



Post MNP
Port-In
Analysis
of
Robi Axiata
Limited



Internship Report on:

Post MNP Port in Analysis of Robi Axiata Limited

Course Title: Internship

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LETTER OF TRANSMITTAL

6th December, 2018

Mr. Mohammad Atiqul Basher Lecturer

BRAC Business School, BRAC University

Subject: Submission of Internship Report

Dear Sir,

It is an immense pleasure for me to present the internship report based on “***Post MNP Port In Analysis of Robi Axiata Limited***”. This report is a pre-requisite for the completion of Bachelors of Business Administration Degree.

It has been a wonderful experience for me to work in a multinational company such as Robi Axiata Limited. I have been appointed in the ‘Customer Lifecycle Management’ team which falls under the Market Operation department for a period of 3 months under the supervision of Shabrina Hoque, General Manager, Customer Lifecycle Management, Market Operation.

It has been a great opportunity for me to work in Robi under the division of Market Operation and gain in depth knowledge on how to manage the customers with products like data and voice bundles. Further, the experience has met my enthusiasm about the processes inside the company. I have learned about the organizational culture of a prominent telecommunication organization of Bangladesh. Moreover, through this period of time, I got the opportunity to develop a network with the corporate environment.

I am thankful to you for your time and guidance that you have given me within this period. I shall be highly grateful to you if you receive my report and evaluate it with your precious feedback.

Sincerely Yours,

Simran Dhar

ID: 14104025

BRAC Business School, BRAC University

ACKNOWLEDGEMENT

First of all, I would express my gratitude towards the Almighty for giving me the chance to do internship in a multinational company like Robi Axiata Limited. With great patience and time management I have successfully managed to complete the period of internship completing all the duties I have been assigned.

I am ever grateful to my faculty advisor Mr. Mohammad Atiqul Basher, Lecturer, BRAC Business School, BRAC University for his whole-hearted supervision during the organizational attachment period.

I am thankful to Office of Career Services & Alumni Relations (OCSAR) of BRAC University for creating a platform where almost every other student gets an opportunity to do Internship in the renowned companies in Bangladesh.

I would also like to express my gratitude towards my supervisor at Robi Axiata Limited, Mrs. Shabrina Hoque for her guidance and patience, support, monitoring and constant encouragement throughout the organizational period.

Furthermore, I would take the opportunity to express my gratitude to Mr. Biplav Majumdar, Vice President, Mr. Rafiqul Hoque, Vice President, Mr. Tawfique Imam, General Manager, Mr. Md. Ahmed Ullah Chowdhury, Manager and Mr. Shahadat Mazumder, Manager for helping me complete the report by providing assistance at many phases of time. I am also thankful to my Robi Axiata Limited fellows, seniors and colleagues who gave me cordial support, valuable information, advice, suggestion and inspiration in completing the report within the allocated time.

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EXECUTIVE SUMMARY

The study is based on the Post MNP Port in Analysis of Robi Axiata Limited. The report initiates with an overview of the telecommunication industry in Bangladesh which focuses mainly on Robi Axiata Limited (Robi). Then comes the part which is related to the responsibilities I was assigned during my internship. A quantitative research has been done in order to complete the results of the report. This report focuses on the Post MNP Port in Analysis of Robi Axiata Limited in light with the survey results that I have gained by making telephone calls to customers. The study is quantitative is completely depending on the answers that the customers have given to me. These customers are the ones who have recently ported in Robi via MNP. Moreover, this report also shows the reason for which the customers have decided to leave their old operator to join Robi. Leading competitors like Grameenphone and Banglalink users have done MNP to join Robi and the reasons are stated in the report. The results portray why customers have chosen Robi and what their old operator's lack. This disadvantage for the other operator can be an advantage for Robi if properly visualized. Moreover, MNP is a new addition to the technology world in Bangladesh so this is an opportunity to attract more users whilst retaining the present ones. Robi must take this situation as a challenge and provide innovative offer plans and benefits to the customers. Dhonnobad Program has gained a lot of attention within the common people and many of the customers have praised how beneficial this Loyalty Program is than other operators. Robi Axiata Limited has gained popularity with a wide range of offers and loyalty programs and this can act as a weapon in the midst of competition in the market.

PART 1

AN OVERVIEW

OF THE

ORGANIZATION

1. Outlook of Telecom Industry in Bangladesh

According to BTRC (2018), the advancement of Bangladesh's media communications territory initiated in 1989. The portable endeavor in Bangladesh includes scaled quick inside the course of greatest current numerous years to twist up the fifth greatest flexible publicize in Asia Pacific, with 85 million specific clients in 2017 a piece of the blend populace as per Btrc (2018). Bangladesh is listed among the most heavily populated worldwide areas on the globe. According to Btrc (2018), around 80% of steady cell phone administrations are found in Bangladesh's 4 basic city zones, even as 80% of the masses lived in commonplace urban areas. In 2017 Bangladesh's organization grasped a dare to extend fiber-optic system. The mission named "set up request of ICT people group to faraway regions (associated Bangladesh)" is depended upon to benefit 25-30% of the populace as per Btrc (2018). Bangladesh's cell commercial center remains for the most part youthful at any rate have experienced solid improvement inside the course of the greatest late five years. Straightforwardness came back to coordinate advancement is normal at some phase in the consequent 5 years to 2022. The market may be constrained from better enhancement because of phenomenally strong adjacent competition. At present there are four telecom activity in Bangladesh specifically Grameenphone Limited (GP), Robi Axiata Limited (Robi), Banglalink advanced Communications confined and Teletalk Bangladesh Limited (Teletalk). In venture with Bangladesh Telecommunication Regulatory Commission (BTRC) the general scope of cell phone endorsers has achieved 150.945 million on the finish of June, 2018 according to BTRC (2018). The incentives both from government and open divisions have evolved the telecom phase. As a populous area its big marketplace has attracted many foreign traders to put money into this zone.

2. Overview of Robi Axiata Limited (Robi)

According to (Robi Axiata Limited, 2018), Robi is an auxiliary of the Asian telecom mammoth, Axiata Group Berhad situated in Malaysia. Different investors in the element are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc. At present, Robi is the second biggest portable administrator in Bangladesh with 44.729 Mn supporters as end of June 2018. The organization began its activity in 1997 as Telecom Malaysia International (Bangladesh) with brand name "Aktel". According to (Axiata.com, 2018), in 2010, it was rebranded as "Robi" and the organization revised its name to Robi Axiata Limited. Following the merger with Airtel Bangladesh, the combined association, Robi Axiata Limited (Robi) started its business undertaking on November 16, 2016. Beginning at now, this is the best ever merger of the country and the essential ever merger in the convenient telecom fragment of Bangladesh. Robi is the principal organization to dispatch 4G benefits in all the 64 locale central station of the nation. Truth is told, the milestone achievement was accomplished on the principal day of the business dispatch of the administration by Robi on 20th February, 2018. As indicated by an article of tele geography, it was around 35,000 clients of Robi were utilizing the 4G administrations according to the official website of Robi Axiata Limited. The administrator had around 1,500 LTE towers crosswise over Bangladesh at dispatch and the number is relied upon to achieve 2,500 before the finish of February, 2018. The association has exhibited various first of its benevolent electronic advantages in the country and has placed massively in taking adaptable budgetary organizations to the underserved arranges in the nation and semi-urban zones. Robi was the principal administrator to present Facebook's fundamental web stage, free nuts and bolts in the nation. Further, it advances mindful utilization of web among the adolescent with a corporate duty (CR) activity named "Internet4U". As per the official website of Robi Axiata Limited, another CR activity which is Robi-10 Minute School has just turned into the biggest online school of the nation. According to (Robi Axiata Limited 2018), Robi readily claims to have the greatest universal meandering administration in the market, interfacing 385 administrators crosswise over in excess of 140 nations. With the imaginative Value-Added Services (VAS) Robi has redesigned people groups' life. Other than VAS, Robi offers portable preparing administration, ticketing stage, web-based shopping administration, Robi cloud benefit, computerized promoting stage, online revive benefit, energize in addition, my Robi, Robi

Cash and so on. Robi plans to give best quality administration involvement as far as inclusion and availability to its clients all over Bangladesh. Robi is currently attempting to empower computerized life for just for a superior future and to stay near the core of the clients.

