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**Course: Business Project**

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**Project Title:**  
**Exploring Customer Perceptions of PTCL's Flash Fiber Services.**

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Project Advisor: Muhammad Elia Qazilbash

Project Owner: Syed Kausar Ali (Senior Manager Technology)

(CLASS: BBA-8D)

SZABIST, Karachi Campus



***Group Members:***

1- SYED ZAYAN ARSHAD (2211380)

2- MUHAMMAD YOUSHA ALI (2011269)

3- YOUSUF QADEER (1911213)

4- NIMRITA DIWAN LAL (2011275)

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# **The Introduction of PTCL's Flash Fiber Technology Prompts an Inquiry into Customer Satisfaction, Service Quality, And Competitive Positioning Within the Market Landscape.**

## **1 INTRODUCTION**

### **1.1 Company Profile, PTCL**

Pakistan Telecommunications Company Limited (PTCL) is a telecommunications company in Pakistan since 1947 known for its wide range of services from mobile phones to broadband and television. PTCL was founded as a public company, was privatized and is now a public company, the major shares are owned by the Pakistani government and UAE's telecommunications giant Etisalat.

The headquarters of PTCL are located in Islamabad and has various regional offices to provide services across the country. PTCL offers a wide range of products and services, including business solutions such as mobile phones, broadband, digital television (Smart TV) and IP-based telephony and data centers. PTCL aims to strengthen its leadership in the telecommunications industry by expanding its fiber optic network, improving digital services and exploring new technological advancements to meet the needs of its customers. However, key people in PTCL include the CEO and other senior executives who bring practical experience and knowledge to the company.

#### **A) PTCL's Mission**

The company's mission is to provide world-class telecommunications services, foster innovation and deliver an incomparable customer experience; Its core competencies are based on comprehensive network infrastructure, technological expertise, and other services.

## **1.2 Background Of PTCL's Flash Fiber Technology**

PTCL's Flash Fiber technology represents a significant leap forward in service delivery, aiming to deliver ultra-high internet speeds over a robust fiber-to-the-home (FTTH) network. This innovative system uses the latest advances in fiber optic communications to deliver high-speed internet, which is critical to supporting 4K broadband applications, broadband and cloud services. The launch of Flash Fiber is one of PTCL 's key initiatives to modernize its infrastructure and compete effectively in a growing world.

Flash Fiber services were launched in Pakistan to meet the demand for high-speed internet, reflecting changing systems in different sectors such as education, healthcare, and commerce. FTTH technology enables customers to have a seamless experience, high reliability and fast speeds compared to traditional copper-based broadband. This service is available in major urban areas, with plans to expand nationwide to enable more customers to benefit from better internet connectivity.

### **A) PTCL's Flash Fiber Vision**

PTCL's vision for Flash Fiber is to transform Pakistan's digital landscape by providing fast and reliable internet services that empower individuals, businesses, and communities. The company wants to be at the forefront of the systems revolution and promote an integrated and technologically advanced society.

### **B) PTCL's Flash Fiber Mission**

The mission of PTCL's Flash Fiber service is to provide customers with the best Internet experience through innovation, quality service and steadfast commitment to customer

satisfaction. PTCL aims to set new standards in internet connectivity, making high-speed internet accessible and affordable for everyone.

### **1.3 Problem Statement / Research Problem**

The launch of PTCL's Flash Fiber technology raises the bar in terms of customer satisfaction, service quality and competitiveness in the market. Despite the potential offered by FTTH technology, PTCL faces challenges in meeting customer demand. Initial reviews show mixed reactions; While some customers appreciate the fast speed and reliability, others express concerns about inconsistent service and customer support. This discrepancy between expectations and reality underscores the need for comprehensive analysis to understand the underlying problems.

Therefore, the research question focuses on evaluating how well PTCL's Flash Fiber service meets customer expectations in terms of reliability, speed and customer support. Additionally, the study aims to benchmark Flash Fiber's performance against competitors to determine where PTCL excels or falls short. By exploring these points, the study aims to provide practical information that can help PTCL improve its services and compete in the telecommunications market.

## **1.4 Key Business Questions**

The key business questions of the report are as follows:

- a) How do customers perceive PTCL's Flash Fiber service in terms of reliability, speed, and customer support?
- b) What factors contribute to customer satisfaction or dissatisfaction with Flash Fiber, particularly in terms of service quality relative to competitors?
- c) What are the perceived strengths and weaknesses of PTCL's Flash Fiber service?
- d) How does Flash Fiber competitive positioning fare within the market landscape?
- e) What actionable insights and suggestions can optimize Flash Fiber and enhance customer experience?

## **1.5 Research Objectives**

The research objectives of the report are as follows:

- a) Collect complete customer feedback and ideas to improve service operations in a clear and targeted way.
- b) Identify the key factors provided by competing networks and suggest strategies to improve service quality.
- c) Know Fiber Fiber's position in the market to make a better decision.
- d) Competitor analysis to protect Flash Fiber and write strength.



## 1.6 Limitations

There are several potential challenges for this line of research. Some of these are:

a) Sample size:

Conducting 22 in-depth interviews is a good start, but this may not reflect differences in customer perceptions and experiences. A larger sample size may provide more robust and general information. Additionally, using non-probability sampling methods may not accurately represent the majority of customers.

b) Geographic restrictions:

The study focused on cities where Flash Fiber was available, excluding rural areas.

c) Access to competitor data:

Obtaining reliable data for competitive analysis can be difficult, especially without working with market research firms or industry reports. This may limit the depth of your site evaluation.

d) Time constraints:

The four-month period may limit the duration of analysis or the ability to conduct follow-up questions or confirmatory research. It is important to identify gaps in data collection due to time constraints.

e) Data Analysis:

Analyzing qualitative data from in-depth interviews can be time-consuming and difficult, especially considering the magnitude of the results. Ensuring accuracy and reliability in data analysis can require complex methods and tools.

## **1.7 Scope**

The scope of the study includes the following:

- a) Insights will emerge from 22 in-depth interviews with customers.
- b) Research will be conducted in the provinces where Flash Fiber is used.
- c) The study will include comparative analysis of Flash Fiber and competing services.
- d) The study will focus on understanding customer perception towards PTCL's Flash Fiber service in terms of service quality, reliability, speed and customer support.
- e) Exclusion: The study does not cover other services of PTCL or rural areas where Flash Fiber is not available.

## **1.8 Expected Outcomes**

We expect to achieve the following outcomes from this project:

- a) Improved customer perception regarding the reliability and support of PTCL's Flash Fiber service.
- b) Gain valuable insights from customer feedback on Fiber Flash.
- c) To identify the key factors that increase customer satisfaction compared to competitors by focusing on service quality.
- d) To conduct a comparative analysis of Flash Fiber services and competitor services, highlighting competitive advantages and potential disadvantages.
- e) Analyze the state of the Flash Fiber market and highlight its strengths and weaknesses to inform future growth.

## **2 LITERATURE REVIEW**

The literature review for this study focuses on the key factors of customer satisfaction, service quality and competitiveness in the broadband internet market, with a particular focus on PTCL's Flash Fiber service. This chapter combines existing research and experiential methods on Internet service providers (ISPs), fiber optic technology, and customer experience management to provide a foundation for understanding factors that influence customer perception and market competition.

### **2.1 Customer Satisfaction & Service Quality:**

Customer satisfaction is an important factor affecting customer retention and market share for ISPs. According to Zeithaml, Berry and Parasuraman (1996), service quality is an important factor in customer satisfaction. They identify five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. In implementing this ISP, we find that reliability and responsiveness are particularly important for customer satisfaction with internet services.

Reliability refers to Internet connectivity and consistency. Research shows that interruptions and speed differences have a significant impact on users (Ahn, Han, and Lee, 2006). The promise of fast, reliable internet through fiber optic technology such as PTCL's Flash Fiber is a key selling point. However, as stated in the interview, the difference between expected performance and actual performance can lead to dissatisfaction.

Responsiveness, including customer support and troubleshooting, also plays an important role. Research shows that better and faster customer support can reduce the negative effects of service interruptions (Sharma & Patterson, 1999). In the context of Flash Fiber, customer feedback demonstrates the importance of engagement in improving the service experience.

## **2.2 Competitive Positioning:**

Competing for position in the ISP market involves differentiating services based on a variety of factors, including price, performance and customer support. Porter (1980) identifies three general strategies for competitive advantage: cost leadership, differentiation, and concentration.

Differentiation through advanced technology and superior service is a strategic strategy for PTCL's Flash Fiber.

Competitive positioning literature emphasizes the importance of finding value in customer experience. For ISPs, offering unique values such as increased speed and reliability with fiber optic technology can differentiate them from their competitors. However, maintaining competitive advantage requires innovation and addressing gaps in service quality.

Market positioning is about understanding customer needs and preferences. Research shows that customer loyalty depends on satisfaction, trust, and perceived value. For Flash Fiber, this means not only offering high-speed Internet access, but also emphasizing strong customer support and competitive pricing.

## **2.3 Technology Adoption (Fiber Optic Technology):**

Fiber optic technology has revolutionized the broadband industry by providing much higher speeds and reliability than traditional copper-based networks. Adoption of FTTH (Fiber to the Home) technology is linked to customer satisfaction due to its ability to solve high-speed issues without sacrificing performance. A study by Kyriakidou, Chatziantoniou, and Tsakalidis (2017) highlights that FTTH services provide a better user experience, especially in terms of speed and reliability which are important for modern activities such as travel, gaming, and remote work.

In the context of Pakistan, the deployment of PTCL's Flash Fiber is a practical step towards improving the country's infrastructure. But the success of such a venture always depends on customer expectations. The literature shows that although the benefits of fiber optic technology are clear, the perceived value for customers largely depends on the actual service experience, including connection speed and quality support (Gerpott, Rams, and Schindler, 2001).

## **2.4 Factors Influencing Customer Perception:**

The literature also shows that negative experiences, such as frequent outages or poor customer support, can have a lasting impact on customer attitudes. Therefore, it is crucial to address these issues to maintain your reputation and success.

## **2.5 Strength & Weaknesses of Fiber Optic Technology:**

Fiber optic services are praised for their fast and reliable capabilities. However, the literature also points to potential weaknesses such as high installation costs and the need for infrastructure investments. For PTCL's Flash Fiber, it is crucial to leverage its strengths and mitigate its weaknesses with key initiatives such as competitive pricing and better customer support. For PTCL Flash Fiber, understanding and meeting customer needs through continuous improvement and innovation is the key to long-term success in the market.

Consequently, the aim of our research is to provide practical insights to PTCL to improve the quality of Flash Fiber services, strengthen its competitive position and adapt to the changing nature of the telecommunications industry. Through qualitative research methods, including in-depth interviews, we aim to collect diverse customer opinions and accurately assess the impact of Flash Fiber on the market.

## **3 INDUSTRY ANALYSIS**

### **3.1 History Of The Industry**

Pakistan's telecommunications industry began with the establishment of telegraph and telephone services in the early 1940s. After independence, Pakistan Telecommunication Corporation (PTC) was established to manage telecommunication services. In 1996, PTC was privatized and renamed as Pakistan Telecommunications Company (PTCL), which became a major telecommunications company. The industry has witnessed major reforms with the enactment of the Pakistan Telecommunications Act.

In 1996; This law led to the liberalization of the market and the entry of independent players into the market. The arrival of Internet services in the late 1990s marked the beginning of a new era, with broadband services becoming popular in the early 2000s. The introduction of fiber optic technology in the mid-2010s revolutionized the market by offering unprecedented speed and reliability.

### **3.2 Size Of The Industry**

By 2023, Pakistan's telecommunications industry will become a multi-billion dollar industry and broadband services will be a part of it. Pakistan Telecommunication Authority (PTA) announced that it has more than 100 million subscribers and has switched to high-speed fiber. The revenue of this sector exceeds 5 billion euros and plays an important role in the country's economy. The Pakistan Telecom Market size is estimated at USD 4.52 billion in 2024, and expected to reach 5.32 by 2029, growing a CAGR of 3.28% during the forecast period (2024-2029).

### **3.3 Industry Evolution**

#### Evolution of Pakistan's Telecommunication Broadband Industry

##### A) Early Development (1990s - Early 2000s)

1. Initial Phase: Dominated by PTCL, with dial-up as the primary internet access.
2. Privatization of PTCL (2006): Partial privatization introduced foreign investment, improving infrastructure and services.

##### B) Growth and Expansion (Mid-2000s - 2010s)

3. Introduction of DSL: PTCL launched DSL services, offering faster internet than dial-up.
4. Private ISPs: New ISPs like Cybernet and Nayatel increased competition and innovation.
5. Wireless Broadband: Introduction of WiMAX by companies like Wateen, offering wireless options.

##### C) Technological Advancements (2010s)

6. 3G and 4G Rollout (2014): Auction of licenses boosted mobile broadband by major telecom operators.
7. Fiber Optic Expansion: Investment in fiber optic networks by PTCL, Nayatel, and StormFiber.

