



Inspiring Excellence

BRAC University

Internship Report on

Analysis of High Value Customer Acquisition System of
Robi Axiata Limited



Submitted To

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Submitted By

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Prefatory Part

1.1. Letter of Transmittal

20th April, 2017

Ms. Adiba Naoshin

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Sub: Submission of internship report for completion of course.

Dear Madam,

With high respect, I want to state that I have finished my internship report on “Analysis of High Value Customer Acquisition System of Robi Axiata Limited”. While working with Robi I got the first-hand experience to learn about their HVC acquisition system. 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,

Umme Atia Binte Abid

Student ID # 13304068

1.2. Acknowledgements

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 **Ms. Adiba Naoshin**. 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.

I am obliged to the organization Robi Axiata Limited, where I have done my internship in last 3 months with a lots of activities which enriched my practical knowledge of real life working experience in telecommunication sector. I am thankful to Enterprise Business Department of Robi Axiata Limited and **Abul Kalam Mohammad Nazmul Islam**, Vice President Enterprise Business of Market operation division at Robi, **Quamruzzaman Rubel & Rowshan Jahan Urmi**, Manager. Without their help and support completing this report would not be possible.

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

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1.4. Executive Summary

My internship report is about “**Analysis of High Value Customer Acquisition System of Robi Axiata Limited**”. I have structured my report into 4 parts. In the prefatory part I added the transmittal letter, acknowledgements, table of content and executive summary. In the organization part I briefly discussed about the organization overview, hierarchy and departments. It also includes Principles and purposes, key achievements and mission and vision. Project parts contains overview of the project which describes the enterprise business and HVC acquisition system with different tasks and steps of the entire system. I have also added a list of task that I was assigned to. I have prepared a swat analysis from my findings and a few case studies based on my experience. As a conclusion I have added a few recommendations that could increase the overall effectiveness of the HVC system. I have ended my report with a supplementary part which includes list of references that I used for collecting primary data.

Organization Part

2.1. Company Background

The first merger of Bangladesh's telecom sector has come into effect with the beginning of the operation of Robi Axiata Limited as the merged company on November 16, 2016. Following the merger of Robi and Airtel, the merged company is now known as Robi Axiata Limited.

Robi Axiata Limited is the second largest mobile phone operator of Bangladesh and the first operator to introduce GPRS and 3.5G services in the country. The company has introduced many first of its kind digital services in the country and has invested heavily in taking mobile financial services to the underserved communities in the rural and semi-urban areas.

It is a joint venture between Axiata Group Berhad, of Malaysia, Bharti Airtel Limited, of India and NTT DoCoMo Inc., of Japan. Axiata holds 68.7% controlling stake in the entity, Bharti holds 25% while the remaining 6.3% is held by NTT DOCOMO of Japan.

Having successfully completed the merger process, Robi has emerged as the second largest mobile phone operator in Bangladesh with approximately 32.2 million active subscribers. The merged company has the widest network coverage to 99% of the population with over 13,900 on-air sites of which over 8,000 are 3.5G sites.

The company 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 Robi Axiata Limited.

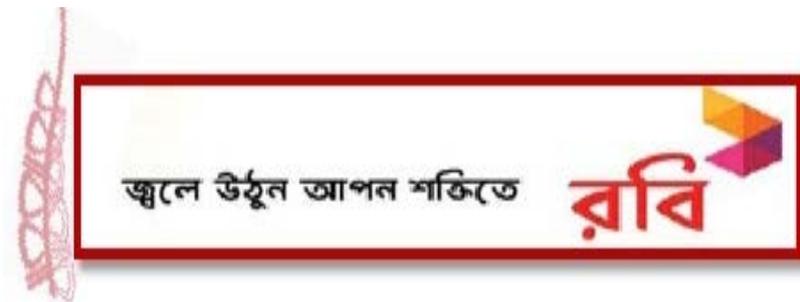
Supported by a strong corporate governance framework its employees approach every challenge with I can, I will attitude and uncompromising integrity while putting customer at the center of all its activities.

2.2. Mission and Vision

Mission: Robi aims to achieve its vision thorough being no. 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.

