

Study on Comparative Analysis of Airtel vs. Jio (B2B)

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Abstract- The telecommunications industry within the sector of information and communication technology is made up of all Telecommunications/telephone companies and internet service providers and plays the crucial role in the evolution of mobile communications and the information society. The main objective of the study is to make a comparative study among the satisfaction level of Airtel and Jio customers. The study focuses on identifying the different factors influencing the satisfaction level of customers. The major finding of the study is that there is no significant difference in the factors affecting the satisfaction level of Airtel and Reliance Jio. From this study it can also be observed that there are some variables where customers are more satisfied with Jio than compared to Airtel. Results of the study shows that Jio is a more economical choice, customer are satisfied with the schemes and offered by Jio, customers are also satisfied with the local call cost per minute offered by the company, on the contrary there are some variables like better network coverage where Airtel enjoys higher level of customer satisfaction than Jio.

Indexed Terms- Customer Satisfaction, Telecommunication Services, Airtel, Jio, Service Provider

I. INTRODUCTION

Telecommunication can be said as transmission of messages/ information. Today, technology has made it possible to transmit large amount of data over long distances. Telecommunication is considered to be extremely important for world economy. Amongst the several gifts that science and technology have provided to mankind, telecommunication is the most important and priceless gift. The way telecommunication has changed our lives is beyond imagination. It has become an integral part of our life. Teens and even senior citizens cannot stay away from their smartphones even for an hour. Indian market has

many players providing such services.

Airtel, Reliance Jio, Vodafone Idea are some of the popular examples. Customer is regarded as king of the market. Customer retention and brand loyalty is the main focus of every company. In order to retain existing customers and enhance customer satisfaction, companies are forced to offer more discounts, after-sales services, quality goods and services at reasonable price. TRAI was set up in 1997 to regulate and control telecom services and tariffs in India.

Looking ahead, Airtel aims to further strengthen its market position and explore new growth avenues. It plans to leverage emerging technologies like the Internet of Things (IoT), artificial intelligence (AI), and cloud computing to offer innovative services and enhance customer experiences. Airtel's commitment to excellence and adaptability positions it for continued success in the ever-evolving telecommunications landscape.

• AIRTEL B2B PRODUCT PORTFOLIO:

Airtel, as a prominent telecom company, offers a diverse range of products and services to cater to the specific needs of businesses. Its Business-to-Business (B2B) product portfolio.

• OBJECTIVES

1. To understand the brand preference of telecom operators in corporate sector in Raipur
2. To understand key challenges faced by users with reference to telecom services.
3. To provide suggestions for improving services of telecom operators
4. To ascertain if the users are content with the services provided by the existing service provider.

SCOPE: -

The sales role's scope is broad and includes many important tasks and duties in maintaining anchor

relationships. Here are some of the key components that fall under the purview of the sales role:

- **Relationship Management:** Salespeople are in charge of fostering and managing strong bonds with current anchors. This entails maintaining open lines of communication, responding to their inquiries, and offering world-class support. Salespeople serve as a customer's trusted advisor and gain a thorough understanding of their needs, preferences, and objectives.
- **Account Planning:** To effectively maintain anchor relationships, sales teams engage in strategic account planning. This entails studying customer information, spotting growth prospects, and creating tailored account plans. Salespeople can tailor their solutions and align their offerings with the customer's long-term goals by learning about the customer's business and industry.
- **Cross-functional Collaboration:** Working with various internal departments is frequently necessary to maintain anchor relationships. To ensure a seamless customer experience, sales teams collaborate closely with marketing, customer support, and product development teams. They support ongoing improvement and alignment with customer expectations by offering these departments insightful customer feedback.
- **Customer Retention:** Salespeople are essential to efforts to keep customers. To make sure customers are happy with the company's goods or services, they monitor customer satisfaction, proactively deal with problems, and offer ongoing support. Sales teams contribute to reducing customer churn and fostering long-term loyalty by actively engaging with customers and proving value.
- **Upselling and cross-selling:** Salespeople look for upselling and cross-selling opportunities as part of maintaining anchor relationships. They use their understanding of the client's industry and preferences to make pertinent suggestions for additional goods and services. In addition to increasing revenue, this also strengthens the anchor relationship by demonstrating the sales team's dedication to addressing the changing needs of the client.

LIMITATIONS: -

There are few shortcomings on this project and sincere effort has been made to eliminate errors as far as possible but few would remain due to limitation of study. The limitation to this research project are: -

1. Limited sample size.
2. All the respondents belong to a same age category and share similar background.
3. The information given by the sales person could be based
2. Geographic constraints.
3. Time and Resource Intensive.

THEORITICAL FRAMEWORK: -

Airtel: Revolutionizing Telecommunications:

1. Introduction

The telecommunication industry has undergone remarkable transformations over the years, enabling individuals and businesses to communicate seamlessly across vast distances. Among the prominent players in this dynamic industry is Airtel, a leading global telecommunications company. This dissertation report aims to explore and analyze Airtel's journey as a telecom company, its impact on the telecommunications landscape, and its strategies for success.

