

**MARKET STUDY TO ANALYZE THE CUSTOMER SATISFACTION OF BSNL
WLL SERVICE IN COIMBATORE AND PERIPHERAL AREA.**

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A PROJECT REPORT

Submitted to the

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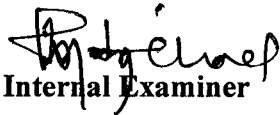
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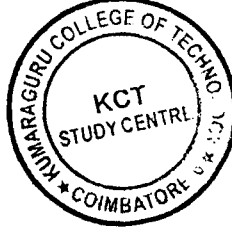
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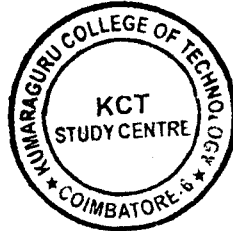
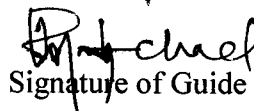


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Abstract

ABSTRACT

This project entitled “**A MARKET STUDY TO ANALYSE THE CUSTOMER SATISFACTION OF BSNL WLL SERVICES**” is conducted at Coimbatore and its peripheral areas.

The main objective is to determine the customer satisfaction of BSNL WLL Service. The research is conducted with 150 samples, on the basis of Convenience Sampling Technique. The primary data was collected by the Structured Questionnaire, which is filled by the respondents. The secondary data was collected from the journals, books, magazines and websites.

The researcher Simple Percentage Method for analysis and the main interpretations is made that almost many of the respondents are satisfied with the overall performance of BSNL WLL Service.

In this study, the researcher has given the suggestion to the company that they can improve overall performance and the researcher hopes that the findings and suggestions given to the company will be considered and implemented to the beneficial.

Acknowledgement

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Before getting into thick of things, I would like to add a few heartfelt words for the people who were a part of this project in numerous ways. People who gave unending support right from the time the project ideas were conceived. I am highly indebted to all people who have directly and indirectly contributed a lot towards the successful completion of this project.

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I take this opportunity to express my whole hearted thanks to BSNL subscribers and BSNL staff members for extending their cooperation to carry out my project with the their help.

I am also thankful to all the Faculty members of the **Department of Management Studies** for their kind and valuable cooperation during the course of the project. I would also like to thank my **beloved Parents, Friends** and well wishers who encouraged me to complete this project successfully.

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Chapter I

CHAPTER – I

INTRODUCTION

1.1 CUSTOMER SATISFICATION

Customer satisfaction is the main motto of every company. Satisfaction should add value to both subscriber and company. In general, satisfaction is a person's feelings or disappointment resulting from comparing a products perceived performance in relation to his or her expectation.

Whether the buyer is satisfied after purchase depends on the offerer's performance in relation to the buyer's expectations. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch. When a better offer comes a long. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand and not just a rational preference and result is high subscriber loyalty.

How do subscribers form their expectations?

Their expectations are influenced by their past buying experience, friends associated advice, and marketers raise the expectations too high. However if the company sets expectations too low, then the customers are likely to be disappointed and it won't attract enough buyers (Although it will satisfy those who do buy).

Some customers magnify the gap when the product is not perfect and they are highly dissatisfied. Other consumers minimize the gap under less unsatisfied.

In order to keep subscriber satisfied the basic elements for required are as follows:

- Quality
- Fair tariff
- Transparent Billing
- Efficient Delivery

QUALITY PRODUCT

In today's competitive market where customer have a choice of what from whom where to buy, if it has become necessary to provide quality products that is designed to serve the customers need and is devoid of fault as tendency to breakdown.

FAIR TARIFF

Companies that offer a fair tariff for a product are better able to compete in the market. The company which offers different plans for wide range of customers are able to satisfy them mostly.

TRANSPARENT BILLING

Another important aspect for satisfying the subscribers is through transparent billing system.

EFFICIENT DELIVERY

It is important to issue the connections immediately through single window systems at one stop. Therefore this distribution procedure should made simple and should be carried out as efficiently as possible.

