

ROBI AXIATA (BANGLADESH) LIMITED

Internship Report

On

Loyalty Program Of Robi

Spring 17



Prepared For-

Shamim Ehsanul Haque

Associate Professor

BRAC Business School

BRAC University

Prepared By-

Suraiya Mou

13104232

BRAC Business School

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Letter Of Transmittal

14th February, 2017

Shamim Ehsanul Haque

Associate Professor

BRAC Business School

BRAC University

Sub: Submission of internship report for completion of course.

Dear Sir,

With high respect I want to state that I have finished my internship report on “Customer Life Cycle Management of Robi Axiata Ltd.”. While working with Robi I got the first-hand experience to learn about their customer Life cycle management. Doing elaborate research I finally compiled my internship report in a comprehensive manner with sufficient resources.

In this internship report, though I faced some challenges but me and my team members of Robi’s collective efforts helped me to overcome them. It was a great opportunity given to me by which I could create a link between academic and corporate. I would like to use this platform to thank you for this opportunity. Lastly I would like you to kindly accept my internship report and acknowledge my hard work.

Sincerely Yours,

Suraiya Mou

13104232

Acknowledgement

At first, I am thankful to almighty Allah for giving me strength, courage and ability to accomplish the internship program as well as the internship report in a scheduled time in spite of various complications. It gives me immense pleasure to thank a substantial number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report.

Initially, I would like to express my gratitude to internship supervisor Shamim Ehsanul Haque. His guidance and feedback made everything crystal clear. At first, I was jumbled that whether I would be able to make a fruitful report but with her assistance, I found a way to do everything accurately and in time. She kept me on track to complete this report and her propositions were vital in making this report as flawless as possible.

Furthermore, I must show my gratitude to my supervisor of Robi Axiata Tahmina Husna Tandra who willingly took my responsibility and gave me lot of time and shared his working experiences with me. Her guidance showed me a way not only to understand the office culture but also how to deal with all the employees around me.

I would also like to express my sincere thanks to all the employees of Market Operation Division of Robi Axiata who helped me during my work tenure and made my experience a memorable one.

Executive Summary

This report is a reflection of the learning and experiences acquired through an opportunity to be associated with Robi Axiata Ltd. for an internship under the Market Operations department. This department is made up of many sub-departments; however, this report focuses on the ones that were closely observed. The main sub-departments were the CLM and Loyalty & Winback. Some major responsibilities of mine were ,Update Partner Tracking list (Dhonnobad Program), Send Work orders , Update partner operators contact address, Various survey calls, Meeting with agents. To retain their customers they have come up a loyalty program called “Dhonnobad Program”. During my internship I get the opportunity to closely observe this program. Loyalty program is a new concept in our country, therefore I have decided to prepare my report on the loyalty program of Robi to compare it with the theoretical concept of loyalty program. In this report I have thoroughly discussed about the loyalty program of Robi and compared it with the theoretical perspective.

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1. Organizational Overview

One of the most significant industries, playing a vital role in the economy of Bangladesh is telecommunication sector. In Bangladesh currently there are six telecom operators are operating and ROBI is the second largest telecom operator in Bangladesh in terms of revenue and third largest in terms of subscriber. ROBI is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia holding 91.59% of the ownership and NTT DOCOMO INC, Japan holding 8.41% of the ownership (Robi, 2016). Robi supports 2G and 3.5G voice calls as well as 3.5G data service, offering high speed internet connectivity

The company has the widest International Roaming coverage in Bangladesh connecting numerous operators across more than 145 countries. Recently Robi and another renowned telecom operator Airtel merged together. This merger is considered to be to be one of the largest business events in the history of Bangladesh. Both the company will be benefitted by this merger.

With its strengths and competencies developed over the years, Robi aims to provide the best service in terms of coverage and connectivity to its customers all over Bangladesh.

1.1 Product Offering

Based on subscription category of the general subscribers Robi mainly offers five types of products. They are given below:

- Robi Corporate
- Pre-paid
- Post-paid
- International Roaming
- Value Added Service

Robi Corporate

Robi Corporate is originated on a robust network employing cutting-edge technology providing the ultimate solutions in terms of voice clarity; a continuously expanding nationwide network coverage; abundant international roaming global partners; popular value added services (VAS);

quality easy-access corporate customer care; competitive and tailored tariff plans and specific billing.

