Service Quality and Its Role in Upselling/Cross-Selling

Rohit Mohan, Rai R. S., Sonali P. Banerjee

Abstract - At this point, we are quite sure that we have understood the value of this idea if Servqual as well as in market research. It is expected that the contextual research shared in this article will provide you with a practical understanding of the use of this idea in the exam. Cross selling and up selling from the bottom up are one of the most used distinctive features in the marketing technique of any organization. SERVPERF and SERVQUAL are two service quality assessment tools that are commonly used in the assessment of quality of service in different service areas, for example, banking, hospital, tourism, insurance and so forth. In any case, quality literature of the service shows that there is a significant difference in the principle of estimation of the quality of service in these two matrices, and in addition, results using these two matrices actually do not require coordination. Therefore, the quality of service is rich in literary models, hypotheses and criticisms, the way dynamic research has progressed in the last two decades. The recognized issue in this research is this: Do both of these metrics agree in their results or there is a significant difference in their results for a given telecom service sector. The exam extracts between the results of these two metrics, and how to improve the service quality and service performance in the telecommunications industry, while examining the possibility of suggesting tips and suggestions based on a consolidated outcome.

KEYWORD: Service Quality, Service Performance, Up-selling, Cross-selling, Telecom Retail

I. INTRODUCTION

Telecom service providers in India have seen good times as well as the bad times. From the days of exponential growth in the first decade of its operations (starting in 1995) to a grinding halt (and even negative growth) in revenues by the end of 2007). While the initial decade was good for revenue growth for first few operators like Airtel and Vodafone (earlier known as Hutch), later years focused more on addition of subscribers than revenue growth. Each operator was trying to add as many subscribers as possible and report higher numbers every month. Though it did take quite some time but focus on revenue was slowly but surely setting in. There was high uncertainty regarding the government regulations for telecom industry has also impacted the investments in the industry.

With less money coming from promoters after the economy hitting a rough patch in 2008 and ARPUs (Average Revenue Per Customer) coming down due to both the customer quality and cheap talk-time plans. Telcos (short for Telecom Companies) had no choice but to change the business model.

While the adoption of 2G or the voice services lead to a steep rise in revenues, the adoption of 3G (or the data services) has been very slow. The revenues as far less than expected and do not seem to justify the huge license fees paid by the telcos to the government. When 4G gor launched and the strategy of Reliance JIO has already shook the telecom world

Even during these turbulent times there has been some good news for some of the telecom companies. A few of the telcos have reported growth in the data usage and in turn revenues as well. This has largely been driven due to adoption of smart-phones by the Indian consumers and usage of internet-based applications like 'FaceBook' and 'WhatsApp'. Reliance Jio has also shown some signs of weakness and it has increased its price recently. This has served as a breather for all of the telcos which could manage to still be in operation.

Smartphone sales have also now exceeded the sales of feature phones.

All the big telecom companies have exclusive retail presence which focuses on up-selling new services to increase ARPUs (Average Revenue Per User) of their existing customers. These retail stores not only sell telecom services but also handsets and accessories. A customer's perception of service quality of a telecom service provider, his/her awareness levels of 'need' and the personalized sales pitch by a Sales Advisor (promoter at a telecom retail store) are the three most likely parameters which may affect success rate of an up-selling attempt. Also, the follow-up with a structured sales call which includes probing, objection handling, closing and repeated up-selling attempts are also critical to maintain a prospect's interests leading an actual sale and hence higher monthly Average Revenue Per User (ARPU).

In this research article we discussed the objectives, hypothesis, research method, scope, benefits of the study, concept of telecommunications and current status in India, Parasuraman perception of service quality, service performance of telecom industry and its effect on cross selling and upselling and its idea and in last results, findings, conclusion and draw suggestion under this context.

Retrieval Number: A4330119119/2019©BEIESP
DOI: 10.35940/ijitee.A4330.119119
Journal Website: www.ijitee.org

1502

Published By:
Blue Eyes Intelligence Engineering
& Sciences Publication

II.   REVIEW OF LITERATURE

Unlike most of the regular goods or products which can be seen and held and even measured in some many ways. The products have specs that can be measured objectively by indicators such as durability and number of defects (Crosby, 1979), service quality is truly subjective, In fact it may even vary with people and their preferences and even how they feel at the time of consuming them. There are several features or elements of service that make it further elusive and abstract i.e. intangibility, heterogeneity and inseparability of production and consumption (A. Parasuraman, 1988).

