**RELIANCE MOBILE**

Visit the organizations’ office in your city and study the following:

1. Post sales management and customer service & retention techniques implemented.
2. CRM software used for data management and its customized features.
3. Direct Sales & institutional (Group business) techniques used in 2011.
4. Prepare a report on the above by analyzing the areas of strength & challenges with your recommendations.
5. This is an individual exercise.
6. Your report should be of app. 5 pages.
7. Please mention the names/contact details of the executives met of the concerned organization.

The product/scheme brochures of the organizations are attached for pre-read & reference.

**Reliance Mobile**

**Introduction**

Reliance Communications is the flagship company of the Reliance Group. Listed on the National Stock Exchange and the Bombay Stock Exchange, it is India’s leading integrated telecommunication company with over 150 million customers.

Reliance Mobile (formerly Reliance India Mobile), launched on 28 December 2002, coinciding with the joyous occasion of the late Dhirubhai Ambani’s 70th birthday, was among the initial initiatives of Reliance Communications. It marked the auspicious beginning of Dhirubhai’s dream of ushering in a digital revolution in India.

Reliance Mobile services cover over 24,000 towns, 6 lakh villages, and still counting. In July 2003, it created a world record by adding one million subscribers in a matter of just 10 days through its ‘Monsoon Hungama’ offer.

*"We are not just about scale and size. We are also about the pursuit of excellence, the integrity of our values and the quality of our services."*

- Anil D. Ambani

**VISION**

By 2015, be amongst the top 3 most valued Indian companies, providing Information, Communication& Entertainment services, and being the industry benchmark in Customer Experience, Employee Centricity and Innovation.

**MISSION**

• Meeting and exceeding Customer expectations with a segmented approach.

• Establishing, re-engineering and automating Processes to make them customer centric, efficient and effective.

• Incessant offering of Products and Services that are value for money and excite customers.

• Providing a Network experience that is best in the industry

• Building Reliance into an iconic Brand which is benchmarked by others and leads industry in Intention to Purchase and Loyalty.

• Developing a professional Leadership team that inspires, nurtures talent and propagates RCOM Values by personal example.

**Aim and Objective of the Study**

**The aim & objective of this study are:**

1. Reliance Mobile is meeting the customer’s expectations in Delhi in terms of Customer Retention, Post Sales Management and Customer Service.

2. Finding of CRM Software used by Reliance & its features.

3. Direct Sales And Institutional Sales Techniques Used in 2011.

4. Areas of Strength & Challenges.

**Methods of Data Collection**

The data has been gathered in the form of questionnaires where the sample was collected from the Reliance Web World CCE/Managers which was developed as a source of prime source for this research work. The collected feedback from CCE at the R world out of 12 Reliance outlets in Delhi out of them 4 R-world outlets interviewed & they give their views on the customer retention plan what they applied for their customer's new customers as well as existing customer. In addition to this, some interview conducted on existing reliance customers to validate their feedback. Because of the limited timeframe, researcher tried to come to the conclusion with the above sample collected from the R-world. The secondary data applied for this research is derived from various on-line review websites, and publications thus, moreover, from analyzing the on-line data and gathering their existing Plans. The questionnaire was framed in the form of open-end and straight enquiries with few close-end questions. In this thesis, explanatory data method was applied as the opinion poll was conducted on a small scale where the sample count is relatively less in the number.

**Data Analysis and Conclusion**

**Hypothesis: Reliance Mobile is meeting and exceeding the customer’s expectations in Delhi.**

**1. What is the nature of the problem your customer face?**

**Answer:**

**Comment:** There is no problem with product availability, this shows that the effectiveness of their channel management.  
There are few problems with Service Level, Product Awareness & Network Problem.

**2. What do you think a customer looks for their retention with Brand?**

**Answer:**

**Comment:** Most important factor in Customer retention with Brand is flexibility in the traffic plan followed by Brand Name and easy availability.

Easy availability and flexibility in the tariff plan ease the after sales services.

**3. What is the turnaround time for the customers in the customer care office?**

**Answer:**

**Comment:** Most customers’ turnaround time is between 0-10 minutes and 10-15 minutes, which show the Customer Care team fully trained & effective to solve customers’ queries. This automatically reduces waiting time for other customers also. Most important factor is they value customer's time, effective query handling in minimal time, which help them to make the happy customers.

**4. How much time is dedicated to each customer by the CCE?**

**Answer:**

**Comment:** Timededicated to each customer by the CCE depending upon the problem or queries of the customer. This is the key part of their service level for customer retention.

**5. How are the customer care services different for prepaid & post-paid services?**

**Answer:**

**Comment:** Customer care services slightly different for prepaid and post-paid services. This distinguishes the need and requirements of the customers as per their usage. The requirement of prepaid customers is different as compare to post-paid customers, so the services as per their needs & based on requirement is slightly distinctive.

