

Improving customer loyalty of telenor



SESSION (2013-2016)

Submitted By

NAMES	I.D
Muhammad Waleed Irfan	13004152007
Muhammad Umer butt	13004152001
Zahid Saeed	13004152003
Zeeshan Khan	13004152008
Muhammad Hassan Shehzad	13004152006

Supervised By

Mr. Syed Ali Bukhari

**SCHOOL OF PROFESSIONAL ADVANCEMENT
UNIVERSITY OF MANAGEMENT & TECHNOLOGY, LAHORE**



Dedication

**THIS STUDY IS DEVOTED TO OUR RESPECTED PARENTS
AND FAMILY WHOSE PARAMOUNT LOVE, CARE AND
STRUGGLE AGAINST ALL ODDS BROUGHT US TO THIS
HEIGHT OF KNOWLEDGE AND ENCOURAGED ME TO
COMPLETE THIS DEGREE AND WERE MAJOR DRIVING
FORCE BEHIND MY ALL EFFORTS WITH THE BLESSINGS OF
ALMIGHTY ALLAH**

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This study is aimed to implement all the studies and marketing techniques on the real time problem. We got the flavor of every important aspect of prevailing market situation during our academic life. We learnt fruitful concepts from our respected teachers having current market (National and International) exposure. It was the result of efforts made by our faculty members and the love and prayers of our Parents that we have ended that project successfully getting authentic results.

EXECUTIVE SUMMARY

The current study aims to investigate the Customer Loyalty for the cellular services sector of Pakistan's Telecom Industry. It also highlights the basic factors influencing customers to choose the telecom Network for use. As there is intense competition within telecom industry but still there was no primary research conducted on customer loyalty within context of Lahore so there was a gap to be filled. For our Research we conducted a Questionnaire Survey across the different Zones of Lahore. Respondents were selected randomly. After conducting the survey it has been revealed that the customer retention highly depends on competitive prices and then on network coverage, voice clarity and customer value added services.

Customer satisfaction highly depends on the services offered to and perceived by the customers. Nowadays, customer perceptions and expectations are very high and to meet them companies are supposed to think out of the box by offering value added services Any telecom brand could create a high level of customer satisfaction in cellular industry by having strong grip on the determinants like price, call quality, perceptions, values, network coverage, and network availability. All these mentioned determinants are secondary ones. Major and primary factors are based on the customer's personal perceptions.

Design of the telecom industry has been entirely changed in last few years. Now scenario is entirely changed and there exists intense competition between the prevailing companies. Every company is trying to conceive the customer centric techniques and differentiation strategies to increase customer loyalty to attract potential customers. Companies are supposed to create value added services in order to keep pace or even survive within existing market situation especially in big cities like Lahore, Karachi and Islamabad. Aggressive Marketing campaigns and introduction of advanced technology can also create difference in that aspect.

Through primary research within Lahore, Telenor's Customer Loyalty is found low relative to its competitors due to low customer retention, less attractive marketing campaigns and comparatively high tariff rates. Though they are strong in many areas yet there are some opportunities through which they can increase its customer loyalty which have been recommended in the report after thorough marketing analysis.

CHAPTER#1

INTRODUCTION

1 INTRODUCTION

1.1 Telenor-Company

Telenor Group is an international telecommunication company throughout the Asia and Europe, while it is 100% owner of Telenor Pakistan. Telenor has been providing its best quality content, voice and data communication services in more than 13 big Communication Markets of Asia and Europe. Telenor is one of the top ranked among World's famous Telecom companies with its workforce up to 33,000 and approximately 180 million mobile phone subscriptions in the world. It has been reported recently that Telenor Pakistan has subscriber base exists about 36 million that makes it 2nd largest telecommunication company operating in Pakistan.