

Research Project Report

“Customer satisfaction level towards vodafone cellular service”



FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT

***FOR THE AWARD OF
BACHELOR OF COMMERCE***

UNDER THE GUIDANCE OF

Mrs. PRIYANKA GOEL

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I am appreciative to my guide Mrs. Priyanka Goel for his endeavors during my venture work. My true gratitude to all other people who were related with the undertaking straightforwardly or in a roundabout way for furnishing me with the phenomenal direction during the task.

DECLARATION

I, Pallav tyagi Admission number 16GSFC101097 understudy of School of Finance and Commerce, Galgotias University, Greater Noida, thus proclaim that the venture report on "Customer Satisfaction level towards vodafone cellular network " is a unique and confirmed work done by me.

I further announce that it has not been submitted somewhere else by some other individual in any of the organizations for the honor of any degree or confirmation.

Signature of the Student :

CERTIFICATE

This is to certify that the project report “Customer satisfaction level towards vodafone cellular service” has been prepared by Pallav tyagi under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 years, Full-time BACHELOR OF COMMERCE.

Signature of Faculty

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EXECUTIVE SUMMARY

- This survey work showed the path of deeply understanding the “thoughts and perceptions and satisfaction of customers towards vodafone cellular service.
- The main objective is to find out the idea, suggestions and perception of common people using vodafone cellular network. The idea behind this survey is to find out the ease and difficulties faced by vodafone customers.
- Basically, this survey work constitutes of five chapters and the chapters are in the sequence of Executive Summary ,Introduction, objective of study, Research Methodology, Data Interpretation and Analysis, Findings, Conclusion respectively.
- The first chapter in my study represents the introduction of the company and how the vodafone cellular network operates its business. This chapter also shows the background of vodafone cellular system, difficulties in its implementation, effects of this network system in India as well as Abroad.
- The second chapter in my survey work shows the objective of the study in which I find out the different what are the directions as wellll as the limitations of this study work.
- The third chapter in my study represents the research methodology in which I show the require of this survey work, scope of this study. This chapter shows my method of working. It includes sample size, sample design, the questionnaires and data collection.
- The fourth chapter in my survey work is Data Analysis and its interpretation. In this chapter, I have done the analysis the collected data in the form of tables and charts. These interpretation shows the both positive and negative impacts of vodafone cellular network by customers.

INTRODUCTION

Focus on Customer Satisfaction by Organisations

Organizations screen consumer loyalty so as to build their client base, reliability, incomes , aids , shares of the pie and bearing . The more profits are the primary driver , excellent administration center around the users and their active participation in the association. Organisations work to make their client cheerful and to make them take active participation in the organisation. Consumer loyalty majorly relies on how the consumer is treated by the organisation. To make a consumer an organisation daily product user, the organisation should definitely focus on the consumer satisfaction.

Customer Satisfaction

Customer satisfaction is a term which is widely used in organisation as a of nowadays and is a really important concept which got popular since the organisation gets to know the to form a good position in market, satisfying a consumer is really important. So what is consumer satisfaction, Consumer satisfaction is term which means a product or a service which is being manufactured or made after so many of try and fail methods whether it satisfies any single need of the customer. As it is always said in our marketing books that, “CUSTOMER IS THE KING OF THE MARKET” this statement is so true because, whatever the products are being made by any organisation are major to provide help or to solve a human being problem. Customers will always be a king because customer needs and tastes are always changing constantly. And organisations should update their services respectively.

For example, take an example of a swiggy company/zomato/mobile companies/Amazon and other websites which offer online services through their vast networks..., They always take the feedback from the customer after delivering the service. And this feedback doesn't just stay between the delivery boy or the customer, this will be forwarded to the company managing administration who do analysis whether the customer is satisfied or not.

Some definitions also define, that it doesn't depend upon the confirmation of the customer or the disconfirmation of the client whether the product is upto the mark or not. It totally depends upon the customer loyalty and accountability of the person who is responsible to provide full satisfaction. Some company use the client and customer formula, they form teams and divide the customer base to each team

and direct them towards each step on how to satisfy their customers, it is not fully correct to take the feedback from customers because customer feedbacks totally depend upon their moods. They won't be giving the full and actual information. They resist talking on calls to the customer care because its a waste of time for them.

Customers satisfaction totally depends upon the product performance and if the product is not upto their expectation the this expectation moves towards the service which is to be received by the customer on behalf of what is not still not received by the customer. If the product is not upto the expectations, the customer will be highly disappointed, if it's upto the expectation then the customer will feel satisfied. But if, consumer expectation are beyondly fulfill by the product then, the customer will get highly satisfied which is directly related to more buying/purchases by a customer. Most of the companies make their customers highly satisfied when it's the first buy of the customer and some focus on just making a customer satisfied, and some can't even make them satisfied. So first and the second conditions are still good for providing satisfaction third should not be anyone's aim who is running a business. The company who makes their customer highly satisfied are the one who keeps get more purchases from the customer and gets into the long run of business, that directly leads to more scalability, growth, more profits, more investors etc other benefits. Hence' highly satisfying the customer is the basic need for an organisation to grow.

The other most important thing an organisation should keep in mind when they make their customer base is never to lose the existing customer and their record of past buyings. As it is the most helpful data to make more customers, as most people have similar buying behaviours. Similar buying behaviours also tell the organisations whether which type of products are getting more sales and which are not. So customers should keep a record of buying of their past buyers and their buying behaviours. And also to flash those offers which are favourable for them as in their mobile apps ad. and else place mobiles are vastly in use by customers.

