

**Service Marketing: A practical approach**  
**Prof. Dr. Biplab Datta**  
**Vinod Gupta School of Management**  
**Indian Institute of Technology-Kharagpur**

**Lecture-37**  
**Case Study-III**

Hello! there. Welcome to this session on services marketing.  
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# **INFORMATION TECHNOLOGY SERVICES**

## **Information Technology Services Marketing**

Today we will discuss case 3. That is the group of cases in number 3 which is information technology services. So here we start with the information technology services marketing.

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## **Introduction**

The growth in information technology (IT) industry is perhaps the fastest of all. Within a span of a decade or so it has become a multi-billion dollar industry. There are small and big players in this industry, each one is trying to carve a niche for itself. So, marketing plays crucial role in this industry.

The growth in information technology industry is perhaps the fastest of all. Within a span of a decade or so it has become a multibillion dollar industry. There are small and big players in

this industry, and each one is trying to carve a niche for itself. So, marketing plays crucial role in this industry.

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## Marketing IT: Some Issues

- **Lack of infrastructure:** IT has suffered from a lack of infrastructure. Hardware has not always been available, especially in India, as it required licensing and other government approvals before installation.
- **A multi-faceted product:** IT being a product and service of recent origin, is perhaps still adjusting in the world of traditional marketing.
- **Large product range:** marketing of IT is complicated by the large product range such as, games, business tools, financial application, utility applications etc.
- **Software dominance:** If IT service provider was to sell a machine, it was expected that software and services would be woven around the machine and users took essentially what was given to them.



So the marketing of IT there are certain issues. One is there is lack of infrastructure, so IT has suffered from a lack of infrastructure. Hardware has not always been available, especially in India, as it required licensing and other government approvals before installation. A multi faceted product: IT being a product and service of recent origin, is perhaps still adjusting in the world of traditional marketing.

There is a large product range, marketing of IT is complicated by the large product range such as games, business tools, financial application, utility applications etc. So the product range is daily passed and then there is software dominance: If IT service provider was to sell a machine, it was expected that software and services would be woven around the machine and users essentially what was given to them. So that is what is the hardware disk and there is a software domination in the hardware.

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## The Emerging Marketing Mix

- **Application software:** Application software belongs to that segment of the market which merges IT applications with specific sector segments such as, banking, financial service, mining, power, steel, transportation and ports.
- **Professional services:** Professional services involve offering a variety of skills, specific to an individual, which can be utilized on projects.
- **System Integration:** A specialized segment of the industry comprises integrating systems and provides what are commonly known as turnkey solution.
- **Maintenance Services:** Maintenance services entail providing services for maintaining existing hardware and software.
- **Education and Training:** Quite naturally, shortages in the IT industry have made manpower critical. Training has become a very crucial component of the product mix.
- **Technology oriented application:** The industry has had a history of advancement into different technologies. The explosion of technology in different field makes it extremely difficult to keep track and invest in all technologies.
- **Software Packages:** Software packages segment of market is very competitive and given to fast change.

So the emerging marketing mix. Though the application software that belongs to that segment of the market which merges IT applications with specific sector segments such as banking, financial service, mining, power steel, transportation and ports. The professional services involve offering a variety of skills, specific to an individual, which can be utilized on projects.

Then there is system integration: A specialized segment of the industry comprises integrating systems and provides what are commonly known as turnkey solution. So that is the solution provided. So they take various hardware and software form different vendors and integrate them into a system. The maintenance services entail providing services for maintaining existing hardware and software.

Education and training quite naturally, shortages in the IT industry have made manpower critical. Training has become a very crucial component of the product. Technology oriented application, so the industry has had a history of advancement into different technologies. The explosion of technology is different fields makes it is extremely difficult to keep back and invest in all technologies. The software packages: software packages segment of market is very competitive and given to fast changes. So these are the emerging marketing mix in TI services.

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## Summary

A set of above seven elements were found to be utmost importance for such organizations. Application software, Professional services, System Integration, Maintenance Services, Education and Training, Technology oriented application, Software Packages, etc. are considered to be significant. Education and training has been seen as one of the major elements of the marketing mix.

So the summary we can say a set of above 7 elements were found to be almost importance for IT organizations. Application software, professional services, system integration, maintenance services, education and training and technology oriented application, software packages etc are considered to be significant. Education and training has been seen as one of the major elements of the marketing mix.

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## INFORMATION TECHNOLOGY

### Telecom Services Marketing

Next we come to telecom services marketing.

