

**MBA Project Report**  
**TECHNOLOGICAL LACK, CUSTOMER**  
**SATISFACTION, AND MARKETING ISSUES FACED**  
**BY PTCL**



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## **Executive Summary**

The project entails a diagnostic study of Pakistan Telecommunication Company Limited (PTCL). Overall operations and departments of PTCL are being studied and analyzed with marketing and commercial department in particular. Marketing department is a key for any organization especially that of PTCL scope and profile. PTCL has enjoyed a freedom for more than 5 decades to rule the telecom market. But now there are other companies coming into view that are challenging PTCL and taking up their market share. People have something to compare the internet services of PTCL with other companies and general perception of PTCL internet services are not good as can be observed from public feedback on social media. The project is done in order to diagnose either PTCL is just not good enough to compete with the new companies or there is a lack of relationship between PTCL and general public which has caused the perception of PTCL to go down.

For this purpose, a questionnaire survey was performed in Lahore in order to know public opinion on different aspects regarding PTCL. 250 respondents were asked questions and their responses were recorded and fed in SPSS.

Different statistics tools and techniques were applied through this software on the data collected from the respondents including correlation, reliability and validity analysis and cronbach's alpha.

Literature review shows that telecom industry has faced tough times regarding satisfaction of the consumers. Customer satisfaction is primary and instant feature in making purchase decisions in common and in particular to the telecom industries.

Informal visits were made to the PTCL exchange in Ravi town and PTCL corporate office in cantt in order to be familiar with the atmosphere and know where and how the operations are being carried out.

Suggestions were given in the end based on the findings that came from different sources including past studies, questionnaire surveys, internet resources and official and unofficial information from PTCL website and employees.

## **Introduction**

Telecommunication is a means of communicating through electric signals. Humans were sending and receiving messages in different forms which were expensive, slow and inefficient until 1838 when Samuel B. Morse along with his friends developed the idea of sending and receiving messages through electrical telegraph. This was the start to an innovation explosion in the field of communication. From 1838 to 2022, we have come across hundreds if not thousands of refined and efficient ways of communicating with anyone present in any part of the world. The concept of Global Village became possible only because of efficient modes of communication.

Pakistan Telecommunication Company Limited (PTCL) came into being right after independence of Islamic Republic of Pakistan in 1947 under telephone and telegraph department. It was a very humble start from PTCL as there were huge crises with skill of employees, infrastructure and revenue generation but the department and its employees kept on facing the odds and progressed in the right direction. Now, PTCL has evolved itself so much that it became the largest fixed line network in the country with over 2000 telephone exchanges and over 18000 employees. Following are the products and services offered by PTCL in Pakistan:

- High speed broadband internet
- CharJi wireless internet
- Smart TV (IPTV) service
- Over the top (OTT) applications includes Smart link app, Smart TV app. Touch app, Netflix, iflix and icflix.

PTCL has largest fiber cable network that is spread from Karachi to Khyber, thus encompassing whole country. Not only on national level but PTCL also has submarine cables connecting Pakistan to rest of the world. PTCL was wholly owned by the State but in 1990's a wave of privatization started and different proposals were made for the privatization of PTCL. In 2006, PM Shaukat Aziz approved the following shareholding distribution proposal of PTCL.

- 62% shareholding by the Government
- 26% by Etisalat Telecommunication
- 12% by the General Public

## Historical Background

Table 1 PTCL's transition over 8 decades

1947	Establishment of Post and Telegraph Department
1962	Turned into Pakistan Telegraph and Telephone Department
1990- 1991	Pakistan Telecom Corporation Waiting list: 900,000 Expansion Program of 900,000 lines initiated (500,000 lines by Private Sector Participation 400,000 lines PTC/GOP own resources)
1995	5% of PTC assets transferred to other departments and government companies
1996	PTCL got listed nationwide on all stock exchanges of Pakistan
1998	PTCL established many subsidiaries i.e., mobile and internet
2000	A telecom policy was made and implemented
2005	Telecom Deregulation Policy was announced
2012	26% shares bought by Etisalat Telecommunications Group through opening bidding

PTCL since independence has been one of the most important and key player in the telecommunication sector for Pakistan. But despite being the only company in the industry with its enormous size, PTCL has attracted a lot of criticism over time due to its lack of equilibrium between inputs and outputs. PTCL has been fed more the government but it has never been able to give out the same level of productiveness.

Pakistan Telecommunication Corporation (PTC) took over the operations from Pakistan Telephone and Telegraph Department i.e., the founding department for telecommunications due to its lack of productiveness under the Pakistan Telecommunication Corporation Act 1991. The step was taken in order to increase the interest of public sector in the department to invest and operate different cellular and phoned modes of communication.

After handing over the operations to a different department, Government in 1991 had planned to privatize PTCL. For this purpose over 600 million vouchers were issued in 1994 which converted into PTCL shares in 1996.



In 1995, Pakistan Telecommunication Ordinance laid the foundation for the monopoly of PTCL in the company. Next year in 1996, officially the presently named Pakistan Telecommunication Company Limited (PTCL) was announced and listed on all the stock exchanges of Pakistan.

In 2001, PTCL launched a couple of subsidiaries named Ufone and Paknet under mobile and data services department. Both subsidiaries did not make to the top despite being backed by the country's most prolific telecommunication company. Ufone made its presence felt in the cellular data industry due to increased trend of using mobile phones and using cellular data networks in them. Whereas, Paknet did not perform enough to stay in the competition and it dissolved over time. PTCL launched its new services under its direct supervision named DSL and it proved its worth in the market.

In 2005 PTCL decided to sell its shares in the market through open bidding in order to cop up with the latest technology and to put PTCL on cutting edge technology and modern means to provide the best services to its users. There were three competitors who bid for the shares of PTCL whereas Etisalat Group of Dubai got the shares with quite a margin. Etisalat Group is a telecommunication group operating in Middle East. It not only provides basic telecommunication services but also provides solutions to different modes of telecommunication and is a very reputable organization in that region of the world.

### **Privatization**

Privatization and barriers in privatization has been in debate for almost every Government owned organization in Pakistan. PTCL is not different from them, Government of Pakistan decided to privatize PTCL which in return proved to be very costly. The workers went on strikes and damaged the transmission lines to PTCL's major clients including Punjab University and other institutions. Many workers were jailed and it shaped the workers to a union that straight forwardly rejected the idea of privatization. The chaos ended with 30% increase in the salary of PTCL employees with some terms and conditions that gave the private group operating rights of the organization.

Now, PTCL made quite a few changes which includes VSS (Voluntary Separation Scheme for its employees), ERP (SAP based), restructuring, B& CC (Billing and Customer Care Software) etc. Other changes include investment in making the brand identity with greater focus on customer care and satisfaction which was lacked in PTCL for years.

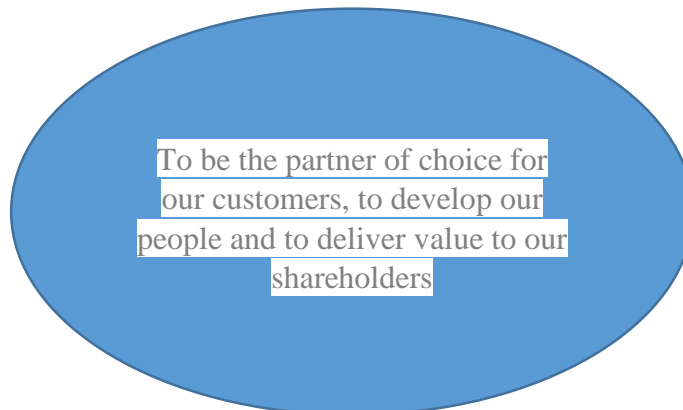
## Vision Statement

Figure 1 Vision Statement of PTCL



## Mission Statement

Figure 2 Mission Statement of PTCL



## Core Values

- We Care

- We put customers first
- We work as one team
- We embrace change
- Quality Policy

## **Objectives**

### **The objectives of PTCL include:**

- To provide latest telecom facilities to its users at reasonable rate
- To provide service at international standards
- To provide maximum customer satisfaction through use of latest technology
- To provide High-Speed 4G Mobile Network Tower.
- To lead the telecommunication industry in Pakistan

## **Subsidiaries of PTCL**

PTCL over the time made and acquired other companies thus making a list of its subsidiaries owned partially or fully by PTCL. Presently, PTCL owns following subsidiaries:

### **Ufone 4G**

Ufone 4G is a network provider in Pakistan and is a subsidiary of PTCL started its operations in January 2001. Since its inception, Ufone has become a leader in innovation and became one of the favorite cellular data brand in youth in a short span of time. Ufone is covering all the major cities of Pakistan along with most of the towns, tehsils and villages across Pakistan. Ufone so far has been successful in setting up 265 franchises with over 200 shops and service centers and growing network of over 35 VTM machines nationwide.

### **Paknet Limited**

Paknet is a fully owned subsidiary of PTCL. Technical assets and staff were carved out of PTCL to Paknet, to help new company to meet the competitive market. The staff, thus transferred had requisite experience and expertise in internet and data communication field. However most of the employees have been hired from private sector. The recently reconstituted board of directors of Paknet comprises senior and experienced professionals nominated by PTCL board.

### **U Microfinance Bank Limited**

U microfinance bank limited is a wholly owned subsidiary of PTCL. Bank has over 200 branches across 183 cities and rural areas in Pakistan. U-bank has services which included micro-finances, deposit products and other branchless banking services. U banks are offering services in collaboration with Ufone under the banner of U paisa. The services are offered at 45,000 agent locations across Pakistan.

