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EXECUTIVE SUMMARY

The companies that survive for the longest time are the ones that work out what they can uniquely give to the world. Not just growth or money but their excellence of service.

Among the various modes of communication, Internet is the fastest and probably the cheapest. Internet has blurred the geographical boundaries of various countries and has contributed immense information and various applications for the benefit of users. In order to keep pace with the global trend, Internet service in our country commenced with VSNL in 1995. In 1998 this sector was opened for private participation.

The term 'Broadband' refers to any type of transmission technique that carries several data channels over a common wire. When an organization conducts business on the Internet, it needs access that is dependable and fast. Time is money; downtime or slow transfers can cost many times more than what we actually pay for our connections. This study addresses these issues.

CHAPTER 1

INDUSTRY PROFILE

TELECOMMUNICATION-AN INTRODUCTION

The telecommunication network in India is one of the largest in the world providing wide-ranging services such as basic, cellular, internet, radio paging, VSAT etc. Telecom is one of the fastest growing sectors of the economy, growing at an average of more than 20 percent over the last four years.

The Indian telecommunications sector has undergone a major process of transformation because of significant policy reforms during the recent years. The New Telecom Policy focused on creating an ideal environment for investment, establishing communication infrastructure by leveraging on technological development and providing affordable telecom services to all. Major initiatives have been taken to achieve the objectives of the policy and its results have started becoming visible with a rapid growth of subscribers and lower tariffs.

India is among the top ten countries in the world in terms of its telecommunications network. India has 38.44 million fixed telephone connections, growing at 22 per cent per annum and almost 10.0 million cellular phone connections, growing at 100 per cent per annum. The telecom network in the country comprises over 35,000 exchanges with switching capacity of over 47 million, 427 digital trunk automatic exchanges, and over 326,271 route km of optic fibre network. In addition to the two state-owned companies BSNL and MTNL, several private players have established a significant presence in both the basic and cellular markets. Global majors

with a presence in the country include Hutchison, Singapore Telecom, AT&T, France Telecom, etc.

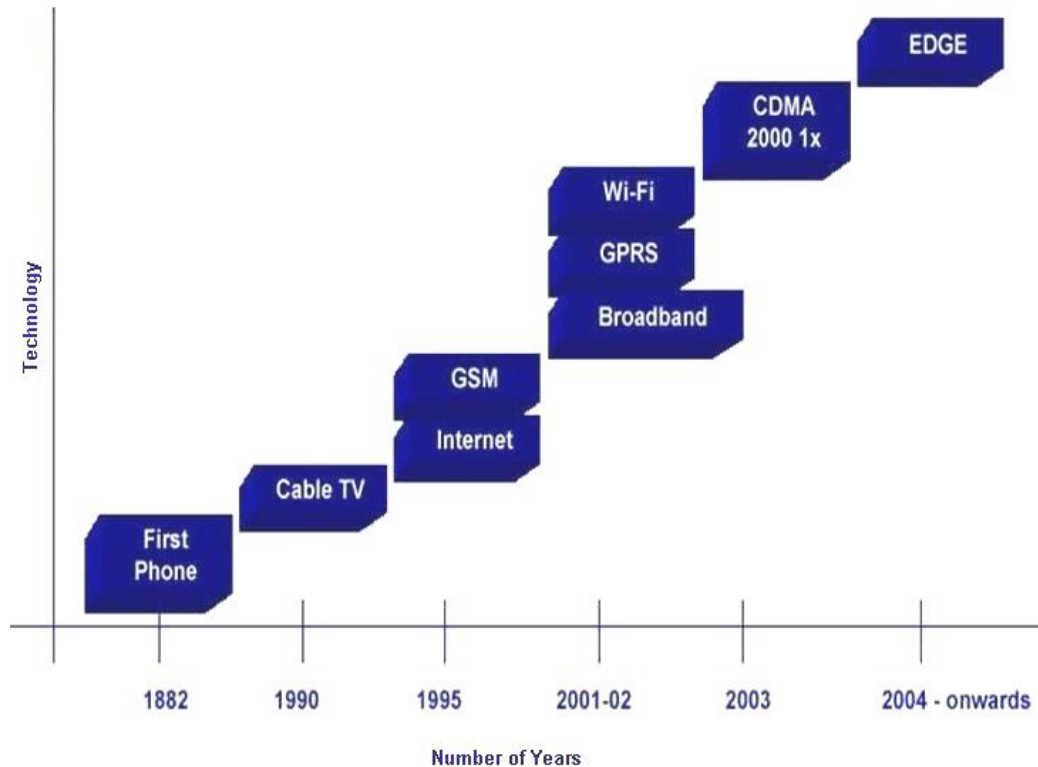
Indian Telecom sector continues to ring in higher growth, albeit slower growth in subscriber addition. During APRIL 2008, the sector added 1.91mn subscriber, which has fell short of January 2008 subscriber addition at 1.95mn. In March 2008 the sector had added 1.61mn subscribers. Subscriber addition in mobile segment continues to drive the sector growth.

Of the total subscriber addition of 1.87mn during August 2007, 1.67mn subscribers were added in the mobile segment. GSM mobile alone added 1.41m new subscribers. Rest addition was in the CDMA (0.26mn) segment. Meanwhile fixed line segment continued to move at a snail pace and added just 0.2mn subscribers.

Various factors have contributed to such stupendous growth in subscriber addition that included increased drive from the telecom services provider through various promotional schemes, increasing quality of telecom infrastructure and growing need for communication. Above all, the growing competition amongst the service providers has led to decline in tariff rate, which is lowest in the world.

Just when it seemed that tariff of mobile services had bottomed out telecom operators announced a series of rate cuts followed by Reliance, Bharti under brand name 'Airtel' and Reliance announced rate cuts up to 60% offering local call at Rs1-0.99/min on there own network. Tata Indicom and BPL announced 1-sec pulse rate billing to attract customers. BPL under pre-paid plan offers 46% talk time at Rs0.03/sec pulse rate on and Tata offered 100% talk-time at Rs0.05/sec pulse rate on their pre-paid cards.

Evolution of Communications in India



As in the above chart we see that the how technology and changed over years from time the first basic phone to a mobile technology and now to EDGE Technology.

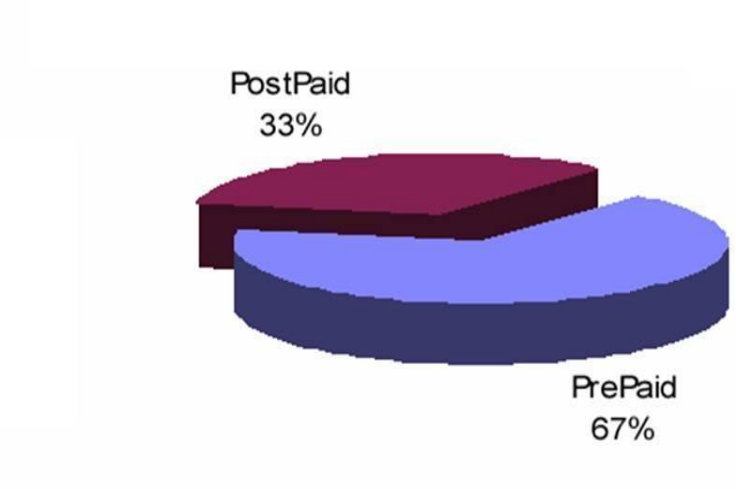
Mobile

Mobile continues to form major chunk of subscriber addition i.e. 89% in August 2004. Mobile segment grew by 4.2% mom to 41.12 million subscribers. Of the total subscribers added 85% form GSM mobile subscribers and the rest 15% were CDMA subscribers. Reliance continues to maintain its top position with 21.6% market share. Reliance subscriber base grew by 3.4% mom to 8.7million. Bharti maintained its second

place at 20.4%, while BSNL increased its market share to 16.9% to remain at third place.

As the above diagram depicts, the cellular market is dominated by Bharti followed by Vodafone and BSNL. Several other players have been entering the cellular markets and trying to establish their presence.

PrePaid vs. PostPaid Subscribers



Source: India Study for Tekes NETS

In India Pre Paid has a gain over Post Paid, 67% of the subscriber base is Pre Paid compared to Post Paid.

