



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 16/05/2018

CERTIFICATE

This is to certify that **Ms. Vasupradha C K** bearing USN **1AZ16MBA75** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Customer Satisfaction With Special Reference to ITI Ltd.” Bangalore** is prepared by her under the guidance of **Prof. Om Prakash C**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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ITI

ITI LIMITED



Bangalore Plant Dooravaninagar
Bangalore-560016

HUMAN RESOURCES - EMPLOYEE DEVELOPMENT CENTRE

Certificate

This is to certify that

*Ms. Vasupradha CK
MBA*

of

Acharya Institute of Technology - Bangalore

has successfully completed

Project on

"Study on customer satisfaction with special reference to ITI limited"

During the period from 19/01/2018 to 27/03/2018



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DECLARATION

I, **Vasupradha CK**, hereby declare that the internship report entitled "A study on Customer Satisfaction with reference to ITI Limited at Bangalore" prepared by me under the guidance of Prof. Om Prakash C, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by Ms. Jayalakshmi, Marketing Manager of ITI Limited.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date: 28/05/18



Signature of the student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Ms. Jayalakshmi, Marketing manager, ITI Limited. and my internal research Guide, Prof. Om Prakash C, for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr. Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY: -

The organizational study was conducted at ITI limited. The objective of the study is:

- To study the organizational structure.
- To study about the structure and functioning of marketing departments.
- To study how the management control various departments for the attainment of the organizational objectives.

Training and learning in a class room will make an individual knowledgeable in theory of the various functions of a company. But a person comes out from class room and visits various industries, in this situation he can learn more from them. In such a situational real experience in the practical functioning and operations of a company can be of very much use to the management studies.

CHAPTER 1

1.1 INTRODUCTION

There are quite a lot of standard definitions of advertising and marketing. At the same time the words used may be special, it's obvious that all advertising activity is in regards to the customer, targeted at acquiring them and protecting them.

Advertising is a business operate and set of processes worried in growing, delivering and communicating price to customers, followed with the aid of managing client relationships, leading to mutual improvement for the trade and its.

Advertising is also the science of picking out target markets by way of market analysis stakeholders and segmentation, with a complete talent of purchasing conduct, aiming to furnish the fine patron worth.

Nonetheless, advertising is victorious handiest when an institution's mission, vision, tasks and capacity to leverage science align with and complement each and every different, and the industry as a whole.

Despite the fact that advertising considered as a trademark of a firm's success, it is a topic of viewpoint.

For instance, brands like Toyota, Nissan and Nestle need to rely on advertising to grow and keep their client base. For regulated industries like utilities and hospital therapy and small companies with certain merchandise, advertising is also low key and limited to flyers.

General marketing concept – Getting the competitive facet

Advertising and marketing provides firms with an aggressive edge, considering that that's what they must do, to gain loyal purchasers.

Organizations acquire this by way of convincing advantage purchasers that their product is the closest factor that satisfies their desires and wants and do it consistently, with the effect that the loyal client starts buying from them without watching on the competition.

That is what all corporations dream of and achieving that is viable handiest with a pretty good advertising plan in place.

With the advent of the web, there are a couple of marketing channels available to companies, apart from traditional advertising and marketing. All of them center of attention on engaging the patron.

1.2 INDUSTRY PROFILE

Telecommunication is so valuable to our lives, to our capability to entire in business. The telecommunications enterprise is a approach of switches & traces that interconnected to provide verbal exchange between multiple events. The concept of universal service has for that reason some distance simplest been applied to normal telephone provider. In these days property owners expect their houses to accommodate:

- A couple of phone traces
- Internet provider
- Video & security services
- Fax machines & the record goes on.

For this reason, telephones play a most important role in communique in this generation. The telephones are of multipurpose & are usually not limited to simply conversation to any extent further.

Alexander graham bell pat ended the cellphone in 1876, & shaped bell telephone which licensed nearby mobile phone exchange in foremost US cities. AT & T was formed in 1885 to attach the neighborhood bell organizations. When the cell was once first invented, not everybody favored its importance. Actually, western union used to be to start with furnished the patent to this invention but they refused it.

It's costly to hold nearby telephone services with all the wiring & plant that ought to be maintained. Lengthy distance offerings with all the wiring & plant that must be maintained. Long distance offerings, then again, are must much less high priced to furnish. Most of its now carried by way of microwave & other technologies which might be less expensive to operate, so, a

number of public policy problems emerge with regard to subsidization, supposed competitors, & phone premiums.

This Asian telecom Market is of big scale and first-rate investment knowledge. 4 markets are developing fastest in Asia. They are China, Indonesia, India and

Vietnam. Meanwhile, within the markets of Japan, South Korea, Hong Kong and Singapore, handsets have a high market penetration. India has a mere 1.2 telephones eternally a hundred of its people. That is means beneath international requisites and isn't fitting of a nation desiring to be a predominant participant within the world economic system of the 21st century.

The telecom enterprise is developing the faster among all sector in India. In the meantime, GSM cell communicate is in the leading role within the development of telecom market. In the following few years handset subscribers will likely be increasing dramatically with an expected development cost of greater than 50 percent. The figure will add as much as 200 million in 2008, in accordance for seventy five percent of all telecom subscribers. Previously 5 years, the number of GSM handset customers increases ten instances. In advantage of quality market potentials, it will take a shorter time than anticipated for customers to exceed 100 million

1.3 COMPANY PROFILE

ITI constrained is India's pioneering venture within the subject of telecommunications. Born I 1948, this most popular PSU has contributed to 50% of the gift country wide telecom community. It's a multiunit telecom unit.

With ultra-modern manufacturing services unfold across six places and a country large community of advertising and marketing/ service outlets, the enterprise offers a whole variety of telecom products and total options masking the entire spectrum of Switching, Transmission, entry and Subscriber premises gear. In tune with technological know-how development, it has launched into manufacture of cellular infrastructure equipment founded on each GSM (world system for cellular) and CDMA (Code Division a couple of access) applied sciences. NGN (New iteration community) equipment based on IP technological know-how and SDH (Synchronous Digital Hierarchy) merchandise. ITI has a committed community programs unit for undertaking

set up and verbal exchange of apparatus as well as for mission turnkey jobs and delivering worth – added services. The positive completion of the tremendous strategic communicate community ASCON for Indian navy underlines ITI's ability in standing as much as the venture of improving the attain of communication and expertise seamlessly over various media.

ITI joined the league of world classification providers of GSM science with the inauguration of mobile apparatus manufacturing amenities as its Janakpur and Rae Bareli plants which opened a brand-new generation of indigenous cell apparatus construction in the nation. These two strains will augment the capacity to greater than nine million strains for catering to both domestic as well as export markets.

The success of science induction and up gradation is visible throughout all items of ITI which wholly conform to ISO-9000:2000 excellent management system. Through taking speedy strides in new technological know-how, ITI has geared itself up to meet the specifications of rising marks with turnkey options for GSM networks, WLL-CDMA, CDNA-IFWT (built-in constant wireless Terminals) and safeguard initiatives. On the anvil are tasks such as broadband networks with ADSL-DSLAM (asymmetric Digital Subscriber Line – Digital Subscriber line access Multiplexer), NGN often called tender – change, WIMAX (international Interoperability of Microwave access), Antenna and Microwave gear for GSM< GP on (Gigabit Passive Optical Networks), e- governance for which applied sciences have already been acquired. These additionally comprise wise cards.

1.4 VISION

- ITI will likely be perceived through their patrons as the main business partner for providing whole network solutions.
- It'll present progressive solutions using leading applied sciences in accost aggressive manner, to support purchaser attain their business targets. It's going to pursue new opportunities coming up from the convergence of understanding, Communications and
- It's going to enhance shareholders price and can transfer up the Chain through increasing knowledge centered and repair-established trade even as simultaneously leveraging over manufacturing trade.

- It'll leverage our telecom domain capabilities to build a telecom application business in India catering to international requisites.
- it is going to practice R & D efforts in targeted areas.
- It goal patrons will notably be significant businesses (both government and exclusive sector) in India and abroad markets.
- It's going to construct a purchaser-focused group and will invest in usual training and development of our manpower for attaining the same.

1.5 MISSION

- “To establish management in manufacturing and give of recent technology telecom merchandise and also to preserve reputation of turnkey solutions supplier.
- To be the chief in the home market and a predominant international avid gamer in voice, information and snapshot communication by using providing complete options to patrons, on core skills to enter new business areas.”

1.6 QUALITY POLICY OF ITI

- ITI is committed to delivering products and services of regular pleasant with the intention to result in consumer pride.
- ITIO will hold management in the market with aggressive prices and legit

Excellence through:

- a) Implementation of sound quality administration method.
- B) Steady innovation
- c) Continuous development in each recreation.

Involvement of people in any respect stages internally and externally.

1.7 PRODUCT PROFILE/ SERVICE PROFILE

ITI's product range includes a extensive type of telecommunication gear from cell instrument to ultra-modern fiber optical approach the entire range of its product is enumerated below.

SAP (Switching entry Product)

- 1000e-massive alternate switches ISDN potential remoting together with 2d level line connection.
- OCB 283 big New technology Switches
- E 10 B exchanges 10,000 to forty,000-line capacity facility for far flung for the line restrict awareness.
- CDOT S 12 PQT medium measurement exchange expandable to 1400 traces
- CDOT MAX massive exchange expandable to 10000 traces
- MAXS-XL 40000-line capability
- 64,128,256 ports Rural automatic trade (RAX)

Transmission equipment

- Optic fiber terminating apparatus eight MB/S 140 MB/S (PDH & SDH)
- SATCOM equipment together with GCE, INA, modem and so forth.
- Digital microwave equipment's.
- A couple of access rural (analog/digital UHF)
- 3/8 channel open wire gear.

Telephone

- Electronic, push button, DTMF, switchable fortune cellphone, hand free telephone, executive secretary cell, field telephone (for safety) and magneto cellphone (for railways)

provider offered

- Turnkey undertaking together with installation and commission of telecom equipment

- Custom-made application development
- Progress of ASICs
- Repair of PCS's
- V-Sat service licensable by division of telecommunication (DOT) govt of India
- Cellular radio trunked carrier
- Maintenance of outside plant
- Packing service via joint enterprise (below formation).

Different equipment

Lengthy distance incorporates equipment for overhead lines, paired & coaxial cables

- Pulse coded modulation equipment for overhead lines, paired & coaxial cables
- Floor manipulate equipment for security
- Equipment for railway electrification
- Electronic measuring instrument
- Supervisory faraway manipulate & data Aquion (SCADA) programs

1.8 AREAS OF OPERATION

Global PRESENCE AND EXPORTS (world)

ITI has exported such as ADPCM, CD_DOT MBM/ SBM Switches SMPS power Plant, VRLA batteries, CDMA WLL Equipment's, FWTs, DG sets, Shelters, Towers, MW Radios, Rural Exchanges, Telephones of exceptional varieties, spare playing cards for E-10B exchanges Single Channel VHF Radio, Multi entry Rural Radio (Analog and Digital each) and ASICs to nations in Afghanistan, Asia, Africa and Europe. Besides quite a lot of tasks in India, ITI has successfully performed turnkey tasks abroad.

- GEOGRAPICAL area OF THE ITI

ITI is consisting 700 acre of land Bangalore plant.

