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SATISFACTION LEVELS OF THE CUSTOMERS IN TELECOM SERVICE PROVIDERS – A STUDY IN ANANTAPURAMU DISTRICT

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ABSTRACT
Satisfaction levels of the customers play a vital role in developing any sector; particularly in telecom sector, the competition between the service providers is very high. From last 15 years or more telecom service providers are providing telecom services to their customers but still they are not in a position to satisfy 100% to their customers, due to this reason the customers of one service provider attracted to another service provider and finally decided to use second sim service from different service provider. The important service providers in the study area are 1. Airtel, 2. BSNL, 3. Idea, 4. Vodafone, 5. Reliance, 6. Tata Docomo and 7. Uninor.

KEYWORDS
Airtel, BSNL, Idea, Vodafone, Reliance, Tata Docomo, Uninor, satisfaction levels of customers, customer care, network facility, value added service, cost effectiveness of service and promotional schemes.

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1. INTRODUCTION
The variables considered for the profile of the customer respondents are Age, Sex, Education, Occupation, Income, and Name of the service provider. These variables have their own influences on purchase decision of a particular service provider. Further information on important reasons and period of acquiring the telephone, monthly expenditure on telephone bill, awareness of CRM etc. change of service providers Ist and IInd SIM holders and reasons are also collected from the customer respondents.

2. OBJECTIVES OF THE STUDY
1. To analyse new telecom sector policies and their impact on growth and structure of telecom service providers in telecom sector.
2. To assess the customer satisfaction level in subscribers of telecom service providers adopted CRM.
3. To estimate the attrition rate in telecom service providers subscriber base and
4. To evaluate the role of CRM in telecom service providers success.

3. METHODOLOGY – DATABASE
3.1 Primary data: Present study is based on both primary data and secondary data. The researcher has collected primary data by canvassing schedule from 1000 customers and 100 officials working in various telecom organizations on random basis. The customers includes business man, professionals, employees in govt. and private organizations, self employed persons, students, un-employees, house wives and persons working in un-organized sectors in Anantapuramu District.
3.2 Secondary data: The researcher has collected the secondary data from the reports of various telecommunication companies, journals and newspapers, important web sites of the various leading telecom companies and other service providing companies also have been used to collect the recent data. Libraries of various universities in the state were visited to collect the secondary data. The reports of the Department of Telecommunication of India and Telecom Regulatory Authority of India have been also made use of. The officials of various telecom companies were contacted to elicit information about the CRM strategies assisted in their organizations. The web sites of DoT, TRAI and COAI were also extensively used.
Text books of national and international standards were made use of to collect and analyze the secondary data. Various journals, newspapers and reports were referred to gather information on the subject entitled. The report on the economic survey of the government of India was used to elicit information about population and tele-density at various stages of growth of our country.
3.3 Statistical tools employed: Statistical tools such as percentages, averages and graphs were adopted to analyze the relationship between the growth of the customer base, the revenues and the market share of each company. Customer satisfaction levels has been measured with the use of six parameters i.e. Purchase level, Customer care level, Value Added services, Network, Cost/ Price and Promotional schemes.

4. LIMITATIONS OF THE STUDY
Like any research of social science this research topic entitled 'Customer Relationship Management; the study of the telecommunication sector at Anantapuramu District' is also not free from limitations. The main limitation includes:
1. No doubt the topic CRM and telecom are at the macro level but this research has been confined to the geographical boundaries of Anantapuramu District only.

