

The Role of marketing communication services on performance improvement: The case of Sudan Telecommunication Company

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Abstract: This research investigated the marketing activities that carried out by the Sudan Telecommunication Company (SUDATEL) in Khartoum State, Sudan. The study identified the role of marketing communication contribution to development and promotion of the company. Secondary data collected from books, company documents and other relevant sources, while primary data were obtained by using a pretested questionnaire. The study results revealed that the marketing activities adopted by the company enabled it to compete at local telecom market. The company support to social services (health and education) generated customers' satisfaction. The company adopted effective marketing activities to attract the public. The most important recommendations is the need to focus customer centers service, which operates to respond to the customers' inquiries, and to meet their interest. The company should follow the latest types of services offered by telecommunications companies around the world and try to become a leader in the field of telecommunications locally and globally.

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1. Introduction

The marketing term has become one of the concepts that are receiving increased attention by the business community and consumers as well, and because of the great complexity, whether economic or technical problems and the cultural changes, the infrastructure which are surrounding the products, whether goods or services that require the skills and developed knowledge both at the level of production or marketing. In the past, the product is displayed without paying attention to the demand side and its determinants but it turned out through practices process that this concept is not in line with changes in consumer behavior and various renewable and continuously growing and needs, and marketing services require a lot of effort because the service described subjectively and sensitive to intense style submission especially when competition increased, hence the interest in the subject of marketing services especially communication services, that began to capture the interest of many people, both professionals or those interested in marketing topics in general and marketing services in particular. This research deals with the role of marketing communication to improve the performance of telecommunications companies in SUDATEL in Khartoum state

Research Hypothesis:

1. Employees good selection in the services sector and the good training of them in how to perform the service and motivate them financially, ensure the good performance of the service.

2. Prototypical the steps and procedures of service providing in the organization, influencing on service quality control.

3. Putting suggestions and complaints boxes to enable the client offering positive or negative information influencing positively in the quality of provided service.

4. Pricing services differently, increasing the demand on buying service, hence facilitating the process of assessment and calibration.

Research objectives:

This research aims to identify the marketing activities carried out by SUDATEL in the marketing of the service and to what extent contributed to the development and promotion of the company's performance and make some recommendations and proposals that contribute to the development of the company's performance.

Research Methodology:

This research has followed the descriptive analytical method which describes phenomena, events, and specifically the case study method and statistical method to analyze the data and information, data has been collected through secondary sources such as books and some relevant reports, and preliminary data as questionnaire. A five-point Likert-type scale 1= Agree and strongly agree, 2=don't know and disagree and 3= strongly disagree) was used to examine the significant differences.

The theoretical framework of the research

The main idea behind the concept of marketing is to produce what can be sold instead of selling slate

production, and marketing can be defined as "the management process responsible for identifying and defining anticipate and meet the needs of consumers better" (Webber 2004). It also can be defined as "the planning and implementation process visualization, pricing, and distribution of ideas, goods, and services in order to complete the exchanges that satisfy the objectives of both individuals and organizations" (Ismail 2004).

American Society for Marketing defined it recently as "it is the regulatory function, which consists of a set of special creation of processes, and the definition of it, and deliver value to consumers, as well as managing relationships with these consumers in ways that that would achieve all of the company's goals and objectives of all stakeholders and risk with it." (Mohammed, 2008).

Marketing includes all aspects of the activity that facilitates the flow of goods and services from the product process to the final consumer or buyer of industrial, marketing is summed up in a series of jobs followed: the functions related to the process of exchange, and functions related to the distribution and functions of concessional (Breeze 2010).

The marketing thought has developed through four stages. First: steering the product stage, where the administration's policies have focused primarily on the structure of the production system image, which makes enterprise produces as much as possible and with the highest possible quality, this period has been concentrated on the formulation of two fundamental concepts in marketing. First, the concept of productive and the second is the concept of product quality. Second: Guidance selling stage, at this stage the concept of selling appeared under the slogan of let's get rid of our stock, This concept supposed that the buyer will not process the purchase or will not buy enough if the property does not direct their efforts to explain and clarify what he will gain from the advantages of goods and services from their own. Third: Guidance marketing stage, at this stage, the idea of focusing on consumer has increased and become a basis point to direct all marketing efforts this school has seen significant development in marketing thought which reflected in several scientific schools, the first school of the modern concept of marketing, the second school concept of social marketing. Fourth: Marketing using Relationship, it is a relatively recent trend which means a philosophical building for an integrated range of aspects of the activity aimed at creating and strengthening relationships with customers as well as other groups that are interested in or influence the management entity's operations (Talaat 2014).