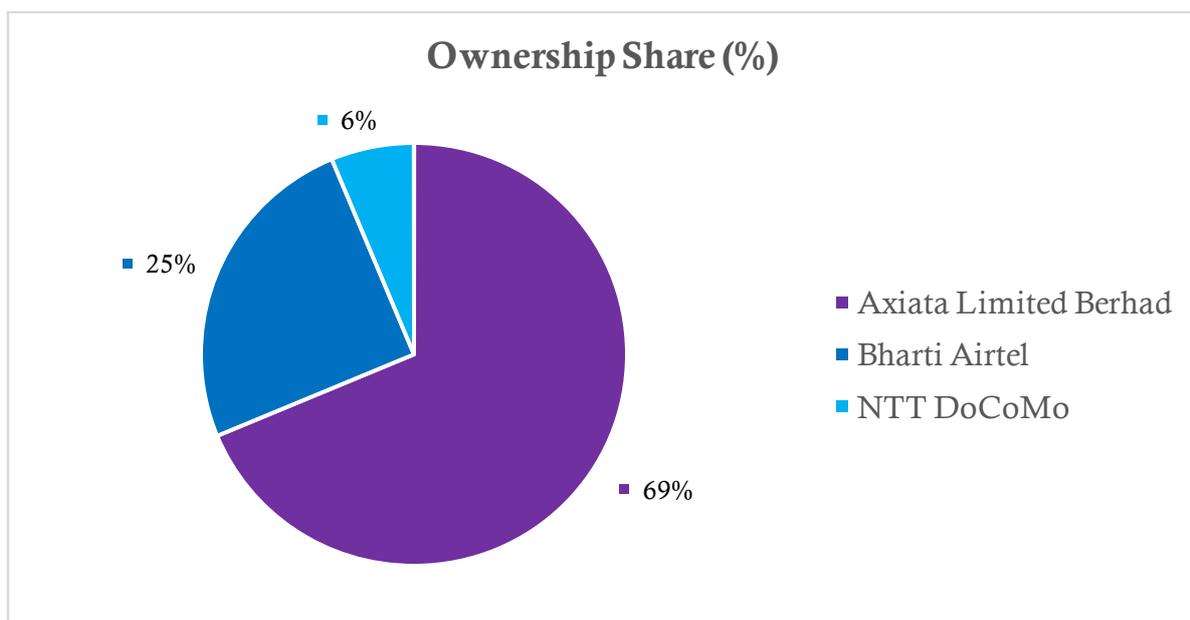
Vision: To be a leader as a Telecommunication Service provider in Bangladesh.

Slogan:



2.3. Ownership Structure

After the merge with Airtel the current ownership structure of Robi Axiata Limited is as following-



2.4. History

Robi launched its operations on the 15 November, 1997 in Dhaka and on 26 March, 1998 in Chittagong as Aktel. Its founding chairman is Late Mr. Zahiruddin Khan, an ex-commerce minister. Aktel was formed as a joint-venture between Telekom Malaysia and A.K. Khan Company. All along through its inception it was ranked as No.2 mobile operator and was placed far behind the industry leader GrameenPhone in terms of revenue and no. of subscribers. Aktel started investing heavily with funds from Telekom Malaysia (the majority stake owner) on expanding its network in 2001 but the investment was far too inadequate in comparison with GrameenPhone's investment. Although customer base was increasing heavily its position remained at No.2. Unlike GrameenPhone, Aktel kept very low in marketing its brand. But from the end of 2004, Aktel spent heavily to market its brand all over the media, outdoor and other marketing mediums. It was a huge success and the Aktel brand became well established. Credit was given to the then Chief Operating Officer Mr. Vijay Watson who is believed to be the mastermind behind the change and success of Robi.

In mid-2008 news broke out that A.K. Khan & Company was selling its 30% and Vodafone, and NTT DoCoMo were among the potential buyers. Mr. AK Shamsuddin Khan, Chairman A.K.Khan & Company and Mr. Salahuddin Kasem Khan, former Chairman of Aktel and Managing Director of A.K. Khan & Co Ltd represented the sellers after months of negotiation NTT DoCoMo sealed a deal with A.K. Khan & Company for US \$ 350mln on June 2008. The deal was completed on September 19, 2008.

2.5. Principles and Purpose

Uncompromising Integrity

- We will be legally, ethically, and morally correct.
- Our conduct will be fair and honest.
- We will listen, seek understanding and encourage open dialogue.
- We will be passionate in pursuing our beliefs
- We will treat others with dignity, valuing and benefiting from diversity
- We will be accountable for our actions and behaviors on fellow employees, customers, shareholders, and the communities in which we operate.
- We will be courageous in sharing our work and bold to learn and improve.
- We will adhere to our Code of Conduct, protect and uphold it.

