INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT ii

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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

REFERENCES

APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

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

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

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

CUSTOMER SATISFACTION OF AIRTEL CELLULAR SERVICE IN CUMBUM TOWN, THENI DISTRICT, TAMILNADU

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ABSTRACT
Telecommunication is the assisted transmission over a distance for the purpose of communication. In earlier times, this may have involved the use of smoke signals, drums, semaphore, flags or heliograph. In modern times, telecommunication typically involves the use of electronic devices such as the telephone, television, radio or computer. Early inventors in the field of telecommunication include Alexander Graham Bell, Guglielmo Marconi and John Logie Baird. As India's leading telecommunications company. Airtel brand has played the role as a major catalyst in India's reforms, contributing to its economic resurgence. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - Mobile Services, Airtel Telemedia Services & Enterprise Services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles while the Airtel Telemedia Services business offers broadband & telephone services in 95 cities and has recently launched a Direct-to-Home (DTH) service, Airtel digital TV. The company provides end-to-end data and enterprise services to the corporate customers through its nationwide fiber optic backbone, last mile connectivity in fixed-line and mobile circles, VSATs, ISP and international bandwidth access through the gateways and landing station.

KEYWORDS
telecommunication, cellular, service, satisfaction, sector.

INTRODUCTION
The telecom industry has been divided into two major segments, that is, fixed and wireless cellular services for this report. Besides, internet services, VAS, PMRTS and VSAT also have been discussed in brief in the report. In today's information age, the telecommunication industry has a vital role to play. Considered as the backbone of industrial and economic development, the industry has been aiding delivery of voice and data services at rapidly increasing speeds, and thus, has been revolutionizing human communication. Although the Indian telecom industry is one of the fastest-growing industries in the world, the current teledensity or telecom penetration is extremely low when compared with global standards. India's teledensity of 36.98% in FY09 is amongst the lowest in the world. Further, the urban teledensity is over 80%, while rural teledensity is less than 20%, and this gap is increasing. As majority of the population resides in rural areas, it is important that the government takes steps to improve rural teledensity. No doubt the government has taken certain policy initiatives, which include the creation of the Universal Service Obligation Fund, for improving rural telephony. These measures are expected to improve the rural tele-density and bridge the rural-urban gap in tele-density.

EVOLUTION
Indian telecom sector is more than 165 years old. Telecommunications was first introduced in India in 1851 when the first operational land lines were laid by the government near Kolkata (then Calcutta), although telephone services were formally introduced in India much later in 1881. Further, in 1883, telephone services were merged with the postal system. In 1947, after India attained independence, all foreign telecommunication companies were nationalised to form the Posts, Telephone and Telegraph (PTT), a body that was governed by the Ministry of Communication. The Indian telecom sector was entirely under government ownership until 1984, when the private sector was allowed in telecommunication equipment manufacturing only. The government concretised its earlier efforts towards developing R&D in the sector by setting up an autonomous body – Centre for Development of Telematics (C-DOT) in 1984 to develop state-of-the-art telecommunication technology to meet the growing needs of the Indian telecommunication network. The actual evolution of the industry started after the Government separated the Department of Post and Telegraph in 1985 by setting up the Department of Posts and the Department of Telecommunications (DoT). The entire evolution of the telecom industry can be classified into three distinct phases.

- Phase I- Pre-Libralisation Era (1980-89)
- Phase II- Post Libralisation Era (1990-99)
- Phase III- Post 2000

Until the late 90s the Government of India held a monopoly on all types of communications – as a result of the Telegraph Act of 1885. As mentioned earlier in the chapter, until the industry was liberalised in the early nineties, it was a heavily government-controlled and small-sized market, Government policies have played a key role in shaping the structure and size of the Telecom industry in India. As a result, the Indian telecom market is one of the most liberalised market in the world with private participation in almost all of its segments. The New Telecom Policy (NTP-99) provided the much needed impetus to the growth of this industry and set the trend for libralisation in the industry.

