

A Study on Customer Relationship Management Towards Airtel

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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 essential to give customers the answers they need to solve their problems without long waits and multiple departmental visits. Customer relationship management systems are also important to management as they provide important data such as customer satisfaction and frontline employee service efficiency. Customer relationship management software can also generate reports required for product development and new concepts.

Indexed Terms- Customer Relationship Management, Customer Satisfaction

I. INTRODUCTION

Customer relationship management (CRM) is one

of the latest innovations in customer service today. CRM stands for Customer Relationship Management and helps executives and customer service representatives address customer concerns and issues. CRM collects a lot of data about customers. This data is used to facilitate customer service transactions by making the information necessary to resolve issues and concerns readily available to customer-facing representatives. This improves customer satisfaction, improves business profitability, and increases resource availability for support staff. Additionally, a CRM customer relationship management system is a great aid in determining the future direction of the company. As already mentioned, a CRM system needs a lot of data to work. These fields include customer name, address, transaction date, pending and completed transactions, issues and complaints, order status, shipping and fulfillment dates, account information, and demographic data. Relationships have always been a key component of business success. They are the invisible threads that connect all business partners. Businesses recognize the lifetime value of their customers. Companies are rethinking their strategies and placing greater emphasis on customer relationship management to achieve sustainable competitive advantage. Sophisticated toolkit,

B. It incorporates the latest technology and is used to implement CRM programs without a full understanding of the customer impact. The biggest challenge for marketers is determining the effectiveness of their CRM programs. His CRM is heavily used in the service industry, especially mobile services, allowing each service his provider to gain an edge over other service his providers by increasing customer satisfaction.

II. NEED OF CRM

Airtime is considered a commodity in telecommunication service companies like Bharti. "For us, it is important to deliver innovative products and services in a way that meets customer expectations and is loyal to them," Gangotra explains. To accomplish this, Bertie had to have the means to do so. "We needed a tool to better serve our customers. This need led us to choose her CRM (customer relationship management) solution," she says. Bharti is currently using the Oracle CRM platform. "As part of our vision, we intend to provide AirTel service anytime, anywhere.

Customers should receive the same quality of service no matter which call center they call. That's why we chose a centralized application like CRM," added Gangotra.

III. STATEMENT OF THE PROBLEM

There are many mobile phone services available today. However, even in the modern world, technological developments are beneficial to the needs of customers in certain sectors. Researchers should investigate the topic, "Research on Airtel Cellular Service Offered in Salem," to identify problems and prospects for cellular service.

IV. 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.

V. OBJECTIVES OF STUDY

- [1] To identify customer relationship management programs operated by Airtel
- [2] Explore the impact of CRM on Airtel.
- [3] Consideration of Factors Affecting CRM Practice
- [4] Airtel's research on the role of information technology in his CRM.
- [5] To identify customer relationship management programs operated by Airtel.
- [6] Explore the impact of CRM on Airtel.

VI. LIMITATIONS OF THE STUDY

[Potential limitations of the customer relationship management:

One of the greatest challenges to CRM implementation is cost. There are dozens of software options available and many pricing plans that go with them. To work out the actual costs of CRM software, make sure that you consider the total cost of ownership including:

- software subscription or purchase fees
- premium upgrades, e.g., add-on marketing or reporting features
- customization
- IT resources needed
- hardware or software requirements
- staff training and upskilling

VII. RESEARCH METHODOLOGY

- Sampling design

Researchers used sampling techniques in their study to ensure that 100 sample participants were from the city of Salem. Sample sizes included age, income, marital status, gender, and diverse socioeconomic backgrounds.

- Field work data collection

This research is based on both primary and secondary data from Airtel mobile subscribers. An initial interview plan was developed considering the researcher's challenge and the primary data objectives of the study. Researchers collected primary data from respondents through interviews and collected secondary data.

Secondary data collected by researchers as part of the interview plan and survey were appropriately pre-tested before the final design was created.

