INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

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APPENDIX/ANNEXURE

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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY OF BHARTI AIRTEL LIMITED IN COIMBATORE CITY

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ABSTRACT

CRM strategies of Bharti Airtel enable to achieve the customer satisfaction and maintain the strong relationship with their customer and become the largest mobile service operator in the industry with the customer of nearly 194.8 million. The main objective of the CRM is to identify the fissures and faults/deficiencies in the existing customer service and to improve the service without increasing cost of service. The overall goals are to find, attract, and win new clients, service and retain those the company already has, entice former clients to return, and reduce the costs of marketing and client service. For their customer convenient they have 9 ways to pay their bills. In each and every level Bharti Airtel try to give the best services as for the need of the customer and try to build the effective relationship with the customers. They are focus on different level of the customer; it is analyses from the data mining systems because this system is very useful for the classification of customer as well as information.

KEYWORDS

CRM, Bharti Airtel, customer satisfaction, customer service, customer loyalty.

1. INTRODUCTION AND CONCEPTUAL FRAME WORK

Customer relationship management is a strategy of every organization. They play an important role to make the customer relationship strategically and for the growth of the organization. Customer relationship management (CRM) is a widely implemented model for managing a company's interactions with customers, clients, and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support. Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments. Measuring and valuing customer relationships is critical to implementing this strategy. Customer service (also known as Client Service) is the provision of service to the customers before, during and after a purchase. A Customer Relationship Management system may be chosen because it is thought to provide the advantages like Quality and efficiency, Decrease in overall costs and Increase Profitability. Customer service is normally an integral part of a company's customer value proposition.

SEGMENTATION ISSUES

Basic segmentation issues need to be addressed to determine if viable segment exist and can be identified; otherwise there may be more profitable avenues for the firm to pursue.

"Attracting and keeping the highest-value customers is the corner stone of a successful marketing program". Underlying this statement is the necessary condition that the market can be segmented and that identifiable segments vary from the customer value.

BHARTI AIRTEL LIMITED NETWORK SERVICE

Bharti Airtel Limited is a leading global telecommunications company with operations in 19 countries across Asia and Africa. In rest of the geographies it offers mobile voice & high speed wireless internet. Bharti Airtel has been ranked among the six best performing technology companies in the world by BusinessWeek. Bharti Airtel had over 238 million customers across its operations at the end of October 2011. Bharti Airtel recognized for the delivery of best network services with customer focus at Telecom Centre of Excellence Awards 2011.New Delhi, December 11, 2011: Bharti Airtel, a leading global telecommunications company with operations in 19 countries across Asia and Africa has been awarded with "Telecom Centre of Excellence (TCOE) Award" for service provider with customer focus for best delivery of Network Services - for the year 2011. The evaluation criteria were primarily focused on Network Quality of service KPIs, Network Coverage, Product Innovation and Network Bench-marking processes based on network parameters and customer voice. The award is recognition of Airtel's commitment to offer best in class service experience to its customers.

The Quality of the Telecom services offered to subscribers directly affects the demand for such services and is therefore a key determinant of the overall health of the Indian Telecom Sector. Quality of Service and customer focus can also serve as an important differentiation platform for operators. Keeping this in mind, Bharti Airtel had formulated and implemented an unique state of the art program called 'Best Customer Network Experience' cutting across 23 circles to provide a superior customer experience by improving the poor performing pockets and the performance of the network elements. Bharti Airtel recently implemented Customer Experience Management System (CEM) to optimize and enrich user experience of its customers.

2. AIRTEL WITH CRM

CRM has created magic at Bharti Airtel. Before customer relation management only 40 percent of customer issues got resolved but after the proper implementation of customer relationship management 90 percent issues got resolved. The Three Step Program changed is for Bharti Airtel and made them what they are today. Technology evaluation and Gap analysis, Internal restructuring and Re- engineering and Pilot program and Feedback cycle.Major cost goals of CRM include: 1.Increase revenue growth through customer satisfaction, 2. Reduce costs of sales and distribution and 3.Minimize customer support costs.

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3. REVIEW OF LITERATURE

Berry and Parsuraman (1991); Bitner (1995); Crosby and Stephens (1987); Crosby,et al. (1990); Gronroos (1995)the de-intermediation process and consequent prevalence of CRM is also due to the growth of the service economy. Since services are typically produced and delivered at the same institutions, it minimizes the role of the middlemen. A greater emotional bond between the service provider and the service users also develops the need for maintaining and enhancing the relationship.

Bickert, (1992)Another narrow, yet relevant, viewpoint is to consider CRM only as customer retention in which a variety of after marketing tactics is used for customer bonding or staying in touch after the sale is made

CRM is "Customer selectivity". As several research studies have shown not al customers are equally profitable for an individual company (Storbacka, 2000). The company therefore must be selective in tailors its program and marketing efforts by segmenting and selecting appropriate customers for individual marketing programs. In some cases, it could even lead to "outsourcing of some customers" so that a company better utilize its resources on those customers it can serve better and create mutual value. However, the objective of a company is not to really prune its customer base but to identify appropriate programs and methods that would be profitable and create value for the firm and the customer.

