A PROJECT STUDY ON CUSTOMER SATISFACTION OF BSNL BROADBAND SERVICE USERS AT SURAMPATTY,ERODE.

A SUMMER PROJECT REPORT (MBA703)

Submitted by

A.PRABU ASIRVATHAM

Register No: 0920400035

Under the Guidance of

Mrs. R.Hema Nalini

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

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 PROJECT STUDY ON CUSTOMER SATISFACTION OF BSNL BROADBAND SERVICE USERS AT SURAMPATTY,ERODE.

is the bonafide record of project work done by

A.PRABU ASIRVATHAM

Register No: 0920400035

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

02/11/2010

Internal Examiner

External Examiner

भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

BSNL**3G**))))) BSNL LiVE
Faster than your thoughts
2010

No: *AGM Admn /2010-11 /Genl / dtd at Erode the 22/10/2010*
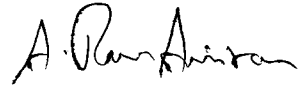
PROJECT COMPLECTION CERTIFICATE

This is to certify that Shri A.PRABU ASIRVATHAM (Roll No: 09MBA35) , student of KCT Business School, Kumaraguru College of Technology, Coimbatore has successfully completed his project work on the title " A STUDY ON CUSTOMER SATISFACTION OF BSNL BROADBAND SERVICE USERS AT SURAMPATTY,ERODE" in our concern during the period from 14-07-2010 to 20-08-2010.

His performance in this regard is very good.

/B.NARASIMHAMOORTHY/
ASST. GENERAL MANAGER (A&HR)
For The GM BSNL, ERODE – 638001.
debsnl@gmail.com
Mobile: 94861-01818

DECLARATION

I affirm that the project work titled "**A PROJECT STUDY ON CUSTOMER SATISFACTION OF BSNL BROADBAND SERVICE USERS AT SURAMPATTY,ERODE** " 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.

A.PRABU ASIRVATHAM
0920400035

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

Mrs.R.HEMANALINI
Lecturer

ACKNOWLEDGEMENT

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

I wish to express deep sense of obligation to Ms. **Hemanalini**, KCT Business School, for s intensive guidance throughout my project.

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

I thank **Mr.B.Narasimhamoorthy**, Assistant General Manager (A & H.R) ,BSNL, Erode , r his valuable guidance throughout my project.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

Telecom sector is one of the fastest growing sector in the country. BSNL is World's 7th largest Telecommunications Company providing comprehensive range of service in India. BSNL has become one of the largest public sector units in India. TRAI has listed the top 10 Broadband service providers in India out of which BSNL ranks first. The customer base can be maintained only by satisfying the expectations of the customers. To maintain the existing customer base, attract new customers, compete with other service providers, it is essential to understand the customer expectations regarding the various aspects of BSNL Broadband service

The research entitled "A study on customer satisfaction of BSNL Broadband service users at Surampatty, Erode", 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 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. The findings came into light with the help of analysis and interpretation. Based on these findings relevant suggestions were given to the organization in order to increase the level of customer satisfaction.

CHAPTER – I

INTRODUCTION

CHAPTER 1
INTRODUCTION

1.1 BACKGROUND

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

Customers are satisfied when the performance of the product or service matches or exceeds their expectations. Satisfied customers are more likely to continue their patronage. Therefore customer satisfaction is an important step in the relationship building process and many of the satisfied customers will become clients.

The telecom industry is one of the fastest growing industries in India. India has nearly 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world.

History of Indian Telecommunications started in 1851 when the first operational land lines were laid by the government near Calcutta (seat of British power). Telephone services were introduced in India in 1881. In 1883 telephone services were merged with the postal system. Indian Radio Telegraph

Company (IRT) was formed in 1923. After independence in 1947, all the foreign telecommunication companies were nationalized to form the Posts, Telephone and Telegraph (PTT), a monopoly run by the government's Ministry of Communications. Telecom sector was considered as a strategic service and the government considered it best to bring under state's control.

The first wind of reforms in telecommunications sector began to flow in 1980s when the private sector was allowed in telecommunications equipment manufacturing. In 1985, Department of Telecommunications (DOT) was established. It was an exclusive provider of domestic and long-distance service that would be its own regulator (separate from the postal system). In 1986, two wholly government-owned companies were created: the Videsh Sanchar Nigam Limited (VSNL) for international telecommunications and Mahanagar Telephone Nigam Limited (MTNL) for service in metropolitan areas.

In 1990s, telecommunications sector benefited from the general opening up of the economy. Also, examples of telecom revolution in many other countries, which resulted in better quality of service and lower tariffs, led Indian policy makers to initiate a change process finally resulting in opening up of telecom services sector for the private sector. National Telecom Policy (NTP) 1994 was the first attempt to give a comprehensive roadmap for the Indian telecommunications sector. In 1997, Telecom Regulatory Authority of India (TRAI) was created. TRAI was formed to act as a regulator to facilitate the growth of the telecom sector. New National Telecom Policy was adopted in 1999 and cellular services were also launched in the same year.

Telecommunication sector in India can be divided into two segments: Fixed Service Provider (FSPs), and Cellular Services. Fixed line services consist of basic services, national or domestic long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90 per cent of revenues from basic services. Private sector services are presently available in selective urban areas, and collectively account for less than 5 per cent of subscriptions. However, private services focus on the business/corporate sector, and offer reliable, high- end services, such as leased lines, ISDN, closed user group and videoconferencing.

Cellular services can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). The GSM sector is dominated by Airtel, Vodafone-Hutch, and Idea Cellular, while the CDMA sector is dominated by Reliance and Tata Indicom. Opening up of international and domestic long distance telephony services are the major growth drivers for cellular industry. Cellular operators get substantial revenue from these services, and compensate them for reduction in tariffs on airtime, which along with rental was the main source of revenue. The reduction in tariffs for airtime, national long distance, international long distance, and handset prices has driven demand.

BROADBAND SERVICE PROVIDERS IN INDIA:

- BSNL
- MTNL
- Bharti Airtel
- Hathway Cable
- Tata Communications
- You Telecom
- Reliance Communications
- Sify Broadband
- Asianet Communications
- HFCL Infotel

1.2 REVIEW OF LITERATURE

Jha (2008),[1] in his study analyzed that it is the youth which is the real growth driver of 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 phones. Data was collected from a sample of 208 mobile phone owners, aged between 20 and 29. The study sheds light on how gender, monthly voucher amount and years of owning mobile phones influence the usage pattern of this device. Findings of the study would be helpful for the telecom service providers and handset manufacturers to formulate a marketing strategy for different market segments.

Rick (2008), [2] This study finds that companies with sound customer strategies can use that ultimate loyalty program as a differentiator in an increasingly muddled market. In an increasingly competitive market, customer loyalty efforts can play a major part in the attraction of new customers and the retention of current ones. Marketers dealing in the telecommunications arena are established in an exciting era of industry growth. As consumers' choices expand, the importance of a sound customer relationship strategy becomes more and more important for the success of the company.

[1]http://www.scribd.com/doc/25310916/project-on-Customer-Satisfaction-Towards-Mobile-Service-Providers

[2] http://www.scribd.com/doc/15680961/Indian-Telecommunication-Project

Fredric (2008)[1] analyzed the importance of yield management and discrimination pricing in telecommunication sector. Yield management is the process of allocating the right type of capacity or inventory unit to the right kind of customer at the right price so as to maximize revenue or yield. Yield management and dynamic pricing strategies could be usefully applied to preserve and increase profitability. Yield management techniques can help telecom operators and similar companies to optimize the benefits they can derive from a subtle management of information networks and partnerships. However, such an approach is more difficult to implement in the telecommunications industry than in the airlines sector because of the difficulty to control (and sometimes to refuse) network access to customers

Cygnus Business Consulting & Research Pvt. Ltd. (2008),[2] in its "Performance Analysis of Companies (April-June 2008)" has analyzed the Indian telecom industry in the awake of recent global recession and its overall impact on the Indian economy. With almost 5-6 million subscribers are being added every month, and the country is witnessing wild momentum in the telecom industry, the Indian telecom industry is expected to maintain the same growth trajectory.

Debnath (2008) [3] 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.

[1]http://www.scribd.com/doc/25310916/project-on-Customer-Satisfaction-Towards-Mobile-Service-Providers

[2]http://www.scribd.com/doc/24304465/Project-Report-Reliance-Communications-Customer-Satisfaction

[3]http://www.scribd.com/doc/25310916/project-on-Customer-Satisfaction-Towards-Mobile-Service-Providers

Kumar (2008),[1] in their study titled "Customer Satisfaction and Discontentment vis-avis BSNL Landline Service: A 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.

Shankar (2006), [2] This article examines the emergence of innovation and value creation for enhancing customers' experience, as a result of increasing competition in the Indian telecom industry during the late 1990s and early 2000s. The report provides a detailed account of the evolution of the Indian telecom industry. It traces various developments in the industry before, during and after the liberalization of the Indian telecom sector. It also provides information about the increasing popularity of cellular services which led to the emergence of several private telecom operators like Bharati Tele Ventures, Hutchison Telecom, Idea Cellular Ltd, Reliance Telecom Ltd, etc.

Bismut (2006), [3] in his study titled "Competition in European Telecom Markets" analyzed that in recent years the European telecommunications market has witnessed major developments, with rapid expansion in access to telecommunications networks and a surge in the number of available services and applications. While many factors have contributed to the transformation of the telecommunications industry, competition has played a key role in driving telecom players to invest in new technologies, to innovate and to offer new services.

[1] http://www.scribd.com/doc/25310916/project-on-Customer-Satisfaction-Towards-Mobile-Service-Providers

[2] http://www.scribd.com/doc/15680961/Indian-Telecommunication-Project

[3] http://www.scribd.com/doc/25310916/project-on-Customer-Satisfaction-Towards-Mobile-Service-Providers

The above studies gave an idea of the elements that has an effect on the customer satisfaction of Broadband. Based on the above studies this project aims at studying the customer satisfaction based on schemes, speed, tariff. In addition this study also aims to find which factor contributes more to the customer satisfaction of broadband services.

1.3 STATEMENT OF PROBLEM

BSNL is World's 7th largest Telecommunication company providing comprehensive range of telecom services in India.TRAI has listed the top 10 Broadband service providers in India out of which BSNL ranks first. Even though BSNL ranks first in Broadband, there are competitors like Bharti Airtel, Tata Communications, Reliance Communications, Sify Broadband.

If proper care in all aspects of Broadband service is not taken to maintain the customer base, it is difficult to maintain its position in this competitive scenario .The customer base can be maintained only by satisfying the expectations of the customers. To maintain the existing customer base, attract new customers, compete with other service providers, it is essential to understand the customer expectations regarding the various aspects of BSNL Broadband service. This is identified as problem for the study.

