**A**

**Project Report On**

**CUSTOMER SATISFACTION OF BSNL AT GHUMARWIN**

**SUBMITTED TO HP UNIVERSITY SHIMLA**

****

**IN PARTIAL FULLILMENT OF THE REQUIREMENT OF THE AWARD DEGREE**

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**KARTIK**

**DECLARATION**

This is to certify that Project Report entitled **‘Customer Satisfaction of BSNL’** at **BSNL Ghumarwin** has been prepared by **Mr. KARTIK** in the partial fulfillment of the requirement of **Bachelor of Business Administration (BBA)** from **S.V.G. College Ghumarwin**.

I hereby declare that all information and fact produced here are based o my own findings and studies at **BSNL Ghumarwin**. The contents of report are true expression of my efforts on the said topic.

**Sign of Candidate:**

**CERTIFICATE**

This is to certify that the project report entitled “**MARKETING**” for the award of the degree of bachelor of business administration (BBA) from **SWAMI VIVEKANANDA GOVT. DEGREE COLLEGE GHUMARWIN (HP),** is a record of project report carried out by **Mr. KARTIK BBA 6TH SEMESTER, UNIVERSITY ROLL NO. – 5190350012,** under my supervision and guidance, no part of this report has been submitted to any other degree/diploma and this report may be taken for evaluation.

**Sign of Candidate: Sign of Guide:**

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**Place:**

**Date:**

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## CHAPTER - 1

## INTRODUCTION OF CUSTOMER SATISFACTION

Customer is the king; this is all the more apt for today business environment where, or other factors remaining more or less constant, It is the value addition to the customer that is making all difference. Customer satisfaction depends on the performance relative to a expectation.

A key premise in customer satisfaction is understand the need and meeting or exceeding the expectation of customer. Furthermore, that is done while optimally using resources. While most companies have developed strategies to improve quality and external customer services, internal customer satisfaction is a much neglected components of quality improvement. To this end, it is important to emphasize that total customer satisfaction can be attained only if all employees devoted to external customer satisfaction can work tighter and assist each other to achieve the common objective, when the internal customer is not satisfied; relationship with the external suffer. So, it suggested to adopted customer oriented approach to keep the internal customer satisfied and motivated, who in turn will focus on their attention and energy upon meeting the requirement of their customer, thereby maximizing the customer satisfaction.

Customer satisfaction survey is the process to monitor the satisfaction quotient of their people. In internal satisfaction survey therefore tracks the return on your investment in keeping your people happy, high salaries, a quality culture, a healthy work environment. Last, but not the latest internal customer satisfaction survey help in finding the critical areas, which need further improvement.

It generally believed that customers estimate which offer will deliver the most value customer are like value maximizes, within the bound of search cost and limited knowledge, mobility income they an expectation affect customer’s satisfaction and their repurchase probability.

When we talk about customer satisfaction, we talk about their creativity. Creativity allows us to handle or diffuse problem at hand or later on the process of conducting the everyday .Satisfaction of course, mean that what we delivered to customer met the customer’s approval.

**ROLE OF CUSTOMER SATISFACTION IN MARKETING**

Customer satisfaction plays a huge role in the success (or failure) of your marketing campaign. Creating a successful marketing strategy begins and ends with knowing your target audience. If you target audience is living messages like the one to the left- well no viral marketing message can overcome a lack of customer service.

In the days prior to the World Wide Web and the ensuing social media explosion- the holy grail of marketing was advertising. In a nutshell, word of mouth depends on customer satisfaction to generate “buzz” in the community. One satisfied customer tells another and suddenly, a business would find its sales growing without spending precious dollars on traditional advertising.

**NEED FOR THE STUDY**

The customer satisfaction is the main goal of every business organization. The importance of customer satisfaction was hot business topic in the 1980s, as customer satisfaction was considered the best window into loyalty. It was seems self- evident that the companies should try to satisfy their customers. Satisfied customers usually return and buy more, they tell other people about their experience.

A market trader has a continuous finger on the pulse of customer satisfaction. Direct contact with customers indicates what he is doing right or where he is going wrong. Such informal feedback is valuable in any company but hard to formalize and control in anything much large then a comer shop. For this reason survey are necessary to measure ad track customer satisfaction.

A customer satisfaction research we seek the views of respondents on a variety of issues that will show how the company performing and how it can improve. It is wise to cross check the internal views with a small number of depth interviews with the customers. In any customers satisfaction survey there will be quick fixes- actions that can be taken today or tomorrow that will have immediate effects.

The purpose of customer satisfaction research is to improve customer satisfactions and yet so oft\n surveys sit collecting dust. Worse than that, customers have generously given their time to assist in the survey believing that some positive action will take place. Their expectation will have been raised. The process of collecting the data seems easier than talking action to improved satisfaction levels.

The key to customer retention is customer delightment. A highly satisfied customer stays loyal longer, talks favorably about the organization and its products; offers product or services ideas to the organizations and cost less to serve the new customers. Today more organizations are recognizing the importance of satisfaction levels.

