

CHAPTER 4

SURVEY RESULT AND PRIMARY ANALYSIS OF BUSINESS SAMPLES

In this chapter, the raw data obtained from business samples will be tabulated and illustrated in various forms as table, bar graph, line graph, and pie graph. All the results are categorized into ten major issues that will be described as following.

4.1 Profile of Business samples

4.1.1 Total samples and total TT&T's basic telephone lines

	No. of samples	Lines (TT&T)
CBI	81	629
CMI	81	1,088
NMA	88	776
SKA	81	722
Total	331	3,215

Table 4.1 Total samples and total TT&T's basic telephone lines

According to Table 4.1, the TT&T's market survey includes 331 samples; 81 samples from Chonburi, 81 samples from Chiang Mai, 88 samples from Nakhon Ratchasima, and 81 samples from Songkhla. All the samples have occupied an amount of 3,215 TT&T's fixed-line telephones.

4.1.2 Percentage of business types

Type of Business	Percentage
Manufacturing, Factory, Farm	18
Transportation (air, sea, land)	6
Services	5
Wholesale, Supermarket , Department Store	4
Trading with branches	15
Trading without branches	8
Sell, Repair & Maintenance (car, motorcycle, engine)	4
Insurance	8
Gasoline Station	2
Hotel, Guesthouse	6
Accommodation and Office Rental	5
Construction	3
Commercial Bank, Financial Institution	11
Hospital	3
Telecom-Service Provider, High-tech Trader, ISP	3
Total	100

Table 4.2 Percentage of business types

Refer to Table 4.2, most of the business types are manufacturing, trading with certain branches, and bank with the percentage of 18, 15, and 11 respectively.

4.1.3 TT&T RPL average classified by province

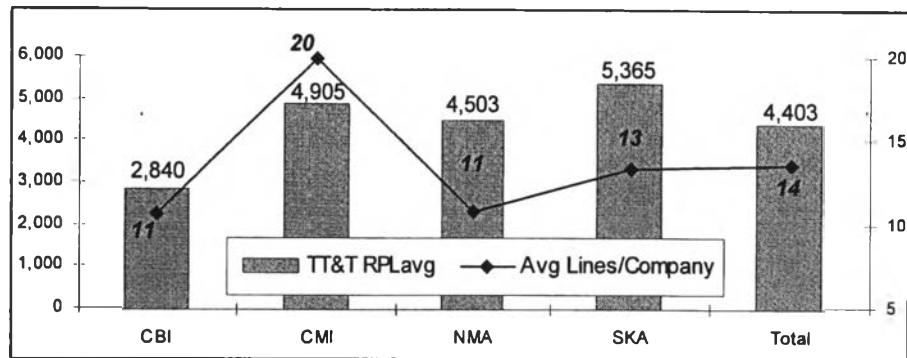


Figure 4.1 TT&T RPL average

According to Figure 4.1, Songkhla has the highest RPL average of 5,365 baht, while Chonburi has the least RPL average of 2,540 baht. Chiang mai has the most amount of fixed line among other provinces at 20 lines per company.

4.1.4 TT&T RPL average and Average amount of fixed line (both TOT and TT&T) per company classified by business type

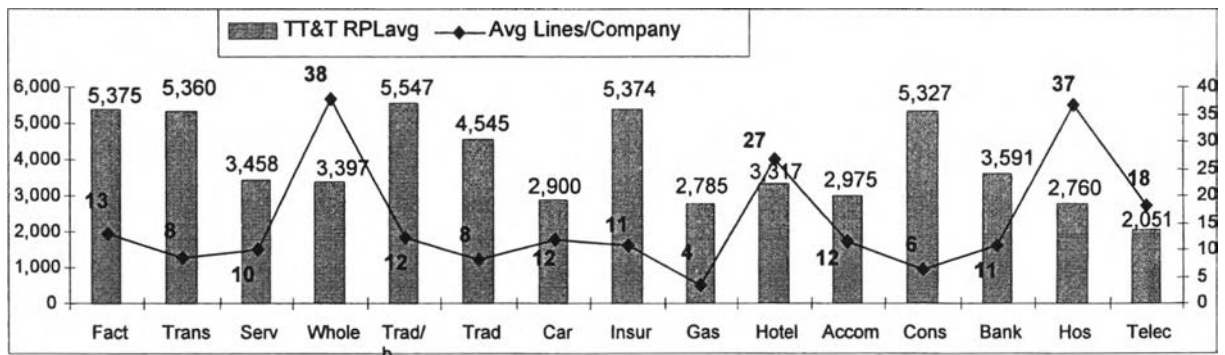


Figure 4.2 TT&T RPL average and Average amount of fixed line

From Figure 4.2, the types of business samples that the payment of one TT&T line per month is more than 5,000 baht are trading with branches, factory, insurance, transportation, and construction. In contrast, the least one refers to telecommunication trading companies.

In addition, three types of business samples that have occupied large amount of fixed line are wholesales, hospital, and hotel, whereas gasoline station has occupied only 4 fixed lines.

4.2 PABX, Hunting group, and SPC usage

4.2.1 Percentage of PABX usage and its market share

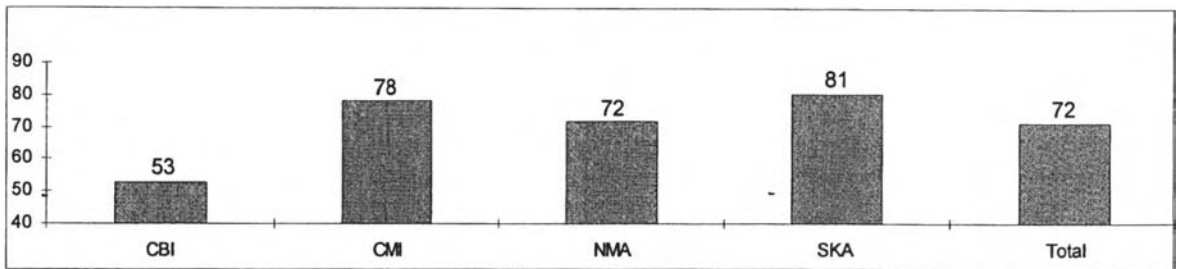


Figure 4.3 Percentage of using PABX

	CBI	CMI	NMA	SKA	Total
1st Market Share	Panasonic 43%	Panasonic 25%	Panasonic 49%	Panasonic 43%	Panasonic 40%
2nd Market Share	Forth 17%	Forth 25%	Forth 12%	NEC 24%	Forth 16%
3rd Market Share	NEC 7%	Ericsson 6%	NEC 6%	Ericsson 9%	
	Iwatsu 7%	Fujisu 6%	Siemens 6%	Forth 9%	
		Loxley 6%			

Table 4.3 Market share of PABX

Following Figure 4.3 and Table 4.3, 72% of business samples have used PABX in their telephone network, with the highest usage of 81% at Songkhla and the lowest usage of 53% at Chonburi. By market share, the first brand is Panasonic that occupies 40% of the whole samples market.

4.2.2 SPC usage

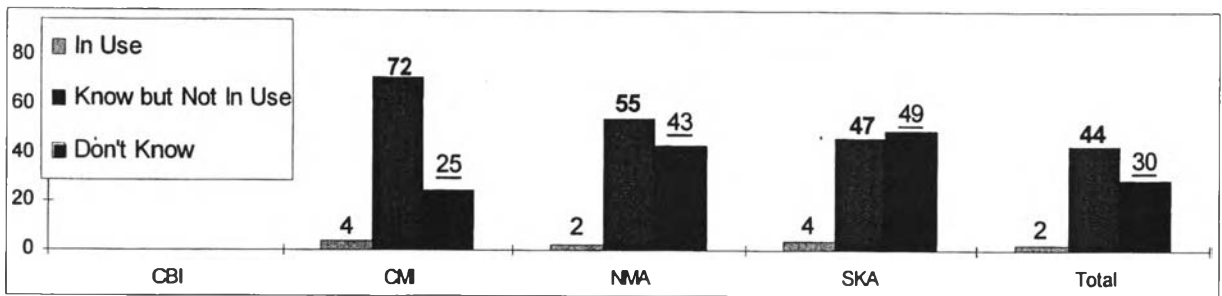


Figure 4.4 SPC usage

According to Figure 4.4, only 2% of business samples have added value to their telephone network in their offices by using SPC service. Chonburi has no data obtained because of being the first province of the survey schedule that the questionnaire has not been completed yet.

4.3 Effect from mobile phone

4.3.1 Percentage of mobile phone usage and promotion existing

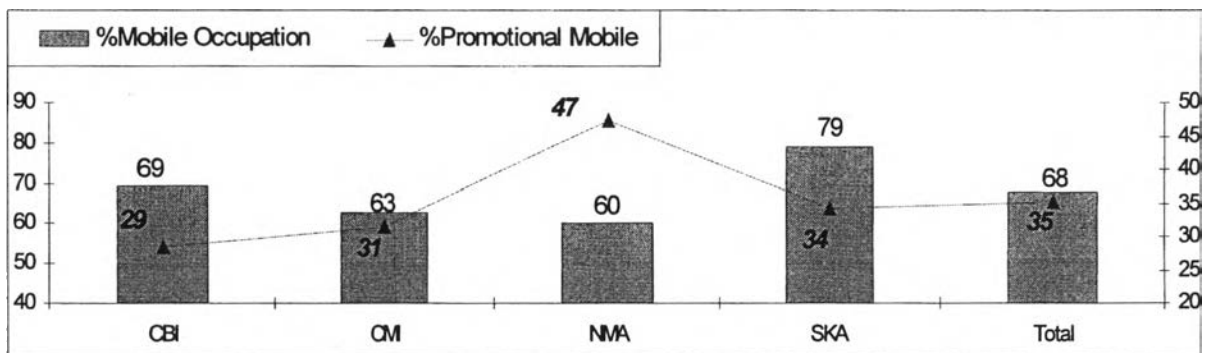


Figure 4.5 Percentage of mobile phone usage and promotion existing

As shown in Figure 4.5, 68% of all business samples have occupied at least one mobile phone, particularly in Songkhla. Moreover, 35% of their mobile phones are attached with the promotion campaigns.

