

“Connecting with Customers Behaviour: The Impact of Network Services on Customer Perception in the Telecom Sector”

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Abstract

In the vastly changing landscape of the telecommunications industry, customer experience has emerged as a critical differentiator in a highly competitive market. This paper explores the profound impact of network services on shaping customer experience and feedback within the telecom sector. By analyzing various telecom network platforms, we examine how telecom companies leverage these channels to engage with customers, address concerns, and foster loyalty. The study of 250 respondents from the Saurashtra region, selected cities mainly Jamnagar, Rajkot and Bhavnagar highlights key metrics for measuring network services effectiveness, including engagement rates, sentiment analysis, and response times, while also discussing the limitations of current analytics tools. Furthermore, we investigate the role of user-generated content and real-time feedback in enhancing customer satisfaction. Through a comprehensive review of existing literature and case studies, this research underscores the necessity for telecom companies to adopt innovative network platform strategies to improve customer interactions and drive business success. In the end, the results indicate that telecom firms seeking to improve customer experience and keep a competitive edge in the digital era must have a proactive and responsive network services presence.

Key words: - Network Quality, Enhanced Customer Engagement, Impact on Customer Satisfaction, Effective Feedback Mechanism. Service Quality.

1. Introduction

Telecom has completely changed how companies engage with their clients in the current digital era, radically changing the customer experience landscape in a number of industries. This is also true of the telecommunications industry, which is marked by fierce competition and quickly advancing technology. Telecom firms are realizing how important it is to use of network platforms to improve customer engagement and happiness as more and more customers rely on them for communication, information, and assistance.

The progress of telecom platform has empowered customers, giving them a voice and a platform to share their experiences, both positive and negative. Because customer comments on the telecom network can have a substantial impact on brand impression and loyalty, telecom providers now need to actively monitor and participate in these conversations. Recent research indicates that a significant portion of consumers want businesses to answer their questions on social media within an hour, underscoring the necessity for telecom companies to take a proactive approach in their network strategy guidelines.

2. Literature Review

1) (Mnyakin, 2019) Progress of many people's life revolves around social media because it offers a forum for connection, communication, and the exchange of content and information. Telecommunications firms now use social media as a key tool for customer service and complaint resolution. In the telecom sector, customer loyalty is crucial since it can result in more sales and lower marketing expenses. By offering top-notch goods and services, first-rate customer care and support, and loyalty programs and rewards, telecom firms can try to increase and sustain client loyalty. By enabling connection and interaction with customers, offering individualized marketing and support, and fostering enduring relationships, social media can contribute to the development of client loyalty. Numerous telecom firms have specific social media pages or profiles for customer service, where clients may report difficulties, ask inquiries, or get assistance with problems they're having. In order for telecom businesses to concentrate on each group with unique loyalty-boosting tactics, this study tried to demonstrate how unsupervised learning may be used to cluster telecom consumers into several groups depending on loyalty.

2) (PRACHI JAIN 1, March -2016) the goal of customer relationship management (CRM) is to better understand a company's customers by combining people, procedures, and technology. By emphasizing connection building and customer retention, it is an integrated approach to relationship management. Customer relationship management, or CRM, is a tactic that helps businesses cut expenses, boosts revenue, and foster client loyalty. When feasible, it gathers data from sources outside the company in addition to all internal data sources. This study uses the questioner method to analyze and illustrate the behavior of BSNL consumers. In order to demonstrate the effectiveness of BSNL's CRM services in the marketplace. It is commonly acknowledged that service marketing has emerged as a crucial component of corporate success.

3) (Rahman, 2014)Advanced value-added telecommunication services provide high growth potential for telecommunication operators. Intelligent networks provide new opportunities for the development of differentiated value-added services. With increasing competition customer oriented service development becomes very important. In this paper we will present a framework for service development that includes both customer values and operations of the service provider. The framework of value network will be formed of customer preferences and the operations of the service provider. Our approach thus combines the theory of value creation in the company with consumer theory of how consumers perceive created values. We also give an example of the utilization of the teamwork by analyzing how customer value is created with the 9700-service of Telecom Finland. 36 percent of students took part in the survey, and 68.5 percent of respondents are from the nation's younger generation. According to the findings, 46% of respondents said that their family consisted of 1–5 people. Pakistan's population is represented by the 567 responders.

3. Research Objectives

The research titled "Connecting with Customers: The Impact of telecom network on Customer Experience in the Telecom Sector" aims to achieve the following objectives:

1. **To Assess the Impact of network services on Customer Satisfaction:** Evaluate the relationship between social media engagement and customer satisfaction levels, identifying key factors that contribute to positive customer experiences.
2. **To Analyze the Role of network services in Customer Engagement:** Investigate how telecom companies utilize social media platforms to engage with customers and foster meaningful interactions.
3. **To Examine Customer Feedback Mechanisms:** Explore how telecom companies collect and respond to customer feedback on social media and assess the effectiveness of these mechanisms in improving service delivery.
4. **To Identify Key Metrics for Measuring network platform Effectiveness:** Determine the most relevant metrics and analytics tools used to measure the impact of social media on customer experience in the telecom sector.
5. **To Investigate the Influence of User-Generated Content:** Analyse the role of user-generated content (e.g., reviews, comments, and shares) in shaping brand perception and customer trust within the telecom industry.
6. **To Explore the Limitations of Current network platform Analytics Tools:** Identify the limitations and challenges associated with existing social media analytics tools in capturing customer sentiment and experience.
7. **To Provide Strategic Recommendations:** Develop actionable recommendations for telecom companies to enhance their network strategies, improve customer engagement, and ultimately elevate customer experience.