It is not enough to be skillful in attracting new customers, the organization must keep them. Today’s organization must pay closer attention to the customers defections rate (the rate which they lose customers).

Here in case of BSNL thus the need for study on customers satisfaction is important since it is highly depending on the customers opining and expectations there by using that information to change its strategies.

**CHAPTER 2**

# OBJECTIVES OF THE STUDY

* To study the overview of BSNL.
* To study the customer satisfaction level towards landline and mobile service provided by the BSNL.
* To study the influence of demographic variables of the respondents.
* To find out usage level of various schemes provided by BSNL.
* To identify the operational performance of BSNL.
* To identify the satisfaction level of customer services provided by BSNL.
* To indentify the customers opinion about BSNL.
* To ascertain the customer satisfaction level for mobile services as well as landline services.
* To study the profile of BSNL Company.
* To study that customer are in practical satisfied with the network and other services.
* To suggest some guideline for BSNL in order to provide better focused services.

# SCOPE OF RESEARCH

* The Study helps to understand whether the customer is satisfied or dissatisfied with the landline and mobile services of BSNL.
* To find the various factors that causes the dissatisfaction to the customer and overcome those by a better strategy.
* This will ultimately lead to customer satisfaction
* To find out the actual reason behind the fact that, why such a big company like BSNL is incurring l.
* To find out the exact reason behind the shrinking customer base.

**Limitation of The Study**

* We have collected only 100 samples in the short time period.
* We weren’t able to get proper response from the sample.
* The time period is very short.
* The study was limited to extend of abilities and willingness of the respondents to answer appropriately to the questions.
* Sample result may not resemble with population.
* Only some important questions are with covered in customer satisfaction and other questions are not covered in this study.

**Advantages**

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

1. Weather the consumers are satisfied with BSNL network.
2. Amount of BSNL internet user.
3. Customers awareness about BSNL various Landline & Mobile services.

**CHAPTER 3**

# METHODOLOGY OF THE STUDY

Marketing research is the “Systematic design” collection, analysis and reporting of the data and finding relevant to a specific “Marketing situation facing the company.”

Every business works on an explicit or implicit business plan which comprises of both the corporate and the competitive strategies of the firm. To implement the above tow strategies, there are functional areas, which have their own strategies and plan. The functional areas of business are marketing, production finance and human resources management. Marketing researching plays an important role in deciding on the market strategy by providing information necessary for choosing an appropriate strategy. This could be termed as marketing research at the strategic level of marketing. Clearly marketing research is a search for answers to some question, which if answered would lead the company to make critical marketing decisions and strategic and tactical level.

# RESEARCH OBJECTIVE

* To analyze the customer opinion and satisfaction with specific reference to BSNL.
* To suggest some guidelines to BSNL in order to provide better focused service.
* To ascertain customer preferences of landline and mobile services.
* To ascertain the customer satisfaction level for mobile services as well as landline service.

**SOURCES OF DATA**

Data collection is the most important task for a company to stay in the market for long time. The accuracy of the collection data is of great significance for drawing valid conclusion from the investigation. Data can be collected in territorial sources. There are two types of data.

# Primary data

The primary data are collected by the survey conducted by the questionnaire prepared by me. The surveys were even conducted by telephone, by mail.

# Secondary data

The secondary data are of two types internal and external and External. Internal records of the company are used as the point of the marketing research. This includes information about the product being researched, its history, company’s background, market share, and competitor information. These types of information were collected from the marketing department, sales department and corporate cell for marketing intelligence in the company. External secondary data contains information available from public sources as business newspapers, business magazines. A prominent source of data is the CMIE or the Centre of Monitoring Indian Economy, which publishes monthly reports on various aspect of Indian economy an industry.

# Sample Size

A Sample size of 100 people was taken by the researcher to accomplish the survey:

### Allocation of the total sample size

|  |  |  |
| --- | --- | --- |
| **Young Age People(18-21)** | **Middle Age People(25-45)** | **Middle and Old Age People (above 45)** |
| 45 | 35 | 20 |

**METHOD OF COLLECTION OF DATA**

* **Survey Methods:**

This technique of data collection has already been discussed about above in the report. It was conducted in person that Is by meeting the person personally, over telephone, and even my mail. The main disadvantage of conducting surveys over telephone or mail is that the facial expression, body language of the respondent can’t be observed. The questionnaire used for the survey is in the Annexure part of the report. The field work was done by me at different places like homes, offices, shops etc. The surveys were done in the office time, so that it is possible to meet every one.

* **Observation:**

Observation is a technique where the consumers’ behavior is recorded, usually without his knowledge. So according to the definition it is clear that in this technique of data collection they are more inclined towards BSNL or any other like the main competitors of BSNL like the BHARTI AIRTEL, IDEA etc.

