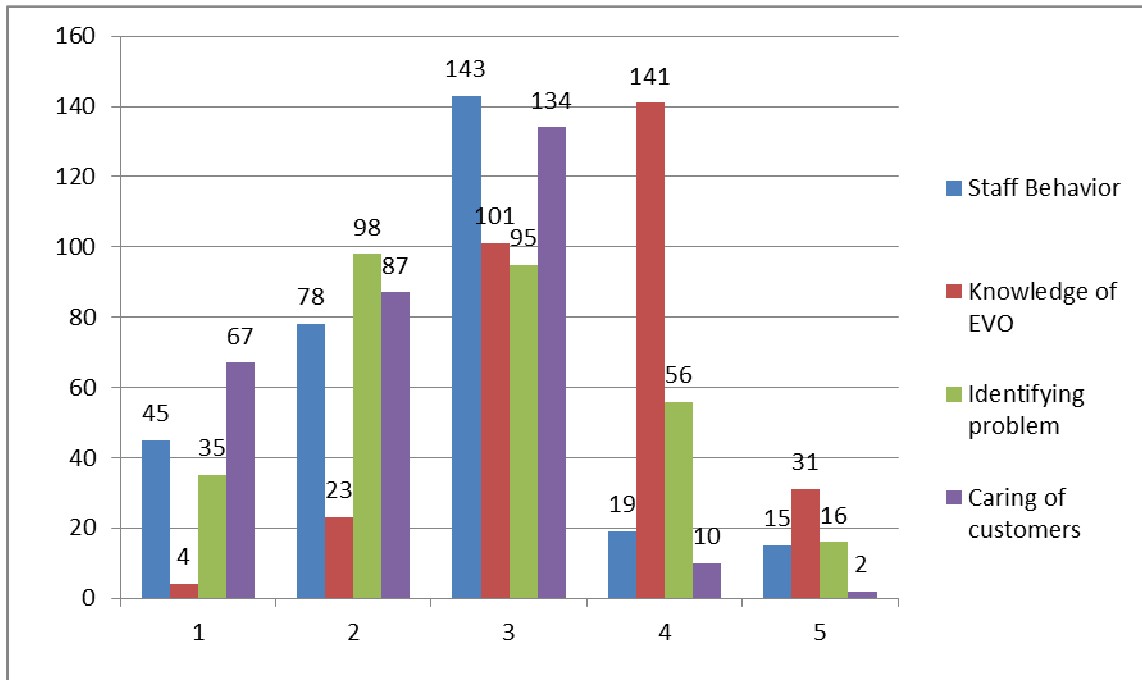
The variable people with the sub variables is showing more toward negative experience, as mentioned in above chart, majority of respondents are lying from neutral to bad or worst, only knowledge of EVO has been rated positively by customers, the customers have the view that PTCL staff has good knowledge of EVO.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Staff Behavior	300	2.60	.984	.057
Knowledge of EVO	300	3.57	.829	.048
Identifying Problem	300	2.73	1.061	.061
Caring of Customers	300	2.31	.877	.051

As the whole variable of people, following sub variable mentioned above are showing quite disliked experience, as mentioned 2.31, 2.60 & 2.73, in term of mean of Caring of Customers, staff Behavior & Identifying need, customers have the view that they are not been cared properly, therefore, shared little negative experience

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
Staff Behavior	45.801	299	.000	2.603	2.49	2.72
Knowledge of EVO	74.676	299	.000	3.573	3.48	3.67
Identifying Problem	44.616	299	.000	2.733	2.61	2.85
Caring of Customers	45.602	299	.000	2.310	2.21	2.41

Since the P-value of third variable People, with respect to Staff Behavior, knowledge of EVO, Identifying

Problem and caring of customers is respectively 0.000, which is still less than 0.05 tabulated value, hence it is proved that the hypothesis 3 is accepted.