Driving 'service quality' as a goal is hence not easy; the first challenge is to be able to define it well and then to measure it. The third requirement is then to set a measurable goal. All of this makes it extremely intricate and complex. A seminal research in the late 80s led to the simplified 'Servqual' model. It was used to define the input parameters. (A. Parasuraman, 1988)

1. Reliability, this is the first parameter and is defined as the "ability to perform the promised service dependably and accurately" (Buttle, 1996).
2. Assurance, is second parameter and is defined as the "knowledge and courtesy of employees and their ability to convey trust and confidence" (Buttle, 1996).
3. Tangibles, third parameter is defined as the "appearance of physical facilities, equipment, personnel and communication materials" (Buttle, 1996).
4. Empathy, is the fourth parameter and is defined as the "provision of caring, individualized attention to customers".
5. Responsiveness, is the last and is used to express the service personnel's "willingness to help customers and to provide prompt service". (Buttle, 1996)

The simplified model is also known as the RATER which is an acronym. It allows customer service experiences to be further defined and quantitatively assessed. It has also been used widely by service delivery organizations.

(Nyeck S. M., 2002) shared that the SERVQUAL as a measuring construct "appears to remain the most complete attempt to conceptualize and measure service quality". The SERVQUAL measuring construct has been used widely by several researchers to understand numerous service industries such as hospitality, healthcare, banking and off-course education.

CONCEPT OF TELECOMMUNICATION

The word telecommunication was regulated by the French word telecommunication. It is a compound of the Greek prefix tele-meaning "far" and Latin to communicate, which means "to share". The French word telecommunication was written in 1904 by French designer and writer Edouard Estaunie. Telecommunications are the transmission, between or between approaches indicated by the customer, of the customer selection data, without changes to the structure or substance of the data as they were sent and obtained.

World Telecom Industry

The global telecommunications industry is a growing sector, which continues towards the goal of reaching two thirds of the world telecommunications associations. In recent years, technology has changed data and maps emotionally and for this reason, the global Telecom industry will be an explosive sector.

The important financial growth and the growing population increase the rapid growth of this sector. The global telecommunications market is set to grow 11 percent by year-end by the end of 2010. Leading telecommunications organizations Eyes such as AT & T, Vodafone, Verizon, SBC Communications, Bell South and Qwest Communications are trying to exploit this growth. These organizations are eliminating telecommunications sectors and broadband innovations, advances EDGE (increased data rates for global development), the organization of LAN-WAN entuerzos, the administration of optical systems, the voice convention on the Internet, the service of wireless information, etc.

Indian Telecom Industry

Telecommunications Agreement India is the world's second largest number of telephone customers (fixed and mobile), with 1,179 million supporters as of July 31, 2018. [1] has one of the smallest tasks calling the world, enabled by super telecommunications administrators and hyper-rivalry between them. As of July 31, 2018, India has the second largest world-wide internet customer base with 460.240 thousand broadband followers in the country. [1] As of December 31, 2018, India had a populace of 130 crore people (1.3 trillion), 123 crore (1.23 trillion cards), mechanized biometric Aadhaar, 121 crore phones (1210 billion) of cells, 44.6 crore (4460 million) cell phones, 56 crore (560 million or 43% of the populace) Internet clients, contrasted with 481 million individuals (35% of the absolute populace) in December 2017 and a development of 51% in business [2, 3] and raised gross income (2018) 160,814 crore (US $ 22 billion) [4]..

PARASURAMAN PERCEPTION OF SERVICE QUALITY

Parasuraman [5] "characterizing quality is the general experience that a customer sees when associating an article and services. They also suggest that there are five explicit components of service quality: physical assets, reliability, responsiveness, guarantee and empathy (Bolton [6]; Cronin 1992 [7]; Parasuraman et al., 1988 [5] Shepherd 1999) [8] to represent the quality of service as a sort of mentality, correlated but not identical to respect deriving from the correlation of desires with execution." According to Bitner and Hubert (1994) [9], Tsoukatos (2006) [10] quality of service is seen as an impression on the relative mediocrity / superiority of a service provider and its services. Bose (2010) [11] in his article focus on problems and related service organizations for obtaining lucrative segments of lost client's strategies. In the light of the investigation, it is assumed that service quality, relationship building, and overall service performance can improve business relationships with customers [12].

Parasuraman Perception of Service Quality Evaluation

Parasuraman et al. (1988) [13] "assessed their work and subdivided them into five dimensions that are otherwise called the RATER model, which include:"

Reliability, which is characterized by the "ability to satisfy the guaranteed service in a coherent and precise manner" (Buttle, 1996) [14].

