



## Marketing Strategies Adopted By Airtel For Customer Satisfaction

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### ABSTRACT

*Reasons such as technological advancements, increased customer demand, and fierce competition have propelled the Indian telecom industry to the forefront of the world's most dynamic and rapidly expanding industries. Focusing on Bharti Airtel, the largest integrated telecom services provider in the country, this report provides an in-depth analysis of the telecom industry in India. The research begins with a synopsis of the Indian telecom market's history and current state of growth before diving into the key contributors to the sector's meteoric rise, including the proliferation of mobile phone users and the advent of innovative technologies like GSM, CDMA, and 3G. The competitive dynamics between public and private players are studied in both the fixed-line and mobile divisions, with a focus on the strategies used by major rivals to expand their share of the market. Following Bharti Airtel's evolution from a telecom pioneer to a diversified conglomerate with interests in retail, international exports, and insurance, this research examines the company's business portfolio and strategic stance. The service offerings and organizational structure of Airtel may be better understood by taking a close look at its three strategic business units (SBUs): Mobile Services, Telemedia Services, and Enterprise Services. Additionally, the paper examines Bharti Airtel's function as a catalyst for technological advancement and innovation inside the Indian telecom sector. The article discusses Airtel's efforts to enhance customer happiness by introducing high-quality goods and services, such as enterprise solutions, DTH, and internet. The report sheds light on the inner workings of the Indian telecom sector and the strategic considerations that have helped Bharti Airtel thrive in this dynamic landscape. Researchers, legislators, and stakeholders interested in the sector's past and future might find useful information in it, which emphasizes the opportunities and challenges that telecom enterprises in India encounter.*

### Introduction

#### The Telecommunications Market: A Global Scene

There has been consistent, rapid expansion in the Indian telecom industry. It presents a once-in-a-lifetime chance for international investment, riding on the coattails of anticipated generally strong economic development and, by extension, increasing income levels. There are a number of reasons why the telecom business is expanding, and investors stand to gain a lot from this. After China, Japan, and South Korea, India ranks as Asia's fourth-largest telecom market.

When it comes to telecom networks, India ranks second among developing nations and seventh overall.

By 2012, the already massive Indian telecom market—worth more than \$8 billion—is projected to grow thrice. In December 2002, there were 10 million mobile phone customers in India, an increase of about 100% from the previous year. This phenomenal development has been the driving force behind the telecom industry's rise in the country.

# Marketing Strategies Adopted By Airtel For Customer Satisfaction

The advent of digital cellular technology and the subsequent fall in prices caused by competitive forces are the main factors contributing to the exponential expansion of mobile telephony. Cellular subscriber growth has surpassed fixed line subscriber growth in India for the first time. In contrast to the global average of around 16%, cellphone penetration is still a meager 1%.

## The Telecom Industry in India

The telecom industry in India has evolved and diversified throughout the years, much like every other industry in the nation. From early telegraphic and telephonic systems in the 1800s to today's state-of-the-art mobile phones with 3G technology, the realm of telephonic communication has come a long way. Players in the telecommunications industry, both public and private, are constantly investing in research and development to provide consumers with better services.

Fixed line and mobile telephony are the two main subsectors of India's telecom industry. Both markets are quite competitive, which is affecting the big companies in the telecom industry. In order to stay ahead of the competition, significant firms in the fixed line market, such as BSNL, MTNL, and VSNL, and in the mobile market, such as Airtel, Vodafone (Hutch), Idea, Tata, and Reliance, are constantly introducing new rates and discount plans. When it comes to fixed and mobile lines, the public and private sectors work together. Sixty percent or more of the market is now controlled by public companies.

## Review of Relevant Literature

Merging the well-known Bharti Group and Airtel brands, Bharti Airtel is the biggest cellular service provider in India and the third largest in the world, with over 82 million users. Mr. Sunil Bharti Mittal owns it. The main enterprise of Bharti Enterprises is the telecommunications behemoth Bharti Airtel. In addition to building recognizable names in the telecom industry on a worldwide scale, the Bharti Group is involved in a wide range of other industries. Recently, Bharti entered the retail industry as Bharti Retail Pvt. Ltd., operating on a memorandum of understanding (MoU) with Walmart for the cash-and-carry business. It has established Bharti AXA Life Insurance Company Ltd in partnership with AXA, a global leader in financial protection and asset management, and an international venture with EL Rothschild Group to export fresh agricultural goods solely to European and American markets.

