

**Report On**  
**Commercialization of Cholbe Robi Application & Robi's**  
**Association with A2I at Robi Axiata Limited**

**By**

**Anika Meherin**  
**15104089**

**An internship report submitted to the BRAC Business School**  
**Bachelor of Business Administration**

**BRAC Business School**  
**BRAC University**  
**August 2019**

**© 2019 BRAC University**  
**All rights reserved.**

## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

**Anika Meherin**

---

**Student Full Name**

15104089

**Supervisor's Full Name & Signature:**

---

**Subhat Ehsan**

Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

Ms. Subhat Ehsan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on Robi Axiata Limited

Dear Madam,

With passage of time, I am Anika Meherin, a student of BRAC University (ID:15104089) have been under your supervision & completed my three months of internship program at Robi Axiata Limited. In the edge of graduating with a bachelor degree, have finalized my report as, "Commercialization of Cholbe Robi Application & Robi's Association with A2I at Robi Axiata Limited". Intensely enough, my work comprises adequate activities. But being optimistic regarding my work hoping that, my contribution will be best evaluated on your sharp scale of acceptance & analytical remarks.

Sincerely yours,

---

Anika Meherin

15104089

BRAC Business School

BRAC University

Date: August 25th, 2019

# **Non-Disclosure Agreement**

## **Non-Disclosure Agreement**

**Between the Company, Robi Axiata Limited and the Student, Anika Meherin.**

This agreement is made and entered into by and between Robi Axiata Limited and the undersigned student at BRAC University named Anika Meherin to make the commitment of not disclosing the unauthorized confidential information of the organization.

.....

**Robi Axiata Limited**

.....

**Anika Meherin**

## **Acknowledgement**

To begin with, I would like to begin by expressing my sincere appreciation to Almighty Allah, who gave me the power and all those who helped me to finish this internship report – "Commercialization of Cholbe Robi Application & Robi's association with A2I in Robi Axiata Limited's Sales Operation Department."

My humble efforts to complete this assignment would have gone in vain without the help of few people, who deserve our outmost respect and gratitude. All of this would not have been possible without the respective faculty Subhat Ehsan, Lecturer, Brac Business School, BRAC University. She made it possible with her humble co-operation & Consideration. This report has been conducted by me working & analyzing the both internal & external environment of Robi Axiata Limited. I would like to convey special thanks to my Line Manager Biplab Banarjee, General Manager, Alternate Channel, Ronald Rony Baidya, Manager & special thanks to my supervisor Arunakshmi Dash, Specialist, Market Operations-Alternate Channel. These aforesaid people tried their best to give some of their precious time to help me out. I show my gratitude & honor towards them.

## **Executive Summary**

Robi Axiata Limited is one the well ranked; MNCs in Bangladesh for its brand image & services.

In the 1<sup>st</sup> part of this report I've described about the overall Telecommunications industry in Bangladesh. It shows the position of all the telecom companies & I've discussed about the background of Robi Axiata Limited.

After that, I've started describing the project I picked as my report topic which is Commercialization of "Cholbe Robi" app & Robi's association with A2I (UDC). In This part also includes the data analysis I've done based on the survey responses over the selected topics.

Later on, I came up with the actual activities I've done during my internship period on the mentioned projects along with some basic regular works.

Lastly, I finished my study and observation I experienced during my internship. Finally, I concluded my report before that my learning & some recommendations have been mentioned.

## **Table of Contents**

<b>Declaration.....</b>	<b>ii</b>
<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Non-Disclosure Agreement .....</b>	<b>iv</b>
<b>Acknowledgement .....</b>	<b>v</b>
<b>Executive Summary .....</b>	<b>vi</b>
<b>Table of Contents .....</b>	<b>vii</b>
<b>List of Tables .....</b>	<b>x</b>
<b>List of Figures.....</b>	<b>xi</b>
<b>List of Acronyms .....</b>	<b>xii</b>
<b>Chapter 1 Introduction.....</b>	<b>1</b>
1.1 Overview of Telecommunications Industry in Bangladesh.....	1
1.2 Origin of the report: .....	2
1.3 Objectives of the report:.....	3
1.4 Methodology: .....	3
1.5 Scope:.....	4
1.6 Limitations: .....	4
<b>Chapter 2 .....</b>	<b>5</b>
<b>Background of Robi Axiata Limited .....</b>	<b>5</b>
2.1 Introduction of Robi Axiata Limited: .....	5
2.2 History: .....	6

2.3 Shareholders:.....	6
2.4 Company Mission, Vision, Value & Core Principles .....	7
2.5 Robi Product Ranges: .....	8
2.6 Divisions of Robi Axiata Limited:.....	9
2.7 Organizational Hierarchy of Robi Axiata Limited .....	10
2.8 SWOT Analysis .....	11
<b>Chapter-3 Commercialization of Cholbe Robi Application: .....</b>	<b>14</b>
3.1 Steps towards Digitalization in Bangladesh: .....	14
3.2 Commercialization of Cholbe Robi: .....	14
3.3 Introduction to <i>Cholbe Robi</i> : .....	15
3.4 Core Objective of <i>Cholbe Robi</i> : .....	17
3.5 Performance of commercialization of Cholbe Robi: .....	17
3.6 Technical Support wing for “Cholbe Robi”: .....	21
3.7 Availability: .....	23
3.8 Campaign Launching of Cholbe Robi: .....	24
3.9 Commission Structure for Cholbe Robi:.....	25
<b>Chapter 4 .....</b>	<b>27</b>
<b>Robi’s Association with A2I (UDC).....</b>	<b>27</b>
4.1 Introduction to Union Digital Center (UDC) :.....	27
4.2 Robi’s Association with A2I:.....	29
4.3 Training session for UDC onboarding:.....	29



<b>Chapter 5 .....</b>	<b>31</b>
<b>Activities Undertaken:.....</b>	<b>31</b>
5.1 Creating Master File of Retailers:.....	31
5.2 Preparing User Manual ppt for Cholbe Robi: .....	32
5.3 Tasks regarding Union Digital Center: .....	34
5.4 Monitoring Product & Service Delivery to UDC: .....	35
5.5 Communication way with Robi for any Trouble Shooting:.....	37
5.6 Regular Basic Tasks:.....	37
<b>Chapter 6 .....</b>	<b>38</b>
<b>Recommendations, Learning &amp; Conclusion.....</b>	<b>38</b>
6.1 Recommendations for the ongoing projects: .....	38
6.2 Learning From The Internship Experience: .....	39
6.3 Conclusion .....	40
<b>References.....</b>	<b>41</b>
<b>Appendix A.....</b>	<b>42</b>

## List of Tables

Table 1: Divisions of Robi Axiata limited.....	9
Table 2: Male responses of the age range of 50 & above.....	20
Table 3: Female responses of the age range of 50 & above .....	20
Table 4: Total response count of Male & Female .....	22
Table 5: Total Sum of Male & Female responses.....	26
Table 6: Total response to question 1 .....	30
Table 7: Total count & sum of Responses to question no 7 .....	33

## List of Figures

Figure 1: Organogram.....	11
Figure 2: SWOT Analysis.....	11
Figure 3: Cholbe Robi.....	16
Figure 4: Cholbe Robi Recharge procedure.....	17
Figure 5: Response Chart.....	18
Figure 6: Response Chart.....	18
Figure 7: Bar chart of female responses with age range of 25-35 .....	19
Figure 8: Bar chart of male responses with age range of 25-35 .....	20
Figure 9: pivot chart of female responses .....	22
Figure 10: pivot chart of male responses .....	23
Figure 11: Cholbe Robi App Stores.....	23
Figure 12: Data set of BPs .....	24
Figure 13: pivot chart of male & female responses .....	26
Figure 14: pivot chart of responses to the question no 4 .....	30
Figure 15: User Manual ppt of Cholbe Robi .....	32
Figure 16: UDC Retailer whatsapp Group : .....	33
Figure 17: EL SIM POS.....	34
Figure 18: 18: Pivot chart of responses.....	35
Figure 19: List of Regions .....	36
Figure 20: Area Manager Details.....	36

## List of Acronyms

RAL	Robi Axiata Limited
AMTOB	Association of Mobile Telecom Operators of Bangladesh
BTRC	Bangladesh Telecommunication Regulatory Commission
A2I	Access To Information
UDC	Union Digital Centre
TM	Territory Manager
DSM	District Sales Manager
CLM	Customer Loyalty Management
MNC	Multi National Company
DBBL	Dutch Bangla Bank Limited
AM	Area Manager
MO	Market Operations
SO	Sales Operations
DSR	Direct Sales Representative
EL	Easy Load

# Chapter 1

## Introduction

### 1.1 Overview of Telecommunications Industry in Bangladesh

Being a fast emerging market-based economy & regardless of all the political & economic uncertainties Bangladesh entices a wide range of prospective investors. It's been found that many foreign investors tend to spend in the RMG sector, the Infrastructure sector and the Telecommunications sector of Bangladesh. In Bangladesh telecommunication industry is measured to be the most rapidly developing & competitive industry.

