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To accomplish research aim, researcher conducted with an explorative research approach and with the help of a designed descriptive questionnaire with seventeen close-ends and open-end questions. From the interview, the researcher tries to explore respondents' experiences and acceptation from customer support service.

The researcher reaches at the conclusion on the basis of collected qualitative information that the effective roles of customer support service team enhance relationship between customers and telecom service providers. It is also evident throughout the research that the customer support service is the key link between the customer and the telecommunication service provider.

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I. Introduction

Telecommunications sector now become a vital area for the economic development of developing country. It's happened due to rapid progress of technology and huge competition among the telecom service provider. To keep the dominating position intact in the market and compete with rival's telecommunication service provider and to enhance their positions in their market, it's important to develop service quality and precedence of customer support service as core service for creating long term relationship with customers (Roos and Edvardsson, 2008). In this paper researcher focus on how customer support service effects on relationship.

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a) Background of the research

Earlier research work in customer switching behavior within the telecommunication business and that research investigates customer's motivation for switching process (Göransson and Frenzel, 2009). Telecommunication companies facing fierce competition in their industry and its now sustainable question to build long term relationship with customers. To develop static relationship is much more crucial for service provider rather than attract new customers and evade customer switching.

The telecommunications service is consist of networks, equipment for the use of broadband, mobile phone, etc. Support service is generally conducted by customer centre, telephone, internet or email. The customer support service is more crucial service for telecom service provider because when customers interrupt with service or require value added service they communicate with service provider (Roos and Edvardsson, 2008). Most sensitive term in telecom business is customer switching because customer can shift to other operator if current support services fail to satisfy customers demand. To enhance long term relationship with customer and having competitive advantage, the contemporary telecommunication economic environment is not only making sure quality service for the customer's equivalently they provide enormous customer support service facilities to their customer. In order to stay competitive position telecom company frequently develop customer support service operation (Roos and Edvardsson, 2008).

In order to convey a sustainable relationship with existing customers, it is essential for companies to explore causes behind what makes the difference between customers accepted service and experienced service (Roos and Edvardsson, 2008; Heinonen et al., 2010).

Telecommunication companies' emphasis on develop lively customer support service support to enhance relationship with customers. The researcher try to explore what is real quality support service from the customer's perspective keep in mind following questions:

- How companies should design their support service in order to satisfy customer?

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- How is customers experience from different support service activities?
- How customers consider support service experience in term of relations?
- What are the obstacles when customers interact with support service?
- How is customer's desire support service from customer's perspective?
- How is recent customer support service operation in other industries?

Therefore, researcher is going to look for customer-support service and other services in order to suggest a best practice for telecommunications regarding the customer-support service perspective. By the best practice researcher mean that what is recent trend in other industries support service, how customers evaluate support service operations, what extend customer know about their own customer service, how customer perception and experience is about support service, and what is customer's feedback regarding customer support service.

b) Problem formulation

The feature of core and customer support service consider equivalent and play key role for relationship with customers. Telecommunication companies considering dynamic and convenient customer support service for their customers. Telecommunications companies frequently concentrate to develop their support service and enhance relationship with customer. If customers support service fail to satisfy customer demand that reflect in relationship. Dissatisfy experience from support service and attractive offer by rivals in competitive market impact on relationship with current provider. To evade this situation and switching, it significant for companies seeking customer's perceptions to identify the best practice for customer support service.

c) Purpose

The aim of this study is to indentify, analyze best practice of customer support-service in relationship perspective for telecom companies. To achieve this purpose, the research focuses on analyzing the developed conceptual model from relationship, customer's perspective service management and approach to conduct customer interviews and analyze their perceptions.

d) Delimitation

The research has been delimitated by one specific sampling with limited customers. The sampling required several communication methods of data collection and wide range of interviews (telephone, direct). Unfortunately, this research is conducted with specific way of interviews and limited in data collections instead of wide version.

II. Theoretical Foundations

Theoretical framework is academic research design which reflect on explore new research. Gill and Johnson (2010) define theory *'a formulation regarding the cause and effect relationships between two or more variables, which may or may not have been tasted.'* This part will spotlight on concepts of relevant theories e.g. customer support service, customer dominant logic, loyalty, relationship marketing and trigger model for customer support service.

a) Customer Support Service

There are several models are use for customer-support service. One of the early service models is Augmented-Service-Offering Model (ASOM), which design the service framework with three major components: core service, facilitating service, and supporting service (Gronroos, 1990).

Customer-support service design as a part of service model but it is the main key factor for relationship perspective. Edvardsson (1997) suggest that the core service and supporting service is perceived as responding to the needs of customers. These needs are divided into primary and secondary needs. Primary need focus on communication channel, support service and secondary needs focus on customers interactions with service provider. All the models are emphasis on create necessary value for customer by relationship support service (Edvardsson, 1997). According to Yi and Gong (2009) better perceived support service is which reflects on greater perceived satisfaction for customers. There are different industries customer-support services. Roos and Edvardsson (2008) present sustainable models for the telecommunication companies. However, the successful realization of this reorganization requires an in-depth examination of the nature of the service. The core and the support service now being separated units in customer interactions with the company, it would be logical that customers perceive them separated also regarding their effect on the relationships (Roos and Edvardsson, 2008). They emphasized on customer support services for enhancing the relationship between customers and service providers. Consequently, researcher has stated the importance of customer-support service for loyalty in customer relationship. Therefore, researcher continues his theoretical framework with different aspect of loyalty.

i. Customer Dominant Logic

Customers are now center of attention in today's modern phenomenon business concept. To enhance customers and maintain warm relationship with them there are several theories and models are developed. A new dimension of logic launches is called 'Customer Dominant Logic by Heinonen et al. (2010). According to Heinonen et al. (2010), *'CD marketing logic here refers to a view that positions the customer in the*

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center, rather than the service, the service provider/producer or the interaction or the system'. CD Logic services are surrounded in the customer's contexts, activities, practices, and experiences, and what proposition this has for service companies (Heinonen et al. 2010). There are five major challenges to CD logic: *company involvement, company control in co-creation, visibility of value creation, scope of customer experience*, and *character of customer experience* (Heinonen et al., 2010). It categories their facilities in one frame featured by customers current actives & experience in service process with demonstration.

