The importance of empathy in influencing satisfaction suggested that customer relationship management strategy should focus on improving in-depth understanding of consumer motivation and lifestyle factors. The training and performance measurement of customer service agents needs to include relational elements allowing them to realize and articulate client needs.

CHAPTER VII

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

7.1 INTRODUCTION

In the past three decades, due to liberalization and privatization, the mobile phone company has become a dynamic service industry subject to increase in competition with a huge growth potential. Due to the competition, the strategic behaviour of the company has attracted much attention in recent years. Currently the number of mobile companies has increased in Tamilnadu. But the aggressive competition has forced the incumbent mobile operations to reconfigure their strategy and business to sustain or improve their competition advantage. In this emerging market, customers are not loyal to one particular company. In this circumstance companies must realize the necessity of
understanding various antecedents such as service quality, customer satisfaction and the like for developing loyal customer base. Hence, the present study is an attempt to analyze the customer satisfaction towards the service provider (mobile company) and service quality.

For the purpose of analysis, both primary and secondary data have been used. The secondary data were obtained from the mobile phone companies namely Airtel, Vodafone, Aircel and BSNL, Journals, Magazine, reports, records and websites.

For the purpose of primary data collection, a total of 300 sample respondents, with equal weightage given to four selected companies namely Airtel, Vodafone, Aircel and BSNL were randomly selected. The survey was conducted during November 2009 to March 2010.

In the foregoing chapters, profile of the telecom service providers, customers, satisfaction towards mobile phone services, consumer’s perception in the selection of mobile phone and service quality perceptions were discussed.
The major findings along with conclusions and suggestions are now presented in this chapter.

7.2 SUMMARY OF FINDINGS

In chapter III history of select telecommunication providers, their features, products and their services were discussed.


Features are total cost control prepaid, per activated STD/ISD without any rental or deposits, instant balance, strong network coverage and the like. The signature tune of Airtel is composed by Indian musician A.R.Rahman. A new version of the song was released on 18th November 2010, as part of the rebranding of the company. Attractive features of Airtel post-paid connection include easy billing, strong network coverage’s, easy payment options, GPRS
roaming, satisfactory credit limit long distance calling facility and widest roaming (National and international). It offers customer an e-billing option.

Regarding products and services, Airtel provides various products and services in post-paid, prepaid and other related arenas on it has introduced on number, on voice in 2011.

Vodafone is a global company and its headquarters is in London at united Kingdom. It operates net work in over 30 countries. It was started in 1982 as a joint venture. In 2002, Vodafone rebrands Japan’s J-sky mobile internet New Vodafone head quarters is in Newbury.

Regarding it features, it has comprehensive tariff and promotion monitoring, Handset/device tracking with uptodate prices form all major competitors. Reliable, accurate data analyzed by teams with mobile telecom knowledge.

Products and services of Vodafone, products promoted included Vodafone live, Vodafone mobile connect USB modem; connect to friends, Vodafone passport, Vodafone freedom pullers and the like. Regarding services
provided by Vodafone itemized billing, my Vodafone billing, duplicate bill and vernacular bills payment options are also provided to customers like pay online, pay by credit, collection agencies and the like.

In the case of Aircel, it commenced operations in 1999. Aircel began its outwards expansion in 2005. Aircel has won many awards. In India, Aircel is the fifth largest GSM mobile services provider and seventh largest mobile service provider.

Regarding the features of Aircel, high availability uptime commitments, seamless connectivity from 70+ pops across India, competitive SLAS and the like. The advantages are connectivity from more than 70 pops in strategic business locations and 100 more planned and fast development.

Regarding product and services, Aircel offers a unique product like NPLC, VPN solution, smart stream and conference services. Aircel business solutions offer high performance internet bandwidth. It also offers the conference services like e-conferencing, e-conferences provides a high quality audio and video conference web-based conference and the like. It extended its services to mobile healthcare with Apollo health experts (Apollo Mobile health 24×7), it
provides Mobile Number Portability (MNP) Aircel launched the Apple iPhone 4 in May 2011.

Regarding BSNL, it is the oldest and largest communication service provider. It offers almost all telecom services in India. Universal telecom services, cellular mobile telephone service, WLL-CDMA telephone services, internet, intelligent network, 3G IPTV, FITH and helpdesk are the major services in BSNL. In additional wire line broadband services and fibre to home are also provided.

Regarding the services, BSNL has its own customer care and access round the clock help. Cheque deposit machines have also been installed in many cities, so that, customer can make payments 24×7 at their convenience.

In chapter IV, customer’s satisfaction towards mobile phone services and its relationship with profile variables were discussed.

Age wise classifications revealed that majority of the customers belong to the age group of 21 to 40 years. The chi-square test revealed that there is a relationship between age and level of satisfaction of the respondents.
Genderwise analysis revealed that majority of the customers are female (58.33 per cent) and there is a relationship between gender and level of satisfaction.

