

Internship report on
How NPS adding value to RobiAxiata Limited

Prepared For

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Letter of Transmittal

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Subject: **Submission of internship report**

Dear Mam,

I have completed this report as part of my internship program. The report has been compiled as per your requirements and those set by the host organization. It gives me immense pleasure to tell you that working on this internship report has given me a wide range of exposure.

The report is based on the knowledge, experiences and the skills that I have acquired during my period of internship in RobiAxiata Ltd.

I am thus submitting this report with the hope that it lives up to your satisfaction. However I would be glad if you enlighten me with your thoughts and views regarding the report. In addition, if you wish to enquire about any of the aspects of the report, I would be glad to answer your queries.

Thank you again for your support and patience.

Yours Sincerely,

Md. Ehsanur Rahman
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Acknowledgement

First of all, I would like to thank the Almighty for blessing me with the strength, aptitude and patience for successfully completing my internship and this report.

I would like to thank my academic Supervisor, Tanzin Khan for giving me the opportunity to work with her during my period of internship. I have been able to compile and complete this report in a comprehensive manner due to the guidance, support and counseling that she has provided me with during this period.

I acknowledge my gratitude to Mr Shams Arefin Haq, Manager, Customer Experience Department, Market Operation Division, for his help and valuable suggestion from time to time and for being my supervisor in the host organization in achievement of my internship program as well as preparing the report. And I would also like to thank to Barna Ahmed, Vice President, Customer Experience Department, and for her kind cooperation.

I also show my utmost gratitude to all the officials of RobiAxiata Limited. The friendliness and helpfulness of the officers really helped me in obtaining the necessary information in time.

I would also like to thank Human Resource Department of RobiAxiata Ltd., which made the door of RobiAxiata Ltd. wide open for me.

Executive Summary

The report is prepared based on the 3 months practical knowledge in customer experience department of RobiAxiata Limited. Customer experience department works to ensure better service and customer's perception. To make sure whether customers are happy with the service or not Customer Experience department implies many techniques. NPS is one of them. Through NPS we get to know about how customers experienced while taking the service. The report will give how NPS helping company to know what customers want, where company has room for improvement. The report also has a brief overview of Robi Axiata Limited. The report also includes how NPS helping Robi to connect with customers and how its knowing subscribers problems. On the report survey and analysis on NPS is also done.

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(1)Organizational Part

1.1 Introduction about Robi

Robi is one of the leading companies of mobile sector in Bangladesh. It's a joint venture of axiata group and NTT DoCoMo Inc japan. It's the third largest company of the country with more than 27 million customers. It's also serving its mobile operation on country like Malaysia, India, Sri Lanka and Indonesia. With its strong network and seamless connectivity, Robi is empowering more than 24 million people across the country.

Being one of the most the dynamic and rapidly-growing telecommunications operator in Bangladesh, Robi is developing its services to meet increasing customer needs - ranging from voice and high speed Internet services to tailor-made telecommunications solutions. Robi is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. At first, it commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name "Aktel". In 2010 the company was rebranded to "Robi" and the company changed its name to RobiAxiata Limited. Robi draws from the international expertise of Axiata and NTT DoCoMo Inc. Services support 2G and 3.5G voice, CAMEL Phase II & III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology. The company has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs. Since its inception in 1996, Axiata Group and its predecessor Telekom Malaysia has invested around BDT 11,000 crore in the form of equity till 2012. Moreover the company has contributed almost BDT 10,000 crore to the Bangladesh Exchequer in the same period.

Robi is the third largest mobile phone company of Bangladesh having subscribers around 27.533 million (February 2016). Robi is subsidiary of AxiataBerhad Malaysia, it provides leading edge technology in Bangladesh. Robi is a people oriented brand and always thinks about the xustomer first. It follows local tradition at its core and proceed with it alongside different innovation and creativity.

On March 28, 2010, the service name was rebranded as Robi which means Sun in Bengali. It also took the logo of parent company Axiata Group which itself also went through a major rebranding in 2009.

1.2 Mission

Robi aims to achieve its mission through being number 'one' not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our budding nation. Its corporate level mission is to expand the presence in the region

by addressing the unfulfilled communication needs of local populations with affordable and innovative product and service.

1.3 Vision

Robi's vision is to be a leader as a telecommunication service provider in Bangladesh.

1.4 Products Offering

Robi offers different kind of products and each have their unique offerings. Apart from prepaid and postpaid packages it offers variety of services like GPRS, SMS, EDGE, 3.5G internet, mobile banking, SMS banking Mobile Banking, SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Welcome Tunes, Call Blocking etc. Beside that robi offers different type of value added services.

Robi mainly offers two kind of packages- Pre-paid and post-paid. Under this two package there are lots of things which are offered. . Moreover it also offers some extra services. The products and services are described briefly below-

1.5 Pre-paid packages: One of the most popular packages of robi is prepaid packages. There are different kind of prepaid packages robi offers. They are-

Goti 36

Nobanno 37

Shorol 39

Unlimited FNF

Hoot Hut Chomok 32

There are big segments of the total customers who use robi prepaid packages. From these packages according to the subscribers priority they choose their packages.

1.6 Post-Paid Packages: Robi offers different post paid packages too. They are-

Package 1	
Outgoing	24 hours
To any local operator number	1.00
To Robi FnF	0.44
To other operator FNF	0.68
Line rent)	Free (No condition)
SMS charge (to any operator)	0.44
To International (ISD)*	Only ISD Charges
Incoming	
From any number worldwide	Free
Pulse	
Outgoing	1 sec

Package 2	
Particulars	Paisa/10 sec
Outgoing	24 hours
To any local operator number	15
To Robi Priyo number	5
Total number of Priyo	2
Line rent)	Free (No condition)
SMS charge (to any operator)	50
To International (ISD)*	Only ISD Charges
Incoming	
From any number worldwide	Free
Pulse	
Outgoing	10 sec

