

A STUDY ON CUSTOMER SATISFACTION OF BSNL: A CASE STUDY OF KRISHNA DISTRICT

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ABSTRACT

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization. The objective of the study is to know the level of consumer satisfaction on CELL ONE – BSNL, to know the consumer satisfaction on performance of dealer.

Keywords: Customer Satisfaction, Services, Advertising, BSNL.

INTRODUCTION

Presently, we are living in the era of 'revolution of communication'. This is the time of Mobile Communication cellular is one of the fastest growing and most demanding telecommunication applications around the world currently there are more than 100 million cellular subscribers worldwide.

Now the cellular systems using a digital technology will become the universal method of telecommunications. Therefore, the business models who innovate this technology such as Bharathi, Reliance, BSNL, Vodafone, and Idea, Tata Indicom, and Air cell. On the other hand, there are the high end mobile users who are faster on the technological curve and engage highly with their mobile users.

In this era of competition, they believe that their services will reach to the customers. These were a time when the mobile sets were the status symbol and today it is the need of the common people. For this purpose, the study of customer satisfaction is necessary for the business models to build a strong relationship between them to lead a market share.

LITERATURE REVIEW

Satisfaction

A person's feelings of joy or disappointment are the outcome of comparing a product's perceived performance out come to his or her expectations. Satisfaction is a product of perceived performance and expectations as this definition demonstrates. The consumer gets unhappy if the performance falls short of expectations. The customer is satisfied if the performance meets their expectations. The customer is exceedingly satisfied or delighted if the performance exceeds expectations.

Customer Satisfaction

Usually here should be two essential things to take place transactions in the market. Those are nothing but product and customer. Without product here will be no customer are tangible. But his satisfactions of the customer are intangible. That intangible factor influences a lot on the tangible one i.e. product. So each and every organization has on concentrated more on satisfying his/her customers. Unless otherwise he companies gain mind share and hear share of the customer, here product may not sustain in the market, and they may no retain their customers back.

METHODOLOGY RESEARCH

Need and Importance of the Study

It is necessary for a company to be future oriented to achieve Success in business. Goods are produced for the purpose of sale in anticipation of demand. The company loses its position if it is not future oriented.

In the present competitive environment it is successfully building up the image of the company which has become an important part in planning. For any company it is important to obtain results year by year continuously. This possible with a continues effort and future planning.

Importance

Objectives of the Study

1. To know the level of consumer satisfaction on CELL ONE - BSNL.
2. To know the consumer satisfaction on performance of dealer.
3. To know the various features of CELL ONE.

Research Methodology

Data collection is most essential aspect of any research because the whole result of research depends on data and the information hence the Methodology adopted by me to collect the data final interpretation was through.

Survey Research

This kind of research finds favor with almost all the social science researches. It is one the most popular methods of investigation, because a study of the attributes and variables relation to the population. The entire group of people, inhabitants, items etc...under study is easier and is more accurate.

Primary Source of Data

Meaning Primary sources of data are the data which needs the personal efforts of collect it and which are not readily available Balaji (2019a).

Primary sources of data are the other type of sources through which the data was collected.

Following are few ways in which the data was collected:

Questionnaires

Its set of questions on a sheet of paper was being giving to the respondents of fill it, based on which the data was interpreted Balaji (2019b).

Direct Interviewing

Direct interviewing involved the process where I asked the questions directly to the customers and got the feedback Patnaik (2019).

Secondary Source of Data

Secondary sources are the other important sources through which the data were collected. The secondary sources helpful for study were:
The books like marketing management, research methodology, advertisement and sales promotion.

Library Survey

This was also undertaken for the collection of data. This type of research is based on books periodical, journals, documentations, and secondary data etc. which are available in the library in the given below.

SURVEY ANALYSIS

Statistical Tools

$$\text{Data collection:} = \frac{\text{No. of respondents with opinion}}{\text{Total no. of respondents}} \times 100$$

Data is collected from retailers, suppliers, providers and customers with prepared questionnaire by taking personnel interviews.