##### D) Recent Developments (Late 2010s - Present)

8. FTTH Services: High-speed Fiber-to-the-Home services by PTCL Flash Fiber, Nayatel, and others.
9. Digital Pakistan Initiative (2019): Aims to enhance connectivity and digital infrastructure.

10. 5G Trials: Testing underway, with commercial rollout expected soon.

11. COVID-19 Impact: Increased demand for reliable internet accelerated investment in broadband.

Challenges: High costs, limited rural coverage, regulatory hurdles, infrastructure issues.

Opportunities: Expanding rural connectivity, improving service quality, adopting 5G.

Overall, Pakistan's broadband industry has advanced from dial-up to high-speed fiber and mobile services, driven by technology, competition, and supportive policies.

### **3.4 Industry Trends**

Many developments are expected in the industry in the next five to ten years:

a) 5G rollout:

The introduction of 5G technology will transform networks providing faster speeds and supporting more connected devices.

b) Expansion of fiber optic networks:

Continuing investments in fiber infrastructure will increase internet speed and reliability, especially in urban areas.

c) Digital transformation:

The increasing use of digital services such as e-commerce, e-health and e-education will strengthen internet-based services.

d) Internet of Things and Smart Cities:

The development of the Internet of Things (IoT) and smart cities will require modern communication networks.

e) Remote working and e-learning:



The post-pandemic trend in remote working and online education will continue to increase quality and reliability.

### 3.5 Key Players In The Industry

The major players in the telecommunications industry in Pakistan are:

a) PTCL (Pakistan Telecommunications Limited):

A large and old telecommunications company providing various services such as Internet, broadband and fiber optics.

b) Jazz:

is the first mobile phone network to offer broadband and internet services.

c) Telenor Pakistan:

is a mobile broadband network known for its **excellent service**.

d) Zong:

is a mobile phone company focusing on 4G services and broadband expansion.

e) **Telephone:**

is another major player focusing on mobile services.

### 3.6 Barriers To Entering The Market

a) High investments:

Establishing a telecommunications network requires a large investment in the development of infrastructure, including fiber optic cables and towers.

b) Regulatory hurdles:

Obtaining the necessary licenses and meeting regulatory requirements can be difficult and time consuming.

c) Technological skills:

Industries require advanced knowledge and skills, which can create barriers for new entrants.

d) Rising competition:

Independence and the establishment of players and customers with broad infrastructures make it difficult for new companies to enter the market.

e) Economy of scale:

Existing players benefit from economies of scale that reduce labor costs and offer competitive prices to new entrants.

### **3.7 Competition Strengths And Weaknesses**

#### **A) Strengths:**

- a) PTCL: wide infrastructure, diversified services, and strong brand awareness.
- b) Jazz: large number of customers, modern mobile network, and strong market.
- c) Telenor Pakistan: Advanced network, exceptional service, and customer centric approach.
- d) Zong: Competitive pricing, strong 4G network and fast expansion plans.
- e) Phone: Excellent customer service and local marketing.

#### **B) Weaknesses:**

- a) PTCL: large infrastructure, diversified services and strong brand awareness.
- b) Jazz: large number of customers, modern mobile network and strong market.
- c) Telenor Pakistan: advanced network, exceptional service and customer-oriented approach.
- d) Zong: Competitive pricing, strong 4G network and fast expansion plans.
- e) Telephone: Good customer service and internal marketing.

### **3.8 Target Market**

- a) PTCL: large infrastructure, diversified services and strong brand awareness.
- b) Jazz: large number of customers, modern mobile network and strong market.
- c) Telenor Pakistan: advanced network, exceptional service and customer-oriented approach.
- d) Zong: Competitive pricing, strong 4G network and fast expansion plans.
- e) Telephone: Good customer service and internal marketing.

### **3.9 Characteristics Of Target Market**

- a) PTCL: large infrastructure, diversified services and strong brand awareness.
- b) Jazz: large number of customers, modern mobile network and strong market.
- c) Telenor Pakistan: advanced network, exceptional service and customer-oriented approach.
- d) Zong: Competitive pricing, strong 4G network and fast expansion plans.
- e) Telephone: Good customer service and internal marketing.

### **3.10 Expected Growth:**

The market is expected to grow exponentially in the next five to ten years due to technological change and increasing internet access worldwide, especially in Pakistan. The involvement of private companies in the digital world will increase the need for good internet services.

### **3.11 Current Stage In Product Life Cycle**

Flash Fiber is in the growth stage, characterized by increasing adoption and market penetration, with a focus on expanding infrastructure and customer base.

### **3.12 Industry Life Cycle**

The telecommunications industry in Pakistan is in the mature stage, with established players and stable growth. However, ongoing technological advancements and market dynamics continue to drive evolution and competition.

### **3.13 Swot Analysis**

#### **Strengths**

- a. Fiber optic technology provides fast and reliable internet.
- b. The largest and most powerful product in the market was born in.
- c. Different services offer different services to different customers.

#### **Weaknesses:**

- a. Inconsistent service and customer service issues.
- b. they spend a lot of money on infrastructure development.
- c. Famous actors compete for comparisons or awards.

#### **Threats:**

- a. Extend the network to the target area.
- b. Born in Introduction to 5G technology and related services.
- c. Due to telecommuting and online education, the demand for high-quality Internet access is increasing.

#### **Opportunities;**

- a. Strong competition from traditional media providers.
- b. Change the law and compliance requirements.
- c. The rapid development of technology requires continuous investment.

## **4 RESEARCH METHODOLOGY**

### **4.1 Research Design**

In this study, we used a qualitative research method with a research design. A good research study is suitable for analyzing complex events and obtaining in-depth information about the characteristics, attitudes, and behaviors of the participants. The search feature's search feature allows for flexible and flexible browsing, allowing for different perspectives of PTCL's Fiber Flash projects to be explored.

### **4.2 Target Audience/ Population/ Participants**

In this study, we used a qualitative research method with a research design. Qualitative research can analyze complex events and obtain in-depth information about the characteristics, attitudes and behavior of participants. The search feature allows flexible browsing that allows you to explore the different perspectives of PTCL's Fiber Flash services.

### **4.3 Sampling Techniques**

Random sampling was used to select study participants. Good sampling allows for easy and convenient selection of participants, allowing for efficient data collection with time and resources. Due to the nature of the study, the focus is on generating hypotheses rather than drawing statistical conclusions. To collect qualitative data, 22 in-depth interviews were conducted.

### **4.4 Data Collection Procedures**

For this study, data collection followed a structured survey followed by in-depth interviews. The survey consisted of open and close questions designed to encourage participants to share their

thoughts and experiences and to help data collection.

The interview process began with open-ended questions to establish connections and create a comfortable environment where participants could share their experiences. This first session is designed to provide participants with detailed information and understanding. The discussion then turned to closed topics that focused on the unique features of PTCL Fiber services, such as reliability, speed, and customer support. This combined approach allowed researchers to separate data from different sites, increasing the depth and accuracy of the results.

## **4.5 Timeline**

The research period lasts one week [16 weeks] and includes:

- a. tasks and participant options: [1. week]
- b. Preparation for job interviews and tests: [2nd week - 4th week]
- c. In-depth interviews with participants: [5th week – 12th week]
- d. Analysis and interpretation of data: [13th week]
- e. Written report and preparation: [14th week]

## **5 FINDINGS AND ANALYSIS**

### **5.1 Qualitative Analysis: Thematic Analysis:**

#### **A) Introduction and Warm-up:**

This introductory and lively article discusses the common topic of our heavy reliance on the Internet for a variety of activities, including browsing, gaming, social media, and educational purposes. Participants emphasized the use of the Internet in their daily lives, stressing its importance for entertainment and creativity. Most of the time, participants first get to know about PTCL Fiber by messaging their friends and sharing it on social media like Instagram. Previous experiences with different types of ISPs; While some express their satisfaction, others have problems with facilities and services. The importance of reliability and efficiency when choosing an Internet service provider.

In addition, it has been found that word of mouth and interaction are important factors affecting the decision-making process of ISPs. Suggestions and recommendations from friends or acquaintances play an important role in changing the image of reliability and good work of Fiber Fiber. Authentic reviews and testimonials from trusted sources strengthen the brand of trust and highlight 's importance in building strong customer relationships and driving customer loyalty and retention.

## **B) Perceptions of Flash Fiber Service:**

Overall, respondents said that PTCL Fiber service is good in terms of reliability with scores ranging from 5 to 9 out of 10. Speed problems have been reported, especially during peak hours or during peak hours. special events such as holidays. However, overall satisfaction with the service is high, positive feedback from other users contributed to Flash Fiber's good rating. Despite the problems, the participants appreciated the reliable and fast service.

## **C) Customer Support Experience:**

Participants will get hands-on experience with PTCL customer team. While some expressed satisfaction with the response and how it was handled, others were not satisfied with the bad behavior and the time it took to resolve it. Examples of late payments leading to suspensions show the need for timely assistance. Participants emphasized the need for better customer service and well-trained staff.

In addition, the experience of customer service workers shows the importance of good communication and problem-solving skills when solving customer-related problems. While some attendees praised the efforts and professionalism of Fiber Fiber's customer service staff, others expressed regret at the poor performance and lack of compassion. This shows the need for continuous training and development programs to improve the quality of customer service and measure satisfaction at all stages of the customer journey.



#### **D) Market Positioning and Competitive Analysis:**

Analysts discuss the state of Flash Fiber in the broadband market, highlighting its strong reputation and making recommendations for future growth. When comparing factors such as price, performance, and service reliability to competitors, participants pointed to gaps in customer service and speed. Despite those concerns, participants believed that Flash Fiber could increase its market share with good customer service and marketing strategies.

#### **E) Factors Influencing Satisfaction/Dissatisfaction:**

Respondents identified factors such as reliability and speed, as well as cost, complete functionality and ease of installation, as factors of satisfaction with Fiber Flash. Dissatisfaction was expressed when these activities did not meet expectations, or when problems arose across the country. A comparison of past experiences shows the strengths and weaknesses of fiberglass in meeting customer needs.

Additionally, the text includes information about Flash Fiber charges related to competitors.

Although some participants confirmed the price and performance of the cable compared to other providers, others expressed dissatisfaction with the production and service not different from international standards. This means the difference between customer satisfaction with modern technology and good service, which can affect sales and customer retention in the long term

## **F) Strengths and Weaknesses:**

Participants identified characteristics and processes of fiber development based on their experience. Faster and better networks are known to drive overall satisfaction. However, participants suggested improvements in marketing, marketing strategy, and customer service to ensure that Fiber services are delivered and to ensure customer retention.

Finally, the text provides an overview of what consumers want in addition to online business. With the development of technology and the rise of the Internet, customers are looking for a comprehensive experience that goes beyond traditional service boundaries. This shows the importance of innovation and flexibility in adapting to market changes and customer requirements and demonstrates the ability of Flash Fiber to differentiate through useful services and advanced customer engagement methods.

## **G) Suggestions for Improvement:**

Participants come up with unique ideas for the development of Fiber Flash services, including the development of unique software for better user experience and better brand communication. They also said that they will take advantage of technological developments in the Internet sector, such as the introduction of 5G services and the installation of the right applications.

Another recurring theme when reviewing reports is the impact of time and environment on the performance of Fiber services. Participants find out where weather conditions, such as rain and snow, affect speed and reliability. But these interruptions are sometimes seen as negative, especially if they are related to important tasks or deadlines. This shows the importance of the network and the stability of the infrastructure in adverse weather conditions and shows where the Fiber service needs to be improved.

In summary, the first focus study provides important insights into customer characteristics and experiences of fiber optic services. By addressing key development issues such as network competition, innovation, customer service and product support, Flash Fiber can strengthen its competitive position and drive sustainable growth in a changing Internet service market.

## **5.2 Key Findings / Consumer Insights:**

Initial market research provides customers with information about their thoughts, experiences and expectations regarding PTCL's Fiber Flash services. This insightful data helps PTCL understand customer behavior, meet their needs, and customize their offerings to maintain customer loyalty.

### **A) Importance of Reliability and Performance:**

A consistent theme emerges in the literature regarding the importance of reliability and performance in customer surveys of ISPs. Respondents used connections, speeds, and fewer interruptions, especially today, when the Internet plays a role in many aspects of daily life, including business, education, entertainment, and communication. This understanding emphasizes the important role of communication and performance in meeting customer needs and increasing customer satisfaction.

### **B) Influence of Peer Recommendations:**

Another idea that emerges from the text is how expert advice and word of mouth influence a customer's decision to go with Fiber Flash. In general, participants suggested recommendations from friends, relatives, or neighbors as the most important factor in choosing an Internet service provider. This shows the power of social media and the importance of creating strong customers and brand ambassadors in the community by using an inspiring and motivating customer

experience, PTCL can improve its marketing efforts and attract new customers through trusted channels.

