





**Internship Report**  
**On**  
**Revamp the Job Portal of Robi Axiata**  
**Limited**

**Submitted To:**

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**Course Title:**

Internship (BUS 400)

**Date of Submission:**

December 13, 2018



## Letter of Transmittal

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December 13, 2018

Iftexhar Ghani Chowdhury  
Professor and Dean  
BRAC Business School  
BRAC University  
66, Mohakhali, Dhaka 1212

Subject: Submission of Internship Report on “Revamp the Job Portal of Robi Axiata Limited”.

Dear Sir,

I am contended to inform you that on completion of my internship report on “**Revamp the Job Portal of Robi Axiata Limited**” which was assigned to me as a requirement for the completion of BUS 400 course. Considering, it was great achievement to work under your active supervision.

I am grateful to inform you that it was a great chance to work in a multinational organization and gain in depth knowledge on the Revamp job portal and other HR issues of Robi Axiata Limited. By conducting a qualitative research, I have tried my best in preparing a representative and reliable report. Moreover, I tried to accommodate as much information and relevant issues as possible throughout the report. Also, the guideline is being taken in account that you proposed to make the report informative.

Furthermore, I am grateful to you for your feedback and kind cooperation at each step of progression. Thereby, I hope this report will meet your expected standard.

Sincerely,

Farhana Aziz

ID: 14204088

BRAC Business School



## **Letter of Endorsement by the Supervisor faculty**

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This is to certify that Farhana Aziz, ID: 14204088, BRAC Business School, BRAC University has done the report on “**Revamp the Job Portal of Robi Axiata Limited**” for the purpose of completing BBA internship program under my guidance. I accept the report as her final internship report.

Following my instruction, she successfully developed the report. I wish her every success and prosperity in career and life.

---

**Iftekhar Ghani Chowdhury**

Professor and Dean

BRAC Business School

BRAC University



## Acknowledgement

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This research has been a great experience to learn the contrast and similarities between a practical work and theoretical concepts. It helped me in increasing my interpersonal skills and understanding about the working environment in the multinational organization.

Firstly, I would like to express my appreciation towards my Almighty for empowering me to prepare the report successfully.

Secondly, my gratitude goes to Robi Axiata Limited for selecting me as an intern. It provided me a chance to learn about telecommunication industry in Bangladesh through the skilled employees.

Thirdly, at the Robi Axiata Limited, from my line of manager, Nahid Islam Bithi, Specialist, Resourcing Unit, People and Corporate Division (HR) I had an opportunity to learn more about work in details. A special thanks to my supervisor, Md. Zaved Parvez, for helping me in selecting the topic and giving an insight view of the topic.

Lastly, I would like to express my thankfulness towards my respected advisor, Iftexhar Ghani Chowdhury, Professor and Dean, BRAC Business School, BRAC University for showing me the proper guidance and aided me to complete the whole internship report.



## Executive Summary

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The report on “Revamp the Job Portal of Robi Axiata Limited” talks about the reconstruction of job portal to attract the potential candidates. It begins with an organization overview where a brief introduction about the organization is being provided followed by the shareholders, organization values and its structure and divisions. Next, it mentions about the origin, purpose, scope, objective, methodology and limitations of the report. On further note, literature review is being provided which talks about the theoretical concept of the job portal. This helps in providing an insight view in theoretical manner. In addition, the analysis of the job portal is being stated where the current job portal functioning with the upcoming reconstruct job portal talked about. To enhance the credibility a comparative analysis is done with another leading telecommunication that is Grameenphone Limited. The data interpretation of the survey is being analyzed given with data and charts which show the current states of the respondent. Furthermore, the findings are drawn by acknowledging the problems of current job portal. After knowing the scenario, the recommendations are being given based on the sources of information and data collection. The recommendations are being drawn followed by a short conclusion of the report from my point of view which I think it will improve if implemented.



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## 1. ORGANIZATION OVERVIEW

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### 1.1 About Robi Axiata Limited

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Robi Axiata Limited is one of the renowned telecommunication companies in Bangladesh. It has taken over second large position among mobile network operators in Bangladesh. Axiata Group of Malaysia, Bharti Airtel of India and NTT DoCoMo Inc. of Japan are the shareholders of Robi Axiata Limited. Previously, it was known as "Aktel" later the organization has re-branded itself to "Robi" and from then on Robi Axiata Limited is originated. This dynamic and quickly developing company is progressively meeting client needs by building up the attributes ranging from voice quality and rapid Internet administrations to redo information transfers arrangements etc. All over the Bangladesh by its solid method and consistent system network, it has helped to connect more than 24 million users.

To say, Robi is the first company to launch 4.5G service in all the 64 district headquarters of the country. It has a rich and diverse portfolio of digital services; starting from mobile banking services. In addition, it offers many e-commerce services like: online ticket platform- [bdtickets.com](http://bdtickets.com), online shopping platform- [shop.robi.com.bd](http://shop.robi.com.bd), Robi Cloud Service, Vehicle Tracking System- Tracker, digital advertising platform- ad reach, online recharge platform- recharge plus. By investing heavily in mobile network, Robi is trying to serve communities even in the rural areas to enable digital life for all a better future.

As an aspiring digital company it has established itself as the leader in providing customer centric data and digital services. It introduced Facebook's basic internet platform, Free Basics, in the country and also promotes responsible use of internet among the youth with a Corporate Responsibility (CR) initiative named "Internet4U".

Besides, another Corporate Responsibility initiative, Robi-10 Minute School, has already become the largest online school of the country. It has recently won GSMA Glomo award for the Best Mobile Innovation for Education and Learning in the "Connected Life Awards" category at the Mobile World Congress (MWC) 2017.

In a manner, Robi has committed to its client to provide a best data and a good voice quality, guaranteeing the best experience through cutting edge innovation and spearheading items.

## 1.2 Shareholders:-

Robi Axiata Limited is a joint venture company which includes Axiata Group of Malaysia, Bharti Airtel of India and NTT DoCoMo Incorporation of Japan. Therefore, Axiata holds 68.7% shares, Bharti Airtel 25% and NTT Docomo 6.3%.



Axiata Group Berhad is the leading telecommunications group in Asia that runs activities in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. Besides, Malaysian-based holding company India, Singapore, Iran, Pakistan and Thailand also have strategic activities and investments in mobile communications. Axiata Group, Berhad has more than 12 million mobile subscribers in partnership with subsidiary and affiliate companies.



Bharti Airtel Limited is a leading international telecommunications company that has operations in 20 countries in Asia and Africa. The headquarter is located in New Delhi, India and it is one of the largest mobile service providers in the world for subscriber number. Following the merger, Airtel Bangladesh and Robi Axiata Limited started its commercial operation on November 16, 2016. As of now, this is the first ever merger in the mobile telecoms sector of Bangladesh.



NTT Docomo Incorporated is the mobile communications agency in Japan. Docomo has more than 56 million subscribers, of which 440 million are FOMA subscribers. FOMA is the world's first 3G mobile service based on the WCDMA-based world launched in 2001. . Besides, Docomo mobile phone services have become essential for human life with the opportunity to provide credit card and other e-wallet functions.

## 1.3 Market share:-

Bangladesh Telecommunication Regulatory Commission (BTRC) shows a statistical report about the total number of subscribers which has reached 155.810 million at the end of the



September 2018. Moreover, it shows that Robi subscriber and revenue rose comparing to December 2017. In terms of market share, Robi is now the second largest telecom operator in Bangladesh; currently, they own 44% of the market share.

<b>Operator</b>	<b>Subscriber (in million)</b>
<b>Grameen Phone Ltd</b>	71.41
<b>Robi Axiata Limited</b>	46.75
<b>Banglalink Digital communication Limited</b>	33.69
<b>Teletalk communication Limited</b>	3.94
<b>Total</b>	155.81

**Table 1**



## 1.4 Organization values- principles and purposes:-

The principle of an organization is rooted with uncompromised qualities that they have focused on. The belief is holding individually with respect.

### **Key principle and objectives**

Robi is determined to be legally, ethically and morally right while managing to be completely clear and authentic in activities. It supports to hear free dialogue and try to understand the conveying messages delivered to one another which encourage following their beliefs. By benefiting from evaluation and diversity, it treated others with respect.

### **Customer at the center**

By being a client driven organization, Robi is dedicated to guarantee worth, quality and fulfillment. At each wake, deal and post-deal, it tenaciously underscores on building idealistic encounters. It trusts that its basic ways will help clients to learn and give support. Likewise, it outweighs its contenders by joining more with its clients to know and care their requests.

### **I Can, I Will**

By seizing and executing the privilege opportunities on time, Robi guarantees that its belongings yield sought results. It strive towards greatness by going past its limit and taking the right measures as far as assurance conveyance of results without holding up to designate agreement. Indeed going an extra mile to bring achievement, Robi too focus attention on having the valor to say and do what it takes to assure precision.

## 1.5 Structure- Division of Robi Axiata Limited:-

To maintain the workflow in an organization, Robi Axiata Limited has designed division into 11 categories:

- Corporate and Regulatory Affairs
- Corporate Strategy
- Digital Services



- Enterprise Business
- Finance
- Human Resource-People and Corporate
- Information Technology
- Technology
- Internal Audit
- Market Operation
- Supply Chain & EPMO

### 1.6 Division- People and Corporate Division of Robi Axiata Limited

Robi encompassed of diverse divisions among which People Corporate are one of the divisions. This division is similar to the Human Resource division of the organization that includes eleven other divisions or units. It is acknowledged that every division or unit is driven by a vice president; furthermore, bounded by a general manager, managers and specialists as the Vice President's subordinates. This clearly defined division, prominently known as people and corporate inside the organization has committed to discern and assure the effectiveness of the human advantages to run the organization viably. While keeping up an appropriate and sound relationship among every one of the employees of different units over the association, People and Corporate decides the right methodologies and practices adjusting to the organization's way of life and execution. On the note, five teams are comprised under the People and Corporate division as per the following:

1. **Resourcing:** Resourcing unit is in charge of enrolling the right person for the right occupation. They are being connected to every division member by staying engaged with all sorts of hiring process and employee branding, that begins from assistants to general chiefs. In addition, they maintain a great engagement contact with a few educational institutions and recruitment agencies to grow and magnify their pool of candidates.

