

Analysis of Various Customer based Services Rendered by the Mobile Phone Service Providers

Anurag Kumar Srivastava

(Corresponding Author) Research Scholar, Biju Patnaik University of Technology, Rourkela,
Odisha, India. Email- unitech.anurag@gmail.com
Mobile number - +91 9000806852 (India)

Prof. (Dr.) Shakti Ranjan Mohapatra

Dean, Faculty of Management, Biju Patnaik University of Technology,
Rourkela, Odisha, India. Email- Shakti.r.mohapatra@gmail.com

Dr. Manit Mishra

Professor & Dean (Research & Strategic Initiatives), International Management
Institute, Bhubaneswar, Odisha, India. Email- manit.mishra@imibh.edu.in

Abstract:

The service provider offers a range of plans and services to invite customers. The different telecom organizations used to announce several customer-oriented schemes according to the region and buying ability of the customers. Few of the service providers used to attract customers with the different method. The methods were in the form of cheap call rates, additional talk time, free short message service, and so on. The service providers offered these plans were based on different regions, markets, and strategies. This research paper is based on the various common (similar) services and exclusive services which were delivered by the various telecom service providers to the customers. In common services, the researcher discussed the services which were provided approximately by all operators, and in the exclusive service category, the services were provided by the particular operator. The secondary data collection method is used here. The sources available on the internet, different reports, and particular service providers' websites were used for the collection of the data.

Keywords: Customer service, exclusive service, service provider, schemes, secondary data.

I. Introduction:

A mobile phone has become unavoidable thing in today's world. The people earn less, have a mobile. Various service providers are available in the Indian market like Reliance Jio, Bharti Airtel, Vodafone-Idea, BSNL (Bharat Sanchar Nigam Limited) etc. The Indian telecommunications industry is the world's second-largest in terms of the number of subscribers. The industry has developed remarkably in recent years and observed high growth, primarily due to cheap tariffs, broad connectivity, facilities and services such as Mobile Number Portability (MNP), 3G, and 4G services, developing user usage habits. A customer is known as the king of the market; they are like a spine for any business. If they do not get the right product and service according to their expectation, a customer will not be satisfied. The researcher identified various services were provided by the telecom service provider. Every service has its specific purposes, features, and returns. The consumer's custom these different services according to their necessities. Few important services have been recognized on the basis of secondary data analysis which is as follows:

Different plans or schemes of various service providers, different types of call charges, periodically offers in festivals, mobile number portability, 3G services, 4G services, Mobile banking, DTH, payments banks, thanks app, and so on.

Objectives of the Study:

- 1) - To make a comparative analysis of the common customer services rendered by the mobile phone service providers.
- 2) - To study the exclusive product and services rendered by the different mobile phone service providers.

II. Research Methodology:

Frequently, secondary data are accessible for no price on the internet or by the arrangements of the government agency and supporting body [15]. There is a possibility that secondary data can be non-numeric or numeric. Qualitative secondary data, or non-numeric data, can contain data recovered second hand from photographs or conversations, documents and interviews [13]. Secondary data analysis develops the approach of select; when other scholars have gathered data on related variables

and these previous data might give light relating to the novel study queries [1]. The assessment of secondary data must follow the similar ways employed in the assessment of primary data. The scholar who uses secondary data sources has a benefit. As the data previously occurs in several forms, assessment of the appropriateness and quality of the facts can be finished well in advance of its real use. It is important for scholars who use secondary data sources to find them quick and to make clear as much facts as possible before start examination [14]. The secondary data collection method is used here. The sources available on the internet, various reports, and particular service providers' websites were used for the collection of the data.

III. Analysis and discussion:

1). Common customer services rendered by the mobile phone service provider:

There are so many common services which are provided by different-different mobile phone services providers which are as follows:

A) - Plan/Schemes:

The service providers provide a variety of plans or schemes for different types of customers. Every customer has preference and choice. According to the region and buying ability of the customers' service provider decide the plan/schemes. There are different types of recharge plans, data plans, and tariffs for different types of customers. The plans are in the form of cheap call rates, additional talk time, and free short message service. If a customer will not satisfy with the plan of service providers, they can easily switch to another operator. Table number-1 shows comparison between prepaid plans and table number-2 shows comparison between post-paid plans.

