

Report on
“Organization focus on Customer satisfaction”

Submitted By:
Ankur Sharma
2K12/MBA/12

Under the Guidance of:
Mr. Abhinav Chaudhary
Asst. Prof.
DSM, DTU



DELHI SCHOOL OF MANAGEMENT
Delhi Technological University
Bawana Road Delhi 110042
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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “Organisation focus on Customer satisfaction” is a bonafide work carried out by Mr. Ankur Sharma of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Place: Delhi

Date: 6th May, 2014

DECLARATION

I, Ankur Sharma, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the Dissertation Project Report on “Organisation focus on Customer satisfaction” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree.

Ankur Sharma

Place: Delhi

Date: 6th May 2014

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Ankur Sharma
MBA 2012-14 student at
Delhi School of Management, DTU
Delhi

EXECUTIVE SUMMARY

This study aims to understand as why and how organizations focus on customer satisfaction. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customers are the best source of information whether to improve an existing product or service or whether firms are planning to launch something new.

This study also helps in explaining that measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Study as how to estimate and analyze customer satisfaction using survey and Questionnaire is also explained.

In the Project, I have taken “Idea Cellular” from Telecom industry in which its market share, performance, product and services are discussed and market research activity is also done with an objective to find out the features that attracts the customer to subscribe to Idea cellular, to know the level of satisfaction of customers towards “Idea Cellular Services”. This is done by preparing a Questionnaire with random sampling procedure.

Based upon the same, I have drawn some conclusions and suggestions after analysis the final data.

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INTRODUCTION

Why Organizations Focus on Customer Satisfaction?

Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

Customer Satisfaction

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "moment of truth" as it is called in business literature) and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line—a definition that may Apply just as well to public services. Customer satisfaction differs depending on the situation and the product or service.

A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid "satisfaction" as a measurement objective because it is "too fuzzy an idea to serve as a meaningful benchmark."⁴ Instead, they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience.

For example, reporting methods developed for health care patient surveys often ask customers to rate their providers and experiences in response to detailed questions such as, “How well did your physicians keep you informed?” These surveys provide “actionable” data that reveal obvious steps for improvement. Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations

Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to “concentrate on a goal that’s more closely linked to customer equity.” Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business

Customer satisfaction depends on the product’s performance relative to a buyer’s expectation, the customer is dissatisfied. If preference matches expectations, the customer is satisfied. If preference exceeds expectation, the customer is highly satisfied or delighted. Outstanding marketing insurance companies go out of their way to keep their customer satisfied. Satisfied customers make repeat purchases insurance products and tell other about their good experiences with the product. The key is to match customer expectations with company performance. Smart insurance company’s aim to delight customers by promising only what they can deliver, then delivering more than the promise. Consumers usually face a broad array of products and services that might satisfy a given need. How do they choose among these many marketing makers offers? Consumers make choices based on their perception of the value and satisfaction that various products and services deliver.

Customer value is the difference between the values the customer gains from owning and using a product and the costs of obtaining the products customers from expectations about the value of various marketing offers and buy accordingly. How do buyers form their expectations? Customer expectations are based on past buying experiences, the opinion of friends and marketer and competitor information and promises.

Customer satisfaction with a purchase depends on how well the product's performance lives up to the customers' expectations. Customer satisfaction is a key influence on future buying behaviour. Satisfied customers buy again and tell others about their good experiences dissatisfied customer's of ten switches to competitors and disparage the products to others. An insurance provider open only to active duty, retired and separated military members and their immediate families and therefore not included in the rankings, achieved a satisfaction ranking equal to that any insurance company.

In general, customer satisfaction with auto insurance providers decreased significantly, with 20 of the 21 companies surveyed decreasing in satisfaction from the previous year. Insurance is the only carrier that did not experience a decline in satisfaction. Though consumers report their insurance carriers are resolving their claims and problems faster. Businesses survive because they have customers who are willing to buy their products or services. However, many businesses fails to "check in" with their customers to determine whether they are happy or not and what it will take to make or keep them happy.

According to U.S consumers' affairs department, it costs five times more to gain a new customer than to retain an existing one. Other studies have repeated that with just a five percent increase in Customer retention's a firm can raise its profitability customers spend salary at first, but with succeeding years of good experience, they will spend increasingly more.

Depending on the industry and the nature of the bad experience, dissatisfied customers will complain to 10 to 20 friends and acquaintances, which is three times more than those with good experiences are. Hence, the negative information is influential, and consumers generally place significant weight on it when making a decision. If that is not the reason enough, fierce competitor is needed more and more to differentiate firms from one another. With technology available to virtually every one today, the traditional features and cost advantages are no longer relevant. Still product and service quality provides an enormous opportunity to distinguish a firm from the rest. The Japanese have recognized this and have taught us to expect quality. Today's consumers do, and they know more about products and services than they ever did.

Customers are the best source of information whether to improve an existing product or service or whether firms are planning to launch something new. There is no substitution for "getting it from horse's mouth" When you talk to your customer directly, to increase your odds for achieving success you "mistake-proof" your decisions and work on what really matters. When you routinely ask the customers for feedback and involve them in business they, in turn, become committed to the success of your business.

1.2 Customer Satisfaction Measurement: -

A basic and effective base line customer satisfaction survey program should focus on measuring customer perceptions of how will the company delivers on the critical success factors and dimensions of the business as defined by the customers:

For example:

- Service Promptness
- Courtesy of Staff
- Responsiveness
- Understanding the customer problem, etc.

The findings of the company performance should be analyzed both with all customers and by key segments of the customer population. The essential starting point for Customer Satisfaction Measurement (CMS) is exploratory research. Since satisfaction is about an organization's ability. To meet customer requirement one has to start by clarifying with customers exactly what those requirements are. This is done through exploratory research using focus groups or one to one depth interviews.

Two main factors determine the accuracy of CMS. The first is the asking the right question and the second is the asking them to the right people sample of customers which accurately reflects the customer base.

Three things decide the accuracy of a sample. They are:

- It must be representative.
- It must be randomly selected.
- It must be adequate enough.

Measuring customer satisfaction

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

Work done by Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 delivered SERVQUAL which provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the researcher with a satisfaction "gap" which is semi-quantitative in nature. Cronin and Taylor extended the disconfirmation theory by combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation) into a single measurement of performance relative to expectation.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured.

Methodologies

American Customer Satisfaction Index (ACSI) is a scientific standard of customer satisfaction. Academic research has shown that the national ACSI score is a strong predictor of Gross Domestic Product (GDP) growth, and an even stronger predictor of Personal Consumption Expenditure (PCE) growth. On the microeconomic level, research has shown that ACSI data predicts stock market performance, both for market indices and for individually traded companies. Increasing ACSI scores has been shown to predict loyalty, word-of-mouth recommendations, and purchase behaviour. The ACSI measures

customer satisfaction annually for more than 200 companies in 43 industries and 10 economic sectors.

In addition to quarterly reports, the ACSI methodology can be applied to private sector companies and government agencies in order to improve loyalty and purchase intent. Two companies have been licensed to apply the methodology of the ACSI for both the private and public sector: CFI Group, Inc. applies the methodology of the ACSI offline, and Foresee Results applies the ACSI to websites and other online initiatives. ACSI scores have also been calculated by independent researchers, for example, for the mobile phones sector, higher education, and electronic mail.

The Kano model is a theory of product development and customer satisfaction developed in the 1980s by Professor Noriaki Kano that classifies customer preferences into five categories: Attractive, One-Dimensional, Must-Be, Indifferent, Reverse. The Kano model offers some insight into the product attributes which are perceived to be important to customers. Kano also produced a methodology for mapping consumer responses to questionnaires onto his model. SERVQUAL or RATER is a service-quality framework that has been incorporated into customer-satisfaction surveys (e.g., the revised Norwegian Customer Satisfaction Barometer) to indicate the gap between customer expectations and experience.

J.D. Power and Associates provides another measure of customer satisfaction, known for its top-box Approach and automotive industry rankings. J.D. Power and Associates' marketing research consists primarily of consumer surveys and is publicly known for the value of its product awards.

