

Project on customer satisfaction towards airtel essay sample

[Business](#), [Customers](#)



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CHAPTER-I

INTRODUCTION

CUSTOMER SATISFACTION

IMPORTANCE OF THE CUSTOMER SATISFACTION

Company's primary task is "to create customers" But today's customers face a vast array of product and brand choices, prices and suppliers. How do customers make their choices.

We believe that customers estimate which offer will deliver the most value.

Customers are value- maximizes, within the bounds of search costs and

limited knowledge, mobility, and income. They form an expectation of value and act on it. Then they learn whether the offer lived up to the value expectation and this affects their satisfaction and their repurchase probability. CUSTOMER VALUE:

Customer delivered value is the difference between total customer value and total customer cost. And total customer value is the bundle of benefits customers expect from a given product or service.

CUSTOMER SATISFACTION:

Satisfaction is the level of a person's felt state resulting from comparing a product's performance in relation to the person's expectations. The satisfaction level is a function of the difference between perceived performance and expectations. A customer could experience one of three broad levels of satisfactions. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied, pleased, or delighted. Companies are aiming high because customers who are just satisfied will still find it easy to switch suppliers when a better offer comes along. In one consumer packaged-goods category, 44% of those reporting satisfaction subsequently switched brands. Those who are highly satisfied are much less ready to switch. One study showed that 75% of Toyota buyers were highly satisfied and about 75% said they intended to buy a Toyota again. The fact is that high satisfaction or

delight creates and emotional affinity with the brand, not just a rational preference, and this creates high customer loyalty.

The challenge is to create a company culture such that everyone within the company aims to delight the customer. Unisys, the computer company, recently introduced the term “customize” in its ads, and defined it as follows : “To make a company more responsive to its customers and better able to attract new ones.” Unisys sees this as a matter of extending information’s system capabilities to field locations and other points of customer contact and support. But “customizing” a company calls for more than providing good information to customer contact employees. The company’s staff must be “converted” to practicing a strong customer orientation. Company’s staff must be “converted” to practicing a strong customer orientation. Anita Roddick, founder of the Body Shop, wisely observes : “Our people (employees) are my first line of customers.

Companies seeking to win to today’s markets must track their customer’s expectations, perceived company performance, and customer satisfaction. They need to monitor this for their competitors as well. Consider the following. For customer-centered companies, customer satisfaction is both a goal and a marketing tool. Companies that achieve high customer satisfaction ratings make sure that their target market knows it. Although the customer-centered firm seeks to create high customer satisfaction, it is not out to maximize customer satisfaction. First, the company can increase customer satisfaction by lowering its price or increasing its services, but this may result in lower profits. Second, the company might be able to increase

its profitability in other ways, such as by improving its manufacturing or investing more in R & D.

Third, the company has many stakeholders including employees, dealers, suppliers, and stockholders. Spending more to increase customer satisfaction would divert funds from increasing the satisfaction of other “ partners”

Ultimately, the company must operate on the philosophy that it is trying to deliver a high level of customer satisfaction subject to delivering at least acceptable levels of satisfaction to the other stakeholders within the constraints of its total resources. COMPLAINT AND SUGGESTION SYSTEMS:

A customer – centered organization would make it easy for its customer to deliver suggestions and complaints. Many restaurants and hotels provide forms for guests to report their like and dislikes. A hospital could place suggestion boxes in the corridors, supply comment bikes ads to existing patients, and hire a patient advocate to handle patient grievances. Some customer-centered companies- P & G, general Electric, Whirlpool-establish “ customer hot lines” to maximize the ease with which customers can inquire, make suggestions or complain.

CUSTOMER SATISFACTION SURVEYS:

A company must not conclude that it can get a full picture of customer satisfaction and is satisfaction by simply running a complaint and suggestion system. Studies show that customers are dissatisfied with one out of every four purchases and less than 5% of dissatisfied customers will complain.

Customers may feel that their complaints are minor, or that they will be

made to feel stupid, or that no remedy will be offered. Most customers will buy less or switch suppliers rather than complain. The result is that the company has needlessly lost customers. GHOST SHOPPING:

Another useful way to gather a picture of customer satisfaction is to hire persons to pose as potential buyers to report their findings on strong and weak points they experienced in buying the company's and competitor's products. These ghost shoppers can even pose certain problems to test whether the company's sales personnel handle the situation well. LOST CUSTOMER ANALYSIS:

Companies should contact customers who have stopped buying or who have switched to another supplier to learn why this happened. When IBM loses a customer, they mount a thorough effort to learn where they failed- is their price too high, their service deficient, their products unreliable, and so on. Not only is it important to conduct exist interviews but also to monitor the customer loss rate, which if it is increasing, clearly indicates that the company is failing to satisfy its customers.

SOME CAUTIONS IN MEASURING CUSTOMERS SATISFACTION:

When customers rate their satisfaction with an element of the company's performance, say delivery, we need to recognize that customers will vary in how they define good delivery. It could mean early delivery, on-time delivery, order competence's, and so on. Yet if the company had to spell out every element in detail, customers would face a huge questionnaire. We must also recognize that two customers can report being " highly satisfied"

for different reasons. One may be easily satisfied most of the time and the other might be hard to please but was pleased on this occasion.

OBSERVATIONS ON CUSTOMER SATISFACTION:

Customer satisfaction will be lower in industries where the industry offers a homogeneous product to a heterogeneous market. On the other hand, industries that supply a high-quality homogeneous product to a homogeneous market will register high satisfaction.

Customer satisfaction is lower in industries where repeat buyers face high switching costs. They have to buy from the supplier even though their satisfaction is low.

Industries which depend upon repeat business generally create a higher level of customer satisfaction. As a company increases its market share, customer satisfaction can fall. This is because more customers with heterogeneous demands are drawn into buying a fairly homogeneous product.

DELIVERING CUSTOMER VALUE AND SATISFACTION:

Given the importance of customer value and satisfaction, what does it take to produce and deliver it? To answer this, we need to introduce the concepts of a value chain and value-delivery systems.

