

A study on customer care activities in BSNL Telecommunication Services - A comparative study with private telecom service providers in Kerala

Synopsis

The development in telecommunication sector of any nation has been treated as one of the primary indicators of socioeconomic development of the nation. It acts as a major catalyst for the economic growth of the nation. Telecom landscape in India has changed completely since liberalization and monopolies in telecom sector have been replaced with competitive regime. At present there are nine mobile telecom service providers operating in Kerala. The only state owned mobile telecommunication service provider operating in Kerala is BSNL. All others are in private sector. Mobile Telecommunication sector is a saturated one and hence customer retention is highly significant to have a strong customer base.

During the past two decades the Indian telecommunication services sector has undergone revolutionary transformations. The private sector telecom service providers started mobile telecommunication services in the year 1996. Bharat Sanchar Nigam Limited (BSNL) entered in mobile telecom market of Kerala in the year 2002. Prior to that BSNL was focusing only in landline sector. The decline of landline services and marvellous growth of mobile telecom services were the prominent changes. Among the other States in India Kerala is the forerunner in the development of telecommunication services. The mobile telecom market of Kerala became highly competitive with the entry of various domestic and foreign telecom service providers. Customer satisfaction became an important criterion to decide the customer base. The mobile telecom service providers are compelled to implement effective customer care activities. They are compelled to focus on service quality as demanded by the customers. So far no such serious study has been carried out on customer care activities with reference to Kerala telecom circle. Hence it is imperative to conduct a scientific study to analyse the customer care activities of telecom sector in Kerala.

It is the need of the society that both public sector as well as private sector companies should co-exist. But unfortunately the performance of BSNL, the one and only public sector telecom service provider which operates in Kerala, is quite disparaging comparing with that of the private sector service providers. This study will be helpful in understanding successful strategic initiatives in the customer care activities of mobile telecommunication services. The service quality is also equally important when satisfaction of the customer is concerned. The research gives an insight about the expected level of customer care activities and service quality of mobile telecommunication services by the customers of Kerala. The study exposes the important factors and its effects related to customer satisfaction of consumers of mobile telecom services in Kerala.

Both primary and secondary sources of data were used in this study. The primary data for the study were collected with the use of structured questionnaire. The secondary data for this research study were collected from different resources like articles, journals, publications, press releases, working papers and previous study reports. The data was analysed by using tools like One way ANOVA , Tukey's test , t-test and Structural Equation Modelling (SEM).