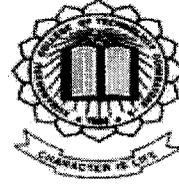P-2767

A STUDY ON CUSTOMER SATTISFACTION TOWARDS BSNL BROAD BAND SERVICES IN COIMBATORE CITY

A PROJECT REPORT

Submitted by

S.Mariprabhu

0720400019

In partial fulfillment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

April, 2009

KCT Business School

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore-641 006

DECLARATION

DECLARATION

I hereby declare that the dissertation entitled **"A STUDY ON CUSTOMER SATTISFACTION TOWARDS BSNL BROAD BAND SERVICES IN COIMBATORE CITY"** submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.

DATE : 05. 05 . 09.

PLACE : KCT

S. Davisprabhu

Signature of the student

CERTIFICATE

BSNL

BHARAT SANCHAR NIGAM LIMTED
(A Government of India Enterprise)
Marketing Cell, BSNL, Coimbatore - 11

No. Mktg / JTO-MI / Project / 2009-10 / 1 dated @ Cbe the 04-05-2009

CERTIFICATE

This is to certify that Shri. **S. MARI PRABHU** (Roll No. 07MBA19), II year MBA student of KCT Business School, Kumaraguru College of Technology, Coimbatore, has successfully completed his project work titled " **A Study on Customer Satisfaction towards BSNL Broadband Services in Coimbatore City"** in our concern during the period from 12-01-2009 to 04-05-2009.

His Performance in this regard is Excellent.

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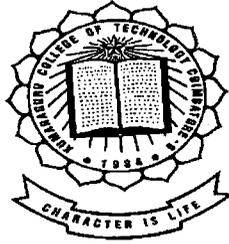
DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY

COIMBATORE

BONAFIDE CERTIFICATE

Certified that this project titled, "A STUDY ON CUSTOMER SATTISFACTION TOWARDS BSNL BROAD BAND SERVICES IN COIMBATORE CITY"

Is the bonafide work of **S.MARIPRABHU** who carried out this research under my supervision Certified further, that to the best of my knowledge the work reported herein does not from part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Director   **Faculty Guide**

Evaluated and viva-voce conducted on ....05 |05 |05...............

Examiner I   **Examiner II**

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COIMBATORE - 641 006

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ABSTRACT

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 Circle 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 broadband services in Coimbatore city", 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, SPSS, spearman 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 its higher customer response and after sales services.

This study helped the management to identify the customer satisfaction level and analyses the behavioural pattern and attitude of the broadband customers

CHAPTER - I

INTRODUCTION
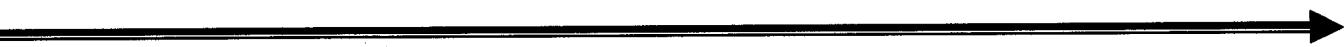
CHAPTER 1

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 19 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 exceed their expectations. Hence it is very important for marketers to manage customers 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 INDUSTRY

India's Telecom industry has shown large growth. Presently, the country's growth rate is showing at 14 percent. The Indian telecommunications industry is one of the fastest growing in the world and India is projected to become the second largest telecom market globally by 2010.

According to Business Monitor International, India is currently adding 8-10 million mobile subscribers every month. It is estimated that by mid 2012, around half the country's population will own a mobile phone. This would translate into 612 million mobile subscribers, accounting for a tele-density of around 51 per cent by 2012. It is projected that the industry will generate revenues worth US$ 43 billion in 2009-10.

Aircel – Aircel offers both prepaid and postpaid GSM (Global System Mobile). It is a joint venture between Maxis Communications Berhad and Apollo Hospital Enterprise Ltd. of India. With a subscriber base of over 9.43 million people, of which there are over 4 million in Chennai and Tamil Nadu alone, makes it India's seventh largest GSM mobile service provider. It is also the fastest growing mobile operator in the country.

Bharti Airtel – Formerly known as Bharti Tele-Ventures Limited, Bharti Airtel is India's largest cellular service provider. Having more than 75 million subscribers, it also offers its Telecom services under the Airtel name. The company additionally offers fixed line services, broadband services and internet access over DSL.

Tata Teleservices – Tata Teleservices covers many facets of the communication industry including; mobile services, wireless desktop phones, public booth telephony and wire line services, voice portal, roaming, post-paid internet services, three-way conferencing, group calling, Wi-Fi- Internet, USB modem and calling card services. Because of the trustworthiness and dynamic nature of the Tata trademark, the Tata and Indicom as a brand stand out amongst other Telecom brands in India.

Spice Telecom – Currently operating in the states of Punjab and Karnataka, Spice Telecom was launched over 10 years ago and now has a customer base of over 1.8 million people

Growth in segments

According to a Frost & Sullivan industry analyst, by 2012, fixed line revenues are expected to touch US$ 12.2 billion while mobile revenues will reach US$ 39.8 billion in India. Fixed line capex is projected to be US$ 3.2 billion, and mobile capex is likely to touch US$ 9.4 billion. Further, according to a report by Gartner Inc., India is likely to remain the world's second largest wireless market after China in terms of mobile connections. According to recent data released by the COAI, Indian telecom operators added a total of 10.66 million wireless subscribers in December 2008. Further, the total wireless subscriber base stood at 346.89 million at the end of December 2008.

The overall cellular services revenue in India is projected to grow at a CAGR of 18 per cent from 2008-2012 to exceed US$ 37 billion. Cellular market penetration will rise to 60.7 per cent from 19.8 per cent in 2007. The Indian telecommunications industry is on a growth trajectory with the GSM operators adding a record 9.3 million new subscribers in January 2009, taking the total user base to 267.5 million, according to the data released by COAI. However, this figure does not include the number of subscribers added by Reliance Telecom.

In WiMax, India is slated to become the largest WiMAX market in the Asia-Pacific by 2013. A recent study sees India's WiMAX subscriber base hitting 14 million by 2013 and growing annually at nearly 130 per cent. And investments in WiMAX ventures are slated to top US$ 500 million in India, according to a report by US-based research and consulting firm, Strategy Analytics.

INDIA, emerging as a major player

In 1975, the Department of Telecom (DoT) was separated from P&T. D0T was responsible for telecom services in entire country until 1985 when Mahanagar Telephone Nigam Limited (MTNL) was carved out of DoT to run the telecom services of Delhi and Mumbai. In 1990s the telecom sector was opened up by the Government for private investment as a part of Liberalizations-Privatization-Globalization policy. Therefore, it became necessary to separate the Government's policy wing from its operations wing. The Government of India corporatized the operations wing of Dot on October 01, 2000 and named it as Bharat Sanchar Nigam Limited (BSNL). Many private operators, such as Reliance India Mobile, Tata Telecom, Vodafone, BPL, Bharti, Idea etc., successfully entered the high potential Indian telecom market.

Next generation networks

The number of broadband connections in India has seen a continuous growth since the beginning of 2006. At the end of August 2008, total broadband connections in the country have reached 4.73 million. However the definition of broadband is pretty constrained in India compared to other countries. A 256 Kbit/s always on connection is the definition of broadband in India compared to 2 Mbit/s in other countries. However most ISPs, especially the Government managed companies are now offering speeds up to 2 Mbit/s

In the Next Generation Networks, multiple access networks can connect customers to a core network based on IP technology. These access networks include fibre optics or coaxial cable networks connected to fixed locations or customers connected through Wi-Fi as well as to 3G networks connected to mobile users. As a result, in the future, it would be impossible to identify whether the next generation network is a fixed or mobile network and the wireless access broadband would be used both for fixed and mobile

services. It would then be futile to differentiate between fixed and mobile networks – both fixed and mobile users will access services through a single core network.

Indian telecom networks are not so intensive as developed country's telecom networks and India's teledensity is low only in rural areas. 670,000 route kilometers (419,000 miles) of optical fibres has been laid in India by the major operators, even in remote areas and the process continues. BSNL alone has laid optical fibre to 30,000 Telephone Exchanges out of their 36 Exchanges. Keeping in mind the viability of providing services in rural areas, an attractive solution appears to be one which offers multiple service facility at low costs. A rural network based on the extensive optical fibre network, using Internet Protocol and offering a variety of services and the availability of open platforms for service development, viz. the Next Generation Network, appears to be an attractive proposition. Fibre network can be easily converted to Next Generation network and then used for delivering multiple services at cheap cost.

Broadband Internet access

The number of broadband connections in India has seen a continuous growth since the beginning of 2006. At the end of August 2008, total broadband connections in the country have reached 4.73 million. However the definition of broadband is pretty constrained in India compared to other countries. A 256 kbit/s always on connection is the definition of broadband in India compared to 2 Mbit/s in other countries. However most ISPs, especially the Government managed companies are now offering speeds up to 2 Mbit/s.

A report by market research firm IMRB stated that the mobile value-added services (MVAS) industry was valued at US$ 1.15 billion in June 2008, and

is expected to grow rapidly at 70 per cent to touch US$ 1.96 billion by June 2009. Currently, MVAS in India accounts for 10 per cent of the operator's revenue, which is expected to reach 18 per cent by 2010. According to a study by Stanford University and consulting firm BDA, the Indian MVAS is poised to touch US$ 2.74 billion by 2010.

Mobile advertising, which is an important VAS segment, offers great potential to become an important revenue source. Marketers are increasingly using MVAS as a step ahead of SMS-based marketing to sell soaps and shampoos, banking, insurance products and also entertainment services, and rural markets are proving to be very receptive for such marketing.

Additionally, by 2010, The Government targets:

- 80 million rural connections
- Mobile coverage of 90 per cent geographical area
- Internet Protocol Television (IPTV) in 600 towns
- Quadrupling manufacture
- Two-fold increase in telecom equipment R&D from the current level of 15 per cent.