4.3.2 Percentage of purpose in using mobile phone

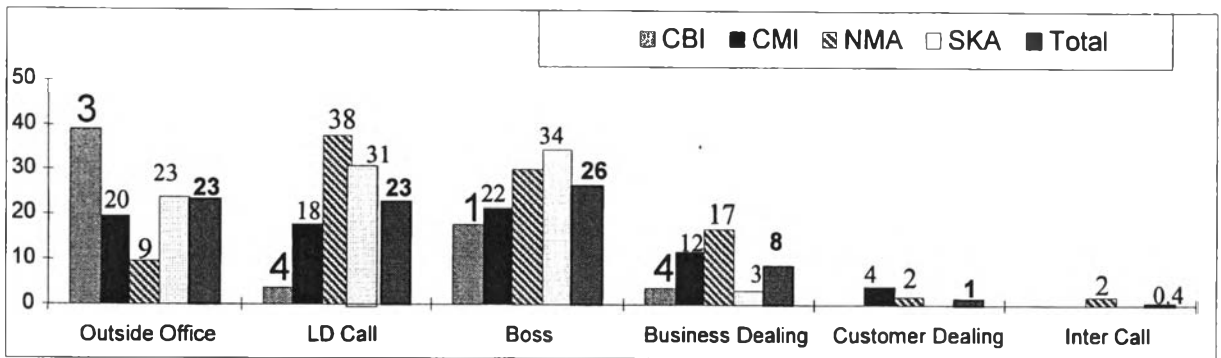


Figure 4.6 Percentage of purpose in using mobile phone

Refer to Figure 4.6, all the business samples have used the mobile phone mainly for the managerial employees, following by long-distance call and outside-office usage. Chonburi reveals the highest percentage on outside-office usage and the lowest one on long-distance call.

4.3.3 Percentage of equipment used in long-distance call

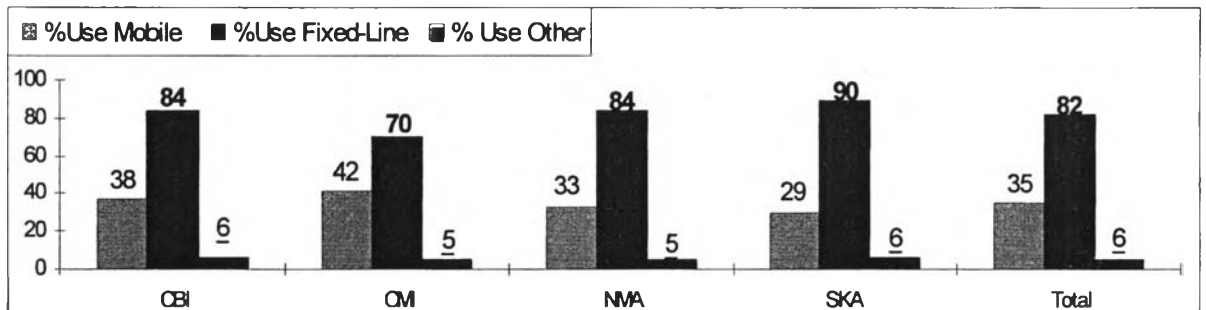


Figure 4.7 Percentage of equipment used in long-distance calling classified by province

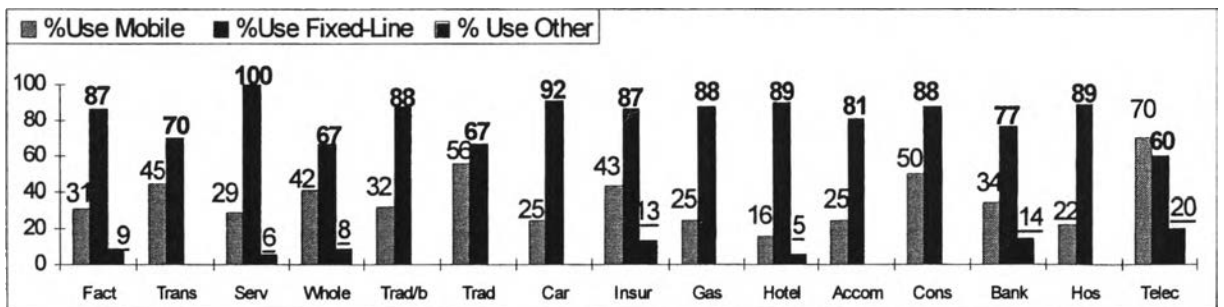


Figure 4.8 Percentage of equipment used in long-distance calling classified by business types

According to Figure 4.7 and 4.8, 82% of the business samples have employed fixed line when they generate a long-distance call. The mobile phone is used for long-distance calling from 35% of samples. However, some business samples have preferred to use both fixed line and mobile phone. Other means of long-distance call generating are developed via satellite, leased line, and Internet.

4.4 Response to the planned promotions

4.4.1 Percentage of interest in a promotion of prepaid card

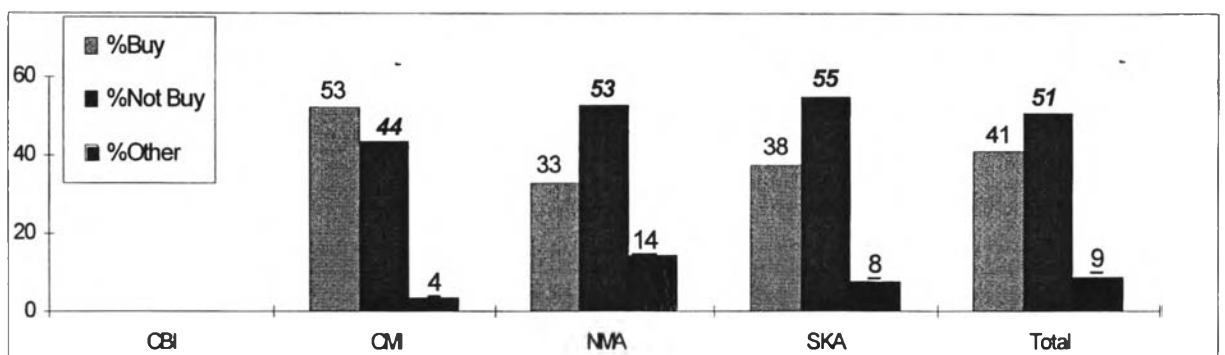


Figure 4.9 Percentage of interest in a promotion of prepaid card

Prepaid card is the promotion campaign TT&T plans to launch next year. The concept is that customers must pay first in the specific amount to buy a prepaid card but they can use more than the amount they have paid. The more money they have advanced, the more benefits they will receive.

As shown in Figure 4.9, 41% of all business samples interest to buy the prepaid card with the major reason of cost decrease. Chiang mai shows the most interest in buying it. In contrast, 51% of the samples will not buy it because of its unnecessary, an inconvenience, a cash-holding preference, a complex procedure, and an unsupportable accounting system. The last 9% of samples request for a further detail explanation and an approval from their headquarters.

4.4.2 Percentage of interest in telecom-equipment promotion

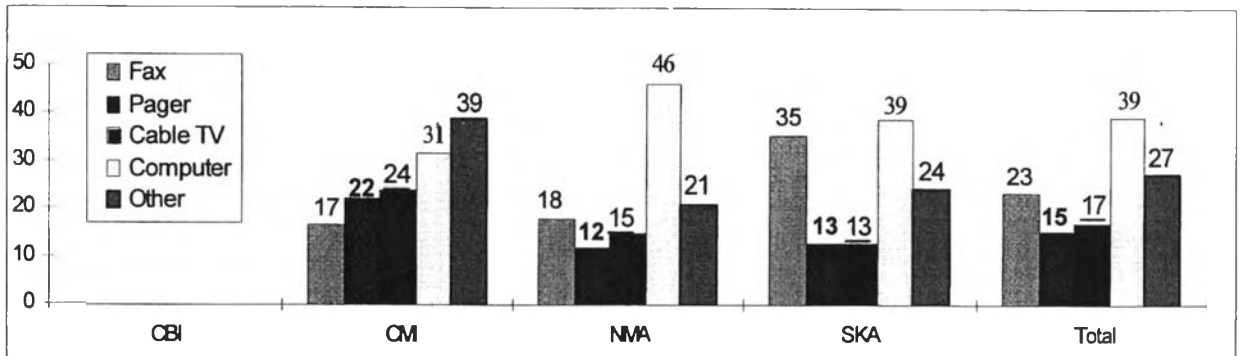


Figure 4.10 Percentage of interest in telecom-equipment promotion

This promotion refers to the preference of installing new TT&T line with the opportunity in buying telecommunication equipment in lower price. From Figure 4.10 the equipment that 39% of business samples prefers is a computer, especially in Nakhon Ratchasima that shows the highest percentage of 46.

4.5. Tariff sensitivity

4.5.1 Percentage of fixed-line usage if its tariff is reduced to be the same as mobile phone

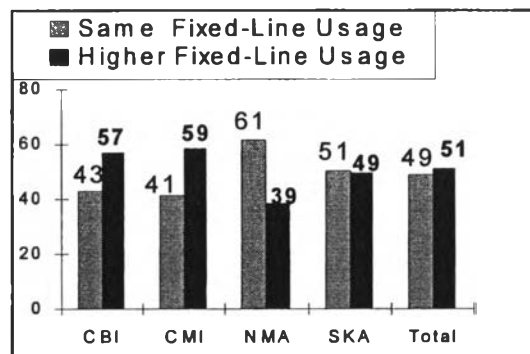


Figure 4.11 Percentage of fixed-line usage if its tariff is reduced to be the same as mobile phone classified by province

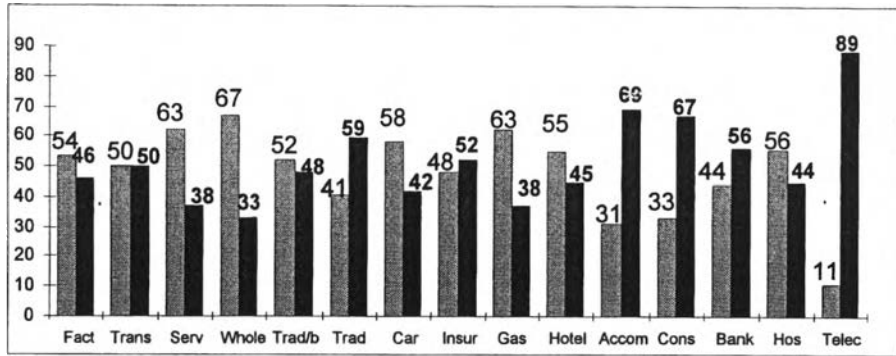


Figure 4.12 Percentage of fixed-line usage if its tariff is reduced to be the same as mobile phone classified by business type

When the tariff of fixed-line telephone is supposed to be the same as of mobile phone, 51% of all the samples will increase the fixed-line usage as illustrated in Figure 4.11. Surprisingly, Nakhon Ratchasima shows a trend in using same volume of fixed-line telephone as previously although the tariff is reduced. From Figure 4.12, telecommunication-trading companies has the most percentage of 89 among other business types that will use fixed-line telephone more when its tariff is reduced.

