

CUSTOMER RELATIONSHIP MANAGEMENT FOR TELECOMMUNICATION INDUSTRY WITH REFERENCE TO AIRTEL

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ABSTRACT

First time resolution has increased from 40 % to more than 90 %. Generation of accurate leads and SMS bursts that target only the right customers based on their segmentation is possible. Market analytics like records of customer profiles, profile, payment history etc. Cross selling and up selling of relevant schemes. Customer segmentation. "Why shouldn't a person from holidaying in Kashmir, be able to make payments? Better value added services were provided. Customized and simplified bill formats, payment collection centers, network deployments, and the activation process was enabled. Online customer support on new system up selling of services to select customers. Invitations to movie screenings and events. Recharge offers to low worth users. Discounts on reaching threshold. Customized offers based on usage profiles. Started e-billing. It facilitated knowledge sharing amongst employees. Typical day it means the field work i am doing here and i also get the more knowledge about the market and also learn the how to build the relation with customer. Meeting with customer is mostly enjoyable thing for me because after getting of their requirement and issue regarding services it always enjoying with the solution of that issue which is facing by customer.

KEYWORDS: Customer, payment, communication, CRM, segmentation.

INTRODUCTION

By 2014 global cellular phone service subscribers is expected to nearly double. Competition in the telecommunication industry is intense and several factors are forcing major changes. Mergers and consolidation have completely altered the industry's landscape and cross-border ownership of telecom business is making this a globalize industry. Deregulating and privatisation will have a continual effect worldwide. Internet and wireless technologies are continuing to advance rapidly quickly changing customer preferences, disrupting traditional communication methods and forcing prices downward.

A typical communication company has a huge customer base and varied product offerings. Many telecommunication companies will also service various markets across geographical ranging from local firms serving a combination of urban and rural communications to international vendors serving customers of different nationalities and lifestyles. To effectively interact with customers and design suitable offerings, the vendor's CRM strategy has to fully utilize the potential of business intelligence solution.

CRM

Customer Relationship Management is a widely implemented strategy for managing a company's interaction with clients and sales prospects. It involves using technology to organize, automate and synchronise business process principally sale activities. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entire former clients

Back into the fold, and reduce the cost of marketing and client service. Customer Relationship Management describes a company-wide business strategy including customer- interface departments as well as other departments. Measuring and valuing customer relationships is critical to implementing this strategy.

OBJECTIVES OF THE STUDY

- ❖ To highlight the importance of CRM in the Telecom sector
- ❖ To get the information about the **Airtel** and its customers.
- ❖ To find the effectiveness of the company in reaching the public and its customer satisfaction.

METHODOLOGY

For the purpose of this study Survey method. Has been followed Survey method is a device for collecting data (or) Factual Information of the universe (or) Population. Two kinds of survey are

- Sample Enquiry
- Census Enquiry

FINDINGS OF THE STUDY

- Majority (73%) of the respondents feel that the general network coverage in Airtel is very good.
- Majority (35%) of the respondents feel that the network coverage in outer areas in Airtel is very good.
- Majority 32% of the respondent's opinion that the company provides booster pack and rate cutter.
- 64% of the respondents avail prepaid connection.
- 80% of the respondents are of very good opinion about e-recharge in Airtel.
- 33% of the respondents known the company from 16-20 years.
- 53% of the respondents strongly agree about the prompt services by the Airtel company
- 49% of the respondents strongly agree with the helping nature of employees.
- 60% of the respondents are strongly agreeing the speed the way of queries by the Airtel Company.
- 44% of the respondents strongly agree as the company is eager in solving the problem.
- 43% of the respondents agree as the company understands the individual needs and acts accordingly.
- 43% of the respondents agree in using website as interactive and user friendly.
- 29% of the respondents feel satisfied by the latest technology used in Airtel
- 27% in each argued that low call rates, GPRS, net work coverage are the best features of the Airtel company
- 53% of the respondents are using the MMS and SMS facilities of the Airtel company

RECOMMENDATIONS

- Airtel has to promote their facilities offered in a wide manner.
- Should provide good basic training to their staff in-order to gain more customers.
- Should maintain a good relationship with the customers and try to satisfy their needs.
- Priority should be given to those facilities that customers are not much interested as of now.
- The Airtel should expand their net work coverage in outer areas.

CONCLUSION

Telecommunication is the assisted transmission over a distance for the purpose of communication. In earlier times, this may have involved the use of smoke signals, drums, semaphore, flags or heliograph. In modern times, telecommunication typically involves the use of electronic devices such as the telephone, television, radio or computer. This report shows that Airtel is good at providing the latest techniques & facilities to their customers. This is the study regarding customer satisfaction towards Airtel which concludes that Airtel is rated very well by their customers.

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