CHAPTER 5

Summary and Conclusions

5.1. Summary

While studying consumer satisfaction, it is also important to know the consumer behaviour towards cellular service provider. With the proliferation of Cellular phone users, several micro segments have emerged with their own specific needs. Cellular phone usage has permeated across gender, age, profession and various economic class categories. Males are over-represented in the research study as compared to females. Gender dominance in the consumption pattern exists in the service. This summary has emerged from the data analysis.

Age plays a major role in the purchase decision, while buying a product or service. This has revealed that the users of Cellular services are relatively young. The implication of this finding is the dominance of youths in the age group of 21-40 years. They generally have a large circle of friends and more access to money. Though cellular service providers offer similar level of service there is a significant influence of age in selecting the brand of cellular service provider. This summary has emerged from the data analysis.

Consumers of different occupations use cellular services for different purposes. It is found that on an average, students utilise cellular services to the maximum extent followed by young Professionals’. People entering the workforce and moving out of the dependent bracket constitute a big segment. It reveals that Cellular phones are beneficial for the students and young professionals. As far as income is concerned, most of the users of cellular services are students dependent on their parent’s income. Use of cellular service is independent of income. It is estimated that Indian households can spend up to 6 percent of their income on communication services.

The reason for choosing a service provider varies across the demographic segment. The results from this study revealed some interesting and important consumer behaviour and attitude of respondents. Majority of respondents preferred their current service provider because of good ‘network coverage’ and ‘call economy’. The analysis supported the claim of different aspects influences in selecting service provider.
Consumers prefer a service provider having good network coverage, economical and quality of service followed by value-added services. This summary has emerged from the data analysis.

The analysis demonstrates that most of the respondents use cellular phones mainly for personal communications, but some use for work as well. Businessmen are using cellular phone mainly for work. This summary has emerged from the data analysis.

The respondents had various levels of experiences with functionalities of their Cellular services. Mostly respondents were using SMS and STD services. SMS services are used mostly by youths (students) because of their large friend circles. Respondents were also found to be aspiring for value added services like downloading ring tones, and voice calls. This summary has emerged from the data analysis.

Three major parameters were found to be important for the service providers to understand their customers better and offer services accordingly. Respondents voted ‘Network coverage’, ‘Voice quality’ and ‘Timely SMS delivery’ to be important for any service provider to offer better performance quality. Respondents voted free SMS, information updates, voicemails, ring tones and downloads should be offered as ‘Value-Added Services’ by the service provider. This summary has emerged from the data analysis.

Consumer satisfaction has been used as a means of achieving the business goals of most service providers, the assumption that satisfied consumers will make repeated purchases and tell others about their satisfying experiences. That is why satisfaction is an important element that creates demand for a product. A satisfied consumer acts as an ambassador for the cellular service provider. To have a good referral market it is necessary to satisfy the existing consumers.

Service providers should consider customizing the services as per the requirement of the market. Young professionals prefer value-added services like information updates regarding stocks market information, news updates and so on. There are consumers like businessmen who are switching over from landline to Cellular phones, expecting a cost advantage. The service providers should offer economy packages rather than value-added services to this segment. This summary has emerged from the data analysis.
Perceived quality is also a determinant to consumer satisfaction. Increasing consumers’ perceptions of quality can result in high perceived value. The perceived value is the essence of quality in cellular service market. It was observed during the study that there is a positive association between perceived quality and perceived value. This fact has been very much evident while analyzing responses to Question number 20 in the Questionnaire. *This summary has emerged from the data analysis.*

Consumer loyalty is the consequences of consumer satisfaction. This is an important determinant of post-purchase behavior. The satisfied consumers are more likely make repeat purchases and tell others people about their satisfying experiences or even recommend the product to peers and family. *This summary has emerged from the data analysis.*

Satisfaction is an important element that creates demand for a product. In the present study, majority of the respondents from the Pre-paid segment when tested against ‘Four specific factors’ emerged being more satisfied with their cellular service providers. Average customer satisfaction score was found to be above 58% amongst Pre-paid customers while the satisfaction score amongst Post-paid customers emerged around 52%. Interestingly, respondents from the Post-paid and Pre-paid segment appear to have similar ‘Perceived Satisfaction Levels’ while tested by Mann Whitney U Test. *This summary has emerged from the data analysis.*
5.2 Conclusions – Pre-paid Cellular Customers

Out of 597 Questionnaires fielded 476 responses were from Pre-paid customers and 121 were from Post-paid. It is concluded that the choice of customers is towards Pre-paid SIM cards. As 79.74% of the respondents have Pre-paid SIM cards and 20.26% had Post-paid SIM cards.