2. **Talent and Development:** This unit is in charge of preparing and developing of the Robi employees. The main focus is helping the employees to build career within the organization by acknowledging their potential ability and upgrading their skills. Moreover, by providing day long

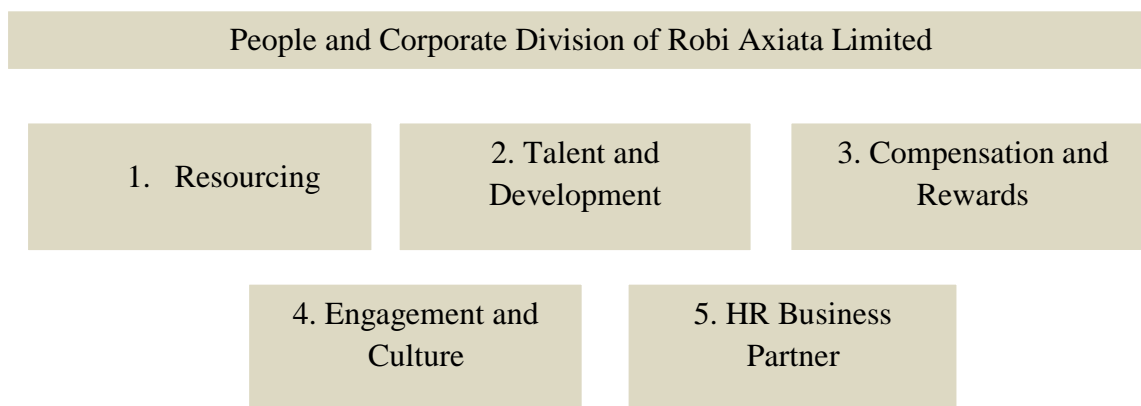


preparing projects and sessions from different angles, for example, trust and morals, programming and its application at work environment, presentation aptitudes, etc. This extraordinarily grooms skilled employees and view them as organization resources.

**3. Compensation and Rewards:** This unit handles both monetary and non-monetary ideas that are offered to employees. Ultimately, the payment and advantages structure of the Robi representatives are handled in this unit, alongside their performance appraisal. In a manner, this unit records and documents the employee’s personal data appropriately. Also, monitoring the performance of the employees the rewards are allocated.

**4. Engagement and Culture:** Under People and Corporate, this specific unit is the most self-inspired one. This unit is fully committed towards representative engagement, office ethics and motivational occasions; guarantees a dynamic and secured working environment for all the Robi representatives.

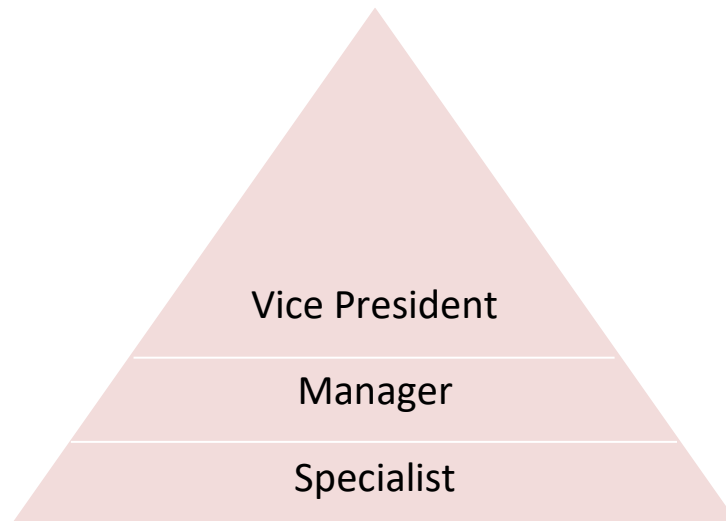
**5. HR Business Partnering:** HR business partnering acts a bridge between other different division and human resource division of the organization which handles the matter with respect to a concerned division. Furthermore, it is comprised with Market Operations, Digital Services, Finance, Technology, Enterprise Project Management Office, Internal Audit and People and Corporate.



**Figure 1: Team of People and Corporate Division**

## 1.7 Hierarchy level of Resourcing Unit:-

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**Figure 2: Hierarchy level**

In each unit there is assigned vice presidents who monitor his/her team, it includes general manager, manager and specialist.



## **2. THE REPORT**

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### **2.1 Origin of the report:-**

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The report represents the partial requirement of the internship of BBS program in order to accomplish degree of Bachelor Business Administration under BRAC University. The main vision of the internship is to break down and develop the understanding of current structure and function of job portal and have a clue of updated job portal. In addition, to acknowledge what changes are required in redesigning the job portal. Meanwhile, the intern is furnished with opportunity to learn with the allocated tasks and duties which adds value to learning curve. In like manner, I have been acted as an intern who is assigned in Resourcing HR unit under Human Resource Division of Robi Axiata Limited. As an intern, I aided my team with number of various task and duties that are to be performed and along with that helped other team such as Compensation Unit. Being an intern, the main challenge was to relate the theoretical knowledge into real life experience or vice versa.

### **2.2 Rationale of the study:-**

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The topic of the report is “Revamp the job portal of Robi Axiata Limited” which is chosen after going through different dimension of work that Resourcing HR unit is handling and is still in discussion. One of the two reasons why this topic is chosen- as everything is proceeding towards digitalized way, the job portal need to be arranged as per standard. The other reason is what kind of impacts this portal have on candidates.

### **2.3 Statement of the problem:-**

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From candidate’s perspective, while applying for a job in job portal is a bit complicated process and description of the job is not visible in one go that is information is hidden in one another. Next, as the job portal appears to be less decorative and unattractive, it loses all the potential talented candidates. Altogether, the job portal is completely mismatching with the digital era and failing to attract potential candidate.





## **2.4 Scope of the study:-**

The report states about revamping the job portal in a digitalized manner which would help the seekers and recruiters to be connected if it is end to end encrypted. The study will help in analysis the condition of well-designed and effective job portal usage in today's corporate world.

## **2.5 Limitation of the study:-**

While writing the report, the limitations that I have faced are given below:

- The study is completely based on limited analysis and there is no solution of testing the hypothesis base as it is a job portal reconstructing theme.
- The new structure of job portal is still in discussion as a result exact theory cannot be provided.
- The report need to be well-prepared within a three months for which time constraint played a big role here
- While conducting survey, the respondents assumed certain questions as they have not used the revamp job portal model.
- Most importantly, there was restriction in using certain information for confidential use.

## **2.6 Objectives of the report:-**

The objective of the report is to reconstruct the job portal in a digitalize way as per Robi Axiata Limited requirement. As the process of revamping job portal is still going on; mostly the management is trying to identify the issues and bring improvement in current job portal. The job portal is one of the ways for candidates to apply and see available vacancy according to their suitability. Hence, if job portal is not designed well for both candidates and employer then it creates hassle.

## **2.7 Methodology:-**

In a systematic manner, the report is organized and has achieved by using two sources:



1. **Primary source:** Through the question survey and one to one interview with Khandakar Raihan Sayeed and Shirin Khan have helped in preparing the report. It helped in collecting all the necessary information in order to make a broad and brief report on current job portal and revamp job portal.
2. **Secondary source:** According to my topic, the information is very limited as the company has recently started this initiation. So, using internet as second source I have extracted limited information. In addition, to support my points strongly I have referred other sites and gave a brief support details.

## 2.8 Research question:-

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1. What is your gender?
2. What is your age?
3. What contract type do you prefer?
4. Do you know about Robi job portal?
5. Have you ever tried to apply through job portal?
6. Is the page of job portal well-designed?
7. Does the job portal look user-friendly?
8. Which feature needs to be changed?
9. Is it easy to create an account?
10. Are there many steps to complete the registration of candidate's profile?
11. In order to receive confirmation of successful candidate profile, how long does it takes?
12. Is it trouble-free to make a candidate account?
13. Do they ask to attach CV and cover letter?
14. Do they send alert message of opening job post?
15. Would you like to see changes in Robi job portal?



### 3. LITERATURE REVIEW

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#### 3.1 Job Portal:-

Technological innovations have changed today's way of behavior with just one click. It created a platform where with opportunity it forms connection i.e. job portal, a web-based application which helps the candidates to find a suitable job with searching criteria like preferred location, functional areas, etc. In digital world, the job portal is a smarter version to make things done by one step ahead of followed procedure; at higher speeds and lower costs. Noticeably, job portal site is highly acknowledged feature of the internet landscape. Then again, job portal as a platform are playing a major role in industry by not only publishing and finding jobs but also providing to facilitate the services and its distinctive attribute to keep the customer engaged. By opening an account in job portal, the candidates will ripe many opportunities as they will be observed by recruiters. Nevertheless, whatever the qualification is, the candidates are allowed to look into favorable domain without any further complications.

#### 3.2 Benefits of Job Portal:-

Considering the digital era, the online job portal have succeeded in engaging the candidates in surfing through internet than running from one office to another or look into newspaper for job vacancies. Therefore, the numerous of benefits the candidates can have just by surfing through job portal are:

- **Affordable and cost-effective:** One of the major benefits for candidates to use online job portal is its affordability and minimization of cost. Firstly, it is affordable because the platform provides a way to candidates to be reachable and more efficient. That is, the candidates need to surf in internet and go through suitable job position in the job portal instead turning pages over pages of newspaper. Lastly, it is cost effective because the candidates can open an account in job portal for free and search job across any field without having to pay any charges.



- **Profile account:** For the candidate, it solely depend upon them to access the addition value provided by the job portal or not. However, it is a plus point if they build up a profile account in job portal because of some service addition, for instances, to boost job profile and draw attention to oneself in the herd, it requires to build strong resume and enhance visibility services
- **Regular job notification:** Aside from posting and searching job, the online job portal sends an alert notification to a candidates when it have specific job requirements matched with candidate profile or when companies start posting job advertisement in portal. It is hard for the candidates to track the move of an employer so the only way to monitor the job portal is to follow the job notification of the recruitment program opportunity for the candidate.
- **Search numerous jobs:** An array of categories which help the candidates to search for a job especially for fresher who graduated recently, can filter out the options after looking through them.
- **Confidentiality:** Initially, the candidate gets insecure when they put personal information in the job portal but the job portal earned the trust in first place by ensuring that the information will not be leaked anywhere and according to the policy they respect their privacy. Furthermore, the search history and profile are kept completely privileged in the database. As a result, the candidate can look for the job opportunities and do not have to worry about their personal information being breached illegally.

### 3.3 Issues of job portal:-

Job portal plays a major role in finding job vacancy by asking candidates to input required information in the blank fields. This information is being asked to fill out through online application process. Later, the information becomes a vast database of applicants; the employers then contact them after screening out the suitable resume.



