
AN ANALYTICAL STUDY OF THE CUSTOMER CARE SERVICES ON CUSTOMER SATISFACTION OF MOBILE PHONE SUBSCRIBERS

Pradeep Kumar Singh

Research Scholar
OPJS University,
Churu, Rajasthan

Dr. Pawan Kumar Verma

Associate Professor
OPJS University
Churu, Rajasthan

ABSTRACT:

The study cannot be generalized for the whole population of mobile phone users in India since research was conducted in East U.P circle. Telecom circle wise, the results may be different so there is certainly scope for similar researches in other circles of India. The rapid change in technology has changed the subscribers' expectations towards the various quality dimensions. In this competitive environment it has become a necessity for every service provider to satisfy and retain the subscribers after the introduction of MNP in East U.P. circle. Therefore, similar research in future in same geographical location may produce some different results. The research of similar nature can be conducted with large sample size in East U.P circle and other telecom circles. East U.P circle is very large and for this study, the researcher collected the data from four major cities of this circle. By adding the respondents from the other cities of this circle, the research in future may be conducted. Satisfaction of mobile phone subscribers is affected by several factors but the researcher has taken only few factors for this research. In future, the research may be conducted by considering the other factors also.

KEYWORD: Marketing Relationship, Mobile Telecommunication, Costumer Service, TRAI.

INTRODUCTION:

The concept of having sustainable interactions with customers is not new. Companies, for ages, have been trying to establish interface with customers. However, earlier the focus was always on selling the product/service instead of retaining the customers. Customer service varies by product, industry and customer. It however assume important dimension in service delivery and sales of product. This is because service firm such as telecommunication firms, have no inventory of finished goods to buffer production from random demand variability (Dutta and Roy, 2006). Nevertheless, it is demanded for corporation survival, profitability and growth that service firm hold their own in competition. *“Customer Service is the commitment to provide value added services to customers including knowledge, technical support and quality of service in a timely manner”*.

Telecommunications is one of the prime support services needed for rapid growth of any developing country. Telecommunications is one of the fastest developing sectors in India. The Indian government is concentrating more on this sector, especially in recent years because of the enormous growth of Information Technology (IT) and its significant impact on the rest of the economy. This research is equally important for the academicians as the results from this research indicate how customer's satisfaction determines their decision to use and maintain their relationship with their mobile service provider. This will provide empirical support for management strategic decisions in several critical areas of their operations, and above all, provide a justifiably valid and reliable guide for designing workable service delivery improvement strategies for creating and delivering customer value, achieving customer satisfaction and loyalty, building long- term mutually beneficial relationship with profitable customers and achieve sustainable business growth East U.P. Circle. To policy makers such as the Ministry of Communications and Telecom Regulatory Authority of India, the findings and results of this study provides invaluable insights and a more reliable guide to evaluate performance of service providers with special reference to customer care services. It will also help the TRAI to ensure that these operators are responsive to customer and community needs, and that customer's interest is protected.

Thus this study covered the conceptual and theoretical framework of the study, overview of mobile service providers in East U.P.Circle, development of telecommunications in India, objectives, scope and importance of the study, role of Telecom Regulatory Authority of India (TRAI), overall provided a context and justification for the study. On these foundations, the thesis proceeds with a detailed review of literature to identify the major research gaps.

CUSTOMER REQUIREMENTS WHILE CONTACTING A CUSTOMER SERVICE:

- **To feel welcome:** Customers want recognition; this sense of interest translates into a feeling that they have a right to be there and to seek help.
- **To be taken seriously:** Customers want to feel that customer care executive will give considerate thought to their questions or issues in all cases.
- **To feel comfortable:** They need to feel that this is an environment where confidentiality can be shared. They need to feel you care about them and you can be trusted to help them.
- **To be understood:** They might have trouble speaking the language; they might not be able to put all the details of their situations easily; they might be missing important facts about the situation; they might have speech impediment or disability. Customers expect service people to go the extra step to make sure they are understood.
- **To feel important:** Customers want to have full attention and all of your company's capabilities put to work to resolve their issue.
- **To accomplish their objectives:** Customers contact service departments because they have a goal to be accomplished. When the conversation is complete, they want to know they have attained something tangible, even if it is not a full resolution of their issues.
- **To be handled quickly:** They expect customer service executive to be efficient. They expect service executive to be knowledgeable about their products and services and know how to resolve their issues.

