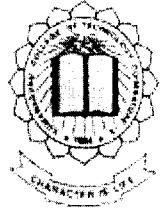


P-3349



**A STUDY ON CUSTOMER SATISFACTION TOWARDS
BSNL MOBILE AND LANDLINE USERS IN
PEELAMEDU, COIMBATORE**

A SUMMER PROJECT REPORT (MBA703)

Submitted by

(V.R.Nanthiga)

Register No: 0920400030

Under the Guidance of

(Prof K.R.Ayyaswamy)

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

Department of Management Studies

KUMARAGURU COLLEGE OF TECHNOLOGY

(An Autonomous Institution Affiliated to Anna University of Technology, Coimbatore)

COIMBATORE – 641 049

October, 2010

% PRINCIPAL GENERAL MANAGER
COIMBATORE TELECOM DISTRICT
SBC TELEPHONE EXCHANGE
COIMBATORE-641 011



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No:Mktg/Project/2010-2011/16 Dated at CBE the 28/10/2010

CERTIFICATE

This is to certify that SELVI.V.R.NANTHIGA (ROLL NO: 09MBA30), II year MBA student of KCT School, Kumaraguru College of Technology, Coimbatore has successfully completed her project work titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL MOBILE AND LANDLINE SERVICES" in our concern during the period from 02/08/2010 to 08/10/2010

Her performance in this regard was good.

सहायक महाप्रबंधक (विपणन)
Asst. General Manager (Marketing)
भा.सं.नि.लि. BSNL
Saibaba Telephone Exchange Building
1st Floor, Coimbatore - 641 011

**KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE -641 049**

Department of Management Studies

**A SUMMER PROJECT WORK (MBA703)
OCTOBER 2010**

This is to certify that the project entitled

**A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL
MOBILE AND LANDLINE USERS IN
PEELAMEDU, COIMBATORE.**

is the bonafide record of project work done by

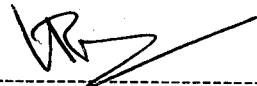
(V.R.Nanthiga)

Register No: 0920400030

of Master of Business Administration during the year 2010 – 2011

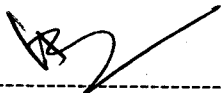


Project Guide



Head of the Department

Submitted for the Summer Project Viva-Voce examination held on 2/11/2010

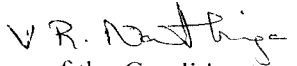


Internal Examiner

External Examiner

DECLARATION


I affirm that the project work titled A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL MOBILE AND LANDLINE USERS IN PEELAMEDU, COIMBATORE being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other University.


(Signature of the Candidate)

V.R.Nanthiga

0920400030

I certify that the declaration made above by the candidate is true


Signature of the Guide,
With Name & Designation

PROF. K.R. AYYASWAMY

KCT BUSINESS SCHOOL

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N.Mahalingam and Management** for the prime guiding spirit of Kumaraguru College of Technology.

I wish to express deep sense of obligation to Mr. **K.R.Ayyaswamy, Professor**, KCT Business School, for his intensive guidance throughout my project.

I am greatly indebted to thank **Mr.C.Ganeshmoorthy**, Project Co-ordinator / Class Advisor and all other faculty members of KCT Business School for their kind support.

I thank **Ms.R.Valarmathi JTO Marketing of BSNL Telecom limited**, for his valuable guidance throughout my project.

LIST OF CONTENTS

CHAPTER NO.	PARTICULARS	PAGE NO
i	CERTIFICATE FROM THE COMPANY	li
ii	DECLARATION	iii
iii	ACKNOWLEDGEMENT	iv
iv	LIST OF CONTENTS	v
v	LIST OF TABLES	vi
vi	LIST OF CHARTS	vii
vii	ABSTRACT	viii
1	INTRODUCTION	
1.2	About The Study	1
1.3	Company Profile	2
2	AIM OF THE PROJECT	
2.1	Statement of the problem	5
2.2	Objectives Of The Study	5
2.3	Scope Of The Study	5
2.4	Limitations Of The Study	6
2.5	Research Methodology	6
2.6	Review Of Literature	9
3	DATA ANALYSIS AND INTERPRETATIONS	12
4	FINDINGS AND SUGGESTIONS	36
5	CONCLUSION	39
	APPENDICES	40

LIST OF TABLES

Table no	Title	P.No
3.1	Table showing the awareness of BSNL	12
3.2	Table showing the satisfactory level of Tariff plan of bsnl mobile service	13
3.3	Table showing the satisfactory level of network of bsnl outside the city	14
3.4	Table showing the duration for complaint redressal in mobile service	15
3.5	Table showing the reason to call at customer care in mobile service	16
3.6	Table showing the level of satisfaction of sms services offered by bsnl	17
3.7	Table showing the type of bsnl service used by the respondents	18
3.8	Table showing the other service providers used by the respondents	19
3.9	Table showing the level of satisfaction of call rates offered by bsnl mobile service	20
3.10	Table showing the level of satisfaction of call charges of BSNL-Landline	21
3.11	Table showing the level of satisfaction of fixed monthly charges of BSNL-LANDLINE	22
3.12	Table showing the problems faced with bsnl	23

	landline services	
3.13	Table showing the duration for complaint redressal in landline service	24
3.14	Table showing the relationship between monthly income and satisfactory level of bsnl mobile call rates	25
3.15	Table showing the relationship between age of the respondents and satisfactory level of bsnl mobile call rates	26

LIST OF CHARTS

Table no	Title	P.No
3.1	chart showing the satisfactory level of Tariff plan of bsnl mobile service	28
3.2	chart showing the satisfactory level of network of bsnl outside the city	29
3.3	chart showing the duration for complaint redressal in mobile service	30
3.4	chart showing the level of satisfaction of sms services offered by bsnl	31
3.5	chart showing the level of satisfaction of call rates offered by bsnl mobile service	32
3.6	chart showing the level of satisfaction of call charges of BSNL-Landline	33
3.7	chart showing the level of satisfaction of fixed monthly charges of BSNL-LANDLINE	34
3.8	chart showing the problems faced with bsnl landline services	35

ABSTRACT

India is one of the fastest growing telecom networks in the world. The country is divided into 23 service areas consisting of 19 Telecom service Areas and 4 Metro Service Areas for providing cellular mobile telephone service.

Bharat Sanchar Nigam Ltd. is world's 7th largest Telecommunications company providing comprehensive range of telecom services in India: Wire line, CDMA 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.

The research entitled "a study on customer satisfaction towards BSNL Landline and Mobile services in Peelamedu, Coimbatore", with the objectives of the study to identify the current customer usage profile, customer attitude and behavior regarding BSNL Broadband services, to discover the level of tendency to recommend BSNL services to their peer groups.

The research design adopted for this study is descriptive research. Questionnaire method is the tool used to collect the data for the project and the analysis is done by using simple percentage method, correlation method.

The findings came into light with the help of the analysis and interpretation. Based on these findings relevant suggestions were given to the organization in order to increase the customer satisfaction through which higher customer response and after sales service.

The study helped the management to identify the customer satisfaction level and analyze the behavioral pattern and attitude of the BSNL customers.

CHAPTER 1

INTRODUCTION

1.1 ABOUT THE STUDY

India is one of the fastest growing telecom networks in the world. The country is divided into 23 service areas consisting of telecom circle service areas and 4 metro service areas for providing cellular mobile telephone service (CMTS).

Customer satisfaction is a complex emotion, which depends on the offer characteristics, expectations and usage situations. Customers are satisfied when the performance of the product or service matches or exceeds their expectations. Hence it is very important for marketers to manage customer expectations too. Setting a very high level of expectations are likely to lead to customer dissatisfaction, for the same level of performance. Satisfied customers are more likely to continue their patronage. Therefore satisfaction is an important intermediate step in the relationship building process and many of the satisfied customers will become clients.

1.2 ABOUT THE COMPANY

On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was christened Bharat Sanchar Nigam Limited (BSNL). Today, BSNL is the No. 1 Telecommunications Company and the largest Public Sector Undertaking of India with authorized share capital of \$ 3977 million and net worth of \$ 14.32 billion. It has a network of over 45 million lines covering 5000 towns with over 35 million telephone connections.

With latest digital switching technology like OCB,EWSD,AXE-10,FETEX,NEC etc. and widespread transmission network including SDH system up to 2.5 gbps, DWDM system up to 80 gbps,Web telephony,DIAS,VPN, Broadband and more than 400,000 data customers , BSNL continues to serve this great nation .