1.3 ABOUT THE COMPANY

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 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 wining 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 of 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 boquet of telecom services

BSNL is numero Uno operator of India in all services in its license area. The company offers vide ranging & most transparent tariff schemes designed to suit every customer. BSNL cellular service, Cell One, 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 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 data one broad band 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 all over India 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 (US $ 14.37 billion). BSNL plans to expand its customer base from present 47 millions lines to 125 million lines by December 2007 and infrastructure investment plan to the tune of Rs. 733 corers (US$ 16.67 million) in the next three years 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

BSNL is in the process of commissioning of a world class, multi-gigabit, multi-protocol, convergent IP infrastructure through National Internet Backbone-II (NIB-II), that will provide convergent services through the same backbone and broadband access network. The Broadband service will be available on DSL technology (on the same copper cable that is used for connecting telephone), on a countrywide basis spanning 198 cities.

In terms of infrastructure for broadband services NIB-II would put India at par with more advanced nations. The services that would be supported includes always-on broadband access to the Internet for residential and business customers, Content based services, Video multicasting, Video-on-demand and Interactive gaming, Audio and Video conferencing, IP Telephony,

Distance learning, Messaging: plain and feature rich, Multi-site MPLS VPNs with Quality of Service (QoS) guarantees.

KEY OBJECTIVES

- To provide high speed Internet connectivity (up to 8 Mbps)
- To provide Virtual Private Network (VPN) service to the broadband customers
- To provide dial VPN service to MPLS VPN customers.
- To provide multicast video services, video-on-demand, etc. through the Broadband Remote Access Server (BRAS).
- To provide both pre-paid and post paid broadband services

TECHNICAL CAPABILITY

The Broadband Service will be given through the state of the art Multi Protocol Label Switching (MPLS) based IP Infrastructure, which is designed to provide reliable routes to cover all possible destinations within and outside the country. Layer 1 of the network will consist of a high speed Backbone comprising of 24 powerful Core Routers connected with high speed 2.5 Gbps (STM-16) links. The routers are located on the national DWDM network interfacing at STM-16 optical level to provide for high transmission speed

ADVANTAGES

Layer 1 of the network will consist of a high speed Backbone comprising of 24 powerful Core Routers connected with high speed 2.5 Gbps (STM-16) links. The routers are located on the national DWDM network interfacing at STM-16 optical level to provide for high transmission speeds

SERVICE AVAILABLE

- **High speed Internet Access**: This is the always-on Internet access service with speed ranging from 256 kbps to 8 Mbps.
- **Multicasting**: This is to provide video multicast services for application in distance education, telemedicine etc
- **Dial VPN Service**: This service allows remote users to access their private network securely over the NIB-II infrastructure.
- **Video and Audio Conferencing**:
- **Content based Services**: Like Video on Demand, Interactive Gaming, Live and time shifted TV

CUSTOMER NEED SERVICE

BSNL's Bfone (Basic phone) connection

Personal Computer with 10/100 Ethernet Port

ADSL CPE (Customer Premise Equipment). This can be taken from BSNL at nominal rental per month.

SERVICE LAUNCH

The Broadband Service has been launched in Bangalore, Chennai, Hyderabad and Kolkata from 14th January 2005. Soon, it will be extended to more than 200 cities.

BSNL Provide for Broadband Service

BSNL has tied up with HCL Info systems Ltd. to launch the BSNL HCL PC for BSNL broadband customers in the country.

BSNL SERVICES

The below mentioned services are offered by BSNL Telecom Organization all over India

- BSNL landline

- BSNL mobile

- Internet services

- BSNL broadband

- Intelligent network

- I net

- EPABX

- Video conferencing

- Audio conferencing

- Telex/ telegraph

CHAPTER - II

THEMES OF THE PROJECT

CHAPTER 2
AIM OF THE PROJECT

2.1 OBJECTIVES:

- To identify the current customer usage profile of BSNL broadband services.
- To study the customer attitude and behavior regarding BSNL broadband services
- To examine whether expected attributes of the customers are been met with
- To discover the level of tendency to recommend BSNL services to their peer groups.
- To propose suitable suggestions to improve the services of BSNL broadband

2.2 SCOPE OF THE STUDY

The study on 'Customer satisfaction towards BSNL Broad Band services in Coimbatore city' was conducted among the customers who are using BSNL Broad Band services. The research study is between 'January 8 to April 5' 2009 to know the their perception about the BSNL services and their level of satisfaction towards the price, technical maintenance and facilities provided by the organization, the level of relationship between the customers and persons in the organization, their perception towards the innovative programs, their perception towards the customer support procedures and to know their expectations in the telecom services provided by BSNL. and the dimensions of the study include,

1. This study tells the Organization how the customers feel about the BSNL Broad Band services

2. It gives a fillip to feedback communication by encouraging customers to give their comments openly and candidly

3. This study helps the BSNL Telecom organization to analyze   about the demand of its products and services provided

4.With the help of the study and also from the suggestions given by the customers the Organization can provide the necessary services and changes, which the customers expect

2.3 LIMITATIONS

➢ It was difficult to meet all the respondents in the unit due to their busy schedule.
➢ It was very difficult to Identify BSNL Broadband customers in the city without having secondary data regarding address of customers

2.4 RESEARCH METHODOLOGY

The research is an attempt to study a problem or a situation at any given circumstance and identify various causes or consequence 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 a 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 persons and already been processed.

DEVELOPMENT OF THE QUESTIONNAIRE

Questionnaire is considered to be the heart of a survey operation and so it is constructed carefully. The type of questionnaire used consists of questions like.

Open type and multiple choice questions used in the questionnaire method.

PERSONALLY ADMINISTERED QUESTIONNAIRE

TYPES OF QUESTIONS:
- Open ended questions
- Multiple-choice question

SAMPLING DESIGN OF THE STUDY

POPULATION
The total population of the BSNL Broadband customers in the city is 4500.

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 it 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 random sampling.

SAMPLING UNIT

Sampling unit is that of "who is to be surveyed". Here the survey is on the customers of **BSNL BROADBAND** Services .the strength of the sampling unit is 150.

SAMPLING AREA

The four major areas of the Coimbatore city are selected as sampling area. They are listed below Saibaba Colony, Ganapathy, Peelamedu and Gandhipuram because of covering all kinds of respondents. Data are collected from Students, Industrial Organizations, corporate companies, Browsing centers etc.

STATISTICAL TOOLS USED

Analytical techniques are used to obtain finding 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

- ➤ Chi-square Test
- ➤ Correlations
- ➤ 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

CORRELATIONS

Correlation is the study about the relationship between any two variables among the variables tapped in the study. it is used to know how one variable is related to another.

GRAPH

Graphical method was used, in order to represent the factor in various graphical methods like, pie chart, bar diagram etc

REVIEW OF LITERATURE

Divya   P (1998) has undertaken a study on the **"customers satisfaction index on reliance India mobile"**. The study was made to know the level of customer satisfaction towards, Reliance India mobile. On the analysis it was found that the most of the customers were satisfied with the service provided. The major reasons for dissatisfaction were found to be the lack of proper networking, signal problem, issuance of a different number for roaming and lack of paper information on hand set usage and long hours of waiting at customer care centers.

Shylesh S (2002) has conducted a study on the customers' satisfaction on the Airtel prepaid mobile services. The study revealed that there existed more number of satisfied than the dissatisfied customers. The major reasons for dissatisfaction was found to be lack of proper network , coverage and long hours of waiting at customer care centers to attend their problems and clarifications. The data is collected from 150 respondents through simple random technique.

Chen, shu - ching;Queser; pascale g have conducted **"A study on implementation and outcomes of customer value."** This study examines the concept of customer value based on the views shared by service firms and their consumers. Using qualitative and quantitative approaches' the study reveals customer satisfaction and retention as outcomes of front –line service employees values customer retention. Rather, customers become more loyal when the service provided by service employee is matched by consumers satisfaction.

Bloemer, Jose; Decker, David has conducted **"A study on effects of personal value on customer satisfaction."** This study seeks to investigate empirically two specific process that relate personal values to satisfaction with services the result of the study best support the value disconfirmation model. Furthermore, the paper shows that in the research's setting of a financial service provider the external dimension of values in more instrumental in predicting satisfaction than the internal dimension.

Paulsen, Marcel; Birk, Mathias M conducted **"A study on satisfaction and repurchase behavior in a business –to-business sets"** Investigating the moderating effect of manufacturer, company and demographic characteristics. Previous study investigated the satisfaction –retention link has shown that the relationship is weak and that customers repeatedly defect eventhough they state to be highly satisfied.

"A Report on internet service: fibers join the fray" February 2007 The lack of vigorous competition in broadband has raised concerns that a few big telephone and cable companies have too much control over the Internet, allowing them to favor some Web sites and services over others. Go to www.HearUsNow.orginternet for more about the position of Consumers Union, the publisher of consumer reports, on this issue.

For most people, broadband choices are few: Cable is usually available from just one provider, and in many areas the same holds true for DSL service. Bell South, for example, is offered in only 9 Southeastern states, and Qwest in only Western states. Wow and RCN operate only in limited markets. If your only broadband option is satellite provider Direct Way, consider dial-up. The dial-up services listed in the Ratings are all nationally available, and the best are as reliable as most of the DSL providers, but at a much lower cost. The Ratings list providers by overall satisfaction, based on the Consumer Reports National Research Center's survey of CONSUMER REPORTS subscribers with home Internet connections. Quick Picks highlights services to consider based on how they scored and factors such as speed, reliability, and price

"A Study on PlusNet tops broadband providers in survey of customer satisfaction"March 2008 PLUSNET has been named the UK's best broadband provider by price comparison site u Switch. With 86% of Its customers satisfied. The report follows news that just 4% of internet users subscribed to ultra-high-speed broadband packages get the service they pay for, according to YouGov. Its research illustrated the difference between speeds offered by ISPs and the actual speed of the Connection **(NMA 20.03.08)**.

Ricca, Stephanie have given a report on **"Overall guest satisfaction slips in the U.S.hotel and motel Industry "2007**. The survey was conducted among in more than 47,000 hotel guests. the report says that the decline is not a cause for concern but allows hotels to determine which areas of service needs improvement.

