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"CUSTOMER SATISFACTION TOWARDS BSNL LANDLINE
BROADBAND SERVICES IN MADURAI CITY"



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Short Profile

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ABSTRACT:

The present study is based on the customer satisfaction towards BSNL broadband services in Madurai city. A sample survey of 200 respondents was undertaken to find customer satisfaction towards BSNL in Madurai city. The study mainly concentrated on present level of satisfaction, needs of the customers, improvements/changes required to be undertaken by the organization to compete with the rest of the players in the market.

KEYWORDS

Customer satisfaction, BSNL, Broadband.

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INTRODUCTION ABOUT "CUSTOMER SATISFACTION"

"Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses."

Customer satisfaction remains significant in any business for the following reasons:

- ✦ It's a leading indicator of consumer repurchase intentions and loyalty
- ✦ It's a point of differentiation
- ✦ It reduces customer churn
- ✦ It increases customer lifetime value
- ✦ It reduces negative word of mouth
- ✦ It's cheaper to retain customers than acquire new ones

OBJECTIVES OF THE STUDY

- To study about "the Customer satisfaction towards BSNL Landline Broadband services"
- To study about "the needs of the customers"
- To study about "the changes to be brought in the organization to complete the customers increasing needs"

LITERATURE REVIEW

Bharat Sanchar Nigam Limited (abbreviated BSNL) is an Indian state-owned telecommunications company headquartered in New Delhi, India. It was incorporated on 15 September 2000 and took over the business of providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 1 October 2000 on a going concern basis.

BSNL has a world class, multi-gigabit, multi-protocol, convergent IP infrastructure through National Internet Backbone, through which it is providing convergent services through the same backbone and broadband access network. The Broadband service is available on ADSL technology (on the same copper cable that is used for connecting telephone), on a countrywide basis.

In terms of infrastructure for broadband services NIB has put India at par with most advanced nations. The services that are supported includes:

- Always-on broadband access to the Internet for residential and business customers
- Content based services
- Internet Protocol TV (IPTV)
- Games on Demand
- Music and Video on Demand

METHODOLOGY OF THE STUDY

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

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

PRIMARY DATA:

The primary data are collected through the help of the structured questionnaire prepared by the researcher.

Secondary data:

The secondary data are usually of two types internal 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 competitors' information. These types of information were collected from the marketing department, sales department and corporate cell for marketing intelligence in the company.

FINDINGS

- It is found that majority of the customers are male.
- It is found that majority of the customers belong to 20-30 years of age group.
- It is found that most of the sample customers have graduate / diploma holders.
- It is found that majority of the customers are students / professionals.
- It is found that majority of the customers is earning monthly income above Rs. 15,000.
- It is revealed that majority of the customers are unmarried.
- It is revealed that most of the customers have 3 or 4 members in their family during the period of study.
- It is noted from the study that most of the customers are 3G customers.
- Majority of the customers use their telephone connection for more than 7 months.
- It is found that majority of the customers made more than 250 calls in a month.
- It is found that, there is association between gender and level of satisfaction with Landline broadband among the customers.
- It is found that there is association between education and level of satisfaction with Landline broadband among the customers.
- It is found that there is association between age and level of satisfaction with Landline broadband among the customers.
- It is found that there is association between occupation and level of satisfaction with Landline broadband among the customers.

SUGGESTIONS

- Speed drops occur frequently in BSNL broadband services which have to be overcome in order to obtain the competitive edge over the other private players.
- Line crashes that occur which disturbs the routine usage and requirements of the customer for their day to day usage is a matter of concern which has to be taken care by the organization.
- Any customer grievance redressal takes time period longer than that taken by the private players to resolve it.
- A dedicated customer care has to take care about any service requests within shorter span of time in order to facilitate customer convenience.

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