It is a frustrating matter for candidates when they are not being acknowledged by employers during the submission of applications on online platforms. Though, this saves a lot of time and hassle of hiring manager. The candidates have stated three problems in using online job portal:

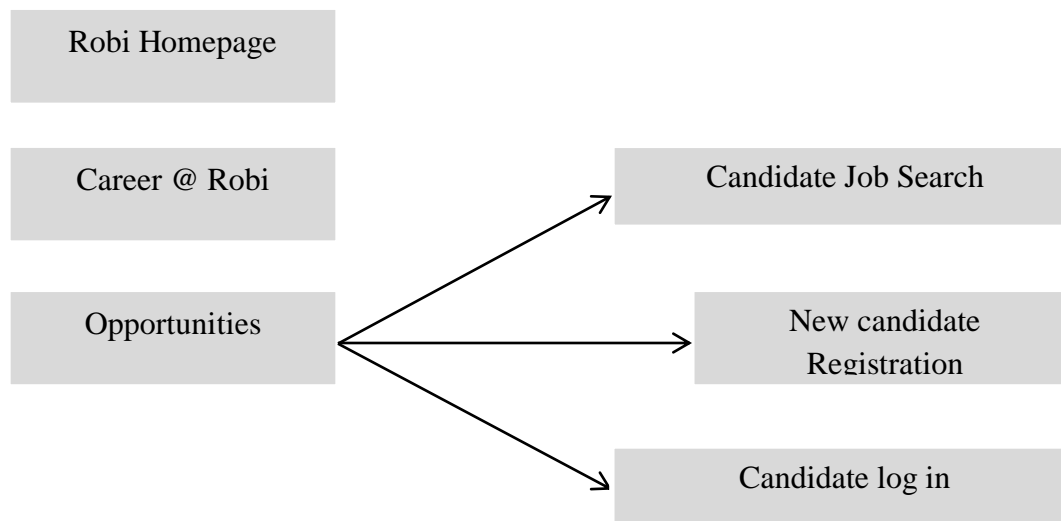
- **Candidate's application often gets ignored:** Candidates assume that they are not acknowledgement from their employers when they submit application online. As a result, this creates insecurity in mind whether they are qualified for particular job criteria or just being pushed back. Sometimes, it is seen that having no personal or professional connection, the candidate's application is not processed further.
- **Filling application online consumes time:** The procedure of filling the requirements of blank fields takes an immense time if the application demands details information. It is noticed that sometime the candidates loses patience and do not continue the procedure as they find it monotonous and tiring.
- **An automated response received by candidates:** Sometimes, the candidate want to know more about the organization or about the job, at that time when they send a message to the organization an automated response is sent to the candidate. These infuriate the candidate for not giving exact information.

## 4. ANALYSIS OF JOB PORTAL

### 4.1 Discussion on current job portal:-

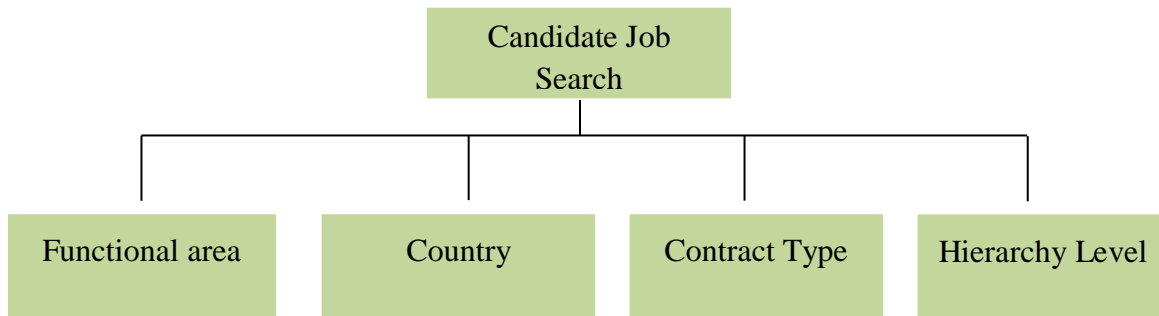
In an explicit manner, detailed information about Robi job portal will be taken in account that will mention about the step to complete the process of an account.

The steps followed by Robi in getting to career website are shown in details below:



**Figure 3: Steps followed to get in career website**

Firstly, Robi is constantly looking for skillful and stimulated new applicant who can take part to the success of the company. As a result, when an applicant is in intention to search a job in job portal according to his/her criteria but is not in record of candidate profile account which means that he/she is not registered in the portal and can view the list of job vacancies. So, they can take a look in the employment opportunities where they can search opportunities according to their choices. By doing this Robi helped the applicant one step further by allowing restricting the search with identifying clearly and definitely the criteria. Thus, according to the criteria of job search such as functional area, contract type, country and hierarchy level the applicant search the job. Moreover, this gives clarity to the applicant where and how they wants to perform in the organization.



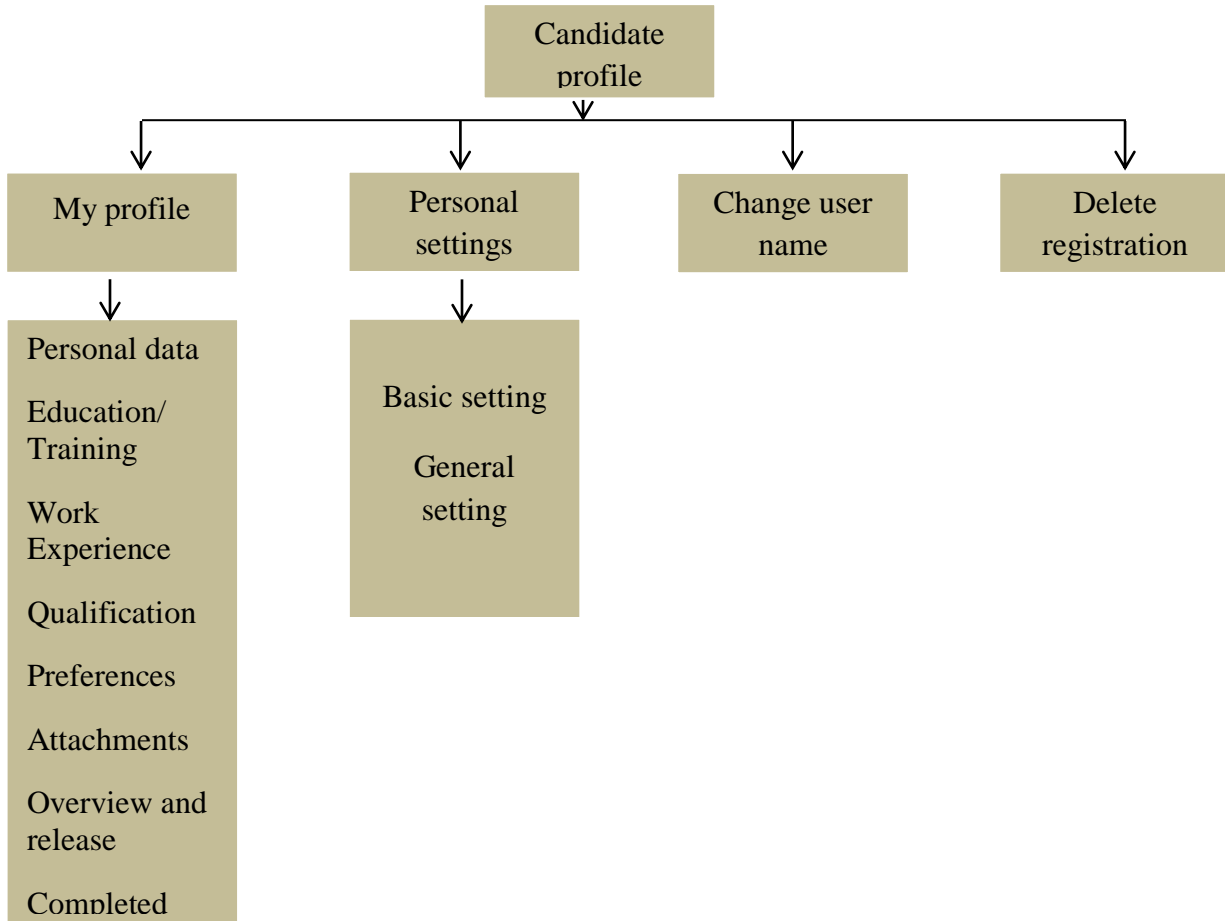
**Figure 4: Search vacancy**

Secondly, when an applicant wants to apply for a job then the applicant needs to register themselves in e-recruitment system for further procedure to be followed. At this time, the applicant needs to clearly state all the information in the blank fields. Certainly, the applicant registering to apply for a job even if the applicant is not finding a suitable one but is interested in working with Rubi then he/she can register. Further, Rubi management will contact with the applicant when the employment opportunity arises that may interest them.



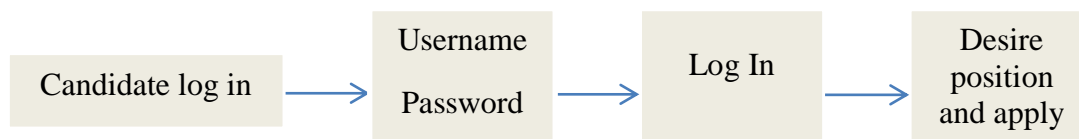
**Figure 5: New candidate registration**

After a successful candidate registration, the applicant will be suggested to update the candidate profile account or can perceive the employment opportunities. If the candidate profile is updated then the recruiters can also know full details about the applicant.



**Figure 6: Profile overview of candidate**

Lastly, if the candidate is already registered then the candidate can directly log in using username and password and can apply for the vacancy available.