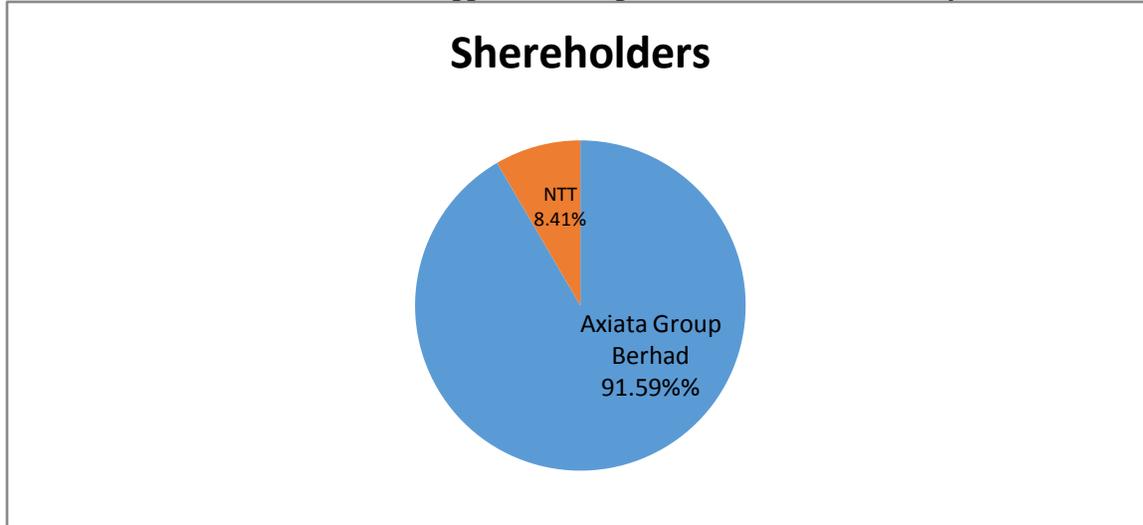
Apart from that robi is offering some bundle packages too. That is-

- Bundle BDT 499: Type P499 SMS to 8555 (2GB data & 500 mins Robi-Robi)
- Bundle BDT 999: Type P999 SMS to 8555 (4GB data & 1000 mins any local)



1.7 Shareholders

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad (91.59%) and NTT DOCOMO, INC. (8.41%) Recently Robi also decided to buy one of the renowned mobile operator airtel. It is one of the biggest merger in the history of Bangladesh.



1.8 Chain of Command

The organization is headed by its Chief Executive designated as the Managing Director entrusted with overall responsibilities of business direction of the organization and leading dynamically towards the attainment of its Vision, Mission and Goal. In attaining the above mission, the MD is assisted by 4 general managers Robi Axiata Ltd. has established a strong and formidable sales channel, which consists of direct dealers and its own sales force.

Chief Marketing officer (CMO), Chief Finance Officer (CFO), Chief Technology Officer(CTO), Chief Corporate Strategy Officer(CSO) and Chief Human Resource Officer(CHRO) along with CEO make the CXO bar, who are directly nominated and dominated by Axiata Group Berhad.

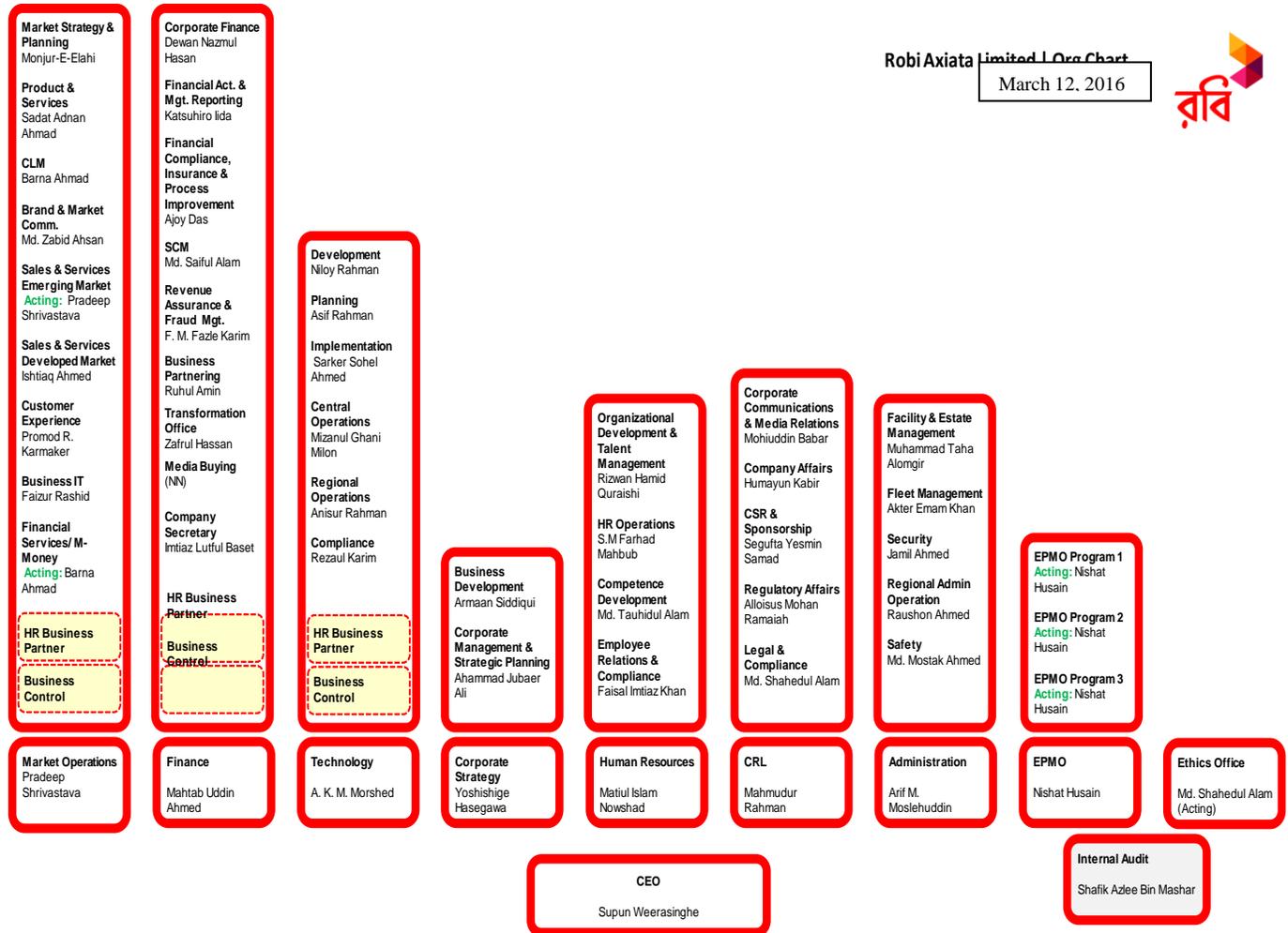


Chart: Organization Chart of Robi Axiata Ltd.

