

# How to stay relevant

Aircel can gain market share by offering more value to customers for the same price

One good look around you on a busy street is all that it takes to realise how far mobile telephony services have matured in India. A majority of people can be spotted with either a phone pressed against their ears or clutched tightly in their hands. Clearly, entertainment on-the-go, real time updates on social media, 24x7 connectivity, access to any kind of information and also the mental peace that your loved ones are literally just a phone call away is enough to drive a potential customer to consider a mobile phone connection. But, does the task of a telecom service provider end here?

There is no denying that telecom is a highly dynamic and competitive business and therefore, staying within the consideration set of a customer can be quite a task. At Aircel, we have essentially built our strategy around the three pillars of *innovation, relevance and affordability*.

Our exhaustive research shows it is imperative for customers to understand the complete benefits of various technologies, services and product offerings. The first and most crucial step in this direction is to understand consumer needs.

As a company Aircel spends time gathering relevant customer insights at regular intervals to create offerings that are differentiated. Thereafter, continuous attempts are made to educate people on the various uses of mobile services. This also helps us expand the category of offerings for customers and evolve as a telecom service provider. Equally, or rather more, important is customer service after a product or service is sold. At Aircel, customer service delivery works on the philosophy of *Care, Serve and Delight* where Care reflects our attitude, Serve reflects our objective and Delight reflects the opportunity that stands before us to serve our customers better. We have constantly evolved our customer service to keep pace with the changing customer demands and it is this philosophy that has laid the bricks for our 360° service strategy.

Today, the country is in the midst of a data revolution and Aircel is committed to redefining user experience by constantly launching innovative and value for money products. In line with this and as one of the first mobile service providers to gauge early that data will drive the growth of the telecom industry, we continue to focus on increasing data penetration. There is huge untapped potential as far as Internet consumption in India is concerned, especially on



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the mobile.

Therefore, to bring into our fold category entrants, Aircel introduced the Pocket Internet 24 early last year. This innovative offering was highly relevant for first time Internet users as it enabled them to experience and experiment 'Internet' on their mobile phones at an economical price of less than ₹1 per day. The combination of longer validity and sufficient data was adequate to familiarise a customer with popular search engines and social networking Websites as well as to download applications, surf and stay connected with family and friends. On similar lines, we also introduced '3G Mornings' providing subscribers free access to 3G data from 6 am to 9 am. Data being the focus, our next natural step was to tie-up with leading e-commerce portals for attractive packages for our subscribers, and have also introduced packs allowing free access to Wikipedia and Facebook on their mobile phones.

With the evolution of the telecom industry, the telecom ecosystem needs to develop as a whole and devices play a very important role here. While device uptake has increased considerably over the past few years, the cost of handsets could still be an entry barrier for a new customer in the world of mobile telephony.

Over the past few months, Aircel has built on its strategic partnerships with leading device manufacturers to provide bundling offers. These tie-ups help us provide attractive yet subsidised voice and data packages to our customers which further leads to an increase in usage. For example, an innovative bundling offer that has worked well for Aircel is the 'Happy Recharge'.

This transformational product offers a complete package of talk, text and mobile Internet benefits bundled into a single recharge. The 'economically priced happy recharges' have been designed keeping in mind the holistic communication requirements of the Indian telecom user across usage and purchase segments.

At the end of the day, service providers and customers both have to benefit. Therefore, the need of the hour is out-of-the-box innovation. We at Aircel have recently launched the EXTRA proposition, with an aim to offer more value to our customers for the same price. After all, not just customer experience, but customer delight is the next competitive battleground.

The author is chief  
marketing officer, Aircel