Also, an organisation should never forgets how a customer git satisfied in previous buying and by previous products and services. As an already satisfied customer will keep buying from the same organisation and will keep telling other about the same, i.e., how good your organisation services are and how much satisfied he is with getting attached by product and services. Similarly, if the organisation gets successful to satisfy moe customer, this form a chain of continuous buying and continuous satisfaction feedbacks to other and the product and the brand will get established easily with the passage of time and can create a good amount of profit and goodwill in the market by just satisfying some customers in the beginning.

INDUSTRY PROFILE

Cell Industry:

The innovation that enables an individual to impart whenever has brought forth a whole industry in versatile Media transmission. Cell phones have become an essential piece of development, achievement and productivity of any business or economy. The most pervasive remote innovation on the planet nowadays Global System for Mobile. Domain Specific Modelling, affiliation (Worldwide Framework of Versatile Correspondence) get founded during year 1987 for advancing and speed up reception, improvement, organization and development of the GSM standard for computerized remote correspondence. The affiliation was framed because of an European people group concession to the require to receive regular standard appropriate for cross fringe European versatile correspondences. Beginning principally as it was then called before long came to speak to the worldwide framework for portable correspondences accomplishes a rank of an overall norm

Global System for Mobile, participation have developed majorly during the year 1992. The participation presently reaches out to 501 individuals from more than 161 nations. The 373 GSM systems overall currently administration over 400.02 millions clients. The worlds space station administrators posses likewise incorporated with the Global system for mobile, people group, that add its further with quality also it affects the world Global market. Global System for Mobile nowadays, driving computerized quality records of 70.9% of the worldwide advanced remote vends.

Cellular Network Diagram of India

The Government of India recognised the that the GSM network also the cellular network is the best option for major growth factor to improve the India socially. So the Government should focus majorly on how to improve the Cellular industry because it will directly contribute to the economic growth of the country. It is also found by the studies that a major part of India's GDP is contributed by this sector i.e., tele communications and cellular network. Similarly, as the government should focus on this industry as well updating the laws regarding this sector according to nowadays telecom industry. As this is the future of the world, indian government should also discuss that how to do major growth in this industry.

The Government of india had the acquaintance for cell benefits with the nation settled on a beacon choice to the Present the Global System for Mobile standard, jumping out of date innovations. Albeit cell registration

were made innovation unbiased during September 1999 and rest private administrators are contributing just Global System for mobile administrations. Principal rapid transit cell organisation began working model August 1995 in Calcutta. The business as of now has 42 systems, covering in excess of 600 towns and 7 urban communities and a few thousand towns and overhauling in excess of 3 million endorsers everywhere throughout the nation.

Commitment to the cell business:

Work age: It is found in studies that cellular /telecommunication business provides employment to 50000 people per year in india, qualified or non qualified both and with in the coming years this industry will grow upto 25% in the terms of employment generation.

Development in Gross domestic product: The telecom and cellular network industry is also very much contributing in the country's GDP and making the countries overall economy grow gradually with the long run in the markets says the World bank reports.

Expanded FDI Stream: This sector is also vastly growing in the terms of FDI(Foriegn Direct Investment), As it is getting growth majorly in india, and much more rapidly in other countries too. This veil directly Expand the FDI of our country. According to Research, it is found that with a percentage growth of 55% of tee telecom and with a turnover rof 320 billion, it has become a mass growing sector.

Substantial interest in infrastructure: So, as the Telecom sector is helping India in the economic growth gradually with the passage of time, it is also contributing in the FDI and hence it's contributing the infrastructure growth of india because as the telecom companies are setting up in india, people are really likely to get employment in these sectors and making their living by this sector and settling their workplace. This is giving an opportunity to the government to growth infrastructure of india.

Some Rapid Growth Indicators of Sales Promotions are:

1) Internal Factors

2) External Factors

- 1)Communication
- 2) Incentive
- 3) Invitation

COMPANY PROFILE

VODAFONE, a cellular network company which as renamed back in may 2002, it was then known as BIRLA GOODBY AT&T is now world leading company in the cellular network with the companies like Reliance, Idea and Airtel. It was Incorporated in the year 2001 and month January. It has it's operations widely in the states of India as well. Vodafone has also acquired RPG cell communications years back, which leads it's operation in Madhya Pradesh and Chattisgarh. RPG is now known as BTA Cell Communication.

VODAFONE cover so manys operations in india, And it not a local company, it a company with large turn over and cover whole india as an telecommunication network, the areas which are covered by this tele communication company are Maharashtra, New delhi, Gujrat, Andhra pradesh, and Madhya pradesh(including chahttisgarh).

With a network span growth upto 140 % in india, Vodafone took a massive growth during year 2001-2003 with the services from voice to texts and nowadays more services are their. Also know as the fastest Growing network at that time. Vodafone also leads two of it operations and doing so well since years in these three regions Maharashtra, Goa and Madhya Pradesh.

Vodaone has it's user base approximately 1.67 million, which is 28 percent of its total operation in the world and 12% of whole indian telecommunication business network.

Vodafone Inclusion:

The term "Corridor Connectivity" was first implemented and given by vodafone in india,as it provided with a network that no other company could do at that time in the market, it has covered 24 Districts and 160 towns. Vodafone also promises to give best network with wide and deepest range of connection.

Corridors were as follows:

- 1) The Costa corridor between sangreddy(hyedrabad) and vijyavada
- 2) The Krishna Corridor between vijyawada and tirupati.
- 3) The Rayalaseema corridor between Hyderabad and hindupur
- 4) The Kakatiya between hyedrabad and manchedial.