Its responsibilities include improvement of the already impeccable quality of telecom services, expansion of telecom network, introduction of new telecom services in all villages and instilling confidence among its customers.

BSNL has managed to shoulder these responsibilities remarkably and deftly. Today with over 45 million line capacity, 99.9% of its exchanges digital, nation wide Network management & surveillance system (NMSS) to control telecom traffic and over 4,00,000 route kms of OFC network, Bharat Sanchar Nigam Ltd is a name to reckon with in the world of connectivity. Along with its vast customer base, BSNL's financial and asset bases too are vast and strong. Today, BSNL is most trusted Telecom Brand of India.

OBJECTIVES OF BSNL

- To be a Lead Telecom Services Provider.
- Build customers confidence through quality and reliable service.
- Provide Bandwidth on demand.

Integrated Service Digital Network Service of BSNL utilizes a unique digital network providing high speed and high quality voice, data and image transfer over the same line. It can also facilitate both desktop video and high quality video conferencing.

SERVICES AVAILABLE

Intelligent Network Service (In Service) offers value-added services, such as:

Free Phone Service (FPH)

India Telephone Card (Prepaid card)

Account Card Calling (ACC)

Virtual Private Network (VPN)

Tele-voting

Premium Rate Service (PRM)

Universal Access Number (UAN) and more

I-Net

BSNL provides leased lines for voice and data communication for various applications on point to point basis. It offers a choice of high, medium and low speed leased data circuits as well as dial-up lines. Bandwidth is available on demand in most cities. Managed Leased Line Network (MLLN) offers flexibility of providing circuits with speeds of nx64 kbps up to 2mbps, useful for Internet leased lines and International Private Leased Circuits (IPLCs).

Cellular Mobile Service

BSNL's GSM cellular mobile service CellOne has a customer base of over 5.2 million. CellOne provides all the services like MMS, GPRS, Voice Mail, E-mail, Short Message Service (SMS) both national and international, unified messaging service (send and receive e-

mails) etc. You can use CellOne in over 160 countries worldwide and in 270 cellular networks and over 1000 cities/towns across India. It has got coverage in all National and State Highways and train routes. CellOne offers all India Roaming facility to both pre-paid and post-paid customers (including Mumbai & Delhi).

Wireless in Local Loop This is a communication system that connects customers to the Public Switched Telephone Network (PSTN) using radio frequency signals as a substitute for conventional wires for all or part of the connection between the subscribers and the telephone exchange.

Countrywide WLL is being offered in areas that are non-feasible for the normal network.

Helping relieve congestion of connections in the normal cable/wire based network in urban areas.

Connecting the remote and scattered rural areas.

Limited mobility without any air-time charge

customer care service

Several Steps have been taken at BSNL to augment the quality of customer care to international standards.

Access round the clock help at following toll free numbers

- Dataone Broadband '1600-424-1600'
- PSTN Call Center '1500' (in select states)
- Sancharnet Help Desk '1957'
- CellOne all India Help '9400024365'

All BSNL Customer Service Centers (CSCs) now remain open on all seven days from 8.00 AM to 8.00 PM without any break for all activities.

Cheque deposit machines have also been installed in many cities, so that customers can make payments 24X7 at their convenience.

Customers can also make payments by cheque/Demand Draft to BSNL franchisees all over the country.

CHAPTER 2

AIM OF THE PROJECT

2.1 STATEMENT OF THE PROBLEM:

A study has been conducted in order to understand the Customers opinion and Satisfaction level of BSNL Landlines and Mobile Services in coimbatore, research titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL LANDLINE AND MOBILE SERVICES" has been conducted.

2.2 OBJECTIVES:

Primary objective:

To ascertain the Customers Satisfaction level of BSNL Mobile and Landline users.

Secondary objective:

To determine the status of brand awareness and brand loyalty.

To understand the expectations and requirements of Customers.

2.3 SCOPE OF THE STUDY

The study primarily aims at finding out the customer satisfaction with specific reference to BSNL.

This research study is useful for BSNL to understand the expectations and requirements of Customers and can serve them in a better way.

The respondents from peelmedu in Coimbatore, have been taken for this study.

2.4 LIMITATIONS OF THE STUDY

Time was not sufficient to conduct detailed study.

The area of study was restricted to a certain locality of coimbatore district.

For few questions researcher was not able to get proper response which are as follows:

- i. Chances of Switching.
- ii. Reason for Switching.

2.5 RESEARCH METHODOLOGY

The research is an attempt to study a problem or a situation at any given circumstance and identify various causes or consequences of that particular problem. It tries to solve a complex and complicated problem through use of various tools and techniques. These tools and techniques try to bring out a logical ,accurate and scientific solution to given problem.

Methodology as the name suggests is the method through which the problem or situation is tackled. It involves a lot of factor like the research design, sample size, segment, techniques of sampling tools used etc. all these steps and factors put together to bring out a clear and accurate result.

RESEARCH DESIGN

A research is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design adapted in the study was **descriptive study**.

DESCRIPTIVE STUDY

A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variable of interest in a situation.

Descriptive studies are also undertaken to understand the characteristics and customers satisfaction of the product and services provided by the organization.

DATA SOURCE

Data collection has mainly been from two sources. Viz., primary and secondary.

PRIMARY DATA

The primary data are that information, which are collected fresh and for the first time and thus happen to be original in character. Primary data has been collected from respondents with the help of questionnaire.

SECONDARY DATA

Secondary data, are those which have already been collected by some other person already been processed.

RESEARCH INSTRUMENTS:

Primary data have been collected through surveys. Personal interview technique has been used for conducting the survey. Data collection has been done through the use of questionnaire and interview schedule.

SAMPLING DESIGN OF THE STUDY

SAMPLING

Sampling is the process of selecting a sufficient number element from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population element.

The sampling technique used in the study is the Area sampling.

SAMPLING UNIT

Sampling unit is that of "who is to be surveyed". Here the survey is on customers of BSNL MOBILE AND LANDLINE SERVICES. The strength of the sampling unit is 150.

SAMPLING AREA

The major area in the Coimbatore city selected for the study is Peelamedu.

STATISTICAL TOOLS USED

Analytical techniques are used to obtain findings and arrange information in a logical sequence from the raw data collected. After the tabulation of data, the tools provide a scientific and mathematical solution to complex problems.

1. Chi-square test
2. Percentage analysis

CHI-SQUARE TEST

The chi-square test is used to check whether a particular collection of data is well described by a specified distribution and to find influences of that collection of variables on a specified common variable.

2.6 REVIEW OF LITERATURE

Saravana perumal.G(2006)¹, has made a study titled “ A study on customer satisfaction for bsnl products and services and its role in building brand equity for the company.” In today’s competitive world, BSNL has to provide excellent services to attain a major market share and keep their Customers satisfied in all aspects. The study has been conducted in order to understand the Customers opinion and Satisfaction level of BSNL Landlines and Mobile Services. This research study is useful for BSNL to understand the expectations and requirements of Customers and can serve them in a better way. The respondents from Coimbatore, Pollachi and Tirupur have been taken for this study.

Kumar, Shashi (2008)² has made a study titled “Customer Satisfaction and Discontentment Vis-a versa BSNL Landline Service” The Study analyzed that at present, services marketing plays a major role in the national economy. In the service sector, telecom industry is the most active and attractive. Though the telecom industry is growing rapidly, India's telecom density is less than the world's average telecom density as most of India's market is yet to be covered. This attracts private operators to enter into the Indian telecom industry, which makes the Bharat Sanchar Nigam Limited (BSNL) more alert to run its business and survive in the market.

Gupta, Kalavani(2006)³“To study the gap between service promised and service offered by mobile service provider” In their study analyzed that majority of the respondents have given favorable opinion towards the services but some problems exist that deserve the attention of the service providers. They need to bridge the gap between the services promised and services offered.

¹ **Saravana perumal.G(2006)**, “ A study on customer satisfaction for bsnl products and services and its role in building brand equity for the company.”