Industry Profile

1.2 TELECOM INDUSTRY PROFILE

In India the history of telecommunications starts before 150 years. It was started during British Empire rule. After Independence telecom was controlled by Department of Telecommunications under Government of India. Monopolistic nature leads to premium price offerings. In nineties private operators were allowed in telecom field. In the span of 10 years growth of telecom increased to 75 %. The government has projected a subscriber population of 500 million by 2010 which means an average of over 7 million new subscribers per month.

Government policies are expected to provide a thrust in the following areas.

- Favorable manufacturing , R&D regime
- Network expansion to cover 85% of the geographical landmass.
- Broadband for e-governance and rural application
- Rural telephony expansion that envisages 1 in 3 rural house holds to have a telephone.

The dream of bridging the gap of industrial world and other rural parts of world becomes real through mobile or wireless communication. It is faster and cheaper too.

In India various private operators are providing GSM and CDMA technologies for wireless service. All operators are monitored by a regulatory authority namely, Telecom Regulatory Authority of India (TRAI).

The mission of Telecom Regulatory Authority of India (TRAI) is to ensure that the interests of consumers are protected and at the same time to nurture conditions for growth of telecommunications, broadcasting and cable services in a manner and at a pace which will enable India to play a leading role in the emerging global information society. BSNL is providing both GSM and CDMA network services. All operators are trying their

best to meet the bench mark fixed by TRAI in various service standards, like Quality of Service (QOS), pricing, and transparency in billing, customer care and rehabilitee.

ABOUT THE COMPETITORS

In telecom industry, BSNL is one of the main service provider of CDMA based WLL services in INDIA. The other main competitors are Reliance communications, TATA telecommunications and HFCL.

RELIANCE

Reliance Communications is the flagship company of the Anil Dhirubhai Ambani Group (ADAG) of companies. Listed on the National Stock Exchange and the Bombay Stock Exchange, it is India's leading integrated telecommunication company with over 60 million customers. It possesses the license to operate throughout India.

TATA

Tata Communications, a member of the Tata Group, is a leading global service provider of a new world of communications. They provide CDMA WLL mobile, WLL Fixed line and Fast Internet services.

Himachal Futuristic Communications Ltd (HFCL)

HFCL is providing WLL based services in northern region of India in and around Himachal Pradesh. They provide voice telephony and data services.

Company Profile

1.3 COMPANY PROFILE

Bharat Sanchar Nigam Ltd. formed in October, 2000, is World's 7th largest Telecommunications Company providing comprehensive range of telecom services in India: Wire line, **CDMA WLL Mobile**, GSM Mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP services, IN Services etc. Within a span of five years it has become one of the largest public sector units in India.

BSNL has installed Quality Telecom Network in the country and now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages and winning customer's confidence. Today, **it has about 47.3 million line basic telephone capacity, 4 million WLL capacity, 20.1 Million GSM Capacity, more than 37382 fixed exchanges, 18000 BTS, 287 Satellite Stations, 480196 Rkm of OFC Cable, 63730 Rkm of Microwave Network connecting 602 Districts, 7330 cities/towns and 5.5 Lakhs villages.**

BSNL is the only service provider, making focused efforts and planned initiatives to bridge the Rural-Urban Digital Divide ICT sector. In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every nook & corner of country and operates across India except Delhi & Mumbai. Whether it is inaccessible areas of Siachen glacier and North-eastern region of the country. BSNL serves its customers with its wide bouquet of telecom services.

BSNL is operator of India in all services in its license area. The company offers wide ranging & most transparent tariff schemes designed to suite every customer.

BSNL cellular service, CellOne, has more than 17.8 million cellular customers, garnering 24 percent of all mobile users as its subscribers. That means that almost every fourth mobile user in the country has a BSNL connection. In basic services, BSNL is miles ahead of its rivals, with **35.1 million Basic Phone subscribers** i.e. 85 per cent share of the subscriber base and 92 percent share in revenue terms.