Pre-paid

With the most affordable benefits and associated values, Robi offers the best mobile phone experience in Bangladesh with superior OCS network.

Post-paid Package

For entrepreneurs Robi offers a different three packages .

International Roaming

Robi International Roaming Services allows Robi subscribers to make and receive calls while travelling to other countries; provided that Robi has to have roaming agreements with the respective operators in foreign countries.

Value Added Service

A value-added service (VAS) is a popular telecommunications industry term for non-core services, or in short, all services beyond standard voice calls and fax transmissions.

1.2 Objective of the Company

Robi started its commercial operations as a GSM cellular phone operator with the objective of offering state-of-the-art and modern telecommunication services to the people of Bangladesh at competitive prices.

1.3 Purpose

Robi's purpose is to empower their customers. They claim that, —We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services. They also believe that, —We will keep our promises and deliver. We will innovate, execute fresh ideas and, as a nationwide organization, we will be respectful of our customers and stakeholders.

1.4 Mission

"Robi aims to achieve its vision through being 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."

1.5 Vision

"To be a leader as a Telecommunication Service provider in Bangladesh."

1.6 Logo and Visual Language

The logo of Robi Axiata Ltd. is. It symbolizes balance, movement, and change. Their logo always appears in Bengali. Special authorization is required if the logo is presented in English.



Figure 1 Logo and slogan of Robi

1.7 Market Share

Robi is the third largest telecom operator in Bangladesh in terms of market share. Currently, they own 22% of the market share.

1.8 Departmental Overview

Robi Axiata Limited is a vast organization with various functional units. The organization is headed by the Chief Executive Officer (CEO). Currently, the organization consists of nine divisions. Each division consists of several departments. There are six CXO who controls these divisions.

There are nine divisions at Robi Axiata Limited. These are market operations, finance, corporate strategy, corporate regulatory affairs and legal, human resources, technology, administration, enterprise program management, and internal audit.

2. MY EXPERIENCE

2.1 My Department

At the beginning of my internship, I was assigned to Loyalty and Win back under Customer Lifecycle Management (CLM) unit of Market Operation Division.

The full form of CLM is “Customer Lifecycle Management”. The term Customer Lifecycle Management is used to describe the progression of steps a customer goes through when considering, purchasing, using, and maintaining loyalty to a product or service.

Implementing the CLM, Robi tries to gain profit from its current customers and also to make attraction to draw new customers. The cost of attracting a customer is always higher than retaining and the maintenance of the current ones, and so Robi carefully consider all those moments that the customers go through in every stage of their consuming period. Mostly in a service providing business customers needed to be careful during every stage so Robi put major importance in CLM to retain its customer and also for marketing.

Robi’s CLM process starts from advertising, acquiring and end up making stable customer or silent or churn customers. Stable customers are those who remain loyal to the company and the silent customers are who switch to another operator(s). Most of the silent customers are considered as bounty hunters; they look for bonus and offer every time. Robi’s CLM process is to retain these types of customers. Robi uses advanced analytics and customer profiles as inputs for designing interventions, which incrementally improve customer attachment to Robi and drive win-backs. CLM is to develop and supervise the campaigns and ground initiatives for activating Silent SIMs, and building the loyalty of high-value segments (through reward / loyalty programs), and with their International roaming service. There are two ways through which customers can be communicated – above the line communication (ATL) and below the line communication (BTL). Robi Axiata applies both, but International Roaming team’s work is based on BTL communication, because they deal with very small and niche segment which includes mostly CEOs, MDs, businessmen of different companies, and other high profile personnel of the country.

During my internship, I worked under the supervision of Tahmina Husna Tandra, General Manager of CLM. I also worked with Towfiq Imam, General Manager, Loyalty & Win back and Mr. Casper Richard Roy, Manager Loyalty and win back department. CLM team has 6 members and Loyalty and win back team are currently consisting of three employees only.