Assurance, which implies "the information and gratitude of the representatives and their ability to transmit trust and certainty" (Buttle, 1996) [14].

Tangible, which contains the "presence of physical offices, equipment, labor force and materials for correspondence" (Buttle, 1996) [14]

Empathy, what is the "arrangement of the mind, the individualized attention to customers "(Buttle, 1996) [14].

Responsiveness, which communicates the "ability to support customers and offer them a short service" (Buttle, 1996) [14].
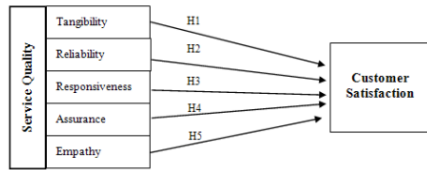
The five hypotheses significantly affect customer satisfaction.

III. CUSTOMER CENTRICITY: DEFINITION

Customer-centricity is an approach of doing business and philosophy that the organisational culture signified. Its focuses on providing a great customer experience both at the point of sale and after the sale. It is there to drive profit and gain the competitive advantage against its competition that may be both direct and/or indirect. The philosophies, ethos, founders and employees visions and most importantly the operations of customer-centric businesses revolve around their customers who bring in most value. Keeping these customers happy and making sure they're happy is the key goal. Dr. Peter Fader, in his book Customer Centricity: Focus on the Right Customers for Strategic Advantage. In his book he maintains that not all customer segments turn out to be profitable and its is critical to find, define and focus on them.

You can never serve all segments well enough. An organisations should try to serve well defined segments really well. This is only possible and achieved once an organisation had gathered customer data from multiple direct and indirect channels. This must be and analysed for a better understanding and categorization of its customers. (Fader, 2012)

IV. SERVICE QUALITY IN RETAIL

However, in a retail shop that sells a multiple mix of products and services, customers might evaluate service quality differently than in a pure service setting, which suggests the need to use a scale that is specific for store retailing (Diaz-Martiz, 2000). SERVQUAL was found to be unsuitable for measuring service quality in a retail (Dabholkar, 1996); (Mehta, 2000). Hence there is a need to further customise the construct.

Having reviewed literature on customer orientation of service and retail employees, it is very well established among marketing pundits that firms which focus their activities on the needs of their customers, i.e. behave in a customer-oriented way. Also as per the new literature, the firms that perform as a consultative way perform even better than those companies that do not (Donavan et al., 2004). Further studies by Narver and Slater (1990) and Jaworski and Kohli (1993) further build and substantiate the business potential of an organisation's customer orientation that even goes beyond. Not much research has given insights of customer orientation and nor have many analyzed what customer orientation means in terms of people, process,

systems and even products. The intangible nature of services and all the RATER factors have high level of customer interaction, customer orientation can be expected to play a crucial role in terms of economic success for service companies. Not only researchers who have defined and analysed the role of service employees as a dimension of service quality (e.g. Parasuraman et al., 1988; Dabholkar et al., 2000), there have been studies that clearly address the concept of customer focus and orientation of service employees are Kelley (1992), Brown et al. (2002), Donavan et al. (2004), and Hennig-Thurau and Thurau (2003).

Service success through customer-oriented employees?

Being intangible service, customers often only tend to believe the behaviour of service employees when assessing the quality of service. The employees' level of customer orientation is hence considered supreme in making an organisation customer centric (Bitner et al., 1990; Bove and Johnson, 2000; Bowen and Schneider, 1985; Sergeant and Frenkel, 2000). Having identified its important position in the value chain, only limited studies have tried to take care of the construct of customer orientation of service employees (COSE). A few exceptions to this are the studies conducted by Kelley (1992), Brown et al. (2002), Donavan et al. (2004), and Hennig-Thurau and Thurau (2003). The studies focus on the how these two works in relation to each other. COSE and employee characteristics such as role definition, measures of performance, personality traits and even organizational commitment. While it was suggested but the same was not empirically tested, To the best of our knowledge, there has been no study which has tested the impact of C.O.S.E. model on the way customers assess each and every transactions and interaction with service employees or their relationship with the service provider as a whole. While it has been defined in so many ways, the actual empirical testing seem to have not been done.

