

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1. CONCLUSIONS ABOUT THE FOUR HYPOTHESES BASED ON ANOVA

There does exist service provider to service provider difference in overall customer satisfaction.

- Based on ANOVA performed on the WCS, it is established that there is difference in WCS from service provider to service provider (ref to ANOVA in analysis segment).
- The WCS % for the four Service Providers is given below:

Service Provider	WCS %
AIRCEL	33.2
AIRTEL	41.4
RELIANCE GSM	29.4
VODAFONE	41.6

The customer satisfaction level for Airtel and Vodafone is more than that of Reliance and Aircel

There does exist Field Office to field office difference in Customer Satisfaction

- Based on ANOVA performed on the WCS, it is established that there is difference in WCS from field office to field office.
- The WCS % for the two filed offices are given below:

Field Office	WCS %
Assam	39.5
NE	30.9

- The Customer Satisfaction level in Assam is more than that in NE

There does exist difference in overall customer satisfaction from centre to centre

- Based on ANOVA performed on the WCS, it is established that there is difference in WCS from center to center.
- The WCS % for the 9 centers are given below:

Locations	WCS %
Agartala	30.5
Aizwal	31.4
Dibrugarh	35.8
Guwahati	41.6
Imphal	29.2
Nalbari	36.1
Shillong	33.3
Silchar	31.4
Tezpur	36.7

- The Customer Satisfaction level for Guwahati, Dibrugarh, Nalbari and Tezpur is more than that of other 5 locations

There does exist Service provider to service provider difference in customer satisfaction with respect to each of the following 10 Service Parameters, listed below:

- Cost
- Brand

- c) Customer Loyalty
- d) Network
- e) Billing
- f) Call Center
- g) Store
- h) Tariff Plan
- i) Value Added Service
- j) Advertising and Communication

ANOVA was performed for each of the above 10 Service Parameters and it was established that the above hypothesis holds good

Service Parameter	Aircel	Airtel	Reliance	Vodafone
Cost	30.5	36.1	26.8	36.0
Brand	37.5	48.6	31.0	48.2
Customer Loyalty	39.0	42.8	32.7	42.3
Network	31.2	47.3	22.9	47.0
Billing	31.7	43.0	29.9	43.2
Call Center	30.9	40.1	22.9	37.9
Store	34.8	52.0	36.1	51.9
Tariff Plan	31.1	36.8	28.9	39.4
Value Added Service	28.4	32.5	24.1	33.5
Advertising and Communication	34.8	45.6	34.5	49.6

- The highlighted red boxes are concern areas from Customer's perspective, as the CS values mentioned therein are all below the first quartile (31%) considering all the 40 CS values (10 parameters per service provider multiplied by 4 service providers)values.

5.2 . Summary and Conclusions based on Chi Square Test

Hypothesis: There does exist service provider to service provider difference in overall customer satisfaction.

Based on Frequency χ^2 Test performed on the standardised responses, it is established that there is differential customer satisfaction level from Service Provider to Service Provider establishing the validity of the above Hypothesis

Service Provider		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	47	400	2332	1258	106
	Expected Frequency	138	510	1844	1384	267
	Chi Square Value	60.3	23.6	129.2	11.5	97.1
AIRTEL	Observed Frequency	172	545	3236	3983	954
	Expected Frequency	297	1094	3957	2970	573
	Chi Square Value	52.5	275.4	131.3	345.8	253.5
RELIANCE	Observed Frequency	1030	3385	8954	4099	477
	Expected Frequency	599	2208	7987	5994	1156
	Chi Square Value	309.5	627.3	117.1	599.3	399.2
VODAFONE	Observed Frequency	88	596	3296	4033	1043
	Expected Frequency	302	1114	4031	3025	584
	Chi Square Value	152	241.1	133.9	335.8	361.6

Pearson Chi-Square = 4657.138, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 4762.686, DF = 12, P-Value = 0.000

The cell highlighted in green represents performance better than expected and red vice versa

Hypothesis: There does exist location to location difference in overall customer satisfaction.

