Market Analysis and a Detailed Study of a Leading Cloud Telephony and SMS Gateway Company

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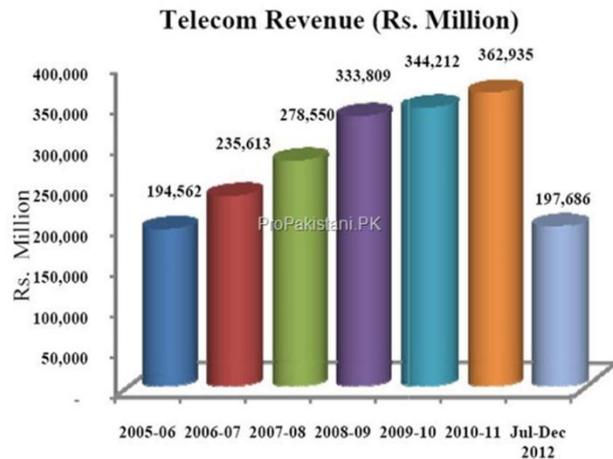[1,2]M. Tech Student [3]Professor
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Abstract— The process in an IT service provider company depends on the products and the services it is providing to the customers. As there are many competitors present in the market with same services This Company wanted to have a different quality which separates them from other competitors. This Project is about the study of wireless services provided by the telecom industry which consist Cloud telephony and SMS gateway. Many different products come under cloud telephony and SMS gateway. A detail study of the products like IVR Studio, Integrated analytics, API integration, Miss Call Solutions, Call Forwarding and Conferencing Services & SMS Services like SMS Short Code, SMS Long Code, Enterprise Messaging solutions, Mobile Marketing, Email2SMS, are done in this project. And also a detailed study on the company Competitors and their Products are conducted. As compared to others the services provided by the company was at a lower price with good quality and 24/7 available support team and constant up gradation with new technology. This survey was made to find out whether the customers using the services are happy and satisfied comparing with the competitors' products for Pricing, Quality and Customer Support.
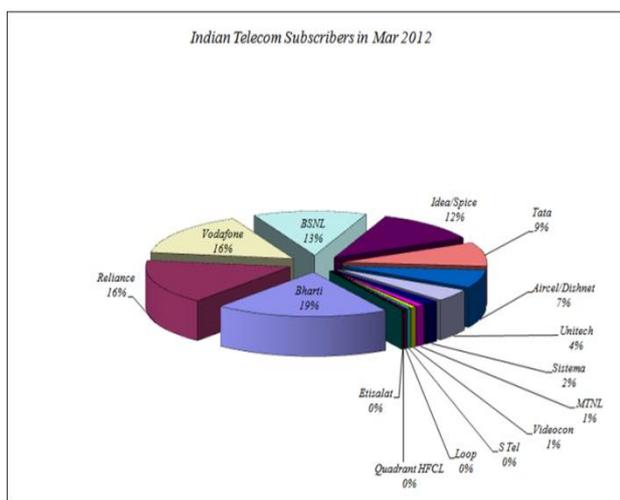
Key words: SMS Gateway, Bulk SMS, Cloud Telephony

I. INTRODUCTION

The Two Major Segments of Telecom Industry Are Fixed And Wireless Cellular Services. In Today's information Technology Telecommunication Industry Has a Vital Role to Play. The Industry Delivers Voice and Data Services at Rapidly Increasing Speed.

A. Evolution

Telecom Sector in India is 165 Years Old in India. It was First Introduced in 1851 Near Kolkata. Center for Development of Telematics (C-DOT) was introduced in 1984.

Three Phases in Evolution of Telecom Industry
Phase I- Pre Liberalization Era (1980-1989)
Phase II- Post Liberalization Era (1990-1999)
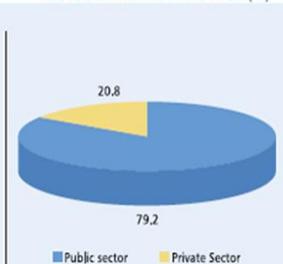Phase III- Post 2000

