CHAPTER - VI

SUMMARY OF FINDINGS AND SUGGESTIONS FOR BETTER PERFORMANCE
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FINDINGS AND SUGGESTIONS

- The study is comparative nature on mobile phone service provisions between public sector and private operators.

- The Business people find private mobile phone service more useful and the employees feel better on BSNL service. Contractors are very much benefited with private cellular mobile phone service.

- The BSNL mobile phone service in Salem District is more satisfactory than the private in cellular service.

- The relationship between an expense with total phone usage with satisfaction makes low income group to seek private operators and high income group to BSNL.

- Utilization facility and the satisfaction of BSNL performance better in conversation and private operators in Roaming and other plans and other features.

- Members of family and advantage level found members limited to 5 & 6 person in a family are highly satisfied with mobile services. They feel BSNL is of better service. But members with operating above 6 members prefer private operators.
• Age factor on satisfaction makes BSNL performance more inclined towards old age groups while private operators preference is felt better in young and middle age groups.

• The married people feel better BSNL performance. But unmarried people feel more satisfied with private mobile operators.

• The occupation & utilization category is found interlinked and the satisfactory levels & Relationships with operators is better on employees, small scale enterprise and contractors.

• The BSNL cell phone service on self use and family used better performance. But the business people and office use and better then private operators.

• The Educational qualification more level of private cellular operators services on low and middle school level people. But higher qualified people prefer BSNL cell phone services.

SUGGESTIONS

• The study on the communication in case of mobile phone service performance by Traiff identifies the performance of private cellular operators in cellular and the services is better than public sector undertakings.

• To the improve the performance of mobile phone service in Salem the following suggestions are offered:-
• Today onwards the cellular service cost should be reduced day by day and the features, facilities, plans are more & more improving daily. The cellular phone service cost should be reduced at the time of low income group people all used.

• The quality of the service discussed in this project, most private operators better performance according to Business people and consumers. But the failure is the billing services. Business is more running to the towns (or) urban areas. Business people are living in town areas.

• Improvement of wireless in local service should be done in BSNL network through wide publicity and cover rural area also. The coverage aspects, quality of performance etc.

• Young subscriber (under 35) are inclining towards offering and utilization of mobile phone service only at their age level around 30 fully, and the teledensity can aim at abnormal growth at this stage of penetration. BSNL should concentrate more targeting these subscribers and the promotion and marketing mix should attribute inclined to them. Many schemes offered by BSNL and private operators are not focussed on the age level. Efforts are to be taken on these lines to boost telecom markets.
CONCLUSION

Telephone industry comprising basic mobile cellular and mobile limited access cellular have nowadays become most popular tool for any type of communication to reach to others within short time and all the people are using in mobile phone services such as Business men, contractors, college persons, employers, labourers, employees etc find it handy weapon to target their desire on achievements. This type of communication is easily and smoothly carried on from one place to another place.

So the public sector as well as private sector in mobile phone communication should take proper action to improve on the low satisfying level of their performance and action need to be taken to retain high satisfying level also.

So the needs of business people should be identified clearly in service sector and fulfilled early. Design, features, plans, schemes, merits, demerits, types of telephone products need improvement both technically and commercially to retain and attain more of maximum market shares. India has high potential for telecom growth. Marketing of telecommunication mobile service is very difficult but because of heavy competition of new technical world.

After 5 Years all people using for mobile phone will be used.

BSNL mobile phone services all area (rural) will be available. But private operators very few area (Towns) will be available.

BSNL mobile phone services covers village. But private operator cover only urban areas.

To the population increasing day by day in our country at the time, using the mobile phone or cell phone service is on increase.