The advancement of Bangladesh's broadcast telecommunication started in 1989 since at that time cellular mobile phone company Pacific Bangladesh Telephone Limited and Bangladesh Telecom got license (BTRC). Bangladesh Telecommunication Regulatory Commission started its journey from 2002. Additionally, in 2008 with 100% shares BTTB converted into Bangladesh telecommunications company Limited (BTCL) which was owned by Government. According to the report of GSMA (Global System for Mobile Communication) In 2015 about \$12.8 billion generated through mobile technologies and services which determine that 6.2% of the country's GDP. In addition, from 780,000 jobs in 2016 to 850,000 jobs in 2020 employment opportunities are also going to expand which refers an increase of about 9% during that period (Islam, 2017). For the development of this sector Government and Public sectors help a lot. Moreover, we can predict Telecom industry is something that plays a vital role to move Bangladesh in the absolute digital world. Even Bangladesh's digital services rely heavily on the telecom sector. The general IT sector in Bangladesh is still in its seed phase from the GDP view. There is no economic power for government IT companies to invest in fresh digital services. Meanwhile, telecom organizations are both interested in developing digital services and have the resources to do so. There are six mobile Phone

operators in Bangladesh these companies are Grameenphone, Banglalink, Robi, Airtel, Teletalk and Citycell. According to AMTOB (Association of Mobile Telecom Operators of Bangladesh) the total number of mobile phone subscriber has reached 155.810 Million at the end of September 2018. The divisions of these Subscribers Are Following Grameenphone Ltd. has 71.413 subscribers (in Millions), Robi Axiata Limited has 46.753 (Million) subscribers, Banglalink Digital Communications Ltd has 33.699(Million) Subscribers and Teletalk Bangladesh Ltd. has 3.945(Million) subscribers. Bangladesh telecommunication sector is a competitive market and here the Market leader is Grameenphone with 46% market share. In 2017, Grameenphone has 21.7% net profit after tax (Grameenphone Annual Report, 2017). At the end of the September, 2018 Mobile Internet subscribers have reached 85.381 Million (AMTOB). However, Bangladesh stepping into fourth generation data Service era on February 19, 2018 and the Bangladesh Telecommunication Regulatory Commission granted 4G licenses to Grameenphone, Banglalink, Robi and Teletalk ( “Bangladesh enters 4G Era”, 2018). These mobile operators are trying to capture every nook and corner of our country through their network coverage and spreading their market every day.

## **1.2 Origin of the report:**

This report is considered as the output of my long experience of three months that I had, through working as an intern in Robi Axiata Limited. Basically, I got assigned in the team Alternate Channel which falls under Sales Operation & it is the subdivision of Market Operations. Before starting my internship, I already got assigned for a specific project which is “Safety Net Fund Disbursement” with NRBC Bank. Here I had to input all the relevant information & prepare necessary formats for retail expansion. However; apart from the work of my assigned task I contributed myself in multiple works of different project as well inside my team. I’ve worked for the project “Robi’s Association with A2I (Access to Information)”. Here to enhance & convert 6000 UDC (Union Digital Centre) to retailers &the services from

Robi Axiata Limited. Also, I have worked on commercialization of Cholbe Robi, Robi Sim Manager App.

### **1.3 Objectives of the report:**

The principle objective of this report is to meet the requirements of the BRAC University internship program course. But while working on collecting data for the study, I got to learn about different elements of not only Robi Axiata Limited, but also the entire telecommunications industry. However, some more crucial objectives of this report on Robi Axiata Limited are mentioned below: -

- To display an overall view on Robi Axiata Limited
- To explore & analyze the Telecommunication Industry
- To identify & ensure digitalization through the assigned ongoing projects
- To monitor the performance & in-depth analysis of the projects onboarding.
- To analyze the risk & downside

### **1.4 Methodology:**

**Primary Data:** Focusing on primary data collection method, questionnaire is formed in “Google Doc” & dispatched via online social networking sites such as (Facebook, Messenger). Moreover, data was collected through phone interview directly talking to the retailers for the assigned projects. Additionally, face to face interview with the employees working under Alternate channel team helped to collect the necessary information.

**Secondary Data:** To make this report successful secondary data has been collected through Robi Websites, Documents & different articles.

**Measurement:** The questionnaire that was provided to the respondents to measure their opinion regarding the projects & the services they are getting. Here 5-point likert scales have

been used to measure the opinion. Each scale item includes 5 response categories starting from numeral 1 with verbal presentation “strongly disagree” and at the numeral 5 “strongly agree”. Moreover, other items such as at the numeral 2 verbally presents “disagree” whereas at the numeral 4 it’s “agree” & the numeral 3 it shows “neutral” perception of the respondents. Strongly disagree shows a negative judgment towards a statement where as strongly agree shows similar judgments towards the statement & what it refers to. Neutral item shows neither disagree nor agree, it defines somewhat in the middle regarding the mentioned statement.

### **1.5 Scope:**

Robi Axiata's market operations division is the company's big and multi-functional wing dealing with distribution, retailer management, sales, and many other activities. However, within the market operations division, the scope for this study was restricted to the Alternate Channel team. This is where the subject at hand has been carefully supervised and enforced. The members of the team were well aware of the ongoing projects & were able to deliver sufficient information.

### **1.6 Limitations:**

Being a Multinational Company (MNC), Robi is well known as a very well organized & managed. This organization is eligible enough to deal with the challenges they face over the time. However, being a fresh undergraduate intern I have faced several resistances while preparing the report.

### **Restraints:**

- *Extreme Confidentiality*- To face the competition throughout out the Telecommunication market being a telecom company, Robi Axiata Limited tends to



keep their information strictly confidential. They maintain their privacy & confidentiality in terms of their sales & financial data very strongly. Therefore, working as a short time intern it is really hard to get access to all the relevant information & data. Hence, I was not being able to attach a lot of necessary information.

- *Dissimilarities between the Academic lessons & actual work-* I've done my major in marketing though, yet I faced some mismatch when I got assigned to multiple tasks. The team I've worked with was more full of operational & planning related tasks. That is why I had to be more focused to pull the works up.
- *Timing Restraints-* It was already mentioned before joining that 8.5 hours is the fixed minimum time that I've to stay in the office for. Nevertheless, the work pressure in Robi is so hard that I had to work late hours even as an intern. This drastic change in time schedule made it tough for me to balance between work life & personal life.

## Chapter 2



### Background of Robi Axiata Limited

#### 2.1 Introduction of Robi Axiata Limited:

Robi Axiata Limited is known as the second largest telecommunication company in Bangladesh along with nearly 32.2 million active subscribers as of October, 2016. It is a joint venture between Malaysia's Axiata Group, India's Bharti Airtel, and Japan's NTT Docomo Inc. Axiata holds a 68.7% regulatory stake in the organization; Bharti retains 25% while NTT Docomo of Japan holds the remaining 6.3%. The company provides the broadest network coverage of over 13,900 on-air locations to 99 percent of the population, of which over 8,000

are 3.5 G sites. Robi started its operations with the brand name ' AKTEL ' in 1997 as Telekom Malaysia International (Bangladesh).

The company was re-branded to ' Robi ' in 2010, and its name was changed to Robi Axiata Limited. Robi Axiata has been using both ' Robi ' and 'Airtel ' brands for its mobile services since November 2016. Till now, this is the country's largest ever merger and the first ever merger in Bangladesh's mobile telecom industry. Robi was the country's first operator to propose GPRS services and 3.5 G services. Robi is the first company to launch 4 G service across the country's 64 district head offices. Robi's customer-centered solution involves value-added services (VAS), high-quality customer care, digital network safety, and flexible tariffs, adding mobile apps to improve customer experience.

## **2.2 History:**

Axiata Group and its predecessor Telekom Malaysia have spent around BDT 11,000 crore in the form of equity up to 2012 since its founding in 1996. In addition, the company contributed nearly BDT 10,000 crore in the same period to the Bangladesh Exchequer.

As a subsidiary of Axiata Berhad Malaysia, Robi relies on state-of - the-art technology to deliver its service in Bangladesh, covering nearly 100% of the residents, Robi is committed to providing the highest quality of information and voice and will continue to guarantee that its users can enjoy the highest quality experience through cutting-edge technology and new products and services.

**2.3 Shareholders:** Robi Axiata Limited is a joint venture between Malaysia's Axiata Group, Bharti Airtel, India, and Japan's NTT Docomo Inc. Axiata holds a 68.7% stake in the organization, Bharti maintains 25% while NTT Docomo of Japan holds the remaining 6.3%.

- *Axiata Group Berhad*

- *Airtel*
- *NTT DOCOMO INC.*

## 2.4 Company Mission, Vision, Value & Core Principles

***Vision:*** The key vision of Robi Axiata is “To Be a Leader in the Telecommunication Sector in Bangladesh”.

The vision of Robi is to monitor the requirements of the customer. To fulfill customer requirement, it will monitor technology productivity and updated self. Robi firmly thinks that its most precious asset is subscribers.

***Mission:*** Robi seeks to become the market leader not only in terms of market share, but also as the number one job option for prospective candidates throughout the country.

***Value:*** The value of the company comprises of the value chain of its own as well as the values of its Vendors and its channel of distribution involved in bringing their products or services to their end customers.

***Core Principles:*** Robi seeks to keep pace with the country's digital landscape, which is gradually developing. Robi aims to develop them as a sector leader by offering customer-centered information and digital services with its four guiding principles to pave the way for achievement.

- ✓ Be agile
- ✓ Inspire to innovate
- ✓ Collaborate to deliver
- ✓ Do Digital

## 2.5 Robi Product Ranges:

### Packages

#### Prepaid:

- We Are Tigers
- Nur
- Mega FnF
- Hoot Hut Chomok 34
- Robi Club 32
- Goti 36
- Nobanno 37
- Shorol 39

#### Postpaid:

- Robi Postpaid Pack-1
- Robi Postpaid Pack-2
- Robi ACE

#### Value Added Service:

A value-added service (VAS) is a concept used to define non-core attributes in telecommunications. Being a MNC Robi contains a wide segment of Value Added Services.