DEVELOPMENT OF MOBILE TELECOMMUNICATION:

Mobile Telecommunication refers to the exchange of information, ideas and thoughts through the medium of a mobile phone or wireless network. According to the World International Property Organisation- "a mobile communications system/network refers generally to any telecommunications system which enables wireless communication when users are moving within the service area of the system." According to Balasubramanian et al., (2002), "the first transmission involving a single mobile platform occurred in June 1898, when Marconi transmitted a radio signal over 42 miles between a French naval vessel and the Wimereux shore station. The first transmission between a mobile transmitter and a mobile receiver occurred in July 1898 when aboard the Royal Navy warship Juno, Marconi received messages from the warships Alexandra and Europa at ranges of up to 45 miles"

The first mobile telephone call occurred in June 1946, when a truck driver in St. Louis, Missouri, placed a telephone call using a handset from under his vehicle's dashboard. Utilities, truckers, and news reporters rapidly adopted this technology and nearly 100 cities and highway corridors had access to mobile telephone service by 1948. The technologies were very expensive then. The cellular phone concept that currently supports the bulk of mobile communication was developed in 1947 at Bell Laboratories. Today there are many different types and kinds of mobile phones that are used with supporting network for communication. These mobiles have different features and powerful capabilities. Apart from the basic use of making and receiving calls and messages; some can be used to play music, video, games, store considerable amount of personal data, access banking services with internet capabilities (e-mails, e-order/procurement etc), among other uses. Mobile technology has rapidly developed from first generation (1G), second generation (2G), third generation (3G) to beyond third generation (4G) mobile technology that uses digital wireless technology that supports faster display of multimedia and global roaming.

REVIEW OF THE RELATED LITERATURE:

The literature reviewed by the researcher in order to have an insight into the theoretical framework and methodological issues related to the study undertaken. For this purpose, the researcher has reviewed

research papers and articles published in both International and National journals and also various books which give broad perspectives on the conceptual framework of the study undertaken. The main objective is to identify the current research situation regarding the study in such a manner that we would be able to identify what research work is already exists and what are the major research gap which would be filled by the current research study. There is a general consensus in the marketing literature about the importance of customer satisfaction in business success. Higher customer satisfaction leads to improved financial performance by lowering customer switching, improving loyalty, reducing price elasticity and transaction cost, promoting positive word of mouth and enhancing firm image and reputation (Garvin, 1988; Anderson, 1988; Kandampully and Suhartanto, 2000; Homburg and Giering, 2001; and Kim et al., 2004).

Since mobile services are continuously provided services, the customer 'provider relationship and relational constructs such as trust become an important consequence of customer satisfaction (Selnes, 1988). Further, Ranaweera and Prabhu (2003), show that customer satisfaction and trust have strong association with repurchase intentions and loyalty.

According to Voice and Data mobile user's satisfaction survey 2008, there was a significant drop in the overall satisfaction of all major service providers against the benchmark set by Telecom Regulatory Authority of India (TRAI). This is a major cause of concern with Prasanto K Roy, Chief Editor of Cyber Media saying "*We see rapidly declining quality of service stemming from poor network availability and lack of customer care as the top issues for the mobile players*".

According to ClaesFornell, "*satisfied customers represent a real, albeit intangible, economic asset that generates future income streams for the owner of that asset*".

In 1994 government had issued licenses for cellular mobile services only for metropolitan cities: Delhi, Mumbai, Kolkata & Chennai. India has shown tremendous growth in past few years in telecommunication sector. The change in technology has changed the consumer mind. From fixed lines to wireless lines the numbers of subscribers have shown remarkable growth.

Earlier the concept of quality was very limited and was restricted to manufacturing & production industries only. The goal was maximum production. With change in technology, approach, customer perception and with industrial growth the quality concept was incorporated even with service industry also. Authorities have framed several quality standards in order to meet the quality of delivered service. With the awareness of quality, today's customer is more demanding and the change in technology has brought the quality awareness among customers.