- Frame work of analysis

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

VIII. REVIEW OF LITERATURE

Muller (1990) emphasized in his research that the success of mobile commerce is due to the personal nature of wireless devices. In addition, voice and data transmission have their own characteristics, as well as special features such as localization, feasibility and convenience. The continued growth of mobile commerce around the world is mainly due to technology transfer according to local needs. Videsh Sanchar Nigam Limited (VSNL) 16th Annual Report (2002) India, like many other countries, has developed telecommunications sector through selective privatization and controlled competition in various sectors of the telecommunications sector. We have taken a step-by-step approach to sector reform. India introduced private competition in her value-added services in 1992 and subsequently opened her local area mobile her services and basic services to competition. Earlier in the decade, the sport was also introduced in National Long Distance (NLD) and International Long Distance (ILD). A study in the Indian Telecommunications Statistics (2002) shows long-term trends in the supply and demand of Directly Switched Lines (DEL). Potential demand for telecommunications services far exceeds supply. During his eventful decade of oral reformation of the sect, the supply of DEL increased greatly. In the Government of India Economic Survey (2002-2003), he identified two very important goals for the telecommunications sector. One is to provide low-cost telephones to the largest number of individuals, and the other is to provide high-speed, low-cost computer networks to the largest number of individuals. business. Telephone connections per 100 inhabitants, the so-called teledensity, improved rapidly from 43.6 in March 2001 to 4.9 in December 2002.

IX. ABOUT THE AIRTEL

Bharti Airtel Limited is an Indian multinational telecommunications Services Company headquartered in New Delhi, India. The company operates in his 20 countries in South Asia, Africa and the Islands. Depending on the country of operation, we offer GSM, 3G and 4G LTE cellular services, fixed broadband and voice services. It is

India's largest mobile operator 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 subscribers. the way. Airtel has been named India's second most valuable brand in the inaugural brand 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.

$$\text{Expected Frequency} = \frac{RT \times CT}{\text{Grand total}}$$

Opinion						
Kind of Services	Excellent	Good	Average	Poor	Worst	Total
Network Coverage	11	10	9	8	6	44
Customer Care	13	13	5	10	7	48
Value added service	9	6	10	6	7	38
Promotional Schemes	8	9	7	5	5	34
Billing (in case of post paid)	6	5	14	6	5	36
Total	47	43	45	35	30	200

O _i	E _i	$\frac{\Sigma (O_i - E_i)^2}{E_i}$
11	10.34	0.0421
10	9.46	0.0308
9	9.9	0.0818
8	7.7	0.0116

6	6.6	0.0545
13	11.28	0.2622
13	10.32	0.6959
5	10.8	3.1148
10	8.4	0.3047
7	7.2	0.0055
9	8.93	0.0005
6	8.17	0.5763
10	8.55	0.2459
6	6.65	0.0635
7	5.7	0.2964
8	7.99	0.0001
9	7.31	0.3907
7	7.65	0.0552
5	5.95	0.1516
5	5.1	0.0019
6	8.46	0.7153
5	7.74	0.9699
14	8.1	4.2975
6	6.3	0.0143
5	5.4	0.0296
		$\Sigma(O_i - E_i)^2$ ----- = 12.4126 Ei

Table value: $\chi^2 = (r-1) (c-1) d.f = (5-1) (5-1) d.f = (4) (4) d.f = 16 d.f = 26.3$

Inference: χ^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.

$$\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Total Frequency}}$$

Opinion	Excellent	Good	Average	Poor	Total
Customer care relationship					
New Offer	27	19	15	13	74
Polite Approach	13	16	19	14	62
Quick Services	19	9	13	23	64
Total	59	44	47	50	200

O _i	E _i	$\Sigma(O_i - E_i)^2$ ----- E _i
27	21.83	1.2244
19	16.28	0.4544
15	17.39	0.3284
13	18.5	1.6351
13	18.29	1.5300
16	13.64	0.4083
19	14.57	1.3469
14	15.5	0.1451
19	18.88	0.0007
9	14.08	1.8328
13	15.04	0.2767
23	16	3.0625
		$\Sigma(O_i - E_i)^2$ ----- = 12.2453 E _i

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: χ^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.

X. FINDINGS

[1] 93% of respondents use mobile phones, while 7% do not.

