



<input checked="" type="checkbox"/>	Master's thesis
<input type="checkbox"/>	Licentiate's thesis
<input type="checkbox"/>	Doctor's thesis

Subject	Marketing	Date	10.2.2004
Author(s)	Timo Oksanen	Student number	
		Number of pages	100
Title	CUSTOMER SATISFACTION IN WEB-BASED SUPPORT A quantitative online survey		
Supervisor(s)	Ph.D. Pekka Tuominen and Lic.Sc. Arja Lemmetyinen		

Abstract

The experience that a consumer has with a company doesn't end with a purchase of a product. Customer satisfaction must be guaranteed also after the initial purchase. Some products require customer support to help the customers obtain the maximum value from their purchase. One of the most cost-effective ways to do this is over the Internet, as self-service.

Customer satisfaction is a result of consumer's post-purchase evaluation, determined by the overall feelings the person has about a product and its performance. Satisfaction alone does not guarantee that a customer would repurchase a product by the same company. It should be viewed as a milestone on the long hard road to customer loyalty. The loyalty and satisfaction levels will ultimately determine customer's value for the company.

On competitive markets high quality customer support can be a source of significant competitive advantage. As the Internet penetration continues to rise, the Web is becoming more and more important support channel. People expect the same high quality from web-based support as they expect from contacting a live customer service representative. If they for example do not receive a reply to their support inquiry fast enough over e-mail, they turn back to traditional channels.

The purpose of this study is to measure satisfaction with the web-based customer support offered through Nokia.com. Data was collected in an online pop-up survey. Quantitative method was used to analyse how the support services offered in Nokia.com match the needs of the end-users. The survey pop-up was presented to approximately 36 500 visitors of interactive tutorials for Nokia mobile phones. This resulted in 567 responses with a relatively low response rate of 1.6 %.

The respondents were mainly heavy-users of the Internet, and they regarded Web as the most important support channel. Interestingly, more people were looking for pre-purchase information than product support. The study revealed what the respondents would expect to find on Nokia's support web site, what were the most interesting topics for them, and also how they would like to have the information presented to them.

As a whole, satisfaction with tutorials and web support in general is already at a positive state. High quality support material can be seen as a way to strengthen the overall brand identity and loyalty. However, the expectations of visitors looking for pre-purchase information were met better. This suggests that more attention should be paid for satisfying support-information seekers. The results of this study provide valuable information for the further development of Nokia's web-based support services. Satisfaction measurement should be an on-going activity and regarded as one of the key metrics for the support site.

Key words	Customer satisfaction, Customer support, Internet, Online survey
Further information	