Mr. Abhinav Bhardwaj
Research Scholar, Singhania University

Dr. Jugesh Aspal
Research Guide, Professor and Director

CRM and Telecom Sector in India

INTRODUCTION

Liberalization of telecom sector of the Indian economy aims at improving accessibility, availability, reliability and connectivity through private sector participation and to bring about much needed improvement in the Quality of service. Through increased competition, the service providers are expected to become more sensitive and responsive to the customers needs and choices and endeavor to give him greater satisfaction. The Telecom Regulatory Authority of India (TRAI) has the mandate to safeguard the customer's interests and to set the standards of quality of service. The rapid technological advances which have taken place in the telecom sector have brought about significant improvements in the quality of service provided to customers. With the digitization of exchanges, and upgradation of external network, the fault rate has come down.

Customer Relationship Management (CRM) has become a strategic initiative in most companies today. This is due to several reasons. First growth of the services sector industries such as mobile phones, financial services and airlines, require integration of pre-sales, sales and post sale customer support. Also, there is a direct on going relationship between customers and the company especially in those service industries which are utility in nature: customer makes a choice in the beginning of a relationship and continues to give patronage so long as the company meets or exceeds customer's changing expectations. While the customer can terminate the relationship (unless it is a monopoly such as water or power); however, it is less likely. This provides the opportunity to conceptualize and calculate the time value of a customer and even encourage the marketer to think of long term investment in addition to short term promotion and pricing campaigns. Furthermore, this direct relationship allows the company to disaggregate the market and focus on individual customers and possibly invest in one to one marketing and relationship management. For example, most

ABSTRACT

The development of the telecom sector has experienced a major process of transformation in terms of its growth, technological content, and market structure in the last decade through policy reforms introduced by the Government. The impetus of these changes is expected to continue, and at a much faster pace.

The study aims to analysis that with the increase in competition in telecom services, higher levels of consumer satisfaction with affordable prices and improved quality of services achieving or not. Wireless telephony and the Internet are expected to be the preferred means of communication as convergence of telecommunications, broadcasting, and information technology progresses.

telecom now a days have a customised telecom plan for their high net worth clients. In other words, concepts of key account management and dedicated relationship manager common in industrial and business markets is today possible in consumer markets.

LITERATURE REVIEW

Customer Relationship Management (CRM) has once again gained prominence amongst academics and practitioners. However, there is a tremendous amount of confusion regarding its domain and meaning. In this paper, the authors explore the conceptual foundations of CRM by examining the literature on relationship marketing and other disciplines that contribute to the knowledge of CRM. A CRM process framework is proposed that builds on other relationship development process models.

CUSTOMER PROFITABILITY

This "business before technology" (Rigby, 2004) approach is also explicit in Bull's (2003) discussion of "CRM Implementation Strategic Issues", where the author clearly distinguishes between "transaction customers" and "relationship customers" and calls the CRM to be an important tool for identification of "right" customer groups, based on their profitability. Bull's (2004) paper also uses a case study to demonstrate how miscommunication among management, IT and marketing staff, lack of engagement and empowerment of certain employees, led to failure in addressing issues related to targeting the customer as the most important problem the new CRM was intended to solve.

CUSTOMER TIME VALUE

Business composite of CRM implementation proved to be useful also in papers, where the authors came up with a model of classifying customers based on their value and loyalty. For example Gurau, Ranchhold and Hackney, (2003) argue that technology can be used to define detailed customer profile based on their value and loyalty. However, proper advantage needs to be taken of the data insight that may require significant changes in organizational processes. The Gurau's (2003) paper uses Conway and Fitzpatrick (1999) relationship equity matrix presented in Figure 1, to categorize the customer groups based on their value and loyalty and to demonstrate where the technology can be useful to transform customers from one group to another to increase the profitability of the business and decrease costs where possible.

CUSTOMER SATISFACTION

"Customer satisfaction, as a construct, has been fundamental to marketing for over three decades. As early as 1960, (Keith, 1960) has defined the marketing as "satisfying is the needs and desires of the consumer satisfaction". And in 1982, (Hunt, 1982) reported that by the 1970s, the interest in customer satisfaction by the company had increase to such an extent that over 500 studies were published for the customer satisfaction and how gain the customer loyalty. This trend continued and by 1992, (Peterson and Wilson, 1992) estimated the amount of academic and trade articles on customer satisfaction to be over 15,000."

INTERNAL SATISFACTION

Research works have shown the importance and the link of internal (employee) satisfaction to the external (customer) satisfaction. (Hill and Alexander, 2000) stated that there is a positive relationship between employee satisfaction and customer satisfaction and this is achieved in companies that practice employee motivation and loyalty.

RESEARCH METHODOLOGY

RESEARCH DESIGN	DESCRIPTIVE
RESEARCH APPROACH	SURVEY
CONTACT METHOD	PERSONAL INTERVIEW
SAMPLE SIZE	1000
SAMPLING CRITERIA	SELECETIVE SAMPLING
RESEARCH INSTRUMENTS	QUESTIONNAIRE (SCHEDULE)

The survey is conducted in the Ghaziabad, Gautam Buddh Nagar and Meerut region

Research Objectives

1. Do the Telecom products offered by Telecom companies are customer centric.
2. Do they have a customer knowledge strategy?
3. To determine the satisfaction level of customers towards Telecom services.
4. To determine the satisfaction level of the customers towards the attitude/ behavior of the sales person.