In India, rapid diffusion of telecom, at least in the urban areas, has been progressing, thanks to the hyper-competitive telecom markets with the post-liberalization entry of several Indian and global private players. In such a competitive environment, survival and success of the telecom players will depend on competitiveness. The existing level of competition has forced the mobile service providers to focus on various customer centric strategies wherein the service providers concentrate on acquiring the new customers. There is cut-throat competition among the mobile service providers.

OVERVIEW OF MOBILE SERVICE PROVIDERS IN EAST U.P.:

1. Bharti Airtel Limited, 2. Reliance Communications, 3. Tata Teleservices Limited, 4. Bharat Sanchar Nigam Limited, 5. Vodafone, 6. Idea Cellular Limited, 7. Aircel Group, 9. Telenor/ Telenor and 10. Mobile Tele Systems.

ROLE OF TELECOM REGULATORY AUTHORITY OF INDIA (TRAI):

The Telecom Regulatory Authority of India (TRAI) was established in 1997 through an Act of Parliament, viz., the Telecom Regulatory Authority of India Act, 1997. The Authority's mission is to ensure that the interests of consumers are protected and at the same time to nurture conditions for growth

of telecommunications, broadcasting and cable services in a manner and at a pace which will enable India to play a leading role in the emerging global information society. For achieving these objectives, the Authority issues from time to time regulations, directions, orders or guidelines with focus on providing consumer with adequate choice, affordable tariffs and high quality of service.

Even though the TRAI Act does not envisage dealing with individual complaints by the Authority, complaints received in TRAI help the Authority to gauge the performance of the sector and take further regulatory measures to address the issues. In fact many a regulations, directions and orders issued by TRAI can trace its roots to the complaints received in TRAI from the consumers. Telecom Regulatory Authority of India, is an independent legal entity, was established to regulate the telecommunication services and discharge the various functions, two of them are as follows :-

- To ensure compliance of terms and conditions of license which includes customer service, Quality of Performance, Tariff also apart from other conditions;
- To lay down the standards of quality of service to be provided by the service providers and to ensure the quality of service and to conduct the periodical survey of such service provided by the service providers so as to protect interest of the consumers of telecommunication services.

TRAI has notified the various Directions/Regulations/Guidelines to the service providers to address the major issues related to consumers including but not limited to the following:

- Telecom Consumers Protection and Redressal of Grievances Regulation, 2007 on 4th May 2007 which provides for speedy, effective and inexpensive redressal of grievances of consumers by the services provider.
- Quality of Service (code of practice on metering and billing accuracy) Regulation, 2006 on 21st March 2006; for protecting the interest of consumers relating to metering and billing.
- Quality of Service (time period of resolution of billing complaints, refund of dues/security deposits to consumers, rectification of calls, rebate in rent for delayed rectification of faults etc.) of Basic and Cellular Mobile Telephone Services, Regulations on 1st July 2005 and reviewed thereafter on 20th March 2009.
- Direction on 16th September 2005 regarding not to offer/market/advertise in a manner that is likely to mislead the consumers.
- Guidelines to Telecom Service Providers regarding Collection of dues by outsourced agencies engaged by them on 16th November 2007; for addressing the concerns of consumers relating to collection of dues.

RELATIONSHIP MARKETING:

The 1990s extended the marketing concept even further. Known as *relationship marketing*, this view assumes that an organization wants to form long-term relationships with its customers. Therefore, the focus of an organization's efforts is not on creating transactions, but rather on satisfying and retaining customers, based on developing a relationship with the customer over time. The customer is viewed as a partner who will help the organization achieve its goals. One of the proponents of this approach, international marketing consultant Regis McKenna, emphasizes that "marketing is everything." A firm must use all of its knowledge and experience to adapt its goods and services to the unique needs of its customers. In this way, it will be able to develop mutually beneficial relationships with them. To implement relationship marketing, many companies, who in the past relied on mass marketing, are using more targeted and individualized means to communicate with their customers.

