



Customer's Satisfaction with Reference to Idea Cellular Company

A Case-study of Nainital District Headquarter of State Uttarakhand

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Abstract— In the present scenario, cellular companies are offering a wide range of plans and schemes to attract customers and to retain them. Even then, they are facing cut-throat competition for their sustenance. This study is focusing upon the facilities offered by Idea Cellular Company, for the satisfaction of their customers

Keywords- satisfaction, customer satisfaction, marketing, idea, cellular company,

I. INTRODUCTION

Customer orientation stems from the company's adaption and implementation of the marketing concept – A philosophy of every business unit, which as triple implementation namely:

1. The victory of any business unit rest on customer who are willing to accept and pay for the products/services.
2. The industry must be aware of what the market wants well in advance of production
3. Customer wants must be monitored continuously for assured success and to have an edge over competition

The need to satisfy the customer for success in any commercial enterprise is very obvious. The income of enterprises is driver from the payments receive from the products and supply to its external customers commercial. If there are no customers, there is no income and there is no business, in order words, customer is the sole reason for the existence of commercial establishments.

Thus the core activity and perhaps one of the important activity and perhaps one of the most important activities of any company is to attract and retain customers. It is therefore no surprise that peter Drunker, the renowned management Guru has said "To satisfy the customer is the mission and purpose of every business organization".

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.

II. OBJECTIVE

- To study the factors responsible for customer satisfaction in cellular industry.
- To identify factors contributing in Idea Cellular Service Users.
- To study the major services provided by Idea.
- To study customer satisfaction level towards Idea Services.

III. RESEARCH METHODOLOGY

The study was conducted on a sample of 100 local residents of Nainital town. The sampling technique followed is judgmental sampling. For analyzing data MS Excel and Charts were used.

Data gathered through inferences drawn from the secondary data and the calculations performed on the historical data will be integrated with the help of Microsoft Office-excel.

The study will also extend its scope through technical analysis with the use of graphs of time-series, pie Graph, bar Graph, means plots to extent the research horizon and to prove research hypothesis.

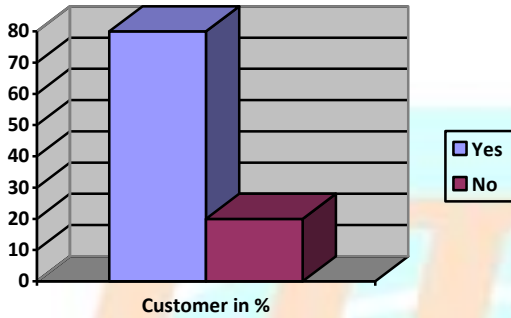


The collected data of 100 customers will be used to pitch Idea Cellular Product & service & setting meeting for business development.

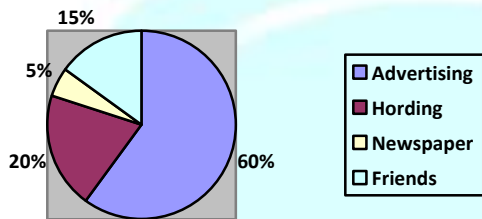
Below survey done with 100 customers in Nainital Region wherein we pitched the Idea Cellular Product and Services also.

IV. ANALYSIS OF DATA

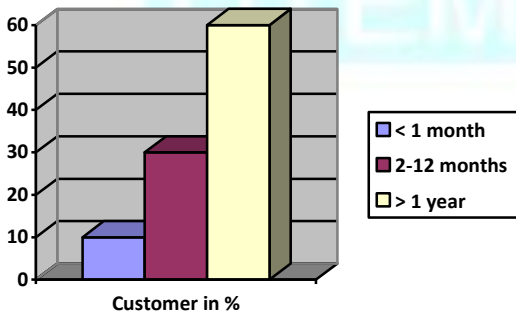
A. Are you aware about Idea Cellular Service



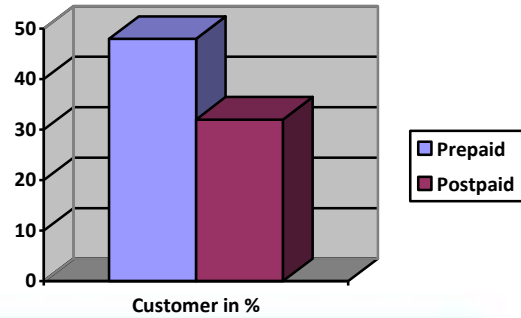
B. From which source you came to know about Idea?



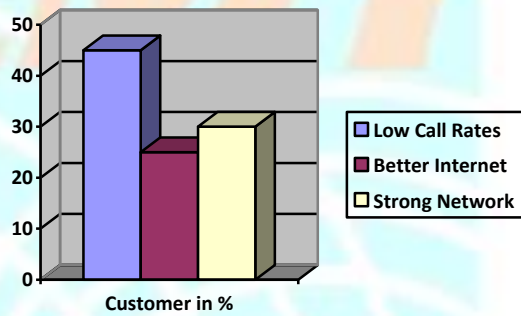
C. Since how long are you using Idea Cellular Services?



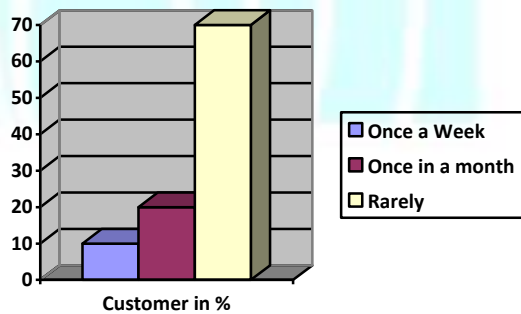
D. Which type of following service do you use of Idea?



E. Which of the following do you think are the competitive advantage of Idea service?

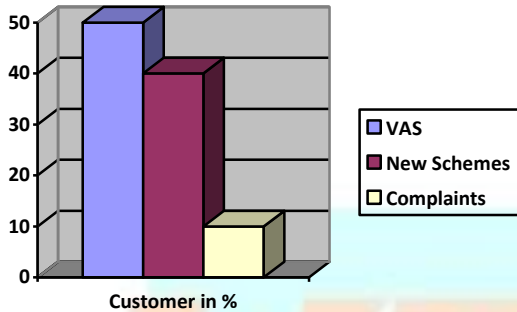


F. How often do you call at customer care of Idea Cellular Service?

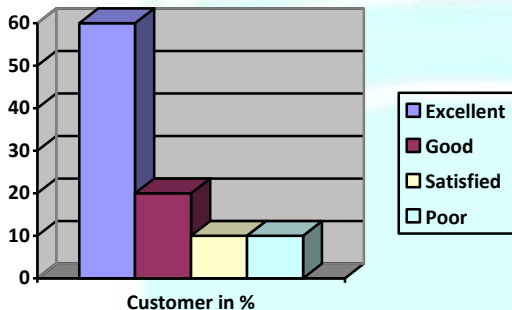




G. Generally, for what purpose do you call customer care?



H. How would you rate Idea Cellular Service?



V. SUGGESTIONS

In expanding its market through advertisement and improving its market position, Idea Cellular services can incorporate following suggestions:

1. Promotional program must be conducted by the company should be on large scale for the customers, with improved visual aids.

2. Company should increase the personal contact with the customer because they have some problems that can be solved by the Idea staff only.

3. For youngsters Idea should provide some free or promotional services.

4. Idea should appoint few more celebrities for advertisement.

5. Idea should change per call charges & SMS plan.

6. To develop 3G plan & Value added scheme.

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