

Pivotal Role of Customer Care Department in Telecom Industry

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Abstract

Indian Telecom industry is rising step by step as the quickest blooming telecom advertises on the world. The breach of the telecom division to the remote financial specialists has not just prompted fast development in supporter base yet in addition helped a lot towards augmentation of consumer benefits, especially as far as value locating following the moderate methodology in levies. The accomplishment of the Indian media communications area has made the nation a really attractive speculation goal for the MNCs .The decrease in churn has been the major issue and organizations are going for different measures to deal with such indispensable issues.

Customer care can be a decisive success mantra for a company to edge its competitors. The consumer preferences are changing day by day so challenging job is to address customer concerns. Customer care role should be instrumental in eliminating Service Gap.

Keywords: Pivotal Role, Customer Care, Telecom.

1. Introduction

A customer is an important factor and plays a decisive role in any process of marketing. That's why customer are suppose to be a sovereign of the market i.e. the concept of customer preference and their behavior become so important because customer is suppose to makes the market and compels the supplier to retain and redesign the product. They have to ruminate about the market dissection, consumer behavior, market strategies, consumer's tastes and consumer's lifestyle etc. for the satisfaction of needs and wants of the customer. Many marketers are insolent enough to apprehend consumers' necessities, wants and demands and accomplish beyond their expectations i.e. they pleasure them. It delivers them development, profitability and creativity with lot of innovation.

With increasing number of telecom service providers, the competition is increasing day by day and to attract and recall the customer, customer care (CC)

services has become very decisive that's why the researcher has supposed that the study of customer care (CC) services in the Indian telecom sector will be a virtuous subject for research.

2. The Research Study (Objective and Significance)

Objectives of the Study

- To identify the critical success factors that are vital for success of Telecom Industry
- To identify the reasons for Churn reduction in the telecom industry and measures adopted by Customer Care to address such serious concern.
- To provide awareness of Customer Care role in providing good service to achieve the organization objectives.

3. Significance of the Study

This research helps to understand the importance of customer care in the telecommunication industry. As it is well known that "customer is king", therefore it is necessary to keep him happy. The importance of customer care in the telecommunication industry is Customer care handles the queries of customer about the services of the respective service providers. Customer care is helpful in retaining the customers from switching the operator. It is the effort of customer care that reduces the churn in the industry and makes the customers loyal towards their organization.

4. Research Methodology

Here, we'll present the methodology which we adopted for answering our research questions which we have formulated and presented. Furthermore, we'll explain that how main topic was selected, how we formulated the research questions. We'll enlighten the

way that how we collected the data concerning our research. We will also describe the frame work which we followed during our research and analysis. For the proper analysis of data simple statistical techniques such as percentage, SPSS analysis of Mean, Median, Standard Deviation and Skewness were used. It helps in making more generalization from the data available. The data which will be collected from a sample of population was assumed to be representing entire population was interest. Demographic factors like age, income and educational background was used for the classification purpose.

5. Sample Summary

Area:	KANPUR
Size:	50 Respondents
Technique:	Convenient Sampling
Selection:	The respondents were selected at Random and were approached mostly in public places, offices, residential in various areas of Kanpur such as Kidwai Nagar, Yashoda Nagar.

6. Problem Selection

Telecom sector has changed the ways of communication of people around the world and it has shown vigorous growth in India during past few years. As these services and facilities have penetrated into lives of people, so they are also interfering with the social and cultural setups. For these reasons we thought to choose the topic and our main emphasis was to analyze Customer care services in accordance to marketing and a business strategy as understanding of local consumer is very important for doing a business in a new place.

7. Collection of Data

The data is collected randomly irrespective of the category of the people in the form of questionnaire and the sample size is 50 respondents. Because it is a pilot study and due to time constraint the sample size is small. For conducting a research, two types of data is used I.e. Primary and secondary data. We used a combination of primary and secondary data for our research area.

8. Limitation of the Study

Every study has some limitations; similarly this study has also the following limitation. The limitations for this study are discussed below:

- The study is based only on geographic area of Kanpur, which is very small for this type of study and the sample size for this study is 50, which is too small for the study like this.
- Shortage of important aspect such as time, financial problem, and complete size prevented research from detailed study, while in the main cause of limitation of report.

9. Concept of Customer Care

The customer care (CC) is a decisive section of business success. All time you have to make interaction with the customers you have an opportunity to expand your reputation with them and proliferation the likelihood of further sales. There are also explicit programmed you can put in place to upsurge the levels of customer care. Customer care (CC) includes putting systems in place to maximize the customers' satisfaction with your business. It should be a prime contemplation for each business - your sales and productivity depends on keeping your customers happy.