* **Qualitative techniques**: This technique included word association where the respondent was asked for a word that comes to his/her mind after thinking of the board of the brand BSNL.
* **Experimentation**: In this I measured the effect of one or move variables by changing the level of some variables, and measuring the efferd.

# 

# CHAPTER 4

## Introduction of BSNL Customer Satisfaction

Customer satisfaction, a business term is a measure of how products and service supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a balanced scorecard.

Increase competition (whether for-profit or nonprofit) is forcing business to pay much more attention satisfying customers. 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.

Organization need to retain existing customer while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or service to the marketplace.

Customer satisfaction is an abstract concept and the actual manifestation of the 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.

Customer satisfaction is the most common form of market research in business- to- business market and is often connected to quality and production measurement, rather than straight marketing based research. Before setting up a customer satisfaction programmed, it is necessary to ensure that the organization has the will to actually make change for improvement; otherwise you will simply be annoying customers by taking their time to collect information, then not doing anything with it.

Customer or buyer are exposed to more of the world than ever before in the changing economy through cable and satellite television, the internet and increased travel and as result, their tastes and interest have broadened dramatically. Moreover, the long economic dominance of the United States, Europe and Japan is giving way, and economic power is increasingly shared with developing economies.

Customer satisfaction survey further illuminates the relationship between the customer experience and business performance. Around the world, consumers expect better services quality. It confirms that consumers are more likely to leave a provider because of poor service than for any other reason. It also reveals that services quality is the most powerful factor, more influential than price in choosing providers or to do business with them.

Customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers’ expectations, furthermore, when these rating dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customer, it gains positive word-of – mouth marketing, which is both free and highly effective.Therefore, it is essential for businesses to effectively manage customer satisfaction. To able do this, firm need reliable and representative measure of customer satisfaction.

In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectation and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel- even through its facilities and service would be deemed superior in absolute terms.

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perception. Their principles use is twofold.Within organizations, the collection, analysis and dissemination of these data send a message about the importance a tending to customers and ensuring that they have positive experience with the company’s goods and services.

Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicators of how likely it is that the firm’s the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the

extremes. “On a five point scale, “individuals who rate their satisfaction level as 5 are likely to become return customers and might even evangelize for the firm.

# A PROFILE OF ORGANISATION

Bharat Sanchar Nigam Limited (BSNL) is an Indian state –owned telecommunication company, headquartered in New Delhi India. It was incorporated by Government of India on 1 October 2000. It provided mobile voice and internet service through its nationwide. Telecommunications network across India. It is the largest provider of fixed telephony with more than 60% market share. It is the fourth largest wireless telecommunication and largest wire line telecommunication Network Company in India.

Bharat Sanchar Nigam Limited is the India's oldest communication company and its history can be traced back to the British India. The foundation of telecom network in India was laid by British sometime in 19th century. During the British era, 1850; the first telegraph line. It continued the telegraph services in India until it shut down telegraph services completely on 15 July 2013. After providing it for 160 years, BSNL discontinued its telegraph service on 15 July 2013. It began delivering telegrams to the public in February 1855; this service was upgraded to a web-based messaging system in 2010 and had been offered through 182 telegraph offices across India



## HEADQUATER OF BSNL



|  |  |
| --- | --- |
| BSNL  Headquater | New Delhi |
| Type | State owned organization |
| Industary | Telecommunications |
| Founded | 1 October 2000, 19 Year agao |
| Area served | India, Mauritius |
| Chairman and MD | Shri Anupam Shrivastav |
| Revenue | 19,308 crore (FY 2019) |
| Net income | 3,879.92 crore (FY 2019) |
| Total Assets | 70,746.75 crore (FY 2019) |
| Total User of BSNL GSM | 11.58 million |
| Total user of Landline | 10.41 million customers |

**Products and Services**

* Telephone and Mobile
* BSNL Landline
* BSNL Broadband
* Bharat fiber
* IP Service
* BSNL Wing Service

# Service of BSNL

#### Telephone and Mobile

BSNL provides both fixed line telephones and mobile telephony services on GSM and CDMA platforms.

#### BSNL Mobile

BSNL Mobile is a major provider of GSM network under brand name CELLONE all over India. It has wide network coverage in both urban and rural areas of India.

BSNL Mobile offers prepaid, postpaid services and value-added services such as Free Phone Service (FPH), India Telephone Card (Prepaid card), Account Card Calling (ACC), Virtual Private Network (VPN), Tele-voting, (PRM). It also offers the IPTV which enables customers to watch television through the Internet and Voice.

#### BSNL Landline

BSNL Landline services through copper wire in India. BSNL Landline is the largest fixed-line telephony in India. It has over 10.41 million customers and 49.34% market share in India. BSNL Landline was launched in early 1990's. It was the only fixed-line telephony serving for whole country before the New Telecom Powas announced by Department of Telecom in 1999. Only the Government-owned BSNL and MTNL were allowed to provide land-line phone.

#### Internet

BSNL is the fourth largest ISP in India, with having presence throughout the country. It also has the largest fibre-based telecom network in India around 7.5 LAKH kilometers among the four operators in the country.