Most recent improvements in vodafone Cell:

- Vodafone has in total 11 telecommunication circles footprints and in year 2001, Vodafone acquired two companies that are , Escorts Telecommunications and Escorts Mobile Communication.
- As per the announcements and research, it is found that Vodafone will invest around 1300 crores in its business and operations to grow its fiscal and to achieve 100% target customer.
- Vodafone has sold its AT&T Stake of 35% to the Singapore Technology Telemedia PTE(STT).
- Global System for Mobile (GSM) evolution services got enhanced when Vodafone directed it. Vodafone enabled the high speed network, and high speed downloading and other better network services, better calling and SMS's. Prepaid and postpaid services were initially incorporated by the Vodafone company for the subscribers living in Delhi and NCR region.

PROFILE OF PRODUCT:

With a very wide range of products, with a very different range of products. The Vodafone provides prepaid as well as post paid services for the consumer. The company also offers a variety of offers as well nowadays all the recharges can be done with a click on the Vodafone app.

M-offer:

Very common yet always an aid to all the feature is Shopping offer, i.e., type of electric offers which can be used during shopping as urban store.

Voice messenger:

With the Multimedia chat system, this network also provides a great voice messaging system in the direct network, and the voice message system don't lag during chat. This Voice Courier also is enabled with the feature to do ISD and STD messaging.

Multimedia Chat:

The Network also provide the Multimedia Chat, i.e., Instead of providing a one by one messaging system, Vodafone is now providing direct chat box in the direct SMS. This is special feature which is taken from other apps as the people are inclined towards direct chat system for example Hike, Whatsapp etc.

Languages in which the network is operating its SMS : Marathi, Gujarati hindi, Bengali , tamil , telugu , kannada, malayalam and Punjabi, not with English as an addition to it.

OBJECTIVES OF STUDY

Direction is to..

- > discover how to improve sales by using correct sales promotional tools.
- > discover the effective application of how brand ambassador effect sales.
- > discover the each and every piece and pie of vodafone cellular unit.
- > know the highlights that pulls in the client to buy in to vodafone cell.
- > know the client help and fulfillment by the vodafone cell administration.

Restriction are..

- 1) Time factor was the fundamental obstacle for the survey as the market to be covered is huge.
- 2) As the research is based in Delhi NCR, it is only applicable to the delhi market, it can't be taken as the full market overview.
- 3) As the samples are taken to explore the market is only of 100 clients, it can't be taken as full market overview.
- 4) Since the undertaking must be finished inside a brief timeframe the data gathered could be one-sided.
- 5) Some of the superior sections couldn't be met because of time require and by not getting earlier arrangement because of tight calendar of the reviewers.

RESEARCH AND METHODOLOGY

Method of Survey

The method of survey is that method which helps a survey conductor to gather information by the people who are the part of the survey. Method of survey is basically used to get an aggregate of the total data. Survey's are done to get the ideas, people's ideology, problems etc.

Meaning of Sampling

Sampling is the process in which a surveyor collect all the data in the form of group, items etc from a larger population or from a larger group of items and then choose the samples of each data according to the survey.

Sample size: Sample size is the size which is taken out in form of group of peopl or item from a larger population. This survey is done by taking a sample size of 100 people.

Methods of Sampling

Random sample method:

Random sample method is that method in which a sample is taken randomly from the given data that helps the surveyor to decrease the biased and unwanted effects.

Research Instrument

Questionnaire:

The method of preparing a questionnaire is a very old and effective technique to know the major problems and also the ideas of people. Questionnaire is a method of preparing a series of questions about which the information is to gather. The ideal questionnaire contains questions between 6-8 but we can exceed the questions up to 12-15. When the questions are asked above 15, it gets very irritating for the reviewer to answer all the question. So, the questionnaire should be between 10-15, as it can contain all the important questions.

Data Collection

Collection of data is process of collecting all the data/information about the given topic of interest by the

surveyor. Collection of data also includes analysis and measuring of the given data. Collection of data is mostly done with the main objective a achieving the reliable and rich data for statistical purpose.

Sources of data collection:

Interior

Internal Data sources means when the data is being collection from internal sources of the company i.e., accounts, management operation, employees information, product information, resources etc. To make the company more scalable in the long term.

External

And, on the other hand there is the external sources of data collection i.e., when the data is collected from the outside of the company to review a product or to recruit a good staff or know a public opinion about their product and also the problems faced by the people.

Types of data

(a) Primary:

Primary data is that data which is being collected for the purpose of doing the own research or for the onself who is working on a thesis or a report. In primary data the data is collected from the primary sources, for eg. Archeive, photographs, letters, manuscripts etc.

b) Secondary :

On the other, hand there is the secondary sources of data, the secondary sources of data are textbooks, publications, articles, encylopedias etc. Secondary data is the data which becomes secondary once the primary data is being collected and published for the general public to use it as their research.

INTERPRETATION AND ANALYSIS OF DATA

1: The network used by the reviewers

1):

S. N.	Mobile network	Number of reviewers	%
1)	Vodafone	36	36
2)	Airtel network	16	16
3)	idea	16	16
4)	Reliance mobile	11	11
5)	Telephone	11	11
6)	docomo	11	11
	Total	100	100

