ABSTRACT:
Business always starts and closes with customers and hence the customers must be treated as the
King of the market. All the business enhancements, profit, status, image etc of the organization
depends on customers. Hence it is important for all the organizations to meet all the customers’
expectations and identify that they are satisfied customer.
A mobile phone, cell phone or hand phone is an electronic device used to make mobile telephone
calls across a wide geographic area, served by many public cells, allowing the user to be mobile. By
contrast, a cordless telephone is used only within the range of a single, private base station, for
example within a home or an office.
The first hand-held mobile phone was demonstrated by Dr Martin Cooper of Motorola in 1973,
using a handset weighing 2 kg. In 1983, the Dyna TAC 8000x was the first to be commercially
available. In the twenty years from 1990 to 2010, worldwide mobile phone subscriptions grew from
12.4 million to over 4.6 billion, penetrating the developing economies and reaching the bottom of
the economic pyramid

KEYWORDS: mobile phone, cordless telephone, hand phone, customers’ expectations.