A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN BSNL, SALEM

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ABSTRACT

The Project work entitled" is to study the of various factors that are concerned with attitude of the employees.

The Study focused on analyzing job satisfaction in level in the organization . The analysis is mainly based on the primary data, through the survey method. For the study has taken a sample size 110 respondents at convenience sampling method from the total population.

The Study gives Employees opinion about job satisfaction, opportunity, attitude, stress, leadership, working environment, nature of work, incentive policy, bonus system, promotional opportunities, and increments.

The Study has used simple percentage analysis, chi-square And ANOVA used. The study has given suggestions to improve the motivational factors. To increase productivity. Through this organizational objective can be easily achieved. Overall company is satisfactory in job.

1. INTRODUCTION

Customer relationship management (CRM) is a number of strategies and technologies that are used to build stronger relationships between companies and their customers.

A company will store information that is related to their customers, and they will spend time analyzing it so that it can be used for this purpose.

Some of the methods connected with CRM are automated, and the purpose of this is to create marketing strategies which are targeted towards specific customers. The strategies used will be dependent on the information that is contained within the system. Customer relationship management is commonly used by corporations, and they will focus on maintaining a strong relationship with their clients.

1.1 Objectives of the study:

- To find out the relationship by knowing the satisfaction level of subscribers about the telecom industry.
- To know the customer opinion about tariff rates of BSNL.
- Creating awareness to BSNL subscribers about the facilities in prepaid and postpaid connections.
- Analyzing the problem faced by BSNL subscribers.

1.2 Scope of the study

The study is conducted on BSNL prepaid and postpaid users at 'BSNL CUSTOMER SERVICE CENTER'. The study is confined to the area of RAJAHMUNDRY. The size of the sample was 50.

2. RESEARCH METHODOLOGY

2.1 Procedure

To Procedures by which Researchers go about their work of describing explaining and prediction phenomena are called methodology. Methods comprise the procedures used for generating, collecting and evaluation data. Methods are ways of obtaining information useful for assessing explanations.

2.2 Research Design

❖ A Research design is the arrangements of condition for collection and analysis of data. This speaks about the decision recording what, where, when, how much by what means concerning on inquiry or a research studies. In constitutes the blue print for the collection measurements and analysis of data.

❖ The type of research used in this project is descriptive in nature. Descriptive studies aim at portraying accurately the characteristics of a particular group or situation.

3. DATA COLLECTION

➤ Primary Data

➤ Secondary Data

3.1 Primary Data

The primary data was collected from the respondents through the questionnaire, observation & direct interview

3.2 Secondary Data

➢ Company Records
➢ Publications
➢ Magazine
➢ Journals
➢ Internet Sources

3.3 Sample Size

The Target population of employees is 1328 of relationship on BSNL. Among which 110 were taken as a sample size.

3.4 Sample Design

The sampling technique used in the study was Non-probability convenience sampling' method was adopted and used for the study.

4. ANALYSIS AND INTERFACE

4.1 Classification Table

Age	No. Of Respondents	Percentage
Below 25	0	0
25 - 30	18	16.36
31 – 40	45	40.90
41- 50	20	18.18
Above 50	27	24.54
Total	**110**	**100**

4.2 Inference

The above table shows that 16.36% of the respondents are in the age group of 25-30 years, 40.90% of the respondents are in the age group of 31- 40 years, 18.18% of the respondents are in the age group 41 – 50 years, and 24.54% of the respondents are in the age group Above 50

4.3 Classification of Response by Genders

Gender	No. of respondent	Percentage
Male	101	91.81
Female	9	8.18
Total	**110**	**100**

4.5 Inference

The above table shows that 91.81% of respondents are male and 8.18% of respondents are female.

5. FINDINGS

Few subscribers were very particular about rentals.

• Through my survey, I came to know that most of the customers are satisfied with BSNL plans and toppings.

• Through my survey I observed that most of the customer's monthly expense was in between Rs/- 350/- and 500/-

• I observed that most of the customers are prepaid connection holders.

• I observed that most of the customers like Airtel advertisement and punch-line.

• Through my survey I found that BSNL takes at least 2-3 days to rectify problems.

• BSNL 'CSC representatives provide the information to all the subscriber It is observed that the relationship between the subscribers and the BSNL was good.

6. SUGGESTIONS

To retain existing customers BSNL has to offer better or improved schemes from time to time to compete with the competitors. This would automatically attract new customers.

BSNL should continue to offer the best toppings to stay at the top.

There should be no compromise in quality and the To ensure better customer satisfaction and maintain higher level of Customer relationship management, BSNL has to strengthen its network coverage.

7. CONCLUSION

Customer relationship management entails all aspects of interaction a company has with its customer, whether it is sales or service related; it starts with the foundation of relationship CRM is a systematic approach towards using information and ongoing dialogue to built long lasting mutually beneficial customer relationship .From the above all available data it is relationship

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