



TOWARDS GREATER CUSTOMER EXPERIENCE: ROLE OF NETWORK PARAMETERS ON KEY BUSINESS DRIVERS

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ABSTRACT

The purpose of the present study is to propose the importance of Network experience on Customer experience and Customer behavioral intentions for Cellular Service Providers. This research paper examines customers' feedback on experience across various stages in customer lifecycles and interactions with their telecom operator and attempts identifying the determinants of network experience and their significant impact on customer behavioral intentions of churn, advocacy and purchase more. Primary research was conducted and more than 5000 respondents spread over 36 centres all over the country were surveyed. Questionnaire was used as the primary research instrument along with personal interviews. This paper establishes that Network experience has the highest impact among the 6 determinants of Customer experience for Cellular Service Providers. It also establishes the relation between Network experience parameters and customer behavioral intentions (churn, advocacy and intention to purchase more) through statistical backing of EFA and logistic regression tests. This is an initial paper to identify the determinants of network experience and customer experience in telecom industry. With the growth of data usage, further research is required to drill down into data experience parameters as well to establish the overall impact of network on customer experience and customer behavioral intentions. This paper helps to establish the tangible and intangible parameters of network experience and customer experience which in turn helps to understand the impact on customer behavioral intentions (churn, advocacy, purchase more, complaints). The Cellular Service Provider's can use this relation between Network experience and Customer behavior for strategizing their investments and customer offers. The paper identifies the determinants of network experience and its direct impact on customer experience through a measurement yardstick. The method adopted incorporates various determinants across the customer lifecycle which are sufficient in defining customer experience holistically. The paper also establishes relation between Network experience parameters and customer behavioral intentions of churn, advocacy and purchase more.

Keywords: network experience, customer experience, customer behavioural intentions, churn, advocacy, intention to purchase, cellular service provider.

1. INTRODUCTION

India has the second largest mobile subscriber base in the world with 904 million subscribers as of March 2014. This amounts to the overall mobile teledensity of 72.94 with urban teledensity being 139.86 and rural teledensity being 43.27 (TRAI report, May 2014). The mobile Internet uptake is also increasing at a fast pace since last one year with total mobile internet subscriber base touching 250 million mark in March 2014 (TRAI report, May 2014). The Cellular Service Providers are diversifying their services beyond voice and SMS services; data and multimedia services being the focus area for them currently. The Indian mobile market is maturing as far as data service is concerned.

Indian Telecom industry has gone through a lot of transition in last one decade; 3G and 4G auctions, National Telecom Policy (NTP) 2012, etc. As per Cellular Operations Association of India (COAI), the cumulative debt of the telecom companies has increased by more than 200 percent to the tune of 2.5 lakh crore rupees by end of FY 2013 from 82, 726 crore rupees in FY 2009. In addition to this, the competition has become intense with 14 Cellular Service Provider's providing mobile service in the country. The introduction of Mobile Number Portability (MNP) in 2011 has further increased the churn probability of cellular service users. The monthly churn rate of Indian Mobile subscribers is around 6-7%, which is

quite high with respect to the mobile subscriber base. Thus, in such competitive market worsened by low Return on Investment (ROI), it is essential to differentiate the services by effectively managing the customer experience. Indian Cellular Service Providers need to move from finance centric approach to customer experience centric approach to effectively strategize their investments thus leading to improved Return on Investment (ROI). The 2G network coverage in India is around 90% while the 3G coverage is just 30% as per the Avendus report, 2013. And for the Indian customers, Network quality and hence Network experience is seen to be the major factor determining their customer experience and their behavior related to churn, loyalty, complaints, cross-sell and up-sell. In addition to this, the spectrum crunch and high spectrum cost has forced the Indian Cellular Service Providers to strategize more aggressively to buy spectrum and optimize their network with new technologies thus leading to a new trend called Network Analytics. Their strategies include intra and inter circle roaming, spectrum sharing, spectrum trading, implementing network technologies like Self organizing Networks (SON) and Software Defined Networking (SDN), etc.

The method used in this study attempts to establish an industry benchmark for measuring customer experience. Aggregating customer experience across key touch points, both tangible and intangible, in a



subscriber's lifecycle, the study captures its relative importance and experience, as perceived by the respondents across various segments. This paper leverages the surveyed customer feedback to find the role of Network Experience on Customer Experience and also the role of Network parameters on Customer Behavioral intentions of churn, advocacy and purchase. Thus with this study we look to provide Network analysis to Cellular Service Providers through which they can enhance network experience for their customers.