4.5.2 Percentage of interest in new line application if the deposits is cancelled

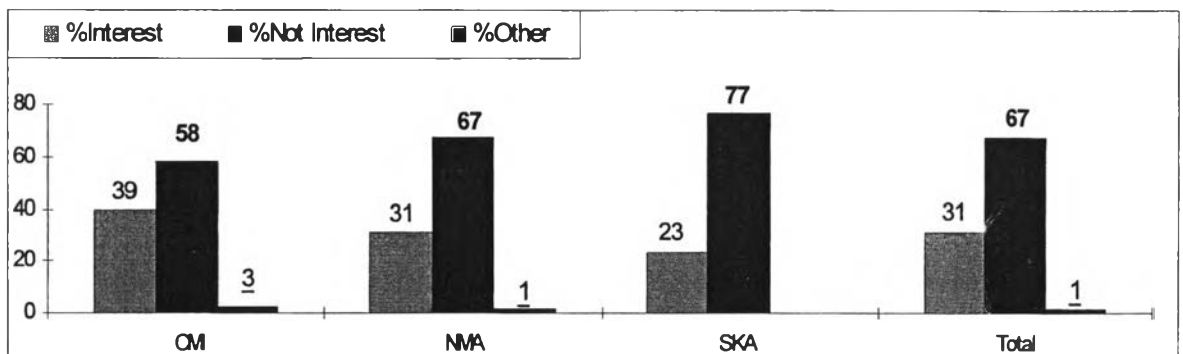


Figure 4.13 Percentage of interest in new line application if the deposits is cancelled

Supposing the deposit of 3,000 baht is cancelled when customers install the new fixed line, the Figure 4.13 shows that only 31% of business samples are interested in such campaign. Chiang mai obtained the most percentage of 39 in the interest category.

4.5.3 Percentage of acceptance in increasing of monthly fee (2 times)

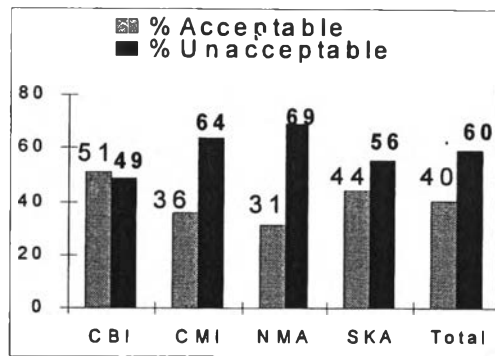


Figure 4.14 Percentage of acceptance in increasing of monthly fee

Supposing that the monthly fee is increased from 100 baht to 200 baht, 40% of business samples, as shown in Figure 4.14, accept such increasing with some request as service improvement, signal improvement, less tariff, and more value-added services. The remaining samples can not accept the new monthly fee mainly due to the current economy slump.

4.5.4 Percentage of tariff calculation concept

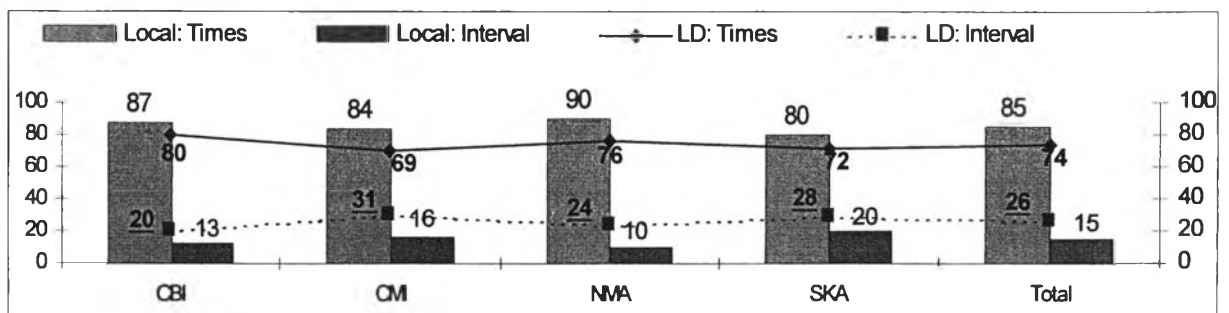


Figure 4.15 Percentage of tariff calculation concept

According to Figure 4.15, for local-call charge, 85% of all the samples prefer to be charged by an amount of times they use the fixed-line telephone as being currently. Surprisingly, 74% of business samples prefer to apply the same concept of local-call charge to long distance charge. For instance, calling to Bangkok to Chiang Mai will charge 80

baht per a conservation whether short or long time talking. However, there are some suggestions about charging concept for both local and long-distance call.

4.5.5 Percentage of telephone usage during economy recession

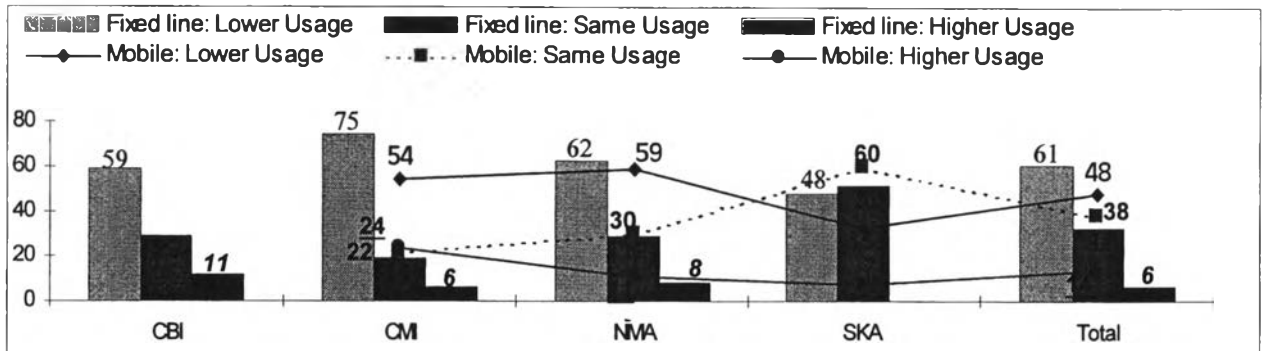


Figure 4.16 Percentage of telephone usage during economy recession

Refer to Figure 4.16, during the economy recession, 61% of business samples use less in fixed-line telephone whereas 33% of the samples have no effect from economy slump to their telephone usage. Amazingly, there are 6% of samples that still have higher usage on fixed-line telephone. In case of mobile phone, 14% of samples have more usage in the current economy slump.

4.6 Existing telecommunication-service usage

4.6.1 Percentage of LAN, Intranet and Point of sale occupation

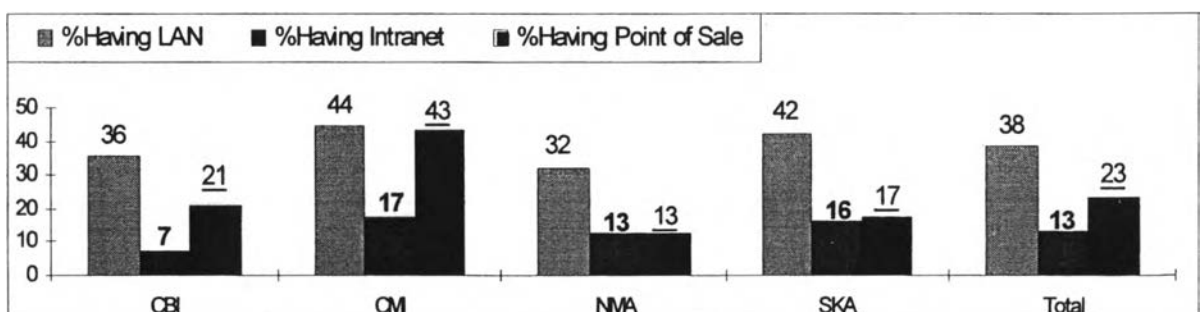


Figure 4.17 Percentage of LAN, Intranet and POS classified by province

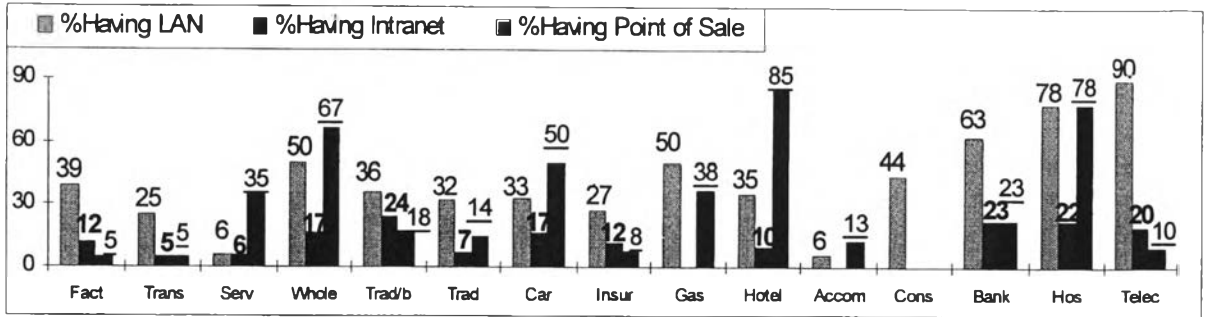


Figure 4.18 Percentage of LAN, Intranet and POS classified by business type

Following the Figure 4.17 and 4.18, 38%, 13% and 23% of business samples have employed LAN (local area network), Intranet, and point of sale, respectively. By business type, LAN is popularly used in telecommunication trading company, hospital, and bank. Also, hotel, hospital, and wholesale allow their customers to pay for the product and service by point of sale.