CD Logic

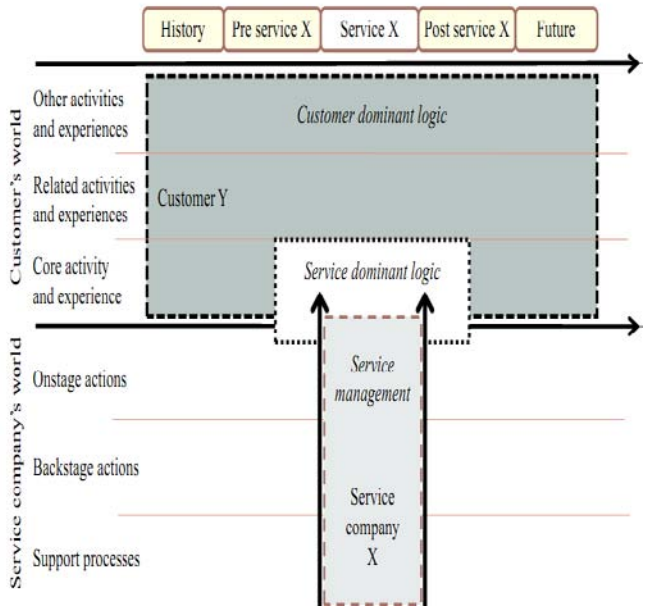

Figure-1: CD logic of service contrasted with service management and DS logic, (Heinonen et al. 2010)

The diagram represents the service provider's relation to the customer's world. The outline also signifies the individual time frames and analytical foci of GD logic, SD logic and the planned CD logic (Heinonen et al., 2010). Here Service X (any company) extent in boarder perspective in both ways from the outline of service management. This imitate how a service, from the customer's viewpoint not only consume, used but also perceptively incorporated into the customer's constant activity and experience configures further than the service procedure. That is demonstrated by the boxes: history, pre-service X, service X, post-service X, and future (Heinonen et al., 2010). To develop the customer support service and enhance relationship with customer, CD logic diagram work and represent in this study more dynamic way. The demonstration will be Service X (Telecommunication Company) and rest of illustration is history (customer), pre-service X (Core service), service X (Telecom Co.), post-service X (customer support service), and future (relationship). According to CD logic value appears when service provided by company X and used by the customer's turn into surrounded their activities, practices and experiences collectively with company's activities (Heinonen et al., 2010). The value contain equally to service and all the surrounding supporting before and after service X (Heinonen et al., 2010). There are three core dynamic concerns on Customer dominant logic which are *co-creation*, *value-in-use*, and *customer experience*.

ii. Customer Loyalty

In today's competitive business arena it's costly to attract new customer than to retain existing customer, so keeping existing customers loyal is a vital issue for the service oriented companies specially telecommunication industries. Companies who are seeking loyal customer should emphasize on customer satisfaction (Yang and Peterson, 2004). Customer satisfaction is not only the direct determining factor of customer loyalty but also the central determinant of customer retention (Gerpott et al., 2001). Cooil et al. (2007) has viewed that customer loyalty is an important strategic objective. Some researcher (Gould, 1995; Kotler, 2008; Reichheld, 2001) represents their views that expansion, conservation, and boosting of customer loyalty signify a central marketing strategy for achieving competitive advantage.

Sirdeshmukh et al. (2002) described the importance of value in the loyalty and relationship building and maintenance in the longer term by depicting that customers used the value to attain higher goals through relationships because they cannot evaluate the technology itself because this process seems quite difficult for them. They might only perceive the technology change.

Yang and Peterson (2004) states customer loyalty is a special attributes of customer attitude to continue a relationship with a service provider. According to Oliver (1999, p 34) loyalty is "*a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future".* To maintain a relationship a long term customer loyalty plays a vital role. It is evident long term customer loyalty bring positive result for service provider and help them to build strong relationship with customer and retain existing customers. Quality customers support not only enhancing customer loyalty but also create long length relationship between customers and service providers.

iii. Relationship Marketing

Relationship marketing is a constant process for exploring new value within individual customers and then distributing the benefits over a lifetime relationship (Gordon, I. 1998). Relationship marketing consists of in a chain of relationship which comprise everyone from suppliers, employees, customers, investors and the board of directors, including distribution channels and

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others. Finally, increasing value used is in the end customers (Gordon, 1998). Relationship marketing more emphasize on relationship, networking and interaction.

Gronroos (2000) has been defined Relationship Marketing (RM) is *'The process of identifying and establishing, maintaining, enhancing and when necessary terminating relationship with customers and others stakeholders, at a profit, so that objective of all parties involved are met, where this is done by mutual giving and fulfillment of promises.'* Organizations believe that they provide exactly what customers desire from their service experience and perceptions. The purpose of a service is to create mutually beneficial relationship (Paulin, 2000).

Every business contains relationship by exchanging their product or service. Successful business organization stipulate on create and manage a total service offering in a customer oriented system. Customer satisfaction and long-term relationship also depend on the customer expected service (Zeithaml, 2003). According to Gronroos (2007) trust, commitment and attraction most important role for relationship marketing and well customer driven service system developed by four central resources: Employees, technology, customer and time.

According to Tohidinia and Haghighi (2011), relationship marketing can help the service providers in establishing stable relationships with clients by the means of increasing marketing efficiency, decreased ratio of customer defection and provision of customer desires and needs which can increase the customer satisfaction and loyalty.

iv. Trigger Models in Customer-Support Relationship

There are variety of tools and method are use for explore and analyze customer-support relationship. To begin a sustainable relationship (Roos, 1999) divided the most significant factors in two dimension trigger and process. According to (Roos, 1999; Roos, Edvardsson, and Gustafsson 2004) Triggers are factors that are seen to have a long-lasting effect on customer relationships. (Roos at al., 2008) their research and find out that First priority for (the trigger position) chose their telecommunications providers were based on their support-service experience. It established that triggers are one of key factors for long-lasting relationship strength (Roos, 1999; Roos, Edvardsson, and Gustafsson, 2004). According to (Roos et al., 1999) there are three factors of triggers; situational, influential and reactional.

