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A STUDY ON CUSTOMER RELATION MANAGEMENT PRACTICES OF MOBILE NETWORK SERVICE PROVIDERS

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ABSTRACT

Telecommunication is one of the prime support service is needed for growth of all country. Telecommunication helps the business to do better in getting customers and identify the suppliers. Individuals are getting information and their regular life and it helps for education. Getting customers and retain them is very difficult, understanding customers need is another pain to the service providers. So, this study is important to study the Customer Relationship Management practices of the mobile service providers. The objectives of the study are (i) to study the socio economic profile of the sample respondents in the study area (ii) to present the variance between the socio economic profiles and CRM practices of network service providers and (iii) to offer suggestions to the service providers. The researchers used percentage analysis and ANOVA for this study to find the variance between the socio economic profile and CRM practices of network service providers. Five point likert scale used for this study. They concluded that the users are practiced with technological development, later they be in the same network and pay for their consumption of service. These activities may do through their employees, the effective customer relationship management will leads to effective training to the employees. The aim of the network service providers will fulfill through effective CRM.

KEYWORDS: *service providers, mobile phone, Customer relationship management practices and mobile network.*

INTRODUCTION

Telecommunication is one of the prime support service is needed for growth of all country. Telecommunication helps the business to do better in getting customers and identify the suppliers. Individuals are getting information and their regular life and it helps for education. In this regard need service provider and mobile phone manufacturers, both are giving upgrade technology and hand set to earn profits. These activities are helping much for business peoples and individuals. There is heavy competition between the service provides, because of this competition the charges are considerably reduced. The ultimate benefits reach the users to get the benefits at considerable charges.

The service provides has branch at all over India, they need more employees to serve users. Users are unable to wait more time in showroom, so that the service providers appoint more employees and give adequate training to them. The employees are intermediaries between the users and service providers and facing customer problems. They are in need of adequate training to face the users problems, the

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management provide training to the employees to fulfill the users requirement and get solution for their problems. Customer relationship management (CRM) means the company interaction with customers. Customers may have different types of problems, the CRM helps the employees to solve the customers problems.

IMPORTANCE OF THE STUDY

CRM practices are plays pivotal role in the modern world, because the expectation of mobile users are changing. Whatever the new technologies comes to the market the service providers has to update, otherwise they will lose their customers. Getting customers and retain them is very difficult, understanding customers need is another pain to the service providers. So, this study is important to study the Customer Relationship Management practices of the mobile service providers.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.
- To study the socio economic profile of the sample respondents in the study area
- To present the variance between the socio economic profiles and CRM practices of network service providers.
- To offer suggestions to the service providers.

RESEARCH GAP

The researcher has studied the previous studies regards to CRM practices of network service providers. There were many study conducted by many researchers, but there were no study conducted in this study area Alangudi taluk. So, the researchers have used this opportunities to conduct study in this study area.

SAMPLING DESIGN

Alangudi taluk has taken for this study area, which is under Pudukkottai District. This taluk has total population of 170,419 as per the 2011 census. Out of it 84,023 are male and remaining 86,396 are female. 40,983 families are residing in Alangudi Taluk as per the censes of 2011. The average sex ratio of this taluk is 1,028. Seventy three villages are come under this taluk. 16.5% people are living in urban areas and the remaining 83.5% people are living in rural areas as per the senses 2011. The average literacy rate in urban is 86.3% while rural areas is 78.8%. The total literacy rate of this taluk is 80.01%. The researchers have taken this taluk for this present study. The male and female are nearly equal, so the researchers adopted convenient sampling method for data collection.

TOOLS AND TECHNIQUES

The researchers used percentage analysis and ANOVA for this study to find the variance between the socio economic profile and CRM practices of network service providers. Five point likert scale used for this study. Four dimension and thirteen variable were taken for this study. The MS excel used to enter the data then upload to SPSS 20 for further analysis. The result compared with standard norms of P value and the results given in findings.

ANALYSIS AND INTERPRETATION

Percentage analysis used to present the socio economic profile of the sample respondents in the following tables. Percentage analysis helps to understand the data the socio economic profile of the respondents.

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Table -1 : Gender of the sample respondents

Sl. No.	Gender	Number of respondents	Percentage
1.	Male	68	45.33
2.	Female	82	54.67
	Total	150	100

Source : Computed data

The above table shows the gender of the respondents, sixty eight (45.33%) respondents are male and the remaining eighty two (54.67%) respondents are female. Majority (54.67%) of the respondents are female.

Table – 2 : Age group of the sample respondents

Sl. No.	Age group	Number of respondents	Percentage
1.	Up to 30 years	37	24.67
2.	31 years to 40 years	47	31.33
3.	41 years to 50 years	41	27.33
4.	Above 50 years	25	16.67
	Total	150	100

Source : Computed data

The above table shows age group of the sample respondents. Thirty seven (24.67%) respondents are come under the age group of up to 30 years. Forty seven (31.33%) respondents are come under the age group between 31 years and 40 years. Forty one (27.33%) respondents are come under the age group between 41 years and 50 years and the remaining twenty five (16.67%) respondents are come under the age group of above 50 years. Majority (31.33%) of the respondents are come under the age group of 31 years to 40 years.