#### BSNL Broadband

BSNL Broadband provides a complete telecom services solution to enterprise customers including MPLS, P2P and Internet leased lines. It provides fixed line services and landline using CDMA technology and its own extensive optical fiber network. BSNL provides Internet access services through dial-up connections as prepaid, Net-one as Postpaid and Data One as BSNL Broadband.

#### Bharat Fiber

Bharat Fiber (FTTH) was launched in February 2019. It offers TV over [IP](https://en.wikipedia.org/wiki/Internet_Protocol) (IPTV), Video On-Demand (VoD), Audio On-Demand (AoD), Bandwidth On-Demand (BoD), Remote Education, Video Conferencing Services, Interactive Gaming, Virtual Private LAN services. BSNL said that, its huge optic fiber network provides fix access to deliver high speed internet ranging from256 kbit/s to 100 Mbit/s.

#### BSNL Wing Services

On 16 August 2018, Bharat Sanchar Nigam Limited has launched "BSNL Wings Services" in 22 telecom circles. In which, throughout India .There is no need of SIM card or cable wiring as is a VoIP service through an app. It offers unlimited free calling for one year.

# BSNL Satisfaction in Himachal Pradesh

### Best mobile network in Himachal Pradesh

4G is now available in HP. BSNL has improved its call drop now. AIRTEL are other available but not recommended networks. Go for AIRTEL /idea or Vodafone if you want good data as well as better talk time usage with having less network problems.

BSNL also provide the customer service number 1800-345-1800 or any BSNL customer service centre in your locality.

Himachal Pradesh is going to join BSNL's 4G service for the first time. BSNL Chief General Manager ARUN AGARWAL on held a press conference in SHIMLA to launch High data Speed 4G. After the launch of 4Gservi started services have form today in many places of the state. BSNL launched has 4G for the purpose of providing good internet service in rural areas. A target has been set to the connect service of entire sate with 4G service by January 2020.

**BSNL Customer in Himachal Pradesh**

The Chief General Manager of Himachal circle, Shashikant Sharma said that the total BSNL subscribers stood at 8.08 laky today. The BSNL already had 421 base towers in Himachal and 90 more towers would be added soon. All the 12 districts including the tribal districts of Kinnaird and LAHAUL and SPITI had mobile phone services and 49 out of 51 sub-divisional headquarters and 72 out of 75 TEHSIL headquarters had mobile phone services, Sharma said.

BSNL already had 21,625 Internet connections in the state the recently started broadband service had registered 2,915 subscribers.

# [SWOT](https://www.marketing91.com/swot-analysis-brands/) Analysis of [BSNL](https://www.marketing91.com/marketing-mix-bsnl/)

**S-Strengths**

1. **Backed by Government of India:** It was incorporated on 15 September 2000 and took over the business of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom [Operations](https://www.marketing91.com/operational-decisions/) (DTO), with effect from 1 October 2000 in an ongoing concern basis. Ever since the formation of BSNL, the Indian telecommunications scenario has been transforming itself into a multi-player, multi-[product](https://www.marketing91.com/what-is-a-product/) market with varied market sizes and segments.
2. **Extensive infrastructure in remote areas**: BSNL has installed Quality Telecom Network in the country & now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages & winning customer’s confidence.
3. **PAN India-reach:** You name the place & BSNL is there. It has about 43.74 millions line basic telephone capacity, 8.83 million WLL capacity, 72.60 million GSM capacity, 37,885 fixed exchanges, 68,162 GSM BTSs, 12,071 CDMA Towers, and 197 Satellite Stations.
4. **Huge Optical-Fiber infrastructure:** Fiber-based cable networks act as a back bone to transmit data on wireless networks. BSNL has 6,86,644 RKM. Of OFC, 50,430 RKM. Of microwave network connecting 623 districts, 7330 cities/towns & 5.8 LAKHS villages.
5. **Strategic alliances with IT & hardware companies:** It got into many strategic alliances for IT & hardware requirements like with Ericsson, [Cisco,](https://www.marketing91.com/swot-analysis-cisco/) [HP,](https://www.marketing91.com/swot-analysis-hewlett-packard/) [Compaq,](https://www.marketing91.com/marketing-mix-compaq/) NFL, MTNL etc. in order to run the business smoothly.
6. **Vast Experience:** The Company has vast experience in [planning,](https://www.marketing91.com/importance-of-planning/) installation, network integration & maintenance of switching & transmission networks & also has a world class ISO 9000 certified Telecom Training Institute. It has 3 training institutions and 4 specialized telecom units.