STATEMENT OF THE PROBLEM
The Indian telecom industry has come a long way since its liberalisation era. The industry has witnessed exponential growth especially in the wireless segment in the last few years. The plethora of telecom services evolved over the years, ranging from basic telephony to voice, video and data services, Wimax, WLAN and VPN, and bandwidth on demand to virtual private networks have catalysed revolutionary changes in the business operations for the service sector, i.e., IT, BPO and also the manufacturing sectors etc, besides providing millions of people access to new technology. Even though the sector has reflected promising growth,

the teledensity in India still remains at a very low level compared with international standards and thus providing tremendous opportunity for future growth. In the medium-term, the industry is expected to continue to record good subscriber growth as a result of low penetration levels, heightened competition; a sustained fall in minimum subscription cost and tariff that increase affordability for lower-income rural users, expansion of coverage area by mobile operators, and government support through schemes such as the rural infrastructure roll out funded by subsidies from the Universal Service Obligation (USO) Fund. The Indian telecom sector offers unprecedented opportunities in various areas, such as rural telephony, 3G, virtual private network, value-added services, et al. Nonetheless, the lack of telecom infrastructure in rural areas and falling ARPU of telecom service providers could inhibit the future growth of the industry. A study about customer satisfaction of airtel cellular service in Cumbum town, Theni district, Tamilnadu is not so far analysed by any researcher. Hence, the researcher wants to analyze the customer satisfaction regarding airtel services in the study area.

OBJECTIVES OF THE STUDY
- To know about the Telecom Industry.
- To know the information about the Airtel cellular services.
- To find the effectiveness of the company in reaching the public and its customer satisfaction in the study area.
- To provide suggestions to improve the customer satisfaction towards Airtel.

METHODOLOGY
For the purpose of this study Survey method has been followed. Survey method is a device for collecting data (or) Factual Information of the universe (or) Population. Two kinds of survey are
- Sample Enquiry
- Census Enquiry

SAMPLE ENQUIRY
Instead of every unit of the universe only a part of the universe is studied and the conclusion is drawn on that basis for the entire population.

COLLECTION OF DATA
Data are the material collected by the researcher (or) the investigator. For the purpose of this study both primary and secondary data have been collected.

PRIMARY DATA
Primary data include the actual information received from the individuals directly concerned with the problem of study by using questionnaires.

SECONDARY DATA
The Secondary data includes all type of published and unpublished public (or) private documents and other such type of information.

SAMPLE
Sample is the proportion of the population to be studied. Sample is a smaller representation of a large whole. A small survey has been taken from hundred and ten Airtel customers. The researcher used the random sampling method for collecting primary data. In this method each and every unit of the population has an equal chance of being selected in the sample.

QUESTIONNAIRE
The word "Questionnaire" refers to device of securing answer to questions by using a form which the respondent fills in.

BHARTI AIRTEL
Bharti Airtel Limited is an Indian multinational telecommunications services company headquartered in New Delhi, India. It operates in 20 countries across South Asia, Africa, and the Channel Islands. Airtel provides GSM, 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation. It is the largest cellular service provider in India, with 192.22 million subscribers as of August 2013. Airtel is the largest mobile operator in South Asia and the fourth largest in the world by subscriber base. Airtel was named India's second most valuable brand in the first ever Brandz ranking by Millward Brownand WPP plc. Airtel is credited with pioneering the business strategy of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators. Airtel's telecom equipment is provided and maintained by Ericsson and Nokia Solutions and Networks[10] whereas IT support is provided by IBM. The transmission towers are maintained by subsidiaries and joint venture companies of Bharti including Bharti Infratel and Indus Towers in India. Ericsson agreed for the first time to be paid by the minute for installation and maintenance of their equipment rather than being paid up front, which allowed Airtel to provide low call rates of 1/minute (US$0.02/minute).

HISTORY
In 1984, Sunil Mittal started assembling push-button phones in India, which he earlier used to import from a Taiwan company, Kingtel, replacing the old fashioned, bulkyrotary phones that were in use in the country then. Bharti Telecom Limited (BTL) was incorporated and entered into a technical tie up with Siemens AG of Germany for manufacture of electronic push button phones. By the early 1990s, Bharti was making fax machines, cordless phones and other telecom gear. He named his first push-button phones as 'Mitbrau'. In 1992, he successfully bid for one of the four mobile phone network licences auctioned in India. One of the conditions for the Delhi cellular license was that the bidder have some experience as a telecom operator. So, Mittal clinched a deal with the French telecom group Vivendi. He was one of the first Indian entrepreneurs to identify the mobile telecom business as a major growth area. His plans were finally approved by the Government in 1994 and he launched services in Delhi in 1995, when Bharti Cellular Limited (BCL) was formed to offer cellular services under the brand name AirTel. Within a few years Bharti became the first telecom company to cross the 2-million mobile subscriber mark. Bharti also brought down the STD/ISD cellular rates in India under brand name 'Indiaone'.

