Major Project Report on

CRM IN AIRTEL

Submitted by

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CERTIFICATE

This is to certify that Mr. Arpit Jain has completed the term project **CRM IN AIRTEL**, under the guidance of Dr. Abhinav Chaudhary as part of Executive Master of Business Administration (EMBA) Curriculum of Delhi School of Management, New Delhi. This is an original piece of work and has not been submitted elsewhere.

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DECLARATION

I, Arpit Jain, Roll No 23/EMBA/07, student at Delhi School of Management, Delhi Technical University, Bawana Road Delhi – 110042, studying in EMBA 2023-2025 hereby declare that I have completed the project on CRM IN AIRTEL during the Academic Year 2023-2025 under the guidance of Project Guide Dr. Abhinav Chaudhary. The information submitted is true and original to the best of my knowledge.

………………………

Delhi School of Management
Delhi Technological University

ACKNOWLEDGEMENT

Any endeavor has always relied heavily on inspiration, motivation, and perseverance. Any dissertation that is successfully and satisfactorily completed is the result of the priceless combined effort of many individuals working in radial direction. While extensive, diverse, and worthwhile reading efforts result in a significant amount of knowledge gained from books and related information sources, real expertise is attained through hands-on work and experience. After finishing this project with many people's assistance and support, I feel satisfied and relieved, and it is my responsibility to sincerely thank them.

I express my sincere gratitude to Dr. Abhinav Chaudhary for his excellent guidance, constant advice in the course of this work.

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ABSTRACT

The present study aimed to understand the significance of customer relationship management (CRM) practices for an organization and it additionally analyzed the CRM practices at Airtel. The study comprehended that CRM that works well helps service representatives, sales representatives, administrative staff, finance and executive staff perform their jobs more efficiently, more quickly, and in less time. Sales representatives can promptly follow up with prospects and obtain the precise information required for a successful closure. It is possible to assess the viability of marketing and make improvements to maximize the return on investment for marketing expenditures. When providing service, clients can be attended to quickly, and the precise nature of an issue can be swiftly identified and resolved.
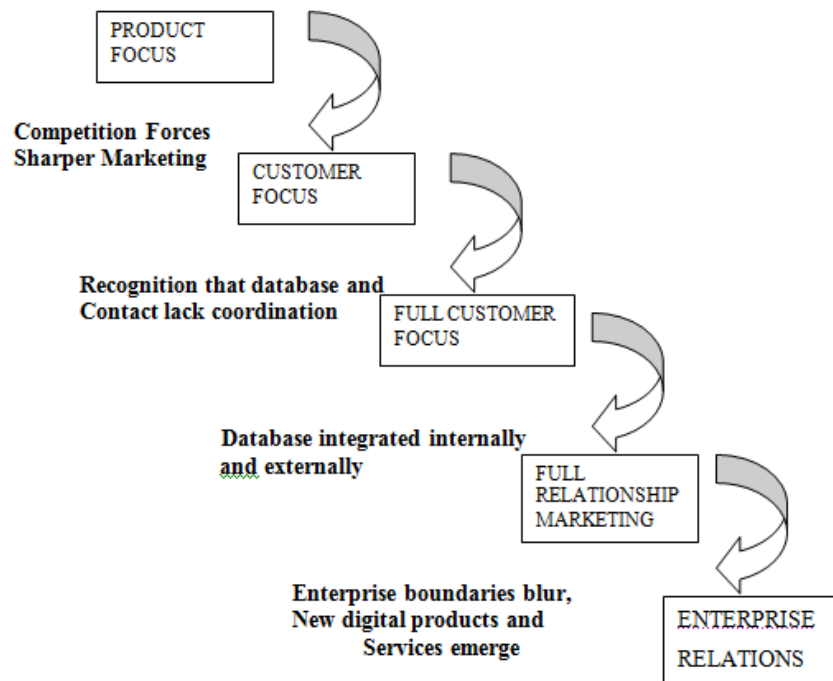
Chapter-1

Introduction

1.1 Introduction

Bharti Airtel Limited, commonly known as Airtel, is an Indian telecommunications Services Company headquartered at New Delhi, India. It is headed by Mr. Sunil Bharti Mittal, who is the Chairman and CEO of Bharti Enterprises. Airtel provides telecommunication services to 19 countries including India, South Asia and Africa. Airtel has GSM network in all countries, providing 4G and 5G services depending upon the country of operations. Airtel is the world's fourth largest mobile telecommunications company with over 440 million subscribers across 20 countries as of January 2025. It is the largest cellular service provider in India, with 280.76 million subscribers as of January 2025.. Bharti Airtel's consolidated revenue for Q3 of the financial year 2025 (ending December 31, 2024) was INR 45,129 crore, representing a 19.1% year-on-year growth. The company operates in four strategic business units, namely Mobile, Telemedia, Enterprise solutions and broadband & telephone services (B&T).