1.4 COMPANY PROFILE

Bharat Sanchar Nigam Limited (BSNL) is a state-owned telecommunication enterprise in India. BSNL is the Third largest cellular service provider, with over 66.88 million customers as of June 2010 and the largest land line telephone provider in India. BSNL further plans to increase its customer base to 160 Million by March, 2014. Its headquarters are at Bharat Sanchar Bhawan, Harish Chandra Mathur Lane, Janpath, New Delhi. It has the status of Miniratna, a status assigned to reputed Central Public Sector Enterprise in India.

BSNL is India's oldest and largest Communication Service Provider (CSP). Currently has a customer base of 90 million as of June 2008.It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi which are managed by MTNL. As on June 30, 2010 BSNL commanded a customer base of 27.45 million Wireline, 72.69 million Wireline subscribers. BSNL's earnings for the Financial Year ending March 31, 2009 stood at INR 397.15b (US$7.03 billion) with net profit of INR 78.06b (US$ 1.90 billion). BSNL has an estimated market value of $ 100 Billion. The company is planning an IPO with in 6 months to offload 10% to public in the Rs 300-400 range valuing the company at over $100 billion.

BSNL provides almost every telecom service in India. Following are the main telecom services provided by BSNL:

- **Universal Telecom Services**: Fixed wire line services & Wireless in Local loop (WLL) using CDMA Technology called bfone and Tarang respectively. As of June 30, 2010, BSNL has 75% market share of fixed lines.

- **Cellular Mobile Telephone Services**: BSNL is major provider of Cellular Mobile Telephone services using GSM platform under the brand name Cellone & Excel (BSNL Mobile). As of June 30, 2010 BSNL has 13.50% share of mobile telephony in the country.

- **WLL-CDMA Telephone Services**: BSNL's WLL (Wireless in Local Loop) service is the most reliable and affordable service giving you the best of both fixed line telephony & Mobile telephony.

- **Internet**: BSNL provides internet services through dial-up connection (Sancharnet) as Prepaid, (NetOne) as Postpaid and ADSL broadband (BSNL Broadband). BSNL holds 55.76% of the market share with reported subscriber base of 9.19 million Internet subscribers with 7.79 % of growth at the end of Mar-10. Top 12 Dial-up Service providers, based on the subscriber base, Performance of BSNL ISP Quality of Service have met this benchmark of 99% for first attempt in this quarter and maintained the Grade of Service. It Also Provides Online Games Via Its Games on Demand(GOD)

- **Intelligent Network (IN)**: BSNL provides IN services 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 Rae Service (PRM), Universal Access Number (UAN) and more.

- **3G**: BSNL offers the '3G' or the'3rd Generation' services which includes facilities like video calling, live tv, 3G Video portal, streaming services like online full length movies and video on demand etc. More information about BSNL Live TV is available at http://bsnllive.info and http://vas.bsnl.co.in

- **IPTV**: BSNL also offers the 'Internet Protocol Television' facility which enables us to watch television through internet.

- **FTTH**: Fibre To The Home facility that offers a higher bandwidth for data transfer. This idea was proposed on post-December 2009.

- **Helpdesk**: BSNL's Helpdesk provide help desk support to their customers for their services

1.5 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

To analyze the level of customer satisfaction of BSNL Broadband users.

SECONDARY OBJECTIVES:
- .To understand the demographic profile of BSNL Broadband users.
- .To understand the subscription process, type of service availed and usage pattern of BSNL Broadband users.
- . To study the problems faced by the customers of BSNL Broadband.
- .To discover the level of tendency to recommend BSNL Broadband services to others.
- .To propose suitable suggestions to improve the services of BSNL Broadband

1.6 SCOPE :

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

The sample is taken from the BSNL Broadband users of Surampatty, Erode.

1.7 LIMITATIONS:

- The study was confined within specific region of Erode only.
- The sample size was limited so that the results obtained from the study may not be generalized for the whole population.
- The time period of the study was not sufficient to measure the consumers response effectively and to reach to a more valid conclusion.

CHAPTER 2

RESEARCH METHODOLOGY

CHAPTER 2

RESEARCH METHODOLOGY

2.1 RESEARCH DESIGN

The research is of descriptive type.

Descriptive Research describes data and characteristics about the population being studied

2.2 SAMPLING FRAMEWORK

Purposive Area Random Sampling method has been adopted for this study. The target respondents are BSNL broadband service users of Surampatty, Erode.   The total population of the study is1200. The theoretical sample size is 291.Due to the time limitation, the sample size is limited to 200.

2.3 SOURCES OF DATA

Data collection has been mainly collected from two sources, Viz., primary and secondary. Primary data are that information, which are collected for the first time and thus happen to be original in character. Secondary data are those which have already been collected by some other persons and already been processed.

2.4 COLLECTION OF DATA

The primary data is collected from BSNL Broadband service users of Surampatty, Erode. Secondary data is collected from various sources such as books, magazines and websites.

2.5 STATISTICAL TOOLS AND TESTS USED:

- ➢ Percentage Analysis
- ➢ Correlation

2.6 TIME FRAME:

Data collection was done for the period of five weeks i.e from mid July to August 2010.

CHAPTER 3

ANALYSIS

AND INTERPRATION

CHAPTER 3

ANALYSIS AND INTERPRETATION

TABLE 3.1.1

AGEWISE DISTRIBUTION OF RESPONDENTS

Age Group	Number of Respondents	Percentage
Below 20 years	4	2
21 – 30 years	60	30
31 – 40 years	80	40
41 – 50 years	36	18
Above 50 years	20	10
Total	200	100

Inference:

It is inferred that 40% of the respondents are belonging to the age group of 31 to 40 years. 30 % of the respondents are belonging to the age group of 21 to 30 years. 18 % of the respondents are belonging to the age group of 41 to 50 years. 10% of the respondents are in the age group of above 50 years. 2% of the respondents are in the age group of below 20 years. Majority of the customers of BSNL Broadband are in 31 to 40 years because this age group people are interested in internet browsing.

FIGURE3.2.1

AGEWISE DISTRIBUTION OF RESPONDENTS

Number of Respondents

Legend:
- Below 20 years
- 21 – 30 years
- 31 – 40 years
- 41 – 50 years
- Above 50 years
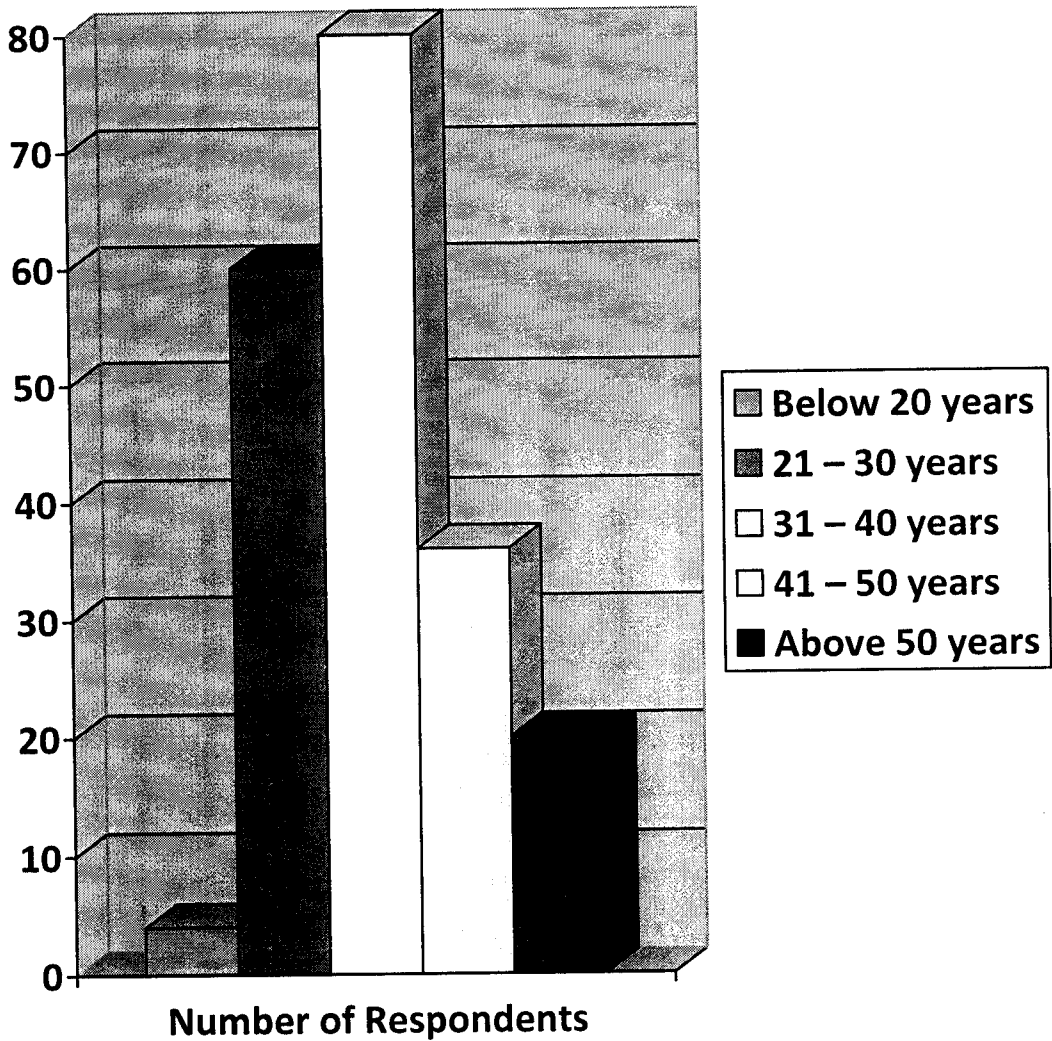
TABLE 3.1.2

OCCUPATIONWISE DISTRIBUTION OF RESPONDENTS

Occupation	No of Respondents	Percentage
Business	12	6
Government	4	2
PSU	28	14
Private	136	68
Others	20	10
Total	200	100

Inference:

It is inferred that 68% of the respondents are working in private organizations .14 % of the respondents are working in PSU. 10% of the respondents are categorized as others which include retired employees, students and housewives.6% of the respondents are involved in business. 2% of the respondents are working in Government organizations. Majority of the respondents are working in private organizations because there are no business opportunities

