



A STUDY ON RELATION BETWEEN CUSTOMER SATISFACTION AND MOBILE NUMBER PORTABILITY (MNP) OF VARIOUS SAMPLE RESPONDENTS IN VIZIANAGARAM TELECOM DISTRICT

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ABSTRACT

The Department of Telecommunications (DoT) issued guidelines for MNP implementation in the country on 1st Aug 2008. Subsequently, the DoT selected two companies as MNP Service providers each serving in a designated zone in the country. As per the instructions of DoT dated 6 May 2009, a Port Transaction Charge will be charged by the MNP Service Provider from the recipient carrier for processing each porting request. The Dipping charge shall be payable by those telecom service providers who utilize the dipping services (query response services) from the MNP Service Provider. The Porting Charge is payable by the subscriber to the recipient carrier for porting his mobile number. The port transaction charge, dipping charges and the porting charge shall be governed by the Telecom Tariff Order (TTO)/ determination by TRAI.

Key words: Department of Telecom (DoT), Mobile Number Portability, Porting charge, Service provider, Dipping charge, Telecom Tariff Order.

Introduction:

Mobile number portability (MNP) requires that mobile telephone customers can keep their telephone number? Including the prefix? When switching from one provider of mobile Tele communications services to another. In the absence of MNP, customers have to give up their number and must adopt a new one when they switch operators. As a result, customers face switching costs associated with informing people about changing their number, printing new business cards, missing valuable calls from people that do not have the new number, etc. Based on these considerations, many regulatory authorities have imposed mandatory MNP. First country to introduce MNP was Singapore in 1997.

1.1 Mobile Number Portability:

With a long list of Telecom operators entering into mobile market, TRAI has introduced the scheme of “MNP” (Mobile number portability) as per international guide lines. All the Mobile operators are centrally connected to one server manned and maintained by TERM cell of DOT. The mobile subscriber has the option to switch service provider without changing his coveted mobile indicator.



1.2 Mobile Number Portability and customer satisfaction in Vizianagaram telecom district

The state owned BSNL is having good coverage in Vizianagaram district, as per the TRAI guide lines BSNL is giving low power to BTSs, causing poor signals, optimization problems, call drop problems and network problems. But some other private operators are not following the TRAI guide lines giving high power and hence providing more coverage. Customers dissatisfied with coverage and pricing issues switch over to other networks using mobile number portability.

1.3 Reasons for mobile number portability:

It consist of various factors like motivation through promotional activities, dissatisfaction with post purchase services, more number of packages, motivation with word-of-mouth communication, specific service provided, proper internal marketing, customer care services, less connectivity & talk time, absence of pre-purchase counseling and frequent call drops.

Table 1.1 showing Telecom operator wise (in India) Mobile Number Portability (MNP) as on December-2016:

Operator name	PORT-INS	PORT-OUTS	PO/PI
BSNL	8687572	10373129	1.194019
AIRTEL	59666879	47027992	0.788176
VODAFONE	64745659	47143216	0.728129
IDEA	59784343	37670382	0.630104
RELIANCE	6363011	10371319	1.629939
TATA DOCOMO	18271039	23034523	1.260712
RELIANCE JIO	240311	1386	0.005768
TATA INDICOM	471652	4930311	10.45328

Source : traai.gov.in/ Reports

The above table 1.1 shows the status of Mobile Number Portability. It is clear that Idea is in first position by acquiring mobile connections through PORT-IN and Tata Indicom lost more mobile connections.

Mobile number portability was introduced in 2008. From the introduction of MNP BSNL has better PO/PI ratio in 2010-11, 2011-12. But later on the PO/PI ratio has increased during the years 2012-2016. Again after implementation of good schemes and continuous network augmentation the PO/PI ratio has been decreased during 2016-2017.



Table 1.2 showing Mobile Number Portability (MNP) status of Andhra Pradesh and Vizianagaram:

S. No	Year	AP Telecom circle (Combined AP & Telengana)			Vizianagaram		
		Port-in	Port-out	Net	Port-in	Port-out	Net
1	2010-11	65895	22414	43481	1105	528	577
2	2011-12	227730	141677	86053	4745	3855	890
3	2012-13	131694	199305	-67611	3177	5381	-2204
4	2013-14	85317	207919	-122602	1943	6723	-4780
5	2014-15	83546	237039	-153493	1732	7816	-6084
6	2015-16	231042	246288	-15246	2881	8529	-5648
7	2016-17 (Up to Feb'2017)	257119	215241	41878	3726	5545	-1819

Source: From office of CGM Telecom, BSNL (Telangana state) Hyderabad.

Table 1.3 showing comparison of BSNL Andhra Pradesh and Vizianagaram post paid prepaid connections year wise.

