



A Study on Mobile Phone Service Standards



Background:

The client is a multinational company with global presence in the mobile phone technology industry. The client would currently like to conduct a study on the after sales offering by various mobile phone players in the Indian market. This would include repair, replacement and upgrade offerings provided directly or indirectly by the principal vendors.

Research Objective:

This study sets out to understand the after sales sector in the mobile phone industry, covering the following aspects of the business:

- Various service elements (types of services) provided by each of the players being studied;
- Typical turn around time that is taken by the service centers to respond a customer;
- Mapping of the service network including all tiers that are directly & indirectly (on site, drop offs, assistance, call centers etc.) providing services for each of the players being studied;
- Size of network of service providers that provide unbranded and unorganized repair services for mobile phones.

Methodology:

Primary Research: Trade Interviews with service channels / providers

Secondary Research: Websites of principal brands, service websites; Brochures, marketing collaterals form both retailers and principal brands containing material on service elements and service network etc.

1SOS Deliverables:

- Response Template: Excel template for the responses collected for each brand
- 1 set Power Point slides per brand -with the photographs as this is very important
- Any material, brochures etc. collected