

**CUSTOMER RESPOND AND SATISFACTION AGAINST
TELECOMMUNICATION SERVICE PROVIDERS BSNL
AND AIRTEL OPERATING IN GWALIOR DIVISION**

(M.P.)

Dr.R.C.Upadhyaya*

Vashundhra Sharma**

ABSTRACT

In the today's competitive world communication plays a very important role. communication have become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. India's telecom sector has shown massive upsurge in the recent years in all respects of industrial growth. From the status of state monopoly with very limited growth, it has grown in to the level of an industry. Telephone, whether fixed landline or mobile, is an essential necessity for the people of India. This changing phase was possible with the economic development that followed the process of structuring the economy in the capitalistic pattern. The stupendous growth of the telecommunication companies in India over the last fifteen years can be attributed to the liberal government of India, economic policy. In this research paper, special emphasis has been laid over the comparative analysis of telecom companies AIRTEL and BSNL by using primary sources of data in Gwalior division of madhyapradesh . For the completion of efficient research work, descriptive and exploratory research design has been used which further conclude that BSNL is having weak performance as compared to Airtel . Trends of previous 5 years in Gwalior division have shown that BSNL company has slowly deteriorated its position.

Keywords:- Wireline, Wireless, Broadband , Intelligent Network, IPTV, VVoIP,3G, WiMax

* Prof.Commerce Department, GOVT.K.R.G.College, Jiwaji University, Gwalior(M.P.)

** P.hd Scholar, Jiwaji University, Gwalior(M.P.)

I. INTRODUCTION:-

BSNL and AIRTEL provides almost every telecom service in india. Following are the main telecom services provided by BSNL and AIRTEL.

- **Universal Telecom Services** : Fixed wireline services and landline in local loop (WLL) using CDMA Technology called **bhone** and **Tarang** respectively.
- **Cellular Mobile Telephone Services**: BSNL is major provider of Cellular Mobile Telephone services using GSM platform under the brand name Cellone & Excel (BSNL Mobile). As of June 30, 2010 BSNL has 13.50% share of mobile telephony in the country.
- **WLL-CDMA Telephone Services**: WLL (Wireless in Local Loop)service is a service giving both fixed line telephony & Mobile telephony.
- **Internet**: provides Internet access services through dial-up connection (as Sancharnet through 2009) as Prepaid, (NetOne) as Postpaid and ADSL broadband (BSNL Broadband). BSNL held 55.76% of the market share with reported subscriber base of 9.19 million Internet subscribers with 7.79% of growth at the end of March 2010. Top 12 Dial-up Service providers, based on the subscriber base, It Also Provides OnlineGames via Its Games on Demand (GOD)
- **Intelligent Network (IN)**: offers value-added services, such as Free Phone Service (FPH), India Telephone Card (Prepaid card), Account Card Calling (ACC), Virtual Private Network (VPN), Tele-voting, Premium Rae Service (PRM), Universal Access Number (UAN).
- **3G**: offers the '3G' or the'3rd Generation' services which includes facilities like video calling, mobile broadband, live TV, 3G Video portal, streaming services like online full length movies and video on demand etc.
- **IPTV**: offers the 'Internet Protocol Television' facility which enables watch television through internet.
- **FTTH**:Fibre To The Home facility that offers a higher bandwidth for data transfer. This idea was proposed on post-December 2009
- **Helpdesk**: Helpdesk (Helpdesk) provide help desk support to their customers for their services.
- **VVoIP**: BSNL, along with Sai Infosystem - an Information and Communication Technologies (ICTs) provider - has launched Voice and Video Over Internet Protocol

(VVoIP). This will allow to make audio as well as video calls to any landline, mobile, or IP phone anywhere in the world, provided that the requisite video phone equipment is available at both ends.

- **WiMax:** BSNL has introduced India's first 4th Generation High-Speed Wireless Broadband Access Technology with the minimum speed of 256kbit/s. The focus of this service is mainly rural customer where the wired broadband facility is not available.

II. RESEARCH METHODOLOGY:-

Primary data was collected through observation, questionnaires and interviews. Along with Filling up of questionnaire interviews in local language with customer was done. The data is selected as a major primary data collection method, since the aim of the study is the customers perceived service quality and how it is related to customer satisfaction our main focus is thus the customer.

Definition of key terms:-

Wireline service – These are the telephone services that are provided by various service providers for home / office installations. These telephone connections are connected by a copper wire.

Wireless service – This service encompasses the services based on both GSM and CDMA network technologies. These are typically known as mobile services.

