Research Paper Commerce

A Study on Customer Satisfaction Towards Bsnl With Special Reference to the City of Coimbatore

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INTRODUCTION

In the modern world everything becomes close to everyone because of the improvement in the science & technology and also in the research & development.Innovation of new product changes the life style of common man. in the dynamic environment it has become essential to have competitive edge over others in every sphere of life. Faster mode of communication for any purpose can provide a solution for this A Few years back the telephone was considered to be an extra ordinary thing & status symbol; but now most of the people are using basic telephone services & also mobile phone has become a part of day today life.In India cellular phones were introduced in mid of the nineties in the metro cities but now most of the towns are connected by cellular network including remote villages. The overcoming of communication barriers has helped everyone to grow relationship with others. Information & ideas are being exchanged at a faster rate in order to update & enrich & leading them to prosperity. The study aims in determining the satisfaction level of consumers towards BSNL covering the district of Coimbatore

NEED FOR THE STUDY

- Customer satisfaction is must to understand the likes and dislikes of the customers regarding service
- To evaluate understand the channels and how they working.
- To know whether customer receive the service on time, and is it full filling their needs to the desired levels
- This would help to plan for the better channel and improve CRM activities which assure the customer to be satisfied

SCOPE OF THE STUDY

- The study helps to understand whether the customer is satisfied or dissatisfied
- To find the various factors that causes the dissatisfaction to the customer and overcome those by a better strategy
- To channel the distribution which will enable to reach the customer and communicate
- This will ultimately lead to customer satisfaction

STATEMENT OF THE PROBLEM

Customer satisfaction is considered to be the most important factor as it involves the retention of the customer and creates brand loyalty and also it forms a base for attracting prospective customers. Typical elements that constitute customer satisfaction are; value added service, difficulties in tariffs customer care and timely response to customer complaints.

OBJECTIVES OF THE STUDY

- To find out the customer satisfaction towards BSNL in Coimbatore
- To know the importance of cellular communication
- To analyze the factors influencing the use of cellular service
- To identify the difficulties in BSNL cellular service
- To find out the customer expectation of BSNL cellular service.

RESEARCH METHODOLOGY

This study aims to identify customer satisfaction of BSNL in Coimbatore among the consumers for its purpose data were collected by survey methods through questionnaire. This questionnaire contains the questions regarding the various aspects and reasons for choosing BSNL.

SAMPLING

Totally 100 respondents have been interviewed and the data have been collected. The area of study has been restricted to Coimbatore town totally 100 respondents were selected at random for the purpose of the study.

FRAME WORK OF ANALYSIS

The study of customer satisfaction of BSNL in Coimbatore has been made through interview schedule method.100 respondents are selected randomly and were asked to answer the question based upon their answer the classification of respondents are done and are analyzed and interpreted. Percentages are used while analyzing and interpreting the data.

SOURCE OF DATA

The study is based on primary data only. The required information was collected through the interview schedule from the consumers directly by interviewing them.

STATISTICAL TOOLS USED

A simple statistical tool such as percentage is employed for the purpose of analysis of data.

HISTORY OF BSNL

Telecommunication is one of the most important infrastructures required for the modern life. Telephone instrument, which has the capability of practical use, has been introduced in 1876. The first telephone exchange was established at New Haven, in 1878.

After that, two telephone companies arose and they are: The Oriental Telephone Company Limited and The Anglo-Indian Telephone Company. By 1881, Government of India granted original oriental Telephone Company, the license to open Telephone exchanges at Calcutta, Bombay, Madras, Karachi and Ahmedabad. The first telephone exchange with 17 connections was commissioned on 19/08/1881 at Chennai. By the end of the year 1881 the telephone exchange expanded to 24 lines with 40 subscribers

IMPORTANCE OF THE STUDY

As the communication becomes very essential in sharing information and ideas competitive edge can be maintained if

the communication is made faster.This study of customer satisfaction helps in identifying the various factors related to the satisfaction of the customer through which a company can establish loyal customers and retains its growth by prospective customers. Measuring customer satisfactions becomes very essential for the company to be effective and efficient by adopting various related measures and forming a suitable marketing strategy.

FINDINGS

- Most of the respondents are between the ages of 30-40. And the least is in the age of above 50.
- Out of the total respondents 70% are male and other 30% are female.
- The marital status of the respondents shows that 35% are single and 65% are married.
- The occupation nature states that 25% are doing business, 25% are employed, 25% are students, 20% are executives and other 5% are housewives.
- The income level of of the respondents shows a higher range between 10,000 to 20,000.
- The means to know about BSNL shows that 45% of the respondents are known to this product by their friends, 40% by advertisements and 15% by their relatives.
- The nature of usage shows that 55% of the respondents use 2G sim and other 45% use 3G sim.
- The maximum number of respondents is satisfied with the Add-on service provided by BSNL.

SUGGESTIONS

- BSNL Cellular Service has been rated highly among the customers. The quality of service also rated as good by the customers. This should be maintained.
- Most of the customers opt cellular communication for their convenience. This should be considered as important factor while designing their marketing strategy.
- Customers are expecting more value added service like internet, E-mail, Video clips, etc. The company can make provisions for this.
- The signal strength is weaker in interior places: service provider should increase the signal strength.
- The company can look into restructuring of tariff to maintain competitive edge over rivals.
- The customer care centre should pay more attention in receiving and solving customer's complaints.
- The free incoming calls are key factor for satisfying customer. The same strategy should follow in future also.
- As the competitors are entering this field in this town the company can formulate appropriate marketing strategy to retrain existing customers and to attract new customers.
- As the company vision is "BSNL LIMITED strives to be the preferred provider of mobile communication services in all its area of operation. With the visionary zeal of a customer oriented and market-driven organization, BSNL abide by its un deterred commitment to provide customer with viable and cost-effective solutions in the domain of its expertise at all times" The company should stick to this and always maintain customer satisfaction.

CONCLUSION

The study says that most of the customers are satisfied by the service provided by the BSNL. The dissatisfaction is mainly due to delay in the signals. If there are steps taken to resolve the problem the retention of customer will be more and this will satisfy most of the customers increasing value of the service.

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