CHAPTER - III

ANALYSIS & INTERPRETATION
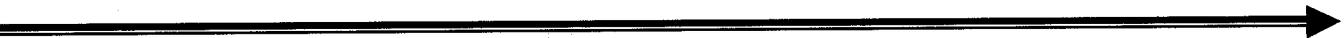
Table 3.1

TABLE SHOWING THE DETAILS REGARDING THE AGE

Age Group	No. of. respondents	Percentage
<20	30	20
20-30	64	42.6
30-40	44	29.3
>40	12	8
Total	150	100

Inference:

Table 3.1 indicates the age profile of the respondents are in the age group of 20-30 constitute the majority of sample (42.6%). The respondents who are in the age group of 30-40 comprise (29.3%)

Table 3.2

TABLE SHOWING THE DETAILS REGARDING THE EDUCATIONAL QUALIFICATION

Educational qualification	No. of. respondents	Percentage
Schooling	27	18
Graduate	61	40.6
Professional	53	35.3
Others	9	6
Total	150	100

Inference:

Table 3.2 indicates the education profile of the respondents who are graduated constitute the majority of sample (40.6%). The respondents who are professionals constitute (35.3%)

Table 3.3

TABLE SHOWING THE DETAILS REGARDING THE BROADBAND INTERNET PLAN

Broadband internet plan	No. of. respondents	Percentage
home plan	75	50
corporate plan	75	50
Total	150	100

Inference

Table 3.3 indicates the respondents who are using home plan and corporate plan constitute 50% each.

Table 3.4

TABLE SHOWING THE DETAILS REGARDING THE ADVRTISEMENT INFORMATION

Advertisement Information	No. of. respondents	Percentage
Television advertisement	41	27.3
Newspapers	51	34
Referrals	39	26
other ways	19	12.6
Total	150	100

Inference:

Table 3.4 indicates the respondents who obtained information from news paper constitute the majority of sample (34%). The respondents who obtained information television constitute (27.3%).

Table 3.5

TABLE SHOWING THE DETAILS REGARDING THE REASON F0R SELECTING BSNL BROADBAND SERVICES

Reason for BSNL Broadband preference	No. of. respondents	Percentage
high speed & technology	46	30.6
low cost	43	27.3
convenient schemes	43	28.6
other ways	20	13.3
Total	150	100

Inference:

Table 3.5 indicates the respondents who prefer BSNL broad band for high speed and technology constitute the majority of sample (30.6%). The respondents prefer for convenient schemes constitute (28.6%)

Table 3.6

TABLE SHOWING THE DETAILS REGARDING THE LEVEL OF SATISFACTION ABOUT BSNL SCHEMES

Level of satisfaction regarding schemes	No. of. respondents	Percentage
highly satisfied	63	42
Satisfied	68	45.3
Dissatisfied	13	8.6
highly dissatisfied	6	4
Total	150	100

Inference:

Table 3.6 indicates that 45.3% of the respondents are satisfied with the BSNL broad band for schemes and 42% of respondents are highly satisfied with schemes offered in BSNL.

Table 3.7

TABLE SHOWING THE DETAILS REGARDING THE LEVEL OF SATISFACTION ABOUT THE TECHNICAL MAINTENANCE

Level of satisfaction about the technical maintenance	No. of. respondents	Percentage
highly satisfied	28	18.6
Satisfied	96	64
Dissatisfied	24	16
highly dissatisfied	2	1.3
Total	150	100

Inference:

Table 3.7 indicates that 64% of the respondents are satisfied with technical maintenance in the BSNL broad band and 18.6% of respondents are highly satisfied with technical maintenance in BSNL broadband services.

Table 3.8

TABLE SHOWING THE DETAILS REGARDING THE LEVEL OF SATISFACTION ABOUT TARIFF

Tariff	No. of. respondents	Percentage
highly satisfied	45	30
satisfied	79	52.6
dissatisfied	22	14.6
highly dissatisfied	4	2.6
Total	150	100

Inference:

Table 3.7 indicates that 52.6% of the respondents are satisfied tariff plans offered in the BSNL broad band and 30% of respondents are highly satisfied with the tariff plans offered in BSNL broadband services

Table 3.9

TABLE SHOWS THE DETAILS REGARDING THE LEVEL OF SATISFACTION ABOUT NETWORK, RELIABILITY AND SPEED.

Level of satisfaction about network, reliability, speed.	No.of. respondents	Percentage
highly satisfied	37	24.6
satisfied	98	65.3
dissatisfied	14	9.3
highly dissatisfied	1	0.6
Total	150	100

Inference:

Table 3.9 indicates that 65.3% of the respondents are satisfied with network, reliability and speed offered in the BSNL broad band and 24.6% of respondents are highly satisfied with the network, reliability and speed offered in BSNL broadband services

Table 3.10

TABLE SHOWING THE DETAILS REGARDING THE LEVEL OF SATISFACTION ABOUT BILLING PERFORMANCE OF BSNL

Level of satisfaction regarding billing	No. of. respondents	Percentage
highly satisfied	45	30
Satisfied	90	60
Dissatisfied	15	10
Total	150	100

Inference:

Table 3.10 indicates that 60% of the respondents are satisfied with billing performance of BSNL and 30% of respondents are highly satisfied with billing performance of BSNL.

Table 3.11

TABLE SHOWING THE DETAILS REGARDING THE TENDENCY TO RECOMMEND BSNL BROADBAND SERVICES

Level of recommendation about BSNL services	No. of. respondents	Percentage
Excellent	50	33.3
Good	76	50.6
Poor	19	12.6
Worst	5	3.3
Total	150	100

Inference:

Table 3.11 indicates that 50.6% of the respondents are tend to recommend the BSNL broadband services as Good and 33.3% of respondents are tend to recommend the BSNL broadband services as Excellent.

TABLE 3.12

RECOMMENDATION Vs SCHEME
CROSS TABULATION

Level of Recommendation	level of satisfaction obtained from Broadband services				
	highly satisfied	satisfied	Dissatisfied	highly dissatisfied	Total
excellent	32	15	1	2	50
good	25	46	3	2	76
poor	4	5	8	2	19
worst	2	2	1	0	5
Total	63	68	13	6	150

INTERPRETATIONS:

Cross tabulation of level of recommendation Vs level of satisfaction regarding schemes. Table no: 3.1.12 describes the existing satisfaction level required by existing BSNL customers and their relative propensity to recommend the services of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers have recommended good to the maximum percentage with the scheme of 30.6%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Recommendation **Vs** schemes	49.612	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Recommendation and Schemes.

Alternative Hypothesis(H1): There is an association between Recommendation and Schemes.

The chi-square test implies that there is an association between the satisfactions level towards scheme and the propensity to recommend the services of BSNL to others and it can be concluded that the level of recommendation is depends upon the satisfaction level of customers regarding schemes.

CORRELATION:

The spearman correlation value shows that the recommendations and schemes have 35% relationship with one another. The standard error value is .081.

CHART 3.1

TENDENCY TO RECOMMEND BSNL SERVICES BASED ON THEIR SATISFACTION LEVEL

Bar Chart
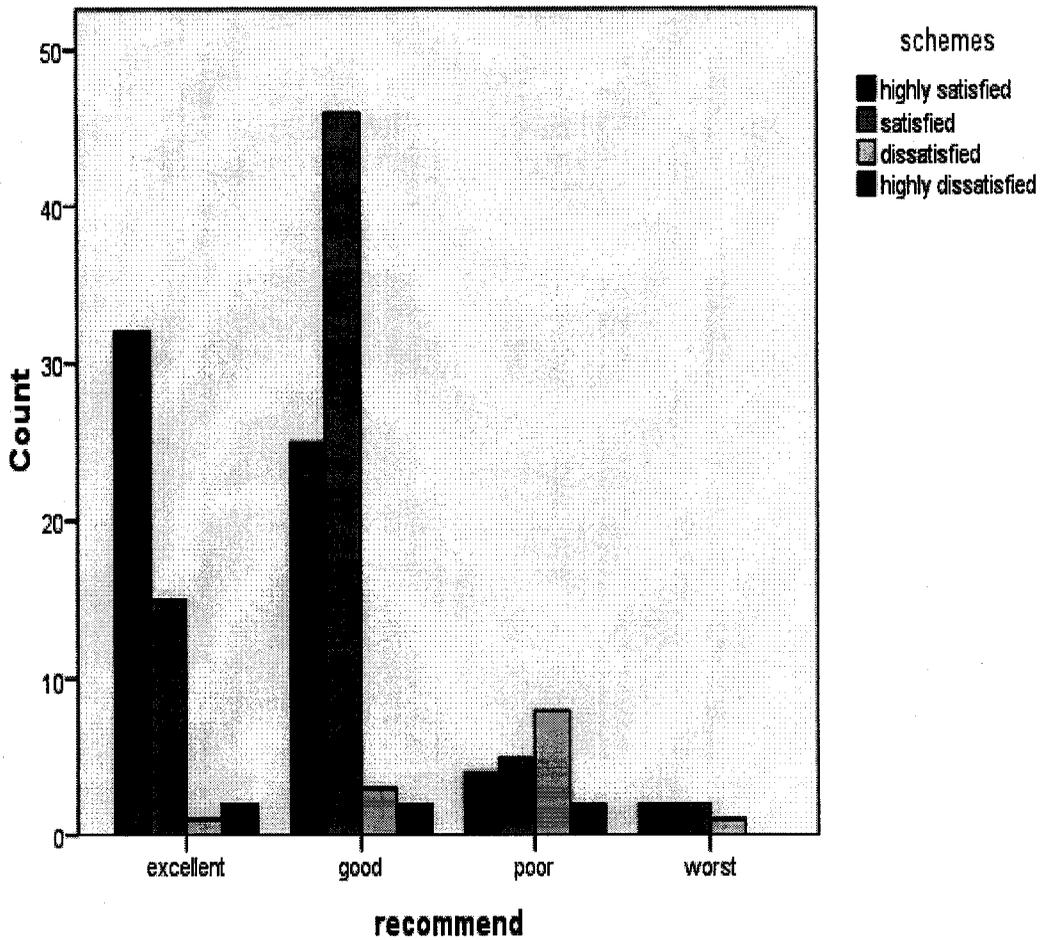
TABLE 3.13

RECOMMENDATION Vs MAINTENANCE

CROSS TABULATION

level of recommendation		level of satisfaction obtained from Broadband services				Total
		highly satisfied	Satisfied	Dissatisfied	highly dissatisfied	
	excellent	13	35	2	0	50
	good	11	52	13	0	76
	poor	1	7	9	2	19
	worst	3	2	0	0	5
Total		28	96	24	2	150

INTERPRETATIONS:

Cross tabulation of level of recommendation Vs level of satisfaction regarding maintenance. Table no: 3.1.14 describes the existing satisfaction level required by existing BSNL customers and their relative propensity to recommend the services of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers have recommended good to the maximum percentage with the scheme of 34.6%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Recommendation **Vs** maintenance	42.54	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Recommendation and Technical maintenance.