Such as:

- Calling & Mobile Management
- Music
- Finance & Career

- Multimedia
- Entertainment
- Robi News Services
- Information Services
- Robi News Services

## 2.6 Divisions of Robi Axiata Limited:

• Market Operations	• Corporate Strategy Division
• Finance Division	• Corporate & Regulatory Division
• Supply Chain Management Division	• EPMO- Enterprise Project • Management Office
• Human Resource Division	• Digital Services
• IT Division	• Internal Audit
• Enterprise Business Division	• Airtel Business Unit

*Table 1: Divisions of Robi Axiata Limited*

### **Market Operations:**

The division of market operations is like Robi Axiata Limited's other branches. Under this division, there are six teams working. Together with the VAS team, these are data, voice, client loyalty management (CLM), device and international roaming team. Market operation's soul portion is sales operation. The division of sales operations has four subdivisions. Those are:

- Channel Operation
- Alternate Channel
- Trade Marketing

➤ Distribution Strategy & Development

**Alternate Channel:** Being a significant portion of SO (Sales Operations) Under the department of MO (Market Operations). This team actually consists of a head of the team Biplab Banarjee, General Manager, Ronald Rony Baidya, Manager, Arunakshmi Das, and Specialist.

There are several projects which this team is assigned to & a significant attribute of Alternate Channel is it tries to serve digitally on behalf of Robi Axiata Limited.

One of the basic tasks of Alternate Channel is, we sell our Top Up/ recharge using digital platform. Alternate Channel consists of total 22 channel Partners.

**Most Active Channel Partners:**

- KDRL
- PRAN
- EBL
- DBBL
- PAYWELL
- WAIIETMIX
- KRONE
- MAXIS
- SHEBA XYZ

**2.7 Organizational Hierarchy of Robi Axiata Limited:** Robi Axiata Limited is controlled by the Axiata group and operated by the chief executive. Mr. Mahtab Uddin Ahmed is Robi Axiata Ltd's current CEO. Moreover, divisional heads (CXOs) are

accountable for the entire division's leadership. Divisional heads are followed by executive vice president (EVP), vice president (VP), general manager, manager, specialist and manager.



*Figure 1: Organogram*

## 2.8 SWOT Analysis



*Figure 2: SWOT Analysis*

**Strengths:****Tough Brand image:**

A multinational company eventually holds a Strong Brand image throughout the market. Robi Axiata Limited being a multinational company tries hard to maintain their products & service quality to strengthen the remaining brand image. Also, the employee & environment maintenance keeps the brand image strong.

**Diversification:** As a multinational Company Robi holds a diversified culture. Where there is no discrimination among employees. Wide range of diversity is there because of the employees from different religion, different culture, and different country & different age. For instance – they assign people from Bangladesh, Japan, Malaysia, India, Korea etc.

**Weakness:**

**Insufficient fresh graduates:** one of the significant weaknesses I've noticed in Robi Axiata Limited is, it lacks enough potential fresh graduates in multiple departments. Now-a-days fresh potential ideas are very important to receive for a MNC like Robi Axiata Limited for their huge product lines & innovations.

**Unsuccessful promotion delivery towards customers:** To make every promotional activity reach to the customers Robi needs more media sourcing to make it available to everyone. If people don't get to know about new arrivals, new packages, new offers regularly they won't be able to attach with the brands.

**Opportunity:**

**Scope of Business expansion:** Due to being a merged company Robi already expanded its business along with its product expansion. Through its growing expansion Robi can hold the



opportunity to lead the market leaving behind the existing leader of the telecommunication industry.

**Maintaining good terms with the Government:** If Robi can improve the liaison; there is a possibility of more Government assistance and assistance that will make it simpler for them to operate in Bangladesh.

### **Threat**

**Excessive competition among rival organizations:** Throughout the whole telecommunication industry Robi Axiata face huge competition & pressure due to the every steps taken by Grameenphone & Banglalink. Because, every time they bring something new means Robi needs to come up with something more beneficial to beat the rivals & survive in the market. So every time the competition they face eventually it has become a threat for them.

## **Chapter-3**

### **Commercialization of Cholbe Robi Application:**

#### **3.1 Steps towards Digitalization in Bangladesh:**

Digitalization is one of the most prioritized agenda that Bangladesh Government has taken under consideration. The Bangladesh Government's "Digital Bangladesh" motto has particular importance for domestic growth. Several digitalization projects have been completed and a large number of projects are ongoing. With more than 12 crore mobile subscribers and 4.3 crore Internet subscribers, the nation is now enjoying the fruits of digitization in many areas of activity. Here, the ultimate goal is to create more and more services accessible to individuals with enhanced digitalization wherever they possess. Digitalization doesn't just imply using email, social media, or having a website chat box, but it has a much wider area to be discussed. Whether in the telecommunications industry or any other industry, MNCs such as Robi Axiata Limited are gradually making the revolution. It includes automation in a manufacturing house, online communications, analyzing big data to provide customized service and manufacturing. But Bangladesh's general digital arena development is much slower than anticipated. Bangladesh has yet to embrace a change maker as a technology rather than an instrument.

#### **3.2 Commercialization of Cholbe Robi:**

Having multiple digital services offering multiple commercial applications Robi Axiata Limited is holding a strong market position till now. Many of them are fully developed apps, such as- Robi Ghurbo, My Health App, Plano App, Goli Cricket, Robi my lay, My Sports, Music Karaoke, BPDB Bill Payment, Splash, CWASA Bill Payment, Robi Cash, Train Ticket Servicing, BD Tickets, Ifix, DESCO Bill Payment, Robi My Plan, Ad Reach . Other

than this, there are Cholbe Robi & Sim Manager apps which are launched in this year 2019 on behalf of Alternate Channel team.

One of the major portions of this report consists of the way Cholbe Robi & Sim Manager App is being commercialized & the way it's being shaped throughout the users, the ongoing campaign, planning from the corporate head office & lastly the implementation has been placing in the market.

### **3.3 Introduction to *Cholbe Robi*:**

Cholbe Robi basically refers to an application which introduces itself as a social entrepreneur app. Using this app any customer or user can recharge to any Robi/Airtel customer from his/her own smartphone. This app holds an unique proposition which is, whenever a Cholbe Robi user uses online payment / MFS / Debit card to add funds to his / her account, a commission will be added to his / her account from anywhere.

The concept is easy, nothing can be placed behind in the digitalization age since the combination of technology and business is above all else. This is exactly what happens to this Robi digital platform. In the Bangladesh Innovation Award 2018 organized by the Bangladesh Brand Forum, the leading digital service provider, Robi's digital recharge platform, Cholbe Robi, was awarded an honorable mention in the category of "Master of Re-Invention."

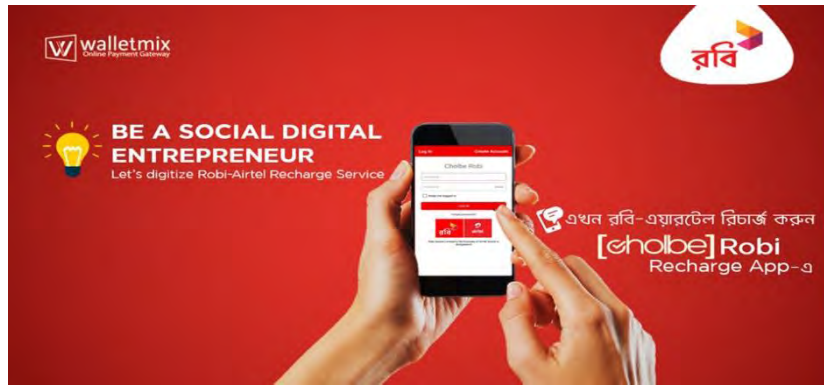


Figure 3: Cholbe Robi

### How to recharge on phone through Cholbe Robi app:

Cholbe Robi helps its customers to recharge on their or any other Robi/Airtel user's prepaid mobile in simple steps; all they need to do is just enter the correct information in three tabs i.e.

*Steps:*

- Enter your prepaid mobile number
- Enter the amount

The app user have to pick recharge promo code of their choice and get cash back & other offers Now proceed for payment, They can do so through Credit/ Debit Card, Net Banking or Cholbe Robi Wallet as per their wish. With Cholbe Robi, user can do easily recharge online anytime and from anywhere, it can be from home, holiday, office, or travelling, all they need is internet access and that's it. it saves their efforts, time and money too.