Overview

This research aims at finding of the Impact of Service Quality and Service Performance on 'Up-selling' and 'Cross-selling': A Study on Indian Telecom Retail Sector. Along with it, this research has following objectives of study

- To study impact of customer perception of service quality on up-selling and cross-selling conversion rates.
- To understand consumer behavior with respect to new product adoption (NPA) amongst Indian consumers.
- To create a training framework for the Sales Advisors (store promoters) at a retail store in order to increase up-selling and cross-selling conversion rates

Directly impact of customer perception of service quality on up-selling and cross-selling conversion rates in telecom retail sector. Indirectly impact of customer perception of service quality on up-selling and cross-selling conversion rates in telecom retail sector. Emphatically impact identified with their attitude toward autonomous decision-making consumer behavior with respect to new product adoption (NPA) amongst Indian consumers.

There is no significant difference between the expectations and perceptions of the customers of the mobile telephony service providers.

SERVICE PERFORMANCE OF TELECOM INDUSTRY

Wireless Communication and Wireline Communication

Wireless communication is the fastest-growing segment of the telecommunications industry in India. Through the advancement of wireless correspondence, it has become easier to transmit data between at least two points that cannot be associated with an electrical conduit." Modifications in the market structure are mainly because of alterations of the national telecommunications strategy of 1999. The Indian government is offering favorable circumstances to private players to create in this segment. The correspondence of mobile telephones is a standout amongst the best-known voices of wireless technology and, else, it is called mobile correspondence. "The genuine wireless operators are Bharti Airtel, Vodafone, Reliance Communications, Idea Cellular, Tata Indicom and BSNL/MTNL [15, 16]."

Table 1: Development of phones throughout the years (in million)

S.No.	Year	Wireless Subscriber	Wireline Subscriber	Total Subscriber	Annual Growth
1	March-2007	165.11	40.75	205.86	45
2	March-2008	261.07	39.42	300.49	46
3	March-2009	391.76	37.96	429.72	43
4	March-2010	584.32	36.96	621.28	45
5	March-2011	811.59	34.73	846.32	36
6	March-2012	919.17	32.17	951.34	12
7	March-2013	867.8	30.21	898.01	-6
8	March-2014	904.54	28.5	933.02	4
9	March-2015	969.9	26.59	996.49	7
10	March-2016	1033.63	25.22	1058.86	5
11	March-2017	1170.18	24.4	1194.58	3
12	March-2018	1183.41	22.81	1206.22	1.3
13	Oct-2018	1170.07	22.02	1192.04	0.05

Source: TRAI Annual Reports from 2012- 2019, Press Releases of TRAI

The table above demonstrates that throughout the years the quantity of wireless clients has expanded, while there has been a decline in the quantity of wireline clients because of a developing enthusiasm for wireless telephones over landlines.

Overall Performance Indicator of Telecom from 2007 to 2018.

The past line diagram shows unequivocally that there has been a positive development in the quantity of supreme phones in earlier years, except for 2007-19, because of the removal of latent mobile telephone relationship by the administration [17-19].

The wireless segment of the telecommunications industry in India involves the sponsors of GSM and CDMA:

"GSM is a wireless automated communication technology that implies worldwide framework for mobile communications made in 1982.""GSM arranges work in the frequency bands of 900 MHz and 1800 MHz. A standout amongst the most imperative parts of GSM is the character module of the endorser, by and large known as a SIM card." CDMA represents practically 20% of the telecommunications market share.

Table 2: GSM and CDMA subscribers from 2007 to 2018

Year	GSM Subscriber	CDMA Subscriber
2007	120.47	44.64
2008	192.70	68.37
2009	297.26	94.50
2010	478.68	105.64
2011	698.37	113.22
2012	814.06	105.11
2013	794.03	73.78
2014	847.41	57.10
2015	876.15	54.05
2016	989.54	44.09
2017	1154.59	12.59
2018	1179.12	4.29

Source: TRAI Annual Reports from 2007 to 2019

Tele-density

Tele density demonstrates the quantity of phone relationship out of a hundred people. It is a striking marker of the passage of telecommunications into the country. There is an exponential development of tele density in India because of the advancement of innovative wireless advances.

The fast increment in rural tele density is basic for the budgetary and social improvement of rural areas, which will add to the general advancement of the entire country. The Indian government has utilized a few measures to spread the mobile framework in remote rural areas. Private telecommunications operators are doing everything conceivable to extend their services in rural areas by giving astounding services.

Source: Press release of TRAI 2019 As shown in the table, Metro urban communities have a high telephone density compared to other service areas [6].