Based on Frequency χ^2 Test performed on the standardised responses, it is established that there is differential customer satisfaction level from location to location establishing the validity of the above Hypothesis

Locations		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
Agartala	Observed Frequency	39	236	996	309	32
	Expected Frequency	53.8	198.3	717.5	538.5	103.9
	Chi Square Value	4.09	7.15	108.14	97.79	49.74
Aizwal	Observed Frequency	12	328	1763	882	21
	Expected Frequency	100.4	369.9	1337.9	1004.1	193.7
	Chi Square Value	77.82	4.74	135.08	14.85	154
Dibrugarh	Observed Frequency	93	252	1412	1415	106
	Expected Frequency	109.5	403.3	1458.9	1095	211.3
	Chi Square Value	2.48	56.79	1.51	93.52	52.44
Guwahati	Observed Frequency	237	1089	4007	5180	1551
	Expected Frequency	402.9	1484.4	5369.3	4029.9	777.5
	Chi Square Value	68.31	105.33	345.66	328.25	769.62
Imphal	Observed Frequency	628	1384	3598	1777	195
	Expected Frequency	253.2	932.9	3374.5	2532.7	488.6
	Chi Square Value	554.73	218.09	14.8	225.48	176.44
Nalbari	Observed Frequency	83	207	633	484	166
	Expected Frequency	52.5	193.6	700.1	525.4	101.4
	Chi Square Value	17.67	0.93	6.43	3.27	41.2
Shillong	Observed Frequency	48	600	2506	1523	184
	Expected Frequency	162.3	598.1	2163.5	1623.8	313.3
	Chi Square Value	80.53	0.01	54.22	6.25	53.34
Silchar	Observed Frequency	60	364	1787	619	92
	Expected Frequency	97.6	359.5	1300.5	976.1	188.3
	Chi Square Value	14.48	0.06	181.99	130.62	49.26
Tezpur	Observed Frequency	137	466	1116	1184	233
	Expected Frequency	104.7	385.9	1395.7	1047.6	202.1
	Chi Square Value	9.94	16.64	56.07	17.77	4.72

Pearson Chi-Square = 4412.286, DF = 32, P-Value = 0.000

Likelihood Ratio Chi-Square = 4370.500, DF = 32, P-Value = 0.000

The cell highlighted in green represents performance better than expected and red vice versa

Hypothesis: There does exist Circle to Circle difference in overall customer satisfaction.

Based on Frequency χ^2 Test performed on the standardised responses, it is established that there is differential customer satisfaction level from Circle to Circle establishing the validity of the above Hypothesis

Circle	Observed/Expected/Chi	Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
Assam	Observed Frequency	550	2014	7168	8263	2056
	Expected Frequency	670	2467	8924	6698	1292
	Chi Square Value	21.4	83.2	345.6	365.7	451.5
NE	Observed Frequency	787	2912	10650	5110	524
	Expected Frequency	667	2459	8894	6675	1288
	Chi Square Value	21.4	83.5	346.8	367	453

Pearson Chi-Square = 2539.154, DF = 4, P-Value = 0.000

Likelihood Ratio Chi-Square = 2614.569, DF = 4, P-Value = 0.000

The cell highlighted in green represents performance better than expected and red vice versa

Hypothesis: There does exist Service provider to service provider difference in customer satisfaction with respect to each of the 10 Service Parameters:

- a) Cost
- b) Brand
- c) Customer Loyalty
- d) Network
- e) Billing
- f) Call Center
- g) Store
- h) Tariff Plan
- i) Value Added Service
- j) Advertising and Communication

Based on Frequency χ^2 Test performed on the standardised responses, it is established that there is differential customer satisfaction level from Service Provider to Service Provider for each of 10 Service Parameters establishing the validity of the above Hypotheses

The cell highlighted in green represents performance better than expected and red vice versa

