



# A STUDY ON CUSTOMER SATISFACTION TOWARDS BHARATH SANCHAR NIGAM LIMITED (BSNL)

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## ABSTRACT

This study titled “A Study on Customer Satisfaction in Bharat Sanchar Nigam Limited (BSNL), Tirupati” focuses on evaluating the satisfaction level of customers using BSNL telecom services. Customer satisfaction is considered an important factor for the success and growth of any organization, especially in the highly competitive telecommunications industry. The main objective of the study is to understand customer awareness about BSNL services, measure their satisfaction with service quality, and identify areas where improvements are required.

The research is descriptive in nature and is based on both **primary and secondary data**. Primary data were collected through a structured questionnaire from **100 respondents** in Tirupati using a systematic random sampling method. The questionnaire included questions related to service usage, awareness of BSNL plans, service quality, reliability, affordability, customer support, and overall satisfaction.

The findings of the study reveal that a majority of customers are satisfied with BSNL services, particularly with **voice clarity, affordability of plans, and customer service response**. However, the study also identifies certain issues such as **technical problems, network quality, and service reliability**, which affect customer satisfaction. Many respondents suggested improvements in **network quality, customer support, and faster complaint resolution**.

**KEY WORDS** : customer satisfaction , service quality, customer experience brand loyalty, customer retention, net promoter score customer feedback, and perceived value

## INTRODUCTION

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy

This study on customer satisfaction aims to evaluate customers' perceptions, expectations, and experiences with the organization. The findings of the study can help management take effective decisions to enhance service quality, improve customer relationships, and achieve long-term business success.

## REVIEW OF LITERATURE

1. Mohd. J. (2015) Researcher throws light on importance of customer satisfaction in any industry. Good quality service and improved customer satisfaction will lead to enhance the number of customers. Good service providers can also save the money required for different promotions and marketing activities as satisfied customer will always endorse these brands

2. Karmugil S. Kannapa R. (2015) Focused on study of customer satisfaction and identified it is the key indicator for future Purchase decisions. Also, customer friendly strategies need to be developed for selling the best quality product and service

3. Sugeng, (2016) Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs.

4. For the consumer, services are any activities offered for sale that provide valuable benefits or satisfactions; activities that he cannot perform for himself or that he chooses not to perform for himself" (Besom, 1973).

## NEED FOR THE STUDY

The company has to know its customer perception, the satisfaction level and also its competitor's customer satisfaction level and problems, which are facing their customers in order to appropriate action. Studying customer satisfaction is crucial for businesses because it helps identify areas for improvement, understand customer needs and expectations, and ultimately, drive loyalty and profitability by informing strategies and decisions across various business functions.

## SCOPE OF THE STUDY

The study on "Customer satisfaction" helps in understanding factors. It also influences the purchase type of BSNL and understands the intention of customer .

The study will also provide the information to the dealers about the satisfaction levels of the customer towards their services. The study offers helps to put practice the theoretical aspect. Overall scope of the study is to understand effectiveness on creating A STUDY ON "CUSTOMER SATISFACTION IN BHARAT SANCHAR NIGAM LIMITED IN TIRUPATHI".

This study restricts itself to Tirupati region. It helps to understand user's preference for the main competing brands of Land line services like AIRTEL, TATA INDICOM and RELIANCE in Tirupati. This will benefit company in making their future marketing decisions.

## OBJECTIVES OF THE STUDY

1. To know the awareness levels of various plans of BSNL
2. To find the customer satisfaction towards the mobile services of BSNL
3. To measure the service quality of the services of BSNL Telephone services
4. To suggest and recommend decision action to improve customer satisfaction to the company

## METHODOLOGY OF THE STUDY

### Data Collection Methods

#### Primary Data :

The primary data were collected by personally administering a semi-structured questionnaire to the sample respondents of basic telephone services of BSNL.