Customer at the Centre

- We will be customer centric delivering their needs in terms of value, quality and satisfaction.
- Our customer focus will be unrelenting in creating positive experience, at every point of interface, sale and post-sale.
- Simplicity will be the key for the customer to learn about us, buy from us, and get support from us whenever, wherever.
- We will strive for continuous innovative solutions in every sphere of our work.
- We will engage with the customers to know their demands and our actions will be designed to serve the customers better than our competitors do.
- We will not be distracted from creating and providing value for our customers.

I Can, I Will

- Ensure our efforts produce desired results.
- Seize opportunities at the right time and execute them on time.
- Go beyond our scope, strive for and achieve excellence.
- Do what it takes to ensure delivery of results not waiting for delegation.
- Go that extra mile, setting ambitious goals to ensure our efforts bring success.
- Have the courage to say and do what it takes in order to ensure success

2.6. Key Achievements

- Robi Axiata Limited has been awarded as the 5th Best Employer of the Year at the 22nd World HRD Congress, 2014
- Robi wins coveted Frost & Sullivan Award, 2013
- Crossed the landmark of 2 crore (20 million) subscriber base.
- Robi Axiata Limited, the leading mobile phone operator of the nation, has received “Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR”.
- Leading mobile phone service provider Robi has been re-assessed and rewarded with ISO 9001:2008 certification. Robi received this internationally renowned Management Standard after complying with all requirements.
- Robi has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for "Emerging Market Service Provider of the Year".
- Awarded the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009.
- Crossing 10 million subscribers mark in 2009.
- Ranked within top 6 global comparable telcos in A.T. Kearney benchmarking exercise in 2009.
- Cost optimization project saved 2 times of what was projected.
- Bangladesh Mobile Phone Businessmen Association (BMBA) Award 2008-2009 as the best service provider in Bangladesh
- The Weekly Financial Mirror –Samsung Mobile &Robintex Business Award 2008-2009 as the best Telecommunication Company.
- TeleLink Telecommunication Award 2007 TeleLink Telecommunication Award 2007" for its excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of WORLD Telecommunication Day 2007.
- Arthakantha Business Award Given by the national fortnightly business magazine of Bangladesh for its excellence in service in telecom sector.
- Financial Mirror Businessmen Award given by the national weekly Tabloid business magazine.

- Deshbandhu C. R. Das Gold Medal for contribution to telecom sector in Bangladesh.
- Beautification Award for exceptional contribution to the Dhaka Metropolitan city from Prime Minister Office on 13th SAARC Summit.
- Standard Chartered - Financial Express Corporate Social Responsibility (CSR) Awards 2006 for contribution in Education, Primary Health, poverty alleviation and ecological impact.
- Arthokonkho Business Award 2006 for better telecom service provider in Bangladesh.
- Financial Mirror & Robintex Business award 2006 for its excellence in service, corporate social responsibilities activities throughout Bangladesh.
- DesherKagoj Business Award 2006 for Corporate Social Responsibilities activities.
- TeleLink Telecommunication Award 2005 for its excellence in service for the year 2005. assessed and rewarded with ISO 9001:2008 certifications.

2.7. Organization Hierarchy

The organization is headed by its Chief Executive designated as the Managing Director entrusted with overall responsibilities of business directed of the organization and leading dynamically towards the attainment of its purpose and principles. In attaining the purpose and principle the Chief Financial Officer, General Manager & department Heads assists the MD. Robi has established a string and formidable sales channel, which consists of direct dealers and its own sales force.

