

# Swot analysis of docomo



## SWOT Analysis Of Docomo Strengths: Postpaid [email protected] Tata

DOCOMO, the GSM brand of Tata Teleservices Limited, has announced the launch of “ Postpay @ your doorstep”, an initiative where Tata DOCOMO would assist potential customers with their queries on new post pay connections. Through a simple process, a customer can readily get access to a postpay connection, at his doorstep with expert guidance from Tata DOCOMO.

To avail this service, customers just need to call the toll free number 1800 266 0000 where they would be guided by Tata DOCOMO representatives, who would help suggest the best value plan, customized to the needs of the customer based on their usage amount and usage pattern. Once the customer decides on a postpay plan, the call center executives sends a representative to collect the documents from customer's location and deliver the SIM card whenever and wherever he desires. Brand Image of Tata and Docomo

This is another important factor which proves as a major strong point for Tata Docomo. Tata DOCOMO is Tata Teleservices Limited's (TTSL) telecom service on the GSM platform-arising out of the Tata Group's strategic alliance with Japanese telecom major NTT DOCOMO in November 2008. Both of these are Big brand names in their respective countries; viz. Tata in India and NTT Docomo in Japan. Tokyo-based NTT DOCOMO is one of the world's leading mobile operators-in the Japanese market, the company is clearly the preferred mobile phone service provider in Japan with a 50 per cent market share.

Variety of plans on offer    Tata Docomo focuses not only on the price but also makes sure that the variety of services offered is not compromised. There are a number of tariff plans for post pay customers as well as for prepay customers. Also, many Value added services ensures that customers are not deprived of the facilities they would be using. Among the services offered are Tata Docomo Buddy net, GPRS, Caller tunes, Missed call intimation and many more. Affordability of services    With its tariff plans, docomo ensures that all the products that it offers are available to the common man too.

The benchmark prices of its products and services would mean that the services that were affordable only to a certain section of the society would now be available to the commonest of the common man. Simplicity in services offered. Good Advertising Tata Docomo: Do The New Silver The Communication Goal: Launch Tata Docomo, the 10th entrant in the crowded Indian telecom market ruled by Strong Established brands Innovative Media Strategy: The challenge was to Differentiate and Distinguish the brand and own a distinct consumer mind space; an imperative given the relative service parity and quick replication of offers by competition.

The media evolved an approach which was completely ‘ Un-Telecom’ like, each element tailored to bring alive the brand personality. ‘ Do The New’ became the Media mantra. Choices challenged the norms of media usage and content. The strategy was then taken to the next level. Consumers were co-opted into the brand to ‘ Do the New’ themselves either through animation or jingle play. These were then further amplified across media for spreading the Tata Docomo message. Engaging Creativity: Media Choices

broke paradigms to bring the message to life. Radio, a hero of circle launches instead of usual print or TV.

All channels came together as Station Docomo on launch morning with all RJs together sharing the Do the New message. Digital was a driver medium, not only for new content or formats but also for allowing consumers to create their own rendition of the Brand message by tweaking the logo or the brand tune. On TV, 'Do the New' rounds were a part of format shows and marquee events. 'Do the New' twists on Cricket resulted in Simul-Contests in live Cricket. No large format ads in print, Tata Docomo led with Content intrusions. OOH formats went beyond the regular in location as well as styling.

Encompassing the Audience: Consumers were touched across contacts, all highlighting the 'Do The New'. Radio RJs shuffled their regular jock talk and telecast timings on Station Docomo to exemplify the message across 8 launch markets and top 13 stations. Not only did 48 TV channels Do the New with New Format shows, Special rounds and innovative Cricket usage, But also telecast the Consumers version of Do the New with special animations on Music Channels and a Consumer created jingle for Tata Docomo on Star TV. Do The New magic continued across consumer media moments, always unexpected and away from the usual.