GSM Mobile

GSM subscriber base grew by 4.6% mom to 32 million in August 2004. BSNL recorded higher growth rate and its subscriber base grew 10.1% mom to 6.8mn subscribers. BSNL created history by adding 627,713 subscribers in a month, which is highest -ever to be achieved by any mobile operator. Subscriber addition in Tamil Nadu, Chennai and Kolkata were major growth drivers for BSNL. Bharti subscriber base grew by 3.6% mom to 8.2 million, though company maintained its top position its market share dropped slightly to 25.8%. Vodafone (without Aircel) maintains third position with subscriber base of 6.1million.

Subscriber base of various cellular providers as on July 2004

GSM Subscribers				
Group Company	Subscribers as on July'04	Additions In August	Subscribers as on August '04	(%)Growth
Bharti	8,000,553	285,794	8,286,347	3.6
BSNL	6,244,035	627,713	6,871,748	10.1
Hutch	5,999,850	190,271	6,190,121	3.2
IDEA	4,214,571	83,875	4,298,446	2.0
BPL	2,209,232	58,517	2,267,749	2.6
Spice	1,349,925	32,875	1,382,800	2.4
Aircel	1,269,164	106,780	1,375,944	8.4
Reliance	888,576	19,737	908,313	2.2
MTNL	429,371	8,512	437,883	2.0
Total	30,605,277	1,414,074	32,019,351	4.6

Source: COAI

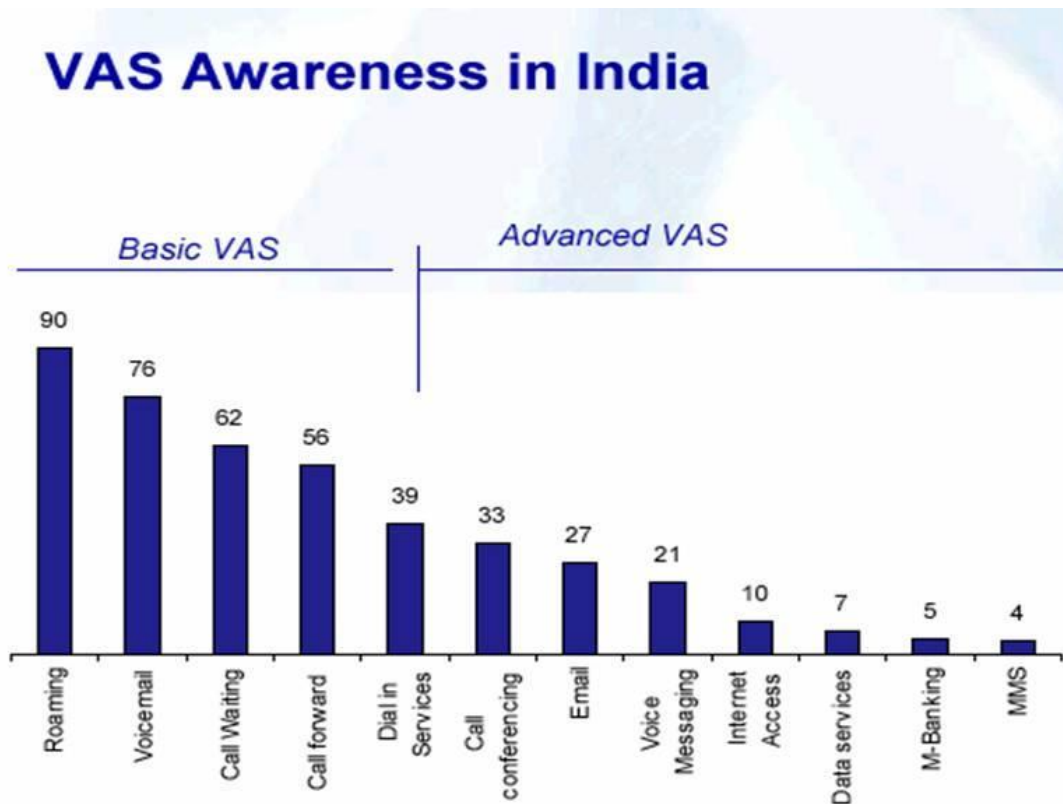
GSM Growth Drivers 2 (2)



Circle Growth

In circle wise growth 'C' circle continues to be the fastest growing circle due to its low base. In 'C' circle Reliance and BSNL are the major operator. Reliance is depending on CDMA technology for its growth. BSNL's dependence on GSM technology is driving its growth in this circle. Circle 'A' accounts for highest share of 37% and grew 5.1% mom. Growth in 'A' circle is lead by Karnataka and Tamil Nadu circle which grew 7.9% and 8.7% mom.

Awareness of Value Added Services in India



CDMA Mobile segment

CDMA Subscriber base grew 3% mom to 8.6mn. Reliance maintained its leadership position with 91% market share. Net addition among private players was almost through Reliance, which had 98.7% market share. Tata Tele services lost 19,770 of its subscribers as a result of disconnection due to outstanding bills.

Fixed line

In the month 0.2mn subscribers were added in the fixed line segment and total subscriber base stood at 41.12mn. Growth in Fixed line segment is predominately coming from Fixed Wireless Termina

TELECOM INDUSTRY-An Outline

- Telecom Industry Is the Largest Communication Sector in the Present Generation.
- In this in Industry we are having a lot of Competitions and Challenges to with stand in the market.
- Right form the Invention of Telephone by “Graham Bell” in 1876 the Telecom Industry got a revolutionary change in life of the Modern people.
- Here we are having various products like STD, ISD, PCO, Cellular Services, Internet services, VSAT etc by which we can communicate through out the word.
- Now days approximately 35-40% of people will not move with out Cellar phone through out the world.
- More than 50% of Decisions are made through telephones.
- Around 80% of people are communicating by telephone through out the world.
- With the increasing of usage of telephones there are many Value Added Services added to telephone like Call Alert, Selective Call Alert, Call Forwarding, Reminders, Caller Identification, Three Party Conference etc, made the telecom services valuable and made the work easy.
- The telephone usage is more concentrated in Corporate where the usage of telephone is more.
- With the usage of telephones we can reduce Time, Money, and Effort etc,
- Since there are high Opportunities and Challenges in Telecom Industry I think I made a better choice to do my project in this Industry.

THEORETICAL BACKGROUND

Customer Satisfaction:

Customer satisfaction holds immense importance in today's marketing scenario and the companies should try to satisfy their customers. Satisfied customers usually return and buy more, they tell other people about their experiences, and they may well pay a premium for the privilege of doing business with a supplier they trust. Statistics are bandied around that suggest that the cost of keeping a customer is only one tenth of winning a new one. Therefore, when we win a customer, we should hang on to them. Customer satisfaction and loyalty research has become an essential business tool to help retain and increase the customer base. The main principal of any successful customer satisfaction programme is to establish the issues that are of greatest importance to ones target audience. The research programmers develop focused customer strategies and provide intelligence to help identify and priorities management objectives.

The research here is carried to know the customer satisfaction of mobile users of the AIRTEL. The whole Telecom industry is undergoing a stupendous growth especially after so many players taking a plunge into in the mobile service business. Now buying mobile is not a rich man's possession any more. The mobile industry is on whopping high. With various technologies creeping in every day you always are on a back seat to keep your self updated. With a major chunk of the users being teenagers it makes the situation more dynamic and helps to create a niche market in itself.

Looking at the industry trends in mobile segment, the growth is tremendous. Various cellular providers try to be innovative in providing value added services to the subscribers. If the demand is rising in same pace then it is for sure that the subscriber base of the mobile users will definitely exceed the limit of the land line subscribers.

They are so many mobile service providers in India; the competition between them to capture the market share is immense. The strategies and promotions they

practice are awesome. At the end of all these strategies and promotion their main objective is to satisfy the existing customers, retain them and to attract potential customers.

The current trends and dynamism in this field invoked me to carry on a research to know the factors that influence the customer satisfaction in the Telecom industry. AIRTEL which is hot favorite among students encouraged me to take the study on AIRTEL because of their promotions and marketing strategy. This study deals with exploring the factors that effect the satisfaction of customers of AIRTEL. The research has also led to understand the current market situation in terms of customer preferences, customer attitude, available alternatives, price sensitivity, buying decisions, satisfaction level.