The network used by the reviewers

Conclusion: 36% reviewers of vodafone. network

16% reviewers for Airtel network ,

16% reviewers for Idea network

11% reviewers of reliance network,

11% reviewers of Telephone

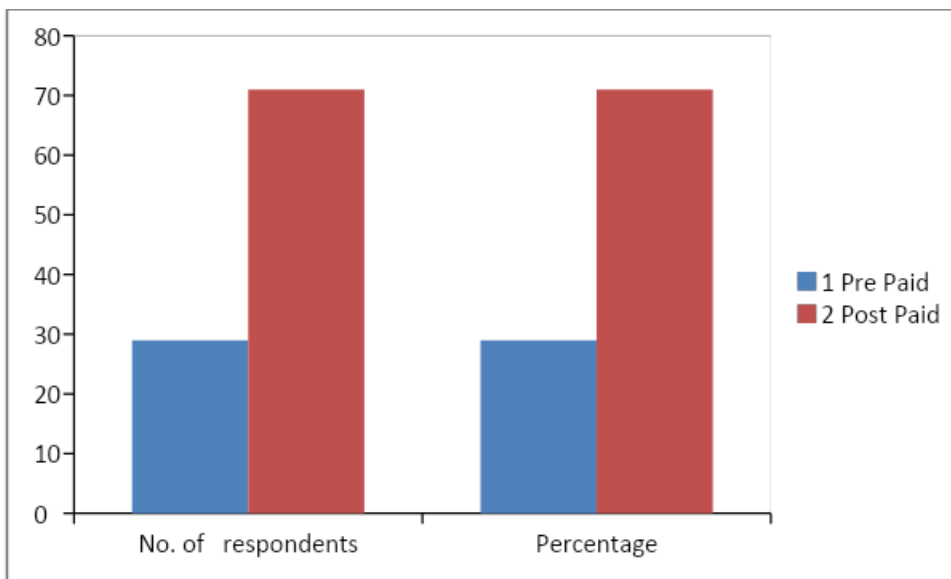
11% reviewers of DOCOMO NETWORK

2: The type of network used by people

2:

S. Number	Variety of Network	Number of reviewers	(%)
1)	Pre-paid	30	30
2)	Post-Paid	70	70
	Total Number	100	100

The type of network used by people



Conclusion:

30% reviewers of vodafone are utilizing paid ahead of time

70 % reviewers of vodafone are utilizing post paid

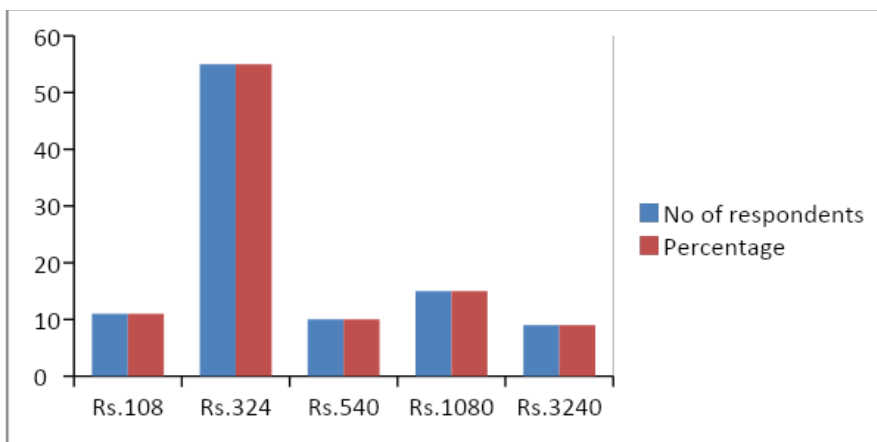
From this we can infer that the majority of the reviewers of vodafone lean toward present paid assistance than on paid ahead of time

3. Recharge offer usage

3

S. No	Type of recharge offer	Number of reviewers	(%)
1	Rs.109	12	12
2	Rs.323	54	54
3	Rs.539	9	9
4	Rs.1070	14	14
5	Rs.3220	8	8
	Total Number	100	100

Recharge offers usage



Conclusion: 10% reviewers lean toward Rs. 109 revive offer, 54% reviewers lean toward Rs.323 energize offer, 9% reviewers favor Rs.539 revive offer, 9% reviewers incline toward Rs.1070 revive offer, 8% reviewers favor Rs. 3220 energize offer.

From this we reason that the vast majority of the reviewers lean toward the Rs. 323/ - revive offer.

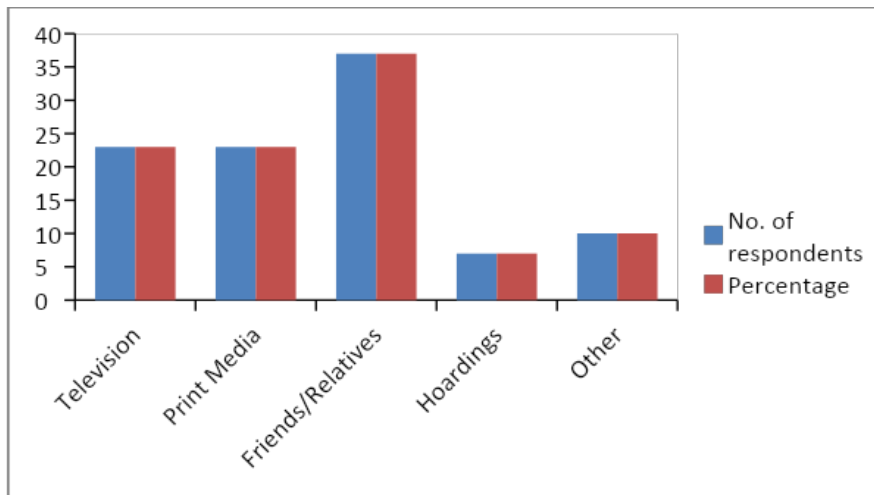
MODE OF AWARENESS

4: Medium through which network gets popular

4

S. No	Type of media	Number of reviewers	(%)
1)	TV	22	22
2)	Printing medias	24	24
3)	Acqua./ Friends	38	38
4)	Banners	6	6
5)	Others	9	9
	Total	100	100

Type of Media



Conclusion: 22% reviewers came to know through TV, 24% reviewers came to know through printing medias, 38% reviewers came to know through Acqua./friends , 6% reviewers came to know through banners, 19%reviewers came to know through others.

