Abstract

The focus of this study is to estimate the determinants of success in the Cellular Sector alone, the subscriber base has increased rapidly. Internet telephony is rapidly changing the dynamics of the telecommunication industry worldwide. We need to identify the determinants, which are critical for the success of the services. In case of Internet telephony, the determining factors are:

1. Infrastructure
2. Coverage
3. Price
4. Quality of Service
5. Added Services
6. Leased Line
7. PCs-PCs
8. Phones-Phones
9. Data-Data
10. Data-Phone
11. Data-PSTN
12. PSTN-Phone

In this study, we will discuss the determinants of success for Internet telephony in India. The existence of huge opportunities in this sector is contributing in the success of the service provider. There are two main pricing models in the market:

1. Simple Pricing Model
2. Complementary Infrastructure Pricing Model

Determination of Success

The marketing strategy is for the present stage of the life cycle of the IP Telephony market. While current Indian service providers are not able to provide necessary services, which is why Indian immigrants are being forced to pay higher charges for the same services.

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The health of a telecom industry can be judged by the nature of competition. Service providers are classified as either basic or non-basic or non-voice services.

**SEGMENT IV:**
- **Corporate segment** is the premium segment of this market. It holds. It has been seen that for the best interest of the telecom industry, it begins to retard innovation.
- **Wholesale segment** is the segment from where high volumes of profits are always expected. For example small operators, who are in need of established infrastructure in order to compete.
- **Retail segment** is the segment where calls are made. The business models of tomorrow will be based on this integration as the business models and their partners. So it is very important for the operators to understand the competitive landscape of the market.

**STRATEGY IV:**
- This strategy is the category of the incumbents present in the telecom market, which are acting as a complete telecom operators in the market. They have the infrastructure, they are the international long distance operators and they are the broadband operators.

**SUMMARY:**
- The task management and the organization of work flow are the key elements of process orientation. The introduction of telephone service involves creating self-service centers.
- The task of service provider is to create the service provider's vision and mission.

**REFERENCES**
- Technology and the regulation of the service provider are the key factors determining the success of the service provider.