

EXECUTIVE SUMMARY

Grameenphone Ltd. - the leading organization of mobile telecommunication industry of Bangladesh is now operating its business all over the country with a subscriber base of about 20.5 million. Grameenphone is the market leader in the mobile telecommunication industry of Bangladesh. Their growth rate is very high. But in this edge of competition, it is very difficult to keep the leading edge intact. Companies need to come up with new ideas to remain competitive. They need to keep their customers satisfied.

So, it is very important for Grameenphone to know whether their customers are satisfied or not. If the customers are not satisfied, GP can specify the zones of dissatisfaction and take necessary actions to remove the dissatisfactions.

As mentioned earlier that Grameenphone is growing at a faster rate and the faster growth of the organization is also generating growing number of business activities. So, to accomplish each of these activities effectively the organization has implemented many automated systems within its various divisions depending on the activities accomplished by each of them. My focus area was the Customer Service Unit of Commercial Division of Grameenphone - the closet unit of the organization to its customer base where a huge number of business activities take place every day and Grameenphone has implemented a handsome number of automated systems in this unit to support those business activities. Here I focused on customer service related department, products and services of Grameenphone Ltd., value added service.

Coming up with innovative service is easier than making subscribers aware of services. Hence through this internship report I have tried to analyze the present situation GP, the services that GrameenPhone is presently providing to its valued customers & their satisfaction level. Out of 160 million people 55.75 million people are presently using cell phone; it means that out of every 10 people 3 people is using cell phone. In the third world country like Bangladesh the amount of users is amazing. GrameenPhone holds almost 48% market share of telecom industry that is out of every 10 users 5 belongs to Grameenphone. So Grameenphone marketing strategy should be “Profitable growth & expanding market share through satisfying existing customers”.

A comprehensive survey was conducted to know about GP's present position in the market and its present service condition that is providing to its valued customers. After that I have done cross tab and regression analysis to find out the relationship and impact of variables. Next I have used GAP model to find out the gap between the expected outcome and actual result.

The survey report shows that Grameenphone is still a market leader in this industry but as it is becoming more competitive day by day so Grameenphone should revise its service packages, quality with more conveniently for the customers. Among the other cellular phone companies Grameenphone has some unique competitive advantages in this industry in Bangladesh so if it is possible for GP to provide better services with continuous innovative products it will add value to the company. Otherwise, in the long run new innovation services will not give its ultimate success.