Other research and consulting firms have customer satisfaction solutions as well. These include A.T. Kearney's Customer Satisfaction Audit process, which incorporates the Stages of Excellence framework and which helps define a company's status against eight critically identified dimensions. For Business to Business (B2B) surveys there is the Info Quest box. This has been used internationally since 1989 on more than 110,000 surveys (Nov '09) with an average response rate of 72.74%. The box is targeted at "the most important" customers and avoids the need for a blanket survey.

Improving Customer Satisfaction

Published standards exist to help organizations develop their current levels of customer satisfaction. The International Customer Service Institute (TICSI) has released The International Customer Service Standard (TICSS). TICSS enables organizations to focus their attention on delivering excellence in the management of customer service, whilst at the same time providing recognition of success through a 3rd Party registration scheme. TICSS focuses an organization's attention on delivering increased customer satisfaction by helping the organization through a Service Quality Model. TICSS Service Quality Model uses the 5 P's - Policy, Processes People, Premises, Product/Services, as well as performance measurement. The implementation of a customer service standard should lead to higher levels of customer satisfaction, which in turn influences customer retention and customer loyalty.

1.3 Customer Satisfaction Surveys:

Surveys and questionnaires are the most common marketing research methods. Typically, they are used to:

- ✓ Assess the level of customer satisfaction with a particular product, service or experience
- ✓ Identify factors that contribute to customer satisfaction and dissatisfaction;
- ✓ Determine the current status or situation of a product or service;
- ✓ Compare and rank providers;
- ✓ Estimate the distribution of characteristics in a potential customer population; or
- ✓ Help establish customer service standards.

Benefits and Challenges:

Surveys allow an organization to quickly capture vital information with relatively little expense and effort. A primary advantage of this method is its directness: “the purpose is clear and the responses straightforward.” Additionally, the information gathered by surveys can easily be analyzed and used to identify trends over time. The public views consumer product polls and pollsters in a generally positive manner compared to political and other polls. One study found that at least sixty percent of the public feels that market research about products and services has a positive impact on society. Seventy percent consider the people who conduct such surveys to have positive impacts on society.

A major disadvantage of customer surveys is that the responses may be influenced by the measurement itself through various forms of bias. For example, most surveys are voluntary, and some researchers have found differences between survey respondents and non-respondents. People who respond to surveys answer questions differently than those who do not respond, and late responders answer differently than early responders.

COMPANY PROFILE

IDEA Cellular Ltd is a leading GSM mobile services operator in India with over 72 million subscribers, under brand IDEA. The company is a pan India integrated GSM operator covering the entire telephony landscape of the country, and has NLD and ILD operations. They offer affordable and world-class mobile services to varied segments of mobile users. The company is an Aditya Birla Group Company. They offers basic voice and short message service (SMS) services to high-end value added and general packet radio service (GPRS) services, such as Blackberry, Datacard, Mobile TV and Games. Their subsidiaries include Swinder Singh Satara and Co Ltd, Aditya Birla Telecom Ltd, Idea Cellular Services Ltd, Idea Cellular Infrastructure Services Ltd, Idea Cellular Towers Infrastructure Ltd and Carlos Towers Ltd. IDEA Cellular Ltd was incorporated in the year 1995 with the name Birla Communications Ltd. The company obtained licenses for providing GSM-based services in the Gujarat and Maharashtra Circles following the original GSM license bidding process. In the year 1996, the company changed the name from Birla Communication Ltd to Birla AT&T Communications Ltd following joint venture between Grasim Industries and AT&T Corporation. In the year 1997, they commenced operations in the Gujarat and Maharashtra Circles. In the year 2000, the company merged with Tata Cellular Ltd, thereby acquired original license for the Delhi Circle. In the year 2001, they acquired the RPG Cellular Ltd and consequently, they acquired the license for the Madhya Pradesh (including Chhattisgarh) Circle. Also, they obtained the license for providing GSM-based services in the Delhi Circle following the fourth operator GSM license bidding process. The name of the company was changed from Birla Communications Ltd to Birla Tata AT&T Ltd. In the year 2002, the name of the company was further changed to Idea Cellular Ltd and also, they launched the 'Idea' brand name. They commenced commercial operation in Delhi circle. In June 3, 2002, they acquired Swinder Singh Satara & Company Ltd through a share purchase agreement. In the year 2004, the company acquired Escotel Mobile Communications Ltd (subsequently renamed as Idea Mobile Communications Limited).

During the year 2006-07, the company commenced National Long Distance service to carry part of the Company's own traffic. They launched commercial mobile services in

the service areas of Rajasthan, Uttar Pradesh (East) and Himachal Pradesh. They made Initial Public Offering and raised Rs 25,000 million.

During the year 2007-08, the company expanded their network from 4432 cities and towns to 13308 cities and towns. They formed three new subsidiaries namely, Idea Cellular Services Ltd, Idea Cellular Infrastructure Services Ltd and Idea Cellular Tower Infrastructure Ltd. In February 2008, the company received the Unified Access Services Licences for the telecom service areas of Punjab, Karnataka, and Tamil Nadu including Chennai, North East, West Bengal, Kolkata, Jammu & Kashmir, Orissa and Assam.

During the year 2009-10, the company expanded their pan-India presence through service launches in Orissa, Tamil Nadu, Jammu & Kashmir, Kolkata, West Bengal, Assam and North East service areas, thereby making it a nationwide service provider. In April 2010, the company received a License for providing pan India Internet Services (ISP License). In the 3G Spectrum auction, the company emerged as a winner in 11 Service Areas viz. Maharashtra, Gujarat, Delhi, Kerala, Punjab, Haryana, Uttar Pradesh (E), Uttar Pradesh (W), Madhya Pradesh, Himachal Pradesh and Jammu & Kashmir, at a total cost of Rs 5,768.59 crore.

In March, 2011 Company launched 3G services in 9 out of these 11 service areas. The Company also entered into bilateral roaming arrangement for the service areas of Mumbai, Bihar, Karnataka, Delhi, Kolkata and Tamil Nadu (including Chennai), with leading quality operators, enabling it to offer 3G services in 15 service areas. The company is in the process of launching 3G services in Jammu and Kashmir service area.

Latest developments in idea Cellular:

- In June 2007 Idea Cellular acquired Escotel Mobile Communications and Escorts Telecommunications and now it has footprint across 11 telecom circles.
- Idea will invest Rs.1, 200 crores for network and capacity expansion to achieve 100 percent growth this fiscal.

- Singapore Technologies Telemedia Pte (STT) and Telecom Malaysia Bhd have jointly bought AT&T's entire 33.3 per cent stake in Idea Cellular.
- Idea has launched Enhanced Data for GSM Evolution (EDGE) services', offering higher Internet connection speed, quick downloads and other multimedia services on mobiles. This next generation service is launched only for Delhi and NCR subscribers (both prepaid and post- paid) initially.
- The company made a tie-up with Indian Oil Corporation, the largest petroleum company in India, to use their petrol pumps and gas agencies for branding and distribution of Idea SIM Cards and Recharge Vouchers. They were the first operator in India to launch Nokia Life Tools in association with Nokia.
- They launched 'International Airtime Transfer', a unique VAS service, whereby NRI community can directly recharge the prepaid mobiles of Idea subscribers in India through several international merchants and the web in Gulf, the USA and UK.

2.1 Product Profile

Idea Cellular offers a wide range of cellular services and products. Its post paid and prepaid services are supported by a variety of package plain to suit the needs of different customers. The company also offers a variety of value- added services. These are:

M- coupon:

Electronic discount coupons that customers can get on their mobile while they shop.

Voice courier:

Idea subscribers can send messages in their own voice to select GSM subscribers all across the country and to any land line or cellular subscriber in the US and Canada at a fraction of STD and ISD rates

M-chat:

An instant- messaging service that enables subscribers to chat with their friends in MSN, Yahoo and ISQ from Idea mobile (using the SMS feature). Idea's m-chat enables subscribers to chat with all the three chat rooms, MSN, Yahoo and ISQ, without having to tag along a laptop or computer with net connection.