**Figure 7: How candidate can apply for a job**



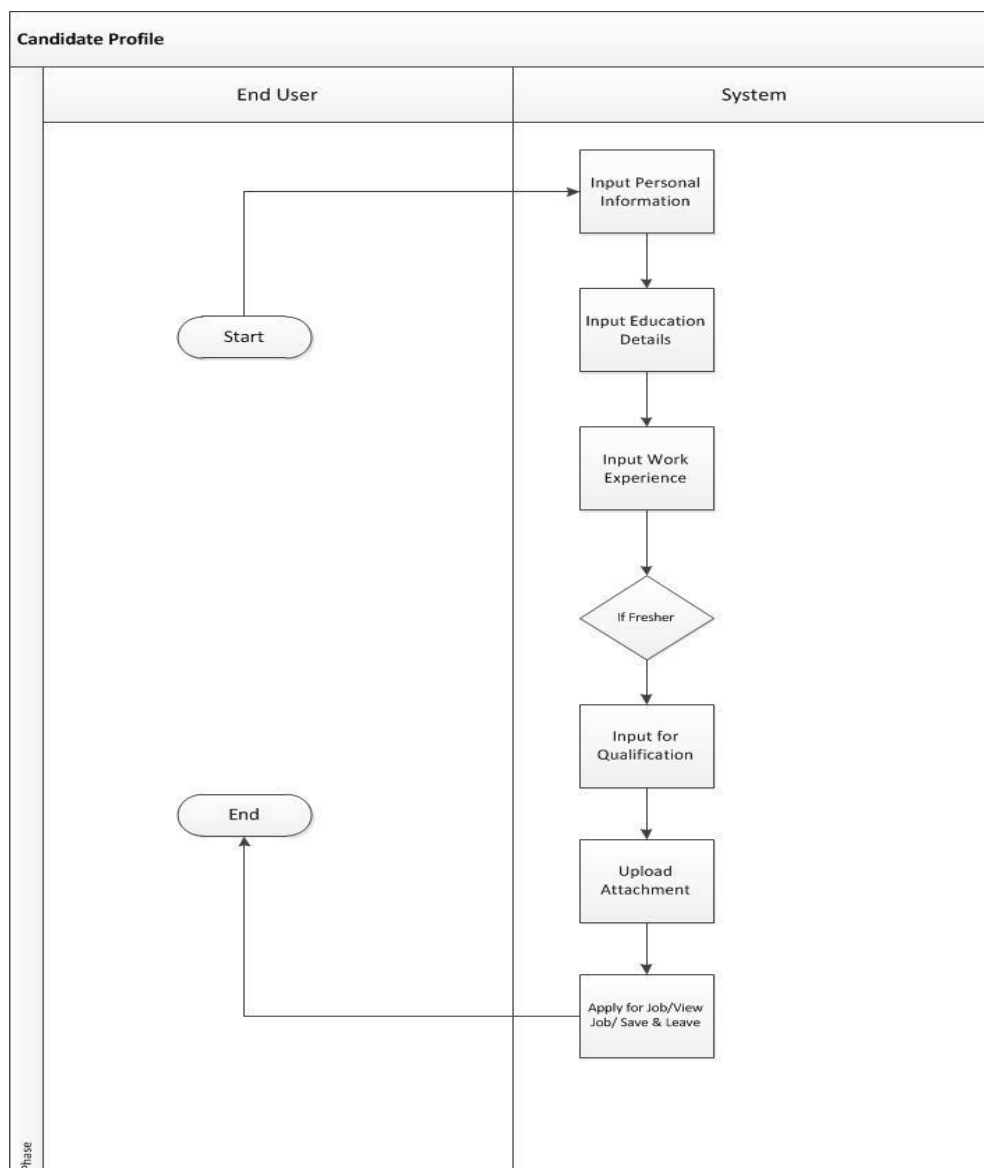


Therefore, the current job portal of Robi has almost six to eight steps in completion of the account. To say, each step includes one or more input information which makes vast information of an applicant.

#### **4.2 Overview of Revamp job portal:-**

Robi management decided to change the structure of the job portal to evaluate the perspective of the external candidate. The change will be taken over from redesigning web pages to reduce unnecessary steps. It is acknowledged that candidates do not feel encouraged to apply through Robi job portal as it is not well designed and leaves an impression whether the job portal is operating or not. As a result the management took a step to revamp the job portal with necessary changes to bring in.

The flowchart diagram which is given below describes the entire cycle of the candidate profile account creation:-



**Flowchart 1: Candidate profile**

**Candidate Profile Creation Information:**

- While a candidate wish to create his/her profile in Robi Job portal then certain steps has to be followed and completed by the candidate so that s/he can apply or view jobs.
- Each candidate can create only one profile by using one valid email ID.



- After validation of candidate's email ID candidate can fill up all necessary information.
- Candidate can leave page any time hence auto save will work to retrieve data from last stage.

For new candidate, if s/he wants to apply or view job then s/he will have to go through a basic registration process to validate the email id. Or, if s/he is already registered then they can simply provide the **user name** and **password** to log in to the job portal.

Logon

Register

User \*

Password \*

Accessibility

Log On

Change Password Password Forgotten

#### Registration:

First Name:

Last Name:

User Name:

Password:

Confirm Password:

Email ID:

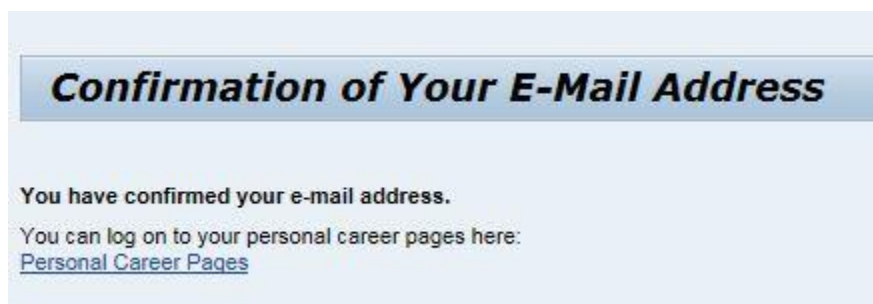
\*\* Make sure the Specific email id is correct. This is necessary as we will contact with this email ID from now on.

Register



While email ID validation is ok then the candidate will get a confirmation mail and a link will be given to job portal's first phase "Personal Information" tab.

### Confirmation of Email Address:



1. When candidate is on "About Me" page s/he has to provide the necessary information about his personal details below are the fields. Among them some are mandatory, upon completion of them the candidate can move on to next phase. For each phase a profile completion percentage will display on the top.

Fields to Cover in "About Me" Tab:

Personal Data/About Me
To Be
First Name *
Last Name*
DOB*
Gender*
Email*
Mobile No*
Other Phone Number
Country*
Nationality*
Identification*
Identification No.*
Permanent Address
Present Address (Robi Portal format)*
Marital Status*
Religion*

## Design view

**Sumalya**  
View my profile

**Profile Status : Incomplete**  
To apply for jobs, please complete:  
▶ About Me

Completion Range	About Me	Education	Work Experience	Skills	Attachment
	75%	0%	0%	0%	0%

### About Me

Name \*

Sumalya Mostafa

Date of Birth


Day Month Year

Gender

Male Female

Email \*

sumalya.mostafa@gmail.com

Mobile Number \* 

60 (Malaysia) Country Code

Number Area Code Number

Residing Address

Address 1 Address 2

City Postal Code

Country \* State/Region \*

Malaysia Please select your residing state.

Nationality \* Permanent Resident (Max 5)

Please select your nationality.

Identification

Identification

2. After completion of “About Me” the candidate will move on to next phase which is related with educational details information on “**Education**” tab. Here also the candidate has to provide some mandatory fields. Upon completion of them the candidate can move on to next phase

Fields to Cover in “**Education**” Tab:



Education
Institute Name*
Other Institute
Education Level*
Passing Year( Only year)*
Field of Study*
Major Subject
Institute/University Location*
Grade(JS)*
Additional Information

### Design View:

**Education**

Please add your two highest education qualifications

Institute/University \* BRAC University

Graduation Date \* Month 2013

Qualification \* Bachelor's Degree

Institute/University Location \* Bangladesh

Field of Study \* Engineering (Computer/Telecommunication)

Major

Grade

Additional Information

3. After completion of educational information the candidate will move on to next phase which is related with experience details information on **“Work Experience”** tab.

The candidate has to provide his/her experience span while providing input for **“Work Experience”** tab. If the candidate selects the “Fresher” option then the candidate will directly move on to the next phase of profile creation. Else choosing of “Experienced” option

Fields to Cover in **“Work Experience”** Tab:



Work Experience	
Select Experience Type--> Experienced OR, Fresher	
If Experienced, then rest of the Option will display	If Fresher, then Move to Next Page
Employment Type(Contractual/Permanent)**	
Company Name*	
If ROBI--> Select Employment Type (Contractual/Permanent/Service Provider)	
--> Provide Employee ID	
--> Select Talent Pool (RADP/GADP/YTP)	
Joined Duration*	
Specialization*(JS)	
Country*	
Current Monthly Salary*	
Job Responsibilities*	
Key Achievements	

**Design View:**

<p>Select Work Experience Type:</p> <p><input type="radio"/> Experienced <input type="radio"/> Fresher</p>
--



Position Title \*

Company Name \*

Joined Duration \*    
To  
   Present

Specialization \*  ⓘ

Role \*

Country

Industry \*

Position Level \*

Monthly Salary

Experience Description

## 🗄 Experience

Experience Level I have been working since 2013

Add

Aug 2018 - Present  
2 months

### Manager

Robi Axiata Ltd. Review company

Industry Telecommunication  
Specialization Process Design & Control/Instrumentation  
Role Control System Engineer  
Position Level Manager

Jun 2014 - Jul 2018  
4 years 2 months

### Specialist

Robi Axiata Ltd | Bangladesh Review company

Industry Telecommunication  
Specialization IT/Computer - Software  
Role Data Scientist  
Position Level Fresh / Entry Level  
Monthly Salary BDT 40

Had to analyze data



4. After completion of work experience related information the candidate will move on to next phase which is related with candidate’s “Skill” related information on “Skills” tab. Fields to Cover in “Skills” Tab:

Skills
Skill Name(JS)*
Skill Proficiency*
Extra-Curricular Activities
Language Proficiency*

**Design View:**

A Skills

Skills	Proficiency
<input type="text" value="Data Analysis"/>	<input type="text" value="Intermediate"/>
<input type="text" value="Process Engineering"/>	<input type="text" value="Intermediate"/>

+ Add Skill

Save
Cancel

**Extracurricular Activities**

- Secrets of Personal and Inter Personal Leadership
- Professional Skill Development Program(PSDP)
- Event Management
- Organizing Seminars

**Language Proficiency**

Language	Reading	Writing	Speaking
<input type="text" value="English"/>	<input type="text" value="High"/>	<input type="text" value="High"/>	<input type="text" value="High"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

While information of Skill has been provided and completed the candidate will be move on to the next tab which is “Attachment” tab. Here the candidate has to provide mandatory items like CV, a short video of 50s and has to upload the image of specified size.

Attachment
Upload Resume*
Introductory Video*
Upload Image*

## Design View:

---

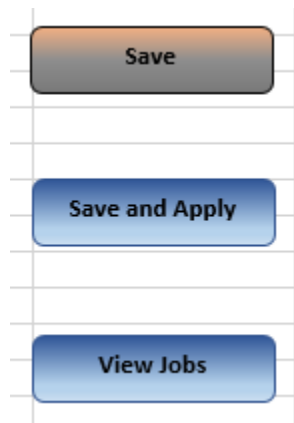
@ Uploaded Resume

You have not uploaded your resume yet.

[Upload Now](#)

Note: The latest version of your uploaded resume is accessible to all employers that you have applied to. [Learn More](#)

5. After completion of all steps the candidate will be given option to apply for new jobs, Can view current opening or leave the page.