Majority of the respondents are post-graduates followed by graduation. Out of 300 respondents, 84 per cent of them are doing business followed by private services (28 per cent).

Regarding monthly income of the respondents, majority of the respondents i.e. 46.67 per cent belong to the income category of Rs.10000 to Rs.15000 followed by Rs.15000 to Rs.20000 (12.33 per cent). As per chi-square test, there is no association between salary and level of satisfaction.

In the case of marital states, 62.33 per cent of the respondents are married 37.62 per cent of the respondents are having family size less than 3 followed by 4 to 6 (39.33 per cent).

Out of 300 respondents, 83.33 per cent of them are having one mobile connection and remaining 17 per cent are having tow connections, More than
55 per cent are using mobile phone for less than 2 years. Majority of them 57 per cent felt, it is alternative to landline phone.

Among the nine factors, accessibility to service stood first choice to select mobile phone followed by friends/relatives.

Majority of the customers prefer the Nokia followed by Samsung brand. Regarding the amount spent, majority of the respondents spend Rs.2001 to 4000 for purchasing mobile phones followed by Rs.4001 to 6000 (19.67 per cent). As per chi-square result, there is no relationship between the cost of mobile phone and level of satisfaction.

Majority of the respondents prefer only the highest quality brand of handset followed by more facility and low cost handset. Majority of the respondents (36 per cent) choose only pre-paid mobile phone services.

Regarding the amount per month for pre-paid schemes, out of 300 respondents 38.81 per cent spend Rs.201 to 400 followed by Rs.401 to Rs.600 (29.68 per cent). Amount spent for post paid is higher than per-paid.
Personal use of mobile phone was found high (45.33 per cent) followed by Business (24.67 per cent) and professional (13.33 per cent).

Majority of the respondents received incoming calls 6 to 15 per day (34 per cent) followed by 15 to 25 (25.67 per cent).

The average outgoing calls per day was found less than 5 (19.33 per cent) followed by 6 to 15 calls per day (34 per cent). Majority of the respondents (88.67 per cent) have used SMS facilities and majority (76.33 per cent) are not using roaming facilities. Further, the analysis reveal that majority of the respondents (84.33 per cent) are availing of STD facilities from the mobile phone services. Only limited respondents (6.67 per cent) have used only ISD facility. More than 76.67 per cent are not having any idea of giving up their mobile phone services.

The opinion of the customer regarding the concessional schemes revealed that majority of the respondents felt that the concessional schemes are good. Regarding the charges, majority of them felt that the charge is reasonable.
In chapter V, service quality and customer preference of mobile phone service providers were discussed.

Customer satisfaction was assessed on six items viz call service, communication, price, facility, customer care and service provider. Reliability test has been conducted and it is revealed that a high reliability was found among the customer satisfaction factors.

The sampling adequacy tests namely KMO and Bartlett’s indicated that the variables selected are suitable for the factor analysis for four mobile phone service providers namely Airtel, Vodafone, Aircel and BSNL.

The factor analysis revealed that the service providers for Aircel customer care for Vodafone, Again service provider for Aircel and facility for BSNL were extracted top loading as Factor I.

Regarding service quality perceptions, Cronbatch’s Alpha reliability analysis revealed that the acceptable level for reliability value was found for all five service quality dimensions namely tangibility, reliability, responsiveness, assurance and empathy.
In order to find out and examine the service quality gap, the gap between expectation and perception on service quality dimensions were statistically the largest gap found in assurance for Airtel, Vodafone, Aircel and BSNL. The least difference was found in tangibility for Airtel, Vodafone, Reliability Aircel and reliability for BSNL.

The result of hypothesis testing revealed that except tangibility all other service quality dimensions for Airtel, Vodafone, Aircel and BSNL are highly related with customer satisfaction.

7.3 CONCLUSION

Telecom connects people across the length and breadth of the country, irrespective of income bracket and it provides many benefits to all in the society. It contributes significantly to India’s GDP and particularly benefits the poor people in the country.
The mobile phone has revolutionized Indian economy in that it has become more inclusive in terms of enabling greater participation of the poorer sections of the society. Now, people in these regions can conduct their business activities in a more economical manner; they do not have to move from place to place in order to do business. Small businessmen and small traders are able to do their business over telephone, and that is a very important contribution to the growth of the country. And broadband services will only improve matters.

BSNL is still the largest network owner across the country and it can do miracles only if it takes unbiased decisions at the right time. Delay all the decisions and too much political interference is what is pushing it into losses. This is the right to introspect and take action before it leads to bankruptcy.

In view of the above, it is right to mention that the first and foremost task before the Department of Telecommunications in the Indian perspective is to improve the quality of employees. In addition to other aspects, the boardrooms need to change their level of satisfactions. Motivation if linked to efficiency. Compensation plan if linked to productivity would help to get greater efficiency. The incompetent persons getting less would thus make sincere efforts to improve the level of their efficiency. If we continue the process of paying equally
to both the competent and the incompetent even the efficient would incourse fail to maintain their level of efficiency.

