

**CUSTOMER SATISFACTION WITH VALUE ADDED
SERVICES OF BSNL AND AIRTEL OPERATING IN
GWALIOR DIVISION (M.P.)**

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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. 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 Value Added Services 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 , DOT, MTNL, VSNL

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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 **bfone** 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 Value Added Services 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 Value Added Services provided by the service providers (BSNL and AIRTEL), 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	2	3	1	2	2	6	1	7	3	5
Satisfied	66	79	59	72	69	69	64	69	62	76
Dissatisfied	29	17	35	25	28	24	32	23	32	18
Very Dissatisfied	3	1	5	1	1	1	3	1	3	1

Table -1 is showing Customer's Satisfaction with Value Added Services of BSNL and AIRTEL in wireless service. Last five years data is summarize in table.

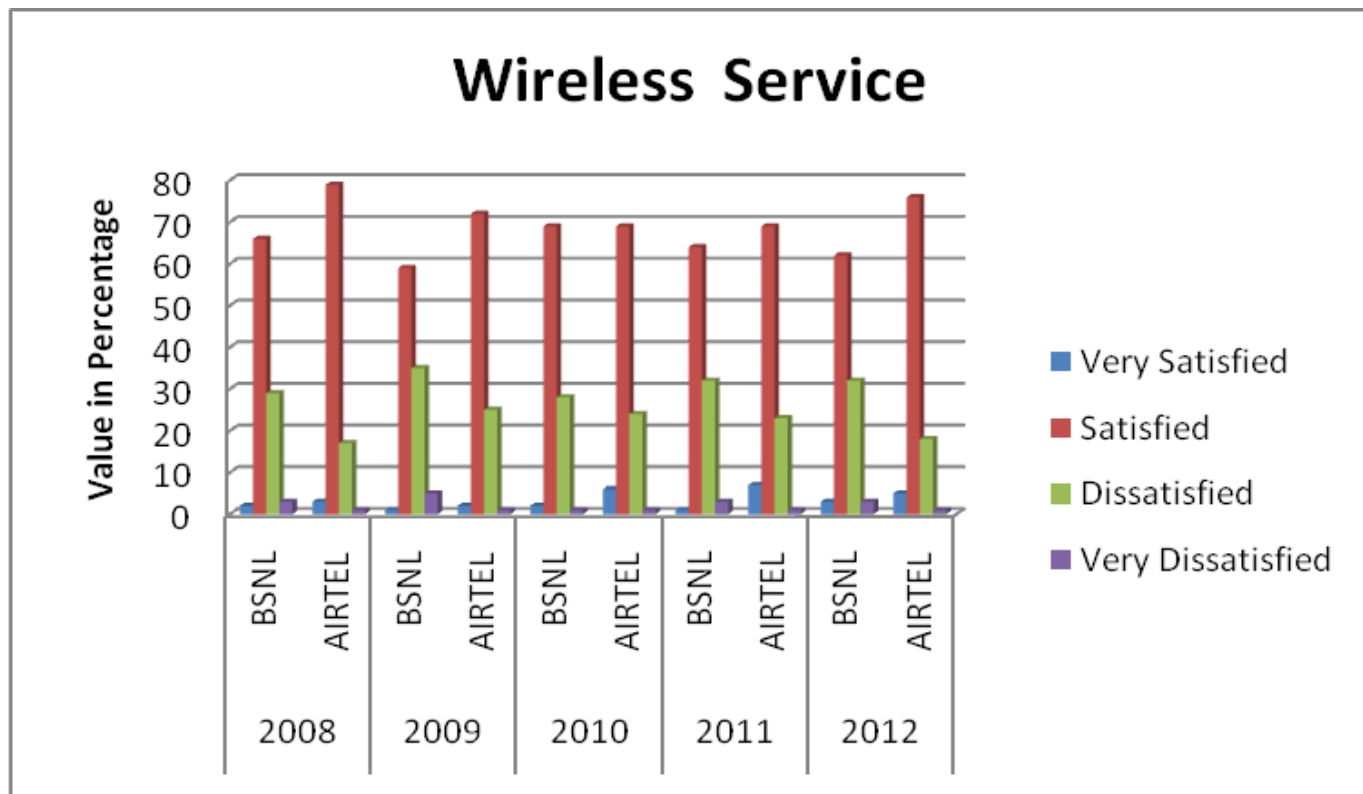


Figure-1

Figure-1 is showing Customer's Satisfaction with Value Added Services of BSNL and AIRTEL in wireless service.

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	34	36	34	36	28	32
Satisfied	73	74	59	67	51	54	59	61	57	55

Dissatisfied	5	3	5	3	14	7	4	2	8	9
Very Dissatisfied	3	2	3	2	1	3	3	1	7	4

Table -2 is showing Customer's Satisfaction with Value Added Services of BSNL and AIRTEL in broadband service. Last five years data is summarize in table.