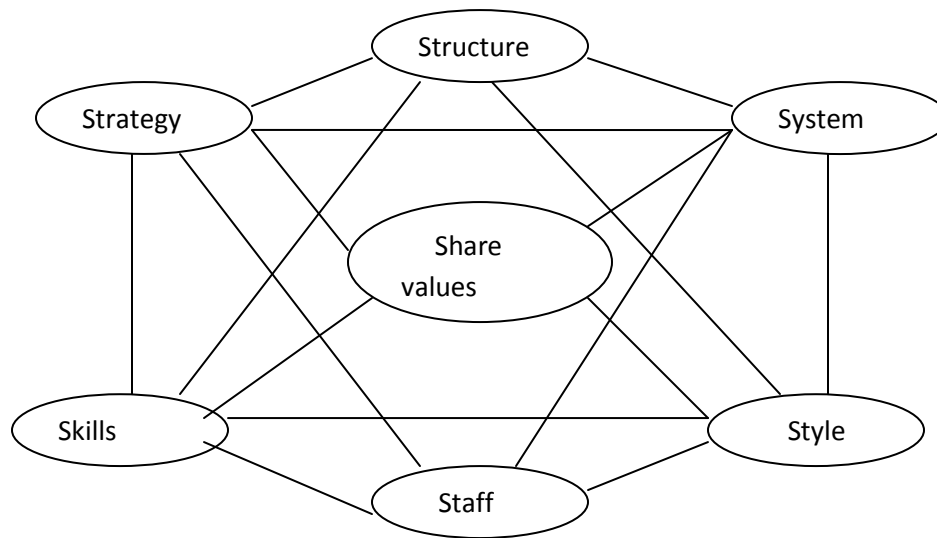
It has been a sincere effort to explore the factors that can lead to total customer satisfaction of the AIRTEL service users which will help the company to attract more and mare new prospective customers.

The Mc Kinsey 7-S Frame Work

The 7-S model is better known as Mc Kinsey 7-S .this is because the true person who developed this model is ,Tom peters and Robert waterman ,have been consultants at M c Kinsey and co. at that time .they published their 7-S model in their article” structure is not organization”(1980) and in their books “the art of Japanese Management”(1981)& “In search of excellence”(1982).

The model starts on premise that an organization is not a just structure but consists of 7 elements.

1. STRATEGY
2. STRUCTURE
3. SYSTEM
4. STYLE & CULTURE
5. STAFF
6. SKILL
7. SHARED VALUES



Strategy:

- 1) Action a company plans in response to or anticipation of changes in external environments.
- 2) The direction & the scope of the company over the long term.
- 3) A set of action that you start with & must maintain.
- 4) The integrated vision & direction of the company as well as the manner in which it derives articulate communication & implements that vision & direction.
- 5) A set of direction & action aimed at gaining a sustainable competitive advantage.
- 6) Purpose, mission, objective, goals & policies.

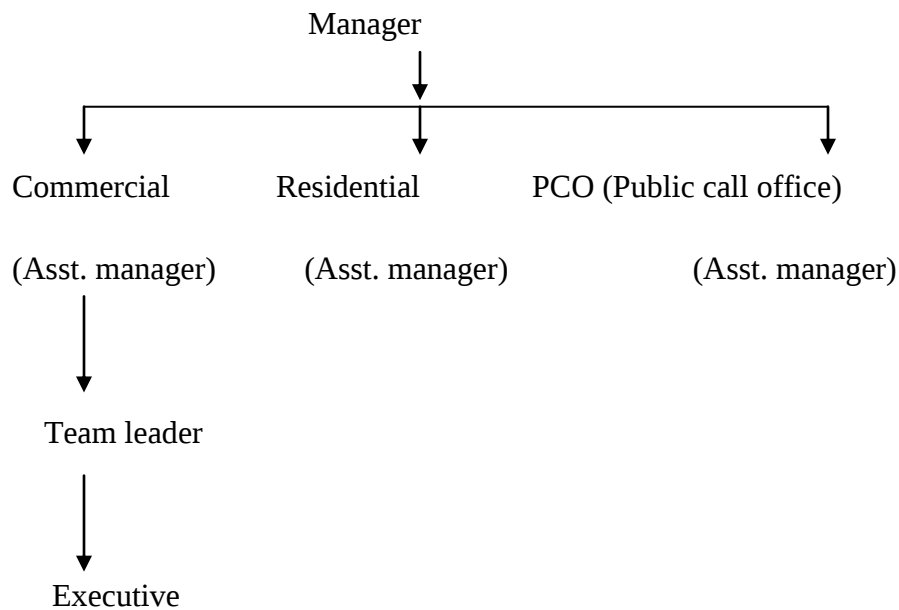
The key strategy elements of “Bharti Company is focus on quantity growth opportunities by

- Providing good network & connectivity
- Maintaining & enhancing strength corporate services
- Use technologies for competitive advantage
- Attract & retain talented professionals

Structure

- Basis for specialization & co-ordination
- The basic organization of the company its department reporting lines, area of expertise & responsibility.
- The organization (e.g. hierarchical or flat) as well as the group & the ownership structure are included here.
- Organization chart & type span of management chain of command, decision making mechanism & control points.

Organization structure



System

Formal & informal procedures that govern everyday activity, covering every thing MIS, throws to the system at the point of contact with customer.

- All the process & information flows that links the organization together.
 - The decision making system with in the organization can range from institution.
 - Core process plus support systems bharti is at the forefront of uses of technology.
- Bharti televentures Ltd focus on technology emphasis

- Enhanced level of customer service like 24/7 services.
- Cost efficiency like reduction in service stuff wider and focus market research & opportunity.

Application of Information system

1) Technologies infrastructure & application

- High speed electronic communication
- Use of application software

2) Payment

- Good payment facilities through ATM machine.

Style / Culture

a) Organizational Culture:

The dominant value & beliefs & norms, which develop overtime & become relatively enduring features of organizational life

b) Management style

More a matter of what managers do than what they say: how do a company's span their time? What are they focusing attention on? Symbolism the creation & maintenance of meaning e.g. fundamental responsibility of managers.

c) Culture dimension

- Collectivism
- Power distance is very low.
- Employees' involvement in management.
- Proficiency & easy with concept & conceptualization.
- Emotional bond with employee & better relationship in work place.

Staff

1. The people/ human resources management used to develop managers specialization process, ways of recruit to the company ways the helping manage the career of employees.
2. The company people resources & how they are developed trained & motivated.

Skill

1. The distinctive competences what the company does but ways of expanding or shifting competences.
2. Dominate attributes.
3. Corporate philosophy of growth.
4. Profitable growth.

Shared value

- Guiding concepts and fundamental ideas around which a business is built must be simple.
- The values & beliefs the company ultimately they guide employees towards “valued behavior”.
- Long term vision & all that values stuff that shapes the density of the organization. The 7-S model is valuable tool to initiate change processes & to give them direction. A helpful application is to determine the current state to each element & to compare this with the ideal state. Based in this it is possible to develop action plans to achieve the intended state.

CHAPTER 2

RESEARCH DESIGN

Design of the study

Title of the study:-

“A study on customer satisfaction of Airtel Broadband & telephone services in Bharti televentures Limited Bangalore city”.

Statement of the problem:-

To understand & analysis the customer satisfaction levels regarding the services provided by the Airtel Broadband & telephone services.

Objective of the study:-

- To know the satisfaction towards Airtel Broadband & telephone services.
- To study deeply the services process provided by the Airtel Broadband & telephone services.
- To identify the key areas for improvement in customer satisfaction level.
- To find out the customer response related to Airtel telephone & Broadband services package.

Scope of study:-

The scope of study is quite comprehensive as it covers many aspects. The area of research work is covered all over the Bangalore based on different areas. The study is widely useful to the Airtel Broadband & telephone services because it will help top other private services.

The scope of the report is to understand the Internet market scenario in Bangalore at this point of time by covering the leading ISPs, their respective roles in terms of their

service offer and their market share. One can also understand the prevailing competition of ISPs in the Internet industry and the SWOT of Bharti's Broadband services.

RESEARCH DESIGN

A research design is the determination & statement of the general research approach & strategy adopted for the particular project.

A research design is defined as arrangement of conditions for collection & analysis of data in a manner that aim to combine relevance to the research purpose with economy in procedure. Research design can be arranged in different ways the main research design usually adopted are-

1. Descriptive research
2. Exploratory research
3. Casual research

For the study descriptive research has been used using interviewing method through interview schedule. Descriptive study in fact findings investigation with adequate information. Descriptive research focus on accurate description of the various problem studies such as, consumer profile, market potential study, product usage survey, attitude survey, analysis, media research. The technique used in descriptive research are formulating the objectives of the study designing the method of data collection sample selection & processing of data, reporting the findings & these recommendation.