### **PTCL Smart TV**

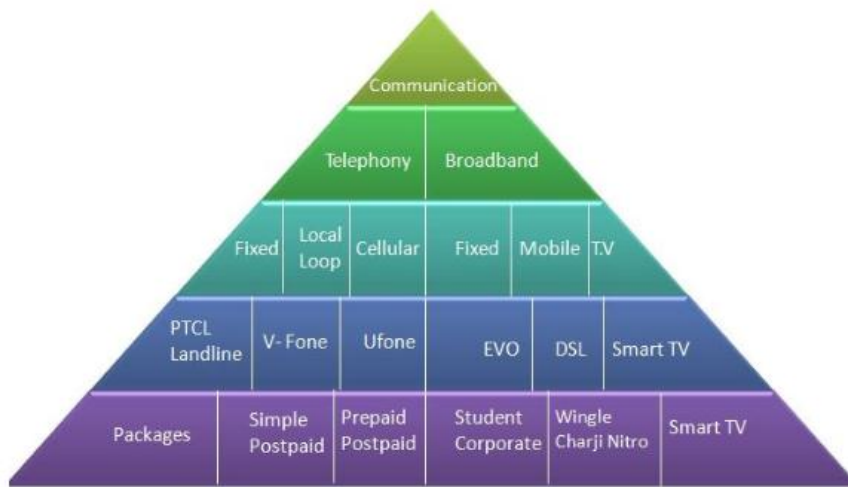
PTCL smart TV is an internet protocol TV service in Pakistan launched by PTCL on 14<sup>th</sup> August 2008. PTCL smart TV entered the pay TV industry by launching Pakistan's first digital interactive television. PTCL smart TV has 150 channels and it has launched android and IOS apps which stream videos and live shows instantly.

### **Telephone Industry of Pakistan (TIP)**

Telephone industry of Pakistan was incorporated by the Government of Pakistan in 1953 as in collaboration with Siemens AG Germany in Haripur. The company was operated under a board of directors consisting of 8 directors. 6 of them were from PTCL and 2 from Siemens AG. The company started its production of telephone sets for the customers of Pakistani market. Whereas with the passage of time and increase in the technology usage, the company also started the manufacturing of drop wire and other products of the same league for the customers as well as for PTCL. The company lacked marketing and was not able to make its name in the industry because of its remote location.

# Products and Services of PTCL

Figure 3 Detail diversified portfolio of products and services offered by PTCL



## Prepaid calling cards

PTCL has prepaid calling cards with the facility of international communication through them. These calling cards came in under smaller denominations of PKR/ 100, 250, 500, 1000. These prepaid calling cards did not require any line rent or other charges that are enforced on landlines. Also these calling cards are readily available countrywide which makes the mobile communication very easy and reliable.

## Home Country Direct

It allows Pakistani nationals travelling worldwide to communicate with their friends and family back home easily with prepaid calling cards after configuration from PTCL helpline.

## Integrated Services Digital Network (ISDN)

This network provides its users to access and use all modes of communication either its image, video, call, message or fax simultaneously using the ISDN line.

## International Roaming Services

As the concept of Global Village introduced every company put their hands up in the competitive market to provide its people with the facility of connecting to the far off places easily. For this purpose, PTCL introduced International Roaming Services, which is basically extended routing services to the mobile operators in Pakistan.

## **DSL broadband**

PTCL offers its customers with unlimited internet services through its exchanges all over the country. These services are offered to individual users as well as corporate users on a different scale. This involves a modem which is to be placed at the space of the user along with a connection wire which extends to the bigger modem nearby. PTCL offers different packages based on the speed which includes 2 mega bites per second (mbps), 6 mbps, 8 mbps and so on. PTCL charges through a postpaid billing system. Along with DSL broadband connection, a landline connection is also provided which is not mandatory to operate or use for the internet connection.

## **Wireless Internet Devices**

As DSL broadband is a lined connection and it can't be moved freely. For that purpose, PTCL introduced, wireless internet devices. It includes a range of products which are continuously changing and adapting to the latest trends. It includes a USB 3g device which needs a little power through USB port, EVO CharJi device which has a chargeable battery inside it, one can charge it and it will provide internet services for 4-6 hours depending on battery health and different conditions of geography, usage and temperature.

## **Technical support**

PTCL also provides telecommunication solutions at different levels. From household to a company operating nationwide and international clients, PTCL provides its technical support and solution to each of them and charges for that.

## **Departments of PTCL**

An organization's success is based on how its departments are performing their individual tasks. PTCL has a rich profile and history spreading over decades. PTCL has also adopted the mode of functional departmentalization and has divided its tasks based on their technicalities to different departments.

Following are mentioned the key departments of PTCL along with their responsibilities.

- Finance department
- Human Resource Management Department
- Operational department
- Technical department

- IT department
- Commercial department
- Corporate affairs department
- Special projects department

### **Finance department**

Finance department to any organization is considered as one of the key departments because it decides the long term objectives and policies of the company. PTCL finance department is divided further into three wings which includes Finance, Accounts and Revenues. These three wings combined as a whole in order to make the finance department which deals with the revenue collection from the customers and big corporate clients which include local as well as international clients. Accounts department has its responsibilities of proper book keeping and maintaining the accounts of every single user of PTCL service through latest and immensely powerful computers and software. Finance department deals with projecting the feasibility of future projects of PTCL, also determining where to invest and how much to invest while keeping an eye on the investments they had made before and their returns.

### **Operational Department**

Operational department underlies the base for other departments to work out. Operational department works in the headquarters and in different branches, subsidiaries and offices. It includes routine work of operations for PTCL as well as something significant that is relevant to its operations.

### **Technical and IT department**

For the sake of better understanding Technical and IT departments are being merged together. PTCL deals with communication which is not traditional means of doing business or selling goods. Therefore, the technical and IT department has to be up to date and experienced. This department mainly performs the training of the technical staff and keeping the computerized and every technical aspect up and running either it's for the customers or the operations of PTCL itself.

### **Human Resource Management Department**

HR department is very important for any organization as it manages the human resource which is the most important resource in all the factors of production, same is the case with HR department of PTCL as it is performing very important work to enhance the performance and worth of the

organization (Abdul Waheed 2012). If we evaluate the value of an effective HR department in an organization then according to the researcher if we apply KSA enhancing practices then approximately 30% increase in a beneficial HR practices increased return on asset from 5.1% to 8.3% and decrease in employee turnover from 18.4% to 15.3% (Huselid 1995).

PTCL HR department keep a keen eye on personnel with required experience and KSA's in order to recruit them in the office or in the field. It is then followed by a training program which is very extensive and comprehensive. After completion of training a recruit is being evaluated and then given permanent status. Periodically staff is being evaluated and provided with needed training and extra-curricular activities in order to keep them fresh, energetic and healthy.

### **Commercial department**

Commercial department is very important to a company which deals with business to business as well as business to customer cases. PTCL has enjoyed its monopoly in the market for decades and has made a lot of clients and public customers. But now with the technology explosion, PTCL monopoly is coming to an end and it will end one day in the near or far future. Now PTCL has to decide whether it makes its customers satisfy and retain them which ultimately will give them new customers because of businesses growing and collaborating with one another.

The whole marketing wing is also included in the commercial department mainly which is the core of the project. The marketing staff is also co-working with staff from other departments. But mainly, marketing falls in Commercial Department for PTCL.

Establishment of commercial department, their key roles and responsibilities are mentioned in the following points:

- Commercial department of PTCL consists of qualified and experienced staff
- It is the responsibility of commercial department to keep a close eye on key trends in the communication industry for both short and long term because ultimately monopoly of PTCL will end and it has to design a strategy to stay on top of the industry even if new players came in
- The department analyzes the company options that which latest technology is being adopted in the world and whether it can work out for PTCL or not because it has to maintain its leading role in the industry.



- Commercial department has to work on the cost reduction of different PTCL products and services because PTCL is operating in Pakistan which is considered to be a developing country and not most of the customers will be willing to pay a higher price in order to enjoy the communication services of PTCL.

PTCL initially has had very high rates for communication services and its customers started to lose interest in it because of price constraints but commercial department sensed this change and informed other relevant departments and they formed a strategy of price rationalization gradually which was successful and now PTCL products and services are competing in the market with reasonable prices.

- An opportunity for commercial department is that it can earn dollars as revenue from different countries. For this purpose, PTCL and its commercial department has to work out a way to sell its products and services in the international market more. This project will earn PTCL a significant position as its worth will be increased multiple times and investors will keep an eye in order to invest in PTCL.

### **Focus of Marketing Department**

PTCL's 80% revenues come from 20% of their customers. These are the big corporate customers of PTCL which includes different government and private chain organizations. PTCL does not want to lose this 20% of their customer section. For this purpose PTCL has established a whole new department named as Corporate Customer Service Centers in several big cities in order to provide better customer services. Marketing department which is also known as commercial department of PTCL stays on toes in order to provide best marketing services to the corporate clients and to provide them with best customer care services.

### **Problem Statement**

Problem statement that is proposed for below mentioned study is,

“Technological lack, customer satisfaction and marketing issues faced by PTCL”

Marketing is immensely important when it comes to a business from any sector any industry and dealing with any sort of product or service. In the ongoing discussion of PTCL which is basically a telecom service industry and one of the oldest and most prolific one in the country. A general perception in the entire country wherever PTCL services are being provided that cellular or other

data networks provide more better internet services than PTCL. PTCL has a limited network coverage in some areas, which limits the reach of its services and makes it difficult for customers to access its offerings. Some of PTCL's technologies and infrastructure may be outdated, leading to issues such as slow internet speeds and dropped calls, which can negatively impact customer satisfaction.

First of all question arises, PTCL really lack latest technology and entire setup of cables, satellites and technology which is required in order to provide better internet services. Well, PTCL profile and official website states the opposite story. PTCL has decent equipment and technology when it comes to that portion. But most important thing is to communicate the whole story to the customers. PTCL has faced criticism in the past for poor customer service, such as long wait times on customer support lines and unresponsive support staff, which can lead to frustration and dissatisfaction among customers. PTCL's service quality has been criticized in the past, with customers reporting issues such as slow internet speeds, dropped calls, and network outages during weather conditions.