2. LITERATURE REVIEW

2.1 Definition and importance of customer experience to cellular service providers

To begin with, customer experience is the experience that customers avail from a product or service and if it is positive then it adds values to the brand. Based on various studies conducted in the field of Customer experience, there are different definitions or versions of the same given by different people.

According to Michela Addis (2005), experience is what a customer gets during consumption of a product or service. Customer experience is about managing the interaction customer has with the service provider, such that he/she feels engaged, connected and satisfied with the service provider (Sara Philpott, IBM, August 2010). TM Forum defines customer experience as "the result of the sum of observations, perceptions, thoughts and feelings arising from interactions and relationships between customers and their service provider's". Customer experience is how customers interact with company's offerings and brand throughout the entire period of being a customer (Adam Richardson, 2010). Davidson (1992) suggested that customer experience can be used for creating a competitive advantage for achieving sustenance and for establishing customer's loyalty. According to (Pine and Gilmore, 1998; Prahalad and Ramaswamy, 2004; Johnston and Kong, 2011) a company can create a differential advantage by giving better experiences to the customer. Nowadays customers are getting more analytical about their experiences and customer convenience must be key priority for the operators (Jorge Santos, KPMG, 2013). As per Gerpott et al., 2001, in competitive markets, what matters to the success of a company is customers' long-term relationships with service providers. Pullman and Gross (2004) mentioned that providing good experience helps to create emotional bonding with customers. Customer experience leads to how customers perceive their interaction with the company which includes products, service, employees and processes (McFarland 2010). Michelli 2007 mentioned that the success of a company depends upon creating distinctive customer experience for their customers'.

In telecommunication service, customer experience has significant impact on brand equity i.e. the value of a well-known brand, and if positive it adds value to the brand (Mohammad Baitul Islam, AfrojaRehan Rima, 2013). Customer experiences influence the strength

of a brand including brand image and customer loyalty (Juthamard Sirapracha and Gerard Tocquer, 2012). For Cellular Service Providers, delivering right customer experience is a key to build customer loyalty and boost operational efficiencies which ultimately lead to growth in wallet share (Sheryl Kingstone, 2013). (Cadotte, Woodruff and Jenkins, 1987) relate customer satisfaction with the level of experience customer gets from the service. As opined by Jeananne Rae, 2006 to build good customer experience, a company needs to include strategy, business models, and combination of technology and brand management. According to (Jessica Sebor, 2008), to provide a positive customer experience a company also needs quality employees and updated technologies.

2.2 Importance of network experience for better customer experience for cellular service providers

Mobile network is an important touch point between customers and operator, and majority of the customer experience is measured here. To identify network quality parameters is very important for operators as it drives the threshold of customer satisfaction and dissatisfaction and also it serve as guidance for network improvements (DejanRadosavljevik, Peter van der Putten, Kim Kylesbech Larse., 2011). The customer experience is greatly influenced by core activities of telecommunication service like network (Mohammad Baitul Islam and AfrojaRehan Rima, 2013). Booz Allen Hamilton, 2001 pointed to network issues as the reason for around 17% of customer churn. Also network issues are playing a major role in determining customer satisfaction and 45% of Smartphone users that churned cited poor network quality as a factor (Nokia Siemens Networks, 2011). The switching behaviour of consumer is caused mainly due to poor network coverage, high call rates, frequent network problems, influence from family and friends (M. Sathish, K. Santhosh Kumar, K.J. Naveen, V. Jeevanantham, 2011). Gustafsson, Johnson, and Roos, 2005 also pointed to deteriorated network performance to be a relational factor for re-evaluation of the relationship with the operator. Thus the customers' network experience can be seen as an important impact factor for the overall customer satisfaction with the operator. Customer experience also means how customer engage with company and brand throughout entire arc of being a customer, and having a distinctive network service can lead to positive customer experience (Adam Richardson, 2010). The network issues caused 45% of churn among Smartphone users, and 3G/4G subscribers expect maximum from network; most of the global telecommunications service companies have an annual churn rate ranging from 20% to 40% which makes churn management a great concern for them (NSN study, 2010). There is a strong link between voice service quality and customer perceptions of network quality as network quality and network performance are factors that lead to positive customer experience (Berson, Smith, and Therling, 1999; Madden, Savage, and Coble-Neal, 1999; Parks Associates, 2003; Kim, Park, and Jeong, 2004). The



companies need to find more effective ways to improve network quality (Mc Kinsey and Company, Michal Cermak, Olivier Aretz, and Steven Pattheeuws).