BSNL has more than **2.5 million WLL subscribers** and 2.5 million Internet Customers who access Internet through various modes viz. Dial-up, Leased Line, DIAS, Account Less Internet(CLI). BSNL has been adjudged as the **NUMBER ONE ISP** in the country.

BSNL has set up a world class multi-gigabit, multi-protocol convergent IP infrastructure that provides convergent services like voice, data and video through the same Backbone and Broadband Access Network. At present there are **0.6 million DataOne broadband customers**.

The company has vast experience in Planning, Installation, network integration and Maintenance of Switching & Transmission Networks and also has a world class ISO 9000 certified Telecom Training Institute.

Scaling new heights of success, **the present turnover of BSNL is more than Rs.351,820 million (US \$ 8 billion) with net profit to the tune of Rs.99,390 million (US \$ 2.26 billion) for last financial year**. The infrastructure asset on telephone alone is worth about Rs.630,000 million.

The turnover, nationwide coverage, reach, comprehensive range of telecom services and the desire to excel has made BSNL the No. 1 Telecom Company of India.

Chapter II

Objectives of the Study

CHAPTER – II

MAIN THEME OF THE PROJECT

2.1 OBJECTIVE OF THE STUDY

Primary Objective

A market study to analyze the “CUSTOMER SATISFACTION” of WLL CDMA service of BSNL with respect to Coimbatore and its peripheral areas.

Secondary Objective

1. To find out the **customer satisfaction** of CDMA WLL service of BSNL in Coimbatore and its peripheral areas.
2. To evaluate the **service rendered** by the Customer Service Centers.
3. To determine **customer preference** towards BSNL WLL services.
4. To determine the effectiveness of other service standards
5. To find out satisfactory level of **Tariff and Roaming facilities** for BSNL WLL.
6. To determine the satisfactory level of WLL DATA Services.
7. To determine the Overall performance and quality of service of BSNL WLL.

*Scope and limitations of the
Study*

2.2 SCOPE AND LIMITATIONS OF THE STUDY

SCOPE

This study is intended to find out various factors that have influenced the customer satisfaction of BSNL CDMA WLL services in Coimbatore and its Peripheral Areas.

Limitations

- Time constraint is one of the important limitations of this project.
- This study is undertaken in Coimbatore and its Peripheral areas only. The results therefore are confined to this area and need not necessarily be applicable to other places.
- The findings of the study can be applicable to this area where the study is done and it need not be applicable to other areas.
- Cost is another important limitation.

Research Methodology

2.3 RESEARCH METHODOLOGY

“An organized systematic data based critical, objective, scientific enquiry or investigation into a specific problem undertaken with the purpose of finding answers or solutions to the problem”.

Research can be undertaken by two different types that is applied research and basic research. Applied research is that for solving current problem faced by the organization that can be solved.

2.3.1 DATA COLLECTION METHOD

A collection of raw facts and figures, which provide meaningful information. Data collection methods are an integral part of research design. The data are classified into two categories primary and secondary data.

2.3.2 PRIMARY DATA

Primary data refers to information obtained firsthand by the researcher on the variables of interest for the purpose of study. In this researcher used structural questionnaire direct interview method for collecting the primary data.

2.3.3 SECONDARY DATA

Secondary data refers to information gathered by someone other than the researcher conducting the current study. Such data can be internal or external to the organization and accessed through the sources such as books Magazines and Websites. In this study the collected from books, Magazines and Websites.

2.3.4 SAMPLING TECHNIQUE

Sampling is the process of selecting a number of elements from the population. So that study of samples and understanding of its properties or Characteristics would make it possible for us to generalize such properties and Characteristics. In this study the researcher adopted convenience sampling conducted in CSC centers and bill payment nodal centers.

2.3.5 CONVENIENCE SAMPLING

Convenience sampling refers to collection of information from members of population who are conveniently available to provide.

2.3.6 SAMPLE SIZE

In this study the researcher fixed the sample size as 150.