Various units OF ITI LTD IN INDIA NAINI UNIT

This plant was once setup in 1971 for the manufacture of transmission apparatus the major tasks are optic fiber method of both PDH & SHD and cellphone devices of more than a few forms. It has an R & D core and today's facilities for meeting and checking out with surface mount technological know-how. Environmental lab, intellectual materials manufacturing facilities and PCB plant are part of the state-of-the-art.

- RAE BARELI

Rae Bareli manufacturing facility was once mounted in 1973 and boasts an international category infrastructure at the moment this unit manufactures GSM network gear GSM community equipment G-PON & WIMAX. This unit is India's First lot of G-PON gear.

- MANKAPUR UNIT

Midnapur unit used to be founded in 1983. The plant manufacture big digital switches & digital trunk alternate in technical collaboration with MIS ALCATEL the unit additionally merchandise state-of-the artwork science of BTS (founded trans receiver stations for GSOY).

A lean and incredibly productive plant by way of advantage of its structure has probably the most contemporary facility for PCB manufacturing assembly and automated testing services with SMT line and environment test labs.

- SRINAGAR UNIT

Srinagar plant was setup in 1969 with 5 workers as an Ancillary to Bangalore complex for the supply of components elements exclusive forms of braided cords to the foremost plant within the 12 months 1981. The reputation of plant was up grated to that of a ability of 1 lakh mobile instruments.

1.9 INFRASTRUCTURAL FACILITIES:

- In residence research & development
- Network procedure Unit able of project turnkey jobs
- Self-contained aspect evaluation core
- fully automatic assembly strains
- In circuit tester (ICT)
- Cutting-edge Chemical, Metallurgical labs
- Mechanical fabrication/ computing device shops with modern-day CNC machines
- Modeling & Die Casting
- Wholly fledged cutting-edge instrument rooms
- SMT (surface mount technology)
- Environmental trying out
- Element approval center authorized by BSNL
- PCB manufacturing services
- Mechanical Fabrication/ desktop retailer with trendy CNC machines and completing shop
- Card meeting and trying out including in circuit tester.
- SMT Line
- Plastic Injection science
- Gap aspect assembly
- Manufacturing services for Mechanical items

1.10 COMPETITORS INFORMATION:

1. Nokia – is a personal constrained it is vitally general in wi-fi technology in INDIA
2. Samsung – is an electronic exclusive restrained it's popular in communicate network and different digital products.
- Three. L.G – organization is produced merchandise like television and cellular telephones
4. Motorola – it is a certainly one of most electronic manufacturers in INDIA
5. Ericson – it is a foreign corporation which produced new technical equipment's
6. Siemens – it's on of probably the most and it has just right official technology to produce in electronic products
7. Reliance – it is a most fashionable in communicate network
8. HCL – it has extra widespread in INDIA, which produced new program technological know-how
9. Bharathi Telecom – this enterprise is competitor with ITI restrained in the verbal exchange equipment's
10. BEL – Bharath digital restricted is prime most manufacturer in INDIA In electronics merchandise

1.11 SWOT ANALYSIS

SWOT analysis measures a business unit, a proposition or inspiration. A SWOT analysis is a subjective comparison of data which is organized by way of the SWOT layout right into a logical order that helps working out, offering, discussion & determination-advertising and marketing. The four dimensions are a valuable extension of a normal two heading record of pro's and con's. This strength, weaknesses, possibilities & threads of ITI may also be classified as under.

Strengths:

- The carious strengths of ITI are as follows: -
- India's first telecom gear.

- 50 years of experience in telecommunication.
- Over 60% of contribution to the prevailing national telecom network.
- Complete telecom solutions supplier.
- Recognized as prime turnkey provider enterprise.
- Multi – areas state – of – art manufacturing services with ISO 9001: 2000.
- Complete range of telecom products, price brought services, strategic alliances with global telecom/ IT majors.
- Giant work drive with technical competencies.
- Gigantic Market share
- Fast adoption to new & present-day technology.

Weaknesses:

- Surplus manpower.
- Resistance to vary by means of some crew of workers.
- Resistance to alterations by using some team of employees.
- As a rule, coaching the aged & much less certified employees to today's technological know-how in some case tremendously inconceivable. ITI has provided otherwise certificates holders & fitters are all doing even trying out in digital electronics.
- Products are priced very much less as a result of competitors.
- Having monopoly within the telecom manufacturing discipline, ITI may be very terrible in marketing. It did not have advertising division idea itself before 1991.
- Political interference.
- No wish for development is killing the corporation.
- Worker efficiency is low as compare with other companies, on account that of age workforce they're having.

OPPORTUNITIES

- Introduction of higher & multiplied science.
- Can make stronger the quality of the products
- Training & progress methods.
- Diversify their merchandise to a brand-new line
- Big capital funding is on hand to introduce a new product which will beat competitor's products.
- New models of mobile phone can also be introducing to grab the market.

Threats:

The threats faced via the ITI are as follows:

- Competitors from private sector & nationals.
- Disinvestments policy of the government
- Widely wide-spread fluctuations within the world competitive market.
- Economics insurance policies of the federal government.
- There is chance of massive executive turnover.
- Promotional possibilities are bleak.

1.12 FUTURE GROWTH AND PROSPECTS.

- The domestic requirement of telecom products within the 11th plan document is a complete of US \$seventy-two.8 billion or about rs.327600 cr.
- The e- governance initiatives of the government envisage a capital funding of rs.23000 cr.
- Countrywide identity card, USO infrastructure, compressive safety for railways are one of the mega projects of the federal government moving with the gadgets ITI has addressed many opportunities in telecom and It with acquisition of emerging telecom and IT applied sciences from famed science companions.
ITI has also mad forays into the field of IT with implementation of major turnkey mission for state governments, defense, railways, campus- huge network for tuition, smart cards projects, viz.
- Relaxed state – of –the-artwork-networks for protection
- Campus community for institutions
- Shrewd cards for students and staff Rajiv Gandhi university for wellbeing science.
- ITI has proposed a state-huge wi-fi community for Bihar police for which order is expected Bangalore unwired.

1.13 FINANCIAL STATEMENT

PROFIT AND LOSS ACCOUNT

PARTICULARS	YEAR END 31ST MARCH 2017	2016	2015
A. What the company earn			
Sales including services	1611	1253	620
Other income	377	486	86
Increase in work in process, Stock in trade Manufacturing expenses	18	0	-2
TOTAL	2006	1739	704
B. What company incurred			
Material	1247	988	399
Employee cost	262	315	321
Depreciation	17	13	15
Financial expenses	153	157	157
Other expenses	187	124	110
TOTAL	1866	1597	1002
C. PROFIT (A-B)	140	142	-298
D. Prior period adjustments	0	-3	1
E. Profit before extraordinary items and tax	140	139	-297
F. Extraordinary item	165	112	0
G. Profit before tax	305	251	-297
H. Less provision before tax	0	0	0
I. Profit after tax	305	251	-297

BALANCE SHEET

PARTICULARS	2017	2016	2015
SOURCES OF FUNDS			
Depreciation	17	13	15
Increase in borrowings	40	0	346
Reduction in WC	0	760	0
Revenue grant in aid received	560	494	0
Capital grant in aid received	80	18	21
Increase in non-current liabilities	57	0	146
Decrease in non-current assets	800	0	0
TOTAL	1510	1294	717
APPLICTION OF FUNDS			
Loss after tax	56	243	297
Decrease in borrowings	0	82	0
Increase in WC	1344	0	233
Fixed assets	76	107	13
Capital supply in help utilized	0	4	4
Income grant in support utilized	34	0	0
Decrease in non-current liabilities	0	187	0
Increase in non-current assets	0	673	170
TOTAL	1510	1294	717

CHAPTER 2

2.1 CONCEPTUAL BACKGROUND OF THE STUDY

In keeping with Philip Kotler, a provider is “any endeavor or advantage that one social gathering can offer to one other i.e. Well-nigh intangible and does not effect in the possession of something.” The American marketing organization defines services as – “hobbies, advantages and satisfactions that are supplied on the market or are offered in connection with the sale of items. “the defining traits of a provider are:

1. **Intangibility:** services are intangible and wouldn't have a bodily existence. Hence services can't be touched, held, tasted or smelt. This is most defining characteristic of a service and that which specially differentiates it from a product. Additionally, it poses a distinct project to these engaged in advertising a service as they need to attach tangible attributes to an in any other case intangible offering.

2. **Heterogeneity/variability:** given the very nature of offerings, every carrier supplying is particular and are not able to be precisely repeated even by way of the equal service provider. While merchandise can also be homogeneous the identical will not be true of offerings.

3. **Perishability:** services cannot be saved, saved, again or resold once they have been used. As soon as rendered to a patron the carrier is absolutely consumes and can't be delivered to another customer.

4. **Inseparability/simultaneity** of production and consumption: this discuss with the truth that offerings are generated and consumed with the equal time frame.

In terms of carrier advertising, the experience of the customer is what counts the most and it is also the toughest phase to market. A provider rendered relies also on the moods of the client at that certain time. These factors make offerings marketing particularly difficult. A fundamental part of carrier advertising depends on the connection the vendor is in a position to set up with the client. Their level of believe can also be greater in persons they're familiar with. Marketer need to don't forget this and consistently create excellent relationships with their patrons. To fully grasp each and every consumers psyche is unattainable when a trade might have many purchasers, but one has to don't forget probably the most of human behavior is relatively

identical in nature without reference to their age, race and many others.... The method to having a gigantic number of patrons is creating a demographic of similarly behaving members, figuring out the demographic and catering to their wishes. It is tremendously valuable to preserve best in terms of product and repair for it to be a hit.

The provider advertising combine is sometimes called an extended advertising and marketing mix and is an fundamental part of a service blueprint design. The product advertising mix consists of the 4ps which pricing, product, promotions and placement are. The multiplied provider advertising and marketing mix consists of three extra p's persons, method and bodily evidence. All of those motives are necessary for finest carrier supply.

Product- the product in provider advertising and marketing mix is intangible in nature. Like bodily merchandise equivalent to soap or a detergent, service products are not able to be measured. Tourism enterprise will also be an excellent illustration.

Whilst provider is heterogeneous, perishable and cannot be owned. The carrier product therefore has to be handles with care.

Location- place in case of provider verify the place is the service product going to be placed.

Advertising- it has grown to be a principal aspect in the provider marketing mix. Offerings are convenient to be duplicated and for that reason it is in general the manufacturer which units a carrier aside from its counterpart.

Pricing- pricing in case of services is as a substitute extra tricky than in case of merchandise. Customarily, provider pricing includes contemplating labor, fabric rate and overhead fees. Via including a profit mark-up, you get your ultimate provider pricing.

Humans- men and women is likely one of the elements of provider marketing mix. Folks define a service. In case of provider advertising, humans can make or smash an institution. This many companies have worried into principally getting their employees trained in interpersonal advantage and patron service with a focus closer to patron satisfaction. Correctly, many businesses must endure accreditation to show that their employees are healthier than the relaxation. Without doubt a USP in case of services.

Method- carrier method is the best way where a service is brought to the tip patron. Therefore, the system of a provider enterprise in offering its product is of extreme significance. It is usually a relevant factor within the provider blueprint, wherein before starting the provider, the corporation defines precisely what must be the method of the provider product accomplishing the top patron.

Physical proof- the final detail within the service advertising and marketing mix is an awfully important aspect. As said before, services are intangible in nature. Nevertheless, to create a greater consumer expertise tangible aspect are additionally delivered with the carrier. A number of occasions, bodily proof is used as a differentiator in service advertising.

