CUSTOMER SATISFACTION AMONG BSNL - GSM USERS IN TIRUNELVELI TALUK

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ABSTRACT

Customer satisfaction is the most vital marketing effort of all companies. Without customer satisfaction no company can plan for retaining their customers. It is the base for building customer loyalty too. This research article focuses on measuring the satisfaction of the customers among mobile phone users (GSM) in Tirunelveli Taluk. The data for this study was collected from 100 respondents. This study is descriptive in nature. In this study the researcher has used thirty two constructs for which the satisfaction of the customers is identified. In this article the researcher has used likert five point scale to measure the satisfaction level of the customers. This study considers only BSNL customers. The results of the study will be helpful to the companies to frame the marketing strategies and to improve the satisfaction level of the customers in Tirunelveli.

KEYWORDS: Customer Satisfaction, Customer retention, Loyalty, Marketing strategies and Service Quality.