2. Background

Established in 1995, Airtel, formally known as Bharti Airtel Limited, is an Indian multinational telecommunications company. It operates in over 20 countries across Asia and Africa, serving millions of customers with its wide range of telecom services. Airtel offers mobile telephony, fixed-line services, broadband, and digital television, catering to both individual consumers and enterprises.

3. Company Vision and Mission

Airtel's vision is to enrich the lives of its customers, transforming the way they communicate and access information. With a strong commitment to innovation, Airtel strives to provide superior quality services and bridge the digital divide, empowering individuals and communities.

4. Market Presence and Achievements

Airtel has achieved significant milestones since its inception, solidifying its position as a global telecommunications giant. It has consistently expanded its operations and customer base, becoming

the second-largest mobile network operator globally in terms of subscribers. The company has also secured strategic partnerships and acquisitions, facilitating its growth and enhancing its service offerings.

5. Service Offerings

Airtel offers a comprehensive portfolio of telecommunications services tailored to meet diverse customer needs. Its mobile services encompass voice calls, data services, value-added services, and mobile money solutions. Airtel's fixed-line services include landline telephony, broadband, and digital TV services. The company continuously innovates to introduce new technologies and services, such as 4G and 5G networks, enabling faster and more reliable connections.

6. Technological Advancements

Airtel has been at the forefront of technological advancements in the telecommunications industry. It has invested heavily in network infrastructure, ensuring extensive coverage and superior connectivity. Airtel has successfully launched 4G and 5G networks, enabling customers to experience high-speed internet access, video streaming, and other data-intensive applications.

7. Social Impact and Corporate Responsibility

Airtel acknowledges its social responsibilities and actively engages in various corporate social responsibility (CSR) initiatives. The company focuses on empowering communities through education, healthcare, environmental sustainability, and digital inclusion programs. Airtel's CSR efforts aim to bridge the digital divide and uplift underprivileged sections of Society

II. LITERATURE REVIEW

According to Mahesh Bhalakrishnan., (2019), telecom industry is affected by churn rate. Improvement in perceived service quality and overall customer satisfaction is the only way to achieve the goal of customer loyalty.

According to Jyoti. (2019), Jio and Airtel are considered arch rivals. Both the companies are well established in the market. Jio is comparatively more popular than Airtel. Jio is popular amongst all age groups. India is country where majority of population is the youth. Jio has been successful in attracting the young customers because of its schemes and services.

According to Economic Times Article (August 22, 2019), Reliance Jio has added over 44 million active subscribers over the past six months. Bharti Airtel and Vodafone Idea have lost 20 million and 68 million clients, respectively.

According to Dimple Turka, et al, (2018), telecom sector is progressing at a good pace. Reliance Jio was launched in September 2016 and provides calling facility free of cost. Due to its attractive offers and discounts, other providers have lost a lot of subscribers. An important reason for success of Jio is 4G internet service

According to Siddharth Kalra, et al, (2018), marketing strategies of Jio have impacted the customers of the Indian telecom industry. Aggressive pricing policy by Jio has implicitly forced other providers to drop their prices and offer more discounts. With free and unlimited calling services, Jio endeavored to capture a lion's share in the market and it was successful up to a great extent. Companies like Vodafone Idea and Airtel were greatly affected by such moves.

Arun Prasath R. and Vijayadurai J. (2016), in their study on 'A Study on Consumer Attitude towards mobile Phone Service Providers in Tamil Nadu' examined the consumers' attitude towards various services offered by mobile service provider. They found that prepaid SIM card was bought by majority of the respondents. Value added services in Airtel and Vodafone have satisfied the respondents to a great extent.

Katleho E. Thokoa and Kalebe M. Kalebe (2015) conducted a study on "Students' Satisfaction with Mobile Phone Services at National University of Lesotho". They have selected the sample of 100 students of National University of Lesotho using non-probability convenience sampling technique. Their results showed that the students to the extent of 37 per cent of the samples 14 have switched from their first service provider to another. Higher call charges and poor network quality were the major reasons for switching from one service network provider to another.

III. RESEARCH METHODOLOGY

Convenience sampling, a non-probability sample technique, is applied in research when participants are chosen based on their easy accessibility and availability. Convenience sampling entails choosing people who are readily available and willing to engage in the study, as opposed to randomly selecting participants from a larger community.

Sample is collected from the individuals who are readily available and are working in the Loan Frame company. Questionnaire survey has been circulated among the people of the age group between 18-45 and above. Individuals those who filled the form were working professionals.

For convenience sampling method questionnaire was circulated. Sample size was 40.

IV. RESEARCH DESIGN

The qualitative study is primarily based upon primary data collected by conducting a survey using a structured questionnaire. The study of the research design is descriptive in nature. It involves the collection of information from any given samples of population elements. The data collect for the research is primary data through survey technique. Questionnaires have been made with 'Google Forms', most of the respondents had been reached through Social Networking Platforms.

The research design for this study of sales team in maintaining anchor relationship combines a focus group approach and quantitative analysis through a survey questionnaire. This mixed-methods design allows for a comprehensive exploration of anchor relationship with company, incorporating both qualitative insights and quantitative data.