VALUE CHAIN:

New product realization process: all the activities involved in identifying, researching, developing, and successfully launching new products with speed,

high quality, and target cost attainment. Inventory management process: all the activities involved in developing and managing the right inventory locations of raw materials, semi finished materials, and finished goods so that adequate supplies are available while avoiding the costs of high overstocks.

Order-to-remittance process: all the activities involved in receiving orders, approving them, shipping the goods on time, and collecting payment.

Customer service process : all the activities involved in receiving orders, approving them, shipping the goods on time, and collecting payment.

Customer service process: all the activities involved in making it easy for customers to reach the right parties within the company and receive quick and satisfactory service, answers, and resolutions of problems.

RETAINING CUSTOMERS:

Companies are not only seeking to improve their relations with their partners in the supply chain. Today they are intent on developing stronger bonds and loyalty with their ultimate customers. In the past, many alternative suppliers were just as deficient in quality and service, or the market was growing so fast that the company did not worry about fully satisfying its customers. The company could lose 100 customers a week and gain another 100 customers and consider its sales to be satisfactory. But this is a condition of high customer churn and it involves a higher cost than if the company retained all 100 customers and acquired no new ones. Such a company is

operating on a “leaky bucket” theory of its business, namely that there will always be enough customers to replace the defecting ones.

THE NEED FOR CUSTOMER RETENTION:

Today’s companies are going all out to retain customers. They are struck by the fact that the cost of attracting a new customer may be five times the cost of keeping a current customer happy. Offensive marketing typically costs more than defensive marketing because it requires much effort and cost to induce satisfied customers to switch away from their current suppliers.

The global BUSINESS ENVIRONMENT is buzzing with the single most important issue of building a competitive edge by creating and retaining a larger number of customers than their competitors by offering them the necessary satisfaction through their services. Every organization is therefore seized of the task of establishing and sustaining its growth to the customer who has been rendered unpredictable by competition.

Therefore, every business is engaged in making a continuous effort for achieving customer loyalty, which however, has not been achieved by any one in absolute terms. But the customer is not compromising mood to relax in his pursuit of advantages and to realize value for his money. Organizations are devoting their attention to prove their customer worthiness.

In short, it is the total organizations culture and brand equity, which face challenges of other organizations so that there is perennial struggle amongst organization to sustain their existence in the market place.

Bharathi Communication, is such organization that is the authorized dealer of Airtel in the city of Hyderabad, and the identification of the customer's opinion lurking behind on the dealer service, and has taken its significance.

The study is concerned primarily to know the customer opinion towards services offered by Bharathi Communication and find out the basic reasons as to why customers are feeling cognitive dissonance survey research method is adopted to collect primary data from the respondents and due to time constraint only 100 respondents are randomly selected from the city of Hyderabad. A predefined questionnaire is used as an instrument in collecting information from the respondents. Various web sites related to the Telecommunication industry is used for gathering secondary data.

The main findings of the study are, most of the respondent are suggesting the brand Airtel but are dissatisfied with their Services on the factors like signal and other services provided by the dealer. They are willingly to switch to other brands. Respondents are satisfied with availability of schemes.

The various views from the respondents to improve the service in totality are dealers has to run some HRD and technical programs for the staff to develop soft skill and upgrade their technical skill sets according to the requirements. Dealers have to frame strategies to target the employees. The dealer has to work as the ambassador of Airtel.

The questionnaire used for collection of the data is predefined questionnaire, so the intentions of respondents might not be clear. The study being restricted only to the city of Hyderabad and the views drawn out of the study

may not be applied to all the geographical areas. All the views of the respondents cannot be drawn descriptively so the views which arose from majority of the respondents are considered.

OBJECTIVE OF THE STUDY

To study about the customer satisfaction with regard to airtel brand. To study the opinion of customer regarding the availability of signals. To study the opinion of the owner regarding its Recharge Denomination and Post paid Schemes offered by the company. To study the effectiveness of advertisements Effect on all Types of airtel Services Like Post Paid, Pre-Paid, GPRS Services Etc. To offer any suggestion to improve sales and performance, if necessary.

NEED OF THE STUDY

In modern times the business organizations are adopting new techniques and methods for growth of business. The organizations are giving better services to their customers to face challenges posed by the competitors. For every business, it is necessary, to retain the present customers use regarding the services provided by key organizations like Bharathi Communication Private Limited., which is the authorized dealer of airtel.

Some of the major competitors in this area are, India Reliance, Idea, BSNL, Vodafone , etc... hence there is a need for the study.

LIMITATION OF THE STUDY

The study is restricted in scope to owing the following limitations. Due to

constraint of time, city of hyderabad is alone selected and so it cannot claim to be a comprehensive study of the population. The sample size is restricted to 100 respondents.

The data is obtained through a structured questionnaire and it has its own limitations in its analysis and interpretations. Some respondents did not provide the requisite information pertaining to the questionnaire.

RESEARCH METHODOLOGY

The principal objective of the study is to evaluate the effectiveness of the current customer satisfaction of Airtel. A convenience random sample of 100 customers has been taken to conduct the study. The selected customers were approached in order to administer a questionnaire- format for customer survey.

SOURCE OF DATA:

Data, which is a vital aspect in any research, has been collected through various resources, the sources range from the company to the customers. This has been segregated under two heads.

PRIMARY SOURCE OF DATA :

Primary source of data is the data which needs the personal efforts of collecting and which are not readily available.

Primary data is the first hand information, which has been collected directly from the customers.

FOLLOWING ARE FEW WAYS IN WHICH THE DATA WAS COLLECTED:

1) Questionnaires: its set of questions on a sheet of paper was being given to the Respondents to fill it. 2) Direct interviewing: direct interviewing involved the process where questions are asked directly to the customers and got the feed back.

SECONDARY DATA:

The secondary data are an integral part of any research study or a research report as it provides information on key variables, which pay major part in the actual research the data cannot be obtained in person with in a short span of project life. Thus, sources of secondary data collected include. The internet, which is a source of information of any issue. Various business journals, magazines and newspapers.

Data provided by the company.

SAMPLE SIZE:

By using convenient random sampling technique, 100 customers of Airtel users are selected for the purpose of the study. Direct questionnaire is used to survey the customer.