YEAR	Andhra Pradesh (BSNL)			Vizianagaram District (BSNL)		
	POST PAID	PREPAID	TOTAL	POST PAID	PREPAID	TOTAL
2011-12	189552	8741235	8930787	2295	329823	332118
2012-13	187093	8941133	9128226	2389	358266	360655
2013-14	184632	9598407	9783039	2390	388176	390566
2014-15	186086	9133183	9319269	2579	367844	370423
2015-16	197106	9316545	9513651	3157	353405	356562
2016-17	195905	9609626	9805531	3087	342291	345378

Source: from office of CGMT, Telangana, and Hyderabad

From the above table 1.3 it is noted that the prepaid and postpaid connections of BSNL in Andhra Pradesh have shown a raising trend where as in Vizianagaram Dist Prepaid connections have increased from 2011-12 to till 2013-14 and have been declined from 2014-15 to 2016-17. But postpaid connections are in raising trend only in Vizianagaram District.

Mobile number portability from BSNL to other players:

Following table depicts the opinion of respondents regarding different statements related to mobile portability and why a customer wants to come to BSNL fold.

Why customers come to BSNL fold?

MNP (Mobile Number Portability) is the way of migrating from one network to another without changing the existing mobile number which is presently being used. It is state owned and has a very wide coverage in all the territories of India which no other player has. This wide coverage enables the customer to enjoy



seamless roaming throughout the country. And mostly the BSNL tariffs are very less compared to others especially in 3G internet services.

Table 1.4 showing the following aspects of Mobile Number Portability from BSNL to other Telecom service providers? (Port-in) in Vizianagaram district

No.	Mobile Number Portability	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1	Process of mobile number portability of BSNL is simple when compared to others.	77 (16%)	343 (71.5%)	46 (9.6%)	10 (2.1%)	4 (0.8%)
2	BSNL experiences the maximum number of portability.	80 (16.7%)	247 (51.5%)	85 (17.7%)	65 (13.5%)	3 (0.6%)
3	It would be better if proper awareness is created regarding portability process.	94 (19.6%)	274 (57.1%)	71 (14.8%)	40 (8.3%)	1 (0.2%)
4	The company should extend proper assistance towards this portability process.	95 (19.8%)	287 (59.8%)	85 (17.7%)	13 (2.7%)	--
5	The company should first find out the reason for portability.	136 (28.3%)	267 (55.6%)	58 (12.1%)	17 (3.5%)	2 (0.4%)
6	The company should see to it that the reason of portability goes word of mouth.	129 (26.9%)	237 (49.4%)	92 (19.2%)	17 (3.5%)	5 (1%)
7	The customers can be motivated away from portability depending upon the reason of portability.	120 (25%)	232 (48.3%)	96 (20%)	31 (6.5%)	1 (0.2%)
8	The competitors play a major role in making the customer opt portability.	140 (29.2%)	257 (53.5%)	65 (13.5%)	16 (3.3%)	2 (0.4%)
9	Portability is a possible strength to customer rather a threat to companies.	100 (20.8%)	290 (60.4%)	58 (12.1%)	28 (5.8%)	4 (0.8%)
10	It emphasizes more that the company should well be aware of its existence in the market.	123 (25.6%)	250 (52.1%)	96 (20%)	9 (1.9%)	2 (0.4%)



1. More than 85% of respondents are of positive opinion that the process of mobile number portability of BSNL is simple when compared to others, 9.6% of respondents have no opinion about the given statement and 2.1% of respondents disagree with the given statement BSNL is one of the telecom industries run by the government and may be the quality of service provided by BSNL is good which attracts the customers to come to BSNL as well as the portability process is also so simple in BSNL.
2. 68% of the respondents are agreeing that BSNL experiences the maximum number of portability 13.5% is opposite to this statement whereas the remaining 17.7% respondents are having no idea in this regard. BSNL network is obtained at any place with good quality so it might be one of the reasons for the customers to come into BSNL.
3. More than 75% of the respondents are of the opinion that it would be better if proper awareness is created regarding portability process. 8.3% of the respondents are against to this statement whereas the remaining 14.8% of the respondents have no opinion on this statement. All the customers should have clear information regarding portability process such that it helps them to select the network they wish for and it also explains the process how they can change their network through portability.
4. Nearly 80% of respondents are of the opinion that the company should extend proper assistance towards this portability process, 17.7% of respondents have no opinion and 2.7% of respondents disagree with the given statement.
5. 84% of the respondents agreed that the company should first find out the reason for portability, 12.1% have no opinion and 3.5% disagree with the given statement. Customers if they want to come into any network or the customers if they want to go out of the particular network, both the networks i.e., both the companies should discuss with their customers and understand the reason behind the change in network. The company which is losing its customers should understand and try to solve the issue or provide them more offers and should retain the customers as well. The company which gains the customer should know the reason behind the change such that they can provide the good service.
6. 3/4th of the respondents are of the opinion that the company should see to it that the reason of portability goes word of mouth 19.2% of respondents have no opinion and 3.5% of respondents disagreed with the given statement.
7. More than 70% of respondents agreed that the customers can be motivated away from portability depending upon the reason of



portability, 20% of the respondents have no opinion regarding the statement and 6.5% of respondents disagree with the given statement. Knowing the reason for which the customers are changing the network will be helpful for the firm to resolve those issues and maintain the customers.