Client delight

Patron pleasure is an advertising term that measures how products or services offered by means of a manufacturer meets or surpass a customer's expectation. Customer pleasure is main because it presents entrepreneurs and trade house owners with a metric that they are able to use to control and toughen their firms.

Here are the top six causes why patron delight is so foremost:

- It's a factor of differentiation
- It reduces poor word of mouth
- It's a main indicator of purchaser repurchase intensions and loyalty
- It reduces patron churn
- It's a more cost effective to continue customer than gather new ones
- It increases patron lifetime price

It's a factor of differentiation: in a aggressive market the place business compete for consumers; consumer pride is visible as a key differentiator. Organizations who succeed in these cut-throat environments are the ones that make client delight a key aspect of their trade method.

Photo two businesses that offer the exact same product. What is going to make you pick one over the other one?

When you had advice for one business would that sway your opinion?

Ordinarily. So how does that suggestion at the beginning?

Most certainly it's on the again of a just right consumer experience. Businesses who present effective purchaser experiences create environments where satisfaction is excessive and patron advocates are plenty. This can be an example of the place customer delight goes full circle. Not most effective can patron pleasure support you keep a finger on the heartbeat of your present buyers, it might additionally act as a point of differentiation for brand new customers.

It reduces poor phrase of mouth

McKinney found that an unhappy customer tells between 9 to 15 individuals about their experience actually, thirteen% of unhappy customers inform over 20 persons about their expertise.

That's a loss to enterprise!

How a lot will that impact your small business and the company and the popularity for your enterprise?

Purchaser pleasure is tightly linked to sales and repeat purchases, what probably gets forgotten is how purchaser pride negatively affects the trade. It's one factor to lose a consumer because they were sad. It's an additional thing entirely to lose purchasers given that of some dangerous word of mouth. To eliminate bad word of mouth you ought to measure consumer delight on an ongoing foundation. Monitoring alterations in delight will help you determine if buyers are actually pleased along with your service.

It's a main indicator of customer repurchase intensions and loyalty

purchaser satisfaction is the best indicator of how probably a client will make a purchase order someday. Asking purchaser to fee their delight on a scale of 1 to 10 is a great way to peer identity they are going to come to be repeat buyers and even advocates.

Any consumers that offer you a score of 7 and above, may also be viewed convinced, and that you may safely expect them to come back again and make repeat purchases. Customers who give you a ranking of 9 or 10 are your skills patron advocates who that you would be able to leverage to end up evangelists for your corporation. Scores of 6 and beneath are warning that a purchaser is sad and at hazard of dwelling. These shoppers have got to be put on a client watch record and adopted up so you could examine their low delight factors.

It reduces client churn

An Accenture global consumer satisfaction record of 2008 found that cost is not only the major cause for consumer churn, it's sincerely because of the overall negative quality of patron service.

Purchaser delight is the metric that you should use to diminish patron churn. By measuring and tracking purchaser pleasure which you could put new techniques in place to expand the overall first-rate of your purchaser service. Accordingly, they advise on exceeding client expectations and wowing shoppers at each possibility. Doing this for six months, then, measuring pleasure once more to search out whether your new initiatives have had a constructive or poor pride.

Its less expensive to keep patrons than gather new ones.

That is on the whole the most publicized customer pride statistic in the market. It expenditures six to seven occasions extra to gather new patrons than it does to keep existing buyers.

If that stats don't no longer even strike in accordance with then you definitely there may be now not a lot else any individual can do display why consumer pride is important. Consumers charges a lot of money to acquire. Marketing crew spend lot of cash on getting awareness of possibilities, nurturing them into leads and closing them into revenue.

2.2 Literature review with research gap.

Prahalad and Ramaswamy (2000) pg. no 45-46, they each obviously recounted about customers are changing the dynamics of the market situation. Market is dealt with as the important forum wherein purchasers play an active role in growing and competing for worth. Purchasers are the brand-new supply of competence for company. Competence that which patrons bring is a operate of the abilities, talents, and their willingness to learn discover and to habits experiment and capacity to engage in lively speak.

Krishna and Shyla Jan (2007) pg. no59 they defined about that cognizance and purchaser pride which performs an foremost role along with different facets. It is concluded that for lots of the merchandise, that consumer delight is a significant determinant for shopping habits.

Kennedy and Schneider (2000) pg. no90 they explain concerning the altering economic system, skills are as important as a product or service which is considered to be globally standardized. Businesses obtain competitive talents by means of more than a few explanations specifically through steady innovation, higher targeting purchasers and different additional services. Purchaser pride has been considered as primary facet for every group as a result of regular innovation and different associated explanations.

Oliver (1999) pg. no 90 states that delight is a pleasurable fulfillment. Customer satisfaction is the client's experience that consumption provides outcomes in opposition to a normal of delight vs displeasure.

Furse et al (1994) pg. 78 states that satisfaction is a measurement of a number of options or type of customer opinions together with the quantity of rating of provider quality and future behavioral intentions, approaches, techniques, consumer's self-evaluation of effect and satisfaction.

Boulding et al (1993) pg. no-83 explains about a different standpoint of patron satisfaction which obviously states about change between transaction specified and also cumulative patron pleasure. Consumer delight is referred to as post-buy evaluative judgment of detailed purchase party. Cumulative patron pride is the analysis of complete purchase and consumption expertise of

goods and services. Consumer pleasure is a major indicator of the organization's earlier reward and in addition the future performance.

Kotler and Armstrong (1993) pg. no 78 explains that purchaser pride is the connection between patron's expectations and the product/services perceived efficiency.

Bitner et al (1996) pg. no 90 states that satisfaction is the customers opinions over a product or offerings in terms of whether or not that product or offerings has met their needs and expectations.

Fe and Inova (2004) pg. no 67he delivered the belief of the word client pleasure which influences the hobbies, which purchaser conduct to gain it. It's identified that purchaser delight is a multi-dimensional in nature and verify total delight level.

Giese and Cote (2000) pg. no 100 states that patron delight is a response which pertains to a distinctive focal point and the respected response occurs at an exact time and venue etc.

Halstead Hartman and Schmidt (1994) pg. no 90they obviously defined about patron pleasure which is a transaction distinct affective response which results in consumer's evaluation of product efficiency to pre-buy usual.

Webbook and Oliver (1991) pg. no 33 states that patron satisfaction is a submit alternative evaluation and judgment related to a unique buy choice.

Oliver (1987) pg. no 13he naturally discovered and examined whether pleasure is an emotion and concluded that patron satisfaction is an abstract attribute phenomenon coexisting with the other consumption feelings.

Tso and Wilton (1998) pg. no 100 explained about customer pleasure as the patron's response to the analysis of perceived discrepancy between prior expectations and genuine performance.

Mano and Oliver (1993) pg. no 100 they examined submit consumption experience- product reviews. Client pride is the high-quality characterized as angle like put up consumption evaluative judgment.

Kumar and Oliver (1997) pg. no 17 states that consumer pride is associated with consumers' expectations being met feeling they received fair value and feeling contented.

Cadotte et al (1987) pg. no 87 states purchaser pleasure is extensively authorized as a view of method during which customers develops feelings from the analysis of earlier experience.

Cote Foxman and Bob (1989) pg. no 77 states that purchaser pleasure is set has the time that analysis occurs. In some cases, patron delight assessment probably naturally happening, interior response comparable to after consumptions and previous to repurchase.

Kristensen et al (1999) pg. no 133 explains that patron pleasure is an evaluative response of the product or service purchase or consumption expertise as a consequence of a evaluation of what's expected and at final what's being acquired.

Raja Sharma and Shashikala (2006) pg. no 89 states that customer pleasure is the context of perceived values of the product or services nice, product distribution, knowledge concerning the service and the company manufacturer fairness which are the underlying factors of purchaser delight

CHAPTER 3

3.1 STATEMENT OF THE PROBLEM

ITI LTD is the India's first public sector manufacturer, centered in 1948. Ever considering the fact that its emergence it's a main telecom enterprise manufacturing the whole variety of telecom apparatus's. However, after the introduction of the liberalization, privatization and globalization coverage in 1991, ITI is in the phase of transition. As the telecom sector is becoming increasingly aggressive ITI LTD felt a must restructure and diversify its operations for meeting the competitive wishes of purchasers within the telecom and IT sector products. There's a satisfactory ought to compare the realization, utility and needs of the Indian patrons within the context of global competition.

- ITI being probably the most leading gamers within the telecom area desires a gain knowledge of on the following:
- Advertising approaches adopted by using ITI confined and the execution of the equal
- CRM methods utilized by ITI limited
- Influence of advertising techniques and CRM on the sales of ITI constrained

3.2 OBJECTIVES OF THE STUDY

- To fully grasp the advertising techniques at ITI restrained
- To learn the execution of the marketing techniques and its influence on the group
- To study the influence of advertising and marketing procedures on the earnings of the group
- To investigate the significance of relationship advertising at ITI constrained
- To suggest compatible methods

3.3 SCOPE OF THE STUDY

This study is restrained to the buyers who are users of ITI products and covers their experiences with ITI limited.

The extensive scope of this gain knowledge of entails understanding the present function of ITI restricted and likewise this learn is valuable for the institution to take higher determination in gift development.

This be trained is also beneficial to the workers who are working in a group and scope of this learn helps for future study and development in an organization.

Trade to trade survey of purchaser pleasure is a wide notion. The present-day business advertising has an awfully so much importance within the telecom industries with the intention to hold the purchasers and market share. So, the supplier marketing coincides with each the domains of advertising i.e., relationship advertising and interactive advertising.

The be taught will expose the huge marketing inspiration and its implications in the market. It is going to support the corporation to be trained the consumer habits and their pleasure stage in the direction of the company and its product and services.

OPERATIONAL DEFINITION

Market

Contains the entire potential purchasers sharing of a detailed want or want, who might be willing and capable to interact in trade, to fulfill that need or want.

Consumer

Any individual or firm who is the actual or meant purchaser of goods and / or services from a store or market.

Supplier

A person or corporation which sells merchandise without altering it. The term is more quiet often applied to outlets.

Advertising

Advertising and marketing is the method through which organizations create consumer interest in goods or services. It generates the process that underlines revenue tactics, business verbal exchange, and industry traits. It is a built-in procedure by way of which companies build strong client relationships and create worth for his or her customers and for themselves.

Advertising is used to identify the consumer, to satisfy the consumer, and to hold the client. With the client as the focus of its activities, it can be concluded that advertising management is one of the important accessories of trade administration. Marketing advanced to meet the stasis in establishing new markets brought about with the aid of mature markets and overcapacities in the final 2-three centuries. The adoption of advertising techniques requires business to shift their focal point from creation to the perceived desires and needs of their consumers as the means of staying rewarding.

3.4 RESEARCH METHODOLOGY

- The process research is descriptive research, describes information and traits concerning the populace or phenomenon being studied.

SAMPLING DESIGN

- Easy random sampling system was once adopted. The shoppers of ITI Ltd. Were interviewed by means of questionnaires.
- Sampling measurement: A sample size of 25 respondents used to be taken with the aid of (10-BSNL, 5-Railway enterprise, 5-different buyers) via questionnaires.

Approach of knowledge assortment

- The learn being descriptive in nature often is determined by foremost data and secondary information.

Instruments of data collection

- Essential knowledge was amassed through using questionnaires personally and secondary data used to be accrued by means of web, corporation bulletins, articles and journals in magazine.