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# Introduction

The Indian telecommunication industry has been zooming up at a fast pace. India has second largest wireless network with 1 billion subscribers. There is substantial urban (148.03%) and rural (50.95%) mobile penetration in India. There are so many big players in this market leading to increase the competition. This industry is regulated by Telephone Regulatory Authority of India (TRAI).

So here the Indian telecommunication industry has been zooming up at a fast pace. India has second largest wireless network with 1 billion subscribers. There is substantial urban 148.03% and rural 50.95% mobile penetration in India. There are so many big players in this market leading to increasing the competition.

This industry is regulated by telephone regulatory authority of India that is TRAI. So you see that urban penetration is more than 100%, so some in general in on average people have one and half mobile phone with them, so some of 2, some have 1 and some have slightly more than 2 and some do not have, so an average of 148% is urban penetration in India.

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## 7P's of Telecom Services

- **Product**
  - Pre paid
  - Post paid
  - Broadband
  - Internet data (2G, 3G, 4G)
  - Value added services
  - Roaming
  - Digital

So the 7 piece of the telecom services or the marketing mix of telecom services and as you know in services there are 7 piece. So the first piece the product. So different types of product

are prepaid product, post paid, broadband, internet data, that is 2G, 3G, 4G, value added services, roaming, digital. So these are the types of services products.

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## 7P's of Telecom Services

### Price

Cheapest price rate

Customer based pricing strategy

Controlled by TRAI

Flexible pricing

Prepaid and post paid

Then we come to service pricing, so cheapest price rate is being provide. Customer based pricing strategy is there, and prices are controlled by TRAI, and there is flexible pricing, and the prepaid and post paid different types of pricing formula, or different type of pricing list for prepaid and post paid mobile services.

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## 7P's of Telecom Services

### • Place

Wide and extensive coverage including rural areas

Customer care touch point

Distributors

Online

Now the place. There is wide and extensive coverage including rural areas. There is customer care touch point, there are distributors, and there is online delivery of telecom services. So that is what is the distribution of distribution looks.

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## 7P's of Telecom Services

- **Promotion**
  - Advertisement
  - Sales promotion
  - Direct marketing
  - Digital stores
  - Digital hoardings
  - Sponsorships
  - Public relations
  - E-mail

Then in terms of promotion, there is advertisement, sales promotion, direct marketing, there are digital stores, there are digital hoardings, sponsorships, public relations and e-mail. So all these are used for the promotion of telecom services.

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## 7P's of Telecom Services

- **People**
  - Customer care services
  - Call centers
  - Depend on employees
  - Distributor's management
  - Reward and recognition

People, the customer care services, call centers, depend on employees, so lot of telecom services actually depend on the employees of the telecom company, distributor's management, and reward and recognition that is provided to people for them to work with the customer in telecom services.

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## 7P's of Telecom Services

- **Process**

Easy accessibility

Documentation

24\*7 customer support

Feedback

The process that consists of easy accessibility, so documentation, 24 by 7 customer support and feedback. So this 24 by 7 customer support although it is told everywhere but many times that kind of support become difficult, it is not provided actually and feedback is sort from customers, but customers do not give feedback, they are more interested in their working rather than feedbacks. So the 24 by 7 customer support actually becomes extremely important for the telecom service process.

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## 7P's of Telecom Services

- **Physical evidence**

SIM Card

Data connector

Service outlet

Recharge vouchers

The physical evidence, there is not much physical evidence the SIM card, or the data connector, or service outlet, or recharge vouchers. So these are some evidence and queues that the customer gets in order to judge what is the quality of the telecom services in the country.

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# Summary

In telecom industry there is very tough completion. New entrant, Reliance *Jio* has changed the structure of the market. There is fall in call rates and data charges. Because of operator portability, it is very difficult for service provider to maintain customer base. Innovative marketing strategies are required to reduce customer churn.

So in telecom industry there is very tough completion. New entrant, Reliance Jio has changed the structure of the market. They are offering for 6 months or so. They are offering free services in the 4G space. There is fall in call rates and data charges. Because of operator portability, it is very difficult for service provider to maintain customer base. Customer can retain his mobile number, and move to some other service provider easily.

So only the best service providers are able to keep their customer others churn out from them. The innovative strategies are required to reduce customer churn. So real customer relationship marketing, real connect with customer, providing them superior services. These are extremely important as far as the telephony services are concern.

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# INFORMATION TECHNOLOGY

Computer Networking Service  
The Internet Experience

Next we come to the computer networking service, the internet experience.