2.3 Impact of experience on customer behavior (customer churn, advocacy and intention to purchase more)

Consumer behavioral insights play a significant role in enhancing buying experience of customer (Wipro, Rahul Malviya and Vyas Varma). A company can measure the customer satisfaction index through individual interface of customers with call centers which in turn tells about the customer experience with the service process and its influence on his or her feelings (Csikszentmihalyi, 2000; Ding et al., 2010; Johnston and Clark, 2008; Pullman and Gross, 2004; Shaw and Ivens, 2002). Loyal and satisfied customers lead to word of mouth communication and stay with existing service provider (Antreas Athanassopoulos, Spiros Gounaris, Vlassis Stathakopoulos, 2001), which further generate new business (Dwayne D. Gremler, Stephen W. Brown, 1999). Differentiation in loyalty can be built by developing positive emotions in the customer experience (Colin Shaw,

ZhechoDobrev). Loyalty leads to a devoted customer, which further improvise customer behavior and leads to good customer experience (Williams, C., 2009). Cellular Service Providers can build customer loyalty which leads to more profits by focusing on customer experience and responding more effectively to customer requirements (Yi Hao, Xiaoqin Yuan, Weiqing Zhang, 2009). Repurchase intention is defined as “the degree to which a Consumer exhibits repeat purchasing behavior from a service provider; repurchase intention is greatly influenced by customer satisfaction which leads to loyalty (Lam and Burton, 2006), and it possesses a positive attitudinal disposition towards the provider, and considers using only this provider when a need for this service arises” (Gremler and Brown, 1996). Through proper management process and utilization of marketing tools, the company can understand customer feelings and emotions which can help to predict future behavioral intention; emotions can help to better predict future behavioral intention than cognitive measures (Koenig-Lewis and Palmer, 2008; White and Yu, 2005; Zeelenberg and Pieters, 2004).

3. DETERMINANTS OF NETWORK EXPERIENCE

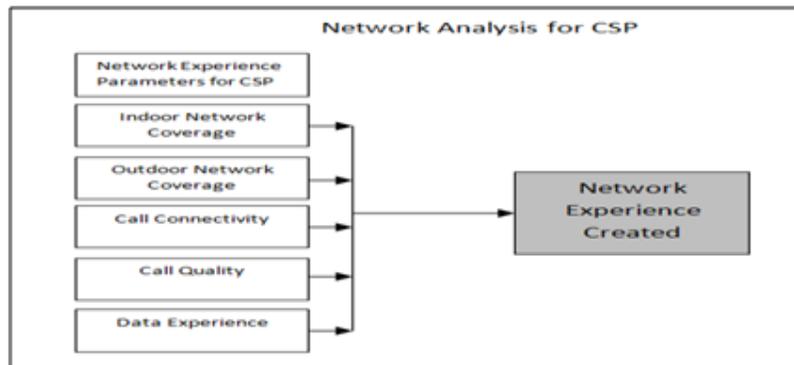


Figure-1. Determinants affecting network experience.

The aim of this study is to define the adequacy of the attributes in Figure-1 to completely define Network experience for a Cellular Service Provider and the impact of these 5 parameters on the customer behavioural intentions like churn, advocacy and repurchase intention.

3.1 Indoor network coverage

Indoor network coverage is an important factor for creation of good network experience as most of the mobile traffic is generated indoors. The Cellular Service Provider's have to be aggressively proactive in reaching out to their customers who are experiencing weak indoor network coverage. Around 50% customer churn is due to poor indoor network coverage and poor voice quality is also a major reason for telecom services churn (Sebastian Barros and Jon Beguiristain, Ericsson 2012). It is vital for any operator to deliver a superior customer experience in indoor locations seeking to retain current customers, add

new customers in the future or increase average revenue per user (ARPU) (Alcatel Lucent).

3.2 Outdoor network coverage

Outdoor network coverage is the most expected service by a customer from a Cellular Service Provider. The Cellular Service Provider cannot compromise on the quality of Outdoor network coverage as this can impact the network experience which in turn can impact the customer behavioral aspects of churn, advocacy or purchase more.

3.3 Call connectivity

The quality of a service provided by Cellular Service Provider depends a lot on the Call Connectivity benchmark/ standard set by the telecom regulatory body. This also affects the network experience of a customer. The customer's satisfaction with service provider increases by increase in consumer experience with



network parameter such as call connectivity and decrease in dropped calls, (Ofcom, August 2014).