Out of the 476 respondents of prepaid customers 62% respondents were males and 38% respondents were females. It is concluded that in this geographical region males have more prepaid SIM cards than females.

In this geographical area it is observed that out of 476 respondents 369 respondents were in the age group of 21-40. This is because this geographical area has prominent reputed colleges and Academic institutes. Hence our random sample has a higher weight age of Student population.

Since the majority of respondents belong to the student fraternity and do not have any income of their own, most of them depend on their parents. However this does not refrain them buying Cellular phones and SIM cards. It is concluded that usage of SIM cards have become a necessary utility.

The age group of the respondents were classified into four main categories. It is observed that in this geographical area as per the available sample it is clearly biased to the category group called Students who constitutes 65%, while the sample projected 26% respondents to be in the category of service personnel. This is due to the location which is known for prominent academic colleges and institutes.

Out of the respondents, it is emerged that eight Service Providers are popular. In the given sample, the sample size of Uninor is only 2. This could be due to the fact that Uninor started to offer their services recently. Hence, in the remaining part of the analysis the impact of Uninor customer is ignored. Among the rest of the sample Airtel has the maximum number of customers. There is almost a close sharing between
TATA Docomo (16%) and Idea (13%) followed by Vodafone (11%) BSNL and Aircel respectively. It is concluded that ‘Airtel’ is the most widely used service amongst this set of respondents.

From the sample of respondents, emerged customers using two different Usage Plans. The Pre-Paid Usage plan customers and the Post-paid Usage plan customers. The data shows majority of the customers in the sample prefer to use the Pre-paid Usage plan as compared to the Post-paid usage plan. It is concluded that customers prefer prepaid SIM cards over postpaid SIM cards. It is interesting to note that when cellular phones were launched in India, there were only postpaid SIM cards. Over the time when prepaid SIM cards were introduced people started shifting from postpaid to prepaid.

There were three category of use considered for the study. From the sample of respondents. In the given sample almost 90% customers. use Cellular phones for personal use. It is concluded that in this sample majority of customers use SIM cards for personal use.

Regarding measuring of Satisfaction Levels, four parameters were offered to the respondents to rank based on their satisfaction levels against the choice of their present service provider.


Data collected regarding this question* was tested through Mann Whitney Test and conclusions are enumerated in the next Chapter.

Four options were offered to the respondents to find a factor that influence most in the choice of a particular Service Provider. It is concluded that, -The customer’s self evaluation emerged as the ‘one’ most influencing factor, though there is a significant influence by peers, followed by family and advertising.

Four options were offered to the respondents to find a Perceptive Service Satisfaction Level of their present Service Provider. It is concluded that a large number of customers belong to a ‘Fully Satisfied’ category and very significant number represents
an ‘Almost Satisfied’ group. Overall customers appear to be satisfied with the ‘service’ of their current Service Providers. The unsatisfied customers appear to be negligible.

Regarding usage priority of customers, it is concluded:

-that “Local voice calls” being the most important service used by a large number of customers and ranked as 1st

-that “SMS” being the service used by a large number of customers and ranked as 2nd

-that the ranks are distributed for “MMS” service; still it is biased for 3rd and 7th position.

-that “Download” being the service used by a large number of customers and ranked as 4th

-that the voice mail service ranks are very much distributed, hence it is tough to find out its rank. However according to the results, it should be ranked 5th.

-that STD/ISD service is ranked 3rd by 37% respondents, while 29% selected MMS service as 3rd. Obviously, STD/ISD service deserves the 3rd spot much than the MMS service as found in the results.

