

# Customer Satisfaction and Preferences in Telecommunications

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## Page 1: Introduction

### **Introduction**

I am studying for an MSc in Data Science and Artificial Intelligence at the University of London. I am collecting data regarding telecom customer service preferences as part of my study. I am interested to know how you experience customer service from your current telecommunications provider.

The survey will likely take around five to seven minutes to complete. Please take your time to read the questions carefully and answer as truthfully as possible. Should you have any questions, please feel free to contact us. Thank you very much for your time.

### **Will this data be linked to me personally?**

No, this survey is anonymous. No personally identifiable data is collected (e.g., name, e-mail, IP address, geolocation). Your participation is entirely optional and voluntary.

## Page 2: Demographic Data

What is your occupation?

- ☐ Student
- ☐ Working Student
- ☐ Unemployed
- ☐ Employed
- ☐ Retired

Which gender do you most strongly identify with?

- ☐ Male
- ☐ Female
- ☐ Trans-Male
- ☐ Trans-Female
- ☐ Non-binary
- ☐ Other

If you selected Other, please specify:

What is your age?

- ☐ Under 18 years
- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years

- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65 years or older

What is the highest education level you have received?

- ☐ Less than high school degree
- ☐ Highschool graduate or similar
- ☐ Bachelor Degree
- ☐ Masters Degree/MBA or similar
- ☐ Doctoral Degree/PhD

What is your marital status?

- ☐ Single, never married
- ☐ Married or domestic partnership
- ☐ Widowed
- ☐ Divorced
- ☐ Separated

## Page 3: My telecommunications provider

For this survey, we define a **telecommunications provider** as a company that offers communications services such as voice, data, and video transmissions over a cellular network.

Who is your primary telecommunications provider?

- ☐ Cell C
- ☐ MTN
- ☐ Rain
- ☐ Telkom
- ☐ Vodacom
- ☐ Other

If you selected Other, please specify:

How long have you been a customer of your current telecommunications provider?

- ☐ Less than 6 months
- ☐ 6 months to 1 year
- ☐ 1-2 years
- ☐ 2-5 years
- ☐ More than 5 years

Are you a prepaid or contract customer?

- ☐ Prepaid
- ☐ Contract

Which customer service channel do you prefer when contacting your telecommunications provider?

☐ Phone

☐ Email

☐ Chatbot

☐ Social media

☐ In-person

☐ Other

If you selected Other, please specify:

On a scale of 1 to 5, with 1 being "very dissatisfied" and 5 being "very satisfied", how would you rate your overall satisfaction with your provider's customer service?

	1	2	3	4	5	
very dissatisfied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	very satisfied

## Page 4: AI-driven Service

Have you ever used an AI-powered customer service tool (e.g., virtual assistant) when contacting your telecommunications provider?

- ☐ Yes
- ☐ No

If you answered "Yes" to the previous question, on a scale of 1 to 5, with 1 being "very dissatisfied" and 5 being "very satisfied", how would you rate your experience with AI-powered customer service tools?

	1	2	3	4	5	
very dissatisfied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	very satisfied

In your opinion, do AI-driven customer service tools provide personalised and effective solutions to your queries or issues?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

## Page 5: Customer Service Interaction

Please describe a recent customer service interaction with your telecommunications provider (positive or negative). Include the date (or approximate date) of the interaction.

Date

Dates need to be in the format 'DD/MM/YYYY', for example 27/03/1980.



(dd/mm/yyyy)

## Page 6: Thank you for taking the time to complete this survey

Thank you for completing this survey!

We appreciate your time to assist in our analysis, and we commit to utilizing the information gained to contemplate and implement worthwhile improvements.

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