8. More than 80% of the customers are of the opinion that competitors play a major role in making the customer opt portability, 13.5% of respondents have no opinion and 3.3% of respondents disagree with the given statement. Now due to availability of portability option the different firms provide different offers to attract the customers. Hence due to the portability option some firms are profited while the others were in loss.
9. 80% of respondent's i.e. 60% agree and 20% strongly agree that portability is a possible strength to the customer rather a threat to companies, 5.8% are against to this statement, whereas the remaining 12.1% of respondents have no opinion in this regard.
10. Around 78% of the respondents opined that portability emphasizes more that the company should well be aware of its existence in the market, 1/5th of respondents have no idea in this regard and the remaining 2% disagreed with this statement.

Reasons for Mobile Number Portability (Port out):

The port outs of BSNL have increased due to the limited back end resources which are to be extended. Though BSNL is expanding the network, due to poor optimization and less power levels which were regulated by TRAI causes call drops to the customers in urban areas. This causes the maximum port outs. And some share of the port outs is also due to the luring offers by the competitors for porting in customers. With the introduction of 4G services BSNL is left behind and port outs have increased as BSNL has not yet been licensed 4G spectrum to launch the services.

Following table depicts the opinion of respondents regarding different statements related to mobile number portability and why a customer wants to go out of BSNL fold.



Table 1.5 showing the following aspects of possible reasons for mobile number portability from BSNL to others? Why customers want to go out of BSNL fold? (Port-out) in Vizianagaram district

No.	Reasons for mobile number portability	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1	Motivation through promotional activities by other players in the market.	106 (22.1%)	271 (56.5%)	85 (17.7%)	11 (2.3%)	7 (1.5%)
2	Dissatisfaction with BSNL post purchase services.	99 (20.6%)	258 (53.8%)	81 (16.9%)	39 (8.1%)	3 (0.6%)
3	Availability of more number of packages with other service providers.	78 (16.3%)	303 (63.1%)	78 (16.3%)	19 (4%)	2 (0.4%)
4	With an attitude to try other services.	81 (16.9%)	235 (49%)	126 (26.3%)	34 (7.1%)	4 (0.8%)
5	Motivated by word of mouth communication.	95 (19.8%)	224 (46.7%)	132 (27.5%)	25 (5.2%)	4 (0.8%)
6	In order to avail some specific service provided by others that may not be provided by BSNL.	106 (22.1%)	242 (50.4%)	104 (21.7%)	26 (5.4%)	2 (0.4%)
7	Lack of proper internal marketing.	93 (19.4%)	292 (60.8%)	70 (14.6%)	20 (4.2%)	5 (1%)
8	Availability of services at a cheaper price.	89 (18.5%)	304 (63.3%)	52 (10.8%)	35 (7.3%)	5 (1%)
9	Frustrated with customer care services of BSNL.	118 (24.6%)	188 (39.2%)	58 (12.1%)	110 (22.9%)	6 (1.3%)
10	Influence of reference group.	62 (12.9%)	247 (51.5%)	123 (25.6%)	42 (8.8%)	6 (1.3%)
11	Availability of less talk time (more taxes in other words.)	88 (18.3%)	179 (37.3%)	130 (27.1%)	82 (17.1%)	1 (0.2%)
12	Less connectivity.	102 (21.3%)	204 (42.5%)	88 (18.3%)	82 (17.1%)	4 (0.8%)
13	Availability of products.	104 (21.7%)	257 (53.5%)	69 (14.4%)	43 (9%)	7 (1.5%)
14	Lack of pre-purchase counseling.	97 (20.2%)	253 (52.7%)	109 (22.7%)	15 (3.1%)	6 (1.3%)
15	Frequent call drops.	116 (24.2%)	262 (54.6%)	59 (12.3%)	40 (8.3%)	3 (0.6%)