IDEA OF CROSS SELLING AND UPSELLING

Strategic launch and sales growth are one of the most important ideas in marketing testing. Each of the other days when you visit a supermarket, a restaurant to buy something, this idea does not bear fruit. This idea is taught in every marketing class all over the world, so it is hoped scholars to know it.

Are you wondering why we chose this "Strategic launch" theme? In reality, the answer to this is exceptionally obvious. To the extent that we can say (the generation of a very long time) the creation and preparation of groups, we have conducted many meetings. And prepare to be dragged. For our standard query of "Expand in a company you've dealt with from start to finish", the most continuous reaction was a cross-selling model! However, when many individuals were evaluated around the essential ideas to increase / sell strategically, they could not give acceptable answers. They would realize that the code used has not yet been able to clarify this direct idea. Therefore, here we are talking about our interpretation of this well-known and vital cross-selling story. To reveal the process from beginning to end, we also did a contextual analysis in the second 50% of the article. We hope this article will become a reference prepared for anyone interested in strategically updating the launch / sale in telecom organization.

Definition – Cross-Sell and Up-Sell

The strategic launch includes the closure of several items offered by a supplier of solitary goods / services to another existing customer or customer. The up sale is selling more valued items / services to a current customer.

And if we start with how Miller Heiman [20] characterizes launching and selling strategically? Strategic releases: "(1) Expanding the number and quality of connections between key people in the purchasing organization and the sales organization, (2) Making the organization accessible to purchase important additional agreements."

Up-selling: conversion of an underlying request into a progressively productive request. "The customer is regularly shown to be responsible for (1) additional units of the seller's response or (2) a first-order adaptation of the seller's response. This does not mean that you sell to telecom customers something they do not have to worry about; it means selling to customers more than something they require."

Why do not these two sales exercises occur more frequently? Dread. "The fear caused by the confusion that "required more" increases the danger of losing the agreement. To end this fear, it is essential to use quality business data." By neglecting the opportunity to accumulate end-to-end data on customers and prospects, marketers can get more information about their accounts, reveal new business opportunities and maintain strategic distance from a significant number of fears that impede performance. Strategic launch and up sale exercises.

For example:

You are willing to purchase a mobile phone within a range of Rs values. 30,000 (~ $ 500). However, in the long run, you end up buying a cell phone of Rs.42,000 ($ 650) due to the fact that the sales representative gave the phones several incredible aspects and you ran off with them. (This is for up sale) .

They organize to buy a mobile phone worth Rs. 30,000 (~ $ 500), however, the sales representative offered a fascinating deal to buy a cell phone with selective JBL hearing aids for Rs.40,000 (~ $ 634) and you ran off again. (This is cross selling).

Cross-selling is a central part of a customer-driven relationship methodology and requires an integrated customer perspective. The implementation of a cross-selling program is based on influences that authorize, for example, the responsibility of the organization; All around the company technique characterized; powerful usual control of the execution; and successful approach in the system. Cross selling has become a characteristic methodology for beneficial growth in several segments.

Every one of these methods requires an ever more profound comprehension of the customer's key exercises and the colossal issues confronting every single potential purchaser inside the organization. Shutting isn't an ideal opportunity to begin the most exceedingly bad time to begin considering strategically pitching and the extra deal is towards the finish of the business cycle. By then, the final turning point has passed. By combining the aforementioned means into telecom retail business strategies, we will be constantly looking for approaches to take advantage of each agreement, while encouraging telecom customers.

V. RESEARCH METHODOLOGY

Population

The study is proposed to be conducted at retail stores in Delhi and NCR for at least three private operators. All the customers who visit these retail stores will be considered as 'population'.

Sample

The study is proposed to be conducted in at least 25 exclusive retail stores covering 250 telecom subscribers.

Data Collection

Primary data will be collected by administering questionnaires and feedback forms. These tools will cover Sales Advisors, Store Walk-ins and Store Managers.

SCOPE OF THE STUDY

The study will be conducted in telecom retail stores in Delhi and National Capital Region for three telecom service providers.

The study will focus on customer service and its impact on business.

The study aims to establish relationship between perceptions of service quality and manpower training to business results.

BENEFITS OF THE STUDY

The research captures consumer behavior, sales team's competencies and business results. The research shall benefit

Marketing Team in measuring consumer perception of service quality and its impact on up-selling and cross-selling. Training Team in defining competency levels for effecting up-selling initiatives leading to business effective workshops. Product team in creating relevant and customer centric solution as per customer's needs.