Source: <http://newportal.robi.com.bd/default.aspx>

1.9 Different Departments and divisions of Robi axiata Limited: Robi is a big corporation consists of different divisions. Each divisions has its unique jobs. Its operating in different regions of the country.

The department's are-

- Md's office
- Market Operation Division
- Administration division
- Finance Division
- Human Resource Division
- Corporate Regulatory Division

- Technology Division
- Internal Audit Division
- Corporate Strategy Division
- Enterprise Program Management Office
- Ethics Office / Industry Relations

1.10 Distribution Channel of Robi Axiata Limited

Robi has to serve a vast segment of customers around the country. So distribution channel are crucial part of the company. Robi has different kind of distribution channel which works with large amount of customers. Robi has a strong distribution channel which works very effectively to reach every types of customers. At present Robi use 4 tier distribution models, which is as follows:

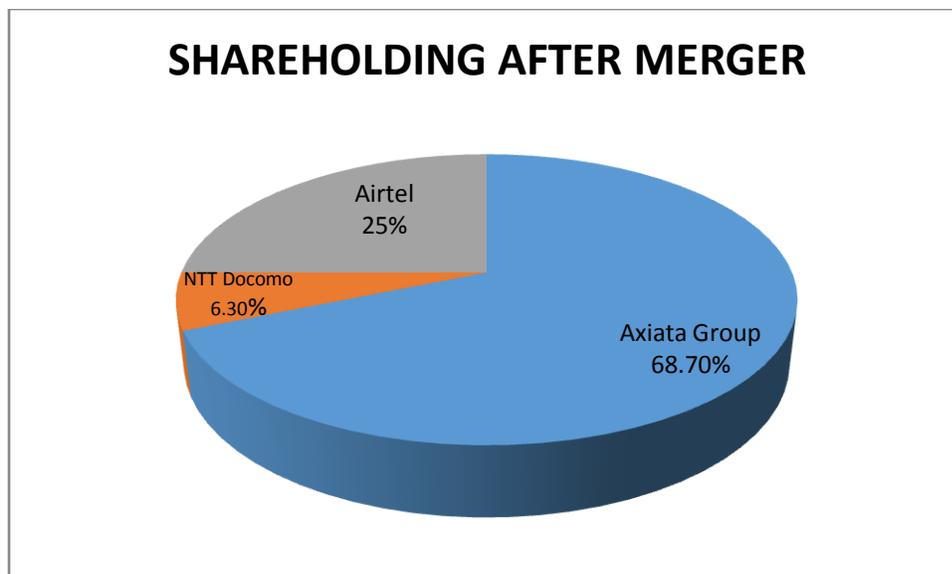
- Company Owned Warehouse.
- Master Distributor.
- Sub Distributor (RSP).
- Retail.
- Customer.

1.11 WIC of Robi

Apart from other distribution channels robi its own controlled help centers too. Robi has 72 WIC(Walk in Center) in and around Dhaka and other places of Bangladesh so that they can serve customers better. Customers get every kind of help related to robi from this WIC. These 72 WIC is controlled directly by robi. Beside that robi has 206 RSP also. These are the exclusive shops of robi. Robi has various RSD shops too. These are non exclusive shops of robi. Robi has around 40000 retail shops which are associate of recharge, selling sims and different other activities.

1.12 Merger

Robi is planning to merge with airtel from 2015. The talk between the two mobile operator began on September 9,2015 about the merger. This will be the biggest merger of the history in our country if it's successful. Robi applied to btrc for meger on sept 17, 2015. The deal was signed on jab 28,2016. After observation and investigation prime minister approved robi-airtel merger on july 31,2016 Most recently high court also given approval for the merger on august 31,2016 (**The daily star,Sept1,2016**)



Source: The Daily Star

After the merger Axiata group will hold 68.70% share. Airtel will hold 25% and NTT Docomo will hold 6.30% share. **(The Daily Star, September 1, 2016)**

(2) Internship Responsibility

During my internship in Robi I got exposure with different activities here. In customer experience department I was associated with different types of activities. The main aim of the customer experience department was to ensure customer gets better service. So most of the employees' jobs are related to it.

During my internship one of my crucial tasks was listening to the invalid calls. Here I needed to check some things. First of all it is needed to be checked whether the agent is following the script properly or not, pattern of his/her speaking etc. Secondly it needed to be checked whether customer has participated in NPS survey in WIC or not. This is the main aim of checking invalid calls. Invalid calls are those calls where customer didn't attend the survey in WIC. I needed to check whether customer actually didn't attend the survey or not. If they didn't it's ok as it's already listed in invalid call list. If the customer attended the survey in WIC I needed to mark down those calls.

Another task I got exposure with is preparing RNR in excel sheet. It's a list where WIC targeted and served amount is listed. I helped my colleague to prepare it. Through it I got to learn different excel techniques too. Here how many customers are served, RSD visit, serving time, collection, compliance etc are listed here according to WIC name. Here there are also marks for knowledge test and score from

center manager is also given here. Here everything is synchronized properly. Which agent is serving how many customers, which WIC is selling how many connections everything is enlisted here. Depending on RNR agents also gets performance bonus.

Another crucial task I used to do is updating QMS database. QMS is queue management system. Robi has its own database system for QMS and CRM. From QMS I used to check weather everything is updated in the database or not. If data is not updated in the system my task was to update it in system.

(3)Customer Experience Department

3.1 Customer Service Process: Service is one of the very important parts of the company.

Customer experience department's works things related to it. There are some other factors related to the department like compliances, complaint, monitoring different activities etc.

As robi is the mobile phone company, after sales service here is very important. For every small issue (SIM replacement, SIM lost, SIM malfunctioning, Detail Information Collection) customers have to visit Customer Service Center weather WIC or SSD, or RSP, or RSD or 121 Helpline. Robi has 71 owned customer service center around the country named as WIC.It has also some small customer service centers named as RSP (RobiSeba Point)

3.2 Contact center: Contact center is the important part of mobile phone operator. Like other opertator robi has a 24 hours call center service. Call center service is handed over to 3rd party name genex. It's a renowned Indian company. It looks after all the things of it. Customer experience department monitors all of its activities.



3.3 Units of the Customer Experience Department: There are different teams exist within the customer experience department. These teams have their own unique tasks.

Basically Customer Experience Department consists of the following teams:

- WIC and Strategy Development.
- Quality Assurance Team
- Complaint Management.
- Partner Management Team
- Training and Knowledge Development.