CHAPTER - II

Review of Literature

Customer Satisfaction

Definition of Customer Satisfaction

Kotler (1997) defines customer satisfaction as follows:

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a Product's perceived performance (or outcome) in relation to his or her expectations.

Brown (1992) defines customer satisfaction as:

The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable word-of-mouth.

According to Jones and Sasser (1995), four basic elements affect customer satisfaction.

They are: The basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services.

Satisfaction is a function of perceived performance and expectation. If the performance matches the expectations the customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied and delighted. If the performance does not match the expectations the customer is dissatisfied. Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (outcome) in relation to his/her expectation. The link between customer

satisfaction and customer loyalty is proportional. Suppose customer satisfaction is rated on a scale from 1 - 5. At a very low levels of customer satisfaction. . Level-1, customers are likely to abandon.

Level-2 to 4, customers are fairly satisfied but still find it easy to switch when a better offer comes along. Level-5, the customer is very likely to repurchase and even spread good word of mouth about the company.

Customers are very likely to repurchase LEVEL5

Customers are fairly satisfied LEVEL 2-4

Low level of customer satisfaction LEVEL 1

The key to generating high customer loyalty is to deliver high customer value. A company's value proposition is much more than its positioning on a single attribute. Most of the successful companies are raising expectations and delivering performances to match. These companies are aiming for TCS - Total Customer Satisfaction. Customer satisfaction is both a goal and a marketing tool. Companies that achieve high customer satisfaction ratings make sure that their target market is known.

The functional features include:

Customer complaints tracking

Service engineers information tracking

Job scheduling for the complaints

Spares management

Online support

Reports

Customer complaints tracking

Complaint is the start point of any technical support system. Without a client request the technical support is not initiated. Complaint tracking is done as follows:

Client may come down or make a phone call or complaint online. The client is validated. The client may have an annual maintenance contract or may have a product in warranty or out of warranty. The intensity of the complaint is to be estimated to allocate resources. Expected service type has to be finalized. It may be online assistance, indoor or onsite assistance.

Service Engineers information tracking:

Information about the engineers is inevitable in job scheduling. Information about the engineers has to be added, deleted or modified in the database. It may contain the following: the name, ID of the engineer; the skill set of the engineer; the status of the engineer.

Job scheduling for the complaints:

Job scheduling means sequencing the request to its intensity, assignment of a service engineer and creating a job card. It is done to optimize the technical resources and to render the best service to the customer. Minor problems are processed by technicians, requests are handled by the expert team.

The job card includes the following:

The compliant id, the assigned engineer id, the data and time of service, the spare details, no. of man hours required etc.

The spare part name and serial number

The available quantity of each spare part

The prize, warranty and other specifications

The supplier information.

Online support:

The service is done online also. The client may visit the website to obtain basic support information about the product and FAQ. He can chat with the service engineer on phone or online.

Report:

The report reflects the current status of the system. The reports that can be generated are as follows: Customer request report status of the system. The reports that can be requests. Service engineer report provides the information about the skills and strengths of the support team. Job scheduling report states the allotment of engineers to jobs. Spares report discloses the availability of all the shapes in the system. Receipts and payments report gives information about the cash flow in the system. Bills generation.

Customer satisfaction tracking:

Customer satisfaction is the key concept to dictate the future of the organization. In order to maximize the customer satisfaction along with quick response and efficient service some other activities are to be performed.

They may be as follows:

Reception of the customer with hospitality.

Entertaining environment to the customer.

Providing guidance about the usage and maintenance of the product.

Offering gift and discounts.

Operationalisation of Customer Satisfaction

As customer needs and expectations are changing all the time, this will lead to a situation whereby customers keep setting ever higher standards, and therefore to achieve perfection is impossible. Markets should be seen as a group of individual companies, and each of them must be treated individually with different requirements, experiences, commitments, and relationships. Implementing customer satisfaction philosophy means identifying customers, then identifying their needs and expectations and finally, measuring their perceptions. Knowing the needs of the customer makes it easier to anticipate the ideal set of products and services. A major flaw for all the companies has proved to be their inability to understand other ways that customers can be satisfied. By implementing direct and continuous employee contacts with the customers, the customers' requirements and expectations can be determined. This employee-customer connection

additionally conveys the message that the company cares about their customers.

Customer needs can be determined through marketing research, customer interviews, reading customer concerns, or involving customers in the design of services and service deliveries. In order to decide if the service can be provided at a profit, it is necessary to link value equation to the strategic service vision. Working together with both supplier and customer can increase profitability by expanding margin potential.

A customer satisfaction study should begin by asking about the factors affecting customer satisfaction, how important those factors are for the whole, and the level of customer satisfaction. A problem with customer satisfaction surveys (Naumann, 1994) is that a poor customer satisfaction programme yields vague data and raises customer expectations. If customer expectations are raised and a company's performance remains the same, the customer's overall satisfaction will decrease. Business Definition for:

After-sales Service

Customer support following the purchase of a product or service. In some cases, after-sales service can be almost as important as the initial purchase. The manufacturer, retailer, or service provider determines what is included in any warranty (or guarantee) package. This will include the duration of the warranty traditionally one year from the date of purchase, but increasingly two or more year's maintenance and/or replacement policy, items included/excluded, labor costs, and speed of response. In the case of a

service provider, after-sales service might include additional training or helpdesk availability. Of equal importance is the customer's perception of the degree of willingness with which a supplier deals with a question or complaint, speed of response, and action taken.

After Sales Excellence

After Sales Excellence is a key driver for customer satisfaction and loyalty but also a very important source of revenues and profits throughout a vehicle lifecycle. Our after sales experts support our clients in all relevant areas of after sales service to improve the internal cost base, the retail attractiveness as well as customer satisfaction. Our results are measurable – significant improvements on key indicators such as warranty costs, service quality, and fixed first visit rate. Supply Chain Excellence

Our Supply Chain Excellence service enables you to realize substantial improvements in your supply chain performance in terms of cost, efficiency, lead times, demand management, customer service and working capital requirements. We measure, improve and qualify supply chain organizations and processes and support our clients by identifying and rapidly implementing cost and efficiency savings in the entire supply chain. This can be achieved with the comprehensive, cross-functional redesign of all logistics processes leveraging the entire supply chain including customers and suppliers. With our proven Integrated Supply Chain Excellence Audit we quickly identify gaps to proven best practices and benchmarks within, and beyond, the Automotive Industry.

