CHAPTER VI

Summary of Findings, Suggestions and Conclusion
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SUMMARY OF FINDINGS, SUGGESTIONS
AND CONCLUSION

The statistical analysis using sophisticated tools is done and torrent of relevant results are obtained in the study.

- It is found that the customers of landline BSNL in Salem are classified into three groups, the first group with 24.58% customers possess poor level of satisfaction in the service of BSNL. The second group consists of 36.44% customers with the satisfaction level ranging from satisfactory to good. The third group consists of 38.98% of customers with the satisfaction level ranging from good to excellent.

- The maximum customers (23.72%) of BSNL land line are found in the age group 25-35 followed by the age groups below 25(20.34%), 35-45(20.34%), 45-60(18.64%) and above 60(16.95%) respectively.

- There is no association between age and clusters of satisfaction. The customers in all the age group demand same sort of good service.

- The maximum customers of BSNL land line are found to be males (66.95%) followed by females (33.05%). All the customers immaterial of their gender demand appreciable service from BSNL.
The maximum (41.53%) customers of BSNL land line are found to posses PG followed by UG (22.03%), HSC (15.25%), SSLC (14.41%) and other educational qualification (6.78%) respectively. the customer satisfaction of BSNL land line service depends upon the educational back round of customers.

The maximum customers of BSNL land line are found in the income group 10000-15000(44.07%) and the land line is also used by other income groups also. the customer satisfaction is independent of income.

It is ascertained that all most equal percentage of customers are found in the groups of student (29.66%), business people(32.20%),other employment (25.42%). The customer satisfaction is independent of occupation of the customers.

The maximum customers (58.47%) of BSNL land line are found in urban areas followed by almost equal number of customers in semi urban and rural areas. the rural and urban customers differ in their opinion about the service of BSNL land line connection.

It is found that Land line telephone scheme, billing system, relation with exchange officers, relation with telecom department are independent of internet facilities to the customers and the internet facilities improve the customer relationship with telecom department.
It is found that Land line telephone scheme, billing system, relation with telecom department differ significantly with respect to internet usage. The customers with the internet facility differ in their opinion about the service of land line BSNL service. The customers with the internet usage differ in their opinion about the service of land line BSNL service.

It is found that, relation with exchange officers differ significantly with respect to STD and ISD facilities. So it is inferred that the customer satisfaction depends upon the STD and ISD facilities offered by BSNL.

It is explicit that the correlation between frequency of fault and remedial measures are significantly correlated. So, it is concluded that the BSNL is much dynamic in correcting the faults based on the enormity of complaints.

It is inferred that number of years of using mobile phone has relationship with customer satisfaction over BSNL mobile service.

It is ascertained that the cost of mobile phone rechargeable plan has relationship with customer satisfaction over BSNL service.

It is found that the rent of mobile phone has significant influence on customer satisfaction as well as CRM of BSNL service.
- It is inferred that SMS facility in mobile service has significant impact on customer satisfaction over BSNL service.
- It is found that internet facility in mobile service has noticeable relationship with customer satisfaction over BSNL service.
SUGGESTIONS

BSNL should educate the customers to know all the facilities available through self explanatory booklets and educative exhibitions.

Elaborate measures can be initiated by the BSNL to provide the landline and mobile service at reducing the rent as well as plan charges.

Innovative technologies can be introduced to provide good signals and easily accessible internet facilities at any places in the country.
CONCLUSION

It is concluded that the customer relation management (CRM) depends upon customer satisfaction achieved through the service offered by the organization.

The customer satisfaction is independent of personal variables of customers. All types of customers demand cheaper cost for service and quick and dynamic in attending their complaints. But more technical satisfaction of service depend upon the education, place of domicile and income of the customers. CRM is collective aspect depend upon the staff and department of every organization and transparency in functioning of departments play a very important vital role to maximize the customers.