



A STUDY OF CUSTOMER EXPECTATION AND EXPERIENCES WITH PHONE SERVICES IN BANGALORE CITY

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ABSTRACT

Indian telecom sector is one of the oldest and largest networks in the world. With more than 40 million telephone lines spread across all the states Indian telecom is a giant set-up. The sector that was till recently dominated only by the government is now seeing the rise of the private service providers for the first time. The sector was one of the biggest monopolies in the country. The Indian telecom sector consists of the communication ministry at the top. There us an autonomous regulatory body called the telecom Regulatory Authority of India (TRAI).the government issues the licenses to service provides under various categories to provide the telecom services to the consumers

Key words: Customer, Mobile, Service, Expectation , Satisfaction and Experiences