#### Secondary Data :

The secondary data were collected from various sources like company web site, beforehand by others, databases of authentic sources in internet, magazines, journals and business news papers.

### Sampling Methodology

#### Sample Size :

A total of 100 respondents were finalised by using systematic random sampling method and data were collected from all the respondents.

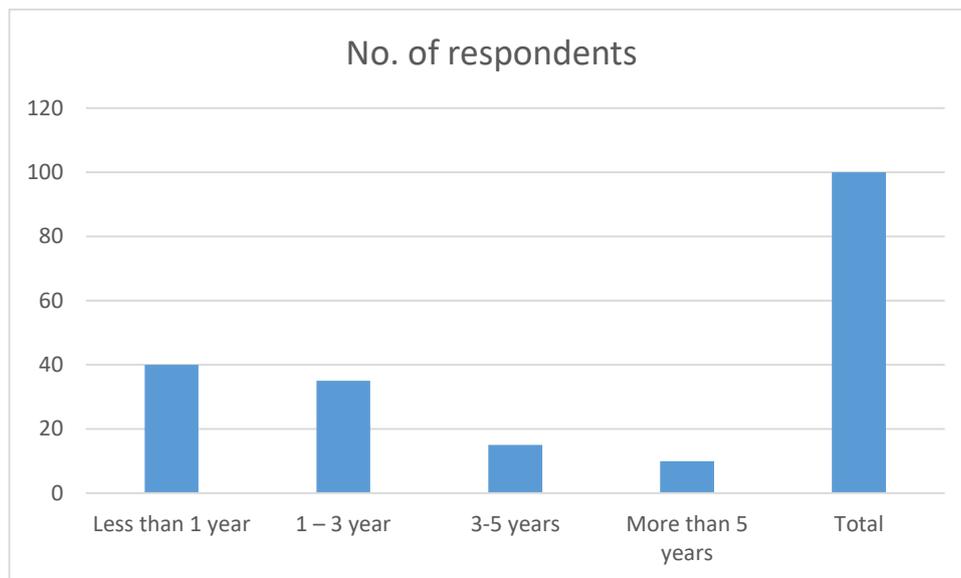
#### Data Analysis Methods :

Data were analysed with the help of simple averages, percentages convenience sample.

## DATA ANALYSIS AND INTERPRETATION

**Table No: 1. How long have you been using BSNL services?**

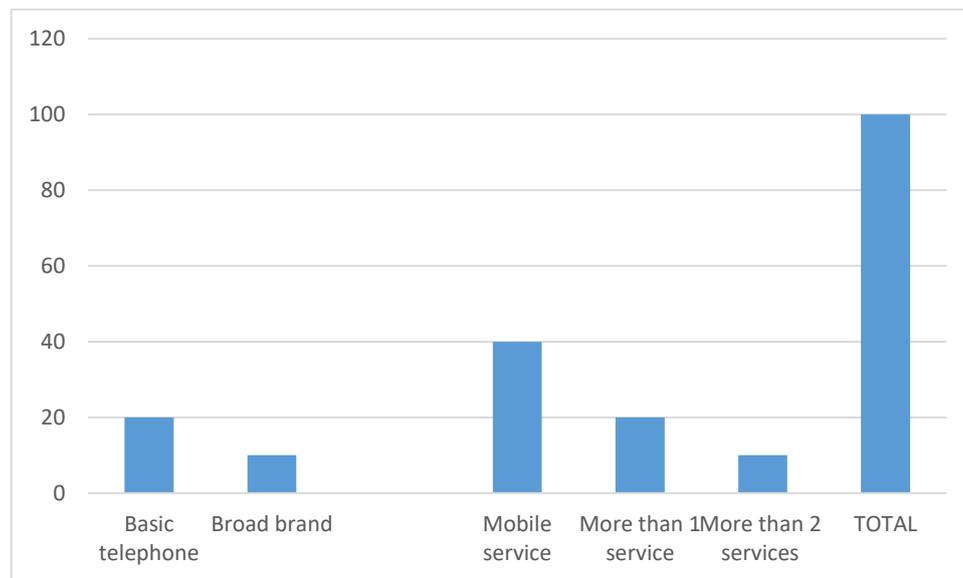
Option	No. of respondents	Percentage (%)
Less than 1 year	40	40
1 – 3 year	35	35
3-5 years	15	15
More than 5 years	10	10
Total	100	100