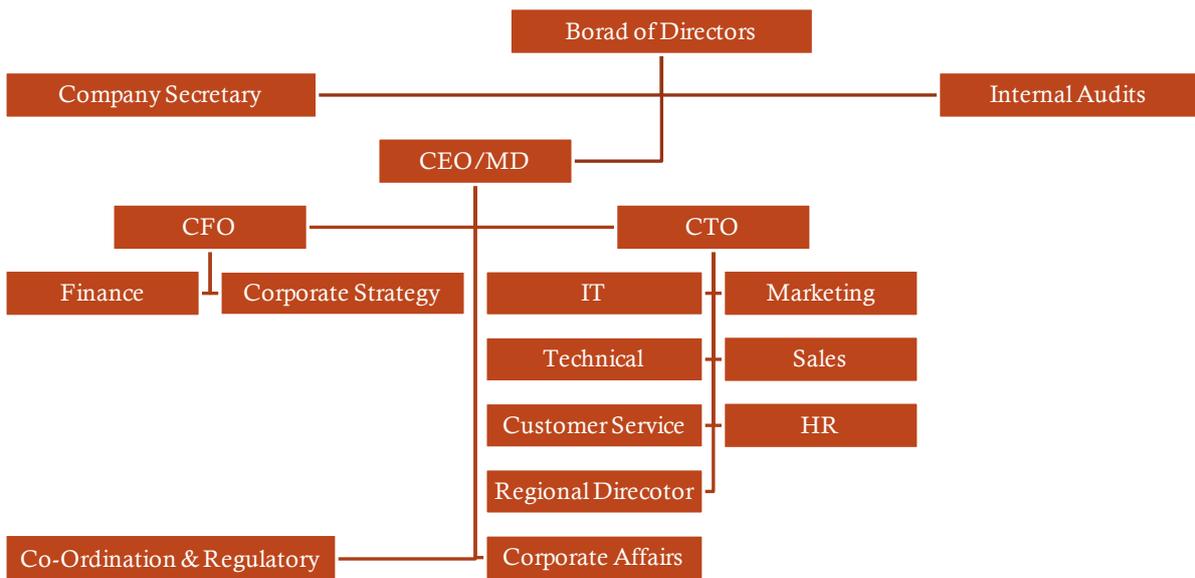


Figure 2.7.1: Organization Hierarchy

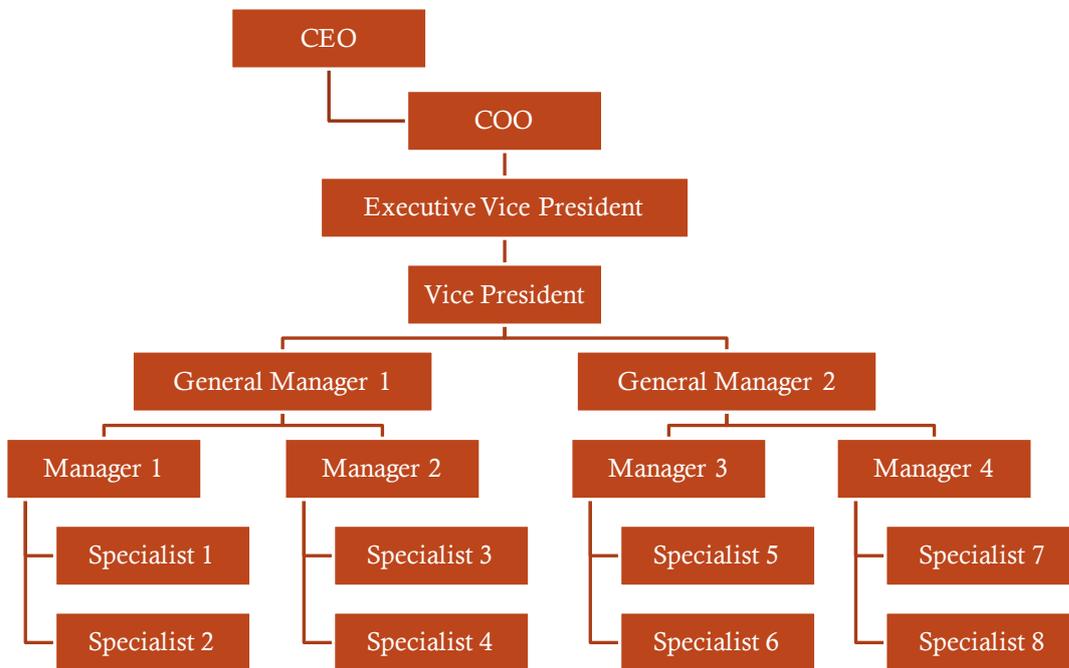


Figure 2.7.2: Department Hierarchy

2.8. Departments Overview

Robi is operating with following departments having its establishment in different locations in Dhaka, Chittagong and other regions in Bangladesh. Robi Axiata Limited consists of 9 big divisions each containing several departments according to the division and organizational need. The organization is headed by a Chief Executive Officer and Managing Director. Each division is headed by CXO and each department is headed by either an EVP or VP. The list of departments in Robi is listed below:

- Finance
- Commercial
- Information Technology
- Technical
- Human Resources
- Revenue Assurance
- Regulatory Affairs
- Enterprise Business
- Enterprise Business Intelligence
- Internal Audit
- Corporate Affair
- Corporate Strategy
- Supply Chain Management
- Credit Control
- Legal & Compliance
- Security & Safety

Project Part

3.1. Introduction of the Project

The project is about analysis High Value Customer (HVC) acquisition of Robi Axiata Limited. In order to complete it, we need to know how the HVC system works. Here is the brief introduction about HVC system.