**6. What would be the more effective channel of the introduction of new offers to the customer?**

**Answer:**

**Comment:** The most effective channels for new offers are Email & SMS followed by Advertisement & Media promotional. **For prepaid customers**, SMS & Advertising media promo are more effective for up-selling whereas in case of **Post-paid customers** Email, SMS & promo offers in the bill (hard copy, e-bill) for effective up-selling method.

**7. How you make your customers feel special?**

**Answer:**

**Comment:** No doubt, Good services followed by giving little discounts on the bills are the key element for retaining & making new customers. Many competitors on the similar pricing structure can be easily distinguishing with their service level.

**Survey Conclusion:** All the results above proved the assigned Hypothesis, “**Reliance Mobile is meeting and exceeding the customer’s expectations in Delhi.”**

**Post Sales Management and Customer Service and Customer Retention Techniques**

**Post Sales Management And Customer Service Techniques**

As per the above survey data analysis, we can conclude that the Customer Service & Customer Retention technique implemented by Reliance is very effective for customer retention by providing quality Customer Service.

On the visit to R-World Outlet, observations on the following customer service techniques are:

**a) Confirmation call:** Whenever a person buys a Reliance prepaid or a postpaid connection, he/she receives a call from a customer care executive of Reliance Communications within 72 hours from the date of purchase. The purpose of this call is to ascertain whether the customer's mobile services are functioning effectively.

**b) Toll free numbers:** Toll free numbers are used by Reliance to help customers in times of difficulty when they are unable to visit the store.

Postpaid users can call 198 (toll free) for any complaint or service request from their Reliance phone. They can also dial 30333333 from any other phone.

**c) Handling customer queries:** CCE present in the store were handling customer queries related to the mobile phones, connections, plans as well as internet activation plans. CCE are also responsible for solving a customer's bill related problems.

**d) E-bill facility:** CCE called up the customers and informed them of the electronic bill facility, use of which results in saving a 10% cost in the bill value as compared with receiving the bill in hard copy. In addition provision of e bill facility saves the customer of taking the effort of visiting the store and paying the bill as he/she can make an online payment.

**e) Cross selling:** An example of cross selling that was noticed in which the CCE persuaded the customer to activate a monthly 3G internet plan worth Rs. 100/- on his Reliance GSM mobile after having sold him a starter prepaid plan worth Rs. 495/-.

**f) Up-selling:** Up-selling of products is done to offer better service to the customer along-with a superior product experience. An example of up-selling that was noticed during the visit of R-World Outlet, CCE tried to managed up-sell other Reliance product's handset/Tab/Datacard to the customer when the customer was considering purchasing a handset or any products. A customer considering to buy high internet speed USB data card 3.1Mbps worth Rs. 1200 but managed to sell 7.2 Mbps USB Data Card: Rs. 1699.

**g) Updating customer on latest offers:** CCE were also updating the customers on the latest offers being given by Reliance such as 15% discount on selected GSM handsets and full talk time on prepaid recharge worth Rs.500

**h) Mobile marketing:** SMS were also sent by the CCE to the customers informing them of the latest promotional offers available on recharge packs as well as handsets, seasonal schemes & value added services.

**i) Social Media:** Engaging customers with dialogue to solve their customer complaints or gathering feedback for improvement their services & brand loyalty. In addition, notify customers with latest offers on Twitter (http://twitter.com/RelianceMobile) Facebook (http://www.facebook.com/RelianceMobile).

**Customer retention techniques**

The customer retention techniques observed at Reliance mobile store were:

**a) Follow up with clients:** In order to drive sales and retain existing customers it is important to maintain a follow-up with the clients. Calling customer after a period of every 45days to provide information about new tariffs plans introduced as per the customer usage.

**b) Customized Offers And Loyalty Schemes:** By providing customized offers and loyalty schemes, which were offered to the existent customers. The CCE had customized offers and loyalty schemes that were tailored to suit the needs of the existing customers. This was a perfect customer retention technique.

**c) Email alerts, and SMS alerts:** Email alerts, and SMS alerts of latest offers with additional discounts for existing customers.

**d) Sending a Free Gift:** In addition, sending free gifts to customers during festivals as it conveys a positive impression about the service provider to the customer. To sum it up it shows that "Reliance cares about its customers."

**e) Easy Bill payment option:** Through the Internet or by sending executive to customer place.

**f) New Product Release Offers:** In order to retain the clients the CCE would also inform the clients about the new CDMA and GSM handsets launched by Reliance. This helps in maximizing the chances of a resale to an existing customer and also creates a word of mouth promotion (Viral Marketing) by the existing clients when they discuss about the offers with their friends and relatives.