MARKETING MANAGEMENT:

The long-term success of any organization is determined by the capabilities of its management. Since marketing must be the concern of every executive in an organization, managers at each level must understand the principles of marketing to make profitable decisions within their areas of responsibility. Many founders or CEOs of successful companies take the lead role in marketing their products and companies. The chief marketing executive is responsible for *marketing management*— the planning, implementation, and control of marketing activities. The person entrusted with these broad and complex

responsibilities is an important member of the firm's management, and may have a title such as a vice president of marketing, director of marketing, marketing manager, or manager of marketing and sales. The handling of these varied duties is subject to the judgment not only of the company's chief executive, directors, and owners, but also of the firm's customers and potential customers. The marketing executive's skills and abilities are proved continuously in the marketplace every time a sale is made or lost.

STATEMENT OF THE PROBLEM:

This study aims to investigate the factors influencing satisfaction, status of the satisfaction of subscribers with services offered by mobile telecommunication service providers in East U.P.circle and to analyse the switching intention of the subscribers. The mobile communication industry, which has been the driving force behind the development of country as a great power in the information and communication industry, has a great influence on the domestic economy. Therefore, this study is intended to examine factors affecting the customer satisfaction, the relationship between the satisfaction/dissatisfaction and the switching intention of subscribers and to evaluate the performance of service providers in highly competitive environment in East U.P.circle.

OBJECTIVES OF THE STUDY:The present study has been made keeping into consideration the following objectives:

1. To identify the various issues related to customer service and its quality.
2. To analyse and compare the services offered by the mobile phone service providers.
3. To explore various complaints of the customers and to advocate customer centric strategies for service providers.
4. To identify the gaps between expectations of the subscribers and the performance of the service providers.
5. To study and analyse the impact of customer care services on the customer satisfaction.
6. To identify the reasons for switching intention of mobile phone subscribers.

Hypotheses of Study:

Considering the research objectives cited above and the review of literature, the following null hypotheses were set:

Hypotheses1: There is no impact of customer care services on overall satisfaction of the mobile phone subscribers.

Hypotheses2: There is no relationship between overall satisfaction and switching intention of the subscribers.

Hypotheses3: There is no relationship between satisfaction with effectiveness of the network and switching intention of the mobile phone subscribers.

Hypotheses4: There is no relationship between the call charges and switching intention of the mobile phone subscribers

Hypotheses5: There is no relationship between satisfaction with multimedia/value added services and switching intention of the mobile phone subscribers.

RESEARCH METHODOLOGY OF THE STUDY:

For any kind of research and that to research in social science the value of research methodology cannot be ignored by researcher. Since the research topic is very challenging in today's marketing context the researcher took utmost care in selecting the methodology. The detailed description of Research Methodology is given below.

RESEARCH PROCESS:

1. **Research Design:** Descriptive & Exploratory research.
2. **Sources of Data:** Primary and secondary sources of data are used.
 - **Primary Data** – Data collected through structured questionnaire/ personal interviews with subscribers of mobile phone services in East U.P. Circle. It is basically an empirical study by field survey Method.

- **Secondary Data** – Data provided by the various Telecommunications Players, Government agencies and Regulatory body, published material, data through websites in connection to mobile phone services.
- 3. **Research Approach:** The study design as depicted in below mentioned includes sources of data collection from both primary and secondary, identification of relevant variables analysis and tabulation of data, their interpretation, review and report writing.
- 4. **Research Instrument:** Questionnaire
- 5. **Sampling Plan:** -
 - i. **Sampling Unit:** Mobile Phone Subscribers of East U.P. Circle.
 - ii. **Sample Size:** 600 (Data collected from the four major cities of East U.P. Circle- i.e. Lucknow, Kanpur, Allahabad and Varanasi., 150 mobile phone subscribers from each city participated in the study).
 - iii. **Sampling Procedure:** Judgemental Sampling.
 - iv. **Contact Method:** Personal.

The proposed study is based on primary as well as secondary data. For the purpose of primary data collection, we selected four major cities of East Uttar Pradesh circle i.e. Lucknow, Varanasi, Allahabad and Kanpur. The rationale behind selecting these cities is that these are the major cities of East U.P. circle and sufficient enough to represent the whole East U.P. circle.