² **Kumar, Shashi (2008)** “Customer Satisfaction and Discontentment Vis-a versa BSNL Landline Service”

³ **Gupta, Kalavani(2006)** “To study the gap between service promised and service offered by mobile service provider”

Thomas, Debnath (2008)⁴ has made a study titled “ The study of loyal customer on the basis of service provider performance” this study explain that the prime focus of the service providers is to create a loyal customer base by benchmarking their performances and retaining existing customers in order to benefit from their loyalty. With the commencement of the economic liberalization in 1991, and with a view to expand and improve telecom infrastructure through the participation of the private sector, the Government of India permitted foreign companies holding 51 percent equity stake in joint ventures to manufacture telecom equipment in India. The Indian Government has announced a new policy, which allows private firms to provide basic telephone services. There had been a monopoly of the state-owned department of telecommunications.

Bhatt, Anil (2008)⁵ has made a study titled “A Study of Mobile Phone Usage Among the Post Graduate Students” analyzed that it is important for mobile carriers,service providers, content developers, equipment manufacturers, as well as for parents and young people alike that the key characteristics of mobile technology is well understood so that the risks associated with its potentially damaging or disruptive aspects can be mitigated. This paper has tried to compare the usage difference by gender with respect to the difference manufacturing and service provider companies.

Jha, Avinash (2008)⁶,has made a study titled “To study the usage pattern of young people towards mobile phone services” analyzed that it is the youth which is the real growth driver of phones. Findings of the study would be helpful for the telecom service providers and market segments.the telecom industry in India. Considering this fact, the paper is an attempt to give a snapshot of how frequently young people use their mobile phones for several embodied functions of the cell

⁴ **Thomas, Debnath (2008)** “ The study of loyal customer on the basis of service provider performance”

⁵ **Bhatt, Anil (2008)**⁵ has made a study titled “A Study of Mobile Phone Usage Among the Post Graduate Students”

⁶ **Jha, Avinash (2008)**⁶,has made a study titled “To study the usage pattern of young people towards mobile phone services”

Ahuja, Kalpana and Bhatia Chinnadurai (2006)⁷ has made a study on the “Promotional Strategies of Cellular Services” The study analyzed that the increasing competition and hanging taste and preferences of the customer’s all over the world are forcing companies to change their targeting strategies. The study revealed the customer found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented.



p-3349

⁷ **Ahuja, Kalpana and Bhatia Chinnadurai (2006)** “Promotional Strategies of Cellular Services”

CHAPTER 3
ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS

TABLE NO:3.1
AWARENESS OF BSNL

Source	No of respondents	Percentage
Advertisement	26	17.3
Hoardings	18	12
Mouth publicity	42	28
Through friends	64	42.6
TOTAL	150	100

INTERPRETATION:

From the above table, it is found that 43 % of the respondents got the information about BSNL mobile service through mouth publicity, 23 % of the respondents came to know through friends, 17 % of the respondents got the information through advertisement, 12 % of them got information through hoardings.

TABLE NO:3.2

SATISFACTORY LEVEL OF TARIFF PLAN OF BSNL MOBILE SERVICE

Rating	No of respondents	Percentage
Highly satisfied	13	8.6
Satisfied	58	38.6
Neutral	39	26
Dissatisfied	21	14
Highly dissatisfied	19	12.6
TOTAL	150	100

INTERPRETATION:

From the above table, it is inferred that 39 % of the respondents are satisfied with the tariff plan of BSNL mobile services, 12.6 % of the respondents are highly dissatisfied, only 8.6 % of the respondents , are highly satisfied with the tariff plan of BSNL mobile services.

TABLE NO:3.3

SATISFACTORY LEVEL OF NETWORK OF BSNL OUTSIDE THE CITY

Rating	No of respondents	Percentage
Highly satisfied	13	8.6
Satisfied	18	12
Neutral	19	12.6
Dissatisfied	61	40.6
Highly dissatisfied	39	26
TOTAL	150	100

INTERPRETATION:

From the above table, it is inferred that 40.6 % of the respondents are dissatisfied with the network of BSNL mobile services outside the city, 26 % of the respondents are highly dissatisfied, only 8.6 % of the respondents , are highly satisfied with the network of BSNL mobile services outside the city.

TABLE NO:3.4

DURATION FOR COMPLAINT REDRESSAL

Days	No of respondents	Percentage
Within a day	51	34
1-2 days	69	46
3-5 days	19	12.6
>5 days	11	7.3
TOTAL	150	100

INTERPRETATION:

From the above table, it is clear that 46 % of the respondents get their complaints redressed within 1-2 days. 34 % of the respondents get their complaints redressed within 24 hours and 12.6 % of the respondents get their complaint redressed between 3-5 days.

TABLE NO: 3.5

REASON TO CALL AT CUSTOMER CARE

Reason	No of respondents	Percentage
Value added services	26	17.3
Information regarding new schemes	32	21.3
Complaining	78	52
Other queries	14	9.3
TOTAL	150	100

INTERPRETATION:

From the above table, it is clear that 52 % of the respondents call at customer care for complaining . 21.3 % of the respondents call at customer care for information regarding new schemes and 17.3 % of the respondents call at customer care for value added services.

TABLE NO:3.6

LEVEL OF SATISFACTION OF SMS SERVICES OFFERED BY BSNL

Rating	No of respondents	Percentage
Highly satisfied	7	4.6
Satisfied	42	28
Neutral	76	50.6
Dissatisfied	17	11.3
Highly dissatisfied	8	5.3
TOTAL	150	100

INTERPRETATION:

From the above table, it is inferred that 50.6 % of the respondents are neutral with the sms services offered by BSNL , 26 % of the respondents are satisfied, only 4.6 % of the respondents are highly satisfied with the sms services .

TABLE NO:3.7

THE TYPE OF BSNL SERVICE USED BY THE RESPONDENTS

Type of service	No of respondents	Percentage
Pre-paid	61	40.6
Post-paid	89	59.3
Total	150	100

INTERPRETATION:

From the above table, it is inferred that 40.6 % of the respondents use pre-paid services, 59.3 % of the respondents use post-paid services of bsnl.

TABLE NO:3.8

THE OTHER SERVICE PROVIDERS USED BY THE RESPONDENTS

Service providers	No of respondents	Percentage
Airtel	54	36
Aircel	33	22
Vodafone	36	24
Others	27	18
Total	150	100

INTERPRETATION:

From the above table, it is inferred that 36 % of the family members of respondents use airtel , 22 % of the family members of respondents use aircel, 24% of the family members of respondents use Vodafone, 22 % of the family members of respondents use other service providers.

TABLE NO:3.9

LEVEL OF SATISFACTION OF CALL RATES OFFERED BY BSNL

Rating	No of respondents	Percentage
Highly satisfied	41	27.3
Satisfied	59	39.3
Neutral	23	15.3
Dissatisfied	16	10.6
Highly dissatisfied	11	7.3
TOTAL	150	100

INTERPRETATION:

From the above table, it is inferred that 39.3 % of the respondents are satisfied with the call rates offered by BSNL , 27.3 % of the respondents are highly satisfied, 15.3 % of the respondents are neutral and 7.3 % are highly dissatisfied with the call rates .

BSNL- LANDLINE

TABLE NO:3.10

LEVEL OF SATISFACTION OF CALL CHARGES OF BSNL -LANDLINE

Rating	No of respondents	Percentage
Highly satisfied	41	27.3
Satisfied	59	39.3
Neutral	31	20.6
Dissatisfied	10	6
Highly dissatisfied	09	6
TOTAL	150	100

INTERPRETATION:

From the above table, it is inferred that 39.3 % of the respondents are satisfied with the call charges of BSNL-landline, 27.3 % of the respondents are highly satisfied, 20.6 % of the respondents are neutral and 6 % are highly dissatisfied with the call charges.

TABLE NO:3.11

LEVEL OF SATISFACTION OF FIXED MONTHLY CHARGES OF BSNL
-LANDLINE

Rating	No of respondents	Percentage
Highly satisfied	20	13.3
Satisfied	46	30.6
Neutral	23	15.3
Dissatisfied	43	28.6
Highly dissatisfied	18	12
TOTAL	150	100

INTERPRETATION:

From the above table, it is inferred that 30.6 % of the respondents are satisfied with the fixed monthly charges of bsnl landline , 28.6 % of the respondents are dissatisfied, 15.3 % of the respondents are neutral and 12 % are highly dissatisfied with the fixed monthly charges .

TABLE NO:3.12

PROBLEM FACED WITH BSNL LANDLINE SERVICES

Problem	No of respondents	Percentage
Disturbance in lines during calls	83	55.3
Problem in the instrument	54	36
Problem of cross connectivity	10	6
Errors in bills send to the customer	3	2
Total	150	100

INTERPRETATION:

From the above table, it is inferred that 55.3 % of the respondents face problems in disturbance in lines during calls ,36 % of the respondents face problems with the instrument and 6 % of the respondents face cross connectivity problems.