**g) Customer feedback forms:** The CCE also used customer feedback forms to get the feedback from the clients on the quality of the products and services offered by Reliance Mobile. This is important as it helps to assess the customer satisfaction level which is used to improve the product and service offerings.

**h) Online recharge option:** Online recharge options available in case of prepaid customers.

**CRM software used by Reliance its customized features**

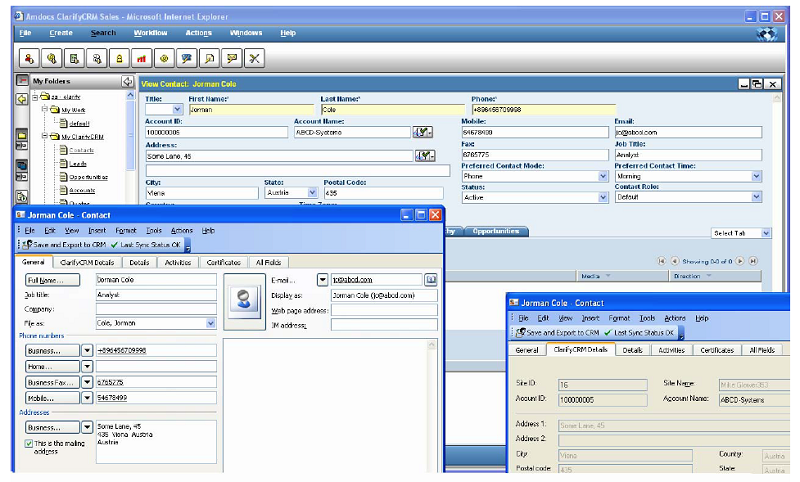
The reliance communication no longer talks about customer service, instead it is addressing the broader topic of the customer experience, which includes not just the conversations between the customer and the customer service representative when something goes wrong, but the full range of customer contact from when the service is ordered to when service is delivered. Rcom is investing heavily in this customer experience. Rcom has planned to increase their spending on customer service enhancement in 2012.

SAP, the application software giant is catering CRM application for the Reliance Communications. CRM software is vital for the telecommunications industry and Reliance Mobile is one of the major users of CRM application in India. This in turn is maximizing their turn on customer investment using CRM Software. CRM software identifies profitable customers and processes. CRM focuses attention on customer service problems and the associated costs.

CRM software at Reliance Communication finds incremental profit and cost saving opportunities. As telecommunication industry and CRM go hand in hand this is helping Reliance Communications target sales and marketing to prospects most like the profitable market segments using telecommunications CRM tools Telecommunication CRM applications implemented in Reliance Communications find the products that generate the highest customer service costs, information and restructure the products to cut costs and increase savings. It helps in identifying customer service bottlenecks and the information developed by Reliance Communication. This software at Reliance Communication has a high contribution towards increasing customer satisfaction and retains customers.

**CRM SOFTWARE USED BY RELIANCE FOR DATA MANAGEMENT**

Reliance Mobile uses “**Epicor**” Customer Relationship Management Software, earlier known as Clarify E-front office as its CRM, a right tool, where each and every detail of the customer is Recorded. Clarify belongs to **Amdocs** now.



When customer call up \*333, the details are verified and edited in Clarify’s “**ClearCallCenter**”, by the agent at the call centre. Now ClearCallCenter is a very powerful tool. It not only provides the CCE with customer details but also gives them right to alter customer services on their request to change another service.

Clarify E-front office as its CRM in which where each and every detail of the customer is “**Recorded**”.

Today, the business situations are continually changing. The mid market enterprises are forced to constantly realign their business strategies to maintain profitably and growth. Resulting in direct impact on the internal and external resources of the mid size business, leaving an impact on their customers. CRM is a strategy that involves customer satisfaction and customer loyalty which ultimately leads to profitability of the organization.

The “Epicor” Customer Relationship Management Suite is designed to enable the organization to create and build a lasting relationship between internal and external customers. This is done by:

• Creating and executing the process in which the organization markets and acquires customers.

• Providing sales force automation (SFA) and customer support tools to manage the entire lifecycle of your customers.

• Having the right information of customers at appropriate point in sales cycle.

• Managing, synchronizing and coordinating customer interactions across all channels.

**Modules**

The Epicor CRM Suite includes the following modules:

• Email Marketing Customer Support Conductor

• Sales and Marketing Connector PVCS Tracker Gateway

• Advanced Surveys

**Network Partners Of Epicor Crm Suite**

• IBM Microsoft Cisco

• Citrix Symantec Sonicwall

• VM Ware

**REASON FOR USING TELECOMMUNICATION CRM AT RCOM**

CRM telecommunications application solutions at Reliance Communication, link customer support costs to products and the markets. It uses the information to correctly price products and services. Reliance is using data from telecommunications CRM applications to accurately identify profitable and unprofitable market segments.