Cost		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	0	27	184	62	5
	Expected Frequency	2.44	36.79	159.04	73.69	6.04
	Chi Square Value	2.439	2.606	3.918	1.854	0.18
AIRTEL	Observed Frequency	4	59	275	234	21
	Expected Frequency	5.2	78.48	339.24	157.18	12.89
	Chi Square Value	0.278	4.835	12.166	37.541	5.1
RELIANCE	Observed Frequency	19	215	730	189	4
	Expected Frequency	10.15	153.12	661.9	306.68	25.15
	Chi Square Value	7.719	25.008	7.007	45.156	17.788
VODAFONE	Observed Frequency	0	46	311	210	27
	Expected Frequency	5.21	78.61	339.82	157.45	12.91
	Chi Square Value	5.211	13.528	2.444	17.54	15.368

Pearson Chi-Square = 227.684, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 240.558, DF = 12, P-Value = 0.000

Brand		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	0	39	343	312	20
	Expected Frequency	10.8	75.5	276.8	298	52.8
	Chi Square Value	10.82	17.66	15.82	0.66	20.39
AIRTEL	Observed Frequency	3	50	405	817	200
	Expected Frequency	22.4	156	571.9	615.7	109.1
	Chi Square Value	16.75	72.04	48.68	65.84	75.73
RELIANCE	Observed Frequency	96	535	1432	884	59
	Expected Frequency	45.6	318	1165.4	1254.7	222.3
	Chi Square Value	55.87	148.14	60.98	109.53	120
VODAFONE	Observed Frequency	2	81	404	769	214
	Expected Frequency	22.3	155.5	569.9	613.6	108.7
	Chi Square Value	18.46	35.69	48.3	39.37	101.91

Pearson Chi-Square = 1082.644, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 1142.539, DF = 12, P-Value = 0.000

Customer Loyalty		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	10	47	102	179	16
	Expected Frequency	17.4	55.2	104.6	155.3	21.6
	Chi Square Value	3.12	1.209	0.064	3.625	1.46
AIRTEL	Observed Frequency	42	74	181	353	78
	Expected Frequency	35.7	113.4	215.1	319.3	44.5
	Chi Square Value	1.112	13.717	5.397	3.552	25.303
RELIANCE	Observed Frequency	68	315	528	553	38
	Expected Frequency	73.7	234.1	443.7	658.8	91.7
	Chi Square Value	0.434	27.985	16.003	16.997	31.471
VODAFONE	Observed Frequency	43	82	171	373	71
	Expected Frequency	36.3	115.3	218.6	324.6	45.2
	Chi Square Value	1.242	9.627	10.371	7.222	14.737

Pearson Chi-Square = 194.648, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 198.291, DF = 12, P-Value = 0.000

Network		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	0	49	299	139	2
	Expected Frequency	34.9	82.7	197.6	131	42.8
	Chi Square Value	34.89	13.72	52.02	0.49	38.91
AIRTEL	Observed Frequency	18	64	367	384	197
	Expected Frequency	73.5	174.2	416.2	275.9	90.2
	Chi Square Value	41.9	69.67	5.82	42.33	126.48
RELIANCE	Observed Frequency	304	571	864	303	14
	Expected Frequency	146.7	347.6	830.8	550.8	180
	Chi Square Value	168.67	143.53	1.32	111.47	153.13
VODAFONE	Observed Frequency	8	98	339	413	192
	Expected Frequency	74.9	177.5	424.3	281.3	91.9
	Chi Square Value	59.77	35.63	17.15	61.68	108.88

Pearson Chi-Square = 1287.467, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 1430.288, DF = 12, P-Value = 0.000

Billing		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	18	82	468	202	20
	Expected Frequency	28.7	78.4	376.3	259.7	47
	Chi Square Value	3.96	0.16	22.37	12.82	15.48
AIRTEL	Observed Frequency	35	78	587	756	153
	Expected Frequency	58.4	159.7	766.3	528.9	95.7
	Chi Square Value	9.35	41.81	41.96	97.46	34.38
RELIANCE	Observed Frequency	206	493	1807	708	107
	Expected Frequency	120.5	329.7	1581.7	1091.8	197.4
	Chi Square Value	60.76	80.94	32.09	134.89	41.42
VODAFONE	Observed Frequency	7	75	631	745	156
	Expected Frequency	58.5	160.2	768.7	530.6	96
	Chi Square Value	45.38	45.32	24.67	86.64	37.58