Value Chain Design

Constantly reviewing the companies' value chain in a rapidly evolving environment; deriving required core competencies and partnerships is a key management responsibility. We help our clients design their value chain in terms of a global engineering footprint, production and service network, thereby improving efficiency and customer satisfaction in alignment with corporate strategy.

Customer Contacts and Relationships

In all cases, the supplier had been involved with the customer since the beginning of the network building. It is difficult to distinguish whether some of the changes in customer-supplier relationship were due to the duration of the relationship between the two parties and whether some of the changes were caused by changes in the customer's needs resulting from the customer's new position in the network life cycle curve. For the results of this research, that question in terms of the underlying factors has not addressed, but for future studies, it would be relevant to clarify which of these two factors is the more significant or in fact, whether they can be distinguished.

Relation of the Care to Customer Satisfaction

Innis and La Londe (1994) discovered that several customer satisfaction variables significantly affect a customer's total customer satisfaction.

Customer service attributes received high ratings for the importance of

customer satisfaction. Attributes for physical distribution of customer service were rated higher than many marketing attributes.

Most Important Services

Barsky (1995) proposed that what is important for one customer may not be important for another. Barsky proposes this in the area of priority marketing, and the idea was applied to different services in general. When a buyer considers closer integration with a supplier, they may consider that it will most likely limit the number of potential suppliers and fear that the partner may take advantage of this by increasing prices or delivering poorer quality or poorer service. Interlocking with the supplier can limit the opportunity to acquire innovations if the supplier lacks the capability of being a leading-edge supplier. Research has shown that there are frequently differences between the views of the supplier's management on customer value and the customers' views on what they say they value. This was studied in the present study as well.

CHAPTER - III

INDUSTRY PROFILE

&

COMPANY PROFILE

VARIOUS SERVICE PROVIDERS IN INDIA

Aircel Limited

Aircel Limited is the Cellular Operator in Tamil Nadu Cellular Circle (Tamil Nadu except Chennai and including Pondicherry). Promoters:

<https://assignbuster.com/project-on-customer-satisfaction-towards-airtel-essay-sample/>

Aircel Limited is a part of the Sterling Infotech Group founded by Mr. C. Sivasankaran. The Sterling Group has been in operation for over 2 decades and is promoting the cause of stable business opportunities catering to a need-based society thus contributing significantly to the quality of life for people across the country. Tracing its roots back to the early 80s, the Sterling Group revolutionized the then infantile PC Market with the launch of a series of Siva PCs. The Sterling Group Companies include Dishnet DSL Limited, one of the leading Internet Service Provider in the country and the only ISP provider offering Digital subscriber line in the country. Sterling Agro Products Processing Pvt. Limited, a leading exports of gherkins and Fresh & Honest Cafe Limited, engaged in export of coffee beans and distribution of coffee vending machines. Technology partners:

The Technology partners of Aircel are Ericsson who provide the Mobile Switching Centers and Base Stations & Fujitsu who provide the MW Backbone. Aircel has a network of more than 100 exclusive agents across Tamil Nadu. Launch of services:

Aircel launched its operations in April 1999.

Aircel Digilink India Limited

Aircel Digilink India Limited, provides cellular services in the circles of Haryana, Rajasthan and UP (East) under the brand name “ Essar”.

Promoters:

The Essar Group is one of India’s leading business conglomerates, with an asset base of over US\$ 4 billion (Rs. 170 billion). The Group is committed to the development of core sector and infrastructure businesses in India and

abroad. Essar Group is actively involved in five principal businesses viz., Steel, Shipping, Oil & Gas, Power and Telecommunications. Each of Essar's businesses has been carefully synergised with the others to form one single integrated whole. Technology Partners:

The company uses world-renowned technology from Siemens in building and operating its North Indian Network. ADIL offers a basket of GSM Phase I and Phase II features. It offers voice, fax, data and other facilities. Launch of Services:

Aircel Digilink India Limited (ADIL), was incorporated in March 1995 and was subsequently inducted into the Essar group in 1996. UP (East): ADIL launched its UP (East) services in May 1997. Haryana: ADIL's services in Haryana commenced in June 1997. Rajasthan: ADIL's services in Rajasthan were started in December 1996. Pre-paid Services:

The Company launched its pre-paid services under the brand-name "Tring"

Bharti Cellular Limited

Bharti Cellular Limited is the cellular licensee for the Delhi (Metro), Mumbai (Metro), UP(W), Haryana, Maharashtra, Tamil Nadu, Kerala, MP The company offers services under the brand name "AirTel".

Technology Partners:

AirTel has been immeasurably strengthened by its partnership with British Telecom U. K. and Telecom Italia of Italy. AirTel services are in technical

alliance with Ericsson, has provided AirTel subscribers with a truly world class network. Bharti Mobile Limited

Bharti Mobile Limited offers services in Andhra Pradesh, Karnataka and Punjab under the brand name “ Airtel” Promoters:

Bharti Mobile Limited, a joint venture of Bharti Enterprises and Telia.

Technology Partners:

AirTel comes to you from Bharti Mobile Ltd. A consortium of giants in the telecommunication business – British Telecom UK, Tecc3300 Italy, and Bharti Enterprises India. The Bharti Enterprises, established in 1976, is today a multifaceted organisation and a leading group involved in the manufacturing and the services sector. Its key focus is on the marketing and operations of a comprehensive range of telecom services in addition to the Healthcare sector. Launch of Services: Karnataka: AirTel launched it’s services in Karnataka on May 13, 2000. The services in Punjab started in February 2002. AirTel is brought by Bharti Enterprises, India’s leading telecom conglomerate, through its company, Bharti Mobile Limited. Bharti Enterprises has revolutionized Indian telecommunications with its world-class products and services. Pre-paid Card:

The pre-paid card “ Magic” is a nation wide brand.