### **C) Challenges with Customer Support:**

This article describes customer experience and customer service as the most important issue;

This shows that there is room for improvement in customer service and communication.

Participants expressed frustration with poor service, long wait times, and lack of attention from customer service representatives to resolve their questions or technical issues. The customer perspective highlights the need to invest in training and development programs to further enhance the skills and abilities of employees, improve performance and foster a customer-focused culture within the organization. By prioritizing customer service efforts, PTCL can reduce dissatisfaction, strengthen customer relationships, and develop long-term trust.

### **D) Perception of Value for Money:**

This article identifies customer experience and customer service as the most important; This shows that there is room for improvement in customer service and communication. Participants expressed frustration with poor service, long wait times, and lack of attention from customer service representatives to resolve their questions or technical issues. Customer feedback shows the need to invest in training and development programs to improve the skills and abilities of employees, improve efficiency and promote a customer-focused culture within the organization. By prioritizing customer service efforts, PTCL can reduce dissatisfaction, strengthen customer relationships, and build long-term trust.

### **E) Emphasis on Seamless Customer Experience:**

Finally, participants emphasized the importance of a good customer experience and service. From initial analysis and processing to ongoing support and payment, customers expect a seamless

experience where quality, transparency and efficiency are at the forefront. These customer surveys show that PTCL needs to improve its services, improve its network infrastructure, and use technologies like AI chatbots and self-service to improve customer experience and satisfaction. By prioritizing customer experience, PTCL can build trust, loyalty, and support among its customers, leading to sustainable growth in the online services market.

**F) Expectation of Continuous Improvement:**

Customers expect ISPs to continually improve their offerings, remove inefficiencies and adapt to changing customer needs. Suppliers who are willing to innovate, improve service and surprise customers are used.

**G) Expectations for Innovation and Differentiation:**

A recurring theme in the text is customer expectations regarding the innovation and differentiation of Fiber Flash services. Participants expressed their desire for modern technology, advanced design, and unique experiences outside of normal relationships. Customer feedback shows the need for innovation and change in the market and customer needs. By investing in research and development, strategic partnerships, and valuable services such as smart home integration, IoT integration and network integration, PTCL can differentiate its offering, grow its customers, and stay in face the competition.

Hence, customer insights from relevant research provide valuable guidance for PTCL to improve its performance, improve service delivery and strengthen customer relationships in the dynamic and changing online environment. By listening to customer feedback, addressing pain points, and aligning its strategy with customer needs and customer expectations, PTCL can position itself as a trusted ISP with passion for quality, commitment, and long-term value time.

## **6 RECOMMENDATIONS**

### **6.1 Short Term Recommendations**

#### **A) Streamline Technical Support:**

By integrating all technology processes and tools into one system, you can solve customer problems quickly and efficiently. Use automated solutions to help customers solve problems themselves.

Example: Jazz, a leading player in Pakistan, provides 24/7 customer support through various channels such as phone, email, and social media, helping PTCL follow suit and its technical support infrastructure. Know-how - 24/7 support, troubleshooting and resolution for Fiber Flash customers.

#### **B) Professional Team of Installation:**

Develop an intensive training program to expand the technical knowledge, skills and customer service of maintenance personnel. Change the input process and quality assurance standards to ensure the accuracy and reliability of all service operations.

Example: Nayatel, a Pakistani broadband provider, is hiring qualified installers to ensure high quality infrastructure and customer service; therefore PTCL can also follow the practice of Nayatel by using a team of qualified professionals with standard equipment. Ways and means to build infrastructure and satisfy customers.

### **C) Strategic Partnerships for Packages and Offers:**

Partnering with popular websites, gaming companies and content providers to create exciting packages and exclusive offers for Flash Fiber users. Use these partners to offer valuable services, such as discounted subscriptions or access to special features.

Example: Daraz, Pakistan's largest market, partners with various brands to offer its customers special prices and promotions.

PTCL can follow Daraz's lead by tying up with popular websites, gaming companies and suppliers to create attractive packages and special offers for Flash Fiber users, thereby adding value to their business.

### **D) Enhanced Transparency:**

Increase transparency in service delivery, pricing and billing to increase customer confidence.

Provide clear and detailed information about work plans, postcards, and other fees to avoid confusion and disputes.

Example: Telenor Pakistan provides transparency and understanding to its customers by providing detailed information and usage reports through its website.

PTCL can use the Telenor system to implement a user-friendly website or mobile application that allows customers to access account information, including data usage, billing statements and service plans.

### **E) Network Stability and Performance:**

Allocate infrastructure and infrastructure upgrades to ensure stable and reliable operations, especially during peak hours. Conduct regular inspections and permit processing to remove obstructions.

Example: Zong, a leading media company in Pakistan, invests in infrastructure and development to provide reliable and stable services to its users.

## **6.2 Long Term Recommendations**

### **A) Personalization and Customization:**

Invest in data analytics and machine learning algorithms to analyze customer behavior and preferences. Use this information to create customized services and marketing programs that address customer interests and preferences. Example: Netflix uses advanced algorithms to analyze user preferences and behavior and create customized and personalized recommendations. PTCL may use data analytics and machine learning techniques to analyze customer preferences and behavior and provide personalized services, content recommendations and targeted advertising based on individual interests and usage patterns.

### **B) Innovation and Technology:**

The development of a new culture of the organization, research funds and development projects focus on future projects. Explore opportunities in areas such as 5G connectivity, smart home connectivity and the Internet of Things to stay ahead of customer needs.

Example: TPL Maps, Pakistan's mapping and navigation service uses the latest segmentation technology and real-time traffic data to provide real-time routes and location-based services.

PTCL can lead the way in technological development and innovation by connecting technology developers and research institutes to create innovations such as 5G connectivity, smart home connectivity and IoT.



### **C) Strategic Partnerships for Innovation:**

They collaborate with technology providers, startups and industry leaders on innovative solutions and services. Collaborate on research projects, pilot programs and partnerships to identify new business opportunities and support technology development.

Example: Engro Corporation partners with startups and universities through the Engro Innovation Gateway program to promote innovation and entrepreneurship in Pakistan.

PTCL can continue to work with local technology exchanges, universities and research institutions to provide new solutions and services, using its knowledge and resources to meet the needs and expectations of customers.

### **D) Customer-Centric Approach:**

It places great importance on the satisfaction and loyalty of the customers by accepting the way between the customers in all matters. Implement feedback loops, fun surveys, and loyalty programs to monitor and improve customer experience.

Example: UBL, one of the largest banks in Pakistan, prioritizes customer satisfaction through independent banking services and customer relations staff.

Therefore, PTCL can also benefit from the customer-centric approach to UBL by implementing a feedback system, comprehensive customer surveys and loyalty programs to continuously monitor and improve customer experience. and increase trust and confidence among Fiber Flash users.

### **E) Enhanced Marketing and Branding:**

Invest in targeted advertising and marketing efforts to attract and motivate new customers.

Highlight the unique advantages of Fiber Flash, such as reliability, speed and value-added services, to differentiate yourself from your competitors in the market.

Example: Coca-Cola's "Share Coke" program in Pakistan brought a unique and fun experience promoting the Coke bottle and brand name to consumers.

Therefore, PTCL can also start marketing and marketing creatively and differentiate Flash Fiber from its competitors by offering unique features, benefits and prices that attract and retain customers, especially in the "telecom" market. competition in Pakistan".

## 7 CONCLUSION

These insights were derived from a primary analysis of 22 interview transcripts that provide important insights into customer experiences of PTCL's Fiber Flash services. These discussions revealed several recurring themes, including reliability, speed, customer service, market conditions, satisfaction/satisfaction and impact, strengths, weaknesses, and ideas for improvement.

Customers prefer the reliability and speed of Internet service; It demonstrates the importance of seamless connectivity for a variety of services including streaming, gaming, social media and educational programs. Also, the customer's role in solving the problem cannot be ignored, since quick and efficient support has a great impact on overall satisfaction.

Price, complete service, and ease of installation were cited as other factors affecting satisfaction. However, there is a huge demand from PTCL for efficiency, technical support and special offers. Customers expect companies to solve their problems and problems with professionalism, creativity and customer focus based on these observations, various recommendations are made regarding the PTCL Fiber project.

In the short term, the company should prioritize the improvement of technical support, develop the skills of the installation team, and build better relationships for growing products. In the long term, the focus will be on innovation, personal service, and customer-oriented ways to stay competitive and develop a strong online service sector.

By implementing these recommendations, PTCL can satisfy customers, increase its market share, and create lasting trust among its customers. A deep understanding of customer needs and preferences is essential for PTCL to remain a strong player in the Internet services market and adapt to the changing dynamics of the Internet.

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## 9 APPENDICES

### 9.1 APPENDICE A: CONSUMER QUESTIONNAIRE

**This Questionnaire consist of 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

- i. Can you share your general usage patterns and needs when it comes to internet services?  
How integral is the internet to your daily activities?
- ii. How did you initially hear about PTCL's Flash Fiber service? What influenced your decision to subscribe to it?
- iii. Could you provide some context regarding your previous experiences with different internet service providers? What were the highlights and challenges with those services?

b) Perceptions of Flash Fiber Service:

- i. Reflecting on your experience with PTCL's Flash Fiber service, could you rate its reliability on a scale from 1 to 10? Can you recount any specific instances where you've encountered issues or disruptions?
- ii. Delving into speed, how satisfied are you with the performance of Flash Fiber? Have you noticed any variations in speed during peak usage hours?
- iii. Can you describe any instances where the speed of Flash Fiber has particularly impressed or disappointed you?

c) Customer Support Experience:

- i. Reflecting on your interactions with PTCL's customer support team, how satisfied have you been with their responsiveness and effectiveness in addressing your concerns?
- ii. Can you recall a specific incident where you sought assistance from the customer support team? How would you rate the resolution process and the overall experience?

- iii. Considering your overall experience, what improvements or enhancements would you suggest to streamline the customer support process for Flash Fiber subscribers?
- d) Market Positioning and Competitive Analysis:
  - i. From your perspective, how does Flash Fiber position itself within the broader market of internet service providers? What unique advantages or differentiators do you perceive it to have?
  - ii. In comparing Flash Fiber with its competitors, what factors do you consider pivotal in determining its competitive edge? How does Flash Fiber fare in terms of pricing, performance, and service reliability relative to its competitors?
  - iii. Considering the evolving landscape of internet services, where do you foresee Flash Fiber standing in the near future in terms of market share and customer preference?
- e) Factors Influencing Satisfaction/Dissatisfaction:
  - i. Beyond reliability and speed, what other factors do you consider crucial in determining your satisfaction with Flash Fiber? (e.g., pricing, bundled services, ease of installation)
  - ii. In instances where you've been dissatisfied with Flash Fiber, could you pinpoint the specific aspects that fell short of your expectations? How did these instances impact your overall perception of the service?
  - iii. Drawing on your experiences with other internet service providers, how does Flash Fiber compare in terms of meeting your unique needs and preferences?
- f) Strengths and Weaknesses:
  - i. Reflecting on your overall experience, what standout features or aspects of Flash Fiber do you consider its greatest strengths? How have these contributed to your overall satisfaction?
  - ii. Conversely, could you identify any areas where Flash Fiber could improve or enhance its service offerings? How significant are these areas of improvement in influencing your satisfaction as a customer?

- iii. Are there any specific features or services offered by competitors that you believe Flash Fiber could adopt or adapt to enhance its value proposition?

g) Suggestions for Improvement:

- i. Based on your experiences and observations, what specific recommendations would you offer to PTCL for enhancing the Flash Fiber service? How do you envision these recommendations addressing current pain points and enhancing overall customer satisfaction?
- ii. Are there any emerging trends or technological advancements in the internet service industry that you believe Flash Fiber should capitalize on or incorporate into its offerings?
- iii. How critical do you believe these suggested improvements are in retaining existing customers and attracting new ones amidst the competitive market landscape?

h) Closing:

- i. Is there any additional feedback or insights you would like to share regarding your experiences with PTCL's Flash Fiber service?
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

## **9.2 APPENDICE B: CONUMER RESPONSES:**

A) Questionnaire: Tayyaba M Afzal Age 25 (Saddar)

**This Questionnaire consist of 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

- i. Work as a freelancer, earn through it  
  
Currently studying so for research and assignments  
  
Remote work and alignment with the US time zone.

And to browse social media and chill

That's what I usually use the internet for.

- ii. Through a friend who had been using PTCL already, and the bundle package.
- iii. Local internet provider doesn't deliver premium quality internet

Jazz and zong Devices has low power backup.

b) Perceptions of Flash Fiber Service:

- i. 6/10. It is reliable given the brand image, but there is lacking in solving issues when sudden incidents occur e.g. rain. The people on call are very responsive and will promise you a date but the team on ground are not able to full fill that. In the long run the issue get sorted.
- ii. Satisfied from the speed, the previous internet provider wasn't able to give me this much. I usually stay out of the house during the day so flash fiber comes in use at nights and I haven't faced any disruption in that.
- iii. Sometimes it's the monsoon season or the electricity shutdown in the city that makes the internet quality to drop that disappoints.

c) Customer Support Experience:

- i. Customer representative is always eager to help on call and making promises but them seems to be a collaboration issue in between the teams on ground and customer representative the promises are never fulfilled by the on-ground team.
- ii. In the rainy season last week, there was a little distortion, so I complained about that and the representative was helpful and promised to get back within 2-3 hours. But this took longer than promised however it was resolved a day later.