Alternative Hypothesis (H1):There is an association between Recommendation and Technical maintenance.

The chi-square test implies that there is an association between the satisfactions level towards maintenance and the propensity to recommend the services of BSNL to others and it can be concluded that the level of recommendation is depends upon the satisfaction level of customers regarding maintenance.

CORRELATION:

The spearman correlation value shows that the recommendations and maintenance have 27% relationship with one another. The standard error value is .084.

CHART 3.2

## TENDENCY TO RECOMMEND BSNL SERVICES BASED ON THEIR SATISFACTION LEVEL

Bar Chart
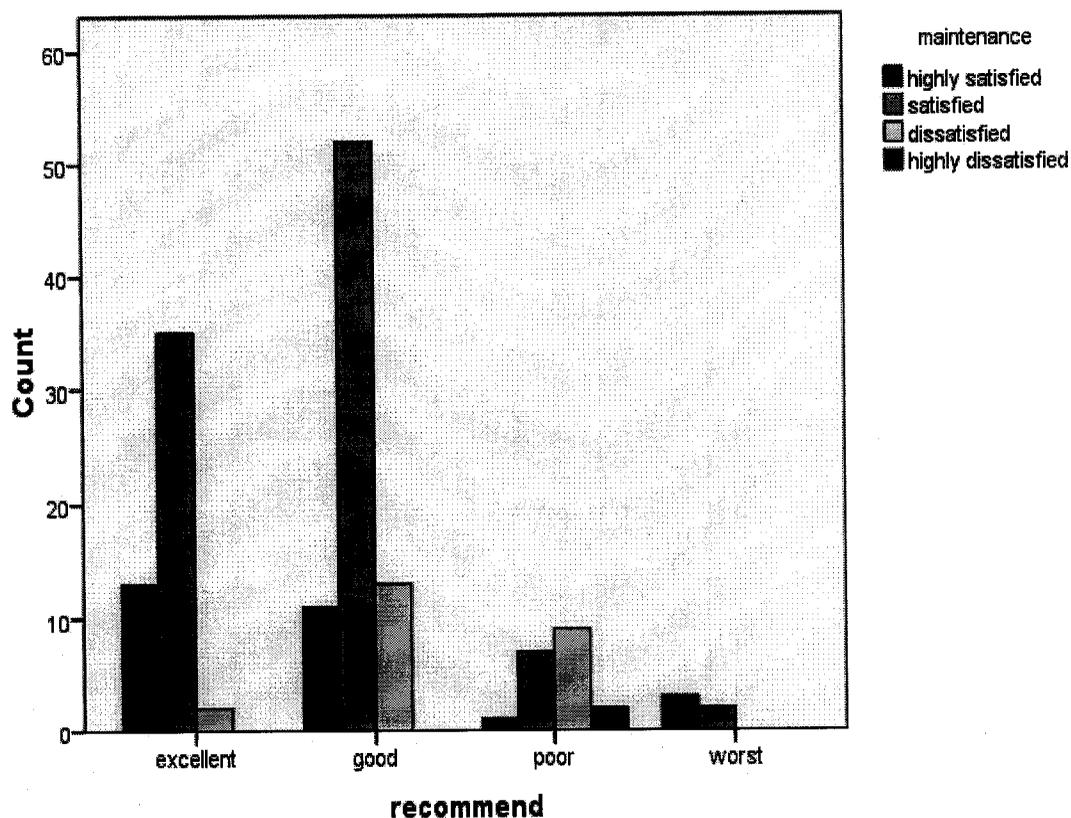
TABLE 3.14

RECOMMENDATION Vs TARIFF

CROSS TABULATION

	level of satisfaction obtained from Broadband services				
level of recommendation	highly satisfied	satisfied	dissatisfied	highly dissatisfied	Total
excellent	22	26	2	0	50
good	20	45	10	1	76
poor	3	5	8	3	19
worst	0	3	2	0	5
Total	45	79	22	4	150

INTERPRETATIONS:

Cross tabulation of level of recommendation Vs level of satisfaction regarding Tariff. Table no: 3.1.16 describes the existing satisfaction level required by existing BSNL customers and their relative propensity to recommend the services of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers have recommended good to the maximum percentage with the Tariff of 30%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Recommendation **Vs** Tariff	39.76	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Recommendation and Tariff

Alternative Hypothesis (H1): There is an association between Recommendation and Tariff.

The chi-square test implies that there is an association between the satisfactions level towards Tariff and the propensity to recommend the services of BSNL to others and it can be concluded that the level of recommendation is depends upon the satisfaction level of customers regarding Tariff

CORRELATION:

The spearman correlation value shows that the recommendations and schemes have 37% relationship with one another. The standard error value is .074.

CHART 3.3

## TENDENCY TO RECOMMEND BSNL SERVICES BASED ON THEIR SATISFACTION LEVEL

Bar Chart
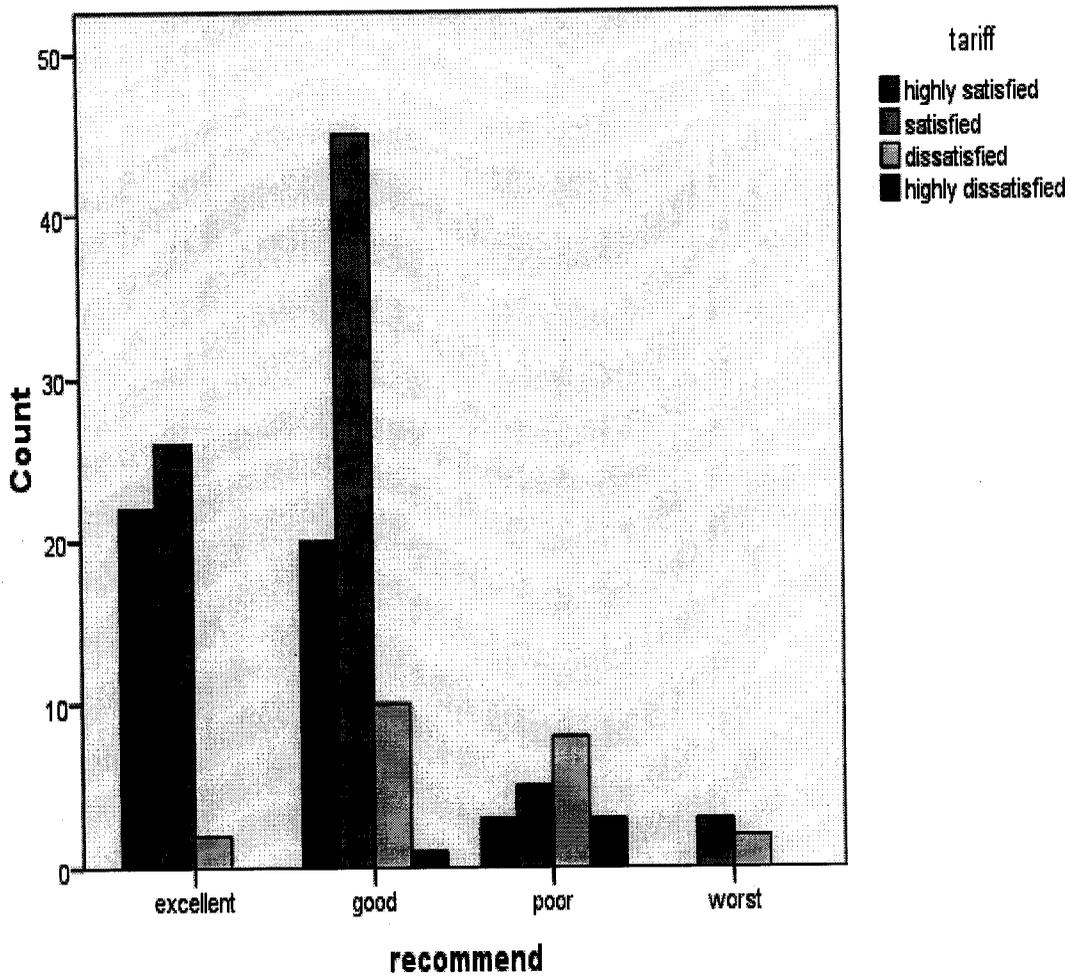
TABLE 3.15

RECOMMENDATION Vs NETWORK, RELIABILITY, AND SPEED

CROSS TABULATION

level of recommendation		level of satisfaction obtained from Broadband services				
		highly satisfied	satisfied	dissatisfied	highly dissatisfied	Total
	excellent	23	27	0	0	50
	good	10	60	6	0	76
	poor	1	10	8	0	19
	worst	3	1	0	1	5
Total		37	98	14	1	150

INTERPRETATIONS:

Cross tabulation of level of recommendation Vs level of satisfaction regarding network, reliability, speed. Table no: 3.1.18 describes the existing satisfaction level required by existing BSNL customers and their relative propensity to recommend the services of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers have recommended good to the maximum percentage with the network, reliability, speed of 40%

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Recommendation **Vs** Network, reliability, speed	80.08	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Recommendation and Network, Reliability, Speed.