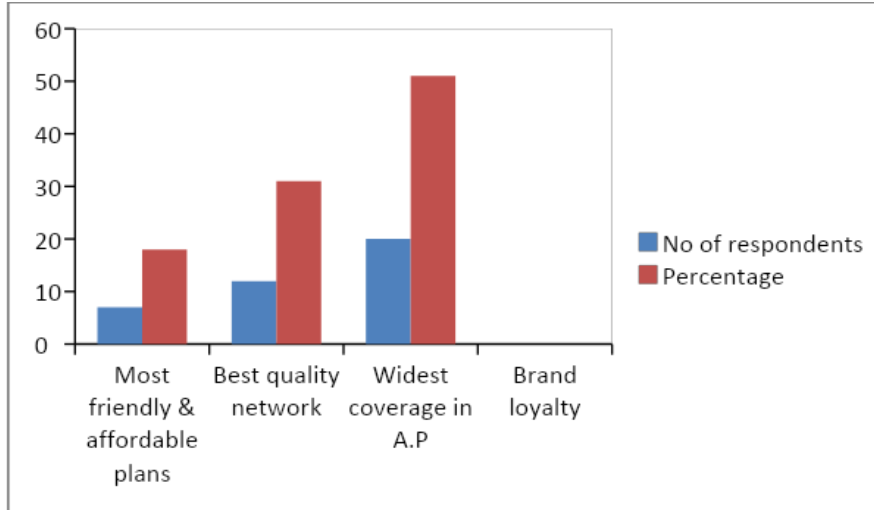
From this unmistakably a large portion of the reviewers came to think about vodafone through companions/family members.

5: Feature of vodafone which attracts the reviewers

5)

S.no	Features of network	No of reviewers	(%)
1)	Huge friendly & affordable plans	8	20
2)	Best quality network	13	33
3)	Widest coverage in A.P	19	50
4)	Brand loyalty	1	2
	Total	32	100

Feature of vodafone which attracts the reviewers



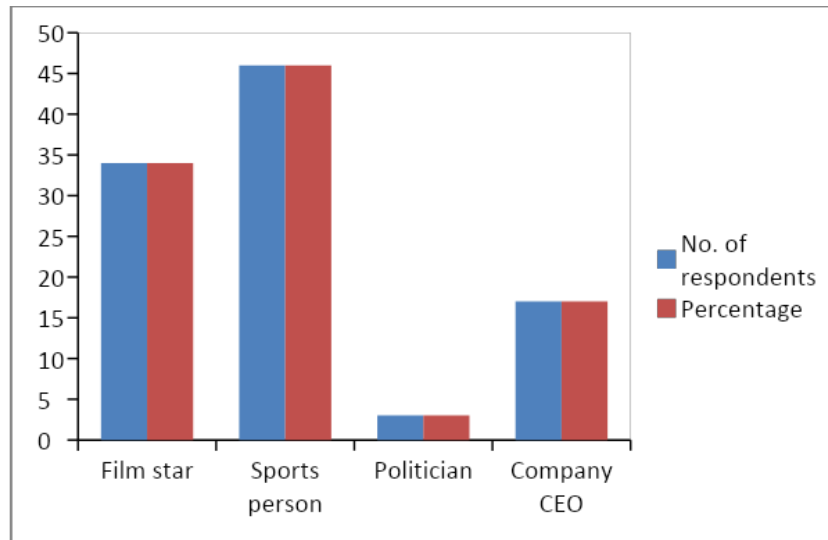
Conclusion: 20% reviewers are pulled in towards vodafone's most agreeable & affordable plans. 33% reviewers are pulled in towards vodafone's best quality network.50% reviewers are pulled in towards vodafone's most stretched out inclusion in A.P. 2% reviewers are pulled in towards vodafone's image dedication.

8: Which brand ambassador leads the company the most and loved by people

8

S. No.)	Brand's Ambassadors	Number of reviewers	(%)
1)	Movie stars	33	33
2)	Athelete	45	45
3)	Politicians	4	4
4)	Company Heads	18	18
	Total no.	100	100

Brand Ambassador



Conclusion: 33% reviewers proposed for moviestars as brand ambassador. 45% reviewers recommended for athletes as brand ambassador. 4 % reviewers recommended for politicians as brand ambassador. 18% reviewers recommended for company heads as brand minister.

From this unmistakably more reviewers lean toward sports individual to film state

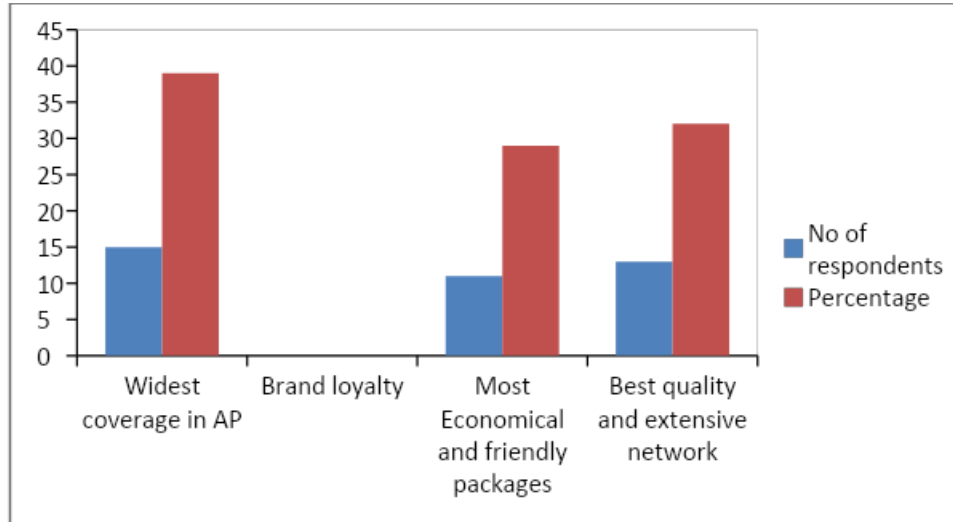
9: Feature that makes the network pickable