Table no-1, Pre-paid Plans of Various Service Providers

Plan	Airtel 399 Plan	Vodafone-Idea 399 Plan	Jio 399 Plan	BSNL Plan 365
Amount	Rs. 399	Rs. 399	Rs. 399	Rs. 365
Local/STD Off Net Calls	Unlimited	Unlimited	Jio to Non-Jio FUP of 2,000 minutes	STD Voice calls (250 Minutes per day) for 60 days
Local/STD On Net Calls	Unlimited	Unlimited	Jio to Jio Unlimited,	Local-Unlimited for 60 days
Data	1.5 GB per day	1.5 GB per day	1.5GB per day	2GB / day for 60 days
SMS	100 / day	100 / day	100 /day	100 / day for 60 days
Validity	56 days	56 days	56 days	60 days (The validity of the plan is 365 days)
Additional benefits	Airtel Xstream Premium, Free Hellotune, Wink Music	Vi Movies & TV access, Get Rs 125 assured bonus cash to play your favourite games on MPL	Jio Apps- Complimentary subscription	Free Caller Tune and Lokdhun Contest for 60 days

Table no-2, Post-paid Plans of Various Service Providers

Plan	Airtel Rs. 499 Plan	Vodafone-Idea Rs. 399 Plan	Jio Postpaid Plus-399 Plan	BSNL 399 Ghar Wapsi Postpaid Plan
Monthly Rental	Rs. 499	Rs. 399	Rs. 399	Rs. 399
Total Data (GB)	75 GB of data per month along with data rollover	40 GB along with data rollover	75 GB Data, thereafter Rs.10/GB	30 GB per month at high speed, then speed reduced to 40 Kbps
Voice call	Unlimited	Unlimited	Unlimited	Unlimited

SMS	Unlimited	100 SMS/Month	Unlimited	100 SMS Per Day
Additional Benefits	One year subscription for Amazon Prime	Vi Movies and TV Subscription	Get subscription to Netflix, Prime video, Disney+ Hotstar VIP Subscription	-

B) - Periodical Offers:

The service providers provide few plans on festival seasons in different regions of the country for inviting new customers and retaining their old customers. In festive seasons so many offers are given by the service provider, this time all telecom organization increases their sales. This is the finest time to offer new plans to attract customers. There is a possibility that few of the districts, cities, and towns do not celebrate that particular festival means we can say that periodical offers to depend on a particular region or city.

C) - Mobile Internet Access Services:

In the Indian market, internet access through mobile has shown incredible development in the last few years. Day by day the demand of mobile internet is increasing. Several activities like, education, business, e-commerce activity, and employment opportunities have forced customers to use the internet. Communication with anyone in today's world is very easy. The service providers are increasing their profit and developing their market; in that mobile internet play an important role.

D) - Mobile Commerce:

Customers can do shopping with the help of mobile handsets through internet access. Mobile commerce is increasing day by day in India. For saving the time, energy, and cost the customers are doing mobile commerce instead of going market. We can say that the whole market is in the customer's mobile-only nowadays.

E) - Mobile Number Portability:

Almost all service providers provide this service in India. For this service, customer has to pay nominal charges. With the help of this service, customers can switch to any service provider. For retaining the customer all service providers should provide good service otherwise the customer can switch to other telecom service providers for better service.

F) - 3G Service:

This technology has several developments as improved, enlarged services including higher speed than 2G technologies. 3G service cost is more than 2G service but 3G service is better than 2G service.

G) - 4G Service:

Compare to 3G services, 4G services provide faster services to the customers. 4G services have not entered completely in the market of India. Maximum numbers of customers are still using 3G services by their mobile handsets. Due to faster services the sites are easily accessible, fast downloading/uploading, easy shopping, good quality of video conferencing. Due to advanced technology, transactions easier and faster, this makes customers happy. That is the reason maximum customers prefer 4G services compare to 3G services.

H) - Others services:

These are various services which are provided by the maximum service providers as per the requirement of customers, which are as follows:

Astrology - like horoscope, Call Alert - e.g. Missed call alerts when mobile is switched off or busy, Health - like health tips, beauty tips, etc., News – like Business, sports, and politics, Entertainment – like games, jokes, films, etc., Travel - like railway, airlines, Music - e.g. Ring tones, Cricket - e.g. Score and video clips, live television shows, mobile advertising, various inquiries, board exam results, devotional songs, and matrimonial services, etc.