- iii. Collaboration and alignment between the representative on calls and the on ground teams.
- d) Market Positioning and Competitive Analysis:
  - i. More reliable, attractive packages with more value for money.
  - ii. Packages\Bundles, Pricing and brand value
  - iii. If customer service/Support is improved then they can be the leader in the market.
- e) Factors Influencing Satisfaction/Dissatisfaction:
  - i. Pricing is Cheaper, Bundle services with smart TV and PTCL minutes, ease of installation on call.
  - ii. In the monsoon seasons they kept delaying the problem and there was no collaboration between the representatives and the on-ground teams.
  - iii. Reliability, speed and customer support are the most crucial for the internet provider.
- f) Strengths and Weaknesses:
  - i. Best infrastructure, brand value, positive word of mouth in the market, and a big network around the nation.
  - ii. Customer service could be improved, more complains, more load with less employees to manage those problems.
  - iii. PTCL is already a market leader, working on customer service could make them a better company.
- g) Suggestions for Improvement:
  - i. Customer satisfaction needs to be focused on and improve the customer support team.  
Add more employee in the team to sort/divide the load between them.
  - ii. PTCL is using the latest technology, and have started using 5G supported technology.

- iii. Internet speed has mostly been perfect with all the add on services, but not the best customer service/support.

h) Closing:

- i. I have already addressed all the issue and my idea over the earlier questions.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

B) Questionnaire: Syed Zayan Arshad Age 23 (Gulistan e Jauhar)

**This Questionnaire consist sof 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

- i. Use internet in daily activities, being a student internet helps me with research for assignments and quizzes  
  
Social media surfing and chilling
- ii. PTCL has been in my house since decades, have only heard about ptcl from my elders, and no one has ever thought of changing that because of its brand value.
- iii. My family have never tried any other internet provider as they trust PTCL to be delivering the best possible service amongst the market.

b) Perceptions of Flash Fiber Service:

- i. 9/10. I have found PTCL to be the most reliable service provider, being the company with the biggest network.  
  
Sometimes in monsoon seasons PTCL disappoints other than that they are perfect.
- ii. This flash fiber is technology is delivering the fastest speed lag free internet to households and are not even affected by peak usage or over load.

- iii. This flash fiber technology is able to take more load than the pervious technology, having 2 devices for a single connection increases quality and divides the load.

c) Customer Support Experience:

- i. There seems to be a gap in communication in between the customer support team on calls and on ground, they are not even aware of the problem the customer has told on call and hasn't made any prior checkups to work more effectively.
- ii. I have been a PTCL customer since a long time and realized that they lag in customer support, they solve the problem in the long run but they are required many follow up.
- iii. To decrease the lengthy problem-solving time by better communication.

d) Market Positioning and Competitive Analysis:

- i. PTCL has the nation-wide biggest network with the majority infrastructure, and government support.
- ii. PTCL with its brand value has the cheapest price packages, bundles and ease of installation.
- iii. If they enhance/improve the customer support they can easily gain market share.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. PTCL provides more bundle feature in cheap packages such as smart TV, call minutes and unlimited downloads.
- ii. PTCL representatives are mostly rude to their customers and are not trying to help them in the best way possible.
- iii. Being a loyal customer of PTCL never gotten a chance to try any other service provider, and I am pretty much happy with the PTCL quality services.

f) Strengths and Weaknesses:

- i. The quality speed of PTCL is always commended for. There is minimal lag even in the peak usage hours.
- ii. PTCL representatives should be more polite and trained to deal with customers with a positive attitude.
- iii. As these days the market is evolving really fast so PTCL should adapt to anything that their customers prefer. Some competitors offer portal links for their own customers so for early access to premium content and software.

g) Suggestions for Improvement:

- i. To solve the customer support issue PTCL needs to divide the customer load appropriately so that every problem is solved in the promised time.
- ii. PTCL has already brought in the latest technology that supports 5G, (fiber to the home) Once 5G is legalized in Pakistan, PTCL will be able to deliver 5G connection in the whole country.
- iii. In this evolving market place, a company should be able to change and adapt to new technology like PTCL. Consumers has freedom of choice and can choose what ever they want. So always try to deliver the best.

h) Closing:

- i. Most the information is already shared in the earlier questions; no more ideas are left to be discussed.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

C) Questionnaire: Saad Shariq Age 23 (Safora Scheme 33)

**This Questionnaire consist of 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

- i. A gamer and a CS student both require high internet speed with low disruptions.
- ii. Many friends already had that and saw many advertisements on the internet so subscribed to it.
- iii. Used storm fiber, not so good customer service. PTCL brand value and good word of mouth.

b) Perceptions of Flash Fiber Service:

- i. 7/10. No specific issues till now as been a user since a very short time.
- ii. Pretty satisfied with speed. Weekend on Saturdays the download speed gets a little slow due to the peak usage hour but its negligible.
- iii. I was able to connect many devices on my single internet and everyone was satisfied with the speed as well.

c) Customer Support Experience:

- i. Support process is lengthy and a communication gap is found between the calling and the on-ground team.
- ii. Communicating the issue again and again, this can be improved by a better complain registration process.
- iii. Customer support should be improved and this part which gets the most complains. And simultaneous collaboration within all the teams should be ensured.

d) Market Positioning and Competitive Analysis:

- i. PTCL is the leader and most companies are dependent of PTCL infrastructure and framework for nationwide connection.
- ii. Performance is great, with cheap rates, and good ping/download/upload speed.
- iii. Satisfied with speed, but if customer support is improved then there is more chance of growth.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. PTCL provides ease of installation with cheap prices and great bundle packages.
- ii. No specific incident, but the representative needs to be trained to professional deal with customers without being rude.
- iii. Quality speed, ping/packet loss/download/upload speed

f) Strengths and Weaknesses:

- i. Largest network nationwide, infrastructure is huge, once was a government owned company.
- ii. Customer support should be improved, collaboration with all departments for efficient processing.
- iii. Setting up a dedicated portal or website as an alternative to Netflix or prime, which should be included in the bundle.

g) Suggestions for Improvement:

- i. There are tons of complaints of the internet but the number of employees isn't enough to solve all so the distribution of load is necessary.
- ii. PTCL is using the most recent technology, they have the 5G supported technology. They should work on bringing 5G and legalizing it in Pakistan and taking the first mover advantage.

- iii. With the best quality internet, they need to improve the customer support. This would improve the customer experience and would attract new customers.

h) Closing:

- i. Everything is already been mentioned in the interview above. Just a little more advertisement would help them in gaining the market share.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

D) Questionnaire: Hussain Waheed Age 21 (Gulshan e Iqbal)

**This Questionnaire consist of 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

- i. Integral for research, online courses, and networking.
- ii. Recommendations from tech-savvy friends and the appeal of bundled packages.
- iii. Tried a local provider, but switched due to inconsistent speeds.

b) Perceptions of Flash Fiber Service:

- i. 7.5/10. Generally reliable, occasional slowdowns during peak hours.
- ii. Mostly satisfied, especially for gaming and streaming.
- iii. Impressed by smooth gaming experiences, occasional lags during high-demand periods.

c) Customer Support Experience:

- i. Decent, but delays in resolving technical issues. Mis commitment.
- ii. Had to follow up multiple times for a connection issue, resolved after a few days.
- iii. Faster response times and proactive communication.

d) Market Positioning and Competitive Analysis:

- i. Strong infrastructure, competitive pricing, but can improve support services.
- ii. Reliability, bundled services, and widespread coverage.
- iii. Can grow with enhanced customer support and targeted marketing.
- e) Factors Influencing Satisfaction/Dissatisfaction:
  - i. Ease of installation on calls and bundled services at affordable rates.
  - ii. Customer support delays impacted work and gaming sessions.
  - iii. Meets most needs, but support responsiveness could be better.
- f) Strengths and Weaknesses:
  - i. Reliable speeds and attractive packages and a brand name.
  - ii. Faster issue resolution and friendlier customer interactions
  - iii. Online support portals for quick issue reporting and status update.
- g) Suggestions for Improvement:
  - i. Streamlined complaint handling and more tech-savvy support.
  - ii. 5G integration for faster speeds and wider coverage. (First mover advantage)
  - iii. Critical for retaining tech-savvy customers and attracting new ones.
- h) Closing:
  - i. Improved customer support would make a big difference.
  - ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

E) Questionnaire: Areeba Amin Age 22 (DHA)

**This Questionnaire consist of 7 parts with 3 questions in each part.**

- a) Introduction and Warm-up:



- i. Essential for online research, e-commerce operations, and staying connected.
  - ii. Recommended by neighbors in DHA for reliability and speed.
  - iii. Switched from a local provider due to frequent outages during rain.
- b) Perceptions of Flash Fiber Service:
- i. 7/10. Generally reliable, but experiences disruptions during heavy rain.
  - ii. Satisfactory speed for e-commerce operations, occasional slowdowns during peak hours.
  - iii. Impressed by consistent speeds for most tasks, disappointed during rainy days.
- c) Customer Support Experience:
- i. Mixed experiences, prompt response but delays in resolving rain-related issues.
  - ii. Had to wait for days for a technician during a rain-related outage.
  - iii. Faster response times during weather-related outages.
- d) Market Positioning and Competitive Analysis:
- i. Strong reputation, and nations biggest telecommunication company.
  - ii. Reliability in normal conditions, bundled services, and affordable pricing.
  - iii. Can grow with improved rain-resistant infrastructure and responsive support.
- e) Factors Influencing Satisfaction/Dissatisfaction:
- i. Reliability during rain, ease of installation, and bundled services.
  - ii. Rain/Electricity-related outages impacting e-commerce operations.
  - iii. Generally, meets needs.
- f) Strengths and Weaknesses:
- i. Reliable speeds in normal conditions and bundled services.
  - ii. Rain-resistant infrastructure and faster issue resolution during weather-related disruptions.

iii. Rain-resistant technology and proactive customer support during weather events.

g) Suggestions for Improvement:

i. Better infrastructure for rain resilience and faster response during outages.

ii. Advanced rain-resistant technology and real-time outage updates.

iii. Critical for retaining customers, especially during weather-related challenges.

h) Closing:

i. Improvements during rain-related outages would greatly enhance customer experience.

ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

F) Questionnaire: Rahul (DHA phase 2)

a. Introduction and Warm-up:

i. As a professional working from home, the internet is vital for my daily meetings and project management. I also use it for streaming content and staying updated with current events.

ii. I learned about Flash Fiber through an online advertisement highlighting its high-speed capabilities. The promise of better performance for my work-from-home setup was the main reason for my subscription.

iii. I've tried a few local ISPs, which offered decent service but had limitations in coverage and customer support. PTCL's widespread availability and established reputation made it a more reliable choice.

b) Perceptions of Flash Fiber Service:

- i. I'd rate it a 7/10. While generally reliable, I've experienced occasional downtime, particularly during system upgrades, which can be inconvenient.
  - ii. The speed is impressive, but I have observed some slowdowns during the evenings. However, it's still better than what I've experienced with other providers.
  - iii. I was particularly impressed when I had to upload large files for work, and Flash Fiber handled it seamlessly. However, there was a time when the speed dipped during an important live presentation, which was frustrating.
- c) Customer Support Experience:
- i. The support team is hit or miss; sometimes they're quick and efficient, other times it takes multiple calls to resolve an issue. I'd like more consistency.
  - ii. Once, my connection dropped unexpectedly. After contacting support, it took a couple of days and several reminders to get a technician out to fix the issue.
  - iii. Better training for support staff and a more streamlined process for dispatching technicians would greatly improve the experience.
- d) Market Positioning and Competitive Analysis:
- i. Flash Fiber seems to be leveraging PTCL's extensive infrastructure to offer high-speed internet across a wider area, which is a significant advantage.
  - ii. Flash Fiber's pricing is competitive, and the reliability is generally good. Its advantage lies in the widespread network coverage that competitors struggle to match.
  - iii. With consistent improvements in customer service and technology upgrades, Flash Fiber could potentially increase its market share.
- e) Factors Influencing Satisfaction/Dissatisfaction:

- i. Transparent billing, responsive customer service, and flexible package options are important to me.
  - ii. The main issue has been the occasional unresponsiveness of customer service and the delay in resolving technical problems.
  - iii. Flash Fiber offers a better speed-to-price ratio compared to others, which aligns well with my needs for high-speed internet at a reasonable cost.
- f) Strengths and Weaknesses:
- i. The consistent high-speed connectivity is a major strength, allowing me to work efficiently from home.
  - ii. Improving the customer service experience is crucial. Quick and effective problem resolution would greatly enhance my satisfaction.
  - iii. Offering more personalized service plans and loyalty rewards could be beneficial, as some competitors are doing.
- g) Suggestions for Improvement:
- i. Investing in a more robust customer service infrastructure and ensuring faster issue resolution would be my top recommendations.
  - ii. Continuing to invest in fiber technology and exploring options for integrating smart home services could be advantageous.
  - iii. Staying ahead with technology and maintaining high customer satisfaction are critical for retaining and attracting customers in this fast-paced market.
- h) Closing:
- i. Overall, I'm satisfied with the service, but there's always room for improvement, especially in customer support.