The marketing services differ greatly from the marketing of concrete goods, because of the services

have some properties and methods of providing and connecting different from those used in the case of physical goods tangible, service that will enable can be defined as "any act or performance intangible provided by one party to another without that result in the ownership of something Providing service may or may not be linked to a product material "(Kotler 2000). The service also known as "aware of the benefit of the senses, in itself, or linked to something tangible material and it can be interchangeable and thus have no ownership, it is often intangible" (Kotler 2004).

Services are classified for several classifications First: services divide as per customer / beneficiary to: (Al alak and Hamid 2004).

A-Consumer services: services that offer to satisfy personal needs such as tourism, life insurance, health and beauty so it is called personal services..

B-Working services / installations: These are services that offer to satisfy the needs of organizations, as is the case in the administrative and accounting, legal and financial consulting and maintenance of buildings, machinery, they are directed to the industrial users / industrial buyer.

Second, the division of services as reliability of service:

- services that based on their submission to the Human significantly there are some services based on submission to humans, such as doctors, lawyers, administrators and those must be professionals, on the other hand, there are some services that depend on some providers unskilled such as guarding buildings, gardening and finally there are services depend on skilled workers like Auto Repair and hotel services.

Services rely on machinery and equipment such as highly automated sales.B-

Third: the division of services according to the need to attend to the beneficiary places provided: (Zechariah, Basset, and Mustafa, 2012).

A-Services require the presence of the beneficiary of the places provide services such as surgery, or travel, the presence of the beneficiary is necessary.

B-Services do not require the beneficiary to attend places of service, such as car services and cleaning clothes.

Fourth: The classification of services according to the degree of contact to the beneficiary:

A-High personalized services such as doctor and lawyer, education, air transport and health care services.

B-Low personalized communication services, such as ATM service and online marketing.

C-Average personal contact with services such as quick service restaurants and free entertainment in the theatre.

Fifth: The classification of services according to the required expertise in the performance of the service:

A-Professional services such as doctors and counselors

B-Non-professional services such as cleaning cloths.

Sixth: The classification of services according to the oriented process (Lovlock 2004).

A-Treat people services and these services are geared to individuals and require the presence of the beneficiary.

B-Treatment of property services

C-Interestingly mental services

D-Information processing services

Seventh: The classification of services according to their nature:

A-Essential services such as health services.

B-Luxury services such as leisure and entertainment .With respect to the marketing of services in SUDATEL, in 1993 PE Telecommunication name was converted to go public in the name of the SUDATEL and then grand march kicked off the shift in telecommunication sector in Sudan (the company report 2007).The goals which the company seeks to achieve:

1-Dissemination of advanced communication and information services, according to the latest graphical techniques.

The provision of telecommunications services at a cost of real tariff

Kidney and qualitative improvement of the network.

Expand the base of services to remote areas using satellite technology (Company Report, 2009)

Sudan Telecommunication Company offers a variety of services as follows (Company Report, 2011)

Information Network (Cloud Data) 2- multimedia messaging

3-Channel Access E1 4- leased circuits

5-Internet service 6- SHDSL

7-electronic library 8- DSL

9-Thuraya 10. INS phone services

11-integrated digital networks 12. Aerobic phones

Prices are determined by the Sudanese Telecommunications Services by distribution the cost on the number of expected outputs with the addition of a profit margin so the company is seeking to reduce the prices of services through reducing the production costs by developing the technologies used.

Reducing the number of sets (Contact categories). On the side of the distributional policy services Sudan Telecommunication Company was interested in expanding telephone service umbrella by increasing the number of lines, which led to an increase in the number of subscribers is shown clearly by the spread of services at the national and global levels.

Evolution PBX capacity over the years.

Increase the number of subscribers.

The public relations department is considered one of the tools which promote the Sudanese Telecom beside advertising and sales promotion, publishing and some other means, the management of public relations practice many of the tasks and duties, including:

Contribute to achieving the company's goals.

Improve the mental image of the company with internal and external audiences.

Company profile, services and projects across various media.