Enterprise Business

Enterprise business works with corporate team and HVC (High Value Customer) team. Corporate team deals with the corporate network connections around the country. On the other hand, HVC deals with individual customers and lead generated by agencies.

HVC overview

The target of HVC team is to attract other operators High Value Customers by giving them more benefits through our offer and divert them into Robi.

To achieve the target HVC team started working with Genex first. Their operation was generated by call center lead. But now HVC are not working with them. Right now they are working with 3 agencies. Named of the agencies are Supertel, Levelcrossing and Grassroot.

HVC completes the process of accruing High Value Customers through a series of different tasks which are described below:

- HVC offered 8801841XXXXXX number series to their customers.
- For each connection they create new IMSI Number. These numbers are used for SIM serial number against MSISDN numbers.
- Each postpaid connection cost is 500 tk.
- HVC created STS ID for each BP Sales details and their salary is allocated according to STS report
- They created every BP ID and input it into STS.
- HVC used WCAM for the postpaid provisioning also the activation and information updating process is also done through WCAM.
- Provisioning are referring to activate the physical MSISDN against of IMSI numbers based on customer details

- HVC offers their customers door to door delivery. After the activation Brand Promoters are being ready to deliver the SIM according to their following addresses as they give home delivery service.
- Brand promoters are trained to operate biometric registration devices by the HVC team to ensure customers biometric registration during door to door delivery.
- Availability of the numbers is always checking by the system of WCAM.
- HVC also activate International Roaming upon receiving customers' request.

During my internship period, I was assigned to do this following task:

1. Calling Customers:

My first task at Robi was calling the high values customers as the team under which I am working names High Values Customer (HVC) team. High Value Customers are identified by finding out their monthly usages of data and voices. So I called different types of customers for different reasons. The category is given bellow.

1.1. Bundle offer:

I called the postpaid customers for a particular offer that is ACE bundle offer. The offer is basically for 398 TK without vat. With vat it is 484 tk. So I called customers and told the "Good morning sir! I am talking form Robi. How are you? You are our valuable customer and we have a nice offer for you to be tensionless for 1 month. It is ace bundle offer. You can get 600 min 4 GB data and 100 SMS. You can use this at any operator. And this will be charge only 398 tk. So if you recharge 500 TK and dial *121*30*1*1# 484 TK will be cut from your account and you will get the offer"

This is an interesting offer for customers. Most of the customer became happy with 4 GB data. They get the offer instantly. It was really a pleasure to me because I could convince them.

1.2. Postpaid SIM offers:

I called customers to offer postpaid SIM. HVC postpaid is totally free of charge but they have to active ace bundle offers. I used to call HVC customers to offer this. At first I checked their **mirror number** whether it was available or not. After checking I called them and offer mirror number which is totally free. Mirror number is the numbers

matching with the last six digit of existing number. If the customer agreed I sent mail to available sales person to deliver the SIM. It was delivered at their home. So it is a D2D (door to door) service.

2. Doing biometric verification:

Biometric verification is any means by which a person can be uniquely identified by evaluating one or more distinguishing biological traits. Unique identifiers include fingerprints, hand geometry, earlobe geometry, retina and iris patterns, voice waves, DNA, and signatures.

Sometimes customer becomes so interested about sim that they wanted it right at that moment. So if the customer stayed near GulshanRobi head office, they wanted to direct visit at Robi to get the sim. At that time, I used to go to meet the customer and give him the SIM. At That moment I need to do biometric verification. Our team has a biometric device of our own. I used to take that with me and did the verification.

The process of using this device is, first it needs to log in with a specific logging ID and password and then need to input each MSISDN, IMSI, NID of the customer and birth date. Then need to take the finger print. First, we need to take the left hand thumb and index finger, after that right hand thumb and index finger. So, this is the process by which I used to do the biometric verification.

3. Biometric checking on STS:

After doing the bio metric verification it is successful or not I was checked it on STS. If there was any problem, it directly showed on it. After solving the problem again, we are doing the biometric registration.

4. Activation support and updating information:

WCAM is the MIS software for activating and updating users' information. My task was to perform activation and updates from excel file to WCAM which are provided by the Supervisor and coordinator.

5. Arranging biometric device:

I used to handle the Bio-metric devices and when the devices first deliver in the office from that time I handled all the devices. They used TAZPAD Bio-metric device and bought 100 devices for the team. I learned the process of using the devices and I trained to all BP's about the using of Bio-metric devices. They installed the useful app of each device and then deliver it to our vendor office as they deliver connection to the customers by using this device as per Govt. rules.