6.4. Hypothesis 4:

Device Charges (One Time)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	78	26.0	26.0	26.0
	Bad	78	26.0	26.0	52.0
	Neutral	129	43.0	43.0	95.0
	Good	12	4.0	4.0	99.0
	Best	3	1.0	1.0	100.0
	Total	300	100.0	100.0	

Fourth of the variable is Price, in which the device charges price is one of them, Device charges are highly disliked by customers as proved by above chart where respondents have rated 26% & 26% with Bad and worst experience.
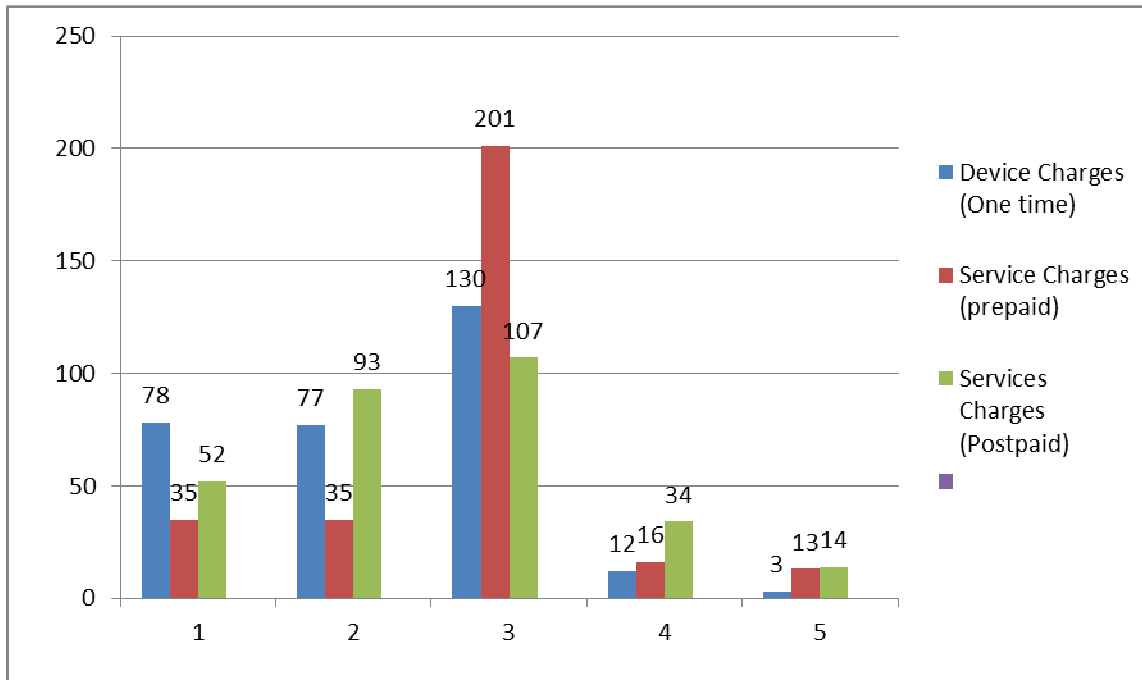
Service Charges (Prepaid)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	35	11.7	11.7	11.7
	Bad	35	11.7	11.7	23.3
	Neutral	200	66.7	66.7	90.0
	Good	16	5.3	5.3	95.3
	Best	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

Above category of Price are Service charges for Prepaid, which are highly experienced neutral with the total respondents of 200 out of 300 which declare 66.7% of total respondents are neither having bad nor good experience, it seems acceptable by customers.

Service Charges (Postpaid)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	52	17.3	17.3	17.3
	Bad	93	31.0	31.0	48.3
	Neutral	107	35.7	35.7	84.0
	Good	34	11.3	11.3	95.3
	Best	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

Above mentioned services charges for postpaid EVO device are highly showed bad experience of customers by rating 31% & 17.3% with Bad and Worst experience respectively.

The price variables contains on device charges and services charges with prepaid and postpaid, which shows that customer believe that device charges are high and services charges are acceptable as shown neutral by the customers.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Device Charges (One Time)	300	2.28	.930	.054
Service Charges (Prepaid)	300	2.80	.886	.051
Service Charges (Postpaid)	300	2.55	1.051	.061

Mean of the variable categories of prices, are 2.28, 2.60 & 2.55 for device charges, service charges Prepaid & Pospaid respectively, which shows that customers are much concern for devices charges which they feel high.