The functions and activities of these teams are discussed in the following:

WIC and Strategy Development: WIC stands for Walk-In-Centers. The Walk-In-Centers are the medium of serving the customers physically. The primary responsibility of the WIC Strategy Implementation team is to ensure better customer service through the physical touch points.

Major Activities of physical touch points are mentioned in the following:

- SIM Change
- Address Change / Edit
- Lock / Unlock Request
- Add Deposit / SD refund
- Add Deposit / SD refund
- Ownership Transfer
- FnF Process
- Itemized Bill
- Reconnection
- Permanent Deactivation
- Voucher Refill
- Bar / Unbar
- PIN/ PUK Information
- Scheme Migration
- Refill Unbar
- Registration / Re-registration
- PIN / PUK Disable

- VAS Products Information
- GPRS, Fundose Activation and Deactivation
- Scratch card problem (Used / Invalid / Erased Voucher Requests)
- Payment of Bill
- ROBI Product & Service Information etc.

Some Conditions for the Coordinator of the WICs that Are Defined by the WIC Strategy Implementation Team:

- Average waiting time for a customer should not be more than 12.5 minutes.
- Average service time for the customers should not less than 2.5 minutes.
- The customers should get an attractive service environment.
- The service agents should be friendly enough while serving the customers.
- The customers should be offered to recharge his 018***** number from the service outlet.

2. Quality Assurance Team: This is one of the important team of robis customer experience department. They basically monitor weather the service is being delivered properly to the customers. 121 number is for the subscribers to get any help relted

The call centers of Robi are maintained by third party partner. The third party that is maintaining the call centers (121 helpline) the name of that is Genex. Genex is an outsourcing business that deals with some companies regarding their customer service facility rendering. The Service Quality Assurance Team is working for maintaining the service quality of Genex. This team provides training to the customer service agents of Genex who are providing service to the customers of Robi.

Beside that other tasks of quality assurance teams are-

- ❖ Hearing customers agents conversation. Weather agent is treating customers well and honestly is justified here.
- ❖ Team also calls some subscribers who took help from 121 to ensure weather GENEX is giving proper service or not
- ❖ Listening to different call records and if flaws are found notify it to concern authority etc

3. Complaint Management team: In mobile phone operator complain is a very common issue. To look after the customers complain management team are there. Different kind of complain can be found from different medium. Now a day's social media is one of the medium to complain about different issues. Customers want to know about different issues about different thing through

facebook, twitter etc. Complain management team looks after these matters. Beside that many complains also come from email. Complain management team looks after of these issues and reply the subscribers with proper solution. The team also tries to reach to the customers through their 018***** cell phone number, on which number they are facing that problem. Then after reaching to the customers the authority solves the customer's problem or negotiates any types of demand from the customers.

4. Partner Management Team: Another team of customer experience department is partner management team. This team is related to different management activities. This team basically looks after the contracts. Different contracts are being made with third party. Weather they are being followed properly or not this team looks at it. Different financial issues are also looked by this team. They also looks after different management issues of WIC, RSD etc. There is a big monitor under them in the department. From this monitor they observe average Handling time, integrated voice recognition, number of available service agent, number of logged on service agent, number of service agent those are out of reach, number of customers in waiting line etc.

5. Training and Knowledge Management team: Another team of customer experience department is training and knowledge management team. They are responsible for giving training and knowledge to different agents of WIC. Communicating with all channels before launching is one of its important tasks. The team trains the trainers and also enriches their knowledge. This team consists of 3-4 members.

(4)Project Part

4.1Introduction about the project

During my internship period in RobiAxiata Limited I have learned few things. As I have done internship on customer experience department ensuring customer satisfaction and providing efficient service to the customers are two of the important key issue here. One thing Robi do here that they evaluate customer satisfaction by different approach. They don't bind themselves within customer satisfaction only, they also approach to know about customer preference, take their suggestions and get to know whether they will suggest other robu or not. Beside that customer experience take some approach through which they can improve customer's performance too.

Customer is the most important part in any company. If customer is happy with the service the organization will do well. Many organizations instead of knowing the perception of customers give emphasizes on other things. Often it can be seen they suffer in the long run. At present though the situation is changing. Company is doing different survey to know about the experience customer had while taking the service. Among them most effective of it is Net Promoter Score (NPS).

4.1.1 History of NPS

Most leaders *want* customers to be happy; the challenge is how to *know* what customers are feeling and how to establish *accountability* for the customer experience. Fred Reichheld partner of Bain & Company was searching for a idea of customer loyalty. He knew this is something which assist organization to progress a lot. In 2003 he came up with the idea called Net Promoter Score (NPS) which measures how well the company treat with their customers and weather customers or clients will encourage other to use companies product or not. From there idea of NPS has started.

Reichheld began by thinking about how profitable, organic business growth occurs when customers and employees enjoy working together so much that they sing their praises to friends, neighbors and colleagues. He was looking for a way to measure what customers feel deep down inside, and how to establish accountability for this in the workforce. He decided that customer satisfaction surveys were insufficient because they seldom required a specific commitment and, being anonymous, did not map across to a specific trading event. After statistically testing several alternatives, Reichheld and his team settled for the classic question: “What is the likelihood that anyone would recommend Company X to a friend or colleague?”

4.2 Problem Statement

Most of the companies before don't used to understand customer perceptions about a service. Service is a broad term. There is not one correct way of defining a service. Unlike a product or good, which has tangibility, service and its consequences are far more complicated when defining the level of satisfaction acquired from the availability of the service. Zeithaml (2011) describes services as the deeds, processes and performances provided or coproduced by one entity or person for another entity or person. This to and fro between the provider and the consumer give rise to the consumer's expectation and perception. Consumer expectation is what the consumer desires the service provided by an organization to be. A consumer's expectation is usually based on the knowledge they have gathered about the service from a primary or secondary source.

Weather a company provides better service or not isn't correct if its assumed by the company. Its all depends on the what customers perceived. That's why Zeithaml said, by balancing a customer's

perceptions of the value of a particular service with the customer's *need* for that service, provides brilliant theoretical insight into customer expectations and service delivery. (Zeithaml, Delivering quality service)

In case of robi if customer experience doesn't understand what is lacking in their service, it's impossible to satisfy customers. Dissatisfied customers paves ways for many other problems in the organization. Through NPS customer experience department can identify where problem prevails. While taking good or bad either score agent asks the customer there reason behind giving that score. So whatever problem exists robi can successfully identify it.