SAMPLE AND TOOLS OF DATA COLLECTION:

A *sample design* is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher adopts in selecting items for the sample. For sample selection, the researcher used non probability sampling i.e. basically Judgemental Sampling to ensure true representation of mobile phone subscribers of East U.P. circle. Judgmental sampling is applied considering the nature of the study and to include subscribers of varying characteristics and availing the services of service providers of East U.P. circle.

The researcher collected the primary data from the four major cities of East U.P. circle i.e. Lucknow, Kanpur, Allahabad and Varanasi. Total 600 respondents i.e. 150 mobile phone subscribers from each city participated in the study. In order to ensure the true representations of mobile phone subscribers, the researcher selected the different locations /areas in each city and then collected the data from such locations/areas. Considering the nature of research, it was decided to collect data from primary as well as secondary sources. Primary Data refers to the data collected through structured questionnaire/ personal interviews with subscribers of mobile phone services offered by various telecom companies. Data provided by the various Telecommunications Players, Government agencies and Regulatory body, published material, data through websites in connection to mobile phone services refer to secondary data.

TOOLS & TECHNIQUES USED FOR DATA ANALYSIS:

It includes the various statistical tools & techniques. Statistical tools help in analyzing the data and the data analysis is helpful in drawing conclusions. Statistical tools are used mainly, to study the relationship between the variables and to perform the hypothesis testing.

LIMITATIONS OF THE STUDY:

1. The research is only limited in East U.P. Circle. Therefore the findings of the study cannot be generalized for the whole population of mobile phone users in India or not applicable for the other telecom circles of India.
2. The sample size is small as compared to mobile phone subscribers in East U.P. Circle.
3. Considering the number of mobile phone subscribers, East U.P. Circle is very large but time constraint did not also allow us to use a larger sample from all the districts of this circle.
4. Since the study was an industry-wide study, all attributes and characteristics of telecommunication service providers related to customer care and customer satisfaction could not be used and emphasized upon.

ANALYSIS, DISCUSSION AND RESULT OF THE STUDY:

The research results are presented and discussed in the following – the research is designed to study the satisfaction level of mobile subscribers with reference to the customer care and the quality dimensions and its overall impact on rating of their respective service providers.

Effectiveness of the Network to offer Variety of Entertainment Facilities: From table 1.1, it is clear that with reference to effectiveness of the network to offer variety of entertainment facilities, only 17.5 percent subscribers are not getting services up to their expectations. Service provider wise analysis shows that it is an area of concern for service providers like Reliance, BSNL and MTS.

Table 1.1
Effectiveness of the Network to offer Variety of Entertainment Facilities (in %)

Service Provider		Effectiveness of the Network to offer Variety of Entertainment Facilities					Total
		Much worse than expected	Worse than expected	Equal to my expectations	Better than expected	Much better than expected	
Airtel	% within Name of the service provider	--	--	40.1	57.7	2.2	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	--	--	17.6	49.4	13.0	22.8
Vodafone	% within Name of the service provider	--	3.0	56.0	41.0	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	--	3.1	17.9	25.6	--	16.7
Reliance	% within Name of the service provider	--	29.5	58.0	12.5	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	--	26.8	16.3	6.9	--	14.7
BSNL	% within Name of the service provider	--	40.5	54.8	4.8	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	--	35.1	14.7	2.5	--	14.0
Tata	% within Name of the service provider	--	4.2	75.0	20.8	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	--	2.1	11.5	6.2	--	8.0
Idea	% within Name of the service provider	9.4	21.9	45.3	18.8	4.7	100.0
	% within Effectiveness of	75.0	14.4	9.3	7.5	13.0	10.7

	the network to offer variety of entertainment facilities						
Aircel	% within Name of the service provider	--	23.3	73.3	3.3	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	--	7.2	7.1	0.6	--	5.0
Telenor	% within Name of the service provider	3.8	3.8	50.0	3.8	38.5	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	12.5	1.0	4.2	0.6	43.5	4.3
MTS	% within Name of the service provider	4.3	43.5	17.4	4.3	30.4	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	12.5	10.3	1.3	0.6	30.4	3.8
Total	% within Name of the service provider	1.3	16.2	52.0	26.7	3.8	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	100.0	100.0	100.0	100.0	100.0	100.0

How truthful is your service provider to you? :It is certainly important to know to what extent service providers are truthful to their respective subscribers. The table 1.2 explain that with reference to this factor, most of the service providers are trying their best to fulfill the expectations of their subscribers but it is an area of serious concern for all the service providers except Airtel and Vodafone.