TABLE NO:3.13

DURATION OF COMPLAINT REDRESSAL

Days	No of respondents	Percentage
Within a day	51	34
1-2 days	69	46
3-5 days	19	12.6
>5 days	11	7.3
TOTAL	150	100

INTERPRETATION:

From the above table, it is clear that 46 % of the respondents get their complaints redressed within 1-2 days. 34 % of the respondents get their complaints redressed within 24 hours and 12.6 % of the respondents get their complaint redressed between 3-5 days.

CHI-SQUARE TEST

TABLE NO:3.14

RELATIONSHIP BETWEEN MONTHLY INCOME AND SATISFACTORY LEVEL OF BSNL MOBILE CALL RATES

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	135.62 ^a	16	.000
Likelihood Ratio	141.513	16	.000
Linear-by-Linear Association	25.967	1	.000
N of Valid Cases	150		

Hypothesis:

Null Hypothesis [H₀]: There is no significant relationship between the Monthly income and Satisfaction of BSNL call rates.

Alternative Hypothesis [H₁]: There is a significant relationship between the Monthly income and Satisfaction of BSNL call rates.

INFERENCE:

From the above table, calculated value is (141.51) higher than the critical value (26.30) at 5% level, so Null hypothesis [H₀] has to be rejected (i.e.) there is a significant relationship between the Monthly income and Satisfaction of BSNL call rates.

TABLE NO:3.15

RELATIONSHIP BETWEEN AGE OF THE
RESPONDENTS AND SATISFACTORY LEVEL OF BSNL
MOBILE CALL RATES

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	98.991 ^a	16	.000
Likelihood Ratio	114.346	16	.000
Linear-by-Linear Association	25.967	1	.000
No of Valid Cases	150		

Hypothesis:

Null Hypothesis [H₀]: There is no significant relationship between the Age and Satisfaction of BSNL mobile call rates.

Alternative Hypothesis [H₁]: There is a significant relationship between the age and Satisfaction of BSNL mobile call rates.

INFERENCE:

From the above table, calculated value is (141.51) higher than the critical value (26.30) at 5% level, so Null hypothesis [H₀] has to be rejected (i.e.) there is a significant relationship between the Age and Satisfaction of BSNL mobile call rates.

TABLE NO:3.16

**RELATIONSHIP BETWEEN MONTHLY INCOME AND SATISFACTORY
LEVEL OF FIXED MONTHLY CHARGES OF BSNL LANDLINE**

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	47.985 ^a	16	.000
Likelihood Ratio	47.897	16	.000
Linear-by-Linear Association	25.967	1	.000
N of Valid Cases	150		

Hypothesis:

Null Hypothesis [Ho]: There is no significant relationship between the Monthly income and Satisfaction of fixed monthly charges of bsnl landline.

Alternative Hypothesis [H1]: There is a significant relationship between the Monthly income and Satisfaction of fixed monthly charges of bsnl landline.

INFERENCE:

From the above table, calculated value is (47.99) higher than the critical value (26.30) at 5% level, so Null hypothesis [H0] has to be rejected (i.e.) there is a significant relationship between the Monthly income and Satisfaction of fixed monthly charges .