4.3 Purpose of the Project

One of the main purposes of the project is to show how NPS adding values to the customers. Over the years, companies have developed many different methods for gauging the attitudes and behaviors of their customers. None of these methods is perfect; all are simply attempts to gather data that a company can use to improve its products and processes. From NPS we get to know in which stage organization is now and what to do for its further progress.

4.3.1 How NPS works

NPS means net promoter score. Through this many company today survey their popularity and other aspect. Through it a company can make sure how happy or angry customer is with the product or service. Customer experience department of robi follow NPS and try to reach out customers as much as possible. Through NPS approach we call random number to know about the satisfaction level of the subscribers. Here we follow a certain script through which we collect different information about customer. First when customer accept our call we greet them and ask them weather they have time to give some valuable information about some issues. If customer is positive then we ask them about the valuable information according to the script. Here we can also judge weather employees in WIC (Walking in Center) are obeying their roles properly or not. In NPS subscribers are asked to evaluate about the WIC or any customer center service in the scale of 0-10. Here 10 is the highest number and 0 is the lowest number. Customers give number according to the service they perceived. Here they considers agents behavior, service, management of everything, solution, quaae line everything then give number on the basis of 10.

Experience and relationship Net Promoter Scores fuel continuous improvement. Competitive benchmark scores inform a different set of decisions. They tell a company how it is doing, not just against direct competitors but against every competing alternative in the marketplace. That knowledge helps leaders

know where the major threats and opportunities lie. It helps them determine strategic priorities, such as where and how aggressively to invest. (Rob Markey, Feb 18 2014)

4.3.2 Importance of NPS and what organization getting from it

The purpose of the project is to show the importance of taking NPS score from customers and how its adding value to the company. Though main aim is to know whether customer is satisfied or not with the service we get to know and earn many things from it. First of all when an agent is calling a customer to know about their feedback customer starts to feel good that the company cares about their opinion. It strengthens the relationship of customer and the organization. Secondly when customers are asked to give number basis on the service or weather they will motivate other to take the product or service many gaps of service or product comes to their mind. So when they are asked about why did they gave bad marks they gives authentic reasons behind it. So whatever the gap is while taking nps organization get to know it and can work on it. By substituting a single question for the complex black box of the typical customer satisfaction survey, companies can actually put consumer survey results to use and focus employees on the task of stimulating growth. (Frederic, 2003)

The objective of NPS is clear. Its objective is to delivering actionable customer insights to people throughout your organization. How the data will be collected and how it will work everything will be mentioned in the report.

4.4 About NPS and Implementation of it in robi

3.4.1 Uses of NPS in Robi

After the invention of modern NPS system in 2003 like many other companies Robi also started taking NPS survey. As robi is one of the leading telecom industry of the country to know how customer is perceiving robi is very important. Subscriber's perception in mobile phone company is very important. So robi also felt the necessity to take NPS scores from the subscribers. Customer experience department of robi is assigned to monitor it and for analyzing the data collected from NPS survey.

3.4.2 How Robi take NPS scores

The way in which NPS score is taken is very crucial. Robi has given tab to all the walk in center(WIC) only to collect NPS score. Customers go to WIC with different problems. After solving the issues of the customer's agent give them tab to give number within 10. Sometimes they are asked to give number asking about possibilities to encourage others to use robi. Sometimes they are asked to rate the NPS considering the agents behaviors, service, WIC behaviors etc. Customers mark them according to the service they perceived. Robi arranges different kind of training also to enlighten agent of the robi about NPS. Considering the education rate of the country many subscribers unable to understand or realize how to give marks. So robi agents are trained about NPS, sometimes specialists from customer experience

departments also goes to different WIC and enlighten robi agents there. So that when customers unable to understand anything, agent of robi could make them understand it.

Beside that to recheck weather customer actually gave NPS scores or not in WIC, customer experience department call subscribers. They first ask subscribers weather they attended the survey or not. If they says they attended the survey. agent ask them weather they could remember what marks they had given so that CE department can ensure weather the NPS score is authentic or not. There is a possibility that the agent of the WIC can give high marks themselves not given by the subscribers. To check those recheck call is necessary. Apart from that there are many subscribers who don't give NPS score in WIC because they remained busy at that time. Sometimes agents of WIC don't tell customers about the NPS. To know the reasons behind not giving NPS these outbound calls are necessary. After knowing the reasons through calling customers about the invalid calls of the NPS, agents ask subscribers to give NPS through phone again. So there isn't any chance of missing any score of any number.

4.5 How Robi expanded taking NPS Scores

From recent past robi is trying to take NPS scores from more customers. They are trying to expand there NPS activity as much as they can. In all 72 WIC tab is provided so that customer can give NPS scores properly. As mentioned before CE department also calls different number for NPS Scores.

4.6 Different Segments of NPS

In NPS marks are segmented in 3 types. Here, 9 and 10 are counted as promoters. Customers who is loyal to robi and also influence others to use robi will be given 9 and 10. These customers are high valued customers. The people who are giving 7 and 8 are passive. They are not satisfied with the product but they are not enthusiastic to leave the product now. But they will leave if the service quality is not improved. Then there are 0-6 whom are counted as detractors. They are not satisfied with the product at all.



4.7 What Robi is getting from it?

For collecting NPS scores Robi is getting different things from different aspects. Its adding value for the company from different perspectives. How its adding value from different point of view is given below-

- **Understanding Customers:** One of the best benefits Robi is getting from NPS scores is that it has become convenient for the Robi to understand customers more properly. While taking NPS scores organization can understand for what reasons customers are not happy and what they actually want.
- **Pointing out the problems:** For mobile phone company like Robi pointing out crucial problems is very important. As after taking NPS scores agents ask them about their dissatisfaction for giving less number, so problem can be pointed out easily.
- **Increase Management Efficiency:** As different faulty can be found out in detractor sections of NPS, to avoid poor NPS scores managers also stays cautious and do their task properly. If managers can give efficient guidance, overall efficiency in the company increases.
- **Building Customer Loyalty:** NPS is a better way to measure customer loyalty. The system recognizes that measuring customer satisfaction isn't enough, companies must understand how loyal their customers are in order to better gauge how happy they are. When customer realize that the Robi is valuing their opinion and taking their complain into consideration than their arises loyalty among customers.
- **Increase Customer Satisfaction:** NPS also increases customer satisfaction among subscribers. After taking NPS survey Robi works on the problems customers complaining about. So there increases satisfaction among the customers.
- **Overall revenue growth:** If company can understand customers problem properly and take steps accordingly company will see revenue growth. NPS does exactly the same for the Robi. By substituting a single question for the complex black box of the typical customer satisfaction survey, companies can actually put consumer survey results to use and focus employees on the

task of stimulating growth.