Indian telecom is world’s fastest growing telecom expected to grow three fold by 2012. Tremendous strides in this industry have been facilitated by the supportive and liberal policies of the government. Especially, the Telecom policy of 1994 opened the doors of the sector for private players. Rising demand for a wide range of telecom equipment has provided excellent opportunities for investors in the manufacturing sector. Provision of telecom services to the rural areas in India has been recognized as another thrust area by government, which also helps for the enormous opportunities in this sector. Therefore telecom sector in India is one of the fastest growing sectors in the country and has been zooming up the growth curve at a feverish pace in the past few years. And even the Indian wireless market is booming which has plenty of room for growth.

Thus the foreign direct investment is very effective in the development of any country. Indian economy is now firmly developed as one of the world’s foremost destinations for FDI. Telecommunication is playing an important role in the inflow of FDI than the other sectors. As the above data shows, the FDI in
telecommunication in India without a doubt continues to be one of the most
dynamic and fastest growing major telecommunication markets in the world.

Mobile phones can also be an extremely cost effective communication
channel as well as an efficient way of delivering a marketing message. Promotion
through mobiles has emerged as an integral part of any brand’s marketing
campaign today. It has become an important engagement tool for brands, and
aims to fulfill the gap that traditional media has become unable to bridge.

With the increasing popularity of the mobile internet, this form of
marketing is soon on the edge to achieve a significant reach. It is also widely
believed that the success of mobile advertising will directly depend upon the
penetration and the success of mobile internet. There are plentiful
opportunities for content and service providers to generate mobile value added
services (VAS) revenues from this nascent market.

In order to make mobile marketing popular among Indian customers, the
following aspects need to be borne in mind before large-scale mobile advertising
is undertaken.
• Marketeers must ensure relevance, perceived consumer benefit, engagement, interaction and most importantly, respect for the consumer.

• The cultural and personal mindset will take some time to change and it needs a concerted effort to convince the audience that the mobile can offer a greater services than the ones currently being used i.e., voice and SMS. Mobile banking, mobile payments and targeted and personalized mobile marketing can also go a long way in creating a positive shift towards mobile advertising.

• Enterprises should focus on targeted and non-intrusive mobile marketing. Operators should consider acting as marketeers and advertising publishers, while using their discretion in order to control what goes to customers, at what time and at what location.

• However, if operators need to move up the value chain and do customer data driven targeted, contextual, permission-based mobile marketing and advertising, they need to overcome technical challenges, including data silos, manual processes and open loop marketing, which hinder the ability to track the campaign responses.

In just over two decades, mobile network technologies have evolved from simple 1G network to today’s 3G networks, which are capable of high-speed
data transmission allowing innovative applications and services. The evolution of the communication networks is fueling the development of the mobile internet and creating new types of devices. In the future, 4G networks will supersede 3G.

The fourth–generation technology supports broadly similar goals to the third–generation effort, but starts with the assumption that future networks will be entirely packet-switched using protocols evolved from those in use in today’s internet. Today’s internet telephony systems are the foundation for the applications that will be used in the future to deliver innovative telephony services.

7.4 SUGGESTION AND POLICY RECOMMENDATIONS

1. Every organization’s motto is to satisfy the customer at the maximum level. Customer satisfaction should be the real and correct process on which marketing policy of an organization should be built. The marketing concept is the modern philosophy of business that emphasizes the satisfaction of the wants of the customers’ economic and social justification.
2. It is expected that the job satisfaction of the employees as well as their services to the subscriber will be augmented significantly in the future. Hence, the service provider should ensure the availability of equipment and modern technology that will make the employee’s job easier and better.

3. The telecom operators should primarily focus on customer satisfaction for which service quality is an important antecedent, because the impact of perceived quality on performance loyalty is considerably strong leading to a favourable disposition towards the service provider and increased commitment to re-patronize.

4. The telecom operators should also improve their Network coverage by means of having their wide service area coverage and also provide the value added services like E-Banking, E-Ticketing, E-Global payment and cost effective services.

5. There is significant effect of price fairness on customer satisfaction. If tariff rates are fair and make it affordable to customers then they may use telecom services of that particular brand for longer period of time which consistently satisfies all their needs.
6. The Indian Government could consider redefining the revenue base on which spectrum and licence fees are levied to enable the bundling of terminals with the service to facilitate low cost entry.

The forecasts made on the expectation that the government will fix the impediments that are responsible for the current low of levels of FDI. The remainder of this section focuses on ideas as to what India can do to ensure that actual match, if not better, the medium term forecasts. By way of comparison, China is expected to receive over $95 billion of FDI inflows by 2012 and this is expected to account for 6.7 per cent of total world FDI inflows.

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