

Sterility Grid Model: Measuring Matrix for Indian TSP's.

Mugdha Mujumdar^a, Dr.Sandeep Prabhu^b

^{a*,b}, Symbiosis International (Deemed) University, Pune, Maharashtra India

email:^amujumdarmugdha@gmail.com, ^bmsmujumdar@gmail.com

Abstract

Purpose: To measure performance of telecom service providers in Indian telecom market with selected attributes which contribute to customer satisfaction in telecom.

Theoretical Design: A model is proposed to understand multi relationship of customer satisfaction, customer churn and customer retention to quality of service, redressal by Telecom Service Provider (TSP) and Customer behaviour trend analysis.

Findings: Study investigates that there is lower satisfaction in telecom consumers in India. Here, researcher proposes a new sterility grid model which reflects impact of different factors and relationship between different sterility factors. Sterility Grid Matrix models proposed by researcher is helpful for measuring business performance in telecom which is related to customer satisfaction, customer churn and customer retention.

Originality of work- Here used approach is a macro environment analysis to the overall businesses and the forces affecting its microenvironment, which focuses on a Indian telecom sector .There are macroeconomic circumstances or sterility factors that have an effect on how all big business function which, consecutively influence the economy.

Scope of study- This study will be useful for Indian telecom service providers (TSP), or any country TSPs with low customer satisfaction in telecom while they design customer retention strategy or Strategies for reducing customer attrition in telecom .Study will be also useful for telecom service providers for improving customer satisfaction in telecom.

Keywords: Consumer grievance redressal, telecom regulations, telecom policies dispute resolution, digital divide, wireless connectivity, backhaul connectivity

1. Introduction

Telecommunications operators ranging from cable providers to fixed-network services and mobile operators are facing numerous disputes. The key ones are the commoditization of voice and data services—since of the ease of use of over-the-top (OTT) alternative additionally, insistent beginner are up-and-coming to present connectivity option like fixed wireless. All these problems make threats to the conventional revenue foundation for telecommunication service providers. As competition is fierce in the ICT industry, price reduction is not sufficient to keep customers satisfied and increase customer loyalty. Customer satisfaction in the telecommunications ground is more relevant to customer experience and consumer redressal of disputes than a single factor price. Classification of characteristic accountable for customer satisfaction is a key alarm of marketers in now a days and it will remain in the future. There is substantial confirmation that quality constitute is responsible for improving customer satisfaction in numerous ways. However, this pragmatic study is beginning to discover which particular aspects are responsible for customer satisfaction in the mobile telecommunication industry in India.

2. Literature review

2.1. Customer satisfaction in telecom-

“To build up the consumers’ brand loyalty and maintain them, customer satisfaction is a significant feature. Customer satisfaction is necessary for growing the competitiveness of business and accomplishing customer objectives. It is essential to recognize customer requirements and outlooks and make sure they are met up to perk up customer satisfaction “(Chalmeta 2006). Customer satisfaction is one of the most prominent attributes affecting brand loyalty. (Eskafi, hosseini, and Yazd 2013). Quality, consumer satisfaction, and value are analysed as key building blocks of customer loyalty (Babin and Attaway 2000). Customer satisfaction is response of customer to the customer satisfaction, and satisfaction level (Kim, Park, and Jeong 2004). The ability of a service supplier to generate high degree of satisfaction is vital for product differentiation and promising well-built association with customers(Kuo, Wu, and Deng 2009). Customer satisfaction builds the customer’s loyalty to one telecommunication service provider. Previous researchers have discovered that satisfaction of the customers can lend a hand to the brands to construct extended and cost-effective relationships with their customers(Eshghi, Haughton, and Topi 2007).

2.2. Consumer redressal in Indian telecom

The telecom sector has observed a marvellous expansion in the both in terms of number of operators and subscriber base after sector was opened for competition. With this sky-scraping development in any sector some teething problems for stakeholders are normal. But the prime difficulty is for the consumers (TRAI 2007). (i)Creating conditions favourable for consumers by providing quality of service (ii) measuring quality of service by comparing with standard benchmarks (iii)protecting interests of consumers and service providers as per provision of TRAI Act”(TRAI 2014). The TRAI Act does not include redressal of individual consumer grievances. The Authority shall give principles of quality of service to be made available by the service providers and make sure that the quality of service is actually offered. TRAI has a mandate of a number of measures like Tariff Orders, and instructions that safe- guard the consumer interest as well as on how the TSPs must settle on the consumer complaints (TRAI 2016). “complaints registered by consumers and subscriber base are relevant at the same time number of appeals and number of complaints are not relevant .This shows that resolution of complaints by TSP is not satisfactory “(Mujumdar, Prabhu, and Hallur 2019).

