A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT TOWARDS AIRTEL

S. Maheswari¹,
¹M.Phil Scholar,
Department of Commerce
Padmavani arts and science college for women, salem-11

Abstract: The ultimate purpose of CRM, like any organizational initiative, is to increase profit. In the case of CRM this is achieved mainly by providing a better service to your customers than your competitors. CRM not only improves the service to customers though; a good CRM capability will also reduce costs, wastage, and complaints Effective CRM also reduces staff stress, because attrition - a major cause of stress - reduces as services and relationships improve. CRM enables instant market research as well: opening the lines of communications with customers gives direct constant market reaction to the products, services and performance, far better than any market survey. Good CRM also helps to grow business: customers stay longer; customer churn rates reduce; referrals to new customers increase from increasing numbers of satisfied customers; demand reduces on fire-fighting and trouble-shooting staff, and overall the organization’s service flows and teams work more efficiently and more happily, as cited the case of Airtel Magic at Bharti in this study. This information is important in providing the customer the answer that he or she needs to resolve the issue without having to wait for a long time and without going to several departments. Customer Relationship Management systems are also important to the top management because it provides crucial data like customer satisfaction and efficiency of service by the frontline crews. A piece of customer relationship management software will also be able to generate the needed reports for product development or new concepts.

Key Words: Customer relationship management, customer satisfaction

1. Introduction

Customer Relationship Management (CRM) is one of the newest innovations in customer service today. CRM stands for customer relationship management and helps the management and customer service staff scope with customer concerns and issues. CRM involves gathering a lot of data about the customer. The data is then used to facilitate customer service transactions by making the information needed to resolve the issue or concern readily available to those dealing with the customers. This results in more satisfied customers, a more profitable business and more resources available to the support staff. Furthermore, CRM Customer Relationship Management systems are a great help to the management in deciding on the future course of the company. As mentioned, there is much data needed for the CRM system to work. These fields include the customer name, address, date of transactions, pending and finished transactions, issues and complaints, status of order, shipping and fulfillment dates, account information, demographic data. Relationships have proved to be the central element in the success of business since time immemorial. They are the invisible threads, which bind all business associates. Organizations have realized the lifetime value of a customer. Organizations are redesigning their strategies and sharpening their focus on Customer Relationship Management for achieving sustainable competitive advantage. Sophisticated toolkits,
involving latest technology inputs, are being used to implement CRM programmes without proper knowledge of their impact on customers. The biggest Challenge faced by marketers is to know the effectiveness of their CRM programs. We see a great usage of CRM in the service industry, especially in the cellular services where each service provider is trying to have an edge over the other by means of enhancing customer satisfaction.

2. Need of CRM

In a telecom services company like Bharti, airtime is considered a product. “It is vital for us to manage the expectations of our customers and provide them with innovative products and services in a manner which makes them loyal,” explains Gangotra. To achieve this, Bharti needed to have the appropriate means. “To better serve our customers we needed a tool. It is this need that made us opt for a CRM (customer relationship management) solution,” she says. Today Bharti is using the Oracle CRM platform. “As part of our vision, we intend to provide AirTel services anywhere and at any time. A customer should get the same quality of service no matter which of our call centres he contacts. This has been our vision, and because of that we have gone in for a centralised application like CRM,” Gangotra adds.

3. Statement of the problem

Huge numbers of mobile phone services are available in present era. But the customers to prepare a particular leading branch of mobile phone services are also in the modern world to development of science and technology is benefits to the needs of the customers in a particular branch. The researcher should find out the topic on “A Study on Airtel Mobile Phone Services rendered in Salem city” to identity the problems & prospects in mobile phone services

4. Scope of the study

In this study and attempt has been to focus are customer awareness, brand preferences, services, quality, cost of services and so on.

5. Objectives of study

[1] To identify the customer relationship management programs being run by Airtel
[2] To study the impact of CRM on Airtel.
[3] To study the factors affecting the CRM practices
[4] To study the role of information technology in CRM on Airtel.
[5] To identify the customer relationship management programs being run by Airtel.
[6] To study the impact of CRM on Airtel.

6. Limitations of the study

[1] During the study, on many occasions the respondent groups gave us a cold shoulder.
[2] The respondents from whom primary data was gathered any times displayed complete ignorance about the complete branded range, which was being studied.
[3] Lack of time is the basic limitation in the project.
[4] Some retailers/whole sellers refuse to cooperate with the queries.
[5] Some retailer/ wholesalers gave biased or incomplete information regarding the study.
[7] Lack of proper information and experience due to short period of time. Some retailers did not answer all the questions or do not have time to answer.
7. Research methodology

Sampling design

The researcher has adopted convening sampling technique in her study was much here full ensure that the 200 sample respondents in are this city of Salem. The sample size consists of Age, Income, Marital Status, Gender and various social economic back grounds are also.