Table – 3: Number of connection of the sample respondents

Sl. No.	Number of connection	Number of respondents	Percentage
1.	One connection	37	24.67
2.	Two connections	101	67.33
3.	More than two connections	12	8.00
	Total	150	100

Source : Computed data

The above table shows the number of connection using by the sample respondents. Thirty seven (24.67%) respondents are having only one connection. One hundred and one (67.33%) respondents are having two connection and remaining twelve (8.00%) respondents are having more than two connections. Majority (67.33%) of the respondents are having two connections.

Table – 4: Educational Qualification of the sample respondents

Sl. No.	Educational Qualification	Number of respondents	Percentage
1.	School level	24	16.00
2.	Under graduate	63	42.00
3.	Post graduate	30	20.00
4.	Professional and others	33	22.00
	Total	150	100

Source : Computed data

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        The above table shows the educational qualification of the sample respondents. Twenty four (16.00%) are studied up to school level. Sixty three (42.00%) respondents are studied under graduate level. thirty (20.00%) respondents are studied post graduate level and the remaining thirty three (22.00%) respondents are professional and other degree holders. Majority (42.00%) of the respondents are studied under graduate level.

Table – 5 : Monthly Family Income of the sample respondents

Sl. No.	Monthly Family Income	Number of respondents	Percentage
1.	Up to Rs. 20,000	36	24.00
2.	Rs. 20,001 to Rs. 40,000	87	58.00
3.	Above Rs. 40,000	27	18.00
	Total	150	100

Source : Computed data

        The above table shows monthly family income of the respondents. Thirty six (24.00%) respondents family monthly income is up to Rs. 20,000. Eighty seven (58.00%) respondents family monthly income is between Rs. 20,001 and Rs. 40,000 the remaining twenty seven (18.00%) respondents family monthly income is above Rs. 40,000. Majority (58.00%) of the respondents monthly family income is between Rs. 20,001 and Rs. 40,000.

Table – 6 : Occupation of the sample respondents

Sl. No.	Occupation	Number of respondents	Percentage
1.	Private employee	76	50.67
2.	Government employee	30	20.00
3.	House wife and retired	44	29.33
	Total	150	100

Source : Computed data

        The above table shows the occupation of the sample respondents. Seventy six (50.67%) respondents are working in private companies. Thirty (20.00%) respondents are Government employees and the remaining forty four (29.33%) respondents are housewife and retired respondents. Majority (50.67%) of the respondents are working in private companies.

Analysis of Variance (ANOVA)
        ANOVA is used to find the variance between the socio economic factors and the respondents felt the CRM practices of the network providers.

Table – 7 : Analysis of Variance

Variables	Groups	DF	F	P- Value	Result
Gender	Between Groups	1	43.217	.001	Significant
	Within Groups	148			
	Total	149			
Age group	Between Groups	3	13.217	.031	Significant
	Within Groups	146			
	Total	149			
Number of connections	Between Groups	2	43.217	.001	Significant
	Within Groups	147			
	Total	149			

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Educational Qualification	Between Groups	3	0.917	.087	Not Significant
	Within Groups	146			
	Total	149			
Monthly Family Income	Between Groups	2	1.228	.817	Not Significant
	Within Groups	147			
	Total	149			
Occupation	Between Groups	2	12.184	.037	Significant
	Within Groups	147			
	Total	149			

Source : Computed Data

Hypothesis : There is no significant variance between the socio economic profiles and CRM practices of the sample respondents.

The above table shows the output of ANOVA. The gender, age group, number of connection and occupation are has significant variance with CRM practices of mobile network companies at 5% significant level. The null hypothesis is rejected at 5% significant level. The educational qualification and monthly family income are not significant variance with CRM practices of mobile network companies at 5% significant level, thus the null hypothesis is accepted.

FINDINGS
The following are the findings of this present study.
1. Majority (54.67%) of the respondents are female.
2. Majority (31.33%) of the respondents are come under the age group of 31 years to 40 years.
3. Majority (67.33%) of the respondents are having two connections.
4. Majority (42.00%) of the respondents are studied under graduate level.
5. Majority (58.00%) of the respondents monthly family income is between Rs. 20,001 and Rs. 40,000.
6. Majority (50.67%) of the respondents are working in private companies.
7. The gender, age group, number of connection and occupation are has significant variance with CRM practices of mobile network companies at 5% significant level. The null hypothesis is rejected at 5% significant level.
8. The educational qualification and monthly family income are not significant variance with CRM practices of mobile network companies at 5% significant level, thus the null hypothesis is accepted.

SUGGESTIONS
The following are the suggestion of the present study.
✓ The employees shows the offers and benefits which are available, they fail to understand the customers need. The employees need more training to understand the customers requirements.
✓ The technology helps to get the users frequent visit and their expectation. The service providers should take care of these customers and frame the offers and plans to retain them.
✓ The portable facilities provided by the companies to change the network, it is another advantages to service providers to get more customers.

CONCLUSIONS
This present study conducted to study the CRM practices of the network service providers. The researchers conducted the study at Alangudi taluk. The network companies aim is to get more number of users and retain them. Users should continuously use the mobile phone and the services, and then only companies reach their optimum profit. The network companies use to give the benefits at free of cost, later charges levy to generate income. Users are practiced with these benefits, after withdraw the free facilities,

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they will pay and get the benefits. The users are practiced with technological development, later they be in the same network and pay for their consumption of service. These activities may do through their employees, the effective customer relationship management will leads to effective training to the employees. The aim of the network service providers will fulfill through effective CRM.

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