- ii. Thank you for sharing your thoughts. Your input is valuable for improving the Flash Fiber experience for all users.

G) Questionnaire: Sachin (Clifton)

a. Introduction and Warm-up:

- i. As a freelancer, the internet is my support for client communication, project submissions, and research. Additionally, I use it for online shopping and entertainment.
- ii. I saw a Flash Fiber installation in my neighborhood and inquired about it. The promise of high-speed internet suitable for my heavy data usage was the deciding factor.
- iii. I've switched between several ISPs due to inconsistent service and poor customer support. PTCL's longstanding presence gave me hope for a more stable connection.

b) Perceptions of Flash Fiber Service:

- i. I'd give it an 8/10. It's been mostly stable, but I've had a few outages that were quickly resolved after contacting customer service.
- ii. The speed is generally impressive, though I've noticed minor slowdowns during evening hours.
- iii. The speed has been consistently good, which is crucial for my video conferencing calls. There was one incident of slow speed during a deadline.

c) Customer Support Experience:

- i. The support is adequate, but there's room for improvement in terms of wait times and first-call resolution.
- ii. When I first experienced connectivity issues, the support team was helpful but it took a few calls to pinpoint and solve the problem.

- iii. A more streamlined support process with better-trained representatives would enhance the customer experience.
- d) Market Positioning and Competitive Analysis:
  - i. Flash Fiber's main advantage is its high-speed offering, backed by PTCL's extensive network infrastructure.
  - ii. Flash Fiber's competitive pricing and reliable service are its strengths. However, some competitors offer more flexible plans that might appeal to certain customers.
  - iii. With ongoing improvements and marketing efforts, Flash Fiber could solidify its position and attract a larger customer base.
- e) Factors Influencing Satisfaction/Dissatisfaction:
  - i. Customer service quality, uptime guarantees, and transparent billing are important factors for me.
  - ii. The few times I've been dissatisfied were due to slower response times from customer service during technical issues.
  - iii. Flash Fiber meets my needs for high-speed internet quite well, though I haven't had much experience with other high-speed providers for a direct comparison.
- f) Strengths and Weaknesses:
  - i. The consistent high-speed internet is a significant strength, which is essential for my freelance work.
  - ii. Enhancing the customer service experience is vital. Quick, effective resolutions to issues would make a big difference.
  - iii. Competitors offering no-contract plans and rewards for loyalty are attractive features that Flash Fiber could consider.

g) Suggestions for Improvement:

- i. Improving the efficiency of the customer support team and reducing resolution times would be my top suggestions.
- ii. Staying current with technological advancements, such as integrating IoT services, could keep Flash Fiber competitive.
- iii. Adapting to new technologies and maintaining high customer satisfaction are crucial for customer retention and acquisition.

h) Closing:

- i. Overall, I'm content with the service, but I believe there's always room for improvement, particularly in customer support.
- ii. Thank you for your time and input. Your feedback is important for enhancing the Flash Fiber service for all users.

H) Questionnaire: Saneha Age 24 (Clifton)

a. Introduction and Warm-up:

- i. I saw a promotional campaign on campus highlighting Flash Fiber's student packages.
- ii. Before PTCL, I used a local ISP with frequent connectivity issues, which was challenging during exam preparations. PTCL's reputation for better coverage influenced my switch.

b) Perceptions of Flash Fiber Service:

- i. I'd rate it 8/10. There have been a couple of outages, but they were resolved before any major assignments were due.
- ii. The speed has been consistently good, which is crucial for attending virtual lectures and downloading study materials, even during peak hours.
- iii. During finals week, the speed was impressive as I could access all my resources without any lag.

c) Customer Support Experience:

- i. The support has been helpful, especially when I explained that I needed quick resolutions due to upcoming deadlines.
- ii. Once, I had trouble connecting to my online class, and customer support walked me through troubleshooting steps over the phone, which quickly resolved the issue.
- iii. Having a support line for students with advanced service would be a great improvement, recognizing the urgency of academic deadlines.



d) Market Positioning and Competitive Analysis:

- iv. Flash Fiber offers competitive student packages, which is a big plus. Its extensive network means I can rely on it even when I'm on campus or at home.
- v. Price, reliability, and speed are key. Flash Fiber offers a good balance, making it a suitable choice for students on a budget.
- vi. If Flash Fiber continues to cater to student needs with competitive pricing and reliable service, I see it becoming more popular on campuses.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. Flexible plans that can adjust to student budgets and schedules, as well as responsive customer service during critical study times, are important.
- ii. The installation process was a bit slow, which was stressful as I needed the internet for an upcoming project.
- iii. Flash Fiber's reliable high-speed internet aligns well with my academic requirements.

f) Strengths and Weaknesses:

- i. The reliable connection and speeds that support multiple devices simultaneously are great when I'm working on group projects online.
- ii. Improving the speed of customer service responses and providing more personalized plans for students would be beneficial.
- iii. Some competitors offer temporary data boosts around exam times, which could be a great feature for Flash Fiber to consider.

g) Suggestions for Improvement:

- i. Offering more student-focused plans and ensuring faster technical support during peak academic periods would be my main suggestions.
- ii. Staying updated with the latest educational technology trends and offering packages that include access to academic resources would be advantageous.
- iii. For students, having a reliable and affordable internet service is critical. These improvements could significantly influence student loyalty and attract new subscribers.

h) Closing:

- i. Overall, I'm satisfied with the service, but I believe focusing on student-specific needs could make Flash Fiber even more appealing.
- ii. Thank you for participating in this interview. Your feedback is valuable for enhancing the Flash Fiber service for students.

I) Questionnaire: Tisha (Clifton)

a. Introduction and Warm-up:

- i. I use internet a lot since my office provides a work from home model, so I am mostly working from home. Internet is crucial as I must send files urgently, attend meetings and need to be connected on WhatsApp as well. These are the activities I need to be perform on daily basis so it's crucial for me.
- ii. PTCL has been in our house for as long as I remember. Changing it is a hassle to my father, so we have been using it even if there are other alternatives.
- iii. I personally have had horrible experiences as to lagging when I am in a Zoom meeting or calls failing on WhatsApp and my manager getting angry on me for that. I even had to purchase a device separately for my office only because of that so these are the

challenges. Basically, the speed and the way it suddenly stops working without ever getting a notification whatsoever from the company.

b) Perceptions of Flash Fiber Service:

- i. It would be 3/10 on my end because I have encountered lagging meetings and failing calls multiple times so all I have faced are issues.
- ii. Yes, a lot. Very inconsistent speed. It either runs okay or slow as hell at my side. I am not satisfied at all as I use it only at my free tie when I am using social media and stuff.
- iii. As I have said, multiple failings of my meetings and discussions have always disappointed me.

c) Customer Support Experience:

- i. They always respond well on call and instruct me to investigate stuff through my phone to assure that the problem has not been from our end in any way but sometimes they say they will look into the issue and never do.
- ii. I remember calling the person and he instructed me to a certain website and asked me to put some digits and told me that my connections were being shared my too many people and helped me change my password, but some ignore too but overall its 8/10.
- iii. Its already really good but record the calls and actually listen to them or maybe give customers surveys after each call to see whether the issue was resolved or not.

d) Market Positioning and Competitive Analysis:

- i. From my perspective, I see it as market leader since people like me, even troubled, will not change it. Plus, I have seen lots of people using it as well.

- ii. Its fine in terms of pricing and performance but service reliability needs serious working.

The competitive edge that I believe is that its really old and provide services in remote areas where other options are not available or other providers have no reach.

- iii. I believe it will be a leader because of its long reach in remote areas as well.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. I believe easy installation and bundled services are what I initially look for.
- ii. Failed meetings on calls and getting slow suddenly with no warnings and then not being able reach out to a service representative that cares is what led me to dissatisfaction.
- iii. I believe stormier is the best.

f) Strengths and Weaknesses:

- i. It's a market leader and works fine most of the time. It does not arise such issues that will make me change it.
- ii. Stability of internet connection and providing reliability is what needs to be focused on. They need serious improvement.
- iii. Storm fiber provides fast internet connection and reliability as well. Maybe you could learn from it.

g) Suggestions for Improvement:

- i. I would recommend improving their quality in service reliability and always providing stable internet connection so people can have an internet connection to get their work done.
- ii. Not that I can think of but working on current recommendation I gave out would be great.
- iii. These recommendations are crucial in long terms as it would help build loyalty of customers otherwise you might even lose the existing ones.

h) Closing:

- i. Please focus on recommendations.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

J) Questionnaire: Moon (Saddar)

a. Introduction and Warm-up:

- i. The internet is crucial for accessing online course materials, submitting assignments, and collaborating with classmates. It's also my main source of entertainment and staying in touch with friends.
- ii. I found out about Flash Fiber through a friend who had a positive experience with it. The promise of faster download speeds for my gaming and streaming needs was the main draw.
- iii. I've experienced issues with network stability and customer service with other ISPs. PTCL's Flash Fiber seemed like a more reliable option given its widespread network.

b) Perceptions of Flash Fiber Service:

- i. I'd rate it a 7/10. There was an issue during a major online exam, but it was resolved quickly after I reached out to customer support.

- ii. I'm quite satisfied. Even during peak hours, I've been able to stream lectures and play online games with minimal issues.
- iii. I was impressed when I downloaded a large software update for my computer in just a few minutes. However, there was a time when the speed dipped during a gaming tournament, which was a letdown.

c) Customer Support Experience:

- i. Some issues were resolved promptly, while others required repeated follow-ups.
- ii. I once had a connectivity issue late at night, and customer support was able to guide me through troubleshooting steps that fixed the problem without needing a technician visit.
- iii. Faster response times and more knowledgeable representatives would improve the support experience.

d) Market Positioning and Competitive Analysis:

- i. Flash Fiber's high-speed internet at student-friendly prices sets it apart.
- ii. I look at speed, cost, and customer service. Flash Fiber offers competitive speeds and prices.
- iii. If Flash Fiber continues to offer competitive rates and improves its service, it could become the go-to ISP for students.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. Customer service quality, no hidden fees, and flexible plans that cater to student budgets are important to me.
- ii. Quicker installations would be appreciated.
- iii. Flash Fiber's reliable service is suitable for my academic requirements, though I haven't explored many other high-speed options.

f) Strengths and Weaknesses:

- i. The high-speed internet that supports streaming and gaming is a significant strength.
- ii. Offering more student-focused packages and ensuring consistent speeds during all hours would be beneficial.
- iii. Some competitors offer short-term data boosts for exam periods.

g) Suggestions for Improvement:

- i. Offering personalized student plans with flexible data caps and prioritizing support during exam times would be great improvements.
- ii. Integrating educational partnerships that offer discounts or access to academic resources could make Flash Fiber more appealing to students.
- iii. These improvements are vital for retaining students who need reliable and affordable internet.

h) Closing:

- i. Overall, I'm satisfied with the service, but I believe there's always room for improvement, especially in terms of customer support and tailored student offerings.
- ii. Thank you for your time and feedback. Your insights are important for improving the Flash Fiber service for students.

K) Questionnaire: Maryam Qadeer Age28 (GulistanJauhar)

This Questionnaire consist of 7 parts with 3 questions in each part.

a. Introduction and Warm-up:

- i. Internet is v integral to my day. I work from home full time so if I encounter any difficulty, it means i have to figure out alternates immediately.

ii. I heard about it from my provider only. We were already using their broadband so it was only feasible that we switch to something that was promising to be more efficient and faster.

iii. I have used cable internet, PTCL and Zong devices- they had a mix of results. With the device, there was always the issue of how much internet you've used, how far away from the device your device is placed.

b) Perceptions of Flash Fiber Service:

i. an 8.5 out of 10. Yes, there've been disruptions, usually if we've forgotten to pay the bill timely.

ii. There can be variations sometimes on festive global occasions like Eid, and lately i haven't encountered this either i think.

iii. Ah i'm usually happy so long as my work deliverables are sent timely!

c) Customer Support Experience:

i. Oh yeah I'm quite satisfied with the customer service. They are usually efficient. We did hit some problems some time back but they have improved since.

ii. I remember we once forgot to pay the bills and we realised this when our service was cut off. The process was pretty smooth once we presented ourselves with the bill.

iii. I guess they could switch to electronic systems if they haven't already. Perhaps this will smooth out the process and maybe allow for gentle reminders.

d) Market Positioning and Competitive Analysis:

i. I'm not sure if I completely understand what you're referring to... I understand that we're still evolving in terms of technology and currently behind the world in those terms. I



don't understand market dynamics or much of internet technology to be able to give you a better answer unfortunately!

