ABSTRACT

This research work is a humble attempt to study the telecom industry in India. There has been a lot of volatility in the telecom market due to opening up of telecom sector for private participation starting second half of nineties (Chapter-1). This study is meant to analyse the challenges faced by BSNL which is a PSU under Government of India to face the competition. The next important thing for this company is its need for new approach to sustain the market share by retaining the old customers and roping in of new customers in basic as well as mobile telecom services. Objectives of the study have been framed accordingly. (Chapter-2) Review of literature has been conducted mainly about the marketing of services and customer relations management (CRM) in Chapter-3. Primary and secondary sources of data were required for thorough analysis and for drawing conclusions. So for Primary data a survey approach has been adopted to analyse the above mentioned strategic issues. The customers and officers have been surveyed on sample basis and suitable statistical tools are deployed to collect and analyse the data. For secondary data various existing sources have been identified and explored for relevant study material about telecom industry.

The perception of customers regarding quality of service, provision of new services and telephone billing has been studied and analysed (chapter -4).Similarly the opinions of officers were collected on issues like customer care services, cash counters, staff attitude, training and recruitment and data collected is presented in tabulated and graphical form. Then it is analysed and interpreted clearly indicating the desirability of new approach by BSNL. Even the topics on strategy, marketing, financial and restructuring have been deliberated conclusively on the basis of data collected through officers survey.(Chapter-5) The whole thesis is terminated in Chapter-6 by supporting industry specific summary of qualitative data analysis. In this chapter a concise account of conclusion, study limitations and further scope of research in telecom has been given. References, appendices and bibliography are annexed appropriately in the thesis.

In nutshell it can be said that BSNL has to formulate a strategy oriented towards marketing as against its non-commercial approach in the past. It has to modernise its HRD policies for creating a smart human capital which supports excellent customer care and customer relations which is highly desirable in competitive environment of telecom industry locally as well globally.