FINDINGS

- A good majority of the respondents (85%) were using Mobile phones while (15%) were not using Mobile phones.
- A good majority of the respondents (75%) were using Landline telephone while (25%) were not using Landline telephone.
- A good majority of people (16%) are using BSNL, while Reliance are the least (5%) by considering 1000 samples, with respect to Mobile.
- A good majority of people (60%) are using BSNL with respect to Landline.
- A good majority of people (90%) are familiar with BSNL, while (4%) of people are familiar but have never used.
- There is a significant relationship between the Age of the Customers and Mobile Service used by the Customers.
- There is a significant relationship between the Location of the Customers and Migration of Customers.
- There is a significant relationship between the Location of the Customers and Satisfaction of BSNL Network used by the Customers.

RECOMMENDATIONS

Product Characteristics

- Celebrity endorsement, affordable price and low entry cost.
- Frequent promotional schemes and attractive Tariff plans.

Communication

Message

- Show the product benefit and tell them how this satisfies their requirements.

- Communicate the affordable price: justify why it is better than other brands already existing in the market and why anyone should prefer our brand to others

Channel

- TV is the strongest mass medium. Wide reach, most used
- FM radio best, most credible way to communicate product benefit, national brand status and slogans along with tune, hence easily remembered

Communication Strategy

- Availability can be enhanced by looking at new modes of distribution like coffee shops, and other hangout shops.
- To drive home the positioning in Lucknow market hoarding are the best.
- Activities: Games, Road Show, Display Prize ads.

CONCLUSION

India has one of the world's largest telecommunication networks. The telecom story continues to be the best evidence of the efficacy of the reforms process. In just six years, the number of mobile subscribers has gone up from just about one million to 100 million, a subscriber base that only four other countries China, the US, Japan and Russia can boast of. None can doubt the correlation between this explosive growth in numbers and the steep decline in the cost of the mobile phone and of its usage. Effective tariffs have dropped from over Rs 14 a minute to Re 1, bringing the phone within reach of people even below the middle-class.

The Government may have, therefore, landed itself a winner in the mobile phone service providers, but the task of taking telecom to the other 90 per cent of the population will call for even greater innovation in policymaking, technology and marketing. Still three-fourths of the land mass is not illuminated by a cellular signal and the price of the instrument is beyond the reach of a substantial section of the population let alone the charges for its use. These issues, of course, can be resolved by decisive policy action, such as a creative use of the Universal Services Obligation fund that now has over Rs 70 billion, releasing adequate spectrum to operators in the metros, and a proactive investment policy that invites many more equipment manufacturers to set up base in this country. The number portability issues

will solve many problems and will help the end users, which will change the whole scenario of competition and will make the game tougher for the service providers.

LIMITATIONS

1. All the secondary data collected in report was very difficult because lack of access of various websites.

2. It is very difficult to judge the validity of the secondary data because it was collected by someone others.

3. Some respondents had very poor knowledge about the subject matter covered. So it was very difficult to collect the primary data.

4. The sampling was of convenience sampling, where the error could be of the highest level.

5. The sample size was low for respondents.

6. The answer given by the respondents here be to be believe as true

7. Intimacy of "Indeterminacy" may be the cause of systematic bias.

8. The response given by customers may be in botherense by some other Factors

REFERENCES

Anderson, R.E. (1973) – "Consumer dissatisfaction: the effect of disconfirmed expectancy on perceived product performance", Journal of Marketing Research, Vol. 10, pp. 38-44.

Cadotte, E, R, R.B.Woodruff and Jenkins, R.L (1987)- Expectations and norms in models of consumer satisfaction, journal of marketing research, 24, Aug. pp 305-314.

Churchill, G.A and Surprenant, C (1982) - An investigation into the determinants of customer satisfacti Folkes, V. (1984) –

Churchill, G.A and Surprenant, C (1982) - An investigation into the determinants of customer satisfaction, journal of marketing research, 19, Nov, pp. 491- 504.

Consumer reactions to product failure: an attribution approach", Journal of Consumer Research, Vol. 10, March, pp. 398-409.on, journal of marketing research, 19, Nov, pp. 491- 504.

Coyne, K. (1989) – "Beyond service fads- meaningful strategies for the real world", Sloan Management Review, Vol. 30, Summer, pp. 69-76.

Dabholkar, P.A., Thorpe, D.I. and Rentz, J.O. (1996) – "A measure of service quality for retail stores: scale development and validation", Journal of the Academy of Marketing Science, Vol. 24, Winter, pp. 3-16

Dyche Jill (2002) The CRM handbook: A Business Guide to Customer Relationship Management. Addison-Wesley

Feèiková, I., (2004) – An index for measurement of customer satisfaction. The TQM Magazine, Vol. 16, No 1, pp. 57-66.

Fisk, R.P. and Young, C.E. (1985) - "Disconfirmation of equity expectations: effects on consumer satisfaction with services", in Hirschman, E. and Holbrook, H. (Eds), Advances in Consumer Research, Association for Consumer Research, Provo, UT

Fornell, C. (1992) - A national customer satisfaction barometer: The Swedish experience. Journal of Marketing, 56, 6-21.

Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American Customer Satisfaction Index: Nature, purpose, and findings. Journal of Marketing, 60(4), 7–18.