Bharti Mobinet Limited

Service Area: Chennai (Metro)

Brand Name: Air Tel

Bharti Mobitel Limited

Service Area: Kolkata (Metro)

Brand Name: Air Tel

Bharti Mobitel is the cellular licensee for the Kolkata Metro. Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti has many joint ventures with world leaders like Singtel (Singapore Telecom); Warburg Pincus, USA; Telia, Sweden; Asian infrastructure fund, Mauritius; International Finance Corporation, USA and New York Life International, USA. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and recently introduced National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India, it is also the first company to export its products to the USA. Pre-paid Services:

The company operates its pre-paid service under the brand name “ Magic”.

Bharti Telenet Limited

Service Area : Himachal Pradesh

Brand Name: Air Tel

BPL Cellular Limited

BPL Cellular Limited (BCL) is the licensee to provide cellular mobile services in the States of Maharashtra (excluding Mumbai but including Goa), Tamil Nadu (excluding Chennai but including Pondicherry) and Kerala. The company offers services under the brand name BPL Mobile. Promoters:

BPL Cellular Ltd. is a joint venture between, BPL, India's No. 1 Consumer durable giant and AT&T Broadband. Technology Partners:

A reliable and world-class quality network supported by world's leading technology vendors like NOKIA, MOTOROLA and LHS. Reliability ensured through 3700 km. Of Digital Microwave backbone across the 5 states using the latest SDH technology and sound clarity with EFR technology. The company has in-house technical expertise in RF planning and initially used the tool Planet, licensed from Mobile Systems International (MSI), to plan the KR engineering and network design for each of the circles. Launch of Services:

The company commenced services in January 1997 in Pune, Maharashtra. Since its first year of operations, the company has been offering a wide range of products and services. Prepaid Services:

The company's prepaid service is marketed under the brand name " BPL Mobile On The Spot" (commonly referred to as ' MOTS'). BPL Mobile Communications

BPL Mobile is the cellular service provider for the metropolitan city of Mumbai, New Mumbai & Kalyan Telecom Circles and offers services under the brand of BPL Mobile. Promoters:

BPL Mobile is a joint venture between the BPL Group and France Telecom. The BPL Group is widely regarded as a successful, dynamic business house with more than two decades of successful consumer marketing expertise. It occupies the top slot in terms of market share in all its areas of operation. The Group has five focus areas: telecom, consumer electronics, home

appliances, components and power. In telecom, the BPL Telecom Business Group (TBG) has over three decades of expertise in manufacturing, designing and marketing telecom and IT products and solutions.

Infrastructure Vendors:

Siemens, Motorola and Nokia

Foreign Partners:

France Telecom

Launch of Services:

The company commercially launched its services on October 2, 1995. Pre-paid Services:

BPL Mobile's prepaid services are marketed under the brand name "MOTS" - Mobile on the Spot.

Bharat Sanchar Nigam Limited (BSNL)

On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was christened Bharat Sanchar Nigam Limited (BSNL). Today, BSNL is the No. 1 Telecommunications Company and the largest Public Sector Undertaking of India and its responsibilities include improvement of the already impeccable quality of telecom services, expansion of telecom network, introduction of new telecom services in all villages and instilling confidence among its customers. Responsibilities that BSNL has managed to shoulder remarkably, deftly. Today with a 43million line capacity, 99.9% of its exchanges digital, nation wide Network management & surveillance system (NMSS) to control telecom traffic and

nearly 3, 55, 632 route kms of OFC network, Bharat Sanchar Nigam Ltd is a name to reckon with in the world of connectivity. Along with its vast customer base, BSNL's financial and asset bases too are vast and strong. Consider the figures, as they speak volumes on BSNL's standing: Telecom Circles

Metro Districts

Andaman & Nicobar Telecom Circle

Kolkata

Andhra Pradesh Telecom Circle

Chennai

Assam Telecom Circle

Project Circles

Bihar Telecom Circle

Eastern Telecom Project Circle

Chattisgarh Telecom Circle

Western Telecom Project Circle

Gujarat Telecom Circle

Northern Telecom Project Circle

Haryana Telecom Circle

Southern Telecom Project Circle

Himachalpradesh Telecom Circle

IT Project Circle, Pune

Jammu & Kashmir Telecom Circle

Maintenance Regions

Jharkhand Telecom Circle
Eastern Telecom Maintenance Region
Kerala Telecom Circle
Western Telecom Maintenance Region
Madhya pradesh Telecom Circle
Northern Telecom Maintenance Region
Maharashtra Telecom Circle
Southern Telecom Maintenance Region
North East-1 Telecom Circle
Specialized Telecom Units
North East-11 Telecom Circle
Data Networks
Orissa Telecom Circle
National Centre for Electronic Switching
Punjab Telecom Circle
Technical & Development Circle
Rajasthan Telecom Circle
Quality Assurance
Tamil Nadu Telecom Circle
Production Units
UP (East) Telecom Circle
Telecom Factory, Mumbai
UP (West) Telecom Circle
Telecom Factory, Jabalpur
Uttaranchal Telecom Circle

Telecom Factory, Richhai

West Bengal Telecom Circle

Telecom Factory, Kolkata

Training Institutions

Other Units

Advanced Level Telecom Training Centre

Telecom Stores

B. R. Ambedkar Institute of Telecom Training

Railway Electrification Project

National Academy of Telecom Finance and Management

Telecom Electrical Wing

Regional Telecom Training Centers

Escotel Mobile Communications:

Escotel Mobile Communications operates cellular phone services in state circles of Uttar Pradesh (West), Haryana and Kerala. The company offers cellular services under the brand name of Escotel. Promoters:

Escotel Mobile Communications is a joint venture company between Escorts Limited and the First Pacific Company Limited of Hong Kong. Escorts Limited has 51 per cent equity stake in Escotel, while First Pacific holds 49 per cent.

First Pacific Company Limited with a market capitalization of \$2 billion and a turnover of \$2.9 billion is a global corporation that operates in 20 countries.

It has interests in telecommunication, banking, real estate and marketing.

The company employs over 50,000 people worldwide. First Pacific has been

a pioneer in bringing digital cellular technology in Hong Kong and now operates the biggest and fastest growing telecom business in Philippines.