If a company like PTCL is facing some key issues in marketing and unable to communicate the customers, there is no way out for PTCL to retain its customers. Competitors will pop up and in their capacity they will fight for the market share of PTCL. A weakness or threat for one company is the opportunity for its customer. PTCL's brand perception may be negatively impacted by issues such as poor customer service and service quality, which can lead to negative word-of-mouth and reduced customer loyalty. PTCL may face challenges in marketing its services if it is not perceived as innovative or up-to-date with the latest technology trends.

In this study, firstly PTCL's whole history, background, transformations and transitions are being studied and evaluated. Two informal visits were paid to PTCL exchange in Ravi town and PTCL office in Cantt by the different members of the group. The purpose of these two visits was to know about how the customers are being treated and to get the feel of the environment when you visit a company, to observe the behavior of employees.

A questionnaire survey was floated in order to know what the people think about PTCL on different aspects which include customer care service, their satisfaction levels and the worthiness of PTCL services. The results then fed into software i.e., SPSS in order to validate the questionnaire and check other statistical aspects of it.

Previous studies and articles were also consulted for the sake of better information and insight to the company which proved to be very helpful and in the end all these factors were combined in order to provide the best possible suggestions to the company in order to identify and take corrective measures address the marketing issues.

## **SWOT Analysis**

SWOT analysis is performed in order to highlight different aspects of the company. It may seem to be very basic concept of analysis but before diving into a project on a company it is very important to perform some analysis test on the company and note down the findings. This will picture an image of the company in the minds of the people employed in the project.

### **Strengths**

One most core strength of PTCL is that the company is as old as the country itself in which it is operating. This gives PTCL a privilege of being the most mature player in the respective industry. Due to being mature player of the company, PTCL has more experience and has the largest setup of broadband footprint and land-line network throughout the country. PTCL has an extensive network infrastructure across Pakistan, including a vast network of copper and fiber-optic cables, exchanges, and transmission facilities. This infrastructure allows PTCL to provide reliable and widespread coverage for its services, reaching both urban and rural areas. PTCL offers a diverse range of services, including landline telephony, broadband internet, IPTV, and corporate solutions. This broad service portfolio enables PTCL to cater to the varying needs of residential and business customers, providing them with integrated telecommunications solutions. PTCL has a long-established market presence in Pakistan, being one of the oldest and largest telecommunication companies in the country. This longevity and market recognition give PTCL an advantage in terms of brand recognition, customer trust, and existing customer base. PTCL benefits from being a government-owned company, which provides a level of stability and support. Government backing can facilitate infrastructure development, regulatory support, and collaborations, enhancing PTCL's position in the telecommunications sector. Government Support/

### **Weakness**

While there are several other telecom operators in Pakistan, no single company provides an identical combination of services as PTCL on a national scale. However, there are competitors in

specific areas of PTCL's services. Before discussing weakness of the company, it is important to note here that though there is no complete competitor for PTCL who could compete with PTCL in all aspects but still there are some huge weaknesses pointed out in PTCL that can provide opportunity for others to come and make their place in the market. This involves wireless coverage issues, though PTCL is oldest and most established company countrywide, their wireless coverage issues are not being resolved. By wireless issues we do not mean going to the most remote regions of the country but the main highways and motorways of the country are not equipped with PTCL wireless network services. As PTCL deals with corporate giants both government and private, there are bad debts which do not seem to be recovered majorly from poor performing government companies. Overstaffing is an issue just like in most of Pakistan's big government company along with poor performance of that staff in customer care aspect.

## **Opportunities**

There are tons and tons of opportunities for PTCL to grow big become profitable. The product and service which PTCL is selling is not going to obsolete. This means they have to bring innovative ideas into their services management. This may include a joint venture with a private firm that can add competitiveness in PTCL. PTCL can focus on expanding its broadband services, both in terms of coverage and speed. PTCL can introduce new value-added services to differentiate itself from competitors and provide additional benefits to customers. These could include cloud storage, digital entertainment platforms, smart home solutions, and other innovative services that enhance the overall customer experience. With the increasing demand for high-speed internet connectivity, there is an opportunity to reach more customers in underserved areas and provide them with reliable and affordable broadband options. It can target the corporate sector by providing tailored solutions and services to meet the specific needs of businesses. This could include high-speed dedicated internet connections, enterprise-level cybersecurity solutions, cloud services, and unified communications platforms. PTCL can introduce new value-added services to differentiate itself from competitors and provide additional benefits to customers. These could include cloud storage, digital entertainment platforms, smart home solutions, and other innovative services that enhance the overall customer experience. Improving customer service and support is always an opportunity for any telecom company. Moreover, PTCL can invest in better customer service channels, responsive technical support, and user-friendly self-service platforms to ensure maximum customer satisfaction. Partnering with over-the-top (OTT) service providers such as

streaming platforms or communication apps can offer opportunities for bundled services or content partnerships. This can attract more customers and increase revenue streams for PTCL.

### Threats

The telecom sector in Pakistan is highly competitive, with multiple players vying for market share. Competitors, both established and emerging, pose a threat to PTCL's customer base and revenue. They may offer attractive pricing, innovative services, or better customer experiences, challenging PTCL's market position. Rapid advancements in technology can pose a threat to PTCL if it fails to keep pace with emerging trends. For example, the shift towards 5G technology presents challenges for PTCL to upgrade its infrastructure to offer high-speed and low-latency services. Failure to adapt to new technologies could result in customer attrition and loss of market share. Regulatory changes and policies can have an impact on PTCL's operations. Changes in licensing requirements, spectrum allocation, taxation, or pricing regulations can affect PTCL's profitability and competitiveness. Adapting to regulatory changes and maintaining compliance may pose challenges for the company. PTCL's ability to expand and upgrade its network infrastructure can be hindered by various factors such as geographical challenges, high deployment costs, right-of-way issues, and regulatory approvals. These limitations can impede PTCL's efforts to provide comprehensive coverage and high-quality services. As digital connectivity increases, the risk of cyber threats and data breaches also grows. PTCL faces the challenge of ensuring robust cybersecurity measures to protect its network, customer data, and infrastructure from cyberattacks. Any security breaches can harm PTCL's reputation and erode customer trust.

**Table 2 SWOT analysis of PTCL**

<p><b>Strength</b></p> <ol style="list-style-type: none"> <li>1. Extensive Network Infrastructure</li> <li>2. Broad Service Portfolio</li> <li>3. Oldest Telecommunication sector</li> <li>4. Established Market Presence</li> </ol>	<p><b>Weakness</b></p> <ol style="list-style-type: none"> <li>1. Wireless coverage issues</li> <li>2. Bad debts</li> <li>3. Overstaffing</li> <li>4. Customer services</li> </ol>
<p><b>Opportunity</b></p> <ol style="list-style-type: none"> <li>1. Expansion of Broadband Services</li> <li>2. Infrastructure Development</li> <li>3. Offering Value-Added Services</li> </ol>	<p><b>Threat</b></p> <ol style="list-style-type: none"> <li>1. Intense Competition</li> <li>2. Technological Advancements</li> <li>3. Regulatory Challenges</li> </ol>

4. Focus on Corporate Solutions	4. Infrastructure Limitations
5. Leveraging Internet of Things (IoT)	5. Cybersecurity Threats
6. Enhanced Customer Experience	
7. Collaboration with OTT Providers	

## **PEST Analysis**

PEST analysis is another analysis that is usually run on the company in order to know the external environment in which the company is operating and if the conditions sync in with the company. After conducting PEST analysis, one could paint a picture that either the company is will have easy time operating in the country or will it have to work hard in order to keep working.

### **Political**

Political instability is a very important issue not only for PTCL but for every other operating in Pakistan and even for the whole business community and industry. By political instability we mean change of government unexpectedly as happening particularly in this point of time. Continuous change of government brings in change of minds and policies at the authority level which disrupts the ongoing plans and operations of the companies. Privatization is also a political issue, political parties from one group support privatization whereas other group became against it which only triggers disruption and destruction in the sanctity of the company. Price regulations by the authorities change which incurs a lot of cost and also reduces customer's confidence in the company.

### **Economic**

Overall Pakistan's economy has been on a roller coaster ride from its inception. There came days when the economy seems to be very efficient and showing positive signs and also there came days when everyone around talks about getting default and bankrupt. This vulnerability of the economy completely destroy the chances of foreign investment even the local investment in the company as investors want to secure their investment but the economy does not allow them and also on the user end, being third world country the purchasing power is limited so the products and services have to be designed accordingly so that the major portion of the population can use them.

## Social

Pakistan is a well knitted society. Most of the population residing well before the independence of the country and they are their long history of their forefathers living and working together with each other. That makes the society share culture, values and traditions with each other. Pakistan is developing country which brings in a lot of challenges but with these challenges come a lot of opportunities. Businesses have margins of getting flourished and there is room for profit making so the demand for internet is high because from every single individual to a small or medium sized enterprise everyone is demanding internet according to their need and want.