Table 1.2
How truthful is your service provider to you?(in %)

Service Provider		How truthful is your service provider to you?					Total
		Much worse than expected	Worse than expected	Equal to my expectations	Better than expected	Much better than expected	
Airtel	% within Name of the service provider	--	--	29.2	53.3	17.5	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	--	--	23.3	26.4	88.9	22.8
Vodafone	% within Name of the service provider	--	3.0	26.0	68.0	3.0	100.0

	% within Effectiveness of the network to offer variety of entertainment facilities	--	3.4	15.1	24.6	11.1	16.7
Reliance	% within Name of the service provider	4.5	25.0	30.7	39.8	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	10.5	25.3	15.7	12.7	--	14.7
BSNL	% within Name of the service provider	15.5	25.0	19.0	40.5	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	34.2	24.1	9.3	12.3	--	14.0
Tata	% within Name of the service provider	2.1	31.2	43.8	22.9	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	2.6	17.2	12.2	4.0	--	8.0
Idea	% within Name of the service provider	23.4	7.8	21.9	46.9	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	39.5	5.7	8.1	10.9	--	10.7
Aircel	within Name of the service provider	3.3	20.0	16.7	60.0	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	2.6	6.9	2.9	6.5	--	5.0
Telenor	% within Name of the service provider	3.8	26.9	50.0	19.2	--	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	2.6	8.0	7.6	1.8	--	4.3
MTS	% within Name of the service provider	13.0	34.8	43.5	8.7	--	100.0
	% within Effectiveness of the network to offer	7.9	9.2	5.8	0.7	--	3.8

	variety of entertainment facilities						
Total	% within Name of the service provider	6.3	14.5	28.7	46.0	4.5	100.0
	% within Effectiveness of the network to offer variety of entertainment facilities	100.0	100.0	100.0	100.0	100.0	100.0

How Economical is the use of your Telecom Network Services? :The table 1.3 explain that mobile services providers are trying their best to offer economical services but service providers-wise analysis shows that it is an area of serious concern for Airtel, Vodafone and Idea.

Table 1.3
How Economical is the use of your Telecom Network Services? (in %)

Service Provider		How Economical is the use of your Telecom Network Services?					Total
		Much worse than expected	Worse than expected	Equal to my expectations	Better than expected	Much better than expected	
Airtel	% within Name of the service provider	2.2	67.2	2.9	25.5	2.2	100.0
	% within How economical is the use of your telecom network services?	33.3	55.4	5.3	12.2	4.9	22.8
	% of Total	0.5	15.3	0.7	5.8	0.5	22.8
Vodafone	% within Name of the service provider	3.0	28.0	19.0	39.0	11.0	100.0
	% within How economical is the use of your telecom network services?	33.3	16.9	25.0	13.5	18.0	16.7
	% of Total	0.5	4.7	3.2	6.5	1.8	16.7
Reliance	% within Name of the service provider	--	10.2	20.5	44.3	25.0	100.0
	% within How economical is the use of your telecom network services?	--	5.4	23.7	13.5	36.1	14.7
	% of Total	--	1.5	3.0	6.5	3.7	14.7
BSNL	% within Name of the service provider	--	10.7	10.7	59.5	19.0	100.0
	% within How economical is the use of your telecom network services?	--	5.4	11.8	17.4	26.2	14.0