Escorts Limited is the flagship company of the Rs. 34 billion Escorts Group. The Escorts Group is a diversified conglomerate with agri-machinery, bi-wheelers, earth-moving equipment, financial services, health services, auto components, telecommunication equipment and services as its focus areas. It has modern manufacturing facilities and an extensive marketing network spread nationwide. Technology Partners:

The technology partners of Escotel are Lucent Technologies (formerly Bell Labs) & Sema Group Telecom, UK Launch of Services:

Escotel commenced operations in December 1996/ January 1997 and was the first to launch its service in all the three circles. Pre-paid Services:

The Pre-paid card in Kerala is known as Let's Talk and it is called V-Tel in UP (W) and Haryana. Hexacom India Limited

Hexacom India Ltd. is the cellular licensee of Rajasthan and operates under the brand name "Oasis Cellular" Promoters:

Hexacom India Ltd. has been promoted by a consortium of Telecom majors including Shyam Telecom Limited (STL), Telecommunications Consultants India Limited (TCIL) and Telesystems International Wireless (TIW), Canada. TCIL is a public sector unit under the Ministry of Communications. One of the leading telecom companies, it is the only Government agency to have a presence in the cellular market. TCIL has projects in over 30 countries.

Shyam Telecom Limited is an ISO 9001 company and one of the largest suppliers of radio, microwave and other telecom equipments in India, with

established research and development expertise and a strong export arm. STL is the licensee to provide basic telecom services in Rajasthan and it is all set to start operations with the brand name “ Tele Links”. Foreign Partner:

The principle foreign partner in the consortium, TIW is the international arm of Telesystem Limited, Canada’s largest telecom organisation in the private sector. TIW is dedicated to wireless operations, basic services and is a specialist in high growth markets. TIW is also a leading provider of trunked mobile radio services in France and the UK, as well as paging services in Mexico and the Netherlands.

IDEA Cellular Limited

IDEA Cellular Limited, formally known as Birla Tata AT&T Communication Limited is the cellular operator in the circles Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh and Delhi (Metro) under the brand name “ IDEA”.

Technology Partners:

Technologically Birla AT&T Communication Limited has adopted the superior CME-20 system architecture from Ericsson –one of the largest manufacturers of GSM equipment in the world. Launch of Services:

The cellular service was launched in the Gujarat circle in January 1997 and in the Maharashtra Circle (excluding Mumbai, including Goa) in March 1997.

Established in 1947, the Aditya Birla Group is one of the leading business houses in India. The Group has its presence across various sectors including cement, viscose staple fibre, engineering, textiles, power, telecommunication, industrial chemicals, petroleum and financial services.

AT&T is the largest telecommunication company in the world offering a complete range of communication services. AT&T started its operations in 1885 and is present in over 200 countries. In the United States – its parent country, AT&T Corp. is a leading long –distance carrier, wireless operator and provider of video data and Internet services. Pre-paid card:

The Idea Cellular Pre-paid Card is called as “ Idea Chitchat”.

Mahanagar Telephone Nigam Limited

The company is the cellular licensee of the Delhi (Metro) and Mumbai (Metro) under the brand name “ Dolphin”. Launch of services:

The Company launched its services on February 2001 in both the Delhi and Mumbai metros. Pre-paid Services:

The pre-paid card is called “ Trump”.

Reliance Telecom Limited

Reliance Telecom limited is the Cellular Services Operator in seven circles – Bihar, Orissa, Madhya Pradesh, Himachal Pradesh, West Bengal, Assam and North-East. The licence area includes 13 states covering more than 35 % of India’s landmass and 33 % of India’s population. The company offers its services under the brand name of Reliance Mobile.

Promoters:

Reliance Telecom limited has been promoted by India’s largest private sector company, Reliance Industries limited with a minority equity participation by Bell Atlantic – Nynex Inc. Reliance Telecom’s major coverage lies in the eastern region of the country, where there is an opportunity to supplement

the existing fixed line network which has remained underdeveloped due to historical reasons. Reliance Telecom has been successful in a short span of time in setting up network and providing cellular services across seven Circles. Technology Partners:

The MSCs for Reliance Mobile have been supplied by Ericsson , BSC/ BTS by Motorola and the Billing System by Siemens Nixdorf. Reliance Telecom Limited offers services such as post-paid service, prepaid card, voice mail, roaming and inter – city cellular service. With networks covering six contiguous circles in Central and Eastern India. RPG Cellular Services Limited

RPG Cellular is the cellular licensee for the Chennai Metro and operates under the brand name “ RPG Cellular”. Promoters:

The RPG Group has promoted RPG Cellular Services Ltd (RCSL) in association with two of the largest GSM cellular operators in the world – AirTouch Communications Inc., U. S. A. and Vodafone Group Plc., U. K. AirTouch is one of the world’s largest wireless communication companies with global interests in cellular, paging and personal communications services. The Company is the largest cellular service operator in the world with over 17 million subscribers. Vodafone is a leading global provider of mobile telecommunications services in U. K. and Australia and several other countries across Europe and Asia and has over 10 million customers worldwide. The Company also has participation in the Globalstar Satellite Communication System.

Different types of service providers in India:

Serial No.

Network

1.

Airtel

2.

Vodafone

3.

BSNL

4.

Idea

5.

Aircel

6.

Uninor

7.

Reliance

8.

Tata Indicom

9.