3.4 Call quality

Call Quality also has an impact on the network experience of a customer. Spectrum crunch and increasing no. of subscribers per MHz of spectrum has an adverse effect on the Call quality which in turn degrades network experience. Poor call quality and dropped calls have negative customer impact and causes customer dissatisfaction (EMPIRIX, 2011). For a company improvement in call quality leads to customer satisfaction which helps in fewer customer complaints, reduced turnover and increase customer experience (The Ascent Group, Inc., 2009).

3.5 Data experience

The customers today are more interested in using mobile internet for browsing, social media, video, etc. This has been an impetus for Cellular Service Provider's to consider Data experience as an important factor for understanding network experience of customers. This can also have an impact on the customer behavioral intentions. Experience with data service is also a major factor to enhance customer experience (Ofcom, August 2014). Good quality of data service fulfils consumer expectation thus leading to upsell the service and further recommends it to friends (Fabricio Carvalho de Gouveia and Thomas Magedanz). By reducing congestion/buffering, faster response times and optimizing data services will create competitive advantage for operators to improve network experience of higher paying subscribers (Gabriel Brown, Feb 2013).

4. HYPOTHESIS FORMULATION

H1: There are 5 determinants/parameters of Network Experience which influence Customer Experience: Indoor Network Coverage, Outdoor Network Coverage, Call Quality, Call Connectivity, Data Experience

H2: Network Experience has the highest impact among all six determinants of Customer Experience

H3: There is a significant relationship between Network Experience parameters and Customer behavioral intention of churn

H4: There is a significant relationship between Network Experience parameters and Customer behavioral intention of advocacy

H5: There is a significant relationship between Network Experience parameters and Customer behavioral intention of purchase more

5. RESEARCH METHODOLOGY

5.1 Research objective and research design

The objective of this research paper is to establish the importance of network in enhancing the customer experience for Cellular Service Provider and to understand the impact of network parameters on different aspects of customer behavior like advocacy, cross-sell and churn is analyzed. This study is within the context of the Cellular Service Provider industry. Focus group for Pan-India study was mobile subscribers. Questionnaire was used as the primary research instrument along with personal interviews with the respondents to get further insights into the data collected. Primary research was conducted and more than 5000 respondents spread over 36 centers all over the country were surveyed to mark a Pan-India representation. Questionnaires were developed in various regional languages besides English and Hindi - Tamil, Kannada, Marathi, Bengali, Gujarati and Oriya. A focus group discussion was carried out, for which the participants were selected on various classifications in the sample plan.

5.2 Sampling plan

5, 231 respondents were surveyed across India. The sampling plan was devised according to the required statistical reach and to ensure that all segments are adequately represented.

**Table-1.** Profile of respondents (sample distribution).

Segments		Sample distribution (%)
Region	Rural	25
	Urban	75
Service type	Prepaid	77
	Postpaid	23
Age	15-24 yrs	28
	25-35 yrs	38
	36-50 yrs	27
	50+ yrs	1
Gender	Male	78
	Female	22
Customer spending	Low spend	55
	Medium spend	32
	High spend	13

6. DATA ANALYSIS

6.1 Scale reliability

Hair et al, 2006 referred to reliability as an extent of providing consistent results by a measuring instrument

under similar conditions (Hair *et al*, 2006). According to Gay, 1987, reliability can be defined as the degree to which a test consistently measures an attribute. Nunnally (1978) defined that a Cronbach's Alpha of 0.7 as an acceptable reliability coefficient for undergoing scale.

Table-2. Reliability of importance and performance scale.

	Cronbach's alpha	Cronbach's alpha based on standardized items	No. of items
Importance scale	0.901	0.934	22
Performance scale	0.889	0.918	22

The 'expectation' or 'importance' scale and the 'performance' or 'experience' scale were analysed to have very good internal consistency with Chronbach's alpha, $\alpha = 0.901$, and $\alpha = 0.889$ respectively. This indicates that the questionnaire used for the study is reliable enough.

6.2 Exploratory factor analysis

In using the EFA, we used Principal Component Analysis with Varimax rotation on the importance values of 22 parameters. Six factors were estimated according to the factor analysis results and around 70% of the overall variance in the variables could be explained by these 6 factors.

Table-3. KMO and bartlett test result.

Test	Importance	Performance
Kaiser-Meyer-Olkin measure of sample adequacy	0.97	0.96
Bartlett's Test of approx. Chi-square	61905.7	58652.16

So, as from the Bartlett's test analysis, at the 5% level, we reject the null hypothesis (p value = $0 < 0.05$); which infers that we can perform factor analysis on our dataset.