- ii. PTCL with its brand value has the cheapest price packages, bundles and ease of installation.
  - iii. If they enhance/improve the customer support they can easily gain market share.
- e) Factors Influencing Satisfaction/Dissatisfaction:
- i. Customer service in terms of the speed of response and troubleshooting the fault at hand is very important to me. Service disruptions may take place but it is important that they're rectified quickly.
  - ii. When the cables are disrupted, that is particularly disappointing because of the time it takes to remedy the situation.
  - iii. I found Flash fibre to be definitely better than broadband and those wireless devices that network companies came out with at one time.

f) Strengths and Weaknesses:

- i. Seamless connectivity is the greatest strength. I know if I'm sitting in a certain place, it is most likely that I will receive better connection. This means I'm most certain that I can count on it and that's the greatest asset .
- ii. flash fibre has its own weaknesses, like the range of connectivity, speed limitations and impediments and of course the fact that it is NOT wireless or potable-
- iii. I think better price point and more download storage along with better speeds-

g) Suggestions for Improvement:

- i. Cables! Is there any way we can have less cable length messing the concrete jungle we live in?

- ii. Young people are in the move and it would certainly help having a reliable portable device they can carry around.
- iii. I think these will certainly help in attracting new ones as well as retaining the old. For if they live somewhere where their mobile service has excellent service, and they are constantly having to switch between good flash fibre service at home and excellent mobile services whenever they step out or experience disrupted connection.

h) Closing:

- i. No, thanks, I think we've covered quite a bit of ground through your questions! I don't have any more insights to share.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

L) Questionnaire: Syed M Farooq Age 35 (Malir cantt)

This Questionnaire consist of 7 parts with 3 questions in each part.

a. Introduction and Warm-up:

- i. Internet is very important in my life. I'm also not satisfied with different local providers and the very first big service name comes to my mind is ptcl.
- ii. I've had a terrible experience of using different ISPS. When it comes to customer services and reliability other local networks are far behind.
- iii. My experience is quite good and im using it since more than a year now and im satisfied with their speed and reliability.

b) Perceptions of Flash Fiber Service:

- i. I would rate them 8. Sometimes the speed has quite aome issues but are not frequent.

ii. Sometimes the speed lags like in a year or two otherwise the speed is quite good if you compare with other telecoms.

iii. Yes they are okay and the speed is not frequent and they've improved a lot.

c) Customer Support Experience:

i. Oh yeah I'm quite satisfied with the customer service. They are usually efficient. We did hit some problems some time back in past though.

ii. I remember once there was a connectivity issue it was told that it will take 2 days but the worker came over the very same day.

iii. I guess they have strong data of complaints.

d) Market Positioning and Competitive Analysis:

i. I think they should work on their marketing as well their marketing strategies.

ii. PTCL is quite good in local competitors but if we compare them with international markets they are just not right there. People coming from feel that dissatisfaction.

iii. If they enhance/improve the customer support they can easily gain market share.

e) Factors Influencing Satisfaction/Dissatisfaction:

i. Pricing is the category where I consider PTCL should consider, maybe give out offers.

ii. I haven't been in any recent instances where flash fiber majorly disappointed me. Yes they've improved a lot with their services.

iii. As I said earlier when the people come from abroad they feel the difference of the service of flash fiber, other than that they are good.

f) Strengths and Weaknesses:

iv. The important feature of being a user of flash fiber is that you get continued services uninterrupted and you get a really good speed with reliable services.

v. I must say that flash fibre should work on their promotional services in other words data bundles and pricing thing too, they should really work on that

vi. I don't think I could suggest any more thing other than pricing.

g) Suggestions for Improvement:

- i. I would really suggest PtcI to think globally. I would suggest them to have a proper vision for the next 9-10 years. Gain previous customers trust who left them and adapt a different approach.
- ii. People are shifting from 4g to 5g services.
- iii. I think they should have a global approach and they should be knowing the next big thing in market.

h) Closing:

- i. No, thanks, I think we've covered lots of points.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

M) Questionnaire: Zulfiqar abid Age 38 (North Nazimabad)

This Questionnaire consist of 7 parts with 3 questions in each part.

a. Introduction and Warm-up:

- i. Internet is very integral in my life. I'm a streamer as well and gaming is my first love. Heavy daily usage of twitch streaming.
- ii. I've been using PtcI flash fiber now since 10 months now. I was convinced and referred by my friends and neighbourhood users.

- iii. My experience was quite okayish. and im using it since more than a year now and I've used zong devices which needed to be charge always and carry around everywhere, i even misplaced my device aswell.

b) Perceptions of Flash Fiber Service:

- i. I would rate them 9. Sometimes the speed has quite some issues but they are rare not frequent.
- ii. Sometimes the speed lags like once or twice in 6 months and this happened on different festivals like Eid and late night weekends.
- iii. Yes Ptcl has been impressive since some time especially ive even heard from different old users aswell that flash fiber has been efficient.

c) Customer Support Experience:

- i. yeah I'm quite satisfied with the customer service now. They are usually efficient. Honestly if I've experienced any trouble in Ptcl it was with customer support at the early times of installation. But for aure their customer service has been improved since.
- ii. Yes, once I paid my bill after the deadline and took some time to reopen my services.
- iii. I guess they should have strong data of complaints and a team of trained technicians and individuals who are eager for problem solving

d) Market Positioning and Competitive Analysis:

- i. I think they should work on their marketing more, portraying brand value and trust through different marketing strategies.
- ii. PTCL is quite good in local competitors but if we compare them with international markets they lack to a extent People coming from abroad feel that dissatisfaction. I think pricing is upto the mark and affordable i suppose as per the services.

- iii. If they enhance/improve the customer support and their marketing they can easily gain market share.
- e) Factors Influencing Satisfaction/Dissatisfaction:
- i. Pricing is the category where im i think satisfied, though they dont have any unique bundles or offerings.
  - ii. I haven't been in any recent instances where flash fiber majorly disappointed me. Yes they've improved a lot with their services.
  - iii. As I said earlier when the people come from abroad they feel the difference of the service of flash fiber, other than that they are pretty much upto the mark.
- f) Strengths and Weaknesses:
- i. The important feature of being a user of flash fiber is that their smarttv channels and package and i guess they were the ones by whom, this trend started.
  - ii. I must say that flash fibre should work on their promotional services in other words data bundles too, they should really work on their marketing strategies and more efficient staff.
  - iii. I don't think I could suggest anymore other than bundles, customer support and technical workers team
- g) Suggestions for Improvement:
- i. I would really suggest Ptcl to think internationally too. I would suggest them to Gain previous customers trust who left them and adapt a different approach to retain the new ones.
  - ii. People are shifting from 4g to 5g services.
  - iii. I think they should have a global approach and they should be knowing the next big thing in market.

h) Closing:

- i. No, thanks, I think I've covered everything im aware of.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

N) Questionnaire: Muskan Age 20 (saddar)

**This Questionnaire consist of 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

Muskan, Student of Szabist Karachi.

- i. I use internet a lot since this is digital era and you cannot skip it.
- ii. I got to know about this from a friend and subscribed to it as my friend did give good reviews.
- iii. Yes, I had some serious speed issues and very poor experience with customer service department.

b) Perceptions of Flash Fiber Service:

- i. Yes, there was a time. I had faced this with customer service department as they were only about talking and not doing something about the issue. I would rate it 5 out of 10.
- ii. Yes, speed gets worse in peak hours.
- iii. I was disappointed at a time I had submit my assignment and internet stopped working. Even though I was complaining to the administration and they were quite neglecting about the issue.

c) Customer Support Experience:

- i. They behave very poorly. When I am so upset about situation. They don't get the situation and rather blame it on other factors.
- ii. Resolution process is very hectic and exhausting as they keep us on waiting list. And the behavior they opt for is quite disappointing.
- iii. I would suggest them to be more responsible for their shortcomings.

d) Market Positioning and Competitive Analysis:

- i. Speed differentiates.
- ii. I think, Customer Service would be a factor that will fail them from their competitors and also speed is also horrible. I don't see worth of money going to PTCL.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. I think, pricing is crucial part to decide about any brand.
- ii. I think, they should be working on customer service personnel behavior as these things contribute to perception of brand.
- iii. I will say. It does not really meet the unique needs of mine.

f) Strengths and Weaknesses:

- i. Speed would be their greatest strength.
- ii. I think speed and customer experience can be two things to majorly work to sustain their customers otherwise there is no chance.

g) Suggestions for Improvement:

- i. My experience is that they are not really getting customers situation and which gives me perception that brand does not care about it.



ii. Yes, there can be one thing they can adopt is to have their official app. Which would create bridge between customer and brand.

iii. I guess, PTCL is quite a famous company and they might consider my suggestion.

h) Closing:

i. Nothing more to say.

ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

O) Questionnaire: Sneha Age 22 (Clifton)

**This Questionnaire consist of 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

Muskan, Student of Szabist Karachi.

i. I use internet a lot since this is digital era and you cannot skip it.

ii. I got to know about this from a friend and subscribed to it as my friend did give good reviews.

iii. Yes, I had some serious speed issues and very poor experience with customer service department.

b) Perceptions of Flash Fiber Service:

i. Yes, there was a time. I had faced this with customer service department as they were only about talking and not doing something about the issue. I would rate it 5 out of 10.

ii. Yes, speed gets worse in peak hours.

- iii. I was disappointed at a time I had submit my assignment and internet stopped working.  
Even though I was complaining to the administration and they were quite neglecting about the issue.

c) Customer Support Experience:

- i. They behave very poorly. When I am so upset abut situation. They don't get the situation and rather blame it on other factors.
- ii. Resolution process is very hectic and exhausting as they keep us on waiting list. And the behavior they opt for is quit disappointing.
- iii. I would suggest them to be more responsible for their shortcomings.

d) Market Positioning and Competitive Analysis:

- i. Speed differentiates.
- ii. I think, Customer Service would be a factor that will fail them from their competitors and also speed is also horrible. i don't see worth of money going to PTCL.
- iii. Considering the evolving landscape of internet services, where do you foresee Flash Fiber standing in the near future in terms of market share and customer preference?

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. I think, pricing is crucial part to decide about any brand.
- ii. I think, they should be working on customer service personel behavior as these things contribute to perception of brand.
- iii. I will say. It does not really meet the unique needs of mine.

f) Strengths and Weaknesses:

- i. Speed would be their greatest strength.

- ii. I think speed and customer experience can be two things to majorly work to sustain their customers otherwise there is no chance.

g) Suggestions for Improvement:

- i. My experience is that they are not really getting customers situation and which gives me perception that brand does not care about it.
- ii. Yes, there can be one thing they can adopt is to have their official app. Which would create bridge between customer and brand.
- iii. I guess, PTCL is quite a famous company and they might consider my suggestion.

h) Closing:

- i. Nothing more to say.
- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

P) Questionnaire: Sony Age 24 (Clifton)

**This Questionnaire consist of 7 parts with 3 questions in each part.**

a) Introduction and Warm-up:

Sony Manghwani, Student of Dow University.

- i. I use internet a lot for social media and I use youtube for studies too.
- ii. I saw an ad on Instagram. And I subscribed to it and got it installed at my new house.
- iii. Previously, I used to live somewhere else and my experience was satisfactory.

b) Perceptions of Flash Fiber Service:

- i. No, I have not encountered any problem till now. Since I only use social media.
- ii. Speed is very good. And issues in peak hours is manageable and understandable I guess.
- iii. Not really, but in monsoon season it does happen sometime.

c) Customer Support Experience:

- i. I like the customer service as they are very well behaved and very urgent with responsiveness.
- ii. CMy overall experience is quite good till now and hoping that it stays the same.

d) Market Positioning and Competitive Analysis:

- i. It has got good spot in market as of now. But I think they need to consistent with it to remain at the place.
- ii. As, I used to pay less to other one and I pay little more to PTCL. But f we compare with experience. Pricing is worthy.
- iii. Yes, As their quite well maintained and has been sustaining therefore, I see them growing from here more.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. I consider speed the crucial part.
- ii. Yes, may be sometimes. Like when there is overall city problem.
- iii. I will say it is comparatively amazing than my previous experience.

f) Strengths and Weaknesses:

- i. For me, every other think has been amazing with me.
- ii. I would say, they should work on overall service for the areas I have heard are having problems because everyone should equally be provided.

g) Suggestions for Improvement:

- i. Yes, ofcourse. There should be an app for better experience and smooth experience.
  - ii. I think, it will do good with to be more consistent
- h) Closing:
- i. I will say it has been satisfactory. Nothing much to say.
  - ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

**Q) Questionnaire: Pranjal Age 24 (Gardan)**

**This Questionnaire consist of 7 parts with 3 questions in each part.**

- i. Introduction and Warm-up:

Pranjal

- i. Since, I am a student. I am always in need of internet service and otherwise too I use internet a lot.
- ii. I heard from one of my friend so I just subscribed to it instantly since she was giving good reviews.
- iii. Yes, I had problems with their service and customer service department as they were not responsive.
- ii. Perceptions of Flash Fiber Service:
  - i. I would rate it 7 out of 10. Since I like their service and they come to house on any complain if needed.
  - ii. No, there is no changes in the peak hours. It is always the same.
  - iii. I have not seen any bad day till now. So I would say no straight way.

