



# The Effect of Unified Globalised Corporate Social Responsibility Stratgy on costumer Loyalty

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# Introduction

When men have stepped on the earth, they required technical instrument to share the information one person to another person. In this day and days, every person need to specific information to survive life with the help of telecommunication. In this fast and rapidly moving world, the telecommunication sector become a main way to share conversation and information because today, every person connected to another places, cities, and countries.





## Objective of the study

To examine that how corporate social responsibility and customer relation- service quality, customer satisfaction effects the customer loyalty in telecommunication.

# Research Methodology



A total of 100 respondents were approached from various nations, like India, Europe and other parts of the world. The data analysis has been done in descriptive statistical pattern from the feedback received by 80 respondents out of 100 approached.



# Task Question

It is important for the companies to indulge in Corporate Social Responsibility (CSR) for its customers.

Telecommunication service providers should indulge in adapting to innovative CSR strategies.

Value Added Service Influence the lifestyle of the customer in the telecommunication sector.

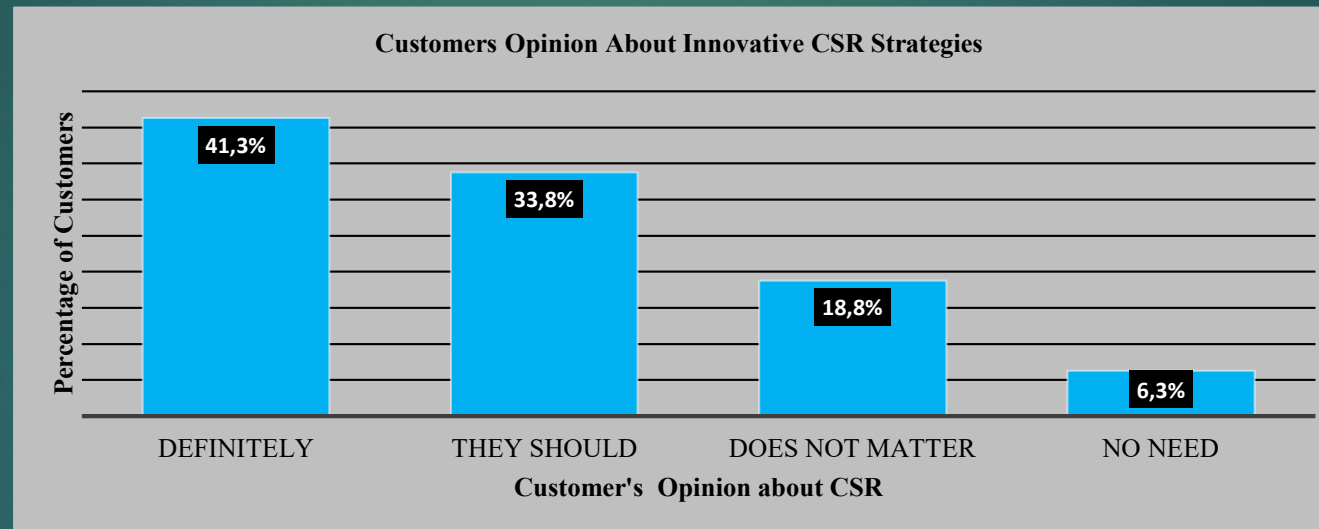
Telecommunication network provider offering you high service quality.



## Research Findings

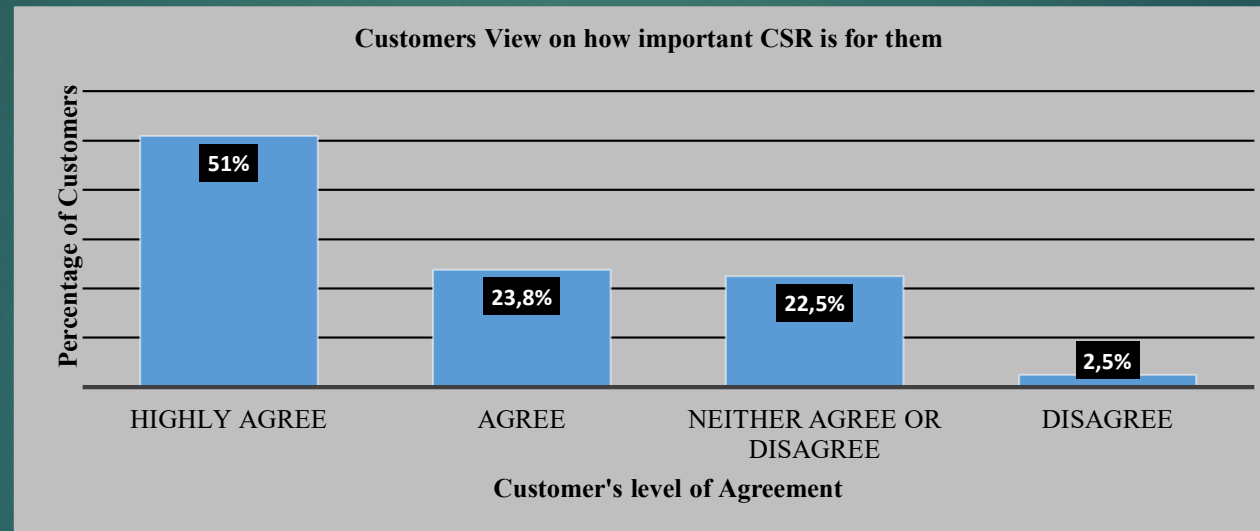
The author here affirms that telecommunication industries are deeply in need of innovative CSR strategies as they are constantly struggling between the race to retain the old loyal customers by providing better options as well as attracting new customers with lucrative offers and working towards making long time partnership with them. The research findings also show that there is however a section of customers for whom innovative CSR strategies or value added services do not matter in decision making, and this section is perceived as a strong brand hostage customer segment or goodwill and trust the telecommunication company has created during the years of its service with the customers.