Form our team we send devices in different areas for particular time. So I did the calculation of devices. I made the report of devices like how many devices given to which person and which area. I made sure the delivery of the devices. I maintained an excel file in which I keep the devices IMSI, area name and individual person name.

I also make a report when the devices are returned, whether the devices are broken or not, It has chargers with it or not.

6. Report making:

6.1. Daily report:

At the end of the day I submit a daily activation report to my supervisor. It was basically the sales report. I make this report using VLOOK UP formula.

6.2. Monthly report:

I have also submitted the monthly reports containing the number of activation achieved and targeted in a month.

7. Follow up BP's:

One part of my job was to follow up BP's (Brand Promoter) over phone. Their job is to sell the product. I used to contact with 30 BP's two times a day. Firstly, in the morning, I used to ask them whether they are prepared to sell the product as per appointment or not. Secondly, in the afternoon, I used to ask them again about their sales, get confirmations, and cross check the lead versus sale and make a report on it. After that I submit the report to my supervisor.

8. Follow up all the central managers of the WIC's:

I used to follow up all the central managers of the WIC's also, for submitting the report to me about how many sales they used to achieve per day. Then I compiled the information into an excel sheet and prepared a report. Then I would analyze whether the sales touched the lead or not from the report. If the sales were less than the lead, then I tried to find out the reason behind this and gave them some solutions to recover the sale.

However, this is a lengthy process and ID not reach the target within the given period of time. Since this is a high revenue target project of Robi. So there was a plan for a new system to improve the speed and reach the target smoothly. As per the requirement, they planned for a home delivery product and the delivery time will be one working day so that the customer will be more benefited and by this they can increase their sales.

9. Checking the availability of the new number:

Usually I used to check the availability of the new number by using systems SMAP & WCAM (SMAP for prepaid number checking & WCAM for Postpaid number checking).

10. Handling all VIP Customers:

I handled personally all VIP Customers as per my supervisor's instruction because as their point of view I can convince better and they are very impressed of my communication skills. So my Managers, Vice President and Executive Vice President always gave me the VIP customers lead like Managing Director of any company or Chairman, President or Foreigner- I usually handled these type of customers personally. I offered them attractive number as per their requirement and if they have any other problem regarding Robi connection I gave them the solution.

Overall it was a great learning to me. I never treated as a intern there. My supervisors treated me just like a employee and they involved each and every work of this team. It is a biggest practical knowledge of Telecom Company.

11. Communicating with supervisor and coordinators:

Working as a communication bridge by passing instructions from the line managers to the supervisor and coordinator via phone calls or mails.

3.2. Problem Statement

The problem statement of this project is, “How to increase effectiveness of the High Value Customer Acquisition System in Robi Axiata Limited”.

In this project, I have analyzed the High Value Customer Acquisition system of Robi Axiata Limited with various case studies, work experience, work environment observation, acquisition step and processes. These findings are added into the report. And depending on the analysis, I have prepared a list of recommendations (section 3.9) which would be able to increase the effectiveness of the High Value Customer Acquisition system of Robi Axiata Limited.