VI. DATA ANALYSIS AND INTERPRETATION

The research clearly indicated that there is a significant difference in the results of the SERVQUAL and SERVPERF metrics. It can be concluded that if meaningful results are to be obtained, these two metrics should be applied to a service sector and, based on the combined inference that is extracted, suggestions should be given to improve quality.

Any visit to operator's retail store

We concluded that out of 335 respondents, 74.9% of respondent were agreed for visit to operator's retails store and 25.1% of respondents were not agreed for it.

Gender of respondents

We concluded that out of 335 respondents, 64.5% of respondent were male and 35.5% of respondent were female.

Age of respondents

Now we were discussing about the age of respondents, out of 335 respondents, 3.6% of respondents were less than 20 years, 20.6% of respondents were in between 20 and 29 years, 46.4% of respondents were between 30 and 39 years and 29.3% of respondents were in 40 years or more.

Annual Family Income of respondents We concluded that out of 335 respondents, 23.0% of respondent had less than 5 lakhs as annual family income, 24.2% of respondent had between 5 – 10 lakhs, 25.7% of respondents had 10 – 20 lakhs, 8.4% of respondents had 20 – 30 lakhs and 18.8% of respondents had more than 30 lakhs as annual incomes.

Company's SIM for respondents

We concluded that out of 335 respondents, 46.6% of respondents were using Airtel, 2.4% of respondents were using BSNL, 37.9% of respondents were using Idea/Vodafone, 9.6% of respondents were using JOI, 0.6% of respondents were using MTNL, 0.9% of respondents were using Reliance communication, 2.1% of respondents were using Tata Indicom/DOCOMO for company's sim.

VII.   PARAMETERS OF SERVICE QUALITY

Tangibles of services quality

The value for Cronbach alpha of Tangibles of services quality was .884 and reflects the high reliability and it indicated a high level of internal consistency

We concluded that we had calculated the mean and standard deviation and number of each variable of parameters tangibles of services quality. The highest mean of variables was 4.9821. *Reliability of services quality*

The value for Cronbach alpha of Reliability of services quality was .929 and reflected reflects the high reliability and it indicated a high level of internal consistency

We concluded that we had calculated the mean and standard deviation and number of each variable of parameters reliability of services quality. The highest mean of variables was 4.7433.

Responsiveness of service quality

The value for Cronbach alpha of responsiveness of services quality was .903 and reflects the high reliability and it indicated a high level of internal consistency

We concluded that we had calculated the mean and standard deviation and number of each variable of parameters responsiveness of services quality. The highest mean of variables was 4.8836.

Assurance of services quality

The value for Cronbach alpha of assurances of services quality was .901 and reflected reflects the high reliability and it indicated a high level of internal consistency

We concluded that we had calculated the mean and standard deviation and number of each variable of parameters assurances of services quality. The highest mean of variables was 4.9910.

Empathy of services quality

The value for Cronbach alpha of empathy of services quality was .910 and reflects the high reliability and it indicated a high level of internal consistency. We concluded that we had calculated the mean and standard deviation and number of each variable of parameters empathy of services quality. The highest mean of variables was 4.8746

Telecom products/services have been using from this telecom operator

We concluded that out of 335 respondents, 34.6% of respondents had one telecom operator, 37.6% of respondents had two telecoms operators, 16.7% of respondents had three telecom operators and 11.0% of respondents had more than 3 telecom operators as telecom products or services.

Preference of products/services from this telecom company in future

We concluded that out of 335 respondents, 25.4% of respondents had definitely prefer the products, 30.4% of respondents had very likely prefer the products, 32.8% of respondents had somewhat likely prefer the products and 11.3% of respondents had unlikely prefer the product or services from this telecom company in future.

Preference for recommendation this telecom company for friends and family

We concluded that out of 335 respondents, 30.1% of respondents had definitely prefer the recommendation, 29.3% of respondents had very likely prefer the recommendation, 29.6% of respondents had somewhat likely prefer the recommendation and 11.0% of respondents had unlikely prefer the recommendation the telecom company for friends and family.

Analysis between Telecom products/services have been using from this telecom operator with consumer NPA.

Table describes the mean, standard deviation and number of parameter of service quality within the telecom product or services using. ANOVA-test had used between response telecom product and services using of telecom with parameter of tangibles, reliability, responsiveness, Assurance and empathy of service quality. Tangibles and reliability parameter of service quality showed the significant p-value within the telecom product or services using. It meant that Tangibles and reliability parameter of service quality of telecom operator had got affected by the age of operator for the consumers' NPA.