In 1999, Bharti Enterprises acquired control of JT Holdings, and extended cellular operations to Karnataka and Andhra Pradesh. In 2000, Bharti acquired control of Skycell Communications, in Chennai. In 2001, the company acquired control of Spice Cell in Calcutta. Bharti Enterprises went public in 2002, and the company was listed on Bombay Stock Exchange and National Stock Exchange of India. In 2003, the cellular phone operations were rebranded under the single Airtel brand. In 2004, Bharti acquired control of Hexacom and entered Rajasthan. In 2005, Bharti extended its network to Andaman and Nicobar. This expansion allowed it to offer voice services all across India. Airtel launched "Hello Tunes", a Caller ring back tone service (CRBT), in July 2004 becoming to the first operator in India to do so. The Airtel theme song, composed by A.R. Rahman, was the most popular tune on that year. In May 2008, it emerged that Airtel was exploring the possibility of buying the MTN Group, a South Africa-based telecommunications company with coverage in 21 countries in Africa and the Middle East. The Financial Times reported that Bharti was considering offering US$45 billion for a 100% stake in MTN, which would be the largest overseas acquisition ever by an Indian firm. However, both sides emphasize the tentative nature of the talks, while The Economist magazine noted, "If anything, Bharti would be marrying up," as MTN has more subscribers, higher revenues and broader geographic coverage. However, the talks fell apart as MTN group tried to reverse the negotiations by making Bharti almost a subsidiary of the new company. In May 2009, Bharti Airtel again confirmed that it was in talks with MTN and the companies agreed to discuss the potential transaction exclusively by 31 July 2009. Talks eventually ended without agreement, some sources stating that this was due to opposition from the South African government.

In 2009, Bharti negotiated for its strategic partner Alcatel-Lucent to manage the network infrastructure for the fixed line business. Later, Bharti Airtel awarded the three-year contract to Alcatel-Lucent for setting up an Internet Protocol access network across the country. This would help consumers access internet at faster speed and high quality internet browsing on mobile handsets. In 2009, Airtel launched its first international mobile network in Sri Lanka. In June 2010, Bhartil acquired the African business of Zain Telecom for $10.7 billion making it the largest ever acquisition by an Indian telecom firm. In 2012, Bharti tied up with Wal-Mart, the US retail giant, to start a number of retail stores across India. In 2014, Bharti planned to acquire Loop Mobile for INR 7 billion, but the deal was called off later.]

Telecom giant Bharti Airtel is the flagship company of Bharti Enterprises. The Bharti Group has a diverse business portfolio and has created global brands in the telecommunication sector. Bharti has recently forayed into retail business as Bharti Retail Pvt. Ltd. under a MoU with Wal-Mart for the cash & carry business. It has successfully launched an international venture with EL Rothschild Group to export fresh agri products exclusively to markets in Europe and USA and has launched Bharti AXA Life Insurance Company Ltd under a joint venture with AXA, world leader in financial protection and wealth management.

Airtel comes to you from Bharti Airtel Limited, India's largest integrated and the first private telecom services provider with a footprint in all the 23 telecom circles. Bharti Airtel since its inception has been at the forefront of technology and has steered the course of the telecom sector in the country with its world class products and services. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - Mobile Services, Airtel Telemedia Services & Enterprise Services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles while the Airtel Telemedia Services business offers broadband & telephone services in 95 cities and has recently launched India's best Direct-to-Home (DTH) service, Airtel digital TV. The Enterprise services provide end-to-end telecom solutions to corporate customers and national & international long distance services to carriers. All these services are provided under the Airtel brand. Airtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a team driven "to seize the day" with an ambition to become the most globally admired telecom service. Airtel, in just ten years of operations, rose to the pinnacle to achievement and continues to lead.

DATA ANALYSIS AND INTERPRETATION
OPINION ABOUT THE DURATION OF RECHARGE OF MOBILE PHONES
The consumers have to recharge their mobile phones to enjoy the services continuously. There are different kinds of plan that are being used by them. The responses and opinion of consumers about the duration of recharge of mobile phones are given in Table 1.

