SATISFACTION LEVEL OF CUSTOMERS OF BSNL AND AIRTEL SERVICE PROVIDERS IN GUNTUR DISTRICT - AN ANALYSIS

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ABSTRACT

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. The study is based on primary data with 880 respondents of BSNL and AIRTEL customers operating in Tenali and Guntur divisions of Guntur District. The objective of this paper is to provide an analytical canvas of the satisfaction levels of the customers/users of the cellular services of both the service providers. The data was systematically analyzed with the help of statistical tools like chi-square test.

KEYWORDS: Customer Satisfaction, Customer Retention, Customer Loyalty, wealth maximization, BSNL, AIRTEL.

REFERENCES