One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
Device Charges (One Time)	42.473	299	.000	2.280	2.17	2.39
Service Charges (Prepaid)	54.686	299	.000	2.797	2.70	2.90
Service Charges (Postpaid)	42.026	299	.000	2.550	2.43	2.67

In the above one sample test, the P-Value is calculated is 0.000 for all the categories of variable price, which is received below the tabulated value of 0.05, hence the hypothesis 4 is accepted and price of EVO wireless internet device are found reasonable by customers.

6.5. Hypothesis 5:

OSS (Customer Centre)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	2	.7	.7	.7
	Bad	5	1.7	1.7	2.3
	Neutral	99	33.0	33.0	35.3
	Good	134	44.7	44.7	80.0
	Best	60	20.0	20.0	100.0
	Total	300	100.0	100.0	

Our fifth variable is of place, here we mean place in term of availability of EVO, in the above chart customers experience of acquiring EVO is much positive from OSS as showed by that 134 respondents found EVO through OSS and shared positive experience of visiting at OSS and rating with Good and 60 respondents declared the place as best.

Distributor & Franchisers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	78	26.0	26.0	26.0
	Bad	92	30.7	30.7	56.7
	Neutral	120	40.0	40.0	96.7
	Good	7	2.3	2.3	99.0
	Best	3	1.0	1.0	100.0
	Total	300	100.0	100.0	

Customer experience of visiting at Distributor & Franchisers were not showed positive response, out of 300 respondents, 120 showed neutral response, 92 shared bad experience and 78 declared worst experience.
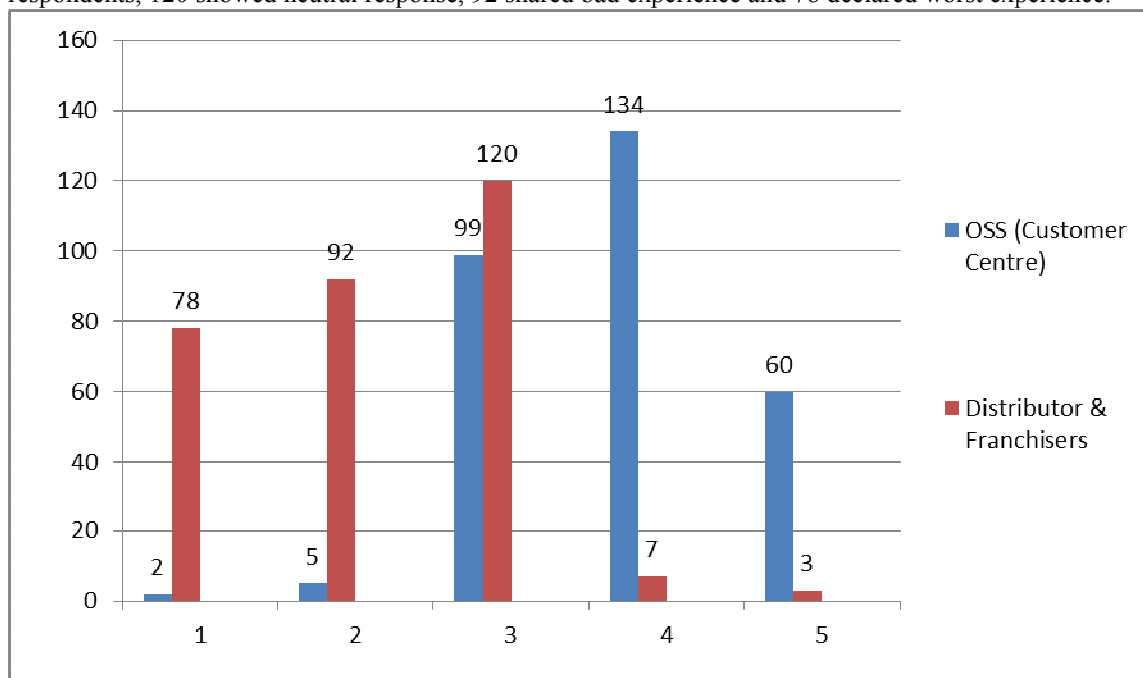
The variable place are having with OSS & Distributor and Franchisers, the customer has shown their good and best experience with OSS with their response of 134 & 60.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
OSS (Customer Centre)	300	3.82	.791	.046
Distributor & Franchisers	300	2.22	.894	.052

The mean of OSS and Distributor & Franchisers are clearly indicating that customer experience with OSS was most liked by showing mean of 3.82 and mean of distributor and franchisers is received 2.22 respectively.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
OSS (Customer Centre)	83.610	299	.000	3.817	3.73	3.91
Distributor & Franchisers	42.951	299	.000	2.217	2.12	2.32

The hypothesis of place has been calculated with again t- test, and p-value is received 0.000 once again, which is the indicator that it is greater than the tabulated value of 0.05, hence the hypothesis 5 is accepted by researcher that physical location is helpful for customers.