4.6.2 Percentage of business having the Internet, its type, and the Internet plan

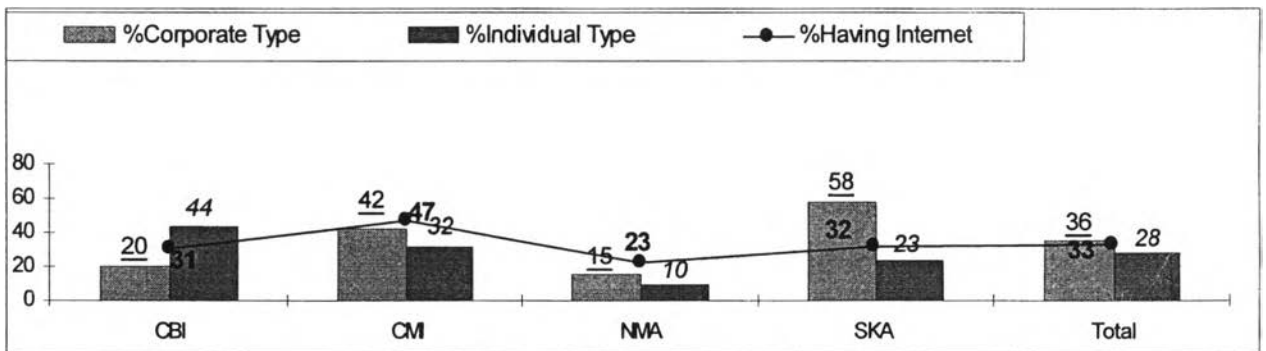


Figure 4.19 Percentage of business having the Internet and its type

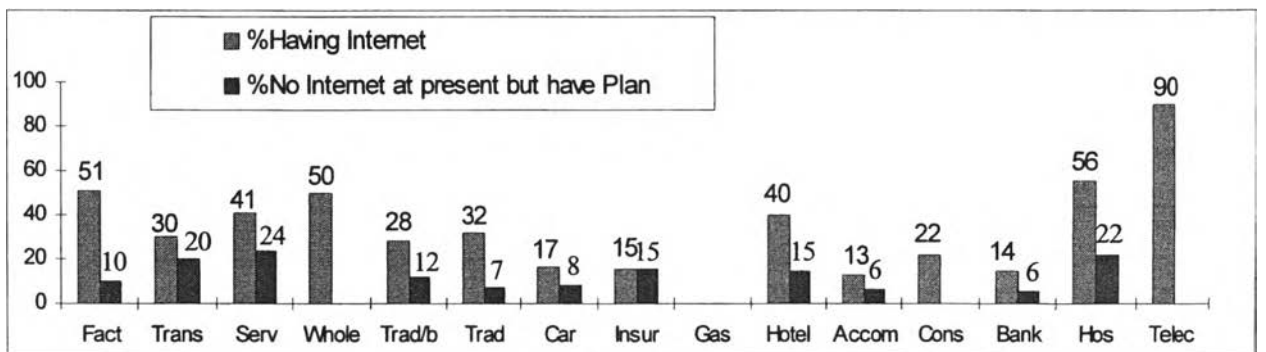


Figure 4.20 Percentage of the Internet plan

As shown in Figure 4.19 and 4.20, 33% of business samples are using the Internet in their businesses, particularly in Chiang Mai province. Telecommunication trading companies obviously have employed the Internet, therefore they do not want the Internet plan anymore. Remarkably, no gasoline station uses and plans to use the Internet.

4.6.3 Percentage of business using on-line modem, satellite, and leased line and Its market share

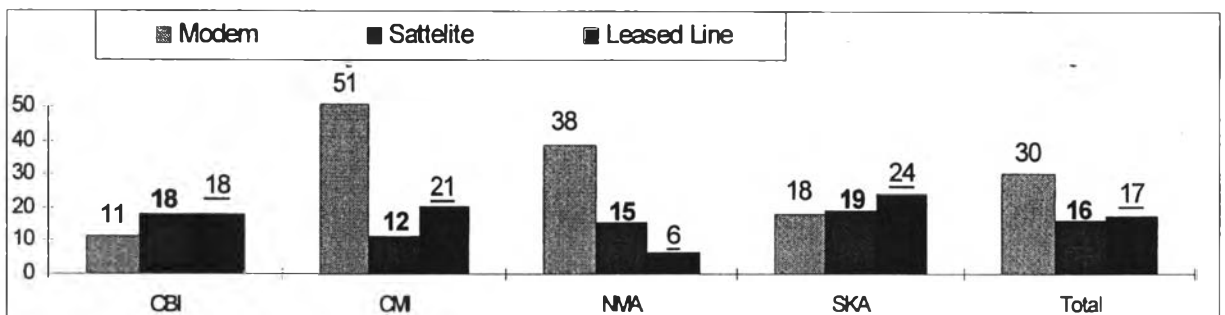


Figure 4.21 Percentage of business using on-line modem, satellite, and leased line

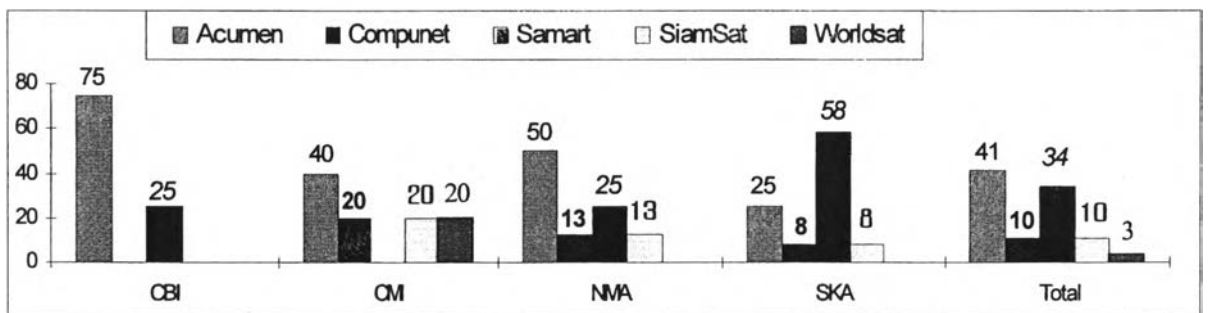


Figure 4.22 Percentage of satellite's market share

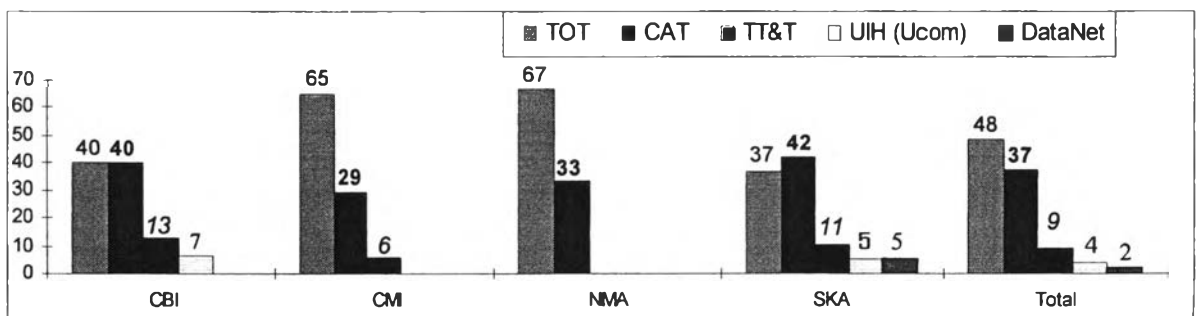


Figure 4.23 Percentage of leased-line's market share

According to Figure 4.21, 4.22, and 4.23, modem is used in 30% of all the business samples, obviously in Chiang Mai that has the highest usage of the Internet among all sampled provinces. 16% and 17% of samples have satellite and leased line in their telecommunications network. Two companies that have the highest market share of satellite are Acumen and Compunet. Likewise, for leased-line service, the two most popular service companies are TOT and CAT with the market share of 48% and 37%, respectively. In terms of business types, gasoline station and telecom-trading companies seem to be the two business types that have the highest usage in on-line modem. Insurance, bank, and wholesale have the most possibility in using satellite. Leased line is used mainly in banking business.

4.7 Payment Channel

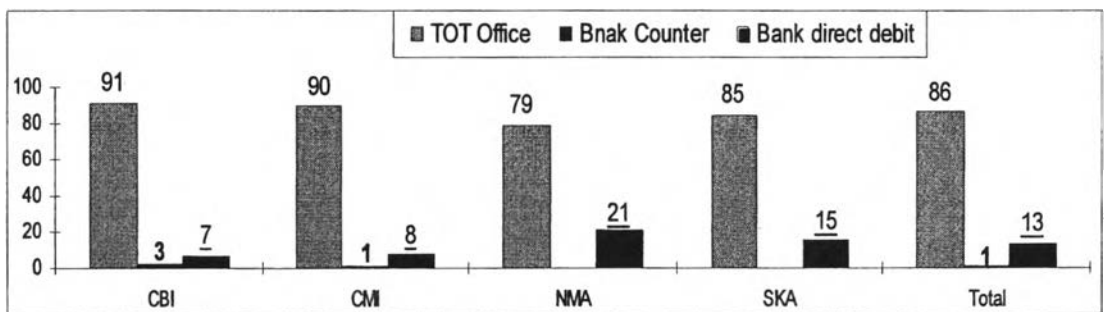


Figure 4.24 Percentage of payment channel

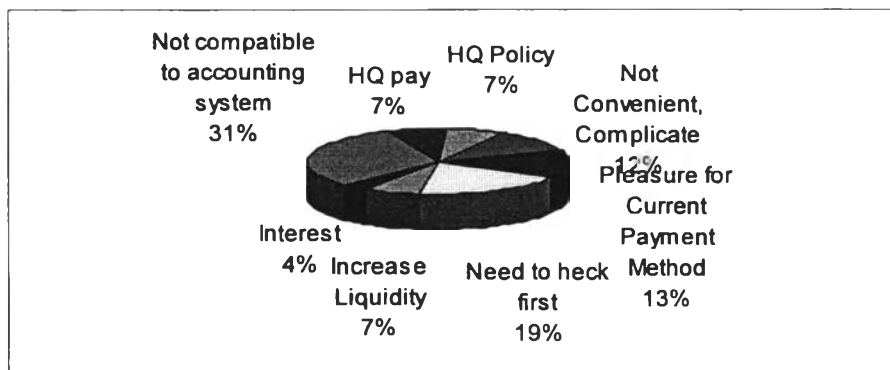


Figure 4.25 Percentage of reason for not-attending to bank direct debit

Refer to Figure 4.24 and 4.25, 86% of the business samples prefer paying the fixed-line telephone expense through the TOT office. Only 13% of samples are applying in bank direct debit payment that the monthly expense will be deducted automatically by due date. The major reasons for not applying in bank direct debit include its incompatibility to their accounting system, and the need for pre-checking the bill.