Situational trigger consists of a change in the customer's personal life. It generally base on private situation which could be changed on the social status, profession, demographic, family, relationship, etc. Customer private factors which are drive to reevaluate current relationship with service provider. In context of telecommunication situational trigger considered on base of loyalty and customer-support service experience (Roos et al., 1999). The reason for various changes may act as situational triggers: altered work hours, altered financial circumstances, use of spare time, changes in mobility (car, local means of conveyance) and demographic changes Roos (2002, p.197)

Influential trigger arise in market competitive position by numerous service providers in specific industry. In that type of situation customers can evaluate several standards for comparison. Particularly, customers appraise their existing service provider while a new company comes into several convenient facilities by their promotional campaigns. Influential trigger mostly consist of rival company, new value-added service, payment procedures. Influential trigger is further developed and categories in active trigger and passive trigger (Roos & Gustafsson, 2007). Active trigger is occurred by the review of customers, it generate by promotional campaigns or publicity by other customers. Customers are much more informed about his or her own decision or choice. Customers are more responsive for their decision. Passive trigger is hasty decision by customer through rival companies special offers like-cheaper call rate ,new value added service or customer want individual life style.

Reactional trigger is happen when customer perceives less quality service than excepted serve or less quality than average quality from a company. This is the one of the core reason for active triggering by customers. Reactional trigger emphasis on inconsistent & reduced quality, ineffective reorganization; introduce new user system, etc. Sometime customer didn't get his monthly bill in proper time, which could be reason for lack customer satisfaction by service provider (Roos et al., 1999).

The aim for the trigger model is what factor influence customers for switching from provider. Triggers give details content of action or incident which affect customers for switching. To understanding those influencing factors is one of aim for thesis for maintaining long term relationship.

b) Summarizing the Theoretical Framing and Positioning

To accomplish the purpose of the paper, researcher presented some relevant academic concepts in this work. Theoretical foundations reviewed with literature on customer support service and loyalty to enhance sustainable relationship with customers. On the other hand, trigger models in customer support relationship simultaneously explore most consequence influencing factors in relationship for convey long term relationship.

The theoretical foundation consists of customer support service management and it's in relationship perspective. It explore gap between theoretical and

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practical implementation. The prime focus of theoretical foundation is to convey fundamental relationship with customer support service and develop loyalty, relationship marketing to enhance long term relationship. One of the important features is what companies should do to develop customer support service in their long-term relationship with customers. Therefore triggering models in customer support are used as supportive to enhance relationship.

III. Research Methodology

In this research, researcher has used an explorative qualitative research approach. According to Dul and Hak (2008) explorative approach is when *'the researcher had no or only little information about the research subject and its background'*. The explorative approach implies that the researcher should gain reasonable evidence of something that the researcher doesn't know enough about. For example, customers heard about iphone 10x and they also know that currently it is available in the market, but they don't know to what extent it fulfills the user's expectations. Explorative approach can help us in this situation. Explorative research is the supplier of qualitative data and uncovers a problem more clearly than *quantification* (Zikmund, 1997). The researcher conducted this research using exploratory approach because its features meet the demand of this paper than other approaches. The researcher also dealt with the qualitative data than quantitative data to meet the conditions of this study.

a) The empirical research process

The provided outlined in figure 1 represents how the research work can be seen. The research process is a structured and systematic procedure which balances all aspects of the research project with each other. Hence, suppose the research design must be consistent with the research purpose otherwise the end result will be zero (Aaker et al., 2004).

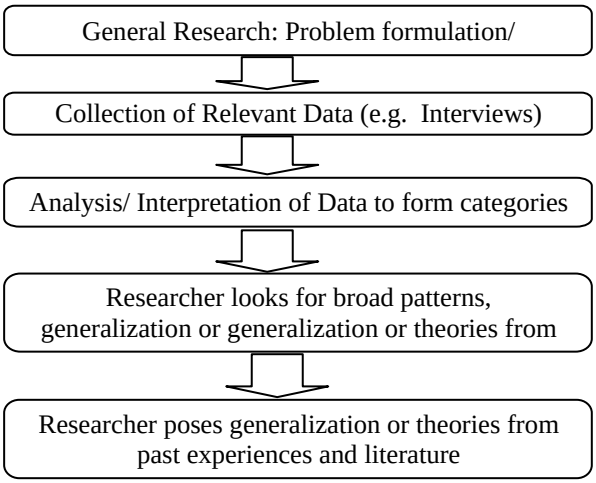

Figure 2: Research process (Collectively from Creswell, 2009 and Bryman & Bell, 2007)

The research procedure consists of different steps which are exposed in the above diagram. It is deductive research approach in which researcher move from the general to explicit. The initial step of the research approach is to classify the problem formulation.

To reach the second step, researcher has conducted an elegant and well formulated guide, which consists relevant theories, guide for research survey which is very supportive for the collection of relevant data for research. Therefore the researcher design the data collection method for interview, which was undertaken through by face to face and by email and the researcher also collected relevant secondary data and information from the various industries leading company's customer support-service operations.

After completing interviews and gathering data of different industries customer support service operations, data is interpreted and analyzed in different categories. The key principle of the dissection of collected data into different kinds of categories is to look and find broad patterns of generalization and simplification of the collected data. Proceed to next step, need to analyze data in relation to relevant literature in order to come up with preferred results. To accomplish final steps and to spotlight on from boarder to more specific it is essential to reflect on earlier literatures to accomplish research result.

To accomplish research, the author explored recent relevant literature from academic viewpoints for relationship marketing, loyalty, customer dominant logic, customer support service and triggering factors for switching. After reviewing all of the given literatures the researcher has adequate knowledge how to enhance and sustain long term relationship with customers. Nearly every literature stipulates a customer's perspective business operations for long term relationship.

Initially, the researcher asked himself about what is the connection between customer support service and relationship marketing and loyalty. It is important for operating customer support service to the telecommunication business. After reviewing that theoretical part, the researcher learned more regarding the importance of a relationship perspective customer support service. Consequently the researcher explore a new dimension of sustainability and developed relationship from customer perspective by customer dominant logic and understand triggering factors which influence customers for switching by triggering models. CD logic provides boarder perspective of customer's present and previous behaviors and prioritizes customers in central positions with depth knowledge.

Subsequently, the researcher searched for a gap between operation and actual perception of customers. Moreover, understanding trigger factors switching and potential customer aspects. In addition,

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the researcher obtained interviews result data and information from recent customer support service in other industries.