6. Thus the entire cycle to create a Candidate's profile will end.

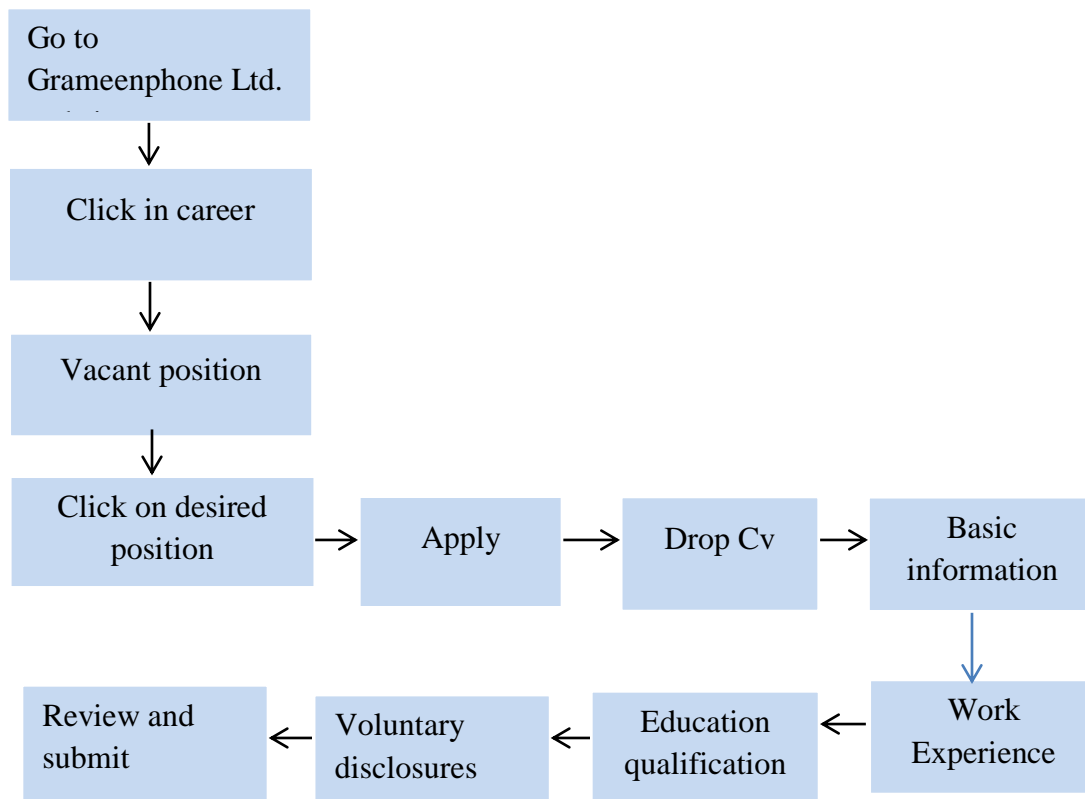
The profile account of candidate is made as per plan and rests other are in process of plan.

### 4.3 Comparative analysis of Grameenphone Limited job portal:-

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Above, it has discussed about the current job portal steps and the restructuring job portal steps as virtually planned by management. Grameenphone Ltd job portal is being discussed below:

The following steps are being carried out in the job portal process:



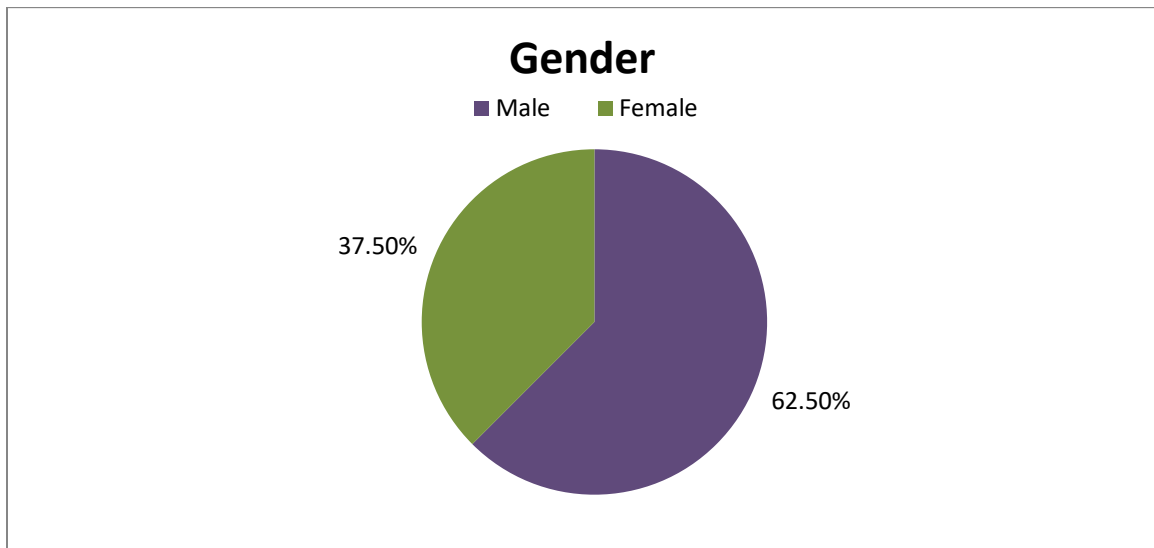
**Figure 7: Steps followed to complete the cycle of applying for a job**

By visualizing the figure above, it can be said that Grameenphone does not use much steps in applying through portal. Firstly, they are not consuming time by making a candidate profile account and asking for all the information. If a candidate likes any job post, he/she applies directly with some basic information. Moreover, it is seen that when any candidate likes a job post then the next step is to drop curriculum vitae where the information are extracted and fills the blank boxes automatically in the next step. So, the candidates do not need to fill it out manually. That shows reducing number of steps eases the candidate's patience.

## 5. DATA INTERPRETATION

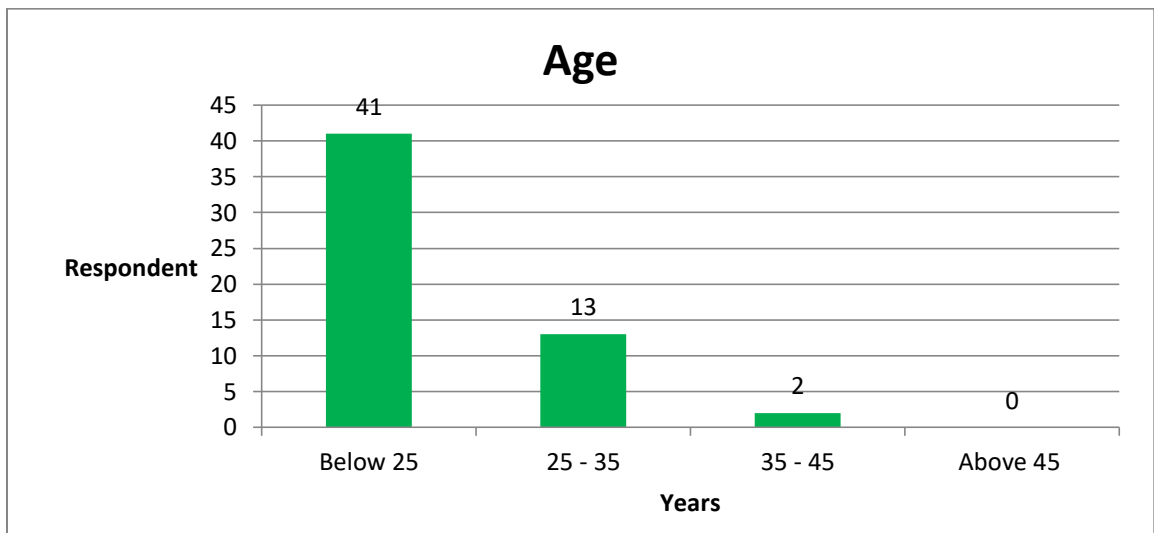
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1. What is your gender?



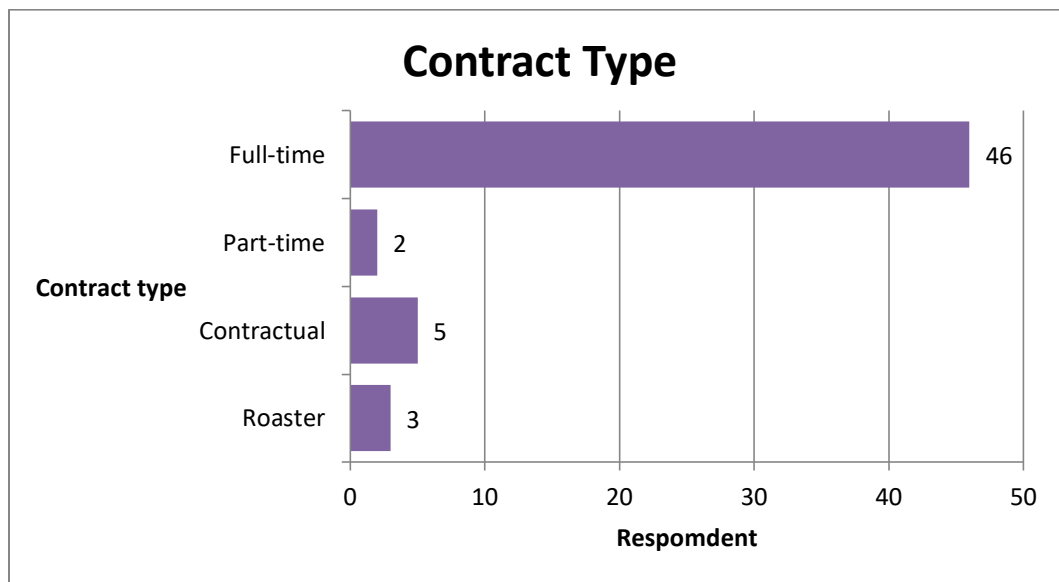
After conducting the survey, visualize the data in the pie chart it is seen that 62.5% is male respondents and 37.5% is female respondents who have stated their view on current job portal condition.

2. What is your age?



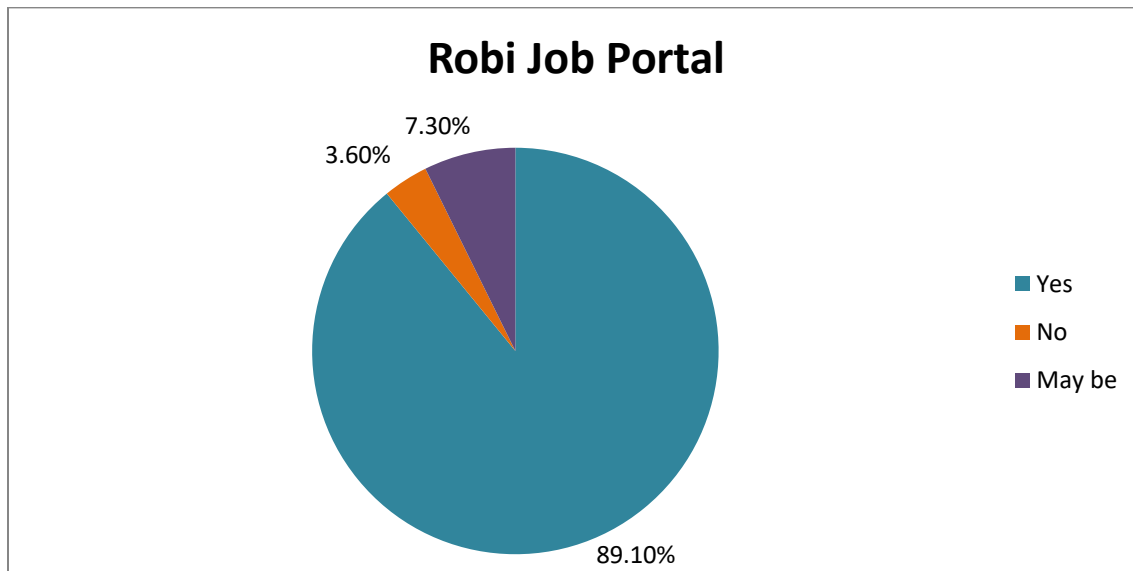
From the survey, it is seen that the age of 41 respondents is below 20 years, 13 respondents is between 25 years to 35 years, and 2 respondents is between 35 years to 45 years. According to the survey, respondents who are below 25 years are interns and fresh graduates and respondents who are above 25 are job holders.