TABLE 1: OPINION ABOUT THE MOBILE PHONE RECHARGING RESPONSES IN DIFFERENT DURATIONS

S. No	Responses	No. of Respondents	Percentage (%)
1.	Once in a month	31	28
2.	Once in two months	45	41
3.	Lifetime Recharge / Only Incoming	34	31
	Total	**110**	**100**

Source: primary data

The above table indicates 28% of the respondent's recharge once in a month, 41% of the respondents recharge once in two months and the remaining 31% use lifetime recharge only incoming option.

OPINION ABOUT SMS/MMS FACILITY
The Airtel provides facility of SMS and MMS services to all subscribers. The responses and the opinion about SMS and MMS facility is that explained in Table 2.

TABLE 2: OPINION ABOUT THE RESPONSES REGARDING USE OF SMS/MMS FACILITY

S.No	Responses	No. of Respondents	Percentage (%)
1.	Yes	56	51
2.	No	54	49
	Total	**110**	**100**

Source: primary data

The above table indicates 51% of the respondents make use of SMS/MMS facility, whereas 49% of the respondents do not making use of it.

RESPONSES OF CONSUMERS ABOUT THE USE OF GPRS FACILITY
The Airtel provides a special facility is called GPRS (General Packer Radio Service). The customers can use the internet through this service. The opinion about respondents regarding the use of GPRS services that are given in Table 3.

TABLE 3: STATISTICS ABOUT THE RESPONSES REGARDING THE USE OF GPRS FACILITY

S.No	Responses	No. of Respondents	Percentage (%)
1.	Yes	65	59
2.	No	45	41
	Total	**110**	**100**

Source: primary data

The above table indicates that 59% of the respondents make use of the GPRS services, whereas 41% of the respondents are not making use of it.

RESPONSES REGARDING GENERAL NETWORK COVERAGE IN AIRTEL
Network coverage has a wide role in the customer satisfaction. The Network coverage is varying from one place to another. In some cases, the customers may or may not be satisfied. The oral statistics about the network coverage of Airtel Network has mentioned in Table.4.

TABLE 4: RESPONSES REGARDING THE GENERAL NETWORK COVERAGE IN AIRTEL

S. No	Responses	No. of Respondents	Percentage (%)
1.	Very Good	17	15
2.	Fair	53	48
3.	Bad	27	25
4.	Very Bad	13	12
	Total	**110**	**100**

Source: primary data

The above table indicates 15% of the respondents feel that the general network coverage in Airtel was very good, whereas 48% of the respondents feel that it was fair, 25% feel that it was bad, and 12% of them very bad.

RESPONSES REGARDING THE NETWORK COVERAGE OF AIRTEL IN OUT OF STATIONS
The customers may go out stations in which they expected to have a fair network coverage wherever they go. The opinion about the network coverage in outer areas is described in Table 5.

TABLE 5: NETWORK COVERAGE IN OUTER AREAS IN AIRTEL

S. No	Responses	No. of Respondents	Percentage (%)
1.	Very Good	32	29
2.	Fair	49	45
3.	Bad	18	16
4.	Very Bad	11	10
	Total	**110**	**100**

Source: primary data

The above table indicates 29% of the respondents feel that the network coverage in outer areas in Airtel is very good, whereas 45% of them feel that it was fair, 16% of them feel it was bad, and remaining 10% beet mat it was very bad.

OPINIONS REGARDING GETTING OFFER INFORMATIONS FROM AIRTEL

The Airtel provides more offer to the customers. The customers can know the information about the offers through SMS, Phone Calls, and Television Advertisements. The responses regarding getting offer information from Airtel is expressed in Table 6.

TABLE 6: GETTING OFFER INFORMATION FROM AIRTEL

S. No	Responses	No. of Respondents	Percentage (%)
1.	Through SMS from the company	50	45
2.	Through Phone Calls from the company	34	31
3.	Through Television Ads	26	24
	Total	**110**	**100**

Source: primary data

The above table indicates 45% of the respondents say that they receive offer information through SMS from the company, whereas 31% of them said that they receive offer information through phone calls from the company & 24% of them say that they receive information through television ads.

OPINION REGARDING THE BEST FEATURES IN AIRTEL

The Airtel provide more facilities to the customers such as GRPS, Low Call Rates, Better Network Coverage and more. The customer's opinion regarding the best features and facilities in Airtel has given in Table 7.