1. With regard to the statement “Motivation through promotional activities by other players in the market”, Approximately 78% of the respondents agree and opined that the motivation through promotional activities by other players in the market makes them move out of BSNL fold, 2.3% opined against to this statement whereas 17.7% of the respondents are not having any opinion on this aspect. Through promotional activities various other networks explain about the offers available and also help the customer to compare with other networks which makes them change the network through portability.
2. With regard to the statement “Dissatisfaction with BSNL post purchase services.” 74% of the respondents are dissatisfied with post purchase services whereas 16.9% do not share their view and the remaining 8.7% are satisfied with BSNL post purchase services.
3. More than 70% of the respondents are of the opinion that due to the dissatisfaction with BSNL post purchase service the customers want to get out of BSNL fold, 16.9% of the respondents have no opinion and 4% of respondents disagree with the given statement. The customers will compare the packages available with different networks and try to change. It may be because of availability of more number of packages with other services providers.
4. Around 66% of the respondents agreed that with an attitude to try other services the customer tries to change the network of BSNL to other network, 7.1% of the respondents are against to the statement, whereas the remaining 1/4th of the respondents have not shared their experience in this regard. There are some customers who try to change their network frequently without any reason. Any firm cannot consider the business provided by these kinds of customers as it may not be continuous or permanent.
5. About 66% of the respondents opined that the customers are going out of BSNL may be due to motivation by word of mouth communication, more than 1/5th of respondents have no opinion in this regard and the remaining 5.2% of the respondents opined opposite to this statement. For any business firm, people act as main promoters. Based on customer satisfaction their promotion affects the firm. If customers are satisfied they promote it in a positive way and if they are not satisfied they promote it in a negative way. Hence it is highly essential for a firm to maintain its customer satisfied.
6. More than 70% of respondents are in an opinion that in order to avail of some specific service provided by other that may not be provided by BSNL making the customers more out of BSNL, more than 1/5th of the respondents have no opinion with the given statement and 5.4% of respondents disagree with the given statement. Customers always compare between the services provided by different networks and the one which they feel more benefited they try to shift to that network.



7. Approximately 80% of the respondents are of the opinion that due to lack of proper internal marketing the customer want to go out of BSNL, 14.6% of respondents have no opinion regarding the given statement and 4.2% of respondents disagree with the given statement.
8. A vast number of majority i.e., 82% of the respondents opined that due to availability of services at cheaper price in other networks the customers want to go out of BSNL, 10.8% of respondents have no opinion and 7.3% of respondents disagree with given statement. In competition between any businesses firms the pricing of products play an important role and any customer opt for the availability of service at a cheaper price.
9. 64% of the respondents opined that customers want to go out of BSNL due to frustration with customer care service and 22.9 % of the respondents disagree with that and 12.1% of the respondents have not shared their views in this aspect. When issue observed in telecom industry the customers try to contact the customer service to resolve their issues and customers care service should respond to their customers in a proper way and try to solve their problems.
10. With regard to the statement “Influence of reference group makes the customer go out of BSNL”, 64% of the respondents opined that the reason for customer going out of BSNL is due to the influence of reference group, 8.8% of the respondents have not agreed with this statement whereas the remaining 25.6% of the respondents have not opined anything on this aspect.
11. Availability of less talk time/more taxes also makes the customers go out of BSNL, 55.6% of the respondents are with standing with this statement and 17.1% are not withstanding with this statement whereas the remaining 27.1% respondents have no idea in this regard.
12. More than 50% of respondents are of the opinion that due to less connectivity the customers want to go out of BSNL, 18.3% of respondents have no opinion and 17.1% of respondents disagree with the given statement. The reason behind this is the customer checks while opting for a network is the connectivity and the network which is having the best connectivity will have more demand.
13. More number of products/services should be available for a customer to select the best one and the customer may select the network which is having more services/products. 53.5% respondents agree, 21.7% respondents strongly agree that based on the availability of the products the customer retains in particular network, 14.4% of respondents have no opinion and 9% of respondents disagree with the given statement.
14. 73% of the respondents opined that due to the lack of pre-purchase counseling the customers want to go out of BSNL, 3.1% of the respondents are against to this statement whereas the remaining 22.7% of respondents have not shared their views with regard to this aspect.



15. More than 75% of respondents are of the opinion that due to frequent call drops customers want to go out of BSNL, 12.3% of respondents have no opinion and 8.3% of respondents disagree with the given statement.

Conclusion:

Mobile Number Portability is an option through which the customer can change his existing network to a new network. Which portability he selects is a strength to the customer, but for the firm it is a threat as well as helpful to know its existence in the market. Based on the quality of service provided by different networks as well as the offers available to help the customers to select and change the network through portability whereas for the telecom industry it may be a threat because it may lose the customers. Telecom industries should also use portability in a positive way by knowing the reason for which the customer wants to change the network; the industries should resolve those issues and try to retain the customers. They also should provide new attractive offers to attract the new customers as well as maintain the old customers.

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