(5) NPS Analysis

During internship in robi I have done some survey calling different numbers of Robi. I called 40 numbers of robi. Robi has its overall NPS average and also has some other data. But for the confidential factors I couldn't mention those data here.

I called different numbers to collect NPS scores. I called invalid numbers. Invalid numbers are those numbers whom didn't attend the survey in WIC. The result of the survey is given below with NPS scores. Because of the confidential issues the numbers of the mobile are kept concealed.

Numbers	NPS Score
018*****	10
018*****	7
018*****	9
018*****	7
018*****	5
018*****	9
018*****	9
018*****	8
018*****	10
018*****	10
018*****	8
018*****	10
018*****	9
018*****	6
018*****	9
018*****	5
018*****	9
018*****	10
018*****	8

018***** 7
 018***** 10
 018***** 9
 018***** 8
 018***** 9
 018***** 9
 018***** 8
 018***** 9
 018***** 10
 018***** 7
 018***** 6
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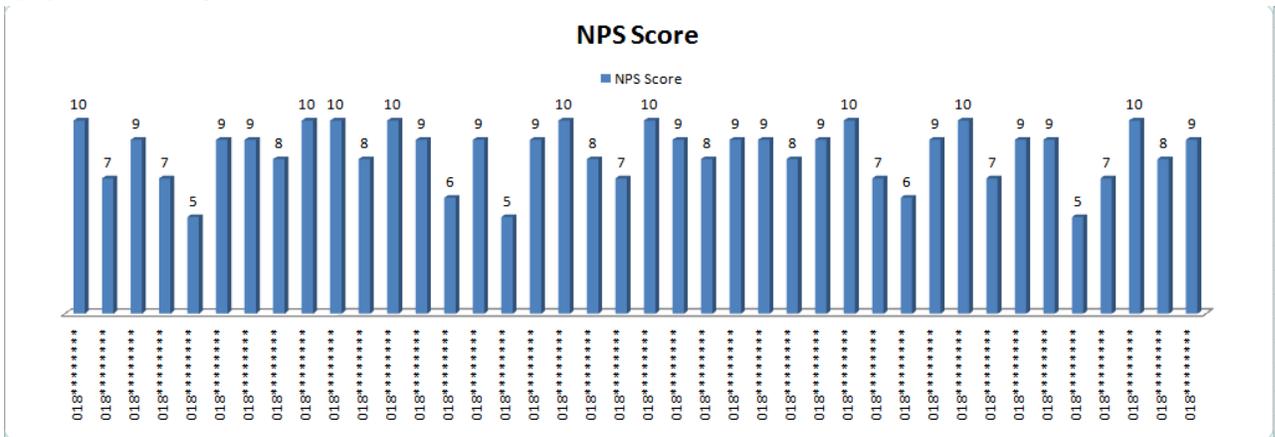


Figure-A

Row Labels	Count of Numbers
5	3
6	2
7	6
8	6
9	14
10	9
Grand Total	40

Figure-B: On Left these are NPS Number. On right how many people gave that number.

Here we can see in the Figure B NPS scores of the 40 numbers. From the survey it was found that 3 respondents has given 5 out of 10. Two subscribers have given 6 out of 10. Six subscribers has given 7 out of 10. Six subscribers has given 8 out of 10. About fourteen subscribers choose 9 out 10 and said will encourage others to use robi. Highest number of subscribers has given 9 among forty subscribers. Nine subscribers have given the highest NPS scores to robi. They gave 10 out of 10 and were very appulsive about robi. They claimed themselves very loyal to the organizations and encourage others to use robi.