Pearson Chi-Square = 869.451, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 901.781, DF = 12, P-Value = 0.000

Call Center		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	9	29	102	43	8
	Expected Frequency	19.4	28.2	80.49	56.98	5.92
	Chi Square Value	5.579	0.023	5.745	3.43	0.731
AIRTEL	Observed Frequency	22	41	191	264	36
	Expected Frequency	56.28	81.8	233.48	165.27	17.17
	Chi Square Value	20.882	20.35	7.728	58.98	20.647
RELIANCE	Observed Frequency	205	233	448	166	5
	Expected Frequency	107.38	156.07	445.46	315.33	32.76
	Chi Square Value	88.738	37.92	0.014	70.715	23.524
VODAFONE	Observed Frequency	0	40	238	220	23
	Expected Frequency	52.93	76.93	219.57	155.43	16.15
	Chi Square Value	52.93	17.726	1.547	26.829	2.907

Pearson Chi-Square = 466.945, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 522.957, DF = 12, P-Value = 0.000

Store Experience		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	0	5	39	33	0
	Expected Frequency	1.14	5.48	26.49	35.31	8.58
	Chi Square Value	1.144	0.042	5.905	0.151	8.577
AIRTEL	Observed Frequency	0	3	69	193	50
	Expected Frequency	4.68	22.42	108.38	144.44	35.09
	Chi Square Value	4.678	16.818	14.308	16.326	6.339
RELIANCE	Observed Frequency	24	97	336	257	50
	Expected Frequency	11.35	54.37	262.86	350.32	85.1
	Chi Square Value	14.111	33.428	20.35	24.861	14.477
VODAFONE	Observed Frequency	0	10	112	258	80
	Expected Frequency	6.83	32.74	158.27	210.93	51.24
	Chi Square Value	6.832	15.79	13.526	10.505	16.146

Pearson Chi-Square = 244.311, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 272.587, DF = 12, P-Value = 0.000

Tariff Plan		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	0	33	276	88	8
	Expected Frequency	6.22	47.57	213.96	124.27	12.98
	Chi Square Value	6.219	4.463	17.992	10.587	1.913
AIRTEL	Observed Frequency	24	51	396	333	36
	Expected Frequency	12.9	98.66	443.76	257.75	26.93
	Chi Square Value	9.554	23.026	5.14	21.971	3.056
RELIANCE	Observed Frequency	27	304	915	351	25
	Expected Frequency	24.91	190.52	856.88	497.7	52
	Chi Square Value	0.176	67.6	3.942	43.24	14.018
VODAFONE	Observed Frequency	6	48	374	367	50
	Expected Frequency	12.98	99.25	446.4	259.28	27.09
	Chi Square Value	3.75	26.465	11.743	44.751	19.377

Pearson Chi-Square = 338.982, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 343.500, DF = 12, P-Value = 0.000

Value Added Service		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	6	65	185	80	1
	Expected Frequency	11.11	72.03	169.32	76.71	7.83
	Chi Square Value	2.349	0.686	1.452	0.141	5.962
AIRTEL	Observed Frequency	15	86	333	190	26
	Expected Frequency	21.43	138.93	326.58	147.95	15.11
	Chi Square Value	1.927	20.166	0.126	11.95	7.847
RELIANCE	Observed Frequency	57	369	603	167	14
	Expected Frequency	39.89	258.63	607.94	275.42	28.13
	Chi Square Value	7.344	47.104	0.04	42.68	7.097
VODAFONE	Observed Frequency	17	96	327	219	26
	Expected Frequency	22.58	146.41	344.16	155.92	15.92
	Chi Square Value	1.379	17.358	0.856	25.521	6.374

Pearson Chi-Square = 208.360, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 214.348, DF = 12, P-Value = 0.000