2.1 Mission, Vision & Focus of Robi Axiata Limited

According to the official website of Robi Axiata Limited, the Vision of Axiata is “*Advancing Asia, bringing together people, connectivity and technology*”. As a part of Axiata group Robi also has a mission and vision to fulfill the vision of Axiata Ltd.

Vision

To be next generation digital company by 2020.

Mission

According to (Robi Axiata Limited, 2018), Robi aims to achieve its vision through being number ‘one’ not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our building nation.

Focus

Axiata is concentrating on not simply building up a talent pool for the groups and its backups however, on progression making arrangements for enter positions in the Robi, Robi Leadership program centers around seven territories of initiative abilities key reasoning, business discernment, result introduction, client orientation, people management, coalition building and individual characteristics.

2.2 Principles & Purposes of Robi

According to the official website of (Robi Axiata Limited, 2018) the principle and purposes falls under three aspects. They are:

Uncompromising Integrity

- Being legally, ethically and morally correct.
- All conducts will be fair and honest.
- Listening, seeking, understanding and encouraging open dialogue
- Passionate in pursuing Robi's beliefs
- Treating others with dignity, valuing and benefiting from diversity
- Accountable for actions and behaviors on fellow employees, customers, shareholders and the communities in which they operate.
- Courageous in sharing work and bold learn and improve from mistakes.
- Adhere to the Code of Conduct, protect and uphold it.

Customer at the Centre

- Being customer centric delivering their needs in terms of value, quality and satisfaction.
- 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 Robi, buying from Robi and get support from Robi whenever, wherever.
- Striving for continuous innovative solutions in every sphere of work.
- Engaging with the customers to know their demands and the actions will be designed to serve the customers better than the competitors do.
- Not being distracted from creating and providing value for the customers.

I Can, I Will

- Assuring efforts produce desired results.
- Seize opportunities at the right time and execute them on time.

- Going beyond the 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.

2.3 Shareholders & Revenue

According to (Robi Axiata Limited, 2018) Robi Axiata Limited is a joint venture between Axiata Group of Malaysia, Bharti Airtel of India and NTT Docomo Inc. of Japan. According to (Robi Axiata Limited, 2018), Axiata holds 68.7% controlling stake in the entity, Bharti holds 25% while the remaining 6.3% is held by NTT Docomo of Japan. According to (Robi Axiata Limited, 2018) a record of revenue and EBITDA growth of 11.3% and 126.4% respectively for the year of 2017. Fiscal year 2017 data revenue grew by 89.1% accounting for 19.6% of total revenue of total revenue versus 13.4% of total revenue in the fiscal year 2017.

2.4 Products & Services

According to (Robi Axiata Limited, 2018), Robi Axiata limited offers prepaid, postpaid, international roaming, business solutions, video calls and Internet, Wi-Fi support and value added services. The company further provides RobiCash App. Robi's prepaid services include nationwide Easy load facility and high speed internet connectivity all available as value added services. Such as: SMS, MMS, ringtone, call block service, package offer, bundle offer, wallpaper download etc. Customers can recharge their Robi prepaid by using scratch card and Easy load facilities. Robi also offers postpaid services along with various packages. Robi Push Mail is secure reliable email service. From this service customer can work from any place and pay their bill through E-Bill, Web-Bill, SMS, USSD and Customer Care Center. Robi's Value added services includes:

- Music: Robi Ringtone, radio, Song, Goon Goon etc.

- Entertainment: Kids Zone, Jokes alert, Cricket World
- Internet & Data Service: Bundle offer, Browsing pack, 4.5 G packages, Talk time offers
- Messaging: SMS, Voice SMS, International SMS
- Information Service: BD news 24 Alert, Breaking News alert, Stock information, Emergency helpline, HaatBazar
- Mobile Assistant: Call Block, Missed Call Alert, Phone Backup
- Education & Career: Job portal
- Lifestyle: Bazar, Discount offers
- Finance: Stock information, Bill Payment
- Balance Transfer & Request
- Call Management: FnF, Conferencing, call waiting, divert, holding, forward
- Facebook & Job Alert

2.5 Other Initiatives of Robi

According to (Robi Axiata Limited, 2018) Robi Axiata Limited organized an art competition for children in its Dhaka based employees on June, 2012. The event was organized in observance of the world Environment Day 2012. The theme of the contest was “Rong Tulite Amar Prithibi”. This year 2018 on the month of June Robi launched My Robi Sports application where the updates of the FIFA World Cup 2018. They also undertook some TVC based on the FIFA World Cup 2018. Further, they also took initiative of the production of Brazil, Argentina and Germany jersey. It was a gift procurement based on SIM purchase of BDT 499. In the holy month of Ramadan Robi launched country’s first Islamic mobile package named “*Noor*”. This application allows users to get opportunity to avail various Islamic content and services at a discounted rate. Through this application Robi decided to deposit the revenue in a shariah compliant bank to avoid application of interest. Moreover, Robi will donate 1% of the revenue generated from the new “*Noor*” subscribers at the end of the first six months of the campaign on humanitarian causes.

2.6 Robi's Network Development

According to (Robi Axiata Limited, 2018), Robi's Network improvement exercises are actualized by Edotco Bangladesh Co. Limited – a backup of the Edotco gathering – a coordinated media communications framework administrations organization giving end to end arrangements in the pinnacle administrations division including co-areas, worked to suit, vitality transmission and activities and upkeep (O&M). According to (Robi Axiata Limited, 2018), right now, Robi has 12,850 on air destinations, 7,700 3.5G locales and which 65% of aggregate locales are in provincial zones. Robi additionally organize on obligations towards the earth while distinguishing and choosing system locales and sending BTSs. Robi influences on the universal aptitude of Axiata, Airtel and NTT Docomo for its voice and information administrations, guaranteeing the best quality system and rapid availability consistently while conforming to appropriate laws and directions for system improvement and sending.