Afterward, the researcher examined the collected data in order to expose potential links and correlations. The task is then to explain the results taking into account theoretical aspects and methodological guiding principles. The findings of this study will be presented with recommendations.

b) Data Collection

Researcher designed a questionnaire for different telecommunication customers and planned the empirical study including data collection as follows:

1. Interviewing of telecommunication service receivers according to their experience with current telecom providers and other industries customer support service.
2. Observe various industries dominating company's recent customer support operations with emphasis on their technical support service operation.

c) Interview process

To explore better customer support service for telecommunication business, the researcher designed a descriptive questionnaire with close-ended and open-ended questions. There are 17 questions throughout questionnaire which explore customer experiences and expectations from customer service. The interviews have been conducted within different professionals and total respondents were 270. Researcher have selected advanced level customer to explore best practice for telecom business from their experiences. To indentify the best practice for customer support service, the researcher designed interviews questionnaire with reflections from theoretical framework.

In order to fulfill the purpose of the study the questions were concentrated on:

1. Overall satisfaction about customer support service in Bangladesh.
2. The telecom industries support service
3. Current telecom service provider
4. Communication ways of customer support service
5. Experience from customer support service
6. Perception and suggestions for telecom customer support service, etc.

IV. Empirical Foundations

All the collected data throughout research is been presented here. A comprehensive analysis of those data is provided with the connection of theoretical foundations.

a) Results of the empirical study

In this part researcher describe the results of the empirical study, present the detailed opinions of the respondents.



Figure 3: Assessments about Bangladesh telecom industry's customer support service

As is seen from the figure majority people 102 or (38%) are evaluate medium in their assessment of Bangladesh telecom industry's customer support service. Consequently, 31% or 84 people assessed good, 19 % or 49 people suggest more improvement for international level and 13 % or 35 people they don't have any experience regarding Bangladesh telecom industry's customer support service.

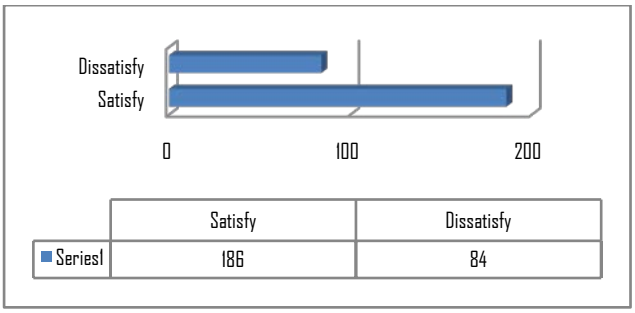

Figure 4: Assessments about satisfaction with the customer support services

The respondents' answers about their overall satisfaction about customer support service experiences in Bangladesh "satisfied" or "dissatisfied". As is seen from the figure most people are satisfied 186 or (69%) and rest of dissatisfy 84 or (31%) with their support service experience.

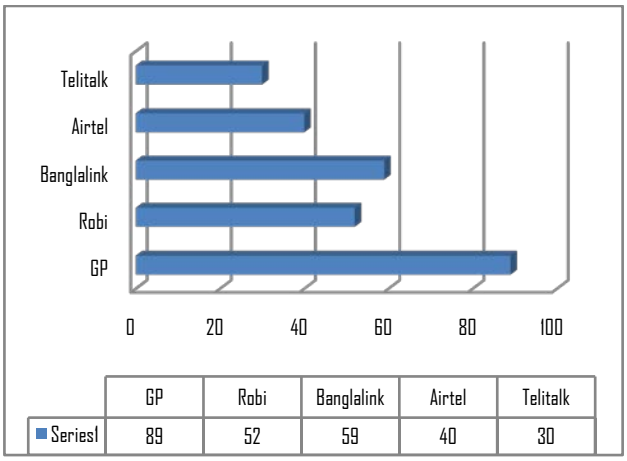

Figure 5: Depicts the respondents' answers about their current telecom services provider

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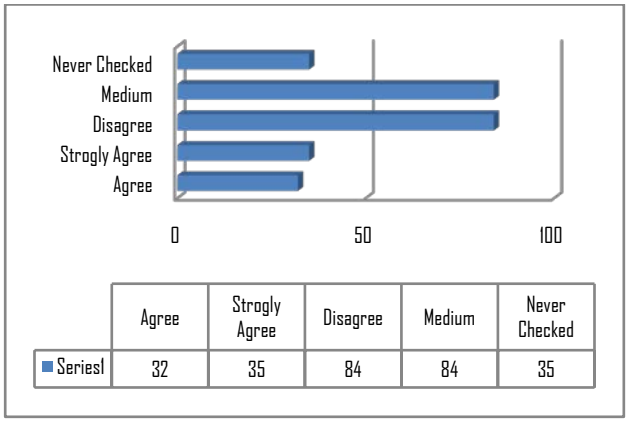
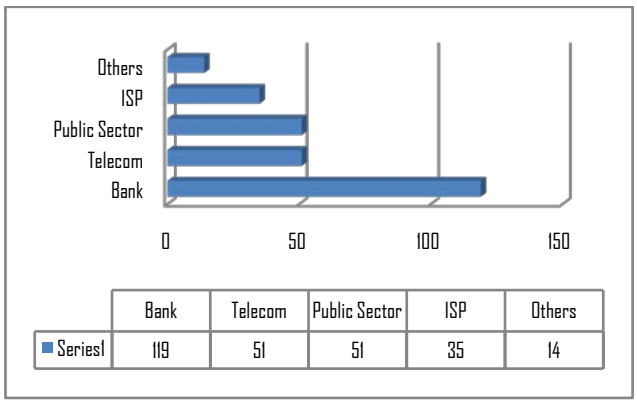
Out of 270 respondents the majority 89 or (33%) are customer of *Grameen Phone*, 22% or 59 are *Banglalink,* 19% or 52 are *Robi,* 15% or 40 are *Airtel* and 11% or 30 respondents are using *TeliTalk*.



