

A Study on Customer Feedback of Airtel

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ABSTRACT:

In today's increasingly competitive market, it is important both to delight and to avoid disappointing the customers. Thus, it is of value to have a systematic process for obtaining feedback from the customers, not only as a basis for corrective action relating to current products, but also as vital input to the new product development process. How can we meet our present and future customers' expectations, if we do not have a feedback process that handles available information. This study investigates how this feedback process functions, and it seeks potential improvement. Three organizations are studied, and data are collected through interviews and personal observation.

KEYWORD: Customer satisfaction, New product development

INTRODUCTION:

Knowing what is delightful, what is satisfying, and what is dissatisfying to your customer is highly critical for success in the increasingly competitive marketplace of today, see Cole (2001). However, this question was implicit already in the seminal work of Walter Shewhart (1931) and the start of the quality movement. The question is still alive in today's discourse on quality, and Shewhart's work has also been carried forward by Noriaki Kano, see Kano (2001), and his research group. In the product development literature, we find many market research methods to apply to product planning and development processes, see Gustafsson et al. (2001).

Information gathered from our possible future customers is fed into the new product development process (NPDP) by using quality function deployment for example, see Cohen (1995), but what about our current customers? We hope they will remain loyal; a rule of thumb is that it costs times as much to gain a new customer as to keep an old one (Dutka, 1994). The customers using our current products have feelings, impressions, and sometimes, even disappointments about them. When this kind of information becomes available, how can it best be used to make projections about the future preferences of customers? Sampson (1999) states that customer feedback systems. Customer perceptions are considered important in different sectors of manufacturing industry, trade and service, including health care services (Blumenthal 1996, Berry & Parasuraman 1997, Edman-Levitan 2008: 197–199). There are several ways to obtain customers' view on services, such as overall and focused satisfaction surveys, focus group interviews and customer complaints. Organizations are advised to use various methods to collect this information. (Berry & Parasuraman 1997, Ford et al. 1997, Garver 2001.)

GSM (Global System for Mobile Communications, originally Groupe Special Mobile), is a standard set developed by the European Telecommunications Standards Institute (ETSI) to describe technologies for second generation (2G) digital cellular networks. Developed as a replacement for first generation (1G) analog cellular networks, the GSM standard originally described a digital, circuit switched network optimized for full duplex voice telephony. The standard was expanded over time to include first circuit switched data transport, then packet data transport via GPRS (General Packet Radio services). Packet data transmission speeds were later increased via EDGE (Enhanced Data rates for GSM Evolution). The GSM standard is more improved after the development of third generation (3G) UMTS standard developed by the 3GPP. GSM networks will evolve further as they begin to incorporate fourth generation (4G) LTE Advanced standards. "GSM" is a trademark owned by the GSM Association. Early European analogue cellular networks employed an uncoordinated mix of technologies and protocols that varied from country to country, preventing interoperability of subscriber equipment and increasing complexity for equipment manufacturers who had to contend with varying standards from a fragmented market.

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but what about our current customers? We hope they will remain loyal; a rule of thumb is that it cost. The customers using our current products have feelings, impressions, and sometimes, even disappointments about them. When this kind of information becomes available, how can it best be used to make projections about the future. Customer feedback is an assessment of how well a company's products or services meet customer expectations. Customer feedback relates to a general and specific psychological evaluation of a customer's experience of a product or service. It is well established that satisfied customers are key to long-term business. Customer feedback predicts customer retention, loyalty, and product repurchase. Customer feedback has also been suggested to have an impact on future product search activity, alterations in "hopping behavior", as well as trials.

However, measuring customer satisfaction is not simple partly because personal attitudes towards quality vary between individuals. What one may consider to be superior quality may be seen as average by another.

OBJECTIVES OF THE STUDY:

1. Customer feedback helps improve products and services.
2. Customer feedback helps you measure customer satisfaction.
3. Collecting customer feedback shows you value their opinions.
4. Customer feedback helps you create the best customer experience.
5. Customer feedback helps to improve customer retention.

HYPOTHESIS:

H_0 =There is no relationship between age and gender.

H_1 = There is relationship between age and gender.

METHODOLOGY:

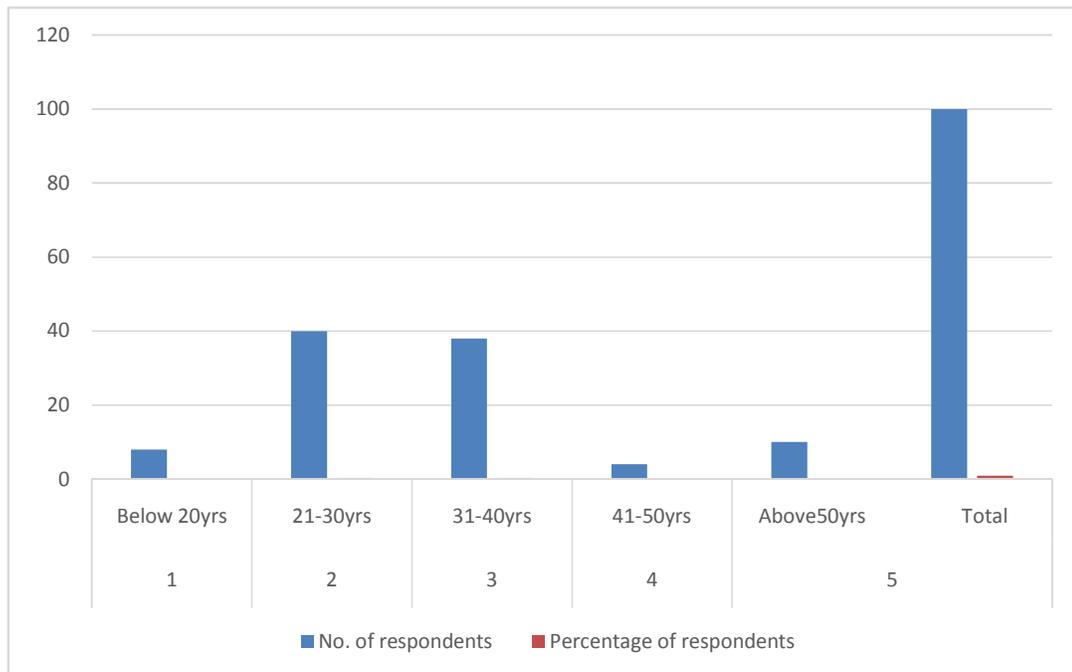
Descriptive research design is used in this study. The research design indicates the methods of research i.e. method of information gathering into the methods of sampling and the sample size is 100. In this study Respondents were asked to reveal their agreeableness and disagreeableness for the statement whereas