### 3. What contract type do you prefer?



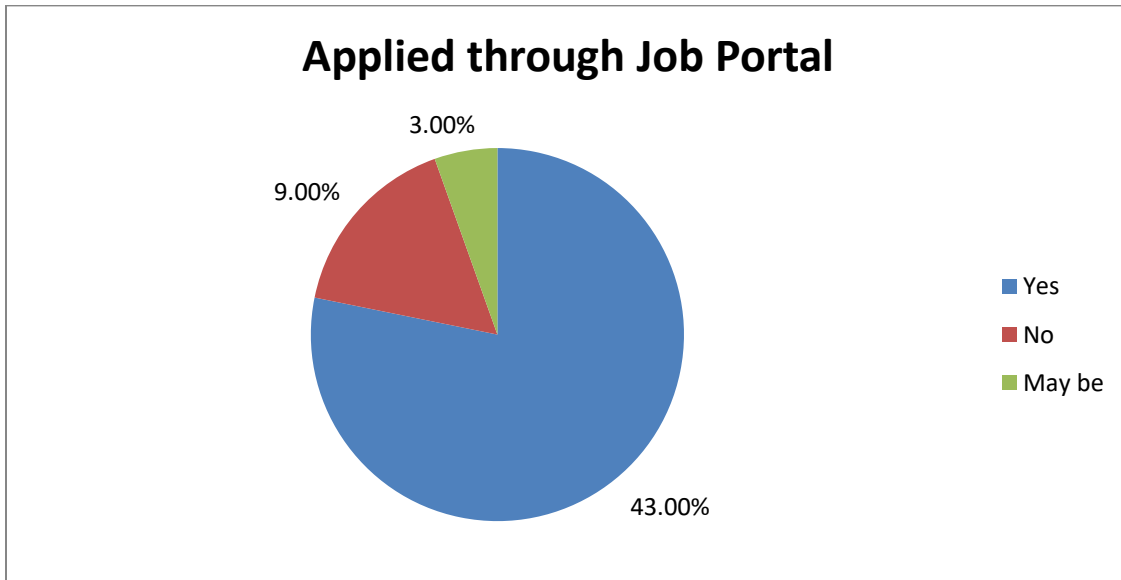
From the line graph, it is seen that employment status is categorized in four segments: roaster, contractual, part-time and full-time. The respondent preferred to work as roaster is 3, contractual is 5, part-time is 2 and full-time is 46. We are assuming who voted for full time are mostly fresh graduate students or job seekers as they are seeking for a stable job life. Also, we are assuming that the respondents, who have shown their interest on contractual basis, may have other future plans like moving abroad for future studies or gather experience for future job opportunity. The rest two: part-time and roasters are seeking job according to suitability of time schedule and work call.

### 4. Do you know about Rubi job portal?



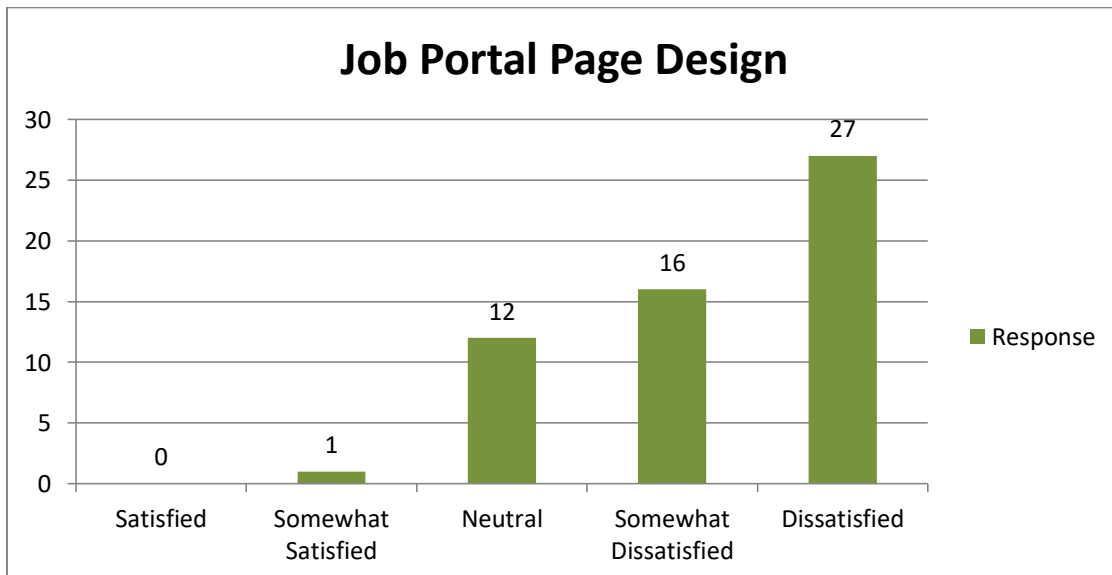
In a pie chart the data is arranged after collecting the responses of the respondent and it shows that 89% respondent know about Rubi job portal, 3.6% respondent does not know about the portal and 7.3% says that may be they know about it. From here, the conclusion can be drawn that those who know about the job portal, they have certainly have used the job portal to apply for job.

5. Have you ever tried to apply through job portal?



According to the survey, 43% have applied through job portal and 9% did not apply through job portal. The rest 3% assumed that they might have used job portal. Respondents who used job portal have stated their view on current job portal in further discussion.

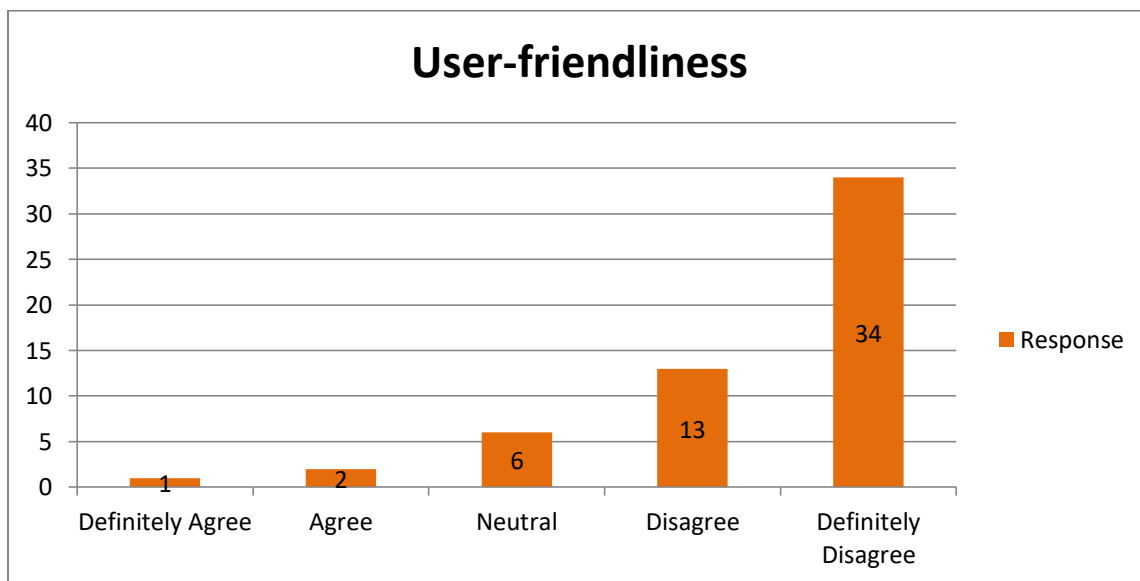
6. Is the page of job portal is well designed?



56 respondents have ranged from satisfy to dissatisfied to the matter of well-designed job portal structure. It is seen that no one is satisfied with the design of the job portal; on the other hand, 27

respondents completely dissatisfied with the structure of job portal for which the external candidates are not mostly attracted. In addition, only one respondent is somewhat satisfied that portal is all good to look and 16 respondents says that they are somewhat dissatisfied; the rest 12 respondents is neutral.

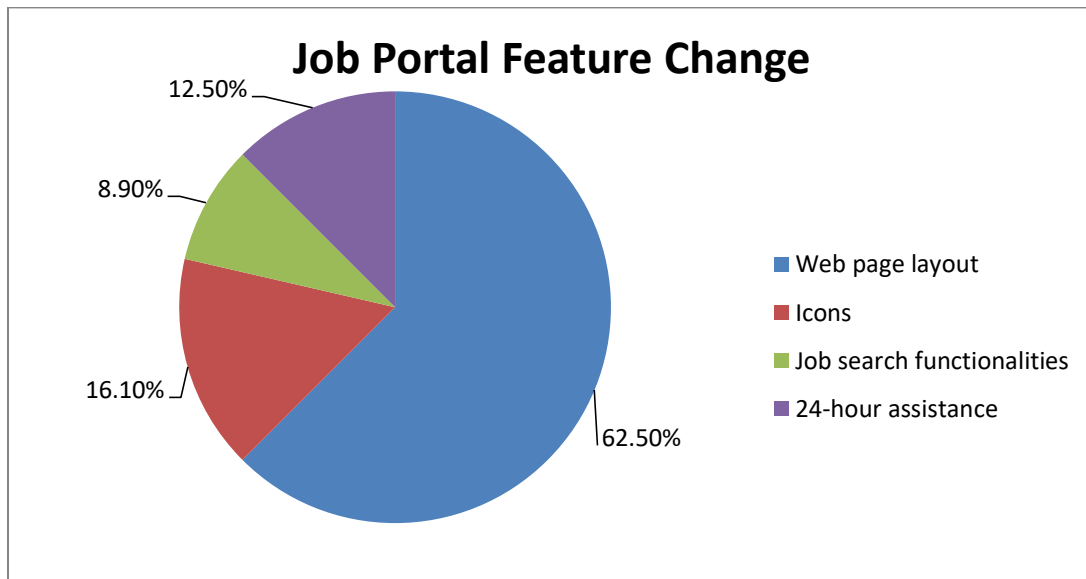
7. Does the job portal look use-friendly?



From the survey, it can be seen that most of the respondents are disagreeing with the user-friendliness of the job portal. Moreover, only 3 out of 56 respondents agree that the website is user-friendly, which shows that Robi job portal should adapt a user-friendly website model.