Broadband service – Broadband' is defined in the Broadband Policy 2004 as “An always on data connection that is able to support interactive services including Internet access and has the capability of the minimum download speed of 256 kilo bits per second (kbps) to an individual subscriber from the Point of Presence (POP) of the service provider intending to provide Broadband service where multiple such individual Broadband connections are aggregated and the subscriber is able to access these interactive services including the Internet through this POP. The 2 interactive services will exclude any services for which a separate license is specifically required, for example, real-time voice transmission, except to the extent that it is presently permitted under ISP license with Internet Telephony”.

III. DATA ANALYSIS:-

The study was conducted in two modules. The first module (subjective survey) was undertaken to gauge the subscriber feedback on quality of service by way of a large sample based field survey. The second module (objective assessment) involved auditing of the QoS monitoring records of telecom operators. To gauge the level of satisfaction of subscribers with the quality of service provided by the service providers, interviews across a large sample of subscribers for Basic (Wireline), Cellular Mobile (Wireless) and broadband services were conducted. The sample survey was conducted to ensure spread across operators on the basis of their subscriber size and the type of circle in which we are conducting the interviews.

The satisfaction level of subscribers was collected on a four-point scale of “Very satisfied”, “satisfied”, “dissatisfied” and “very dissatisfied”. data of table is shown in percentage.

TABLE-1

WIRELESS SERVICE										
	2008		2009		2010		2011		2012	
	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL
Very Satisfied	7	13	5	11	7	17	9	18	11	11
Satisfied	71	76	73	74	63	75	63	73	65	78
Dissatisfied	21	9	19	13	29	7	26	7	21	9
Very Dissatisfied	1	2	3	2	1	1	2	2	3	2

Table -1 is showing Customer's Overall quality Satisfaction with BSNL and AIRTEL in wireless service. Last five years data is summarize in table.

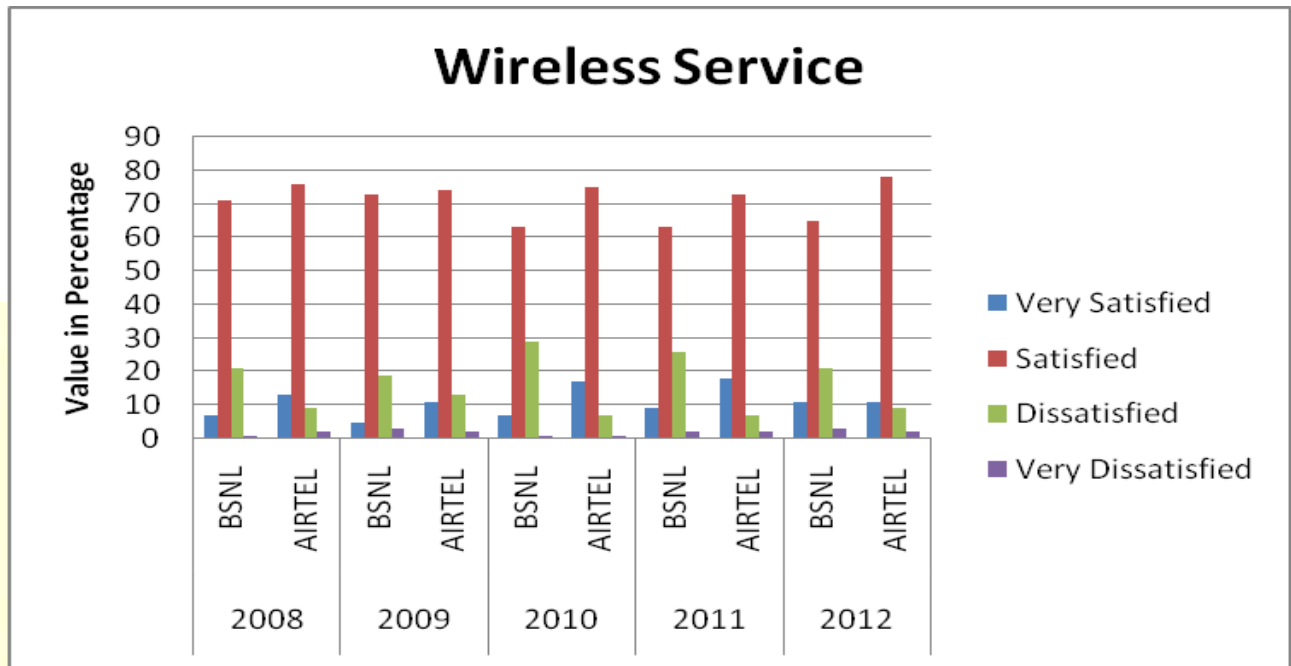


Figure-1

Figure-1 is showing Customer's Overall quality Satisfaction with BSNL and AIRTEL in wireless service. Last five years data is summarize in table.