# W- Weaknesses

1. **Working culture of government Institution:** Despite having stiff competition in telecom sector making private players to design their [strategy](https://www.marketing91.com/marketing-and-strategy-models-and-concepts/) cautiously BSNL is still running on Bureaucratic type of setup.
2. **Network capabilities:** Although BSNL have 62000 tower & wireless networks stretched to 6,86,644 RKM. Of OFC, 50,430 RKM. Of microwave network connecting 623 districts, 7330 cities/towns & 5.8 LAKHS villages, they are not able to optimize the network capabilities.
3. **Unproductive rural assets:** Problems associated with outdated technologies, low ROI form of rural assets & Political interference is making the company handicapped.
4. **Poor Service Image:** With the advent of technologies & new players foraying in the telecom sector serviceability & [CRM](https://www.marketing91.com/benefits-of-crm/) is important aspect for the growth of the business but BSNL has maintained its poor service image since its incorporation.
5. **Unable to retain customers:** Forget about acquiring new customers BSNL is not able to retain their customers due to its poor service & outdated offerings.
6. **Poor marketing:** Poor franchisee networks, Lack of [market research,](https://www.marketing91.com/market-research-process/) confused [segmentation](https://www.marketing91.com/6-advantages-segmentation/) are some of the poor marketing strategies leading to the downfall of BSNL.
7. **Decreasing market share:** Although there is increase in telecommunication - density (75.2%; 2014), BSNL’s market share is on continual decrease. It is currently in 5th position having only 10.5% market share.

# O- Opportunities

1. **Strategic Partnership:** Partnering with the smart phones companies is going to be smart strategy as far as MNP (mobile number portability (India)) is concerned which will ensure fixed cash flows in the future.
2. **Partnering with other telecoms:** Partnering with other telecoms to revamp their loss making, poorly managed, extensively stretched infrastructure will help them in turning around the company. Redeployment of unutilized capacities, Integrating IT infrastructure should be considered.
3. [**Customer Retention**](https://www.marketing91.com/customer-retention/)**:** Customer retention through a combination of loyalty schemes, better Tariff, service standards, low call drops better network availability & reach will result into low switchers & low acquisition cost.
4. **Improving upon intangible capabilities:** Company is well placed in tangible capabilities like resources, infrastructure but they need to work on intangible capabilities like skill & motivation, Knowledge & Aging workforce.

# T- Threats:

1. **Government Regulatory Framework:** With the auction of spectrum & change in the policies on a regular basis, there is a lot of instability in the telecom industry.
2. **Competition:** Price war in the home market technologically advanced private players and declining margins is adversely affecting the overall business of the competition.
3. **MNP (Mobile number portability):** MNP gives the customer independence to change the service provider while retaining the number and the number and due to high call drops, network issue & worst CRM will result into slump in subscriber base in the next fiscal with PAN India MNP implementation from May 3rd 2018.

# CHAPTER 5

# DATA ANYALYISIS AND INTERPRETATION

**According to the survey 100 customer BSNL Mobile that data Interpretation in chart:**

1. **For which purpose you mostly use of BSNL services?**

**Table 7.1**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Personal** | 60 | 60 |
| **Business** | 40 | 40 |
| **Total** | **100** | **100** |

**Graph 7.1**

**Interpretation: -**

As the table depicts, a good majority of the respondent 60 % consumer using BSNL for personal purpose 40% using BSNL for business Purpose We conclude that majority were opinioned that, the using BSNL for personal purpose.

1. **What is your monthly average bill?**

**Table 7.2**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Below Rs. 500** | 15 | 15 |
| **Rs. 500-1000** | 40 | 40 |
| **Rs.1000-1500** | 20 | 20 |
| **Rs.1500-2000** | 12 | 12 |
| **Above 2000** | 13 | 13 |
| **Total** | **100** | **100** |

**Graph 7.2**

**Interpretation: -**

The total sample size 100 outlet in our analysis we has been 15% opinioned that their average bill is below500, 40% opinioned that their average bill is the best 500-1000, 20% opinioned that their average bill is the best 1000-1500, 12% opinioned that bill is the best 1500-2000, 13% opinioned that their average bill above 2000.

1. **How satisfied are you with the coverage of BSNL?**

**Table 7.3**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 50 | 50 |
| **Satisfied** | 20 | 20 |
| **Neutral** | 18 | 18 |
| **Dissatisfied** | 7 | 7 |
| **Highly Dissatisfied** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.3**

**Interpretation: -**

From the above table, it the show that 50% of the respondents that the coverage of BSNL id highly satisfied, 20%of the respondents that the coverage of the BSNL is satisfied, 18% of the respondent that the coverage of the BSNL is neutral, 7% of the respondents that the coverage of the BSNL id dissatisfied, 5% of the respondents that the coverage of the BSNL is highly dissatisfied. We can conclude that the majority were opinioned that, the coverage of the BSNL is highly satisfied.

1. **How satisfied are you with the connectivity of the BSNL?**

**Table 7.4**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 50 | 50 |
| **Satisfied** | 20 | 20 |
| **Neutral** | 18 | 18 |
| **Dissatisfied** | 7 | 7 |
| **Highly Dissatisfied** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.4**

**Interpretation: -**

From the above table, it show that 50% of the respondents that the connectivity of BSNL is highly satisfied, 20% of the respondents that the connectivity of BSNL is satisfied, 10% of the respondents of the connectivity of BSNL is neutral, 7% of the respondents that the connectivity of BSNL is dissatisfied, 5% of the respondents that the connectivity of BSNL is highly dissatisfied. We can conclude that majority were opinioned that, the connectivity of BSNL is highly satisfied.