II. ECONOMIC BENEFITS OF TELECOM INDUSTRY

A. Foreign Direct Investment

During August 1991 to June Period the Telecommunication Sector Amounted to US$ 113 bn.
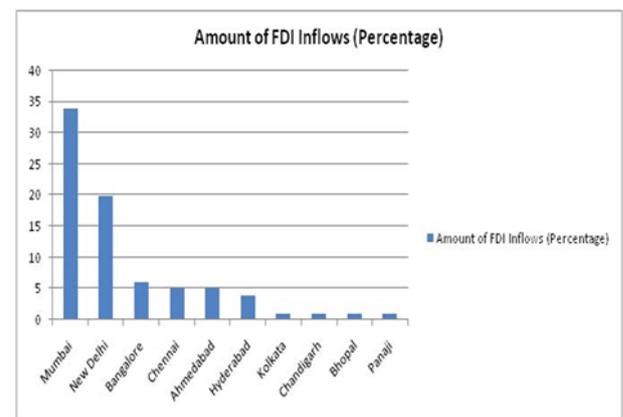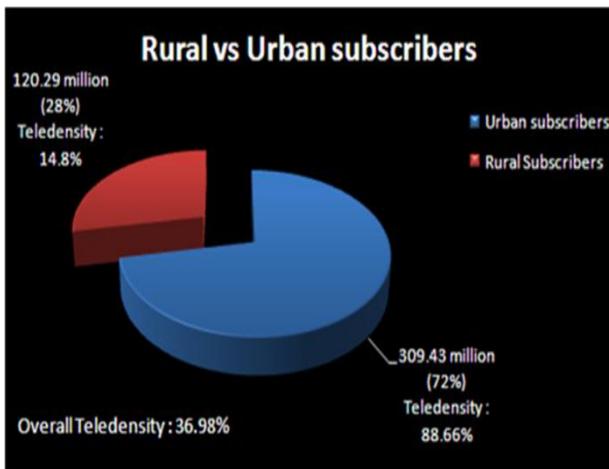
Rural vs Urban subscribers

120.29 million (28%)
Teledensity: 14.8%

■ Urban subscribers
■ Rural Subscribers

309.43 million (72%)
Teledensity: 88.66%

Overall Teledensity: 36.98%

However it has been strongly believe that the unnecessary investment in the company (Capital investment) is not going to solve entire problem; rather than this will turn out to be a long term waste. So in this direction, the implementation of lean principles is highly involved and

B. Introduction

An IT Service Provider Industry Started in 2008 by Mr. Aniketh Jain (CEO) and Mr. Ashish Agarawal (Managing Director). Its Head Office is in Bangalore, JP Nagar. Followed by Branch Offices in Chennai, Hyderabad, Delhi, Kolkata, and Mumbai.It is Mainly Known for Providing Messaging and Voice Services.

C. Products

1) Infigage
It's a Two Way Communication Service Where a Person Can Send a Message to a Predefined Number for Collecting Information like Account Balance, Booking Confirmation etc. It's also called as Pull Messaging Service.

2) Short Code
It's a 5 Digit Number which are used to Collect Messages from the Customer as there Feedback, Complaints etc
Now a days Short Codes are used by Television Channels for Voting Purpose. Like in Singing Competitions, Reality Shows. Few Examples of Short Code Numbers are 56767.

3) Long Code
It's a 10 Digit Mobile Number which is also known as Virtual Number are Basic Mobile Numbers. These numbers are Accessible Globally. And Basic charges are applied to the customers while sending Messages.

4) Infiria
It's an enterprise messaging Solution which can be accessed using browser and use to send Messages by maintaining groups and checking the delivery status of messages. This services are used by small and big size companies for communicating with their customers and Employees through Message.

5) Infiring
Also Known as Miss Call solution. A virtual number is provided to the Company where there customers can give miss call for giving feedbacks, collecting more information about their accounts etc. it can be also used to generate genuine database for their business.

6) Infizap
Mobile Marketing tool used to send promotional Messages in bulk to large number of people. Which is easy to use and maintained. And can keep track of all the messages sent and will get delivery reports for individual number.

D. Enterprise Messaging Solutions

SMS gateway is used to send messages with or without using a phone. Gateway is used to send messages using a web based application. Messages can be send in bulk using this services. These messages are called commercial messages used for promotion or sending any information to customers.

E. SMS Features

– Message Priority Route.
– API Integration.
– DND Filtering.
– Excel Plugin.
– SMS Opt in.