## Technological

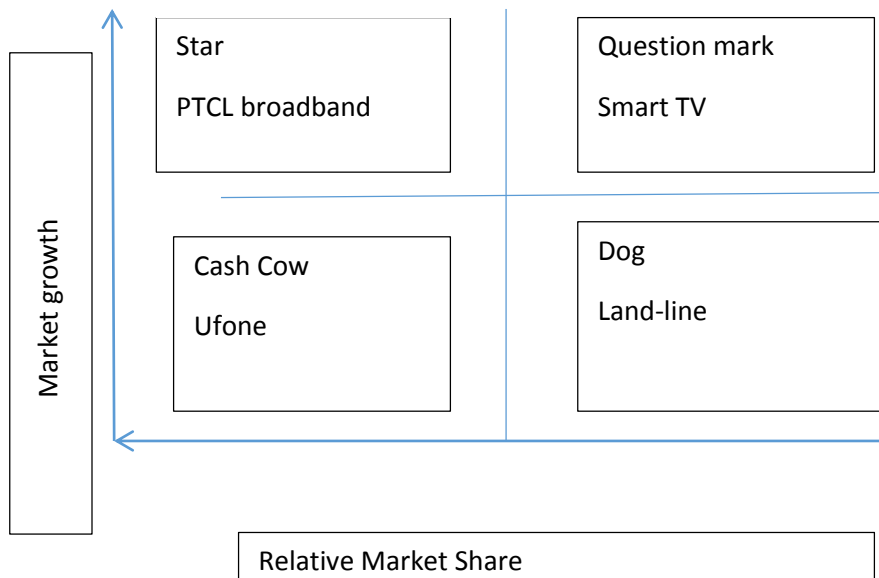
Pakistan lacks in technological advances. This is the main reason that tech related businesses are running on high cost end which ultimately increase the prices and product or service gets out of the reach of low purchasing power customer which is most of the population in Pakistan. The cost structure for PTCL needs to be re-evaluated because it is running on high cost structure and also the latest internet technologies such as 4g and 5g needs to be achieved as soon as possible because when people compare the services that they are using along with the services that are available worldwide their confidence go down as well as their ownership decreases in the company.

Table 3 PEST analysis of PTCL

<b>Political</b> 1. Political instability 2. Privatization 3. Price regulations	<b>Economic</b> 1. Financial market 2. Lower growth rate of GDP
<b>Social</b> 1. Well knitted society 2. Rising demand of internet	<b>Technological</b> 1. Impacts on cost structure 2. CDMA/4G and 5G

## Boston Consulting Group Matrix (BCG Matrix)

Table 4 BCG Matrix of PTCL



BCG matrix is used analyze business products to aid with long term strategic planning. It is important to perform BCG matrix in order to know where PTCL is standing and what could be done in future in order to keep performances of PTCL high. There are 4 categories in BCG matrix includes Star, Question mark, Cash cow and Dog respectively. The names are self-explanatory and shows the reason of presence of product in particular category. Starting with stars, stars are those products which have high market share and high market growth. These products keep the company alive and running. Question marks are those products whose market share is low but market growth is high. It means that work needs to be done for that product because there is demand in the market and opportunities that can make the product a success but currently product do not have high market share. Then comes cash cows, they do not have high growth chance because they have penetrated to their best in the market but they have very high market share and they are major player in the market and retaining their customers that are huge in numbers. In PTCL's case Ufone is a perfect example of cash cow. Dogs are the products that are running low on both market share and growth. They exist only to fulfill the overhead costs or other strategic needs for the company. In PTCL's case land-line is the dog because it has done most of its part, technology has become



obsolete, people have move forward and PTCL is keeping it for their strategic and overhead cost covering needs.

## Competitor’s Chart

Figure 4 competitors of PTCL in two different aspects



## Porter’s Five Forces Model

Table 5 Porter’s five forces model

	Fixed	Cellular	Broadband
Threat of new entrants	Doesn't exist	Doesn't exist	1. Wi-tribe 2. Wateen
Bargaining power of buyers	Doesn't exist	High (Jazz,Zong,Telenor)	Moderate Nayatel
Bargaining power of suppliers	Doesn't exist	Low	Low
Threat of substitutes	High	High	High

Competitive Rivalry	Doesn't exist	High	High
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Porter's five forces model is very important to understand the following aspects of PTCL. As PTCL's products and services can be divided into three categories in order to understand the implication of porter's five forces model. Fixed, cellular and broadband and will analyze the five forces separately. Fixed portion is of land-lines which has no threat of new entrant, no suppliers or buyer's buying power and no competitive rivalry however the threat of substitutes is high because people have shifted a lot from fixed land-line service usage to cellular and other modes of communication usage. Coming to cellular portion which includes Ufone product of PTCL, in this portion new entrant threat is low because launching something to compete a product like ufone is very hard in these times at least. It requires a lot of documentation work, authorities are involved and it's a huge financial project.'

Buying power of buyers is high because though there are a few companies operating in Pakistan at the moment but the prices are market driven. If Ufone is not offering the services that network providers in their league are offering it is very likely that buyers will shift from Ufone to any other cellular data network. Suppliers bargaining power is low as PTCL owes ufone and it is operated by PTCL which has a vast network of communication setup. Competitive rivalry is high as mentioned that other companies focus on each other offers and try and bring out something more new and more exciting to the customers.

In broadband section, there are coming more competitors for PTCL i.e., Nayatel and other companies. There are other companies like Wi-tribe and Wateen that offers the broadband services. There is not a strong power of suppliers but the buyer's power has increased due to increased number of competitors.

Porter's five forces model is used in order to assess the overall competitive landscape of a particular business sector. There are five components given in the Porter's model and every component indicates a key factor of the market for a business under consideration. When it comes to PTCL, the portfolio is diversified and complex as PTCL is offering internet products, internet services and owns a subsidiary in shape of Ufone. So every dimension has its own market which includes its competitors, collaborators and different standings of PTCL.

As PTCL has enjoyed being the only telecom company in Pakistan for long stretch of time, it has developed a network either on slow pace or high but it has developed a network that is tough to compete for any other company entering the market. Therefore, a few answers in the Porter's five forces model doesn't exist because there are no competition between PTCL and its competitors in the field. But when it comes to cellular data subsidiary of PTCL which is Ufone, PTCL has some serious competition going on. There are other cellular networks that offer competitive products on lesser prices so PTCL has to catch up those before losing its customers.

Getting to know your customer base means you can tap into their wants and needs. But, in 2022, your customers' expectations of your business are constantly changing, making it easy to come across as old-fashioned, or out of touch. Don't get left behind. We recommend creating or updating your company's customer personas to inform your marketing strategy. Getting to know your customer base means you can tap into their wants and needs. But, in 2022, your customers' expectations of your business are constantly changing, making it easy to come across as old-fashioned, or out of touch. Don't get left behind. We recommend creating or updating PTCL's customer personas to inform marketing strategy.

## **Literature Review**

Marketing can be seen at two levels: as a fundamental underlying philosophy and as a set of applied techniques. Considering marketing as fundamental underlying philosophy puts customers at the center of focus. It is instilled in the employees, strategies, policies and structure of the organization to focus the customer and to facilitate as much as possible staying in the domain of the business. To many organizations marketing is only seen as a set of applied techniques e.g., doing marketing research is seen as a technique to find out about the need of the customer and the advertising of the company. This is done in order to make sure the company is advertising and communicating well what the customer needed (Palmer 2012).

Recently, there has been more attention on conceptualization and measuring service quality in telecommunication sector since there is a sharp increase in penetration rates around the world. Vander Wal et al. (2002) used SERVQUAL measures to determine the service quality in telecommunication sector in South Africa and confirmed that this instrument can be used assess service quality in that industry. Johnson and Sirikit (2002) also employed SERVQUAL instrument

to investigate service quality perceptions in the Thai telecommunication industry and showed that these measures is suggested for process-driven service provider companies such as telecommunications, retaining, health, banking, etc. Another flow of researches focused on developing service quality measurement tools by targeting mobile telephony sector specifically (Aydin & Ozer, 2005; Gerpott et al., 2001; Kim et al., 2004; Lee et al., 2001; Lim et al., 2006). In the study of Choi et al. (2007) the mobile telephony quality measuring dimensions recognized the work categorized into coverage of network, mobile device, billing system, convenience, value-added services, and price structure. The causal relationship between service quality and customer satisfaction is verified in various sectors such as telecommunication industry and confirms the positive relationship of service quality on satisfaction (Kim et al., 2004; Lee et al., 2001; Lim et al., 2006).

Companies these days face a lot pressure from mainly two aspects i.e., slower growth rate because most of the areas are already being captured and targeted, whereas more and more companies are coming in the competition which makes growth and market share going downwards and the second aspect is price pressures which also comes from the same background of more companies manufacturing and providing services in the same industry and selling their products and services on market competitive prices which makes it very tough for every company in the industry to have a price which gives them easy profit margins (Nawaz 2018). In order to cop these two issues, companies now started focusing on greater customer satisfaction. The question arises, what is meant by customer satisfaction? Because it is a very subjective terminology and there are multiple definitions of customer satisfaction. Every customer is different and has definitely different level of satisfaction and expectation from the product and service he is consuming. Giese and Cote after conducting literature review and customer interviews have concluded that customer satisfaction can be defined as summary effective response of varying intensity with a specific time point of determination and limited duration directed towards focal aspects of product acquisition or consumption. Customer satisfaction is considered now as the main point of marketing because satisfaction plays an important role in achieving marketing goals and objectives. Customer satisfaction levels decide the purchase, repurchase or abandon purchase decision of any product or service.

In order to focus on greater customer satisfaction and to retain the position of market leader despite the fact that new and technologically more advanced competitors have started to enter the market and will share the market of PTCL and take some portion of their customers with them.

PTCL has initiated a 4 step upgrade program which is explained below along with their results and analysis: (Saeed 2022).

- Faster and improved internet through transformed exchanges

PTCL has started upgrading its exchanges and it has shown good results for them in the shape of 40% reduction in complaints in the transformed exchanges. More and more customers are migrating towards high speed internet provided by PTCL which shows the eagerness of customers to shift to high end services which are on the expensive side as well. PTCL is providing a maximum broadband speed of 20MBPS whereas in selected areas of Pakistan PTCL has also started fiber to the home (FTTH) services which can provide up to 100MBPS speed to the customers.