MTS

COMPANY PROFILE

INTRODUCTION

“ As we spread wings to expand our capabilities and explore new horizons, the fundamental focus remains unchanged: seek out the best technology in the world and put it at the service of our ultimate user: our customer.” Sunil Bharti Mittal (Group Chairman and Managing Director)

Bharti Enterprises has been at the forefront of technology and has revolutionised telecommunications with its world-class products and services. Established in 1985, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit, ranging from being the first mobile service in Delhi, first private basic telephone service provider in the country, first Indian company to provide comprehensive telecom services outside India in Seychelles and first private sector service provider to launch National Long Distance Services in India. As of October 31, 2012, Bharti had approximately 11.83 million total customers – nearly 12.16 million mobile and 786,000 fixed line customers. Its services sector businesses include mobile operations in Andhra Pradesh, Chennai, Delhi, Gujarat, Haryana, Himachal Pradesh, Karnataka, Kerala, Kolkata, Madhya Pradesh circle, Maharashtra circle, Mumbai, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh (East) circle, Uttar Pradesh (West) circle and Jammu & Kashmir. In addition, it also has a fixed-line operations in the states of Madhya Pradesh and Chattisgarh, Haryana, Delhi, Karnataka and Tamil Nadu and nationwide broadband and long distance networks. Bharti has recently launched national long distance services by offering data transmission services and voice transmission services for calls originating and terminating on most of India’s mobile networks. The Company is also

implementing a submarine cable project connecting Chennai-Singapore for providing international bandwidth.

1. Group overview

2. Group structure

Introduction

Bharti Teletech, the manufacturing arm of Bharti Enterprises, with an installed capacity of 5 million telephone sets per annum, is India's leading manufacturer of high quality telephones. Today Bharti Teletech is the major PTT supplier in South Asia. It has ISO 9002 accreditation and also an OEM for Sprint Corporation and Siemens. It's range of products marketed under the brand name Beetel constitute a 40% market share in India thereby making it the market leader in the domestic market. Bharti Teletech has also found a growing market in Russia, Singapore, Sri Lanka, Romania, Bahrain, Qatar, Jordan, Dubai, Yemen, Oman, Uganda, Nigeria, Tanzania, Seychelles, Zimbabwe, South Africa and USA.

Services

Accomplishments

Connecting India – Growing Presence

2009

Pre-4th Licence

Post-4th Licence

Number of Mobile Circles

4

7

21

Number of Fixed-Line Circles

3

3

8

Population covered in our licensed area (%)

4%

17%

60%

Area covered in our licensed areas (%)

4%

17%

58%

Wireless Coverage Area(% of Mobile Customers covered)

18%

40%

97%

The largest private sector integrated telecommunications services group in India in terms of the number of customers.

Largest Mobile footprint in India, covering 18 of the 23 licensed areas.

Proven track record of managing growth – both organic as well as by way of acquisitions.

First and largest private telecommunications services company offering

fixed-line services in India.

Existing foreign shareholders have acquired direct and indirect equity interests in the Company for a total consideration exceeding US\$1 billion.

First private telecommunications company to launch long distance services.

First off the block to launch fixed-line services in all the four circles of Delhi, Haryana, Karnataka and Tamil Nadu.

CORPORATE STRUCTURE

Management Structure

The group has been structured to create functional and operational specialisation with a linear vision of business lines and functional areas. The Company is headed by Chairman and Group Managing Director- Sunil Bharti Mittal who is assisted by two Joint Managing Directors- Akhil Gupta and Rajan Bharti Mittal. The Company also has two Presidents- President Mobile Services and President Infotel Services, this responsibility includes Fixed-line, Long Distance and Broadband Services. The Presidents report to the Group Chairman and Managing Director. The head of units and SBUs report to the respective business's President. An apex team of Corporate Directors has been constituted. The corporate directors have supervisory and strategic responsibilities for functional areas across business lines. The directors oversee functional areas including Business Development, Human Resources, Marketing, Corporate Communication, IT & Technology, Finance, Legal, Corporate Affairs, Corporate Strategy & Planning and Supervisory Director cum Chief Mentor – mobility.

The organisation structure is designed to ensure that identical businesses are run along similar lines and best resources in any functional field, be tapped to serve the best interests of the entire group. The structure also defines the role of the Head of the units who are totally empowered to manage their respective companies and are fully responsible for business operations to build world-class organizations with a high degree of customer focus. BOARD OF DIRECTORS

MR. SUNIL BHARTI MITTAL

MR. RAKESH BHARTI MITTAL

MR. RAJAN BHARTI MITTAL

Footprint

Mobile Division

Overview

Bharti Tele-Ventures vision for its mobile business is “ To make mobile communications a way of life and be the customers first choice”. The mission is to meet the mobile communication needs of the customer through 1) error free service 2) Innovative products and services and 3) cost efficiency. The Company’s strategic objective is to consolidate its leadership position amongst the mobile service providers in India. The Indian mobile market, according to the COAI, has increased from approximately 34. 77 million subscribers as of March 31, 2010 to approximately 47. 26 million subscribers as of October 31, 2012. Despite this rapid growth, the mobile penetration rate in India, at approximately 8. 7% as of October 31, 2012, is significantly

lower than the average mobile penetration rate in other Asian and international markets.

The number of mobile subscribers in India is expected to show rapid growth over the next four years. By 2016 it is projected at 60 million by COAI and 54 million by Gartner. Bharti Tele-Ventures believes that the demand for mobile services in India will continue to grow rapidly as a result of the following factors: Lower tariffs and handset prices over time;

Growth in pre-paid customer category;

Greater economic growth and continued development of India's economy;

Higher quality mobile networks and services; and

Greater variety and usage of value added services.

Bharti Tele-Ventures, through its subsidiary has the licenses to provide GSM services in all the twenty-three telecom circles in India. It proposes to consolidate all its subsidiaries providing mobile services under Bharti Cellular Limited. As of October 31, 2010, approximately 96% of India's total mobile subscriber market resided in the Company's nineteen mobile circles, which collectively covered only 56% of India's land mass. Mobile Footprint

The map below depicts the location of, and provides certain information for, Bharti Tele-Ventures' existing mobile circles in India:

Source:

(1) Population estimates are as per National Census, 2007 and are as of March 1, 2007. The population for Uttar Pradesh (West) circle is approximately 37% of the total population for the state of Uttar Pradesh.

<https://assignbuster.com/project-on-customer-satisfaction-towards-airtel-essay-sample/>

(2) Wireless subscriber statistics are as of Oct 31, 2010 and are based on data released by COAI. Wireless market size comprises the total number of wireless subscribers of all the service providers in a circle.

(3) Demographics of Maharashtra and Tamil Nadu do not include demographics of state capitals (metros) Mumbai and Chennai respectively.