Descriptive method was used along with primary data, which was obtained by interviewing the respondents using interview schedule & some secondary data also collected from the industry source.

Limitation

- Focus only on Bangalore commercial establishment.
- The sample size was restricted to 100.

- Time is always a constraint for market research studies as it is directly proportional to the accuracy of the study.
- The present study is related to only Airtel Broadband and telephone services. So it may not be applicable to any other private telephone & broadband services.
- Market forces can bring about abrupt changes, which may lead to deterioration of the survey aspect so that information is not relevant.
- The result is based on the response from customers so it may not be accurate.

Methodology of data collection

Research methodology provides the research design required for the study. It covers the type of research sampling plan data type & research instrument required for the study. It also gives the details regarding the plan of analysis & the method which inferences and drawn.

Data collection:-

In research all data has been collected from primary sources as well as secondary sources.

Primary data sources

- Personal interview
- Questionnaire

Secondary data sources

- Internet
- Magazine
- News paper
- Books

Sample design

For the kind of research study sampling plan must be designed for appropriate result. A part of population is known as sample. When researcher must here clear idea about the following thing:-

- Population
- Sampling unit
- Sample
- Sample size
- Sampling method

1) Population:-

The aggregate of elementary units to which conclusion of the study apply is formed as population.

2) Sampling unit:-

The unit that form the basis of the sampling process are called sampling unit, sampling may be as elementary unit.

3) Sample:-

Sample is the prehensive part of population is chosen at random from a large number of items.

4) Sample size:-

The number of sample, which represents the population, is called a sample size.

Sampling method:-

There are two types of sampling methods.

1) Probability

2) Non-probability

For the research study non-probability sampling has been used using convenience

Sampling technique become population elements were scattered over a wider area and a list of population elements was not readily available. The total sample size of the study is 100.

Population:

The population of the study is the specific group of government & private offices, shops & all commercial establishments

Sampling unit:

The units that the basis of the sampling process are called sampling unit. Sampling unit may be as element any unit group, cluster of such elementary units.

Sampling size:

The sample size of the study as limited in 100 shops & offices from different areas. The size has been keeping in mind the time constraints.

Sampling method:

On-probability convenience sampling method.

Data collection instruments

- Observation schedule
- Interview guide
- Interview schedule
- Rating scale
- Check list
- Document schedule
- Invention

Function of data collection Instruments:

The instruments of data collection questions the respondents to which will provide the data required to achieve the research objectives. For order to achieve this purpose each question must convey to the respondents .The idea or the group of ideas required by the research objectives each item must obtain a response which can be analyzed for fulfillment of research objectives. The data which has been collected for the research, study both from primary and secondary sources. The instrument was used to collect primary through interview schedule.

CHAPTER 3

COMPANY PROFILE

Bharti Tele-Ventures is one of India's leading private sector providers of telecommunications services based on an aggregate of 14,429,157 customers as of August 31, 2005, consisting of 13,413,711 GSM mobile and 1,015,446 broadband & telephone customers.

The businesses at Bharti Tele-Ventures have been structured into two main strategic business groups - the Mobility Leaders business group and the Infotel Leaders business group. The Mobility business group provides GSM mobile services across India in twenty-three telecom circles, while the Infotel business group provides broadband & telephone services, long distance services and enterprise services. All these services are provided under the Airtel brand.

Bharti Enterprises, India's only integrated telecom Service Company, has been at the forefront of technology and has revolutionized telecommunications with its world class product and services. Established in 1985, Bharti has been a pioneering force in the telecom sector with many first and innovation to its credit. Bharti has today many joint venture with telecom leaders like Singtel, Singapore; E.M. Warburg Pincus, USA; New York Life International, USA. AIF Funds Management Ltd., Mauritius; and International Finance Corporation, USA.

Bharti has many firsts to its credit, ranging from being the first cellular service provider in Delhi, first private basic telephone service provider in country, first Indian company to provide comprehensive telecom services outside India (Seychelles), fastest growing VSAT company in India, and first multi-location Internet Service Provider. Today, Bharti is India's largest telecom services company in the private sector with over 1,112,895 customers- nearly 8.5 lakhs plus mobile, 1,26,000 fixed line and 1,50,000 internet customers. This is the result of Bharti's belief in creating strong customer value and relationships through its leadership brands like Airtel, Magic and Beetel. Its existing services sector businesses include mobile operations in Delhi, Kolkata, Karnataka,

Andhra Pradesh Chennai and Himachal Pradesh. In addition, it has a fixed line operation in the states of Madhya Pradesh, Haryana, Delhi, Tamil Nadu and Karnataka, A nationwide broadband networks and also in the long distance services business.

Bharti is implementing a submarine cable project connecting Chennai & Mumbai with Singapore for providing international bandwidth and ILD services through an 11,800 km, 8.4 TBPS fiber cable, along with Singtel as a partner.

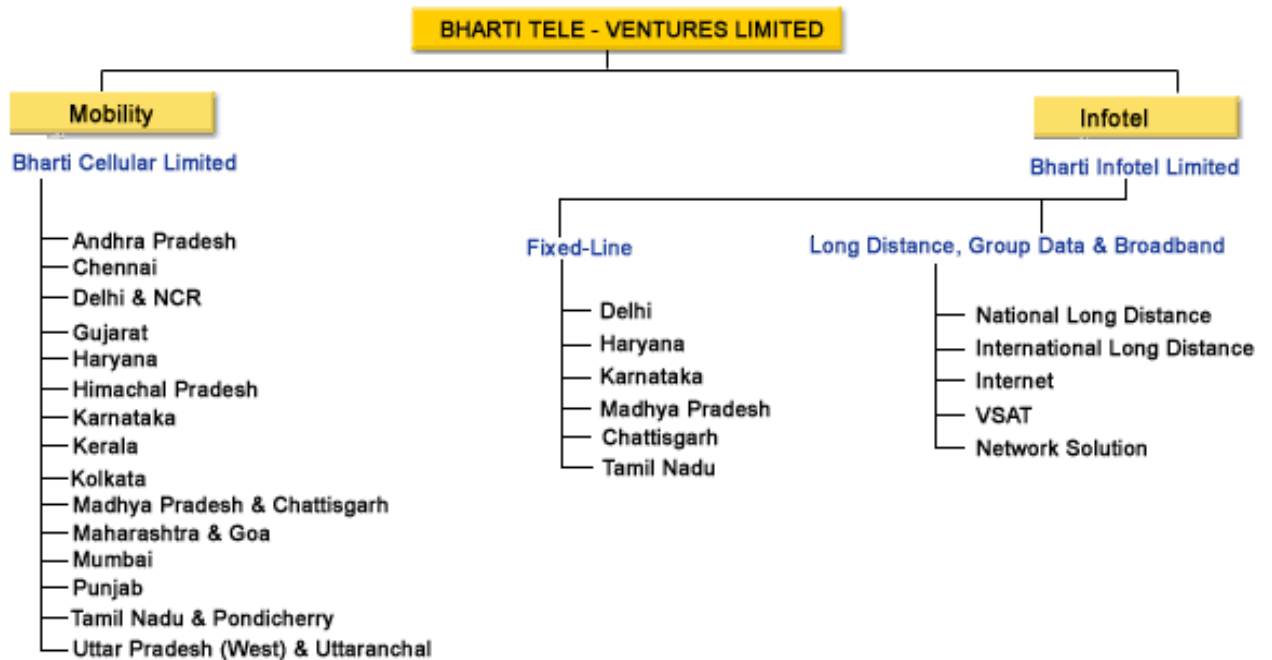
Bharti's vision is to develop a well-defined strategic roadmap to create a large nationwide footprint and provide an integers array of cost-efficient, competitive telecom services. National Long Distance (NLD) services will be available initially in 75 major cities and progressively extended to over 200 cities by March 2003. NLD has plans of laying 35,000 Kms of fiber across the length and breadth of India. The network will be on DWDM&SDH platforms). Bharti Enterprises also manufactures and exports telephone thermals and cordless phones. Apart from being the largest manufacturer of telephone instruments, it is also the first telecom company to export its products to the USA.