TABLE-2

BROADBAND SERVICE										
	2008		2009		2010		2011		2012	
	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL
Very Satisfied	19	21	33	28	16	22	28	32	34	36
Satisfied	73	74	59	67	72	73	57	55	59	61
Dissatisfied	5	3	5	3	9	3	8	9	4	2
Very Dissatisfied	3	2	3	2	3	2	7	4	3	1

Table -2 is showing Customer's Overall quality Satisfaction with BSNL and AIRTEL in broadband service. Last five years data is summarize in table.

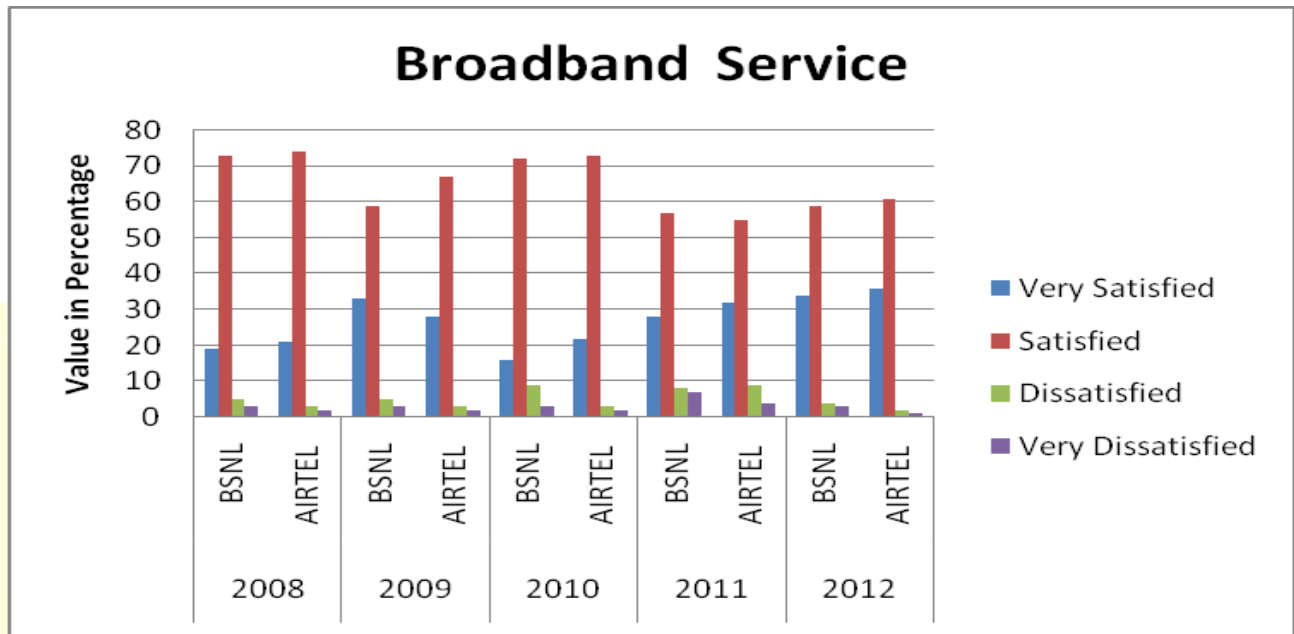


Figure-2

Figure-2 is showing Customer's Overall quality Satisfaction with BSNL and AIRTEL in broadband service.

TABLE-3

WIRELINE SERVICE										
	2008		2009		2010		2011		2012	
	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL	BSNL	AIRTEL
Very Satisfied	18	17	19	14	12	16	11	13	7	23
Satisfied	67	74	69	79	75	77	64	73	52	61
Dissatisfied	9	7	7	5	11	4	18	9	23	9
Very Dissatisfied	6	2	5	2	2	3	7	5	12	7

Table -3 is showing Customer's Overall quality Satisfaction with BSNL and AIRTEL in Wireline Service. Last five years data is summarize in table.