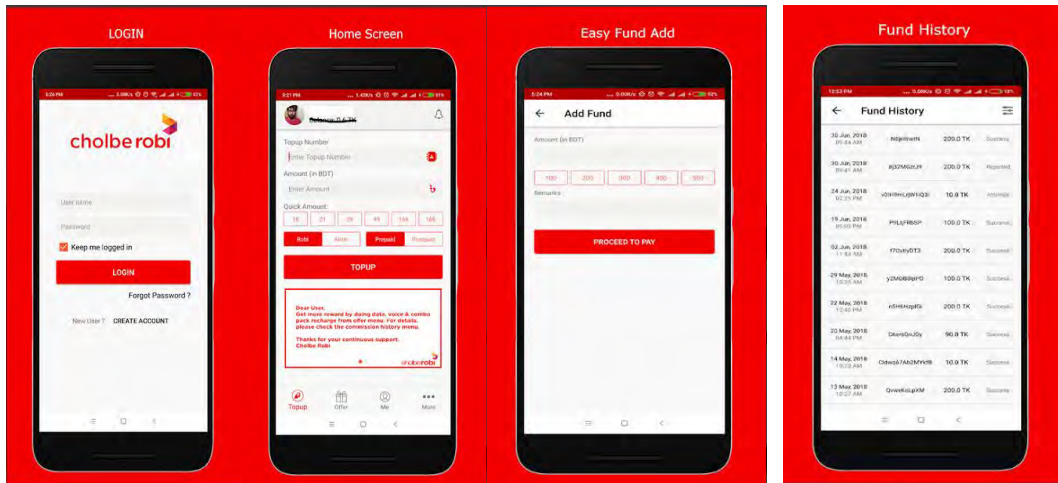


Figure 4: Cholbe Robi Recharge procedure

### Why “Cholbe Robi” ?

The name of this app has been quoted by our previous general manager, Md. Omar Faruq Ibne Hasan of Alternate Channel team. Since this app is specially designed in such a way that, it generates a platform for individuals to participate & engage themselves.

It has been anticipated that In particular, housewives or women, students and individuals from all walks of life will find this platform very attractive considering the chance it offers to earn.

### 3.4 Core Objective of Cholbe Robi :

The Alternate Channel team, a sub-division of Sales Operation, has created the concept for the Cholbe Robi app. As I said previously, the main team works digitally so it was a fresh digital canvas undertaking again. The team worked mainly for a platform that is genuinely user-friendly and yet provides simple services. With this intension Cholbe Robi app was developed by the team members of Alternate Channel.

### 3.5 Performance of commercialization of Cholbe Robi:

Since it clearly got stated that the main focus & purpose of this new innovative app “Cholbe Robi” is to create innovation through presenting a social entrepreneur platform, hence a

survey has been done among 30 respondents to know whether this app is actually going towards the right direction or not.

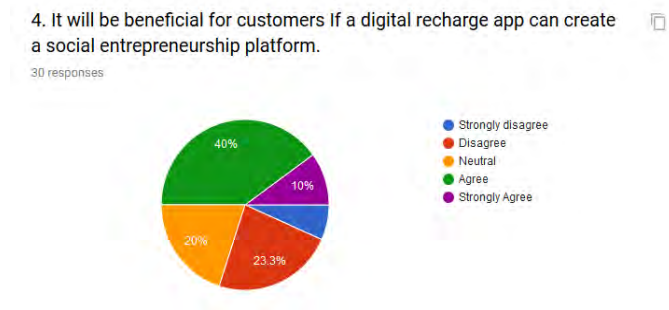


Figure 5: Response Chart

According to this Question, 40% respondents agreed with this statement that “It’s actually beneficial for them if a digital recharge app can create a social entrepreneurship platform.” 20% responded “Neutral”. Whereas, 23.3% Strongly Disagreed.

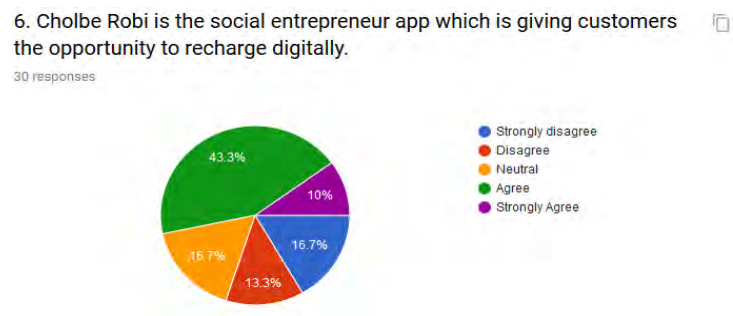


Figure 6: Response Chart

Also for the below statement, 43.3% agreed with the above statement that Cholbe Robi is giving customers the opportunity to recharge digitally. 16.7% was neutral about the statement & 10% strongly agreed.

Since a large portion of respondents agreed with the statement, it can be estimated that , the main focus of Cholbe Robi is accomplished.

In the below attached chart, it can be seen that, out of 30 respondents 5 female & 4 male along with the age range of 25-35 responded . Here 4 female respondents are showing strong positivity towards the 4<sup>th</sup> statement & out of 5 female respondents 3 actually agreed that

Using Cholbe Robi they can recharge digitally without their physical presence in the shop & rest 2 were neutral..

Among these respondents most of them are college & university students. Therefore, they can easily deal with their urgency whenever they need instant recharge on their phone through Cholbe Robi App & for this they don't need to go to any retail store for TopUp in their Robi/Airtel number.

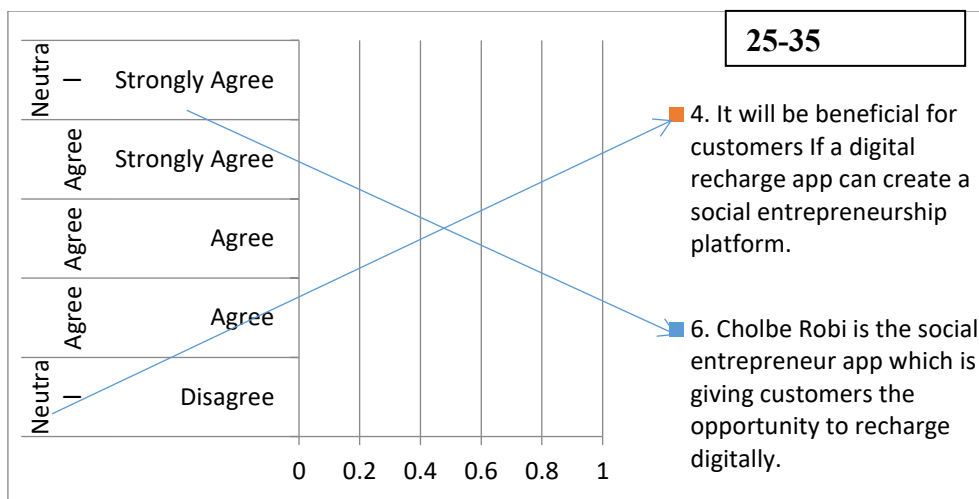


Figure 7: Bar chart of female responses with age range of 25-35

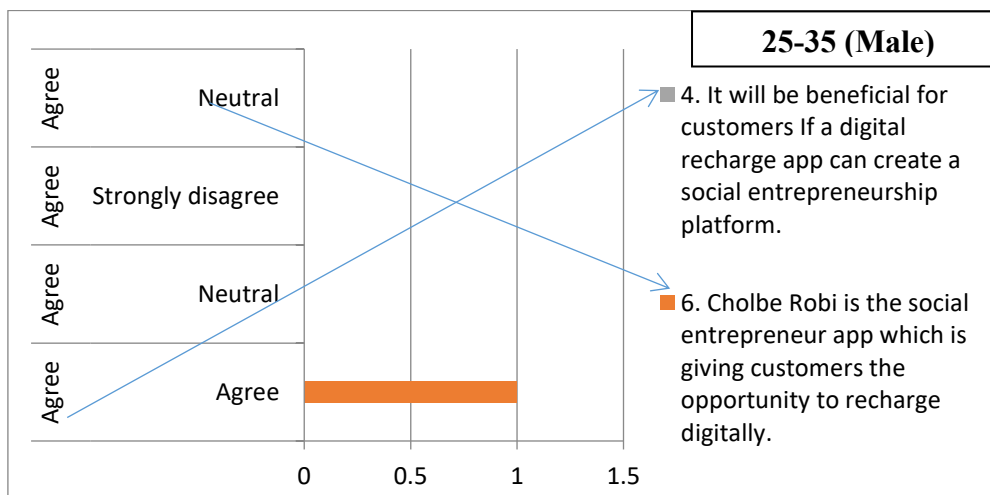


Figure 8: Bar chart of male responses with age range of 25-35

1. Age	2. Gender	4. It will be beneficial for customers If a digital recharge app can create a social entrepreneurship platform.	6. Cholbe Robi is the social entrepreneur app which is giving customers the opportunity to recharge digitally.
50 and above	Male	Neutral	Strongly Agree
50 and above	Male	Agree	Agree
50 and above	Male	Neutral	Disagree

Table 2: Male responses of the age range of 50 & above

1. Age	2. Gender	4. It will be beneficial for customers If a digital recharge app can create a social entrepreneurship platform.	6. Cholbe Robi is the social entrepreneur app which is giving customers the opportunity to recharge digitally.
50 and above	Female	Disagree	Disagree
50 and above	Female	Agree	Strongly disagree

Table 3: Female responses of the age range of 50 & above



If we look at the two mentioned tables above, containing data of both male & female respondents age ranging from 50 & above can see that among 2 female respondents one positively agreed to the statement 4 & 6 & other disagreed. Whereas, among 3 male respondents, 2 responded positively & 2 disagreed.

- For instance, not only students but also the women & men of all age can also obtain this opportunity. In a situation where a 50 years old lady suddenly in the need of mobile recharge but it's quite hard for her to leave her 5 year old child in the home alone. At the same time the reason of disagreeing with the statements are:- there are some old generations who are not comfortable with digitalized application & don't know how to operate it, therefore they tend to avoid online recharge app.