2.3.7 TOOLS USED

In this study the simple percentage method is used for the analysis.

Chapter III

Analysis and Interpretation

ANALYSIS AND INTERPRETATION

TABLE NO. : 3.1

AWARENESS OF BSNL

Source	No. of Respondents	Percentage
Advertisement	31	21
Marketing	15	10
Oral Communication	52	35
Customer Care	29	19
Company Staff	23	15
Total	150	100

Interpretation

From the above table, it is found that 21 % of the respondents got the information about BSNL WLL PHONE through Advertisement, 10 % of the respondents came to know through Marketing department of BSNL, 35% of the respondents got the information through Oral communication, 19 % of them got the information through Customer Care Centre and remaining 15% of them got information through BSNL employees.

TABLE NO. : 3.2

INFLUENCING FACTOR FOR SELECTION

Influencing Factor	No. of Respondents	Percentage
Its Brand Image	15	10
Owned By Govt	75	50
Easily Accessible	12	8
Transparency In Billing	36	24
Wide Coverage	12	8
Total	150	100

Interpretation

From the above table, it indicates that 10% of the respondents are Reliable towards selecting the BSNL WLL Service because of Its Brand Image. 50% of the respondents are influenced for selecting the BSNL WLL Service because it is a Owned by Government, 8 % are influenced since it is Easily Accessible, 24% are Reliable for the selection based on the Transparency in Billing and 8% are influenced by the factor it has Wide Coverage Network .

TABLE NO. : 3.3

SOURCE OF PURCHASE

Source	No. of Respondents	Percentage
Customer Care	77	51
Marketing Department	10	7
Mela	24	16
Franchise	26	18
Others	13	8
Total	150	100

Interpretation

From the above table, it reveals that 51% of the respondents purchased their WLL Phone through Customer Care Centre. 7% of the respondents got their connection through the BSNL Marketing peoples, 16% through Melas organized by BSNL, 18% of the people got through BSNL Franchises and remaining 8% got through other sources.

TABLE NO. : 3.4

SATISFACTORY LEVEL OF INFORMATION THROUGH CSC

Rating	No. of Respondents	Percentage
Very Good	23	23
Good	43	44
Moderate	18	18
Poor	14	14
Very Poor	0	0
Total	98	100

Interpretation

From the above table, it implies that 23% of the respondents are rating the information got through Customer Service Centers for WLL phone as Very Good, 44% rate them as good, 18% are rating the information from CSC as Moderate and 14 % rate the information got through Customer Service Centre as Poor.

TABLE NO. : 3.5**DURATION FOR CONNECTION**

Duration	No. of Respondents	Percentage
Immediately	15	10
1-3 Days	90	60
3-7 Days	45	30
Total	150	100

Interpretation

From the above table, we find that 10% of the respondents got their connection immediately, 60% of the customers got their connection within a span of 1-3 days and the remaining 30% got their connection between 3–7 days from the date of booking.

TABLE NO. : 3.6

SATISFACTORY LEVEL OF INSTRUMENT QUALITY

Satisfactory level	No .of Respondents	Percentage
Highly satisfied	93	62
Satisfied	33	22
Neither Satisfied Nor Dissatisfied	16	11
Dissatisfied	8	5
Highly Dissatisfied	0	0
Total	150	100

Interpretation

From the above, it is found that 62% of the respondents are highly satisfied with the type of instrument provided. 22% of the respondents feel it as satisfied , 11% of the respondents are Neither Satisfied nor Dissatisfied, 5% of the respondents say it as Dissatisfied and 0% of them Highly Dissatisfied.

TABLE NO. : 3.7

PERIOD OF SUBSCRIPTION

Duration	No. of Respondents	Percentage
0-1 Year	38	25
1-3 Year	64	43
3-5 Year	48	32
Total	150	100

Interpretation

From the above table, it is found that 25% of the respondents are BSNL WLL Subscribers between 0- 1 year, 43% of the respondents are BSNL WLL Subscribers between 1 – 3 years and 32% remaining respondents are BSNL WLL Subscribers between 3- 5 years.