Alternative Hypothesis (H1): There is an association between Recommendation and Network, Reliability, Speed.

The chi-square test implies that there is an association between the satisfactions level towards network, reliability, speed and the propensity to recommend the services of BSNL to others and it can be concluded that the level of recommendation is depends upon the satisfaction level of customers regarding network, reliability, speed.

CORRELATION:

The spearman correlation value shows that the recommendations and network, reliability, speed have 40% relationship with one another. The standard error value is .080.

CHART 3.4

**TENDENCY TO RECOMMEND BSNL SERVICES BASED ON THEIR SATISFACTION LEVEL**

Bar Chart
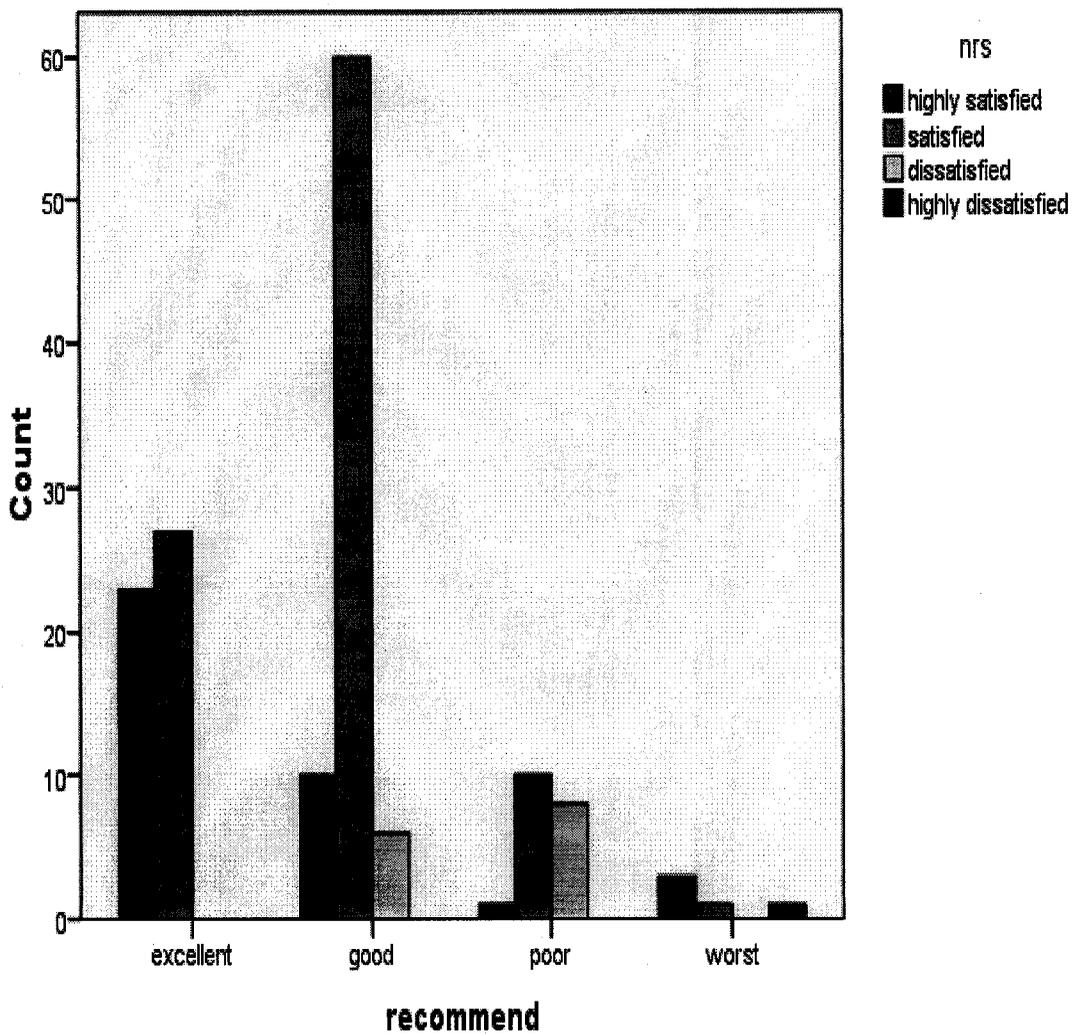
TABLE 3.16

RECOMMENDATION Vs BILLING
CROSS TABULATION

Level.of recommendation		level of satisfaction obtained from Broadband services			Total
		highly satisfied	satisfied	dissatisfied	
	Excellent	30	19	1	50
	good	12	58	6	76
	poor	3	9	7	19
	worst	0	4	1	5
Total		45	90	15	150

INTERPRETATIONS:

Cross tabulation of level of recommendation Vs level of satisfaction regarding billing. Table no: 3.1.20 describes the existing satisfaction level required by existing BSNL customers and their relative propensity to recommend the services of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers have recommended good to the maximum percentage with the billing performance of 38.6%

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Recommendation **Vs** Billing	48.86	12.59	6	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Recommendation and Billing

Alternative Hypothesis (H1): There is an association between Recommendation and Billing

The chi-square test implies that there is an association between the satisfactions level towards Billing and the propensity to recommend the services of BSNL to others and it can be concluded that the level of recommendation is depends upon the satisfaction level of customers regarding billing.

CORRELATION

The spearman correlation value shows that the recommendations and Billing have 47% relationship with one another. The standard error value is .071.

CHART 3.5

**TENDENCY TO RECOMMEND BSNL SERVICES BASED ON THEIR SATISFACTION LEVEL**

Bar Chart
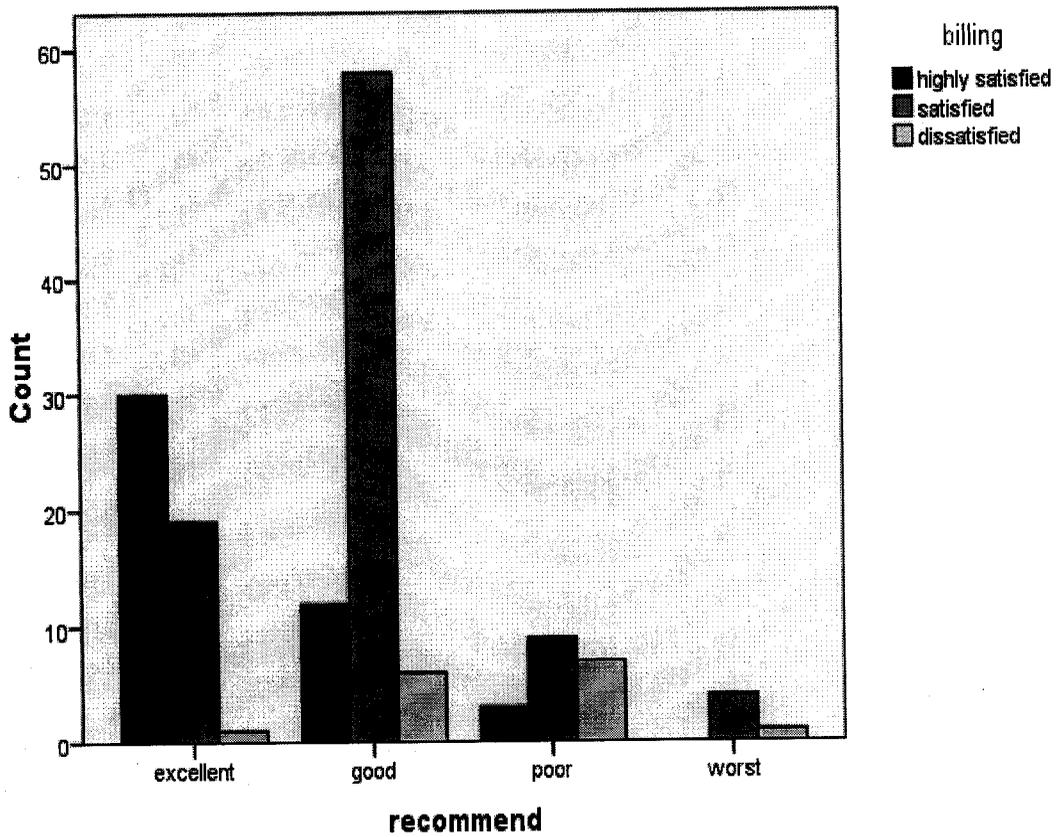
TABLE 3.17

RECOMMENDATION Vs BILLING
CROSS TABULATION

| The level of satisfaction on Tariff | level of satisfaction obtained from Broadband services | | | | Total |
	highly satisfied	satisfied	dissatisfied	highly dissatisfied	
highly satisfied	29	13	2	1	45
Satisfied	30	42	5	2	79
Dissatisfied	4	12	6	0	22
highly dissatisfied	0	1	0	3	4
Total	63	68	13	6	150

INTERPRETATIONS:

Cross tabulation of level of satisfaction on tariff Vs level of satisfaction regarding schemes. Table no: 3.1.22 describes the existing satisfaction level on Tariff required by existing BSNL customers and their relative propensity to level of satisfaction about schemes of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers on level of satisfaction on tariff have maximum percentage with the level of satisfaction regarding the satisfied customers on schemes 28%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Tariff **Vs** schemes	77.51	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Tariff and Schemes

Alternative Hypothesis (H1): There is an association between Tariff and Schemes

The chi-square test implies that there is an association between the satisfactions level towards Tariff and the propensity to recommend the services of BSNL to others and it can be concluded that the level of satisfaction on Tariff is depends upon the satisfaction level of customers regarding schemes

CORRELATION:

The spearman correlation value shows that the tariff and schemes have 37% relationship with one another. The standard error value is .076