- [2] 24% of respondents used Airtel mobile services, 20% of respondents used Airtel mobile services, 17% of respondents used BSNL mobile services, 21% of respondents used Vodafone 18% of respondents use Airtel mobile services.
- [3] 23% of respondents have used Airtel Mobile for 1 year, 29% of respondents have used Airtel for 5 years and 27% of respondents have used Airtel Mobile. Have used Airtel Mobile for 10+ years, 21% of respondents have used Airtel Mobile for 10+ years.
- [4] 44 people commented on coverage, 48 people commented on customer support, 38 people commented on value-added services, 34 people commented on advertising measures, 36 people commented on related billing information.
- [5] 20% of respondents preferred GPRS, 30% of respondents preferred Airtel internet services, 24% of respondents preferred "Hello Time", and 23% of respondents preferred astrology services. rice field.
- [6] 28% of respondents consider Airtel service to be excellent, 27% of respondents consider Airtel service to be good, and 26% of respondents consider Airtel service to be average. Yes, with 19% of respondents believing Airtel service is good but worst.
- [7] 40% of respondents prefer the minute plan, 29% of respondents prefer the heart rate plan, and 31% of respondents prefer the calling plan.
- [8] 100% of respondents said their businesses don't charge for phone support.
- [9] 29% of respondents felt excellent, 21% felt good, 16% neutral, neither good nor bad, 19% felt bad, 15% were dissatisfied and said: I feel terrible.
- [10] 51% of respondents prefer his EC mode and 49% of respondents prefer card mode.
- [11] Twenty-four percent of respondents fully agreed that top-up cards were available, 21% agreed, 15% were unwilling to comment, 19% disagreed, and 21% strongly disagreed. About availability.
- [12] 84% of respondents were satisfied with airtime offers, 16% of respondents were dissatisfied with airtime offers, and 16% were dissatisfied with Airtel mobile service airtime offers.
- [13] 17% of respondents preferred the Rs.22 airtime service, 18% preferred the Rs.51 airtime service, 20% preferred the Rs.99 airtime service, 25% of respondents prefer the Rs.222 airtime service and 20% of respondents prefer the Rs.333 airtime offer.
- [14] 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.
- [15] 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.
- [16] 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.
- [17] 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.
- [18] 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.
- [19] Twenty-seven percent of respondents are students, 25 percent are business class and executives, and 23 percent of them are households.
- [20] 47% of respondents know about her PCO facility at Airtel, while 53% do not.
- [21] 44% of respondents are aware of his second heart rate feature on Airtel PCO, while 56% are not.
- [22] 54% of respondents believe the Airtel mobile market is saturated, while 46% believe it is not.

- [23] 39% of respondents believe Airtel's service offerings are the company's core competence, 30% believe pricing is its core competence, and 31% believe, considers the services provided by Airtel to be its core competencies.
- [24] 26% of respondents believe Airtel competition is very strong, 25% believe Airtel is strong, 24% believe Airtel is weak, and 24% believe Airtel is weak. 25% believe Airtel competition is very weak.
- [25] Twenty-three percent of respondents said their competitors' discounts were less than 10%; 29% said their competitors' discounts were between 10% and 25%; 27% of respondents say their competitors offer discounts between 25% and 50%, and 21% of respondents say their competitors offer discounts of 50% or more.
- [26] 76% of respondents said he preferred the Airtel internet package, while 24% did not.

XI. SUGGESTION

- [1] Increase local promotional activities. B. Offer banners and shields to retailers.
- [2] And other issues will be resolved to improve the service quality of coin vending machines. B. Tackle
- A. Coin Jump
- B. Battery issues
- C. One-way call
- D. Do not charge for calls to Account Manager
- E. Properly notify the account his manager about the internet package.
- [3] Maintain a low-price strategy. H. AIRTEL lost a customer when a competitor introduced his 1 Paisa/second calling rate.

CONCLUSION

The survey also found that 68% of respondents considered AIRTEL's network coverage to be better than others. However, AIRTEL's current sales show that the company should stick to its low-price strategy. AIRTEL's market share is 47.3%, indicating that it still has an opportunity to gain more market share. Maximum number of people to spend Rs. 500 on the link. Airtel is the only company with as many mobile connections as

possible, so it should seriously look for gaps in its existing customer service department. From the comparison and detailed analysis of all business aspects of the two companies, it can be concluded that Bharti Airtel needs to do more in all areas of its telecom business. With 70% of India's population living in these areas, Airtel must target rural India with aggressive marketing strategies.

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