5. REVIEW OF THE LITERATURE
The existing literature can be categorized into two parts (1) Conceptual Studies on CRM and (2) Research studies based on data on effects of CRM. Further the research studies conducted have been categorized into Foreign and Indian studies.
5.1 Conceptual studies related to evolution, concept meaning and advantages of CRM have been published in number of books and journals. The important among these are as follows.
CRM has been described, defined and conceptualized in several ways reflecting a variety of viewpoints of different authors. Some have defined it as a process; others as a strategy, a philosophy, a capability, or as a technological tool advocated by academicians and marketing authorities like kotler (1972)[1] Hankinson(1982)[2], Berry (1983)[3], Dwyer, Schurr, and oh (1987)[4], Paul(1988)[5], O'Neal (1989)[6] etc, for the success of business organizations. In the 90's and 00's, greenrooms (1990), MC Kenna (1991), Vavra (1992), Morgan and hunt (1994), sheath and Sisodia (1995), Ganesan (1997). Willcocks and Brown (2000), Croteau and Li, 2001), Clay comb and Martin, (2002) Zeithaml and Bitner, (2003) Payne and Frow (2004), Chan, (2005) Dimitriadis and Boulding et al. (2005). Meltzer (2006) Pathak and Rastogi (2007) Stevens, (2008) Croteau and Li (2009) Babatunde and Ajayi (2010)[7] Nguyen and Papadopoulos (2011)[8] Peppers and Rogers (2011)[9] Nguyen & Mutum, 2012)[10]. Mahshid et al., 2012)[11] used the term 'Relationship marketing' and 'Customer Relationship Management' interchangeably according to convenience. But, in this Information age, organizations dealing with customers through suppliers and distribution channels have realized the need and advantages of meeting the customers face to face. Over the Past few years, customer's expectations have risen by leaps and bounds. Customers have become more demanding and desire

maximum value from products and service. The product life cycle has also been shortened drastically due to the fast changes in technology. Therefore companies require adequate strategies for moving information and products quickly throughout their supply Chain network.

5.2 FOREIGN STUDIES

1. **Richard A. Spreng, Scott B. Mackenzie and Richard W. Olshaysky et. al (1996)**[12] in their study empirically tested a comprehensive model of the determinants of consumer satisfaction. The model main conclusion states feelings of over-all satisfaction arise, when consumers compare their perceptions of performance to both their desires and satisfaction as the key determinants of over-all satisfaction. Further the model provides a better understanding of the mechanism that produces consumer satisfaction.
2. **Mithas & et.al., 2005, p.p. 201-209** [13] in their study assessed the effect of CRM on customer knowledge and the customer's satisfaction. Data was collected from the senior managers of Information Technology in more than 300 institutions working in the USA. Results showed that the applications of CRM have a positive effect as they contribute to improve the knowledge of the customer and enhance the customer's satisfaction.
3. **Christopher Bull (2010)** [14] paper offers some relatively rare insights on the use of CRM systems and the strategic impact on the processes of intermediation and disintermediation in order to improve customer service. The author adopted case study from April 2007 to 2008 using an interpretative approach. The research highlights some design characteristics and philosophical insights regarding CRM system approaches and also offers some useful practical insights on the impact of CRM in changes to the deployment of some intermediaries.
4. **Krishna and Khatri (2008)** [15] in their study analyzed the antecedents of customer relationships in the telecommunication sector and observed that mobile industry is witnessed exceptional growth rates and amidst growing competition but in order to survive mobile operators have to provide value added services and understand what will lead customers to enter into a long term relationship with them. The results of the survey show Seven Desired Value Added Services (7DVAS), viz variety of services, price, advertisements, employee behaviour, and customer service, accuracy in billing and timely information help in building long term relationship with customers.
5. **Helen Cunha** [16] for the purpose of her Ph.D dissertation undertook a study on Customer Relationship Management-a case study of telecom sector at Bangalore during 2005-06. The main objective of the study was to assess the impact of CRM in telecom sector in luring customers, customer satisfaction, retention and loyalty of customers. The researcher collected data from 2500 customers using telephone services on random basis though administering structured questionnaire. The researcher also collected data from 150 employees of telecom service providers based on stratified sampling method from the Bangalore city The study shows that, the telecom service providers are successful in acquiring large number of subscribers because vast potentiality of untapped market in India by adopting CRM technology but failed in satisfying customers and identifying and retaining loyal customers for long. The main factors led to dissatisfy the customers are poor network availability, lack of initiative promotional services, poor customer care services, billing and payment facilities, cost effective and value added services.
6. **Uma Sankar Mishra, Bibhuti B. Mishra and Swagat Praharaj (2011)**[17] Indian banking sector faces enormous challenges of attracting and retaining customers. The author revealed that the public banks are ahead of the private banks in attracting and retaining customers because of good personal relationship with the customers. Reasons for opening accounts with a bank by the customers are factors like convenient location, overall reputation, etc.