4.8 Image

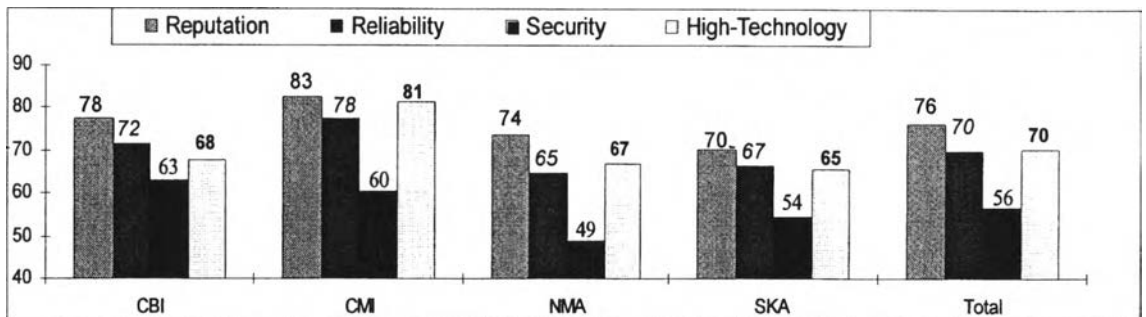


Figure 4.26 Percentage of agreement in good TT&T's image of reputation, reliability, security, and high-technology

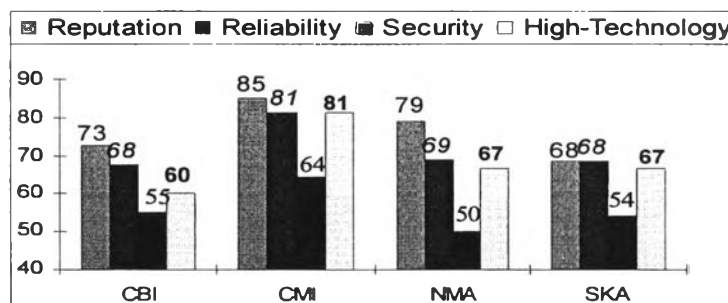


Figure 4.27 Percentage of agreement in good TT&T's image from business having both TOT and TT&T lines

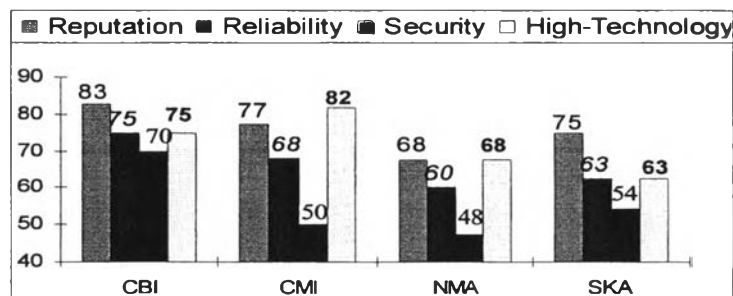


Figure 4.28 Percentage of agreement in good TT&T's image from business having only TT&T line

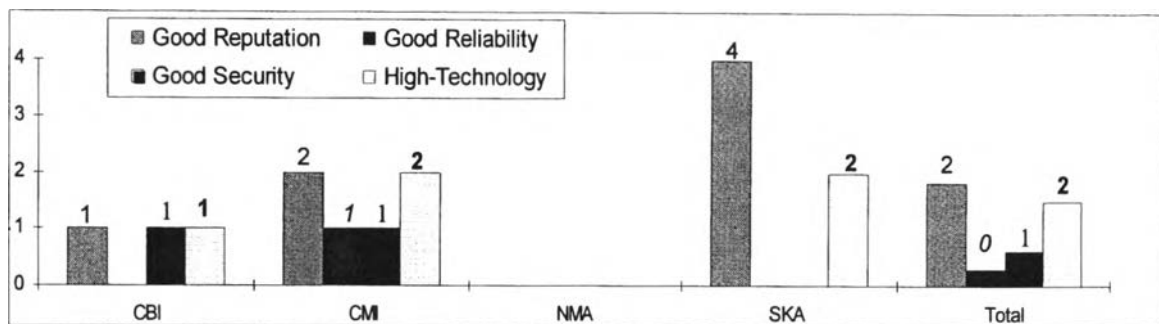


Figure 4.29 Percentage of disagreement in good TT&T's image of reputation, reliability, security and high-technology

According to Figure 4.26, TT&T's image of reputation, reliability, and high technology, except for the security image, is quite good from the viewpoint of the samples especially in Chiang Mai. Figure 4.27 and 4.28, can represent that the companies having both TOT and TT&T lines at Chiangmai and Nakhon Ratchasima have agreed with TT&T's image than the companies having only TT&T line. Remarkably, the companies having only TT&T line in Chonburi give more agreement in TT&T's good image than the companies having both TOT and TT&T lines.

Refer to Figure 4.29, bad image in TT&T's reputation exists obviously at Songkhla, whereas Nakhon Ratchasima has no sample that shows disagreement in TT&T's good image.

4.9 Priority of criteria in selecting telecommunication-service provider

Province	No. of Samples	Quality of Network	Price	Aftersale Services	Value-added Service
Chonburi	74	1	2	3	4
Chiang mai	71	1	2	3	4
Nakhon Ratchasima	82	1	3	2	4
Songkhla	75	1	2	3	4
Total	302	1	2	3	4

Note-

Business Type	No. of Samples	Quality of Network	Price	Aftersale Services	Value-added Service
Accommodation + Office Building Rental	14	1	2	3	4
Commercial Bank + Financial Institution	32	1	2	3	4
Construction	8	1	3	2	4
Insurance	25	1	2	3	4
Manufacturing	54	1	3	2	4
Services	16	1	3	2	4
Telecom-Service Provider + High-Tech Trading, ISF	9	1	3	2	4
Trading with branches	44	1	2	3	4
Trading w/o branches	26	1	2	3	4
Transportation (Air, Sea, Land)	19	1	2	3	4
Sell, Repair & Maintenance(Car, Motorcycle, Engine)	11	1	2	3	4
Wholesale + Supermarket + Department Store	11	1	2	3	4
Gasoline Station	8	1	2	3	4
Hospital	9	1	2	3	4
Hotel + Guesthouse	16	1	3	2	4
Total	302	1	2	3	4

Total samples 331

no answer 29

From the data mentioned above, business samples have considered on quality of network or system first, following by price, after sale service, and value-added services. Exceptionally, the businesses at Nakhon Ratchasima have focused on after sale services before price and value-added services. Besides, it is found that construction,

manufacturing, services, telecom trading, and accommodation have the same priority of criteria as Nakhon Ratchasima that after-sale services is prioritized in the second position.

4.10 Customer satisfaction

In the questionnaire, the satisfaction on 15 main services of TT&T is also asked. To understand more in such services, the explanation of 15 services should be read through.

1. Convenience in request line

Once people realize the need of an additional telephone, they will come to TT&T office to apply a new line. Convenience will be recognized when the process of applying is systematic, smooth and fast.

2. Fast installation

After finishing the application, nowadays, TT&T can install the new line within 7 days that is faster than the service last 2-3 years, which is 1 month. In case that no line available, customers shall wait until a cancellation or an expansion in that specific area occurs.

3. Easy connectivity

This issue refers to a quality of TT&T network. When customers want to use the line, they will begin to dial the destination number. If the dial tone comes immediately when they pick the phone up, it can be said as good quality. In addition, after they finish dialing the number, the signal of success connection or line busy should appear suddenly. If there is silent after finishing the dialing, the TT&T network should be improved.

4. Voice clarity and Continuity

Also, this issue reflects the network quality. Once the connection is success and the conversation begins, the voice is expected to be clear and loud enough. The noise

interferes, as the third voice should not be existing. In addition, the connection should not be cut during the conversation.

5. Quickness of maintenance response

When the telephone line faces a problem making a customer can not use the phone or has a difficulty in using the phone, the maintenance is required. The customer should dial "17" following with the first three digits of the damage telephone number to acknowledge TT&T maintenance unit about the problem. Typically, the fault will be cleared within one or two days after the informing. This action is under a responsibility of customer service division.

6. Good quality after repairing

After clearing fault, the problem should not re-occur. The repeat fault within 7 days means that the repairing quality is not acceptable.

7. Proper bill

In terms of usage charging, TT&T classifies the current customers into 6 cycles; A, B, C, D, E, and F. For example, cycle A means that the monthly bill will charge on the usage since the 6th of previous month until the 5th of current month

Billing is automatically run by machine, therefore some mistakes might be unintentionally happened. Proper bill is expected from both customers and TT&T. If the bill is not fair in the customers' perception, they can hold the payment and request for bill checking.

8. Early bill receipt

Intentionally, the monthly bill of cycle A is expected to be paid by the 5th of next month, so the bill should be reached customer by the 20th of this month to allow two

weeks for the payment. For other cycles, the customers should receive the bill before the payment due-date at least two weeks also.

9. Accessible payment place

This issue refers to the difficulty of customers to find the place to pay for their telephone usage and the distance they have to overcome.

10. Convenient and quick payment

Once the customer arrives the payment place, which is mostly the TOT office, he (or she) will expect for the convenient and quick payment.

11. Corporate image

Corporate image reflects how well TT&T can deliver a necessary information to our customers. It can show whether the media that we currently use is perceived by the customers or not. In addition, it can reflect the performance of TT&T's public relation division.

12. Politeness

Customer can realize the politeness during the interaction with TT&T's employee, especially the employees that their work must contact directly to the customers such as cashier at payment office, technician of maintenance unit and installation team, customer service officer, marketer, and so on.

13. Enthusiasm

Likewise, this issue reflects the quality of TT&T employees in terms of the need to work in their duty to serve customers.

14. Solution providing

When the customers face the problems, they will ask TT&T's employee for help. The alternatives of solution are expected to be accurate, reasonable, logical, and practical.

15. Office image

Office means the TT&T office only. The payment place that belongs to TOT is not involved. This issue will measure how easy the customers can find TT&T offices, how far they have to travel to the office, how well TT&T organized the parking area. The office should be clean and tidy in the customer perception.

In each province, the star graph of customer satisfaction for business samples is divided into two parts

1. Without the strong comparison between TT&T and TOT service

The graph represents a result from samples having only TT&T line (TT&T only) and a result from samples having TT&T line whether have TOT line or not (TT&T all).

2. With the strong comparison between TT&T and TOT service

The graph shows a result from the samples that have both TT&T and TOT lines.

4.10.1 All provinces

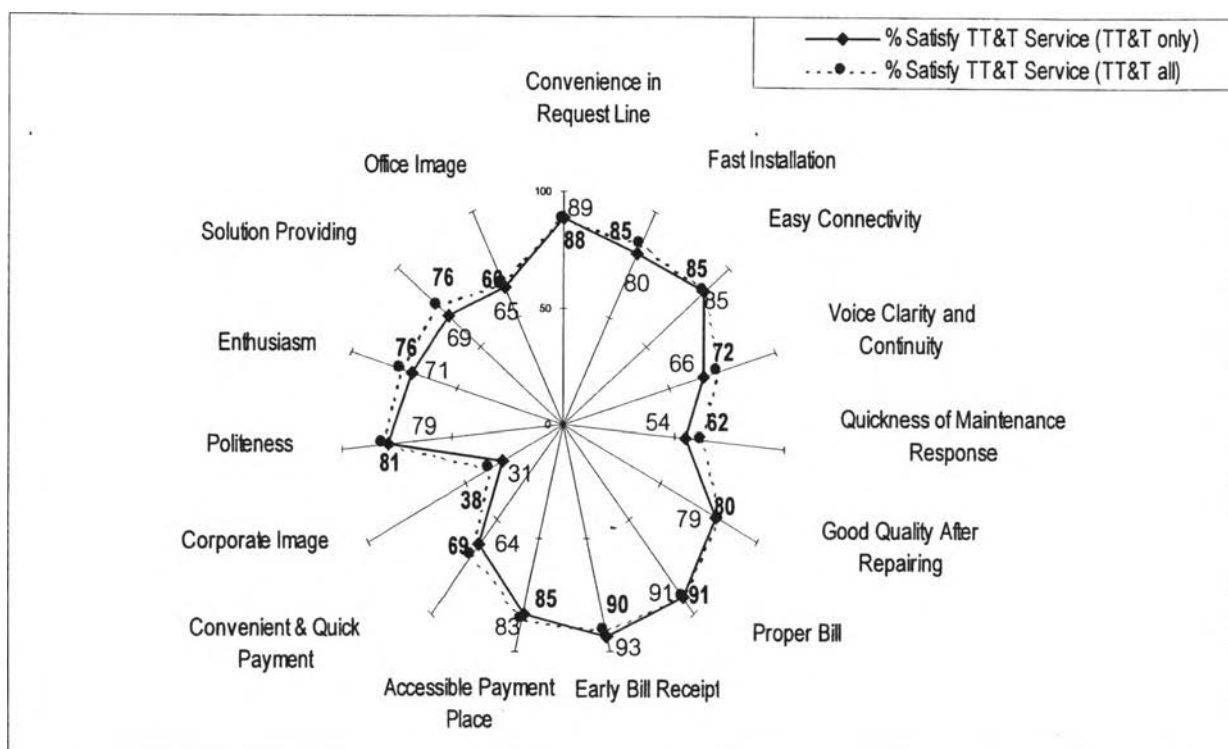


Figure 4.30 Percentage of satisfying TT&T services (all provinces)

According to Figure 4.30, all the business samples have less satisfied in some specific TT&T's services relative to overall services, which are corporate image, quickness of maintenance response, and office image. (The percentage in the figure means an amount of samples per 100 samples that satisfy the service.)