PLAN OF ANALYSIS

- The structured questionnaires administered on the respondents (buyers and workers) had been geared toward eliciting probably the most predominant knowledge relating to the goals. The gathered data used to be labeled and tabulated for the intent of evaluation. Percentages had been drawn for the rationale of generalization. This knowledge was additionally analyzed to draw ultimate conclusions and for making recommendations and consequent to the findings of the gain knowledge of. Pie Charts had been largely used to illustrate the findings.

3.5 LIMITATIONS OF THE STUDY

A) This clearly being a tutorial learn suffers from time and cost constraints.

B) The respondents would have offered answers which will not be true, due to the fact the respondents could have subjected to individual bias.

C) The gain knowledge of used to be conducted according to the benefit of the researcher. So, the samples collected would possibly not give proper know-how.

D) The be trained used to be restrained to the information furnished at a detailed factor of time.

E) ITI merchandise are furnished for the period of India, however our study was once restricted to gigantic exchanges of Bangalore metropolis simplest.

3.6 CHAPTER SCHEME:

Chapter 1: Introduction, industry profile and organization profile: promoters, vision, Mission & pleasant policy. Products / services profile areas of operation, Infrastructure amenities, rivals' information, SWOT evaluation, Future growth and prospects and monetary announcement

Chapter 2: Conceptual heritage and literature evaluation Theoretical historical past of the be taught, Literature evaluation with research gap (With minimal 20 literature stories).

Chapter 3: research Design assertion of the obstacle, need for the learn, goals, Scope of the Study, study methodology, Hypotheses, obstacles, Chapter Scheme.

Chapter 4: analysis and Interpretation analysis and interpretation of the information- collected with primary tables and graphs. Results bought by means of the utilizing statistical tools need to be incorporated.

Chapter 5: Findings, Conclusion and suggestions summary of findings, Conclusion and ideas strategies Bibliography

Annexure central to the mission corresponding to figures, graphs, images and so on.

CHAPTER 4

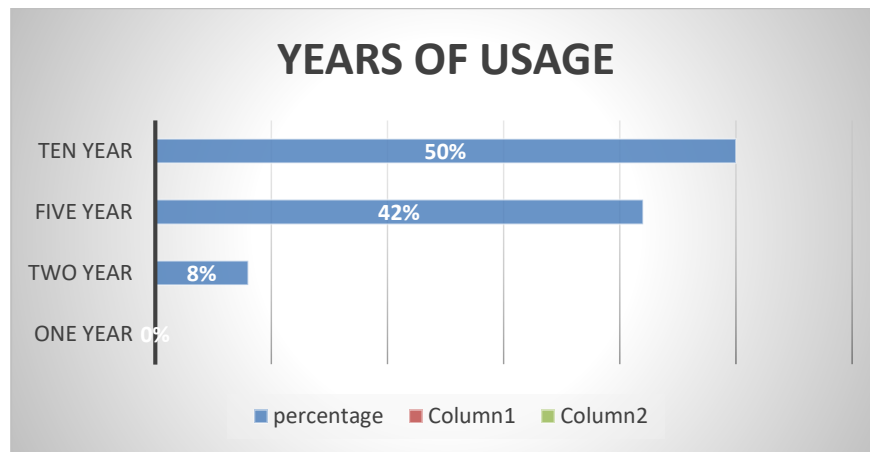
ANALYSIS AND INTREPRETATION OF THE DATA

4.1TABLE 4.1.1: Table shows how many years you are using ITI products and services.

NAME OF THE YEAR	NO OF RESPONDENTS	PERCENTAGE
One year	0	0%
Two years	08	8%
five years	42	42%
Ten years	50	50%
Total	100	100%

Analysis: The above table shows that 0% of customers use only one year, 8% of customers use two years, 42% of customers use only five years, 50% of customers use only ten-year ITI products and services.

CHART NO 4.1.2:Showing the list of how many years you are using the ITI products and services.



Interpretation: Above chart clearly shows that the no respondents were using the products in one year and some were using two year and less number ofwere using five year and majority of respondents were using the ten years of ITI products and services. That is mainly because there

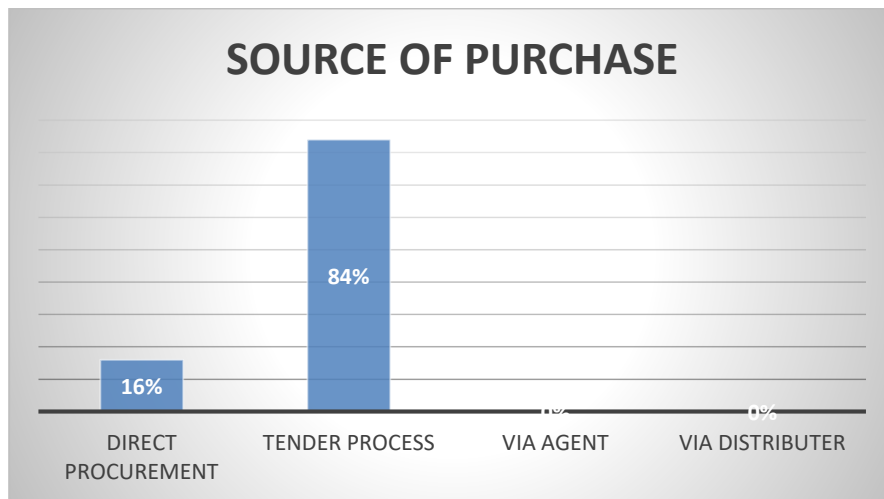
were no major promotional activities performed during the starting years and more scope as given on product and service development.

TABLE NO 4.2.1: Table showing the purchase of products from ITI.

PRODUCTS NAME	RESPONDENTS	PERCENTAGE
Direct procurement	16	16%
Tender process	84	84%
Via agent	0	0%
Via distributors	0	0%
Total	100	100%

Analysis: The above table shows 16% of the customers uses direct procurement 84% of the customers use tender process and 0% of the customers use via agents and via distributors products from of ITI.

CHART NO 4.2.2: Showing the list of respondents purchase the product of ITI.



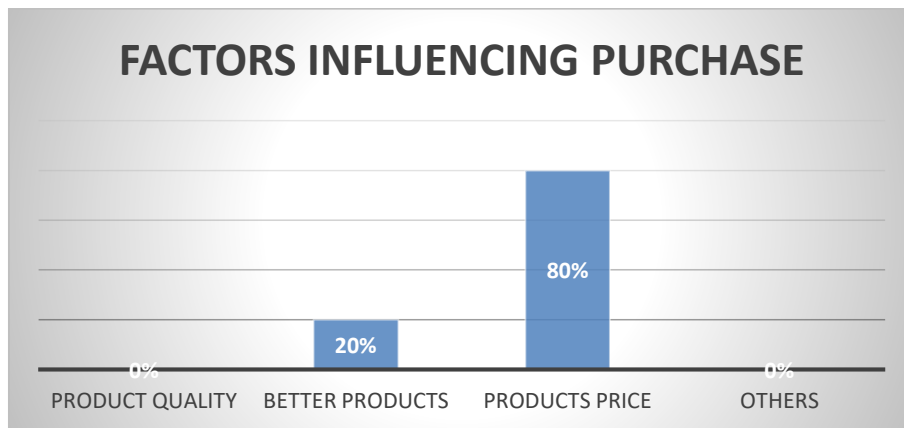
Interpretation: The above chart clearly shows that majority of customers use tender process less of them use direct procurement and no customers use via agents and via distributors. It is observed that many customers tend to buy product through tender process because most of the customers are government employees and would like the process to be formal.

TABLE NO 4.3.1: The factors influenced respondents to buy from ITI.

FACTORS OF ITI	RESPONDENTS	PERCENTAGE
Product quality	0	0%
Better products and services	20	20%
Products price	80	80%
Others	0	0%
Total	100	100%

Analysis: The above table shows 0% of customers use product quality and 20% of customers use the better products and services 80% of the customers use product price and 0% of customers use other reasons in order to make purchase from ITI.

CHART NO 4.3.2: Showing the list of factors influenced customers decision to purchase from ITI.



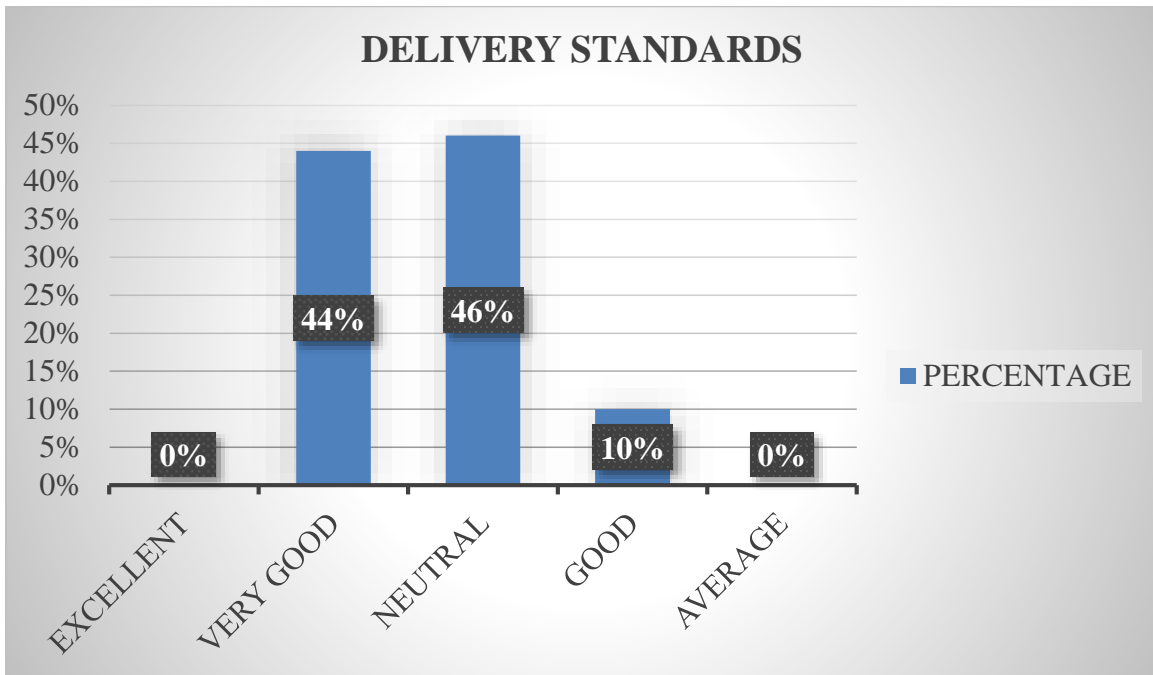
Interpretation: The above chart clearly shows that majority of customers use product price and less number of customers use better products and services and no customers use product quality and any other factors for decision making. It is observed that most of the purchase is influenced by the price of the products that is because the customers show the sensitivity towards price.

TABLE NO 4.4.1: The delivery of schedule maintained by ITI.

QUALITY OF EQUIPMENT	RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	44	44%
Neutral	46	46%
Good	10	10%
Average	0	0%
Total	100	100%

Analysis: The above table shows 0% excellent satisfaction by the respondents 44% of respondents feel it is very good, 46% of the respondents feel it is at neutral level, 10% of them feel it's good, and 0% feel its average.

CHART NO 4.4.2: Showing the delivery maintained by ITI.