Bharti Enterprises is today recognized as a true infrastructure builder. Bharti was recently awarded the first National Infrastructure Development Finance Corporation award for "Excellence in Infrastructure-2000"

ABOUT BHARTI TELE -VENTURES

Bharti Tele-Ventures Limited was incorporated on July 7, 1995 for promoting investments in telecommunications services. Its subsidiaries operate telecom services across India. Bharti Tele-Ventures is India's leading private sector provider of telecommunications services based on a strong customer base consisting of 6.45 million total customers, which constitute, 5.86 million mobile and 588,000 fixed line customers.

FIGURE OF BHARTI TELE – VENTURES LIMITED



Bharti Tele-Ventures objective

“To capitalize on the growth opportunities that the Company believes are available in the Indian telecommunications market and consolidate its position to be the leading integrated telecommunications services provider in key markets in India, with a focus on providing mobile services”.

BHARTI’S BUSINESS UNITS

1. Fixed Line
2. Long Distance
3. Group Data and Broadband

Fixed Line

This Strategic Business Unit focuses on Voice and also on Last mile access for data business and retail Internet business e.g. DSL, Dial up etc. The emphasis will be on completing the link and servicing the customers in the circles. Bharti Tele-Ventures became the first private fixed-line service provider in India, when the Company launched its fixed-line services in June 1998 in the city of Indore, in the Madhya Pradesh circle. The Company's fixed-line services are promoted under the **Touchtel** brand.

The Company has completed the construction of a 3,648-kilometer fibre optic backbone linking 29 cities in Madhya Pradesh and Chattisgarh. Recently, the Government opened the fixed-line industry to unlimited competition the Company subsequently has started providing fixed-line services in the four circles of Delhi, Haryana, Karnataka and Tamil Nadu.

Long Distance Division

Bharti Tele-Ventures classifies its long distance business into the following categories:

National long distance, which comprises:

- Setting up infrastructure for carrying long distance traffic; and
- Carrying voice and data traffic within the country.

International long distance, which comprises:

- Setting up a landing station to connect to international submarine cable systems developed by other infrastructure providers to facilitate transmission of international data traffic; and
- Providing international long distance services to carry voice and data traffic.

Bharti Tele-Ventures has entered into a license with the DoT to provide national long distance voice and data services across India and is deploying an advanced fiber

optic network across India to provide such services to corporate and residential customers. Bharti Tele-Ventures has launched its national long distance services for data transmission services and for voice transmission services under the brand name **IndiaOne**.

The Company has constructed a submarine cable landing station at Chennai, which connects the submarine cable system being deployed by its affiliate to the other submarine cable systems in order to provide access to international bandwidth. On July 19, 2002 the Company launched India's first private international long distance service.

Bharti Tele-Ventures believes that the Company's presence in key Indian mobile and fixed-line markets will complement its long distance business, enabling the Company to provide end-to-end telecommunications services to its key customers.

Group Data & Broadband Division

Bharti Tele-Ventures through its subsidiaries offers customized business solutions. This SBU, which offers Group data and broadband services, enables us to get sharply focused on the emerging data market. The unit leverages the infrastructure of the entire Bharti Group (including the infrastructure of Mobility to service to its customers by creating and selling customized business solutions. The Sales and Marketing departments of Long Distance business (except Carrier Sales and ILD teams) works with the Group Data and Broadband Business as with the data business teams in Fixed Line Circles.

The Company believes that its strong presence in the Indian telecommunications market, the depth and quality of the telecommunications services that the Company currently offers and plans to offer, and the Company's extensive knowledge of customer preferences enhances the Company's competitive position to provide such value added services.

Bharti Tele-Ventures' strategic objective for its data & broadband division is to become a leading provider of secure, reliable and customized end-to-end network solutions for data communication, especially to corporate customers.

PRODUCT PROFILE

1. PREPAID

Some of the many advantages that you enjoy with Airtel Pre-Paid...

Total Cost Control

Enjoy the liberty of total cost control with your Airtel Pre-paid! Re-charge as much as you feel the need to! Now that's what we call complete freedom!

No Rentals

Buy an Airtel prepaid card without having to pay any rentals!

No deposits

Your Airtel prepaid card comes without you having to pay hefty deposits!

STD/ISD facility till the last rupee

Now experience complete freedom like never before with Airtel! Our STD/ISD facility allows you to make long distance calls in India and Overseas from your cellular phone!

Instant Balance Inquiry

Check your talk-time instantly by calling our toll-free number!

60 second pulse

Airtel provides you with a 60-second pulse rate! Freedom for you to experience like never before!

Instant Recharge Avail of instant recharge on your Airtel prepaid card with just a few simple steps!

24-hour recharge facility

with our round-the-clock recharge facility, recharge your Airtel prepaid card anytime, anywhere!

Caller Line Identification

Call Line Identification gives you the power to know the phone number of the calling party even before you answer the call, thus giving you the choice to either reject or take the call. It provides the added advantage of saving the incoming number directly in the Handset Phone Book. So that the next time you want to call the same person, you don't need to retype his number, simply use your phone book.

Call Divert, Call Hold and Call Wait

Avail of special services like call waiting, call hold and call divert – all with your Airtel prepaid card!

Short Messaging Service (SMS)

With Airtel's Short Messaging Service (SMS); send messages and jokes to your friends and colleagues, anytime anywhere!

SMS based Information Services

With Airtel's SMS based information services; you can get up to-the-minute cricket scores, order flowers as well as send couriers or check your daily horoscope!

Voice Mail service

Voice Mail lets you receive messages even when your handset is switched off or when you are outside the coverage area. You can listen to your messages whenever you feel like, from anywhere in the world. Voice Mail can store up to 15 messages of 1 minute duration.

2. POST PAID

As an Airtel Post-paid customer you can enjoy the following facilities -

Easy Billing

Now enjoy the luxury of viewing details of your last 3 billing cycles and the convenience of paying your Airtel bill online! Experience complete freedom with Airtel!

Call Divert, Call Hold and Call Wait

Avail of special services like call waiting, call hold and call divert – all with your Airtel postpaid connection!

Short Messaging Service (SMS)

With Airtel's Short Messaging Service (SMS), send unlimited messages and jokes to your friends and colleagues, anytime anywhere!

Caller Identification

Call Identification gives you the power to know the phone number of the calling party even before you answer the call, thus giving you the choice to either reject or take the call. It provides the added advantage of saving the incoming number directly in the Handset Phone Book. So that the next time you want to call the same person, you don't need to retype his number, simply use your phone book.

Voice Mail

Voice Mail lets you receive messages even when your handset is switched off or when you are outside the coverage area. You can listen to your messages whenever you feel like, from anywhere in the world. Voice Mail can store up to 15 messages, with each message of one- minute duration.

STD/ISD Facility

Now experience complete freedom like never before with Airtel! Our STD/ISD facility allows you to make long distance calls in India and Overseas from your cellular phone!

Roaming (National and International)

Airtel's Roaming service allows you to use your mobile phone to make or receive calls from almost anywhere in India and abroad! Enjoy roaming within the country as well as across international destinations! As an Airtel Post-paid customer you can enjoy the following facilities

Easy Billing

Now enjoy the luxury of viewing details of your last 3 billing cycles and the convenience of paying your Airtel bill online! Experience complete freedom with Airtel!

Call Divert, Call Hold and Call Wait

Avail of special services like call waiting, call hold and call divert – all with your Airtel postpaid connection!

Short Messaging Service (SMS)

With Airtel's Short Messaging Service (SMS), send unlimited messages and jokes to your friends and colleagues, anytime anywhere!

Caller Identification

Call Identification gives you the power to know the phone number of the calling party even before you answer the call, thus giving you the choice to either reject or take the call. It provides the added advantage of saving the incoming number directly in the Handset Phone Book. So that the next time you want to call the same person, you don't need to retype his number, simply use your phone book.

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Roaming (National and International)

Airtel's Roaming service allows you to use your mobile phone to make or receive calls from almost anywhere in India and abroad! Enjoy roaming within the country as well as across international destinations!

3. ROAMING

At Airtel, we encourage you to explore the world.

With Airtel Roaming Services and the world as your canvas,

You never have to really have to be as far away from home as the miles define.

After all, home is just a phone call away...

Roaming [National]

Airtel's Roaming service allows you to use your mobile phone to make or receive calls from almost anywhere in India.

Roaming [International]

Airtel's Roaming service gives you the complete freedom to you to use your mobile phone anywhere in India and abroad.

Roaming - GPRS - BlackBerry [International]

Airtel's GPRS Roaming service allows you to use your GPRS services to access the internet and office mails from almost anywhere in India and abroad.