-that the respondent’s preference for the rank of GPRS/Internet connectivity service is 3rd, 4th or 5th as found in the results above.

-that the respondent’s preference for the rank of Value Added Services is 3rd, 4th or 5th as found in the results.

Regarding Satisfaction level on various attributes, it is concluded:

-that on an average each Service Provider is maintaining a Network Coverage Standard above 50%.

-that on an average each Service Provider is maintaining a Voice Clarity Standard above 50%.

-that on an average, each Service Provider is maintaining a Timely SMS Delivery Standard.
-that on an average each Service Provider is maintaining less than 40% “Customer Satisfaction Level” on ring tones as their “Value Added Services”, excluding ‘Reliance’ Customers (61.9%).

-that on an average most Service Providers are maintaining more than 40% “Customer Satisfaction Level” on Voice mail as their “Value Added Services”.

-that on an average most Service Providers are maintaining more than 50% “Customer Satisfaction Level” on ‘Customer Care’ as their “Value Added Services”.

-that in case of Call Charges, in the given sample Aircel undisputedly offers the best call charges to the customer. Aircel Customers appears to be Highly Satisfied as regards the Call charges followed by CellOne.

-that in case of Roaming charges, although each service provider maintains a specific standard, in the given sample Reliance appears to be the most preferred service provider followed by TATA Docomo.

-that in case of Information Updates, although each service provider maintains a specific standard, in the given sample ignoring ‘Uninor’ ‘Idea’ appears to be the most preferred service provider followed by ‘Aircel’

-that in case of wireless Internet, there is a close line between and ‘Vodafone’ and ‘TATA Docomo’ followed by ‘CelloOne’

-that in case of Billing charges, CellOne appears to be at its best and no other service provider is as close, in this regard.

Regarding Customer Loyalty and Rewards it is concluded:

-that an average of 46% customers, irrespective of the Service Providers is looking forward to ‘Free Talk Time’ as a Loyalty Reward. However from the present Sample, ignoring ‘Uninor’ ‘TATA Docomo’ Customers (56%) appears to be aspiring for this reward most, while ‘Aircel’ customers (31%) the least.

-that an average of 59.8% customers, irrespective of the Service Providers is looking forward to ‘Free sms’ as a Loyalty Reward. However in the present Sample, ignoring ‘Uninor’, ‘TATA Docomo’ Customers (86%) appears to be aspiring for this reward most, while ‘Aircel’ customers (42%) the least.
-that an average of 24.9% customers, irrespective of the Service Providers is looking forward to 'Free downloads’ as a Loyalty Reward. However in the present Sample, ignoring ‘Uninor’, ‘Aircel’ Customers (46%) appears to be aspiring for this reward most, while ‘Idea’ customers (10%) the least.

-that an average of 7% customers, irrespective of the Service Providers is looking forward to 'Free gifts’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Vodafone’ Customers (12%) appears to be aspiring for this reward most, while ‘Reliance’ customers (3%) the least.

-that an average of 6% customers, irrespective of the Service Providers is looking forward to ‘Reward Points’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Idea’ Customers (13%) appears to be aspiring for this reward most, while ‘TATA Docomo’ customers (1%) the least.

-that an average of 8% customers, irrespective of the Service Providers is looking forward to ‘Free Movie Tickets’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Vodafone’ Customers (22%) appears to be aspiring for this reward most, while ‘Reliance’ customers (3%) the least.

-that an average of 37% customers, irrespective of the Service Providers is looking forward to ‘Sp. Discount on Tariff Plan’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Reliance’ Customers (53%) appears to be aspiring for this reward most, while ‘Aircel’ customers (27%) the least.

Regarding recommendation of your Service Provider to peers and others, it is concluded:

- that in the given sample, 85% ‘Vodafone’ customers appears to be most enthusiastic, followed by 83% TATA Docomo customers and 82% CellOne customers. ‘Vodafone’ Customers appears to be Highly Satisfied and begin to act as brand ambassadors of the current service provider.