**Graph No:**

**Interpretation:** The data shows that the majority of respondents (75%) have been using BSNL services for less than 3 years. This indicates a strong presence of new and moderately recent customers. However, only 10% of customers have stayed for more than 5 years, which suggests that long-term customer retention is comparatively low.

**Table No: 2 Which BSNL service are you currently using**

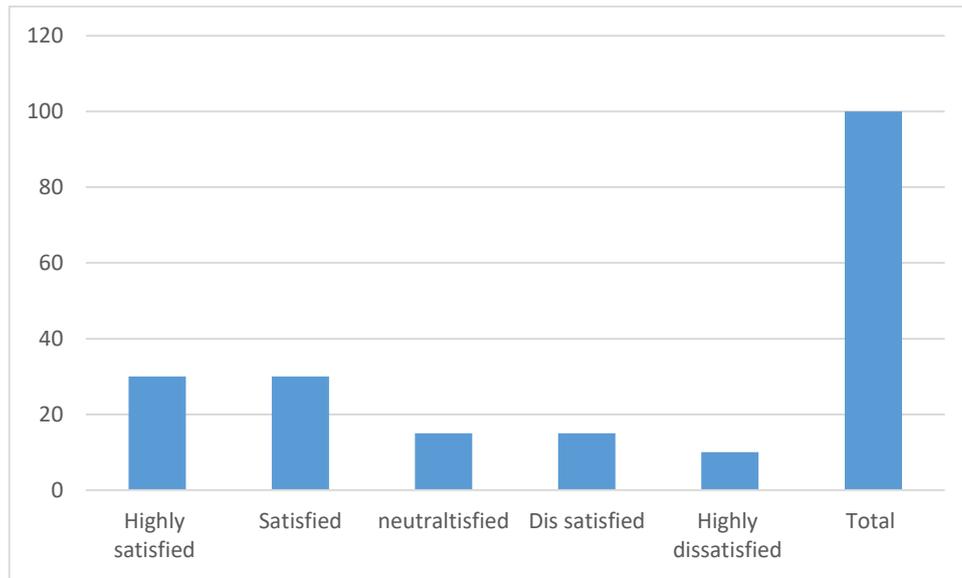
Opinion	No. of respondents	Percentage (%)
Basic telephone	20	20
Broad band	10	10
Mobile service	40	40
More than 1 service	20	20
More than 2 services	10	10
TOTAL	100	100%

**Graph No:****Interpretation**

The table shows that 40% of respondents prefer **mobile service**, which is the highest among all categories. About 20% of respondents use **basic telephone services**, while another 20% use **more than one service**. Only 10% prefer **broad brand services** and another 10% use **more than two services**.