RESULTS AND DISCUSSION

Service Provision

Table 1 WHEN DID YOU LAST APPLY FOR A PHONE CONNECTION		
S.No	Factors	Respondents (%)
1.	Less than 6 months	18
2.	6-12 months	16
3.	More than one year	70
	Total	100

Interpretation

Majority of the people are using BSNL network whether landline, mobile or broadband for more than one year Town (2015) (Tables 1-5).

S.No	Factors	Respondents
1.	Very dis-satisfied	4
2.	Dis-satisfied	12
3.	Satisfied	54
4.	Very satisfied	30
	Total	100

Interpretation

Majority of the people were satisfied by the time taken up by network operators to provide network service to them, whether it is mobile, landline, or a broadband connection.

S.No	Factors	Respondents (%)
1.	Very dis-satisfied	0
2.	Dis satisfied	1
3.	Satisfied	17
4.	Very Satisfied	0
	Total	18

Interpretation

Majority of the people were satisfied with the timely delivery of bills raters to provide re-service to them, when Post Paid or land line phone bills sent with in the due date of bill payment.

S.No	Factors	Respondents (%)
1.	Yes	5
2.	No	13
	Total	18

Interpretation

Majority of the people did not give any complaints about billing in the last 12 months and they are satisfied with the billing system.

S.No	Factors	Respondents (%)
1.	Difficult to read the bill	0
2.	Difficult to understand the language	0
3.	Calculations not clear	0
4.	Item-wise charges like total minutes of usage of local, STD, ISD calls and charges there on not given.	1
	Total	1

Interpretation

The reason behind the dis-satisfied was Item-wise charges like total minutes of usage of local, STD, ISD calls and charges there on not given in the bills sent by BSNL Tables 6-15.

Customer Care (or) Help services

S.No	Factors	Respondents (%)
1.	Yes	70
2.	No	30
	Total	100

Interpretation

Majority of the BSNL customers used the customer care / call centre for make a query or complaint about the service of network provider Ms. Suneetha Rani Tatineni (2021).

S.No	Factors	Respondents (%)
1.	Very dis-satisfied	3
2.	Dis satisfied	9
3.	Satisfied	46
4.	Very Satisfied	12
	Total	70

Interpretation

Who made query in that, Majority of them were satisfied with the access of call center / customer care of help line Palani (2017).

S.No	Factors	Respondents (%)
1.	Very dis-satisfied	9
2.	Dis satisfied	8
3.	Satisfied	34
4.	Very Satisfied	19
	Total	70

Interpretation

Who made query in that, Majority of them (customers) were satisfied with the problem solving ability of the customer care executives Murali Krishna (2006).

Table 9		
ARE YOU SATISFIED WITH THE TAKEN BY CALL CENTER / HELP LINE / CUSTOMER CARE TO RESOLVE YOUR COMPLAINT		
S.No	Factors	Respondents (%)
1.	Very dis-satisfied	15
2.	Dis satisfied	10
3.	Satisfied	25
4.	Very Satisfied	20
	Total	70

Interpretation

Who made a query, that, Majority of them (customers) were satisfied with the taken by call center / help line / customer care to resolve your complaint.
Both pre-paid and post-paid customers

D. Network performance, reliability and availability

Table 10		
ARE YOU SATISFIED WITH THE AVAILABILITY OF WORKING TELEPHONE		
S.No	Factors	Respondents (%)
1.	Very dis-satisfied	5
2.	Dis satisfied	24
3.	Satisfied	58
4.	Very Satisfied	13
	Total	100

Interpretation

Majority of the people were satisfied with the Network performance, reliability and availability of BSNL.

Table 11		
ARE YOU SATISFIED WITH THE VOICE QUALITY		
s.no	Factors	Respondents (%)
1.	Very dis-satisfied	14
2.	Dis satisfied	20
3.	Satisfied	38
4.	Very Satisfied	28
	Total	100

Interpretation

Majority of the people were satisfied with the voice quality in between of calls by the service of BSNL network.

E. Maintainability, fault repair.

S.No	Factors	Respondents (%)
1.	Yes	12
2.	No	89
	Total	100

Interpretation

Out of 100% of the customers, only 12% of respondents experienced fault in their landline or post paid telephone connection in the last 12 months.