- Learning intervention for PTCL resources

PTCL can maintain its market leader status not only by up grading its products but the customer care and customer satisfaction through its services is also mandatory. For this purpose PTCL introduced a massive learning intervention program named as “Building culture of service excellence” across Pakistan to keep its customer satisfaction game top notch. The learning program is provided to the employees of the company which interacts with the customers in following aspects: lineman, customer care representatives, supervisors, contact center representatives etc. PTCL is confident that this training program from metropolitan cities to the employees from far off regions will make a difference in customer satisfaction levels of PTCL customers.

- E-billing initiative

E-billing is a step taken by PTCL which is most debated in the current era. Green production and green methods to operate companies are being talked about everywhere. PTCL has taken an initiative about it by issuing e-billing. There is no more need of printing papers and ultimately cutting wood for paper manufacturing. But for the initial stages, decision making is being given to the customers either they want to avail this service of e-billing through a simple call to 1218 or

not. Whereas, we can predict that in some point of time this initiative will be made mandatory for every PTCL user.

- Customer service through digital platforms

For a business to develop a good relationship with its customers need to be in touch with its customers through the platforms that they are using. These days everyone using internet is on social media which makes it a new marketing platform. Companies are investing heavily on social media teams and earning decent revenues through it. PTCL also has done the same. In addition to share the latest marketing campaigns and targeting its customers through posting religious and national events, a very important task for PTCL social media team is to keep the customers updated with what is happening in the vicinity of the organization. For example if the underwater cables are damaged through any natural disaster, customers will look up to the PTCL social media team which has to be there on all social platforms to share the news and respond to the queries of the customers regarding the event. This will give customers a sense of being informed and mentally prepared of what had happened and how much will it take to be repaired.

## **Methodology**

### **Data collection procedure**

The data collection procedure started with a questionnaire. The questionnaire was filled by the respondents from different areas of Lahore. A questionnaire with 20 questions was made after conducting a detailed research on different research articles and questionnaire samples. A total of 250 respondents were asked to fill out the questionnaire. As we are progressing towards green procedures in every operation of the organization and on individual level as well, the questionnaire was made on Google forms and sent online to our respondents in Lahore. Questionnaire is designed in such a way that exhibits the awareness and satisfaction level of PTCL customers. PTCL internet in shape of Ufone, PTCL broadband and PTCL evo Charji has been used by most of the smartphone users and this questionnaire is being filled by respondents who own a smart phone. The questionnaire has different sections which include a demographic section containing 6 questions including age, gender, occupation, educational status, household income. This section simply tells us about the background and an estimation of personality trait of an individual who is responding to the questionnaire. The section is equally important to main body of questions

followed because the correlation between the demographics of the respondents and their level of awareness and satisfaction with PTCL will be a key relation for PTCL marketing team.

Second section involves customer care service questions. PTCL not only sells its broadband and wireless products but also provides after sales services and internet services which makes its direct connection to the users. PTCL has exchanges in many cities for that purpose, however given a helpline 1218 one can contact directly with a representative. Customer satisfaction is a key feature when it comes to customer care because even if there is an issue with one's product or service, an effective and efficient customer care representative can cop up that issue easily by apologizing to the customer and maintaining a very welcoming and soft tone.

Third section includes questions related to worthiness of buying PTCL products and services. This section also points towards the satisfaction of customers on PTCL. If a customer is spending some money on availing the product and service of a company he expects them to provide him the service at least to the level of his payment if not more. Whereas if a customer thinks he is paying more than what is being offered to him, the customer can very easily switch to other competitors in the market because when a doubt comes in his mind he will be searching for other companies offering the same service in how much money. That doubt is a very bad omen for the existing organization, therefore it is the keen responsibility of the organization to keep its customers limited to itself and whatever they want to purchase, they will purchase from you in the designated domain.

Fourth section includes questions related to marketing. This is an awareness section which involves questions related to presence of PTCL and if that presence is being noted by the customers or not. Marketing is eventually communicating information of the product or service to the customers.

### **Measures of Construct**

In measures of construct we basically highlight our variables that have been used in the questionnaire survey research and traces them back to their origin or the study from which they have been retrieved. In the present study we have divided our questionnaire into four different sections in order to make it easier to understand and categorize the submissions of the respondents. We have use three variables i.e., customer care, satisfaction and worth buying in this study. The

variables used are being adopted from different studies, articles and websites and then different question extensions are made in order to fit into the study to get the desired results.

The variable “Customer Care” is being adopted from the article, “Customer Care in service organizations” by Barbara R. Lewis.

The variable “Satisfaction” is opted from the article, “Determinants of Customer satisfaction in Telecom Industry” by Shahzad Khan and Saima Afsheen.

The last variable “Worth buying” is opted from the previous study of “Impact of Brand image, service quality and price on customer satisfaction in Pakistan Telecommunication Sector” by Professor Dr. Muhammad Ehsan Malik, Muhammad Mudassir Ghafoor and Hafiz Kashif Iqbal.

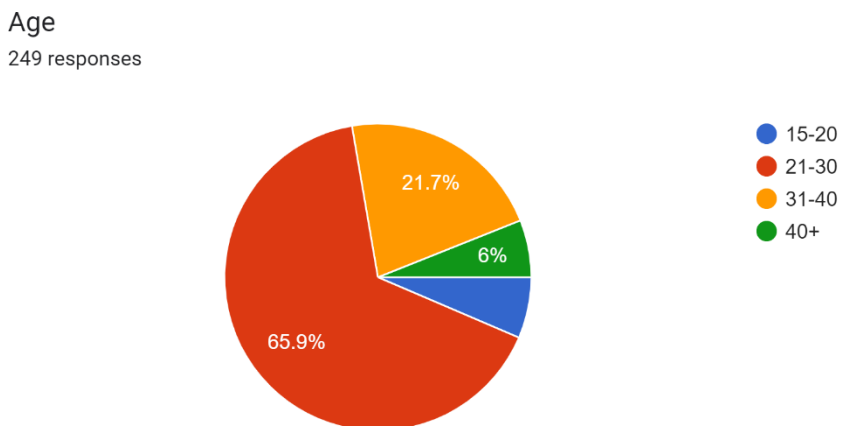
For reference, see end annexure for questionnaire.

## Results

Being the oldest and most prolific giant in the industry, results did not come up in favor of PTCL according to our research. Following are given the complete detail of the results as obtained from the respondents.

In the below mentioned results that we have achieved through our questionnaire, we will go through one by one to every question in detail and analyze the results:

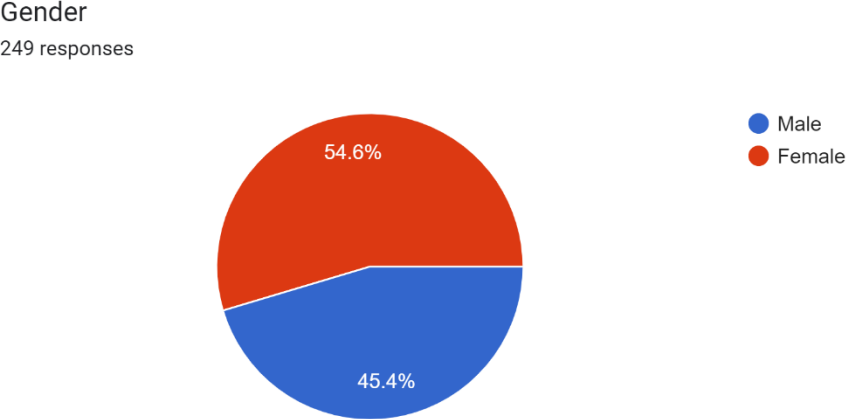
Figure 5 Age of respondents





Majority of our respondents are from the age group 21-30 which is the youth, also the major chunk of population of the country. This section is mainly our target population. It will be fair to say that if PTCL only can maintain and satisfy this chunk of population, it will be a huge plus for the company. Reason is very obvious and simple because this population portion is going to spend majority of their lives in the modern era and with the growing technological pace, internet will be their key priority.

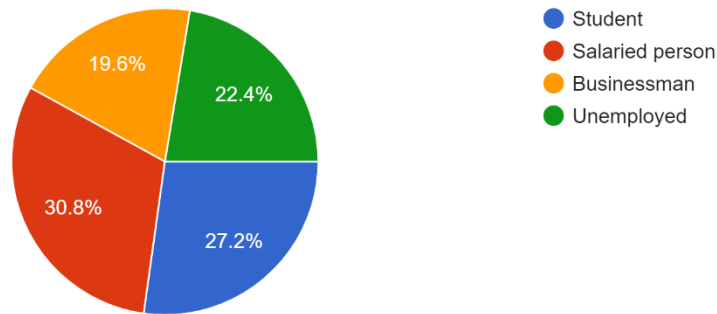
Figure 6 Gender of respondents



More females were our respondents and it turned out to be a coincidence because questionnaire was floated in set pattern in Lahore.

Figure 7 Occupation of respondents

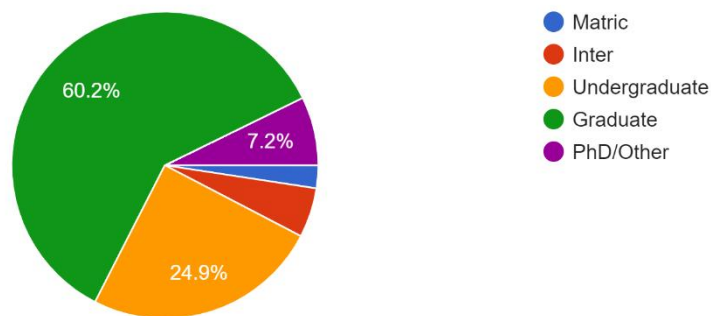
Occupation  
250 responses



Occupation is very important and it is evenly distributed between different given options to the respondents. Majority of respondents were salaried people as they are young and engaged in different kinds of jobs as well as students so internet is equally important to both of the phases.