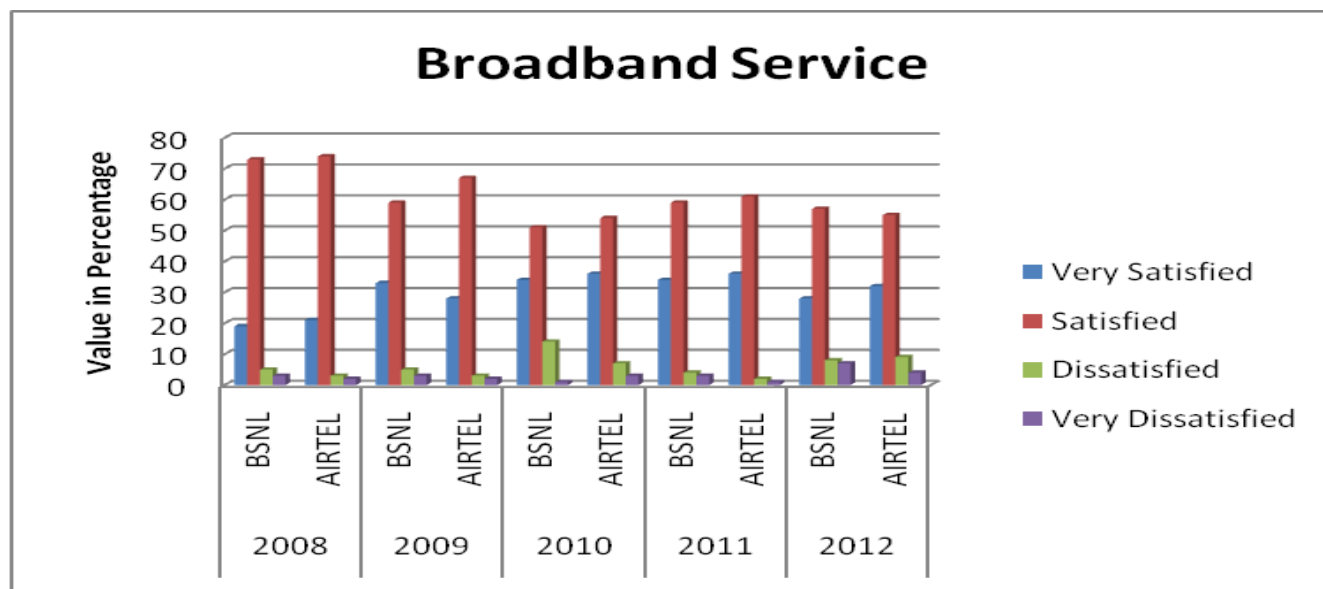


Figure-2

Figure-2 is showing Customer's Satisfaction with Value Added Services of 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	17	24	27	22	23	23	14	23	21	23
Satisfied	73	66	69	73	59	63	62	61	59	63
Dissatisfied	7	9	2	3	14	11	19	9	13	9
Very Dissatisfied	3	1	2	2	4	3	5	7	7	5

Table -3 is showing Customer's Satisfaction with Value Added Services of BSNL and AIRTEL in wireline service. Last five years data is summarize in table.

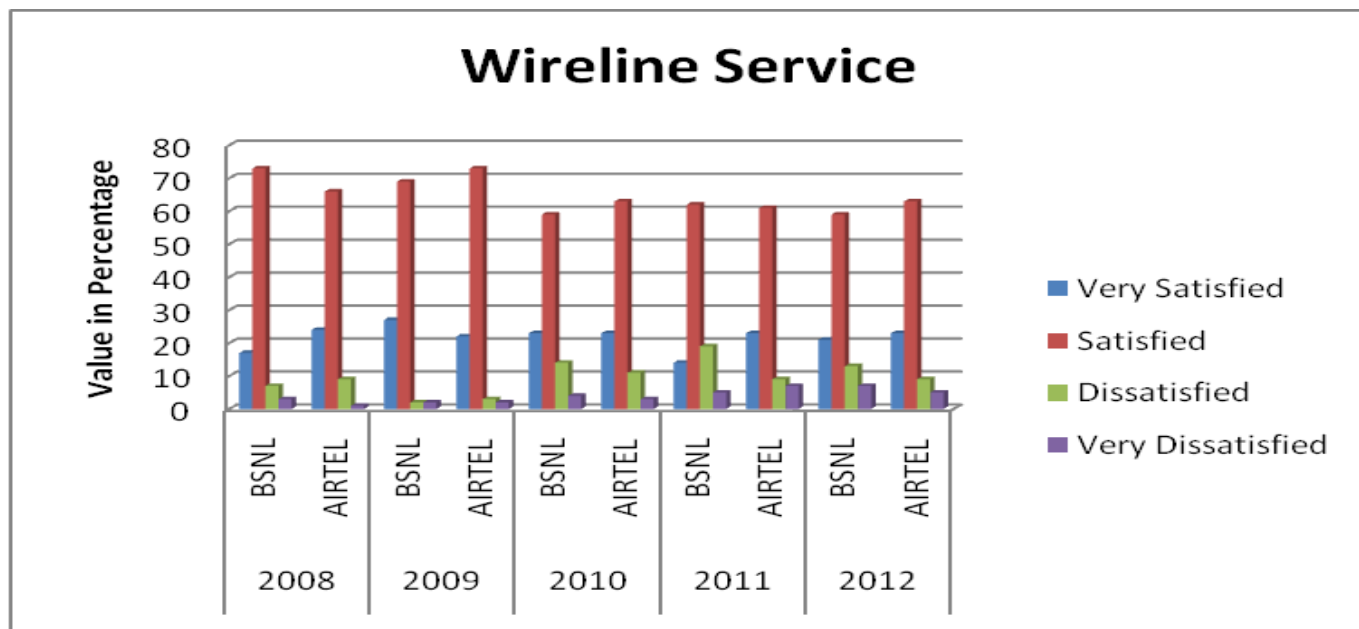


Figure-3

Figure-3 is showing Customer's Satisfaction with Value Added Services of BSNL and AIRTEL in wireline service.

IV. CONCLUSION:-

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 Value Added Services . On the basis of data that are filled by customers we analyzed performance of BSNL and AIRTEL on Customers satisfaction with Value Added Services. 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.

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.

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