Advertising & Communication		Most Unfavourable	Unfavourable	Non Committal	Favourable	Most Favourable
AIRCEL	Observed Frequency	6	65	185	80	1
	Expected Frequency	11.11	72.03	169.32	76.71	7.83
	Chi Square Value	2.349	0.686	1.452	0.141	5.962
AIRTEL	Observed Frequency	15	86	333	190	26
	Expected Frequency	21.43	138.93	326.58	147.95	15.11
	Chi Square Value	1.927	20.166	0.126	11.95	7.847
RELIANCE	Observed Frequency	57	369	603	167	14
	Expected Frequency	39.89	258.63	607.94	275.42	28.13
	Chi Square Value	7.344	47.104	0.04	42.68	7.097
VODAFONE	Observed Frequency	17	96	327	219	26
	Expected Frequency	22.58	146.41	344.16	155.92	15.92
	Chi Square Value	1.379	17.358	0.856	25.521	6.374

Pearson Chi-Square = 208.360, DF = 12, P-Value = 0.000

Likelihood Ratio Chi-Square = 214.348, DF = 12, P-Value = 0.000

5.3. Summary conclusions of Macro Analysis

- The entries below listed below the Low WCS are the concern areas from customer's point of view and the same become improvement opportunities for the Mobile Operators
- The entries below the High WCS are the areas where customers are relatively more satisfied and Mobile Operators should maintain their status.
- The entries listed below Moderate WCS are the areas where customers lie between a situation of relatively satisfied to relatively dissatisfied zone and Operators should focus on moving these set of customers to High WCS Zone by providing better services in indicated Variable.

Variable Analysed: CS on Cost Perception							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE		NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Aizwal, Imphal, Silchar & Shillong.	Dibrugarh and Nalbari	Guwahati & Tezpur
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone		Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.004	3-6, 7-12, 12-24, >24 months	Yes	7-12, 12-24	-	3-6 and >24 months
5	Avg Bill Amount	0.799	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Brand Perception							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Imphal	Agartala, Aizwal, Dibrugarh Nalbari, Shillong, Silchar, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.104	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Customer Loyalty							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes		Agartala, Aizwal, Imphal, Nalbari, Shillong, Silchar, Tezpur	Dibrugarh and Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.02	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.774	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Network Experience							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Aizwal, Agartala, Imphal, Shillong, Silchar	Dibrugarh, NalbariTezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.685	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Billing Experience							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Aizwal	Dibrugarh, Imphal, Nalbari, Shillong, Silchar, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance, Airtel	-	Airtel & Vodafone
4	Age on Network	0	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.745	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Call Center Experience							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Imphal	Dibrugarh, Imphal, Nalbari, Shillong, Silchar, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.014	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.974	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Store Experience							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0.003	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Silchar	Agartala, Aizwal, Imphal, Nalbari, Shillong, Tezpur	Guwahati, Dibrugarh
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes		Aircel, Reliance	Airtel & Vodafone
4	Age on Network	0.286	3-6, 7-12, 12-24, >24 months	NO	Same for all the stratification elements within various age on network		
5	Avg Bill Amount	0.549	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Tariff Plan Perception							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala	Aizwal, Dibrugarh, Imphal, Nalbari, Silchar, Tezpur	Guwahati, Shillong
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.006	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.24	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on VAS							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala	Aizwal, Dibrugarh, Imphal, Shillong, Silchar,	Guwahati, Tezpur, Nalbari
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.05	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.186	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Advt. And Communication							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Aizwal	Dibrugarh, Imphal, Shillong, Silchar,	Guwahati, Tezpur, Nalbari
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance, Aircel	-	Airtel & Vodafone
4	Age on Network	0	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13-24	>24	41704
5	Avg Bill Amount	0.784	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: CS on Assam							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance, Aircel	-	Airtel & Vodafone

Variable Analysed: CS on NE							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	-	Aircel, Airtel & Vodafone

Variable Analysed: CS on Agartala							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0.481	Aircel, Airtel, Reliance & Vodafone	NO	Same for all Service Providers		

Variable Analysed: CS on Aizwal							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0.331	Aircel, Airtel, Reliance & Vodafone	NO	Same for all Service Providers		

Variable Analysed: CS on Dibrugarh							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0.395	Aircel, Airtel, Reliance & Vodafone	NO	Same for all Service Providers		

Variable Analysed: CS on Guwahati							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance, Airtel	-	Airtel & Vodafone

Variable Analysed: CS on Imphal							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Airtel	Airtel & Vodafone