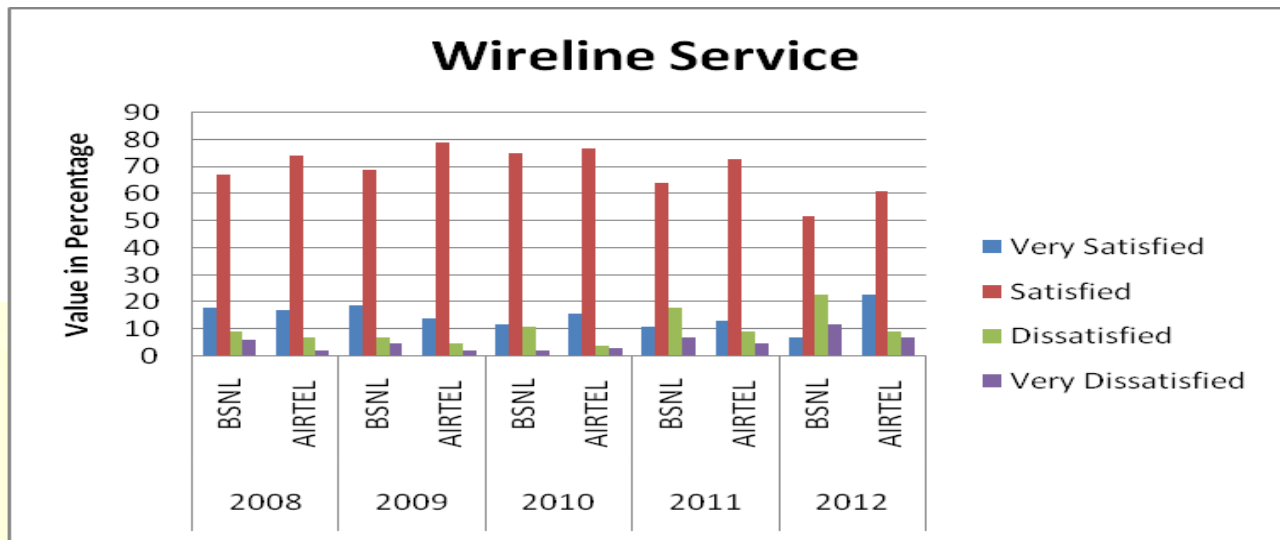


Figure-3

Figure-3 is showing Customer's Overall quality Satisfaction with BSNL and AIRTEL in Wireline Service.

IV. CONCLUSION:-This paper presenting customer satisfaction in Gwalior division with some QoS parameter. This paper is based on a survey which is done in Gwalior division on BSNL and AIRTEL service providers. here we prepare questionnaire for wireline, wireless and broadband customer separately which includes questions regarding performance of Service providers. On the basis of data that are filled by customers we analyzed performance of BSNL and AIRTEL on Customers satisfaction with overall service quality. after analysis of performance we found that customers are very satisfy with the services which are providing by AIRTEL. customers are not satisfy with the services that are providing by BSNL.in some case there is need to improve the services of BSNL otherwise in future due to competitive environment survival of BSNL is not possible.

V. FUTURE SCOPE:-

This paper is limited to survey the customer satisfaction in Gwalior division which include Gwalior ,Datia, Shivpuri ,Guna, and Ashoknagar. one can go to survey the same for different division of Madhya Pradesh. this paper is basically focus comparisons between BSNL and AIRTEL service providers, one can go to do same survey with different service providers like reliance,idea,aircel,vodafone etc.it can be done in rural and urban area separately.

REFERENCES:-

[1] ESHA SHARMA “ COMPARISON OF BSNL WITH OTHER TELECOM INDUSTRIES” APJRBM Volume 2, Issue 1 (JANUARY 2011) ISSN 2229-4104

[2] Mobile phone feature preferences, customer satisfaction and repurchase intent among male users Original Research Article *Australasian Marketing Journal (AMJ)*, Volume 19, Issue 4, November 2011, Pages 238-246 Matti Haverila

[3] Internationalisation in the telecommunications services industry: Literature review and research agenda Original Research Article *telecommunications Policy*, Volume 32, Issue 8, September 2008, Pages 531-544 Nejc M. Jakopin

[4] DR. SARIKA .R. LOHANA (2012),” CUSTOMER RESPOND AND SATISFACTION AGAINST MARKETING STRATEGIES OF SELECTED CELLULAR SERVICE PROVIDERS IN NANDED CITY” *International Journal of Multidisciplinary Management Studies*, Vol.2 Issue 3, March 2012, ISSN 2249 8834.

[5] Malik V. (2010): “The New Marketing Border” *The Journal of AIMA*, Vol. 49, Issue 10, pp.82-84.

[6] Business customer’s satisfaction What happens when suppliers downsize? Original Research Article *Industrial Marketing Management*, Volume 38, Issue 3, April 2009, Pages 283-299 Jeffrey E. Lewin