Regarding Customers being satisfied with the bill payment service centres of the present Service Provider, it is concluded:
Customer Satisfaction Factor emerged, as against bill payment service centres of current Cellular phone Service Providers, in the given sample, (85%) ‘Vodafone’ customers appears to be ‘Satisfied’, followed by (82.6%) TATA Docomo customers and (82.1%) CellOne customers.

Regarding choosing a second service provider other than the present one, it is concluded:

‘Airtel’ is the most aspired service provider and in the event of choosing a second service provider, ‘Airtel’ could also be the aspired choice of a Satisfied / Not satisfied Customer. The percentage calculations provide emerging preferences as shown in the table. The corresponding pie chart depicts the preference of the aspired service provider for better understanding of the data.

Regarding internet surfing and Download speed of the Service Provider, it is concluded:

majority of customers (55%) do not surf internet through Cellular phones. This could be a reflection of cost, speed and clarity provided by the service providers. The percentage calculations provide details of slow, medium, fast speeds available as shown in the table. The corresponding pie chart depicts internet speed for better understanding of the data.

Regarding added services, Customers look forward from the service provider:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>19.8%</td>
</tr>
<tr>
<td>Free sms/mms</td>
<td>15.45%</td>
</tr>
<tr>
<td>3G</td>
<td>11.08%</td>
</tr>
<tr>
<td>Charging Scheme</td>
<td>9.04%</td>
</tr>
<tr>
<td>Free Talk time</td>
<td>7.87%</td>
</tr>
</tbody>
</table>

All the services aspired by the customers are listed and an expectation matrix is created. In the present sample of respondents, although the expectations and demands are well spread, there is a substantial demand for internet service.
Regarding the present Service Provider’s Customer Care attitude, it is concluded:

-that a majority of the customers (65%) are satisfied with ‘Customer Care Attitude’. This is irrespective of the choice of the present service providers.

Regarding rating the Pre-paid and Post-paid Customer’s ‘Perceived Level of Satisfaction’ towards the present Service Provider on a scale of 1 to 10.

*Q20.* Mann Whitney U Test.
The p-value as seen from the above table is 0.835 which is greater than 0.05. Thus, at 5% level of significance we may conclude that the null hypothesis that there is no significant difference in the average satisfaction score of the two groups; Pre-paid and Post-paid is accepted. This can also be seen from the descriptive tables listed above, where the average score for the Pre-paid and Post-paid customers are 6.80 and 6.83 respectively.

*Q5.* Mann Whitney U Test
we can see that the p-value is 0.01 which is less than 0.05. Thus, at 5% level of significance we may conclude that there is a significant difference in the average satisfaction score given by pre-paid customer and post-paid customer based on the four criteria stated above. Comparing the averages from the frequency table which is 58.06% as against 52.38% for the Pre-paid and the Post-paid customers respectively, further we may conclude that on an average the Pre-paid customer is more satisfied than the Post-paid customer.
5.3 Conclusions – Post-paid Cellular Customer

The gender of the correspondent is derived indirectly from the name. In the available sample, it’s established that approximately 53% respondents were males and 47% respondents were females. *It is concluded that* the difference is not high.

The age group of the respondents were classified into three main categories. It is concluded that the available sample is clearly biased to the age group of 21-40 years and constitutes 76%.

The income group of the respondents were classified into five main categories. The available sample had well spread out income groups. Where (33%) respondents were from the strata having income above 1 lac, while (16%) respondents belonged to the income group Rs.50 thousand to Rs.1 lac. There is significant group of (28%) respondents who had income below Rs.20 thousand. Since N/A option was explicitly not available, some respondents chose the option of below Rs.20,000.

The occupation of the respondents was classified into four main categories. The available sample had well spread out occupational groups. Where (40%) respondents were service personnel, while (30%) respondents belonged to the student category. There is a significant group of (26%) respondents who were either self-employed or were businessmen and 4% constituted others.

From the sample of respondents, emerged eight Service Providers. ‘Idea’ has the maximum number of customers (26%) followed by ‘Vodafone’. There is almost a close sharing between ‘CellOne’ (19%) and ‘Airtel’ (18%) followed by others. *It is concluded that* ‘Idea’ is preferred in the Post-paid category unlike ‘Airtel’ in Pre-paid.