FIGURE 3.2.2

OCCUPATIONWISE DISTRIBUTION OF RESPONDENTS
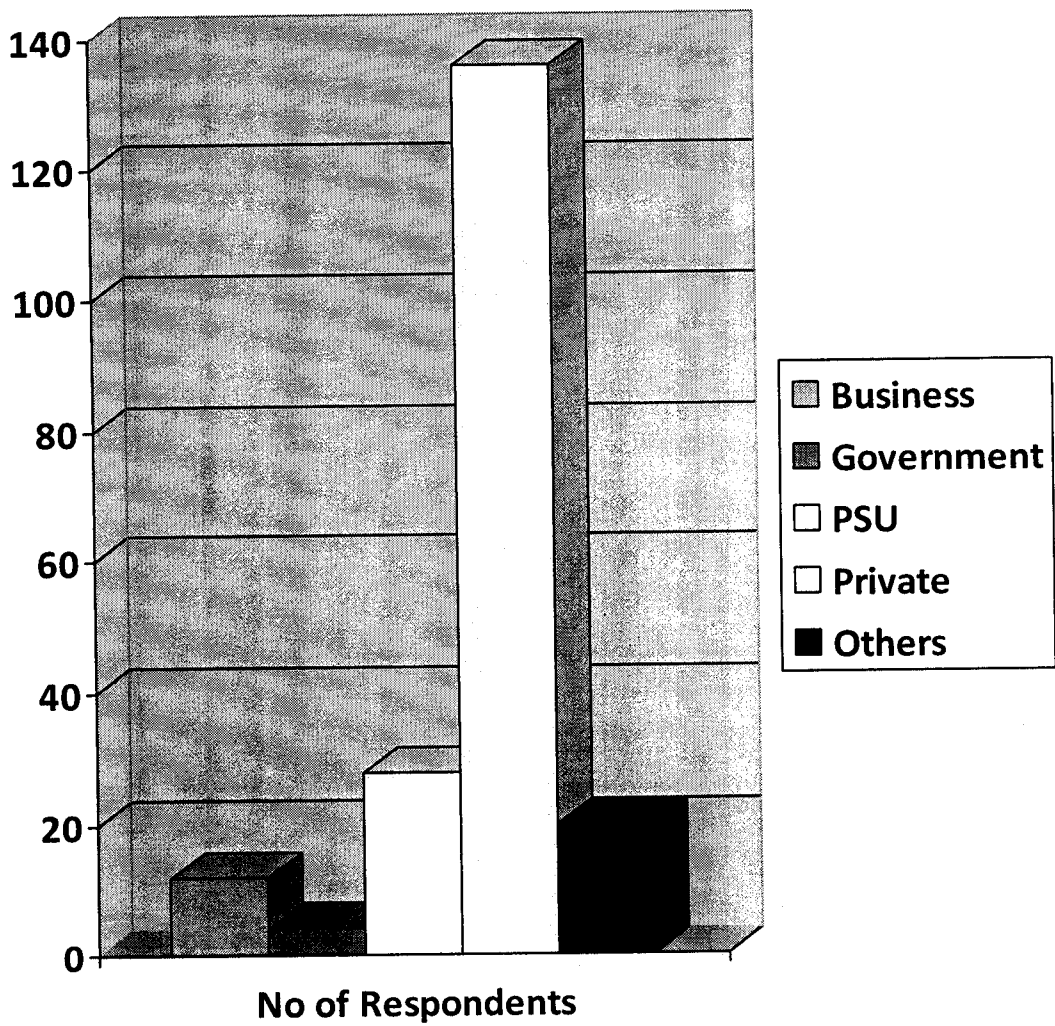
TABLE 3.1.3

INCOMEWISE DISTRIBUTION OF RESPONDENTS

Monthly Income	No of Respondents	Percentage
Below Rs 10000	12	6
Rs10001-20000	84	42
Rs20001-30000	56	28
Rs30001-40000	8	4
Rs40001-50000	4	2
Above Rs50000	16	8
No Response	20	10
Total	200	100

Inference:

It is inferred that the monthly income of 42% of the respondents fall in the range of Rs10001-20000 .28% of the respondents fall in the range of Rs 20001 -30000.8 % of the respondents fall in the range of above Rs500000. 6 % of the respondents fall in the range of Below Rs10000. 4% of the respondents fall in the range of Rs 30001 to Rs 40000. 2 % of the respondents fall in the range of Rs 40001 to Rs 50000. Majority of the BSNL Broadband customers fall in Rs 10001 to Rs 20000 because Surampatty in Erode district covers middle income level people.

FIGURE 3.2.3

INCOMEWISE DISTRIBUTION OF RESPONDENTS
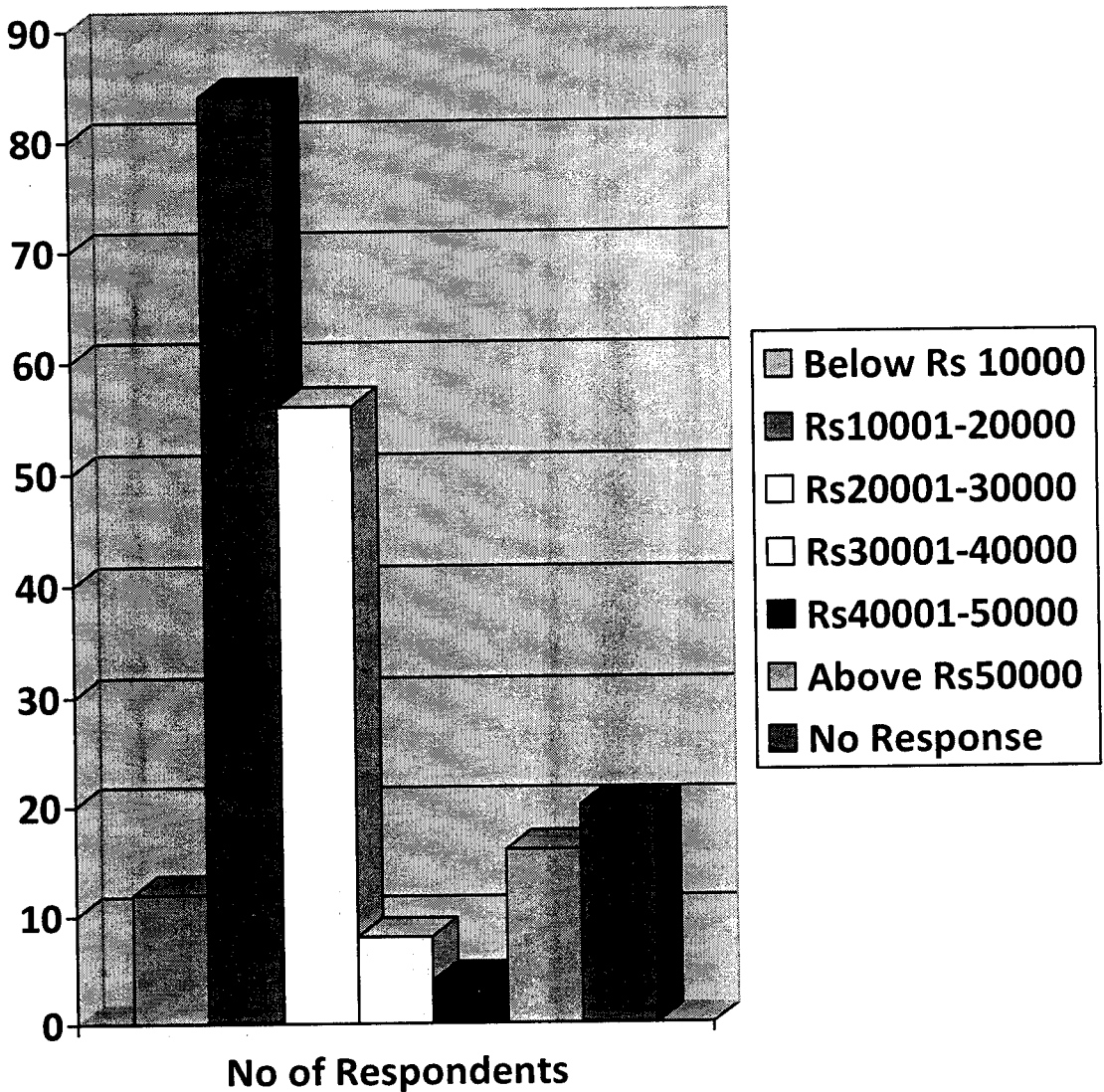
TABLE 3.1.4

WAITING PERIOD TO GET THE BROADBAND CONNECTION

Waiting Period	Number of Respondents	Percentage
Less than 3 days	44	22
3-7 days	104	52
8-31 days	40	20
Above 31 days	12	6
Total	200	100

Inference:

It is inferred that 52%of the respondents have waited for 3 to 7 days for getting the broadband connection.22 % of the respondents have waited for less than 3 days for getting broadband connection. 20 % of the respondents have waited for 8 to 31 days for getting broadband connection.6% of the respondents have waited for more than one month for getting broadband connection. Majority of the respondents have waited for 3 to 7 days for getting broadband connection

FIGURE 3.2.4

WAITING PERIOD TO GET THE BROADBAND CONNECTION

Legend:
- Less than 3 days
- 3-7 days
- 8-31 days
- Above 31 days

Number of Respondents
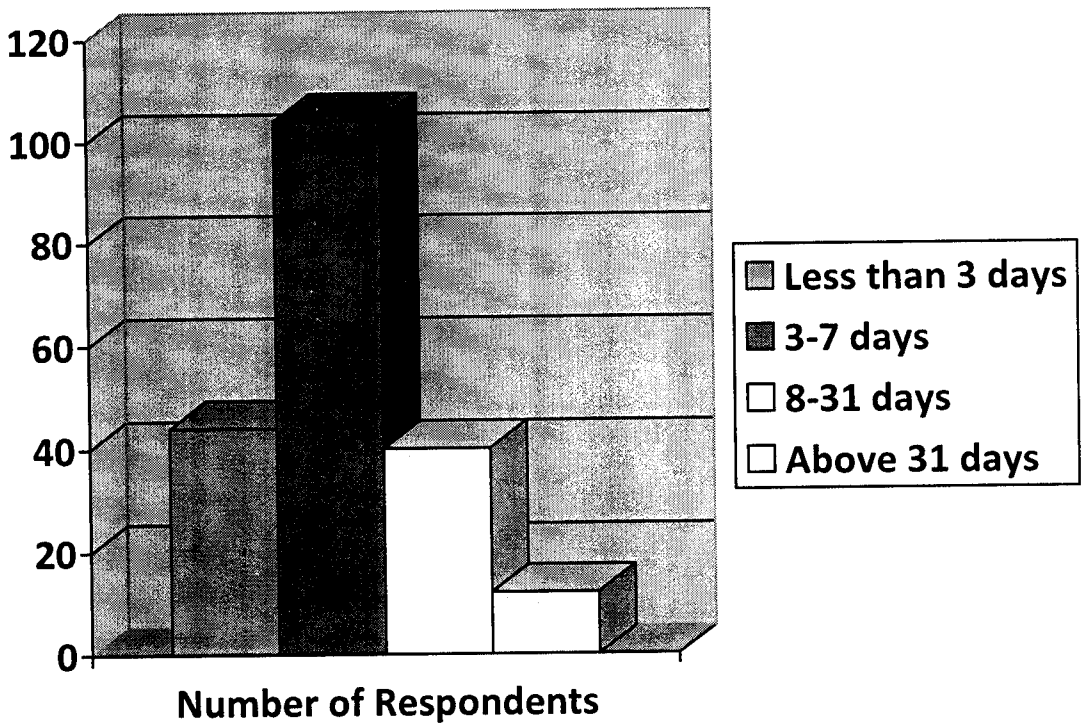
TABLE 3.1.5

DISTRIBUTION OF THE RESPONDENTS ON THE BASIS OF BROADBAND PLAN

Broadband Plan	Number Of Respondents	Percentage
Home 125	12	6
Home 250	52	26
Home 500	12	6
Home Combo 500	32	16
Home Combo 199	4	2
Home Combo 299	12	6
Home Unlimited 750	76	38
Total	200	100

Inference:

It is inferred that 38% of the respondents have opted for Home Unlimited 750 Plan and 26% of the respondents have opted for Home 250 Plan. 16 % of the respondents have opted for Home Combo 500. 6% of the respondents have opted for Home 125 ,Home Combo 299 and Home 500 plan. 2 % of the respondents have opted for Home Combo 199. Majority of the respondents have opted for Home Unlimited 750 because of the unlimited usage.