PRODUCT
FOCUS

**Competition Forces
Sharper Marketing**

CUSTOMER
FOCUS

**Recognition that database and
Contact lack coordination**

FULL CUSTOMER
FOCUS

**Database integrated internally
and externally**

FULL
RELATIONSHIP
MARKETING

**Enterprise boundaries blur,
New digital products and
Services emerge**

ENTERPRISE
RELATIONS

1.2 Company Profile

You are receiving Airtel from Bharti Cellular Ltd. a grouping of industry titans in the telecommunications sector. On November 14, 1995, Airtel began offering its services in Delhi. After seven years of pursuing higher customer satisfaction, Airtel currently has over six fifty thousand customers. Through marketing innovations, ongoing network technological upgrades, the launch of new subsequent generations value-added services, and the best possible customer care, Airtel has redefined the industry. The Indian cellular business has been able to follow the standards that Airtel has continuously set.

- In November 1995, the first cellular service was introduced in Delhi.
- The first operator, Airtel Connect (exclusive showrooms), launched in 1995 and revolutionized the notion of retailing. In Delhi and the nearby towns, Airtel currently has over 350 dealers and 20 "Connects" for customer care.

- The first to present the Intelligent systems Network Platform in Delhi and to extend its network by building a subsequent mobile device switching center in April 1997.
- The first to offer roaming services to its customers by creating the World 1 Network association.
- The first in the USA to offer roaming capabilities. Savor mobile roaming in more than 700 cities and 38 partner networks. Additionally, travel to 119 foreign locations—such as the USA, Canada, the UK, and other nations—through 284 partner networks.

![airtel logo]

The Airtel Logo

The airtel logo is a strong, contemporary and confident symbol for a brand that is always ahead of the rest. It is specifically drawn wordmark.

Core Value of the Company

- Empowering people : To do their best
- Being flexible: change according to an environment &evolving customer needs
- Make it Happen: Energize new idea with strong passion & entrepreneurial spirit
- Openness & Transparency:with an initiate desire to do good
- Creating positive impact:with a desire to create meaning impact in society

Bharti's Airtel Vision

By 2030 Airtel will be the most admired brand in India:

-Loved by most customers.

-Targeted by top talent

-Benchmarked by more business

We at Airtel always think in fresh and innovative ways about the need of our customers and how we want them to feel. We deliver what we promise and go out of

our way to delight the customer with a little bit more.

Bharti Airtel mission

To be globally admired for telecom services that delight customers.

We will meet global standards for telecom services that delight the customers through:

-Customer Service Focus

-Empowered employees

-Cost Efficiencies

-Unified Messaging Solutions

-Innovative Product & Services

-Error-free service delivery

1.3   Objectives of the study

- To understand the significance of customer relationship practices for an organization.
- To critically analyze the CRM practices at Airtel.
- to enrich the lives of its customers and grow market share through a focus on customer experience, innovation, and sustainability
- Customer-centric:
  Win customers for life:
  Airtel aims to win customers by providing exceptional experiences and fostering lasting relationships.
- Enhance customer experience:
  They focus on improving the overall experience with their services, including digital platforms and tools.
- Understand customer needs:

Airtel emphasizes understanding the needs of its diverse customer base and adapting solutions accordingly.

Growth and Financial Performance:

- Grow market share**:** Airtel seeks to expand its market position and customer base.
    - Grow revenue**:** They aim to increase revenue through various services and digital offerings.
- Drive down costs: Airtel focuses on operational efficiency and cost management.

Sustainability and Social Responsibility:

- Sustainability: Airtel is committed to environmental protection, community well-being, and inclusive growth.
- Digital Inclusion: They aim to empower communities through digital solutions and initiatives.
- Environmental Responsibility: Airtel prioritizes green initiatives and responsible resource management.

Chapter-2

Literature Review

This document provides a literature review of Airtel, one of the largest telecom companies in India and the world. It discusses:

1. The early history and evolution of Airtel over time, from its founding in 1995 launching services in Delhi to its growth and acquisitions nationally and internationally.

2. The initial positioning of Airtel as an aspiration brand for the elite with the tagline "Power to Keep in Touch" and subsequent repositioning as mobile services became more widespread.

3. Brand logos and ambassadors used by Airtel over time, including Sachin Tendulkar and Shahrukh Khan, to tap the youth market in India as it grew

According to a recent Harvard Business Review article, profits can rise by 25% to 95% through improving client retention counts by 5%! In fact, it found that the secret to raising profits is keeping customers. The article went on to say that one of the five main factors influencing

loyalty is providing excellent customer service. The belief of subpar service is the main cause of customer attrition.

But the goals of customer relationship management (CRM) go beyond simply enhancing customer care; they also include boosting sales. Businesses used to rush to deploy expensive Enterprise Resource Planning (ERP) systems because they were primarily concerned with increasing revenue through better data flow and customer engagement. It's much harder to comprehend, though, how technology can improve customer interaction and boost revenue.