### **3.6 Technical Support wing for “Cholbe Robi”:**

This app is actually developed by one of our channel partners “Walletmix”. Any kind of expert guidance of e-commerce, very modest integration & wide-ranging unified shopping carts, & any kind of technical support for 24/7 has been providing by Walletmix to ensure customer reliance on the app Cholbe Robi. Therefore, any Cholbe Robi user can easily depend on Walletmix for any kind of trouble shooting.

2. Gender	7. The functionality of Cholbe Robi app is trouble free	2. Gender	7. The functionality of Cholbe Robi app is trouble free
Male	Neutral	Female	Neutral
Male	Agree	Female	Disagree
Male	Agree	Female	Neutral
Male	Disagree	Female	Neutral
Male	Disagree	Female	Agree
Male	Disagree	Female	Agree
Male	Agree	Female	Agree
Male	Agree	Female	Disagree
Male	Disagree	Female	Strongly Agree
Male	Disagree	Female	Agree
Male	Neutral	Female	Strongly Agree
Male	Agree	Female	Agree
Male	Strongly Agree	Female	Agree
Male	Agree	Female	Disagree
Male	Agree		
<b>Total</b>		<b>Total</b>	
<b>15</b>		<b>14</b>	

*Table 4: Total response count of Male & Female*

According to the survey analysis above table is containing sorted out data of 30 respondents where 15 males & 14 females responded to the above statement “The functionality of Cholbe Robi app is trouble free.

It’s already been stated that Walletmix provides all the necessary support to trouble shooting. Here, the below pivot chart also justifies the statement because, out of 15 male respondents 7 agreed to the point & 1 strongly agreed. Only 4 disagreed 1 was neutral, because some technical issues take long to get solved. Therefore it shows the good performance of the support service which is actually provided by walletmix.

Moreover, out of 14 female respondents 6 agreed to the statement & 2 strongly agreed. On the other hand out of rest 6, 3 respondents were neutral & 3 disagreed with the statement. So overall, it’s visible that Walletmix is being a good support towards the customer till now.

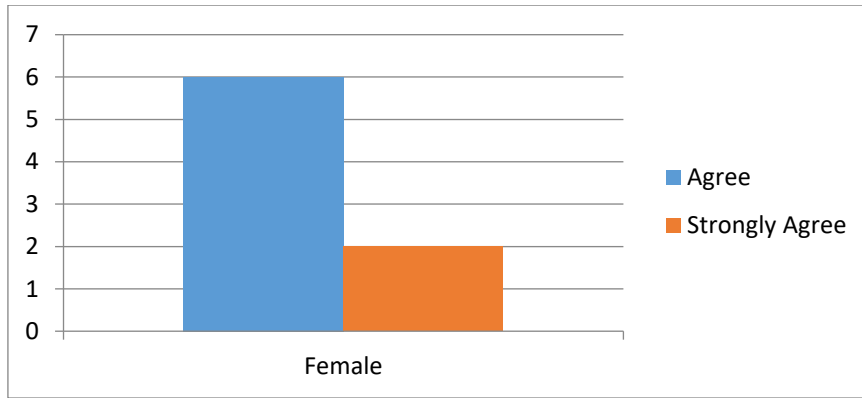


Figure 9: pivot chart of female responses

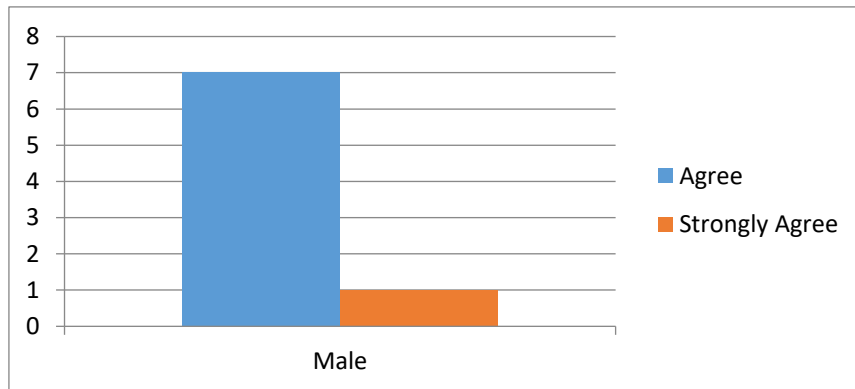


Figure 10: pivot chart of male responses

### 3.7 Availability:

Cholbe Robi is app is currently available on both App Store & Google Play Store. Thus, customers don't face any trouble to install the app in any of their device whatever it is Android Phone or Apple i-phone. So, Walletmix has a significant impact to ensure its availability for everyone.



*Figure 11: Cholbe Robi App Stores*

### **3.8 Campaign Launching of Cholbe Robi:**

Robi launched the **1<sup>st</sup> campaign** for ' Cholbe Robi ' in Chittagong on 17 January 2019. In Chittagong, Robi has a large market share, Comilla, Noakhali. It has its most subscribers, especially in Chittagong. Robi Concern organized long day training with all local Chittagong entrepreneurs. The concept was to bring the app to the larger market through the entrepreneurs working in Bangladesh's Union Digital Center. Everything linked to the use of the Cholbe Robi app from installing it to the final registration was proved in the training session to market the app among UDC distributors.

Our team decided to launch the **2nd campaign** to market the Cholbe Robi App after having the first campaign in Chittagong. Which began on 24 March? The campaign was intended to run for 1 month, but on April 12 we achieved our goal. So in less than 20 days, the campaign was done. 2200 Brand Promoter worked for the marketing of the Cholbe Robi app throughout the nation. They captured Cholbe Robi's potential customers and made them motivated to install and register the Cholbe Robi app in their smart phone. For one effective registration of the Cholbe Robi app, each and every single brand promoter is paid 10 taka.

User Name (BP)	Phone Number (BP)	Registration Date	Registration Count
sakib01	01625035855	25/03/2019	5
shadi11	01687526056	25/03/2019	20
mdmainulali	01650064999	25/03/2019	1
khokonpatowary1122	01832671346	25/03/2019	12
01826566145	01826566145	25/03/2019	20
ANIHOSSAIN	01634538833	25/03/2019	46
01876868283	01878969745	25/03/2019	63
shiplu123	01646875593	25/03/2019	47
jahan01	01632446464	25/03/2019	68
01644265377	01644265377	25/03/2019	14
MYMATBRGA02	01645211157	25/03/2019	2
mdnadim	01687515074	25/03/2019	155
MYMATBRGA06	01612561756	25/03/2019	5
MYNATMRSEGA01	01647697000	25/03/2019	70
01815693849	01815693849	25/03/2019	106
1683123292	01683123292	25/03/2019	10
rahanshak	01648299827	25/03/2019	8
MYMATBRGA05	01627296622	25/03/2019	3

Figure 12: Data set of BPs

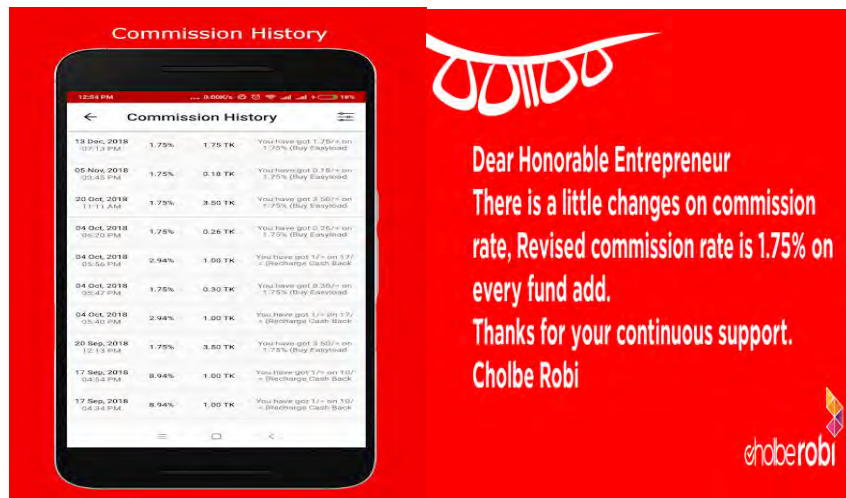
The above excel list containing data of some user names, these are actually BP's names. They are basically contributing as a brand promoter. In the excel sheet their phone numbers & amount of registrations they have made through making new users in each & every single date.

For instance, from the excel file, Brand promoter shadi has done 20 registrations successfully on March 25<sup>th</sup>. Hence, 50tk commission for this

Also **3<sup>rd</sup> Campaign** has been launched in August 19<sup>th</sup> & it'll go on till September 30<sup>th</sup>. So, in this recent campaign the target is not only enhancing User creation but also the requirement is every BP's registration will be counted as a successful registration only when they will add 20 taka fund in to customers Account. Therefore each Brand Promoter will get 10 taka reward as per their successful registration & it will be added to their account.

**3.9 Commission Structure for Cholbe Robi:** Each and every time a Cholbe Robi app user will get a fund added to his/her wallet. The amount of commission has been fixed

and the amount is 1.75%. So, eventually anyone can get the opportunity to be an independent entrepreneur.



As per the survey analysis, among 30 respondents 14 female & 16 male gave their opinion on their satisfaction level towards the commission they get per transaction.