FIGURE 3.2.5

DISTRIBUTION OF THE RESPONDENTS ON THE BASIS OF BROADBAND PLAN

Number Of Respondents

Legend:
- Home 125
- Home 250
- Home 500
- Home Combo 500
- Home Combo 199
- Home Combo 299
- Home Unlimited 750
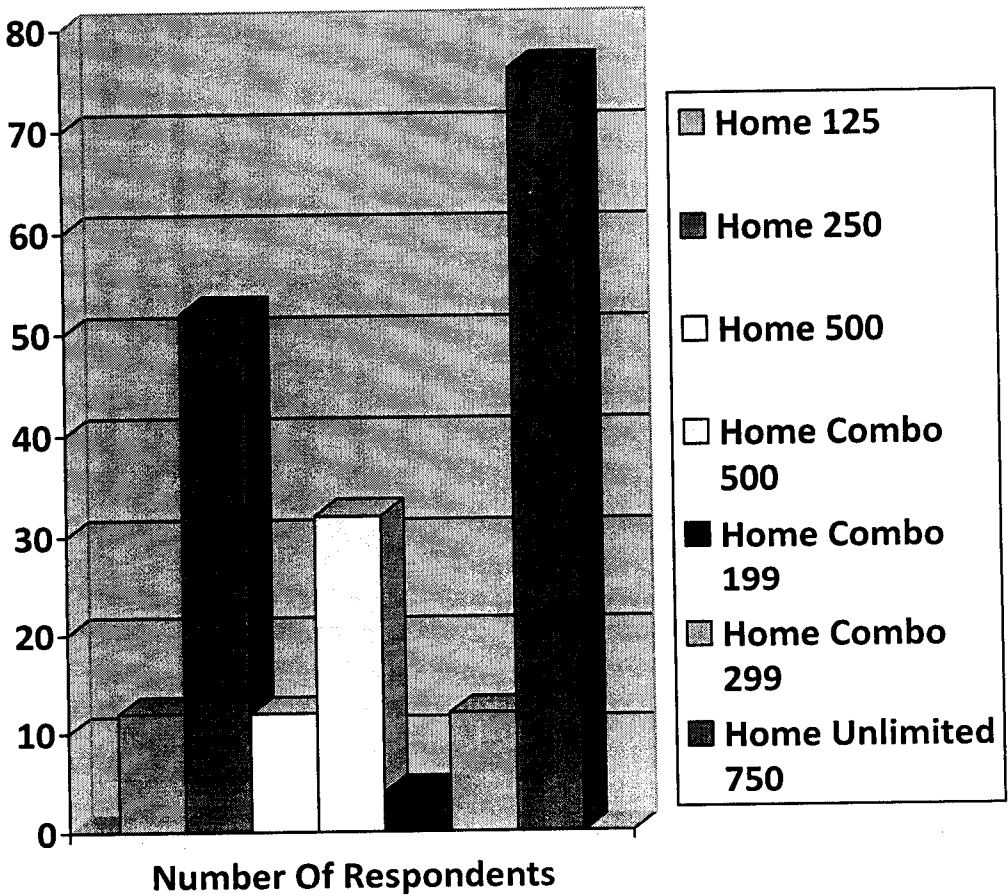
TABLE 3.1.6

PERIOD OF USAGE

Period of usage	Number of Respondents	Percentage
Less than 1 year	24	12
1-2 years	72	36
2-3 years	52	26
Above 3 years	52	26
Total	200	100

Inference:

It is inferred that 36% of the respondents are using BSNL Broadband for 1-2 years. 26% of the respondents using BSNL Broadband for 2- 3 years. And above 3 years. 12 % of the respondents are using BSNL Broadband for less than one year. Majority of the respondents belong to the category of 1 to 2 years which indicates that there are many new customers for BSNL Broadband.

FIGURE 3.2.6

PERIOD OF USAGE
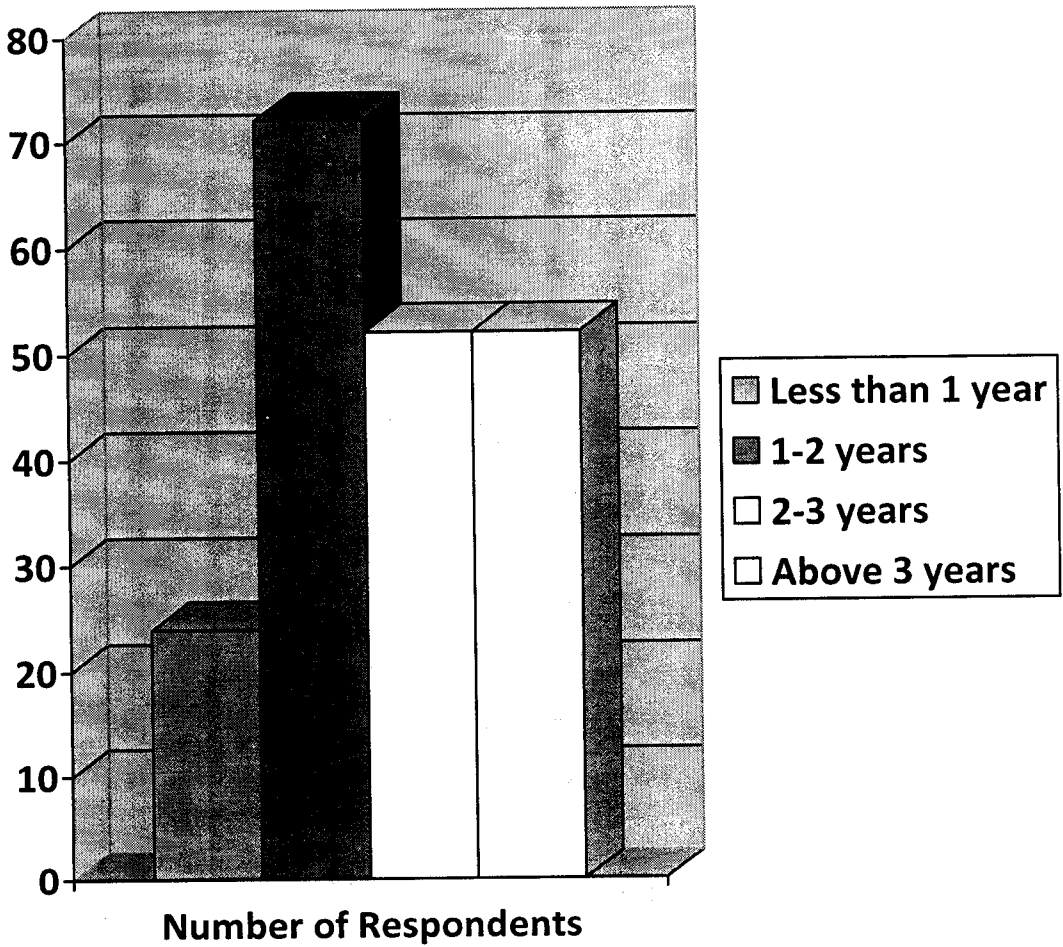
TABLE 3.1.7

HOURS OF USAGE PER DAY

Hours of usage per day	Number of Respondents	Percntage
Less than 1 hour	28	14
1-2 hours	96	48
2-3 hours	40	20
Above 3 hours	36	18
Total	200	100

Inference:

It is inferred that 48% of the respondents are using BSNL Broadband for 1-2 hours per day 20% of the respondents are using BSNL Broadband for 2-3 hours.18 % of the respondents are using BSNL Broadband for more than 3 hours .14 % of the respondents are using BSNL Broadband for less than one hour Majority of the respondents use Broadband for 1-2 hours in a day.

FIGURE 3.2.7

HOURS OF USAGE PER DAY

Number of Respondents

Legend:
- Less than 1 hour
- 1-2 hours
- 2-3 hours
- Above 3 hours
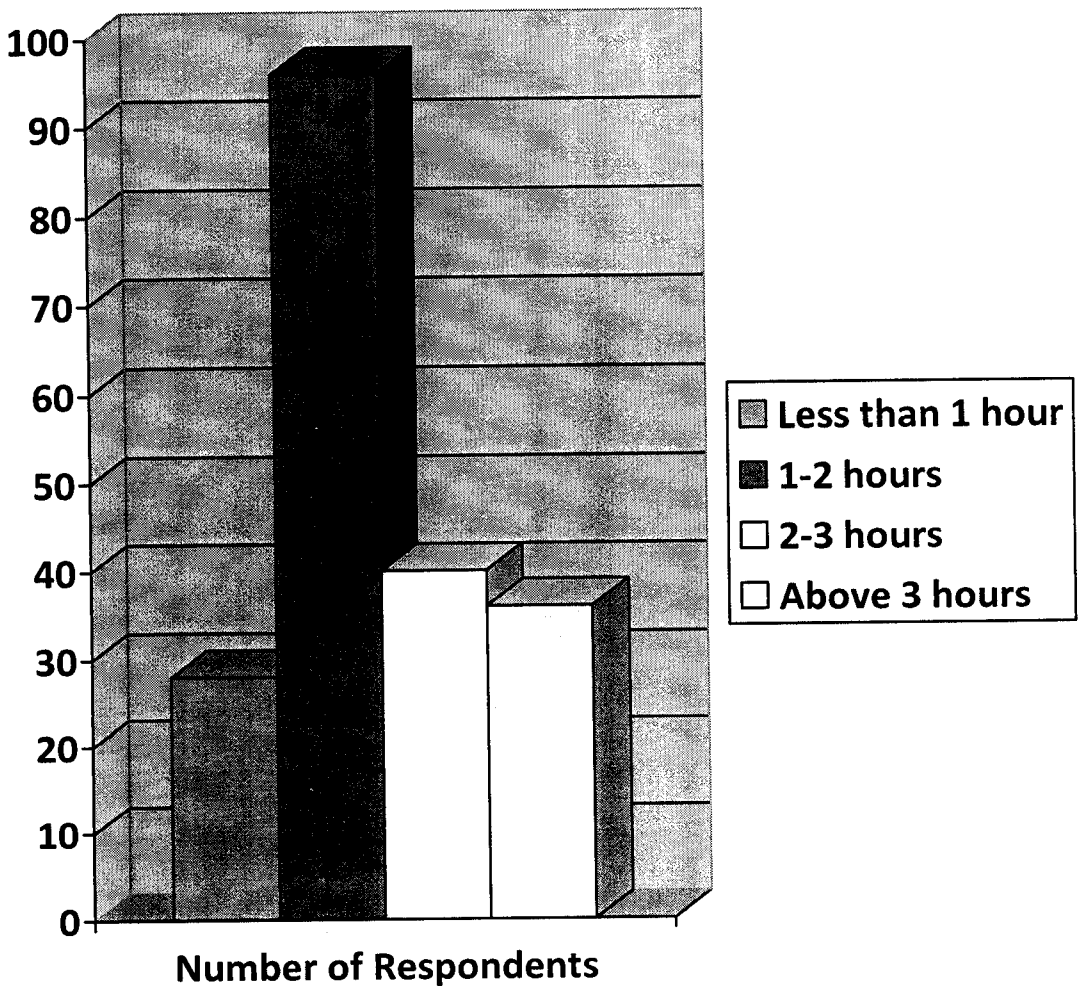
TABLE 3.1.8