SMS in nine vernacular languages:

Hindi, Gujarati, Marathi, Bengali , Telugu , Tamil , Malayalam, Kannada and Punjabi, in addition to English.

GPRS/MMS:

Idea Delhi was the first mobile phone operator to launch GPRS services in Delhi. Its 3G-compatible networks support General Packet Radio Service (GPRS), which allows subscribers to access Internet websites and information portals on Idea mobile. Another outstanding Application on GPRS is Multimedia Messaging service (MMS). Idea is among the pioneers in providing MMS. This innovation in mobile communication provides the subscriber the ability to communicate in voice or text with full colour images. With the introduction of GPRS on its network, Idea also supports the use of the GPRS phone as a modem, providing busy laptop armed executives the opportunity to log in wirelessly while on the move.

IDEA ROAMING:

The world is indeed becoming a smaller place; thanks to globalization and free economies and people's increasing love of travelling. And thank to God for cellular telephony's greatest boon: ROAMING. Be it your next town supplier of your across-the-state sales force; wish to breakfast over with a Singapore dealer or just enjoy London's fall with your cousins; IDEA'S roaming services take care of all your "communication on the move" needs. After all Idea understands your need to ALWAYS FEEL AT HOME, no matter where you are. So, ROAM with Idea. Friendly National International Your smile is worth it.

Friendly Roaming:

Idea offers you a very lucrative assortment of: friendly states” where you can roam and use our cellular services in the following cities covered for your interests: 1) Maharashtra-Goa 2) Gujarat 3) Madhya Pradesh- Chhattisgarh etc. Thus, with Idea Friendly Roaming, you can receive and make calls within any of the above visited network region as well’ though the latter will be charged standard STD rates. In case you visit a particular network outside Home network, and wish to call up a third none Home network region, you would be able to do so only if you have subscribed to STD feature by paying the necessary STD deposit, as Applicable in your Home network subscription charges. E.g. as a 9911700117 subscriber, you have your home network as Delhi. You will be able to make and receive calls on this Home IDEA Cellular number while roaming in Maharashtra- Goa, Madhya Pradesh – Chhattisgarh and Gujarat. If you travel to Madhya Pradesh you can call Madhya Pradesh and Delhi only, without having subscribed to STD facility at home. IN case you wish to call up Bangalore or Chennai or anywhere else in India while roaming in Madhya Pradesh, you need to opt for the STD facility. Friendly Roaming

National Roaming:

Country road . . . take me home, to the place I belong . . . thus sang John Denver in one of his famous songs “Country Road”. And Idea takes it upon itself to ensure that our country’s scattered geographies never fail to catch our network coverage, so wherever you travel in India, an Idea network is always within reach.

World Roam:

With Idea World Roam services, you can be close to home even when you’re globetrotting. With one of the finest roaming footprints in USA and most GSM countries in Europe, Far East Asia and Central Asia, you are assured of the most comprehensive coverage around the globe, with over 72 cellular service providers covering 53 countries.

Call Management Services:

What is technology without a bit of spice? That’s precisely why Idea thinks it right to bring to you a nice little consortium of features .Which really make cellular life so comfortable? Ranging from Caller Line Identity Presentation which lets the caller’s number to be displayed on your receiver, to Call Waiting-Call Hold which allows you to

put a call on hold while you are already speaking on one a toggle between the two; Idea takes so much effort to reinvent and keep your cell phone constantly endowed with such valuable features.

Caller Line Identification Presentation (Clip):

CLIP identifies the caller by displaying the number of the caller on the handset. This allows you the benefit of accepting or rejecting the call; although, at times Caller Line Identification may not appear due to technical problems in the originating network.

Call Hold/Call Wait:

This feature allows you to receive or make another call, while you are already busy with a call, without disconnecting it. You can receive or make a second call, by putting the first call on hold. You are billed for both the calls. You can activate call waiting by using the menu of your cell phone.

Call Diverts:

This feature enables you to divert an incoming call to a landline number within your city or a cell phone within the Idea network.

Call Conference:

This feature allows you to have a teleconference with up to five people at the same time, no matter where you are. The hand set should support this feature. You can conference with either cell or landline phones. All the calls in the conference are chargeable. This feature needs to be supported by the handset.

Short Messaging Services:

This feature allows you to send and receive messages, to and from, respectively; almost all national cellular operators. SMS allows you access to Services like receiving stock quotes, horoscopes, jokes, messages, email, news, and many others. It comes as an in-built feature to all Idea subscribers. Idea offers an array of services that help you manage your calls better.

Itemised Billing:

This feature gives you the details of all calls made and received, SMS sent during a month. Your monthly bill, therefore, will carry the details of the number called/received,

time and date of the call, duration, amount charged, number to which the SMS had been sent, etc. This feature is given by default, and can be deactivated on request

IDEA CHITCHAT: REGISTRATION & ACTIVATION PROCESS

- Application form along with ID proof to be forwarded to Idea Cellular
- On receipt of the same SIM would be activated.
- The customer has to make / receive a charged call to get registered in our network

Entry level cost : Total: Rs.99
 Any Processing : Rs. 149 per month assuming 1 recharge coupon of Rs. 324 / month (with Rs. 151 talk & Rs. 149 processing fee)
 Monthly free call : Nil allowances
 Duration of plan : Ongoing
 Any taxes, in : 10.2% service tax & any other taxes levied by addition to the above govt.

FEATURES OF IDEA CHITCHAT SERVICE

Features	Charges
Entry Price: Starter Pack	RS.50/-+ RS. 100/- Talk time + Validity: life long
Billing pulse	60 seconds
Caller Line Identification	Free
All Incoming	Zero
Outgoing Calls (Rs./min)	
Local	Rs. 60 seconds
To Cellular	Rs. 60 seconds
To Fixed/WLL	Rs. 1.minute

STD	
To Fixed / WLL (STD) 51-200	Rs. 1.75/minute
To Fixed /WLL (STD) 200-500	Rs. 1.75/ minute
To Fixed / WLL (STD) >500 Kms	Rs. 2.75/ minute
To Cellular	Rs. 1/ minute
ISD	
U.S.A, CANADA, AUSTRALIA, U.K, SAARC	Rs. 10.25/min
GULF AND REST OF THE WORLD	

SMS Charges	
Incoming	Free
O/G Mobile to Mobile: National & Home location	Re.1.ps Outgoing Message
O/G Mobile to Applications	Re. 1.00/- Outgoing Message
International SMS: Outgoing (Global)	Re. 1.00/- Outgoing Message
National Roam	
Rental	Nil
Outgoing airtime	Rs. 1.00/- + Operator Charge+ 15% Surcharge
SMS – O/g	Rs. 1 ps/-
International Auto Roam	
Rental	Nil
Int Roam-l/C	Rs.50/-
Int Roam-O / g	No Access
Int Roam SMS-O/g	No Access
SIM CHG 16K	Rs.100/-

How to remote re-charge:

There are two ways you can recharge.

1) From Mobile

- Dial 2222
- Choose the language – For English 1; Hindi 2;
- Choose the option – Balance 1; Recharge 2; Pin number change 3; Subscription Expiry 4
- Choose the option 2
- System asks for Voucher Number
- Enter the 13 digit PIN Code printed in the Recharge Coupon
- The system reconfirms the PIN Code entered

2) From Landline

- Dial 9848102222
- Enter the mobile number as per system request
- The system will prompt for PIN number
- System asks for Voucher Number
- Enter the 13 digit PIN Code printed in the Recharge Coupon
- The system reconfirms the PIN Code entered

PREPAID:

A Prepaid subscription is like a “cash & carry” subscription, designed for quick convenience & ease of mobility of our valued customers. To subscribe for a prepaid connection, do ask for the “IDEA Chitchat” Brand at our outlets. Under this type of subscription, you can pay in advance for using the services and your credit balance on the subscription keeps reducing in real time against usage. You will need to buy a pro-paid card, which may or may not have a preloaded calling value. If there is no default

preloaded calling value, then you will need to buy a recharge coupon to add calling value to your account. These recharge coupons are available in different denominations.