CRM that works well helps service representatives, sales representatives, administrative staff, finance and executive staff perform their jobs more efficiently, more quickly, and in less time. Sales representatives can promptly follow up with prospects and obtain the precise information required for a successful closure. It is possible to assess the viability of marketing and make improvements to maximize the return on investment for marketing expenditures. When providing service, clients can be attended quickly,

and the precise nature of an issue can be swiftly identified and resolved.

Data can move quickly and easily throughout an organization—and, in most cases, the entire organization—when the proper CRM solution is in place. Increased sales, satisfied clients, and a significantly better bottom line are the end results. Sometimes there are almost immediate financial gains from cost reductions brought about by increased staff productivity, better follow-up on sales, enhanced marketing and customer service, and an overall remarkable increase in overall organizational efficiency.

A company may recognize the right consumers, target them with proposes at the appropriate moment, and deliver the data via the right channel—for example, email campaigns, postal deliveries, cellphone calls, trade shows, etc.—by managing their customer relationships. CRM software helps a company to store important data, which can then be used to address specific client service issues, boost sales, and build databases of data that represent the unique consumer characteristics of its target audience. Many people think CRM is solely focused on technology. That's just one side of the story, though; CRM also encompasses an organization's data and the copious amount of information contained within it, as well as how its personnel use and interpret that data. Although there are some fundamental guidelines for effective sales and marketing, there can be significant differences amongst various business models. While there are many management similarities between the production of guitars and copiers, there are also significant differences in each

company's customer relationships, sales cycle, and servicing schedule.

Care must be taken to configure the system in a way that makes sense and is consistent so that an organization can integrate its company's operations plan into the software application's structure. In this manner, the company's management instructs the application to perform its bidding; however, the application needs to be sufficiently adaptable to facilitate this.

CRM, Sales and Marketing

"Know your client, assist your business" is a saying that definitely holds true for CRM and marketing.

Marketing is, without uncertainty, a crucial aspect of CRM database evaluation and implementation. Marketing should ideally use the appropriate medium to reach the right customer at the right time with an appropriate message in order to be effective. However, without access to information about consumers' purchasing habits, marketing frequently turns into a

money-wasting black hole. Therefore, a good CRM program that makes it simple for a company to obtain vital sales and marketing data not only quickly pays for itself but also turns into a useful tool for enhancing the company's top (revenue) and bottom (profit) lines. Increasing sales through improved data management and enhancing marketing efficacy through the gathering, evaluating, and application of priceless customer data both boost the bottom line. Through the use of CRM solutions for task and contact management, as well as, in certain situations, interfaces with other software applications like accounting software, the bottom line is enhanced by decreasing turnaround times and costs and by raising staff productivity overall.

The modern economy is tough; when profit margins narrow, quality may suffer. No one wants to wait on hold for hours on end. Frequently, prospects request an instant quote or invoice. When "hot prospects" turn ice, sales representatives fall considerably behind on their phone lists due to improper record keeping and delayed access to information. Access to

data—the same information, from an array of positions—is essential for survival because particle flow and delivery speed are critical factors. The same data must be available to all departments—sales, shipping, service, accounting, and even the executive branch—often simultaneously. CRM requires that all individuals who interact with a customer share the same data, and that data must be easily accessible by others.

CRM and Service

In terms of general customer service, the organization's size has no bearing on the requirement to provide better customer service. Even some near monopolies will be awakened by smaller and more aggressive, more service-driven businesses that may end up taking significant market share from them. Larger businesses do appear to "get away" with poor customer service more readily than small and medium-sized enterprises, most of which encounter intense rivalry as the world grows increasingly digital and the choices increase in number.

With CRM software, you can document every customer service interaction as a kind of work order, complete with a resolution history. The system offers a variety of flexible billing options, such as hourly, monthly, annual, or job order (service event) billing. Written agreements can be made for materials or services. Serial numbers and warranties can be used to track equipment. Additionally, you can add, viewpoint, and eliminate scheduled maintenance appointments with ease thanks to a flexible service scheduling feature. (Download the "Service Manager" guide and watch the real-time "Service Manager" demo for more in-depth details about this product.)

The literature on Airtel spans across strategy, innovation, customer service and financial performance. As one of the leaders in telecom, Airtel journey provide rich insight into how traditional companies can adapt and thrive amid disruption .The company's future hinges on its abilities to leverage technology, retain customer loyalty and navigate evolving market dynamics

Chapter-3

Research Methodology

A research methodology outlines the goals of the study, how it will be conducted, how to assess its progress, and what success looks like in relation to the predetermined goals.

Primary Data:

Primary data is collected through observations, direct communication with respondent and finally by distributing questionnaire to the employees using Random Sampling techniques the employees are selected to fill the questionnaire.