6. SATISFACTION LEVELS OF THE CUSTOMERS

To analyse the satisfaction levels of customers in telecom sector, I was conducted an empirical study in Anantapuramu district of Andhra Pradesh. For this purpose I selected 1000 mobile customers of different telecom service providers and 90 land line customers. In this study I observed one interesting factor that among 1000 mobile customers, 730 mobile customers were using second sim card for utilizing huge no of telecom services from different telecom service providers.

TABLE 1

Service Providers	Landline	Percentage to total	Mobile		% to total	% to total
			M-1	M-2	M-1	M-2
BSNL	90	100	196	47	19.6	6.43
Airtel	--	--	466	168	46.6	23.01
Idea	--	--	76	72	7.6	9.86
Vodafone	--	--	108	67	10.8	9.19
Reliance	--	--	24	26	2.4	3.56
Tata Docomo	--	--	32	132	3.2	18.09
Uninor	--	--	98	218	9.8	29.86
Total	90	100	1000	730	100	100.00

Source: Primary Data

The above table reveals that, the data on a particular service provider chosen by the customer reveal that 90 (9%) of 1000 sample customer respondents have chosen BSNL for land line connections. All are post-paid customers. No other customer had chosen the other service provider regarding land line connection. All land line sample customers have chosen BSNL only. This clearly indicates that BSNL has its monopoly and still a market leader even in the wake of deregulation in the land line telephone market in the backward areas. This can be attributed to the familiarity, brand loyalty and infrastructure advantage enjoyed by the BSNL over the other land line service providers in backward areas. Respondents also use cell phone along with the land line connection.

All the 1000 sample customer respondents have first SIM card cell phone connections from different service providers. But at the same time 730 (73%) of 1000 sample customers had taken second SIM cards from different service providers.

Among 1000 sample respondents who have cell phone with first SIM cards i.e. large portion (47%) of sample customers prefer Airtel cell service provider, followed by BSNL (20%), Vodafone (11%), Uninor (10%) and Idea (8%). Only 6% of sample customer's chosen Tata Docomo and Reliance. (All are pre-paid customers). In the cell phone market Bharthi Airtel is the most preferred brand for its quality of service. It enjoys pan India status (market share from secondary data) by having network facility in all 22 circles of the country and use of GSM technology also contributes to the brands loyalty. Further the Airtel entered into the market early compared to other service providers. Students and low salaried employees, government employees of lower level and low income group people who work in the un-organized sector, daily wage earners and very small business vendors prefer Uninor, Vodafone and BSNL due to low tariff rates.

Among 730 second SIM card holders a significant portion of customers prefer Uninor (30%) as a second cell phone service provider followed by Airtel (23%), Tata Docomo (18%), Idea (10%) and Vodafone (9%). Only 7% second SIM card holders prefer BSNL.

TABLE 2: REASON FOR SELECTING SECOND SIM ALONG WITH FIRST SIM

Reasons	No. of Respondents	% of Total
Voice clarity is very good	47	6.43
Network available in all areas	198	27.12
Satisfied Promotional schemes	155	21.23
Low Cost to Compare with others	263	36.03
Necessary Value added services	39	5.34
Other reasons	28	3.85
Total	730	100.00

Source: Primary Data

The reasons mentioned for using second SIM cards along with first SIM card by the sample customers are as follows. Low cost (37%), network availability (28%) and satisfied promotional schemes are dominant reasons for using second SIM card along with first SIM cards. The main reason for choosing Uninor, Tata Docomo and Idea are the low cost, low tariff availability of low value pre-paid cards and new promotional schemes. Customers prefer Airtel for the purpose of good network availability and voice clarity.

7. SATISFACTION OF CUSTOMER'S SERVICE PROVIDER WISE

This has been explained and analyzed in the following pages by analyzing individual service providers share among Ist and IInd SIM card holders, reasons for having second SIM cards, percentage share of gain/ loss by different service providers in the change of service providers in the past by – attrition rate, growth of subscriber base of different service providers both at National and AP circle level and opinion of the employees share of customer satisfaction levels in six parameters.