Every recharge coupon has a pre- defined calling value and a validity period. This means that you need to use the entire amount of your coupon within a certain time limit. In case you exceed the time limit or the coupon value, your number will be deactivated till such time as you renew your coupon. You will be given grace period beyond this time limit to recharge your account, If the account is not recharged within the grace period, the prepaid subscription is permanently deactivated and the balance, if any, is forfeited. Once the grace period is expired, the prepaid subscription gets permanently deactivated. In this case, you will need to buy a new prepaid card and gets a new cellular number as the old number can no longer be allotted.

Prepaid Recharge Coupons

MRP	Talktime (Rs)	Talktime Validity (Days)	Mode of Recharge (Electronic/ Paper)
10	7.90	NA	E-Recharge & Paper
20	15.80	NA	E-Recharge
30	23.70	NA	E-Recharge & Paper
50	41.50	NA	E-Recharge & Paper
80	70.00*	NA	E-recharge
100	86.00	NA	E-Recharge & Paper

Outgoing rates:

Local: Idea to Idea : 30p/min

Idea to other mobile : 60p/min

Land line : Rs 1.00/min

STD : Rs. 1.00/min

ISD :USA, CANADA, EUROPE, SAARC, AUSTRALIA: Rs. 11.00/min

GULF AND REST OF THE WORLD: Rs. 14.00/min

POSTPAID:

A post-paid subscription is also called a billing subscription. In this type of a connection, you can avail of the cellular connection first and pay for the usage at the end of the month. To avail this type of connection, you will be required to submit a signed Customer Service Agreement (CSA) from along with certain specified documents like proof of address, proof of income, etc. Your connection will be activated post the payment of the onetime charge or activation fee, a refundable deposit and verification of the requisite documents. On consistent and regular payment and high usage patterns, you could win yourself the opportunity to enjoy exclusive loyalty and frequent user facilities provided by Idea Cellular.

To avail of a post-paid connection, you will be required to arrange for the following documents:

Proof of residence like telephone or electricity bill or credit card statement or lease agreement. Proof of identity like, driving license, passport or voter's card PAN or GIR. In case you aren't able to provide either, you will be required to sign on Form 60. Passport size photograph while taking a new post-paid connection, you will be required to pay a one-time activation charge and a security deposit. Your SIM card will be activated on completion of all formalities.

Post-paid Charges

Plan Name	Choice Data 249
Monthly Rental	249
Activation charges/fees	NA
Refundable security Deposit	300
Free AirTime(FAT)	400 L/N Mins
Other Discounts	
SMS	100 L/N SMS
Data	400 MB 2G Data Free. Post 400 MB data charges @ 2P/10KB
Voice Call tariffs (Rs. Per Min)	

Local	
Idea to Idea	40p/min
Idea to Other Mobile	50p/min
Idea to Fixed Line	60p/min
STD	
Idea to Idea	60p/min
Idea to Other Mobile	60p/min
Idea to Fixed Line	60p/min
SMS	
Local	50p
STD	50p
ISD	Rs. 5
Roaming (on idea network)	
Incoming	75p/min
Local Outgoing	Rs. 1/min
STD Outgoing	Rs. 1.5/min
SMS (Local/ STD/ ISD)	Local - 1/STD - 1.5

Plan Name	Full Value 299
Monthly Rental	299
Activation charges/fees	NA
Refundable security Deposit	300
Free AirTime(FAT)	30000 L/N Secs
Other Discounts	
SMS	200 L/N SMS
Data	

Voice Call tariffs (Rs. Per Min)	
Local	
Idea to Idea	1.2p/s
Idea to Other Mobile	1.2p/s
Idea to Fixed Line	1.5p/s
STD	
Idea to Idea	1.2p/s
Idea to Other Mobile	1.2p/s
Idea to Fixed Line	1.5p/s
SMS	
Local	60p
STD	60p
ISD	Rs. 5
Roaming (on idea network)	
Incoming	60p/min
Local Outgoing	60p/min
STD Outgoing	60p/min
SMS (Local/ STD/ ISD)	Local - 1/STD - 1.5

Bill Payment

Idea gives you the convenient option of making your bill payment either by cash, local cheque/DD/PO/Internet or Credit Card. Payment should be made in favour of Idea Cellular Ltd. To ensure quick and easy processing of your payments, please write your account/cellular number on the reverse of the cheque /DD/PO and submit the same along with the remittance slip. Please don't use drop boxes cash payments.

INDUSTRY PROFILE

Cellular Industry:

The technology that gives a person the power to communicate anytime has spawned an entire industry in mobile Telecommunication. Mobile telephones have become an integral part of growth, success and efficiency of any business or economy. The most prevalent wireless technology in the world today, is GSM. The GSM ASSOCIATION (Global System for Mobile Communication) was instituted in 1987 to promote and expedite the adoption, development, deployment and evolution of the GSM standard for digital wireless communication. The association was formed as a result of a European community agreement on the need to adopt common standard suitable for cross border European mobile communications. Starting off primarily as it was then called soon came to represent the global system for mobile communications as it achieved the status of a worldwide standard. Mobile services based on GSM technology were first launched in Finland in 1991. Today, more than 690 mobile networks provide GSM services across 213 countries and GSM represents 82.4% of all global mobile connections. According to GSM World, there are now more than 2 billion GSM mobile phone users worldwide. GSM World references China as "the largest single GSM market, with more than 370 million users, followed by Russia with 145 million, India with 83 million and the USA with 78 million users."

An Overview of Cellular Industry in India:

The government of India recognizes that the provision of a world-class telecommunications infrastructure and information is the key to rapid economic and social development of country. It is the critical not only for the development of the information technology, but also has wide spread ramifications on the entire economy of the country. It is also anticipated that going forward, a major part of GDP of the country would be contributed by this sector. Accordingly, it is of vital importance to the country that there be a comprehensive and forward looking telecommunications policy that creates an enabling frame work for development of this industry.

The Indian government when considered the introduction of cellular services in to the country made a land mark decision to the Introduce the GSM standard, leapfrogging

obsolete technologies. Although cellular licenses were made technology neutral in September 1999, all the private operators are offering only GSM services. The first metro cellular network started operating in August 1995 in Calcutta. The industry already has 42 networks, covering more than 600 towns and 7 cities and several thousand villages and servicing more than 3 million subscribers all over the country.

Cellular telephony is still growing at a rate 50% annually in even the developed nations, with technology up gradation. Cellular services are now becoming popular in India. Telecom density is only 2 per 100, which is less than that of China (4.5 per 100) and the world average (10 per 100). Cellular penetration is currently low at 0.1% compared to China (1.1%) and Malaysia (2%) To improve penetration will require an investment of over RS 600 billion in the next 5 years. By the year 2000, the industry had already invested in excess of Rs.150 billion and it is estimated that the financial commitment of the industry over the next 5 years till 2005 will be Approximately Rs. 200 billion. As per the growth trends, COAI envisages a subscriber base of more than 80 million by 2015.

Contribution of the cellular industry:

Employment generation: it is estimated that the total employment generated by the cellular industry is to the tune of 50,000 of which the majority will be professionally qualified people. With the envisaged continuous growth of cellular networks, employment opportunities will grow in continuous proportions.

Growth in GDP: A World Bank report has drawn a direct relationship, between growth in tele industry and its impact on economic growth. The report states that for every 1-% increase in Tele-density, there is a 3% increase in the growth of GDP.

Increased FDI Flow: The telecom sector attracts the largest foreign direct investment in the country, with FDI inflow of RS.300 billion, accounting for almost one-fifth of FDI Approvals since 1991. Of this the bulk of the investment has flowed into the basic and cellular sectors with the actual FDI into cellular service equals to 50% of the total inflows into the telecom.

Heavy investment in infra structure: This sector is responsible for the single largest chunk of investment by any individual industry – with an actual investment of RS.150 billion till the year 2005 for the revenue generation for the government of India. The

cumulative revenues that have already flowed to the government of India through license fee and non- license fee sources by year 2000 are already in the region of RS.85 billion.