1. **How satisfied are you with the billing of BSNL?**

**Table 7.5**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 45 | 45 |
| **Satisfied** | 23 | 23 |
| **Neutral** | 20 | 20 |
| **Dissatisfied** | 7 | 7 |
| **Highly Dissatisfied** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.5**

**Interpretation: -**

From the above table, it show that 45% of the respondents that the billing of BSNL is highly satisfied, 23% of the 5 respondents that the billing of BSNL is satisfied, 20% of the respondents of the b of BSNL is billing neutral, 7% of the respondents that the billing of BSNL is dissatisfied, 5% of the respondents that the billing of BSNL is highly dissatisfied. We can conclude that majority were opinioned that, the billing of BSNL is highly satisfied.

1. **How satisfied are you with the handset of BSNL?**

**Table 7.6**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 42 | 42 |
| **Satisfied** | 23 | 23 |
| **Neutral** | 20 | 20 |
| **Dissatisfied** | 10 | 10 |
| **Highly Dissatisfied** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.6**

**Interpretation: -**

From the above table, it show that 42% of the respondents that the handset of BSNL is highly satisfied, 23% of the respondents that the handset of BSNL is satisfied, 20% of the respondents of the handset of BSNL is neutral, 10% of the respondents that the handset of BSNL is dissatisfied, 5% of the respondents that the handset of BS NL is highly dissatisfied. We can conclude that majority were opinioned that, the handset of BSNL is highly satisfied.

1. **How satisfied are you with the quality or service of BSNL?**

**Table 7.7**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 47 | 47 |
| **Satisfied** | 18 | 18 |
| **Neutral** | 20 | 20 |
| **Dissatisfied** | 10 | 10 |
| **Highly Dissatisfied** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.7**

**Interpretation: -**

From the above table, it show that 47% of the respondents that the quality of service of BSNL is highly satisfied, 18% of the respondents that the quality of service of BSNL is satisfied, 20% of the respondents of the quality of service of BSNL is neutral, 10% of the respondents that the quality of service of BSNL is dissatisfied, 5% of the respondents that the quality of service of BSNL is highly dissatisfied. We can conclude that majority were opinioned that, the quality of service of BSNL is highly satisfied.

1. **How satisfied are you with the internet service?**

**Table 7.8**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 30 | 30 |
| **Satisfied** | 25 | 25 |
| **Neutral** | 22 | 22 |
| **Dissatisfied** | 15 | 15 |
| **Highly Dissatisfied** | 8 | 8 |
| **Total** | **100** | **100** |

**Graph 7.8**

**Interpretation: -**

From the above table, it show that 30% of the respondents that the internet of BSNL is highly satisfied, 25% of the respondents that the internet of BSNL is satisfied, 22% of the respondents of the internet of BSNL is neutral, 15% of the respondents that the internet of BSNL is dissatisfied, 8% of the respondents that the internet of BSNL is highly dissatisfied. We can conclude that majority were opinioned that, the internet of BSNL is highly satisfied.

1. **How satisfied are you with the call charges of BSNL?**

**Table 7.9**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 35 | 35 |
| **Satisfied** | 25 | 25 |
| **Neutral** | 20 | 20 |
| **Dissatisfied** | 12 | 12 |
| **Highly Dissatisfied** | 8 | 8 |
| **Total** | **100** | **100** |

**Graph 7.9**

**Interpretation: -**

From the above table, it show that 35% of the respondents that the call charges of BSNL is highly satisfied, 25% of the respondents that the call charges of BSNL is satisfied, 20% of the respondents of the call charges of BSNL is neutral, 12% of the respondents that the call charges of BSNL is dissatisfied, 8% of the respondents that the call charges of BSNL is highly dissatisfied. We can conclude that majority were opinioned that, the connectivity of BSNL is highly satisfied.

1. **How satisfied are you with value added services?**

**Table 7.10**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 47 | 47 |
| **Satisfied** | 18 | 18 |
| **Neutral** | 20 | 20 |
| **Dissatisfied** | 10 | 10 |
| **Highly Dissatisfied** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.10**

**Interpretation: -**

From the above table, it show that 47% of the respondents that the value added services of BSNL is highly satisfied, 18% of the respondents that the value added services of BSNL is satisfied, 20% of the respondents of the value added services of BSNL is neutral, 10% of the respondents that the value added services of BSNL is dissatisfied, 5% of the respondents that the value added service of BSNL is highly dissatisfied. We can conclude that majority were opinioned that, the value added service of BSNL is highly satisfied.