2.3. Consumer behavior in telecommunication industry

“Customer satisfaction is significant factor which impact brand loyalty. Functional value, perceived sacrifice, social value, and emotional value presented as answer .(Eskafi et al. 2013). Flint et al. (1997) explained customer value as the customers’ perception as the consequences in a specific kind of use situation, by offering a product or service in order to accomplish a desired purpose or goal. (Flint, D.J., Woodruff, R.B. and Gardial 1997). Driven by challenging customers, dedicated competition, and fast technological change, many organizations required to bring better customer value. Bringing superior customer value is familiar as one of the most significant thing for the achievement of any organization because it has a noteworthy force on behavioural purpose of the customers (Wang, Y., Lo, H.P., Chi, R. and Yang 2004). Plakoyiannaki and Saren (2006) propose that the customer value process is related with transforming the organizations understanding from customers to offerings that deliver value. (Plakoyiannaki, E. and Saren 2006). To employ complaint data to resolve troubles in design, marketing, installation, distribution and after sale use and maintenance, firm should have a essential thoughtfulness of customer complaint and market behaviour(John Goodman and Steve Newman 2003). Study proposes and analyses model to examine relationship between service quality, value, image, satisfaction, and loyalty in china. Value and image affects satisfaction, corporate image affects on value while CS and value are deciding factors of loyalty. Service quality affects positively on perceived value, customer satisfaction and corporate image. (Lai, Griffin, and Babin 2009). In business course, consumer satisfaction has highest importance in all other objectives. This study addresses relationship between customer value and CRM. Study uses cross sectional survey however population was whole mobile subscribers of specific telecom company. Customer satisfaction does affect brand loyalty. Study uses Wang’s model of analysis. Customer plays imp role in attracting new customers and retaining customers. Increased customer value brings increased CRM performance. Numerous studies have been focused on customer value and its impact on customer satisfaction. Below is Wang’s model which investigates relationship between customer value and CRM performance. Model reveals that customers try to see tangible and intangible benefits from product or service. Customers value if realised before effects on purchase behaviour of customer. Word of mouth marketing is one of effect. CRM means maintaining good relationship with profitable customers via application of IT. Customer satisfaction is imp for developing brand loyalty “(Eskafi et al. 2013).