4. Research Design

The research design for the study titled "Connecting with Customers: The Impact of telecom network on Customer Experience in the Telecom Sector" will employ a mixed-methods approach, integrating both quantitative and qualitative research methods. This design will allow for a comprehensive exploration of the research objectives and provide a holistic understanding of the impact of network platform on customer experience. Below is a detailed outline of the research design:

Analysis: Utilize statistical software to analyse the survey data, employing descriptive statistics, correlation analysis, and regression analysis to identify relationships between telecom network engagement and customer satisfaction.

5. Hypothesis

H0₁: Telecom network engagement does not significantly influence overall customer experience in the telecom sector.

H0₂: A network media response has no significant effect on customer satisfaction.

H0₃: Network and media campaigns have no impact on customer loyalty.

H0₄: Issue resolution through network channels does not affect perceived service quality.

Qualitative Research Component

Design: Conduct semi-structured interviews with selected customers to gather in-depth insights into their experiences with network services perceptions.

Sampling Method: Use purposive sampling to select participants who have had significant interactions with telecom companies on network services.

Data Collection: Conduct interviews via video calls or in-person, recording the sessions for transcription and analysis.

6. Data Analysis

Demographic result

Gender	frequency	percentage
Male	152	60.8%
Female	98	39.2%
Age		
Below 18	25	0.10%
18 years to 25 years	70	28.0%
26years to 35 years	27	10.8%
36 years to 45 years	50	0.20%
Above 45 years	78	31.2%
Network types		
BSNL	21	0.08%
VI	37	14.8%
AIRTEL	54	21.6%
JIO	138	55.2%
Occupation		
Students	70	28.0%
Working professionals	88	35.2%
Business owner	65	26.00%
Home maker	27	10.08%

The above analysis shows that 0.08% respondents use BSNL network services, 14.8% use VI network, 21.6% respondents use AIRTEL network and the highest 55.2% respondents use JIO network.

ANOVA Table						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	884	7	78.23	6.2143596	0.28333	2.633
Within Groups	336	40	10.74			
Total	2336	47				
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	846.0	7	205.118	3.653408	0.00032	2.7678
Within Groups	746.75	40	11.660			
Total	2790.8	47				

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	540	7	70.25317	4.3888	0.00370	2.656
Within Groups	388.15	40	16.00833			
Total	820.42	47				

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	746.066	7	205.85	3.658	0.00033	2.430
Within Groups	844.75	40	33.66260			
Total	2790.81	47				

- a. Constant variables: perception of telecom providers, Brand loyalty, service quality.
- b. Dependent variable: customer satisfaction.

An analysis of user satisfaction with telecom providers’ telecom network support reveals notable differences across brands. Among the 250 respondents, Jio emerged as the most prime provider, with 138 users, followed by Vodafone Idea (37) and Airtel (54). Satisfaction levels were highest for Jio, with 80 users reporting being “Satisfied” and another 48 indicating “Very Satisfied.” Vodafone Idea also performed well, with 14 “Satisfied” and 17 “Very Satisfied” responses. In contrast, BSNL showed a more polarized response, with 13 users “Dissatisfied” and only 6 “Satisfied,” suggesting potential gaps in its network engagement. These findings highlight the importance of responsive and effective network services support in shaping customer satisfaction and suggest that providers like BSNL may need to reassess their network facility engagement strategies.

CORRELATION

Correlations between social media and customer perception with different service different service providers have a positive relationship.

Always	1					
Frequently	0.965656	1				
Never	0.918418	0.928282828	1			
Occasionally	0.934849	0.970670339	0.8791306	1		
Often	0.97763	0.928108412	0.9883603	0.9265099	1	
Rarely	0.951252	0.985845965	0.8534887	0.903648	0.991514	1

7. Suggestions and Findings

Based on the research conducted for "Connecting with Customers: The Impact of network services on Customer Experience in the Telecom Sector," the following suggestions and findings can be highlighted:

Key Findings

1. **Assertive Impact on Customer Satisfaction:** There is a strong correlation between effective network services engagement and customer satisfaction. Customers who receive timely and helpful responses on telecom report higher satisfaction levels compared to those who do not engage with brands online.
2. **Perception of User-Generated Content:** User-generated content significantly influences brand perception. Positive reviews and testimonials shared on telecom network enhance trust and credibility, while negative feedback can quickly escalate if not addressed promptly.
3. **Importance of Proper-Time Feedback:** telecom network serves as a valuable tool for gathering real-time feedback. Telecom companies that monitor social media channels can quickly identify and address customer concerns, leading to improved service delivery and customer retention.

Suggestions for Improvement

1. **Established a Proactive telecom network Strategy:** Telecom companies should create a comprehensive social media strategy that emphasizes proactive engagement, timely responses, and personalized interactions to enhance customer experience.
2. **Invest in networking Training:** Providing training for customer service representatives on effective social network communication can improve response quality and customer interactions, leading to higher satisfaction rates.
3. **Use Advanced Analytics Tools:** Companies should invest in advanced proper analytics tools that offer deeper insights into customer sentiment and engagement patterns. This will enable more informed decision-making and strategy adjustments.

8. Conclusion

In conclusion, the impact of telecom network on customer experience in the telecom sector is profound and multifaceted. The findings of this research highlight the critical role of telecom network in shaping customer perceptions, influencing customer satisfaction, and driving customer loyalty. By leveraging telecom network effectively, telecom companies can create a competitive advantage, enhance customer engagement, and ultimately

drive business success. As the telecom sector continues to evolve, the importance of network in shaping customer experience will only continue to grow.

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