TABLE 7: STATISTICS ABOUT THE RESPONSES REGARDING THE BEST FEATURE IN AIRTEL

S. No	Responses	No. of Respondents	Percentage (%)
1.	Low Call Rates	12	11
2.	GPRS	34	31
3.	Network Coverage	26	24
4.	All the above	38	34
	Total	**110**	**100**

Source: primary data

The above table indicates that 11% of the respondents say that low call rates is the best feature of Airtel, whereas 31% say that GPRS was the best, 24% of them said that network coverage was the best, and 34% say that all the above are the best.

OPINION ABOUT THE OFFERS MOSTLY USED IN AIRTEL

There are various offers available in Airtel Network. The customers may have attracted by one or more offers. The opinion about mostly used offers by customers has explained in Table 8.

TABLE 8: OPINION ABOUT THE RESPONSES REGARDING THE OFFERS MOSTLY USED IN AIRTEL

S. No	Responses	No. of Respondents	Percentage (%)
1.	Booster Pack / Rate Cutter	13	12
2.	Hello Tunes	25	23
3.	GPRS	33	30
4.	All the above	39	35
	Total	**110**	**100**

Source: primary data

The above table indicates that 12% of the respondents feel that booster pack/rate cutter was the best offer from Airtel, whereas 23% of them feel that hello tunes was the best, 30% of them feel that GPRS was the best and the remaining 35% of them feel that all the above was the best.

THE RESPONSES REGARDING THE FANCY NUMBERS AVAILABILITY IN AIRTEL

The customers may want to see use the fancy numbers, because it is easy to memories in their mind. The opinion about the fancy numbers availability in Airtel is stated in Table 9.

TABLE 9: OPINION ABOUT THE RESPONSES REGARDING THE FANCY MOBILE NUMBERS AVAILABILITY IN AIRTEL

S. No	Responses	No. of Respondents	Percentage (%)
1.	More	35	32
2.	Less	45	41
3.	Very Less	19	17
4.	Average	11	10
	Total	**110**	**100**

Source: primary data

The above table indicates that 32% of the respondents feel that there are more fancy mobile numbers available with Airtel, whereas 41% of them feel that it is less, 17% of them feel it is very less and the remaining 10% average.

OPINION ABOUT THE PLAN CHANGE OPTION AVAILABILETY IN AIRTEL

The customer may change one plan to another, if they want. The responses of customer regarding the plan change option availabilities are stated in Table 10.

TABLE 10: OPINION ABOUT THE RESPONSES REGARDING THE PLAN CHANGE OPTIONS AVAILABILITY IN AIRTEL

S.No	Responses	No. of Respondents	Percentage (%)
1.	More	18	16
2.	Less	44	40
3.	Very Less	29	27
4.	Average	19	17
	Total	**110**	**100**

Source: primary data

The above table indicates that 16% of the respondents feel that there are more plan change options available with Airtel, whereas 40% of them feel that it is less, 27% of them feel it was very less and the remaining 17% average.

RESPONSES REGARDING THE CUSTOMER SUPPORTING IN AIRTEL

The following table indicates the customer's feeling and support about the Airtel such as very good, fair, bad, very bad.

TABLE 11: OPINION ABOUT THE RESPONSES REGARDING THE CUSTOMER SUPPORT IN AIRTEL

S. No	Responses	No. of Respondents Respondents	Percentage (%)
1.	Very Good	17	16
2.	Fair	31	28
3.	Bad	33	30
4.	Very Bad	29	26
	Total	**110**	**100**

Source: primary data

The above table indicates that 16% of the respondents feel that the Customer Support was very good in Airtel, whereas 28% of them feel that it was fair, 30% of them feel it was bad and the remaining 26% very bad.

OPINION ABOUT PREPAID/ POST PAID CONNECTION IN AIRTEL

The customers can get the service from Airtel by two ways – prepaid and post paid. The customer's preference on prepaid and post paid has stated in Table 12.

TABLE 12: OPINION ABOUT THE RESPONSES REGARDING PREPAID/POSTPAID CONNECTION IN AIRTEL

S.No	Responses	No. of Respondents	Percentage (%)
1.	Prepaid	62	56
2.	Postpaid	48	44
	Total	**110**	**100**

Source: primary data

The above table indicates that 56% of the respondents use prepaid Airtel SIM card, whereas 44% of them use postpaid Airtel SIM card.