TABLE NO. : 3.8

SATISFACTION OF ROAMING FACILITIES

Opinion	No .of Respondents	Percentage
Highly satisfied	139	93
Satisfied	7	5
Neither Satisfied Nor Dissatisfied	4	2
Highly Dissatisfied	0	0
Total	150	100

Interpretation

From the above table, it is found that 93% of the respondents are Highly Satisfied with the Roaming facilities provided for the BSNL WLL phone, 5% are satisfied with the roaming facilities provided, 2% are Neither Satisfied Nor Dissatisfied with the roaming provided and 0 % of the respondents are Highly Dissatisfied with the Roaming facility provided.

TABLE NO. : 3.9**PROBLEM FACED**

Problems	No .of Respondents	Percentage
Yes	79	53
No	71	47
Total	150	100

Interpretation

From the above table, it is clear that 47% of the respondents don't have any problem while using the WLL Phone and 53% of those respondents have faced some kind of problems.

TABLE NO. : 3.10

PROBLEM SPECIFICATION

Nature Of Problems	No. of Respondents	Percentage
Voice Quality	26	33
Network Coverage	34	43
Instrument	19	24
Total	79	100

Note: Here the sample size is 79, because only 79 respondents faced problems while using. Hence the sample size is 79 instead of 150.

Interpretation

From the above table, it is found that 33% of the respondents are having problems in Voice Quality. 43% of the respondents had problems in Network Coverage and remaining 24% are having one who complains about the service while using. Hence the sample size is 79 instead of 150.

TABLE NO. : 3.11

DURATION FOR COMPLAINT REDRESSAL

Duration	No. of Respondents	Percentage
Immediately	28	36
With In 24 Hours	20	25
1-3 Days	31	39
TOTAL	79	100

Note: Here the sample size is 79, because only 79 respondents faced problems while using. Hence the sample size is 79 instead of 150.

Interpretation

From the above table, it is clear that 36 % of the respondents get their complaints redressed immediately. 25% of the respondents get their complaints redressed Within 24 Hours and remaining 39% of the respondents gets their complaints redressed only between 1- 3 Days.

TABLE NO. : 3.12**USAGE OF VALUE ADDED SERVICES**

OPINION	No. of Respondents	Percentage
Yes	49	33
No	101	67
Total	150	100

Interpretation

From the above table, it is found that 67% of the respondents don't use the Value Added services and the remaining 33% only use the Value Added Services.

TABLE NO. : 3.13

TYPE OF VALUE ADDED SERVICES

Service Used	No. of Respondents	Percentage
Centrex	12	24
Call Forwarding	14	29
Dynamic Locking	20	41
SMS	0	0
Call Conferencing	3	6
Total	49	100

Note: Here the sample is only 49, since the respondents who use the Value Added Service is only 49 out 150 samples taken.

Interpretation

From the above table, it is found that 24% of the respondents use Centrex facility, 29% of the respondents use Call Forwarding facility, 41% of the respondents use Dynamic locking facility, and 6% of the respondents use Call Conferencing facility and it is found that no respondent uses the SMS facility.

TABLE NO. : 3.14

WORTHINESS OF TARIFF TOWARDS WLL DATA SERVICE

Tariff	No. of Respondents	Percentage
Very Fair	98	65
Fair	32	22
Moderate	20	13
Poor	0	0
Total	150	100

Interpretation

From the above table, it is found clear that about 65% of the respondents have opinion that the Price of the WLL Data service offered is Very Fair. 22% of the respondents feel that the price is fair, 13% of the respondents are of the opinion that the price is Moderate and 0 % are of the opinion that the tariff is Poor.

TABLE NO. : 3.15

USAGE OF WLL DATA SERVICES

Users	No. of Respondents	Percentage
Yes	49	33
No	101	67
Total	150	100

Interpretation

From the above table, it is found that 67% of the respondents don't use WLL DATA Services and only 33% of the respondents use the WLL DATA Services.