Be it a floral hoarding to greet Onam or innovative signage on buses. The final layer was digital with the 'Create' site for consumers to do their own versions of the brand visuals or tune. Fans built up across networking sites like Facebook, Orkut and many others involving consumers in spreading and

sharing the Tata Docomo 'Do the New' message through consumer generated content. Effectiveness: Results that broke the norms as well! 22Mn Subscribers added in record time #1 in adding subscribers consistently over last 7 months Tata Docomo 'Do The New' Community has already enrolled 1Mn fans online First one to use social media tool

The perfect reason for Tata DOCOMO to draw up an extensive strategy to harness the power of Social Media and build the brand with its consumers. Laying the Social Media Strategy At the very core of the Social Media strategy was the idea of humanizing a telecom brand and make it warm, friendly and conversational. The strategy was simple yet brilliant. Reach out to every corner of the web and to every possible TG not as a corporate brand but as a friend willing to engage the consumer in a one-on-one dialogue on anything and everything pertaining to the brand, its offers, its deficiencies as well as anything to do with telecom per se.

The desired outcome was clear in everyone's mind – to build the most loyal set of beta customers who will champion the brand in their micro-communities at every moment. The execution A dedicated Social Media team at Interface was built to execute the plan. Twitter, Facebook, Orkut, Youtube accounts were opened up and optimized even before the brand launch took place. The website itself actively solicited visitors to signup to the Tata DOCOMO communities months before it became a fad for others. The Social Media team set about targeting each of the Social Media platforms differently.

Twitter typically has a more evolved and techy audience than other Social Media platforms. Tata DOCOMO acknowledged the importance of these thought leaders and made sure they got their worth by following the brand. All products, offers and schemes were first announced to our Twitter followers before they were allowed on any other media. On many occasions Twitter followers were given teasers and prelaunch feelers much before the product was even in a state of launch readiness. Today Tata DOCOMO has more than 7500 followers and we know most of them by name.

We have solved their telecom problems, passed on their messages to relevant people in the company and brought about resolutions or simply just said a hello when someone was missing in action for an extended period of time. Facebook clearly has a large influential community that was identified right at the start as being a major influencer of brand advocacy. Tata DOCOMO set about creating conversations among its fans on Facebook. Like Twitter a one-on-one communication was maintained with all its fans helping resolve problems, providing information and escalating issues.

The community was kept engaged through a variety of status updates including discussions on TV commercials, jingles, product service launches and fun and games. Orkut has a mass user base and was identified as an important element in managing mass sentiment around the brand. The forum has been used both as a community feedback tool as well as a platform where free discussions were enabled on specific topics (either product-service related or brand related). The platform has also extensively been used for contests to keep community members engaged. Youtube has been a central repository for all brand commercials and videos.

Tata DOCOMO has made a departure from the traditional way of only uploading videos created by the brand to also showcasing user generated content, specifically animation videos submitted by users at the create. tatadocomo. com platform. In continuation of its strategy to be omnipresent in Social Media, Tata DOCOMO is perhaps one of the few Indian brands to have reached out to less popular social networking and community portals in India. It carries through the same brand promise of being everywhere that out potential consumers could be however small the reach of the portal might be.

The Tata DOCOMO strategy with respect to third party blogs and forums were both proactive and reactive. Everyday 100s and 1000s of blogs and forums were scanned or any mention of Tata DOCOMO and whenever a user had posted a question, comment and complaint, the Social Media team made it a point to go and respond to resolve (wherever necessary) every post or comment. Tata DOCOMO is probably the only brand in the Indian landscape who have gone ahead and created official accounts on hundreds of blogs and forums and have always responded through its official id. Brand Visibility

Milestone Brandcom drives high visibility for Tata DOCOMO through use of Live and Audio Backed Billboard – ‘ Jeet Ki Ghamti Kabhi Bhi Baj Sakti Hai” Consumer Promotion ‘ Jeet Ki Ghamti Kabhi Bhi Baj Sakti Hai” Consumer Promotion Tweet Mumbai, Maharashtra, January 11, 2012 /India PRwire/ — Breaking the boundaries of traditional billboards, yet again, Milestone Brandcom sets another benchmark in Out of Home advertising & communication by bringing alive the communication on billboard with audio

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& real life celebratory ‘ moment of truth’ on site for Tata DOCOMO’s latest consumer promotion offer ‘ Jeet ki Ghanti Kabhi Bhi Baj Sakti Hai’.