	Agree	Strogly Agree	Disagree	Medium	Never Checked
Series1	32	35	84	84	35

Figure 6: Depicts the respondents' answers about adequate information in their provider webpage link for solve problem

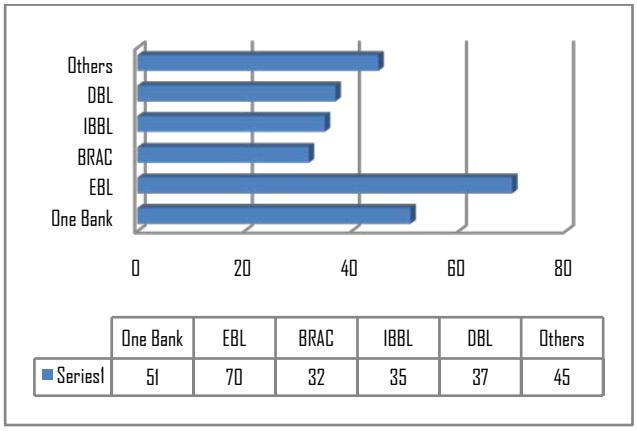
As is seen from the figure majority people 84 or (31%) are evaluated medium and disagree in their assessment. Consequently, 13% or 35 people assessed strongly agree and never checked, 12 % or 32 responders' are agreeing about adequate information in their provider webpage link for solve problem.



	Bank	Telecom	Public Sector	ISP	Others
Series1	119	51	51	35	14

Figure 7: Assessments about high quality customer support services industries in Bangladesh

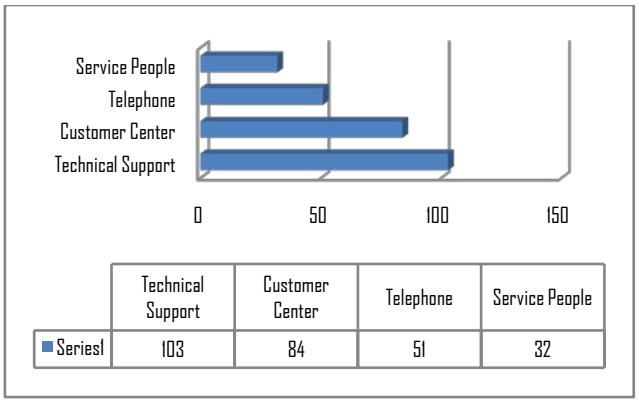
As is seen from the above figure, bank 119 or (44%) is ranked higher quality customer support service industry. Telecom industry (19%) or 51 and public sectors (19%) or 51 in second position. Internet service provider (13%) or 35 in third position and others industries (6%) or 14 in fourth position.



	One Bank	EBL	BRAC	IBBL	DBL	Others
Series1	51	70	32	35	37	45

Figure 8: Assessments about high quality customer support services provider Bank in Bangladesh

As is seen depicts the respondents' answers from the above figure Bank and telecom companies provide higher quality customer support service. Respondent ranked first Eastern Bank Ltd (EBL) as high quality customer service provider and BRAC Bank ranked least quality customer service provider based on their experience.



	Technical Support	Customer Center	Telephone	Service People
Series1	103	84	51	32

Figure 9: Assessments about better customer support service department within that company

Most of the respondents 38% or 103 respondents evaluate the technical support ream is highest level satisfactory among the departments. Consequently, peoples of the customer centre (31%) or 84 are second position and telephone service (19%) or 51 is third position. In the end, with service people (13%) or 32 in fourth position.

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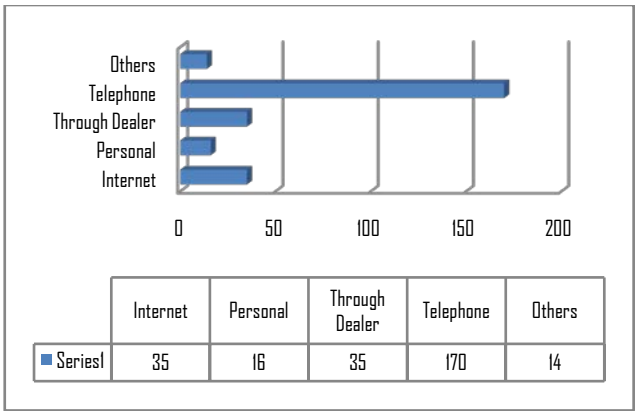
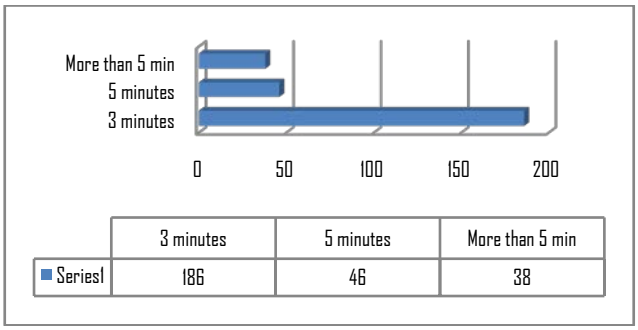


	Internet	Personal	Through Dealer	Telephone	Others
Series1	35	16	35	170	14

Figure 10: Recent communication way with customer support service

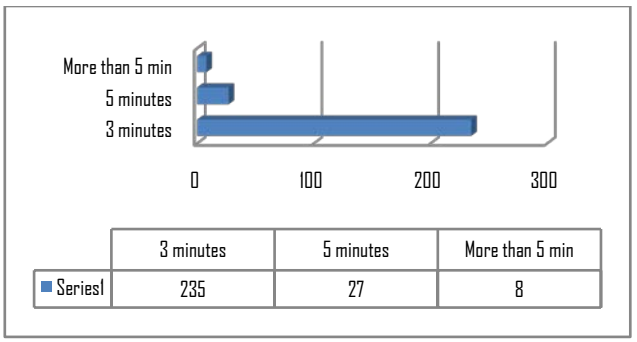
As is seen from the 63% or 170 responders preferred telephone service for communicate with support service. Consequently, 13 % or 35 people preferred internet and contact through dealer. Rest of responder's 30 (11%) communicates through person and other ways.



