Creating Value for Customers

Ravi Shankar Rai

Telecommunications markets across the globe have evolved rapidly, and that has led to saturated markets and a drastic decline in sales volumes for traditional services (such as basic voice and data). Consumers in every market now demand sophisticated new devices and mobile data services, and expect the companies they do business with to develop new interaction models that provide a consistent experience across every channel.

Telecom operators have responded to the challenge by offering bundles of more and more sophisticated products and services. But they have not evolved either their commercial footprint or how they interact with customers at the same speed. Instead, they continue to pursue a "high- capillarity" channel strategy, pushing high volumes of products and services through physical shops – the large "arteries" of their commercial circulatory system – with exclusive product mixes.

Road Ahead

India will emerge as a leading player in the virtual world by having 700 million Internet users of the 4.7 billion global users by 2025, as per a Microsoft report. With the government's favorable regulation policies and 4G services hitting the market, the Indian telecommunication sector is expected to witness fast growth in the next few years.

Savitri plan is very simple to become one of the top 100 companies in India in the next 5 years and to make it a dream to work in Savitri.

As I start thinking about the roadmap of Savitri telecom, our plans, our strategy to unleash growth in market, I cannot help but smile thinking about the start from a small room with 3-4 people, very few would have believed us then if we had stated what we wanted to achieve then.

Savitri is always focusing on its people and strongly believes that only people can make it a success. Products, service, system, and process come later. Since the day of foundation, it was prime objective of Savitri to make people employable and generate employment in India. In fact one of the main objectives behind the foundation of Savitri was to settle 5-6 young people who were hardly between ages 18 and 22 having maximum qualification of 12th pass and having no hope of future in the highly competitive environment. A few of them would have taken to anti-social activities too. Results were very surprising and this experiment was a great success. Later, it became a dream of the promoters/management and the entire Savitri team to make people employable, who are less privileged and direction-less.

From the very beginning, one thing was clear to me: excellence in organizational performance does not come about by accident. It was a conscious choice as business is synergy of ideas and people. At Savitri Telecom, we engage and develop our members who become role models and aspirations for others.

Our vision brings out the best by speaking to the hearts of employees, letting them be a part of something bigger than themselves. It clarifies an image of an organization's future, let employee's see how they can contribute, and enable employees to reach higher levels of excellence.

To remain competitive, Savitri Telecom has developed company strategies that focus on three qualities: core competencies, developing synergy, and creating value for the customer.

At Savitri Telecom, we always try to find ways to create value for customers by formulating strategies that focus on core competence and attainment of synergy.

In Indian context, where customer's choice depends on price points, we tend to help customers not only in selecting products and services but also helping them lower their costs without affecting their efficiency. Our after-sales services are unmatched; we have been retained by leading networks for all of India for our services on year-on-year basis.

The mission of the customer service in Savitri is to retain and to encourage increased business from customers by efficiently and courteously satisfying their needs.

The author is Managing Director, Savitri Group