Roaming [Regional]

Now enjoy regional roaming with Airtel! Have the freedom to roam within your specific location!

Prepaid Roaming

You have the freedom to enjoy the luxury of Airtel's roaming facility now even with your prepaid connection!

4. BLACK BERRY

Why BlackBerry?...

... Because work doesn't stop when you're out of the office.

Things move quickly in the business arena and if you need to make quick, informed decisions while out of the office, choose BlackBerry.

Thousands of business customers around the world use BlackBerry -

A complete mobile email solution that allows you to send and receive

Email wherever you are. There's no need for a laptop to view your

Emails, no need for a fixed phone line, and no need to log-on - they're automatically 'pushed' straight to your BlackBerry handheld.

BlackBerry integrates seamlessly with your corporate email account offering a simple and secure way to communicate using GPRS.

5. BUSINESS SOLUTION

Vehicle Tracking

Vehicle tracking solution enables a company to monitor the location of their stock in transit. Each vehicle is mounted with an Airtel mobile (Phone) or a Global Positioning System (GPS) box and a vehicle tracking enabled SIM card. The SIM card sends periodic updates of the location of vehicles to the Bharti application server, as per the frequency defined. The progress of the vehicle is displayed on a map on the tracking website. The application allows tracking of multiple vehicles simultaneously.

Mobile SFA (Sales Field Automation)

Mobile SFA will help companies to enable to make their web based application and ERP systems wireless so that the field force can have access to information on their Airtel mobile phones. Bharti has worked proactively with middleware companies (e.g. Air2Web) and system integration partners to provide these solutions to customers.

AIR (Airtel Intelligent Routing)

Airtel Intelligent routing solution overlays your company's PABX to route landline traffic through the mobile network. Employees of the company can use their existing landline extensions to make calls via AIR. They just need to dial a code (for example like 8, configurable by the customer) to reach the AIR terminal. A dial tone will be heard and users can dial the number, which they want to reach. There is no change in the end user experience.

REACH AIRTEL

Airtel is all around. Avail of all our services anytime, anywhere.

Right from easily accessible cheque drop boxes and locations of our

Shops to means whereby you can be part of the Airtel fraternity.

1. Customer Support & Feedback

Need assistance or want to share your Airtel experience with us?

2. Shop

Where to get your connection and recharge cards.

3. Cheque Drop Boxes & Bill Payment

Find your nearest drop box for convenient payments?

TARIFF PLAN FOR KARNATAKA

Plan Name	Flexi 799
Plan Details	
Bandwidth(kbps)DSL	256
Monthly Charges(Rs.)	799
Free pulses	Rs 800(Voice and DSL)
Voice pulses@ Rs/pulse	Rs 1.1/pulse
Internet pulse @ Rs/pulses DAY	Rs 1.5/ pulse
Internet pulse @ Rs/pulse NIGHT	Rs .75/ pulse
DSL @ Rs/ pulses(DAY /NIGHT)	NA
Modem Rental @ Rs 99/month	Included

CHAPTER 4

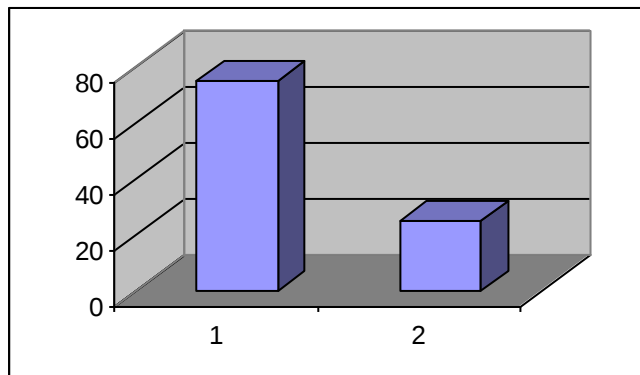
ANALYSIS AND INTERPRETATION OF DATA

Table-1:

Table showing Awareness of Airtel broadband services?

	yes	No	Total
No. of respondent's	75	25	100
Percentage	75	25	100

Graph-1 showing Awareness of Airtel broadband services



1-yes

2-No

Analysis & interpretation:

From the total 100 number of respondents 75% are aware of it where as 25% of it is not aware of it.

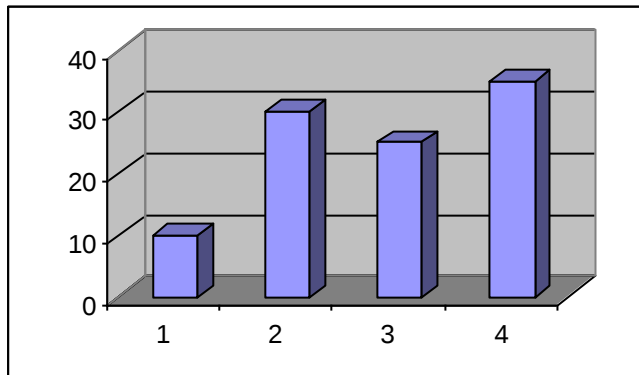
Table -2

Table showing If you have Airtel broadband connection, then how many months's before you are using it.

Months	6	6-12	12-24	24 & above	total
No. of	10	30	25	35	100

respondents					
Percentage	10	30	25	35	100

Graph-2 showing If you have Airtel broadband connection, then how many months's before you are using it.



1. 6 month
2. 6-12 month
3. 12-24 month
4. 24 month & above.

Analysis & interpretation :

From the total no. of 100 respondents' it was found that more no. respondent are using Airtel from more than two years.

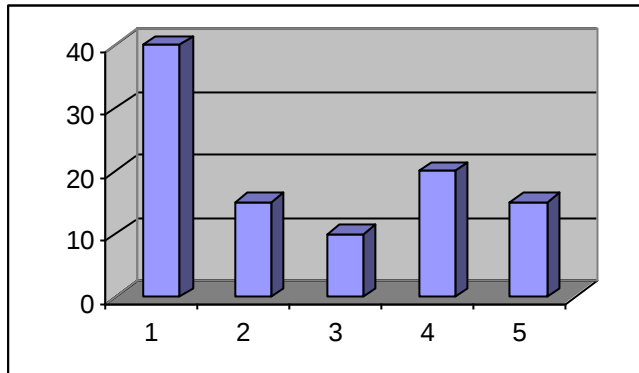
Table-3

Table showing If you have internet connection then which medium you are using.

	Dial-up	ISDN	DSL	Cable	Leased line	Total
No. of	40	15	10	20	15	100

respondent.						
percentage	40	15	10	20	15	100

Graph-3 showing If you have internet connection then which medium you are using.



1. Dial-up
2. ISDN
3. DSL
4. Cable
5. Leased line

Analysis & interpretation:

From the total no. of 100 respondents' it was found that more no. respondent are using Dial up.

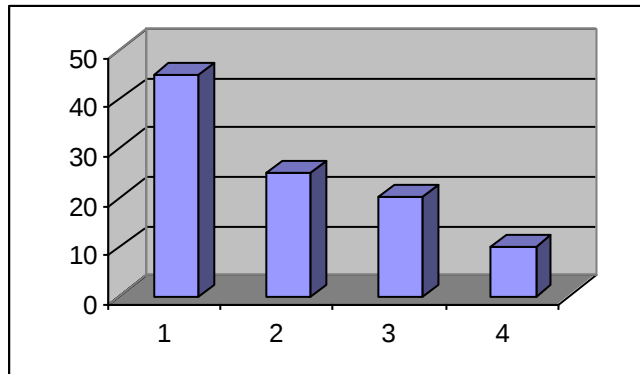
Table-4

Table showing If you have Dial up medium then which ISP's you are using.

ISP's	BSNL	AIRTEL	TOUCHTEL	SIFY	TOTAL
-------	------	--------	----------	------	-------

No. of respondent	45	25	20	10	100
Percentage	45	25	20	10	100

Graph-4 showing If you have Dial up medium then which ISP's you are using



1. BSNL
2. AIRTEL
3. Touchtel
4. Sify

Analysis & interpretation:

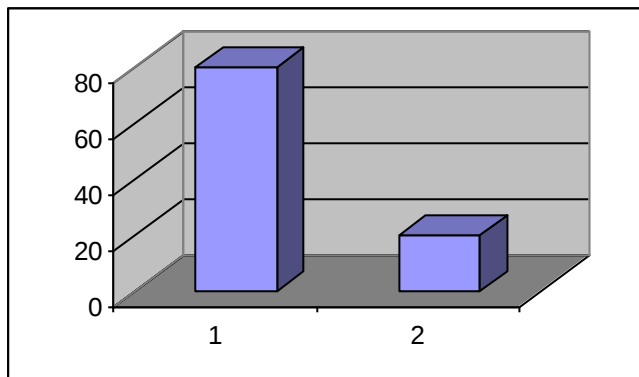
From the total no. of 100 respondent's it was found that more no. respondent are using BSNL so bharti /Airtel/Touchtel have provide good services in compare to others.