7.1. Airtel: Airtel is leading the total sample customers of the present study first position by accounting 47% of first SIM card holders (1000) and second position by accounting for 23% of second SIM card holders (730). The data on macro level both at National and Andhra Pradesh circle level also reveals the same thing. The Airtel has been maintaining leading position since 2000's.and acquired pan India brand image. Generally, middle and higher income group people such as Business men, professionals, and higher salaried employees of both government and private organizations and self employed choose Airtel mainly for the purpose of quality in service, network coverage with voice clarity. The data on reasons for having second SIM card reveals that better network coverage with voice clarity is the main reason after low cost. The same is also observed from the data on rationale for change of service provider in future. Airtel stood third among the percentage share of satisfied customers with 68% satisfied customers on network coverage service after Reliance (75%) and BSNL (72%). Airtel and BSNL are the main competitors (these two service providers constitute two thirds of total sample) with regard to network coverage service. The customers prefer BSNL to Airtel in network coverage in rural areas particularly in backward regions because it has established infrastructure (towers) compared to others. But in urban and semi urban areas Airtel is number one service provider in providing network coverage compared to any other service provider and hence customers prefer Airtel to BSNL. Particularly in peak hours the network coverage of BSNL is very weak because of lack of modern technology in cell towers though Airtel charges higher tariff rates (higher cost) compared to BSNL and others. With regard to cost effective and lower price services in customer's satisfaction level the Airtel stood middle position by having 71% of satisfied customers. Whereas BSNL, Reliance, Uninor and Tata Docomo have 96%, to 100% satisfied customers. This also implies that Airtel charges higher rates (cost) compared to BSNL, Uninor and Tata Docomo.

The above phenomenon is reinforced from the data on second SIM card holder's preference of a particular service provider. 466 customers (47% of total sample customers) uses Airtel as first SIM card but at same time 168 of 466 first SIM card holders of Airtel uses second SIM cards of the other service providers. 55% and 17% of (168) second SIM card holders of Airtel uses Uninor and Tata Docomo respectively because of low tariff rates. At the same time 42% and 21% of second SIM card holders of Uninor and Tata Docomo respectively uses Airtel as second SIM card for the purpose of network coverage. In another way also we can observe that more than 60% of 198 second SIM card holders who have choosen second SIM card for the purpose of network coverage are from Airtel. In this context, attrition rate in the event of change of service providers, Airtel lost only 7% of customers to other service providers. But at the same time it gained more customers (more than double of loss) from other service providers.

Further Airtel has 91% to 95% of satisfied customer's interms of promotional schemes and Value added services ahead of BSNL, Idea and Vodafone. However the other factors might have contributed for the success of Airtel, such as that Airtel entered the market very early, acquired and utilized modern technology and developed infrastructure particularly in metropolitan, urban and semi urban areas by entering into joint collaboration with foreign multinational company and invested heavily.

On the whole it can be concluded that Airtel is highly successful in acquiring and retaining profitable loyal customers with the help of CRM practices and strategies. This is because with the help of CRM technology Airtel identified the needs, desires and expectations of new and loyal customers and accordingly it has developed its own marketing strategies. That is Airtel focused on services such as network coverage, promotional, VAS and Customer care services even though charging higher tariff charges compared to the other competitors. Thus we can also say CRM is not just technology but doing marketing strategies. (Table No 3)

7.2 BSNL: The data reveals that BSNL constitutes 20% of total first SIM card holders but it constitutes only 6%of second SIM card holders. Generally lower middle class, lower salaried employees of government and private organizations and subscribers in rural areas choose BSNL for its low cost and network coverage services. As already mentioned above, with regard to network BSNL has an edge over Airtel in rural areas but at the same time it lags behind Airtel in urban and semi urban areas particularly network coverage is weak in peak hours due to lack of modern technology in cell towers though it has 72% satisfied customers in network coverage service. In cost factor, it has 100% satisfied customers but failed to compete with Uninor and Tata Docomo in cost factor. However BSNL also adopted attractive and innovative promotional and VAS because it has 91% to 92% satisfied customers. BSNL also adopted CRM strategies since beginning and identifying loyal customers and offering special incentives individually. Adoption of CRM is major reason that BSNL has 91% to 95% satisfied customers in promotional and VAS. BSNL has other disadvantages such as failure in adoption of intensive distribution strategy, bureaucratic nature of employees, high salaries resulting high cost and lack of modern technology. In spite of these disadvantages, BSNL is surviving and competing other multinational company's service providers, because BSNL has bandwagon of loyal customers in rural and backward area. In terms attrition rate – change from one service provider to another service provider BSNL lost 13% of customers to other service providers but at the same time it gained 15% of customers from other service providers. In cost effectiveness also it offer low cost services compared to Airtel, Vodafone and Idea. If the BSNL had not adopted CRM strategies the present subscriber base would have been less and losses would have been higher. (Table No 4)