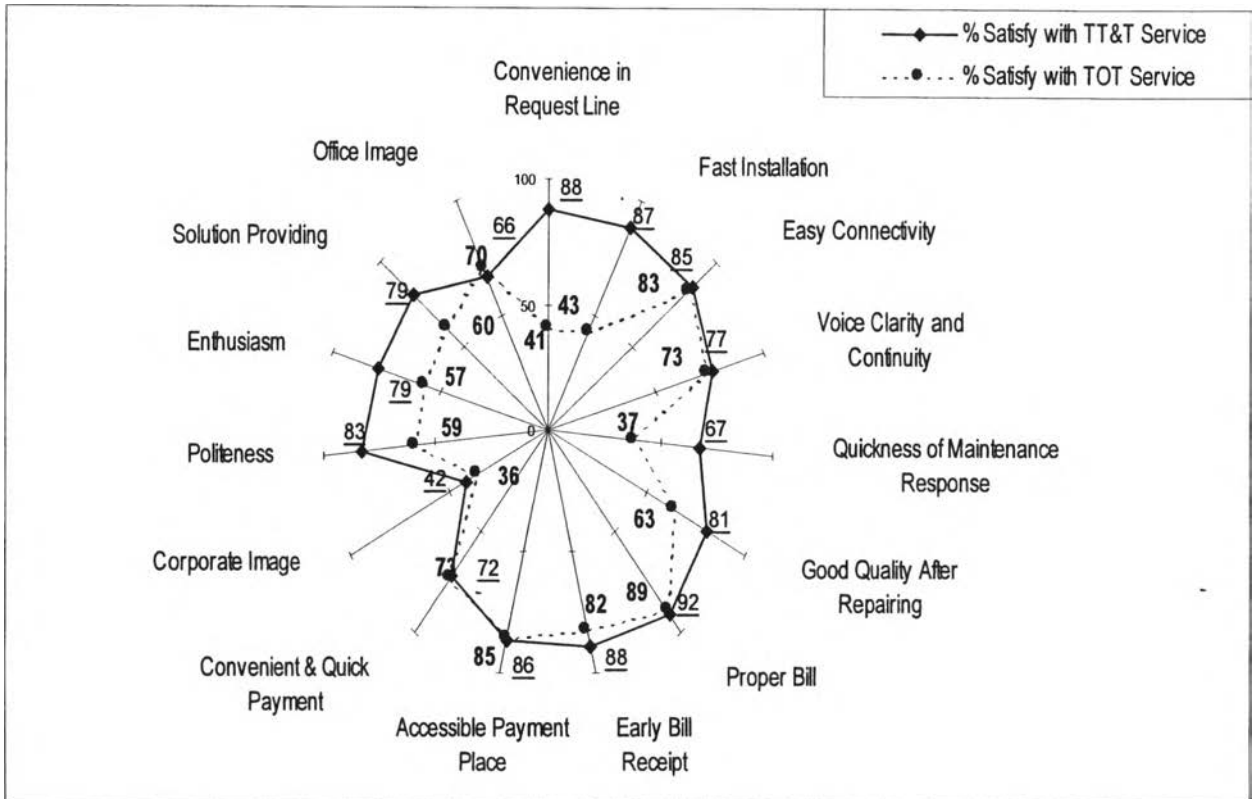


Figure 4.31 Percentage of satisfying TT&T services comparing to TOT(all provinces)

As shown in Figure 4.31, in case of comparing to TOT service, all the business samples satisfy more in TT&T service, particularly in the service of convenience in request line and fast installation. The TT&T's employee interaction with customers and fault maintenance have quite higher satisfaction over TOT.

However, both TT&T and TOT have the least satisfaction at 42% and 36% consecutively on the corporate image.

4.10.2 Customers satisfaction of business samples at Chonburi

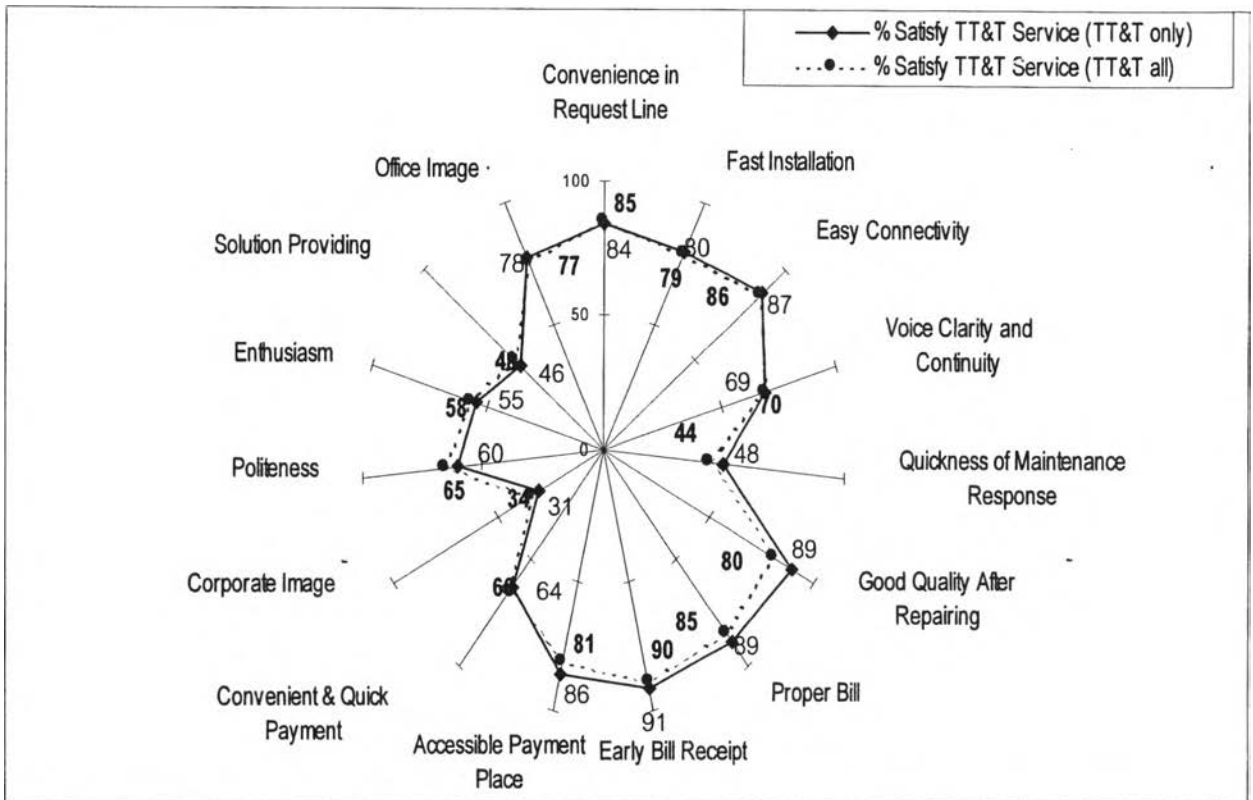


Figure 4.32 Percentage of satisfying TT&T services (Chonburi)

According to Figure 4.32, only 38% and 48% of the samples have satisfied in corporate image and quickness of maintenance response provided by TT&T. Remarkably, the issues related to an employee quality, which are solution providing, enthusiasm, and politeness obtain low satisfaction.

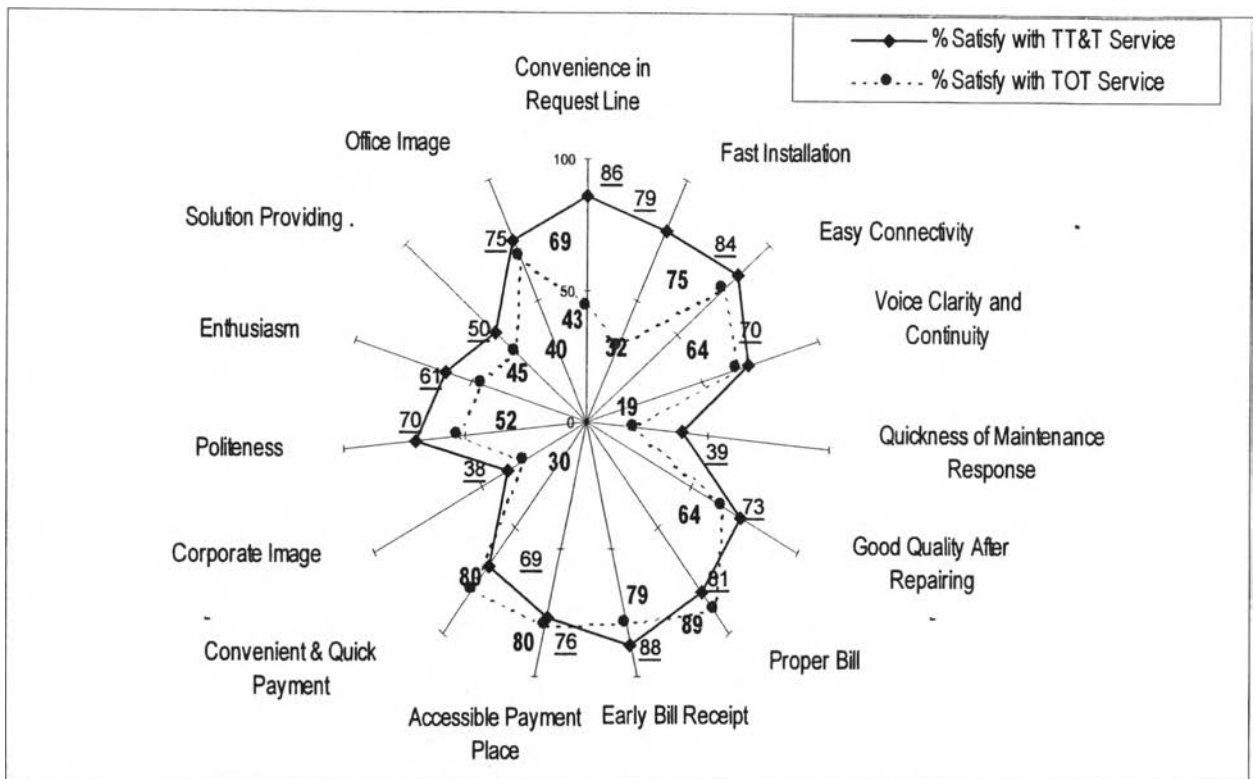


Figure 4.33 Percentage of satisfying TT&T services comparing to TOT (Chonburi)

As shown in Figure 4.33, in relative way, the samples have satisfied on TOT service than TT&T service only in the issues of convenient and quick payment, proper bill, and accessible payment place. Obviously, the convenience in line request and fast installation of TT&T service obtain more and more satisfaction over TOT. Although the quality of TT&T employees and the quickness of maintenance of TT&T are very low on percentage of satisfaction, TOT still gains lower percentage than TT&T.