CHART NO:3.1

SATISFACTORY LEVEL OF TARIFF PLAN OF BSNL MOBILE SERVICE

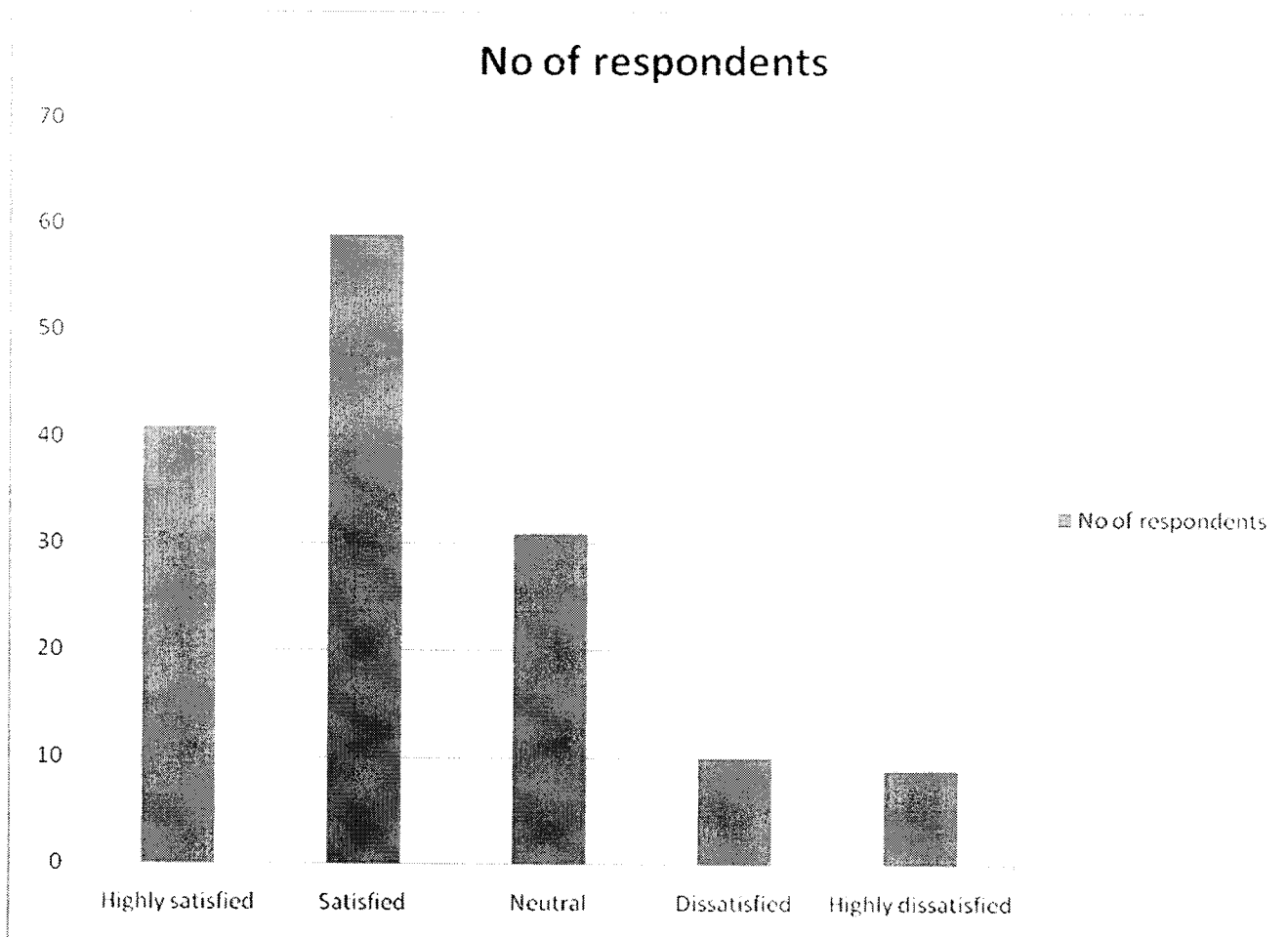


TABLE NO:3.2

SATISFACTORY LEVEL OF NETWORK OF BSNL OUTSIDE THE CITY

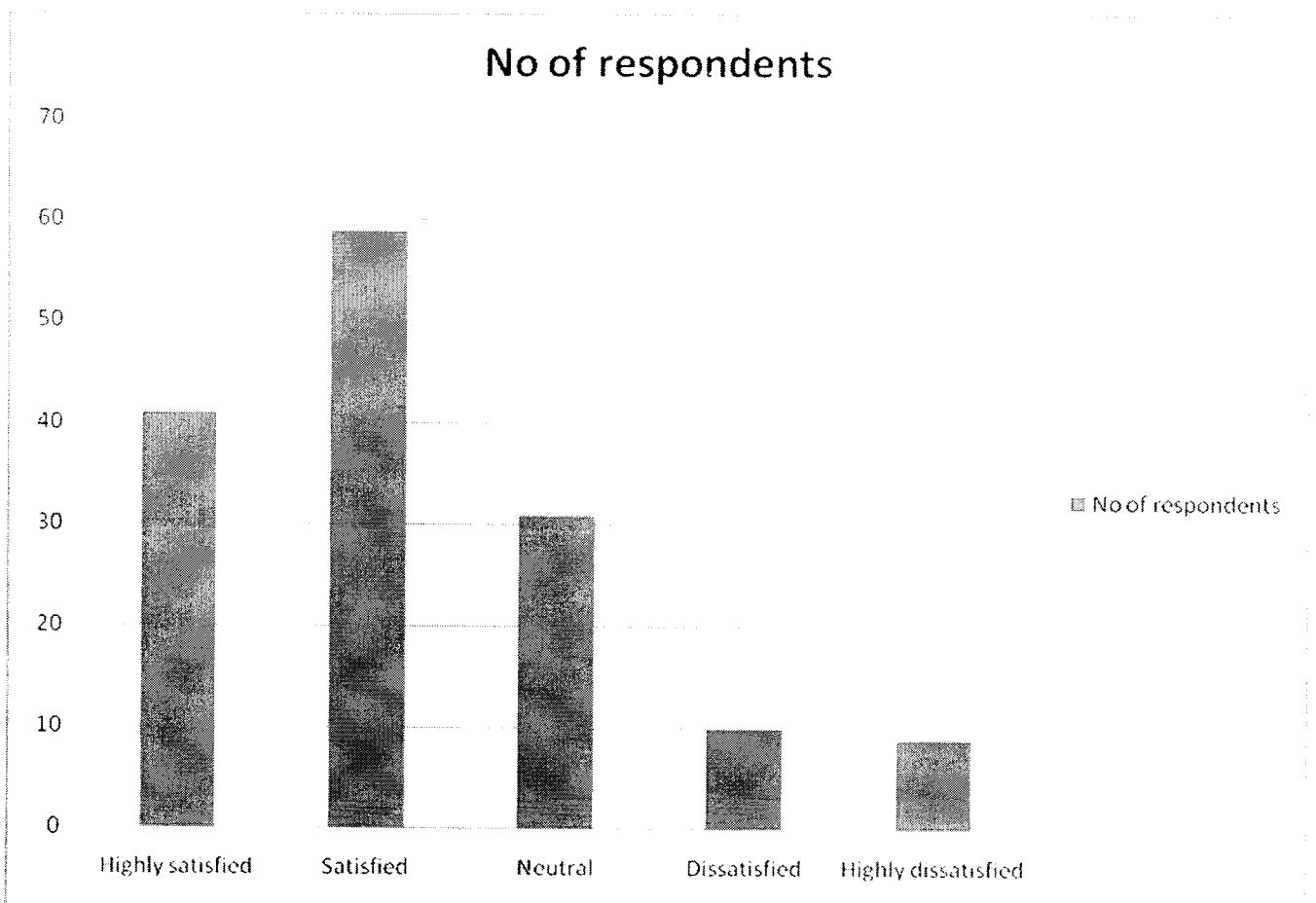


TABLE NO:3.3