A one of its kind contest where customers can participate without any condition or linkage to purchase, which is intended to purely reward the existing Tata DOCOMO GSM ; CDMA customers for their continued Loyalty ; trust in the brand. Campaign Objective: The objective of this campaign is to depict the message of Tata DOCOMO’s Jeet Ki Ghanti Kabhi Bhi Baj Sakti Hai contest effectively, by breaking through the everyday clutter and humdrum way of advertising on outdoor media.

The task in hand was to execute an creative yet impactful idea which communicates that with this contest Tata DOCOMO customer stands a chance to win a Bike every hour and a car every day! Campaign Background: Pushing the limits of traditional marketing, Milestone Brandcom played audio spots on billboards at high footfall location & traffic junctions at regular intervals of 5 minutes starting with a bell representing the jeet ki ghanti followed by the announcement of the offer targeting the people & vehicles in the catchment area.

The goal was to increase people’s engagement with the billboard and get high top of mind recall for the brand ; offer. Bringing displays to life adding sound ; human element – Milestone Brandcom additionally leveraged the band baaja theme and employed a live music band right below some of the ground level billboards on key city junctions playing the Jeet ki Ghanti tune, along with the bumper prize – Chevrolet ; bike parked which took the centre stage, delivering the final punch.



It was a real icebreaker where the live billboard was exposed to thousands of pedestrians and bypassing car traffic, who missed the lights a few times! “ This powerful innovation ensured significant brand exposure, as well gave opportunity to interact with the target audience. The idea was to use disruptive marketing tactic that ensured maximum buzz around the promo offer. These “ live hoardings” were present across Gujarat, MP, Chhattisgarh, Punjab, Maharashtra, etc. Innovation: Milestone Brandcom with a multi facet innovative approach created the first ever – ‘ talking billboard’ in Madhya Pradesh.

It made brilliant use of the ‘ live band performances’ theme by music band parties to rock the major intersections across multiple cities & states in India besides creating a complete roadblock at the busiest junctions in Pune – Junna Bazar Chowk with the use of all the hoardings on the junction occupying 9300 square feet of display in one place. Quote “ To communicate an offer of this scale the brand needed special attention, text and image shots, could not have done justice to such a magnanimous offer; it was thus essential to amplify this offering manifold to cut this communication through the traditional frontiers out-of-home.

Taking forward the communication theme from the television campaign, the team ingeniously leveraged the dynamism of a ‘ Band Baaja Party’, unanimously used in happy occasions ; celebrations across India, to bring alive the promo offer on road. Our multi pronged strategy took the communication out of the TV box to the next level, creating a sort of a real life celebration outdoors” said Mr Nabendu Bhattacharyya, Founder and Managing Director, Milestone Brandcom. Innovation is the key driving force

for us and it has always helped us to stay ahead of the curve – be it with our services or advertising and marketing campaigns. With the changing dynamics of the industry, it is critical to break the clutter and ensure top-of-mind recall. With each marketing campaign, we try and adopt a creative and innovative approach to ensure greater brand recall and brand affinity amongst the customers. The use of such innovative branding is the creation and subsequent introduction of our promise to offer maximum benefits to all our customers.

The idea was to enable OOH space to maximize the scope of pure branding and making it more interactive and engaging. A campaign so well executed by Team Milestone, sure attained its purpose in engaging the customer and enhancing the visibility for ‘Jeet Ki Ghanti’ campaign across the country,” Mr Ritesh Ghosal, Head – Brand Marketing, Mobility, Tata Teleservices Limited said. Outdoor Medium Other outdoor media like pole kiosks were also used to its potential by placing a larger than life size cut outs of the band crew below each kiosks, including cutouts on billboards.

Results Till now, this branding and unique voice over branding has received phenomenal responses from our customers across this segment. · In 24 days of contest Tata DOCOMO crossed 10 million participation mark and counting, · Customers nationally have won over 56 lakh worth talk-time, 212 Bikes and 25 Cars!! · First-of-its-kind contest where customers are rewarded on hourly basis pan India Source: <http://www.indiaprwire.com/pressrelease/telecommunications/20120111108771.htm> | | | Tata

DOCOMO flying high in Punjab with sky advertising |

Nov 24, 2009 Aarti Chhabra, New Delhi | | | | | In a trend generally witnessed in the Indian mobile services space where competition quickly reacts to any competitive move brought in by any of the player, Tata DOCOMO, the GSM brand of Tata Teleservices, is set to storm the telecom market with its latest offering by introducing one paisa per second billing for roaming services. Henceforth subscribers of Tata DOCOMO have an option to make incoming and outgoing local as well as STD calls while on roaming for one paisa per second.