4.10.3 Customer satisfaction of business samples at Chiang Mai

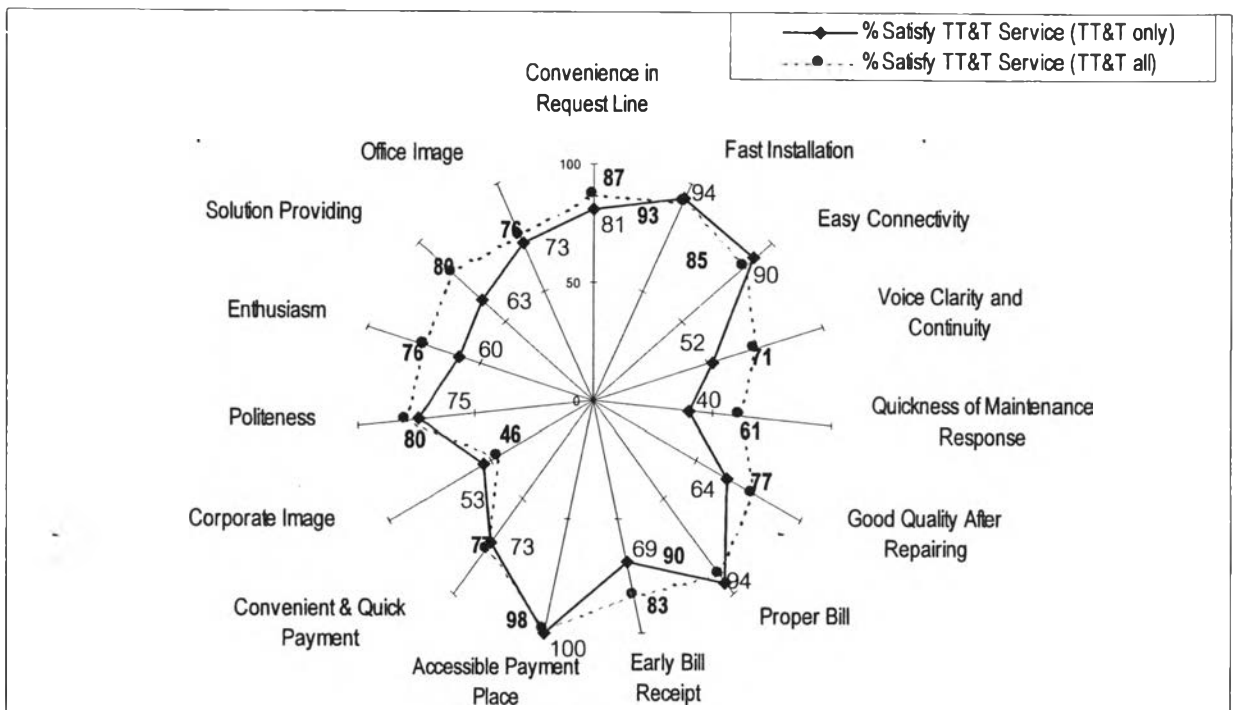


Figure 4.34 Percentage of satisfying TT&T services (Chiang Mai)

Refer to Figure 4.34, the samples in Chiangmai have satisfied less in the corporate image and quickness of maintenance response than other services. In addition, the solution providing and enthusiasm of TT&T's employees can satisfy the samples in Chiangmai more than the samples in Chonburi, but less than Nakhon Ratchasima and Songkhla. Voice clarity and continuity seems to be the worst issue among other provinces.

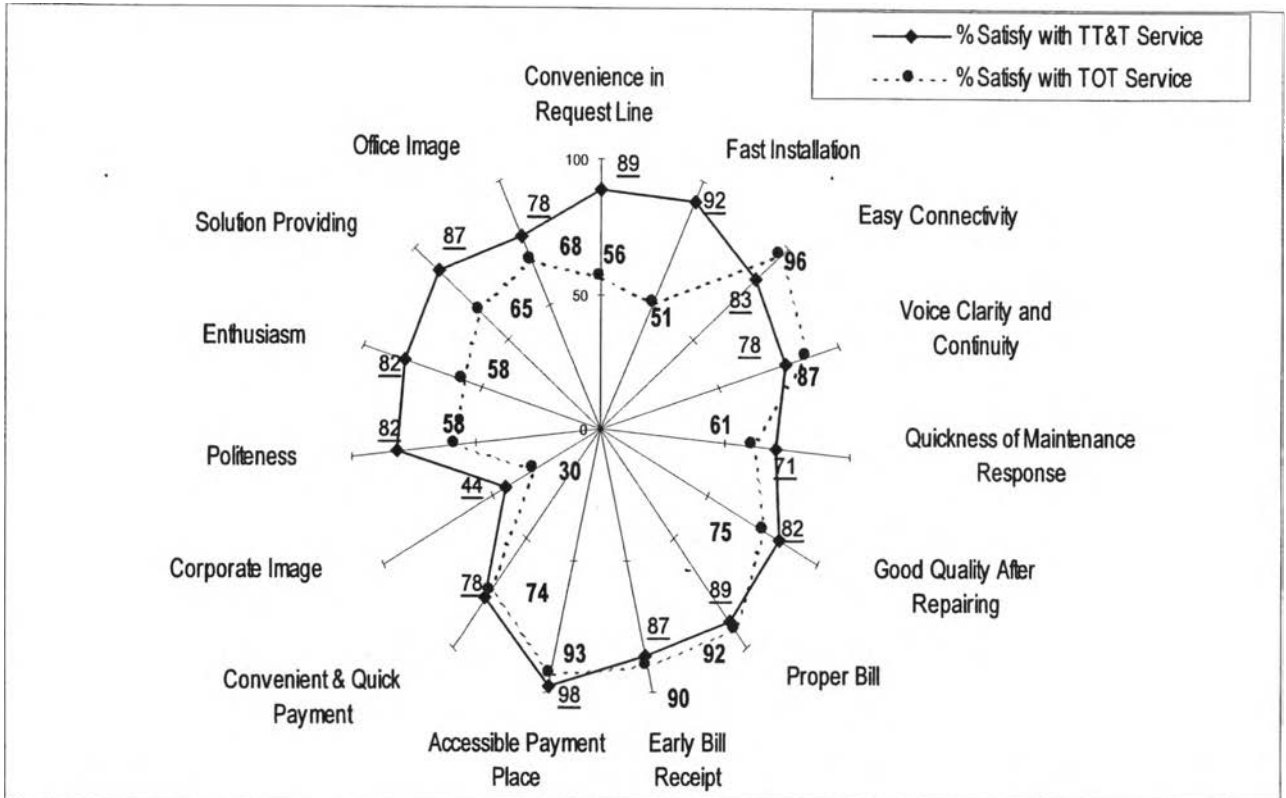


Figure 4.35 Percentage of satisfying TT&T services comparing to TOT(Chiang Mai)

To compare with TOT services, the sampled customers satisfy more in TT&T service, except for the network quality including connectivity and voice clarity as illustrated in Figure 4.35.

4.10.4 Customer satisfaction business samples at Nakhon Ratchasima

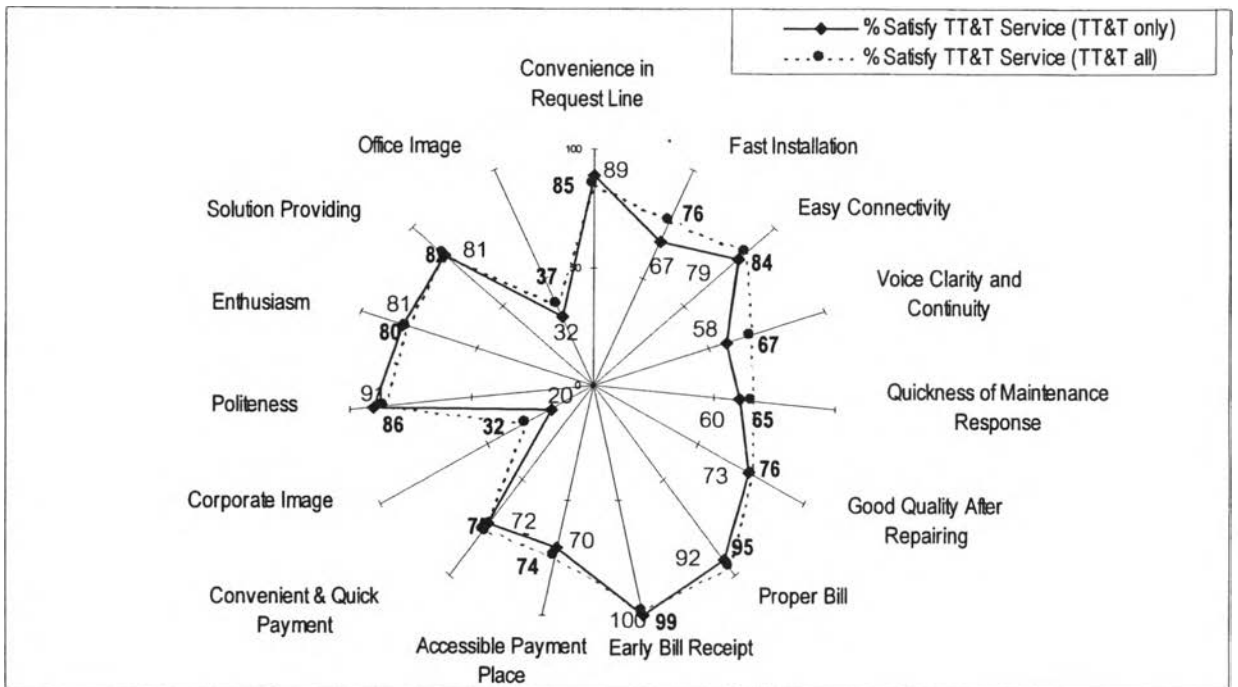


Figure 4.36 Percentage of satisfying TT&T services (Nakhon Ratchasima)