DURATION FOR COMPLAINT REDRESSAL

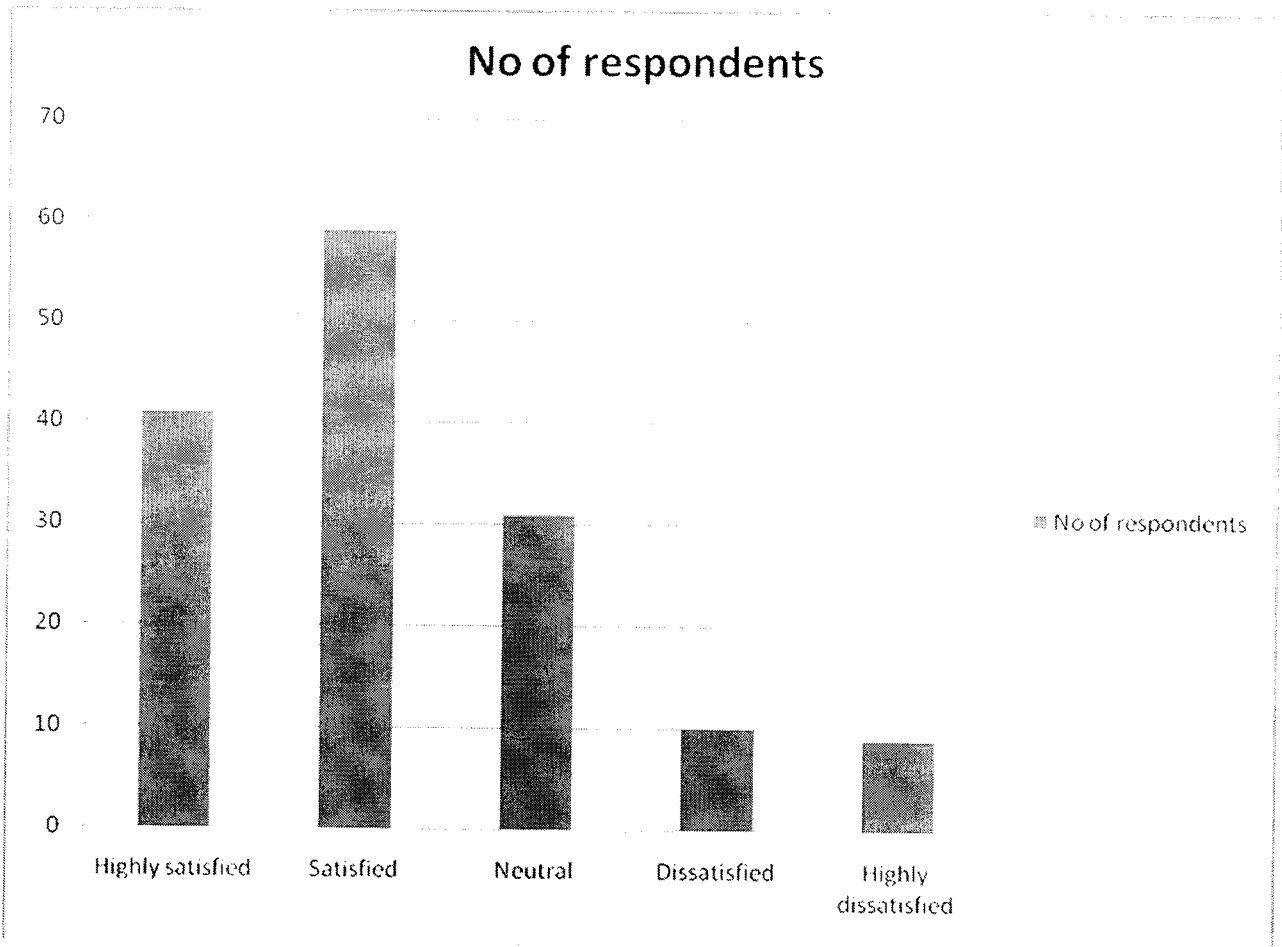


TABLE NO:3.4

LEVEL OF SATISFACTION OF SMS SERVICES OFFERED BY BSNL

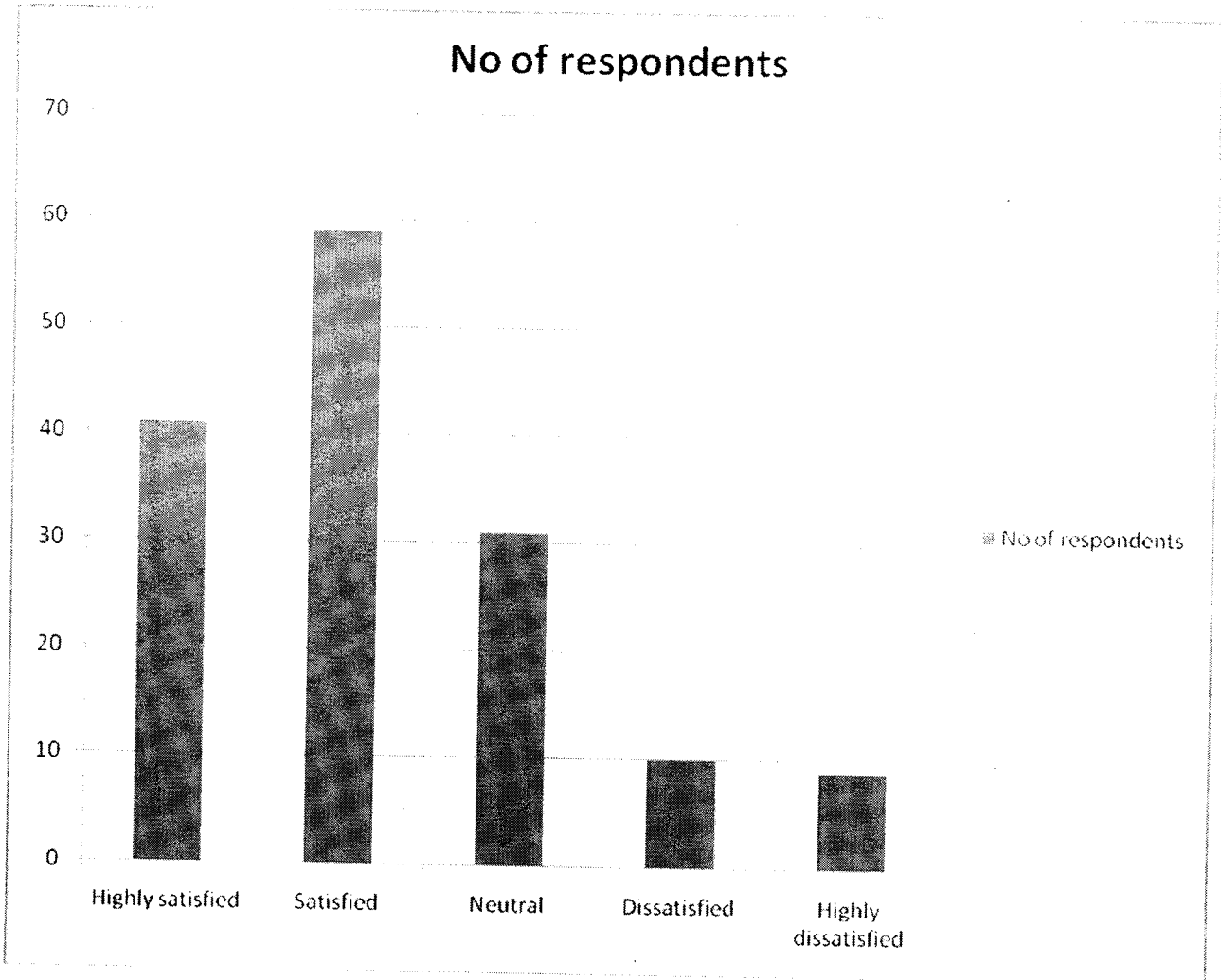
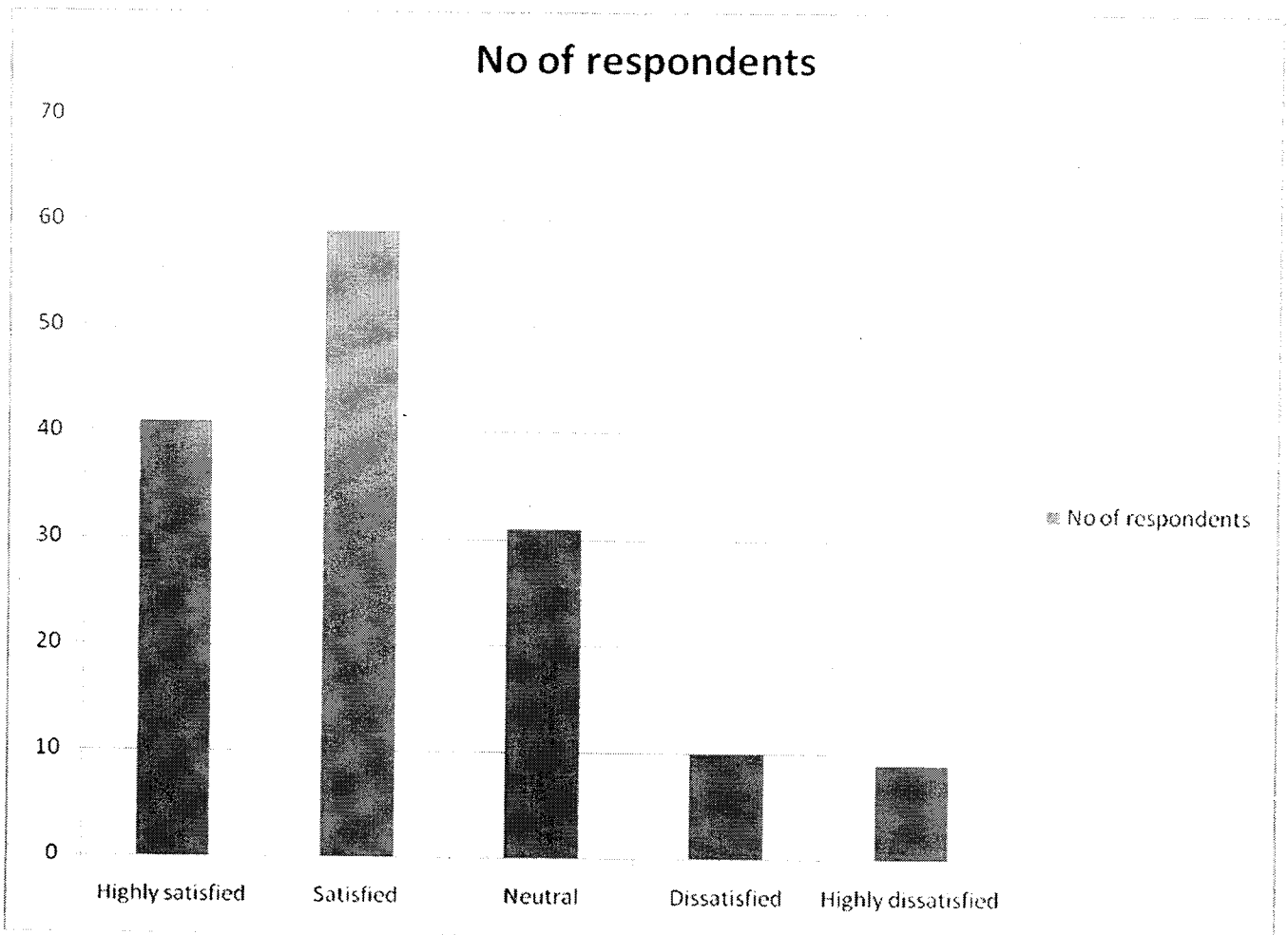