III. METHODOLOGY

Methodology can be defined as a method involved in any research which goes systematically and it also takes a scientific path in solving problems.
The methodology that involved in this research paper was to analyse the market and a detailed study of the company and its competitors whose roles are very important in the Enterprise Messaging Solution and Cloud Telephony. In our research after discussing with the people using the services from as well as from the company its competitors, certain number of people was selected for the research to study how the company is providing services to its customers up to their satisfaction.
A set of questions were prepared keeping in mind the different aspects of the product like price, quality and post sales services. The questionnaires were then distributed for the customers who were participating in the survey process and were asked to answer the questions as per their satisfaction by the product or services.

A. Problem Definition

The entire process in an IT service provider company depends on the products and the services it's providing to the customers. As there are many competitors present in the market with same services the company wanted to have a different quality which separates them from other competitors. the services provided by the company was at a lower price as compared to others, with good quality and 24/7 available support team and constant up gradation with new technology. This survey was made to find out whether the customers using the services are happy and satisfied comparing with the competitors' products and customers.

B. Objectives

– Detailed study on customer perception of our products
– Integrating these ideas to merge and check feasibility in telecommunication Sector
– The detail study on competitor's strategy and analysing our products in differentiating our self from others.
– Finally integrate, decide and connect the learning's and designs.

- Why to opt for the company's products.
- How to increase the sales.

C. Scope & Importance

The study is limited to primary and secondary data collected across all companies and also the suggestions which we had come up with based on the data which we gathered.
The project covers major content of:
1) Consumer behaviour towards our products
2) Competitors strategy in the market
3) Pricing offers available for customers.
4) Why to opt for the products.
5) Tie-ups with leading network providers in the country
Providing of toll-free, loop numbers, virtual number and IVR assistance.

IV. DATA COLLECTION

Data for the research was collected from various resources; the data collected were distinguished as the primary data and the secondary data. Let us see them in a brief.

A. Primary Data

1) Questionnaire

questionnaire is a simple tool for the collection of data which can help in the statistical analysis. It is a set of questions asked in a simple manner for the respondents to give their responses in a specified area allocated to specify their choice of interest. Questionnaire is a very simple yet powerful tool used by statistical analysts to make surveys and do their analysis and interpret the results. This is a simple process when compared to other types of surveys. We made use of a tool called Bar Charts with the help of IBM SPSS data analysis (version 21.1).

2) In-depth Interviews

As a part of survey I visited several company to know and understand various features which they are offering to the customers. I had done In-depth Interviews like interviewing about various Features, pricing options, providing by the companies to customers.

B. Secondary data

The information which is obtained either by internal and external Resources is called Secondary data.

1) Internal Resources:

Data collected by internal reports of the company, Loyalty cards, Stock analysis etc.

2) External Resources:

The secondary data were also collected from the internet, which is the richest source for data gathering. the journals were made use to study the similar kind of projects and their efforts, Magazines were also a part of information source were in we checked out crucial information needed for our study.

C. Target audience

In our research we included customers who are already using the messaging and cloud telephony services by the company and by other service providers.

D. Benefits of the study

- To provide customized features to its customers.

- Better understanding about various products in the market.
- Identifying how to increase the sales.
- Better understanding how to increase the sales of products.
- Aggressive to share their opinions freely.
- Better understanding about the competitors and competition for products with other company products in the market.

V. ANALYSIS

A. Main Reason for Your Use of Company Products

Reasons for the use of Company products.	Frequency	Valid Percent
Price	12	40.0%
Variety	3	10.0%
Quality	5	16.67%
Promotion	10	33.33%
Total	30	100.0%

B. Interpretation

Most of the respondents say when it comes, the main reason to buy products is because the price is less and promotion is the other main reason for them Buy and few are compromising with quality as well.

C. Is the Quality of Service Good?

| Quality of Service is Good	Frequency	Valid Percent
Yes	27	90.0%
No	3	10%
Total	30	100.0%

2) Is the quality of the service good

D. Interpretation

Most of our customers believe that the quality of service that we provided is good out of 30 nearly 27 companies have said that quality of service is good compared to others in the Same Industry.