7.3 Uninor: Uninor accounted for 10% of first SIM card holders but occupied first position by accounting for 30% of second SIM card holders. It is very strong in cost and promotional services having 96% to 100% satisfied customers. The main reason for the second SIM card holder's to choose Uninor is only for the low cost services. First SIM card holders of Airtel, Vodafone, BSNL and Tata Docomo who use second SIM cards ranging from 33% to 50% have chosen Uninor. It provides services of free talk time without any limit from Uninor to Uninor. As a result customer by purchasing two SIM cards one for himself and one for family member and can talk freely with their family member without any time limit and spend much time. Uninor also has 100% satisfied customers in promotional aspects. It indicates, it is offering number of incentives to retain loyal customers individually. Further Uninor started purchase service by opening retail outlets in the streets and there very popular by providing hassle free purchase and luring and attracting new customers very fastly. Uninor focused only on low cost, attractive promotional and hassle free purchase services where CRM played an important role in developing successful marketing strategies. As a result, though Uninor entered lately in the market around late 2000's and acquired high growth rate in subscriber base and retaining the loyal customers. It is a worldwide successful multinational company and its business and marketing strategies are highly successful. (Table No 5)

7.4 Tata Docomo: Tata Docomo accounted for nearly 20% of second SIM card holders and very negligible portion in first SIM card holders. The main reasons are cost, promotional and VAS factors. It has 100% to 88% satisfied customers on these three factors respectively. Tata Docomo introduced first time in India "one paise per second pulse rate" even before Uninor came into existence. As a result customers prefer Tata Docomo as a second SIM card because of low cost services. BSNL and Idea first SIM card holders, who have purchased ranging from 25% to 33%, second SIM cards are from Tata Docomo. Tata Docomo also offered attractive promotional and VAS service having 88% to 100% satisfied customers. This indicates CRM strategies adopted by Tata Docomo are also successful. (Table No 6)

7.5 Vodafone and Idea: These two service providers constitute around 10% each in both first and second SIM card holders of total sample. Vodafone is a second largest company entered in India after 2006 by acquiring Hutch. Idea is a Birla Group of company and collaboration with an international V S Corporation. This indicates these two service providers are strong in technology and funds. These two service providers are giving tough competition to Airtel by providing equally better network coverage with voice clarity. They are also offering attractive and innovative promotional and value added services. But these two service providers are providing all services with higher cost/ price compared to other five service providers. They have only 59% to 64% satisfied customers in cost effective services. This indicates they are mainly concentrating on providing network, promotional and value added services to acquire and retain loyal customers by adopting CRM strategies. (Table No 7 and Table No 8)

8. CONCLUSION

On the whole from the analysis of customers opinions on independent variables considered for measuring the satisfaction levels/experiences, it can be conducted that most of the customers are happy and satisfied, because 79 to 97% of customer respondents on the above said four out of six service variables opined and expressed excellent and good and 63% and 64% of customer respondents expressed their satisfaction excellent and good in two variables i.e. Customer care centre and Network facility. It means, still the service providers needs to enhance the customer care services and to establish a good network infrastructure technology for luring and retaining customers. All land line customers selected BSNL and all 1000 sample customers have first SIM card and 73% (730 of 1000) have second SIM cards. This implies no single service provider-single SIM card is able to satisfy the customers to the present level of satisfaction and also the second SIM card facility had not been available the customers satisfaction level would have been lower.