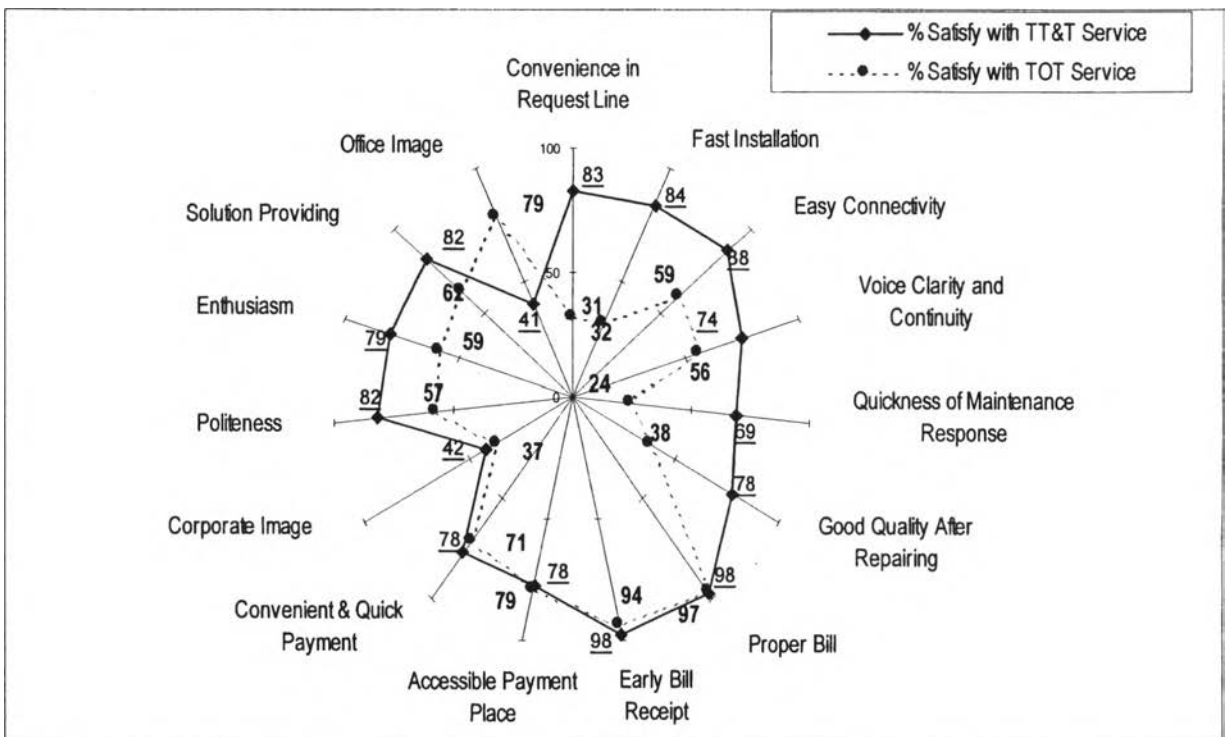


Figure 4.37 Percentage of satisfying TT&T services comparing to TOT (Nakhon Ratchasima)

Following the Figure 4.37, office image and corporate image are the two most unsatisfied services of TT&T. Both services gain the least percentage of satisfaction among all provinces. In a comparative way as shown in Figure 4.37, except for an office image, TT&T services obtain more satisfaction than TOT services, especially in convenience in line request, fast installation, quickness of maintenance response, and good quality after repairing.

4.10.5 Customer satisfaction of business samples at Songkhla

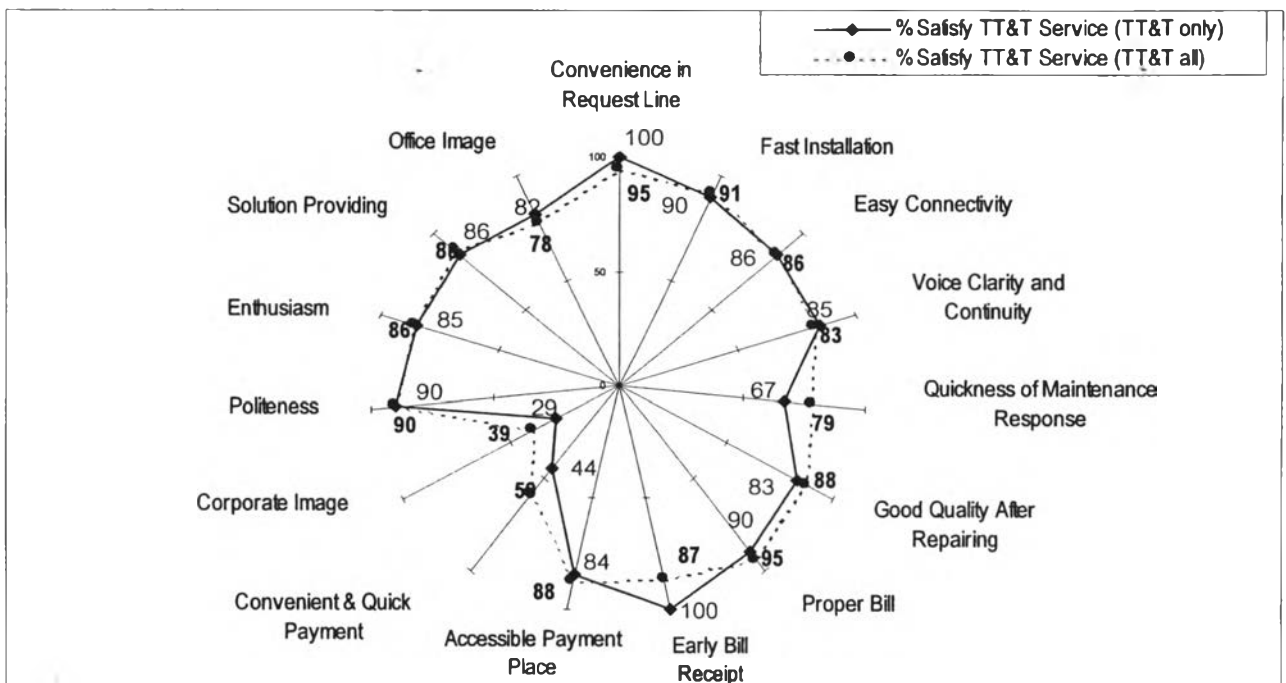


Figure 4.38 Percentage of satisfying TT&T services (Songkhla)

According to Figure 4.38, Songkhla obtains the most satisfactory percentage among all provinces, except for the corporate image that gains the least satisfaction. Remarkably, the convenient and quick payment obtains the least satisfaction percentage relative to other provinces.

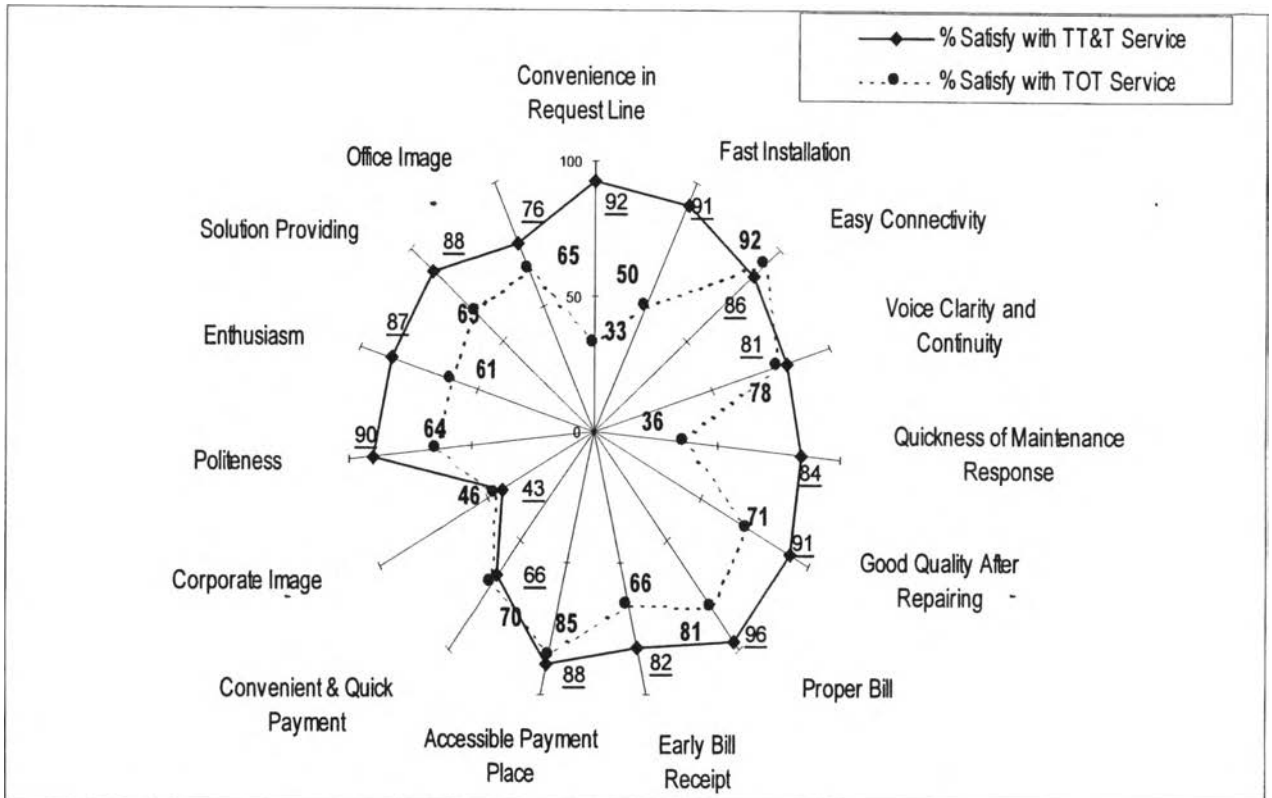


Figure 4.39 Percentage of satisfying TT&T services comparing to TOT (Songkhla)

From Figure 4.39, it can be said that the samples in Songkhla satisfy in TT&T service more than TOT, particularly in new line requisition, installation, and quickness of maintenance response.

Eventually, all the raw data of business samples are organized to be easier to understand. All the results are grouped and presented into ten aspects. To transform the results into certain useful actions or strategies, the results of residential samples that are going to present in the next chapter should be combined.