6.6. Hypothesis 6:

TV Advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	87	29.0	29.0	29.0
	Bad	107	35.7	35.7	64.7
	Neutral	85	28.3	28.3	93.0
	Good	16	5.3	5.3	98.3
	Best	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

The advertising experience by customer showed quite disliked as 107 respondents said that their experience was not good enough with this, which is 35.7% of total sample size.

Print Advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	45	15.0	15.0	15.0
	Bad	61	20.3	20.3	35.3
	Neutral	143	47.7	47.7	83.0
	Good	32	10.7	10.7	93.7
	Best	19	6.3	6.3	100.0
	Total	300	100.0	100.0	

Print advertisement of EVO wireless internet device is showed with neutral response by 143 respondents which are representation of total 47.7% customers.

Bill Board

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	109	36.3	36.3	36.3
	Bad	135	45.0	45.0	81.3
	Neutral	56	18.7	18.7	100.0
	Total	300	100.0	100.0	

Customer experience of wireless internet services in term of bill board showed 135 and 109 respondents which are having bad and worst experience, none of the respondents has marked with good or best.

SMS Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	132	44.0	44.0	44.0
	Bad	97	32.3	32.3	76.3
	Neutral	45	15.0	15.0	91.3
	Good	22	7.3	7.3	98.7
	Best	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

SMS marketing of EVO device with customer was once again not found as good experience total 132 respondents have showed their experience as worst experience.
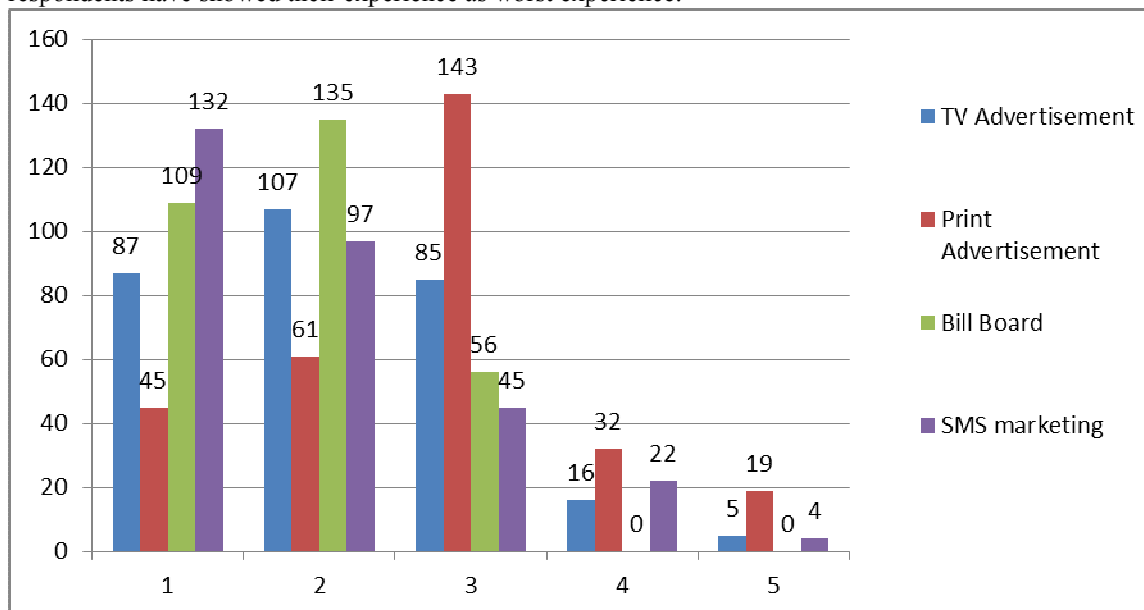
The variable communication, customer thinks that the company communication of EVO is not so good, in fact they have shared highly negative experience with remarks of bad and worst.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
TV Advertisement	300	2.15	.958	.055
Print Advertisement	300	2.73	1.046	.060
Bill Board	300	1.82	.721	.042
SMS Marketing	300	1.90	.998	.058

Mean of TV advertisement, print advertisement, bill board and sms marketing showed by customer is not much good experience as none of them is above 3, all are lying in the mean of below 3.