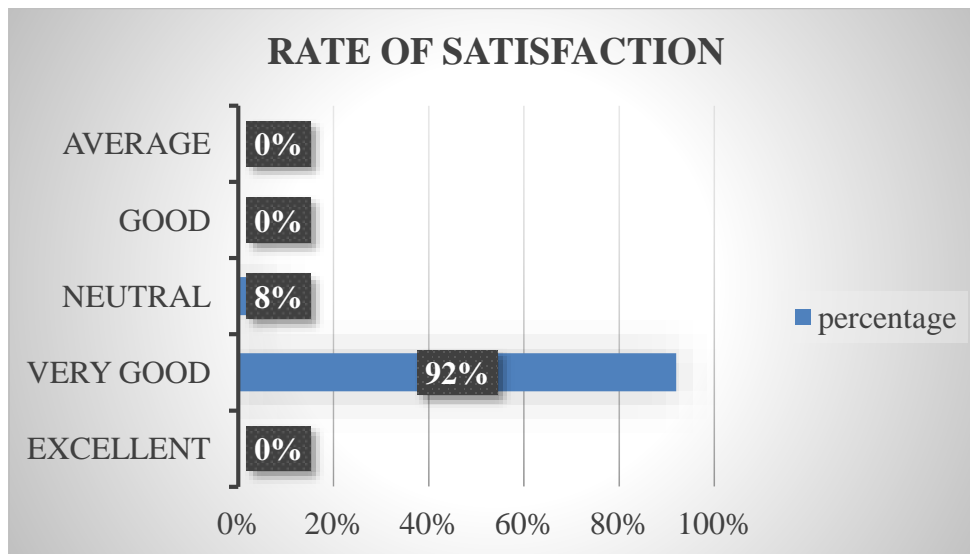
Interpretation: The above chart clearly shows that majority of customers feel that delivery maintained by ITI is neutral and many felt it is very good, none of them felt it as either excellent or average. Delivery maintained by ITI is very good because they are timely and effective

TABLE NO 4.5.1: Showing satisfaction level regarding the packaging of products from ITI.

QUALITY OF EQUIPMENT	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	92	92%
Neutral	8	8%
Good	0	0%
Average	0	0%
Total	100	100%

Analysis: The above table shows that 0% of respondents feel satisfaction at excellent level, 92% of respondents at very good level, and none of the respondents feel satisfied at good or average level.

CHART NO 4.5.2: Showing the satisfactory level of respondents



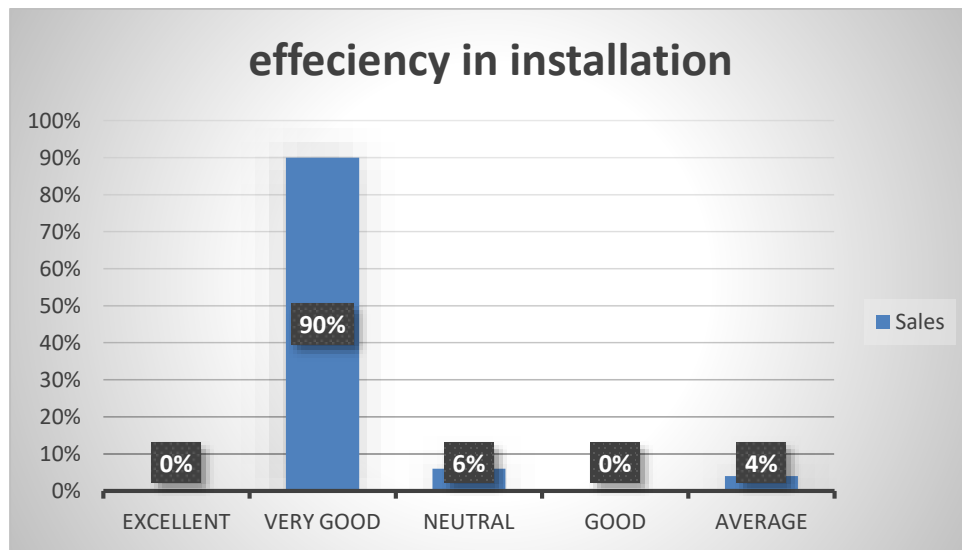
Interpretation: The above chart clearly shows that 92% of respondents feel packaging of products from ITI is very good, 8% of respondents feel it is neutral and none of them feel it is either excellent, good or average. It is observed that service provided is very good due to improved quality maintenance by the company.

TABLE NO 4.6.1: Efficiency of ITI in installation /commission

QUALITY O EQUIPMENT	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	90	90%
Neutral	06	6%
Good	0	0%
Average	04	4%
Total	100	100%

Analysis: The above table shows 0% excellent satisfaction by the respondents 90% of respondents is at very good level, 6 % of respondents is at neutral level, and none of the respondents are at good or average level of satisfaction.

CHART NO 6: Showing the efficiency of ITI in installation/commission.



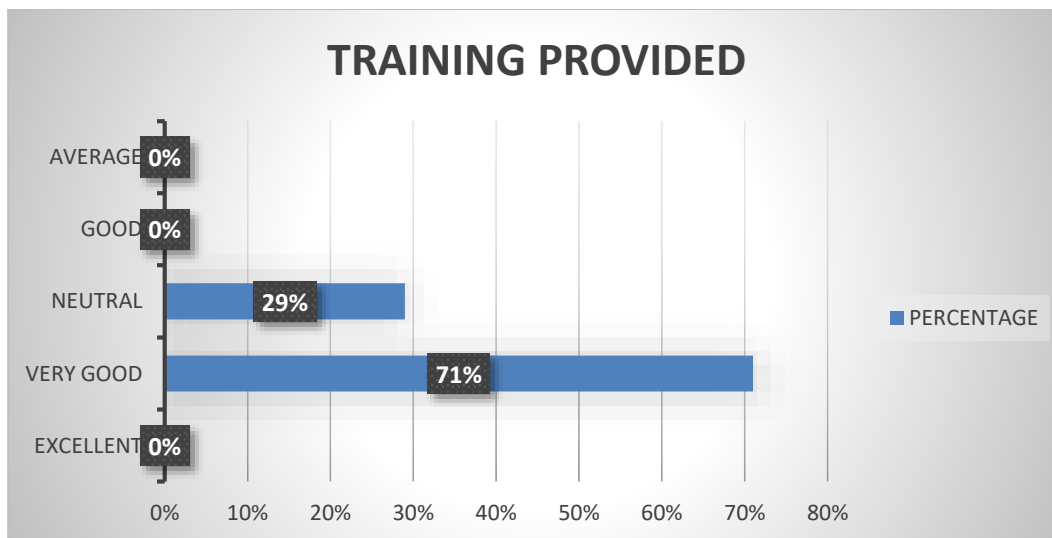
Interpretation: The above chart clearly shows that majority of respondents feel that the installation / commissioning maintained by ITI is very good, many felt that it is neutral, some felt that it is good, nobody felt it is excellent or average. Because the company hired workers for the process of installation which was basically not availed.

TABLE NO 4.7.1:The satisfaction with the training provided by the customer care executive on the product usage.

PRODUCT USAGE	NO OF RESPODENTS	PERCENTAGE
Excellent	0	0%
Very good	71	71%
Neural	29	29%
Good	0	0%
Average	0	0%
Total	100	100%

Analysis: The above table shows 0% level of satisfaction by respondents, 71% respondents are satisfied at very good level, 29% of respondents are satisfied at a neutral level, neither of the respondents are at good or average level.

CHART NO 4.7.2: Satisfaction with the training provided by customer care executives.



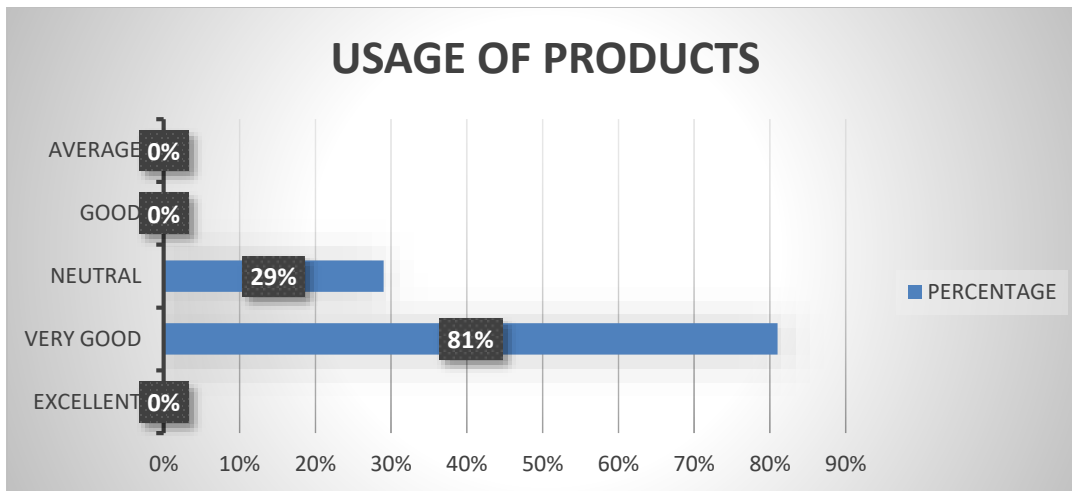
Interpretation: the above chart shows that majority of the respondents were satisfied at very good level, and some of them were satisfied at neutral level and none of them were at good, average or excellent level. Because training facility and other programs provided to worker of ITI has benefited lot of customer.

TABLE NO 4.8.1: The rate of training provided by ITI to customers about the usage of the products.

PRODUCT USAGE	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	81	81%
Neutral	29	29%
Good	0	0%
Average	0	0%
Total	100	100%

Analysis: The above table shows that 0 % of excellent satisfaction by respondents, 81% of very good satisfaction by respondents, 29% of neutral satisfaction by respondents and none of them are satisfied at good or average level.

CHART NO 4.8.2: Shows the rate of training provided by ITI about the usage of products.

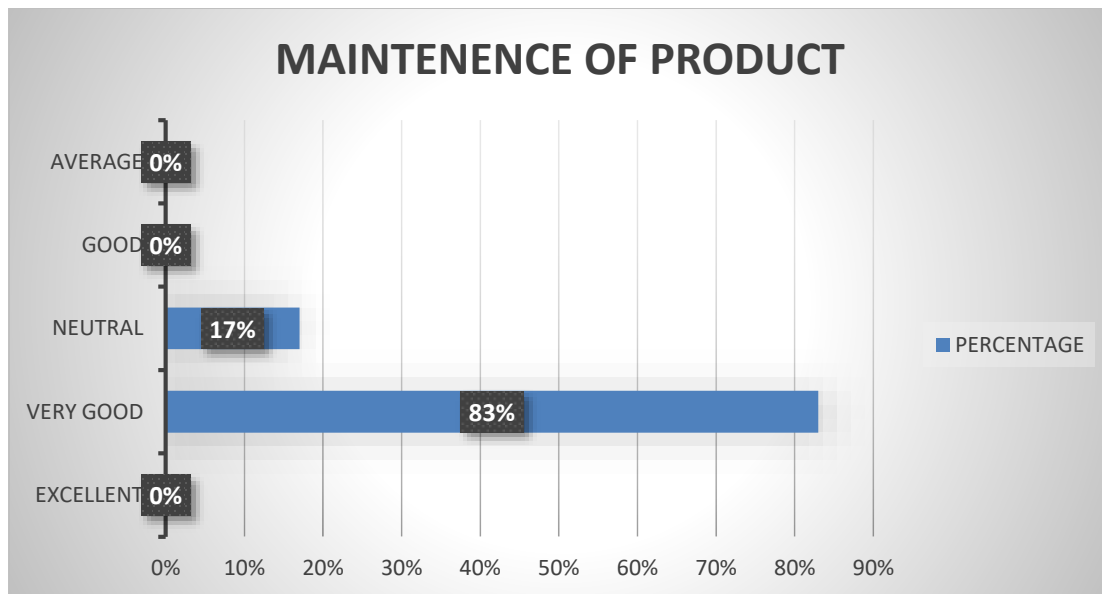


Interpretation: The above chart shows that majority of respondents are satisfied at a very good level while some are satisfied at a neutral level, and none of them are satisfied at excellent, good or average level. Because there is a specified program developed only for this specific reason.