Gain satisfaction of subscribers and achieve slogans supporting that.

Create good relations with the institutions and the relevant authorities.

Develop a spirit of loyalty and belonging to the institution.

Contribute to improving the work environment. (Company Report 2013).

Analysis and Discussion:

First, the researcher distributed questionnaires to a sample which have been identified and selected through stratified sample of the harmony of society and then they are chosen through simple random sample, which consisted of one hundred individual employees, the following table shows the forms distributed.

Table (1) the distribution of forms

Subject analysis		Exclude	Received	Forms distributed	The total number
%	Number				
94	100	6	100	106	1056

Source: researcher

Statistical methods

It's been relying on the packages program of statistical data SPSS to download forms the

researcher was adopted at the following statistical data

(X2) Chi square where it was used to test statistical differences between the study variables

and so by measuring the level of moral in order to confirm the validity of hypotheses of the study

♣ Alpha Cornbrash: to measure the validity and reliability of the answers of respondents

In the context of the use of SPSS software for statistical analysis this were used averages and

standard deviation all of this to measure relations between research variables

Third: The scientific discussion and Prove the research hypothesis

The researcher does a review of data study field and discusses it to draw conclusions and come up with some conclusions in the next part of the research.

Table (2) statements analysis

3	2	1	The Phrase
93%	7%	0	The customer service center in soda-tell works to receive customer inquiries and resolve their cases
87%	13%	0	The Distribution channels are expanded the company into shares to earn customer satisfaction
75%	8%	12%	The services that provided by the company were contributed to gain customer satisfaction in the areas of health and education
67%	21%	12%	The Prices of services suit their consumers in their different sectors in the company
61%	33%	6%	There is an increase in the numbers of subscribers that express customer satisfaction
74%	7%	19%	The fixed telephone service has contributed to expand the subscriber base and diversification of the revenue sources
93%	7%	0	The mobile phone service (Sudanese) has contributed to expand the subscriber base and diversify the revenue sources
100%	0	0	The internet service has contributed to expand the subscriber base and diversify the revenue sources
37%	51%	12%	The electronic library service has contributed to expand the subscriber base and diversify the revenue sources
68%	20%	12%	The ins phone services has contributed to expand the subscriber base and diversify the revenue sources
37%	45%	12%	Thuraya phone service has contributed to expand the subscriber base and diversify the revenue sources
94%	6%	0	The service of transfer services and multicast data has contributed to expand the subscriber base and diversify the revenue sources
94%	6%	0	Services of the subscribers centers that are spread geographically are considered of the most important factors that contribute to the increase in the numbers of subscribers
93%	7%	0	The company's activity is Considered in Polarization and distribution agents one of the factors that contribute to the expansion of distribution channels
100%	0	0	The establishment of sales centers in distinctive areas such as an airport and major shopping centers contribute to the expansion of distribution channels
94%	6%	0	Announcement of the company's services in newspapers, radio and television is considered more effective to promote the company
69%	19%	12%	Announcement of the company's services through posters in the public places is considered more effective to promote the company
75%	13%	12%	The announcement of the company's services through the Internet is considered more effective to promote the company
80%	20%	0	The company's organization for exhibitions is considered one of the most effective means to promote the company
62%	32%	6%	The issuance of the company documentary films i s considered the most effectively to promote the company
56%	19%	25%	The company's issuance of the patrol magazine is considered more effective communication to promote the company
100%	0	0	The company's issuance of a permanent and ongoing relationships with subscribers is considered more effective to promote the company

Source: field study data(2014)

In the previous table, the researcher collects approval and approval rates also strongly disapprove rates and not strongly approved to facilitate the display process. The above table shows that most of the ferries exceeded 80% approval rate, and there are certain phrases accounted for 19% disapprove the highest proportion.

Hypotheses proving:

The first hypothesis: the diversity of communication services provided by the company led to a diversity of sources of revenue and increase profits.

Table (3) proving of the first hypothesis

Chi-square value	Degree freedom	of	The level of significance of the moral	average	Standard Deviation
47.1	3		0.0001	4.31	0.06

Source: field study data (2014)

When we look at phrases (6,7,8,9,10,11,12) and analysis them, we find that the probability value is 0.0001 which is less than 0.05, and it is no statistically significant differences between the responses of the respondents ,so we accept the first hypothesis.

