



A STUDY OF CUSTOMER EXPECTATION AND EXPERIENCES WITH PHONE SERVICES IN BANGALORE CITY

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ABSTRACT

Indian telecom sector is one of the oldest and largest networks in the world. With more than 40 million telephone lines spread across all the states Indian telecom is a giant set-up. The sector that was till recently dominated only by the government is now seeing the rise of the private service providers for the first time. The sector was one of the biggest monopolies in the country. The Indian telecom sector consists of the communication ministry at the top. There us an autonomous regulatory body called the telecom Regulatory Authority of India (TRAI).the government issues the licenses to service provides under various categories to provide the telecom services to the consumers

Key words:Customer, Mobile, Service, Expectation , Satisfaction and Experiences

INTRODUCTION TO STUDY

Satisfaction is a person's feeling of pleasure or disappointments resulting from comparing a product's perceived performance in relation to his/her expectations. When one product or service performance falls short of expectations, the customer is dissatisfied. If performance matches the customers' expectations the customer is satisfied. If performance exceeds expectations the customer is highly satisfied. Many companies want to reach the second stage i.e. highly satisfied. Companies are aiming for TCS (Total Customer Satisfaction). Because today the customer is the king and the organization revolving around him, precautionary and writing in the popular press tend to use the terms "Satisfaction" and "Quality" interchangeably. Current thinking suggests both service quality and customer satisfaction can be viewed at the individual service encounter level. Service quality is a focused evaluation that reflects the customer's perception of the five specific dimensions of service. Satisfaction, on the other hand, is more inclusive, it is influenced by perceptions of service quality, product quality as well as situational and personal factors. In every service encounter aim is customer satisfaction because every service encounter is potentially critical to customer retention. Many firms aim for "Zero defects" or 100% satisfaction.

Sources of pleasure and displeasure in service:

The importance of service encounters in building quality, perception and ultimately influencing customer satisfaction with the organization

Recovery: Employee response to service delivery system failures when a failure of the service delivery system and an employee is required to respond in some way to customers complaints and disappointments¹.

Adaptability: Employee response to customer needs and requests. When the customer has special needs or requests that place demands on the process. Here customer judge service quality in terms of the flexibility of the employees and the system. Here we can see one example in satisfactory side and dissatisfaction side.

STATEMENT OF PROBLEM:

Today is the world of inventions and innovations and that lies in a customer who is dynamic and his beliefs, attitude and his satisfaction level. It is needless to affirm that marketing is a new way of thinking about how companies and other organization can develop beneficial change with target customer who is always inclined in seeking to satisfy some needs and wants. Hence the problem is how we can find more customers for what services we provide, how the company can live up to their expectations and understand the different aspects of customer's views.

SCOPE OF THE STUDY:

Today the telecommunications industry is undergoing a revolution. Many types of branded companies are entering into this field. This has given rise to the opening of the competitive mobile phone service stations like Airtel, Spice, Hutch, Reliance Infocom, BSNL and Tata Indicom to offer the requisite services to the cellular users.

With the study we can get some suggestions from subscribers for service improvements in terms of quality. In the study we can find out the levels of customer satisfaction .we can also identify the causes for customer dissatisfaction like disturbance, call cost, more service charges, and clarity of sound and delivery of the product.

NEED FOR THE STUDY:

Cell phone has become a part of everyone's life. In this study we try to understand Bangalore users who are using different services provided by the subscriber. So there is also need to study:

- 1) What services are provided by the various cellular service providers now-a-days and how they can provide better services to the subscribers?
- 2) To understand different aspects of customers views and satisfactions.
- 3) What new services are being provided by the various service providers?

OBJECTIVE OF THE STUDY:

1. To generate suggestions from subscribers for service improvement.
2. To study the present network of the mobile phone services.
3. To identify the various complaints of the subscribers on various aspects like clarity, disturbance, call cost, service charges, etc.
4. To find out the companies response to customer needs and wants.
5. To find out the level of customer satisfaction from the service providers.
6. To find out which service provider has the maximum number of satisfied customers.

SAMPLE DESIGN:

Sampling may be defined as the selection of some part of an aggregate or totality, on the basis of which judgment about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by only examining only a part of it.

For the purpose of the study 100 samples i.e. subscriber of mobile phones in surveyed to collect the primary data.

The convenient sampling is used to select the representative sampling from the population, because researcher does not have subscriber who are easily accessible.

Sample size:

A total number of 100 respondents were included in the study of these most were software engineers of software companies and students and also the general public.

DISCUSSIONS

Nothing, perhaps nothing i.e. not Gods creation, can be perfect in this world. Much less, an organization which is nothing but a sum total of all its people, people with their likes, dislikes and varying capabilities. But an organization can arrange its activities in a manner that enables it to perform better than most, achieve excellence in whatever it is doing; it will still have weakness and room for improvement.

The deployment of alternative access networks has been recognized as a means towards greater service competition and lesser regulation in the telecom industry. In simple terms, the idea is that one each consumer could choose from among multiple service providers, the need to regulate access would wane. Competition in network provision or in access provision is therefore considered to be the key to both fostering retail competition and to reducing market power in the network provision side.

During the 1990s, cellular access networks emerged as the most viable alternative access network to the incumbents fixed access network. Cellular mobile telephony services were launched in the early-1980s as an expensive service tailored to business customers. Since then, cellular networks have made tremendous

contributions to reforms in telecommunications by demonstrating the benefits of competition and innovation and by extending connectivity. Cellular subscriptions have grown exponentially, exceeding penetration rates of 60% in many countries, while the number of mobile subscribers is rapidly overtaking the number of fixed lines.

In India, the potential of cellular services is evident from the rapid growth of cellular telephone systems, which attracted nearly 6.43 million subscribers by end-March 2002. If current trends are any indication cellular subscriptions are expected to approach 16.50 million by end-June 2004 and account for 20% of telephone connections. However, cellular penetration would still be slightly more than 1% of the population.

Mobile telecommunications not only add the feature of mobility, but they also complement and compete with the fixed line network for voice communication. Cellular services have created a new way for entrants to gain access to customers and appear to have the maximum potential in breaking the incumbent's monopoly control over customer access-for long major problem in the telecommunications industry. Significantly, mobile telecommunications can play an increasingly important role in providing universal service, at a lower cost, than fixed line service.

For users, mobile telecommunication offers the obvious benefits of mobility and better service quality. Given the large benefits users are deriving from mobile telecommunications services and the competition that mobile telephony is likely to provide to the incumbent fixed line monopolies in the foreseeable future, there may be a public good in sustaining the growth of this industry.

RECOMMENDATIONS:

Based on the data collected through subscriber survey certain suggestions are given. They are:

Many respondents complaint about the disturbance during traveling. So some measures should be taken to overcome this problem.

Most of the BSNL users have complaint about the network problem in city limits. More towers should be put up to avoid this problem.

The DOT charges from mobile to land lines should be removed.

Airtel should try to expand its coverage area and should provide roaming facility all over India.

The customer care of Hutch is pathetic, it should be checked.

The talk time should be increased.

The grace period should be increased from 30 days to 45 days.

Reliance should try to expand its coverage area.

Various schemes and services should be provided which will help the service providers to turn new subscribers and gain confidence among already existing subscribers.

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