

## **Role of Information and Communication Technology (ICT) in Improving Service Quality and Customer Loyalty in Telecom Industry**

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### **Abstract**

*The role of Information and Communication Technology (ICT) is becoming all the more significant in the Telecom Industry with each passing day. Customer loyalty is an indication of thriving quality management standards for both the service and also the manufacturing industries. Since the service sectors in most of the countries and their economies are witnessing a huge growth it is important that we understand the relation between quality and business practices in the service industry. In the course of the current discussion, we will look at the role of Information and Communication Technology (ICT) in improving customer loyalty and the service quality of the telecom industry.*

**Keywords:** *Information and Communication Technology (ICT), Service Quality, Customer Loyalty, Telecom Industry.*

### **I. INTRODUCTION**

Service quality has become the backbone on which every business thrives irrespective of their type, scale or industry. It is also one of the main aspects that invite most of the service researches. No business can sustain the forces of market competition without the solid backing of brand loyalty and customer satisfaction. Investigations into the domain has established time and again that service quality has a profound influence on elements such as increasing sales profit [1], performance superiority [2], and market share [3], enhance corporate image, improving customer relations, and promote customer loyalty [4]. In the current times, the demand for quality for both products and services by the end customers has inclined much higher as compared to the earlier times.

Telecom has become a basic requirement for survival for a massive part of the global population. Only those who are hovering below the poverty lines can be taken as exceptions part from which a maximum part of the contemporary population is using some sort of telecom service in the current times. Service is a