TABLE NO:3.5

LEVEL OF SATISFACTION OF CALL RATES OFFERED BY BSNL



BSNL- LANDLINE

TABLE NO:3.6

LEVEL OF SATISFACTION OF CALL CHARGES OF BSNL -LANDLINE

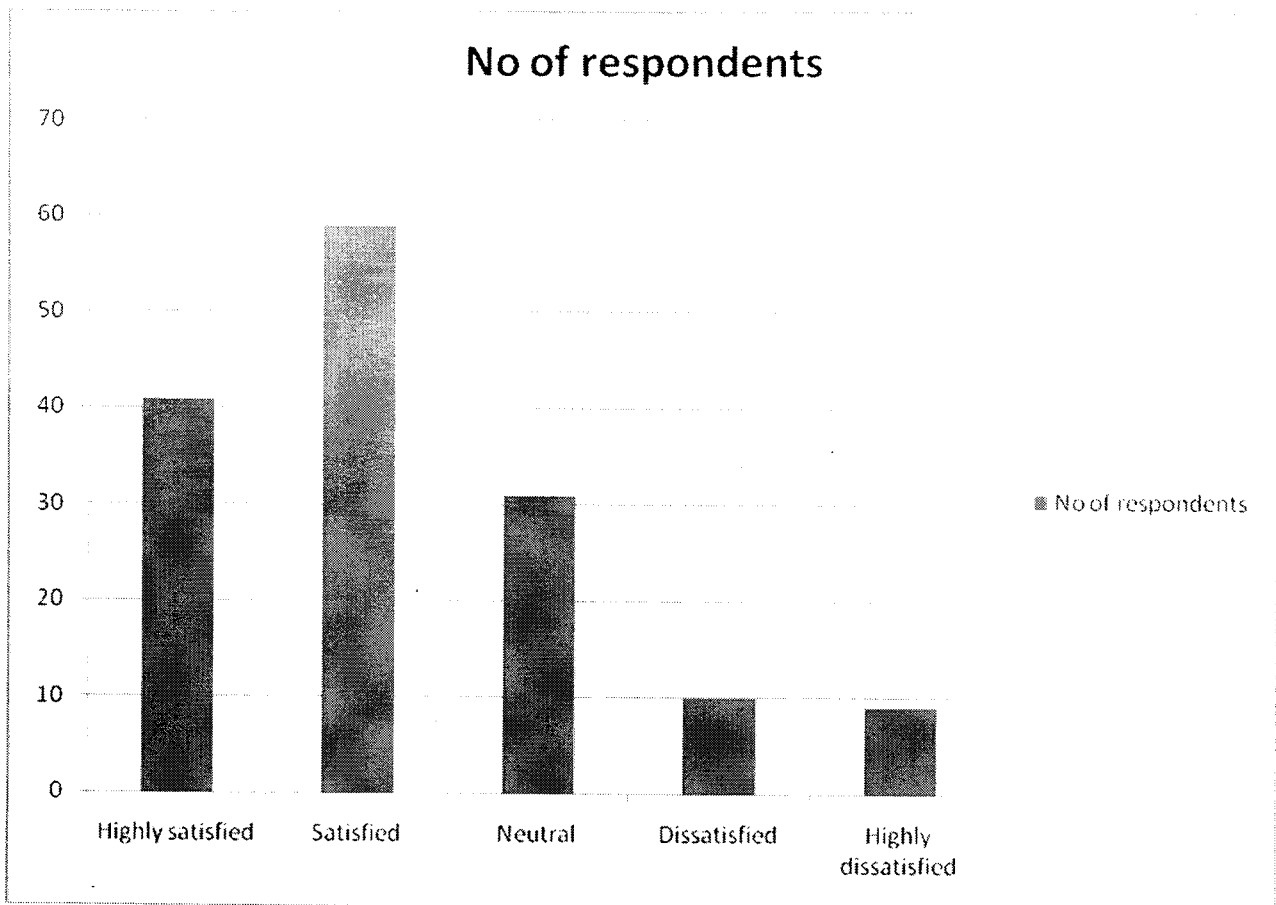


TABLE NO:3.7

**LEVEL OF SATISFACTION OF FIXED MONTHLY CHARGES OF BSNL
-LANDLINE**

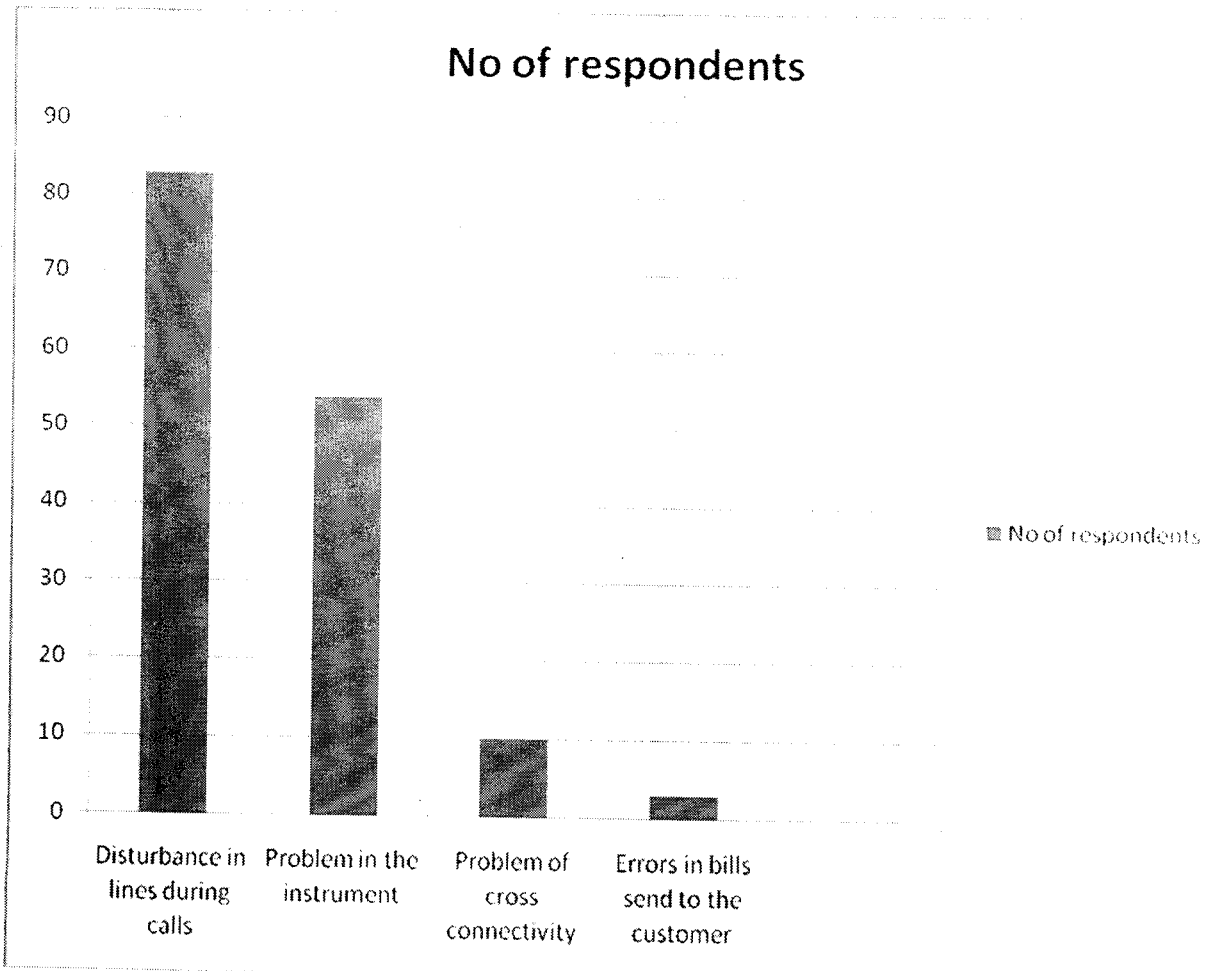
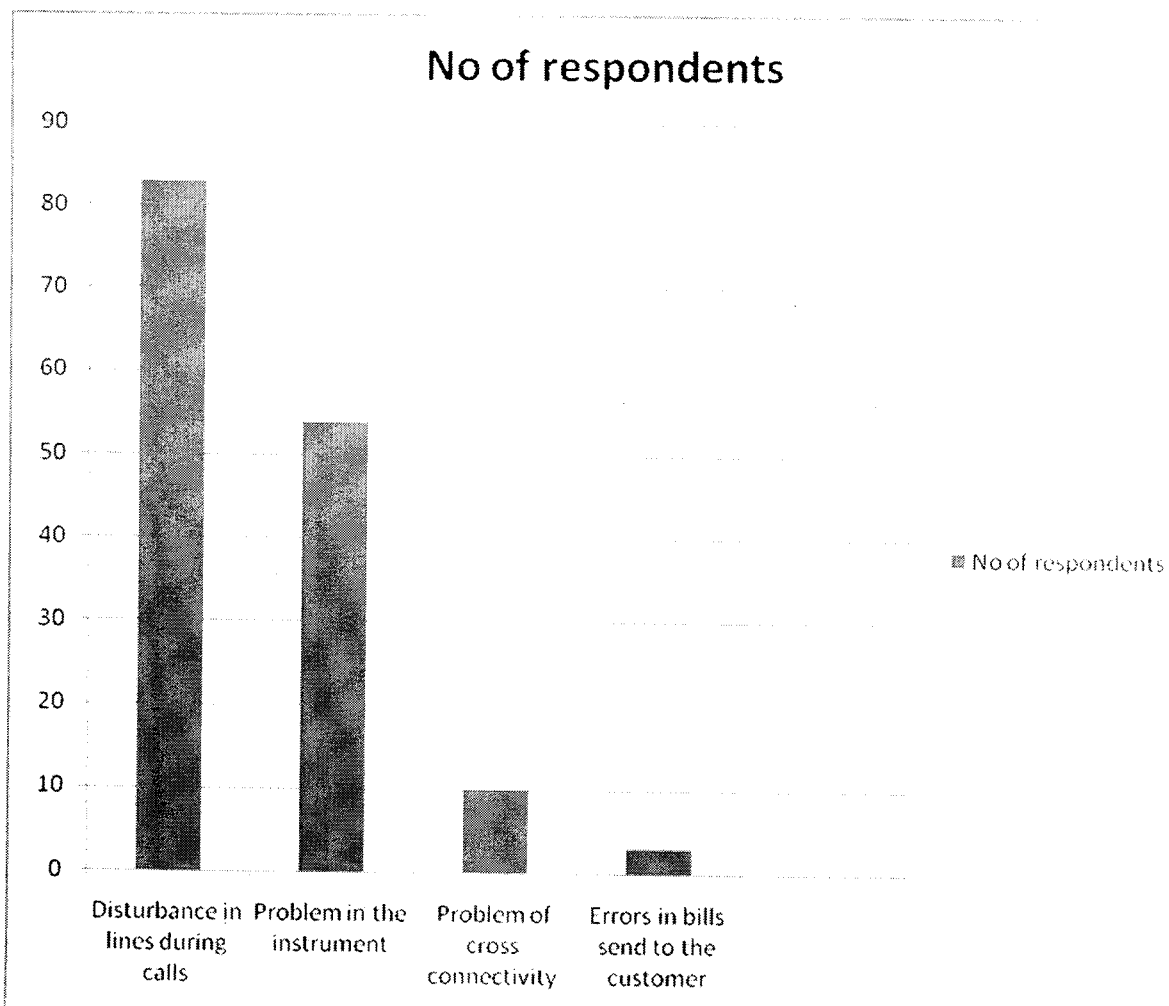