4. OBJECTIVES OF THE STUDY

1. To analysis the customer relationship management in AIRTEL.
2. To identify the fissures and faults/deficiencies in the existing customer service strategies.
3. Improve the service without increasing cost of service.
4. To improve the organizations ability to retain and acquire the customer.

5. RESEARCH METHODOLOGY

Since the population for the study is quite large and since the study is limited by the constraints of resources and time, complete enumeration of the population by census method was not possible. Random sampling technique was used for this study. The sample size comprises 300 respondents. The sample description includes customers of Airtel in both prepaid and postpaid sections. The youth segment was taken as the respondents because they are more prone to switch to different service providers and usually they are the trendsetters. Hence it is our strong belief if we could develop strategies to retain them; it's easier to retain the other segments too.

Data has been collected from various sources; there is a combination of both primary and secondary data that has been used in this research. To arrange and interpret the collected data the following statistical tools Chi-Square Analysis and ANOVA were used.

6. RESULTS AND DISCUSSIONS

TABLE NO. 1: ANOVA FOR AGE AND VALUE ADDED SERVICES SCORE (summation of variables under value added services)

Particulars		Value added services score		
		Mean	S.D	No.
Age	Below 20 yrs	12.13	1.48	24
	20 to 30 yrs	10.34	1.05	111
	30 to 40 yrs	11.61	1.97	129
	Above 40 yrs	11.00	.00	36
	Total	11.11	1.63	300

ANOVA					
Value added services score					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	123.134	3	41.045	18.181	.000
Within Groups	668.236	296	2.258		
Total	791.370	299			

From the above ANOVA table analysis between Age and Value added services score, it is clear that the calculated F-value for (3,296) df at 5% level of significance is 18.181, whereas the tabulated F-value for (3,296) df at 5% level of significance is 2.70 which is less than the calculated value. Hence, the calculated value is significant at 5% level of significance.

TABLE NO: 2 ANOVA FOR OCCUPATION AND VALUE ADDED SERVICES SCORE (summation of variables under value added services)

Particulars		Value added services score		
		Mean	S.D	No.
Occupation	Students	10.03	.18	90
	Business	13.29	1.54	84
	Employed	10.35	.48	111
	Others	11.00	.00	15
	Total	11.11	1.63	300

ANOVA					
Value added services score					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	566.030	3	188.677	247.840	.000
Within Groups	225.340	296	.761		
Total	791.370	299			

From the above ANOVA table analysis between Occupation and Value added services score, it is clear that the calculated F-value for (3,296) df at 5% level of significance is 247.840, whereas the tabulated F-value for (3,296) df at 5% level of significance is 2.70 which is less than the calculated value. Hence, the calculated value is significant at 5% level of significance.

TABLE NO: 3 ANOVA FOR SALARY AND VALUE ADDED SERVICES SCORE (summation of variables under value added services)

Particulars		Value added services score		
		Mean	S.D	No.
Salary	Below Rs.20000	11.00	.00	15
	Rs.20001-Rs.30000	10.00	.00	102
	Rs.30001 to Rs.40000	12.86	1.46	111
	>Rs.40000	10.00	.00	72
	Total	11.11	1.63	300

ANOVA				
Value added services score				
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	556.397	3	185.466	233.635	.000
Within Groups	234.973	296	.794		
Total	791.370	299			

From the above ANOVA table analysis between Salary and Value added services score, it is clear that the calculated F-value for (3,296) df at 5% level of significance is 233.635, whereas the tabulated F-value for (3,296) df at 5% level of significance is 2.70 which is less than the calculated value. Hence, the calculated value is significant at 5% level of significance.

TABLE NO: 4 ANOVA FOR AGE AND AIRTEL SERVICE LEVEL SATISFACTION SCORE (summation of variables under the satisfaction level of airtel services)

Particulars		Airtel service level satisfaction score		
		Mean	S.D	No.
Age	Below 20 yrs	11.25	2.97	24
	20 to 30 yrs	11.29	1.27	111
	30 to 40 yrs	14.40	.49	129
	Above 40 yrs	9.00	.00	36
	Total	12.35	2.25	300

ANOVA				
Airtel service level satisfaction score				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1101.936	3	367.312	263.693	.000
Within Groups	412.314	296	1.393		
Total	1514.250	299			

From the above ANOVA table analysis between Age and Airtel service level satisfaction score, it is clear that the calculated F-value for (3,296) df at 5% level of significance is 263.693, whereas the tabulated F-value for (3,296) df at 5% level of significance is 2.70 which is less than the calculated value. Hence, the calculated value is significant at 5% level of significance.