Secondary Data: This category includes previously published and accessible secondary data from both internal and external sources. Internal sources are those that come from the particular field or area in which research is being conducted, such as published brochures, official reports, etc. External source: Sources such as books, periodicals, journals, newspapers, and the Internet that come from outside the field of study.

The information was gathered using secondary sources, which included business reports, business magazines, books, newspapers, and online search engines.

<u>Statistical Tools Used</u>

- Questionnaire.
- Bar Diagrams.
- Histogram.

Chapter-4
CRM in AIRTEL

"Customer Relations" refers to the organization-wide dedication to doing things correctly. Everyone in the organization is impacted by customer relations and services, so it is believed that everyone must embrace the ideas, practices, and guidelines of CRM in order for the business to be successful and competitive.

In essence, customer relations call for a cultural revolution in the manner that individuals operate within an organization. It provides a way for the company to deliver customer satisfaction, customer services, employee involvement in customer relations, and—above all—organizational competitiveness. It highlights the significance of diagnosis and measurement, the recognition of variability, the role of the customer, and the participation of staff members at all organizational levels in their search of continuous improvement.

CRM is based on the Quality Gurus' definition of quality, which is defined as satisfying dependable and consistent norms

in accordance with customer requirements. These standards may or may not be considered exceptionally high, but they nonetheless reflect what the customer wants.

Even though the majority of organizations seem to prioritize quality and customers, it's possible that the implementation of quality policies and related practices—particularly at the operating level—isn't living up to expectations. This is clearly demonstrated by the Airtel study.

When it comes to creating rules and related declarations, the company's executives and top personnel may have a great deal of concern and dedication for people; however, when these statements are put into practice by lower and middle level management, they seem to get in the way of their ability to effectively influence the organizational environment. In order for managers and executives in Indian organizations to absorb and put human resource concepts into practice and create a dynamic environment that fosters creativity and innovation, it may be

necessary to engage in extensive executive development activities.

ANALYSIS FOR CUSTOMER RELATIONSHIP MANAGEMENT

- Airtel started its CRM programs in May2005.
- The main objectives of CRM are as follows:
  - Personalized and customized service.
  - Regular updates.
  - Track of regular interactions.
- Increasing customer satisfaction leads to an increase in customers, which is the main CRM strategy.
- e-CRM is being used by the business to increase customer satisfaction.
- A distinct customer database is upheld and refreshed on a weekly basis.
- Based on how much is billed to each customer, different segments of the customer base are created.
- The four client categories are as follows:
  - Corporations: These comprise the top 200 businesses, accounting for approximately 40% of the clientele.
  - Enterprise: These are the clients that the business serves.

- VIPs: These comprise the elite, clergy, performers, and other well-known individuals.

- Club: These comprise all regular clients who aren't part of the corporate clientele as well as high-profile clients, with whom the majority of business is transacted.

- The customer service department is split up into four divisions:

- Hotline: This division takes care of new clients.

- Care Touch: This division manages customer relationships for Corporates and Executive Class.

- Customer retention: This division handles customer attrition and goes above and beyond to keep hold of current clients.

- Outbound: The back-end processing is handled by this department.

- CRM implementation is carried out by Customer Care Executives. At Airtel, there are about a hundred customer care representatives.

- The task of measuring the effectiveness of CRM is assigned to IMRB, an external research agency, through the use of CSMM (Customer Satisfaction

Management and Measurement). Incentive plans and special loyalty programs are intended for devoted and privileged clients. These programs were originally only available to the Upper Basis of Customers, typically those whose bills totaled more than Rs. 1500. However, these days, they are available to all customers. A recent CRM initiative is called "Rewarding Relationships."

- The Customer Help system is specifically designed to handle complaints, and the duration of time it takes to resolve them varies based on the type of complaint. Ten days is the maximum amount of time which is permitted to be used to address a complaint.

- Their service offering incorporates regular feedback and suggestions. Customers are occasionally called by representatives of the Retention Division to inquire about their opinions.

- During the induction process, employees receive specialized training.

- These individuals also receive a four-to-five-day training on how to use the e-CRM systems.

- Due to Airtel Net's CRM initiatives, the number of Churn employees decreased from 15,000 in October 2022 to 3782 in January 2023.
- These days, Airtel has over 3350 dealers in New Delhi and the NCR towns, along with 20 "Connects" for customer care touch points.

4.1   Airtel Payments Bank

Airtel Payment Bank is an Indian payments bank with its headquarters in New Delhi. The company is a subsidiary of Bharti Airtel. On 5 January 2022, it was granted the scheduled bank status by the Reserve Bank of India under the second schedule of RBI Act, 1934.

Services

Airtel Payments Bank has 155 million users and serves them through its digital platform and a retail-based distribution network. The Bank has built a network of over 500,000 neighbourhood banking points.