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## Introduction

- Though many presume the internet to be a fairly recent phenomenon, it actually started in late 1960's. However, until the early 1990's, few people actually used the internet for anything even remotely resembling business. In 1993, things changed a lot with the introduction of a new technology called World Wide Web.
- Internet as a communication medium and as a repository of information has caught the imagination of computer users.

So as an introduction though many presume the internet to be a fairly recent phenomenon, it actually started in late 1960s. However, in the early 1990s, few people actually used the internet for anything even remotely resembling business. In 1993 things changed a lot with the introduction of a new technology called World Wide Web. Internet as a communication medium and as a repository of information has caught the imagination of computer users.

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## Internet Marketing

Marketing on the internet is a low cost strategy for establishing a brand and increasing sales volume. Mainly there are four forms of services provided by Internet to marketers:

- Sales and services
- Customer support
- Communication
- Payments and settlement
- Marketing research
- Feedback



So how do you market internet market within the internet. So marketing on the internet is a very low cost strategy for establishing a brand and increasing sales volume. Mainly there are 4 forms of services provided by internet to marketers: So there is sales and support, customer support, communication, payments and settlement, marketing research and feedback.

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## Marketing Plan on Internet

- Define objective and target audience
- Evaluation of manpower and recourses
- Research the web site(s)
- Acquire HTML
- Outline structure of home page
- Appropriate outside link identification
- Prepare internal documents
- Web page creation
- Testing and enhancement of website
- Maintain website

The marketing plan on internet. So define objective and target audience, evaluation of manpower and recourses, research the web sites, acquire the hyper text markup language HTML, outline structure of the home page, appropriate outside link identification, prepare internal documents, web page creation, testing and enhancement of website, and maintain website. These are some of the marketing plans requirements of the internet.

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## How to make it successful

- Need evaluation
- Define objective
- Ensure organization support
- Team formation
- Formation of detailed specification
- Identification of internet service provider
- Blueprint development and promotion of web site
- Update site and keep eyes on feedback



Now how to make it successful?. So it needs evaluation, marketing on the internet needs evaluation, objectives have to be define, ensure support from the organization, team formation, formation of detailed specifications, identification of internet service provider, blueprint development and promotion of website, and update site and keep eyes on feedback.

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## Summary

In India there is less development in the area of internet infrastructure. In rural area there is less internet connectivity. Development of information technology and government policy for Digitalized India has given boost to the industry. Now big players are entering the market.

So in India there is less development in the area of internet infrastructure. In rural areas there is less internet connectivity. Development of information technology and government policy for digitalized India has given a boost to the industry. Now big players are entering the market.

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## MEDIA SERVICES MARKETING

### Marketing of Media Services

So then we come to media services marketing, that marketing of media services.

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# Introduction

Now-a-days media plays crucial role in promotion and positioning product and services. In the era of digitization media, especially social media play important role in branding. Service providers use media to provide information and consumers use it for providing feedback.

Here now-a-days media plays crucial role in promotion and positioning product and services. In the era of digitization media, especially social media play important role in branding. Service providers use media to provide information and consumers use it for providing feedback.

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## Classification

- **Print:** Newspaper, magazine, flyers, posters and brochures, Sky writing, Wall painting etc.
- **Broadcast:** Radio, Television, Film, Internet, Websites, Satellite and Cable etc.

The classification of media that consist of newspapers, magazine, flyers, posters, sky writin, brochure, wall painting etc. and the broadcast there is radio, television, film, internet, websites, satellite, and cable etc.

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## Media Services Marketing Mix

- **Product:** Core product is content which is modified by service provider according to consumers psychology and nature of the products.
- **Price:** Pricing is decided by broadcaster and it depends on timing, space and frequencies of the advertisement.
- **Place:** Media service can be distributed either offline or online.
- **Promotion:** Good content is best advertisement for this industry. Word of mouth and public relations are popular methods for communication.

So the media services marketing mix consists of the product, so 7 piece first is the product: the core product is the content which is modified by service provider according to consumers psychology and nature of the products. The pricing is decided by broadcaster and it depends on timing, space and frequencies of the advertisement. Place: The media services can be distributed either office or online. Promotion: Good content is best advertisement for this industry. Word of mouth and public relations are popular methods for communications.

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## Media Services Marketing Mix

- **People:** People help organization in increasing brand loyalty and to achieve objectives.
- **Process:** Process is combination of three main elements:
  - Planning and scheduling
  - Technology
  - Feedback
- **Physical evidence:** Content, brand image, technology, related media personalities and logo are the basic elements of physical evidence.

People: The people help organization in increasing brand loyalty and to achieve objectives.