To break clutter from the numerous brands bombarding the audience with different messages, Tata DOCOMO has launched a new eye catching campaign by creatively using a unique medium across Punjab (Chandigarh, Mohali ; Panchkula), ensuring mass visibility. An aircraft with a huge billboard of size 19 ft in height and 95 ft long of TATA DOCOMO followed by the key highlight; “ One paisa per second pure bharat main” in bright color and elegance was flown in the entire Tri-city covering all the prime locations/ sectors catching the interest of the crowd.

The aerial letters attached were 7 ft in height and approx 110 ft long taking the total length of the billboard to 210 ft long. | Advertisement| | | | |  
Speaking to allaboutoutdoor, S. S. Dhillon, Managing Director, Sky Ads, said, “ This was a multi-city campaign which went very well and enhanced the brand visibility for the client. ” Adding to this, Mr. Aditya Gupta, Chief Operating Officer, Tata DOCOMO, Punjab, Haryana ; Himachal said, “ Tata DOCOMO launched the pioneering Pay Per second concept.

We wanted to introduce the brand with just what would make an impact and attract our customers to not only like the product but also know more about values of brand Tata DOCOMO. Our value proposition is superior performance at lower price and is just not offering 1 paisa per second on tariffs but also offering the same proposition across our diversified portfolio of products and services. ” | | | Discussing the effectiveness of the medium, Dhillon, said, “ With a retention rate unparalleled to traditional media, aerial billboards offer a way to communicate a message that sticks in the mind of the person who sees it.

Aerial banners are rare and people cannot forget them once they see one. People can't shut out an aerial ad like they can a TV channel. The people are bound to gain satisfaction from colorful words present in the aerial message. Aerial banners have nearly 100% “ seen” rate, in which majority of people will look to the sky when they are greeted with Sky Ads plane advertising in the air. ” | | | Source: [http://allaboutoutdoor.com/News/kNews\\_Details.aspx?Id=533](http://allaboutoutdoor.com/News/kNews_Details.aspx?Id=533) Demystifying the strategy The Tata DOCOMO social media strategy has been carefully built on five pillars.

Build consumer engagement Beyond the day to day and one-on-one interactions with our fans and followers, Tata DOCOMO has constantly launched consumer engagement programs with a heavy social media angle. This has helped us build repeat engagement points with a large number of our fans. Be it dietsms which was rolled out exclusively through social media, ageekthing which involved Orkut, gadgets , Facebook applications and automated Twitter tools or happy DOYear which could be played through Facebook, Twitter and Orkut.

Address and resolve complaints Even before the launch of social media engagements, a dedicated customer response mechanism was laid out for priority resolution of all social media grievances / enquiries. Top management at Tata DOCOMO has taken great pains to make sure that literally the buck stops when an issue is raised through social media channels. From activation problems, network issues, handset settings or billing related matters, every single issue has been promptly addressed and resolved.

Comes as no wonder therefore that initially the Tata DOCOMO Twitter account was nicknamed the “ unofficial helpline”. Crowd sourcing Very early in the social lifecycle of the brand Tata DOCOMO realized it had hundreds of well wishers who were all brimming with ideas on new product-service offerings that could be a real differentiator for the company. The social team has repeatedly engaged with its beta consumers, collecting feedback about usage, preferences, bounced off product ideas and pretested concepts to help the product team develop compelling product service offerings.

The icing on the cake was when we involved our techy Twitter followers to hack into a social game launched by Tata DOCOMO as part of the ageekthing contest and suggest ways to prevent others from doing so. Many of the recent product service launches like gprs packs and parts of the buddyNet program have been built on crowd sourcing inputs. Build brand advocacy Continuous engagement and proactive problem resolution has helped Tata DOCOMO build extremely loyal fans on social media. Innovative ways of recognizing such efforts through fan of the week on Facebook and Twitter has further enhanced the cause. Micro communication

With close to 100, 000 direct followers and over 6 million secondary reach, all communication from Tata DOCOMO enjoys a sizeable instant audience. However our social team remembers the names, occupations and past communications with thousands and thousands of our fans. This helps us micro communicate with each individual building a personal touch and therefore a high impact to our messaging. The Outcome Each media of the social media strategy has helped Tata DOCOMO build a strong and loyal fanbase amongst the youth and has unmistakably taken ownership of the innovator platform this firmly establishing the brand essence of do the New.

