ABSTRACT

In the 20th century, the incumbent wireline operators exercised their monopoly in the telecommunication sector and by 1990’s, the entry of private operators and the rapid advancements in technology have synergized to promote various telecom services like wireless, WLL, internet, broadband etc.. This scenario has also created a competitive environment for the monopoly incumbent wire-line operators.

To be specific, after the emergence of broadband, the world was knitted with wires to enable quicker access to information within fractions of seconds for people across the globe, irrespective of the distance. They serve as easy means of transportation for information in today’s technology driven world. Moreover, broadband has been recognized as a key tool to achieve the MDGs of several countries, and also considered as a vital tool for socio-economic progress of a country. Broadband, the multi-technology service has created a tough competitive environment, for incumbent operators within the sector and from other sectors. In particular the revenue of incumbent wireline operators were experiencing negative growth and are compelled to be innovative in adopting fixed broadband services (DSL) which in turn would not only increase their revenue but also boost the revenue for declining wireline sector.

BSNL, the wireline incumbent operator in India, is experiencing negative growth in revenue from wireline sector and also unable to generate much revenue from highly competitive wireless sector services, has to hold its leadership in broadband service. Madden, has mentioned that marketing in broadband services are not well established. Further, Fan (2005) stated that market oriented reforms are must for telecommunication sector to attain their objectives in terms of productivity, network expansion and universal service.

With this objective, the researcher has aimed to analyze the “Internal and Interactive Marketing Practices of BSNL in Promotion of Fixed Broadband Services”. The research also endeavored to explore the external marketing practices (4P’s) of BSNL with selected incumbent operators of selected OECD countries.
A strong theoretical support for the study was obtained by exploring the reviews from existing literatures on internal marketing, job satisfaction, service quality, customer satisfaction, customer loyalty and also studies related to the influence of socio, economic and demographic factors influencing broadband diffusion. The surveyed theoretical and empirical reviews supported the core of the research that internal marketing creates job satisfaction for employees which improves the delivery of service quality that leads to customer satisfaction, considered as the most influential factor in establishing customer loyalty in telecom sector.

With these core objectives, the researcher conducted a survey which included the employees and customers of BSNL fixed broadband service (DSL) from Pondicherry SSA which was one among the cities/towns and had minimum broadband penetration of 1% as of 2011. Though the penetration was minimum it is one of the NIB (National Internet Bone) and CSC (Customer Service Center) and it is also directly connected to the Delhi Head office like few other SSAs.

The study identified that BSNL is required to be innovative in terms of traditional 4P’s and should focus more on their internal marketing strategies as it is found to have strong relationship with job satisfaction which leads to customer satisfaction and establishes customer loyalty. It is not only how the organization handles the product or service but also how it deals with its employees to promote its product and services. It could be achieved only if BSNL shifts from bureaucratic to autocratic leadership and also should inculcate the marketing practices to promote the upcoming technologies. By doing so, it could not only retain its leadership position but also can create a tough competition for others in highly competitive broadband environment.