Process: The process is combination of 3 main elements that is planning and scheduling, technology and feedback. The physical evidence, there is content, brand image, technology, related media personalities and logo are the basic elements of physical evidence.

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## Steps in Media Planning

- Study of target audience and its media preferences
- Internal analysis
- Setting objectives
- Media strategy formulation
- Channel selection
- Decision on timing, space and frequency
- Final proposal
- Post campaign review

So what are the steps in media planning. Now the study of target audience and its media preferences, this is the first step, next is the internal analysis, how the company, then setting objectives, media strategy formulation, channel selection, decision on timing, space and frequency, final proposal and the post campaign review. So these are the steps in media planning.

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## Summary

The face of media services has changed over the years. Evolution of media services has happened in print, radio, television internet and social media. Now every organization is using media services as a platform to promote their product and services. Content is the key for success in media services, so it should be developed and provided as per tastes and requirements of consumers.

The face of media services has changed over the years. Evolution of media services has happened in print, radio, television, internet and the social media. Now every organization is using media services as a platform to promote their product and services. The content is the key for success in media services, so it should be developed and provided as per tastes and requirements of customers.

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# MEDIA SERVICES MARKETING

## Newspaper Marketing

Next we go to newspaper marketing part of media services marketing.

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### Introduction

There is a debate as to whether newspaper is a product or service. However, consumers purchase it for content and information value not for tangible features. So it is categorized as service industry. India is largest news paper market in the world with more than 6700 publications and more than 300 million consumers. It is published in Hindi, English, Urdu, and other local languages.

So there is a debate as to whether newspaper is a product or services. However, consumers purchase it for content and information value not for tangible features. So it is categorized as service industry. India is largest news paper market in the world with more than 6700 publications and more than 300 million consumers. It is published in Hindi, English, Urdu, and other local languages.

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## Types of News paper

- **On the basis of Frequency:** daily, weekly, bi-monthly and monthly.
- **On the basis of language:** Hindi, English, Urdu and local language.
- **On the basis of coverage:** International, national, regional and local.
- **On the basis of format:** Printed copy newspaper and electronic newspaper.

Types of news paper on the basis of frequency there are daily, weekly, bi-monthly, or monthly news paper. Basis of language, Hindi, English, Urdu, and local languages. Coverage international, national regional or the local and the format is the printed copy newspaper and electronic newspaper.

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## 7P's of Newspaper Marketing

- **Product:** Content is the key product for newspaper industry. Information related with international, national, regional, business, science and technology, sports and entertainment events are the major source of content. Classified information and advertisement related to specific product is also available.



What are the 7 piece of newspaper marketing. Now the product, the content is the key product for newspaper industry, information related with international, national, regional, business, science and technologies, sports and entertainment events are the major source of content. The most newspapers these days are classifying the content and they are taking advertisement related to specific product which is available. They are not only reporting the news but analyzing the news and they are placing the analysis in front of the audience. So this is the basically the product the 7 piece of newspaper marketing ,in first of the services.

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## 7P's of Newspaper Marketing

- **Price:** Pricing policy of this industry is different from other industries. Unlike other product, price is not determined by adding a markup on costs. Rather they have to make up deficit in pricing and realize the target profit with advertisement based revenue.

The second piece that is price. The pricing policy of this industry is different from other industries. Unlike other product, price is not determined by adding a markup on costs. Rather they have to make up deficit in pricing and realize the target profit with advertisement based revenue.

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## 7P's of Newspaper Marketing

- **Place:** Newspaper sales involve distributing highly perishable products under severe time constraints. The circulation is normally through salesmen appointed by distributors, who in turn pass it on to the hawkers. Hawkers or vendors are the last link in distribution channel. Responsiveness, teamwork and efficiency play crucial role in distribution of newspaper.



The place, newspaper sales involve distributing highly perishable products under severe time constraints. The circulation is normally through salesman appointed by distributors, who in turn pass it on to the hawkers. Hawkers or vendors are the last link in distribution channel. So responsiveness, that is understanding customer needs and then quickly delivering it, teamwork and efficiency play crucial role in distribution of the newspaper.

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## 7P's of Newspaper Marketing

- **Promotion:** Marketers use personal selling for collecting responses; direct marketing for web edition; advertisement to increase product image and public relations to enhance corporate relationship. Promotion expenses can be shared by channel members or it may be borne by a specific channel member only.

The promotion, marketers use personal selling for collecting responses, direct marketing for web edition, advertisement to increase product image and public relations to enhance the corporate relationship. Promotion expenses can be shared by channel members or it may be borne by a specific channel member only.