From the sample of respondents, emerged customers using two different Usage Plans. The Pre-Paid Usage plan customers and the Post-paid Usage plan customers The data shows majority of the customers in the sample prefer to use the Pre-paid Usage plan as compared to the Post-paid usage plan. Further analysis may throw light on the factors leading to this choice of usage plan.

There were three categories of use considered for the study. In the given sample almost 82% customers, use Cellular phone for personal use. Qualitatively this may be true, but
not quantitatively. As 65% of the users in this sample are students, hence there could a bias in the analysis.

Four options were offered to the respondents to find a factor that influence most in the choice of a particular Service Provider. It is concluded that, the customer’s self evaluation emerged as the ‘one’ most influencing factor, though there is a significant influence equally by peers, followed by family and advertising.

Four options were offered to the respondents to find a Perceptive Service Satisfaction Level of their present Service Provider. It is concluded that, in the Sample it appears a large number of customers belong to a ‘Fully Satisfied’ category and a very significant number represents an ‘Almost Satisfied’ group. Overall customers appear to be satisfied with the ‘service’ of their current Service Providers. The ‘Totally unsatisfied’ customers appear to be negligible.

Methodology used to evoke responses, is based on ranks. For each of the nine services there are nine ranks among which any one is selected by the respondent.

It is concluded that “Local voice calls” being the most important service used by a large number of customers and ranked as 1st

It is concluded that “SMS” being the service used by a large number of customers and ranked as 2nd

It is concluded that the ranks are distributed for “MMS” service, still it is biased for 3rd and 7th position.

It is concluded that “Download” being the service used by a large number of customers and ranked as 4th

It is concluded that the voice mail service ranks are very much distributed, hence it is tough to find out its rank. However according to the results above it should be ranked 5th.

It is concluded that STD/ISD service is ranked 3rd by 20% respondents, while 13% selected MMS service as 3rd. Obviously, STD/ISD service deserves the 3rd spot much than the MMS service as found in the results.
*It is concluded that*, the respondent’s preference for the rank of GPRS/Internet connectivity service is 3rd, 4th or 5th as found in the results.

*It is concluded that*, the respondent’s preference for the rank of Value Added Services is 3rd, 6th or 8th as found in the results.

*It is concluded that*, the respondent’s preference for the Video Conferencing has taken the 9th place as found in the results.

Methodology used to evoke responses, is based on scaling. For each of the attributes the respondent uses the satisfaction scale between 0 and 5 with regard to their present service provider.

*It is concluded that* on an average each Service Provider is maintaining a Network Coverage Standard of over 50%. However from the Sample, Airtel Customers (62.2%) appears to be Highly Satisfied as regards the Network Coverage followed by Vodafone and Aircel.

*It is concluded that* regarding Customer Loyalty Rewards and incentives an average of 50.6% customers, irrespective of the Service Providers is looking forward to ‘Free Talk Time’ as a Loyalty Reward. However from the present Sample, ignoring ‘Uninor’ ‘Reliance’ Customers (86%) appears to be aspiring for this reward most, while ‘Idea’ (32%) and ‘Aircel’ customers (33%) the least.

An average of 64.4% customers, irrespective of the Service Providers is looking forward to ‘Free sms’ as a Loyalty Reward. However in the present Sample, ignoring ‘Uninor’, ‘Reliance’ Customers (86%) appears to be aspiring for this reward most, while ‘Vodafone’ customers (48%) the least.

An average of 22% customers, irrespective of the Service Providers is looking forward to ‘Free downloads’ as a Loyalty Reward. However in the present Sample, ignoring ‘Uninor’, ‘CellOne’ Customers (35%) appears to be aspiring for this reward most, while ‘TATA Docomo’ customers (11%) the least.