2.7 Organization Structure of Robi

The association top position is assigned to Chief Executive as the Managing Director is given with all kind of obligations of business bearing of the association and driving progressively towards the fulfillment of its motivation and standards. Robi is right now working with following Divisions and Departments having its foundation in various area of Dhaka, Chittagong and different areas of Bangladesh. The following diagram shows the structure of the designated division of Robi: -

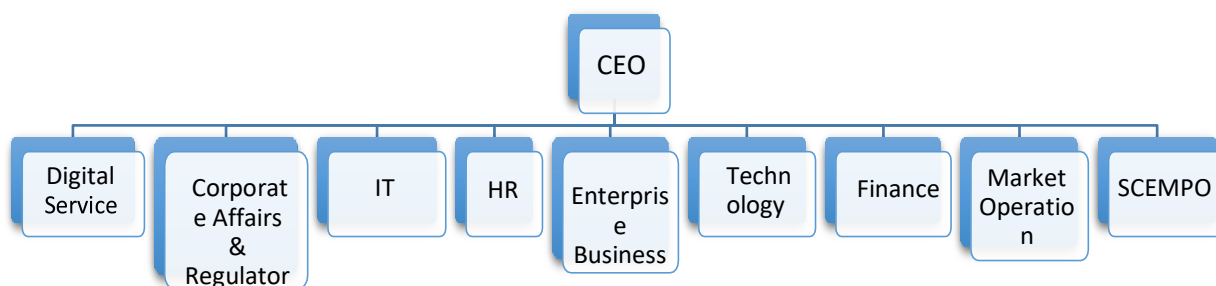


Figure: Organization Structure of Robi

2.8 Enterprise Risk Management Governance

Robi's risk management provides answers for the organization's hazard the executives framework and exchange arranging, supports the business activities and meet the desire for clients, investors, workers and the general public. With orderly hazard the board systems, alongside steady checking that surpluses the organization's dimension of resilience that they can adequately recognize, assess, resolve, report and screen critical dangers that present dangers to the organization in adding to maintainable business rehearses. Following Division falls under risk steering committee and Board of Audit Committee. They are:

- Chief Executive Officer
- Chief Technology Officer
- Chief Corporate and People Officer
- Chief Commercial Officer
- Head of Internal Audit

Divisional Risk Coordinators Departments are:

- Technology
- Market Operations
- Finance

- People & Corporate
- Digital Services
- Corporate Strategy
- Edotco (a subsidiary of Robi Axiata Limited)

PART 2

JOB

RESPONSIBILITIES

It was a great opportunity for me to work in Robi under division of Market Operation for a period of three months.

3. Market Operation (MO) Department

The market operation (MO) office was set up in the season of 2012. Earlier it was under the division of Finance, later it was secluded and named as MO Department which is by and by under the division of Supply Chain and Enterprise Project Management Office. This office is generally deals with the media action of the Bangladeshi market. The media undertaking again apportioned into two units one is ATL and the other one is BTL. These two units encounter the business procurement. The procurement methodology of SCM and MO Buying is extremely relative. ATL stays for Above the Line and BTL stays for Below the Line. This two units perform securing for different reason. ATL basically play out the obtaining of TVC, Newspaper, see, events, sponsorship, fight and out of home activities which joins notice, shaft signage and site checking. While BTL performs procurement for SIM card, scratch card, T shirt, diaries and other print works out. The MO Buying office is one of the most diminutive workplaces incorporating 9 people in the gathering. The structure of MO team is given below: -

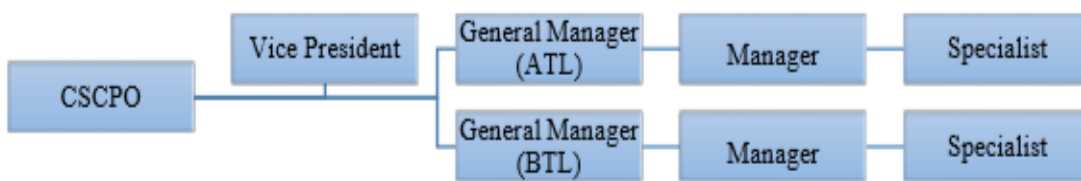


Figure: Structure of Market Operation Team

My adventure as an intern in Market Operation, CLM group at Robi Axiata Limited began on 5th September, 2018 for a time of three months. The activity nature was full time which was eight and half hours for five days. This likewise gave a specific measure of compensation. Aside from that, the working hours was sufficient adaptable. By punching the "S Card"

interns go into the workplace in the middle of 8 am to 10 am and it was comparable for the worker as well. Further, Robi has a superb activity condition and it is an open work area work condition. In this manner, one needs to sit and work in a group of 5 to 10 individuals from the assigned division. The neighborly work condition and undetectable chain of command of Robi spurred me a great deal to work autonomously.

3.1 Job Responsibilities

3.1.1 My Department

I was allocated to the Loyalty and Win back gathering under Customer Lifecycle Management (CLM) unit of Market Operation Division. The full kind of CLM is "Client Lifecycle Management". The term Customer Lifecycle Management portrays the methods for how a customer state of mind works through while acquiring or using and keeping up their unwavering quality towards Robi things. Robi looks up for conditions using information and tries to get profit by its energy customers and besides attract new ones. As known, the cost of keeping up a customer is always higher than holding in this manner Robi carefully considers every last one of those minutes that the customers involvement in each period of their eating up period. For the most part in an organization giving business, as a thing maker, it is basic to fathom what a customer needs from the association and make packs and data in like way. Basically in the wake of meeting these wants for customers, the method for keeping customers unwavering advances toward getting to be smoother. Robi's CLM method starts from publicizing, getting and end up making stable customer or calm or beat customers. Stable customers are the people who remain reliable to the association and the peaceful customers are who change to another operator(s). A broad piece of the quiet clients are considered as abundance searchers; they search for compensation and offer unfailingly. Robi's CLM technique is to hold these sorts of clients. Robi utilizes propelled examination and client profiles as responsibilities for arranging mediations, which steadily enhance client relationship with Robi and drive win-backs. CLM is to make and direct the battles and ground practices for inciting Silent SIMs, and building the steadiness of high-respect parcels (through compensation/dedication programs), and with their International winding association. There are two various courses through which clients can be presented – over the

line correspondence (ATL) and underneath the line correspondence (BTL). Robi Axiata applies both, in any case International Roaming investment depends upon BTL correspondence, since they direct near nothing and specialty fragment which merges for the most part CEOs, MDs, authorities of various affiliations, and different obvious faculty of the country. During my internship, I worked under the supervision of Shabrina Hoque, General Manager of CLM. I likewise worked with Mr.Towfiq Imam, General Manager, Loyalty and Win back and Mr. Ahmed Ullah Chowdhury, Manager Loyalty and win back division

3.1.2 MY RESPONSIBILITIES

As an intern, the responsibilities that I had to perform are:

1. Sending scheduled SMSs promoting offers and bundles
2. The Dhonnobad Program
3. Update work orders as necessary
4. Various survey calls
5. Update Outbound call summary

Sending scheduled SMSs promoting offers and bundles:

CLM team has a few pseudo teams as well. These teams such as the data team, churn team, voice team and the loyalty team divide their bulk of work and only concentrate on the respective divisions. So, each team creates bundles and offers for customers and I had to configure the messages and send them to the customers via a tool named DND. This had to be carefully done since it is a direct contact to the customers and any small mistake can cause a huge problem. Maintaining a list of priorities, I send messages promoting the bundles depending on selective bases for customers. There are unique bases created for customers depending on their necessities. Robi being a service providing company has to abide by the needs of customers. For this reason, looking at the purchase history of the customers, a base is created. Offers are created for specific groups of customers and messages are sent to only those specific groups. Moreover, there are generic bundles for all customers too. The specialists in my team make these products and also specify the bases to whom the offers should be sent to. After that, I configure them in the tool and send them to the customers.