Figure 8 Education status of respondents

Education Status  
249 responses

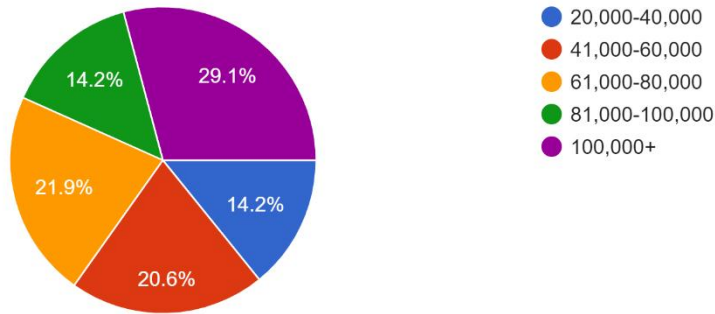


This shows the literacy rate which is higher in Lahore and it turned out as majority of our respondents were graduates which means they have spent more than a decade studying and have a very decent knowledge about internet and service providing companies so their opinion is very relevant to our project.

**Figure 9 Household income of respondents**

Household Income

247 responses

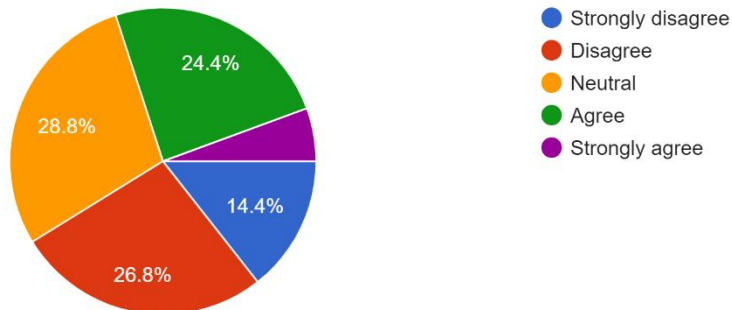


Household income is varied within all of our given options. This shows that our respondents are based in every section provided when it comes to household earning and it is also a positive sign for our study to know opinion from every sector of the society.

**Figure 10 Satisfaction of respondents on internet speed of PTCL**

Are you satisfied with internet speed of PTCL?

250 responses

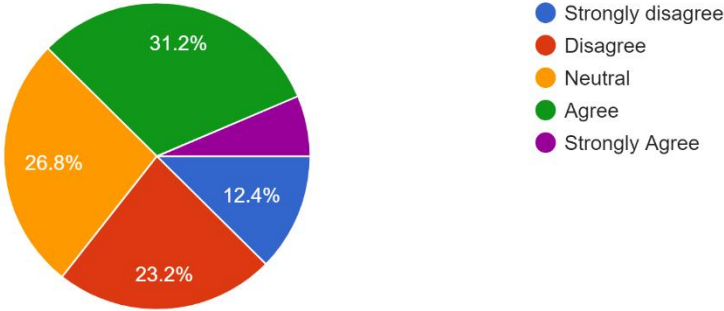


Many of the respondents agreed to the fact that PTCL’s internet speed is not satisfactory. This includes every gadget of PTCL which provides internet and more than 50% of respondents were either negative about answering internet speed of PTCL or being neutral to the question.

**Figure 11 Satisfaction of respondents on installation process of PTCL internet service**

Are you satisfied with installation process of PTCL internet service?

250 responses

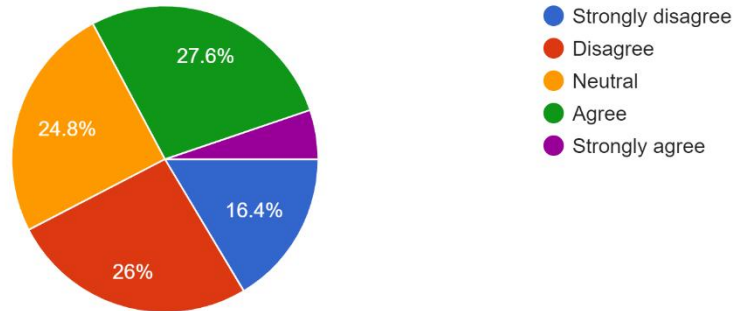


The installation process of PTCL’s internet mainly exists in broadband setup where the line-man connects the internet user place to the nearest pole of PTCL through wire. Other PTCL devices are just simple products that can be purchased from PTCL franchises and telephone exchanges. We can say that answer to this question was evenly based which shows there is still need for the betterment of line-man process of installation of broadband internet.

**Figure 12 Satisfaction of respondents on staff professionalism of PTCL**

Are you satisfied with Professionalism of PTCL installation/complaint department staff?

250 responses

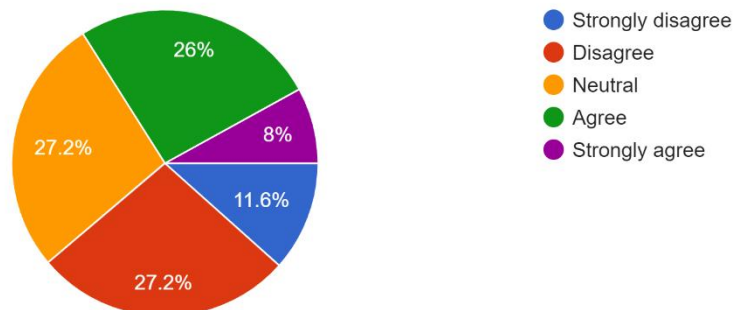


Around 42% of the respondents were not happy with the professionalism of the staff either the installation or the complaint handling staff. It is important to mention here that PTCL spends a good amount of money on their employee training program. There needs to be improvement in this regard.

**Figure 13 Satisfaction of respondents on value for money regarding PTCL**

Does PTCL provide value for money?

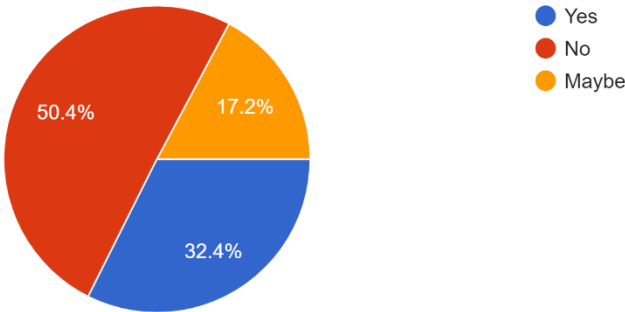
250 responses



A little more than half of the respondents voted that PTCL internet is not providing value for money. The reason connects to first question mainly as the two questions are positively correlated. If customers are happy with the internet speed of PTCL, they will categorize it as value for money because there are not many suppliers of internet to the consumers and the rate for internet usage is thus determined by the companies mainly.

**Figure 14 Knowledge of respondents on TV commercial of PTCL**

Do you remember any TV commercial of PTCL?  
250 responses

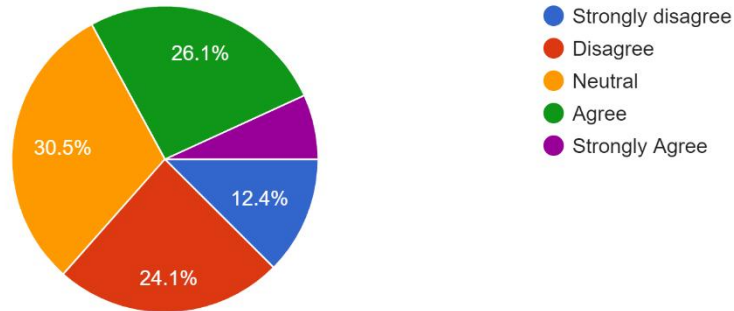


This is an important question in context of the project which is related to the marketing of PTCL. 50% of respondents cannot remember any TV commercial which is considered as the basic and easy way of reaching out to the general public and float information about the product or service because in order to sell your product, firstly it needs to be communicated to the customers. This is the downside or negative side which shows the gap between PTCL and general public.

Figure 15 Satisfaction of respondents on customer care services of PTCL

Are you satisfied with PTCL customer care services?

249 responses

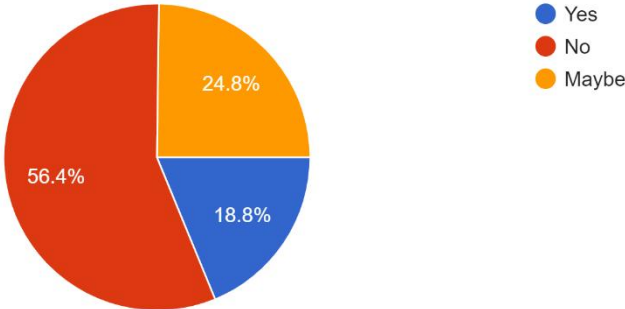


In a business where exists such a blend of product and services as PTCL, customer care is very important. Because one time selling a product might not be that difficult as it is need of the hour for everyone in their capacity to have internet connection but how the company after selling its product as the customer will be paying every month or periodically within any other time span to the company in order to use the services. In this regard around 36% of respondents said they are not satisfied with customer care provided by PTCL. It is a huge number in context that these 36% are or had been PTCL customers but they are not happy. They might switch to some other brand in future which is a risk to PTCL.

Figure 16 Knowledge of respondents for sponsorship of PTCL

Have you seen PTCL sponsor logo in any sports?