		N	Mean	Std. Deviation	ANOVA
Tangibles	1	116	4.7802	1.39843	3.076*
	2	126	4.7877	1.14108	
	3	56	5.1116	1.26304	
	More than 3	37	5.3919	1.20119	
	Total	335	4.9060	1.27392	
Reliability	1	116	4.5793	1.51683	2.728*
	2	126	4.4429	1.32656	
	3	56	4.8929	1.45125	
	More than 3	37	5.0865	1.26714	
	Total	335	4.6364	1.42105	
Responsiveness	1	116	4.6056	1.46412	1.519
	2	126	4.5714	1.26525	
	3	56	4.8661	1.58542	
	More than 3	37	5.0473	1.41647	
	Total	335	4.6851	1.41225	
Assurance	1	116	4.9159	1.47587	1.453
	2	126	4.8294	1.16861	
	3	56	5.1384	1.40366	
	More than 3	37	5.2635	1.11950	
	Total	335	4.9590	1.32032	

Empathy	1	116	4.6069	1.45756	1.824
	2	126	4.6492	1.21370	
	3	56	4.9107	1.46221	
	More than 3	37	5.1189	1.28362	
	Total	335	4.7301	1.35735	

After satisfying the adequacy of the data for factor analysis, the set of 25 variables explaining the critical success factors/ barriers of KMO were subjected to factor analysis. Factors with eigenvalue more than 1.0 have been selected. Table contains the initial eigenvalues for all the components. It is observed that only 47.5% of the variance, the second factor 60.8% of the variance, and a third factor 68.7% of the variance.

VIII. FINDINGS AND CONCLUSION

In this articlewe explored the quality of the service of the telecommunications companies is analyzed. Furthermore, to analyze in depth and reality, the surveys and interviews are conducted accordingly. Valuable data from different age groups, different regions and different origins are collected and analyzed, so a theoretical analysis is performed. In addition to the analysis of the current quality of service in the telecommunications sector, a suggestion for improvement is also presented. In the future, an additional survey could be performed to check suggestions for improvement. Perhaps another survey can also be done to set an improved suggestion.

The results of these two metrics, and how to improve the service quality and service performance in the telecommunications industry, while examining the possibility of suggesting tips and suggestions based on a consolidated outcome.

- The inclination of the dimensions of quality telecommunications can contrast in different countries. Vital branches: the growth of literature in the field of telecommunications service quality seems to have grown progressively, which provides a constant update and benefits from discoveries.

- The identified cross-selling systems are presumably recommended, offering suggestions to customers who depend on the comparability of their purchase reports with the accounts of different customers.

- The first and most important step forward in discovering new opportunities for cross-selling and up-selling is the adoption of a travel-based strategy

- Only with this complete vision, it is possible to obtain the complete image of the client's preferences, interests, behaviours and feelings, which should show the best idea in a random minute.

- Finally, so as to measure the adequacy of the fight between strategically pitching and rising sales and choose the requirement for changes or changes halfway through future campaigns, it is important to screen logically and long-haul experiences through instinctive boards