Latest developments in the Telecom sector:

In India telecom industry has gathered enough momentum in the past 5 years due to the entrance of the private players in the telecom sector. There are loud noises in the telecom sector. Obviously each operator shouted loudly when TRAI started unifying the access licenses. But gradually, they settled down and the transition led to an explosive growth of the sector. There will be even more growth when total unification takes place. TRAI is desperately working hard to bring in this transition.

Given this back ground, the citation of the Asia Pacific's Best regulator award 2004' for TRAI is really encouraging. It reads: "Telecom Regulatory Authority of India (TRAI) receives the Asia Pacific Regulator of the year award for its unprecedented decision to allow for unified licenses for telecom services in India ending finally the uncertain environment in which the telecom operators of India were working. The Indian telecom industry has been subjected to certain degree of regulatory confusion from the time [the] industry was liberalized initially led by concerns of independence of regulatory authority from the incumbent player. The situation was not helped by near astronomical figures quoted as bids by potential cellular and fixed licensees in the first round of liberalization of the entry of WLL based players complicated the already complex issues in the industry.

BY allowing for [an] unified licensing regime under which both basic and cellular operators are to be allowed to offer either type of service without the formality of acquiring a separate license has allowed the optimism back in the industry and favourable to foreign investors. The decision would allow the Indian Industry to grow Appreciably over the next few years and make telecom services available to a wide spectrum of the population in the country."

Tariffs did come down for consumers. Just a few years ago, mobile tariffs used to be RS.16 a minute at both ends. Today's regime of "calling Party Pays", convergence, and the falling trends of tariffs have lowered the effective charge to users, to below Re 1.00 per minute; (the effective charge takes into account outgoing as well as incoming

minutes). This declining trend, and the sector's consequential growth, is clearly demonstrated by the accompanying graph.

The role of telecommunication has evolved from that of plain information exchange to a multi-service field, with *Value Added Services (VAS)* integrated with various discrete networks like [PSTN](#), [PLMN](#), Internet Backbone etc. However, with decreasing [ARPU](#) and increasing demand for VAS has become a compelling reason for the service providers to think of the convergence of these parallel networks into a single core network with service layers separated from network layer. [Next-generation networking](#) is such a convergence concept which according to [ITU-T](#) is

A next-generation network (NGN) is a [packet](#)-based [network](#) which can provide services including Telecommunication Services and able to make use of multiple broadband, [quality of Service](#)-enabled transport technologies and in which service-related functions are independent from underlying transport-related technologies. It offers unrestricted access by users to different service providers. It supports generalized mobility which will allow consistent and ubiquitous provision of services to users.

Sales promotion:

Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. Sales promotion is a key ingredient in marketing campaigns.

Whereas advertising offers a reason to buy, sales promotion offers an *incentive* to buy. Sales promotion includes tools for *consumer promotion*- samples, coupons, cash refund offers, price offs, premiums, prizes, point - of- purchase displays and demonstration; *Trade promotion* – prizes off, advertising and display allowances, and free goods; and *business and sales for promotion* – trade shows and conventions, contests for sales reps and specialty advertising.

Factors that contribute to the rapid growth of sales promotion:

Internal Factors:

Promotion is now more accepted by top management as an effective sales tool; more product managers are under great pressure to increase current sales.

External Factors:

The number of brands as increased; competitors use promotions frequently, many brands are seen as similar: consumers are more price-oriented; the trade has demanded more deals from manufactures; and advertising efficiency has declined because of raising costs, media clutter and legal restraints.

1) Communication: They gain attention and usually provide information that may lead the consumer to the product.

2) Incentive: They incorporate some concession, inducement or contribution that gives value to the consumer. Incentive-type promotions are given to attract new tiers, to reward loyal customers and to increase the repurchase rates of occasional users.

3) Invitation: They include a distinct invitation to engage in the transaction now.

Companies use sales promotion tools to draw a stronger and quicker buyer response. Sales promotion can be used for short- run effects such as to dramatize product offers and boost sagging sales.

Major decisions in sales promotion:

In using sales promotion the following decisions are to be taken:

- Establish objectives
- Select the sales promotion tools
- Develop the program
- Pre-test the program
- Implement and control the program
- Evaluate the results

Impact of Brand Endorsement on promotion

Research on image built through endorsement of celebrities show that there are three aspects that influence a consumer's attitude of a brand.

These are:

- Attractiveness
- Trustworthiness
- Expertise

Examples of how some celebrities in India have been use in advertising in India have been used in advertising to enhance brand image are listed below.

A film actress like Katrina Kaif is a credible source of information for soap. Khaitan, the owner of the brand himself assures 100% reliability of the brand in the advertisement thus making the information dependable. The Uprightness of Seshan makes him credible when he recommends a frozen vegetable brand claiming that if you are a vegetarian you need not be “soft.” Nanina Bolsover, well-known beautician can credibly advertise for sun silk and Tendulkar for Rocker

Aspects of a Brand	Image	<u>Celebrity</u>	Product
Attractiveness	Elegant Beautiful Classy	Renuka Sahni Kareena kapoor Saif ali khan	Whisper Lux “ Asian Paints” Royale
Trustworthiness	Dependable Honey Reliable	Khaitan Seshan T.N Sachin Tendulkar	Khaitan Fan Frozen Vegetable Boost
Expertise	Knowledge Qualified Skilled	Sachin Tendulkar Naina Balsavar Amjad Ali Khan	Rockers Shoes Shampoo Bazooka

“What is Neff to one person can be cult to someone else. The key is making sure an advert or endorsement hits the right note with the people you are looking to retain or convert into customers.”

- Celebrity endorsements help *garner saliency, connectivity, brand differentiation and brand values*. For Nerolac one of the biggest takeaways from the advert with Amitabh Bachchan was saliency. He cut across all class, caste barriers because of his cult status and his attention getting value.
- Celebrities can increase consumer’s awareness of the advertisement, capture their attention and make adverts more memorable
- Heroes, authors, entertainers, and athletes; almost everybody seems to have been a part of this tradition. In more ways than one, a celebrity is the product of information age. Celebrities may be manufactured, but they do meet a psychological need.
- Using a celebrity in advertising is therefore likely to positively affect consumers’ brand attitudes and purchase intentions.
- They help in raising awareness of not only you’re your ad campaign but also help in profiling your organization to larger audiences and get media coverage.
- Not only that, but they help in *repositioning* the organization in the public perception and bolster a long running campaign.
- Celebrities are known to be fine spokespersons and great tools for marketing because they provide a “set of characteristics”

That supports consumers in evaluating the presented brand. In contrast to anonymous endorsers, celebrities add value to the image transfer process by offering meanings of extra depth and power

MAKE WAY FOR AN IDEA. IT WILL CHANGE YOUR LIFE.

Born Of Intelligence bred on convenience that's Idea Chit Chat for you. Our prepaid cellular service delivers superior calling and value added capabilities. On the strength of our state-of-the-art INTELLIGENT SYSTEM. And when it comes to you from the world leader in telecommunications, rest assured; IDEA will change your life. The Idea Chit Chat is a rechargeable SIM card easily available across a host of dealer and retail outlets all over your city. The STARTER PACK includes the SIM and "complimentary" airtime with a limited expire period, before which you will need to "top up" your Chit Chat account with "sufficient talk time value" by buying RECHARGE VOUCHERS of variable denominations and RECHARGING them on your SIM card account.

All Idea Chit Chat cards are equipped with formidable features like short Message Services (SMS), National Roaming, Caller Line Identification Presentation (CLIP) and Long Distance (STD) as well as International Calling (ISD). To sound more sweet Idea Chit Chat doesn't come with any hassles of bills, payment due dates, late payment charges, rental or deposits. Instead it sets you free with instant balance enquiry, round-the-clock recharge facility, on-line recharging system and a 24 hours; 365 days Customer Care Service.

RESEARCH METHADODOLOGY

3.1 METHOD OF RESEARCH

Survey method:

A Survey is a complete operation, which requires some technical knowledge. Survey methods are mostly personal in character. Surveys are best suited for getting primary data. The research obtains information from the respondents by interviewing them.