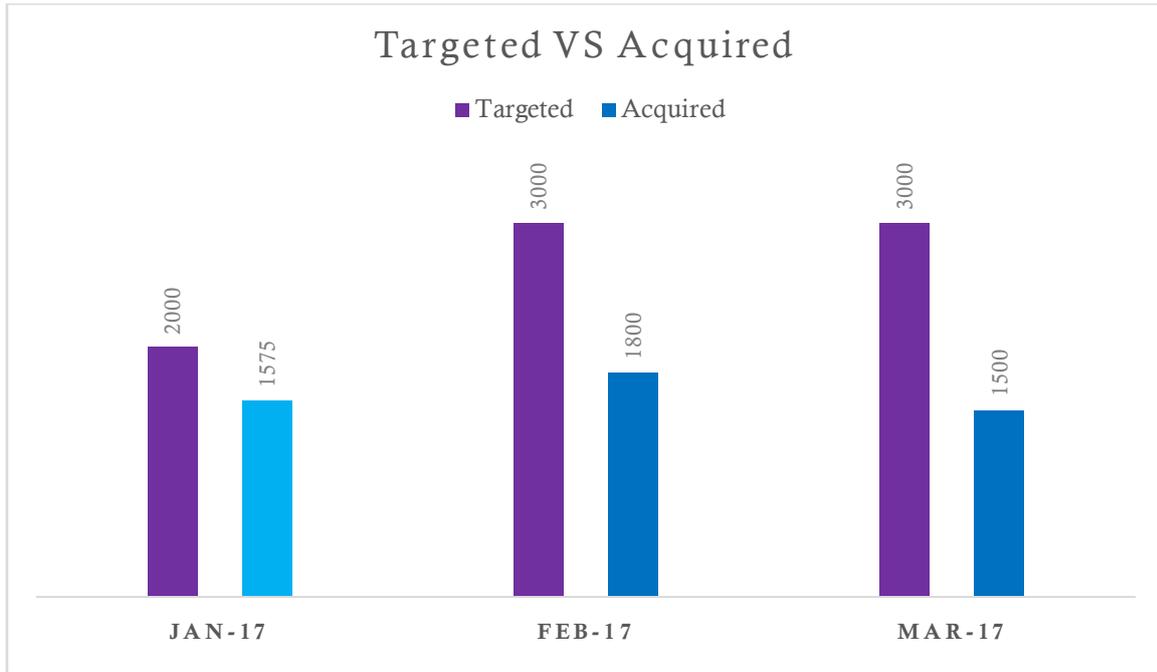
3.3. Purpose of Project

The main objective of the project is to find a way to increase the effectiveness of High Value Customer Acquisition system of Robi Axiata Limited. In order to achieve this objective, I have divided it into smaller objectives, which are –

- Identify and analyze all the different elements/groups/individuals/instruments of the acquisition system.
- Collecting customer feedback and experience through direct tele-sales.
- Analyzing the customer acquisition step and processes.
- Identify the limitation and obstacles for the acquisition system.
- Collect and compare the targeted and achieved acquisition target in 3 months period.
- Prepare a list of recommendations to increase the effectiveness of the current acquisition system.

3.4. Timeline

The timeline is the comparison between targeted and acquired customers in 3 months' period. The difference in targeted and acquired values represents the overall effectiveness of the current acquisition system. High difference means less effectiveness and vice-versa.



According to above chart, it is clear that for higher targeted number the rate of acquisition is greatly decreased. This is a clear indication of lack of effectiveness. In order to increase the effectiveness, I needed to identify the limitation and obstacles that could be the reason for low effectiveness.

3.5. Limitation

There were a few limitations I have faced during my internship at Robi Axiata Limited. Those are:

- **Internet:** Sometimes the internet became slow which made it difficult to work on it. And the technical support team requires long time to repair any issue.
- **Employees Behavior:** Senior employees are dominating the junior employees.
- **Lack of resources availability:** There were sometime lack of tools when needed. For example, we were given a laptop but not any mouse even when working with touchpad is troublesome.
- **Manual labor:** We had to do a lot of manual entry and lots of typing which could be automated.

- **Redundant Work:** Sometime we had to do same work again or enter same entry again because of network failure, application crashing etc.
- **Lack of printer:** Because of fewer printers it created problem while printing. It had a negative impact on the productivity of the employee.
- **Lack of Communication:** Some officers are not willing to give me time to know what it is rather than he gives me to do the work. Means, I am doing a work done but I don't know what it is. While doing a work, senior officer gives another job to complete.

3.6. 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)

3.7. Case Studies

In order to achieve the project objectives, I used exploratory methods with few case studies.

All the confidential information (Name, Company, Phone number) are changed into fake information in the case studies for privacy policy

Case Study # 1

My first call was Mr. A who is Managing director of renowned hotel in Dhaka. I called him 2 times in the morning but he did not pick the phone. I was able to reach him in the evening. He used Banglalink number which is 01911XXXXXX. I asked him if he is willing to purchase a Robi postpaid SIM which is a mirror number to his current Banglalink number. I also explained the tariff and other features of the Robi postpaid sim which includes a delivery that will send the sim to his office if he requires. Mr. A asked me a few question regarding International Roaming and the internet packages at the end he agreed to purchase the Robi SIM and requested to door to door delivery. According to his desire delivery location- Gulshan, I forwarded the acquisition order to the delivery department. Then delivery department ensure the biometric verification.

Case Study # 2

Mr. B, a manger of a multinational company needs a Robi postpaid SIM. But unfortunately we don't have his mirror Robi number. In that case I offered him a number very similar to his current number. Instead he requested a different number which belongs to premium category. To purchase a premium number, the customer is requiring to pay extra charge which we cannot offer for free. But Mr. B did not want to give the extra charge for this premium number. Although I tried to convince him with another number and the advantages of our premium Robi SIM, he was unwilling to accept anything else but the premium number he requested for. Therefore, this was an unsuccessful acquisition.