	3 minutes	5 minutes	More than 5 min
Series1	186	46	38

Figure 11: Assessments about accepted waiting time in customer centre queue

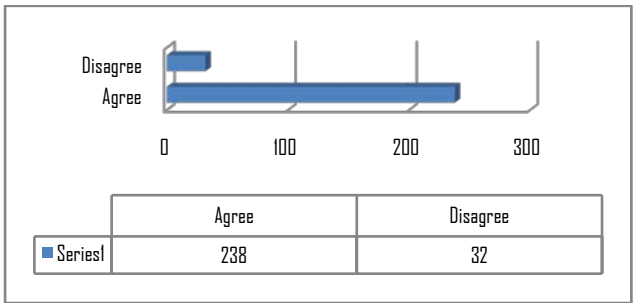
The respondents' answers about accepted waiting time in customer centre queue. As is seen from the 14% or 38 responders preferred more than 5 minutes. Consequently, 17% or 46 person preferred 5 minutes and rest of people 69% or 186 are preferred 3 minutes.



	3 minutes	5 minutes	More than 5 min
Series1	235	27	8

Figure 12: Assessments about accepted waiting time in telephone of support centre

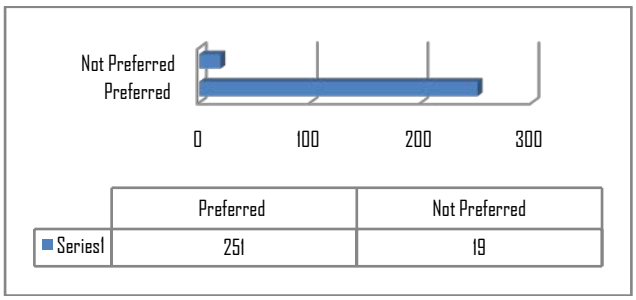
As is seen from the 87% or 235 responders preferred 3 minutes. Consequently, 10% or 27 people are preferred 5 minutes and rest of 3% or 8 respondents prefer more than 5 minutes accepted waiting time in telephone of support service.



	Agree	Disagree
Series1	238	32

Figure 13: Assessments about preference for 24-hours telephone customer support service

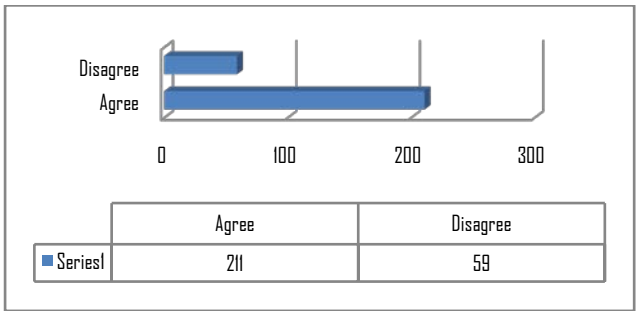
The answers about preference for 24-hours telephone customer support "Agree" or "Disagree". As is seen from the figure most people are agreeing (88%) and disagreeing (13%) for 24-hours telephone support service.



	Preferred	Not Preferred
Series1	251	19

Figure 14: Assessments about preference for preference free phone call to support service

The answers about preference for free phone call to support service "Agree" or "Disagree". As is seen from the figure most people are agreeing (94%) 251 and disagreeing (6%) or 19for free phone call to support service.



	Agree	Disagree
Series1	211	59

Figure 15: Assessments for preference for customer's privilege membership card

The answers about preference for customer's privilege membership card "Agree" or "Disagree". As is seen from the figure agree 211 respondents or (78%),

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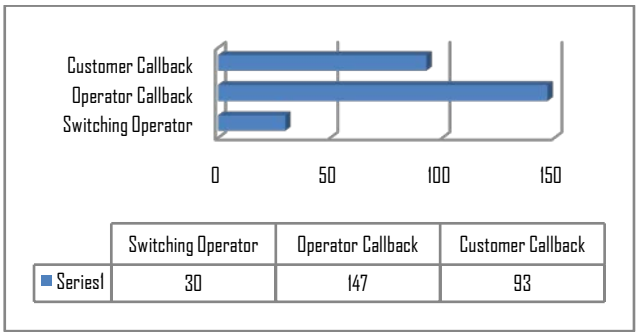
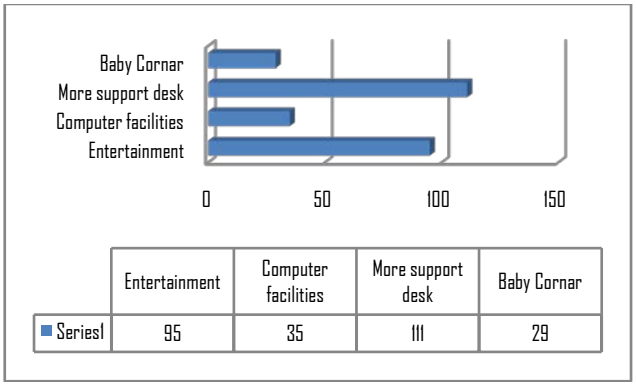
disagree (22%) or 59 among the responder's for free phone call to customer support service.



	Switching Operator	Operator Callback	Customer Callback
Series1	30	147	93

Figure 16: Assessments about expectation from customer support service if phone call drops between conversations

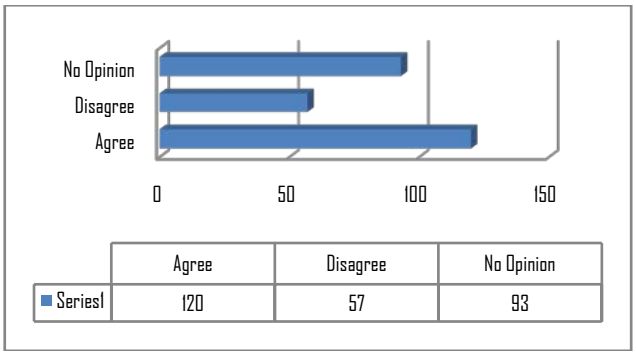
As is seen from the 35% or 93 responders preferred customer will call again. Consequently, 54% or 147 people are preferred operator will again and 11% or 30 preferred to change the operator.