2.2 Jobs & Assignments

While working as intern in Robi Axiata Limited I was assigned to different tasks which includes

- Update welcome SMS
- Update Partner Tracking list (Dhonnobad Program)
- Send Work orders
- Update partner operators contact address
- Various survey calls
- Meeting with agents
- Project on “How to increase the awareness of Dhonnobad Program”

Update Partner Tracking list (Dhonnobad Program)

Robi Dhonnobad is a customer loyalty and wins back program of Robi. It is a counter program of GP's Star program. Dhonnobad program is not very old and Robi is undergoing contract with the different business institution. By this contract agreement Robi will promote the business institution to the Robi Dhonnobad customer but in return, the business institutions have to give a certain discount as mentioned in the contract to the Robi Dhonnobad entitled customer. During my internship period, I have to prepare the contract agreement which is known as Memorandum of understanding(MOU). This contract papers are signed by the General manager and manager of market operation division(Loyalty & win back). Robi assigned two vendors Enroute and market access to contact these partners. These papers are signed and return back to Robi. After that I make a database of these contract papers by putting reference numbers. These reference

number helps to find out these contract papers in future. Currently, Robi has more than 3500 contract papers. So managing a database of these contract papers is needed for a smooth operation. I have to update the details of these partner business institutions in an excel file. During my tenure as an intern I have successfully entries around 1000 details of the partner business institution.

Send Work orders

During my internship, one of my main tasks was to prepare work orders. The work order is a software, which is used to send bulk SMS directly to customers. As discussed previous that I have worked under CLM and loyalty and win back division under CLM , so I had to configure work orders for both different kinds of campaigns of CLM and different partners of loyalty and win back . To inform customers about these facilities work order and bulk SMS is used. It is a cost effective way of promoting the partners and also inform these huge number of customers directly. The sending work order is an easy procedure but certain protocols must be followed while sending the work orders. The work orders which I sent were in 14 slots. Each slot can send up to 1.2 million SMS per day. So while performing the task I had to make sure that the customer base number does not exceed 1.2 million. I also have to carefully write the message body because this message will directly send to the customers.

Update partner operators contact address

Loyalty and win back division has around 3500 partners all over the country. They are doing partnership with many other partners everyday so the partner number is increasing. One of my important tasks was to update the partner list. In an Excel file I have to update the new partners' information and give it a reference number.

Various survey calls

During my internship period I have to call customers for various kinds of survey purpose. My team members from CLM department and Loyalty department have to do different kinds of survey very often. For their survey purpose they used to give us number list and from that list we used to call the customers to collect information.

Meeting with agents

For Loyalty and winback program I have to meet with various vendors and partners who are willing to do partnership with Robi. In that meeting me along with my team members discussed about the terms and conditions of the partnership agreement.

Project on “How to increase the awareness of Dhonnobad Program”

During my internship I was assigned to a project named “How to increase the awareness of Dhonnobad Program” . In that project I had to suggest some ways to increase the awareness of the loyalty program to the Vice President of CLM department.

2.3 Leanings

During my internship program in Robi I learned a lot of things. Most of my tasks were MS Excel based. I had intermediate skills in MS Excel Both of my supervisors helped me to enrich my skills in MS Excel. During execution of different tasks, I have learned new application of Excel.

During my internship program, I attended a lot of meeting. The purpose of attending this meeting was to observe and learn how to deal professionally. My supervisor always inspired me to participate in the meeting and share my views. It is really motivating and a great learning for me.

Most importantly while working for this company I subconsciously learn the corporate etiquette from Robi’s corporate culture. Actually, it is not learning; rather it is acquiring and that is how I

get myself acquainted with the corporate culture. I also got myself familiarized with the work routine and work process of this big company. It helped me to become more punctual and dedicated towards the task. In Robi most of the tasks had a deadline. The tasks with deadline helped me to plan and organize the task accordingly so that I can complete the task before the deadline. This is a great experience and achievement for me. Because of this practice now I can organize my works more efficiently.

Difficulties Faced

During my internship period at Robi I never faced any major difficulties in doing any of my jobs. Moreover my supervisors and team members were very co-operative and helpful . Whenever I face any difficulty, I informed the matter with my supervisor and they are always there to help me and solve the problem. If the managers and my supervisors are not around then my other team members helped me a lot to solve the problem.

3. Project: Analysis Of The Loyalty Program of Robi

3.1 Introduction of the project

The name of Robi's loyalty program is "Dhonnobad Program". In this part of the report I will discuss about the "Dhonnobad program" and will analyze it in the broad perspective of loyalty program.

3.2 Purpose of the project

The purpose or objective of the project is to compare Robi's loyalty program with the theory of "Loyalty Program".