The second hypothesis: the spread of distribution channels to expand services and telephone Umbrella Company have a positive impact on increasing the number of subscribers

Table (4) proving the second hypothesis

Chi-square value	Degree freedom	of	The level of significance of the moral	average	Standard Deviation
25.2	3		0.001	4.05	47.1

Source: field study data(2014)

When we look at phrases (13,14,15) and analysis them, we find that the probability value is 0.001 which is less than 0.05, and it is no statistically significant differences between the responses of the respondents ,so we accept the second hypothesis

The third hypothesis: The company is interested in appropriate pricing policy for its services and that has led to an increase in the number of subscribers and increase incoming and outgoing telephone traffic.

Table (5) proving the third hypothesis

Chi-square value	Degree freedom	of	The level of significance of the moral	average	Standard Deviation
75.9	3		0.000	4.31	0.58

Source: field study data (2014)

When we look at phrase (4) and analysis it, we find that the probability value is 0.000 which is less than 0.05, and it is no statistically significant differences between the responses of the respondents, so we accept the third hypothesis

Fourth hypothesis: the company's interest in promoting the services offered by has a great effect on increasing its stake in the telecom market.

Table (6) proving the four hypothesis

Chi-square value	Degree freedom	of	The level of significance of the moral	average	Standard Deviation
75.9	3		0.015	3.68	46.5

Source: Field study data(2014)

When we look at phrases (16,17,18,19,20,21,22) and their analysis, we find that the probability value is 0.015 which is less than 0.05, and it is no statistically significant differences between the

responses of the respondents ,so we accept the fourth hypothesis .

Results and recommendations**First results:**

1. The methods adopted by the company in the marketing of its services led to the development and enabled it to compete in the local telecom market, also it contributed to social services in the areas of health, education which provided by the company within the annual program of social support in gaining customer satisfaction.

2. Customer services Center plays an active role in gaining customer satisfaction by responding to inquiries and resolve their issues in connection with the services provided by the company.

3. The spread of distribution channels and the proximity of the public enabled the company to attract the largest number of clients, and the company's experience in its field has enabled it to provide satisfactory services to the public at affordable prices, make it holds the largest market share in the telecommunications in Sudan.

4. The various services offered by the company contributed to expand and diversify its sources of revenue an especially the private mobile phone and Internet services in addition to the service of multicast and data transfer.

5. The phone service of Thuraya considers the least to expand its subscriber base and that is due to the services they provide for a limited number of categories to be used only in places where mobile and fixed-line services are not available.

6. expansion in attracting agents for distribution and open centers for sale in distinctive areas enabled the company to expand distribution of its services channels, so why play the agents of special important role in areas where the company is not able to establish branches, and opening sales centers in distinctive areas, such as an airport, shopping malls makes The company services close to the able leadership groups and plying those areas.

7. The promotion of the company's services across television, radio, newspapers and posters is one of the means of influencing the public, as evidenced by the study that shows and documentaries about the company and magazines issued by or declare them with less impact on the public. The Company generally characterized by following the effective marketing activities to attract the public to get service and maintain the buying pattern of positive and good relations with the public, which helped to upgrade its performance and its evolution and continuity.

8.

Second: Recommendations

1- The company should pay attention to customer service centers, which operate on the receiving subscriber and resolve their issues and to

respond to their inquiries, which have a good effect on them and this is reflected to continue to get access to the service and to be loyal to the company.

2- The need to focus on recruiting the best talent and develop their abilities in how to deal with the current and target public.

3- The company should expand distribution channels and spread in all the nearby public places to get the service as quickly as required.

4- The need to focus on the positive and effective role of social programs offered by the company to the public such as health, water, education and care for many of the events and services within the framework of social responsibility, which currently become one of the most important means of promotion.

5- In light of the great competition among telecommunications companies to gain customers do not need to be working on a review of the prices of services on a regular basis and work to reduce them to the lowest possible level while maintaining the quality of services provided in the framework of encouraging customers to buy the service and continuity in the procurement process in the future.

6- The promotion of the services is important means to guide those public to the services, so attention must be paid using all the means of integrated marketing communications and allocate suitable budget for that.

7- In the context of development program of the company should get new various services such as telephone banking services and purchase of services over the phone and follow-up and other newer types of services offered by telecommunications companies around the world and try to apply to become a leader in the field of telecommunications locally and globally.

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