TABLE NO 4.9.1: Customer care executives are updated in maintenance of the product after sales.

PRODUCT USAGE	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	83	83%
Neutral	17	17%
Good	0	0%
Average	0	0%
Total	100	100%

CHART NO 4.9.2: Showing the satisfaction level of respondents towards ITI after service.



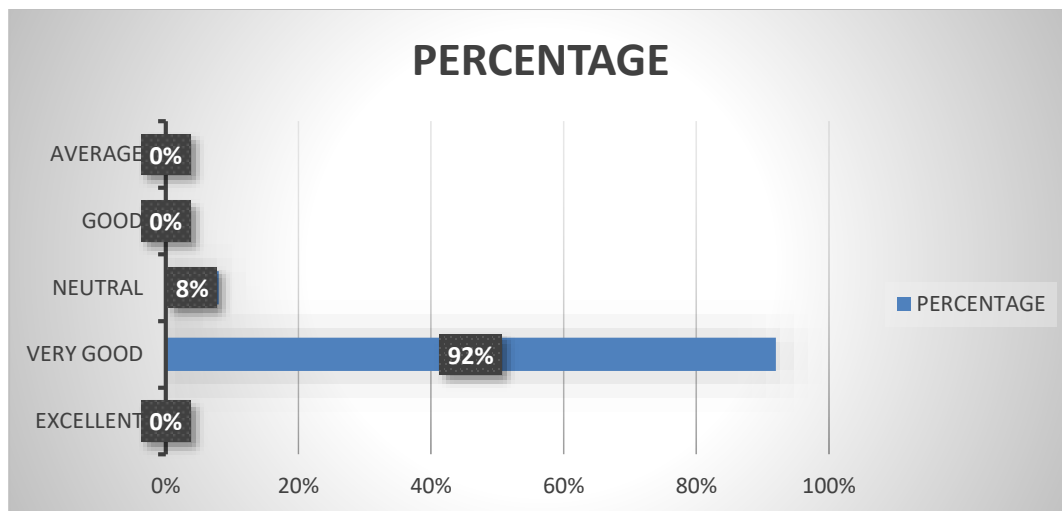
Interpretation: The above chart shows majority of respondents are satisfied at very good level, some of them are satisfied at neutral level, while none of them are at excellent, good, and average level. Because of improved staff system and increase in no of standards put forth the employees.

TABLE NO 4.10.1: The rate of the effectiveness of the ITI service support in resolving problems.

SERVICE SUPPORT	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	92	92%
Neutral	8	8%
Good	0	0%
Average	0	0%
Total	100	100%

Analysis: The above table shows 0% of the respondents feel excellent satisfaction, 92% feel satisfaction at very good level, 8% feel satisfaction at neutral level, 0% at both good and average level.

CHART NO 4.10.2: Showing the rate of effectiveness of ITI support in resolving problems.



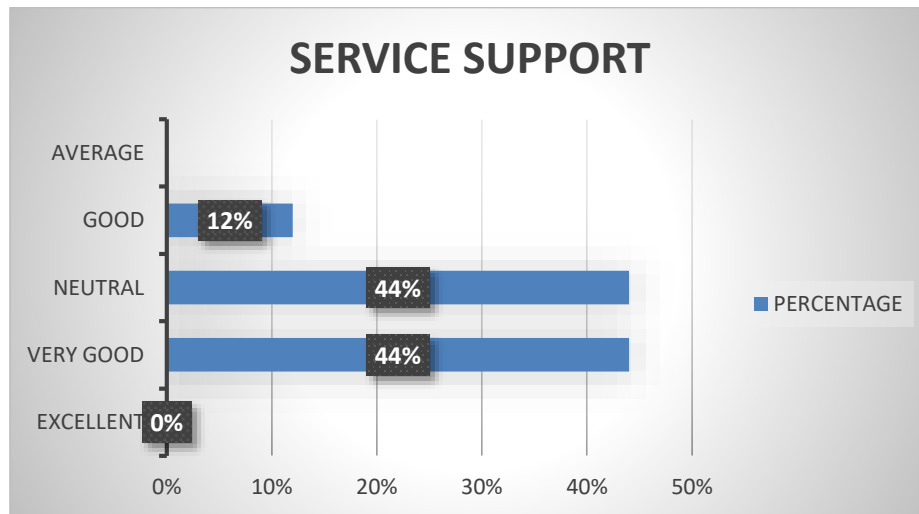
Interpretation: The above chart shows that majority of people are satisfied at very good level, some of them at satisfied at neutral level and none of them feel that they are at either excellent, good or average.

TABLE NO 4.11.1: The speed rate of ITI service support of representatives in resolving problems.

SERVICE SUPPORT	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	44	44%
Neutral	44	44%
Good	12	12%
Average	0	0%
Total	100	100%

Analysis: Above table shows that 0% of respondents are at excellent satisfaction, 44% at very good level, 44% at neutral level, 12% at good level, and 0% at average level satisfaction related to speed ate of ITI service support of representatives in resolving problems.

CHART NO 4.11.2: Showing the speed rate of ITI service representative in resolving problems.



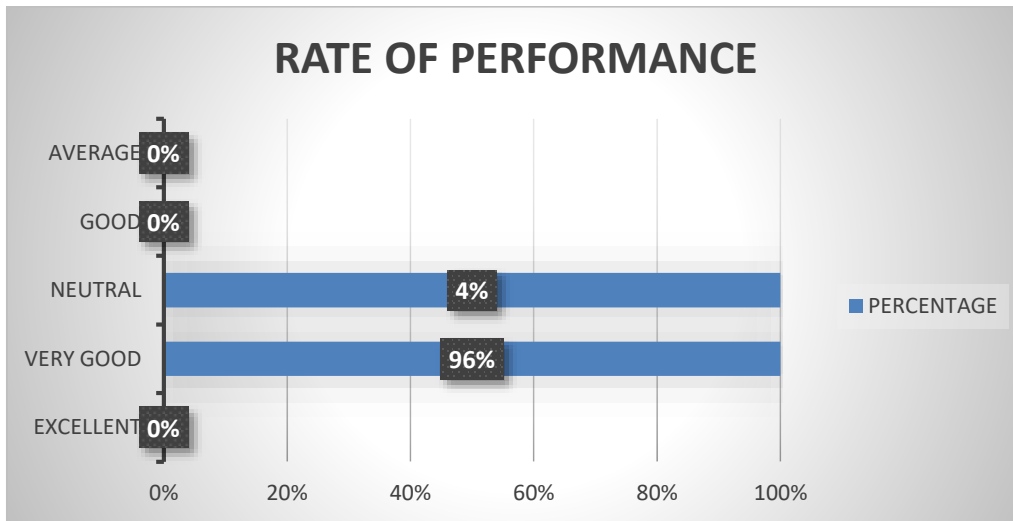
Interpretation: the above chart shows that majority of people feel that speed of ITI service representative to resolve the problem is at either very good or neutral, while few feels that its good, nobody feels that its either excellent or average. Because the customer expectation has raised and set bars which becomes necessary for the company to fulfill.

TABLE NO 4.12.1: performance of ITI products and services.

PRODUCT SUPPORT	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	96	96%
Neutral	4	4%
Good	0	0%
Average	0	0%
Total	100	100%

Analysis: The above table shows that the satisfaction of performance performed by ITI Products are at 0% excellence, 96% of very good, 4% of neutral feel, 0% of both good and average.

CHART NO 12: Showing the performance of ITI products and services.



Interpretation: The above chart shows that majority feels that the performance of products and services are very good, and few feels that it is neutral and nobody among the respondents feel its good, excellent or average. Growing competition is making the company strive hard to survive hence there is improvement in the performance.

TABLE NO 4.13.1: Showing how the products and services of ITI performed under the following category.

➤ **Overall quality**

OVERALL QUALITY	NO OF RESPONDENTS	PERCENTAGE
Miserably	0	0%
Somewhat satisfactory	30	30%
Very satisfactory	70	70%
Delightfully	0	0%
Total	100	100%

Analysis: The above table shows that over quality of products and services performance rates At 0% miserably, at 30% somewhat satisfactory, at 70% very satisfactory, at 0% delightfully.

CHART NO 13: Showing overall quality of products and services.



Interpretation: The above chart clearly shows that majority of the customers were with very satisfactory level and few respondents with the somewhat satisfactory of overall quality. The reason why many people are very satisfactory is again the improvement in providing service and products at less price and improved quality.

TABLE NO 4.14.1: How satisfied are you with the quality of services provided by ITI

SERVICE QUALITY	NO OF RESONDENTS	PERCENTAGE
Excellent	00	0%
Very good	94	94%
Neutral	06	6%
Good	00	0%
Average	00	0%
Total	100	100%

Analysis: The above table shows that 94% of respondents feel the quality of service provided by ITI are very good, 6% feel it is neutral and none of them feel it is excellent, good, or average.

CHART NO 4.14.2: Showing the overall satisfaction by respondents towards service provided



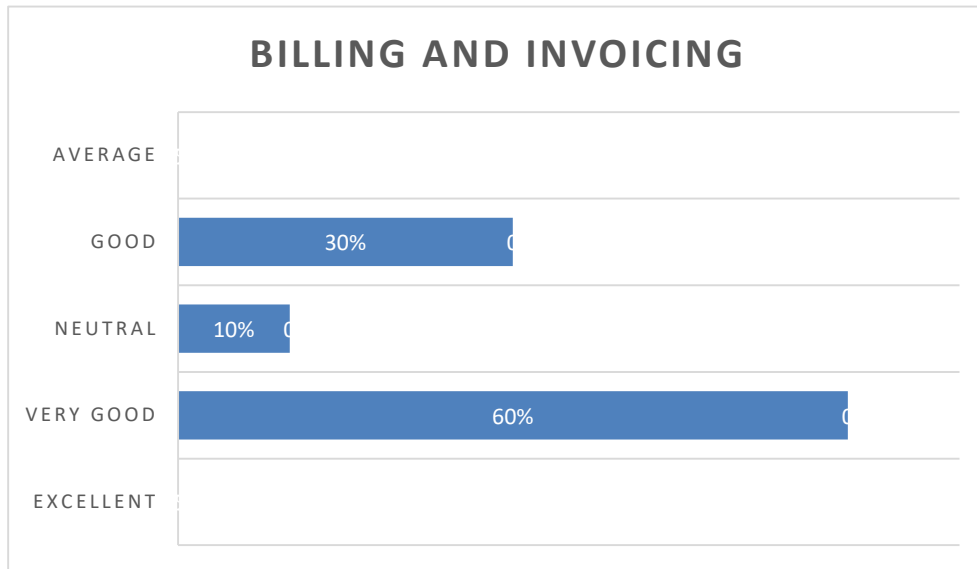
Interpretation: The above chart shows that majority of people feel that quality of services provided by ITI is very good and few feels that its neutral and none of them feel it's good, excellent or average. Most of them are at very good level which is a sign that there is more improvement to be made or enhancement to be made.