CHART 3.6

TARIFF VS SCEMES

Bar Chart
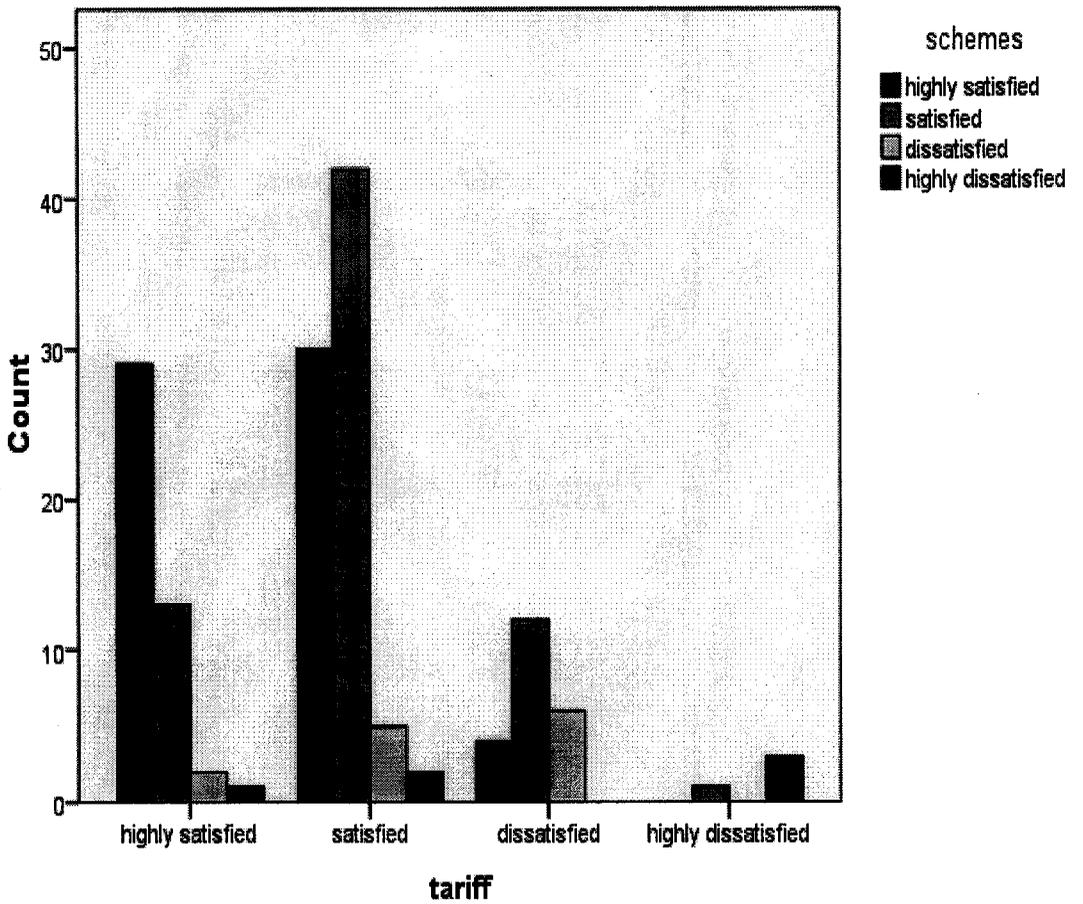
TABLE 3.18

TARIFF Vs TECHNICAL MAINTENANCE

CROSS TABULATION

The level of satisfaction on Tariff	level of satisfaction obtained from Broadband services				Total
	highly satisfied	satisfied	dissatisfied	highly dissatisfied	
highly satisfied	3	40	2	0	45
satisfied	22	46	11	0	79
dissatisfied	3	10	9	0	22
highly dissatisfied	0	0	2	2	4
Total	28	96	24	2	150

INTERPRETATIONS:

Cross tabulation of level of satisfaction on tariff Vs level of satisfaction regarding schemes. Table no: 3.1.24 describes the existing satisfaction level on Tariff required by existing BSNL customers and their relative propensity to level of satisfaction about schemes of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers on level of satisfaction on tariff have maximum percentage with the level of satisfaction regarding the satisfied customers on schemes 28%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Tariff **Vs** Technical maintenance	1.05	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Tariff and Technical maintenance

Alternative Hypothesis (H1): There is an association between Tariff and Schemes

The chi-square test implies that there is no association between the satisfactions level towards Tariff and the propensity to recommend the services of BSNL to others and it can be concluded that the satisfaction level of Tariff is Independent upon the satisfaction level of customers regarding technical maintenance

CORRELATION:

The spearman correlation value shows that the tariff and maintenance have 17% negative relationship with one another. The standard error value is .084.

CHART 3.7

TARIFF VS TECHNICAL MAINTENANCE

Bar Chart
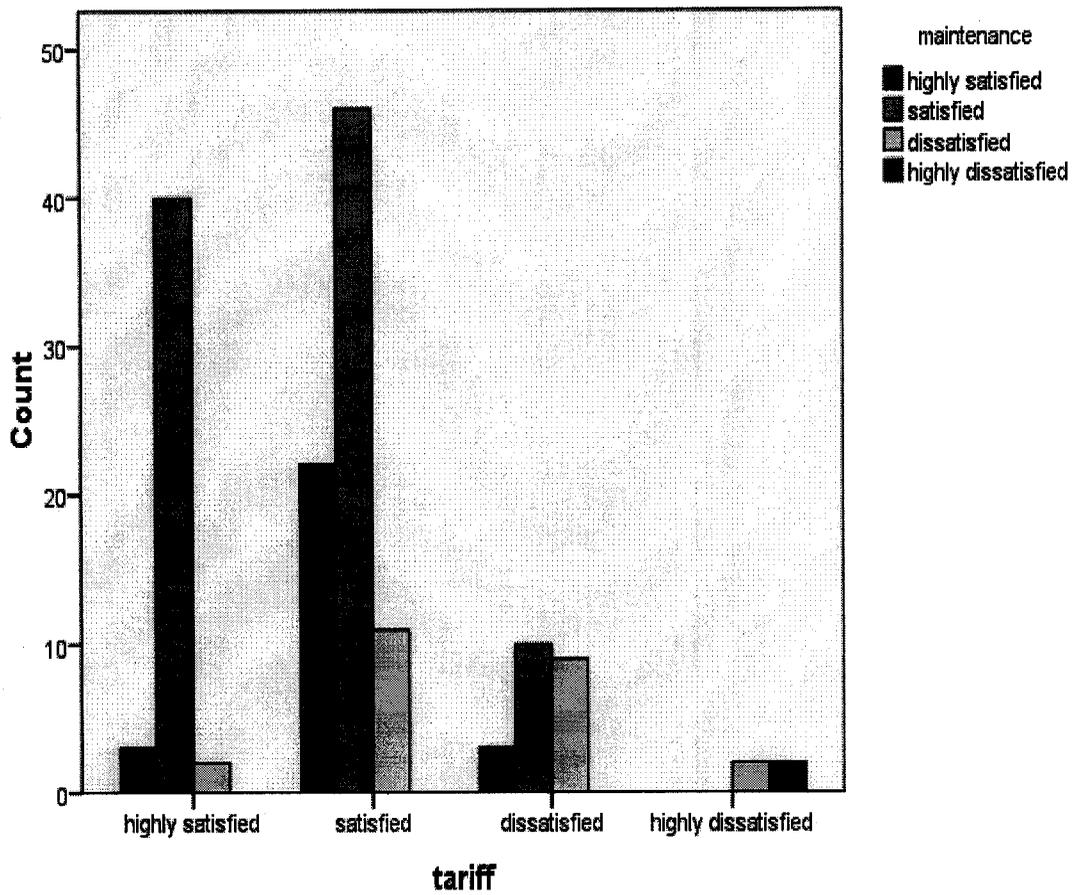
TABLE 3.19

TARIFF Vs NETWORK, RELIABILITY AND SPEED

CROSS TABULATION

The level of satisfaction on Tariff	level of satisfaction obtained from Broadband services				Total
	highly satisfied	Satisfied	dissatisfied	highly dissatisfied	
highly satisfied	5	39	1	0	45
satisfied	28	45	6	0	79
dissatisfied	3	12	6	1	22
highly dissatisfied	1	2	1	0	4
Total	37	98	14	1	150

INTERPRETATIONS:

Cross tabulation of level of satisfaction on tariff Vs level of satisfaction regarding network, reliability and speed. Table no: 3.1.26 describes the existing satisfaction level on Tariff required by existing BSNL customers and their relative propensity to level of satisfaction about network, reliability and speed of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers on level of satisfaction on tariff have maximum percentage with the level of satisfaction regarding the satisfied customers on network, reliability and speed 30%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Tariff **Vs** network, reliability and speed	29.825	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Tariff and Network, reliability, Speed

Alternative Hypothesis (H1): There is an association between Tariff and Network, reliability, speed.

The chi-square test implies that there is an association between the satisfactions level towards Tariff and the propensity to recommend the services of BSNL to others and it can be concluded that the satisfaction level of Tariff is depends upon the satisfaction level of customers regarding network, reliability and speed.

CORRELATION:

The spearman correlation value shows that the tariff and network. Reliability and speed has 5% relationship with one another. The standard error value is .082.