1. **Do you receive your bill on time?**

**Table 7.11**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Highly Satisfied** | 55 | 55 |
| **Satisfied** | 14 | 14 |
| **Neutral** | 16 | 16 |
| **Dissatisfied** | 10 | 10 |
| **Highly Dissatisfied** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.11**

**Interpretation: -**

From the above table, it show that 55% the respondents that receives the bill on time is regular, 14% of the respondents that receives the bill on the mostly, 16% of the respondents that receives the bill on the neutral, 10% of the respondents that overall of BSNL is dissatisfied, 5% of the respondents that the overall of BSNL is highly dissatisfied. We can conclude that majority were opinioned that, the overall of BSNL is satisfied.

1. **Are you aware of the internet facilities available in the BSNL?**

**Table 7.12**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Yes** | 100 | 100 |
| **No** | 0 | 0 |
| **Total** | **100** | **100** |

**Graph 7.12**

**Interpretation: -**

The total sample size was 100 outlets in our analysis we has been 100% opinioned that, they aware of internet facilities available in BSNL, 0.0% opinioned that, they didn’t aware of internet facilities available in BSNL. We can conclude majority were opinioned that, aware of the internet facilities available in the BSNL.

1. **If yes which internet connection of BSNL do you prefer most?**

**Table 7.13**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Dial-UP(Sanchar net)** | 8 | 8 |
| **Dial-UP( Net one)** | 7 | 7 |
| **Broadband** | 60 | 60 |
| **Other** | 25 | 25 |
| **Total** | **100** | **100** |

**Graph 7.13**

**Interpretation: -**

From the above table, us it show that 60% of the respondents opinioned that, they using broadband, 8% of the respondent opinioned that, they using dial-up (Sanchar net), 25 of the respondents opinioned that. Hence we can conclude that, majority of people using broadband connection of BSNL.

1. **Does the bandwidth provide for the internet is enough for you using?**

**Table 7.14**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Yes** | 72 | 72 |
| **No** | 28 | 28 |
| **Total** | **100** | **100** |

**Graph 7.14**

**Interpretation: -**

The total sample size was 100 outlets in our analysis we has been 72% opinioned that, they aware of bandwidth for the internet is enough for usages 28% opinioned that, they didn’t aware of internet is not enough for usage. We can conclude majority were opinioned that, bandwidth provide for the internet is enough for usage.

1. **How would you rate the internet charges in BSNL when compared to other internet service provided?**

**Table 7.15**

|  |  |  |
| --- | --- | --- |
| **Opinion Pool** | **No of Respondents** | **Percentage %** |
| **Very high** | 55 | 55 |
| **High** | 14 | 14 |
| **Medium** | 16 | 16 |
| **Low** | 10 | 10 |
| **Very low** | 5 | 5 |
| **Total** | **100** | **100** |

**Graph 7.15**

**Interpretation: -**

From the above table, it show that 55% of the respondents that the internet charges of BSNL is very high 14% of the respondents that the internet of BSNL is high, 16% of the respondents of the internet charges of BSNL is medium, 10% of the respondents that the internet of BSNL is low, 5% of the respondents that the internet of BSNL is very low, We can conclude that majority were opinioned that, the internet of BSNL is very high.

# FINDINGS

* + A good majority of respondents (55.0 %) were using BSNL for personal purpose while (45.0 %) while using BSNL for business purpose.
  + A good majority of respondents (35.0%) where “Satisfied” with the value added service of BSNL, while the latest (5.0%) where “Natural” with the value added services of BSNL.
  + A good majority of respondents (45.0 %) where “Highly Satisfied” with the Con A good majority of respondents
  + Connectivity of BSNL, while the least (5.0%) where a good majority of respondents “Dissatisfied” with the connectivity of BSNL.
  + A good majority of respondents (55.0%) where “Highly Satisfied” with the billing of BSNL, while the least (2.5%) where “Dissatisfied” and “Highly Dissatisfied” with the billing of BSNL.
  + A good majority of respondents (60.0%) “Highly Satisfied” where with the handset of BSNL, while the least (2.0%) where “Highly Dissatisfied” with the handset of BSNL.
  + A good majority of respondents (35.0%) while “Highly Satisfied” with the quality of service of BSNL, while the least (5.0%) where “Neutral” with the quality of service BSNL.
  + A good majority of respondents (60.0%) where “Highly Satisfied” with the internet of the BSNL, while the least (2.5%) where “Dissatisfied” and “Highly Dissatisfied” with the internet of BSNL.
  + A good majority of respondents (30.0%) where “Neutral” with the call charges of BSNL, while the least (12.0%) where “Highly Dissatisfied” with the call charges of BSNL.
  + A good majority of respondents (30.5.0%) where “Satisfied” with the value added services of BSNL, while the least (5.0%) where “Neutral” with the value added services of BSNL.
  + A good majority of respondents (32.5%)) where “Satisfied” with the overall of BSNL, while the least (15.0%) where “Neutral” with the overall of BSNL.
  + It can be observed that majority of respondents says BSNL doesn’t specific all the detail about the usage of the BSNL.
  + A good majority of respondents (65.5.0%) where “Regular” with receive the bill on time, while the least (2.0%) where “Irregular” to receiving the bill on time
  + It can be observed mostly respondents should pay the bill through collections centers some respondents only pay the bill through nearest banks, pickup boys, drop boxes.
  + All are respondents aware of the internet facility available in the BSNL.
  + In internet connection most of the people using broadband connections some people only using dial- up (Sanchar net) and dial-up (net one).
  + Majority of people bandwidth provide for the internet is enough for usage.
  + It can be observed that very high of internet charges in BSNL compared to the other internet service provided.
  + A good majority of respondent satisfied with the customer care in BSNL.
  + Compared with the other network call charges of BSNL medium.
  + It can be observed that, 38.5% opinioned they frequently encounter problem is connectivity, while the next 34.0% opinioned, the problem is in services quality.