9

S. No)	Features of network	Number of reviewers	(%)
1)	Wide cover of network	16	40
2)	Brand's loyalties	1	1
3)	Most Economical packages	9	27

4)	Best quality network	12	31
	Total no.	42	100

Feature that makes the network pickable



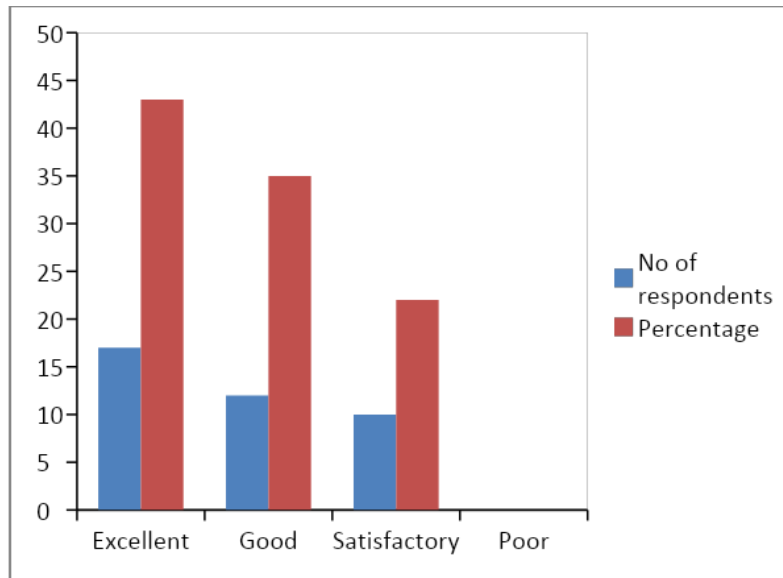
Conclusion: 39% reviewers suggested for extra talk time.29% reviewers suggested for customized recharge facility.32% reviewers suggested for free incoming for more than 1 month.15% reviewers gave other suggestions for sales promotion.

10: Rates given by the people to vodafone network.

10

Sl. No	Ratings	No of reviewers	(%)
1	Excellent	16	42
2	Good	11	34
3	Satisfactory	11	23
4	Poor	1	1
	Total no	40	100

Rates given by the people to the vodafone network



Conclusion:

42% reviewers rates excellent.

34% reviewers rates good.

23% reviewers rates satisfactory.

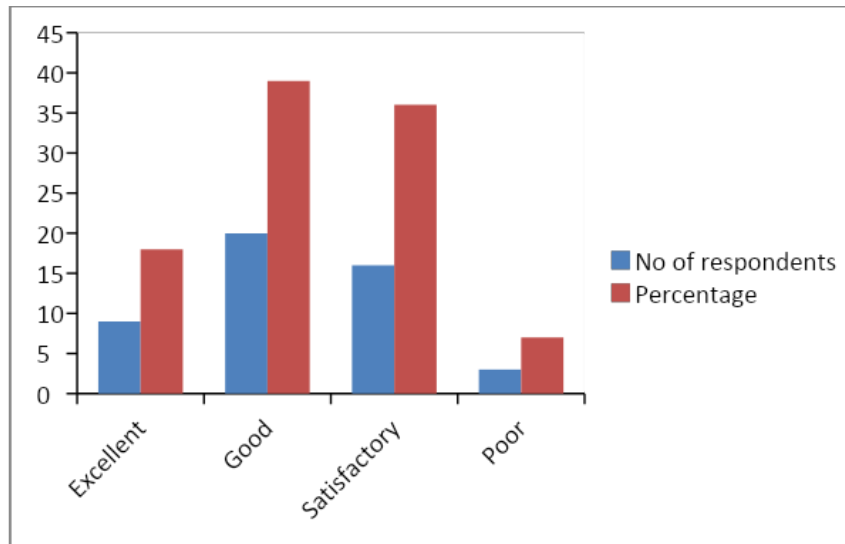
11: Opinions for recently launched offers i.e., Rs.50/- and for Rs 100/-

11

S. No)	Rating	Number of reviewers	(%)
1)	Excellent	8	16
2)	Good	21	40
3)	Satisfactory	17	37
4)	Poor	2	6

	Total	49	100
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Opinions for recently launched offers i.e., Rs.50/- and for Rs 100/-



Conclusion: . 16% reviewers rates as excellent.

40% reviewers rates as good.

37% reviewers rates as satisfactory.