E. How are the Product Offerings?

| Products offering	Frequency	Valid Percent
Poor	3	10%
Good	23	76.67%
Average	4	13.33%
Excellent	0	0.0%
Total	30	100.0%

3) How are the product offerings
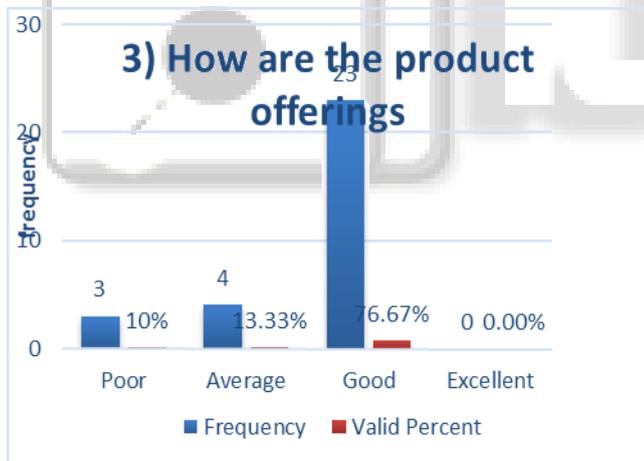
F. Interpretation

Many of the respondents feel that the products offered are good and few of them rated as average.

G. How are the Pricing Offered?

Pricing offered by	Frequency	Valid Percent
Cost effective	17	56.67%
Cheap	9	30%
Expensive	4	13.33%
Total	30	100.0%

4) How are the pricing offered
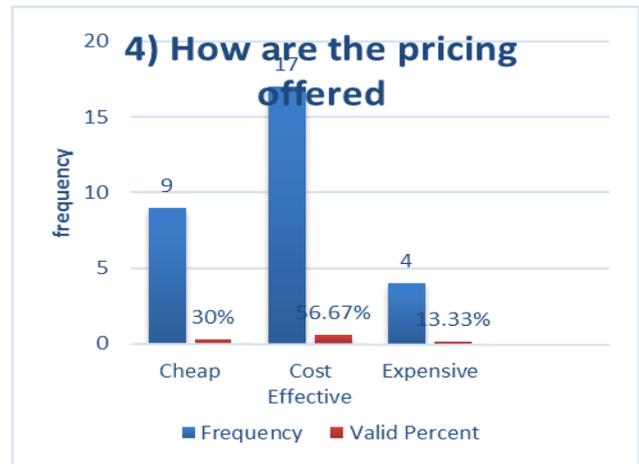
H. Interpretation

Many of the respondents feel that the pricing offered is cost effective and few of them feel that the price is expensive as well.

I. Reliability. Quality, Assurance

Reliability, quality, assurance	Frequency	Valid Percent
Poor	0	0.0%
Good	1	3.33%
Average	10	33.33%
Above average	8	26.67%
Excellent	11	36.67%
Total	30	100.0%

5) Reliability, Quality, Assurance

VI. INTERPRETATION

Many of the respondents feel that it is reliable because customer share their confidential database with us & we provide database to them if needed and they say it is quality and assurance for the data base.

A. Summary of findings

- Most of the respondents say when it comes, the main reason to buy the products is because the price is less and promotion is the other main reason for them to buy and few are compromising with quality as well.
- Most of our customers believe that the quality of service that we provided is good out of 30 nearly 27 companies

have said that quality of service is good compared to others in the same industry.

- Many of the respondents feel that the products offered are good & innovative providing at best price and good quality and few of them rated as average.
- Many of the respondents feel that the pricing offered is cost effective and few of them feel that the price is expensive as well.
- Many of the respondents feel that it is reliable because customer share their confidential database with us & we provide database to them if needed and they say it is quality and assurance for the data base.
- When we asked about the new product development of the company is Dial Street most of them said it is innovative.
- Many of the respondents feel that they like to see e-mail marketing and android applications.
- When we asked the customer whether they face any problems and bugs while using our product most of the respondents said NO.
- Many of them respondents i.e.; 74% answered that the company is able to meet client expectations.
- Most of the respondents said it is excellent because we have 24*7 customer happiness engineer support team to help them and sort out all the problems.
- Respondents said that they will recommend the company's products to other people and build fruitful business relationships.

VII. SCOPE FOR FUTURE WORK

This is a Sales and Marketing management study done on a particular type of industry which is the IT service Provider (Bulk SMS and Cloud Telephony), so keeping this in mind there is a scope for other type of industries to keep this as a benchmark and also try to further research on the topic so as to improvise the standards.

A. Limitations

- The study is limited to Bangalore branch only.
- The study is limited to 30 respondents only.
- The questionnaire survey is dependent also on the mood of the respondents, depending on which the response may be inappropriate some times.

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