3.3 Limitations

Many difficulties and hurdles were faced while preparing this report. The main problem is Robi has a very strict IT policy; as a result, the information could not be transferred properly. Secondly, departmental related information is confidential in nature. So, it was impossible to gather that sort of information. In addition to these limitations being an intern, I had to manage all the works of the Market operation division as an intern and also gave time to the Manager personnel to understand their project and do the work properly.

3.4 Methodology

For preparing this report, both primary and secondary data was necessary.

Primary Data Source

The primary data were taken to make an effective report while working in Robi Axiata. Main primary data sources were-

- Personal observations and experiences
- Face to face conversation with the officials
- Record files used during for the recruitment and selection process
- Partners Database

Secondary Data Source

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)

3.5 Literature review: What Is Loyalty Program

Loyalty program is a program which gives extra benefit to the loyal customers in different ways. According to Alejandro, Kang, Groza (2016), “This extra benefit can be financial or non financial and The ultimate goal of such programs is to increase consumer spending in their particular store and to capture a greater share of customer wallet.” There is always a debate on the efficiency of the loyalty rewards as financial terms and non financial terms. Research shows that sometimes loyalty program fails if they give financial benefits. So the researchers think that the loyalty program should give non-financial benefits like, status, habits, and relationships. They also found that customers felt more attached to the brands for the non-financial benefits.

Loyalty program is also about retaining the loyal customers. According to, Bahri-Ammari. N (2012),

“Loyalty is, rather, a defensive strategies designed to keep the most profitable customers and ensure profitability [9]. Customer loyalty program is defined as: “...mechanism for identifying and rewarding loyal customers” [10]. The objectives consist in: selling more expensive, making higher profits generated by customer, reducing costs and the recommendation effect or free advertising.”

From here we can say that loyalty programs are mainly a strategy to retain the loyal customers through giving different kinds of benefits.

3.6 Robi Dhonnobad Program

Robi Dhonnobad is a customer loyalty program of Robi Axiata Limited. The main purpose of this program is to praise the loyal customers of Robi. By this program, Robi wants to convey a message to their valued customer that they care for their customers. Customer Loyalty and Win Back team of Customer Lifecycle Management Unit of Robi look after this program. The team is very customer centric and very dedicated to provide the best possible service to the customers.



Figure 2 Logo of Dhonnobad Program

Robi Dhonnobad' program is not a very old program. All the competitors of Robi have similar programs to pamper the customers. The mission of this program is to become the best customer loyalty program in the telecom industry of Bangladesh. At Robi, the top and foremost priority is our customers. One of our key values is —Customer Centricity and our continuous strive is to provide our customers with the best possible services. Over the years, Robi has established itself as a company that is committed to bringing in new benefits and services for its customers. Robi Dhonnobad program is the newest endeavor to delight our customers and offer them something more. While others are focusing on high spending long term customers, Robi believes that each and every customer deserves to get something. Keeping that philosophy in mind, Robi has categorized all our customers into 6 different categories and for every category, there are certain benefits. The categories are Platinum Ace, Platinum, Diamond, Gold, Silver, and Bronze.

How Dhonnobad Program Operates

Robi believes that each and every customer deserves to get something. Keeping that philosophy in mind Robi Dhonnobad entitled customers are categorized into six categories ranging from bronze to platinum ace. The customers are categorized based on monthly usage and customer lifetime. The following chart explains the category of Robi Dhonnobad entitled customers.

Age of Network	Last 3 months average usage (BDT excl. Supplementary Duty (SD) + VAT)			
	< 301	301 - 800	801 – 1800	> 1800
< 3 Months	Bronze	Bronze	Bronze	Bronze
>3- 12 Months	Bronze	Silver	Gold	Diamond
13 – 36 Months	Bronze	Gold	Diamond	Platinum
> 36 Months	Bronze	Diamond	Platinum	Platinum Ace

Figure 3 category of Dhonnobad Customers.