CHART 3.8

TARIFF Vs NETWORK, RELIABILITY AND SPEED

Bar Chart
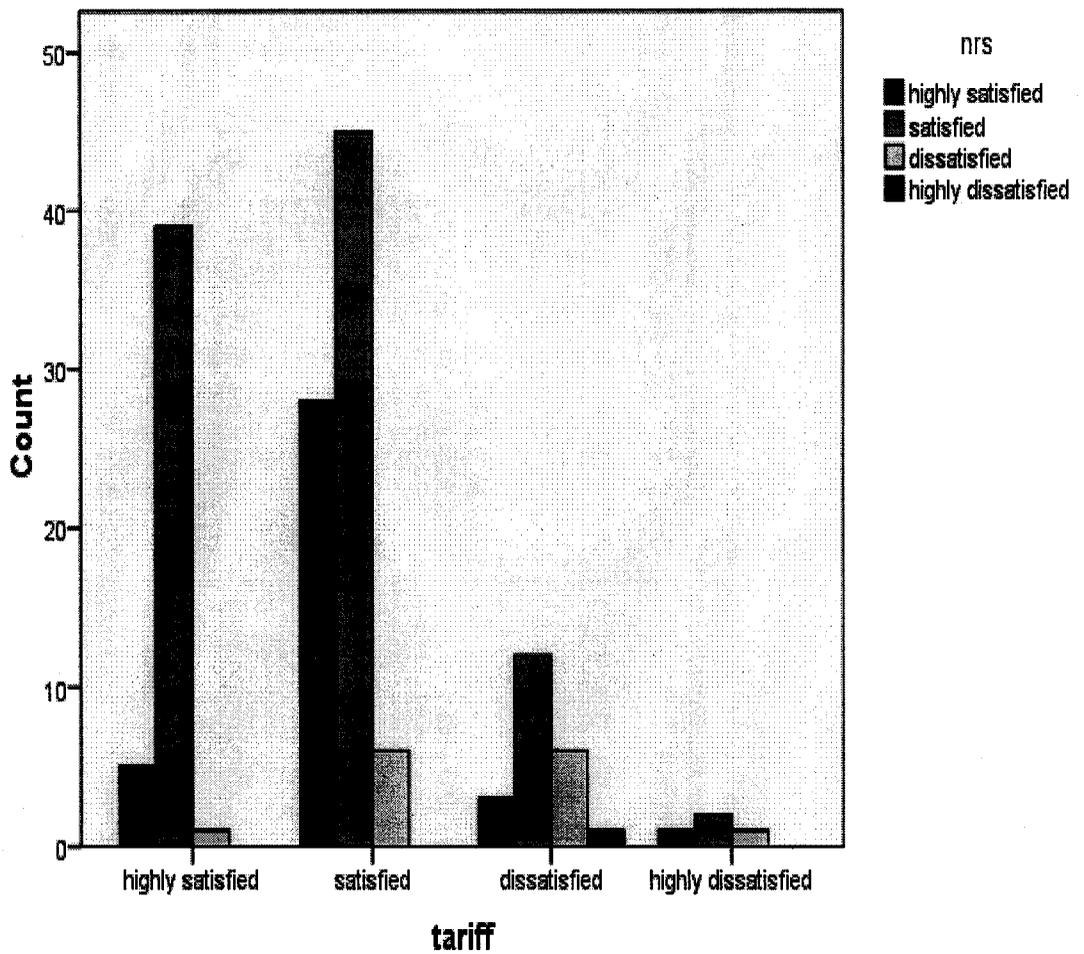
TABLE 3.20

TEHNICAL MAINTENANCE Vs NETWORK, RELIABILITY AND SPEED

CROSS TABULATION

The level of satisfaction on Technical maintenance	level of satisfaction obtained from Broadband services				
	highly satisfied	Satisfied	dissatisfied	highly dissatisfied	Total
highly satisfied	16	11	0	1	28
satisfied	20	70	6	0	96
dissatisfied	1	16	7	0	24
highly dissatisfied	0	1	1	0	2
Total	37	98	14	1	150

INTERPRETATIONS:

Cross tabulation of level of satisfaction on Technical maintenance Vs level of satisfaction regarding network, reliability and speed. Table no: 3.1.26 describes the existing satisfaction level on Tariff required by existing BSNL customers and their relative propensity to level of satisfaction about network, reliability and speed of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the satisfied customers on level of satisfaction on technical maintenance have maximum percentage with the level of satisfaction regarding the satisfied customers on network, reliability and speed 46.6%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Technical maintenance **Vs** network, reliability and speed	42.565	16.92	9	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Technical maintenance
and Network, reliability, Speed

Alternative Hypothesis (H1): There is an association between Technical maintenance and Network, reliability, speed.

The chi-square test implies that there is an association between the satisfactions level towards Technical maintenance and the propensity to recommend the services of BSNL to others and it can be concluded that the satisfaction level of Technical maintenance is depends upon the satisfaction level of customers regarding network, reliability and speed.

CORRELATION:

The spearman correlation value shows that the technical maintenance and network. Reliability and speed has 42% relationship with one another. The standard error value is .073.

CHART 3.9

NETWORK, RELIABILITY AND SPEED VS TECHNICAL MAINTENENCE

Bar Chart
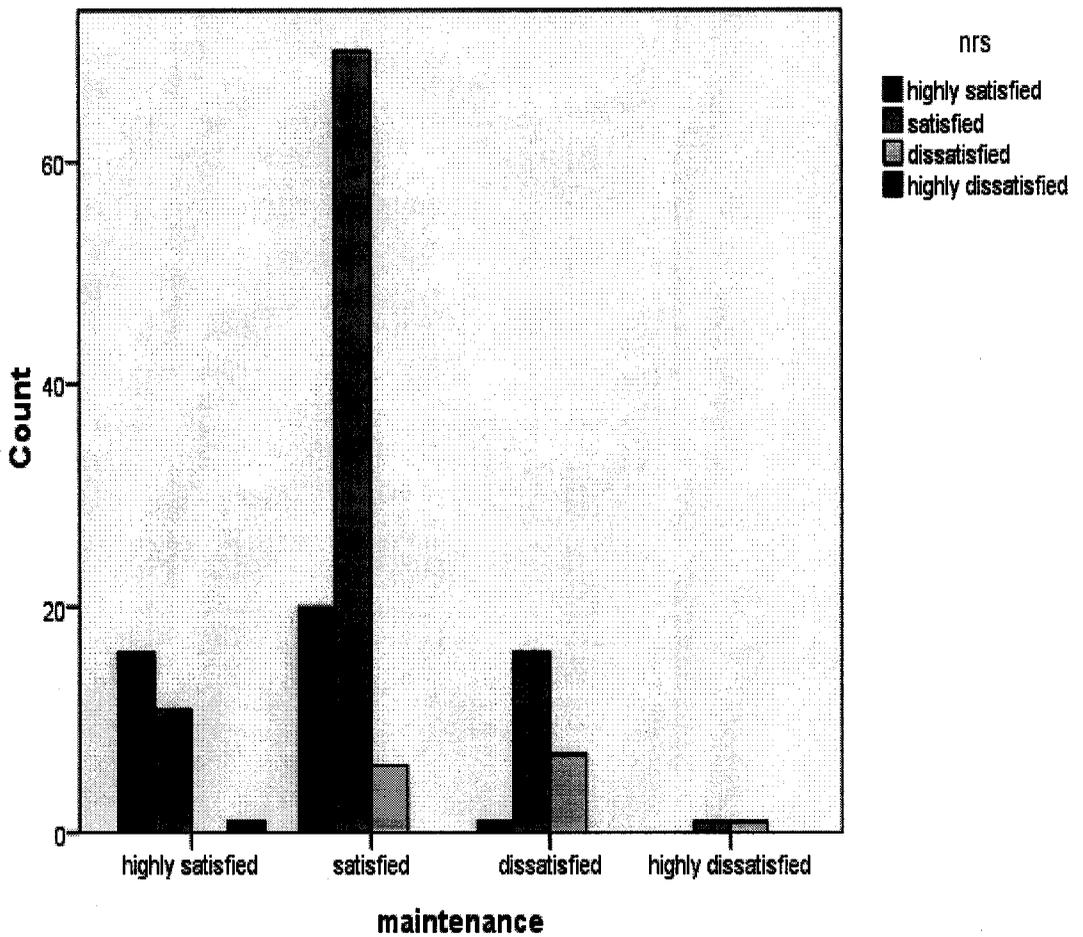
TABLE 3.21

PLAN Vs TARIFF

CROSS TABULATION

	Tariff				
Plan	highly satisfied	satisfied	dissatisfied	highly dissatisfied	Total
home plan	20	36	15	4	75
corporate plan	25	43	7	0	75
Total	45	79	22	4	150

INTERPRETATIONS:

Cross tabulation of plan Vs level of satisfaction regarding tariff. Table no: 3.1.26 describes the existing plan used by existing BSNL customers and their relative propensity to level of satisfaction about Tariff of BSNL Telecom Ltd.

Inference:

It is seen from the above table that the plan have maximum percentage with the level of satisfaction regarding the satisfied customers on Tariff 28.6%.

CHI-SQUARE TEST

Factors	Calculated chi-square value	Table value	Degrees of freedom	Remarks
Plan **Vs** Tariff	8.085	7.81	3	significant at 5% level

INTERPRETATION:

Null Hypothesis (Ho): There is no association between Tariff and plan

Alternative Hypothesis (H1): There is an association between Tariff and plan

The chi-square test implies that there is an association between the plan and the propensity to recommend the services of BSNL to others and it can be concluded that the plan is depends upon the satisfaction level of customers regarding Tariff.

CORRELATION:

The spearman correlation value shows that the plan and tariff have 16% negative relationship with one another. The standard error value is .080.