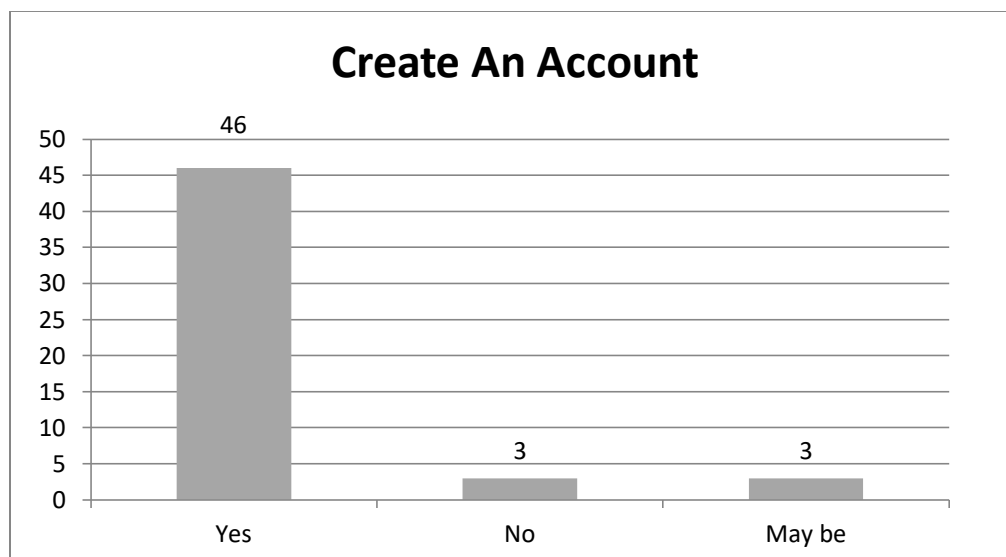
8. Which feature needs to be changed?





According to the survey, it is seen that changes in job portal feature is immediately needed. Most of respondents have voted for change in web page layout. This shows that the attractive and good web page layout is needed to make it look user-friendly. 16.1% wanted icons to be changed as it is either outdated shape or not attractive. In addition, 8.9% respondent states that job search functionalities needed to be improved and the rest 12.5% chooses 24 hour assistance as the job portal may be for somewhat reason is assumed to be disturbing

9. Is it easy to create an account?





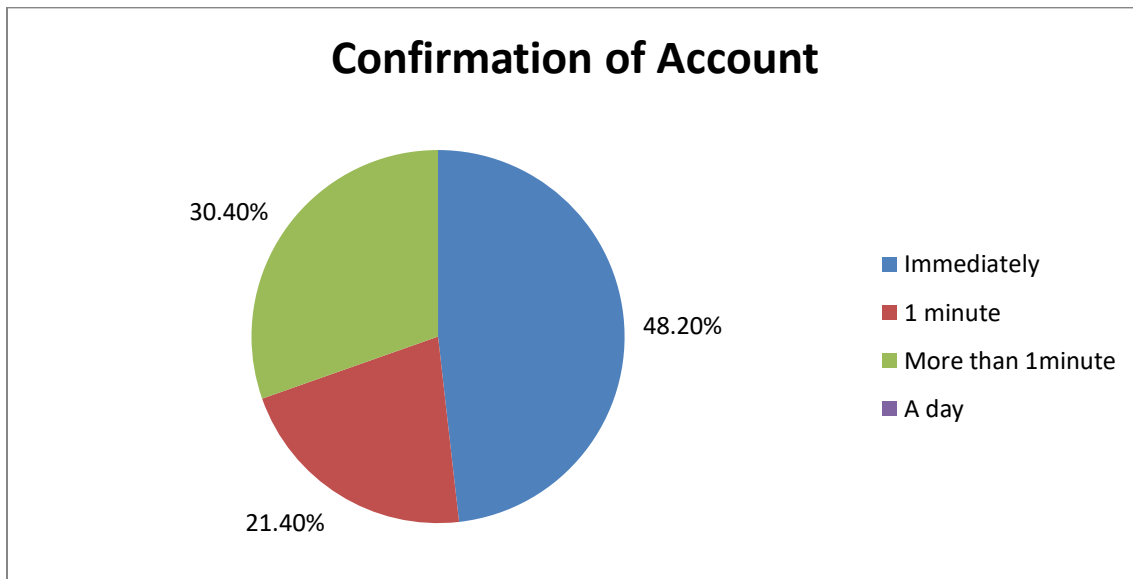
According to the survey, 46 out of 56 respondents say that it is easy in creating an account without any hassle. It is assumed that basic information is in input in creating an account.

10. Are there many steps to complete the registration of candidate's profile?



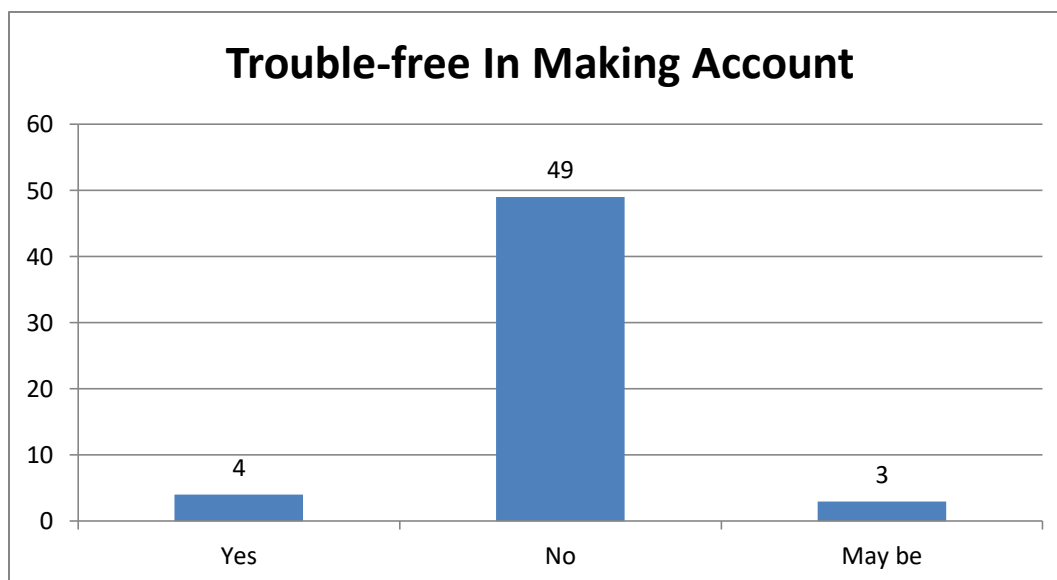
While conducting the survey, it is found that job portal of Robi is not having much steps to complete the registration of candidate account. 75.5% respondent said that there is no much steps in completing the registration, 8.2% felt that the steps are many to complete and rest said “maybe”.

11. In order to receive confirmation of successful candidate profile, how long does it takes?



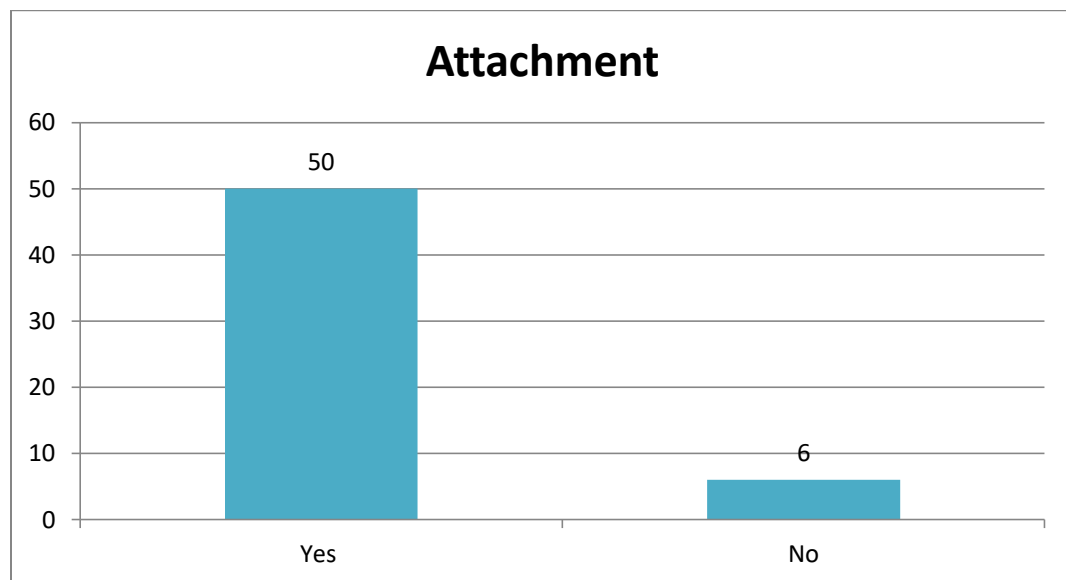
From the survey, it is found that 26 respondents said that it takes 1 minute to get the confirmation of successful candidate's profile. Only 9 respondents stood that they found it immediately after completing the process of a candidates profile and 12 respondents have said that it took more than 1 minute to get the confirmation.

12. Is it trouble-free to make a candidate account?



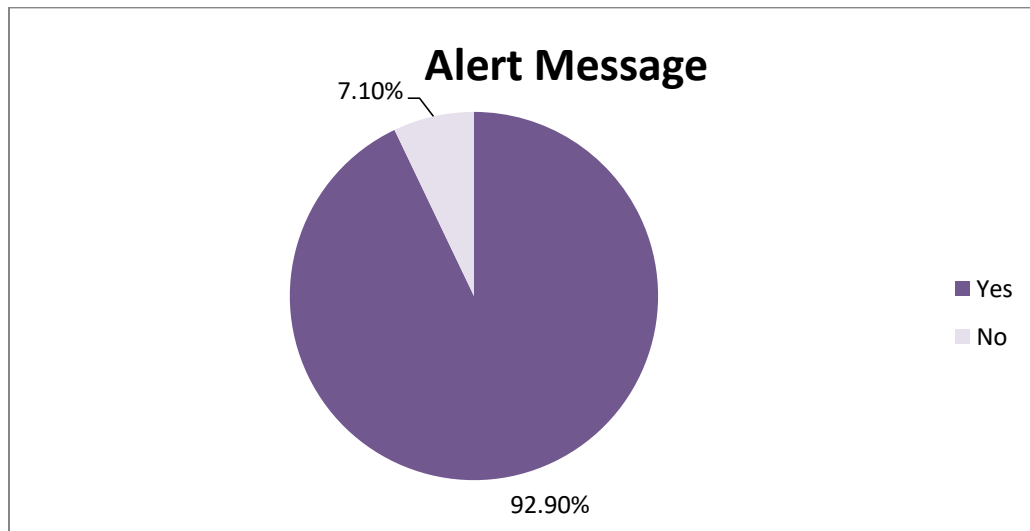
According to the survey, the 44.9% respondents responded that it is trouble free to make a candidate account while 36.7% said that is not trouble free to make candidate account and rest 20.4% commented “maybe”. Those who faced problem in making account it might be due to complicated steps and server may be jammed for which smooth and swiftly the account could not be made.