Dhonnobad Program - Platinum Ace:

Platinum Ace are one of the top most tier customers of Robi Dhonnobad program. For a Platinum Ace customer, Robi brings the best in class benefits which benefit user's true status. Platinum Ace can now enjoy exclusive discounts at Robi's partner outlets across Bangladesh which include food, clothing, lifestyle, jewelry, leisure, healthcare and much more. Robi understands that these tier of users are extremely busy and they don't like to wait for a query. To reduce their waiting time at Robi Customer Care centers, Robi Axiata, and Dhonnobad Program have arranged priority service for platinum Ace customers if platinum ace customers are visiting Robi Customer Care Centers to avail a service, they will get priority over others and will be served immediately whenever a Customer Care Executive is free to serve. Moreover, If Platinum Ace customers have lost their Robi SIM card or need to replace it, just visit any of Robi Customer Care centers. Along with priority service, they will get their SIM replaced completely free of cost. Dhonnobad Program also brings another good news for their valued customers. What if they are calling Robi's contact center? Yes, they will get priority in Robi's contact center as well, meaning, while others will be waiting for an agent to respond, call from platinum Ace will

be prioritized and specially trained agents will handle their query. Dhonnobad Program promises to bring in the best possible benefits for their platinum Ace as an appreciation for their long lasting relationship with Robi.

Dhonnobad Program – Platinum

In Dhonnobad Program Platinum customers are in the second position. As like platinum customers, platinum customers can now enjoy exclusive discounts at Robi's partner outlets that include food, clothing, lifestyle, jewelry, leisure, healthcare and much more across Bangladesh. Robi also brings many more service benefits for long-standing customers like Platinum Customers. Platinum customers are now entitled to priority service at Robi Customer Care centers where platinum customers will get priority over others and will be served immediately whenever a Customer Care Executive is free to serve. If you Platinum users lost their Robi SIM card or need to replace it, they just need to visit any of Robi Customer Care centers and along with priority service, this time will get the SIM replaced free of cost.

As a Platinum customer under Dhonnobad program, customer call will be prioritized in contact center as well, meaning, while others will be waiting for an agent to respond, Platinum's call will jump the queue and specially trained agents will handle customer's query. Robi promises to bring in the best possible benefits for Platinum as an appreciation for long lasting relationship with Robi.

Dhonnobad Program – Diamond

Diamond category is one of the largest category of Dhonnobad program where the number of users are high. As a Diamond customer, subscriber is eligible to get discounts at Robi partner outlets that include food, clothing, lifestyle, jewelry, leisure, healthcare and much more across Bangladesh. Robi feels happy to inform that if diamond customers are calling our contact center, they will get priority service. Moreover, they will get cost-free sim replacement service from Robi Dhonnobad.

Dhonnobad Program Gold

As a Gold customer, Gold are eligible to get discounts at Robi partner outlets that include food, clothing, lifestyle, jewelry, leisure, healthcare and much more across Bangladesh. As an

appreciation for relationship with Robi, Dhonnobad program informs you that gold can get Free of cost SIM replacement at Robi Customer Care Centers.

Dhonnobad Program – Silver & Bronze

Dhonnobad program also brings some benefit for silver & bronze customers. Silver and bronze customers will get different amounts of benefit at different partner outlets of Robi dhonnobad programs. Silver will get prioritise service in the customer care service. Bronze is not getting this facilities currently.

How Dhonnobad Program Delight the Customers

Dhonnobad program is a very active customer delight program. Robi offers various discounts in various shops and business institution to the Dhonnobad entitled customers. The business institutions whose discount Robi offers to the customers are the reward partners of Robi. The partners give discount to Robi customers from 10% upto 50% discount. The condition to become the partner is the business institution must allow a predetermined discount to the Robi Dhonnobad entitled customer. In return, Robi will promote the business institution to the customers by sending SMS regarding the business institution. In this way, Robi delights the customer as well as increase Robi Dhonnobad entitled customers footfall in the partner's business institution. Till date, Robi has a partnership with more than 3500 business institution all around Bangladesh.

3.7 Findings and Conclusion

From the analysis above we can see that Robi's loyalty program gives benefits to both their customer and their partners. They are giving benefits to their customers through discounts in their partners outlets which is a financial benefit. On the other hand they are doing their partners promotion through SMS which is a non financial benefit. In this point from our previous discussion we can see that the main concept of loyalty program is to give extra benefit to the customers in order to retain them. How the benefit will be given was not specified. So we can assume that, the organization can give benefits from their own resource or using others resource.

If we follow this statement then we can say that the loyalty program of Robi is following the original theory of “Loyalty Program”

To conclude we can say that Robi one of the largest mobile operator of Bangladesh has the most strongly build loyalty program in our country, which follows the theory of Loyalty Program. With its 3500+ reward partners it gives financial benefit to its customers.

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