TABLE NO 4.15.1: How customers are satisfied with the billing and invoicing of ITI

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	60	60%
Neutral	10	10%
Good	30	30%
Average	0	0%
Total	100	100%

Analysis: The above table shows that 60% of respondents are very good with the billing and invoicing, 10% feel neutral, 30% feel it's good and none of them feel it's either excellent or average.

CHART NO 4.15.2: Showing satisfaction of respondents with service provided by



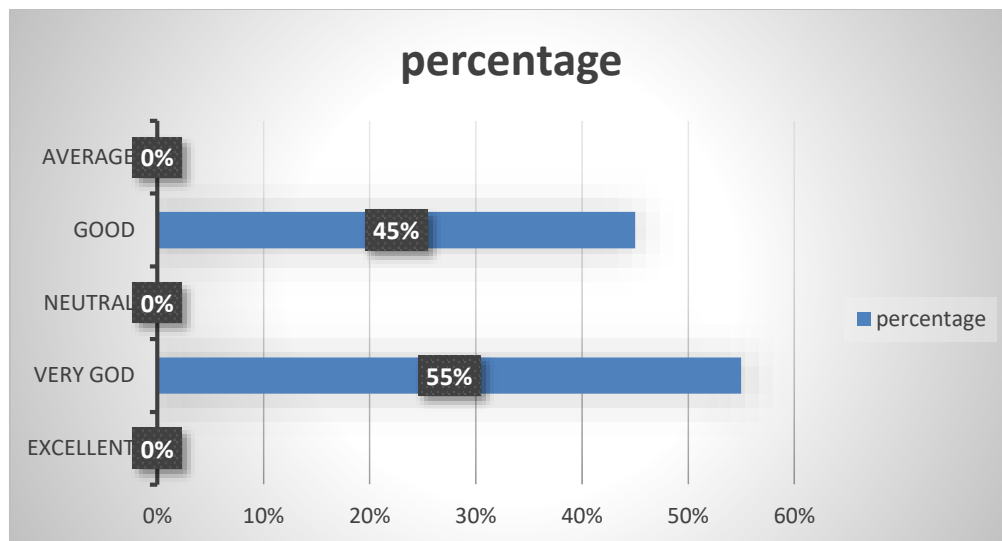
Interpretation: The above table shows that majority of people feel that billing and invoicing of ITI is very good and many feel it's good and few feel its neutral.

TABLE NO 4.16.1:The methods by which orders may be placed with ITI are convenient.

ORDERS OF ITI	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	55	55%
Neutral	0	0%
Good	45	45%
Average	0	0%
Total	100	100%

Analysis: The above table shows that 55% feel it's the methods convenience is at very good level, 45% feel that its at good level and none of the respondents feel its either at excellent, neutral or average.

CHART NO 4.16.2: showing the convenience level of placing order.



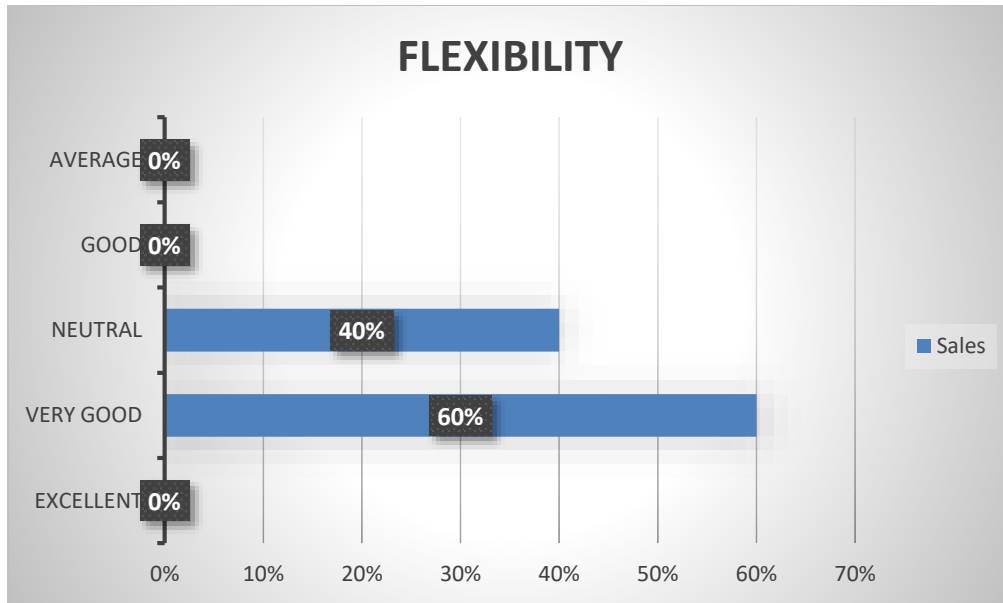
Interpretation: The above chart clearly shows that majority of respondents feel that the methods adopted for ordering is very good and few feels that its good, and none of them feels it's either excellent or average.

TABLE NO 4.17.1: ITI is flexible and accommodating when we need to make changes to the order.

ORDERS OF ITI	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	60	60%
Neutral	40	40%
Good	0	0%
Average	0	0%
Total	100	100%

Analysis: The above table shows that about 60% of respondents feel that it can be customized at very good level, about 40% of respondents feel at neutral level and none of them feel its at excellent, good or average.

CHART NO 17: Showing the level of changes that can be made after order is placed.



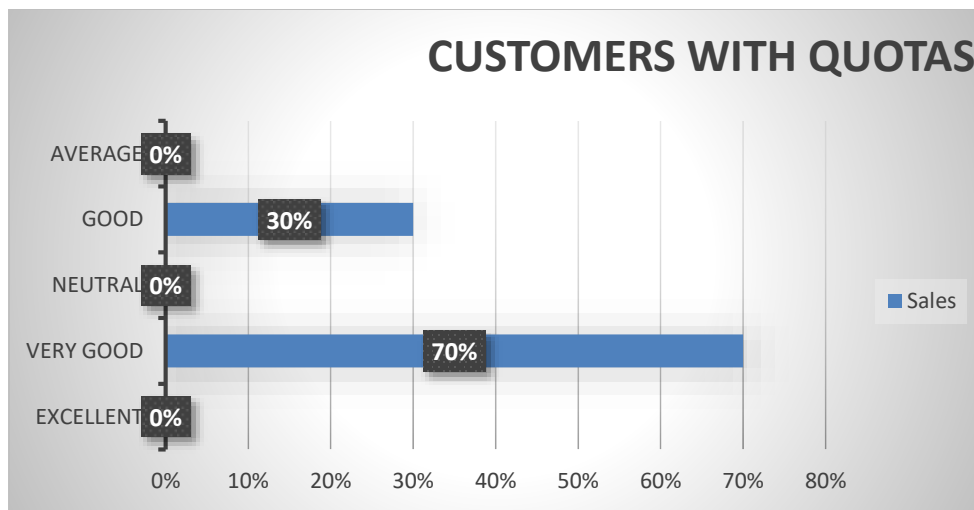
Interpretation: The above chart shows that majority of people feel it's a very good level many feel it's at neutral level, and none of them feel its excellent, good or average.

TABLE NO 18: How satisfied are you with the procedure ITI uses for proving quotes.

ORDERS OF ITI	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	70	70%
Neutral	0	0%
Good	30	30%
average	0	0%
total	100	100%

Analysis: The above table shows that 0% excellent satisfaction by respondents, 70 % very good satisfaction, 0% neutral satisfaction, 30% good satisfaction and 0 % average satisfaction.

CHART NO 18: Showing the list of respondents with procedure ITI uses for providing quotes.



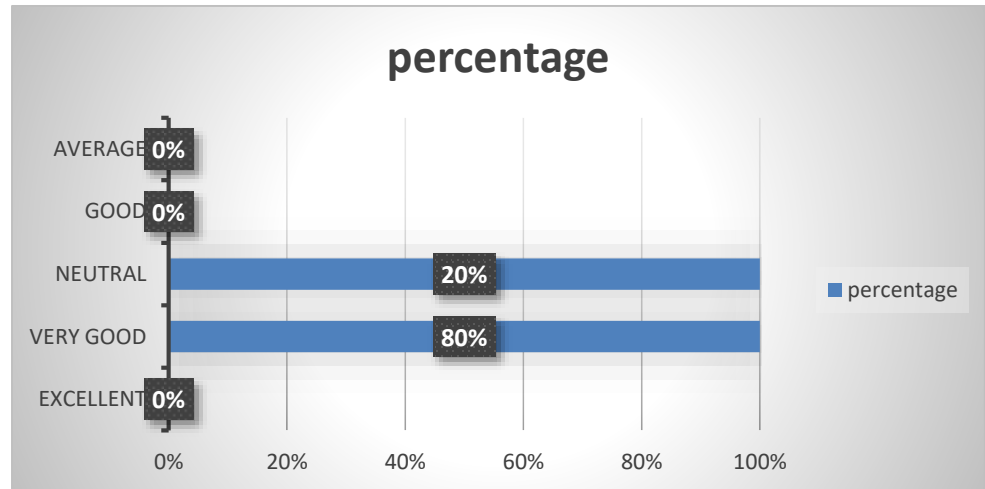
Interpretation: The above table clearly shows that majority of people are at very good level, many people are at god level and none of them are at average, good or excellent level.

TABLE NO 4.19.1: Rate the communication of the company before sales.

SALES OF COMPANY	NO OF RESPONDENTS	PERCENTAGE
Excellent	0	0%
Very good	80	80%
Neutral	20	20%
Good	0	0%
Average	0	0%
Total	100	100%

Analysis: The above table shows that 0% excellent communication, 20% neutral communication, 0% good and average communication.

CHART NO 4.19.2: Showing the rate of communication before sales.



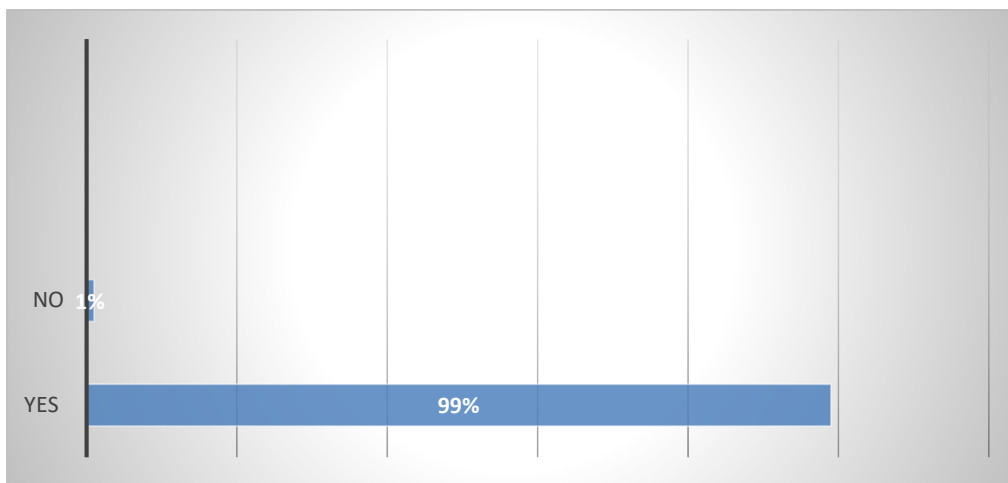
Interpretation: The above chart shows that majority of people feel that communication before sales is very good, and many feel that it is neutral and none feel that it is either good, average or excellent.