- iii. Customer Support Experience:
  - i. If customer have any complain. They always been responsiveness with me.
  - ii. Till now, it has been very good.
  - iii. I won't say there is any that I would like to give.
- iv. Market Positioning and Competitive Analysis:
  - i. Since I have only limited experience, but through that it is very competitive and have good place in the market.
  - ii. I think, it is at top for now and if they perform consistently. They would be attaining their customers for long.
- v. Factors Influencing Satisfaction/Dissatisfaction:
  - i. I would say I am completely satisfied with bundles and pricing because see that it is worth to pay if I am getting good service consistently.
  - ii. No, I haven't been dissatisfied.
  - iii. I will say it is comparatively amazing than my previous experience.
- vi. Suggestions for Improvement:
  - i. They can work on their speed of internet and customer service.
  - ii. No, I won't say anything about it.
  - iii. Yes , why not. If they consistently work good. The reviews of them would work to attain them.
- vii. Closing:
  - i. Overall experience has been very good without any hesitation.

- ii. Thank you for your valuable time and participation in this interview. Your feedback will be instrumental in guiding initiatives to enhance the Flash Fiber experience for all subscribers.

R) Questionnaire: Abdullah Ali Age 28 (DHA)

This Questionnaire consist of 7 parts with 3 questions in each part.

a) Introduction and Warm-up:

- i. Internet is very integral to my days. I have a pretty heavy usage as im a fan of watching movies and I work frok aswell, so I need pretty heavy usage at present.
- ii. I heard it from the provider only and I received different packages from markeeters of PtcI flash fiber. Had to switch to something good.
- iii. I have used different cable internets in my arra and zong devices aswell. With device there was always an issue of carrying it around and misplace it. The quality of network signal you're getting. That's a lot of variety.

b) Perceptions of Flash Fiber Service:

- i. I would rate them 8 out of 10, there have been some disturbances in the past but not from every sector, usually like when i forgot to pay my bills on time.
- ii. Yeah there are variations sometime like on different events like eid but lately i haven't experienced any disruptions.

c) Customer Support Experience:

- i. yeah I'm quite satisfied with the PtcI customer service. They are efficient. Once when I forgot to pay my bills the post process was pretty smooth and they immediately opened the services.

ii. I would rate it 8. Back in 2016 or 2017 when flash fiber came in new so I had to upgrade old Ptcl to new flash fiber. As i told you I've hit some problems in the past.

iii. I'm not sure about this but with time we are evolving in terms of technology and all, I dont know about the Market dynamics so wont be able to give you a better answer about that.

d) Market Positioning and Competitive Analysis:

i. To be honest I'm not much aware of the market dynamics loads of friends and relatives and they referred Ptcl to me aswell, other than that they have a great brand image i would say.

ii. Its an all-day debate, like troubleshooting the problems that's really important to me and the corrections are made quickly.

iii. As far as the competitors are concerned there would be an all-day debate of customer service, so what I need is that the corrections are made quickly. In past there have been a situation or two which Ptcl took some time but with time they are evolving.

e) Factors Influencing Satisfaction/Dissatisfaction:

i. Ive been using their whole package, like samrt tv and thats an esge to Ptcl. Pricing, yeah they are fair according to me.

ii. As far as perception is concerned, no. Service disruptions may take place, i found flash fiber to be better than other devices, pricing sounds fair to me.

iii. As I said earlier when the people come from abroad they feel the difference of the service of flash fiber, other than that they are pretty much upto the mark.

f) Strengths and Weaknesses:

i. I would say speed and smooth service, this means im most certain that i count on it and thats their greatest asset.



ii. I must say the more evolved their customer service is, other than that there are too much long long wires, they could come up with wireless type system.

g) Suggestions for Improvement:

- i. I would really suggest Ptcl to think internationally too. I would suggest them to Gain previous customers trust who left them and adapt a different approach to retain the new ones.
- ii. People are shifting from 4g to 5g services. They should jump on 5g, and some providers offer different bundles so they could adopt that, Ptcl should come up with a portable device as well for young people, and as 5g it would help freelancers working in northern areas as well.
- iii. I think they should have a global approach and they should be knowing the next big thing in market.

h) Closing:

- ii. No, thanks, I think I've covered quite a lot.
- iii. Thank you so much Abdullah Ali for your time.

S) Questionnaire: Adeena (Bahadurabad)

This Questionnaire consist of 7 parts with 3 questions in each part.

a. Introduction and Warm-up:

- i. It really helped me in my presentations and I just graduated from university so I'm going to office nowadays, yes internet is really important in my all activities.
- iii. I've been using since ages and we haven't used any other network than apart from it but yes they have been really good amongst their services.
- ii. Haven't used any service apart from Ptcl. Ptcl has been amongst the good services.

b) Perceptions of Flash Fiber Service:

- i. I would rate Ptcl 8 out of 10 although their signals are above average sometimes especially in monsoon seasons. Also sometimes a red light is being appeared on device making disruptions.
- iv. Ptcl flash fiber performance is good it's above average but not perfect, sometimes during assignments I face some disappointing situations. Sometimes it is really efficient.

c) Customer Support Experience:

- i. The customer support is literally below average cause there's an issue in communication and they don't have the right solution at times so they need to be efficient.
- v. I needed to contact customer support and recently during my assignments they didn't have the right solution and they aren't able to identify the right problem.
- ii. The simple solution is that make the customer support process smooth and easy, it's a really complicated process and the communication gap should be reduced.

d) Market Positioning and Competitive Analysis:

- i. I haven't used any other devices, I think I've only seen my friends and relatives using other devices also in rural areas Ptcl is being used and they have a marketing edge.
- ii. It's easily affordable apart from sometimes it becomes expensive due to taxes.
- iii. Ptcl is already dominant and they can increase their market share by improving customer support.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. Other than reliability their packages are budget friendly and they also have smart TV their main feature is good speed.

- ii. I've got the same answer, like due to communication gap and sometimes the customer support team is rude.

f) Strengths and Weaknesses:

- i. I think speed is average but im really happy with their affordability.

g) Suggestions for Improvement:

- i. Workload should divided between customer support team.
- ii. PtcI has launched 5G which is great, as their future is emerging youth.
- iii. I think they should stand on their feet and retain their customers, so PtcI should maintain their positive factors.

h) Closing:

- i. No, thanks, I think I've covered pretty much everything.
- ii. Thank you so much for your valuable time.

T) Questionnaire: Taha Ali (Gulistan e Jauhar)

This Questionnaire consist of 7 parts with 3 questions in each part.

a) Introduction and Warm-up:

- i. Actually i use inter net for university purposes and exams. I use it to prepare for my exams and mostly I use it for information,knowledge and work.
- ii. I was having issues regarding the packages with different service providers and then I heard about PtcI flashfiber and their packages and I hopped on to them.
- iii. There were different issues like they didn't have a customer portal and their packages weren't attractive so that's why I changed to flash fiber.

b) Perceptions of Flash Fiber Service:

- i. Honestly i would rate them 9 out of 10 cause they also have good devices and smooth installation and I didn't face any major issues.
  - ii. Not really, but sometimes there are short delays and downloading speed variations. Secondly, when there's load it lags but im pretty much satisfied.
- c) Customer Support Experience:
- i. Had some issues like they took some delays in solving my problems, it took them 2 days to solve it.
  - ii. Basically the problem was the connectivity issue, it wasn't any speed issue so I contacted customer support though they did not rectify the problem the same day and even the next day aswell.
  - iii. The representatives and technicians should have good communication between them and the complaint department, there was lack of communication and coordination.
- d) Market Positioning and Competitive Analysis:
- i. Overall, customer experience is better than other services and yes competition exists and Ptel is ahead of their competitors I suppose.
  - ii. Different packages and bundles should be a great one and prices are affordable.
  - iii. Ptel is already dominant and they can increase their market share by improving customer support.
- e) Factors Influencing Satisfaction/Dissatisfaction:
- i. As I told you before I faced only that single issue when they took 2-3 days to correct my issues and problems. But the communication problem lies and that should be improved.
  - ii. No but it didn't switch to any other service providers but at present I don't have any good options aswell than Ptel flash fiber.

f) Strengths and Weaknesses:

- i. I think speed is average but im really happy with their affordability. Its strength is that it's country wide and its speed is really good.

g) Suggestions for Improvement:

- i. Improvements should be done on technicians and workers they should be trained i felt sometimes they are rude. Employee development should be considered.
- ii. It's really good, so it will become more user friendly and advanced due to 5g and technology innovations.
- iii. I think they should stand on their feet and retain their customers, so PtcI should maintain their positive factors.

h) Closing:

- i. No, thank you so much, I dont think there's any problem.
- ii. Thank you so much for your valuable time.

U) Questionnaire: Zeeshan Sheikh (Gulshan e Iqbal)

This Questionnaire consist of 7 parts with 3 questions in each part.

a. Introduction and Warm-up:

- i. Being a student it really is helpful and my every work and university related studies and can't live without internet.
- ii. My friends recommended me PtcI flash fiber and been using since almost 2 and a half years.
- iii. As far as I remember cable nets weren't not reliable enough.

b) Perceptions of Flash Fiber Service:

- iv. Sir, I would rate 8 out of 10, not really faced any major issues but sometimes it happens like in monsoon seasons.

- iii. In my opinion there are peak hours but it works sometimes normal speed but Im satisfied with their speed.

c) Customer Support Experience:

- i. When this was started I had to face a problem and I was also unaware, but they solved my issue with couple of hours so I was pretty much satisfied it saved time for all of us. Thanks to Ptel.
- ii. I would rate 9 out of 10 for resolution processes.
- iii. Nowadays we're stucked between tangled calls so I think they should be having chat customer support.

d) Market Positioning and Competitive Analysis:

- i. Overall, customer experience is better than other services and yes competition exists and Ptel is ahead of their competitors I suppose.
- ii. I think flash fiber is for big cities like karachi lahore Islamabad and they could work really good and have a big name unlike in rural areas there are different related issues aswell.
- iii. Ptel is already dominant and they can increase their market share by improving customer support.

e) Factors Influencing Satisfaction/Dissatisfaction:

- iv. Ive been using Ptel since more than 2 years so installation process was pretty smooth and it was done in 48 hours and their fast internet and good customer support their prices are worth it. Pricing and bundles plays an important role as offers are also appreciated by customers.
- v. Ptel wouldn't compromise with their speed and thats what people wants.

f) Strengths and Weaknesses:

- i. I think speed is average but im really happy with their affordability. Its strength is that it's country wide and its speed is really good.
  - ii. PtcI wouldn't compromise with their speed and thats what people wants.
- g) Suggestions for Improvement:
- i. Improvements should be done in villages and rural areas their need is also internet aswell so they should comeup with the speed of internet in rural areas and they should increase range country wide.
  - ii. I recommend that they should market more and more and they should comeup with student discounts and everything this would increase more customers this xould be done for only even for 6 months. And yes technology plays a huge role and PtcI has been doing collaborations aswell with top brands.
  - iii. I think they should stand on their feet and retain their customers, so PtcI should maintain their positive factors.
- h) Closing:
- i. No, thank you so much, and it was really knowledgeable.
  - ii. Thank you so much for your valuable time.

#### V) Questionnaire: Muneeb Khan (North Karachi)

This questionnaire consists of 7 parts with 3 questions in each part.

- a) Introduction and Warm-up:
- i. I use the internet extensively for my work as a freelancer and also for streaming movies and TV shows. The internet is crucial for my daily activities.

- ii. I heard about PTCL's Flash Fiber service from a friend who recommended it due to its reliable speed and service. I decided to subscribe after researching and comparing it with other providers.
- iii. Previously, I used other ISPs that often had connectivity issues and slow customer support. The highlights were few, mostly related to affordability, but the challenges were significant, leading me to switch to Flash Fiber.

b) Perceptions of Flash Fiber Service:

- i. I would rate it 9 out of 10. There was one instance where the service was disrupted for a few hours due to maintenance, but otherwise, it's been very reliable.
- ii. The speed is generally very good, though there are occasional slowdowns during peak hours. Overall, I am quite satisfied with the performance.

c) Customer Support Experience:

- i. My interactions with customer support have been positive, with quick responses and effective solutions. I would rate my satisfaction at 8 out of 10.
- ii. I had an issue with connectivity last month, and the customer support team resolved it within a day. I would rate the experience 9 out of 10.
- iii. They could improve by reducing wait times for customer support calls and ensuring that support agents have more technical knowledge to resolve issues faster.

d) Market Positioning and Competitive Analysis:

- i. Flash Fiber positions itself as a reliable and fast internet service provider with competitive pricing and good customer service. Its unique advantage is the consistent speed and reliability.