TABLE NO:3.8

PROBLEM FACED WITH BSNL LANDLINE SERVICES



CHAPTER 4

FINDINGS AND SUGGESTIONS

A good majority of the respondents(38.6%) are satisfied with the tariff plan of bsnl mobile service ,while the least number of respondents (8.6%) are “highly satisfied” with the tariff plan.

A good majority of the respondents(40.6%) are dissatisfied with the network of bsnl outside the city ,while the least number of respondents (8.6%) are “highly satisfied” with the network

A good majority of the respondents(46%) have opinioned that the complaint get redressed within 1-2 days , while the least number of respondents (7.3%) get their complaint redressed within a day in case of mobile services.

A good majority of the respondents(39.3 %) are satisfied with the call rates offered by BSNL mobile service , while the least number of respondents (7.3%) are highly dissatisfied with the call rates.

A good majority of the respondents (39.3 %) of the respondents are satisfied with the call charges of BSNL-landline, while the least number of respondents (6 %) are highly dissatisfied with the call charges .

A good majority of the respondents (30.6 %) of the respondents are satisfied with the fixed monthly charges of bsnl landline, while the least number of respondents(12 %) are highly dissatisfied with the fixed monthly charges.

55 % of the respondents experiences disturbance in lines during calls.

46 % of the respondents get their complaints redressed within 1-2 days in case of problem in bsnl landline service.

There is a relationship between the Monthly income and Satisfaction of BSNL mobile call rates.

There is a significant relationship between the age and Satisfaction of BSNL mobile call rates.

There is a significant relationship between the Monthly income and Satisfaction of fixed monthly charges of bsnl landline.

SUGGESTIONS AND RECOMMENDATIONS

From the research study, it has been found out that the Customers are very particular about the Quality of the Telecom services and hence they want BSNL to increase the Quality of BSNL services.

Recharge coupons were available only at higher rates when compared with other brands, so BSNL may take some steps to provide recharge coupons at lower rates with various denominations.

BSNL may also introduce some sales promotion such as cash discounts; Quality discounts hence the promotional activities would further strengthen the market share of the Company.

BSNL may reduce the monthly rentals and also the service tax. BSNL may also reduce the rate of tariff plans regarding Cell one. Customer care of BSNL should be improved a lot. BSNL should take steps to curb the corrupt practices of the Linemen. BSNL may change monthly billing system to bi-monthly billing

BSNL may take some steps in expansion of network in rural areas.

CHAPTER 5

CONCLUSION:

The data collected from the customers of different age groups and qualifications were studied and analyzed carefully. The analysis shows that the schemes, network performance, customer service and tariff affect the satisfaction of the customers of BSNL services.

BSNL being a public sector, in order to thrive and excel, have to understand about the Customers expectations.

They also have to understand about their competitors and their nuances in understanding their Customers.

Since Communication industry is a very competitive one it is high time for BSNL to understand about their Customers in Landline as well as Mobile services.

APPENDICES

A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL- LANDLINE AND MOBILE SERVICES

QUESTIONNAIRE

NAME:

SEX: male/female

CONTACT NO:

1. Age:

- a. Between 20-30.
- b. Between 31-35.
- c. Between 36-40.
- d. Between 41-50.
- e. Above 50.

2. Indicate the occupation.

- a. Student
- b. Employee
- c. Self-employee
- d. House wife
- e. Others (please specify) -----

3. Monthly Income:

- a. Below 5000.
- b. Between 5000-10000.

- c. Between 10000-15000.
- d. Between 15000-25000.
- e. Above 25000

4. Are you using BSNL mobile services

- a. Yes
- b. No

5. If yes, which of the following services do you use of BSNL?

- a. Pre-paid
- b. Post-paid

6. How many mobile users in your family?

- a. 2
- b. 3
- c. 4
- d. 5
- e. >5

7. Who are their service providers?

- a. Airtel
- b. Aircel
- c. Bsnl
- d. Vodafone
- e. Others (please specify)-----

8. From which source you came to know about BSNL?

- a. Advertisement
- b. Hoardings
- c. Mouth publicity
- d. Through friends

9. please specify the tariff plan used by you?

10. Since how long you are using BSNL mobile services?

- a. Less than 1 year
- b. 1-3 years
- c. 3-5 years
- d. More than 5 years

11. How satisfied are you with the Tariff plan of BSNL?

- a. Highly satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly dissatisfied

12. Do you travel outside the city ?

- a. Yes
- b. No

13. If yes, how satisfied are you with the network of BSNL?

- a. Highly satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly dissatisfied

14. How satisfied are you with the call charges of BSNL-mobile service?

- a.Highlysatisfied
- b.Satisfied
- c.Neutral
- d.Dissatisfied
- e.Highlydissatisfied

15. How satisfied are you with the SMS services of BSNL?

- a.Highlysatisfied
- b.Satisfied
- c.Neutral
- d.Dissatisfied
- e.Highlydissatisfied

16. Do you call at customer care?

- a.Yes
- b.No

17. Did you get prompt service on your complaint?

- a.Within a day
- b.1-2 days
- c.3-5 days
- d.>5 days

18. For what reason you call at customer care?

- a. Value added services
- b. Information regarding new schemes
- c. Other queries
- d. Complaining

19. would you like to recommend BSNL to others?

- a. yes
- b. No

20. Give your suggestions to help in serve you better.

21. Are you using BSNL landline services?

- a. Yes
- b. No

22. Since how long you are using BSNL landline services?

- a. Less than 1 year
- b. 2-4 years
- c. 4-6 years
- d. 6-8 years
- e. More than 8 years

23. How satisfied are you with the call charges of BSNL-landline?

- a. Very satisfied
- b. Quite satisfied
- c. Neutral
- d. Quite dissatisfied
- e. Very dissatisfied

24. How satisfied are you with the fixed monthly charges of BSNL landline?

- a. Very satisfied
- b. Quite satisfied
- c. Neutral
- d. Quite dissatisfied
- e. Very dissatisfied

25. Which services are more helpful to you while using BSNL landline service?

- a. overseas Call rates
- b. trunk call charges
- c. Free calls
- d. Value Added Services

26. what type of problem you are facing with your landline phone?

- a. disturbance in lines during calls
- b. problem in the instrument
- c. problem of cross connectivity
- d. errors in bills send to the customer

27. Do you use BSNL internet connection via modem?

- a. Yes
- b. No

28. Do you call at customer care?

- a. Yes
- b. No

29. Did you get prompt service on your complaint?

- a. Within a day
- b. 1-2 days
- c. 3-5 days
- d. >5 days

30. For what reason you call at customer care?

- a. Value added services
- b. Information regarding new schemes
- c. Other queries
- d. Complaining

31. Do you think private landline company can offer you better services as compared to bsnl?

- a. yes
- b. No

32. If yes/no please mention the reason.

33. How do you consider the future of landline in india?

- a. excellent
- b. good
- c. average
- d. bad
- e. worst

34. Give your suggestions to help in serve you better.

BIBLIOGRAPHY

Kothari C.R, Research Methodology, New Delhi, New Age International(p) Ltd., 2004(Second Edition)

Uma Sekaran, Research Methods For Business,New Delhi, McGraw-Hill Book Company, 2005(Third edition)

Websites

www.bsnl.co.in

www.wikiepedia.org

www.telecommnews.com

www.consumersreport.org