One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
TV Advertisement	38.883	299	.000	2.150	2.04	2.26
Print Advertisement	45.206	299	.000	2.730	2.61	2.85
Bill Board	43.773	299	.000	1.823	1.74	1.91
SMS Marketing	32.918	299	.000	1.897	1.78	2.01

Hypothesis 6, has showed that none of the value of communication categories is more than 0.05 tabulated value, hence it is accepted that hypothesis 6 is proved that product communication reach easily to customers.

Experience as a whole

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worst	12	4.0	4.0	4.0
	Bad	29	9.7	9.7	13.7
	Neutral	98	32.7	32.7	46.3
	Good	112	37.3	37.3	83.7
	Best	49	16.3	16.3	100.0
	Total	300	100.0	100.0	

Customer rating to EVO wireless device as a whole showing very positive response as total 112 and 49 respondents have showed their positive experience with the product with the percentage of 37.3 and 16.3 as Good and Best, whereas 98 respondents were neutral on it.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Experience as a whole	300	3.52	1.006	.058

Mean of overall rating of customer experience with wireless device is above 3, which is 3.53 showing that majority of the customers are either experiencing good and best.

One-Sample Test

	Test Value = 0				95% Confidence Interval of the Difference	
	t	Df	Sig. (2-tailed)	Mean Difference		
	Lower	Upper	Lower	Upper	Lower	Upper
Experience as a whole	60.638	299	.000	3.523	3.41	3.64

P-value of the above questionnaire shows that calculated p value is not greater than 0.05 tabulated value, hence it is not rejected.

6.7. Conclusion:
The research concluded that the customers experience the Wireless internet of EVO – PTCL is much better and they are more convince with the services are. Their experience was measured in term of product, process, people, price, place and communication.

Product variable of EVO wireless internet device was found to be at good stage especially in term of need fulfillment, most of the customers are of the view that the evo devices is fulfilling their need.

Process was once again like by customer and they shared their positive experience with the EVO wireless, but the only process where the customers showed little concern with negative remarks was the complaints resolving process.

People of the PTCL were rated low in term of their response to the customer and customer experience with the staff was not up to mark, furthermore, they are of the view that they are not full of knowledge.

Price of the EVO in term of monthly services charges are shared positively and customers experience showed it positive whereas customer experience with the device charges , they felt it high and rated very low with bad and worst .

Availability of wireless internet device can either be at OSS or franchisers and distributors, the customer experience with OSS was marked positive and they showed it availability at OSS is good and best.

Most of the customer experience of communication, in term of advertising means TV ad is negative, whereas they showed that product presents at print media, whereas some of the customers also experience SMS regarding awareness of EVO's packages and any update.

As a whole customers experience with EVO wireless internet device was good and best, therefore, PTCL can have more improvement in wireless internet services being noticing positive signs from customer end, they can prepare more better experience of utilizing PTCL EVO services.

7. Recommendations:
Following recommendation may be suggested to employer, employees and PTCL top management.

As per the research concluded, it was also found that customer experience of using wireless internet of EVO-PTCL is much better and it is rather good news for firm is that majority of the respondents are happy with the services they are availing.

But it is also recommended that customer experience of facing staff was not much toward positive, there for it is suggested to the company should focus more towards its staff behavior and special training and development program should be offered to employees for their development.

The company should also focus to communicate the changes with the services to the customers, like introducing of new packages, new services offering and any update must be reachable to customers. The company should on air through electric media and should show their existence through marketing and promotional activities.

8. Area for Further Study:
The area of study is too wide and there are various directions in which further studies can be conducted on following as well in PTCL.
- Customer Experience of Using Landline & BroadBand (Fix Line)
- Customer Experience of Using Wi-Fi Internet Services.
- Customer Experience of Using PTCL products.

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