Variable Analysed: CS on Nalbari							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0.003	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Voda	Airtel

Variable Analysed: CS on Shillong							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Aircel and Reliance	Voda	Airtel

Variable Analysed: CS on Silchar							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0.306	Aircel, Airtel, Reliance & Vodafone	NO	Same for all Service Providers		

Variable Analysed: CS on Tezpur							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Statistically significant?	Low WCS	Moderate WCS	High WCS
1	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Airtel	voda

5.4. SUMMARY AND CONCLUSIONS OF MICRO ANALYSIS

- The entries below listed below the Low WCS are the concern areas from customers point of view and the same become improvement opportunities for the Mobile Operators
- The entries below the High WCS are the areas where customers are relatively more satisfied and Mobile Operators should maintain their status.
- The entries listed below Moderate WCS are the areas where customers lie between a situation of relatively satisfied to relatively dissatisfied zone and Operators should focus on moving these set of customers to High WCS Zone by providing better services in indicated Variable.

Variable Analysed: CS for Value for Money							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Aizwal, Imphal, Nalbari, Silchar & Shillong.	Dibrugarh and Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.002	3-6, 7-12, 12-24, >24 months	Yes	7-12, 12-24,	>24 months	3- 6 months
5	Avg Bill Amount	0.407	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analyzed: Is Responsive to Customer Needs							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Imphal	Silchar, Shillong, Dibrugarh	Aizwal, Guwahati, Nalbari, Tezpur
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.028	3-6, 7-12, 12-24, >24 months	Yes	7-12, 12-24,	>24 months	3- 6 months
5	Avg Bill Amount	0.363	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: cares for its Customers							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala	Aizwal, Dibrugarh, Imphal, Silchar, Tezpur	Nalbari, Shillong, Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.003	3-6, 7-12, 12-24, >24 months	Yes	12-Jul	12-24 and >24 months	3- 6 months
5	Avg Bill Amount	0.602	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: How likely are you to recommend							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0.01	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Imphal	Dibrugarh, Guwahati, Nalbari, Shillong, Silchar, Tezpur	Aizwal
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.227	3-6, 7-12, 12-24, >24 months	NO	Same for all the stratification elements		
5	Avg Bill Amount	0.506	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: How likely are you to continue							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0.024	Assam & NE	Yes	NE	-	Assam
2	Location	0.002	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Tezpur	Aizwal, Imphal, Shillong, Silchar,	Dibrugarh, Guwahati, Nalbari
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.629	3-6, 7-12, 12-24, >24 months	NO	Same for all the stratification elements		
5	Avg Bill Amount	0.499	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: How likely are you to continue							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0.024	Assam & NE	Yes	NE	-	Assam
2	Location	0.002	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Tezpur	Aizwal, Imphal, Shillong, Silchar,	Dibrugarh, Guwahati, Nalbari
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.629	3-6, 7-12, 12-24, >24 months	NO	Same for all the stratification elements		
5	Avg Bill Amount	0.499	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Overall Quality of Network							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Aizwal, Imphal, Agartala, Shillong, Silchar	Dibrugarh, Nalbari, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0	3-6, 7-12, 12-24, >24 months	NO	7-12 and 13 to 24	>24 months	3- 6 months
5	Avg Bill Amount	0.76	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Overall Billing Experience							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Aizwal and Silchar	Dibrugarh, Imphal, Nalbari, Shillong, Silchar, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0	3-6, 7-12, 12-24, >24 months	NO	7-12 and 13 to 24	>24 months	3- 6 months
5	Avg Bill Amount	0.721	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Accessibility of Payment Locations							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala	Aizwal, Imphal, Shillong, Silchar, Tezpur	Guwahati, Dibrugarh and Nalbari
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance and Aircel		Airtel & Vodafone
4	Age on Network	0.012	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13 to 24	>24 months	3- 6 months