A subsidiary of Bharti Airtel Limited, Airtel is the first private telecom company in India to have a presence in all 23 telecom circles and the biggest integrated telecom provider in the country. From the very beginning, Bharti Airtel has been a technological trailblazer, and its first-rate products and services have guided the country's telecom industry. Mobile Services, Airtel, and Bharti Airtel are the three distinct strategic business units (SBUs) that make up the company's operations.

Services and Enterprise Solutions from Teliemedia. Airtel Telemedia Services offers broadband and telephone services in 95 cities and has recently launched, while the mobile business provides mobile and fixed wireless services using GSM technology across 23 telecom circles.

Direct-to-Home (DTH) service provider in India, Airtel digital TV, is the best. Enterprise services provide carriers long-distance services both domestically and abroad, as well as comprehensive telecom solutions for business clients.

## The AiRtel Vision

Airtel will have improved millions of people's lives and become the most beloved brand by 2015.

To put our clients first in everything that we do is to enrich their lives. No matter where they are, we will attend to their requirements by drawing on our extensive knowledge of their aspirations. We may improve our own life and the

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lives of our other important stakeholders by keeping this focus. Only then will people see us as a dynamic, innovative, and first-rate business. Services and Goods.

## **Bharti Airtel's services fall into the following categories:**

The amount of clients determines the mobile service. The leading mobile network provider in India is Bharti Airtel. Using GSM technology, this business provides mobile services. Customers may choose between pre-paid and post-paid plans with Bharti Airtel.

Enterprise business - Bharti Airtel offers a range of integrated services to small, medium, and big organizations on an international and national scale, including mobile, telephone, broadband, data, and connection. More than 35,000 kilometers of optic fiber are made available via its carrier service, allowing for network connection. Among the fifteen international telecom companies that make up the South East Asia-Middle East-Western Europe-four consortiums, Bharti Airtel is one of the fifteen.

Providers of high-speed internet over landlines in ninety-four cities include Airtel Telemedia Services.

## **Aim of the study**

First and foremost, we want to understand what made Airtel successful in the industry and the tactics they used to promote their services.

The second objective is to compare Airtel's marketing methods against those of Vodafone, Idea, and BSNL in order to determine the impact on customer satisfaction.

## **Framework for investigation**

In order to better understand Airtel's position in the industry and its strategies for customer satisfaction, this research was carried out. Thus, the following research methods were used in this investigation:

The design of an exploratory research study is similar to that of a formulative research study. The primary goal of these types of investigations is to either create operational working hypotheses or formulate a topic for more specific inquiry.

Research Design: While diagnostic studies seek to establish the frequency of an occurrence or its association with something else, descriptive studies aim to describe the characteristics of an individual or group.

Hypotheses about a cause-and-effect connection are evaluated in this study using a casual research design.

## **Gathering data**

### **Data Sources**

**Primary:** Questionnaire with clear structures. Conversations with people. Site visits.

**Secondary:** Books, scholarly journals, periodicals, newspapers, and reports from the industry.

### **Analyzing Data**

# Marketing Strategies Adopted By Airtel For Customer Satisfaction

Conducting more research to assess the market tactics used by Airtel to fulfill clients and the consequences of these strategies on customers was made easier with the knowledge gained from conducting a SWOT analysis, which stands for strengths, weaknesses, opportunities, and threats.

## Weighing the Pros and Cons

<p><b>STRENGTH</b></p> <ul style="list-style-type: none"> <li>☐ Very focused on telecom.</li> <li>☐ Leadership in fast growing Cellular segment.</li> <li>☐ Pan-India footprint.</li> <li>☐ The only Indian operator, other than VSNL, with international submarine cable.</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>☐ Price Competition from BSNL And MTNL.</li> <li>☐ Untapped Rural market.</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>☐ The fast-expanding IPLC market.</li> <li>☐ Latest technology and low cost advantage.</li> <li>☐ Huge market.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>☐ Competition from other cellular and mobile operators.</li> <li>☐ Saturation point in Basic Telephony service.</li> </ul>

## Conclusion

The study's results led me to believe that Airtel's customer service and availability were worse than its rivals'. People between the ages of 20 and 28 make up the largest demographic of mobile phone users. The most common kind of mobile connection is the cash card since it is easy to use and recharge. The maximum amount that may be spent on a connection is RS 500. Airtel has to fix its customer service problems immediately because it has more mobile connections than any other firm. Bharti Airtel has more work in every department of communication industry, according to comparison and thorough examination of all aspects of telecom businesses' operations.

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