A high value of KMO (close to 1) reflects that factor analysis results are trustworthy and useful. A high KMO measure of 0.930 shows that the degree of common variance in our dataset is "excellent".

**Table-4.** Results of factor analysis.

Factors	CE attributes	Mean	S.D.	F1	F2	F3	F4	F5	F6
Network experience	2.11A)	5.96	1.18	0.772					
	2.12A)	5.94	1.18	0.759					
	2.14A)	2.54	3.03	0.756					
	2.10A)	5.95	1.15	0.753					
	2.13A)	5.95	1.17	0.744					
Service delivery	2.9A)	5.7	1.36		0.714				
	2.5A)	5.76	1.11		0.618				
	2.6A)	5.81	1.08		0.617				
	2.8A)	5.85	1.11		0.605				
	2.7A)	5.85	1.1		0.597				
Customer care	2.17A)	5.17	2.07			0.806			
	2.16A)	5.18	2.06			0.792			
	2.15A)	5.16	2.08			0.756			
Brand image	2.1A)	5.64	1.17				0.764		
	2.3A)	5.78	1.07				0.738		
	2.4A)	5.84	1.07				0.726		
	2.2A)	5.72	1.11				0.586		
Billing	2.20A)	5.81	1.18					0.882	
	2.21A)	5.87	1.16					0.837	
Store/ gallery & web-self service	2.22A)	2.23	2.88						0.882
	2.19A)	5.16	1.96						0.819
	2.18A)	5.2	2						0.622
Eigen value				4.161	3.262	2.807	2.568	1.699	1.618
Total variance explained	% of variance			18.912	14.827	12.761	11.674	7.724	7.355
	Cumulative % of variance			18.912	33.739	46.5	58.175	65.899	73.254
Number of attributes in each factor				5	5	3	4	2	3

Table-4 signifies the total variance explained by the six factors identified through Exploratory Factor Analysis. The six factors found are Brand Image, Service Delivery Experience, Network Experience, Customer Care Experience, Billing Experience and Store/Self Service Experience. It can be inferred that these six factors cumulatively explain 73.254% of variance in research question in hand, Customer Experience in our case.

Individually, factor 1 which represents Network Experience parameters explains 18.912% of total variance in Customer Experience; factor 2 representing Service Delivery Experience explains 14.827% of total variance in Customer Experience; factor 3 representing Customer Care Experience explains 12.761% of total variance in Customer Experience; factor 4 representing Brand Image explains 11.674% of total variance in Customer Experience; factor 5 representing Billing Experience explains 7.724% of total variance in Customer Experience;

factor 6 representing Store/Online Self Service explains 7.355% of total variance in Customer Experience.

As can be seen from the table above, Factor 1 which represents the Network Experience consists of following determinants/parameters: Indoor Network Coverage, Outdoor Network Coverage, Call Connectivity, Call Quality and Data Service.

Hypothesis 1 which stated that there are 5 determinants/ parameters of Network Experience which influence Customer Experience is proved correct through the afore analysed EFA result.

Hypothesis 2 which stated that Network Experience is an important determinant among all determinants of Customer Experience is proved correct as the afore analysed EFA result show that Network Experience has the highest influence/impact among all dimensions for Customer Experience as it explains 18.912% of the total variance in Customer Experience.



6.3 Regression model (binary logistic regression) for establishing impact of network experience parameters on customer behavior

With binomial logistic regression we try to find out is do network experience parameters have an impact

on behavioural intention or not. In behavioural intention we include Advocacy i.e. readiness to recommend for the current operator (yes/no), readiness to purchase more of the product of same operator (yes/no) and churn, i.e. customer want to leave his/her current operator (yes/no).

Table-5. Network parameter wise customer behaviour: impact of network parameters on customer behaviour.

Network parameters	Advocacy	Purchase more	Churn
Indoor N/w coverage	1.149	X	0.755
Outdoor N/w coverage	X	1.266	X
Call connectivity	X	1.126	X
Call quality	X	X	X
Data experience	X	X	0.698

Table-5 shows the impact of various network parameters on various behavioural intentions like Advocacy, Willingness to purchase more service and propensity to churn. So, as per the statistical analysis done on the Network parameter wise Customer behaviour, Indoor Network Coverage is seen impacting significantly the customer behaviour aspects of advocacy and churn, i.e. with increase in Indoor Network coverage, advocacy increases and propensity to churn reduces. But, Indoor Network coverage does not have any impact on the purchase more behaviour of the customer. Similarly, Outdoor Network coverage and Call Connectivity are the network parameters which have significant impact only on the purchase more behaviour of the customer. Data Experience has the significant impact only on the propensity of churning of the customer. Call quality is the only network parameter which does not have any impact on any of the behavioural aspects of the customers.