**Direct sales and Institutional (group business) techniques used in 2011**

**Direct sales techniques used are:**

**a) Tele calling:** Tele calling involves speaking with the customer over the telephone to inform him/her of the products and services of the company. The idea behind tele calling is to inform the customers and prospective buyers of the latest products and services of the company. Example: A tele-caller of Reliance Communications calls up customers in order to inform them about the newest offers available on Reliance CDMA connection.

**b) Direct mail:** Reliance Communication also uses the direct mailing techniques to spread information about its products and services to its customers. This is also called mass mailing.

**c) Reliance outlets:** Company outlets are the easiest way to achieve direct sales. Reliance Communication has a number of company outlets across the country for the sale of its products and services. These outlets allow the customer to visit the store to choose the various products and services. Furthermore, they are also used for bill payments and recharge services.

**d) Mobile Retail Stores:** Selling their Handsets, Tabs with connection using various mobile stores such as Spice, The Mobile Store and many more.

**e) Kiosk activity:** Nowadays, kiosk activities are a very popular sight, especially in malls. Reliance Communication uses kiosk activities to sell its products and services directly to its customers. The company sets up a kiosk at a prominent location with 2-3 sales executives to handle inquiries. Brochures and pamphlets are present to explain the product and service details to the customers.

**f) SMS Marketing:** Reliance Communication also uses SMS marketing as a direct sales technique. The main purpose behind SMS marketing is to inform the customer of the new schemes and product offers. SMS marketing has achieved tremendous importance in today's telecommunication era and telecom companies want to utilize its potential to tap more customers.

**g) Single Level Marketing:** Rewards the sellers for their personal sales activity. They cannot sponsor any other distributorship or sales personnel. Income comes only in the form of commission or bonus.

**h) Multi Level Marketing:** In this strategy, the seller recruits other distributors or sales people, and also receives commissions and bonuses on the sales they make. Down liners are necessary to increase the sales force, and thus generate a huge number of sales.

**Institutional techniques:**

**Corporate Acquisitions:** Reliance Communication has achieved a number of corporate acquisitions with companies for the sale of its corporate mobile plans. The corporate sales team of Reliance Communication is responsible for achieving corporate acquisitions with companies as well as business groups. The company provides special offers in the event of a corporate acquisition with a single company or a business group. Benefits of going in for a corporate plan include:

* Free calling within the organizational network.
* Free SMS within the organizational network.
* Reduced call tariffs.
* Providing premium number series to all the employees of a company.
* Attractive rates on GPRS plans as well as 3G plans.
* Attractive discounts on GSM and CDMA handsets depending upon the kind of tie-up with the company.

**Post paid mobile Plans offered by Reliance**

|  |  |  |
| --- | --- | --- |
| **S.NO.** | **Plan Name** | **Rental** |
| 1 | Simple 99 | Rs. 99 |
| 2 | RGSimpleSPL99 | Rs. 99 |
| 3 | RGNJ199SOHO | Rs. 199 |
| 4 | RGSimplePPS199N | Rs. 199 |
| 5 | RG MyLocal199 | Rs. 199 |
| 6 | RGPlatinum 225 | Rs. 225 |
| 7 | RG NJ249K | Rs. 249 |
| 8 | RG FullValue275 | Rs. 275 |
| 9 | SimplePPC299N | Rs. 299 |
| 10 | Simply Unlimited 299 | Rs. 299 |
| 11 | SimpleFV399 | Rs. 399 |
| 12 | RG MYROAM450 | Rs. 450 |
| 13 | 3GSuperCombo499 | Rs. 499 |
| 14 | Simply Unlimited 599 | Rs. 599 |

**Areas of Strength and challenges**

**Areas of strength for Reliance Mobile are:**

**a) Low Entry Cost:** The entry cost in order to become a Reliance mobile customer is low. Thus, the brand has high acceptability in the market.

**b) Fast Activation Process:** The activation process for both the GSM as well as the CDMA service of Reliance mobile is fast and thus delays are avoided.

**c) Network:** Reliance mobile is known for its widespread network coverage thus allowing customers to communicate effectively without facing any network issues.

**d) Low calling rates:** Reliance mobile is known for its low calling rates, and this is the main reason for it being preferred as a service provider by users as compared with competitive players in the Indian market.

**e)** **Huge subscriber base:** Reliance Communication has a subscriber base of over 150 million users.

**Challenges faced by Reliance mobile:**

**a)** Reliance mobile has not covered sufficient market share in GSM services. It needs to increase the market share of its GSM services.

**b)** One of the main challenges faced by Reliance mobile is that their billing system is not appropriate. Many a times there have been cases where customers have been wrongly charged for calls which they have not made. Improvement in this area is a must.

**c) Competitors:** New competitors such as Aircel have emerged in the markets which are offering mobile services at highly competitive rates.

**Customer care details**

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