TABLE NO. : 3.16

NATURE OF DATA SERVICES

Types of Data Service	No. of Respondents	Percentage
FWT	37	76
NIC USB Card	4	8
EVDO USB Card	8	16
Total	49	100

Note: Here the sample is only 49 because only 49 respondents use the WLL DATA Services. Hence the sample size is 49.

Interpretation

From the above table, it is found that 76% of the respondents use WLL DATA Services through BSWL FWT (ie Fixed Wireless Telephone), 8% of the respondents use NIC USB Cards for WLL DATA Services and 16% of the respondents use EVDO USB Cards for DATA Services.

TABLE NO. : 3.17

OPINION ABOUT SPEED OF DATA SERVICES

Opinion	No. of Respondents	Percentage
Very Fast	5	10
Fast	20	41
Medium	18	37
Slow	4	8
Very Slow	2	4
Total	49	100

Note: Here the sample is only 49, because only 49 respondents use the WLL DATA Services and they are the ones who comment on the Speed. Hence the sample size is 49.

Interpretation

From the above table, it is clear that 41% of the respondents have opined that the Speed of the Data in WLL is Fast, 37% has respondents has a opinion that the Speed is Medium Fast, 10% has respondents has a opinion that it is Very Fast. 8 % of the respondents have said that the Speed of the Data Services in WLL is Slow and 4 % are of the opinion that it is Very slow.

TABLE NO. : 3.18

SATISFACTION LEVEL OF ROAMING FOR DATA SERVICES

Satisfaction Level	No. of Respondents	Percentage
Very Good	17	35
Good	15	31
Fair	16	32
Poor	1	2
Total	49	100

Note: Here the sample is only 49, because only 49 respondents use the WLL DATA Services and hence their sample is taken as 49.

Interpretation

From the above table, it is found that 32% of the respondents find that the roaming is Fair, 35 % of the respondents are of the opinion that the roaming provided is Very Good, 31% are of the opinion that the roaming facility provided is Good and 2% find it to be Poor.

TABLE NO. : 3.19**PROMPTNESS IN DELIVERY OF BILLS**

Options	No. of Respondents	Percentage
YES	115	77
NO	35	23
Total	150	100

Interpretation

From the above table it is clear that 77% of the respondents get their Telephone Bills properly and regularly and 23% of the respondents don't get their Bills regularly.

TABLE NO. : 3.20

LEVEL OF SATISFACTION OF BILL PAYMENT

Opinion	NO. of Respondents	Percentage
Very Satisfied	85	57
Satisfied	34	23
Neither Satisfied Nor Dissatisfied	31	20
Dissatisfied	0	0
Total	150	100

Interpretation

From the above table, it is found that 57% of the respondents are Very Satisfied with the available channels or modes for Payment of Bills. 23% of the respondents find that they are Satisfied with the available Channels for payment of Bills, 20 % are neither Neither Satisfied nor Dissatisfied for the modes available for payments of Bills.

TABLE NO. : 3.21

PREFERENCE ON PROMOTIONAL ACTIVITIES

OPINION	NO. of Respondents	Percentage
Discount For Loyal Customers	56	37
Additional Free Calls	30	20
Less Rental Charges	29	19
More Value Added Services	19	13
Add On Connections	16	11
Total	150	100

Interpretation

From the above table, it is clear that 37% of the respondents are of the Opinion that Discount for the Loyal Customers should be provided for promoting the Buisness.20% are of the Opinion that Additional Free calls should be provided as a Promotional Activity, 19% of the respondents are interested in less Rental Charges as Promotional Activity , 13% require More Value Added services as a Promotional activity and remaining 11% of the respondents are of the opinion that Add on telephone connections should be given as a Promotional activity.