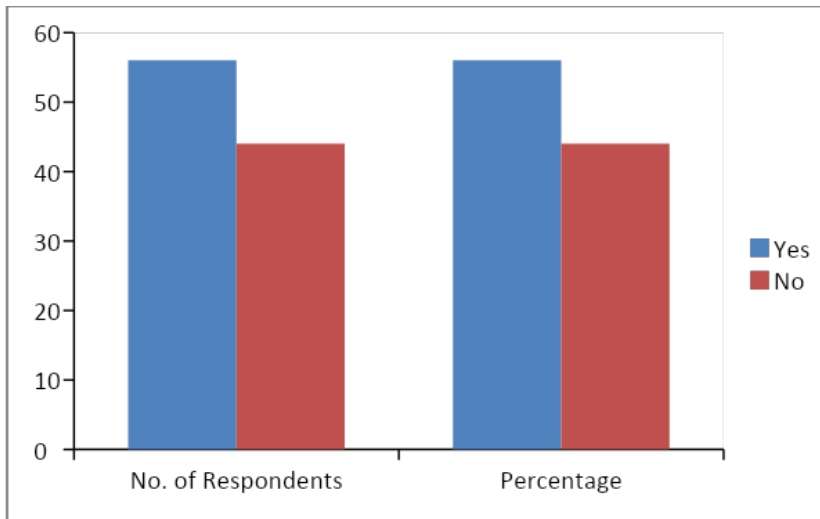
6% reviewers rates as not energizing

12: Reviews regarding the long term plan/life long plan

12

S.No)	Responses	Number of Reviewers	(%)
1)	No	43	43
2)	Yes	57	57
	Total no.	100	100

Reviews regarding the long term plan/life long plan



Conclusion:

57% reviewers are ready to subscribe the lifelong plan.

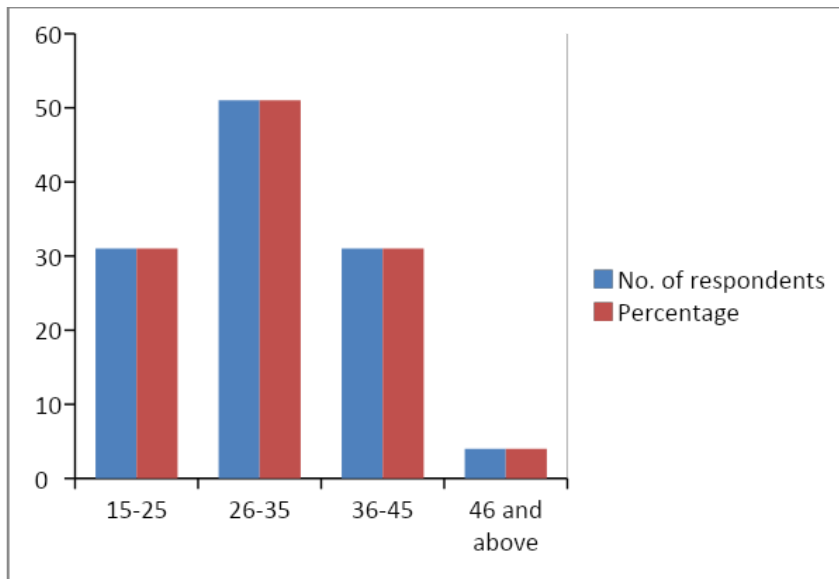
43% reviewers do not want to subscribe.

13: Reviewers age group

13

S.no)	Age groups	Number of reviewers	(%)
1)	10-15	32	32
2)	16- 35	52	52
3)	36- 50	13	13
4)	50 & more	3	3
		100	100

Reviewers age Group



Conclusion:. 32% reviewers are between age of 10-15

52% reviewers are between age of 16-35

13% reviewers are between age of 36-50.

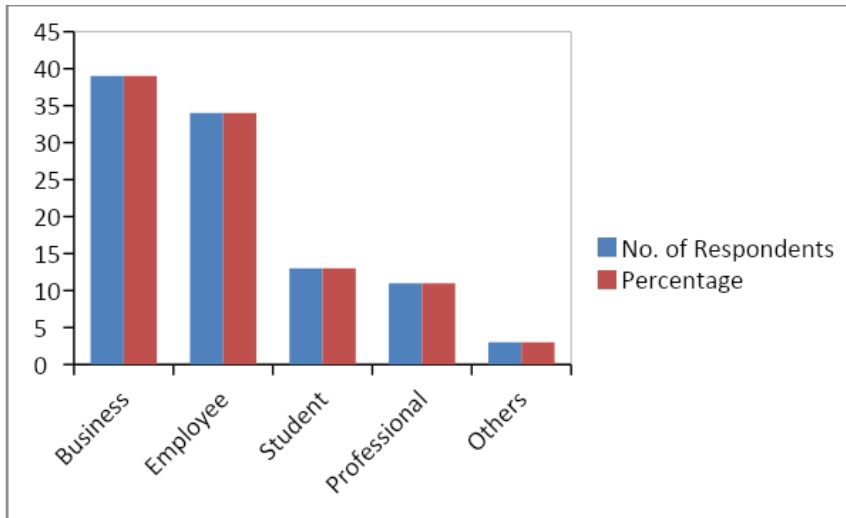
3% reviewers have age 50 & more.

14: Reviewers Occupation.

14

S. no)	Occupations of reviewer	Number of Reviewers	(%)
1)	Businessman	40	40
2)	Employees	35	35
3)	Students	12	12
4)	Professionals	10	10
5)	Other	4	4
	Total	100	100

Reviewers Occupation



Conclusion: 40% reviewers are businessmen.

35% reviewers are employees.

12% reviewers are students.

10% reviewers are professionals.