REASON FOR SELECTING BSNL BROADBAND SERVICE

Reason for selecting BSNL Broadband	Number of Respondents	Percentage
High speed	92	46
Low cost	24	12
Convenient Schemes	64	32
Others	20	10
Total	200	100

Inference:

It is inferred that 46% of the respondents prefer BSNL Broadband for high speed .32% of the respondents prefer BSNL Broadband for convenient schemes.12% of the respondents prefer BSNL Broadband for low cost. Majority of the respondents prefer BSNL Broadband because of its high speed.

FIGURE 3.2.8

REASON FOR SELECTING BSNL BROADBAND SERVICE

Number of Respondents

Legend:
- High speed
- Low cost
- Convenient Schemes
- Others
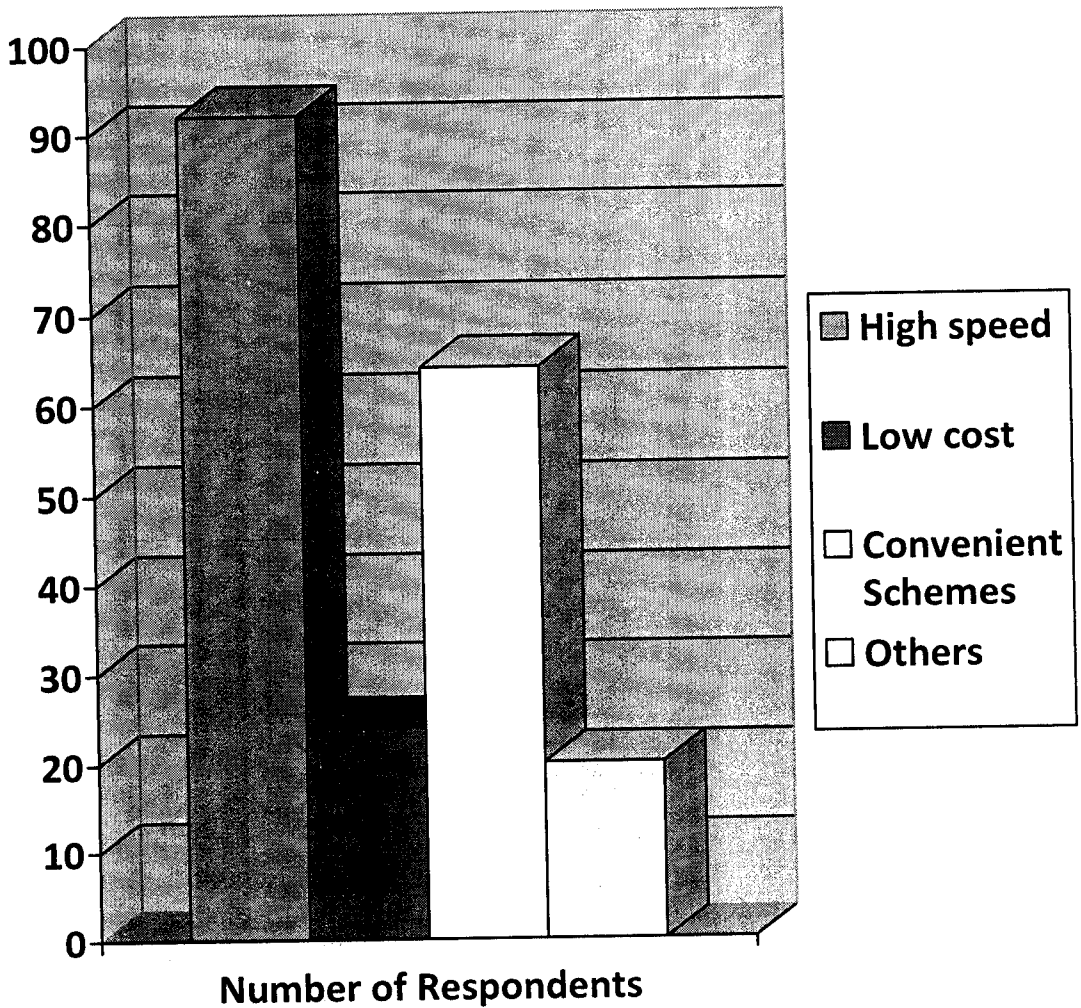
TABLE 3.1.9

LEVEL OF SATISFACTION ABOUT SCHEMES

Level of satisfaction about schemes	Number of Respondents	Percentage
Highly satisfied	8	4
Satisfied	168	84
Neutral	12	6
Dissatisfied	12	6
Highly Dissatisfied	0	0
Total	200	100

Inference:

It is inferred that 84% of the respondents are satisfied with the schemes of BSNL Broadband.6% of the respondents are dissatisfied and 4% of the respondents are highly satisfied with the schemes of BSNL Broadband. Majority of the respondents are satisfied with the schemes of BSNL Broadband

FIGURE 3.2.9

LEVEL OF SATISFACTION ABOUT SCHEMES

Number of Respondents

Legend:
- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied
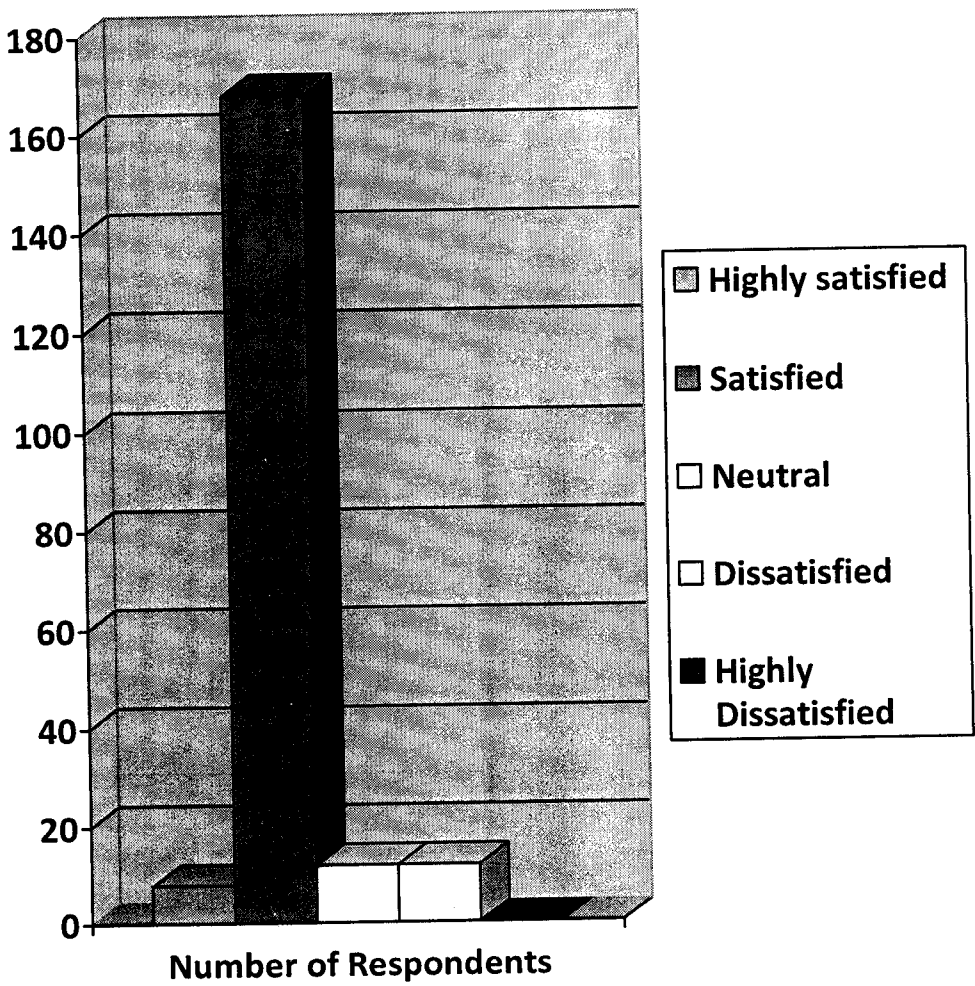
TABLE 3.1.10

LEVEL OF SATISFACTION ABOUT SPEED

Level of satisfaction about speed	Number of Respondents	Percentage
Highly satisfied	12	6
Satisfied	152	76
Neutral	24	12
Dissatisfied	12	6
Highly Dissatisfied	0	0
Total	200	100

Inference:

It is inferred that 76% of the respondents are satisfied with the speed of BSNL Broadband.6% of the respondents are highly satisfied with the speed of BSNL Broadband.6% of the respondents are dissatisfied with the speed of BSNL Broadband.