The Dhonnobad Program

Robi Dhonnobad is a client steadfastness and win back program of Robi. It is a counter program of GP's Star program. Dhonnobad program is another expansion to the voyage of Robi and is an experiencing contract with the distinctive business foundation. By this agreement understanding Robi will elevate the business establishment to the Robi Dhonnobad client however consequently, the business foundations need to give a specific markdown as made reference to in the agreement to the Robi Dhonnobad entitled client. Amid my temporary position period, I needed to set up the agreement assertion which is known as Memorandum of understanding (MOU). This contracts papers are marked by the General supervisor and administrator of market activity division(Loyalty and win back).Robi appointed two merchants Enroute and market access to contact these accomplices. These papers are marked and return back to Robi. After that I make a database of these agreement papers by putting reference numbers. These reference numbers discovers these agreement papers in future. Presently, Robi has in excess of 3500 contract papers. So dealing with a database of these agreement papers is required for a smooth task. I have to update the details of these partner business institutions in an excel file. I also made a SMS calendar as to when to send specific promotional messages to which region. This was one of the times where I had to put a lot of patience into the work as it was important to meet a specified limit of how

many customers I could send messages to daily. In this process of work, the General Manager, Tawfique Imam, has been patient enough to continuously keep a check on my work and give me feedback on what I was doing.

Send Work orders

Another of my primary assignments was to plan work orders. The work order is a tool, which is utilized to send mass SMS straightforwardly to clients. As talked about past that I have worked under CLM and unwaveringness and win back division under CLM , so I needed to arrange work orders for both various types of campaigns of CLM and distinctive accomplices of reliability and win back . To illuminate clients about these offices work request and mass SMS is utilized. It is a practical method for advancing the accomplices and furthermore educate these gigantic number of clients straightforwardly. The sending work arrange is a simple technique however certain conventions must be pursued while sending the work orders. The work orders which I sent were in 4 slots. Each slot can send up to 1.2 million SMS for each day. So while playing out the assignment I needed to ensure that the client base number does not surpass 1.2 million. I additionally need to precisely compose the message body since this message will specifically send to the clients.

Various survey calls

During my internship period I needed to call clients for different sorts of survey reason. My colleagues from CLM office and Loyalty division need to do various types of review frequently. For their overview reason they used to give us number rundown and from that rundown we used to call the clients to gather data. A content was given to me along inquiries to be asked to the clients. In light of those inquiries, I needed to enter the inputs in a record and send them to the expert who have doled out the task to me. In light of my record, they think of thoughts on the best way to treat the clients and if vital make interesting packs for particular gatherings of clients.

Update Out Bound Call Summary

For Loyalty and win back program, I had to keep a summary for the number of calls made by the customer care team. These out bound calls are made to the customers to get feedback on what problems they are facing while using Robi network. There may be complaints about network, data or any other sort. The customers are called to ensure their stay in Robi network

and also if they have switched to any other network, to pull them back to Robi. I need to maintain a summary in an Excel sheet keeping a count of complaints or issues that customers are facing. Then I also have to maintain a separate file of reached numbers and unreached numbers. At the end of the month, the file needs to be sent to the Manager for further process.

PART 3
ANALYSIS
OF THE
PROJECT

4. Generalities of the Study

4.1 Introduction of the Study

Mobile Number Portability (MNP) is a system where mobile phone users can change their network retaining their phone numbers. This system is implemented in different countries around the globe. According to Btrc (2018), Bangladesh is the 72nd country to avail such technology. According to Iqbal (2010), since its launch in Singapore in 1997, over a hundred markets today permit MNP. Most MNOs offer this administration for nothing or at an ostensible cost, empowering clients to change numbers or switch administrators effortlessly. Infobip's administration Number Lookup can direct computerized number compactness checks to benefit advance steering and charging for a scope of organizations and industry verticals. From call focuses trying to naturally streamline steering and expenses by checking number sort before setting up a telephone call or sending a SMS to cut expenses.

Robi being in the competitive market as others have also made this service available for the customers. Customers can easily switch to other operators from Robi and customers from other operators can port in to Robi without changing their numbers. This has created a challenge for the telecom industry as it has changed the game completely. Customers just might switch the network if they are not satisfied with any of the services provided by their current operator. The steps to switch are easy too, for which customers might not think twice before availing this opportunity.

The steps to do MNP port in to Robi are as follows:

1. Customers need to go to the Customer Care.
2. They have to carry their National ID Card
3. They have to do Biometric Registration by giving finger print
4. They will collect the new SIM
5. A message will appear on the phone and they can use the new network with the same number.
6. If not satisfied with the new network, customers can switch after 90 days.

4.2 Research Objective

The objective of this research is to analyze the reasons for why customers are porting in to Robi network leaving their current ones. The analysis is largely based on phone call interview with the customers who have successfully ported in to Robi. The results are then placed in to graphs to illustrate the scenario easily.

4.3 Scope of Research

The study is based on the findings that have been found out after the MNP service has been made available. Since I have to limit my research basing on the information that the company provides me, I cannot completely portray the raw scenario that is actually happening. I was only given a set of phone numbers of customers who have ported in but I was not allowed to get the numbers of Robi customers who have ported out. If I was able to call the port out customers as well, I would have had a better picture of due to what specific reasons customers are porting out. This could have brought light to where further concentration must be provided in order to win back customers. Moreover, this could also help retain the present customers as well. Moreover, during making calls, there were customers who did MNP just for taking the experience and did not have any specific reason to switch. Customers like these do not tend to bring about any profit to the company. Furthermore, not all customers were ready to answer questions which did not bring 100% accuracy to the survey results. Apart from the calls I have made, there are secondary data collected from the internet and from the research agency that Robi has hired. Any distortion of information in that secondary data may bring a negligible amount of difference in the results portrayed in the report.

4.4 Significance of the Study

The results and findings will be great benefit for the management, authorities and future researchers. At first, the operator Robi can have an overview of their offers and services for their customers. Secondly, the authorities can interpret the results and set a new strategy for how to retain their present customers. Finally, the study can be beneficial to sort out what the customers are expecting from the brand and then make services according to their needs. Thus, it will provide some directions to future researcher and will also be recommended as a source of secondary information for them.

5. Purpose of the Project

The report illustrates the reasons for porting in Robi through MNP, through which this report has fulfilled general and a specific objective. They are as follows:

General Objective: The general objective of this report is to fulfill the criteria of Bachelor of Business Administration degree under BRAC Business School.

Specific Objective: The primary objectives are given below: -

- To provide an overview of Robi Axiata Limited
- To estimate the reasons for Porting into Robi Network
- To find out why customers left their respective networks
- To identify the strategies for attracting customers of other networks to switch to Robi.

6. Literature Review

According to (Lin, 2018) Mobile Number Portability is a service through which a customer can switch from current mobile operator to another mobile operator by keeping the MSISDN (Mobile number) unchanged.