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## 7P's of Newspaper Marketing

- **People:** Agents and other channel members play crucial role in circulation of newspaper. For information collection and content development well qualified personnel is required.
- **Process:** Content creation, publishing, distribution and consumption are main elements of newspaper marketing process.



The people, the agents and other channel members play crucial role in circulation of newspaper. For information collection and content development well qualified personnel are required. The process, the content creation, publishing, distribution and consumption are main elements of newspaper marketing process.

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## 7P's of Newspaper Marketing

- **Physical evidence:** Color, size, printing quality and paper quality are the major elements of physical evidence which provide tangible cues to consumers for judging newspaper quality

The physical evidence: Color, size, printing quality and paper quality are the major elements of physical evidence which provide tangible cues to consumer for judging newspaper quality.

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### Summary

Newspaper is one product, which sells below its cost and loss is compensated by advertisement. However, if the sales volume is less then no one will advertise in a particular newspaper. Modern day marketing activities and e-newspaper emerges as major challenge in front of marketer.

So newspaper is one product, which sells below its cost and loss is compensated by advertisement. However, if the sales volume is less then no one will advertise in a particular newspaper. Modern day marketing activities and e-newspaper emerges as major challenge in front of marketer.

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# MEDIA SERVICES MARKETING

## Broadcasting Services Marketing

Next we go to broadcasting services marketing as part of media services marketing.

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### Introduction

Broadcasting is the distribution of audio and video content via radio, television or other media channel. Indian broadcasting industry is the largest industry in Asia. More than 900 channels of different genres such as entertainment, sports, news, business, and religious are available in India. Channels are available in Hindi, English, Urdu and other regional language such as Punjabi, Marathi, Tamil, Telgu etc. There are many radio channels also available for dispersion of audio content.

Broadcasting is the distribution of audio and video content via radio, television or other media channel. Indian broadcasting industry is the largest industry in Asia. More than 900 channels of different genres such as entertainment, sports, news, business, and religious are available in India. Channels are available in Hindi, English, Urdu, and other regional language such as Punjabi, Marathi, etc. There are many radio channels also available for dispersion of audio content.

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## 7P's of Broadcasting Service Marketing

In broadcasting services first three P's; **product, promotion and place are decided through content only**. Content is in audio or video form as per emotional responses of the audience.

- **Price:** Major revenue comes through advertisement. Some amount is charged to customer in the form of subscription fees in case of video broadcasting. Pricing is controlled and monitored by Telecom Regulatory Authority of India (TRAI). Rate of advertisement is decided based on popularity of show, time, frequency and specific occasions.

So what are the 7 piece of the broadcasting service. So in the broadcasting services first 3 piece product, promotion and place are decided through content only. Content is in audio or video form as per emotional responses of the audience this content has to be developed and delivered. So the price, the major revenue comes through advertisement, some amount is charged to customer in the form of subscription fees in case of video broadcasting. Pricing is controlled and monitored by TRAI, rate of advertisement is decided based on popularity of show, time, frequency and specific occasions.

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## 7P's of Broadcasting Service Marketing

- **People:** people are very important in this industry for positioning and in developing perceived differentiation. Personality related to any broadcaster is representative of brand image.
- **Process:** Planning and scheduling of the program are the major element of the process. Technology plays crucial role and feedback of the viewer or listener is very important.
- **Physical Evidence:** Logo, promo and personality related with broadcasting services are crucial elements of physical evidence. Technological advancement and content itself is also related with it.

The people: the people are very important in this industry for positioning and in developing perceived differentiation. Personality related to any broadcaster is representative of brand image of the broadcasting service. The process, the planning and scheduling of the program

are the major element of the process. Technology plays crucial role and feedback of the viewer or listener is very important.

Physical evidence, logo, promo and personality related with broadcasting services are crucial elements of physical evidence. Technological advancement and content itself is also related with it.

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## **Summary**

Broadcasting industry has grown very fast and competition is increasing by the day. Success factor in this industry is viewership and advertisement. Content plays crucial role in the success of any broadcasting service providing organization. Effective marketing, internal and external marketing and broadcasting infrastructure are the key success factors.

Broadcasting industry has grown very fast and competition is increasing by the day. Success factor in this industry is viewership and advertisement. Content plays crucial role in the success of any broadcasting service providing organization. Effective marketing, internal and external marketing and broadcasting infrastructure are the key success factors. So you have seen that the FM services, the broadcasting infrastructure has to be quite good for the services to reach out as far as possible. So that the advertisements become meaningful to a large population. So that is all in this session. Thank you very much, hopes this helps. Thank you.