FIGURE 3.2.10

LEVEL OF SATISFACTION ABOUT SPEED

Number of Respondents

Legend:
- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied
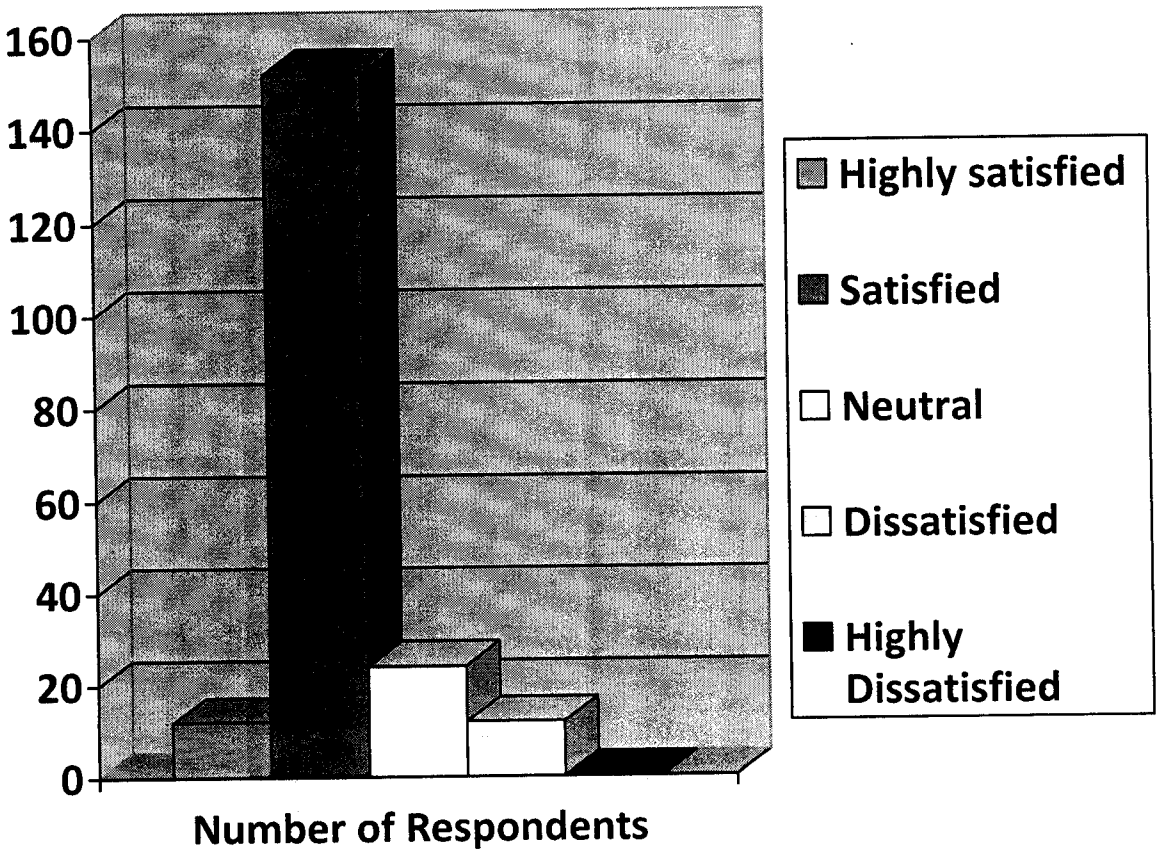
TABLE 3.1.11

LEVEL OF SATISFACTION ABOUT TARIFF

Level of satisfaction about tariff	Number of Respondents	Percentage
Highly satisfied	4	2
Satisfied	92	46
Neutral	84	42
Dissatisfied	20	10
Highly Dissatisfied	0	0
Total	200	100

Inference:

It is inferred that 46 % of the respondents are satisfied with the tariff of BSNL Broadband.10% of the respondents are dissatisfied with the tariff of BSNL Broadband.2% of the respondents are highly satisfied with the tariff of BSNL Broadband. Majority of the respondents are satisfied with the tariff of BSNL Broadband.

FIGURE 3.2.11

LEVEL OF SATISFACTION ABOUT TARIFF

Legend:
- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

Number of Respondents
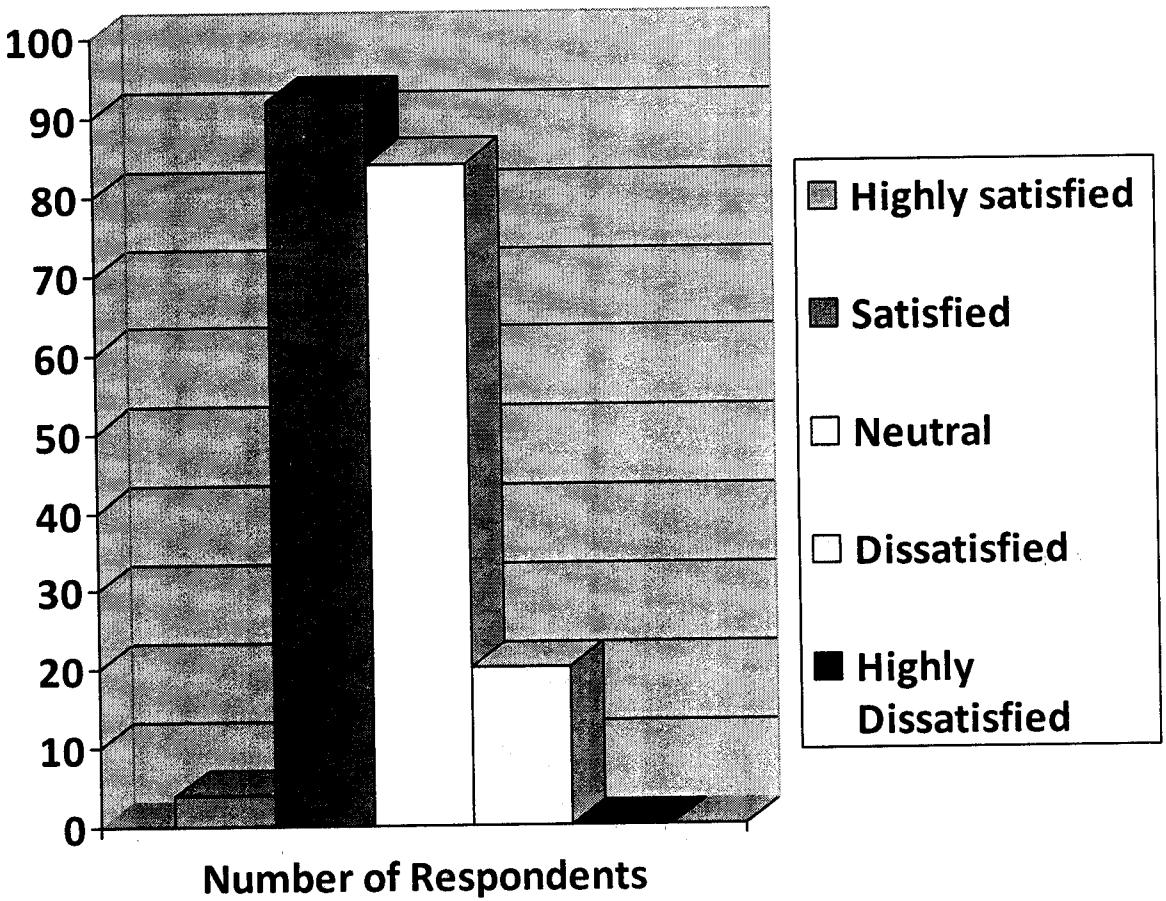
TABLE 3.1.12

NATURE OF COMPLAINTS

Nature of Complaints	Number of Respondents	Percentage
Billing Complaints	4	2
Delay in attending Complaints	60	30
Slow Browsing speed	8	4
Internet not connected	52	26
No Complaints	76	38
Total	200	100

Inference:

It is inferred that 38% of the respondents do not have any complaints. 30% of the respondents have the problem of delay in attending complaints.26% of the respondents have the problem of internet not connected.4% of the respondents have the problem of slow browsing speed.2% of the respondents have the problem of billing complaints. Majority of the respondents do not have any problem.

FIGURE 3.2.12

NATURE OF COMPLAINTS

Number of Respondents

Legend:
- Billing Complaints
- Delay in attending Complaints
- Slow Browsing speed
- Internet not connected
- No Complaints
- Total
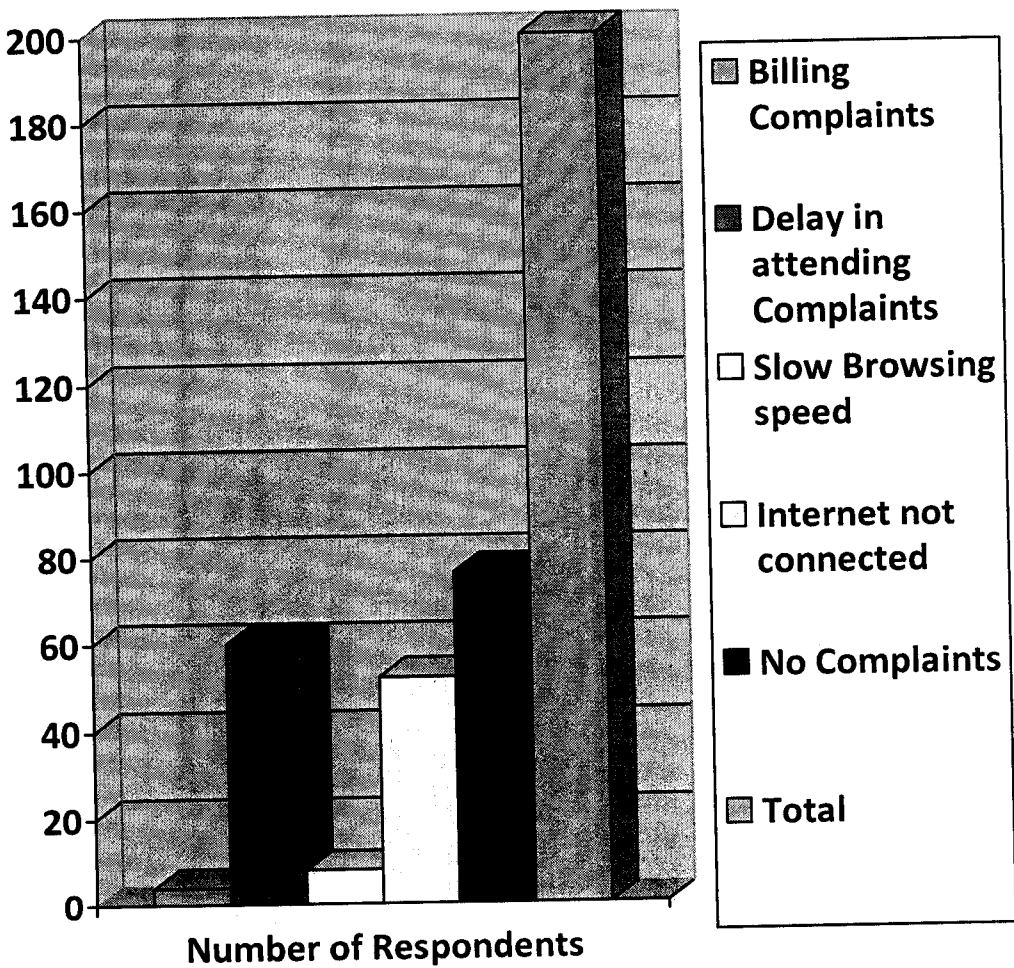
TABLE 3.1.13

METHOD OF COMPLAINT REDRESSAL

Method of Complaint Redressal	Number Of Respondents	Percentage
In Person	112	56
By Phone	16	8
No Response	72	36
Total	200	100

Inference:

It is inferred that 56 % of the respondents preferred the method of attending the complaints in person. 8% of the respondents preferred the method of attending complaints by phone. 36 % of the respondents did not respond..