	Entertainment	Computer facilities	More support desk	Baby Cornar
Series1	95	35	111	29

Figure 17: Assessments about ideal customer support centre

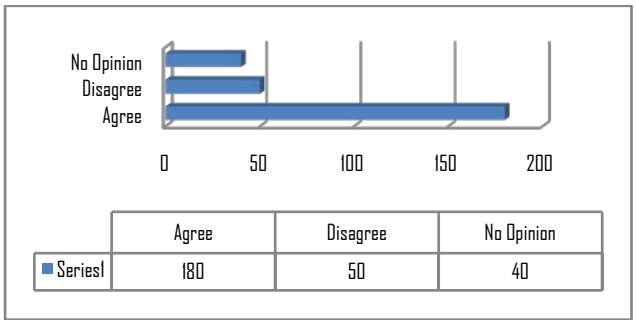
As is seen from the 35% or 95 responders preferred for entertainment & refreshment (e.g. magazines, coffee) for their ideal customer support centre. Consequently, 41% people preferred more customer service desk and 10% or 29 respondents' desire baby corner at support center. Rest of responder's 35 or (14%) preferred computers for their use.



	Agree	Disagree	No Opinion
Series1	120	57	93

Figure 18: Assessments about preferences for international customer-support service team

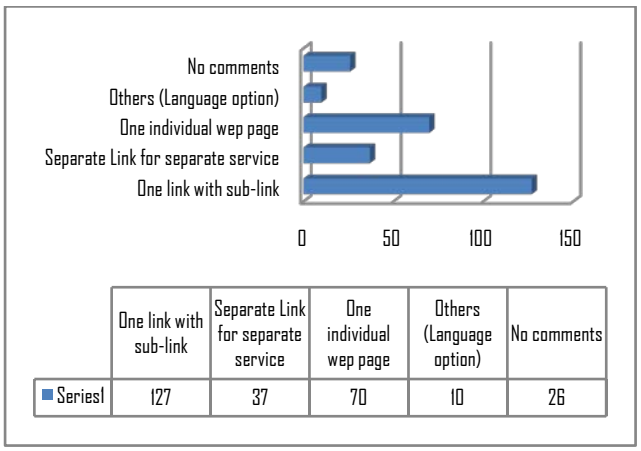
As is seen from the figure most people are agree 120 or (44%) with preferences for international customer-support service team. Consequently, 21% or 57 people are disagreeing and 35% or 93 responder's have no opinion for international customer-support service team.



	Agree	Disagree	No Opinion
Series1	180	50	40

Figure 19: Assessments about preferences for support service operation in social network

The answers about preference for support service operation in social network "Agree" or "Disagree". As is seen from the figure most people are agree 180 or (67%) but 50 or 19% respondents' are disagree though rest of people have no opinion for customer support service operation in social network.



	One link with sub-link	Separate Link for separate service	One individual wep page	Others (Language option)	No comments
Series1	127	37	70	10	26

Figure 20: Assessments about preferences for ideal customer-support webpage link

As is seen from the 47% or 127 people are preferred one link which has sub-linked with for ideal customer-support webpage link for ideal customer support webpage link. For example, http://www.grameenphone.com/customer-service (Grameenphone, 2017).

Consequently, 26% or 70 people preferred one individual webpage for customer and 14% people preferred several links for different customer service. 10 responder's (1%) preferred others (e.g. Language options). And rest of them have no idea.

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b) Analysis and implications of the empirical results

Researcher stated in the introduction that customer-support service in telecom companies should aim at having a long-lasting positive effect on customer relationships. Presented relevant academic concepts on customer support service and loyalty to enhance sustain relationship with customers. Theoretical foundations focus on customer support service management and it's in relationship perspective. It explore gap between theoretical and practical implementation. Principal focus of theoretical foundation is to convey fundamental relationship with customer support service and develop loyalty, relationship marketing to enhance long term relationship. Therefore trigger models and customer support relationship at the same time explore most significant factors influence in relationship. Theoretical foundations build a conceptual fundamental which underscore the customer support management and effectual long relationship with customer.

Turning back to the research problem and purpose, dissatisfied experience from support service and it impact on relationship. On the other hand attractive offer by rivals influence customer. To evade this situation and switching, it significant for companies seeking customer's perceptions to identify the best practice for customer support service. To accomplish the purpose, researcher focuses analyzing the developed conceptual model from relationship, customer's perspective service management and to indentify, analyze best practice of customer support-service in relationship perspective for telecom companies. There was a specific question in interview which required the participants to describe their experienced, perception and suggestion for ideal support service for long term relationship. The responses of interviews play a vital role for interpretation and practical implementation. The study has both development of academic concept and practical implication customer support service management.

The finding suggests that, understanding telecommunication customer support management and implication customer dominate logic enhance customer loyalty for long term relationship. Consequently, trigger model in customer support relationship assist deeply understand the reason for switching. The study also explored that, implication of those academic concepts reflects on result empirical study outcome and customers accepted support service.

The research explore significant evidences for develop long term relationship practice and better customer support service. It is helpful to telecommunication companies understanding the outcomes of responder's perception experience and implement customers' aspect of support service for enhance the relationship and best practice. Telecommunication companies should recognize the ongoing recent trend to other industries support service and realize the customer perceptions. For example, the research find out that one the bank customer support practice is like – if customer want to talk with service centre, the bank keep their number and make phone call back to customer instead avoid queue. Another aspect of empirical result is customer not want to avoid queue and quick service they also demand refreshments in their waiting time. This implied that customer not only satisfy with service they also want to return back from happy memories and solution. The finding of empirical study have significant outcome for understudying customers aspect and sustain the relationship with better customer support service operation.

According to the respondents aspect is three service desk and warm greetings will be in support centre. In addition, to avoid queue and language barrier an automate machine will do the same service with different language options beside the personnel service. Outcome of aspect is customer will much more cordial access in support service and have an experience more than perception. Consequently relationship marketing imply support service will provide exactly what customers desire from their service experience and perceptions and the intention of service is to generate mutually beneficial relationship (Paulin, 2000).

i. Aspect of the support service causing weakened customer relationships

According to the respondents aspect such as not getting refund of a bad SIM card causes switching. In other words, when promises are not kept and the support-service is not willing to correct the situation, the relationship is weakened. According to research theoretical foundation trigger models in customer support relationship, situational trigger causes on base of loyalty and customer-support service experience for telecommunication (Roos et al., 1999).

Another respondent experienced switching due to long queue in support centre. Customers always try to avoid long queue and unwanted long queue have a negative impact in relationship. Consequently, research foundation trigger models in customer support relationship situational trigger reflect in switching Roos (2002).

Lacks of combination between inter department marketing and support service. Sometimes company marketing strategy and customers support center provided information contradict each other. As a result, lack of reliable information customers start thinking to switch. According to a respondent aspects not getting clear cost allocating information from customer support center the respondent lost faith in the service provider.