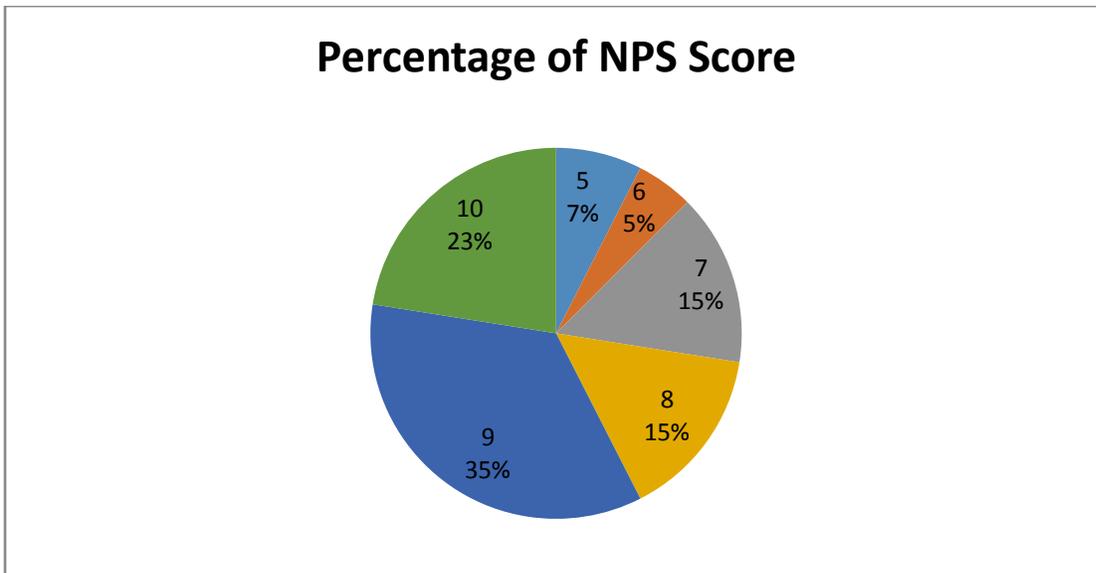


Figure C

Here in the figure C its shows the percentage of the survey participants

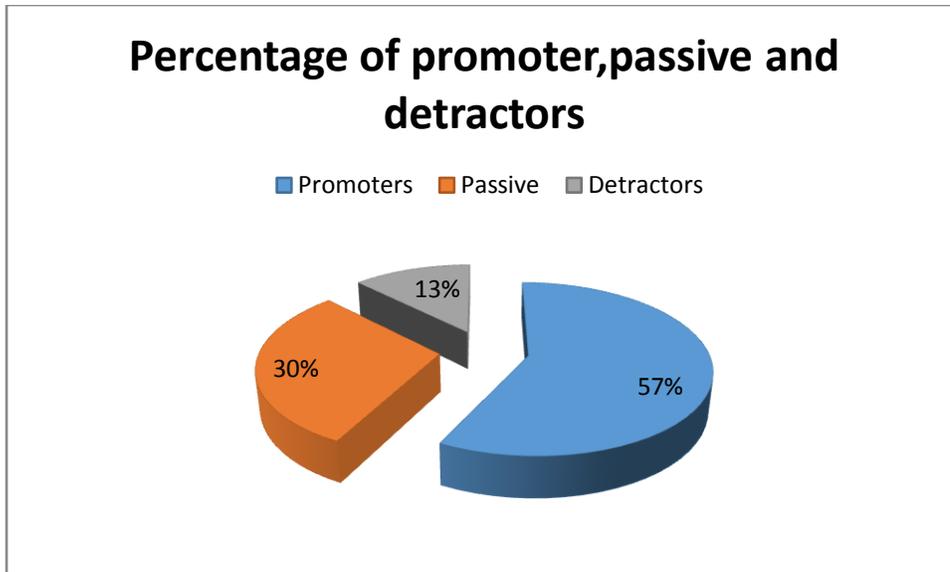


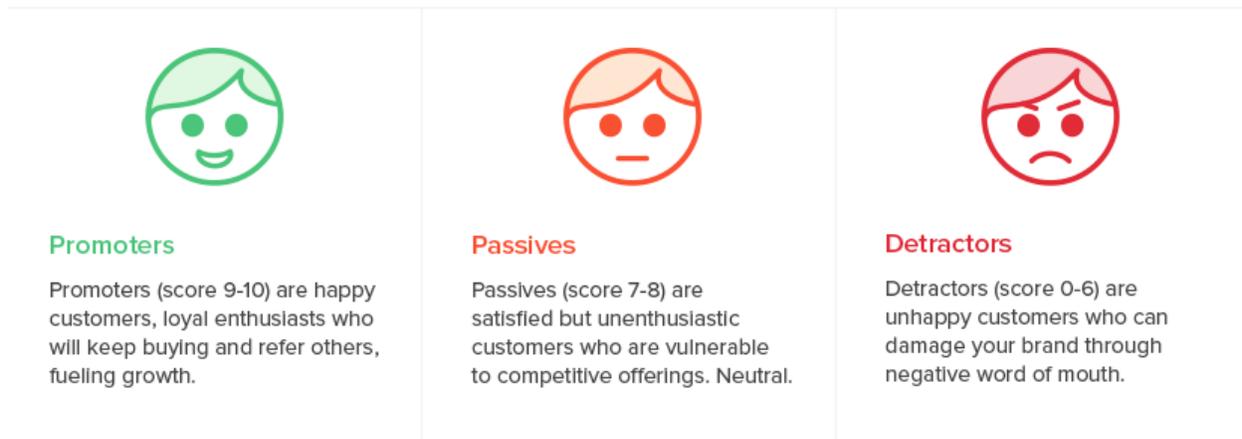
Figure D

In the survey 57% of participants were promoter. Promoters are loyal, enthusiastic fans. They sing the company's praises to friends and colleagues. They are far more likely than others to remain customers and to increase their purchases over time. Promoters are those who gave 9 and 10 on the survey. It is very important to retain them. If the high-value customers are not submitting NPS ratings of 9 or 10, perhaps you might want to perform deeper analysis on why. (J.Rowe, Oct15 2015)

In the figure D its seen that from the survey 30% of respondents were passive. We call this group "passively satisfied" because this group is satisfied—for now. Their repurchase and referral rates are as much as 50 percent lower than those of promoters. While calling them they were neither loyal to the robi nor dissatisfied with the service. They exists somewhere in the middle. There are probability of both stay and leave the robi.

In the survey there were few people who were not happy with the robi service. In the survey there marks were below 7. In my survey mostly they have given 5 and 6 not less than that. This segment is called detractors. They were not happy with the service. They were complaining about different issues. One of the major complains of these detractors call was network. Poor network coverage is one of the common complain robi usually gets from detractors calls. Another issue that came from the survey was balance deduction. Subscribers who gave 5 or 6 in the survey complained about it. They were saying their balance was deducting without any reasons.

Net Promoter Score = % of Promoters – % of Detractors



To come up with an actual Net Promoter Score, survey takers subtract the percentage of detractors from the percentage of promoters. The higher the score, the more likely customers are to stick with you. (M. McGovern, Feb 19, 2013)

Detractors Complain

Even though we have a good number of promoter percentage in our NPS score there is always a place for improvement. While listening to the calls we can see many people give good score without understanding the thing properly. Though they are giving good marks, they are complaining about few things. The main problem the subscribers often talk about is network. In the calls we often get to know that the subscribers are very dissatisfied with the network. After giving good number for service they often complain about it. Even though the number is more than average their perception deteriorates about robi. These things need to take into consideration to improve about NPS furthermore.

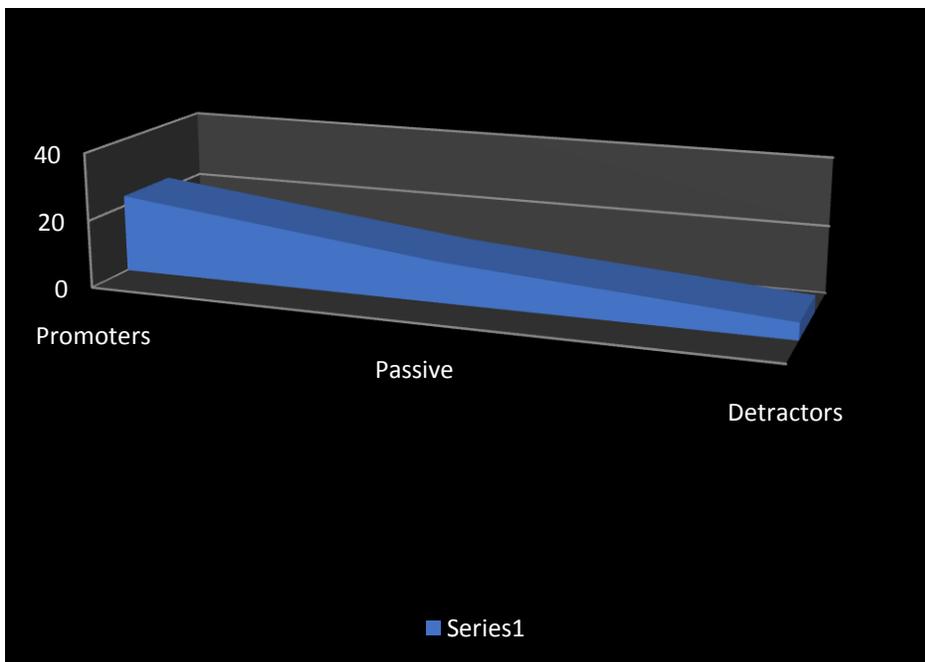
Another complains we often get to know is deduction of balance. Many subscribers without knowing active many unwanted service. We often see this is the main reason behind balance deduction. Considering the illiteracy rate that's a common issue.

