
Measuring the impact of service quality and service personalization on customer satisfaction, trust and loyalty in telecommunication sector: an application on Vodafone Egypt

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Abstract

During the last sixteen years, the telecommunication market witnessed a huge growth. Since the first operator entered the market in 1998, the Egyptian culture was revolutionized by mobile telecommunication technology. The Egyptian telecommunication market grew from 195 thousand subscribers in 1998 to reach 102 million subscribers in 2014. And according to Pareto's 80-20, Rule & Profitability 80% of Profits may come from 20% of loyal Customers and cost of engaging a new customer is five or six times more than the cost of retaining an existing customer. And customer loyalty is a result of customer satisfaction. The purpose of this paper is: to examine the impact of Service quality, personalization on Customer satisfaction, trust and loyalty. An empirical example based on the mobile phone service market in Egypt. A structured questionnaire was developed. The hypotheses will simultaneously be tested.