Majority of the people were satisfied with the service of the BSNL network

S.No	Factors	Respondents (%)
1.	Very dis-satisfied	2
2.	Dis satisfied	1
3.	Satisfied	6
4.	Very Satisfied	3
	Total	12

Interpretation

Who made the complaint, majority of people were satisfied with the fault repair service provided by the technical department of BSNL in Krishna Telecom District.

F. Supplementary services.

S.No	Factors	Respondents (%)
1.	Yes	45
2.	No	55
	Total	100

Interpretation

Majority of people did not use the services of BSNL like, call waiting, call forwarding, and voice mail services, etc.

G. Broad band service provision:

S.No	Factors	Respondents (%)
1.	Less than 6 months	3
2.	6-12 months	2
3.	More than 12 months	2
	Total	7

Interpretation

Out of 100% of the customers, only 43% of respondents got the broad band connection of the BSNL with in the 6 months of time. Who made the complaint, majority of people were satisfied with the fault repair service provided by the technical department of BSNL in Krishna Telecom District.

CONCLUSION

From the analysis it is observed that Majority of the people are using BSNL network whether landline, mobile or broadband for more than one year Town. Majority of people did not use the services of BSNL like, call waiting, call forwarding, and voice mail services, etc. Majority of the people were satisfied with the Network performance, reliability and availability of BSNL.

FINDINGS

1. Out of 100% of the customers, 70% of them have responded that they applied for a phone connection more than one year back.
2. 84% of customers have responded that they are satisfied with the time taken up by the providing phone connection.
3. Only 6% of respondents, they are dissatisfied with the timely delivery of bills which sent by BSNL.
4. 27% of respondents complained, that they were not satisfied about the billing in the 12 months.
5. 100% of the respondents gave the reason; they were dis-satisfied with the clarity of the bills sent by BSNL service provider in terms of transparency and understandability.
6. Out of 100% of the customers, only 70% of respondents were utilizes the BSNL Customer care Services in last 12 months.
7. Out of 100 % (total of 70) of the customers, only 83% of respondents were satisfied with the Access of call center / customer care of help line.
8. Out of 100% of the customers, only 76% of respondents were satisfied with the problem solving ability of the customer care executives.
9. 64% of respondents were satisfied with the Problem taken by call center / help line / customer care to resolve your complaint.
10. 100% of the customers, only 71% of respondents were satisfied with the availability of working telephone.
11. 100% of the customers, only 66% of respondents were satisfied with the voice quality.
12. Only 12% of respondents experienced fault in their landline or postpaid telephone connection in the last 12 months.
13. Only 75% of respondents were satisfied with the repair service to their telephone fault or problem.
14. 100% of the customers, only 45% of respondents utilize the services like call waiting, call forwarding, and voice mail services.
15. 43% of respondents got the broad band connection with in the 6 months of period.
16. 100% of the customers, 86% of respondents satisfied with speed of broad band service provided by the BSNL network.
17. 100% of the customers or respondents, 69% of respondents satisfied with the Overall Customer satisfaction (All post-paid, pre-paid, landline and broadband).

SUGGESTIONS

1. BSNL should provide more promotional tools to increase their sales as compared to competitors.
2. BSNL is lagging behind in taking up competitive advertising campaigns. Hence they should launch a new advertising campaign with an attractive theme.
3. Besides providing better services at best rate, it should be consistent and reach to every one categorically.
4. BSNL should make their cellular services more attractive to the minds of customers compared to other providers.
5. BSNL should provide their coverage in urban areas as efficient in rural areas.
6. BSNL should train staff members in call centers for making them efficient.

7. Introduce more & more feasible plans to reach all the people.
8. Reach the industrial giants through corporate plans.
9. BSNL should improve the network coverage efficiently.
10. Introduce new message offers to their customers.
11. Try to expand their net towers in rural areas.
12. To provide low tariff on BSNL Broad Band services.
13. To Promote the wireless internet connection (Wi-Max)
14. BSNL provides efficient customer services through customer care or helpline centers.

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