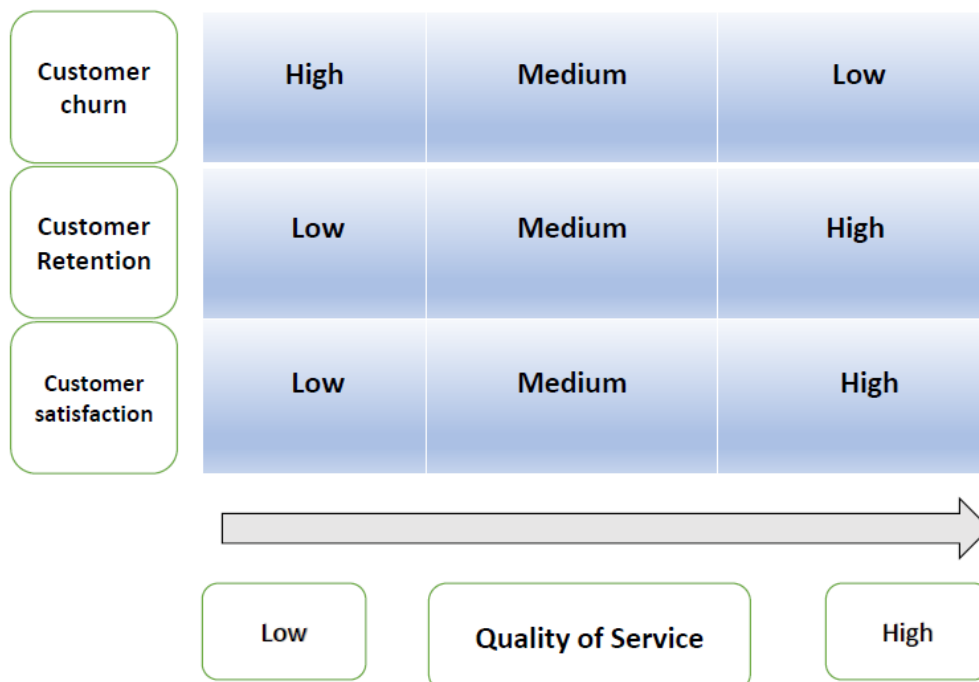
3.Research Gap-

There are many market models establishing one to one relationships between quality of service and customer satisfaction, customer behaviour and customer satisfaction but studies exploring multi-relationship of customer churn ,customer retention, and customer satisfaction with quality of service, consumer behaviour trend analysis and consumer redressal by telecom service provider are less explored. This study attempts to bridge this research gap.

4.Discussion on findings-

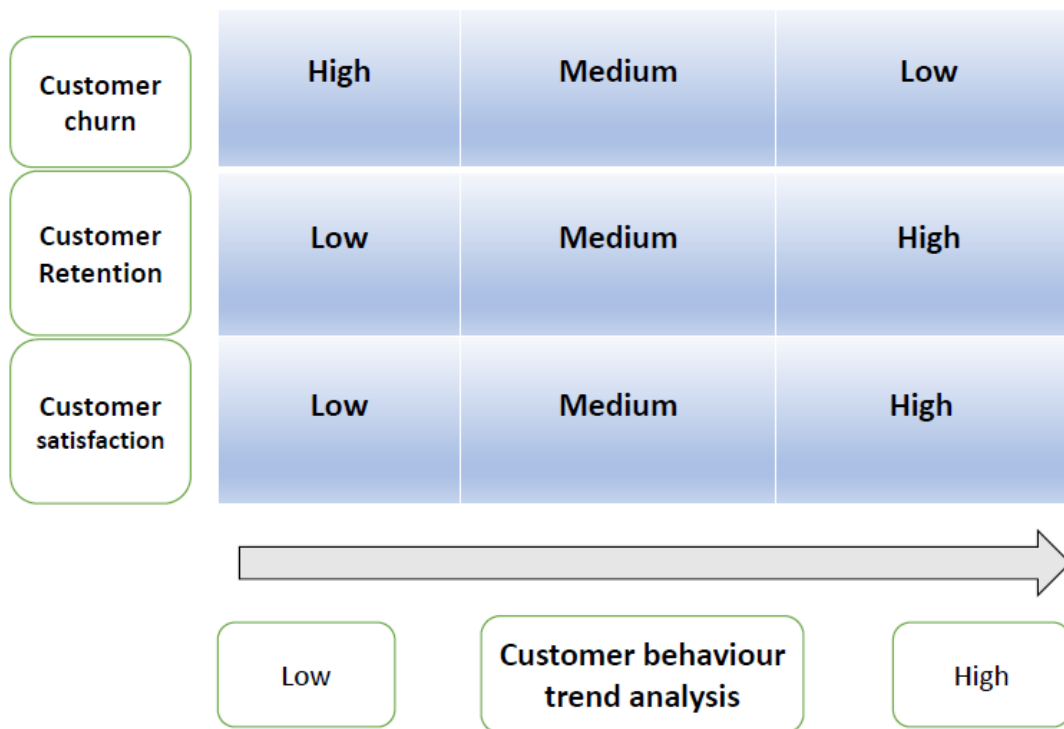
Researcher proposes a model grid which analyses intensity of impact on different attributes.