13. Do they ask to attach CV and cover letter?



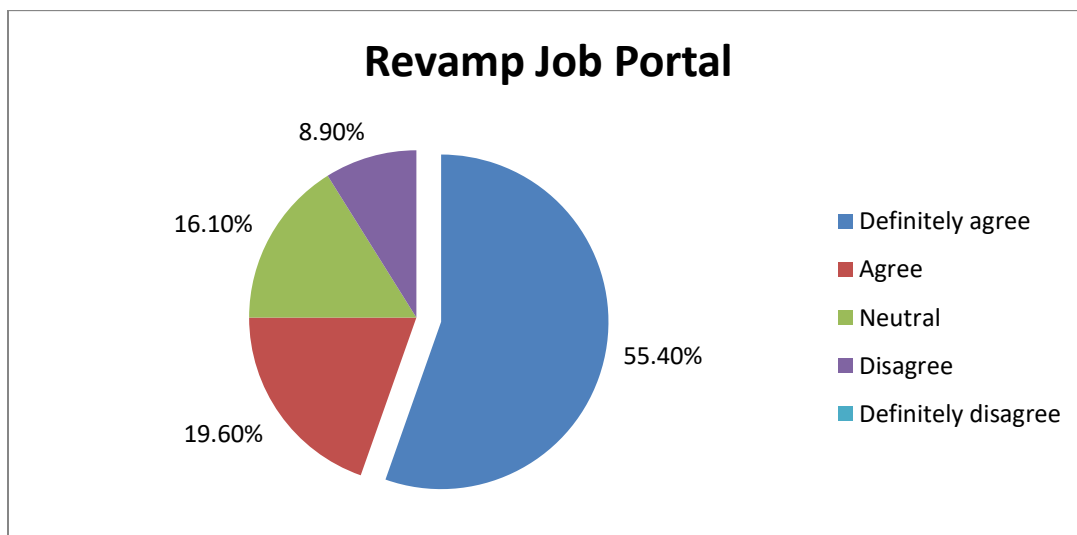
From the survey, the majority of respondents responded that in job portal CV is being asked to attach externally and rest said they do not needed to attach. 50 respondents attached CV along with filling the blank fields in the web pages though it asked the same requirement.

14. Do they send alert message of opening job post?



As per the survey, they do not send an alert message for the opening post. When the candidate do not get notified about the opening job post then they loses the opportunity. As always they cannot be alerted.

15. Would you like to see changes in Robi job portal?



As per the survey, 55.4% respondents said that they would like to see changes in the job portal. A friendly interface and automated information input from CV makes easier for candidate.

## 6. FINDINGS

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The platform that job portal have secured has completely changed the entire manner of searching a job in online job portal. Now, both fresher and experienced candidates can look for job in favorable domain via internet. Nevertheless, the candidates find it hard to cooperate with job portal structure and leave a remark whether the portal is functioning well or not. Following the survey and primary sources, the findings and discussions are being supported as below:

- I. To begin with candidates firstly get attracted with the look of the job portal which Robi's job portal missed in first place. It is noticed that the page of the job portal is not well decorative to attract the candidates which is tragically hamper the employer to attract the talent candidates. Certainly, this leaves a remark in candidate's mind, either the job portal may not be up to date or it is no more functioning in hiring the candidates.
- II. Candidate's frustration begins when they see that the process is too complicate to end up. It means that the process is not at all user-friendly to candidate. From the candidate perspective, it appears as a time consuming in filling all the blank boxes which are actually less important to employers for example, all employers does not recruit in same manner; some may prefer to know more about job qualification other may want to know more about educational qualification.
- III. For every job portal, candidate account is made freely unless they want to circulate their profile in higher level which needs to pay some nominal fee to upgrade the account. For opening an account in Robi's job portal, it first requires name, username, password, and e-mail. After filling all the details of blank fields, it sends a confirmation mail of an account. It is noticed that the confirmation mail delays from one minute to more than one minute instead responding immediately. Here, the candidates need to wait a bit to get the mail of successfully opening a candidate account. This problem may be caused arise for one reason that the system is operating slowly.
- IV. A successful candidate profile account follows a numerous important steps in inserting information to help the employer to look into the candidate qualification. The job portal has made necessary steps in outlining the candidate profile after an



account has been made. Robi's job portal designed eight steps for a successful candidate profile account including personal data, education/training, work experience, qualifications, preferences, attachments, overview and release and then complete. The chain of registering candidate profile account should be reduced as this is totally time consuming and disturbing matter for a candidate who follows an uptrend in corporate world.

- V. Next, Robi's job portal is not at all trouble free. Beginning with the new candidate registering the account to update the profile account in one go. When a new candidate fills up the blank of candidate profile account which follows eight steps and in mean time if power cut happens then all the data will be erased instead being saved automatically. Then again, if the candidate wishes to fill the blank boxes half and rest in other time then there is no option of saving and continuing. Such little trouble causes the candidate to repeat the process all over again.
- VI. As they are not sending alert message on job opening, some of the candidate unlikely to know about its opening.
- VII. The web page layout is not unique and distinctive. It should be designed well to a certain standard and change the icon change according to the suitability with web page design.
- VIII. When a new candidate adds information, and in meanwhile power cut happens. All the information is not saved automatically which causes to input the information again from the starting.



## **7. RECOMMENDATION**

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In order to rule over the job portal platform and gain the trust of candidates; some basic recommendations have been proposed to excel the current job portal condition. That includes being more an effective and gaining a competitive edge over the other telecom companies in the country. Therefore, the proposal has stated brief suggestions are being discussed below:

- I. Robi job portal must focus distinct and noticeable web layout as it creates an impression in candidates. These candidates would not browse if they find the connection with the landing pages or internal pages. As a result, the job portal must have a striking view to connect with candidates
- II. Ensuring that the job portal contains an advanced and user friendly attributes convinces the candidates to be interested. Along with soothing visible user interface appeals the candidates a lot.
- III. The portal interface must be developed in a way that includes certain important points such as all-inclusive job search functionality, salary ranges, etc. for the candidates.
- IV. If the portal interface is designed with less number of steps to apply for a job post then it does not wear out the candidate in first place
- V. Candidates always stay engaged with many things for which they might become forgetful to look into important notifications. As a result, if Robi new structure job portal adds the option of “job alert” then the candidates will be notified everything the new job is being posted. It is highly to be noted that they should send an alert message to candidate for opening a new job post gives an impression that the management is always being engaged with them and seeking the potential skillful candidate in the job market.
- VI. Introducing a mobile app becomes every convenient for job seeker and job portal to scan anywhere anytime and that also keeps the account active.





## **8. CONCLUSION**

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A leading telecommunication company, Robi Axiata Limited, in Bangladesh is trying hard to give their supreme services to their customers. Day by day, the company is improving and growing at a faster rate than any of its competitors. As known that it is the first company in Bangladesh that launched 3.5G and 4.5G network other than that they are providing distinctive and striking product and services to their users. Added to that they keep assisting their customers 24 hour this caused them to win millions of hearts at first place. A continuous rigorous effort in proving services to their Robi users have helped them to gain the trust and faith. The biggest acknowledgement lies in their strength which years after years they achieved a tons of appreciation and recognition for their work. This implies that Robi Axiata Limited is paving the right path of success.

A highly essential for company success, it is important to select and chose the right candidate for the right post which Robi never failed to disappoint to follow a strict rules and regulations and prudent in well-crafted strategies. Through job portal, Robi ensures that the potential candidates will never be lost for any careless features and thus keeping in improving and updating.

To conclude, Robi should never distract from its goals and keep striving to provide the best opportunity for its customers.



## 9. BIBLIOGRAPHY

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6. Retrived from Robi's offical website ([www.robi.com.bd](http://www.robi.com.bd))

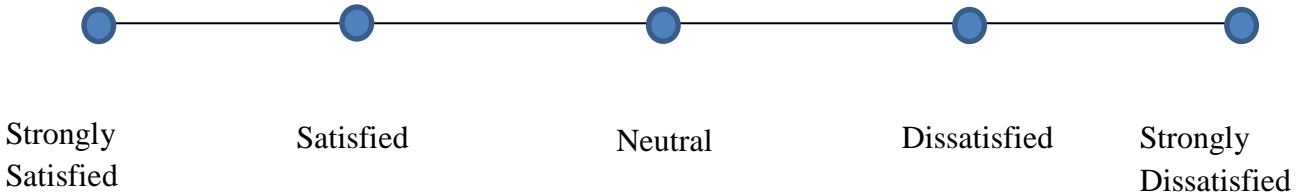


## APPENDIX

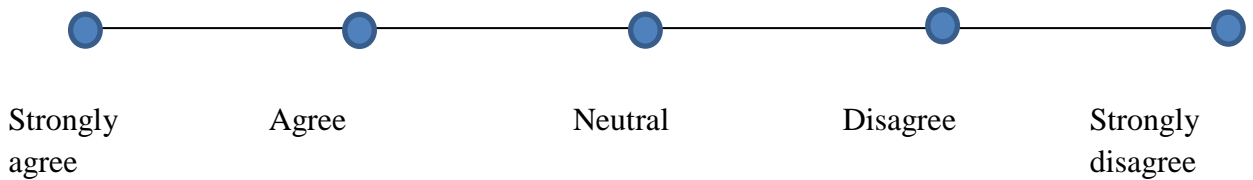
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1. What is your gender?
  - Female
  - Male
  
2. What is your age?
  - Below 25 years
  - 25 years – 35 years
  - 35 years -45 years
  - Above 45 years
  
3. What contract type do you prefer?
  - Roaster
  - Contractual
  - Part-time
  - Full-time
  
4. Do you know about Robi job Portal?
  - Yes
  - No
  - May be
  
5. Have you ever tried to apply through job portal?
  - Yes
  - No
  - May be

6. Is the page of job portal well designed?



7. Does the job portal look user- friendly?



8. Which features need to be changed?

- Web page layout
- Icon
- Job search functionalities
- 24 hour assistance

9. Is it easy to create an account?

- Yes
- No
- May be

10. Are there many steps to complete the registration of candidate's profile?

- Yes
- No



11 In order to receive confirmation of successful candidate profile, how long does it takes?

- Immediately
- 1 minute
- More than 1 minute
- A day

12. Is it trouble-free to make a candidate account?

- Yes
- No
- May be

13. Do they ask to attach CV and cover letter?

- Yes
- No

14 Do they send alert message of opening job post?

- Yes
- No

15 Would you like to see changes in Robi job portal?