TABLE NO 4.20.1: Have you received proper after sales from ITI company.

SALES SERVICES	NO OF RESPONDENTS	PERCENTAGE
Yes	99	99%
No	1	1%
Total	100	100%

Analysis: The above table shows that 99% of respondents feel they have received and 1% feel they haven't received.

CHART NO 4.20.2: Showing how you have received service after sales.



Interpretation: The above chart shows that majority of people feels the after service is provided and only 1% feel it's not provided

CHAPTER 5

FINDINGS, SUGGESION AND CONCLUSION

Findings:

1. Close to 99% of the trade of ITI is by means of tenders and to govt consumers
2. In tendering, apart from requirements, the purchasing selection is as per the lowest bid/price
3. Executive insurance policies have an effect on the revenue of ITI limited.
4. The typical age of ITI staff is 50+. This has a bad outcome on the performance of the team of workers.
5. ITI is equipped to hold its consumers often as a result of the after-income provider they provide to their consumers and their relationship with the purchasers.
6. The average age of ITI workforce is 50+. This has a terrible influence on the performance of the workforce.
7. Due to liberalization of the telecom industry and because of the presence of world gamers, ITI's market share is in the downward pattern.
8. Although ITI has tied up with more than a few technological know-how partners for varied variety of telecom merchandise, they aren't capable to be competitive as a result of overhead charges and larger pricing
9. ITI is capable to preserve the patrons because of its presence in every area of the country
10. Majority of the patrons are convinced with ITI's after income services and customer relationship.
11. Although the market is driven by brand new technological know-how merchandise and lowest pricing, ITI is able to outlive in the market and touching on its patrons as a result of better customer relationship management.

12. Majority of the employees say that the competition and tendering strategy have an effect on the revenue of the institution.

13. ITI have and income service outlets of the company for the ease of purchasers in every area.

14. ITI is satisfied with the product nice.

15. The staff of the manufacturer is worthwhile after the sales of the product with the aid of the customers.

16. Majority of the purchasers are convinced with ITI's billing and invoicing.

17. The price of the verbal exchange with the enterprise before the revenue is very good to the patrons.

18. Majority patrons centered on their experience with ITI products, purchasers quite often will purchase the products once more.

Suggestions:

1. Govt will have to give preferential purchasing reputation to ITI.
2. ITI has to be supported by using the federal government for its monetary requirement until ruin-at the same time as it's within the decline stage of marketing
3. ITI should lower the overhead expenditures with the aid of reducing the worker force in order that the products can be bought for a extra competitive rate and new shoppers may also be brought to ITI confined.
4. The overall satisfactory of ITI products and repair can also be expanded
5. ITI must recruit new work force to strengthen the effectivity of its features

Conclusion

ITI should supply extra significance on advertising and product innovation. R&D of ITI will have to be bolstered for product innovation. The large infrastructure of ITI should be higher utilized for manufacturing contemporary science products and this will likely support in

supplying an aggressive cost to the patron and for this reason increase the market share as lots of the orders are by way of tenders. The organization must reinforce its working conditions and undertake better insurance policies.

The fee and efficiency of the merchandise wishes to be appraised to the target shoppers before the tendering process so that they are able to discover the features of the product.

The federal government of India is the promoters of ITI ltd and it can offload the federal government orders to support as an alternative of deregulating this enterprise, for the advantages of the corporation.

Bibliography

Prahalad and Ramaswamy (2000) pg. no 45-46, they each obviously recounted about customers are changing the dynamics of the market situation. Market is dealt with as the important forum wherein purchasers play an active role in growing and competing for worth. Purchasers are the brand-new supply of competence for company. Competence that which patrons bring is a operate of the abilities, talents, and their willingness to learn discover and to habits experiment and capacity to engage in lively speak.

Krishna and Shyla Jan (2007) pg. no59 they defined about that cognizance and purchaser pride which performs a foremost role along with different facets. It is concluded that for lots of the merchandise, that consumer delight is a significant determinant for shopping habits.

Kennedy and Schneider (2000) pg. no90 they explain concerning the altering economic system, skills are as important as a product or service which is considered to be globally standardized. Businesses obtain competitive talents by means of more than a few explanations specifically through steady innovation, higher targeting purchasers and different additional services. Purchaser pride has been considered as primary facet for every group as a result of regular innovation and different associated explanations.

Oliver (1999) pg. no 90 states that delight is a pleasurable fulfillment. Customer satisfaction is the client's experience that consumption provides outcomes in opposition to a normal of delight vs displeasure.

Furse et al (1994) pg. 78 states that satisfaction is a measurement of a number of options or type of customer opinions together with the quantity of rating of provider quality and future behavioral intentions, approaches, techniques, consumer's self-evaluation of effect and satisfaction.

Boulding et al (1993) pg. no-83 explains about a different standpoint of patron satisfaction which obviously states about change between transaction specified and also cumulative patron pleasure. Consumer delight is referred to as post-buy evaluative judgment of detailed purchase party. Cumulative patron pride is the analysis of complete purchase and consumption expertise of goods and services. Consumer pleasure is a major 1 indicator of the organization's earlier reward and in addition the future performance.

Kotler and Armstrong (1993) pg. no 78 explains that purchaser pride is the connection between patron's expectations and the product/services perceived efficiency.

Bitner et al (1996) pg. no 90 states that satisfaction is the customers opinions over a product or offerings in terms of whether or not that product or offerings has met their needs and expectations.

Fe and Inova (2004) pg. no 67he delivered the belief of the word client pleasure which influences the hobbies, which purchaser conduct to gain it. It's identified that purchaser delight is a multi-dimensional in nature and verify total delight level.

Giese and Cote (2000) pg. no 100 states that patron delight is a response which pertains to a distinctive focal point and the respected response occurs at an exact time and venue etc.

Halstead Hartman and Schmidt (1994) pg. no 90they obviously defined about patron pleasure which is a transaction distinct affective response which results in consumer's evaluation of product efficiency to pre-buy usual.

Webbook and Oliver (1991) pg. no 33 states that patron satisfaction is a submit alternative evaluation and judgment related to a unique buy choice.

Oliver (1987) pg. no 13he naturally discovered and examined whether pleasure is an emotion and concluded that patron satisfaction is an abstract attribute phenomenon coexisting with the other consumption feelings.

Tso and Wilton (1998) pg. no 100 explained about customer pleasure as the patron's response to the analysis of perceived discrepancy between prior expectations and genuine performance.

Mano and Oliver (1993) pg. no 100 they examined submit consumption experience- product reviews. Client pride is the high-quality characterized as angle like put up consumption evaluative judgment.

Kumar and Oliver (1997) pg. no 17 states that consumer pride is associated with consumers' expectations being met feeling they received fair value and feeling contented.

Cadette et al (1987) pg. no 87states purchaser pleasure is extensively authorized as a view of method during which customers develops feelings from the analysis of earlier experience.

Cote Foxman and Bob (1989) pg. no 77 states that purchaser pleasure is set has the time that analysis occurs. In some cases, patron delight assessment probably naturally happening, interior response comparable to after consumptions and previous to repurchase.

Kristensen et al (1999) pg. no 133 explains that patron pleasure is an evaluative response of the product or service purchase or consumption expertise as a consequence of an evaluation of what's expected and at final what's being acquired.

Raja Sharma and Shashikala (2006) pg. no 89 states that customer pleasure is the context of perceived values of the product or services nice, product distribution, knowledge concerning the service and the company manufacturer fairness which are the underlying factors of purchaser delight

Annexure:
QUESTIONNAIRE

Company:

Date

1. From how many years are you using ITI products and services?
 - One year
 - Two years
 - Five years
 - Ten years
2. How did you purchase products from ITI?
 - Direct procurement
 - Tender process
 - Via agents
 - Via distributors
3. What are the factors influencing your decision to but from ITI?
 - Product quality
 - Better products and services
 - Product price
 - Others
4. How is the delivery schedule maintained by ITI?
 - Excellent
 - Very good
 - Neutral
 - Good
 - Average
5. How satisfied are you with the packaging of goods?
 - Excellent
 - Very good
 - Neutral
 - Good

- Average
6. Efficiency of ITI in installation/commissioning?
- Excellent
 - Very good
 - Neutral
 - Good
 - Average
7. How satisfied are you with the training provided by the customer care executives on the product usage?
- Excellent
 - Very good
 - Neutral
 - Good
 - Average
8. Rate the training provided by ITI to the customers about the usage of the products?
- Excellent
 - Very good
 - Neutral
 - Good
 - Average
9. ITI customer care executives are update in maintenance of the product after sales
- Excellent
 - Very good
 - Neutral
 - Good
 - Average
10. Rate the effectiveness of ITI service support in resolving problems.
- Excellent
 - Very good
 - Neutral

- Good
- Average

11. Rate the speed of ITI service support representatives in resolving problems.

- Excellent
- Very good
- Neutral
- Good
- Average

12. How well is ITI product or service performing?

- Excellent
- Very good
- Neutral
- Good
- Average

13. How Is the overall quality of service and products?

- Excellent
- Very good
- Neutral
- Good
- Average

14. How satisfied are you with the quality of the products or services of ITI?

- Excellent
- Very good
- Neutral
- Good
- Average

15. How satisfied are you with the ITI's billing and invoicing?

- Excellent
- Very good
- Neutral

- Good
- Average

16. The methods by which orders may be placed with ITI are convenient

- Excellent
- Very good
- Neutral
- Good
- Average

17. ITI is flexible and accommodating when we need to make changes to an order.

- Excellent
- Very good
- Neutral
- Good
- Average

18. How satisfied are you with the procedures ITI uses for providing quotes.

- Excellent
- Very good
- Neutral
- Good
- Average

19. Rate the communication with the company before the sales.

- Excellent
- Very good
- Neutral
- Good
- Average

20. Have you received proper sale service from ITI company?

- Yes
- No

THANK YOU REGARDS



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY
REPORT(16MBAPR407)

Name of the Student: Vasupradha C K

Internal Guide: Prof. Om prakash

USN No: 1AZ16MBA75









Specialization: MARKETING & HR

Title of the Project: CUSTOMER SATISFACTION


Company Name: ITI limited

Company Address: Bangalore plant dooravaninagar

Week	Work undertaken	External Guide Signature	Internal Guide Signature
19-01-18 to 25-01-18	Introduction About TIEI and its Operation		1
26-01-18 to 01-02-18	Learning about different operations and products by TIEI		2
02-02-18 to 08-02-18	Orientation and gathering information about the growth of the company		3
09-02-18 to 15-02-18	Analysis of the position of the company		4
15-02-18 to 22-02-18	Research Problem Identification		5
23-02-18 to 01-03-18	Population of the Research instrument for data collection		6

02-03-18 to 08-03-18	Theoretical background of the study		7 
09-03-18 to 15-03-18	Data collection and Data analysis		8 
16-03-18 to 21-03-18	Interpretation of data gathered during the survey		9 
22-03-18 to 27-03-18	Final report preparation and submission		10 



HOD

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