(4) Demographics of Haryana does not include Faridabad & Gurgaon as they are included in Delhi & NCR. Similarly demographics of Uttar Pradesh (West) & Uttaranchal does not include Noida & Ghaziabad as they are included in Delhi NCR. The significant growth in the Company's mobile business has been through a combination of organic growth and acquisitions of additional licenses and has been summarized below. The information given below is for the total market and is not representative of our market share or network coverage.

As of March 31,

As of Oct 31, 2010

2009(1)

2010(2)

2011(3)

2012(4)

Number of Mobile licenses held by us

3

5

6

25

Total mobile subscribers in India (in millions)

1. 25

1. 96

3. 86

35. 2

Market mobile subscribers in our license areas(5) (in millions) 0. 35

0. 84

1. 26

34. 5

Percentage of market mobile subscribers to total mobile subscribers in India

19%

32%

38%

97%

Introduction

Bharti Telesoft, the telecom and e-commerce venture of Bharti Enterprises , India has maintained a very close track on technology and new services to help its customers and partners thrive on change. Bharti Telesoft is an Indian software company with a clear distinction. As part of India's largest telecom group, it is uniquely able to harness rich domain experience to the customer's benefit. Instead of being an IT company providing telecom solutions, we pride ourselves in being just the opposite! Bharti Telesoft is fast on the way to attaining a position of leadership in the IT world, through

its clear focus on telecom, backed by rich domain expertise. The company has one of the best development facilities in the country, and has offices in India, United States and United Kingdom. Bharti Healthcare

The corporate ethos of providing the best to our customers carries extra relevance when it comes to healthcare products. One sector where quality implies the saving of lives and the promotion of healthy living. Offering quality support to the pharmaceutical industry, Bharti Healthcare has been engaged in the manufacture of empty hard Gelatine capsules since 1982.

ABOUT AIRTEL

Airtel comes to you from Bharti Cellular Limited - a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti has many joint ventures with world leaders like Singtel (Singapore Telecom); Warburg Pincus, USA; Telia, Sweden; Asian infrastructure fund, Mauritius; International Finance Corporation, USA and New York Life International, USA. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and recently introduced National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India, it is also the first company to export its products to the USA. Bharti is the leading cellular service provider, with a footprint in 18 states covering all four metros. It has

over four million satisfied customers. So come explore the making of the brand which touches the lives of 700 million people across 18 states of India. From the meaning of our logo to downloadable goodies for your computer, it's all here BRAND&ADVERTISING:-

For a brand to be successful, it must build enduring relationships with its different audiences. Integral to this relationship is the visual image of the brand the consumer carries in his/her mind. The Airtel brand image is created through the consistent application of a carefully developed visual identity, which helps Airtel distinguish itself in a cluttered market. Airtel's visual identity helps create instant brand recall and strengthens the relationships that its audiences have with it. The Airtel visual identity has different elements that work together to create a strong and consistent identity for the brand. The most important of these are: The Airtel logo is a strong, contemporary and confident symbol for a brand that is always ahead of the rest. It is a specially drawn wordmark. The Airtel Image style

It incorporates two solid, red rectangular forms whose counterform creates an open doorway. The Airtel Typographical style

The title case lettering with its capital 'A' was deliberately chosen to reinforce the brand's leadership position. The red dot on the letterform 'I' cues Airtel's focus on innovation.. The words 'Express Yourself' are very much part of the brand identity. The Airtel Colour Palette

The lettering is grey so that the pure black of Airtel is visually unharmed.

DESKTOP DOWNLOADS:-

Here's some cool downloads to liven up your desktop.

Go ahead... Express Yourself.

THEORITICAL PERSPECTIVES

OF THE STUDY

CUSTOMER SATISFACTION

Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing A product is perceived performance (outcome) in relation to his or her expectations. As this definition makes clear, satisfaction is a function of perceived performance and expectations, if the performance falls short of expectations, the customer is dissatisfied, if the performance exceeds the expectations, the customers are highly satisfied (or) delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied are still find it easy to switch when a better offer comes along, those who are highly satisfied are much less ready to switch. High Satisfaction or delight creates an emotional affinity with the brand, not just a rational performance. The result is high customer loyalty.

How do buyers form their expectations? Their expectations are influenced by their past buying experience, friends and associates advice and marketers and competitors' information and promises. Some of the most successful companies are raising expectations and delivering performance to match. These companies are aiming for Total Customer Satisfaction (TCS). The

challenges for implementing TCS are to create a company culture in which every one with in the company aims to delight the customers.

CUSTOMER VALUE AND SATISFACTION

Customer delivered value is the difference between total customer value and total customer cost. Total customer value is the bundle of benefits customers expected form a given product or service. Total customer cost is the bundle of costs customers expect to incur in evaluation, obtaining, using and disposing.

Michael Parter of Harvard proposed the generic value chain as a tool for identifying ways to create more customer value. Every firm is the collection of activities that are performed to design, produce market, deliver and support its product. The value chain identifies nine strategically relevant activities that create value and lost in business. This nine creating activities, which consists of five primary activities and four supporting activities.

The primary activities present the sequence of bringing materials into business (inbound logistics), covering them into final products (operations), shipping out the final products (outbound logistics), marketing them (marketing and sales) and serving them (service). The support activities are procurement, technology development; human resource management and firm infrastructure are handled in certain specialized departments.

THEORY AND CONCEPTS OF CUSTOMER SATISFACTION

Businesses survive because they have customers who are willing to buy their products or services. However, many businesses fails to “ checkin” with their customers to determine whether they are happy or not and what it will make to make or keep them happy.

According to U. S consumers’ affairs department, it costs five times more to gain a new customer than to retain an existing one. Other studies have repeated that with just a five percent increase in Customer retention’s a firm can raise its profitability customers spend salary at first, but with succeeding years of good experience, they will spend increasingly more.

Still product and service quality provides an enormous opportunity to distinguish a firm from the rest. The Japanese have recognized this and have though us to expect quality. Today’s consumers do, and they know more about products and services than they ever did.

Customers are the best source of information. Whether to improve an existing product or service or whether firms are planning to launch something new. There is no substitution for “ getting it from horse’s mouth”.