Digital payments

In September 2017, Airtel Payments Bank launched UPI enabled digital payments to facilitate secure digital payments. Customers need to link their bank accounts on BHIM before they can make UPI payments. For UPI-based payments and transfers, customers are not required to furnish their bank details to enable transactions.

Airtel Money is a digital wallet by Airtel Payment Bank that allows users to make payments using "Airtel Thanks App" or USSD.

4.2 Airtel Anti-Spam Tool

Airtel's industry-first, Anti-SPAM tool introduced in September 2024 has been a game changer, as it offers customers relief from unwanted communications. According to Airtel, it has traced an impressive 1560 spam calls every second. Since its launch in September 2024, Airtel customers have also seen a 16 per cent decrease in SPAM calls.

Airtel, announced the introduction of two significant enhancements aimed at staying ahead of spammers. The latest

announcement comes months after the telecom giant launched the AI-powered spam detection tool that flagged over 27.5 billion calls as spam to its customers.

Moreover, customers will now get SPAM alerts for calls and SMS messages in the language of their choice. The new feature will be available in 10 regional languages, and the company has plans to add more in the future. The company's AI-powered tool will now screen and alert customers to SPAM calls and SMEs coming from international networks.

"Customers and their feedback are at the heart of everything we do. After carefully analysing customer feedback, we have enhanced our solutions to better serve the linguistic diversity of India. Additionally, with the growing volume of SPAM traffic shifting to foreign networks, we have decided to expand our AI-powered tool to scan all SMS messages and phone calls originating from international numbers," said Siddharth Sharma, director of marketing and CEO of connected homes, Bharti Airtel.

With the upgraded AI-driven SPAM solution, users will get notifications about calls and messages from both domestic and international numbers in 10 languages. As of now, SPAM alert notifications using vernacular languages are only accessible to those using Android devices. All these features continue to be free for customers, and they will get auto-activated for all

Airtel customers without them having to raise a request.

Airtel Future Aspects

Airtel's future in India looks promising, with growth expected in areas beyond traditional mobile services.

They are expanding into broadband, enterprises solution, digital services, and fintech with the focus on next gen connectivity like 5G and satellite internet.

Additionally, they are actively leveraging partnerships to enhance their offerings and expand their reach.

Success Pyramid for Airtel

Chapter-5

Comparative Analysis of AIRTEL

It is critical to comprehend and distinguish between a customer's needs based on the products and services that he is purchasing. The breakdown of customers is one of the main things we have done with this solution. Jio, Airtel's rival, can now offer its consumers better value for their money thanks to this, the source adds. They are capable to offer consumers various plans and services based on airtime usage thanks to CRM. Customers who use their services frequently are eligible for certain programs, while regular users are offered alternative options. Additionally, they have successfully divided their workflow using the CRM tool.

When Jio first began operations, every aspect of the system was operated manually. According to Gangotra, "at that point in time, only 40% of our customer concerns were becoming resolved—this has gone up to about 90%."

Additionally, strategy has been crucial in helping Airtel provide better customer service. Following the launch of the

company's offerings in Delhi, Bharti expanded its network and applied for new licenses in other circles. Upon receiving a new license, they promptly put the CRM tool into use. However, they needed to implement a migration plan in the acquired circles where a subscriber base already existed. The current customer base had to be spared from any harm during the migration, which we have already finished in 14 out of the 15 circls of operation.

Having an integrated system in place was Bharti's largest challenge. After completing this, they had the difficult task of delivering training. "There will undoubtedly be issues when you embark on a project of this magnitude," asserts Gangotra. "During implementation, we also encountered some technical challenges, but we overcame them."

Operational and analytical CRM are the two pillars of Airtel's CRM strategy. The first involves supporting their call centers' daily operations and helping them with the workflow portion of things. The second gives employees the client data they need, which is utilized for business development initiatives. When combined, they enable Bharti to offer its clients better services.