Hypothesis 3, Hypothesis 4 and Hypothesis 5 which stated that Network Experience parameters significantly impact the Customer behavioural intention of churn, advocacy and purchase more respectively have been proved correct from the afore analysed binary logistic regression results.

7. CONCLUSIONS

Customer Experience for a Cellular Service Provider depends on the experience of the customer across various touch points. So it can have many determinants which make it difficult to determine or identify all those determinants which will quantify Customer Experience. However, the study here has taken into consideration the stages of customer lifecycle and various customer touch points for a Cellular Service Provider as determinants of CE. We took into account and proposed 6 main determinants of Customer Experience for a Cellular Service Provider: Brand Image, Service Delivery Experience, Network Experience, Customer Care Experience, Billing Experience, Store Gallery and Web Self Service experience. But, through statistical analysis we put forth that Network Experience has the highest impact among the above 6 main determinants. In addition

we took into account 5 main parameters for Network Experience: Indoor Network Coverage, Outdoor Network Coverage, Call Connectivity, Call Quality and Data experience. We also did the Statistical Analysis to check for the relation between Network Experience parameters and Customer Behavioural intentions of Churn, advocacy and Purchase more.

The few findings and conclusions which can be drawn from the study:

- Network Experience has the highest impact on the Customer Experience for the Cellular Service Providers.
- There are 5 main parameters for Network Experience: Indoor Network Coverage, Outdoor Network Coverage, Call Connectivity, Call Quality and Data experience
- Network experience parameters impact Customer Behavioural intentions of churn, advocacy and purchase more.

8. MANAGERIAL IMPLICATIONS

The study deals around Network Experience, Customer Experience and customer behavioural intentions which the areas are providing opportunity of new business strategies for the Cellular Service Provider's. The parameters of Indoor Network Coverage, Outdoor Network Coverage, Call Connectivity, Call Quality and Data Experience give a holistic view of the Network Experience which the Cellular Service Provider should focus on. This paper can be used by the Cellular Service Provider's in competitive and low Average Revenue per user (ARPU) market like India where differentiation in customer experience will play a very major role.

The proven hypotheses that Network Experience has the highest influence on customer experience can be used by Cellular Service Provider's to build a strategic plan for their network coverage, thus leading to more focus on their network. Similarly, the proven hypotheses that Network experience parameters lead to advocacy aspect of customer behaviour can be used by Cellular



Service Provider's in their customer acquisition strategy by focusing more on their existing customers who are their promoters. This can help Cellular Service Provider's to increase their revenue and hence profits. The study also proved the hypotheses that Network experience parameters influence the churning tendency of the customer. This will help Cellular Service Provider's to formulate their churn management and customer retention strategy. The Network experience parameters also influence purchase more aspect of customer behaviour. This finding can help Cellular Service Provider's to formulate their cross-sell and up-sell strategy wherein they can provide even the Broadband and DTH service to their customers.

The findings around Network Experience parameters can also be used by Cellular Service Provider's in aligning their network technology strategies with customer experience. The significant impact of Indoor network coverage on churn can act as a driver for Cellular Service Provider's to promote small cell solution like Femto-cells. When we co-related the survey data with our secondary research, we found out that Cellular Service Provider's having their cellular network on 1800MHz frequency band had a degraded Indoor Network Coverage as compared to the Cellular Service Provider's providing service on 900MHz. Cellular Service Provider's can give a discounted bundled offer of Femto-cells to their customers which can not only help them in better quality of indoor network coverage but also to retain their customers. This will further give an opportunity for Cellular Service Provider's to become Triple-play and Quad play service providers providing Broadband, Direct to Home and Wi-Fi facilities at home thus leading to cross-sell opportunities and new revenue streams. Similarly, the finding that Outdoor Network Coverage has an impact on purchase more aspect of customer behaviour can act as a driver for Cellular Service Provider's to invest in technologies like Pico-cells (which helps in strengthening Outdoor network coverage) and SON (Self Organising Network, which dynamically adjusts the coverage area based on number of customers in the cell). So there lies a good opportunity for Cellular Service Provider's to leverage these technologies for improving Network Experience and Customer experience thus leading to customer retention and loyalty.

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