5	Avg Bill Amount	0.925	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Attractive Tariff Plans							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0.011	Assam & NE	Yes	NE	-	Assam
2	Location	0.002	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Silchar	Aizwal, Dibrugarh, Imphal, Tezpur	Guwahati, Shillong and Nalbari
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance and Aircel		Airtel & Vodafone
4	Age on Network	0.214	3-6, 7-12, 12-24, >24 months	NO	Same for all the stratification elements		
5	Avg Bill Amount	0.46	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Overall Quality of VAS							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala	Aizwal, Dibrugarh, Imphal, Nalbari, Shillong, Silchar, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.06	3-6, 7-12, 12-24, >24 months	NO	Same for all the stratification elements		
5	Avg Bill Amount	0.147	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Activation of VAS as per request							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0.002	Assam & NE	Yes	NE	-	Assam
2	Location	0.138	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	NO	Same for all locations		
3	Service Providers	0.002	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance and Aircel	-	Airtel & Vodafone
4	Age on Network	0.027	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13 to 24	>24 months	3- 6 months
5	Avg Bill Amount	0.479	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Frequency of Communication							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Silchar	Agartala, Aizwal, Dibrugarh, Imphal, Shillong,	Nalbari, Guwahati and Tezpur
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance and Aircel	-	Airtel & Vodafone
4	Age on Network	0	3-6, 7-12, 12-24, >24 months	Yes	7-12 and 13 to 24	>24 months	3- 6 months
5	Avg Bill Amount	0.301	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Accuracy of Bill Amount							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala	Aizwal, Dibrugarh, Imphal, Nalbari, Shillong, Silchar, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.018	3-6, 7-12, 12-24, >24 months	Yes	13 to 24	>24 months and '7 to 12	3- 6 months
5	Avg Bill Amount	0.444	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Overall Experience of Delaing with Customer care							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0.003	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala, Imphal	Aizwal, Dibrugarh, Nalbari, Shillong, Silchar, Tezpur	Guwahati
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.08	3-6, 7-12, 12-24, >24 months	No	Same for all the stratification elements		
5	Avg Bill Amount	0.837	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Time taken to resolve query at Customer care							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0.002	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	Yes	Agartala	Aizwal, Dibrugarh, Imphal, Nalbari, Shillong, Silchar,	Guwahati, Tezpur
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance and Aircel	-	Airtel & Vodafone
4	Age on Network	0.003	3-6, 7-12, 12-24, >24 months	Yes	13 to 24	>24 months and '7 to 12	3- 6 months
5	Avg Bill Amount	0.837	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		
Variable Analysed: Time taken to attend to you at Store							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0	Assam & NE	Yes	NE	-	Assam
2	Location	0.061	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	No	Same for all the stratification elements		
3	Service Providers	0.004	Aircel, Airtel, Reliance & Vodafone	Yes	Aircel	Reliance	Airtel & Vodafone
4	Age on Network	0.78	3-6, 7-12, 12-24, >24 months	No	Same for all the stratification elements		
5	Avg Bill Amount	0.659	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Completeness and accuracy of Information provided at Store							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0.001	Assam & NE	Yes	NE	-	Assam
2	Location	0.069	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	No	Same for all the stratification elements		
3	Service Providers	0.003	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.041	3-6, 7-12, 12-24, >24 months	Yes	13 to 24	>24 months and '7 to 12	3- 6 months
5	Avg Bill Amount	0.524	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		

Variable Analysed: Time taken to resolve query/problem at store							
Sr No	Stratification Factor	P value	Stratification Element	Are averages for the elements Staistically significant?	Low WCS	Moderate WCS	High WCS
1	Circle	0.002	Assam & NE	Yes	NE	-	Assam
2	Location	0.167	Agartala, Aizwal, Dibrugarh, Guwahati, Imphal, Nalbari, Shillong, Silchar, Tezpur	No	Same for all the stratification elements		
3	Service Providers	0	Aircel, Airtel, Reliance & Vodafone	Yes	Reliance	Aircel	Airtel & Vodafone
4	Age on Network	0.897	3-6, 7-12, 12-24, >24 months	No	Same for all the stratification elements		
5	Avg Bill Amount	0.667	0-1000, 1000-2000, >2000 rupees	No	Same for all the stratification elements (0-1000, 1000-2000, >2000 rupees)		