Sampling: It is not always necessary to collect data from whole universe⁴. A small representative sample may serve the purpose. A sample means a small group taken in a large lot. This small group taken in a large lot. This small group should be emanative cross section and really “representative” in character. This selection process is called sampling.

Sample size: Samples are devices for learning about large masses by observing a few individuals. The selected sample is 100.

Methods of Sampling

Random sample method:

The method adopted here is random sampling method. A Random sample is one where each item in the universe has an equal chance of known opportunity of being selected.

Research Instrument

Questionnaire:

A questionnaire is a carefully compiled logical sequence of questions directed to a definite objective. It is the outline of what information is required and the framework on which the data is built upon. Questionnaire is commonly used in securing market information that its preparation deserves utmost skill and care.

Collection of data:

One of the important tools for conducting market research is the availability of necessary and useful data. Data collection is more of an art than a science. The methods

of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

Internal sources:

Every company has to keep certain records such as accounts, reports etc. these records provide sample information which an organization usually keeps collection in its working.

External sources:

When internal records are insufficient and required information is not available, the organization will have to depend on external sources. Of data are.

a) Primary data:

The data collected for a purpose in original and for the first time is known as primary data. The researches collect this data to study a particular problem.

Here the primary data is data collected through questionnaire by directly meeting the customers

b) Secondary Data:

The data, which is collected from the published sources i.e., not originally collected of the first time is called secondary data.

Here the secondary data is data collected from the company's brochures, pamphlets, catalogues and the website.

QUESTIONNAIRE

1. Do you own/use a cell phone? []

(a) Yes (b) No

2. If you own/use a cell, which service you're using at present? []

(a) IDEA (b) AIRTEL (c) VODAFONE

(d) RELIANCE (e) CELLONE

3. Which type of service do you use? []
(a) Prepaid (b) Post-paid
4. If prepaid, which recharge coupon you often use? []
(a) Rs. 111 (b) Rs. 324 (c) 540
(d) Rs. 1080 (e) Blow 100
5. Do you know about Idea? []

 Yes () No ()
If yes, how you came to know?
(a) Television (b) Print media (Newspaper / Magazines)
(c) Friends / Relatives (d) Hoardings / Bill boards
(e) Any other (specify) _____
6. What features attract an Idea card purchase? []
(a) Most friendly and affordable plans (b) Best quality Network
(c) Widest coverage in Delhi d) Brand Loyalty
7. Suggest features you think needs improvement []

(a) Service (b) Transparency in Billing
(c) Call Clarity (d) Any other (specify)
8. Which sales promotion activity do you think would be more effective in grabbing more market share?

(a) Extra talk time (b) Customized recharge facility []
(c) Free incoming for more than one month
(d) Any other (specify)

9. Suggest which Brand Ambassador will effect sales promotion? []

- (a) Film star (b) Sports person
- (c) Musician/Politician (d) Company CEO

10. What makes Idea most preferred? []

- (a) Widest coverage in Delhi
- (b) Brand Loyalty
- (c) Most economical and friendly packages
- (d) Best quality & extensive network

11. Which brand do you recommend if given a choice? []

- (a) IDEA (b) AIRTEL
- (c) VODAFONE (d) RELIANCE
- (e) CELLONE

12. How do you rate the services at "Idea Cellular" []

- (a) Excellent (b) Good
- (c) Satisfactory (d) Poor

13. How do you rate idea 3g internet recharge plans?

- (a) Excellent (b) Good
- (c) Satisfactory (d) Poor

Name –

Age-

3.2 Need for the Study

Customer satisfaction survey is a systematic process for collecting consumer data, analyzing this data to make it into actionable information, driving the results throughout an organization and implementing satisfaction survey is a management information system that continuously captures the voice of the customer through the assessment of performance from the customers' point of view.

3.3 Objectives of Study

The setting of objective is the corner stone of a systematic study. The study will be fruitful one when the basis laid down is a concrete one they represent the desired solution to the problem and help in proper utilization of opportunities.

Objectives:

The objectives of the research are:

1. To find out which sales promotion tools will increase the sales
2. To find out how brand ambassador can influence sales promotion.
3. To find out the market share of “idea Cellular”
4. To know the features that attracts the customer to subscribe to Idea cellular.
5. To know the level of satisfaction of customers towards “Idea Cellular Services”

Limitations of the Study

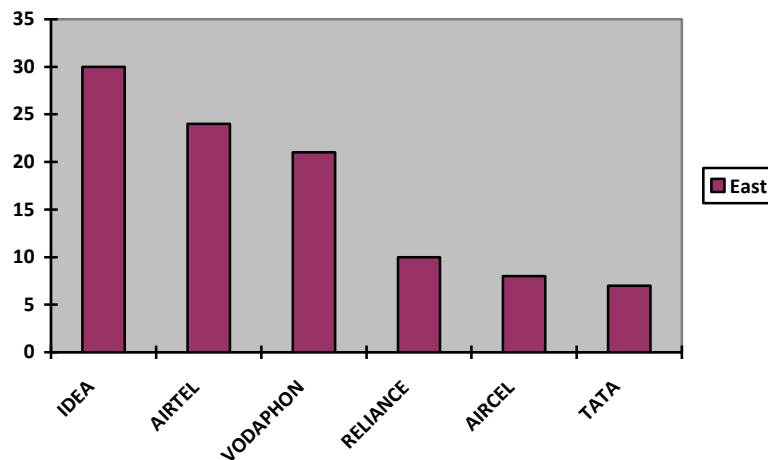
- 1) Time factor was the main limitation for the study as the project was restricted to small period.
- 2) The research was limited only to the Delhi so the result can't be generalized to the whole market.
- 3) The sample taken for research was concerned only for 100 customers rather than millions of customers scattered around the world.
- 4) Since the project has to be completed within a short period of time the information collected could be biased.
- 5) Online Questionnaire was used, therefore only few respondents of non internet users were there.

DATA ANALYSIS AND INTERPRETATION

1: The mobile service subscribed by the respondent

Sl. no	Mobile service	No. of respondents	Percentage
1	Idea	30	30
2	Airtel	24	24
3	Vodafone	21	21
4	Reliance	10	10
5	Aircel	8	8
6	Tata docomo	7	7
	Total	100	100

Mobile service subscribed by the respondents



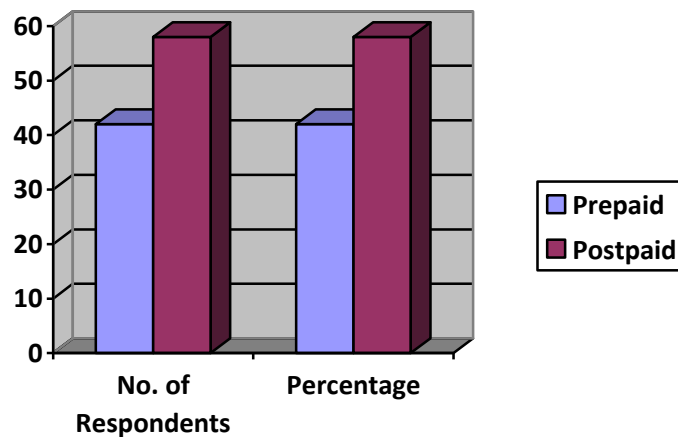
Inference: 30% respondents of Idea, 24% respondents of Airtel, 21% respondents of Vodafone, 10% respondents of Reliance. From this we come to know that largest segment of respondents are of idea then come Airtel and Vodafone.