	% of Total	--	1.5	1.5	8.3	2.7	14.0
Tata	% within Name of the service provider	--	16.7	22.9	58.3	2.1	100.0
	% within How economical is the use of your telecom network services?	--	4.8	14.5	9.7	1.6	8.0
	% of Total	--	1.3	1.8	4.7	0.2	8.0
Idea	% within Name of the service provider	4.7	28.1	14.1	53.1	--	100.0
	% within How economical is the use of your telecom network services?	33.3	10.8	11.8	11.8	--	10.7
	% of Total	0.5	3.0	1.5	5.7	--	10.7
Aircel	% within Name of the service provider	--	3.3	10.0	80.0	6.7	100.0
	% within How economical is the use of your telecom network services?	--	0.6	3.9	8.3	3.3	5.0
	% of Total	--	0.2	0.5	4.0	0.3	5.0
Telenor	% within Name of the service provider	--	3.8	--	88.5	7.7	100.0
	% within How economical is the use of your telecom network services?	--	0.6	--	8.0	3.3	4.3
	% of Total	--	0.2	--	3.8	0.3	4.3
MTS	% within Name of the service provider	--	--	13.0	69.6	17.4	100.0
	% within How economical is the use of your telecom network services?	--	--	3.9	5.6	6.6	3.8
	% of Total	--	--	0.5	2.7	0.7	3.8
Total	% within Name of the service provider	1.5	27.7	12.7	48.0	10.2	100.0
	% within How economical is the use of your telecom network services?	100.0	100.0	100.0	100.0	100.0	100.0
	% of Total	1.5	27.7	12.7	48.0	10.2	100.0

NETWORK INNOVATIVENESS: The table 1.4 describe that mobile service providers are working on Network Innovativeness. Airtel and Vodafone are the leading brands on this parameter while Idea and Tata are also doing well but other service providers are required to formulate proper strategy to fulfill their subscribers' expectations.

Table 104
Network Innovativeness (in %)

Service Provider		Network Innovativeness					Total
		Much worse than expected	Worse than expected	Equal to my expectations	Better than expected	Much better than expected	
Airtel	% within Name of the service provider	--	--	61.3	23.4	15.3	100.0
	% within Network Innovativeness	--	--	34.0	18.2	30.4	22.8
Vodafone	% within Name of the service provider	--	3.0	48.0	40.0	9.0	100.0
	% within Network Innovativeness	--	2.9	19.4	22.7	13.0	16.7
Reliance	% within Name of the service provider	2.3	33.0	27.3	21.6	15.9	100.0
	% within Network Innovativeness	40.0	28.2	9.7	10.8	20.3	14.7
BSNL	% within Name of the service provider	--	29.8	32.1	31.0	7.1	100.0
	% within Network Innovativeness	--	24.3	10.9	14.8	8.7	14.0
Tata	% within Name of the service provider	--	14.6	33.3	31.2	20.8	100.0
	% within Network Innovativeness	--	6.8	6.5	8.5	14.5	8.0
Idea	% within Name of the service provider	--	12.5	31.2	56.2	--	100.0
	% within Network Innovativeness	--	7.8	8.1	20.5	--	10.7
Aircel	% within Name of the service provider	3.3	33.3	23.3	10.0	30.0	100.0
	% within Network Innovativeness	20.0	9.7	2.8	1.7	13.0	5.0
Telenor	% within Name of the service provider	3.8	38.5	50.0	7.7	--	100.0
	% within Network Innovativeness	20.0	9.7	5.3	1.1	--	4.3
MTS	% within Name of the service provider	4.3	47.8	34.8	13.0	--	100.0
	% within Network Innovativeness	20.0	10.7	3.2	1.7	--	3.8
Total	% within Name of the service provider	0.8	17.2	41.2	29.3	11.5	100.0
	% within Network Innovativeness	100.0	100.0	100.0	100.0	100.0	100.0

This study discussed the data analysis of the collected data i.e., profile of the respondents, various problems faced by mobile subscribers, satisfaction level of mobile subscribers with reference to the customer care services and the quality dimensions, the level of overall satisfaction of the mobile phone subscribers with their service providers, awareness about MNP, switching intention and reasons for their switching intention. The data were collected from primary and secondary sources. Researcher analyzed primary data with various statistical tools and techniques and hypotheses testing were done to achieve the objectives of the study. In this backdrop of analysis, the researcher proceeds with major findings, conclusion and recommendations.

CONCLUSION AND RECOMMENDATIONS:

This study was conducted to understand the impact of customer care services on customer satisfaction, the relationship between satisfaction/dissatisfaction and switching intention of the subscribers and what role MNP is playing in the highly competitive mobile phone services in Uttar Pradesh (East) circle. This study evaluated the performance of all the service providers in this telecom circle and comparison of their services is helpful in understanding the nature of competition and satisfaction level of subscribers.