According to (Btrc, 2018), Mobile number portability (MNP) service has been available for mobile phone users in Bangladesh from October 1 and on November 30, 2017, the BTRC handed the MNP license to IBTCL. IBTCL is a joint venture of Info zillion BD Limited and Teletech DOO, Slovenia. The firm was directed to provide MNP service within 180 days of receiving the license. According to the MNP guidelines, IBTCL had to port at least 1% of mobile phone subscribers through the service by May, 2018. More than 72 countries have MNP, which increases competition between operators in terms of service quality. A mobile phone user can move to another operator retaining his/her number, at Tk50 plus VAT, and the process would take 72 hours at the most. If any user wants to change operators yet again, he/she has to wait 90 days before shifting. Robi is charging Tk 149 for the service. In return, it is giving a good number of facilities to customers. A customer can change their present

network to a new better portable administration movability, keeping the portable number unaltered. Therefore, it is no more a hassle to educate the companions and relatives about any adjustment in the number. This is of extraordinary advantage to representatives and experts where they may need to endure misfortunes because of progress in versatile number. The formalities involved in MNP are quite nominal. The whole process of switching mobile operators will take a few minutes only if there are no outstanding dues with the old operator. A soul of rivalry will keep running in telecom administrators to give quality support of the general population at least expensive rates. This will give immense advantage to the endorsers. Specialist co-ops want to offer some basic alluring levy intends to draw the supporters is that they change to them. Esteem included administrations at rapid may likewise be offered to the new clients. New versatile specialist organizations should do endeavors to build up their feet in the market. They can challenge their self just by offering alluring tax designs with quality support of their clients. On the opposite end, clients are constantly inclined to attempting new chances and administrations. In addition, experiencing distinctive issues like system issue or high tax, clients will in general change the system however on occasion can't. The reason being that, the number is widely known to a lot of relatives or maybe linked to bank accounts. MNP has created a platform easing out the problem and hence customers switch to whichever network they want to. MNP has created a tough competition among the operators present in the market since it has become easier to switch networks at any moment. Operators need to come up with luring offers in order to retain their customers and Robi is of no exception.

7. Research Methodology

Since the objective of this research is '*Post MNP Port In Analysis of Robi Axiata Limited*' therefore a complete quantitative technique has been applied to conduct this study. As we know that quantitative approach is related to data interpretation and calculations.

7.1 Methods of Research Used

The research is descriptive in nature. I have collected data from both primary and secondary sources. To provide the overview of port in to Robi, I made telephone calls to the list of customers given to me, who have switched to Robi from other networks. Moreover, I have used information provided by Acumen Research, Management & Consultancy Limited, a monitoring agency of Robi Axiata Limited as my secondary source.

Primary Data Source

The primary data were taken to make an effective report while working in Robi Axiata. The data that has been collected from the calls have been represented via graphs. Customers have chosen more than one option when asked about the reason for switching to Robi, for which the total percentage in the given graphs exceed 100%. Main primary data sources were-

- telephone calls made to the customers
- conversations with customers
- database showing the rate of port in

Secondary Data Source

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

- Website of Robi Axiata Limited
- Official reports of Btrc, Bangladesh
- Journals regarding MNP around the world
- Report by Acumen Research, Management & Consultancy Limited

8. Project Analysis

8.1 Sample Size

The report has been done by surveying customers based on the port in numbers from the two big competitors of Robi- GrameenPhone and Banglalink. The total sample size for the survey was 150 users. Out of which, 150 users were of GrameenPhone and 150 users were of Banglalink.

8.2 Port in to Robi from Other Operators

According to the reports provided by Acumen Research, Management & Consultancy Limited, Robi has pulled in 16,916 customers to its network from three rivals in the first three weeks after the mobile number portability was rolled out, according to a report of the telecom regulator. There are other mobile operators in the market such as Banglalink, GrameenPhone and Teletalk. Among them, GrameenPhone and Banglalink are the biggest competitors for

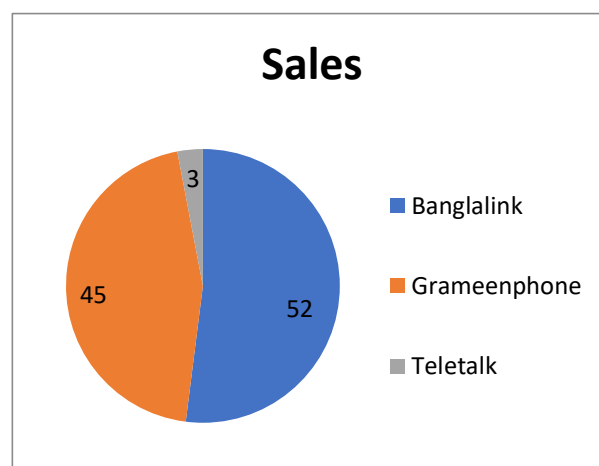


Figure: Percentage of Port in from other operators

Robi. Even during the process of MNP, 52% of Banglalink and 45% of Grameenphone users' customers have ported in to Robi network. On the other hand, 3% of Teletalk users were also into this MNP game.

9. Findings

9.1 Reasons for Joining Robi

About 300 customers were called in total. 150 of them were previously using Grameenphone and the other 150 were using Banglalink. Based on a script I have prepared, I asked them questions about why they chose Robi over their operators. Based on what they have answered the below graph has been made. Almost half the sample size I have contacted believe that Robi has better call clarity for which they thought of switching their network.

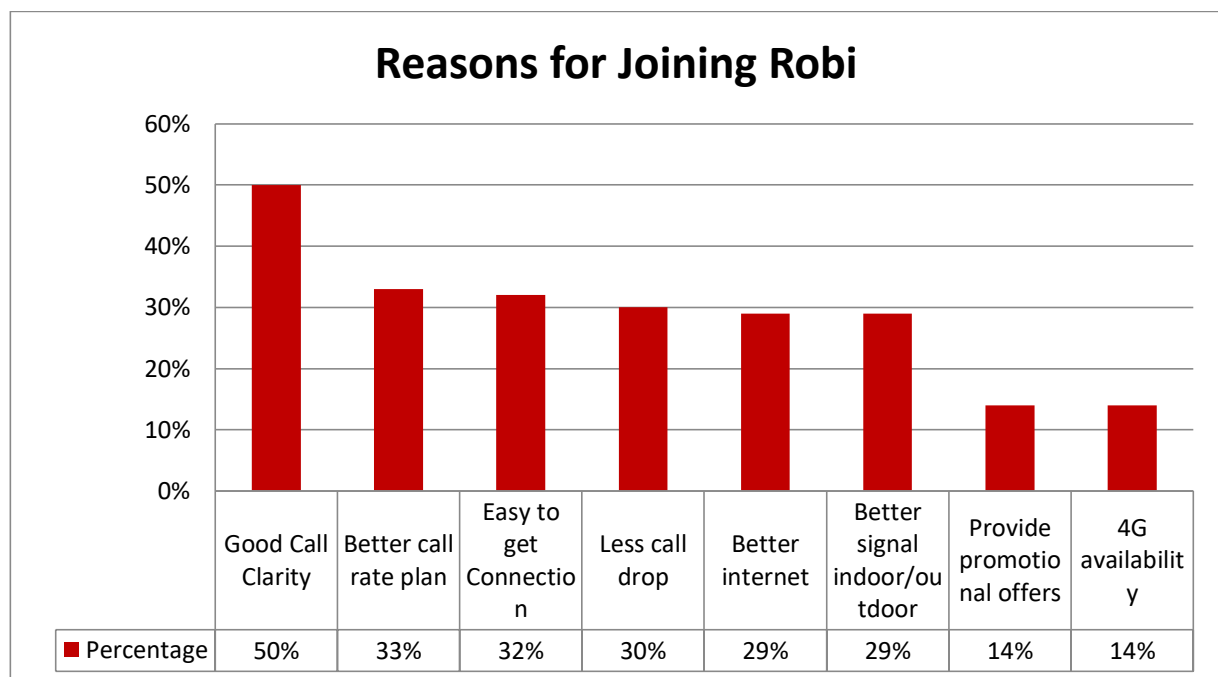


Figure: Reasons for joining Robi

Whereas, 33% said that Robi has a better call rate plan than their old operator. There were other reasons involved too such as the customer preferred that the call drop rate is less in Robi and that it had better internet plans as well. 4G is a new addition to Bangladesh and so there were customers who were interested to join the 4.5G world of Robi.