## Customer viewpoint on innovative CSR strategies adopted by telecommunication companies



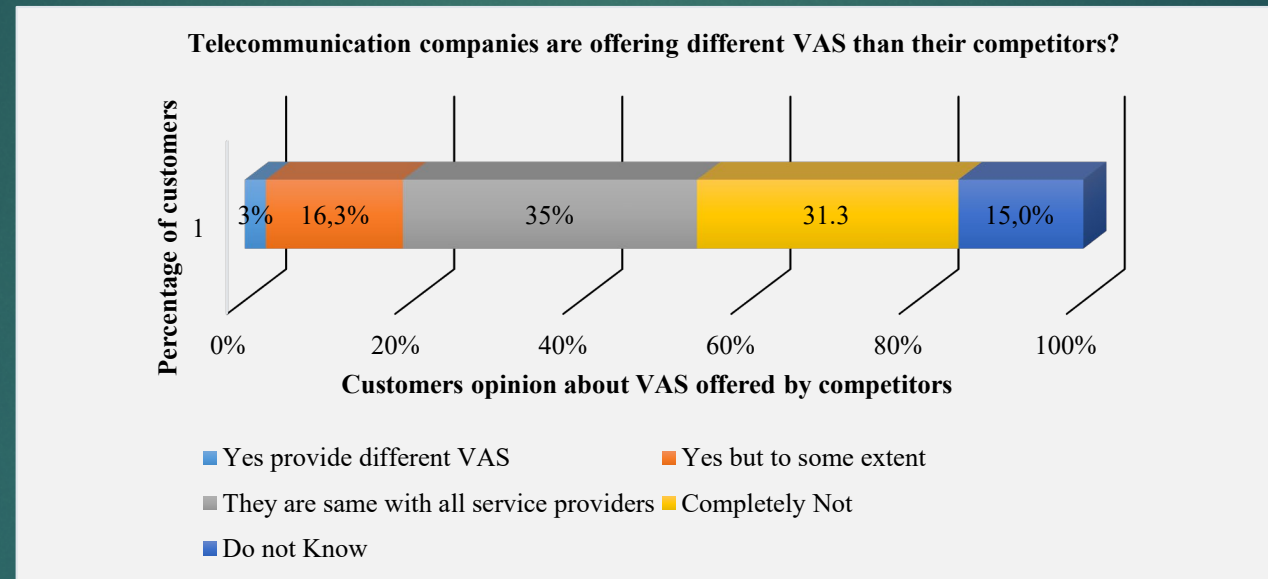


## Significance of CSR in Customers decision making





## Opinion of the customers if their telecommunication service providers offer different VAS from their competitors



# Conclusion

- ▶ The author here highlights the importance of CSR and can conclude from the findings, that customers are eagerly looking for new and innovative CSR strategies to help them accordingly.
- ▶ The author can conclude that in today's telecommunication industry the customer is having abundance of options, and it is equally important for every telecommunication industry to come up different innovative CSR strategies than the other making it a tough competition amongst each other leaving very narrow choices of difference. Prompting the companies to employ more research and development towards the innovation of CSR strategies.
- ▶ Finally, the author concludes, that telecommunication industry needs to be at the disposal of the customer's needs. As the competition is tough and choices are many it is never easy to retain the customer just on difference on pricing alone, CSR and VAS play an important role alongside as well.
- ▶



Thank You