



A Study on Customer Satisfaction of JIO cell phone service network provider compared with other networks

Management

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ABSTRACT

This Research paper reviews the satisfaction of customers of JIO telecommunication network. We know that the introduction of JIO in Indian telecommunication industry makes many impacts. Now all other companies are also trying to provide services to customers like JIO. So this Paper highlights the market potential of 4G business and the customer satisfaction of JIO compared to other networks. Customer satisfaction is highlighted as a loyalty strategy. It narrates demand supply issues of service products.

KEYWORDS:

4G Network, LTE Mobile network, VoLTE, Customer satisfaction,

Introduction

Reliance Jio Infocomm Limited, doing business as Jio, is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai, that provides wireless 4GLTE service network (without 2G/3G based services) and is the only 'VoLTE-only' (Voice over LTE) operator in the country which lacks legacy network support of 2G and 3G, with coverage across all 22 telecom circles in India.

The services were first beta-launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries, and later services were commercially launched on 5 September 2016.

The company commercially launched its services on 5 September 2016. Within the first month of commercial operations, Jio announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world. Jio crossed 50 million subscriber mark in 83 days since its launch. Jio crossed 100 million subscribers on 22 February 2017.

Customer Satisfaction

Customer satisfaction is the study of when, why and how people are satisfied or not with the product that they buy. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants

Marketing experts maintain that satisfied customers are critical to profitability because they,

- Stay with a company longer as repeat customers
- Deepen their relationship with the co.
- Demonstrate less price sensitivity and
- Recommend the company's products or services to others

According to some, customer satisfaction is more important in the current market place than ever before. In the past business relied on technology and product innovation for competitive advantage. "big business attitude must give way to small business mentality were frontline associates treat customers with dignity"

Complete customer satisfaction is the key to secure customer loyalty and to create long term business performance. Most entrepreneurs realise that the more competitive the market, the more important the level of customer satisfaction. This is a case of buyers market. On the other hand if it is sellers market, degree of affection to customer goes

down. Here marketers command the market. What most do not realise, however, is just how important the level of customer satisfaction is in markets where competition is intense, such as hard and soft durables, business equipment, financial services, and retailing. In markets like these, there is a tremendous difference between the loyalty of merely satisfied and completely satisfied customers.

Strategies of JIO

Jio's headquarters in RCP, Navi Mumbai. In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for 4,800cr. Although unlisted, IBSL was the only firm to win broadband spectrum in all 22 zones in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

In June 2015, Jio announced that it will start its operations all over the country by the end of 2015. However, four months later in October 2015, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016-2017.

Later in July, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of pan-India licence to Jio by the Government of India. The PIL also alleged that Jio was allowed to provide voice telephony along with its 4G data service, by paying an additional fees of just 165.8 crore (US\$25 million) which was arbitrary and unreasonable, and contributed to a loss of 2,284.2 crore (US\$340 million) to the exchequer.

The Indian Department of Telecom (DoT), however, refuted all of CAG's claims. In its statement, DoT explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

Beta launch

The 4G services were launched internally to Jio's partners, its staff and their families on 27 December 2015. Bollywood actor Shah Rukh Khan, who is also the brand ambassador of Jio, kick started the launch event which took place in Reliance Corporate Park in Navi Mumbai, along with celebrities like musician A R Rahman, actors Ranbir Kapoor and Javed Jaffrey, and filmmaker Rajkumar Hirani. The closed event was witnessed by more than 35000 RIL employees some of whom were virtually connected from around 1000 locations including Dallas in the US.

Commercial launch

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Network

Radio frequency summary

Jio owns spectrum in 800 MHz and 1,800 MHz bands in 10 and 6 circles, respectively, of the total 22 circles in the country, and also owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid till 2035.

Telecom circle	FDD-LTE 1800MHz Band 3	FDD-LTE 850MHz Band 5	TDD-LTE 2300MHz Band 40
Andhra Pradesh&Telangana	✓	✓	✓
Assam	✓	✓	✓
Bihar&Jharkhand	✗	✓	✓
Delhi	✓	✓	✓
Uttar Pradesh (East)	✓	✓	✓
Gujarat	✓	✓	✓
Haryana	✓	✓	✓
Himachal Pradesh	✓	✓	✓
Jammu and Kashmir	✗	✓	✓
Karnataka	✓	✓	✓
Kerala	✓	✓	✓
Kolkata	✓	✓	✓
Madhya Pradesh&Chhattisgarh	✓	✓	✓
Maharashtra	✓	✓	✓
Goa	✓	✓	✓
North East	✓	✓	✓
Odisha	✓	✓	✓
Punjab	✗	✓	✓
Rajasthan	✓	✓	✓
Tamil Nadu	✓	✓	✓

Telecom circle	FDD-LTE 1800MHz Band 3	FDD-LTE 850MHz Band 5	TDD-LTE 2300MHz Band 40
West Bengal	✓	✓	✓
Uttar Pradesh (West)	✓	✓	✓

Partnerships

Ahead of its digital services launch, Mukesh Ambani-led Reliance Jio entered into a spectrum sharing deal with younger brother Anil Ambani-backed Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode.