On the basis of responses received from the respondents and the data analysis, following are the major findings of the study:

- In East U.P circle - Airtel is the market leader with marketshare of 22.8%, followed by Vodafone (16.7%), Reliance (14.7%), BSNL (14%), Idea (10.7%), Tata (8%), Aircel (5%), Telenor (4.3%) and MTS (3.8%).
- 73.7% subscribers are using prepaid services and only 26.3% are using postpaid services.
- For mobile phone services, most of the subscribers prefer to have their monthly expenses less than or equal to Rs.500.
- Two major network related problems faced by mobile phone subscribers are Busy Network and call disconnect problem. However Service providers are trying their best to fulfill the minimum requirements/expectations of their respective subscribers.
- More than sixty percent subscribers are of the opinion that call charges of their service providers are economical in comparison to other operators and around forty percent subscribers do not agree with it. However, it is an area of serious concern for the market leader Airtel.
- Mobile phone subscribers are aware about the multimedia/value added services but only few are using such services. Subscribers who are using multimedia/Value added services, most of the them are satisfied with their service providers

The following points explain the performance of service providers with special reference to dimensions of customer care services.

- ❖ Airtel is providing prompt customer services in terms of accessibility of customer care centres and handling of customer complaints however it an area of serious concern for Reliance, BSNL, Telenor and MTS.
- ❖ Airtel and Vodafone are rated as the top two service providers in terms of ability of the customer care executives to understand the specific needs of the customers however it an area of serious concern for service providers like Reliance, Tata, Aircel and MTS.
- ❖ Airtel and Vodafone are rated as the top two service providers in terms of sincerity, patience and capability of the customer care executives to solve customer problems and service providers like Reliance, BSNL, Aircel and MTS are not able to fulfill their subscribers' expectations.
- ❖ Subscribers of Airtel and Vodafone are satisfied with the responses they receive from the customer care executives but it is an area of concern for Reliance, BSNL, Tata and MTS.
- ❖ In emergency situations, customer care executives of Airtel and Vodafone have the willingness to help their subscribers but executives of Reliance, Tata, BSNL, MTS and Telenor are not doing well on this parameter.
- ❖ Executives of Airtel and Vodafone have customer centric approach and their behaviour is helpful in establishing service confidence but service providers like BSNL, Reliance, Telenor and MTS are not able to fulfill the expectations of their subscribers.
- From the factor analysis, it is identified that all dimensions related to customer care services are focusing on single factor i.e. "Rating of Customer Care Services" and based on the performance of

service providers with special reference to dimensions of customer care services, it is observed that Airtel and Vodafone are fulfilling the expectations of their subscribers and finally rated by subscribers as the best two services provider in this circle however the other service providers specially MTS, Telenor and BSNL should work hard to address the serious issue of customer care services to satisfy their subscribers.

- On the basis of performance of service providers with reference to various quality dimensions such as network innovativeness, brand image and reputation, loyalty programme and entertainment facilities, Airtel and Vodafone are the leading brands and factor analysis shows that quality dimensions are referring to one single factor i.e., Brand Image and reputation of service provider.
- Most of subscribers of MTS Telenor, Aircel, and BSNL are satisfied with the call charges however it is an area of serious concern for Airtel, Vodafone and Idea.
- Vodafone is the best service provider in this circle on the basis of overall satisfaction level of mobile phone subscribers.
- Most of the subscribers are of the opinion that their respective service providers have few drawbacks.
- In East U.P. circle, forty two percent subscribers have the switching intention.
- It an area of serious concern that except the Vodafone subscribers, more than forty percent of the subscribers of all the other service providers have the switching intention.
- It is certainly a challenge for the service providers to retain their existing customers in this competitive market after the introduction of MNP.
- Airtel and Vodafone are preferred service providers for the subscribers who have the switching intention.
- 45.6 percent of the subscribers who have the switching intention are switching to other service providers for better customer services.
- 24.4 percent of the subscribers who have the switching intention are switching to other service providers for minimum call charges.
- 14.4 percent subscribers are switching for better network connectivity and 15.6 percent are switching due to other factors i.e. for better value added services, multimedia services, billing services/tariff plans, network innovativeness, brand image etc.

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