# SUGGESTION

* From the research study, it has been found out that the customers are very particular about the quality of the Telecom services and hence services and that want BSNL to increase the quality of BSNL services providing the suggestion for the paper is though the customers are satisfy with the services provided by BSNL but when we compare it with private telecom services the ratio of satisfied customer is more than the public telecom sector.
* The awareness of BSNL mobile services is very less. Mostly it is known for landline, and phone plus services. So company should make more advertisement on it so people can aware of this.
* BSNL may also introduce some sale promotion such as cash discount; quality offers hence the promotional activities would further strengthen the market share of the company.
* BSNL may reduce the monthly rent and also service tax.
* Customers care of BSNL need improvement with the respect to the call handling management.
* BSNL may reduce the internet charges.
* Today the company facing the problem of lack of proper maintains. The maintenance of company is not up to the mark as compare to private telecom service provider.
* The problem of lack of proper maintains dissatisfy the customers; so that the company should look at it very seriously, and should take proper steps for solve this serious problem.

# CONCLUSION

They also have to understand about their competitors and their nuances in understanding their customer. BSNL being a public sector, in order to thrive and excel, have understand about the Customer expectations. Since Communication industry is a very competitive one it is high time for BSNL to understand about their Customers in Landline as well as Mobile service.

Hence, from this report it is clear that BSNL is the best service provider in Asia BSNL provides world class State of art technology telecom services to its customers on demand at competitive prices world class telecom infrastructure in its area of operation and to contribute to the growth of the country’s economy.

**BIBLOGRAPHY**

The information helped me enhancing the affectivity of the presentation. There are several sources which provided me the valuable about information BSNL.

**Website:**

[www.Bsnl.in](http://www.bsnl.in/)

[http://www.](http://www/) google.com

[http://www.bsnlindia.com](http://www.bsnlindia.com/)

### QUESTIONNAIRE OF CUSTOMER SATISFACTION IN BSNL

Respected Sir/Madam

I am KARTIK studying BBA 6th semester with marketing specialization in S.V.G.D.C. Ghumarwin. I will sure that information provided by you can be kept as confidentially and it is only for my academic purpose. So please cooperate with me.

### BASIC INFORMATION

* 1. **Name of the Respondents :**
  2. **Sex**
  3. **Age**
  4. **Occupation**
  5. **What is your average monthly income?**

### SPECIFIC INFORMATION

##### **What is your monthly average bill?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Below RS. 500** | **RS. 500-1000** | **RS 1000-**  **1500** | **RS. 1500-**  **2000** | **Above 2000** |
|  |  |  |  |  |
|  |  |  |  |  |

##### **For which purpose you mostly use of BSNL?**

**Personal Business**

##### **Rate the service offered by BSNL according to your satisfaction level?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Services** | **Highly Satisfied** | **Satisfied** | **Neutral** | **Dissatisfied** | **Highly Dissatisfied** |
| **Coverage** |  |  |  |  |  |
| **Connectivity** |  |  |  |  |  |
| **Billing** |  |  |  |  |  |
| **Handset** |  |  |  |  |  |
| **Quality of value added**  **Services** |  |  |  |  |  |
| **Overall** |  |  |  |  |  |

##### **Does the bill specify all the detail about the usages of the BSNL?**

**Yes No**

##### **Are you aware of the internet facility available in the BSNL?**

**Yes No**

##### **How would you rate the internet changes in BSNL when compared to other internet services provide?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Very High** | **High** | **Medium** | **Low** | **Very Low** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

##### **How do you fell about the customer care in BSNL?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Highly Satisfied** | **Satisfied** | **Neutral** | **Dissatisfied** | **Highly Satisfied** |
|  |  |  |  |  |

* 1. **Are periodic meetings held for assessment of process ?**

**Yes No**

**If yes then frequency …………………………)**

* 1. **Frequency of visit after sending request………………**
  2. **Please give three suggestions for the improvement of the scheme?**

**………………………………………………………………………… ………………………………………………………………………… …………………………………………………………………………**

**Thank You**