250 responses



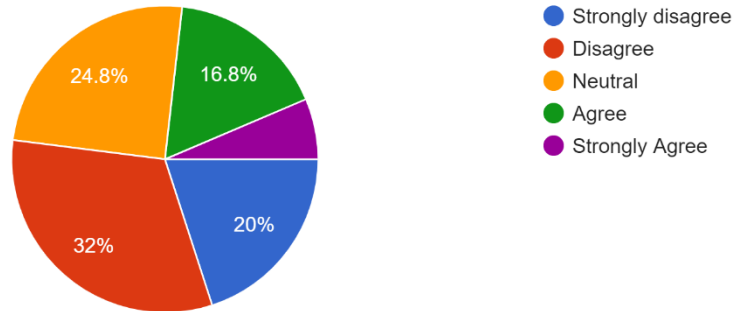
In the digital era that we are living, marketing has changed and it has reached a new level. Sponsorship is a new hype of marketing as influencers or celebrities sell your product by wearing it or advertising it. PTCL in this regard has 56% respondents that do not remember any PTCL sponsorship. Whereas PTCL had been in sponsorship for cricket at different level which is most popular and watch sport in Pakistan.



**Figure 17 Satisfaction of respondents on internet service of PTCL as compared to storm fiber or other data providers**

Do you think PTCL provides better internet service than storm fiber or other data providers?

250 responses

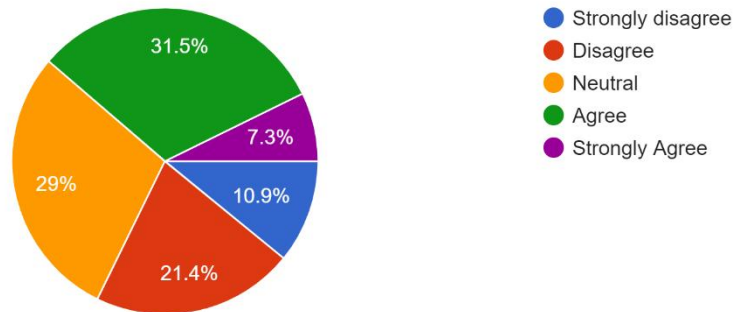


When it comes to internet, storm fiber has also gained a lot of attention due to its efficient internet services. It was asked from the consumers if they think PTCL is better than storm fiber as PTCL has different high end packages that on paper compete with storm fiber. The answer was no from half of the respondents and only 25% think that PTCL is better than storm fiber.

**Figure 18 Satisfaction of respondents on internet packages reasonableness of PTCL**

Do you think PTCL internet packages are reasonable?

248 responses

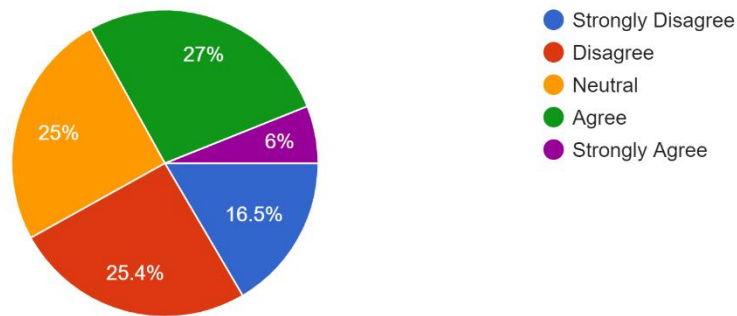


Figures show that Pakistan is a developing economy and not many people have high end purchasing power. Therefore businesses at their launch keep in mind the economic side of the product. Same question was asked from the respondents if they think PTCL packages are

reasonable. Majority of the respondents voted in favor of PTCL. Other network providers be it storm fiber or cellular data providers proved to be on the expensive side may be on basis of not achieving economies of scale yet as they are new in the market compared to PTCL.

**Figure 19 Satisfaction of respondents on smooth performance of internet on subscribed packages**

Does your PTCL internet performs smoothly according to your subscribed package?  
248 responses

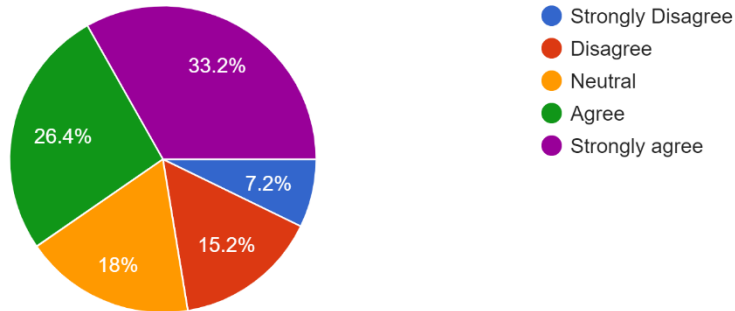


PTCL internet speed according to subscribed package is very important because not all of the customers fall in the same category. Every customer is different and has different demand of internet usage. 40% of respondents disagreed that their internet does not run smoothly on their subscribed package. They want more from what they are being offered within the price.

**Figure 20 Satisfaction of respondents on need to upgrade of PTCL**

Do you think PTCL needs to upgrade its internet services?

250 responses

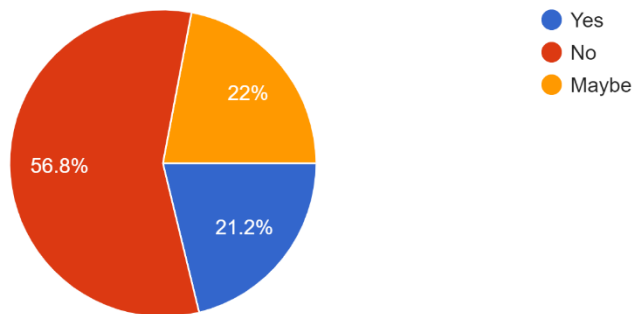


There has been always room for betterment for the companies either in services or product industry. 60% of the respondents think PTCL needs to lift its game up and improve their operations.

**Figure 21 Knowledge of respondents on marketing campaigns PTCL**

Do you remember any marketing campaign of PTCL?

250 responses

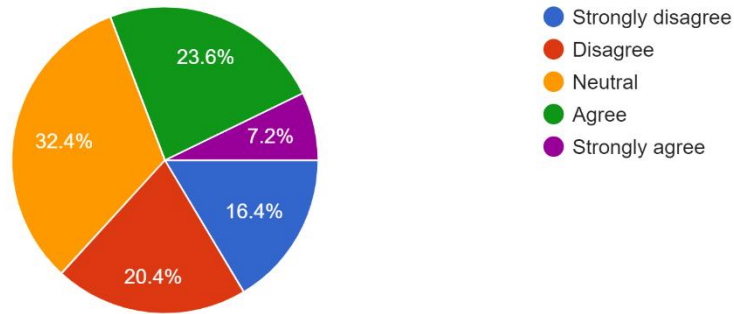


In order for better reach to the customers companies organize different marketing campaigns. 57% of the respondents were unaware of the fact that PTCL has ran any market campaign or not.

**Figure 22 Satisfaction of respondents on future purchase of PTCL**

How likely are you to buy PTCL internet service in future?

250 responses

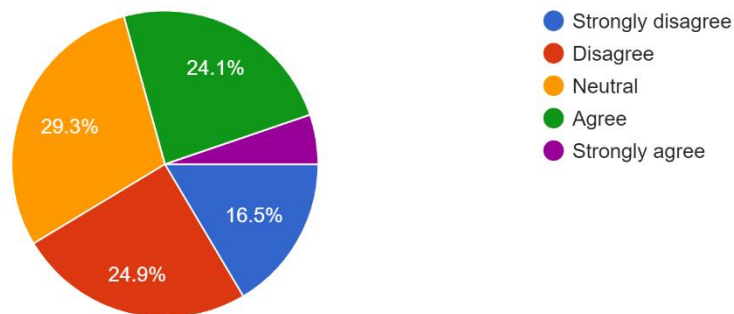


30% will use PTCL products or services in future whereas 36% won't use them and 32% stayed neutral in this regard. This can be categorized as the mixed reaction of the respondents.

**Figure 23 Satisfaction of respondents on recommendation of PTCL**

Would you recommend PTCL to others?

249 responses



PTCL's recommendation got 40% votes against the notion with 30% stayed neutral and 30% will recommend the products and services of PTCL to others.

## **Analysis**

A key analysis noted in the above mentioned survey and the visits to different offices of the company shows the lack of communication between the company and the customers. PTCL is unable to communicate through to the customers about its marketing, operations, services provision etc. The reason being the slow paced government institution which don't have enough motivation to work in the customer oriented market. There are concepts of customer satisfaction that we have heard and practiced in the market but now the market has evolved and a new concept of customer astonishment has been introduced. PTCL customers or users as shown in the survey are not happy with the services provided by PTCL. What is the reason behind their dissatisfaction? The main reason is the lack of communication by PTCL to public. Like every other cellular data provider PTCL cannot cover the whole country with services. But the areas it can cover it should provide best customer services in them and its users should know that they are using a reliable network.

## **Implications**

According to the findings, PTCL can quicken the construction of fiber-optic networks to provide direct high-speed and dependable internet connectivity to homes and businesses. Faster speeds, lower latency, and increased bandwidth capacity offered by FTTH ensure a better broadband experience for customers.

For PTCL (Pakistan Telecommunication Company Limited), the building of fiber-optic networks, specifically Fiber-to-the-Home (FTTH), can have major effects on boosting internet connectivity and upgrading the broadband experience for customer satisfaction.

To achieve a competitive edge in the telecommunications market, PTCL should prioritise the early installation of Fiber-to-the-Home (FTTH), especially given that it is one of the most established players. When it comes to providing direct high-speed and dependable internet connectivity to households and businesses, FTTH technology offers unmatched advantages. PTCL may position itself as a pioneer in offering cutting-edge telecommunications services in Pakistan by promptly constructing FTTH infrastructure. This proactive strategy will not only draw consumers looking for faster speeds, reduced latency, and more bandwidth capacity, but it will also highlight PTCL's dedication to remaining at the cutting edge of technology. By being an early adopter of FTTH,

PTCL can solidify its position in the market, differentiate itself from competitors, and meet the evolving demands of customers in an increasingly digital world.