2: The cellular subscribers preferring the type of service

Table 2:

Sl. no	Type of service	No. of respondents	Percentage
1	Pre Paid	42	42
2	Post Paid	58	58
	Total	100	100

Cellular subscribers preferring the Type of service



Inference:

42% respondents of Idea are using pre paid

58% respondents of Idea are using post paid

From this we can conclude that most of the respondents of Idea prefer post-paid service than to pre paid

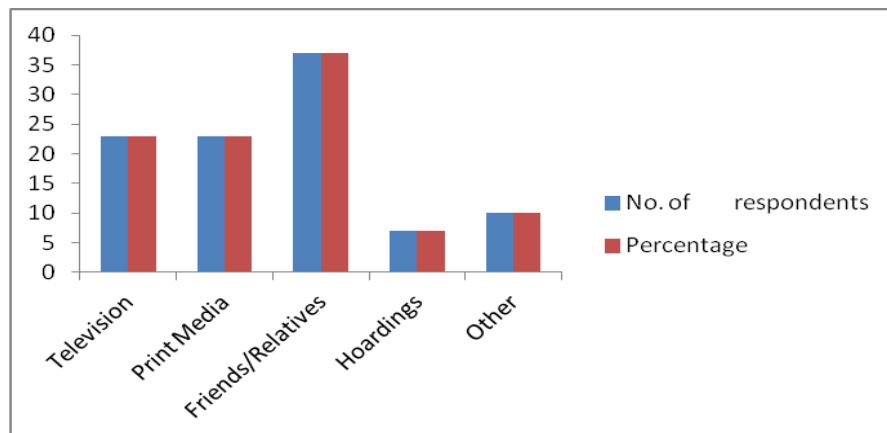
MODE OF AWARENESS

3: Through which media respondents came to know about Idea.

Table 3

Sl. No	Type of media	No. of respondents	Percentage
1	Television	23	23
2	Print Media	23	23
3	Friends/Relatives	37	37
4	Hoardings	7	7
5	Other	10	10
	Total	100	100

Type of Media



Inference: 23% respondents came to know through television, 23% respondents came to know through print media, 37% respondents came to know through friends / relatives, 7% respondents came to know through hoardings, 10% respondents came to know through others.

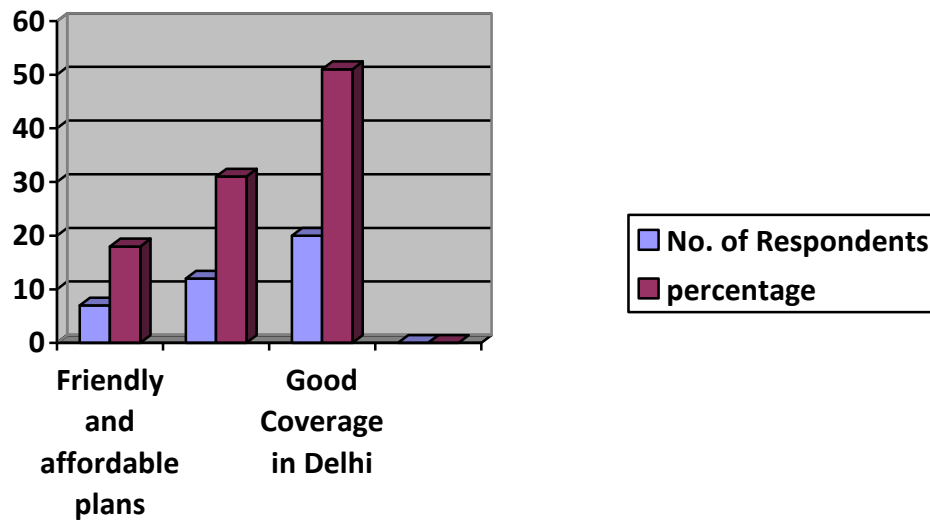
From this it is clear that most of the respondents came to know about idea through friends / relatives.

4. The features that attract an Idea card purchase

Table 4

Sl.no	Features	No of respondents	Percentage
1	Most friendly & affordable plans	7	18
2	Best quality network	12	31
3	Widest coverage in Delhi/NCR	20	51
4	Brand loyalty	0	0
	Total	39	100

Features that attract Idea card purchase



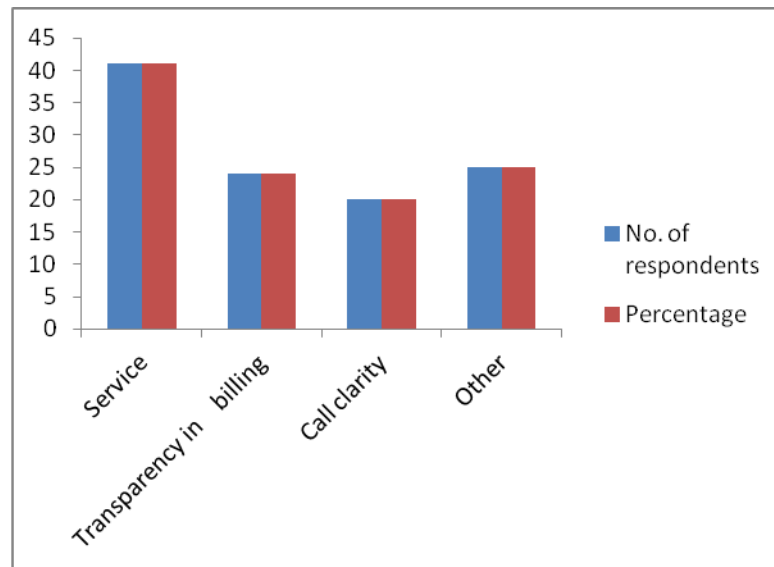
Inference: 18% respondents are attracted towards Idea's most friendly & affordable plans. 31% respondents are attracted towards Idea's best quality network. 51% respondents are attracted towards Idea's widest coverage in Delhi. 1% respondents are attracted towards Idea's brand loyalty.

5. The features that need improvement.

Table 5

Sl. No	Features	No. of respondents	Percentage
1	Service	41	41
2	Transparency in billing	24	24
3	Call clarity	20	20
4	Other	25	25
	Total	100	100

Features need to Improve



Inference: 41% respondents say service need improvement.24% respondents say more transparency in billing should maintained.20% respondents say call clarity need improvement.25% respondents say other features need improvement.

From this we conclude that most of the respondents need improvement in service.

6. The sales promotion tools.

Table :6

Sl. No	Sales Promotional tool	No. of respondents	Percentage
1	Extra talk time	38	38
2	Customized recharge facility	9	9
3	Attractive recharge coupon	38	38
4	Other	15	15
	Total	100	100

Sales Promotion tools

Inference: 38% respondents suggested for extra talk time.9% respondents suggested for customized recharge facility.38% respondents suggested for attractive recharge coupon than 1 month.15% respondents gave other suggestions for sales promotion.

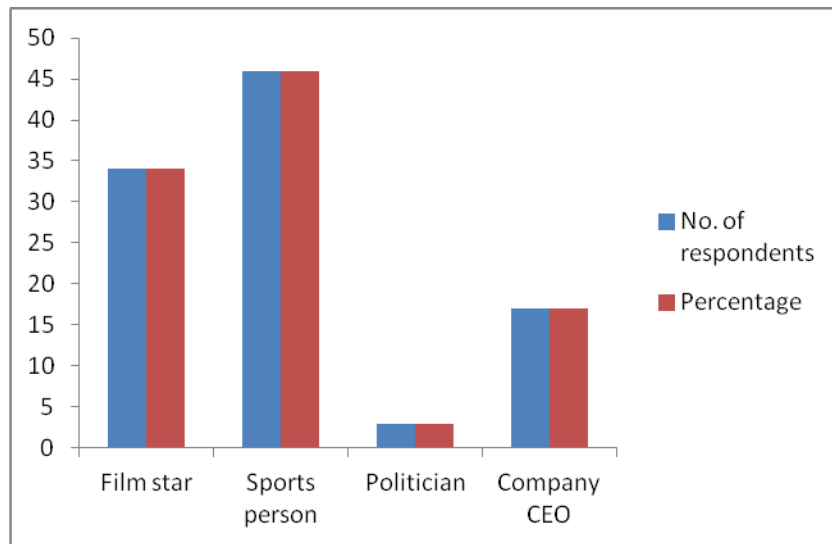
From this we can say that respondents prefer extra talk time and free incoming for more than 1 month as good sales promotional tools.

