Customer re-engagement in GETIT Info services Pvt. Ltd Hubli

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Abstract:
GETIT Info services (P) Ltd., India’s largest publisher of directories and information products has released its all new Buying guides for Bangalore for 2010. The two new directories, B2C for Offices & Homes and B2B for Industries are paginated using a proprietary new multi-level categorization system which is set to revolutionize the way products and services are sourced. GETIT provides an excellent local searching platform for businesses and users to meet at a common junction. An ideal platform for the product & service providers in more than 30 cities in India. GETIT has based this new classification system on extensive research conducted amongst its user and advertiser segments. It has been a massive task for the Company to re-categorize over two million records nationally.

Customer re-engagement means repeat engagement or renew the engagement. An attempt in this paper is to understand the challenges to getting back the lost customers with regards to the hearsay of Hubli city losing its customer. Survey was conducted to know the reason for dissatisfaction & their expectations towards the company. Questionnaire was used to collect the response of the customers in the Hubli region.

Purpose of the study
The project was conducted mainly to identify the reasons for customer dissatisfaction towards GETIT yellow pages and suggest the ways to get back the lost customer.

Objectives
1. To identify the reason for customer dissatisfaction towards the GETIT Executives, the Services & Pricing.
2. To know the level of awareness of new design of GETIT Yellow Pages.
3. To study the awareness about GETIT’s Teleinfo & online services.

Challenges
1. Meeting the lost & dissatisfied respondents for survey were proprietors & Marketing Managers with due respect to their schedules and timing.
2. Getting the unbiased response was challenge.

Research Methodology
Sampling
Total population : 136
Sample size : 75
Sampling method: Judgmental Sampling.
Sampling population: The dissatisfied customers of GETIT or discontinued giving advertisements in GETIT info services.
Sample plan: Personal interview & informal interview.

1. Primary data: field survey.
2. Area of research: Hubli & Dharwad.

Overview of Advertising Industry in India

The structure of the advertising industry in Asia Pacific has been affected by globalization and international alignments creating a smaller number of very large agencies and the growth of independent major media buying houses. Very sophisticated software optimization and planning systems are now integral to the industry, enabling agencies to offer a unique positioning in the marketplace to attract new business. American companies are discovering the appeal of marketing their products in India. With a population of approximately one billion, and a middle class that's larger than the total population of the United States, there's definitely money to be made. Local retailers in apparel, food, watches and jewellery have all increased their average ad spending by almost 50% in the past two years. Coupled with many other local players big retailing brands are spending to the tune of Rs 12,000 crores annually on advertising and promotional activities. This figure, according to industry estimates, was less than Rs 400 crores about 3 years ago. Which means the growth has been a whopping 40%. The local firms are using all the available advertising tools from electronic to print, outdoor advertising and even models. The advertising and promotional spending by local brands is substantial during the festival season and almost 70% of the spending is done between September to January. The advertising industry in India is growing at an average rate of 10-12% per annum. Over 80% of the business is from Mumbai and Delhi followed by Bangalore and Chennai.

GETIT Profile

GETIT offers comprehensive, reliable and relevant information solutions across all media, becoming the preferred destination for buyers and sellers, aided by easy-to-use interfaces across print, voice, online & mobile platforms.

GETIT investors include Malaysia based ASTRO group – a cross media group with presence in DTH TV services, commercial radio and TV programming.

GETIT has continually improved its product offerings and is widely accepted as the industry leader in the directional media, yellow pages and search segment. GETIT has built a strong national infrastructure and professional team that delivers a high quality of service, offering value for money. The company has a strong network of over 30 offices around the country with employee strength of over 1000. Over the years GETIT has introduced many award winning features in its products to simplify the search experience. In this regard, our new online interface allows efficient filtering of information to arrive at the most relevant results, almost instantly.

The Survey result:

No. of years associated with GETIT (n=75)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 3 yrs</td>
<td>27%</td>
</tr>
<tr>
<td>3 yrs</td>
<td>15%</td>
</tr>
<tr>
<td>2 yrs</td>
<td>37%</td>
</tr>
<tr>
<td>1 year</td>
<td>20%</td>
</tr>
</tbody>
</table>

More than 57% of the respondents have discontinued the advertisement within 2 years. It means that, either the customers are not happy with the services of GETIT or the response to the advertisements given is poor.
More than 79% of the respondents among the discontinued have either stopped giving the advertisements or have shifted to the other info services since 2012.

### Budget Range

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Freq</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5000</td>
<td>47</td>
<td>62.7</td>
</tr>
<tr>
<td>5000-10000</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>10000-15000</td>
<td>5</td>
<td>6.7</td>
</tr>
<tr>
<td>more than 15000</td>
<td>5</td>
<td>6.7</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

Above statistics indicate, Advertisement budget less than 5000 expected to quit at a range of 63%. This indicates the huge losses that GETIT has incurred, because discontinued member more fall under this range.

### Other Media if Opted

<table>
<thead>
<tr>
<th>Media</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>print</td>
<td>23</td>
<td>30.7</td>
</tr>
<tr>
<td>online</td>
<td>6</td>
<td>7.3</td>
</tr>
<tr>
<td>No</td>
<td>46</td>
<td>62.0</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

About 62% of the respondents, who have discontinued with the GETIT services, have not switched to other info services or to the other media. Hence these customers are the potential.
Reasons for low response or No response.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coverage</td>
<td>9</td>
<td>12.00</td>
</tr>
<tr>
<td>Awareness</td>
<td>29</td>
<td>38.67</td>
</tr>
<tr>
<td>Others</td>
<td>37</td>
<td>49.33</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>100.00</td>
</tr>
</tbody>
</table>

The respondents have negative perception about the Coverage and awareness of Gettit Yellow pages, a major reason for discontinuation of GETIT services.

**Reasons for opting out from GETIT**

Poor response for the advertisements been given earlier is the major reason for the discontinuation, hence felt no need for further advertisements.
Awareness of Tele info-services. Awareness of Online services. (n=75)

Majority of the discontinued customers are aware of GETIT Tele info services (79%) and GETIT’s Online services (77%).

**Right Media for GETIT to create awareness**

<table>
<thead>
<tr>
<th>Media</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoardings</td>
<td>20</td>
<td>26.7</td>
</tr>
<tr>
<td>Local TV</td>
<td>26</td>
<td>34.7</td>
</tr>
<tr>
<td>Personal visit</td>
<td>29</td>
<td>38.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>75</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Respondents expressed that personal visits will be the best way to promote GETIT, comparatively local TV advertisement and hoardings.

**What GETIT should work upon (n=75)**

Respondents are more unhappy about the services of GETIT than the price & circulation/coverage factor.
Your experience with GETIT

GETIT has failed to meet its customer expectation and it’s the expression by majority of the respondents with respect to services.

Rate our Executives approach

Majority of the GETIT Executives could able to meet the expectation of the customers

To wrap up

1. GETIT yellow pages should work more on services, regular mailers, increase the visits to customer to retain them loyal.
2. GETIT should organize awareness programs in Hubli-Dharwad.
3. GETIT may look upon its pricing at par with competition.
4. Distribution of the directory should reach to majority end users which may fetch better results the advertiser and customer.

References

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