Lack of quick response or vague response weakened customers' relationships. It downward the relationship when customers not get the proper solution or solution in short forms after waiting in long queue.

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Unwanted billing and not getting the proper explanation for billing create hostile relationship between customers and service provider. One of responder switched to another company for experiencing unwanted billing hassles.

ii. Aspect of the support service causing strengthened customer relationships

Long queue time is one of the core obstacles for customer to interact with support service. Both the parties want to evade queue and quick satisfactory solution. The respondent's aspect is such as call back to customer instead of evade queue in over phone. The refection is customer get a highly satisfactory service from support centre which remind happy experience and enhance loyalty. Consequently, research foundation of customer support service convey that better perceived support service is which reflects on greater perceived satisfaction for customers Yi and Gong (2009).

Telecommunication companies have *promotional* campaign with attractive offer to new customer and reward their old customer. Respondent's aspect such as get an equivalent alternative offer from support service as their personal demand feel them much higher satisfaction with enhance the loyalty. According to research theoretical foundation of relationship marketing conveys restrains relationship by exchanging their product or service and Successful support service stipulate on create and manage a total service offering in a customer oriented system. Customer satisfaction and long-term relationship depend on the customer expected service (Zeithaml, 2003).

Promotional offer validity can be extending for loyal customer. The respondent aspect such as support service can recognize the loyal customer by special member and treat special service. If specific, gift voucher or something like that pleased customer with more delightful satisfaction and enhance relationship. According to theoretical framework of customer support service the core and supporting service are perceived as responding to the needs of customers Edvardsson (1997).

Proactive personnel and problem treated equally with quick solution are more desire support service from the respondent's aspect. In the other words, when support service privilege for solve each individual customer problem it reflect higher satisfaction and enhance relationship.

According to the respondents aspect is getting refund guaranteed money for the damage product and commitment for short time reply causes loyal and enhances relationship. To enhance the relationship it is more import to service personnel ensure appropriate center of attention in customer when service encounter instead of quick service or avoid long queue service centre.

V. Discussion and Conclusion

a) Discussion

According to the results the effect of a not functioning support-service seems to be disastrous for companies. In the beginning of the paper researcher posed a purpose to come up with suggestions for a best practice of support service. To enhance relationship and develop the best practice for telecom companies' researcher wrote down multiple closed questions and open questions for suggestions. Each responder's describer their accepted service and perception for customer support centre. Researcher finds out how to achieve an ideal customer support centre from the responds and represent major outcomes from interviews for ideal customer support service by categorically in analysis.

i. General Service

Researcher found based on come out results that the service should be based on honesty. According to the theoretical framework its evident loyalty brings positive result for service provider and helps them to build strong relationship with customer and retain existing customers (Oliver, 1999). The most significant term for enhance relationship perspective support is service should be base on honesty and provider underscore customer in all aspect of service. It is imperative to overcome with language barriers for more international aspect of service.

ii. Best Practice Regarding the customer-support service

The purpose of the paper was to found the best practice regarding customer-support service. Therefore, researcher also included other services for example, banks clients also interviewed to know their perception regarding customer support services and it explore that bank industries support service have higher satisfactory ranking for support service practice. Innovation is rapidly changing aspect of consumer behavior and it reflects for upgrading support service operation. For example, customers are not only looking for the solution of typical mobile phone, now they demand satisfactory solution for smart phone.

According to result following aspects is causes for switching / weaken customer relationship. Promises are not kept and the support-service is not willing to correct the situation, the relationship is weakened. Customers always try to avoid long queue and unwanted long queue have a negative impact in relationship. Lacks of combination between inter department marketing and support service. Late response weakened customers' relationships.

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Research result explore potential outcome from responders aspect to develop better practice in support service. The results from the interview 63% responders preferred telephone service for communicate with support service. For accepted waiting time in queue; support centre 69% responders preferred less than 3 minutes and 88% responders preferred 3 minutes in telephone. 94% agree for free phone call to customer support service, 88% are agree with 24-hours telephone service, 41% responders preferred more than 3 help desk for their ideal customer support centre, 44% are agree with preferences for international customer-support service team, 88% are agree for support service operation in social network, 47% people are preferred one link which has sub-linked with for ideal customer-support webpage link for ideal customer support webpage link.

In addition, research result following aspects is causes for strengthening customer relationship. Call back to customer instead of evade queue in over phone. To avoid queue and language barrier in service centre an automate machine will do the same service with different language options beside the personnel service. Promotional offer validity can be extending for loyal. Getting refund guaranteed money for the damage product and commitment for short time reply causes for enhance relationship. In order to achieve "Best practice" customer-support service practice responders' aspects and research findings are underneath:

1. Every personnel in support service should deliver the similar information for service. Employees need to be well trained for provide same information not different.
2. Pro activeness in the people working in customer-support service and always welcomes even silly questions. Because questions may be silly for the support people but problem may be very important for the customers.
3. The scheduling appointment should be shortened and efficient because customers abhorrence to wait in queue. More detailed instructions and more ways to provide service for customer satisfaction and solve the problem.
4. Generally put more resources into customer support and see the value instead of just the cost. It should be effective and friendly and knowing, those factors are affected service encounter.
5. All types of information should be both in English and Bengali, and given to the employee the option to choose what language is the best for the current service encounter. Furthermore, detail information in English such as their service, price per minute, oversea call cost.
6. From responders aspect for telecommunication business *Grameen Phone (GP)* support service is higher quality telecom and *Eastern Bank (EBL)* is higher ranked support Service Company among the industries.
7. Service provider can use hidden camera observe the problem in support centre to develop the service and enhance the relationship with customer.

b) Conclusion

Exploring the best practice is an endless development process. Support Service management is about realize the customers perception for develop the long term relationship and the best way to achieve that is by offering and guaranteeing high quality [customer] service.

It is evident throughout the research that telecom service provider should emphasize on customer more and more to understand the customer ever changing demands and try to meet their demands effectively for enhancing long term relation or loyal of them to the service provider. Researcher also thinks that if the telecom service provider able to fill the gap between experienced and expected customers service the service provider not only able to minimize switching but also able to create productive relationship with existing and potential customers.

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