

## MOBILE SERVICE TRAINING WITH REFERENCE TO AKSHARA BUSINESS PVT LTD (ILS TRAINING)

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### Abstract

The opinion is to improve the ILS training with training new technology comparing with other training institution. Training helps the students in developing and in innovating new ideas, but it is not known by the most of the people because of lack of awareness. Students should be motivated by the staff for developing skills and updating knowledge in mobile service. The main objective is to provide best training in overall comparing with other institutions.

**Key Words:** *Training New Technology, Innovating New Ideas, Motivated, Comparing.*

### INTRODUCTION:

**Customer satisfaction** is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. **Customer satisfaction** is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses

The importance of customer satisfaction diminishes when a firm has increased

bargaining power. For example, cell phone plan providers, such as AT&T and Verizon, participate in an industry that is an oligopoly, where only a few suppliers of a certain product or service exist. As such, many cell phone plan contracts have a lot of fine print with provisions that they would never get away if there were, say, 100 cell phone plan providers, because customer satisfaction would be far too low, and customers would easily have the option of leaving for a better contract offer.

### COMPANY PROFILE:

Akshara Business Services Private Limited was registered on 21 June, 1995. Akshara Business Services Private Limited's. ILS is associated with various International and National Corporate giants to provide Vocational Skill & employment training programs to the Learners' community.

1. Soft skill
2. Laptop service
3. Mobile service
4. Beauty care
5. Solar energy

ILS's commitment to vocational training is well recognized and rewarded with Up skilling training programmers' for the

S.no	Particulars	Satisfied	Highly satisfied	Neutral	Dissatisfied	Highly dissatisfied
1	Work independently to achieve targets	15	5	5	5	-
2	Trained for mobile service training is.	20	5	5	-	-
3	Your expectation regarding the mobile service training?	20	5	5	-	-
4	Mobile service training helps to become an entrepreneur?	25	5	-	-	-
5	Will you recommend to your friends	25	-	5	-	-
6	overall experience	28	1	1	-	-

employees of leading enterprises & Corporate Organisations.

With its commitment to training, ILS has an envious track record of placing 95% of the students either as entrepreneurs or as professionals joining various Organisations. Apart from Skill development program handled Training programs in Sales Improvement Program , Customer Relationship Management, Personality Development, Team Building Skills, Assertiveness, Life Skill for Success, Law of Attraction, , Entrepreneurship Development Program, more than 400 events in Tamil Nadu, Andhra Pradesh, Karnataka & Sri Lanka , around 20,000 people have benefited so far.

#### **MOBILE SERVICE TRAINING:**

The impacts of mobile phones on educational outcomes that are identified in the mobile training literature can be classified into two broad categories. On the one hand, mobiles supposedly impact educational outcomes by improving access

to education while maintaining the quality of education delivered. On the other hand, mobiles purportedly impact educational outcomes by facilitating alternative learning processes and instructional methods collectively known as *new learning methodology*

*Around 4500 candidates have been trained in Cellophane service training alone so far and around 1000 candidates have started cellophane service shop and are motivated to earn Rs.25,000/-p.m.*

#### **FINDINGS:**

#### **OBJECTIVES OF STUDY**

##### **➤ PRIMARY OBJECTIVE**

- To study the customer satisfaction towards mobile service.

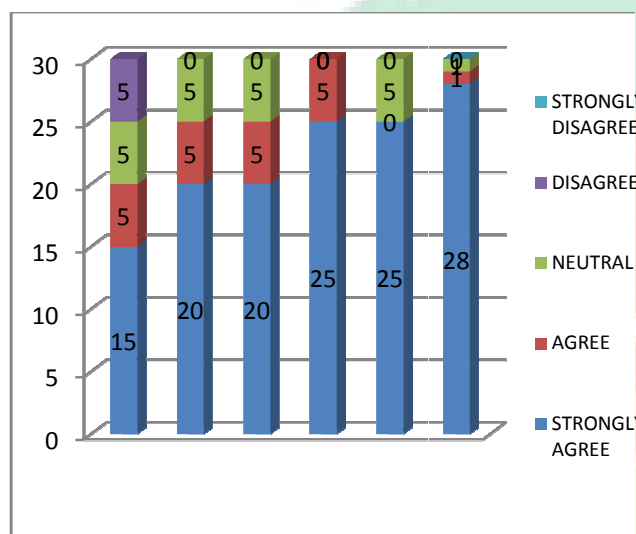
##### **➤ SECONDARY OBJECTIVE**

- To understand the customer perception about mobile service
- To know the awareness level among people about mobile service training

- To study the satisfaction level towards mobile service training
- To identify the effectiveness of mobile service training.

- The cost of paying fees for mobile service training is valuable and it is acceptable when it is compared to others.

## SUGGESTION



- It is found that Most of the customers are aware about the mobile service training.
- These training helps the customers to work independently and they can also produce result individually.
- It helps the customers to start mobile service business on their own
- Customers are considering, training process must be in practical knowledge, so that they can observe practically.
- It helps customers to achieve further goals and satisfying the further needs.
- It is inferred that most of the customers have good opinion towards mobile service training.

- It is suggested to attract N-number of customers by advertising.
- It is suggested to teach the advanced technology to work in latest machines.
- The institution should provide free technology upgrade knowledge and support through regular workshops and conducting seminars in class rooms.
- Institution should motivate students in introducing new kind of features/advantages in mobile service.
- Institution should have a separate lab for mobile service without any disturbance for students.

## CONCLUSION

The opinion is to improve the ILS training with new mobile technology comparing with other training institute. Training helps the students to develop their new ideas and their skills. Students are motivated and make them confidence in their self development that can be given by their staffs. The main aim is to develop more entrepreneur in all fields by giving best training. The main objective of ILS service is to improve the customer satisfaction based on the certification in private and government authority part.

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