Case Study # 3

Ms. C joined Robi as a manager 1 month ago. She has a prepaid number of Robi but she needs a postpaid connection. So she informed our department directly for a postpaid SIM. I called her to confirm if she wants to take a different Robi number as her mirror Robi number was not available. She agreed to take the number and so I delivered her SIM personally by going to 16th floor and complete her biometric registration by myself because she was working in the same company I did not need to forward it to another department/personnel for the delivery.

Case Study # 4

Mr. D is one of the loyal postpaid customers of Robi. He requires a Robi postpaid SIM for his brother named Mr. E who came from USA for 3 months. I talked with Mr. E and offered him a postpaid number. He agreed to take the postpaid SIM and requested to send the SIM and activate it right away. I informed him that, he needs to complete biometric verification for SIM activation and what he requires to submit for biometric verification. Unfortunately, he declined to submit necessary information that is required for biometric verification. And so we could not deliver his SIM because he was unwilling to complete biometric registration.

3.8. Hypothesis

After analyzing the case studies and from my own experience of tele-sales, it is clear that each of the customers have their own and different requirements for the postpaid SIM Robi is offering. For example, some require mirror numbers, others require better internet package, call rates or even better network coverage. If Robi can offer more of different and unique benefits then they will be able to attract customers with different needs.

Robi is currently more focused on acquiring high value customer instead of retaining. Most of these acquired customers might not use the SIM in future as they are more accustomed with their previous operator and number. Unless Robi provide any unique and game-changing benefits to those customers, the retention will not work. Acquiring

customer is important but retaining a customer will bring revenue. Robi might be planning to start their retention program in future which I am not aware of. In an overview, Robi is doing well with their HVC Acquisition and Retention program. But it is only a matter of time, before any other operator put emphasis on same program and Robi should be prepared for it.

3.9. Findings and Conclusion

During my internship period, I worked closely with the supervisors, BPs, customers and other employees of HVC acquisition department. From my own experience and case studies, I have prepared a SWOT analysis which is described below –

SWOT Analysis:

Strength

- We are offering more features with lowest call rate and free connection with door to door delivery service.
- Except Banglalink no other operator is focusing on this telesales part. We are targeting to achieve the highest telesales number among all the telecom companies in Bangladesh.

Weakness

- Our team deals with three Agencies. Sometimes they are creating less cooperation. As a result, we face challenges to make successful delivery as per lead.
- We use multiple number of technical systems (device, software) in different steps of acquisition and delivery. Sometimes we face technical difficulties which hampered our daily task schedule.

Opportunities

- Since in the telecommunication is focusing heavily on HVC acquisition. We have great opportunity to acquire such customers with telesales without tough competition.
- Robi's 3.5G Internet service are fastest internet service of all operators. Also our internet offers are more attractive than others.

Threats

- Although no other operator is interested in HVC acquisition at this moment, it is possible that they would start a campaign to acquire such customers in future.

Recommendation:

Although they are going through the right path and providing quality services to their subscribers, I would like to recommend some suggestions to Robi. Mentioning bellow,

- Should improve and make stronger network system.
- Should provide more facilities to their high users.
- Attractive promotional items are necessary to satisfy the corporate clients as tele sales is only focusing on Personal Packages.
- Network facilities should be wide.
- They should develop new competitive packages for the corporate customers.
- Increase the value added services
- Should monitor the existing customer and provide better service.
- The complexity of the GPRS facility should be reduced
- Robi should have enough part timers to reduce the pressure of the full time employees.
- Though the job security is high, but they should hire more permanent employees instead of contractual.
- Third party vendors are need to more co-operative to each other and maker quicker response.

Supplementary Part

4.1. Referencing

1. Company Profile - <https://www.robi.com.bd/corporate/company-profile?lang=eng>
2. Shareholders - <https://www.robi.com.bd/corporate/shareholders?lang=eng>
3. Principles & Purpose - <https://www.robi.com.bd/corporate/principles-and-purpose?lang=eng>
4. Key Achievements - <https://www.robi.com.bd/corporate/key-achievements?lang=eng>
5. Organization Hierarchy and Department - <https://www.slideshare.net/abdullahalmamun1069/main-body-30588387>
6. Surroundings colleague, Practical Knowledge, vendor office.

4.2. Remarks