TABLE NO. : 3.22

OPINION TOWARDS ADVERTISEMENTS

Opinion	NO. of Respondents	Percentage
Good	70	47
Average	65	43
Poor	15	10
Total	150	100

Interpretation

From the above table, it is clear that 47% of the respondents have the opinion that the Advertisements for BSNL WLL Services as Good , 43% of the respondents are of the opinion that the advertisements are Average and 10% of the respondents are of the opinion that the Advertisements are Poor.

TABLE NO. : 3.23

RATE OF SERVICES

Factors	Excellent	Good	Moderate	Poor	Very Poor	Total
Sales and Presales	43	52	21	26	8	150
Network Quality	39	77	28	6	0	150
Value Added services	36	90	19	4	1	150
Customer care	18	83	33	11	5	150
Billing Integrity	91	59	0	0	0	150

Interpretation.

From the above table, we find the rating given by the Respondents for the various factors. In case about the **Sales and presales** majority of the people (52 persons) has rated as **good**, regarding the **Network quality** majority (77 persons) has rated as **good**, in case of **Value added services** 90 persons have rated the services as **good** and in case of **Customer care** 83 of them have rated as **good** service. About the **Billing Integrity** 91 of the 150 samples has rated as **Excellent**.

TABLE NO. : 3.24**OVERALL RATING OF BSNL WLL SERVICE**

Rating	No. of Respondents	Percentage
Good	128	85
Bad	18	12
Poor	4	3
TOTAL	150	100

Interpretation.

From the above table, it is clear that 85% of the Respondents are of the opinion the Service provided by BSNL WLL is Good, 12% find the service provided by BSNL WLL are Bad and 3% are of the opinion that the Service offered by BSNL is Poor.

Chapter IV

Findings and suggestions

CHAPTER – IV**FINDINGS AND SUGGESTIONS****FINDINGS**

1. Majority of the customers (35%) are aware of BSNL WLL services through oral communication.
2. Majority of the subscribers (50%) are influenced towards selection of BSNL WLL service since it is a Government of India Enterprise
3. Majority of the customers (51%) have got the connection through Customer service centers.
4. A greater majority (86%) feel they get enough information regarding WLL Services through CSC.
5. For Most of the customers (70%) the minimum time to get the connection is 3 days.
6. Majority of the subscribers are highly satisfied (62%) with the type of instrument supplied and are convinced by the Roaming facility provided.
7. Majority of the respondents (53%) faced some kind of problem while using their WLL phone and we find that majority (61%) of the faults got set right within a day.
8. Majority (67%) of the subscribers are not using the Value added service effectively provided free of cost.
9. Majority of the customers (65%) find that the tariff for WLL data service is fair.
10. Majority of the WLL Data subscribers (76%) use through FWT and find the Speed of Data services as Fast.
11. Most of the respondents get their bills regularly delivered (77%) and Find the available channels (80%) for payment of bills as satisfactory.
12. Majority of the customers (37%) prefer a Discount in their bills for Loyal customers as a promotional activity.

13. It is found that majority of the customers find that the advertisements for WLL as Good.
14. Most of the subscribers (85%) have rated the BSNL WLL Services as Good.

SUGGESTIONS

1. Existing subscribers are good promoters of BSNL WLL services, so it is necessary to give the first preference to customer satisfaction by providing quality instruments and good quality of service.
2. The minimum time taken for obtaining WLL connection for majority of subscribers is 3 days and hence steps can be taken to facilitate issue of connections.
3. To make subscribers more aware about WLL Services more retail marketing and advertisements may be undertaken.
4. Wide publicity may be given about the Value Added services provided free of cost to be used to a maximum extent which adds value to the growth of subscriber base.
5. To improve the sales volume and capture new market segment the distribution channels may be improved.
6. Company may reduce the rental charges for voice services, more free calls and discounts for loyal customers to attract more users

Chapter V

Conclusion

CHAPTER – V

CONCLUSION

The project gave opportunity for the researcher to meet various people of different backgrounds. It has been an encouraging and memorable experience.

Most of the respondents are rate overall performance of the BSNL WLL service as Good. More scope is available to become a major shareholder in market.

