ABSTRACT

Strategic Framework for providing Enhanced Customer Experience in Telecom Broadband Services

M. Anand
R. Renganathan Ph.D

Indian Telecommunication has seen tremendous growth in the last ten years. However, in India the Broadband growth is not encouraging. As per World Bank report a ten percentage-point increase in broadband penetration for an average nation results in an acceleration of economic growth of 1.3 percentages. According to Telecommunication Regulatory Authority of India (TRAI) report (March 2014), among 14.86 million fixed line Broadband subscribers 10 million are from Bharat Sanchar Nigam Limited (BSNL) which amounts to 67 percent market share. Having highest market share in fixed line Broadband, BSNL has high responsibility to support the Broadband growth for the country. However, presently the loyal customers of Bharat Sanchar Nigam Limited are switching over to other brands because of the issues in customer experience in the Broadband service delivery. Also, the company’s profitability is under tremendous pressure, and it is incurring loss for last four consecutive year beginning from 2009-10. So there is an urgent need for identifying the factors impacting Customer Experience and loyalty in the Broadband services and to find the methods for improving it.

In this study, by means of literature review, the factors affecting Customer Experience have been identified and conceptual Model to provide enhanced customer experience is developed. As per the proposed model the Functional, Emotional, Brand and
Knowledge Management constructs are impacting Customer Experience in BSNL Broadband service delivery. The proposed Model is tested by conducting a survey among the 480 Customers of BSNL Broadband services in Bangalore telecom district and their responses towards various Functional, Emotional, Brand and Knowledge Management aspects in Broadband services are included in this study. Stratified random sampling method was used for this study. The relationship between Customer Experience and Loyalty also tested to verify the impact of Customer Experience and loyalty towards improving the profitability of the company.

The perception of the customers towards various aspects of BSNL Broadband services are analyzed through Mean analysis and relationship between constructs of Customer Experience and demographic variable are tested through Analysis of Variance (ANOVA) test. Through the Structural Equal Model (SEM) the research hypothesis tested by Measurement Model and Path Analysis. The results of Structural Equation model confirmed that, Functional (34%), Emotional (35%) and Brand (23%) constructs are significantly impacting the Customer Experience. Further, Customer Experience is strongly (77%) impacting the Loyalty of the customer. Wherein through the results it has been found that as against the proposed conceptual model, Knowledge Management is not significantly affecting the Customer Experience in the Broadband service Environment. By using the survey results, Strategic framework has been developed for providing enhanced Customer experience in BSNL Broadband services. This research contributes to the issues of Customer Experience in Service delivery scenario such as Broadband services of Bharat Sanchar Nigam Limited and highlights the factors to be improved for enhancing the Customer Experience.
This study will be useful for BSNL to understand the expectations of the existing customers for retaining them and also to acquire new customers in order to enhance their customer base.

Key Words: India Broadband, Telecommunication service provider, Brand, Knowledge Management, Customer Experience, Customer Experience Management, Loyalty.