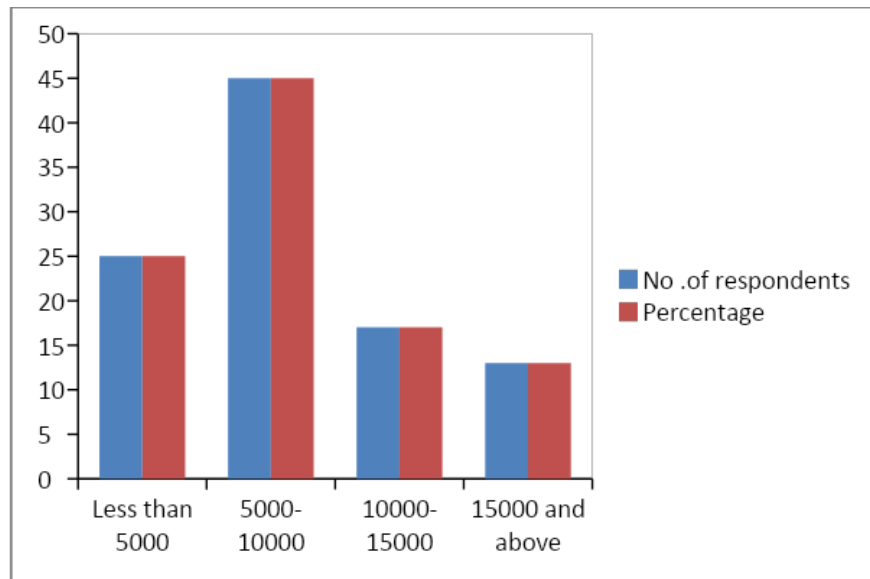
4% reviewers are other.

15: Income Groups of reviewers

15

S.no)	Incomes groups	Numbers of reviewers	(%)
1)	Less than 6000	26	26
2)	6000-11000	46	46
3)	11000-16000	16	16
4)	16000 and above	12	12
	Total no.	100	100

Reviewers Income



Conclusion:

26 % reviewers are under income Rs.6000/ -

46% reviewers are between income Rs. 6000-11000.

16% reviewers are between income Rs. 11000-16000.

12% reviewers have income of Rs 16000 or more.

CONCLUSION

As Vodafone company have every time created an edge in the cellular network market in the world and in the emerging markets like India. According to the recent trends in the cellular markets i.e., mass use of 4G internet, free internet network, cheap calls. This survey is done to ensure the Vodafone company about the recent trends as well the problems which are customers facing during the new trends of Vodafone cellular. This study or survey shows the proper feedbacks of the people who are using Vodafone. The survey is successfully done with the help of various reviewers and their cooperation.

According to this survey, research report made on the customer satisfaction level towards Vodafone cellular service it is clearly found that Vodafone is doing almost well in the market but requires to focus more on providing newer and cheaper plans as well as the quality of calls and service when a customer requires the expert assistance.

FINDINGS

1. A large portion of the reviewers of vodafone incline toward present paid help than on paid ahead of time
2. The majority of the people came to know about the Vodafone through Internet/ banners.
3. The vodafone is opted by people because of its wide coverage by 50% and the rest is with the schemes.
4. The huge portion of growthare asked by the people in the administration.
5. The people like film stars and sports person as the brand diplomat.
6. The 55% of reviewers are ready to buy the deep rooted arrangements.

SUGGESTIONS AND RECOMMENDATIONS

- 1) Customers require the organization to take input with respect to administrations and illuminate the about new levy plan charges i.e., the company should frequently connect to the customers and aware them about the new plans.
- 2). The call rate should be changed from
- 3) Consumers require great change in administration i.e., better quality of service.
- 4) "Vodafone Cell" should give greater commercial through TV and should put all the more storing and announcements. As the internet usability has taken a widespread among all the customers, the Vodafone company should educate their customers through television ads and commercials.
- 5) Papers and should place additionally storing and bulletins for eg. Newspaper ads. etc
- 6) Vodafone must clarify the conditions which are relevant in useful in the long term, as their customer care service is not fully customers attention centered.
- 7) Vodafone should give additional discussion time and diminish rental charges. Vodafone should provide additional talktime for regular customers
- 8) Call lucidity ought to be improved i.e., Vodafone calls quality is no more clear, it lags in between
- 9) There are no customized network and plans for the customer , the company should take focus on customized plans that includes internet, talktime, free SMS's etc.
- 10) Many clients have proposed of on the loose messages administration and on the loose cordial calls inside the Closed User group.
- 11) Bundle configuration isn't informative and eye getting, so bundle plans and shading requires to mix agreeably to make the bundle open.
- 12) People also suggested which are living nearby village areas that the village customer are not fully aware of the Vodafone network.

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APPENDIX QUESTIONNAIRE

QUESTIONNAIRE FOR CUSTOMER'S SATISFACTION TOWARDS

VODAFONE CELLULAR

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 current? []

(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 flex/ offer 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 (Newspapers / Magazines)

(c) Friends / Relatives (d) Hoardings / Bill boards

(e) Any other (specify) _____

6. What features attract an Idea card purchase? []

(a) Most easy and cheap plans (b) Better quality Network

(c) Widest coverage in A.P d) Brand Loyalty

7. Suggest attribute you think requires boost. []

(a) Service (b) Transparency in Billing

(c) Call Clarity (d) Any other (specify)

8. Which sales advancement pursuit do you think would be more effective in grasp more market portion?

(a) Additional talk time (b) Custom make recharge ability []

(c) Free incoming for more than one month

(d) Any other (specify)

9. Propose which Brand diplomat will effect sales boost? []

(a) Film star (b) Sports person

(c) Musician (d) Company CEO

10. What makes vodafone most preferred? []

(a) Widest coverage un A.P (b) Brand Loyalty

(c) Most economical and friendly packages

(d) Best quality & extensive network

11. Which brand do you nominate if given an alternate ? []

(a) IDEA (b) AIRTEL

(c) VODAFONE (d) RELIANCE

(e) CELLONE

12. How do you rate the aid at Vodafone Cellular []

(a) Excellent (b) Good

(c) Satisfactory (d) Poor

13. What is your opinion about vodafone's recently launched recharge offer of Rs.50 and Rs.100?

(a) Excellent (b) Good

(c) Satisfactory (d) Not exciting

14. Would you prefer to subscribe for Idea's long-lasting incoming scheme?