More efforts has to be made towards popularizing the WLL DATA services and wide publicity should be made for NIC USB and EVDO Cards to improve the subscriber base which makes the company to become a leader in DATA Services.

The researcher hopes that the company can consider the suggestions and will its services to the customers in future.

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APPENDIX

Questionnaire used for Data Collection

1) Through which source you came to know about BSNL WLL phone Service?

- i) Advertisements ii) Marketing People iii) By Oral Communication iv) By Customer Service Centre .

v) Through Company staffs

2) What factor has influenced you towards selecting BSNL?

- i) Its Brand Image ii) Owned by Govt iii) Easily accessible

iv) Transparency in billing v) It has wide coverage area.

3) How did you get the Phone connection?

- i) Booking through Customer service centre ii) Marketing department

iii) Through Mobile Mela IV) Through Franchises v) others

4) How long you are a BSNL WLL Subscriber?

- i) 0 - 1 Yr ii) 1 - 3 Yrs iii) 3 - 5 Yrs

5) Did you get enough information from the Customer Service Centre Regarding WLL phone service?

- A) i) Yes ii) No

B) If YES how would you rate the service as

- i) Very Good ii) Good iii) Moderate iv) Poor

v) Very Poor

6) How long did it require getting the WLL Phone connection?

i) Immediately ii) 1- 3 days iii) 3-7 days

7) Are you satisfied with the quality of WLL phone instrument supplied to you?

i) highly Satisfied ii) Satisfied iii) neither satisfied nor

Dissatisfied iv) Dissatisfied v) Highly dissatisfied

8) What is your opinion about the Roaming facilities provided for your WLL Phone?

i) Highly Satisfied ii) Satisfied iii) Neither satisfied nor

Dissatisfied iv) Highly Dissatisfied

9) Did you face any problem regarding Quality of service in WLL phone?

A) i) yes ii) No

B) If Yes Specify ,

i) Voice quality ii) Network Coverage

iii) Problem in Instrument

10) How long the company is taking to redress your WLL Phone Complaints?

i) Immediately ii) Within 24 Hrs iii) 1- 3 days

11) Do you use any Value Added Services provided through WLL Phone?

A) i) Yes ii) No

B) If yes, which service you are using mostly?

i) Centrex ii) CLIP Service iii) Dynamic locking

iv) SMS v) Call forwarding

12) Do you have DATA/ INTERNET services through WLL Connection?

A) i) yes ii) No

B) If yes which type of DATA service instrument you are using?

i) BSNL FWT ii) NIC USB Card iii) EVDO USB Card

13) What is your opinion about Internet Speed of DATA Services in

BSNL WLL?

i) Very fast ii) Fast iii) Medium iv) Slow v) Very Slow

14) Specify the tariff about WLL Data Services?

i) Very fair ii) Fair iii) Moderate iv) Poor

v) Very Poor

15) Are you satisfied with roaming facility provided for WLL DATA Services?

A) i) Yes ii) No

B) If No, your opinion about roaming should cover

i) Very Good ii) Good iii) Fair iv) Poor

16) Do you get your bills properly?

i) Yes ii) No

17) Specify the satisfactory level of Mode of Bill payments?

i) Very Satisfied ii) Satisfied iii) Neither satisfied

nor dissatisfied iv) Dissatisfied

18) What type of promotional activities do you prefer from BSNL WLL Service?

- i) Discount for loyal customer's ii) Additional free calls
iii) Less rental charges iv) More value added services
v) Add-on connections

19) What is your opinion about the advertisements and hoardings of BSNL WLL services?

- i) Good ii) Average iii) Poor

20) Rate BSNL WLL services in following field,

Excellent Good Moderate Poor Very poor

- i) Sales and pre sales...
ii) Network quality...
iii) Value added services.
iv) Customer care.
v) Billing integrity.

21) What is your Overall rating of BSNL WLL Services?

- i) Good ii) Average iii) Poor