Customer care (CC) is further unswervingly significant in specific roles than others. For receptionists, sales staff and other employees in customer-facing roles, customer care should be a fundamental constituent of their job explanation and training, and a core criterion while you're recruiting. But doesn't negligence the significance of customer care in supplementary areas of your business.

10. Data Analysis and Interpretation

Attributes of Service Providers for Encouraging Customer Purchase

The companies are encouraging the customers by providing various attributes to retain them. There are two aspect of analysis one is based on companies and other one is based on attributes. The researcher will analyze the study by assuming the attribute basis.

Talk Time And Validity-: Considering the attribute the researcher found that BSNL is the leader in providing

the best talk time and validity schemes. Schemes such as Recharge with Rs. 200 and get Rs. 225, that is more than what is paid to company are been offered to customers in the past.

Call Charges-: Considering the call charges, again BSNL is the market leader. As responded by the respondents, BSNL offers best call charge plans like 10 paisa per minute etc.

Quality of Services-: In this attribute the best quality service is been provided by AIRTEL. The quality of service is determined as an important factor while customer churn and retention is concerned.

Special Offers/ Schemes-: Considering this attribute again BSNL is found as the attribute leader in this section. As responded by the respondents, BSNL has best in providing special offers and schemes.

Voice Clarity-: Voice clarity refers to the clarity of voice while making call, this attribute is very important and if the voice is not clear the message is not clear and it may be called miscommunication. AIRTEL is found as the best in this attribute.

Network Connectivity-: This attribute is also known as Network Congestion that is while making call either the call is dropped or it is connected to some other person. It is found in the study that Airtel is the best as far network connectivity is concerned.

Tariff-:When talking about tariff, it comes in mind the vouchers such as reducing call rates, providing free time to customers, or SMS packs. It is found in data collection that BSNL is the best in providing the tariff.

Availability of Service-:Availability of services refers to how easily service is existing in the market. It includes availability of recharge coupons, Sim cards etc. In this section it is found that the services of BSNL are easily available in the market.

Value- Added- Service-: Value- added- services as referred by name that additional valued services delivered by the service providers to the customers. As per the respondents opinion BSNL was found the best among the service providers under this category.

Billing System-: Billing Systems includes many service related to bill such as correct bill generation, timely bill dispatch etc. it was found as per the judgment that Airtel is the attribute leader.

Customer Care Services-:Customer care services are those services that are provided by companies for resolving customer queries. These queries includes-complain resolution, billing disputes, new connection query etc. it is originate that best customer care services are provided by Airtel. It is also one of the important factors in calculating the customer satisfaction.

SPSS Analysis of Impact of Customer Care on Customer Satisfaction.

Statistics

Is customercare significant in determining customer satisfaction?

N	Valid	50
	Missing	0
Mean		3.6400
Median		4.0000
Mode		5.00
Std. Deviation		1.17387
Skewness		-.273
Std. Error of Skewness		.337
Kurtosis		-1.118
Std. Error of Kurtosis		.662

Is customercare significant in determining customer satisfaction?

		Frequenc y	Percent	Valid Percent	Cumula tive Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	disagree	9	18.0	18.0	20.0
	neutral	13	26.0	26.0	46.0
	agree	11	22.0	22.0	68.0
	strongly agree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Analysis:

In the sample size of 50 respondents. The Mean and Median Values are 3.64 and 4.00 respectively which show that considerable number of respondents agree that Customer Care is contributing to Customer Satisfaction. Even the Kurtosis Value of -1.118 suggests that majority of the respondents agree Customer Satisfaction is driven by Customer Care.

Reliability Test through Cronbach Alpha

RELIABILITY

/VARIABLES=Talktime ServiceQuality Offers
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	49	100.0
	Excluded ^a	0	.0
	Total	49	100.0

a. Listwise deletion based on all variables in the procedure.

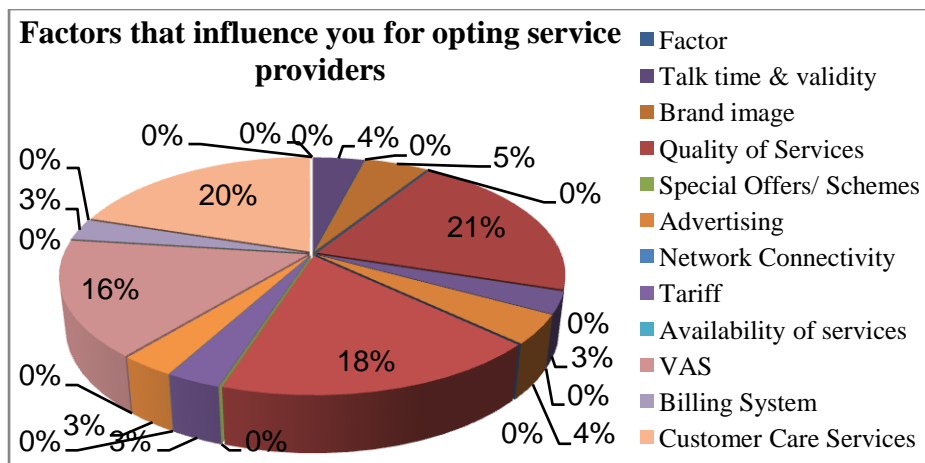
Reliability Statistics

Cronbach's Alpha	N of Items
.836	3

Analysis:

Cronbach's alpha is amount of internal consistency, that is, how meticulously related a set of objects are as a group. It is viewed as a proportion of scale unwavering quality. A "high" esteem for alpha does not suggest that the measure is unidimensional. On the off chance that, notwithstanding estimating inside consistency, you wish to give proof that the scale being referred to is unidimensional, extra investigations can be performed. Exploratory factor examination is one technique for checking dimensionality. In fact speaking, Cronbach's alpha is certifiably not a factual test – it is a coefficient of dependability (or consistency). The estimation of Cronbach alpha is 0.836 considering factors as Talktime, Service Quality and Offers which shows proportion of inward consistency.

FACTORS THAT INFLUENCE YOU FOR OPTING SERVICE PROVIDERS



Here are few factors that influence the respondents to choose the service provider. The researcher will now analyze that which is the most influencing factor that

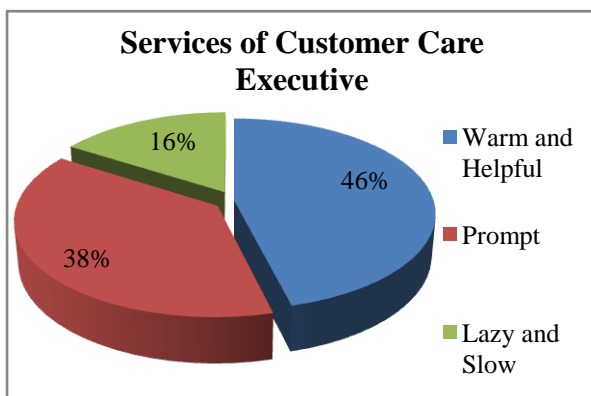
influences the respondents in selecting the service provider.

As per the data collected, researcher found that 21% of respondents look forward for Quality of Services

while making the selection of service provider. 20% of respondents prefer Customer Care Services as important factor for making selection of service providers. 18% respondents prefer Network Connectivity as selecting factor for service provider. VAS is preferred by 16% of respondents as important factor of selecting service provider. Whereas contribution of other factors in selecting service providers can be Special Offers/ Schemes 3%, Brand Image 5%, Advertising 4%, Tariff 3%, Availability 3%, Talk time & validity 4%, Billing System 3%. paper highlights a number of the developments of face recognition system supported face sketches, face photo sketches, forensic sketches. Contrary to standard automated face recognition, forensic face recognition offers a group of tools that may facilitate investigators narrow the identity of a theme, however not absolutely perform the identification. There has been a considerable improvement within the capabilities of forensic face recognition as a result of in progress studies on race, gender, and sketch to picture matching. However, several difficult issues associated with forensic face recognition still exist, which provide excellent opportunities to face recognition researchers.

ANALYSIS OF THE SERVICES OF CUSTOMER CARE EXECUTIVE

The customer care executives and their services play an important role in retaining the customer and decrease the customer churn outs. Here the researcher analyzed that how the customer care executives deal up with the customers. The researcher interviewed the respondents about the services provided by customer care executives to the respondents. The researcher analyzed that:

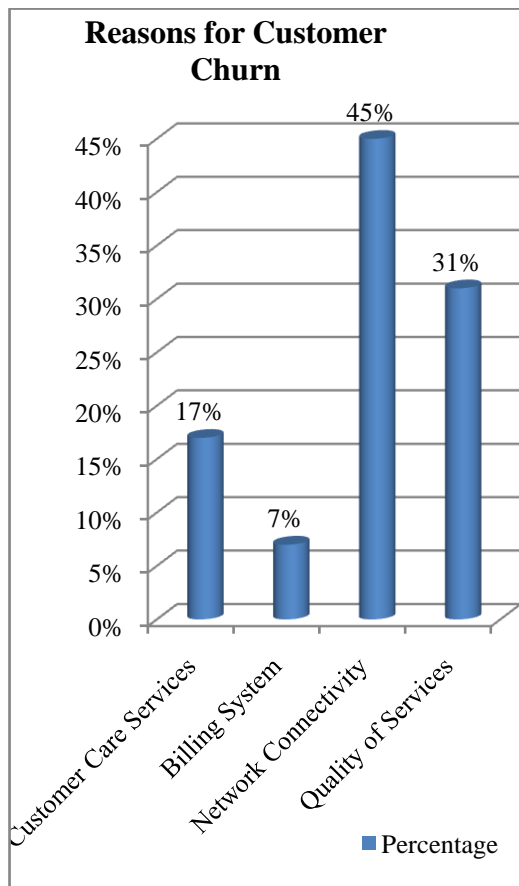


- 46% of respondents told that the customer care executive's services are warm and helpful in solving their queries and providing them the feasible resolution for their queries.
- 38% of respondents told that customer care services are prompt and they get the resolution promptly.
- 16% of respondents told that the customer care service are lazy and slow, that is they do not take much interest in providing the solution to the customer.

If the services of customer care executives are improved it may help the companies to decrease the customer churn outs.

REASONS FOR CUSTOMER CHURN

The researcher was required to find out the biggest reasons for customer churn. The researcher asked the relevant question from the respondents to find out why they leave their service provider. The researcher found that:



- 31% of the respondents preferred leaving the service provider because of the Quality of Services.
- 45% of the respondents go with the network congestion and call drops for switching to other service provider.
- 17% of the respondents leave the service provider because of delay response from customer care.
- 7% of the respondents leave the service provider because of Billing System.

H0:-Courteous Language and knowledgeable person are not the most influencing factors for resolving the grievances of the customer

H1:-Courteous Language and knowledgeable person are the most influencing factors for resolving the grievances of the customer

11. Interpretation

Above data analysis illustrations that utmost of the users of entirely companies found their customer service provider courteous and knowledgeable. Yet, the aftereffect of BSNL isn't great as the clients state that they have not converse with their client care specialist organization notwithstanding for a solitary time. Some of them have talk however after a ton of holding up time. So they are found not fulfilled and evaluated this inquiry likewise as disappointed. So subsequent to considering their perspectives with an individual exchange we can say that the client care agents of BSNL are not gracious and educated.

Out of total 50 respondents more than 60% are concerned with Courteous Language and Knowledgeable person. Because they opted somewhat agree and strongly agree option. Therefore we can say that majority of the respondents are with the Courteous Language and knowledgeable Person are the most influencing factors for resolving the grievances of the customer.

12. Conclusion and Recommendations

Because of the advancement, privatization, and de-imposing business model activities taken by the

administration of India, the telecom part is encountering a chronicled development.

The pattern is required to proceed in the section, as costs are falling because of rivalry in the portion. The recipients of the challenge are the buyers, who are given a wide assortment of administrations. In theyears to come the country is predicted to witness a communication revolution, which would increase the tele-density to match that of the developed world. The need of the time is another upheaval in versatile communication and it is basic that specialist organizations move in the direction of the equivalent and make it a reality. The number transportability issues will take care of numerous issues and will help the end clients, which will change the entire situation of rivalry and will make the diversion harder for the specialist co-ops.

Telecom majors should think to dispatch the item as indicated by the necessities of clients to fulfill them and make them brand steadfast .They ought to likewise think for looking new space or we can say either making another blue space to support their development in long run. There is more space for information examination yet the remainder of the part is past the extent of this task report. As per the outcomes, the most significant determinant for customers are administration quality, Network Coverage, esteem offered and brand picture.

Holding clients in the administration business has turned into a noteworthy target of client care. Client care strategies are viewed as fundamental for structure long haul association with clients so as to accomplish shared advantages all things considered. Despite the fact that client care strategies has been broadly executed by specialist co-ops, clients still will in general change to contender. Hence, this investigation was led to test the effect of client care strategies (administration quality, Network Coverage, esteem offered and brand picture) on relationship quality (trust and fulfillment), and thus impact the client dependability inside on versatile media transmission industries.

The final conclusion made out of the research is that, nowadays any firm offering service may drop their customers because of the poor customer service. Studies have shown that firms can boost their profits by almost 100% by retaining 15% more of their customers than

their competitors retain. This is because the cost of acquiring new customers is much higher than the costs associated with retaining customers. Firms with loyal, long time customers can economically outperform competitors with higher customer turnover, even when their costs in limit.

13. Recommendations on the Basis of Research

- All the providers need to gear themselves on their approach. As the market is going to get more competitive, service will be the only key differential factor.
- Immediate improvement plan for all service providers with full action planning is required so as to gap whichever loopholes prevalent in the system. They should have a look at their attributes in totality to give an overall delight feel towards their customers.
- Providers should immediately prepare a action charter as to how they are going to save such a huge base from churning out. Providers like BSNL needs some heavy improvement is terms of process and transactional analysis.
- Providers need to ease out the documentation and address verification system which unnecessarily takes time during initial activation phase.

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