Some of the passive and detractors subscribers emphasize on reducing the call rate. According to some of them call rate of robi is little bit high and the emphasized on lessening it.

Another complains we got from the survey that sometime agent kept them waited for long when they went to take the service in WIC.

How to boost NPS scores:

Better customer service means team work. When the team is passionate, energetic and focused about customers, any company can boost their NPS scores. Robi needs to take the detractors complain seriously and notify it to concerned team to solve it as soon as possible. If all the department of robi can work as a team and solve all the problems percentage of detractor calls will decrease as well as organization will see boost in NPS scores. As mentioned before most of the detractor's customers were not happy with the network of Robi, call rate and balance deduction. Suitable steps need to be taken to solve those issues.



(6)Methodology, Timeline and Limitations

6.1 Methodology

For preparing this report both primary and secondary data was required.

Primary data: Many data is collected here through primary medium. The way primaray data were gathered are-

- Personal observations
- Face to Face conversations with the officials
- Practical Experience
- Visit

Secondary Data

Some secondary data were explored and included to have a better understanding. Main Secondary data sources were-

- ❖ Relevant books and annual reports of Robi Axiata
- ❖ Print media and web Journals (websites, magazines)
- ❖ Robi Axiata interns' resources in their server
- ❖ Internship reports
- ❖ Robi Axiata internal website (interact)

6.2 Timeline

The internship period in Robi was 3 months. In these 3 months I had vast exposure with different things in Robi. For the survey the calling segments took 4 days.

6.3 Limitations

During preparing this internship report there were few limitations. First of all, department follows very strict policy about giving the information. They keep their information confidential. So for the sake of creating an effective report and analysis, some assumption were hypothetical as the exact information is very confidential and forbidden to express. In addition to these limitations, the author had to face another constraint and that was, being an intern one had to do departmental job and also had to take time from others to take information about the report itself. This became a challenge to maintain time schedules properly. Beside that most of the data is collected from customer experience department as there was no exposure to other departments.

(7) Findings and Recommendation

7.1 Findings

There are many aspects we can find from this report. During taking NPS scores we can clearly understand the perceptions of the customers. How customers are seeing Robi as a service provider. 57% of customers are very happy with Robi's service with 30% of passive customers. The number is not bad. But there are 13% detractors too. So Robi need to work out on those detractors calls.

Beside that from taking NPS scores we can assume companies positions too. Here in our report we have done the survey among 40 respondents and already can get an some sort of idea where companies positions are at the moment. When customer experience department do the survey with vast numbers they gets more clear idea.

Another thing we can find out from NPS survey is actionable insights. There are many things customers are unhappy with but organizations don't know about it. From taking NPS scores organization get to know about it and can take actions. It can be only known when customers and organization can be connected directly.

Beside that from this project we can actually get to know where the main problems of the customers exist. In which particular area customer is unhappy with. Organization takes steps according to that and makes adoption with the customers likewise.

7.2 Recommendations for Robi to Improve Its Customer Service to Achieve Maximum Customer Satisfaction: Robi can ensure maximum customer satisfaction from the viewpoint of its customer service activities by the following ways:

- ❖ **Increase the number of service center:** Compared to other two big Telecom company, Robi do not have enough structured Customer Service Center Policy (CSCP). At present Ad-Hoc basis service centers are present in the large portion of the market, which are also in very bad condition. As most of the customers are rural, so the operator should enhance the WIC in the Thana level.

- ❖ **Arrange more training for Customer Experience Personnel Development:** Robi have a very good employees working in customer experience department. If they can be trained more with different workshop robí's customer experience department will be more effective than ever.
- ❖ **Independent, Powerful and Influential Unique brand image Brand:** Working in this organization, it is found that, this organization lacks a single and unique brand image as like other telco industries do. What we can visualize the moment we utter the words of other same industries: like: GP- best network; BL- Cheapest Network and amazing in color: Airtel: only for young and vibrant people. Now Robi: stands for what? This question mark arises even among the people who are recall this brand as AKTEL which was the previous brand image of this company. Robi really requires to work hard to quench the brand image. Though, the space in the market is really hard to find to fill it in with such brand image, because they are already preoccupied. Several options could be explored like: Digitalization.
- ❖ **Make Subscribers more aware about NPS:** Many customers are seen don't understand at all how to give nps scores. Sometimes they press in tab without knowing what it is. Even in phone when we ask them to give number within 10, many of them are unable to understand it. So agent need to make customers understand more clearly what NPS is actually is.
- ❖ **Improving Network Quality and Availability:** Most of the detractor calls from this NPS project gave objection about network. In many rural area network is still an issue here. Still in many vital parts of the country Robi has poor or no network. Robi needs to improve its BTS (Base Transmission Station) number and quality as it is also very vital thing for choosing the Telecom Operators.
- ❖ **Improving Tariff Plan:** Most of the customers are not happy with their current tariff plan. As Robi has huge potential market to grow, it can use it as a tool to grow in the market by giving customer segment wise tariff plan, which will attract different class of people. Customer segments can be
 - Professional Class
 - SME
 - Students
 - VFM (Value for Money)

- Family Plan.

According to these segments they can make different tariff plan for different kind of customers.

Conclusion

Robi is aiming to become one of the leading and efficient service providers of the mobile phone operator. Service is a very important elements of a company. Better service is directly related to better customer satisfaction. In a company where customer is satisfied with the product or service they can go a long way. Customer satisfaction is the main indication weather customer will recommend others or its loyalty. NPS do the exact thing to the robi. NPS is very much popular among the top companies. More than two thirds of fortune 1000 companies are using NPS now. This is very effective to recognize the loyalty of customers. That is what we can see from this internship report. Its guiding customer experience department where the problem exists. According to the problem robi takes steps to overcome those obstacles.

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