Products and Services

4G Broadband

The company launched its 4G broadband services throughout India on September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Mukesh Ambani, owner of Reliance I f

June 2015 at RIL's 41st annual general meeting. It offers data and voice services with peripheral services like instant messaging, live TV, movies on demand, news, streaming music, and a digital payments platform.

The company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) licence, Jio will also serve as a TV channel distributor and will offer television-on-demand on its network.

LYF Smartphones

In June 2015, Jio tied up with domestic handset maker Intex to supply 4G handsets enabled with voice over LTE (VoLTE) feature. Through this, it plans to offer 4G voice calling besides rolling out high-speed Internet services using a fiber network, in addition to the 4G wireless network. However, in October 2015, Jio announced that it would be launching its own mobile handset brand named LYF.

On 25 January 2016, the company launched its LYF smartphone series starting with Water 1, through its chain of electronic retail outlets, Reliance Retail. Three more handset models have been released so far, namely Water 2, Earth 1, and Flame 1.

Jionet WiFi

Prior to its pan-India launch of 4G data and telephony services, Jio has started providing free Wi-Fi hotspot services in cities throughout India including Surat, Ahmedabad in Gujarat, and Visakhapatnam in Andhra Pradesh, Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubaneswar in Odisha, Mussoorie in Uttarakhand, Collectorate's Office in Meerut, and at MG Road in Vijayawada among others.

In March 2016, Jio started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC World Twenty20 matches. Jionet was made available in Wankhede Stadium (Mumbai), Punjab Cricket Association IS Bindra Stadium (Mohali), Himachal Pradesh Cricket Association Stadium (Dharamshala), Chinnaswamy Stadium (Bengaluru), Feroz Shah Kotla (Delhi), and Eden Gardens (Kolkata) in India.

Jio apps

In May 2016, Jio launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a JioSIM card to use them. Additionally, most of the apps are in beta phase. Following is a list of the apps:

- MyJio - Manage Jio Account and Digital Services associated with it
 - JioTV - A live TV channel service
 - JioCinema - An online HD video library
 - JioChat Messenger - An instant messaging app
 - JioMusic - A music player
 - Jio4GVoice (earlier JioJoin) - A VoLTE phone simulator
 - JioMags - E-reader for magazines
 - JioXpressNews - A news and magazine aggregator
 - JioSecurity - Security app
 - JioDrive - Cloud-based backup tool
 - JioMoney Wallet - An online payments/wallet app
 - JioSwitch - Transfer content
 - Jiofi - Wireless router
 - Branding and marketing
- On December 24, 2015, Bollywood actor Shah Rukh Khan was appointed as Jio's brand ambassador.

Customer Satisfaction Of JIO Network

The studies show that the customers are using jio sim with another sim that they are already using. They would not like to remove their old sim because that sim's contact number is known to everyone. For

using jio sim, the customers require a cellular with 4G technology. Most of the 4G technology enabled cellular have the facility of dual sim slot. So the customers can keep their old sim in one slot and jio sim in second slot. This can enable them to use both sim in single phone without any interruption.

Studies reveal that one of the main reasons for buying jio sim is its high speed internet. More than 60% of the customers are purchased jio sim for that reason. Another important aspect regarding customer satisfaction of jio sim is its activation process. No other telecommunication companies in india never used these type of activation process. Studies show that 75% of the customers are taken less than 24 hours to activate their jio sim. This is one of the most prominent factors that provide great satisfaction to jio customers.

Another important thing is that more than 80% of the customers are using jio sim only for internet purpose. They buy jio sim only for availing free internet facility. They rarely use other services of jio sim because they buy it only for using internet. The customers are also highly satisfied with the 4G speed provided by the jio. More than 90% of the customers argued that jio provides high speed 4G internet rather than any other companies in india. They are also highly satisfied with the various offers provided by the jio company.

The customers are also dissatisfied in certain areas. They face high interruption while using calling services. More than 75% of customers opined that they are facing problem while making call through jio sim.

Regarding the availability of jio networks, more than 95% of the customers are satisfied. They argued that no other company in india provides these type of vast network. Another thing is that most of the customers not even contacted jio customer care because they provide uninterrupted internet facilities in 24 hours in a day. Many of the customers also opined that if they have any complaint, it will be rectified by them within 24 hours. This is another important area of customer satisfaction.

We know that jio provides various applications called as jio apps. These apps are also greatly influenced by customers. More than 50% of the customers are regularly use jio apps for availing various services.

They are also made some suggestions to jio such as

- expand date of maturity of free service
- Make JIO services available in 3G phones
- Provide better range in rural areas because rural customers are not able to use JIO at home
- Try to remove interruptions causing while calling

Conclusion

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Jio entered in the telecommunication industry in a time where already a no. of companies are captured the market and make their place. But the creative and innovative strategy of jio makes a huge impulse in the market. Jio crossed 100 million customers within a limited time. The study indicates that the customers are highly satisfied with the jio sim. The strategies of jio attract many new customers. They provide high preference to customer satisfaction.

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