An average of 12% customers, irrespective of the Service Providers is looking forward to ‘Free gifts’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Reliance’ Customers (57%) appears to be aspiring for this reward most, while ‘Idea’ customers (3%) the least.
An average of 6% customers, irrespective of the Service Providers is looking forward to ‘Reward Points’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘CellOne’ Customers (13%) appears to be aspiring for this reward most, while ‘Aircel’ and ‘TATA Docomo’ customers are not at all aspiring for the reward points.

An average of 16.9% customers, irrespective of the Service Providers is looking forward to ‘Free Movie Tickets’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Vodafone’ Customers (48%) appears to be aspiring for this reward most, while ‘Airtel’ and ‘TATA Docomo’ customers are not at all interested in these reward points.

An average of 50.9% customers, irrespective of the Service Providers is looking forward to ‘Sp. Discount on Tariff Plan’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Reliance’ Customers (86%) appears to be aspiring for this reward most, while ‘Idea’ customers (29%) the least.

An average of 14.7% customers, irrespective of the Service Providers is looking forward to ‘Sp. Discount on Tariff Plan’ as a Loyalty Reward. However, in the present Sample, ignoring ‘Uninor’, ‘Aircel Customers’ (33%) and ‘Vodafone’ Customers (32%) appears to be aspiring for this reward most, while ‘Idea’ customers (6%) the least.

Regarding recommending your present Service Provider to your peers and others, it is concluded that in case of recommending the present Cellular phone Service Provider to others, in the given sample, 95% ‘Idea’ customers appears to be most enthusiastic, followed by 91% ‘Airtel’ and 91% ‘Vodafone’ customers followed by 64% CellOne customers. ‘Idea’ Customers appears to be Highly Satisfied and begin to act as brand ambassadors of their current service provider.

Regarding the present "Service Provider’s" bill payment service centre’s satisfaction it is concluded that, Customer Satisfaction Factor emerged, as against bill payment service centres of current Cellular phone Service Providers, in the given sample, (85.7%) ‘Reliance’ customers appears to be ‘Satisfied’, followed by (80.0%) Vodafone customers and (77.3%) ‘Airtel’ customers.
Regarding choosing a second Service Provider other than your present one, it is concluded that in the present sample of respondents, it appears that ‘Airtel’ is the most aspired service provider and in the event of choosing a second service provider, ‘Airtel’ could also be the aspired choice of a Satisfied / Not satisfied Customer.

Regarding calls to the present "Service Provider’s” customer care services? In the present sample of respondents, it appears that 50% of the total customers call the ‘Customer Care’ rarely. This could be a reflection of the stability of the service provided by the service providers. The percentage calculations provide details of frequency as shown in the table. The corresponding pie chart depicts call frequency for better understanding of the data.

Regarding Internet Surfing & Download speed it is concluded that, although internet service is provided by maximum service providers, in the present sample of respondents, it appears that majority of customers (55%) do not surf internet through Cellular phones. This could be a reflection of the cost, speed and clarity provided by the service providers.

*Regarding comparison with other "Service Providers" which Added Services it is concluded that* all the services aspired by the customers are listed and an expectation matrix is created. In the present sample of respondents, although the expectations and demands are well spread, there is a substantial demand for internet service.

Regarding “Service Provider's" customer care attitude, it is concluded that, in the present sample of respondents, it appears that majority of the customers (65%) are satisfied with ‘Customer Care Attitude’. This is irrespective of the choice of the present service providers.
5.4 Suggestions

5.4.1 Introduction

Lot of students live in the hostels of Pune. When they go back to their native place, which is either semi urban or rural, where Network coverage is very low. Focus on Network and reach needs to be immediately improved to retain the migrant student customers and their ‘Perceived Level of Satisfaction’. Students who are hostelitees have their parents in rural/semi urban area. Hence the need to improve the quality of calls is urgent.

India's telecommunication sector is witnessing an explosive growth, as falling tariffs and rising incomes are bringing mobile phones within the reach of millions of new customers. Mobile industry players are eyeing rural India as their new area of opportunity. The companies are getting a boost with the fact that the mobile users have crossed over 850 Million by 2011 with an addition of about 8 to 10 Million subscribers every month. Cellular service providers seem to be answering the call of the wild as they are entering the so far ignored rural market. Although a huge market in the urban segment remains tapped, most of the cellular operators have now turned towards rural India to broaden their base and reach. So the real growth is expected from this geography in near future.

