

CUSTOMER SATISFACTION AND IDENTIFICATION OF KEY PLAYERS IN THE TELECOM INDUSTRY WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY

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ABSTRACT :

Research on customer satisfaction is a strategic imperative for telecom companies. It provides actionable insights that drive improvements, enhance customer experiences, and ultimately contribute to the long-term success and sustainability of businesses in the telecom industry

Keywords: *Customer satisfaction, telecom industry*

INTRODUCTION

In the telecom industry, customer satisfaction refers to the degree of contentment or fulfillment that customers experience in their interactions with telecom service providers. It encompasses various elements such as network quality, customer service responsiveness, billing accuracy, and overall user experience. Achieving high customer satisfaction is crucial for telecom companies as it directly impacts customer loyalty, retention and brand reputation. Research on customer satisfaction is a strategic imperative for telecom companies. It provides actionable insights that drive improvements, enhance customer experiences, and ultimately contribute to the long-term success and sustainability of businesses in the telecom industry.

STATEMENT OF THE PROBLEM

Recently the mobile operators have been subject to comments and criticism for various reasons. Their services are not only commendable but also satisfying to the consumers to some extent. The important rest of cellular mobile service market in India are high cost of service provision low income among the people cannot be offered to replicate expensive Telecom infrastructure political instability, China's early liberalisation threats from will service providers and also from satellite phones.

OBJECTIVES OF THE STUDY

1. To study the top players in the telecom industry.
2. To study the crucial and key factors responsible for influencing the satisfaction of customers in the telecom industry.
3. To analyze the reasons for failure of certain companies in the telecom industry.

SCOPE OF THE STUDY

The scope of analyzing customer satisfaction regarding telecom services is broad and encompasses various aspects to gain comprehensive insights into customer experiences. Studying customer satisfaction in the telecom sector provides valuable insights that have wide-ranging implications for businesses, regulators, and consumers

RESEARCH METHODOLOGY

Research design

Descriptive research is followed in this research. The universe of the population includes are respondents for the customers of all telecom services located at Irinjalakuda municipality

The population of the study: Population of this study is 126 respondents. Population of this study is 126 respondents

DATA ANALYSIS AND INTERPRETATION

Analysis of Customer Satisfaction and Identification of Key Players in The Telecom Industry With Special Reference to Customers in Irinjalakuda Municipality

Table 1

Major telecom operators used by respondents

Particulars	Number of respondents	Percentage of respondents
Jio	44	35
Airtel	51	41
BSNL	13	10
Vodafone	18	14
Total	126	100

Interpretation

From the above figure, it is clear that Airtel is the most used telecom operator with 41 percentage users. Jio, holding 35 percentage, is the next most used telecom operator by the users. The least used telecom operator is BSNL, with 10 percentage users.

Table 2

Type of network connection used by the respondents

Particulars	Number of respondents	Percentage of respondents
Prepaid	103	82
Postpaid	14	11
DTH	3	2
Broadband	6	5
Total	126	100

Interpretation

The above figure depicts that, 82 percentage of the respondents use prepaid services. 2 percentage of the respondents use DTH services.

Table 3
Factors that influence the respondent's choice while selecting a telecom operator

Particulars	Number of respondents	Percentage of respondents
Pricing policy	13	10
Network connectivity	46	37
Network quality	56	44
Customer service	8	6
Value added services	2	2
Product diversity	1	1
Total	126	100

Interpretation

From the above figure it is clear that, 44 percent of the users opined that network quality and 37 percent of the users opined that network connectivity are the major factors affecting their decision while selecting a telecom operator. Product diversity, with 1 percent is the least voted factor influencing users decision.

Table 4
Satisfaction of respondents regarding handling of complaints and grievances and timely redressal (1 being the least satisfied and 5 being extremely satisfied)

Particulars (Ratings)	Number of respondents	Percentage of respondents
1- Least satisfied	5	3
2- Dissatisfied	15	12
3- Neutral	70	56
4- Satisfied	26	21
5- Extremely satisfied	10	8
Total	126	100

Interpretation

From the above figure it is clear that, 56 percentage of the respondents have rated 3. 21 percent of the respondents have rated 4. 3 percentage of the respondents are extremely dissatisfied.

Table 5
Factors that must be improved by the telecom operator

Particulars	Number of respondents	Percentage of respondents
Pricing policy	21	17
Network connectivity	28	22
Network quality	46	36
Customer service	15	12
Value added services	7	6
Product diversity	9	7
Total	126	100

Interpretation

From the above figure it is clear that, 36 percentage of the respondents felt that the network quality must be improved by their respective telecom operators. 22 percentage of the respondents suggested improving the network connectivity. 6 percentage of the respondents, voted for improving value added services.

Findings

1. 41 percentage of the users used Airtel telecom operator service.
2. 82 percentage of the respondents use prepaid services.
3. 44 percentage of the users stated that network quality is the factor which influenced the respondents choice while selecting a telecom operator.
4. 56 percentage of the respondents had neutral opinions about handling of complaints and grievances and timely redressal.
5. 36 percentage of the respondents felt that the network quality must be improved by their respective telecom operators.

Conclusion

The study gives us an overall idea about the condition of customer satisfaction in the telecom industry. Through this study we were able to find out that Airtel and Jio were the top players in the telecom industry. We determined and studied the factors affecting customer's satisfaction. The key factors responsible were network connectivity, network quality and pricing policy. These days, telecom sectors face many backlashes and lack of reliable and efficient network connectivity, quality and weak pricing policy were found out to be the reasons for failure of certain companies in the telecom industry