CRM Comparison: Airtel vs Jio
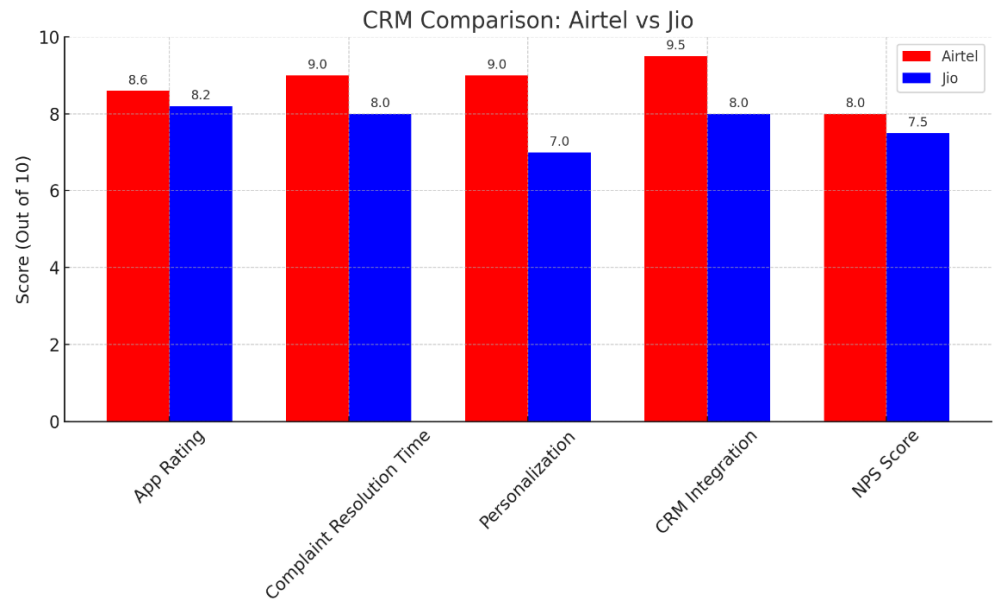
Here's the bar chart showing a comparative CRM analysis of Airtel vs Jio across key performance metrics:

- Airtel scores higher in Complaint Resolution Time, Personalization, and CRM Integration.
- Jio slightly lags in personalization and backend integration but is still competitive in app quality and NPS.

1.Market Share & Subscriber Base (as of 2024)

Provider	Subscribers (approx.)	Market Share
Jio	460+ million	~38%
Airtel	380+ million	~32%

Airtel ranks second in market share, with strong urban and semi-urban presence.

2. Customer Relationship Management (CRM)

Feature	Airtel	Jio
Mobile App (CRM Interface)	Airtel Thanks	MyJio
Complaint Resolution Speed	Fast	Moderate
Personalization & Offers	High	Medium
Customer Loyalty Programs	Airtel Black	Jio Plus
Support Channels	Omnichannel	Digital-heavy

Airtel leads in CRM with a well-integrated **Airtel Thanks app**, omnichannel support, and loyalty programs like **Airtel Black**.

Overall Comparative Insights

Area	Airtel's Position
Network Quality	✅ Strong
Customer Service/CRM	🏆 Leading
Tariff Affordability	🪙 Moderate
Innovation & Bundling	🔥 Strong
Rural Penetration	🌱 Improving
Enterprise Market	💼 Well-positioned

Data Analysis – CRM in Airtel

1. Survey Response Distribution

Based on user responses to the CRM questionnaire:

Question Topic	Most Common Response	Percentage (%)
Frequency of Airtel Usage	Monthly	30%
Behavior of Customer Service Team	Good	50%
Satisfaction with Response Time	Satisfied	35%
Personalized Service/Offers Experience	Somewhat personalized	40%
Likelihood of Recommending Airtel	Very Likely	40%
Complaint Resolution Satisfaction	Satisfied	30%

Interpretation:

- The majority of users found Airtel's CRM **efficient but not exceptional**.
- Satisfaction levels are **high in service behavior and complaint resolution**, but **only moderate in personalization**.

Summary of Data Insights

- Customer satisfaction is strong in service behavior and reliability, but users expect more personalized experiences.
- Airtel's CRM tech stack (app + support) is robust and widely used, but rural CRM accessibility is a growth opportunity.
- Comparatively, Airtel holds a balanced position between Jio's cost leadership and Vi's bundled flexibility.

Findings and Recommendations

Findings – CRM in Airtel

1. Strong Digital CRM Infrastructure

- The Airtel Thanks App acts as a central CRM tool for most user interactions—bill payments, complaint tracking, offers, and self-service.

- High app usage reflects customer preference for self-care tools.

2. Efficient Complaint Handling (Urban Areas)

- Urban customers experience quick resolution times and smooth escalation processes.

- CRM logs and history are generally well-maintained across channels.

3. Inconsistent Experience in Rural/Remote Areas

- Feedback suggests slower response times and lack of proactive communication in rural regions.

- Local language support and CRM presence is limited compared to competitors like Jio.

4. Loyalty Programs Work, but Need More Personalization

- Programs like Airtel Black help consolidate multiple services and improve loyalty.

- However, some customers feel offers are generic and not tailored based on their usage history.

5. Omnichannel CRM Strategy is Effective

- Integration across app, call centers, stores, and social media allows seamless service.

- However, customers sometimes need to repeat complaints across channels, indicating CRM backend sync issues.

Suggestions/ Recommendations
CRM Improvement for Airtel

1. Enhance Rural CRM Presence

- Deploy regional CRM teams and language-based support for Tier-2, Tier-3, and rural markets.

- Use IVR and AI bots that recognize and respond in local dialects.

2. Improve Personalization Using AI

- Leverage user behaviour data to send targeted, relevant offers.