This Study proposes a set of Grid model where main sterility constitute lies on X axis and it varies with other three attributes on Y axis. Thus, these sterilities constitute forms a grid which is called as sterility grid of QoS. It can be used during availing service, and post service. The first grid which is **quality of service sterility grid**, lower left cell depicts customer satisfaction that is company’s performance which does not meet requirement of sterility constitute. The customers in first vertical are highly prone to attrition as they are low in retention. Loyalty and customer satisfaction. Businesses which are operating in third vertical of QoS sterility grid are successful with low attrition and keep their customer base intact. The middle vertical is something which is having mixed performance of business, like product is satisfactory but customer service may not be up to the mark which may make overall status of quality of service mediocre. Firms which operate in middle vertical may not be giving deserved attention to sterility constitute but may be trying hard to meet other attributes. For ex- In Garments shop, products are of high standards however changing rooms are not clean enough is the best example of this vertical. For second grid which is called as **“Customer behaviour trend analysis sterility grid”**. Firms operating in first vertical are not good in customer behaviour trend analysis which is second sterility constitute. They may tend to ignore sterility factor. Firms operating in second vertical tend to give mixed experiences to customer and hence they do not achieve up to the mark service. They are not giving desired attention or little attention to sterility factor and hence not able to add value to goods or service. Businesses which operate in third vertical are successful in analysing consumer behaviour trend. They tend to keep intact their loyal customers and retention of customers. They are successful market leaders and they know exact need of sterility constitute, parallels achieving good performance. This is the sterility Grid called **“Consumer Redressal mechanism By TSP grid**. This is third sterility factor. Businesses operating in first vertical are poor performer and not understanding importance of sterility factor i.e. consumer redressal mechanism by TSP. Businesses operating in middle vertical are better performer than first vertical firms and they can move towards third vertical of businesses. Third vertical are the Industry leaders. In a nutshell, this model can be compared with other market models as well. This model is a simple way of addressing sterility constitutes which are responsible for business performance. This model measures performance of business as well as facilitates idea about customer satisfaction.

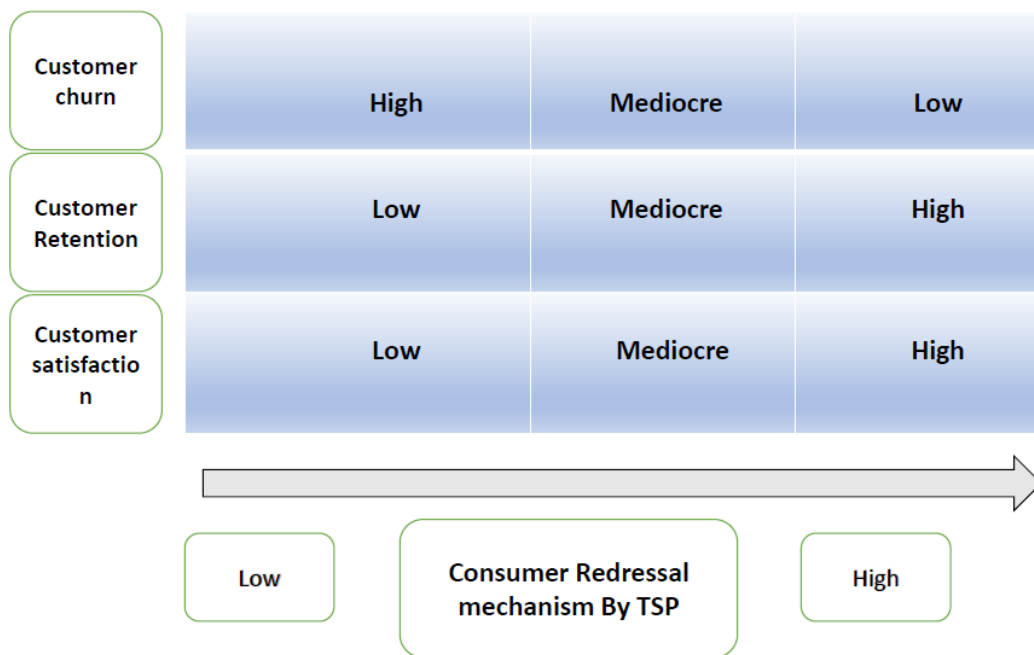


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Model 1 – Quality of Service sterility Grid



Model 2—Customer behaviour trend analysis sterility grid



Model 3- Consumer redressal sterility grid

5.Conclusion-

“Consumer redressal by Telecom service Providers (TSP), quality of service and Consumer behaviour trend analysis is antecedents of consumer satisfaction in telecom in Indian market. Sterility grids are matrix which measures performance of telecom businesses according to its verticals. Different verticals in the grid are mapped to performance level of organisations. Customer satisfaction leads to customer retention and customer loyalty hence it is very crucial factor for success of telecom business. The telecommunication business in India has to look a issue that they do not please consumers with their services so The key purpose of this research to identify the antecedents which affect on the satisfaction of the customers in the telecommunication industry. The study

has identified major three matrix models called as sterility grid which can be used for customer satisfaction in the telecommunication industry. The current study basic aim is to identify factors which are accountable for customer satisfaction”.

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