Field work data collection

Is study is based on both primary & secondary data based on Airtel mobile phone subscribers. The first dropped the interview schedule was prepared bearing in mind the researcher problems and the objective of the study primary data: The researcher collected the primary data from the respondents through interview secondary data.

Secondary data collected by the researcher through interview schedule and see was duly pretested before the final draft was made.

Frame work of analysis

The era data has been collected by the researchers are classified edited tabulated and analyzed through various statistical techniques.

8. Review of Literature

Muller (1990) in his a research focuses that the success of the mobile commerce can be attributed to the personal nature of wireless devices. Adding to this are its unique features of voice and data transmission and distinct features like localization, feasibility and convenience. The sustained growth of the mobile commerce around the world has been more because of the transfer of technology according to the needs of local geography. Videsh Sanchar Nigam Limited (VSNL) 16th Annual Report (2002) India like many other countries has adopted a gradual approach to telecom sector reform through selective privatization and managed competition in different segments of the telecom sector. India introduced private competition in value-added services in 1992 followed by opening up of cellular and basic services for local area to competition. Competition was also introduced in National Long Distance (NLD) and International Long Distance (ILD) at the start of the current decade. Indian Telecommunication Statistics (2002) in its study showed the long run trend in supply and demand of Direct Exchange Lines (DEL). Potential demand for telecom services is much more than its supply. In eventful decade of sect oral reforms, there has been significant growth in supply of DEL. Economic Survey, Government of India (2002-2003) has mentioned two very important goals of telecom sector as delivering low-cost telephony to the largest number of individuals and delivering low cost high speed computer networking to the largest number of firms. The number of phone lines per 100 persons of the population which is called teledensity, has improved rapidly from 43.6 in March 2001 to 4.9 in December 2002.

9. About the AIRTEL

Bharti Airtel Limited is an Indian multinational telecommunications Services Company headquartered in New Delhi, India. It operates in 20 countries across South Asia, Africa, and the Islands. To provides GSM, 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation. It is the largest cellular service provider in India, with 192.22 million subscribers as of August 2013. Airtel is the largest mobile operator in South Asia and the fourth largest in the world by subscriber
wise. Airtel was named India's second most valuable brand in the first ever Brands ranking by Millward Brown and WPP plc.

Chi-Square Analysis - 1

Null hypothesis H0: There is no Association between opinions of Airtel Services to kind of services provided by Airtel.

Alternative hypothesis H1: There is a association between opinions of Airtel Services to kind of services provided by Airtel.

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\text{Expected Frequency} = \frac{\text{RT x CT}}{\text{Grand total}}
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<th>Customer Care</th>
<th>Value added service</th>
<th>Promotional Schemes</th>
<th>Billing (in case of post paid)</th>
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Table value: \( \chi^2 = (r-1) (c-1) \text{ d.f.} = (5-1) (5-1) \text{ d.f.} = (4) (4) \text{ d.f.} = 16 \text{ d.f.} = 26.3 \)

Inference: \( \chi^2 \) calculated value is < \( \chi^2 \) tabulated value. So we Accepted H0.

H0: There is no association between opinion of Airtel Services to kind of services provided by Airtel.

**Chi-Square Analysis - 2**

Null hypothesis H0: There is no relationship between opinions of Airtel Services to kind of Customer care relationship.

Alternative hypothesis H1: There is a relationship between opinions of Airtel Services to kind of Customer care relationship.

Expected Frequency = \[
\frac{\text{Row Total} \times \text{Column Total}}{\text{Total Frequency}}
\]
### Opinion

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<td>14</td>
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<tr>
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<td><strong>Total</strong></td>
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<td><strong>44</strong></td>
<td><strong>47</strong></td>
<td><strong>50</strong></td>
<td><strong>200</strong></td>
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</tbody>
</table>

### Findings

1. 93% of the respondents use mobile phone whereas 7% of them do not use a mobile phone.

2. 24% of the respondents use Airtel mobile services, 20% of the respondents use Airtel mobile services 17% of the respondent use BSNL mobile services, 21% of the respondent use Vodafone and 18% of the respondent Reliance Mobile Services.

3. 23% of the respondents are using Airtel Mobile for the past one year, 29% of the respondents are using Airtel for the past 5 years, 27% of the respondents are using

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**Table value:** $\chi^2 = (r-1)(c-1)$ d.f = (3-1)(4-1) d.f = (2) (3) d.f = 6, d.f = 12.6

**Inference:** $\chi^2$ calculated value is < $\chi^2$ tabulate value. So we Accepted H0.

**H0:** There is no relationship between opinion of Airtel Services to kind of Customer care relationship.

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Airtel mobile for the past 10 years and 21% of the respondents are using Airtel mobile for more than 10 years.

44 respondents give their opinion on network coverage, 48 of the respondents give their opinion on customer care support, 38 of the respondent give their opinion on value added services, 34 respondents give their opinion on promotional schemes and 36 respondents give their opinion about billing with regards to post paid plan.