**Table No: 3 How satisfied are you with the overall services of BSNL?**

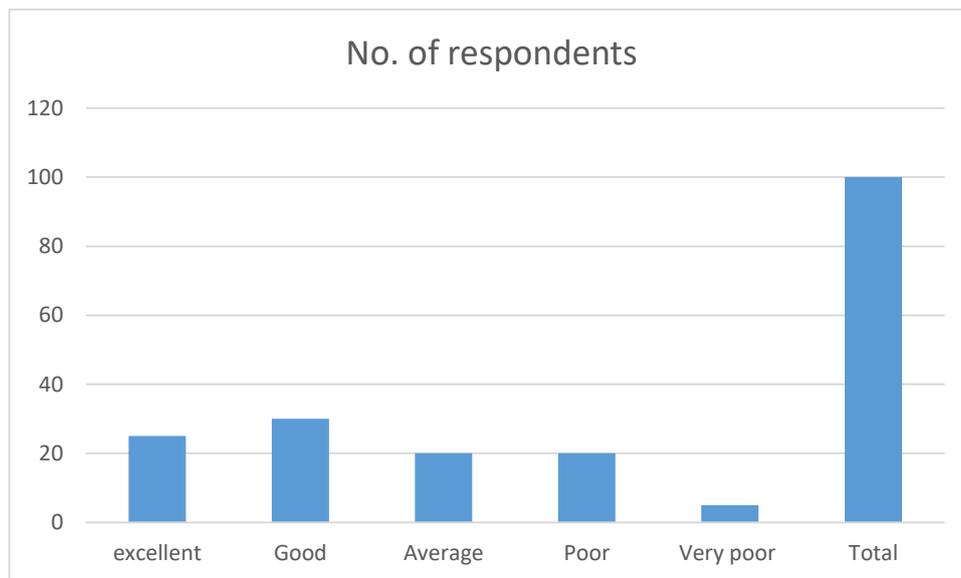
Option	No. of respondents	Percentage (%)
<b>Highly satisfied</b>	<b>30</b>	<b>30</b>
<b>Satisfied</b>	<b>30</b>	<b>30</b>
<b>neutraltisfied</b>	<b>15</b>	<b>15</b>
<b>Dis satisfied</b>	<b>15</b>	<b>15</b>
<b>Highly dissatisfied</b>	<b>10</b>	<b>10</b>
<b>Total</b>	<b>100</b>	<b>100</b>

**Graph No: 3****Interpretation**

The data shows that most respondents are satisfied with the service. About **30% are highly satisfied** and **30% are satisfied**, indicating a positive response from the majority. Meanwhile, **15% of respondents are neutral** and **15% are dissatisfied**, while only **10% are highly dissatisfied**.

**Table No: 4 How would you rate the quality of BSNL basic telephone services?**

Option	No. of respondents	Percentage (%)
excellent	25	25
Good	30	30
Average	20	20
Poor	20	20
Very poor	5	5
Total	100	100

**Graph No:****Interpretation**

The table shows the respondents' opinion about the service quality. About **30% of respondents rated it as good**, while **25% rated it as excellent**, indicating a positive view from more than half of the respondents. Meanwhile, **20% considered it average** and another **20% rated it as poor**. Only **5% of respondents rated the service as very poor**, showing that very few respondents have a highly negative opinion..

**FINDINGS**

1. The majority of respondents (**40%**) have been using BSNL services for **less than 1 year**, indicating a large number of new customers.
2. **Mobile service (40%)** is the most commonly used BSNL service among respondents.
3. Most respondents are satisfied with BSNL services, as **60% are either highly satisfied or satisfied**.
4. The quality of BSNL basic telephone services is rated **good or excellent by 55%** of respondents.
5. A majority (**65%**) of respondents consider BSNL services **reliable or very reliable**.
6. **40% of respondents rated the customer service response time as excellent**, showing positive service feedback.
7. Overall satisfaction with BSNL basic telephone services is positive, with **50% of respondents being satisfied or highly satisfied**.

**SUGGESTIONS**

- BSNL has to improve promotional techniques
- Company employees has to show sincere interest in solving problems of customers
- BSNL has to make their employees to give prompt service to the customers
- BSNL has modify the tariff plans according to customer need
- Regularly collect customer feedback to identify improvement areas.

## Conclusion

The study reveals that BSNL maintains a **moderate level of customer satisfaction**, with strengths in voice clarity and affordability. However, technical issues, service reliability, and complaint handling systems require improvement. By focusing on infrastructure development, customer service enhancement, and competitive pricing strategies, BSNL can significantly improve customer satisfaction and increase its recommendation rate.

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