The brand values of honesty, transparency and sincerity have been well established in the minds of consumers. Tata DOCOMO social presence is not seen to be a marketing gimmick but a genuine effort to connect and engage with every fan and follower with sincerity and with the authority to solve their problems. Perhaps the apt summary of the success of Tata DOCOMO's social media has been a comment posted on Twitter. " In the world of telecom if airtel is Microsoft, Tata DOCOMO is google. DoDo do Do Do... "

Third Party reviews: \* <http://microreviews.org/social-media-presence-indian-telecom-majors-1-facebook/> \* <http://microreviews.org/social-media-presence-of-indian-telecom-majors-part-2-twitter/> \* [http://microreviews.org/social-media-presence-of-indian-telecom-majors-part-3-website-a d-blog/](http://microreviews.org/social-media-presence-of-indian-telecom-majors-part-3-website-a-d-blog/) \* <http://www.prasanthp.com/2009/12/docomo-and-social-media-marketing/> \* <http://2020social.com/social-media-in-india-tata-review/> Quantifying the Outcome Tata DOCOMO has significant Klout on Twitter even when compared against global heavyweights Today Tata DOCOMO's Twitter Klout

is equal to AT&T though it has been achieved in a very short period as is evident by the meteoric rise displayed in the graph below

The social mention parameters like strength and passion outscore competition by a good distance Grade of 99.8 Means the Tata DOCOMO Twitter Account Ranks Higher than 99.6% of all Twitter Accounts Grade of 87 Means the Tata Docomo Facebook Account Ranks Higher than 87% of all Facebook Accounts We have Partnered What our Clients say Interface Business Solutions has added a lot of value to our business not only in their domain of Internet but also in understanding our consumers better and offering key insights in framing better strategies at our end.

Dinesh Sharma Head Sales & Marketing Samsung CDMA Latest Projects Tata Teleservices Follow Us Source: <http://www.interface.co.in/tata-docomo-social-media-case-study.aspx> Weaknesses Signal Strength One major weakness of this organization would be the lack of adequate infrastructure to service the subscribers that it may initially achieve owing to the low prices. The key issue would be network coverage, where the customers would prefer that a call go through, or not be disconnected, than save Rs. 0. -Re. 1 on a call. At the same time, since operators have so far been focused on the “land-grab”... Source : <http://www.oppapers.com/essays/Swot-Of-Docomo/291670> Inefficient Customer Care, Service centre issues challenges: The challenges for GSM services | More than challenges, there are significant opportunities that lie ahead. 3G is a big opportunity for brands to grow their market base (more importantly, corner the discerning customers who are likely to explore ‘a lot more’ that a mobile phone can do).

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It will also open up a new window for valueadded services (VAS) and what they can help customers do, with their phones. Also, number portability will be a testing time for all players in the sector. Once the number is freed from the operator, users will gravitate to the brands they have affinity for, and this is a huge window of opportunity for Tata DOCOMO. VAS adoption is another big opportunity. The first step there is to identify lifecentric and relevant value-add that VAS can bring into the customer's life. SWOT Analysis|

Strength | 1. Flexible plans 2. Good advertising . High brand visibility 4. Youth appeal, assistance/ JV from NTT Docomo (Japan), VAS 5. Ability to attract customers with various plans| Weakness| 1. Price competition from BSNL and MTNL 2. Service centre issues 3. Untapped Rural Market 4. Price Higher than BSNL and MTNL 5. Simlar and monotonous plans schemes|

Opportunity| 1. Fast expanding cellular market 2. Latest and low cost technology 3. Untapped rural market 4. Value added services| Threats| 1. Competitors low price offering 2. Saturation point in Basic telephony service 3. Mobile Number Portability|