2) - Exclusive product and services rendered by the service providers:

To attract customers, the telecom organizations, offer several services. According to the territory and purchasing capacity of the customers, the service providers have introduced various customer oriented product and services. The various product and services are in the form of mobile commerce, digital TV services, financial services, M-Pesa, payment bank, free short message service, reduced call charges etc. The companies offer these services based on the markets and regions. The telecom companies offer various product and services to attract and pull customers. Some of the product and services are offered by the various service providers as follows:

A) - RELIANCE JIO:

Various product and services are rendered by the Reliance Jio as follows:

- i). Mobile broadband:** fourth-generation (4G) data and voice services offered by Jio, it also offers peripheral services like instant messaging and streaming movies and music.
- ii). Jio Fiber:** Jio started a test in August 2018, a newly triple play fiber to the home service known as Jio Giga Fiber, having broadband internet with speeds fluctuating between 100 to 1000 Mbit/s, as well as landline telephone services and television.
- iii). Jio net Wi-Fi:** Earlier to all over India launch of 4G data and telephony services, the Jio has started giving free Wi-Fi hotspot services in various cities in India.
- iv). Jio app:** Jio provided several apps which is very useful for customers. Some of them as follow: Jio Browser, Jio Chat, Jio Cinema, Jio Meet, Jio TV, Jio Money, and MyJio.
- v). Jio TV:** Jio customers view their favourite TV channels & programs on smartphones and tablets. Online or app-based service which enables by Jio.
- vi). Jio TV plus service:** It is service which adds all top 10 OTT (Over-the-top) media service provider from all over the world to in one app such as Netflix, Amazon prime video, Sony Liv, Disney plus Hotstar, etc.

B) - BHARTI AIRTEL:

Various product and services are rendered by the Bharti Airtel as follows:

- i). Airtel Money:** Airtel Money is Airtel Payment Bank's digital wallet which enables users to make payments using "My Airtel App". Airtel launched an M-Commerce platform named Airtel Money. By use of Airtel Money, users can transfer money; pay bills, and can do other financial transactions on the mobile phone. It has a presence across all India.
- ii). Tele media:** In this part, Airtel offers broadband internet access over DSL (Digital subscriber line); internet leased lines, and MPLS (multiprotocol label switching) solutions as well as IPTV (Internet Protocol Television) and fixed-line telephone services. Airtel Broadband renders IPTV services and broadband.
- iii). Digital television:** Under the brand name Airtel digital TV; the digital television business offers Direct-to-Home (DTH) TV services throughout India. Services started on 9 October 2008.
- iv). Mobile data service:** Airtel Data Card, which permits access to the internet at any time; Easy Mail, a platform that provides independent access to personal/corporate emails; and application services that eliminate the lines of the billing portion make the client more relaxed.

C) - BSNL (BHARAT SANCHAR NIGAM LIMITED):

Various product and services are rendered by the BSNL as follows:

- i). Telephone and Mobile:** BSNL offers CDMA (Code Division Multiple Access) and GSM (Global System for Mobile communications) networks for both fixed-line telephones and mobile telephony facilities. In the brand name of Cell One; BSNL Mobile is a major provider of GSM networks in India. It has wide network coverage in both urban area and rural areas of India. BSNL Mobile provides prepaid and post-paid services.
- ii). BSNL Broadband:** BSNL offers Data One as BSNL Broadband, Internet access services through dial-up connections as prepaid, and Net One as Post-paid,
- iii). Bharat Fiber:** Bharat Fiber was launched in February 2019. It provides TV over IP (IPTV), Video-On-Demand (VoD), Audio On-Demand (AoD), Video Conferencing Services, Remote Education, Interactive Gaming, Virtual Private LAN services.
- iv). BSNL Wing Services:** "BSNL Wings Services" has launched in 22 telecom circles on 16 August 2018 by Bharat Sanchar Nigam Limited. For which, No need of SIM (subscriber identity module) card or cable wiring as is a VoIP (Voice over Internet Protocol) service over an app.

D) - VODAFONE IDEA:

Various product and services are rendered by the Vodafone- Idea as follows:

- i). Vodafone-idea bring the smartest and newest innovations to support companies in the digital age, from market-leading enterprise mobility, robust networking and world-class IoT (Internet of things) Solutions, to superior Business Communication & Cloud and insightful Business Analytics & Enabling Solutions.
- ii). YOU Broadband offers fixed-line broadband and voice services (VoIP) in major cities of India.
- iii). Vodafone idea Offers Wi-Fi hotspot services in major cities of India.

IV. Conclusion:

In this paper, the researcher discussed about services provided by the telecom service providers in the country. The service providers should understand what is the customer need regarding that they can offer service to the customers and customers should understand these services before accepting it. There are so many services offered by the service providers but due to lack of awareness customers do not use it and cannot take the benefits of different types of services. Customers have various opportunities to select from the best from their preferred services. There are so many exclusive services that have been also discussed by the researcher which are announced by the telecom service provider regularly for attracting and retaining their customers. So many exclusive services are provided by the different service providers like Jio net Wi-Fi, Jio TV, Airtel Money, Digital television, BSNL Broadband, Mobile payments and so on which is liked by the customers. Due to heavy competition in the market telecom service providers offer several plans on a regular time interval to attract more customers.

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