CHART 3.10

PLAN Vs TARIFF

Bar Chart
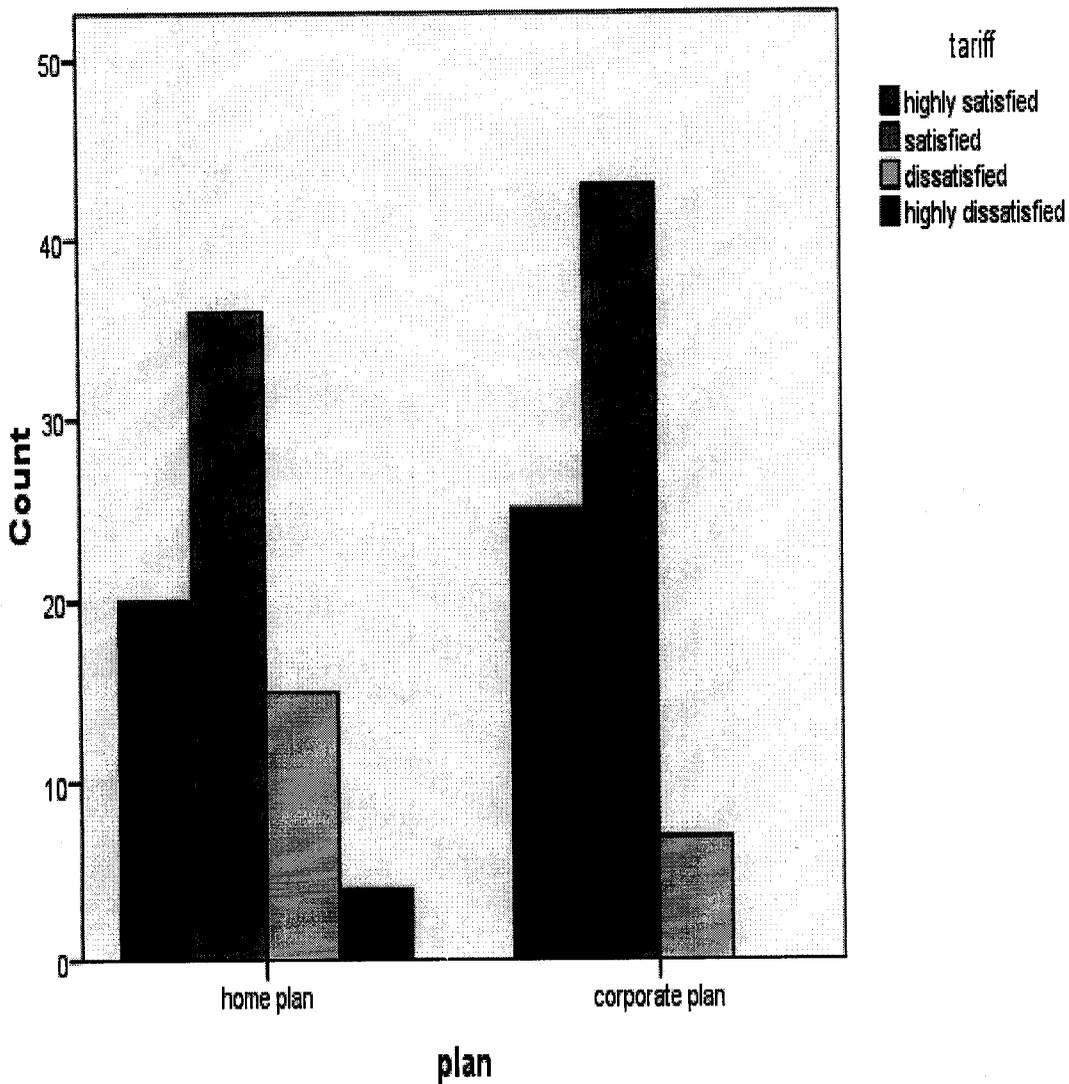
Table: 3.22

WEIGHTED SCORE METHOD

S.NO	BSNL SERVICES	WEIGHTED SCORE	RANK
1	BROADBAND	705	1
2	POSTPAID	150	4
3	PREPAID	390	2
4	LANDLINE	255	3

INTERPRETATION:

From the above table it is interpreted that the first rank is taken up by the Broadband service with a weighted score of 705, the second rank is taken up by the Prepaid service with a weighted score of 390, the third rank is taken by the Landline service with a weighted score of 255 and the fourth rank is taken by the Postpaid service with a weighted score of150.

FINDINGS & SUGGESTIONS

3.2 FINDINGS

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 its higher customer response and after sales services. From the analysis carried out of the responses and opinions given by the Broadband customers of the BSNL Services the following findings were derived.

FINDINGS FROM PERCENTAGE CCHI-SQUNTAGE ARE TEST AND CORRELATION

The PERCENTAGE METHOD Implies that

- Most of the respondents are from youth age group 42.6%
- Most of the respondents have qualification of Graduation 40.6%.
- Half of the respondents from Home plan and other half from corporate plan.
- Most of the respondents came to know the information about BSNL Broadband through Newspapers 34%
- Most of the respondents prefer BSNL Broadband Service for its High Speed& Technology 30.6%
- Most of the respondents are satisfied with schemes offered by BSNL 45.3%
- Most of the respondents are satisfied with the technical maintenance of BSNL Broadband service 64%.
- Most of the respondents are satisfied with the Tariff by BSNL Telecom Ltd 52.6%

- Most of the respondents are satisfied with the network, reliability, speed. 65.3%
- Most of the respondents are satisfied with the billing. Performance 60%

- Most of the respondents gave the good opinion about BSNL Broadband Services 50.6%

The CHI -SQUARE Test Implies that

- ➢ The recommendations are dependent on the schemes
- ➢ The recommendations are dependent on the maintenance
- ➢ The recommendations are dependent on the tariff
- ➢ The recommendations are dependent on the network, reliability, speed.
- ➢ the recommendations are dependent on billing performance of BSNL Telecom Organization
- ➢ The tariff is dependent on schemes
- ➢ The tariff is Independent on schemes
- ➢ The tariff is dependent on network. Reliability, speed
- ➢ The maintenance is dependent on network, reliability, speed
- ➢ The plan is dependent on tariff

The Correlation Test Implies that

- ➢ The recommendations and schemes have 35% relationship with one another.
- ➢ The recommendations and schemes have 27% relationship with one another
- ➢ The recommendations and schemes have 37% relationship with one another
- ➢ The recommendations and network, reliability, speed have 40% relationship with one another
- ➢ The recommendations and Billing have 47% relationship with one another.
- ➢ The tariff and schemes have 37% relationship with one another.
- ➢ The tariff and maintenance have 17% relationship with one another.
- ➢ The tariff and network. Reliability, speed has 5% relationship with one another.

- The maintenance and network. Reliability, speed has 42% relationship with one another

- The plan and tariff have 16% negative relationship with one another.

- The maximum numbers of respondents are satisfied about the Broadband services provided by the BSNL.

- Most of the respondents feel good with the services regarding network performance, reliability and speed.

- Most of the respondents feel good about the high speed& technology, low cost and schemes which offered by BSNL time to time

- Merely 2/3 of the total respondents are satisfied with the billing performance of BSNL Broadband Service

- The respondents recommend the BSNL Broadband service in a very positive way and suggest others to use the services because of the reliability

- The reference group and the newspapers advertisement play the important role to help the BSNL Organization to acquire the new customers.

3.3 SUGGESTATIONS AND RECOMMEDATIONS

In view of the findings, the following are some suggestions for increasing the customer satisfaction and acquire new customers and maintain the existing customer base

➢ The BSNL Organization can improve the network performance to satisfy the customer expectation

➢ The Organization can concentrate on customer services in terms of customer query, Network failure, fault in billing etc.

➢ The customers suggest that the Organization can change the schemes and reduce the tariff considering competitors.

➢ The BSNL Organization can reduce the registration fees of Broadband connection.

➢ The Organization can extend the network coverage area with high speed connectivity.

➢ The Organization can introduce the special tariff plans for student community.

➢ The organization can concentrate on prompt redressal for its technical default.

➢ The BSNL Service provider can avoid delay while giving connections.

CONCLUSION

3.4 CONCLUSION

The study conducted on the factors contributing towards **"CUSTOMER SATISFACTION TOWARDS BSNL BROADBAND SERVICES"** stress the importance of improving the customer service by the organization.

The primary data to set a questionnaire were collected from the books and some journals. Based on that questionnaire prepared, Data were collected from 150 customers belonging to different sub groups..

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 services and tariff affect the satisfaction of the customers of BSNL Broadband Services.

This study helped the researcher and the management to identify the customer satisfaction level and analyses the behavioral pattern and attitude of the broadband customers

Thus the objective of the study is fulfilled and this study has highlighted the areas where improvements are needed. A clear understanding on the causes and consequences of these factors, about customer satisfaction, can help BSNL Officials to diagnose better and take steps to ensure the higher satisfaction to customers.

APPENDICES

A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL BROAD BAND SERVICES IN COIMBATORE CITY

QUESTIONNAIRE

1) Name:

2) Age:

    ☐ Below 20yrs   ☐ 20-30yrs   ☐ 30-40yrs   ☐more than 40yrs

3) Educational qualification

    ☐ Schooling   ☐ Graduate   ☐ Professional ☐ Other

4) Which Broadband plan of BSNL you are using?
    ☐ Home plan   ☐ corporate plan

5) How did you come to know about the BSNL Broad band   service?

    ☐ Television   Advertisement   ☐ newspapers   ☐ Referrals
    ☐ Other ways

6) On what basis do you prefer BSNL Broad band services?

    ☐ High speed & technology   ☐ Low cost
    ☐ convenient Schemes   ☐ other ways

7) Of the following BSNL services which service gets better attention by customers (rank them)

    ☐ BSNL broad band service
    ☐ Post paid service
    ☐ Prepaid service
    ☐ Landline service

8) Are you satisfied with schemes offered for Broad Band services?

    ☐ Highly satisfied ☐ satisfied ☐ dissatisfied
    ☐ highly dissatisfied

9) Subscribers satisfaction about technical maintenance

☐ Highly satisfied   ☐ satisfied   ☐ dissatisfied
☐ Highly dissatisfied

10) Subscribers satisfaction about Tariff by BSNL for its services

☐ Highly satisfied   ☐ satisfied   ☐ dissatisfied
☐ Highly dissatisfied

11) Subscribers satisfaction about network performance, reliability
and speed

☐ Highly satisfied   ☐ satisfied   ☐ dissatisfied
☐ Highly dissatisfied

12) Subscribers satisfaction about the billing performance

☐ Highly satisfied   ☐ satisfied   ☐ dissatisfied

13) How likely do you recommend BSNL services to a friend or   relative?

☐ Excellent   ☐ good ☐   ☐ poor   ☐ worst

14) Is there any special suggestion for improving BSNL   broad band
value added services?

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