9.2 Reasons for Joining Robi from GP:

45% of have ported in to Robi. When asked a few questions on why they thought Robi was a better option to choose over GP, 46% have answered that Robi has better call clarity than GP. GP customers have always faced a high call rate problem but were skeptical to change the network because of relatives having the number. They said, this was a great opportunity for

them to switch the network and not have to lose the number as well. Moreover, they claimed Robi to have better call rate plans and that the customer care service was so smooth that it took minutes to switch to Robi via MNP. Call drop has been quite an issue for a lot of customers and these GP customers have stated that they are not facing call drops after switching to Robi so far. All the operators in the market compete with each other to provide the customers with the best plan and offers.

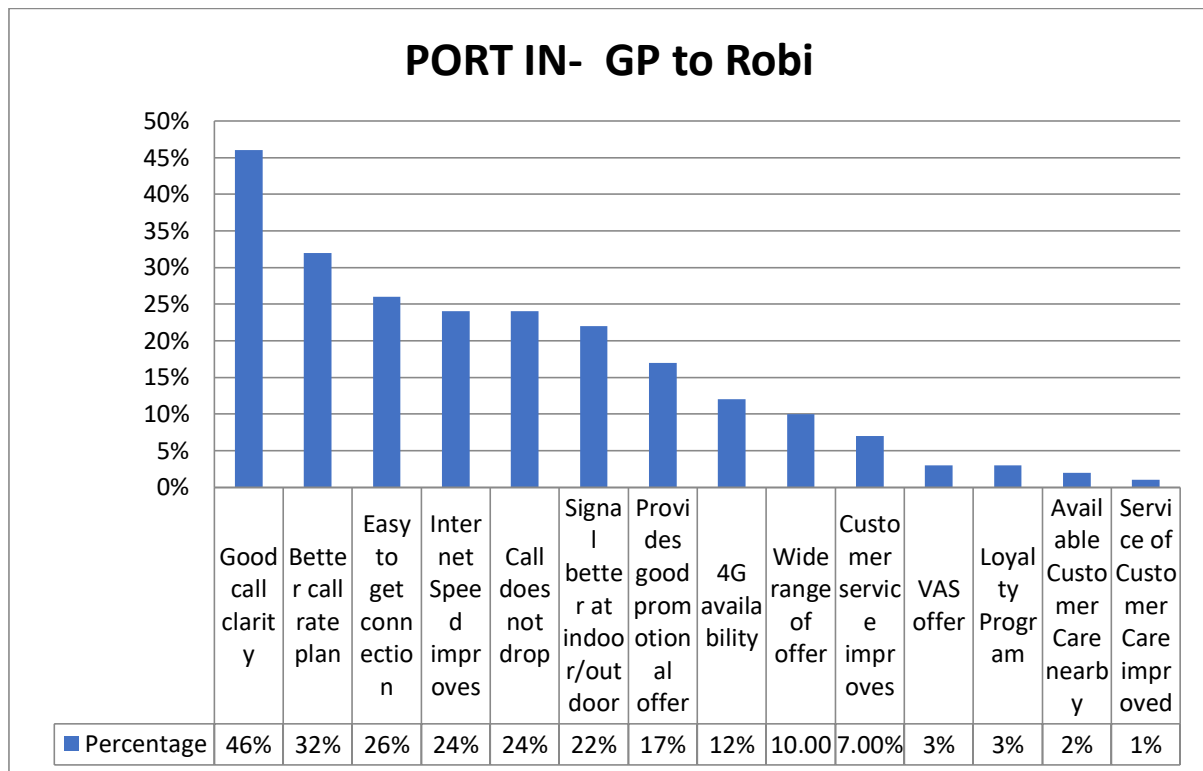


Figure: Reasons for joining Robi from GP

Grameenphone users switching to Robi, these new customers have found that Robi offers are more luring and satisfactory to them. 4G service is a new concept in Bangladesh and Robi claims to have reached the highest number of users. The world of 4.5G AS Robi claims, have attracted customers through MNP as well. Robi has a Loyalty Program named, Dhonnobad. This program offers various discounts in restaurants and other business institutions. Quite similar to the GP star program, Dhonnobad has attracted the eyes of more customers.

9.3 Reasons of Joining Robi from Banglalink

8,916 Banglalink customers have left the network to join other operators. 52% of Port in customers to Robi is from Banglalink. Call clarity is one of the major essentials that a customer would expect the operator to have. Robi being one of the biggest competitors in the Bangladesh market, has great call clarity for which customers who have come leaving Banglalink have also second to that. When asked if they have a better signal now, they said they were pretty pleased with how Robi has network both indoor and outdoor. As the prior GP customers agreed too, customers from Banglalink has also agreed that Robi has a wide range of offers and that Robi understands the need of their customers. Loyalty Program, Dhonnobad has also gained a lot of attention of these customers and so they have chosen Robi.

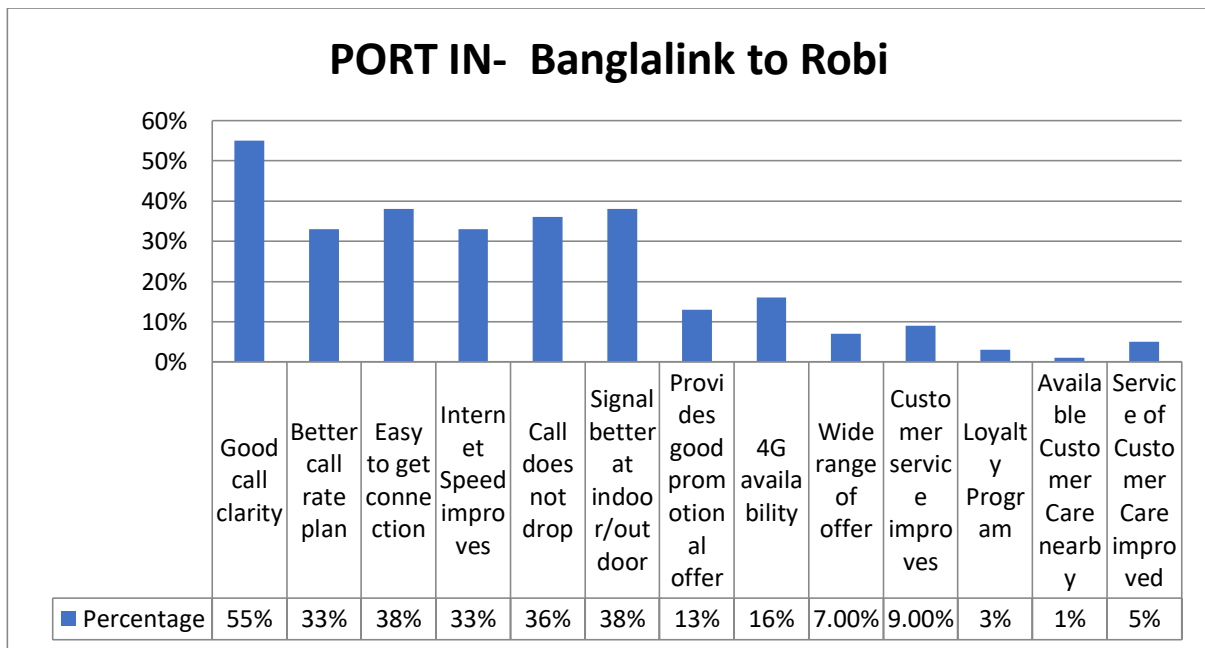


Figure: Reasons for joining Robi from Banglalink

They have agreed that the customer care service is fabulous and that they did not have to wait much during the MNP procedure. Customers have also said that they were eager to join the 4.5G family and this was a great opportunity. There were customers who had lost their Banglalink SIM and they thought it would be a better to switch network via MNP than go through the SIM replacement hassle.