As more and more regions coming under the ‘mobile umbrella’, rural parts of India are no different. The mobile penetration is increasing in this world’s fastest growing telecom market. It would be a worthwhile idea for the Cellular operators to look at the “Emerging Rural Mobile Market in India” to provide extensive insight on the growing marketplace for mobile industry in rural India. A detailed effort has become necessary to know the rural India mobile industry, its current performance and the future prospects. The vision could be to look at, how new mobility could be used to bridge the growing economic and social divide between rural and urban areas. A detailed insight into the mobile industry in rural India, can give its forecasted future size including subscribers’ growth, handset sales, market share, market penetration, opportunities, and roadblocks.
The low population density in rural areas has necessitated more towers of higher altitudes raising the costs further. Language is another problem and there are many dialects that had no alphabet in rural India. To meet these challenges, operators must come up with solutions like simplifying product access, offering customer centric solutions (like songs, music, hello tunes that are popular), and infrastructure sharing.

Following suggestions, as part of this study could also be debated for retaining existing Customers and developing future ones. As “Customer Satisfaction” would finally triumph over all odds and challenges in the Cellular Phone Industry.

5.4.2 Suggestions to Cellular Services

1. Organise Customer Service Camps with a higher level of frequency to create awareness. In these Camps, complaints specifically regarding Network, Value Added Services and Call Charges etc. could be resolved to achieve “Customer Satisfaction”.

2. Senior personnel related to Customer Care Services could be deputed to attend Customer Service Camps.

3. Location Specific, Customer Service Camps could be considered. Like SP college, Fergusson College, Symbiosis Institute, Pune University etc.

4. Local area wise Customer retainer ship camps could be organised to build bonds.

5. Lot of students live in hostels of Pune. When they go back to their native place which is semi urban or rural, where Network coverage is very low. Network needs immediate improvements to retain the migrant student customers and their ‘Perceived Level of Satisfaction’.

5.1 Students who are hostelites have their parents in rural/semi urban area. Hence we have to increase network in these areas.

5.2 Parent / Children jodi scheme could be introduced to improve communication from rural to urban areas among migrant students.

5.3 Reduce Urban / rural divide.
6. Sponsor selective areas like Colleges/Offices/Banks etc and do intensive campaign

7. Use Mobile Number Portability to the advantage. For an entire College/Bank/Office etc. Free Mobile portability by waiver in portability charges

8. 3G services.
   - If customer is loyal for 3 years 50% 3G
   - If the customer is loyal for 2 years 30% 3G
   - If the customer is loyal for 1 year 20% 2G

9. Customer Loyalty Rewards
   1. Free movie tickets/Events/Concerts
   2. Free stock market news
   3. Mobile anniversary celebration (Date/Year)
   4. Product Launch Invites

10. Tie-up with banks for bill payment facility

11. Low/No roaming charges

12. Cumulative talk time if talk time exceeds certain minutes in billing cycle.

13. Tie-up with handset manufacturers, without being restricted to a few models. Offer wide range of handset providers and models.

14. 5 years scheme like iPhone has offered for 2 years

15. Mobile return scheme like Mercedes Benz

16. International card at concessional rate when travelling abroad

17. First five calls after top up 10% bonus

18. Tie up with colleges. As soon as you join receive a SIM card
19. Gender wise Schemes and Women’s day card etc

20. High industrial network + Tie up with Credit Cards

21. Offer premium cards like launge cards

22. Educate customer in selection of Service provider by using information table which compares competitors features, thereby customer graduates beyond attributes like peer pressure, advertisements and promotions.

23. Institutional talk time to be shared with various service providers. Buy 10 lac worth talk time to be shared by students, staff and others.


25. Avoid false billing or deliberate wrong billing to improve bottom lines.

26. Study of instinct and impulse buying habit of customers on different geographical locations to induce conducive environment.

27. Introduce Network Coverage Audit to improvise reach by internal as well as independent external agencies