FIGURE 3.2.13

METHOD OF COMPLAINT REDRESSAL

Number Of Respondents
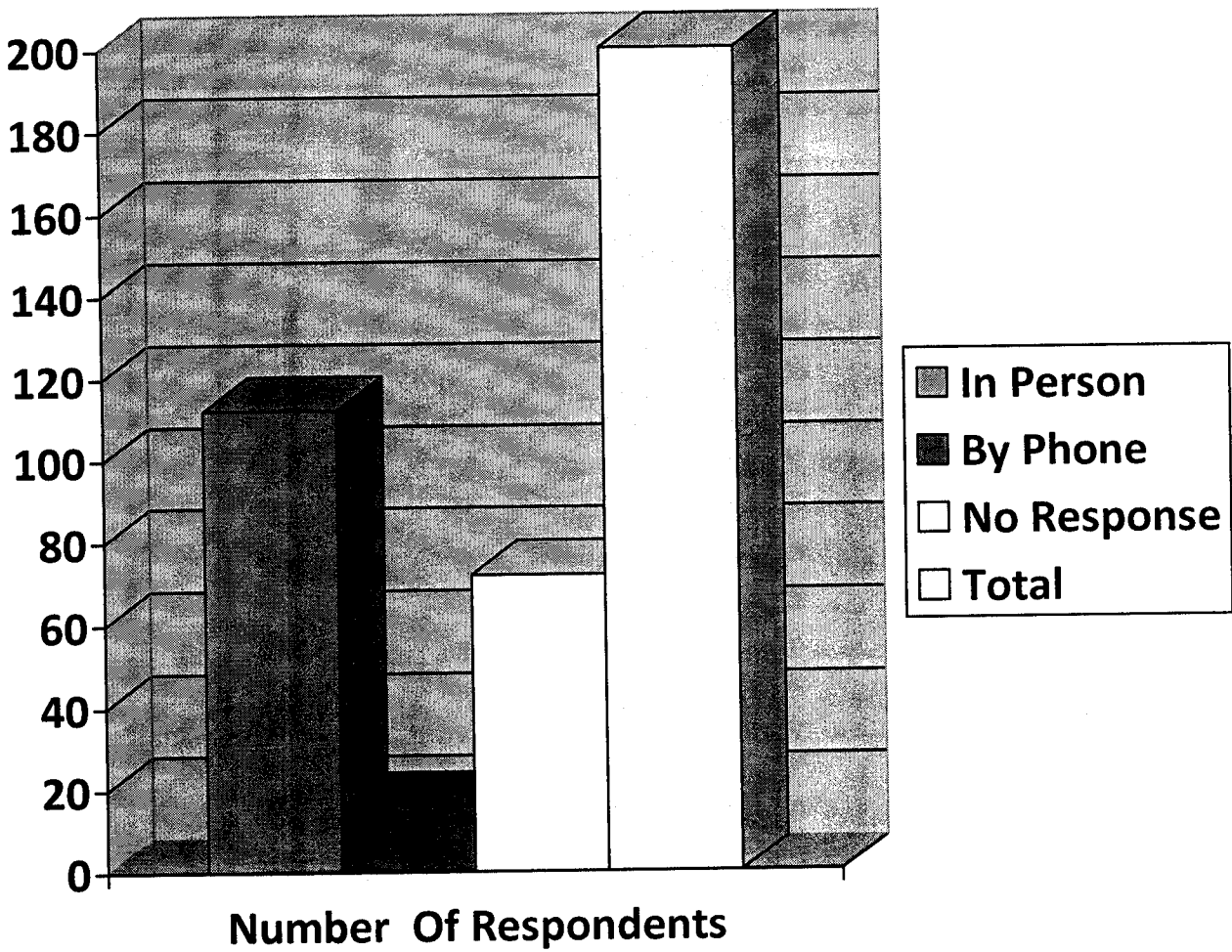
TABLE 3.1.14

LEVEL OF RECOMMENDATION ABOUT

BSNL BROADBAND SERVICE

Level of Recommendation	Number of Respondents	Percentage
Excellent	22	6
Good	104	52
Normal	44	22
Poor	11	5.5
Worst	0	0
No Response	29	14.5
Total	200	100

Inference:

It is inferred that 52% of the respondents are rating "Good" while recommending BSNL Broadband to others. 22% of the respondents are rating " Normal" while recommending BSNL Broadband to others.6% of the respondents are rating " Excellent" while recommending BSNL Broadband to others. 5.5% of the respondents are rating " Poor" while recommending BSNL Broadband to others. Majority of the respondents have rated " Good" because they are satisfied by the service rendered by BSNL Broadband.

FIGURE 3.2.14

LEVEL OF RECOMMENDATION ABOUT

BSNL BROADBAND SERVICE

Number of Respondents
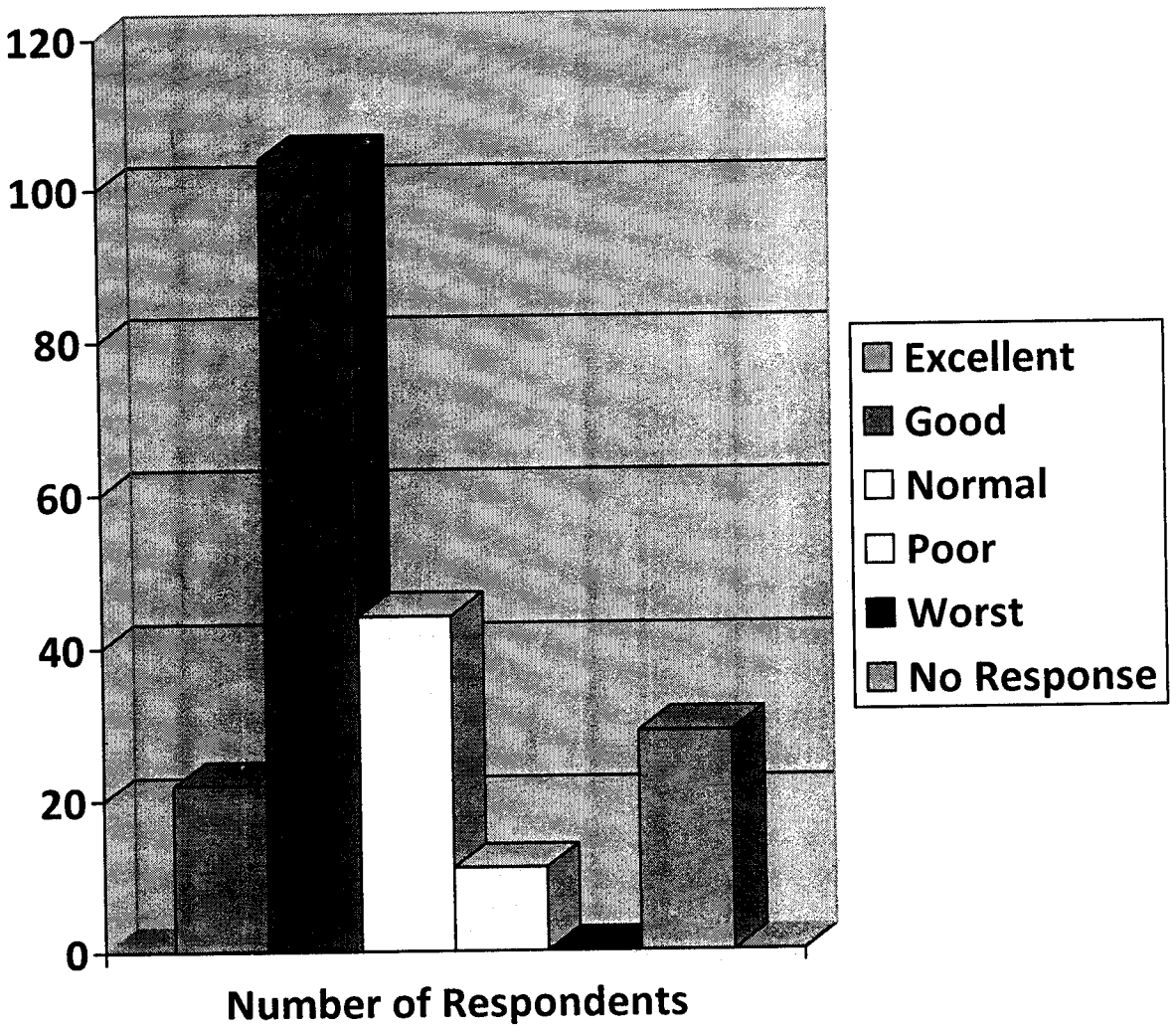
TABLE 3.1.15

ADDITIONAL FEATURES REQUIRED

Additional Features	Number of Respondents	Percentage
Free calls	20	10
Special tariff for students	108	54
Cost for usage only	32	16
Others	40	20
Total	200	100

Inference:

Table 5.15 indicates that 54% of the respondents require special tariff for students.16% of the respondents require cost for usage only.10% of the respondents require free calls.

FIGURE 3.2.15

ADDITIONAL FEATURES REQUIRED
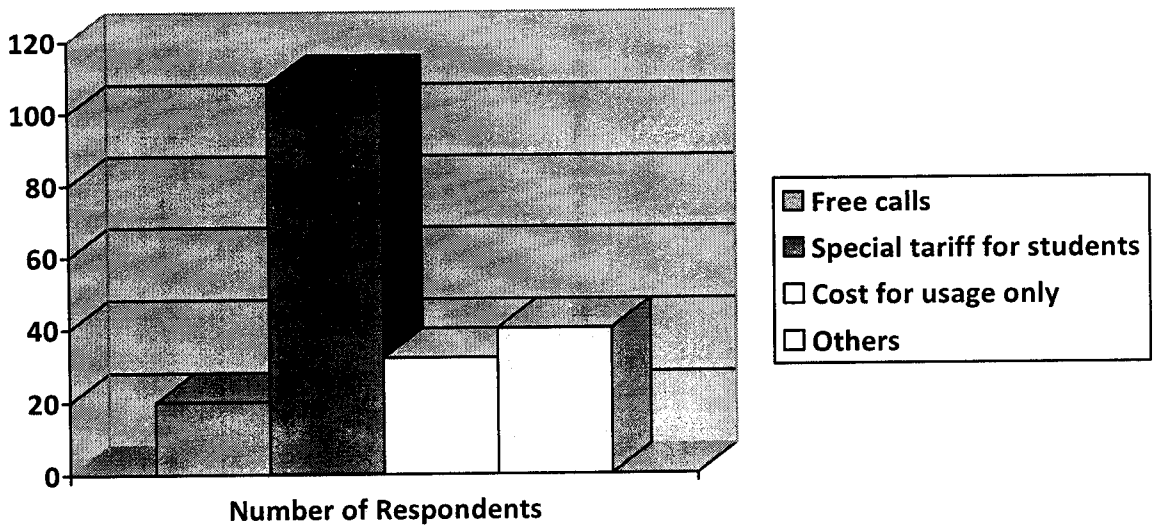
CORRELATION

A correlation is a single number that describes the degree of relationship between two variables.

$$r = \frac{N\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{[N\Sigma x^2 - (\Sigma x)^2][N\Sigma y^2 - (\Sigma y)^2]}}$$

Where:

N	=	number of pairs of scores
Σxy	=	sum of the products of paired scores
Σx	=	sum of x scores
Σy	=	sum of y scores
Σx^2	=	sum of squared x scores
Σy^2	=	sum of squared y scores

We use the symbol r to stand for the correlation. Through the magic of mathematics it turns out that r will always be between -1.0 and +1.0. if the correlation is negative, we have a negative relationship; if it's positive, the relationship is positive.