9.4 Reasons for Leaving GP

Grameenphone is the biggest telecom company in Bangladesh at this moment. Being a brand, there are certain standards that GP maintains. During this process, the call rates that they have planned are not feasible for all class of people in the

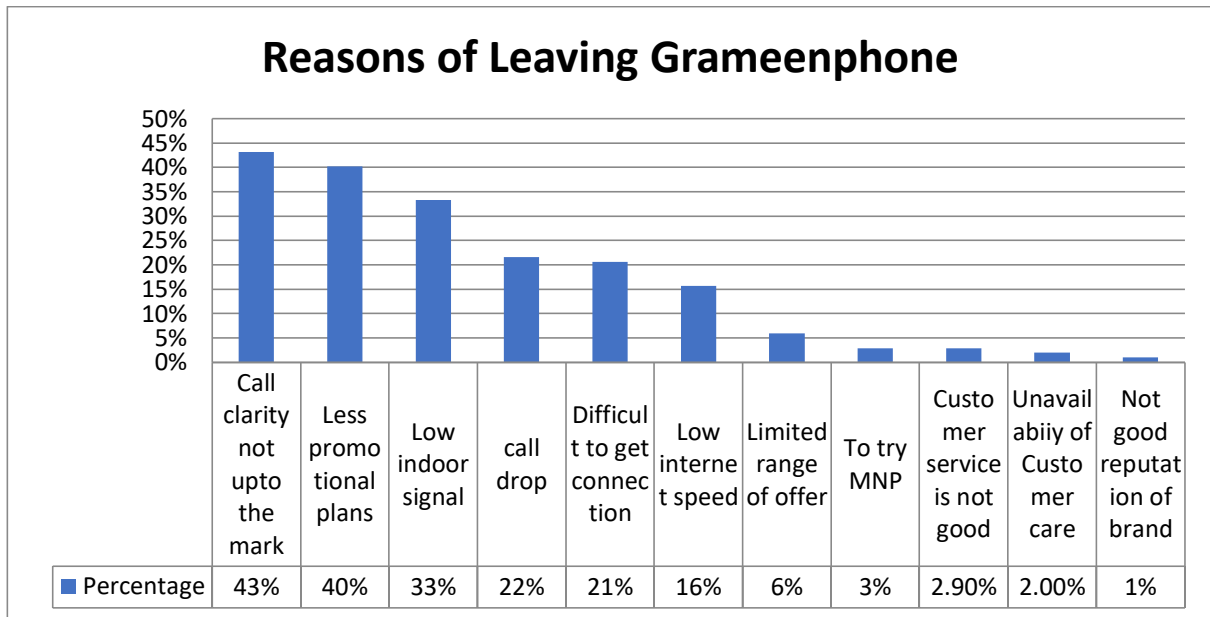


Figure: Reasons for leaving GP

Society. Nevertheless, now the Government has set limit to the call rates but by the time this rule has been made, GP users have had made minds to switch. Major portion of the customers have left because of the call clarity not being up to the mark. There are less promotional offers for the customers, which made them switch to Robi who has been offering wide range of offers. Low internet speed and call drop problem were also some of the reasons for customers to switch because in this era of 4G, low internet speed is not at all acceptable. Many of the customers were switching just to try the MNP process. Customer service has to be one of the top notch services in a telecom industry. It is the direct communication with the customers for whom all the hard work is about. If the customer service is not up to the mark, it creates dissatisfaction within the customers. GP has always had this reputation of not listening to the needs of the customers and keeping the rates high always. This has been quite an opportunity for the customers to switch the network and go to a better network.

9.5 Reasons for leaving Banglalink

Banglalink has started off their journey with a youth spirit but could not keep up with the energy with the phase of time. Currently, the network issue and call drop issue have gained a lot of attention which drew dissatisfaction to the customers. 58.8% of the customers I have called have said, they left Banglalink for the poor call clarity problem. Some claimed, they had to call 5-6 times to make a proper conversation on phone. Low internet speed has always been an issue with the Banglalink users, and they said they rather kept the SIM unused and used other SIMs for internet surfing.

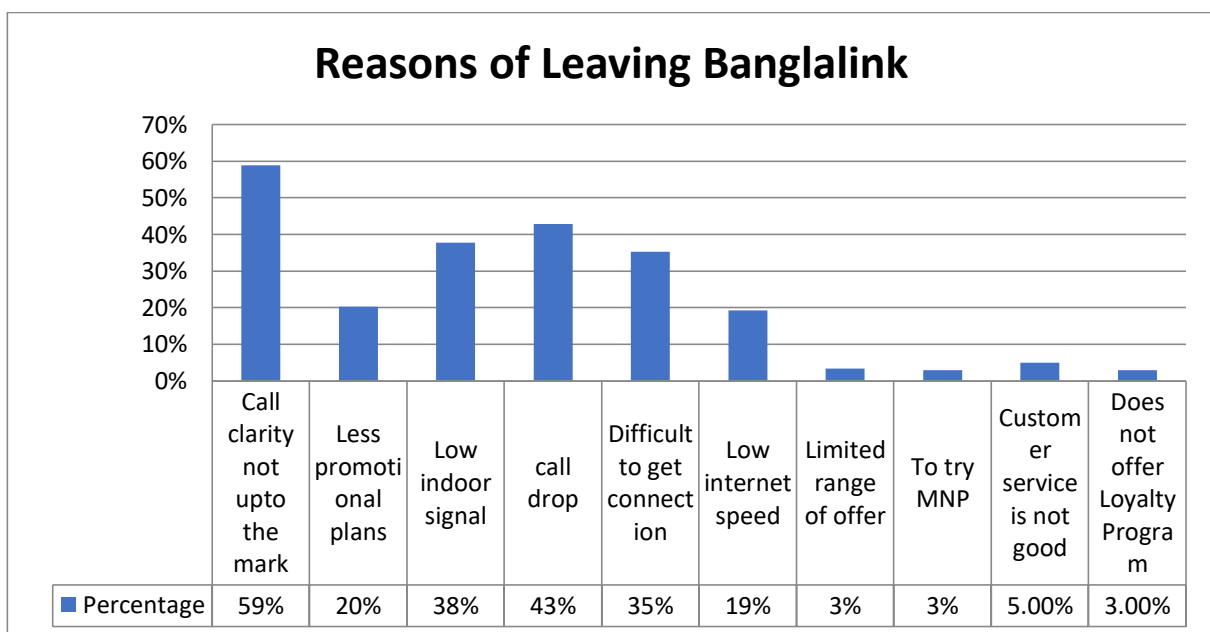


Figure: Reasons for leaving Banglalink

Again, there were customers who just wanted to take the MNP experience and so they switched to Robi from Banglalink. Priyojon is a loyalty program in Banglalink but it does not offer much offers or discounts in versatile areas. Robi on the other hand gives away discount on various restaurants, clothing stores, etc. This program has attracted a lot of Banglalink customers for which they chose Robi over Banglalink

9.6 Level of satisfaction with Robi

It is very important to be satisfied with the network a customer has switched to. Robi with better services have successfully managed to satisfy the needs of the customers. In the pie chart given below, it shows the level of satisfaction of the customers. The biggest 3 criteria of

judgment are network quality, call rate and customer care service. The level of satisfaction is high in all the three criteria and that can bring about a conclusion that Robi has been serving better with innovative offers and plans. On the other hand, there are a few percentages of dissatisfaction but they are very negligible. Nevertheless, they cannot be ignored and the reasons have to be figured out. The roots have to be checked on due to what specific problems customers are facing problems in any category of service. Hence, on those problems, solutions have to be prepared so that in future these customers do not have to face any difficulty.