THE RESPONSES REGARDING THE TARIFF OF AIRTEL SIM CARD AT GOOD CHEAP RATES

The competition in cellular service is very high so every service network reduces the price of the sim card to beat the competitor. The responses regarding the tariff of the Airtel sim card ar good cheap rates has stated in Table 13.

TABLE 13: RESPONSES REGARDING THE TARIFF OF THE SIM CARD AT GOOD CHEAP RATES

S.No	Responses	No. of Respondents	Percentage (%)
1.	Yes	57	52
2.	No	53	48
	Total	**110**	**100**

Source: primary data

The above table indicates that 52% of the respondents feel that the tariff of the SIM card was at cheap rates in Airtel, whereas 48% of them feel that it was not so.

RESPONSES REGARDING THAT THE REGISTRATION AND ACTIVATION PROCESS OF THE SIM CARD IS QUICK

The customer may feel that the process of activation and registration or quick not the following table indicates the opinion of customer about the registration and activation process in Airtel.

TABLE 14: OPINION ABOUT THE RESPONSES REGARDING THE REGISTRATION AND ACTIVATION PROCESS OF THE SIM CARD

S.No	Responses	No. of Respondents	Percentage (%)
1.	Yes	60	55
2.	No	50	45
	Total	**110**	**100**

Source: primary data

The above table indicates that 55% of the respondents feel that the registration and activation process is quick enough in Airtel, whereas 4s5% of them feel that it is not so.

RESPONSES REGARDING E-RECHARGE IN AIRTEL

Airtel provides also the e-recharge facility to their customers. The customer's feelings and opinion about the facility of e-recharge of Airtel has stated in Table 15.

TABLE 15: OPINION ABOUT THE RESPONSES REGARDING THE E-RECHARGE IN AIRTEL

S. No	Responses	No. of Respondents	Percentage (%)
1.	Very Fast	26	23
2.	Fast	34	31
3.	Slow	33	30
4.	Very Slow	17	16
	Total	**110**	**100**

Source: primary data

The above table indicates that 23% of the respondents feel that the E-Recharge is very fast in Airtel, whereas 31% of them feel that it is fast, 30% of them feel it is slow and the remaining 16% very slow.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

- Majority (53%) of the respondent's recharge once in a month, 27% of the respondent's recharge once in two months and the remaining 20% use lifetime recharge / only incoming option.
- Majority (53%) of the respondents feel that the general network coverage in Airtel was very good.
- Majority (53%) of the respondents feel that the network coverage in outer areas in Airtel was very good.
- Majority of the respondents have said that they receive offer information through SMS from the company, and only a few have said that they receive phone calls or watch television ads in Airtel.
- Regarding the best feature, majority of the respondents have said that Airtel is best at all the above. [Network Coverage, GPRS, Low call rates].
- Above all, the Customer Support is the most important thing to be noted. Majority (47%) of the respondents feel that Airtel is very good in terms of customer support.
- Majority of the respondents feel that the tariff, registration and activation process is economic, and quick enough.
- Majority of them feel that E-Recharge was also very fast in Airtel.

SUGGESTIONS

- Airtel has to promote their facilities offered in a wide manner.
- Should provide good basic training to their staff in-order to gain more customers.

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- Should maintain the good relationship with the customers and try to satisfy their needs.
- Priority should be given to those facilities that customers are not that much interested as of now.
- The Airtel should expand their net work coverage in outer areas.

CONCLUSION

The competitive intensity in the telecom industry in India is one of the highest in the world and has lead to sustained fall in realisation for the service providers. Intense competitive pressure and cut throat pricing has resulted in declining ARPUs. With increasing number of new entrants in the telecom space the competitive intensity is likely to continue, putting further downward pressures on the telecom tariffs. Thus, the telecom companies might have to grapple with further decline in ARPUs, going forward.

Telecommunication is the assisted transmission over a distance for the purpose of communication. In earlier times, this may have involved the use of smoke signals, drums, semaphore, flags or heliograph. In modern times, telecommunication typically involves the use of electronic devices such as the telephone, television, radio or computer. Good Training is a must to achieve more and more. Any training activity should be goal oriented and genuinely aimed at improving quality of work, worker, and work place. Training given by the Telecom giant Airtel is to develop personal professional skills of the trainees' attitude. This project report shows that Airtel is good at providing the latest techniques & facilities to their customers. This is the study regarding customer satisfaction towards Airtel which concludes that Airtel is rated very good by their customers in the study area.

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