The demand for fast and dependable internet connectivity can be met by PTCL by hastening the building of fiber-optic networks. Research can be done to determine whether expanding FTTH coverage in various Pakistani regions is feasible and cost-effective.

The technical components of FTTH implementation, such as the best network design, fibre deployment methods, and network planning methodologies, should also be explored. To find the most effective and scalable strategies for PTCL's FTTH deployment, this may entail researching the most recent developments in fiber-optic technology, such as wavelength division multiplexing (WDM) and passive optical network (PON) technologies.

Research might also concentrate on assessing and quantifying the performance enhancements provided by FTTH in comparison to conventional broadband technologies. To illustrate the superior capacities of FTTH in giving an improved broadband experience, this can entail carrying out speed testing, latency measures, and bandwidth capacity analyses. It is possible to combine customer satisfaction surveys and comments to learn more about how users feel about FTTH connectivity.

Moreover, research can investigate the economic and social impacts of FTTH deployment by PTCL. This can involve assessing the potential for increased productivity, economic growth, and digital inclusion resulting from improved internet connectivity. Studies can also explore the implications of FTTH on areas such as e-commerce, e-learning, telehealth, and remote work, highlighting the transformative potential of high-speed broadband access.

In general, completing feasibility studies, reviewing technical details, measuring performance enhancements, and assessing the economic and social repercussions are research implications for PTCL's accelerated FTTH rollout. These studies can aid with strategic decision-making, FTTH deployment optimisation, and highlighting the advantages of FTTH in providing high-speed and dependable internet connectivity to PTCL-served residences and businesses.

In addition, research can investigate the impact of prompt and efficient customer service responses on customer engagement. This can involve measuring customer satisfaction, loyalty, and willingness to recommend PTCL based on their experience with customer support. Longitudinal

studies can be conducted to assess the long-term effects of customer support quality on customer engagement and retention. These are the two ways that companies use in order to get in sight of their customers and stay connected to them. It brings a sense of ownership to the customers and made them loyal and connected to the company. Furthermore, research can focus on evaluating the impact of rewards, discounts, and exclusive benefits offered through loyalty programs on customer engagement. This can involve analyzing customer participation rates, redemption patterns, and the frequency and intensity of engagement with PTCL's services and offerings among program participants. Comparative studies can also be conducted to assess the effectiveness of different types of rewards and benefits in driving customer engagement and loyalty.

PTCL can take a proactive attitude by actively reaching out to its customers rather than taking a passive stance and waiting for customers to initiate conversation. Customers can stay informed about the most recent advancements, service upgrades, and other pertinent information by staying in touch with PTCL on a regular basis. This can be done by a variety of methods, including consistent newsletters, notifications, and SMS alerts. By regularly communicating with its clientele, PTCL is able to share essential developments, new service offers, and upcoming promotions through the use of newsletters. Notifications and SMS alerts can also be used to send clients timely reminders, service updates, and special deals, keeping them informed and interested. By taking the initiative to communicate frequently and proactively, PTCL can show its dedication to customer satisfaction, forge better bonds with its clientele, and encourage a sense of loyalty.

PTCL has been observed to lack effective marketing tactics in certain areas. While the company has made efforts to promote its telecommunication services, there have been instances where its marketing strategies have fallen short. PTCL has not fully leveraged the potential of digital marketing channels to engage with its target audience. YouTube channel has experienced relatively low viewership, indicating a need for improvement in its content and promotional strategies. The lesser number of views on the channel may indicate that PTCL did not successfully engage or pique the interest of its target audience. PTCL could profit from creating more captivating and captivating video material that appeals to viewers in order to solve this problem. This could include lessons, customer reviews, and other pertinent content, as well as educational and visually appealing videos showing the advantages of PTCL's services.

Celebrity endorsement is an effective tactic that can be used to modify and improve PTCL's reputation among its clients, especially in light of Pakistan's enormous fan base for cricket and other sports stars. The involvement of social media influencers, especially the expanding Pakistani YouTube community, can be helpful in this regard. These YouTubers offer PTCL the perfect chance to form partnerships because they need internet access to upload their videos. By collaborating with YouTubers who have a sizable and active following, PTCL can successfully market its internet services and provide verifiable proof of their better performance and quality.

Digital marketing enables PTCL to have direct and real-time communication with its customers through various channels such as social media, email, and live chat. Prompt and personalized responses to customer inquiries, concerns, and feedback contribute to a positive customer experience and higher satisfaction levels.

PTCL should concentrate on using search engine optimisation (SEO) strategies to increase the discoverability of its YouTube channel, as well as using pertinent keywords and adopting efficient video descriptions and tags. Promotional initiatives, both on and off the YouTube site, like cross-promotion on social media and teaming up with well-known YouTubers or influencers, can also aid in boosting visibility and drawing in a larger audience. PTCL can considerably increase viewership on its YouTube channel and successfully engage with its target audience by improving the quality of its material, optimising search exposure, and putting strategic promotional techniques into place.

## **Conclusion**

After reaching out to the company history from the internet, office visit collecting data from formal and informal discussion with the employees and floating questionnaire to 250 respondents, it has been concluded that PTCL as whole company lacks their relationship with the target audience. In conclusion, PTCL can gain a competitive advantage by prioritizing the early installation of Fiber-to-the-Home (FTTH) networks. This technology offers faster speeds, lower latency, and greater bandwidth capacity, resulting in an enhanced broadband experience for customers. By swiftly implementing FTTH infrastructure, PTCL can position itself as a leader in the telecommunications industry and meet the growing demand for high-speed and reliable internet connectivity. Furthermore, PTCL should focus on improving its marketing tactics, including



leveraging digital channels, enhancing its YouTube presence, and exploring partnerships with influencers and celebrities. Proactively engaging with customers through regular communication, personalized support, and loyalty programs can also contribute to higher customer satisfaction and increased engagement. By taking these steps, PTCL can strengthen its market position, differentiate itself from competitors, and ensure a positive and fulfilling experience for its customers.

By measuring customer satisfaction, loyalty, and willingness to recommend PTCL based on their customer support experience, the company can gain valuable insights into improving its service quality and strengthening customer relationships. Longitudinal studies can provide a deeper understanding of the long-term effects of customer support on engagement and retention. Additionally, evaluating the impact of rewards, discounts, and exclusive benefits offered through loyalty programs can help PTCL assess their effectiveness in driving customer engagement and loyalty. Comparative studies can further inform the company on the most impactful types of rewards and benefits. By focusing on these research areas, PTCL can establish a customer-centric approach, increase customer ownership, foster loyalty, and stay connected to its customers for long-term success.

PTCL tries to maintain its relationship with corporate clients more than the individual users. There has been separate department set for employees dealing with the corporate clients and the staff at this department is young, relatively more qualified and they work in relatively more competitive atmosphere as compared to the staff that deals with the individual user and work from PTCL exchanges.

***In conclusion, marketing is crucial for any business, including PTCL, a telecom service industry that has been facing challenges in retaining its customers. While PTCL's official website claims that it has the necessary technology and infrastructure, the general perception among customers is that its services are not up-to-date compared to its competitors. Poor customer service and service quality have also been reported, which negatively impact customer loyalty and brand perception. Therefore, PTCL needs to focus on improving its marketing strategies and effectively communicate its strengths to the customers.***

## **Future Work**

In this project, respondents were located in only one city (Lahore) whereas in future the scope could be expanded to multiple cities, going through provinces and countrywide in order to know the customer perspective on their relationship with PTCL. Due to time constraints, only customer-company relationship was studied in marketing context whereas in future different other aspects might be added in the project in order to have a more detailed image of the company. Competitors comparison is just given a bird's eye view in this project because the main focus was on PTCL-customer relationship whereas in future competitors comparison with PTCL will also give insights to how the competitors are behaving in the market and how PTCL can learn and compete with its competitors

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# Appendices

## Questionnaire

### 1. Age

- a) 15-20    b) 21-30
- c) 31-40    d) 40+

### 2. Gender

- a) Male    b) Female

### 3. Occupation

- a) Student    b) Salaried person
- c) Businessman    d) Unemployed

### 4. Education status

- a) Matric    b) Inter
- c) Undergraduate    d) Graduate    e) PHD/Other

### 5. Household Income (PKR)

- a) 20,000-40,000    b) 41,000-60,000
- c) 61,000-80,000    c) 81,000-100,000
- d) 100,000+

### 6. Are you satisfied with internet speed of PTCL?

- a) Strongly disagree    b) Disagree
- c) Neutral    d) Agree
- e) Strongly Agree

### 7) Are you satisfied with installation process of PTCL internet service?

- a) Strongly disagree    b) Disagree
- c) Neutral    d) Agree
- e) Strongly Agree

### 8. Are you satisfied with the Professionalism of PTCL installation/complaint department staff?

- a) Strongly disagree    b) Disagree

- c) Neutral
- d) Agree
- e) Strongly Agree

**9. Does PTCL provide value for money?**

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

**10. Do you remember any TV commercial of PTCL?**

- a) Yes
- b) No
- c) May be

**11. Are you satisfied with the PTCL customer care services?**

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

**12. Have you seen PTCL sponsor logo in any sports?**

- a) Yes
- b) No
- c) May be

**13. Do you think PTCL provides better internet services than storm fiber or other data providers?**

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

**14. Do you think PTCL internet packages are reasonable?**

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

**15. Does you PTCL internet performs smoothly according to your subscribed package?**

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

**16. Do you think PTCL needs to upgrade its internet services?**

- a) Strongly disagree
- b) Disagree

- c) Neutral
- d) Agree
- e) Strongly Agree

**17. Do you remember any marketing campaign of PTCL?**

- a) Yes
- b) No
- c) May be

**18. How likely are you to buy PTCL internet service in future?**

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

**19. Would you recommend PTCL to others?**

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

**20. Any other problem you have faced while using PTCL?**

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