- ii. Pricing is competitive, and the performance is better than most. Service reliability is where Flash Fiber stands out, as I've faced fewer issues compared to other providers.
- iii. I see Flash Fiber gaining more market share if they continue to maintain their service quality and address customer support improvements. They have the potential to become a market leader.

e) Factors Influencing Satisfaction/Dissatisfaction:

- i. Ease of installation and pricing are very important to me. Bundled services like TV packages and additional offers also add value to the overall service.
- ii. There have been few instances of dissatisfaction, mainly due to delayed customer support responses. These instances have slightly impacted my overall perception but not significantly.
- iii. Flash Fiber meets my needs better than other providers I've used. The speed, reliability, and customer service are superior, making it my preferred choice.

f) Strengths and Weaknesses:

- i. The greatest strength is the consistent and reliable internet speed. This has significantly contributed to my satisfaction as it supports my work and entertainment needs without issues.
- ii. Improvements in customer support response times and more competitive promotional offers could enhance the service. These areas are important for retaining satisfaction.

g) Suggestions for Improvement:

- i. I recommend training customer support agents better and offering more attractive promotional bundles. These would address current pain points and improve satisfaction.
- ii. Flash Fiber should consider incorporating 5G technology and offering more flexible service plans to cater to different user needs.

- iii. These improvements are critical. Staying ahead in technology and customer service will help retain current customers and attract new ones.

h) Closing:

- i. No additional feedback, but thank you for considering my opinions. Overall, I'm quite satisfied with the service.
- ii. Thank you, Ayesha Khan, for your time and participation in this interview.

## 10 APPENDICE C: PROJECT PROPOSAL

U I



### SZABIST – UNDERGRADUATE BUSINESS PROJECT PROPOSAL FORM FOR ORGANIZATION

Please <b>TYPE</b> . All fields must be filled and form stamped.		Date: 29 <sup>th</sup> February 2024
1. Client Company Name & full address: Pakistan Telecommunication Company Ltd. PTCL, Pak Capital Exchange, PIB Colony, Karachi, Pakistan.		
2. Details of a Contact Person (other than Project Owner): a. Name: <u>Hassan Pasha</u> b. Designation: <u>Assistant Manager</u> c. Cell Number: <u>0322-2754541</u> d. Official Email ID: <u>dua.hassan@ptclgroup.com</u>		
3. Details of the Project Owner: (Different from the Contact Person) a. Name: <u>Syed Kausar Ali</u> b. Designation: <u>Senior Manager Technology</u> c. Cell Number: <u>0333-3319620</u> d. Official Email ID: <u>kausar.ali@ptclgroup.com</u>		

**SZABIST – UNDERGRADUATE BUSINESS PROJECT  
PROPOSAL FORM FOR ORGANIZATION**



<b>4. Project Description:</b>	
<b>Problem Statement:</b> "The introduction of PTCL's Flash Fiber technology prompts an inquiry into customer satisfaction, service quality, and competitive positioning within the market landscape."	
<b>a. Key Business Questions:</b>	
<ul style="list-style-type: none"> <li>i. Explore customer perceptions regarding PTCL's Flash Fiber service in terms of reliability, speed, and customer support.</li> <li>ii. Determine the factors contributing to customer satisfaction or dissatisfaction with Flash Fiber, in terms of service quality, relative to competitors.</li> <li>iii. What are the perceived strengths and weaknesses of PTCL's Flash Fiber service?</li> <li>iv. Evaluate Flash Fiber's competitive positioning within the market landscape.</li> <li>v. Identify actionable insights/suggestions to optimize Flash Fiber and enhance customer experience.</li> </ul>	
<b>b. Project Expected outcomes:</b>	
We expect to achieve the following outcomes through this project:	
<ul style="list-style-type: none"> <li>i. Gain valuable insights into customer sentiment towards Flash Fiber, facilitating service improvement initiatives.</li> <li>ii. Identification of key factors influencing customer satisfaction and recommendations for enhancing service quality.</li> <li>iii. Identifying PTCL's Flash fiber market position.</li> <li>iv. Comparative analysis of Flash Fiber with competitors' services, providing insights into areas of competitive advantage and potential threats.</li> </ul>	
<b>5. Project Timeline:</b> Start date: <u>20<sup>th</sup> February 2024</u> ; End date: <u>25<sup>th</sup> May 2024</u> ; Duration: 3 Months	
<b>6. Financial sponsorship of project (if any):</b> No Financial sponsorship	

**SZABIST – UNDERGRADUATE BUSINESS PROJECT  
PROPOSAL FORM FOR ORGANIZATION**



**Client Organization**

Signature: \_\_\_\_\_

Name: Syed Kausar Ali

Designation: Senior Manager

Company Name: Pakistan Wireless

Company Stamp: Registration (Wireless-II)

Karachi: 34130066

**Supervising Faculty**

Signature: \_\_\_\_\_

Name: M. Elia Qazilbash

Course: Business Project

Section: D

**Capstone Coordinator**

Signature: \_\_\_\_\_

Name: Ayesha Latif Shaikh

Email id: ayesha.latif@szabist.edu.pk

SZABIST Stamp:



**Students in Project Group (Names & Registration no.)**

1. Syed Zayan Arshad 2211380	2. Muhammad Yousha Ali 2011269	3. Nimrita Diwan Lal 2011275	4. Moon Alias Kashish 2011260	5. Muhammad Yousuf Qadeer 1911213
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# 11 APPENDICE D: NON-DISCLOSURE AGREEMENT

[TO BE DULY STAMPED]

## Non-Disclosure Agreement

THIS Non-Disclosure Agreement is made at Karachi on this 29<sup>th</sup> day of February month, 2024,  
BY AND BETWEEN

Faculty of management Sciences, at Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), at Karachi, having its registered office at Plot # 99, Clifton Block 5, Karachi (hereinafter referred to as "university" which expression shall, where the context so admits, include its successors-in-interest, nominees, legal representatives, administrators and assigns) of the First Part;

AND

Pakistan Telecommunication Company Ltd. (PTCL), a company incorporated under the laws of [Islamic Republic of Pakistan] and having its registered office at PTCL Pak capital exchange, PIB Colony, Karachi (hereinafter referred to as the "Company", which expression shall, where the context so admits, mean and include its successors-in-interest, nominees, legal representatives, administrators and permitted assigns) of the Second Part.

SZABIST and Company shall collectively be referred to as the "Parties" and singly as "Party".

WHEREAS the Company is engaged in the business of Telecommunication. Whilst company is in the process of considering the engagement with the university for the project as mentioned herein, there is requirement of maintaining confidentiality through a Non-Disclosure Agreement before exchanging any document or information. This agreement is for the duration of 4 months i.e. Spring semester of the year 2024.

NOW, THEREFORE, THIS AGREEMENT WITNESSETH and in consideration of the mutual covenants contained herein, the Parties do hereby agree, undertake and declare as under:

### CONFIDENTIALITY

- a) All data, documentation and information including but not limited to data pertaining to Company's customers or Company in any form or medium whether in writing, verbal or otherwise, charts, flow charts, drawings, designs, models, business models, plans concerning the Company which is provided to sending party or coming to its knowledge in the course of its services ("Confidential Information"), will be kept confidential by the University, its affiliates, agents, advisors, directors, officers, or employees and, without the prior written consent of the other, each shall not:

*Revised 13 February 2024*

- (i) distribute or disclose any of the Confidential Information in any manner;
  - (ii) permit any third-party access to the Confidential Information; and
  - (iii) Use the Confidential Information for any purpose other than as agreed in writing by the Party providing the information.
- b) In the event that the University received a request to disclose all or any part of the Confidential Information under the terms of a valid order issued by a court of competent jurisdiction or by a government body, the receiving third party agrees to promptly notify the Company of the existence, terms and circumstances surrounding such a report so that the Company may seek an appropriate injunctive relief to safeguard the Confidential Information. If the University is compelled to disclose any of the Confidential Information, it will disclose only that portion thereof which it is compelled to disclose and shall use its best efforts to obtain an order or other reliable assurance that confidential treatment will be accorded to the Confidential Information so disclosed. Confidential Information shall not include any information which:
  - (i) has become generally available to the public through no fault or action of the University; or
  - (ii) is in the possession of the University prior to the date hereof, provided that such information is not known by the University to be subject to another confidentiality agreement and further provided that such information was obtained independently and without the assistance of the Company; or
  - (iii) Is or becomes available to the University on a non-confidential basis from any third party, the disclosure of which to the University does not violate any contractual, legal or fiduciary obligation such third party has to the Company.
- c) Either party may disclose the existence of an agreement for conducting capstone project to any authority/ accreditation body/ supervisory body including: name of organization (company) and broad 'area of project', without disclosing the details of the complete project
- d) The obligations of confidentiality herein shall remain in full force and effect during the life of this Agreement and shall survive after termination thereof, unless a release is signed by Company at any time.

*Revised 13 February 2024*

## DATA PROTECTION

- a) In addition to and notwithstanding any other right or obligation arising under this Agreement the University shall take all appropriate technical and organizational security measures to ensure that the Data and/or information is protected against loss, destruction and damage, and against unauthorized access, use, modification, disclosure or other misuse, and that only the parties' personnel designated for the purpose of capstone project assigned have access.
- b) The University shall (and shall ensure that its employees, and relevant students shall) in respect of Company's Data:
  - i) comply with any request made or direction given by Company in connection with the requirements of any Data Protection Laws;
  - ii) not do or permit anything to be done which might jeopardize or contravene the terms of any registration, notification or authorization under the Data Protection Laws;
  - iii) not disclose Company's Data without the written authority of PTCL (except for the purposes of discussing and negotiating the Service Level Agreement; and
  - iv) Immediately notify PTCL when it becomes aware of a breach of this Clause.
- c) The University acknowledges that any unauthorized access, destruction, alteration, addition or impediment to access or use of Company's Data when stored in any computer, or the publication or communication of any part or document by a person which has come to his knowledge or into his possession or custody by virtue of the performance of this Agreement (other than to a person to whom the University is authorized to publish or disclose the fact or document) may be a criminal offence.

## 17. INTELLECTUAL PROPERTY

This Agreement grants no patent rights, copyrights, trade secrets, or licenses, expressed or implied, to the University, unless expressly granted by Company.

## 18. NON-AGENCY

Each Party to this Agreement shall always be regarded as independent entity and not as an agent of the other Party and in this capacity cannot bind each other.

*Revised 13 February 2024*



IN WITNESS WHEREOF the Parties, acting through their authorized representatives, have put their respective hands on this Agreement on the day month and year hereinabove mentioned.

**For and on behalf of Management Sciences Dept. at SZABIST:**

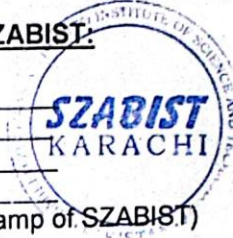
Faculty Advisor Signature: \_\_\_\_\_

Name: M: Elia Qazilbash

Title: Assistant Professor

CNIC: 42301-0899970-3

(Stamp of SZABIST)



**Business Project Group Members:**

Student Name	Student ID	Signature
1. Syed Zayan Arshad	2211380	
2. Muhammad Yousha Ali	2011269	
3. Nimrita Diwan Lal	2011275	
4. Moon Alias Kashish	2011260	
5. Muhammad Yousuf Qadeer	1911213	

**Witnesses on behalf of Management Sciences Dept. at SZABIST:**

1. Signature: \_\_\_\_\_

Name: Ayesha Latif Shaikh

CNIC No.: 4230-09801310-2

Address: 99 campus building, SZABIST, Karachi

2. Signature: \_\_\_\_\_

Name: Dr. Manzoor Isyan

CNIC No.: 43902-03439627

Address: 99 campus building, Szabist Karachi.

**For and on behalf of Company, named:**

Signature: \_\_\_\_\_

Project Owner's Name: Syed Kausar Ali

Title: Senior Manager

CNIC No.: 42401-1556417-5

**Witnesses, on behalf of Company, named:**

1. Signature: \_\_\_\_\_

Name: Hassan Pasha

CNIC No.: 42401-7326680-5

Address: PTCL, Pak Capital Exchange, PIB Colony, Karachi, Pakistan.

2. Signature: \_\_\_\_\_

Name: M. Arif

CNIC No.: 42101-6280919-5

Address: PTCL, Pak Capital Exchange, PIB Colony, Karachi, Pakistan.

(Stamp of the Company)

HASSAN PASHA  
A. M. Wireless Ops  
KTR-II PTCL  
Tel: 021-34129811

Revised 13 February 2024