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ANNEXURE

TABLES

TABLE 3: PURCHASING SERVICE – CUSTOMER SATISFACTION

Services	Grades	BSNL	Bharthi Airtel	Vodafone	Idea	Reliance	Tata Docomo	Uninor	Total
Landline service	Excellent	43 (47.78)	-00-	-00-	-00-	-00-	-00-	-00-	43 (47.78)
	Good	47 (52.22)	-00-	-00-	-00-	-00-	-00-	-00-	47 (52.22)
	Average	-00-	-00-	-00-	-00-	-00-	-00-	-00-	-00-
	Poor	-00-	-00-	-00-	-00-	-00-	-00-	-00-	-00-
	Very poor	-00-	-00-	-00-	-00-	-00-	-00-	-00-	-00-
	Total	90 (100)	-00-	-00-	-00-	-00-	-00-	-00-	90 (100)
Cell Phone service	Excellent	115 (58.67)	264 (56.65)	71 (65.74)	39 (51.32)	13 (54.17)	25 (78.13)	71 (72.45)	598 (59.8)
	Good	74 (37.76)	191 (40.98)	32 (29.63)	33 (43.42)	11 (45.83)	07 (21.87)	25 (25.51)	373 (37.3)
	Average	07 (3.57)	11 (2.37)	05 (4.63)	04 (5.26)	00	00	02 (2.04)	29 (2.90)
	Poor	00	00	00	00	00	00	00	00
	Very poor	00	00	00	00	00	00	00	00
	Total	196 (100)	466 (100)	108 (100)	76 (100)	24 (100)	32 (100)	98 (100)	1000 (100)

Source: Primary Data

TABLE 4: CUSTOMER CARE – CUSTOMER SATISFACTION

Services	Grades	BSNL	Bharthi Airtel	Vodafone	Idea	Reliance	Tata Docomo	Uninor	Total
Land line service	Excellent	12 (20.68)	---	---	---	---	---	---	12 (20.68)
	Good	21 (36.20)	---	---	---	---	---	---	21 (36.20)
	Average	13 (22.44)	---	---	---	---	---	---	13 (22.44)
	Poor	01 (1.72)	---	---	---	---	---	---	01 (1.72)
	Very poor	11 (18.96)	---	---	---	---	---	---	11 (18.96)
	Total	58 (100)	---	---	---	---	---	---	58 (100)
Cell Phone service	Excellent	46 (35.11)	125 (32.64)	18 (20.45)	20 (32.25)	08 (40.00)	11 (44.00)	28 (38.88)	256 (32.77)
	Good	31 (23.66)	135 (35.25	25 (28.41)	18 (29.03)	08 (40.00)	05 (20.00)	11 (15.28)	233 (29.83)
	Average	19 (14.50)	46 (12.01)	30 (34.09)	15 (24.19)	04 (20.00)	09 (36.00)	22 (30.55)	145 (18.57)
	Poor	25 (19.08)	59 (15.40)	12 (13.63)	06 (9.67)	--	--	10 (13.89)	112 (14.34)
	Very poor	10 (7.65)	18 (4.70)	03 (3.42)	03 (4.86)	--	--	1 (1.40)	35 (4.49)
	Total	131 (100)	383 (100)	88 (100)	62 (100)	20 (100)	25 (100)	72 (100)	781 (100)

Source: Primary Data

TABLE 5: NET WORK FACILITY – CUSTOMER SATISFACTION

Services	Grades	BSNL	Bharthi Airtel	Vodafone	Idea	Reliance	Tata Docomo	Uninor	Total
Landline service	Excellent	82 (91.11)	-00-	-00-	-00-	-00-	-00-	-00-	82 (91.11)
	Good	08 (8.89)	-00-	-00-	-00-	-00-	-00-	-00-	08 (8.89)
	Average		-00-	-00-	-00-	-00-	-00-	-00-	00
	Poor		-00-	-00-	-00-	-00-	-00-	-00-	00
	Very poor		-00-	-00-	-00-	-00-	-00-	-00-	00
	Total	90 (100)	-00-	-00-	-00-	-00-	-00-	-00-	90 (100)
Cell Phone service	Excellent	76 (38.77)	195 (41.84)	30 (27.77)	21 (27.63)	06 (25.000	05 (15.62)	22 (22.44)	355 (35.5)
	Good	65 (33.16)	118 (25.32)	35 (32.41)	24 (31.57)	12 (50.00)	10 (31.25)	21 (21.42)	285 (28.5)
	Average	37 (18.87)	102 (21.88)	15 (13.89)	19 (25.00)	06 (25.00)	04 (12.50)	10 (10.20)	193 (19.3)
	Poor	18 (9.20)	51 (10.96)	18 (16.67)	04 (5.26)	--	03 (9.37)	16 (16.32)	110 (11.0)
	Very poor	--	--	10 (9.26)	08 (10.54)	--	10 (31.26)	29 (29.62)	57 (5.7)
	Total	196 (100)	466 (100)	108 (100)	76 (100)	24 (100)	32 (100)	98 (100)	1000 (100)