Table 5

Table showing Have you used any other service provider before taking this airtel service?

	yes	no	total
No. of respondents	80	20	100
percentage	80	10	100

Graph 5 showing Have you used any other service provider before taking this airtel service



1. Yes
2. No

Analysis & interpretation:

From the total no. of 100 respondents' it was found that 80% were using other services for internet.

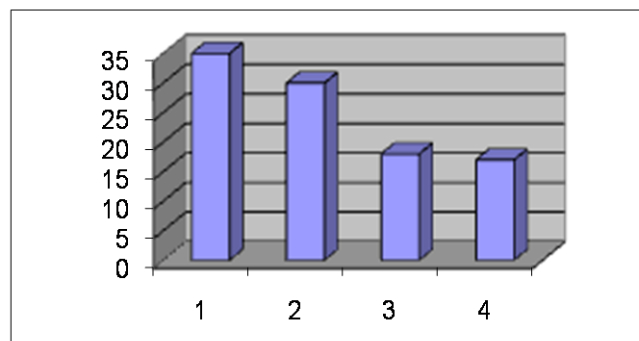
Table -6

Table showing If yes then which service provider.

ISP's	BSNL	AIRTEL	TUCHTEL	SIFY	TOTAL
-------	------	--------	---------	------	-------

No. of respondent's	35	30	18	17	100
percentage	35	30	18	17	100

GRAPH-6 showing If yes then which service provider.



1. BSNL
2. AIRTEL
3. TUCHTEL
4. SIFY

Analysis & interpretation:

Out of 100 respondents 35% were using BSNL, 30% were using VSNL, 18% were used reliance & rests of them were using Sify before using Airtel

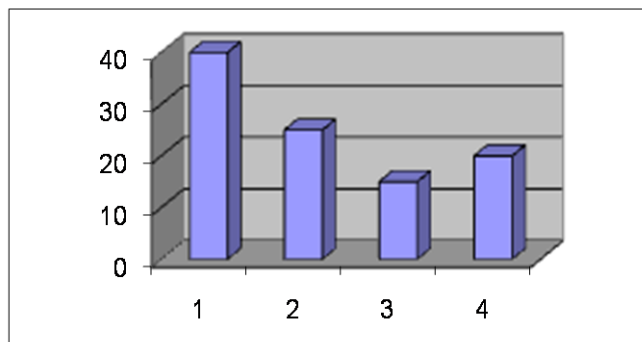
Table 7

Table showing Clarity of voice of Airtel broadband

	V.good	good	Average	poor	total
--	--------	------	---------	------	-------

No. of respondents	40	25	15	20	100
percentage	40	25	15	20	100

Graph 7 showing Clarity of voice of Airtel broadband



1. V. good
2. Good
3. Average
4. poor

Analysis & interpretation:

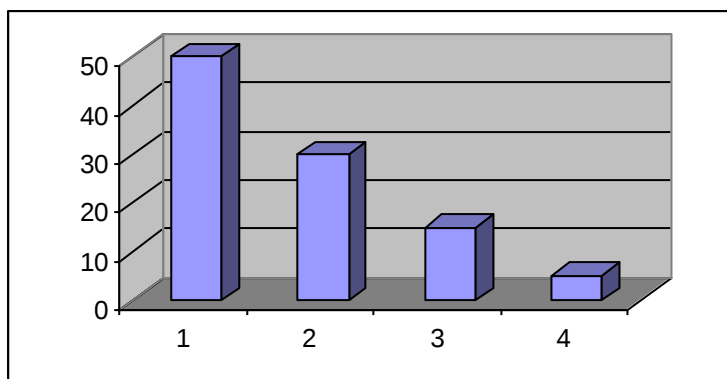
Out of 100 respondents, 40% of them said that voice is very clear, 25% of them said is clear, 15% of them is some what clear & 20% of them said that they can't hear properly.

Table 8

Table showing Connectivity of the line

	V.good	good	average	poor	Total
No. of respondents	50	30	15	5	100
percentage	50	30	15	5	100

Graph 8 showing Connectivity of the line



1. V. good
2. Good
3. Average
4. poor

Analysis & interpretation:

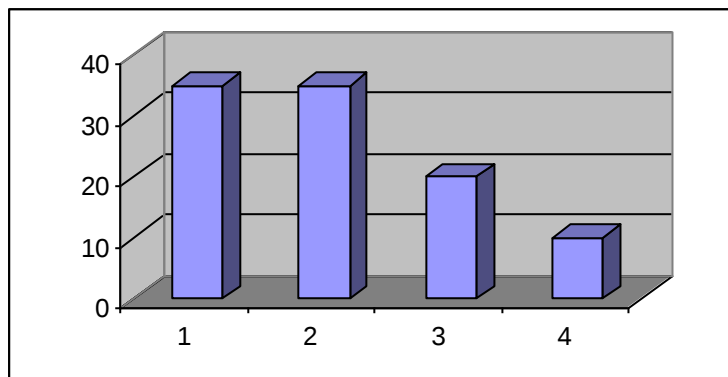
From the total no. of 100 respondent's it was found that 50% of them said that it's very fast, where as 5% of them said it's slow.

Table 9

Table showing Customer care service

	V.good	good	average	poor	total
No. of respondents	35	35	20	10	100
percentage	35	35	20	10	100

Graph 9 showing Customer care service



1. V. good
2. Good
3. Average
4. poor

Analysis & interpretation:

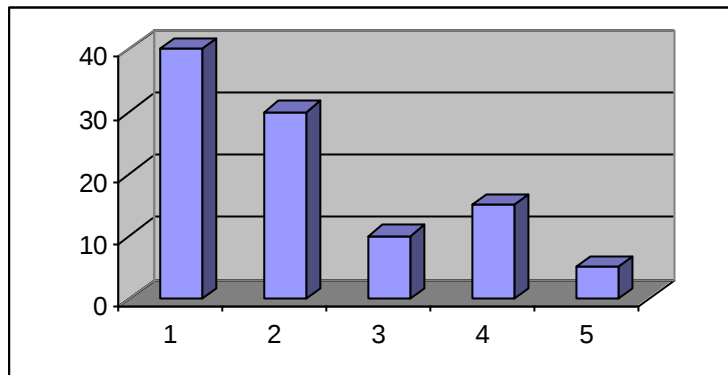
From 100 respondents, it is found that 35 % & 35% people said its service is V.good & good. Where as 20 % said it's not bad where as 10 % said it is bad.

Table 10

Table showing Rating of the broadband in Bangalore

Medium	BSNL	AIRTEL	RELIANCE	TOUCHTEL	SIFY
percentage	40	30	10	15	5

Graph 10 showing Rating of the broadband in Bangalore



1. BSNL
2. AIRTEL
3. Reliance
4. Touchtel (Airtel)
5. Sify

Analysis & interpretation:

From the total number of 100 respondents it is found that BSNL is in first position as its service is good and its charges are cheaper than Airtel. So Airtel has to provide better service to reach the first position.

TABLE 11

Table showing type of service used by respondents

SERVICE	NO. OF RESPONDENTS	PERCENTAGE
PREPAID	78	78
POSTPAID	22	22
TOTAL	100	100

GRAPH 11 showing type of service used by respondents



INFERENCE

78% of the respondents are using prepaid and 22% of them are willing to use postpaid services.