- -1.0 to -0.7 strong negative association.

- -0.7 to -0.3 weak negative association.

- -0.3 to +0.3 little or no association.

- +0.3 to +0.7 weak positive association.

- +0.7 to +1.0 strong positive association.

SCHMES VS TARIFF

Correlations

		Schemes	Tariff
Schemes	Pearson Correlation	1	0.704*
	Sig(2-tailed)		0.000
	N	200	0.200
Tariff	Pearson Correlation	0.704*	1
	Sig(2-tailed)	0.000	
	N	200	200

* Correlation is significant at the 0.01 level (2 - tailed)

Inference:

It is inferred from correlation that there is a strong positive association between schemes and tariff

TARIFF VS SPEED

Correlations

		Tariff	Speed
Tariff	Pearson Correlation	1	0.723*
	Sig(2-tailed)		0.000
	N	200	200
Speed	Pearson Correlation	0.723	1
	Sig(2-tailed)	0.000	
	N	200	200

*Correlation is significant at the 0.01 level (2- tailed)

Inference:

It is inferred from correlation that there is a strong positive association between tariff and speed

INCOME VS TARIFF

Correlations

		Income	Tariff
Income	Pearson Correlation	1	0.875*
	Sig(2-tailed)		0.000
	N	200	200
Tariff	Pearson Correlation	0.875*	1
	Sig(2-tailed)	0.000	
	N	200	200

*Correlation is significant at the 0.01 level (2- tailed)

Inference:

It is inferred from correlation that there is a strong positive association between income and tarif

RECOMMEND VS SPEED

Correlations

		Recommend	Speed
Recommend	Pearson Correlation	1	0.806*
	Sig(2-tailed)		0.000
	N	200	200
Speed	Pearson Correlation	0.806*	1
	Sig(2-tailed)	0.000	
	N	200	200

*Correlation is significant at the 0.01 level (2- tailed)

Inference:

The above table indicates that there is a strong positive association between recommend and speed.

CHAPTER 4

CONCLUSION

CHAPTER 4

CONCLUSION

4.1 FINDINGS

4.1.1DEMOGRAPHIC PROFILE

- 40% of the respondents are in the age group of 30 to 40 years.
- Majority (68%) of the respondents are working in private organizations.
- Most (42%) of the respondent's income lies within the range of Rs10001 to 20000

4.1.2 SUBSCRIPTION PROCESS, TYPE OF SERVICE AVAILED & USAGE PATTERN

- Home Unlimited 750 Plan is opted by 38% of the respondents.
- 52% of the respondents have been waited for 2 to 3 days for getting broadband connection.
- Most (36%) of the respondents are using broadband connection for 1 to 2 years.
- Majority (48%) of the respondents use broadband service on an average of 1 to 2 hours daily.

4.1.3 LEVEL OF CUSTOMER SATISFACTION

- 46% of the respondents prefer BSNL Broadband due to high speed.
- Majority (84%) of the respondents are satisfied with the schemes offered by BSNL Broadband.
- Most (76 %) of the respondents are satisfied with the speed of BSNL Broadband.
- 46% of the respondents are satisfied with the tariff offered by BSNL Broadband.

4.1.4 GRIEVANCES AND REDRESSAL

- 30 % of the respondents have the problem of delay in attending complaints.
- Most (56%) of the respondents prefer the method of attending the complaint by BSNL staff in person.
- Majority (54%) of the respondents' grievances have been solved in 2 to 3 days.

4.1.5 RECOMMEND TO OTHERS AND ADDITIONAL FEATURES

- Majority (52%) of the respondents have rated "Good" while recommending BSNL broadband to others.
- Most (54%) of the respondents need special tariff for students

4.1.6 CORRELATION:

- There is a strong positive association between schemes and tariff offered by BSNL Broadband service.
- There is a strong positive association between tariff and speed offered by BSNL Broadband services.
- There is a strong positive association between income of the respondents and tariff offered by the BSNL Broadband services.
- There is a strong positive association between recommending BSNL Broadband services to others and speed of BSNL Broadband.

4.2 SUGGESTIONS

- Special tariff plans can be offered by BSNL to the students.
- BSNL can avoid delay while giving connections.
- Broadband complaint redressal team can be formed to attend the customer complaints in person.
- The customers suggest that the Organization can change schemes and reduce tariff considering competitors.
- BSNL can improve network performance to satisfy the customer expectation.
- The organization can extend the network coverage area with high speed connectivity.

4.3 CONCLUSION

The two factors responsible for the growth of telecommunications industry are the use of modern technology and market competition. The dominant technology is all about high speed data delivery and oversized capacity of the transport media. Data products and services dominate what most telecommunications companies offer their users because that is what they demand.

There are various competitors for providing Broadband out of which BSNL ranks first as per TRAI rating. The customer base can be maintained only by satisfying the expectations of the customers. To maintain the existing customer base, attract new customers, compete with other service providers, it is essential to understand the customer expectations regarding the various aspects of BSNL Broadband service

On the whole it is understood that the customers are satisfied with BSNL Broadband service but faces little difficulty. It is important to solve the problems at the earlier stage so that BSNL can stay as the leader in Broadband service provision in the competitive market.

BIBLIOGRAPHY

BIBLIOGRAPHY

1. Uma Sekaran, Research Methods for Business, (Fourth edition) ,Wiley India Pvt.Ltd., New Delhi

2. Kothari C.R, Research Methodology,(Second edition) New Age International(P) Ltd., New Delhi

3. www.bsnl.co.in

4. http://business.mapsofindia.com/india-industry/telecom.html

5. http://en.wikipedia.org/wiki/Communications_in_India

6. http://www.ibef.org/industry/telecommunications.aspx

7. http://www.indiabroadband.net/bsnl-broadband

8. http://en.wikipedia.org/wiki/Bharat_Sanchar_Nigam_Limited

9. http://www.scribd.com/doc/25310916/project-on-Customer-Satisfaction-Towards-Mobile-Service-Providers

10. http://www.scribd.com/doc/24304465/Project-Report-Reliance-Communications-Customer-Satisfaction

11. http://www.scribd.com/doc/15680961/Indian-Telecommunication-Project

APPENDIX

APPENDIX

QUESTIONAIRE

1.Name :

2.Gender : a. Male ☐   b. Female ☐

3.Age (in years)
a. Below 20 ☐   b. 21 to 30 ☐   c. 31 to 40 ☐   d. 41 to 50 ☐   e. Above 50 ☐

4.Educational Qualification :
a. Schooling ☐   b. UG Degree ☐   c. PG Degree ☐
d. Others (Please Specify) ....

5. Nature of occupation
a. Business ☐   b. Government ☐   c. PSU ☐   d. Private ☐
e. Others (Please specify)   ....

6. Monthly income of your family
a.Below Rs 10,000 ☐   b.Rs 10,001 to Rs20,000 ☐   c.Rs 20,001 to Rs 30,000 ☐
d.Rs 30,001 to Rs 40,000 ☐   e. Rs 40,001 to Rs 50,000 ☐   f. Above Rs 50,000 ☐

7. How do you come to know about BSNL Broadband?
a. Advertisements ☐   b. BSNL employees   ☐   c. Friends and relatives ☐
d. Others (Please specify)..

8. Where do you noticed advertisement of BSNL broadband connection?
a. Internet ☐   b. Newspaper ☐   c. Radio ☐   d. Pamphlets ☐
e. Signboards ☐   f . SMS ☐   g. Television ☐

9. How long have you waited for getting BSNL Broadband connection since applied?
a. Less than 3 days ☐   b. 3 to 7 days ☐   c. 8 to 31 days ☐   d. Above 31 days ☐

10. Which BSNL Broadband plan you currently opted for?
 a. Home 125 ☐   b. Home 250 ☐   c. Home 500 ☐   d. Home Unlimited 750 ☐
 e. Home combo 199 ☐   f.Home combo 299 ☐   g. Home combo 500 ☐   j. Others ☐

11. Specify the duration for which you have been using BSNL Broadband connection.
a. Less than 1 year ☐   b. 1 to 2 years ☐   c. 2 to 3 years ☐   d. More than 3 years ☐

12. How many hours on an average do you use Broadband per day?
a. Less than 1 hour ☐   b. 1 to 2 hours ☐   c. 2 to 3 hours ☐   d. More than 3 hours ☐

13. On what basis do you prefer BSNL Broadband services?
 a. High Speed ☐ b. Low cost ☐ c. Convenient schemes ☐ d. Others (Please specify) ....

14. Who is using BSNL Broadband connection in your home?
a. Self ☐   b. Spouse ☐   c. Parents ☐   d. Children ☐   e. Others ☐

15. How do you feel about the schemes offered by BSNL Broadband?
a. Highly satisfied ☐   b. Satisfied ☐   c. Neutral ☐   d. Dissatisfied ☐
   e. Highly dissatisfied ☐

16. How do you feel about the reliability and speed of BSNL Broadband?
a. Highly satisfied ☐   b. Satisfied ☐ c. Neutral ☐   d. Dissatisfied ☐
e. Highly dissatisfied ☐

17. How do you feel about the tariff offered by BSNL Broadband?
a. Highly satisfied ☐   b. Satisfied ☐   c. Neutral ☐   d. Dissatisfied ☐
e. Highly dissatisfied ☐

18. What are the complaints faced by you frequently while using BSNL Broadband connection?
a. Billing complaints ☐   b. Delay in attending complaints ☐   c. Slow browsing speed ☐
d. Internet not connected ☐   e. Others (Please specify)   ....

19. Which method of complaint redressal do you prefer ?
a. Attending the complaint by BSNL staff at home in person ☐   b. Guidance through phone ☐

20. What is the average time taken for grievance redressal?
a. Immediate ☐   b. 2 to 3 days ☐   c. Within 1 week ☐   d. More than one week ☐

21. How do you feel about the customer care service of BSNL Broadband?
a. Highly satisfied ☐   b. Satisfied ☐   c. Neutral ☐   d. Dissatisfied ☐   e. Highly ☐
dissatisfied

21. Would you recommend others to use BSNL Broadband service?
a. Yes ☐   b. No ☐

22. How will you rate BSNL Broadband while recommending to others?
a. Excellent ☐   b. Good ☐   c. Normal ☐   d. Poor ☐
   e. Worst ☐

23. What are the additional features do you expect in BSNL Broadband?
a. Free calls ☐   b. Special discounts for students ☐   c. Others (Please specify)...................

24. Suggestions for improvement of BSNL Broadband.
....
....
....
....