1. Highly Satisfaction
2. Satisfaction
3. Neutral
4. dissatisfaction
5. Highly dissatisfaction.

The research design is the frame work through which the various components of a research project are brought together: research question, literature review, data, analysis and data.

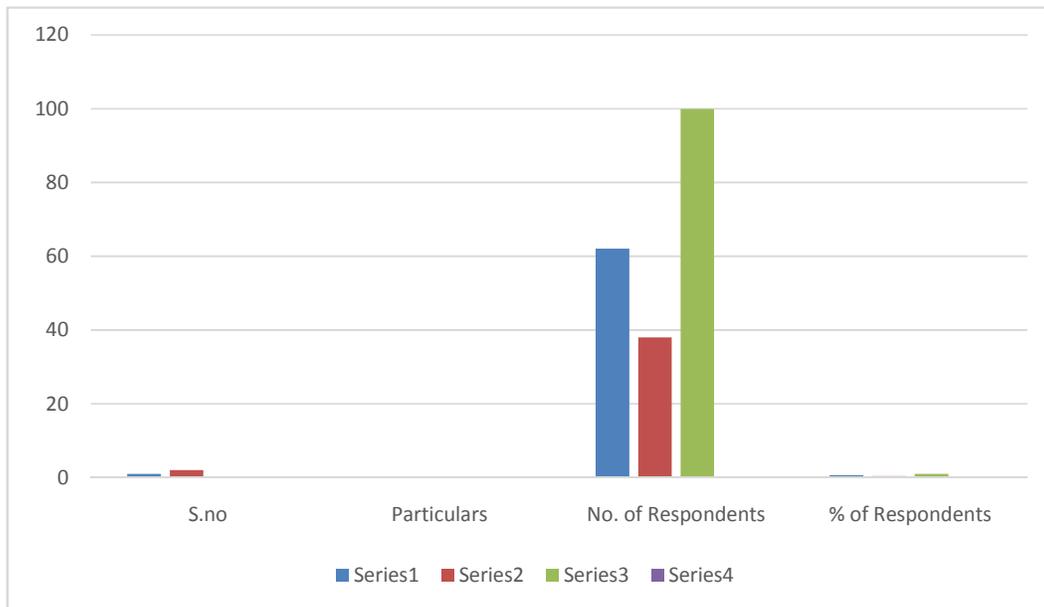
DATA ANALYSIS AND INTERPRETATION:**1. AGE WISE DISTRIBUTION**

s.no	Particulars	No. of respondents	Percentage of respondents
1	Below 20yrs	8	8%
2	21-30yrs	40	40%
3	31-40yrs	38	38%
4	41-50yrs	4	4%
5	Above50yrs	10	10%
	Total	100	100%



2. GENDER WISE CLASSIFICATION

S.no	Particulars	No. of Respondents	%of Respondents
1	Male	62	62%
2	Female	38	38%
	Total	100	100%



CHISQUARE TEST

age of the respondent * gender of the respondents Crosstabulation

Count

		gender of the respondents		Total
		male	Female	
age of the respondent	21-30yrs	35	0	35
	31-40yrs	30	0	30
	41-50yrs	20	5	25
	above50yrs	0	10	10
Total		85	15	100

Inference:

The above analysis resulted that the calculated value is greater than the table value ($4.737 > .957$). Accept the H1 Hence, there is relationship between the age and gender.

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	4.737 ^a	9	.957
Likelihood Ratio	6.205	9	.719
Linear-by-Linear Association	.074	1	.586
N of Valid Cases	100	0	

A. 3 cells (37.5%) have expected count less than 5.

The minimum expected count is 1.50.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6

Critical value for chi-square distribution $\chi^2_{.957} = 4.737$,
calculated value .957

So calculated value is greater than table value ($4.737 > .957$). Hence, Accept the H1.

FINDINGS:

(40%) of the respondents are belong to 21-30 years of age group.

62% of the respondents are belonging to male category.

SUGGESTIONS:

Most of the respondents are satisfied with the services provided by Airtel Prepaid mobile User steps to be taken to make the customers more satisfied. Most of the

customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities. It is inferred that most of the respondents are not much satisfied with the features of the phone provided by AirtelPrepaid mobile User when compare to other private landline providers, significant weight age should be given by the Airtel Prepaid mobile User Few of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied.

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