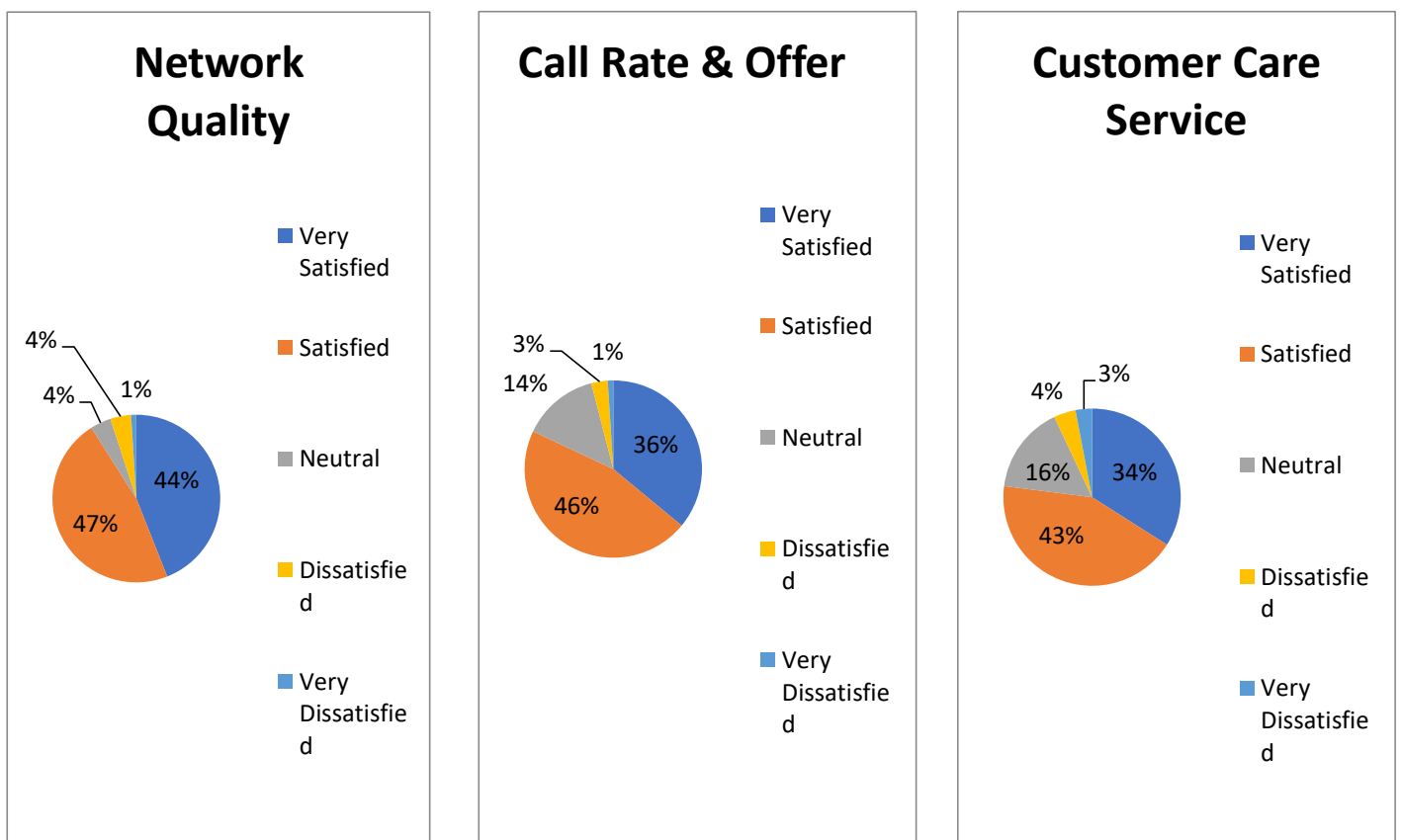


Figure: Criteria for satisfaction

10.Limitations

Even though I have personally called the customers to take feedback, there were a few customers who were not interested to answer my questions. Moreover, I was only provided with numbers who have ported in to Robi. If I had the chance to speak to customers who have ported out, I would have made recommendations on what sector to work on for further better service. Adding more, there were constraints on what information I can share and what not which puts a limit to the accuracy of understanding the scenario.

11. Analysis, Recommendation & Conclusion

10.1 Analysis of the Findings

Based on the findings, among the total numbers of customers who have ported in to Robi, 52% are of Banglalink, 45% are of Grameenphone and only 3% are of Teletalk. The common problems faced by the customers in their previous network included network issues, call clarity, not having wide range of offers, poor customer service and call drops. Robi having a decent number of plans for individual customers have added a lot to their reputation of listening to the customer needs. Customers coming to Robi have stated their satisfaction on how they are enjoying the services provided by the operator. The level of dissatisfaction after coming to Robi is very negligible but Robi is coming up with new strategies which will meet up the gaps that the customers have experienced.

10.2 Recommendation

According to the findings, customers are more attracted towards Robi majorly for their network quality, call clarity and the variety of offers they provide. In the midst of the competition in the market, Robi should maintain their technical skills of building up a strong network so that any other customers facing network issues in other operators get fascinated by the strong network Robi provides. Moreover, Robi should come up with new offers for the customers who have ported in to Robi. This way, the customers will be satisfied and will feel welcomed. Customer care service is one of the most important aspects for a customer because in any urgent situation, customers call the customer service. Customers expect the service to

be fast and precise and so Robi should try to cope up with good quality service providers who will keep up with the standards that Robi has created. In addition, Robi is now offering the lowest call rate in the market, which is an advantage for the company. According to the findings, percentage of Banglalink customers is highest in port in. So, Robi should target more customers from Banglalink who have not yet switched to Robi. Robi should come up with more social media promotion to switch to Robi. Given that Robi has already set up a good impression being the second largest network in the market, so it is easier to build up the count of customers.

10.3 Conclusion

MNP is a new concept in Bangladesh starting on 1st October, 2018. This service gives an opportunity to switch the network by retaining the number. This gives the freedom to choose which ever network a customer desires without compromising the number. In this era of MNP, the competition is heavy among the operators since it is very easy to switch networks. The operators in market need to come up with innovative offers and plans to retain their present customers and also pull other customers from different operators. Robi has successfully ported in a ton of customers already and with more innovative plans and offers, the customers seem to be satisfied as well.

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Appendix

Questions:

1. Why did you think of doing MNP?
2. Why did you switch to Robi from your old operator?
3. What problems did you face while using your old operator?
4. Does Robi meet the solution to the problems you have faced in your old operator?
5. How does Robi satisfy the problems you were facing?
6. What offers are you using after switching to Robi?
7. How did you go through the process of MNP?
8. What problems did you face while doing MNP?
9. Would you stick to Robi even after 90 days or would want to switch to other network?
10. If yes, why would you want to leave Robi?