REFERENCES

1. "Trai Telecom Subscription Data as on 31st July, 2018" (PDF). TRAI. Retrieved 20 September 2018. https://main.trai.gov.in/sites/default/files/PRNo01Eng02012019.pdf
2. Govt will soon make Aadhaar-driving licence linking mandatory: Ravi Shankar Prasad, Indian Express, 7 Jan 2019.
3. "The Internet and Mobile Association of India". www.iamai.in. Retrieved 2018-05-03.
4. "Yearly Performance Indicators of Indian Telecom Sector (Second Edition) 2017" (PDF). TRAI. Retrieved 11 September 2018.
5. Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing. 64 (1): 12- 40.
6. Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers assessments of service quality and value. Journal of Consumer Research, 17: 375-384.
7. Cronin Jr J.J, Taylor S.A. Measuring service quality (1992). A re-examination and extension. Journal of Marketing; 56(July):55 68.
8. Shepherd C.D. Service quality and the sales force: A tool for competitive advantage. Journal of Personal Selling & Sales Management 1999;19(3):73 82.
9. Bitner, M.J. and Hubert, A.R. (1994), Encounter satisfaction versus overall satisfaction versus quality, in Rust, R.T. and Oliver, R.L. (Eds), Service Quality: New Directions in Theory and Practice, Sage Publications, London, pp. 72-94.
10. Tsoukatos, E. and Rand, G.K. (2006), Path analysis of perceived service quality, satisfaction and loyalty in Greek insurance, Managing Service Quality, Vol. 16 No. 5, pp. 501-19.
11. Bose, K. and Bansal, H.S , (2010).Regain Management :Issues and Strategies, In Sheth, J. N., Parvatiyar, A. &Shainesh. G (Eds.) Customer Relationship Management, Emerging Concepts, Tools and Applications, Tata McGraw Hill Education Private Limited, pp.63-70.
12. Hennig , T., Klee, A.: The impact of customer satisfaction and relationship quality on customer retention: A critical Reassessment and Model Development, Psychology and Marketing, Vol. 14, No. 8, 1997, pp.737-764.
13. Parasuraman A., Zeithaml V. A. and Berry L. L. (1985) "A Conceptual Model Of Service Quality And Its Implications For Future Research," Journal Of Marketing, Vol.49, Pg No. 41-50
14. Peter, P.J., Churchill, G.A. & Brown, T.J. (1993). Caution in the use of difference scores in consumer research. Journal of Consumer Research, 19(3), 655-662.
15. Annual Report 2014-15, Cellular Operators Association of India. Retrieved from: http://www.coai.com/media-room/news..../coaiin.../coai-annual-report-2014-15...
16. Annual Report 2014-15, Department of Telecommunications, New Delhi. Retrieved from: http://www.dot.gov.in/reportsstatistics/annual-report-2014-15-0.
17. Annual Report 2011-12, Telecom Regulatory Authority of India, New Delhi. Retrieved from:http://www.trai.gov.in/..../2013011150318386780062Annual%20 Report%20En.
18. Annual Report 2012-13, Telecom Regulatory Authority of India, New Delhi. Retrieved from:http://www.trai.gov.in/.../AnnualReports/TRAI-English-Annual-Report-10032
19. Annual Report 2013-14, Telecom Regulatory Authority of India, New Delhi. Retrieved from:http://www.trai.gov.in/.../AnnualReports/TRAI-Annual-Report-(English)=010420...
20. Miller Heiman, Special edition Best of sales performance tips: Find hidden revenue by cross selling and up selling © 2006 Miller Heiman, Inc. All Rights Reserved | 10509 Professional Circle, Suite 100, Reno, NV 89521 | 775-827-411

AUTHORS PROFILE

Rohit Mohan, Rohit Mohan is working as a Training Head for a Multinational corporation. The Indian subsidiary has a large retail presence in India.

An MBA graduate he started his career as a sales person in American Multinational and then became a sales trainer. His key interest and expertise lay in developing sales focussed interventions by incorporating customer centric sales and service elements in the process of buying. He also has deep understanding of Sales Coaching and has been instrumental in making it part of sales culture of all the organisations he has worked with.

Retrieval Number: A4330119119/2019©BEIESP
DOI: 10.35940/ijitee.A4330.119119
Journal Website: www.ijitee.org

1508

Published By:
Blue Eyes Intelligence Engineering
& Sciences Publication

He has trained various middle level
 Over the years he has held various training position in telecom as well as mobile handset sales. He also led content development major training operations of an Indian conglomerate.

Sr, R.S. Rai, Dr. R. S. Rai is Professor, Decision Sciences and Deputy Director, Research Planning and Statistical Services at Amity University Uttar Pradesh, where he has been since 2005. He received a B.Sc. in Statistics, Mathematics and Physics, M.Sc. in Statistics, Masters in International Business, Ph.D. in Statistics from MLS University Udaipur and Green Belt in Six Sigma from Indian Statistical Institute, Kolkata.
His research interests span Statistics, Operations Research, Research Methodology, Operations
Management, Total Quality Management, Six Sigma. He has made numerous contribution to
research in management utilising statistical tools and techniques having produces research papers in
internationally indexed journals. He had been Editor of Amity Business Review and is on editorial
and review board of other journals. Two research scholars have received doctoral degree under his
guidance and eight research scholars are currently doing Ph.D. under his supervision.

Sonali P. Banerjee, Sonali Banerjee is a Post Graduate in Management from Bharati Vidyapeeth, Pune. Submitted PhD at Amity University, Uttar Pradesh. Has been working at Amity Business School since 2009. Has many published International Papers to her credit. Has attended many Conferences at International level.
Has taught at International campuses of Amity. Faculty at Directorate General of Resettlement, Defence Ministry, faculty at PAN African E network, Ministry of External Affairs, India.