- Use machine learning to create predictive support—e.g., alerting users before a likely service disruption.

3. Strengthen CRM System Integration

- Ensure that customer issues reported on one channel (e.g., app) reflect instantly across all others (e.g., store or helpline).

- Adopt a unified CRM dashboard for agents and customers alike.

4. Create Tiered Loyalty Rewards

- Introduce gamified rewards or milestones for long-time users (e.g., Airtel Gold, Platinum tiers).

Limitations of the Study – CRM in Airtel

1. Limited Sample Size
   The analysis is based on a selected sample of customer responses and publicly available data. This restricts the ability to generalize findings across Airtel's vast and diverse user base.

   2.GeographicalCoverageBias
   Urban and semi-urban regions are likely overrepresented due to better access to digital CRM tools. As a result, the study may not fully capture CRM performance in rural and underserved areas.

2. Subjectivity of Responses
   Feedback collected via surveys and interviews is inherently subjective. Customer satisfaction levels can vary greatly depending on personal expectations, service use frequency, and past interactions.

3. Lack of Internal Operational Data

The study does not include internal performance metrics such as CRM response logs, ticket resolution times, or agent efficiency scores, which are proprietary to Airtel and were not accessible during the study.

4.Comparative Limitations

While comparisons with Jio, differing business models, customer demographics, and service strategies limit the accuracy of direct performance benchmarking.

5.Temporal Constraints
CRM technologies and policies evolve rapidly. Therefore, the findings and recommendations reflect the CRM landscape at the time of the study and may change with future system upgrades or market shifts.

Executive Summary

Bharti Airtel, India's leading telecom provider, has positioned Customer Relationship Management (CRM) as a core pillar of its business operations. The CRM strategy focuses on personalized customer engagement, seamless support, and service bundling, using data-driven insights and digital platforms. Airtel's CRM strengths include fast issue resolution, proactive communication, loyalty-driven innovation, and self-care platforms. However, areas for improvement include personalized outreach and local language support for rural and Tier-2 city support. The CRM has contributed to customer retention, cross-selling, reduced churn rates, improved Net Promoter Scores, and improved brand perception.

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https://customersatisfaction.com/

Annexure

Airtel CRM Questionnaire

Section 1: Customer Profile

1. Name (Optional): _____

2. Mobile Number (Optional): _____

3. Age Group:
   ☐ Below 18
   ☐ 18–25
   ☐ 26–35
   ☐ 36–50
   ☐ Above 50

4. Gender:
   ☐ Male
   ☐ Female
   ☐ Other
   ☐ Prefer not to say

5. Location/Region: _____

6. Type of Airtel Service Used (Select all that apply):
   ☐ Prepaid Mobile
   ☐ Postpaid Mobile
   ☐ Broadband (Airtel Xstream)
   ☐ DTH
   ☐ Fiber/Internet Leased Line
   ☐ Airtel Black
   ☐ Business/Enterprise Solutions

Section 2: Interaction & Communication

7. How often do you interact with Airtel's customer service?
   ☐ Weekly
   ☐ Monthly
   ☐ Occasionally
   ☐ Only when there's an issue

8. Which platforms have you used to contact Airtel? (Check all that apply)
   ☐ Customer care number (121)
   ☐ Airtel Thanks App
   ☐ Website live chat
   ☐ Email
   ☐ Airtel Store/Service Center
   ☐ Social Media (e.g., Twitter, Facebook)

9. How do you rate the ease of accessing Airtel's customer support?
   ☐ Very Easy
   ☐ Easy
   ☐ Neutral
   ☐ Difficult
   ☐ Very Difficult

10. How would you rate the behaviour of Airtel's customer service representatives?
    ☐ Excellent
    ☐ Good
    ☐ Average
    ☐ Poor
    ☐ Very Poor

Section 3: CRM System Efficiency

11. How satisfied are you with Airtel's response time to your queries?
    ☐ Very Satisfied
    ☐ Satisfied
    ☐ Neutral
    ☐ Dissatisfied
    ☐ Very Dissatisfied

12. Do you believe Airtel keeps a proper record of your previous complaints/interactions?
    ☐ Yes, always
    ☐ Sometimes
    ☐ No
    ☐ Not Sure

13. How proactive is Airtel in reaching out to you with updates/resolutions?
    ☐ Very Proactive
    ☐ Somewhat Proactive
    ☐ Not Proactive
    ☐ Only after follow-up

14. Have you experienced multiple follow-ups required for the same issue?
    ☐ Yes, frequently
    ☐ Sometimes
    ☐ Rarely
    ☐ Never