TABLE NO: 5 ANOVA FOR OCCUPATION AND AIRTEL SERVICE LEVEL SATISFACTION SCORE (summation of variables under the satisfaction level of airtel services)

Particulars		Airtel service level satisfaction score		
		Mean	S.D	No.
Occupation	Students	10.93	.36	90
	Business	14.61	1.05	84
	Employed	12.24	2.40	111
	Others	9.00	.00	15
	Total	12.35	2.25	300

ANOVA				
Airtel service level satisfaction score				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	778.182	3	259.394	104.312	.000
Within Groups	736.068	296	2.487		
Total	1514.250	299			

From the above ANOVA table analysis between Occupation and Airtel service level satisfaction score, it is clear that the calculated F-value for (3,296) df at 5% level of significance is 104.312, whereas the tabulated F-value for (3,296) df at 5% level of significance is 2.70 which is less than the calculated value. Hence, the calculated value is significant at 5% level of significance.

TABLE NO: 6 ANOVA FOR OCCUPATION AND GENERAL SATISFACTION LEVEL SCORE (summation of variables under the general satisfaction level of airtel services)

Particulars		General satisfaction level score		
		Mean	S.D	No.
Occupation	**Students**	13.51	.81	90
	Business	12.88	.92	84
	Employed	11.94	1.15	111
	Others	13.20	.86	15
	Total	12.74	1.18	300

ANOVA					
General satisfaction level score					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	129.940	3	43.313	45.103	.00
Within Groups	284.257	296	.960		
Total	414.197	299			

From the above ANOVA table analysis between Occupation and General satisfaction level score, it is clear that the calculated F-value for (3,296) df at 5% level of significance is 45.103, whereas the tabulated F-value for (3,296) df at 5% level of significance is 2.70 which is less than the calculated value. Hence, the calculated value is significant at 5% level of significance.

TABLE NO. 7: CHI-SQUARE ANALYSIS FOR AGE AND VALUE ADDED SERVICES

Age	SMS				MMS				GPRS				Reach me				Voice me				TOTAL
	Poor		Average		Average		Good		Poor		Good		Average		Very good		Average		Good		
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.
Below 20 yrs	9	3.0	15	5.0	15	5.0	9	3.0			24	8.0	15	5.0	9	3.0	15	5.0	9	3.0	24
20 to 30 yrs	101	33.7	10	3.3	103	34.3	8	2.7	4	1.3	107	35.7	103	34.3	8	2.7	99	33.0	12	4.0	111
30 to 40 yrs	52	17.3	77	25.7	77	25.7	52	17.3	77	25.7	52	17.3	77	25.7	52	17.3			129	43.0	129
Above 40 yrs			36	12.0	36	12.0					36	12.0	36	12.0			36	12.0			36
TOTAL	162	54.0	138	46.0	231	77.0	69	23.0	81	27.0	219	73.0	231	77.0	69	23.0	150	50.0	150	50.0	300

TABLE NO. 8: CHI-SQUARE ANALYSES FOR PREFERRED SERVICES AND ABILITY TO GIVE VARIOUS RATE/PLANS/SCHEMES

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	118.819[a]	2	.000
Likelihood Ratio	163.259	2	.000
Linear-by-Linear Association	118.243	1	.000
N of Valid Cases	300		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.64.			

		Ability to give various rate/plans/schemes						TOTAL	
		Poor		Average		Good		7.00	8.00
		No.	%	No.	%	No.	%	No.	%
Preferred service	Post-paid	42	14.0	84	28.0			126	42.0
	Pre-paid			93	31.0	81	27.0	174	58.0
	TOTAL	42	14.0	177	59.0	81	27.0	300	100.0

From the above chi-square table analysis between Age and SMS services offered by Airtel, it is clear that the calculated pearson chi-square value for 3 df at 5% level of significance is 115.769, whereas the tabulated chi-square value for 3 df at 5% level of significance is 7.8147 which is less than the calculated value. Hence, the calculated value is significant at 5% level of significance.

7. FINDINGS OF THE STUDY

Through ANOVA TEST we analyzed that there is a significant relation between age and customer satisfaction. From ANOVA test between occupation and value added service, the table value is greater than the found value so there is a significant relationship between occupation and value added service.

There is a significant relationship between age and value added service. Through chi square analysis we found that, there is significant relationship between preferred service and various schemes and plans in Airtel.

8. SUGGESTIONS OF THE STUDY

CRM is a really a worth full method which is adopted by AIRTEL company for their success in this telecommunication field. It's quite costly when compare with other competitor but still the company overcome all the obstacles and achieving the marketing share. Success of airtel telecommunication is based on the strategy adopted by company that is named as CRM. Still there is some deviation in this sector because of long procedures and difficulty of understanding. So for that airtel can take needed steps to overcome this problem which will helpful for the success of AIRTEL in the field of telecom sector.

9. CONCLUSION

CRM make everything in a comfortable manner by integrating various process and activity in the telecom sector. Customer relationship management is most important for the development of particular field, in that telecom sector will occupy the foremost place. CRM is a best strategy followed by Airtel Company which gives more worth to the success of this field.

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