20% of the respondents prefer GPRS, 30% of them prefer internet service in Airtel, 24% of them prefer hello time and 23% of the respondents prefer Astrology services.

28% of the respondents feel that Airtel services is excellent, 27% of the respondents feel that Airtel service in good, 26% of them feel that Airtel service is Average and 19% of the respondents are of the opinion that Airtel service is worst.

40% of the respondents prefer per minute plan, 29% of the respondents prefer pulse rate plan and 31% of the respondents prefer per call plan.

100% of the respondents say the companies are not charge for call to customer care.

29% of respondents feel it is excellent, 21% of them feel it is good, 16% of them are neutral neither they feel good or bad, 19% of them feel it as poor and 15% of them are not satisfied and feel it as worst.

51% of the respondents prefer Ec more and 49% of the respondent prefer card mode.

24% of the respondents strongly agree with the availability of recharge card, 21% of them agree, 15% of the respondents are not ready to give their opinion and 19% of them disagree and 21% of them strongly disagree with the availability of recharge card.

84% of the respondents are satisfied with the full talk time offer and 16% of them are not satisfied with the full talk time offer and 16% of them are not satisfied with the full talk offer of Airtel mobile service.

17% of the respondents prefer Rs. 22 talk time offer, 18% of the respondents prefer Rs. 51 talk time offer, 20% of the respondents prefer Rs. 99 talk time offer, 25% of the respondents prefer Rs. 222 talk time offer and 20% of the respondent Rs. 333 talk time offer.

49% of the respondents are told they contact Airtel customer care about having any problem, 51% of them are not contact Airtel customer care about having any problem.

74 respondents give their opinion about new offers, while 62 respondents give their opinion about the polite approach of Airtel and 64 respondents come out with their opinion towards the quick services of Airtel mobile.

24% of the respondents are highly satisfied with the services, 22% of the respondents are satisfied with the services, 20% of the respondents are on average in the satisfaction level, 18% of the respondents are dissatisfied with the services and 16% of the respondents are highly dissatisfied with the service.

26% of the respondents always recommend Airtel connection to their friend and relatives 28% of the respondents sometimes recommend Airtel connection to their friend and relatives, 23% of the respondents rarely recommend Airtel connection to their friends and relatives, and 23% of the respondent never recommend Airtel connection to their friends and relatives.

23% of the respondents are like network coverage of Airtel, 17% of the respondents are like schemes of Airtel, 20% of the respondents are like Customer Care services of Airtel, 17% of the respondents are like Tariffs of Airtel, 23% of the respondents are like Availability of SIM of Airtel.

27% of the respondents are students, 25% each with regards to business class and executives and 23% of them are households.

47% of the respondents are aware of the Airtel PCO facility whereas 53% of them are unaware of it.

44% of the respondents are aware of the second pulse rate facility in Airtel PCO whereas 56% of them are unaware of it.

54% of the respondents are of the opinion that the market is saturated for Airtel mobile whereas 46% of them think that it is not saturated.
39% of the respondents feel that coverage of Airtel is the core competency, 30% of them feel that price is the core competency and 31% of them feel that the services provided by Airtel is its core competency.

26% of the respondents feel that the competitors of Airtel is very strong, 25% of them feel that they are strong, 24% of them feel that they are weak and 25% of them feel that the competitors of Airtel are very weak.

23% of the respondents say that the competitors provide less than 10% discount, 29% of the respondents say that the competitors provide 10% to 25% discount, 27% of the respondents say that the competitors provide 25% to 50% discount and 21% of the respondents say that the competitors provide more than 50% discount.

76% of the respondents prefer Airtel internet pack whereas 24% of them do not prefer it.

11. Suggestion

1. Increase the promotional activities in rural places like providing banners and boards to retailers.
2. Improve the service quality of coin box by addressing issues like
   a. Coin jumping
   b. Battery problem
   c. One way calls
   d. Do not charge for the calls made to customer care executives
   e. Give proper training to the customer care executives about the internet packages.
3. Maintain the low pricing strategy i.e. when competitors introduced per paisa per second call rates AIRTEL lost its customers.

12. Conclusion

In this survey it was also found that 68% respondents have perception in their mind that the network coverage of the AIRTEL is good as compare to others. But at present the sales of the AIRTEL shows that the company should maintain the low pricing strategy. The market share of the AIRTEL is 47.3% it shows that still there is a chance to capture the more market share. Maximum no. of people spends Rs. 500 on their connection. As Airtel is the only company having the maximum no of mobile connection so it must seriously look into the loop holes of the existing customer services department. From the comparison and deep analysis of every aspect of business of both the companies we can conclude that Bharti Airtel has to more work in every field of communication business. With aggressive marketing strategies Airtel has to target rural India as 70% of population of India lives in these areas.

13. Bibliography

[1] Primary Data collected through survey
[6] www.airtel.in
[8] www.citehr.com