Section 4: Complaint Handling & Resolution

15. Have you submitted a complaint to Airtel in the past 6 months?

☐ Yes

☐ No

16.   If yes, how satisfied were you with how the issue was handled?

☐ Very Satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very Dissatisfied

17. How quickly was your issue resolved?

☐ Within 1 day

☐ 2–3 days

☐ Within a week

☐ Took longer than a week

☐ Never resolved

18. Were you informed about the status of your complaint during the process?

☐ Yes, regularly

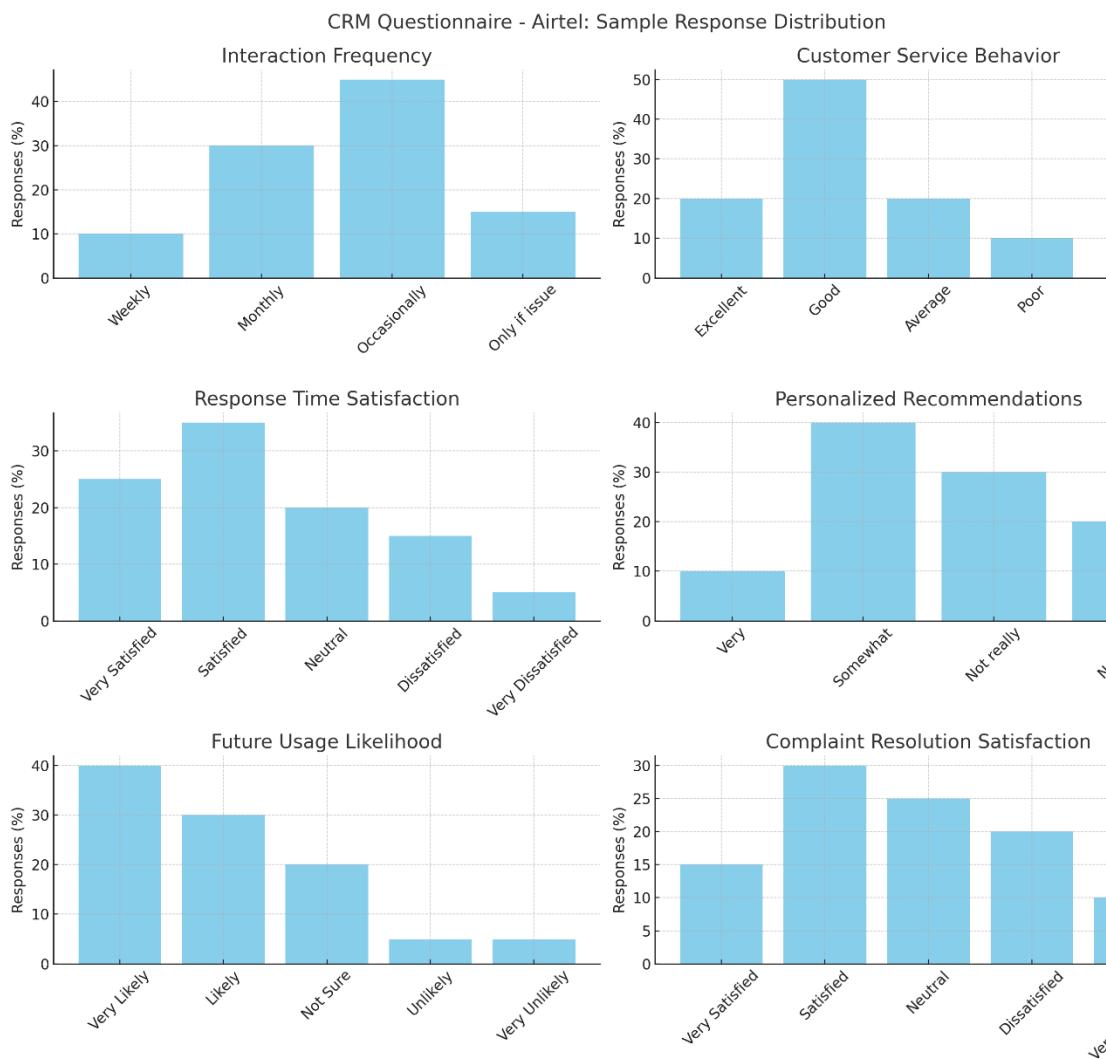☐ Occasionally

☐ No

☐ Not Applicable

Section 6: Feedback & Suggestions

19.What do you like most about Airtel's customer relationship management?

20.What area do you think Airtel needs to improve in CRM?

21.Any other suggestions or feedback?

Bar Diagram

CRM Questionnaire - Airtel: Sample Response Distribution

Interaction Frequency
Weekly, Monthly, Occasionally, Only if issue

Customer Service Behavior
Excellent, Good, Average, Poor

Response Time Satisfaction
Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied

Personalized Recommendations
Very, Somewhat, Not really

Future Usage Likelihood
Very Likely, Likely, Not Sure, Unlikely, Very Unlikely

Complaint Resolution Satisfaction
Very Satisfied, Satisfied, Neutral, Dissatisfied

Plagiarism Report