**8.The amount of commission customer gets to earn using this app is satisfactory enough.**

**Column Labels**

<b>Row Labels</b>	<b>Agree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Strongly Agree</b>	<b>Strongly disagree</b>	<b>Grand Total</b>
Female	6	1	5	1	1	14
Male	6	5	2	1	2	16
<b>Grand Total</b>	<b>12</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>3</b>	<b>30</b>

*Table 5: Total Sum of Male & Female responses*

From the above pivot table & the below chart, it can be seen the level of satisfaction that the customer holds now regarding the app, Cholbe Robi. Here, among 14 female & 16 male

respondents a big portion of 14 respondents positively agreed with the statement. In addition, 7 shows neutral opinion & rest 9 couldn't agree with the fact.

Down Side: Apart from the positive responses the down side of this statement is 9 respondents couldn't agree that the amount of commission they get is not satisfactory. Because previously the amount of commission they were supposed to get was 2% per transaction, after changing the amount & making it 1.75% had some negative impact from the customer's perspective.

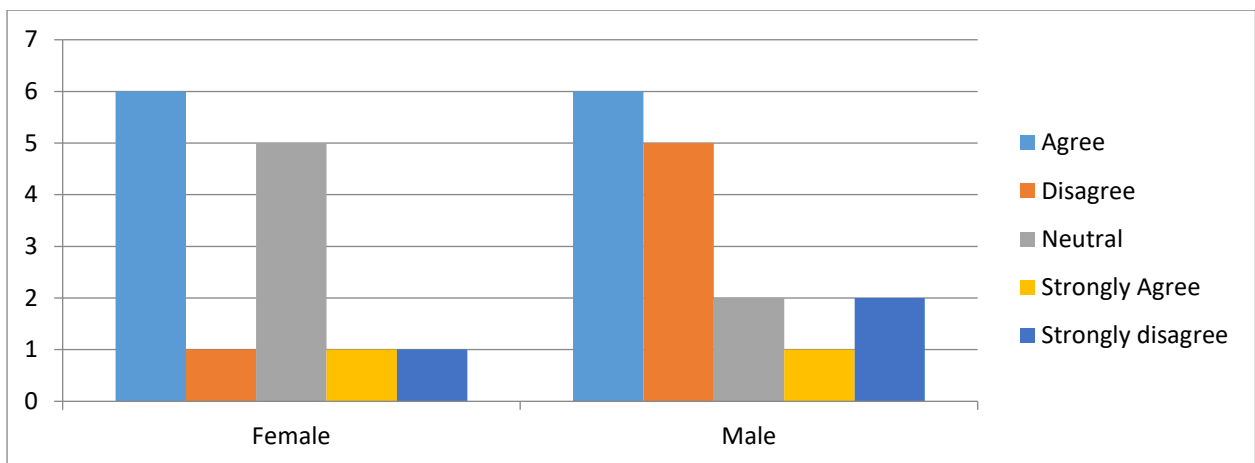


Figure 13: pivot chart of male & female responses

## Chapter 4

### Robi's Association with A2I (UDC)

#### 4.1 Introduction to Union Digital Center (UDC) :

Union Digital Center (UDC) is a powerful and significant initiative to convert the country into fully Digital Bangladesh. Citizens in Bangladesh, 70% of whom lived and worked in rustic and rural regions, typically had to travel lengthy distances, often numerous times to urban or semi-urban places to access high-cost, lengthy delays, and extensive trouble.

Information can be delivered very easily, cheaply and quickly to the mass people through the UDC.

A real life scenario can explain it further; a poor widow woman named Salma along with a baby of one month old lived in the remote rural sub-district of Bhurungamari in northern Bangladesh. The maternity payment was given by the Government as a part of its social safety net & she was eligible to have it. To obtain the allowance, Firstly, Salma had to travel to the sub-district Government office for nearly 20 KM only to accumulate the request form. She had to toll for hours in long lines over the next few visits & she was confused about what next step she should be taken, what not & who she should talk to get the necessary information. Also she had to spend a thousand taka transportation cost & had to spend a couple of weeks alone to visit the Sub district office. As a consequence she lost her work.

The Access to Information Program of the Prime Minister's office, with technical help from UNDP and USAID, created 4554 one-stop data and service delivery centers known as Union Digital Center in all union councils, the lowest step of the Bangladesh government, to decentralize the distribution of public services and bring them to the door steps of millions of undeserved people.



Two entrepreneurs who are appointed by the monitoring authority Deputy Commissioner run Union Digital Centre & they are trained up by A2I (Access To Information) of Prime Minister's office. A significant role is being played by UDC in providing e-services to the rural underserved people with lowest costs. All kinds of Government services are served by



UDC, for instance: TR/Kabikha information, Birth registration certificate, passport form, printing facilities Market information, Agricultural information, Mobile banking service etc. UDC contributes to decrease the gap between Government & people. It also plays a major role in creating the e-governance structure that will eventually lead to good governance in Bangladesh.

#### **4.2 Robi's Association with A2I:**

Since the purpose of UDC is to serve rural people, hence recently the agreement took place & it was between Robi Axiata Limited & Access to information (A2I). It has been decided that in A2I's Digital Centers across the country Robi customer service will be available & they agreed with Robi to avail the services as well. Robi comes to the decision that they are going they are going to spread their service in around 6500 Union Digital Centers. The preliminary phase started in Chittagong on 17<sup>th</sup> January.

Here customer will avail multiple services from the Digital Centers such as: Cholbe Robi, Utility Bill Payment, MNP, SIM Registration, BD apps, BD Tickets, Robi Cash service & learning insides from Robi 10 minutes school. Moving forward to make the customer service worth enough other multiple services will be included for customers so that they can avail throughout the country.

#### **4.3 Training session for UDC onboarding:**

At the starting of the pilot phase, a training session has been placed on January 17<sup>th</sup> 2019 with the 1<sup>st</sup> phase consisting of 174 UDC Retailers

Commercializing Cholbe Robi app among the UDC retailers was the main purpose of the training session. But as per current agreement making services of Robi available in all the

UDCs throughout the country is the main concern of the agreement that took place between Robi & A2I.

Survey Analysis:

To see the performance & progress of this ongoing project a survey has been done among the UDC retailers of 18 different regions through the phone interview & Employees inside the office.

From, the survey analysis, among 20 Retailer respondents 10 retailers actually agreed & 3 retailers strongly agreed to the statement that UDCs play significant role to enhance digitalization. Whereas, 2 were neutral & rest 4 disagreed with the point. So it's visible that large portion of the target retailers are positive about the concept of UDCs.

Row Labels	Count of 1.UDC (Union Digital Centers play a significant role To fulfill the vision "Digital Bangladesh".
Agree	10
Disagree	4
Neutral	2
Strongly Agree	3
Strongly Disagree	1
<b>Grand Total</b>	<b>20</b>

*Table 6: Total response to question 1*

To convert UDC entrepreneurs Robi has taken initiatives to provide some specific services in the 1<sup>st</sup> place. Those are:

- 1) Robi Easyload
- 2) Airtel Easyload
- 3) Robi SIM POS

#### 4) Airtel SIM POS

The main focus is to serve these services to UDC entrepreneurs & later on through this Easyload SIM they can give easyload to the local customers also they get to sell SIM as well. Thus, UDC entrepreneurs became Robu's retailers.

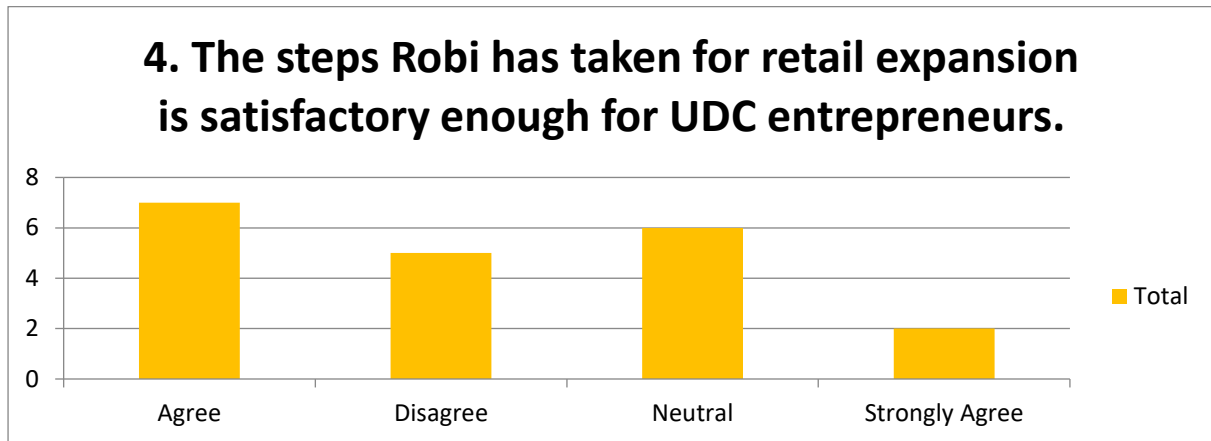


Figure 14: pivot chart of responses to the question no 4

## Chapter 5

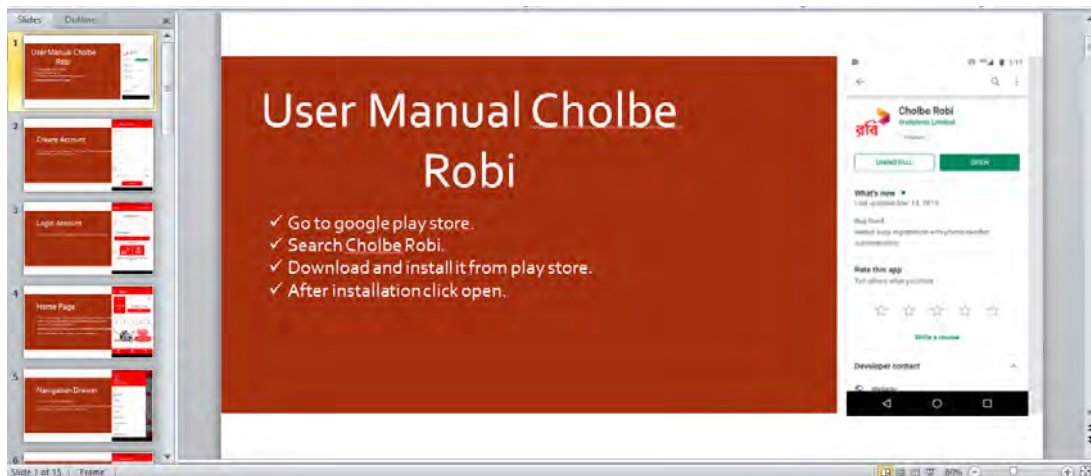
### Activities Undertaken:

#### 5.1 Creating Master File of Retailers:

I've started my 1<sup>st</sup> day of internship with the contribution in making a master file for the UDC retailers who participated in the training program. It seemed to be easy & simple yet it was lengthy & complex to input data from a hard copy of 5 pages. I had to input the names, numbers, email & address of the mentioned retailers. Initially it was just entering the excel file, but after going through the hard copy I realized that there were a lot of errors with email and name. Most of them were incapable of reading at all. We had to go through the correction because the entire EL (Easy Load) SIM, Finger Print scanners & other devices were supposed

to be sent to the mentioned addresses through the (TM) Territory managers & other (DSM) Direct Sales Managers.

**5.2 Preparing User Manual ppt for Cholbe Robi:** I had to prepare basic user manual ppt of Cholbe Robi app for 15 regions on how to install it, how to create account, how to log in, way of adding fund etc. which means the overall process of operating this app. These user manuals were prepared to deliver it to the robi customer service centers as well as for UDC agents.



*Figure 15: User Manual ppt of Cholbe Robi*

Contacting the UDC retailers & providing solution regarding Cholbe Robi app: It was crucial to contact with the entrepreneurs because most of them were not literate enough to be able to operate an app. Therefore, I had to contact with the retailers regularly & make phone calls.

**The mostly asked queries:**

- What is the rate of commission?
- Will they be able to register with any operator other than Robi & Airtel?
- How to add Fund

- Installation issue
- Log in problems in app

Moreover, making phone calls every time was quite hard to maintain & lengthy. Hence, a WhatsApp group was created consisting of all the UDC retailers & IT specialist who used to provide instant response & solutions to the raised problem. Picture of WhatsApp group is given below:

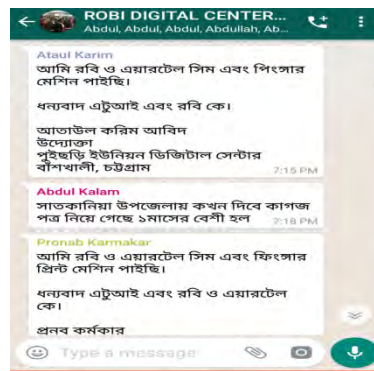


Figure 16: UDC Retailer whatsapp Group

As per the data got derived from the survey of retailers, 11 respondents were positive about the support they get from Robi, 6 of them were neutral & 2 disagreed. Because, sometimes it takes time to solve technical problem

Row Labels	7. Robi ensures immediate support services for any kind of trouble shooting.
Agree	9
Disagree	2
Neutral	6
Strongly Agree	3
(blank)	
<b>Grand Total</b>	<b>20</b>

Table 7: Total count & sum of Responses to question no 7

### 5.3 Tasks regarding Union Digital Center:

As per the decision that has been taken from the head office that Easyload SIM for both the brand (Robi & Airtel) will be provided. According to the agreement with A2I that all the services of Robi & Airtel will be accessible in the UDCs, firstly, we started with distribution of EL (Easyload) SIM & Biometric Finger Print Scanner.

#### Retailer's Activity:

**Selling Top Up for both Robi & Airtel :** Using Robi & Airtel Easyload SIM UDC retailers will be able to recharge to the Robi/Airtel users.

**EL SIM POS for Robi & Airtel:** To create EL POS a certain amount of documents are collected from the UDC Entrepreneurs those are :

- 1) NID
- 2) Trade License
- 3) Passport size Photo (2 copies)
- 4) Declaration Form
- 5) NOC( No Objection) certificate
- 6) Academic Certificate

After collecting these documents DSR (Direct Sales Representative) will hand over the EL SIM to UDC retailers.



Figure 17: EL SIM POS

**Biometric Finger Print Scanner:** Biometric Finger Print Scanner will also be provided to the UDC Retailers. Using these scanners they will be selling SIM to the users.

## 5.4 Monitoring Product & Service Delivery to UDC:

The process was simple, but it was long enough to ensure that all the necessary things were received by the end user. We would distribute the Easy Load SIM (Both Robi and Airtel) and Finger Print Scanner from the head office straight to the region and the corresponding region and regional officer who will eventually hand it over to the assigned Area Manager. Therefore, me & my team Alternate Channel, we assured that EL SIM & Devices are sent to the correct Area Manager so that he can distribute it to the UDC retailers timely. The total of 174 UDCs are not dispersed in one region, they are disseminated in more than 12 major Chittagong regions. So keeping all these documents accurate to keep the co-ordination was more than a challenge.

Even getting confirmation from Area Manager after getting their hand on the products I had to make phone calls to 174 individual UDC consisting retailers to crosscheck the EL numbers & SIM POS codes.



This is hierarchy of Robi Axiata Limited from Head office's sales operation to its end subscribers mentioned above.

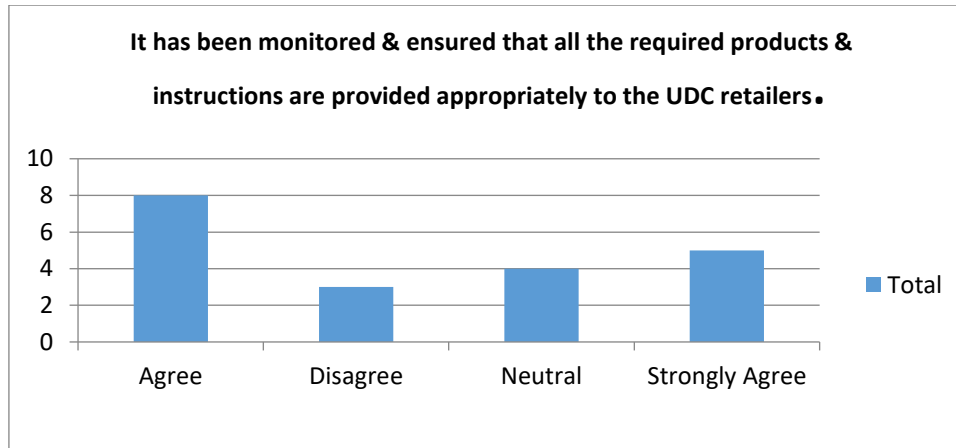


Figure 18: Pivot chart of responses

From the above survey after analyzing it also shows 13 respondents agreed with the above statement.

**Support Service:** In terms of support service, even after delivering everything I had to make User Manual ppt for UDC agents where every steps & process of onboarding were described. I actually had to make 15 particular ppt for 15 different regions to provide.

**Region list given below:**

Region	Area	Name	Address
Noakhali	Halishahar	Abdullah Al Hossain	Nogor Digital Center 34 no Ward Patherghata Chattagram City Corporation,chattagram
CTG South	Hathazari	Abdul Ali	15 No Bagmoniram Ward
Comilla	khagrachari	Mahbubul Hasan	BHAUKSHAR UP
Sylhet	Kotwali	Md. Shofiul alam	4 No, Amnatoyi UDC
Ctg metro	laksham	Abu Numan	Doulkhar Bazar, Nangolkot
Ctg North	lakshmipur	Abdul Baset	Dhalua , nanglakh
barisal	Noakhali North	Md. Humayun Kabir Mintu	Bakshgonj
Dhaka metro	Noakhali South	Md. Sohail Hossain	bahali, nanghlok
Dhaka north	Patiya	Miraj Hossain	Laksham PDC
Dhaka south	Rangamati	Kamrul Hasan	Baishyaon, UDC
Mymensingh	Raozan	Md. Alamgir Hossainn	Chargazi UDC
khulna	Sitakundo	Md Omar Parag	02 No North Charbangshi up Digital Center,Khaser Hat Bazar,Raipur,Laxmipur
Rajshahi	Teknaf	Shamem Hossain	Kanchanpur, UDC Lakshampur
Kushtia	Senbag	Belal Hasan Ank	3 No. Algi,UDC
Rangpur	Ramganj	Md. Habibullah	PDC Lakshampur

Figure 19: List of Regions



## 5.5 Communication way with Robi for any Trouble Shooting:

If any problem arises & if it is urgent to communicate UDC agent can communicate through E-mail,

E-mail address is given below:

[Udc@robi.com.bd](mailto:Udc@robi.com.bd)

However, if UDC fails to get the solution through email, UDC agents can communicate with Area Manager. I had to sort Area Manager details for 15 regions & had to attach in the user manual ppt for UDC agent, so that they can easily get through it. For instance:

Region	Area	Name	Contact Number	Designation	E-Mail
Dhaka Metro	Dhanmondi	Khandoker Salwa Mehreen	1833182673	Territory Manager	salwa.mehreen@robi.com.bd
Dhaka Metro	Dhanmondi	Dewan Al- Mamun	1833183434	District Sales Manager	dewan.mamun@robi.com.bd
Dhaka Metro	Gulshan	Md. Saiduzzaman	1817180590	District Sales Manager	md.saiduzzaman@robi.com.bd
Dhaka Metro	Gulshan	Farhana Mahamud	1833182647	Territory Manager	farhana.mahamud@robi.com.bd
Dhaka Metro	Lalbagh	Salvin UI Sarfi Alam	1833182135	District Sales Manager	salvin.alam@robi.com.bd
Dhaka Metro	Lalbagh	B.M. Muhit Sayeef	1833182675	Territory Manager	muhit.sayeef@robi.com.bd
Dhaka Metro	Ramna	Abdullah Al Mamun	1833181007	District Sales Manager	abdullah_al_mamun@robi.com.bd
Dhaka Metro	Ramna	Md. Raton Ali	1833182541	Territory Manager	raton.ali@robi.com.bd
Dhaka Metro	Sabujbagh	Md. Nadial Moin Chowdhury	1833180175	District Sales Manager	nadial@robi.com.bd
Dhaka Metro				Regional Manager	

Figure 20: Area Manager Details

**5.6 Regular Basic Tasks:** Apart from the mentioned specific works, I had to maintain some tasks on regular basis. Such as- 1) checking on all the complaints in whatsapp group regarding CholbeRobi 2) data input in excel sheet & preparing summary 3) making phone calls to the retailers for follow up 4) downloading daily sales report from SFA of our channel partners- CircleFinTech, DBBL, Walletmix etc. 5) Giving feedback on newly launched app 6) preparing User Manual ppt for newly launched app 6) inputting UDC retailer information for onboarding Digital Guru.

## Chapter 6

### Recommendations, Learning & Conclusion

#### 6.1 Recommendations for the ongoing projects:

**Recruiting adequate candidates for the team:** Robi Axiata Limited carries a very tough working pressure as a MNC. Similarly Sales Operations have a significant impact on the whole organization. The amount of projects is undertaken there is a lack of sufficient human resource for that. For example, the team I've worked with it has only 4 members including me. Therefore, sometimes it gets tough to maintain everything on time. On the other hand if they look for new potential graduates fresh ideas will be included to the remaining & upcoming projects to make it successful.

**Keeping sufficient time on hand for projects:** We see MNCs are using very quick forwarding technique for daily job and projects on more occasions than one. Sometimes it gets really tough to meet the required deadline. For instance, the projects I've worked for, in Robi is for 6 months. In between there were a lot of vacations & holidays & due to this works getting delayed most of the time. Hence, the planning for projects need to be done very sensibly and the time required for projects needs to be analyzed by employees.

**Frequent Market visit:** To ensure all the required services & products on time sufficiently there should be frequent market visit region wise directly from the Robi corporate office. Because, from the survey we've seen 15% respondents were negative about the products receiving. For instance, in terms of Cholbe Robi app there should be Market Visit during & after Campaign based on the region wise performance. Focusing on poor performer region, Visit should be made to ensure all the Territory Officers & Specialists are pulling the works up from the Barnd Promters. Also, in terms of UDC through market visit physically &

ensuring all the DSRs are delivering on time to the UDC retailers should be one of the main concerns as well.

## **6.2 Learning From The Internship Experience:**

**Experience of Multinational companies work culture:** working as an intern for the long 3 months in a MNC like Robi Axiata Limited contributed a lot to cherish my experience & derive something good out of it. Stating my corporate experience with Robi really shaped my mind in a positive way. Also I had a conception on how to behave in an organization & how to deal with everything in the office.

### **Gaining Dealing Capability:**

As a MNC Robi Axita Limited have excessive work pressures. So being an intern I had to work like a regular employee to cope up with the work loads. Working in Robi I've actually learnt to pull a work up. So in these 3 months of internship period I always made sure that no matter how critical the task is I got it done in anyway.

### **Acclimating the Etiquettes & Values:**

Any corporate culture tends to be different than our expected one. Robi Axiata Limited being an MNC holds a different corporate environment. Working over there for the past 3 months I got realize how to present myself in a corporate culture, how to talk, how to dress up soberly, how to be punctual, how to co-operate & how to deal everything with patience.

**Understanding Operational Tasks:** Being a marketing student educational learning was more on product segments & consumer behaviors. After working as an intern in Robi Axiata Limited it enhanced & gave me a platform to indulge myself in to operational tasks. "From planning & initiating a new product to launching, promoting & delivering it to end customer"

contains a lot of steps & implementation. I've contributed myself to these operational tasks & got to know the procedures.

**Communication Skills development:** To maintain the above operational tasks I had to communicate with variety range of people. For instance, to handle UDC project had to contact 174 UDC retailers of 15 different regions over phone multiple times. Hence it helped me to create good terms with them & got necessary updates from them. Also I made contacts with Territory officers, Regional Managers to ensure successful campaign multiple times. This communications helped me to learn the way of dealing with different range of people in corporate life.

### 6.3 Conclusion

Robi Axiata Limited is a huge player & one of the largest organizations in the Telecommunications industry in Bangladesh. I've been blessed to get the opportunity to work in Robi. Previously I used to have a single thought that Telecom Company can only provide SIM to talk. But exploring the whole organization I got the in-depth & the significance it holds in the whole telecommunication industry. In particular, Robi works to serve its consumers with network coverage and web cell phones. They are the first to reach the milestone among all operators of 1 million 4G subscribers. So, I like to think they're on the correct track. With Airtelk having a growth rate of 37 percent, they can certainly be no.1 in Bangladesh if Robi Axiata Limited keeps up the excellent job. The key focus of the company is to get the leading market position not only in Bangladesh but also within whole ASIA. They have some problems and difficulties to overcome. But the company can have a bright future through the proper guideline and controlling. If Robi Axiata Limited keeps moving forward with more dedication & potentiality, someday they can rank highest in the whole telecommunication industry in Bangladesh.

## References

- [1] Organization Overview of Robi Axiata Limited. (2016, April 07). Retrieved from <https://www.assignmentpoint.com/business/management/organization-overview-of-robi-axiata-limited.html>
- [2] Cholbe Robi app conferred honorable mention in Bangladesh Innovation Award 2018. (n.d.). Retrieved from [https://www.robi.com.bd/en/corporate/media-room/press-release/cholbe-robi-app-conferred-honorable-mention-in-bangladesh-innovation-award-2018?gclid=CjwKCAjwqNnqBRATEiwAkHm2BF1Iln4W0iEeU6fTE9CYIe7\\_00Bh8d-76iOAv7Ur](https://www.robi.com.bd/en/corporate/media-room/press-release/cholbe-robi-app-conferred-honorable-mention-in-bangladesh-innovation-award-2018?gclid=CjwKCAjwqNnqBRATEiwAkHm2BF1Iln4W0iEeU6fTE9CYIe7_00Bh8d-76iOAv7Ur)
- [3] Cholbe Robi. (n.d.). Retrieved from <https://cholbedigital.com/>
- [4] Telecommunications in Bangladesh. (2019, July 13). Retrieved from [https://en.wikipedia.org/wiki/Telecommunications\\_in\\_Bangladesh](https://en.wikipedia.org/wiki/Telecommunications_in_Bangladesh)
- [5] Cholbe Robi. (n.d.). Retrieved from <https://www.facebook.com/CholbeRobi/posts/614751272211358/>
- [6] **Samaha Maisha Khan Internship report on ‘Implementation of The Distributor Online Onboarding in the Sales Operation’ Department of Robi Axiata Limited**  
An Overview on Digital Services of Bangladesh Telecom Industry-
- [7] Union Digital Centers in Bangladesh – Present Status and Future Prospects – a2i. (n.d.). Retrieved from <https://a2i.gov.bd/publication/union-digital-centers-in-bangladesh-present-status-and-future-prospects/>

## **Appendix A**

### **Survey on Commercialization of Cholbe Robi Application & Robi's Association with A2I**

Scale of Measurement:

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

#### ***Questionnaire:***

#### **commercialization of Cholbe Robi Application**

1. Demographic Information

2. Now-a-days Digitization is highly appreciated to everyone.

3. It will be beneficial for customers If a digital recharge app can create a social entrepreneurship platform.

4. The need for instant online recharge platform has strong impact on making customers life easier.

5. Cholbe Robi is the social entrepreneur app which is giving customers the opportunity to recharge digitally.

6. The functionality of Cholbe Robi app is trouble free

7. The amount of commission customer gets to earn using this app is satisfactory enough.

8. This app is convenient enough to get for the customer.

9. The offers customers get using the app is satisfactory.

**Robi's association to A2I(Access to Information) & serving UDC(Union Digital Centres).**

1.UDC (Union Digital Centres play a significant role To fulfill the vision "Digital Bangladesh".

2. UDC ensures all sorts of on-line government and commercial services available & accessible towards rural people.

3. Robi's partnership with a2i( Access to Infomation) program contributes strongly to convert UDC entrepreneurs in to retailer.

4. The steps Robi has taken for retail expansion is satisfactory enough for UDC entrepreneurs.

5. It has been monitored & ensured that all the required products & instructions are provided appropriately to the UDC retailers.

6. Robi ensures immediate support services for any kind of trouble shooting.