INTERPRETATION

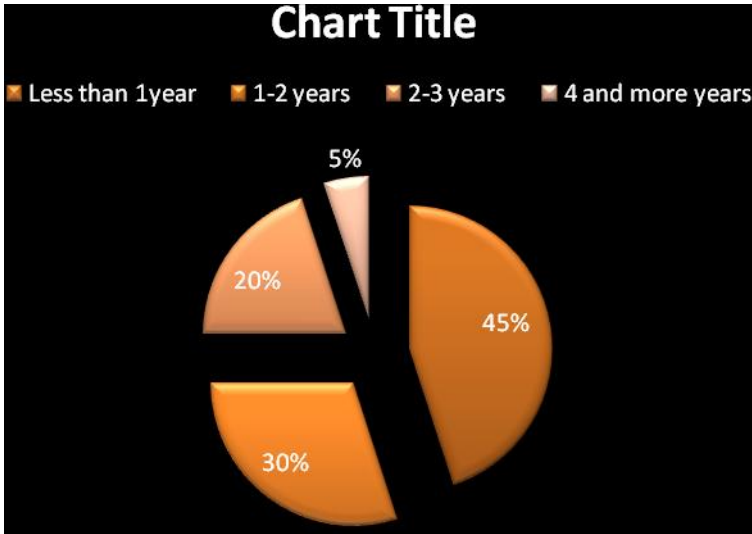
Respondents are more interested to use prepaid services than postpaid services.

TABLE 12

Table showing How long the respondent is associated with the AIRTEL

Years	Respondents	Percentage
Less than 1year	45	45
1-2 years	30	30
2-3 years	20	20
4 and more years	5	5
Total	100	100

GRAPH 12 showing How long the respondent is associated with the AIRTEL



INFERENCE

The 45% of the respondents are using < then 1year , the 30% of respondents are using 1-2 years, the 20% of the respondents are using 2-3 years and 5% are associated since more than 4 years.

INTERPRETATION

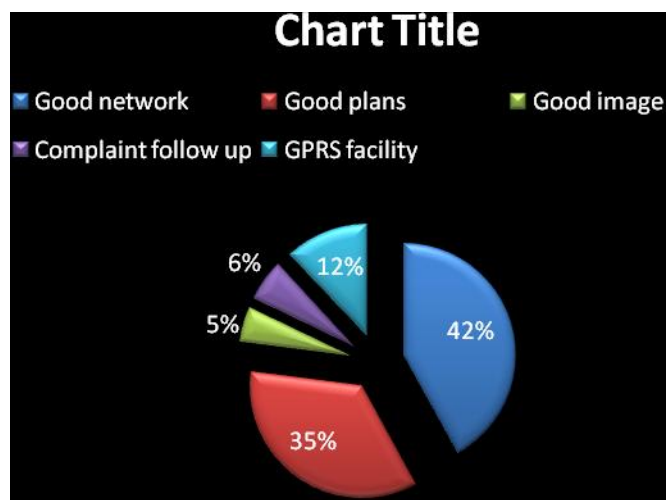
Hence this shows that maximum number of respondents are newly associated with AIRTEL.

TABLE 13

Table showing Reasons for holding AIRTEL connections

Reasons	Respondents	Percentage
Good network	42	42
Good plans	35	35
Good image	5	5
Complaint follow up	6	6
GPRS facility	12	12
Total	100	100

GRAPH 13 showing Reasons for holding AIRTEL connections



INFERENCE

42% of the respondents choose AIRTEL because of good network and 35% because of good plans and 12% gives importance to GPRS facility and 5% and 6% give importance to good image and complaint follow up respectively.

INTERPRETATION

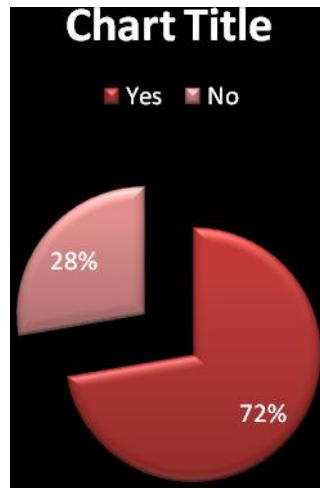
Most of AIRTEL customer gives importance to good network and good plans

TABLE 14

Table showing Recommend AIRTEL to others

Recommend	Respondents	Percentage
Yes	72	72
No	28	28
Total	100	100

GRAPH 14 showing Recommend AIRTEL to others



INFERENCE

72% of the respondents would like to recommend AIRTEL to others and 28% of respondents do not want to recommend to others.

INTERPRETATION

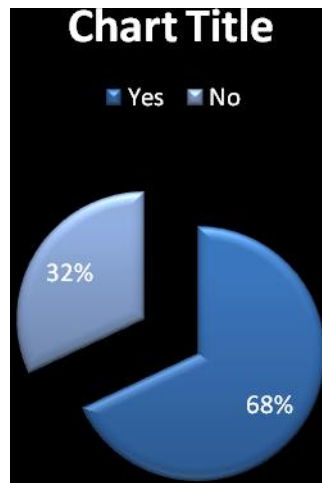
Most of the respondents are happy with AIRTEL services and want to recommend AIRTEL to others also.

Table 15

Table showing Do the service centers responds to complaints properly

Reponds to complaints	Respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

Graph 15 showing Do the service centers responds to complaints properly



INFERENCE

68% of respondents said that the service centers responds to their complaints properly and 32% of respondents said no.

INTERPRETATION

Most of the respondents are satisfied with the service centers response.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Technology backup of this company is very good.
- Large corporate based due to Airtel Broadband and telephone services.
- Brand awareness of this company is another factor constituting to its strength.
- Own end-to end infrastructure.
- Range of product/services.
- Strategic partnership with leading international players.
- The revival of his created a lot of opportunities for the company.
- Bharti's objective is providing all the broadband & telephone services under one roof to its customers.
- Other opportunities for this company it is one of the best telecom company.
- It provides prepaid, postpaid, healthcare product etc.
- Increased uses of Broadband internet.
- Huge market to be explored.
- Escalating trend of IT Industry.

SUGGESTIONS

- Effective field monitor to be done daily
- Area should divided into small segment & target should be fixed

- More importance should be given to the interior atmosphere
- Stress on advertisement
- Focus on standardization of work structure & increase in employee participation.
- Increase in door-to-door facility.
- Role of employee should be fixed.
- It is seen that Airtel Advertisement research has less coverage compared to others.

CONCLUSIONS

From the study and survey I came to know that customer satisfaction plays the vital role in earning profits. The service provided by the company is prepaid, postpaid and broadband & telephone services which best fits the customer need and wants. That's why AIRTEL is one of the satisfaction private telecom companies in India, which is running on profit year after year Airtel. And Bangalore Branch has also proved it self to be a profit making Telecom Company. The creditor & customer are very co-operative to this telecom company. This company is also taking at most cover its various customers. .

Bharti Telecom Company is has been claimed to be the pride of India. It has certainly increased his values in the eyes of customer & draws more of them in to the fold. In addition the aim should be not only to survive in the market. But also to crave along run market which is none of the competitor can snatch. So it is essential for all of us & all the services to be nothing but the best the services to be fastest, quickly & concerned to be the richest than the rest.

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ANNEXURE

QUESTIONNAIRE

Dear respondent, the objective of this study is to know your satisfaction regards the services of Bharti televentures Ltd. kindly fill the following questionnaire which will help to serve you better.

Personal details.

NAME. _____

AGE _____

SEX: M/F

1) Are you aware of Airtel broadband services?

a. Yes

b. No

2) If you have Airtel broadband connection, then how many months's before you are using it.

a. 6

b. 6-12

c. 12-24

d. 24 & above

3) Are you using internet connection then which medium you are using?

a. Dial-up

b. ISDN

c. DSL

d. Cable

e. Leased line

4) Are you having Dial up medium then which ISP's you are using.

a. BSNL

b. AIRTEL

c. TOUCHTEL

d. SIFY

5) Have you used any other service provider before taking this airtel service?

- a. yes b. No

6) If yes then which service provider.

- a. BSNL b. AIRTEL
c. TOUCHTEL d. SIFY

7) Clarity of voice of Airtel broadband

- a. Very good b. good
c. average d. poor

8) Connectivity of the line

- a. Very good b. good
c. average d. poor

9) Customer care service

- a. Very good b. good
c. average d. poor

10) Rating of the broadband in Bangalore

- a. BSNL b. AIRTEL
c. TOUCHTEL d. SIFY e. RELIANCE

11) Type of service used

- a. post paid b. pre paid

12) How long the respondent is associated with the AIRTEL

a. Less than 1year

b.1-2 years

c.2-3 years

d. 4 and more years

13) Reasons for holding AIRTEL connections

a. Good network

b. Good plans

c. Good image

d. Complaint follow up

e. GPRS facility

14) will you Recommend AIRTEL to others

a. Yes

b. No

15) Do the service centers responds to complaints properly

a. Yes

b. No