1. Qualitative Phase:

The qualitative phase involves conducting focus group sessions with Loan Frame sales team. This phase aims to gain in-depth insights into their perceptions, experiences, and satisfaction levels. The focus groups will be facilitated by a skilled moderator who guides the discussions using a pre-defined set of open-ended questions. The focus group sessions will explore

various aspects of customer satisfaction, including service quality, customer service experiences, pricing, service options, and overall perceptions of Loan Frame. The qualitative phase provides rich and detailed qualitative data, allowing for a nuanced understanding of customer satisfaction.

2. Quantitative Phase:

The quantitative phase involves the administration of a survey questionnaire to a larger sample of Loan Frame employees. The survey questionnaire will be designed based on the themes and insights gathered from the qualitative phase. It will consist of closed-ended questions and rating scales to quantify anchor's satisfaction levels, preferences, and demographic information. The survey questionnaire will be administered using appropriate methods, such as online surveys or paper-based surveys. The quantitative phase provides statistical data that can be analyzed to measure the overall satisfaction levels, identify trends, and examine relationships between variables.

The research design outlined above combines qualitative and quantitative approaches to comprehensively explore anchor satisfaction on Loan Frame. This mixed-methods design allows for a more robust and holistic understanding of sales team perceptions and experiences providing valuable insights to inform strategies for enhancing anchor satisfaction and improving the overall anchor experience at Loan Frame.

DATA

QUANTITATIVE RESEARCH

For Quantitative research purpose both primary and secondary data have been used. Primary data was used to collect information about the perception of the business owners and the employees about the factors affecting customer satisfaction. For this purpose, Questionnaires were formed and circulated and for which 175 responses were received.

Secondary data was also used for the research purpose. Secondary data was used to understand the concept of customer satisfaction and the factors that influence customer satisfaction. Focus group sessions will be

conducted as the primary data collection method for this study.

QUALITATIVE RESEARCH:

1. Focus Group Sessions: The sessions will involve bringing together a group of Bharti Airtel customers who meet the defined selection criteria. A moderator will facilitate the discussions and guide participants through the topics related to customer satisfaction at Bharti Airtel. The focus group sessions will provide a platform for participants to express their opinions, share their experiences, and engage in interactive discussions.
2. Purposive Sampling: Initially, participants for the focus group sessions will be selected using purposive sampling. This sampling technique allows for the intentional selection of participants who meet specific criteria, such as being Bharti Airtel customers for a certain period, representing different age groups, geographic locations, and usage patterns. This ensures a diverse range of perspectives and experiences.

SAMPLE SIZE

FOR QUANTITATIVE STUDY: Sample size is the subset of the population on which the research is being conducted. For research purposes 40 sample sizes were taken. The nature of samples was sales team of the company. Convenience sampling method was used to collect the data from the sample. A structured questionnaire with two sections is developed as an instrument for this study. The first section has questions to collect demographic data of the respondents and the second section has questions to collect responses on the different attributes. All the attributes are measured by responses on a 5-point rating Likert scale, where rating 1 would mean Totally Disagree and rating 5 would mean Totally Agree. It also include: Multiple choice Questions, Open/Close ended question.

FOR QUALITATIVE STUDY:

In the case of anchor satisfaction at Loan Frame, a reasonable sample size for each focus group was around 8 to 10 participants. This size allows for a diverse range of perspectives and ensures adequate participation and interaction among the participants during the discussion. The focus group includes existing sales of the company for this study.

CONCLUSION

The sales team plays a critical role in building and maintaining anchor relationships. They are the face of the company and are responsible for creating a positive first impression. They must have strong communication skills, be proactive in problem-solving, and ensure anchor and customer satisfaction. By doing so, they can establish long-term relationships that benefit both the client and the company. They are responsible for identifying potential clients, nurturing relationships with existing clients as well as anchors, and creating opportunities for growth. Sales teams need to establish trust with their clients and anchors, be responsive to their needs, and adapt to changing market trends and customer preferences. Despite the challenges they face, sales teams are essential to the growth and success of any business.

In this research paper it was noted that sales team try to maintain a interactive and soothing relationship with the anchors to make them comfortable and to built there trust. They use various marketing, sales and communication techniques to maintain relationship and maintain there trust among them. By doing so, they are generating productive leads and increasing the sales of the company. Anchors are very important for any fintech firm like Loan Frame because it helps them generating profit and providing leads to the sales person. Sessions are held for the sales team to frequently to train them in there sales work and keep them about the changing anchor policies, new anchors onboarded etc. This helps the sales team in maintaining efficient relationships with the anchors.

RECOMMENDATIONS

1. It is suggested that the operators have to maintain proper service quality in the call connectivity, Fulfilling their expectation, value added service offered by them including mobile data, caller tune, dry run, playback etc.
2. Every telecommunication company should look forward to satisfy their customer and not to earn only profit.
3. Telecommunication companies like Airtel, should promote their product on priority basis as many people did not aware that telecommunication companies provides more product than a SIM.

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