7. The Brand ambassador who can influence sales

Table 7

Sl. No	Brand Ambassador	No. of respondents	Percentage
1	Film star	34	34
2	Sports person	46	46
3	Politician	3	3
4	Company CEO	17	17
	Total	100	100

Brand Ambassador



Inference: 34% respondents suggested for film star as brand ambassador. 46% respondents suggested for sports person as brand ambassador. 3% respondents suggested for politician as brand ambassador. 17% respondents suggested for company CEO as brand ambassador.

From this it is clear that more respondents prefer sports person to film state

8: The features that make idea cellular the most preferred.

Table 8:

Sl. No	Features	No of respondents	Percentage
1	Widest coverage in DELHI	15	39
2	Brand loyalty	0	0
3	Most Economical and friendly packages	11	29
4	Best quality and extensive network	13	32
	Total	39	100

Features of Idea Cellular preferred

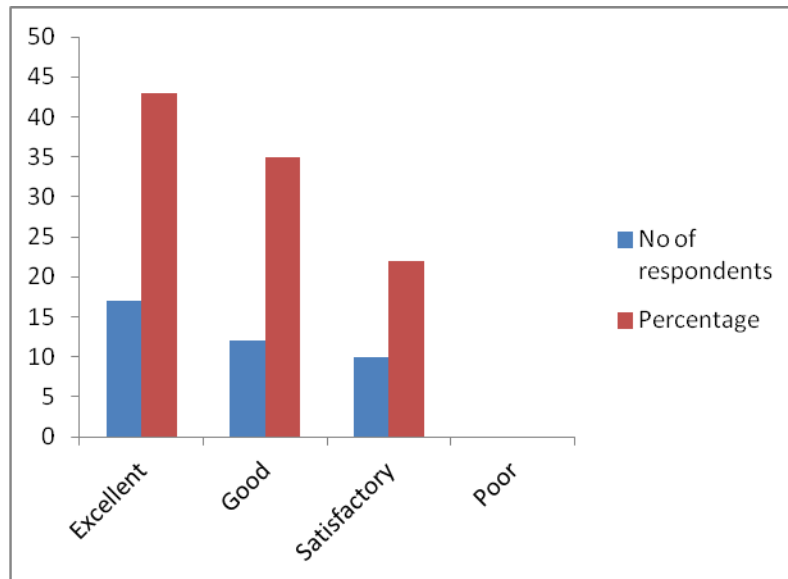
Inference: 39% respondents suggested for extra talk time.29% respondents suggested for customized recharge facility.32% respondents suggested for free incoming for more than 1 month.15% respondents gave other suggestions for sales promotion.

9: The ratings the respondents gave for “Idea Cellular” services.

Table 9

Sl. No	Ratings	No of respondents	Percentage
1	Excellent	17	43
2	Good	12	35
3	Satisfactory	10	22
4	Poor	0	0
	Total	39	100

Ratings of Idea Cellular Services



Inference:

43% respondents rated an excellent.

35% respondents rated as good.

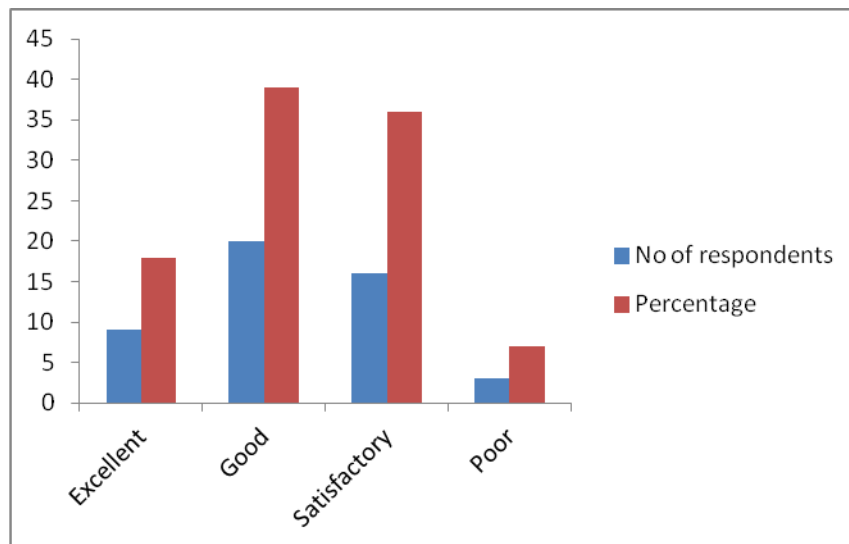
22% respondents rated satisfactory.

10: The opinions of respondents towards the Idea’s recently launched recharge coupon Idea 3G.

Table 10

Si. No	Ratings	No of respondents	Percentage
1	Excellent	9	18
2	Good	20	39
3	Satisfactory	16	36
4	Poor	3	7
	Total	49	100

Opinion of Respondents



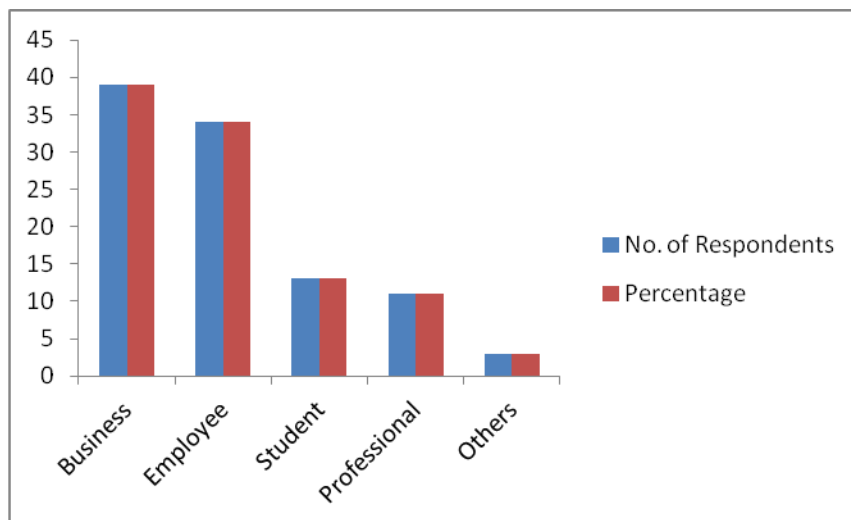
Inference:18% respondents rated as excellent.39% respondents rated as good.36% respondents rated as satisfactory.7% respondents rated as not exciting.

11: The occupation of respondents.

Table 11

Si. no	Occupation	No. of Respondents	Percentage
1	Business	39	39
2	Employee	34	34
3	Student	13	13
4	Professional	11	11
5	Others	3	3
	Total	100	100

Occupation of Respondents



Inference: 39% respondents are businessmen.34% respondents are employees.13% respondents are students.11% respondents are professionals.3% respondents are other.

FINDINGS

1. Most of the respondents of Idea prefer post-paid service than to pre paid
2. Most of the respondents came to know about idea through friends / relatives.
3. Nearly 50 percent of respondents are attracted towards Idea's widest coverage and the remaining 50 percent towards other features.
4. Most of the respondents need improvement in service
5. More respondents prefer sports person to film star as brand ambassador.
6. Some Respondents needs price cut in 3G internet schemes.

RECOMMENDATIONS

1. Customers want the company to take feedback regarding services and info the about new tariff plan charges
2. Idea should change pulse rate from 1 minute to 15 seconds
3. Customers want more improvement in service.
4. “Idea Cellular” should give more advertisement. Although television and Radio advertisement are doing well, newspapers ad should pace more hoarding and billboards.
5. Idea must make clear the conditions Applicable with long term recharge plan (full talk time and 3G).
6. Idea should give extra talk time and reduce rental charges.
7. Call clarity should be improved.
8. Customers have suggested for customized recharge facility
9. Many customers have suggested of free SMS service and free outgoing calls within the CUG.
10. The package design is not communicative and eye catching, so package designs and colour has to blend harmoniously to make the package communicative.
11. Network should be expanded to rural areas also.
12. Idea must improve their personnel selling and direct contacting to provide customers full knowledge about their products.
13. 3G plans should be more attractive and moderate in terms of pricing in order to gain an edge over its competitors

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