

TATA DOCOMO GAP ANALYSIS

Product features	Curent state	GAP	Future state	Action plan
NETWORK COVERAGE	Limited cover age in rural an some urban areas compared to competitors like Airtel and Vodafone	Coverage was not extensive, leading to customer dissatisfactioon and churn.	Wide and reliable coverage across both urban and rural regions, matching or exceeding competitors.	Invest in infrastructure development to expand network towers and increase coverage reach.
DATA SPEED & QUALITY	Data speed was incosistent, especially in 3G and 4G services, lagging behind industry leaders.	Competitors offered faster data speeds and more realiable connectivity.	Offer high-speed and realiable 4G/5G services with minimal network disruption.	Partner with technology providers for 5G rollouts, improve data network optimization, and upgrade servers.
CUSTOMER SUPPORTS	Customer service often faced complaints about slow resolution and unresponsive support.	poor customr supported led to negative experiences and customer attrition.	Responsive customer service with quick resolutions through multiple channels (call, online, in-person).	improving training for customer support teams, implement AI-based chatbots, and offer self-service portals.
PRICING PLANS	Tata Docomo had competitive pricing, but customers fund the plns confusing and lacking transparency.	customers faced confusion about tarrif plans and often felt misled by uncle archarges.	simple, clear, and competitive pricing plans that cater to different user segments (students, professionals, etc.).	Simplify pricing plans, increase transparency, and offer wasy-to-understand plan descriptions and tools for comparision.
INNOVATIVE SERVICES	Tata Docomo introduced innovative services like per-second billing, but innovation slowed over time.	Competitors like Jio brought innovations like free voice calls with a data packs.	Continous innovation wth cutting-edge services (e.g, vaalued services, OTT bundles, etc.).	Focus on R&D to continously innovative, offering unque services such as IOT solutions and bundled content.