

***A STUDY OF CUSTEMER SATISFACTION OF BSNL  
IN THE AREA DOMBIVILI***

**By Shruti Joshi**

**Abstract**

In the today's competitive world communication plays a very important role. Communication has become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, 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 be able do this, firms need reliable and representative measures of satisfaction. In this research paper, special emphasis has been laid over to the customer satisfaction of BSNL Company by using primary sources of data in Dombivli city. Paper concludes with suggestions and findings.

**Keywords:** Technology, satisfaction, communication, BSNL

### **Introduction**

Bharat Sanchar Nigam Ltd. was incorporated on 15th September 2000. It took over the business of providing of telecom services and network management from the Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 1st October '2000 on going concern basis. It is one of the largest & leading public sector units providing comprehensive range of telecom services in India. 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. BSNL is the only service provider, making focused efforts & planned initiatives to bridge the rural-urban digital divide in ICT sector.

In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every nook & corner of the country & operates across India except New Delhi & Mumbai. The company has vast experience in planning, installation, network integration & maintenance of switching & transmission networks & also has a world class ISO 9000 certified Telecom Training Institute. BSNL has customer base of 121.65 million as on 31st March, 2013 and further plans to increase it to 189 million with 165.47million wireless customers by March, 2017.

BSNL is committed to provide quality Telecom Services at affordable price to the citizens of the remotest part of the Country. BSNL is making all effort to ensure that the main objectives of the new Telecom Policy 1999 (salient points indicated below) are achieved. Access to telecommunications is of utmost importance for achievement of the country's social and economic goals. Availability of affordable and effective communications for the citizens is at the core of the vision and goal of the new Telecom policy 1999. Strive to provide a balance between the provision of universal service to all uncovered areas, including the rural areas, and the provision of high-level services capable of meeting the needs of the country's economy. Encourage development of telecommunication facilities in remote, hilly and tribal areas of the country. Transform in a time bound manner, the

telecommunications sector to a greater competitive environment in both urban and rural areas providing equal opportunities and level playing field for all players.

New services introduced or planned by the BSNL,

3G services

1. Broadband services
2. Value Added Services
3. Fibre to Home(FTTH)
4. Mobility in WLL

Vision of company includes,

- Be the leading telecom service provider in India with global presence.
- Creating a customer focused organization with excellence in customer care, sales& marketing.
- Leveraging technology to provide affordable and innovative products/ services across customer segments.
- Providing a conducive work environment with strong focus on performance.
- Establishing efficient business processes enabled by IT.

### **Review of Literature**

In The Year 2001, L. Dhinakaran Conducted Study on Customer Satisfaction of Cellular Services in Chennai City. 50 Respondents were selected by Random Sampling and Questionnaires were administered to them. The Study showed that eighty-eighty percentage of respondents was using BSNL Cellular and Majority of the respondents is satisfied with the overall performance of the service provider. The respondent wants to have free incoming calls for further improvement.

**Objective of study:**

- ❖ This study of customer satisfaction helps in identifying the various factors related to the customer satisfaction.
- ❖ To study the profile of BSNL Company.
- ❖ To study that customer are in practical satisfied with the network and other services.
- ❖ To understand the geographic, demographic and economic factors of the customers.
- ❖ To study the satisfaction level of customer with regard to BSNL.

**Limitation of study:**

- ❖ The numbers of respondents are limited.
- ❖ The study is conducted in and around Dombivli area only. Hence the results may not be applicable to other geographical areas.
- ❖ The time period is very short.
- ❖ The study was limited to extend of abilities and willingness of the respondents to answers appropriately to the questions.
- ❖ Only some important questions are dealt with customer satisfaction and other questions are not covered in this study.

**Research Methodology**

The study is based on primary and secondary data, though primary data becomes the main crux of collecting information as it will comprise the major thrust area to collect reliable, complete and firsthand information. To test the objectives of the study direct approach comprising of questionnaire, discussions and observational techniques was followed. Secondary data was collected from books, journals, reports, newspapers etc.

The total number of respondents were taken is 50. Out of the 50 respondents the 28 respondents are female and 22 respondents are mail respondents. The majority of respondents are youth they are in the age group of 20 to 25. The research is conducted in Dombivali west area.

**Findings**

- The 32% males and 68% of female responded that they are satisfied with the network coverage facility provided by the company.
- The 44% male and 56% of females are satisfied with the network services provided by the BSNL Company in rural areas.
- The 26% male and 32% of female responded that the roaming charges are reasonable. The 18% male were responded as fair and 24% females responded as fair.
- The 8 % male are respondent and 16% of female respondent like to change the network.
- The 20% males and 24% of female responded that the services provided by company are good. The 24% male were responded as better and 32 % females responded as better.
- The 38% males and 56% of female respondents are satisfied with the local call rates.
- The 36% male and 48% of female were satisfied with various schemes available with the sim card.
- The 26% males and 26% of female responded that they are satisfied with the network facility provided by company.
- The 26% males and 42% of female responded were satisfied with the STD call rates.

**SUGGESTIONS**

- 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.
- 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.

- The services of customer care service center are not proper, so company should take proper measures to solve this problem.

## **CONCLUSION**

The prime purpose of this research paper was to research about the factors that influence customer satisfaction of BSNL customers. The objective of the paper is achieved.

These hypotheses of the paper were tested and hypothesis of the research paper are dissatisfied. It is rejected. The actual facts are the customers are satisfied with the all network services of BSNL. They satisfied with internet services and call rates etc. Even though the service provided by BSNL is very cost effective it is still losing its customer base. BSNL must look away from the issue of cost and must try to improve the network quality and the quality of customer services as per the expectations of the customers.

New technologies and features are being introduced in mobile services like PDA, MP4, high mega pixel digital camera and others. BSNL need to update itself with respect to these technologies at the same time take the initiative to market itself as youth friendly as youth are the target universe of any mobile provider. At the same time initiatives should be taken to improve the functional service quality were attention should be given to improve reliability, assurance, empathy and overall satisfaction of the customers. The existing customers should be actually made to feel that the 'BSNL is best hai mere liye' which means BSNL is the best for me.

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