Source: Primary Data

TABLE 6: VALUE ADDED SERVICES – CUSTOMER SATISFACTION

Services	Grades	BSNL	Bharthi Airtel	Vodafone	Idea	Reliance	Tata Docomo	Uninor	Total
Landline service	Excellent	26 (57.77)	-00-	-00-	-00-	-00-	-00-	-00-	26 (57.77)
	Good	--	-00-	-00-	-00-	-00-	-00-	-00-	--
	Average	--	-00-	-00-	-00-	-00-	-00-	-00-	--
	Poor	--	-00-	-00-	-00-	-00-	-00-	-00-	--
	Very poor	19 (42.23)	-00-	-00-	-00-	-00-	-00-	-00-	19 (42.23)
	Total	45 (100)	-00-	-00-	-00-	-00-	-00-	-00-	45 (100)
Cell Phone service	Excellent	16	85	18	11	04	04	14	152 (19.04)
	Good	111	305	46	29	20	18	35	564 (70.67)
	Average	---	07	16	02	--	03	09	37 (4.64)
	Poor	05	09	---	09	---	---	05	28 (3.50)
	Very poor	03	05	02	---	---	---	07	17 (2.15)
	Total	135	411	82	51	24	25	70	798 (100)

Source: Primary Data

TABLE 7: COST EFFECTIVENESS – CUSTOMER SATISFACTION

Services	Grades	BSNL	Bharthi Airtel	Vodafone	Idea	Reliance	Tata Docomo	Uninor	Total
Landline service	Excellent	12 (66.67)	---	---	---	---	---	---	12 (66.67)
	Good	06 (33.33)	---	---	---	---	---	---	06 (33.33)
	Average	--	---	---	---	---	---	---	--
	Poor	--	---	---	---	---	---	---	--
	Very poor	--	---	---	---	---	---	---	--
	Total	18 (100)	00	00	00	00	00	00	18 (100)
Cell Phone service	Excellent	78 (49.68)	102 (25.00)	31 (37.35)	25 (35.71)	08 (40.00)	18 (72.00)	61 (67.78)	323 (37.86)
	Good	79 (50.32)	186 (45.58)	18 (21.67)	20 (28.57)	12 (60.00)	07 (28.00)	25 (27.78)	347 (40.67)
	Average	--	33 (8.08)	16 (19.28)	12 (17.14)	00	--	04 (4.44)	65 (7.62)
	Poor	--	13 (3.18)	--	13 (18.58)	--	--	--	26 (3.05)
	Very poor	--	74 (18.16)	18 (21.70)	--	--	--	--	92 (10.80)
	Total	157 (100)	408 (100)	83 (1000	70 (100)	20 (100)	25 (100)	90 (100)	853 (100)

Source: Primary Data

TABLE 8: PROMOTIONAL SCHEMES – CUSTOMER SATISFACTION

Services	Grades	BSNL	Bharthi Airtel	Vodafone	Idea	Reliance	Tata Docomo	Uninor	Total
Landline service	Excellent	36 (65.45)	---	---	---	---	---	---	36 (65.45)
	Good	12 (21.81)	---	---	---	---	---	---	12 (21.81)
	Average	07 (12.74)	---	---	---	---	---	---	07 (12.74)
	Poor	--	---	---	---	---	---	---	--
	Very poor	--	---	--	---	---	---	---	--
	Total	55 (100)	--	--	--	--	--	--	55 (100)
Cell Phone service	Excellent	78 (48.45)	174 (47.67)	33 (41.77)	38 (52.77)	12 (50.00)	22 (70.96)	61 (64.21)	418 (50.55)
	Good	69 (42.85)	159 (43.56)	38 (48.10)	25 (34.72)	08 (33.33)	09 (29.04)	34 (35.79)	342 (41.35)
	Average	14 (8.70)	32 (8.77)	08 (10.13)	09 (12.51)	04 (16.67)	--	--	67 (8.10)
	Poor	--	--	--	--	--	--	--	--
	Very poor	--	--	--	--	--	--	--	--
	Total	161 (100)	365 (100)	79 (100)	72 (100)	24 (100)	31 (100)	95 (100)	827 (100)

Source: Primary Data

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