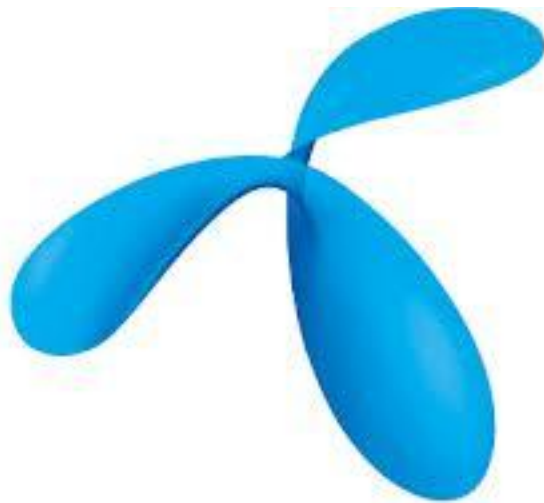


Internship Report

On

**Satisfaction of GP Employees in GPHouse regarding
Transport Services provided by Grameenphone**



Submitted To:

Mr. Muhammad Intisar Alam

Senior Lecturer

BRAC Business School

BRAC University

Submitted By:

Minhaz Ali Khan Plabon

ID: 08104003

BRAC Business School

BRAC University

Date of Submission:

20th September 2012

Letter of Transmittal

20th September, 2012

Mr. Muhammad Intisar Alam
Academic Supervisor
BRAC Business School
BRAC University

Subject: **Submission of the internship report.**

Dear Sir,

With due respect, I would like to inform you that, I am **Minhaz Ali Khan Plabon** bearing Student ID: 08104003, a student of BRAC Business School, BRAC University. I am doing my Concentration on Marketing. It is my great pleasure to inform you that I have the opportunity to submit an internship report on **“Satisfaction of GP Employees in GPHouse regarding Transport Services provided by Grameenphone”**, as a requirement to complete my BBA program. While working on the report and being on job, I have gathered extensive knowledge on overall services from all the relevant departments of Grameenphone.

I believe this genuine and honest analysis will help you to have a possitive viewpoint upon me. I will be pleased to deliver you with added explanations or clarifications that you may feel necessary in this regard. I shall be thankful if you kindly approve this effort.

Sincerely yours

.....

Minhaz Ali Khan Plabon

Student ID: 08104003

BRAC Business School, BRAC University.

Acknowledgement

First of all, I would like to thank The **Almighty Allah** for His grace in accomplishing my internship report timely.

I would like to express my gratitude to my academic supervisor **Mr. Muhammad Intisar Alam** from the core of my heart for his kind support, guidance, constructive supervision, instructions and advice and for motivating me to do this report.

I am also thankful to my organizational supervisor **Mr. Sabbir Ahmed** for accepting my request in giving me the opportunity to conduct an on-job internship under his supervision in Customer Touch Point, Service Center, Shared Service, People & Organization, Grameenphone. I would like to thank **Mr. Md. Raihan Zahir** , Specialist, Shared Service, People & Organization, for providing me with a service overview on Service Center, **Mr. Md. Nuruz zaman**, Senior Executive, Business Partner, People and Organization, for providing me with an overview regarding past reports prepared on P&O and **Mrs. Shabiha Sultana**, Senior Executive, Shared Service, People and Organization, for helping me with the questionnaire preparation and conducting the survey. I am very grateful to the employees of **Service Center** for their cordial acceptance.

I am thoroughly grateful to **Mrs. Tasnuva Irin**, Shared Service, People and Organization. She had always been there whenever I required any support regarding anything.

It is a great experience to do job in such an organization and then carrying out an on-job internship. The experience I have gathered till now will be a privilege for my future career planning.

Executive Summary

Grameenphone Ltd (hereinafter referred as to GP) is the leading mobile phone company in Bangladesh with the largest number of customers to serve with. Starting its operations on March 26, 1997, the Independence Day of Bangladesh, GP has come a long way. The company has a customer base of 37.7 million (as of April 2012) and the number is further growing. With more than 81% growth, the market share remained over 43%, even though the overall competitive environment had considerably intensified.

The report is primarily prepared to determine the satisfaction level of GP Employees on Transport Services. The report is prepared in the light of Service Marketing as my particular job function depicts the service industry. Customer Satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer Satisfaction is defined as “the number of customers or percentage of total customers, whose reported experience within a firm, its products, or its services (ratings) exceeds specified satisfaction goals”. To determine satisfaction level of employees in this report is discussed the Customer (Employee) Satisfaction Tools and Strategies in a detailed manner. The employee requirement base is analyzed; all relevant points are included in the questionnaire survey. Employee feedback is taken and statistical implications made.

I have done a research here to determine the employee satisfaction of Grameenphone. For that I had run the survey on 200 employees as a sample representing 2000 employees in GPHouse and then analyzed the data. The findings from the statistical data have been analyzed and documented and with use of these data, the employee satisfaction level has been shown.

Some recommendations have been suggested to Grameenphone from my part after conducting all the analysis regarding my topic. The recommendations are hoped to be of help to Grameenphone to achieve service excellence and further develop the service quality.

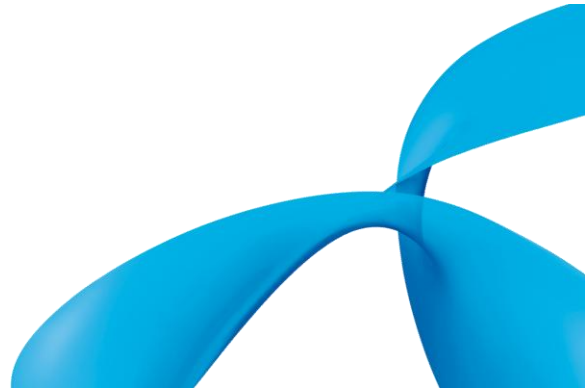
Table of Contents

Part A	About Grameenphone	1
	Grameenphone Ltd.	2
	Operating Coverage of Grameenphone	4
	History of GP	5
	The Vision, Mission and the Objective	6
	Board of Directors, Management and Organization Structure	7
	Organogram and Management of GP	8
	Divisions and Departments of GP	9
	Products of GP	10
	Internet Packages	11
	Distinctive Features of GP	12
	SWOT Analysis of Grameenphone	14
Part B	Job Description	18
	Description of the Job	19
	The Function of Service Center	20
	The Function of Customer Touch Point	21
	Work Experience at Grameenphone	22
	My Responsibilities in Customer Touch Point	22
	Different Aspects of Job Performance	25
	Observations and Recommendations	25
Part C	The Project	26
Chapter 01	Introduction	27
1.1	Origin of the Report	27
1.2	Objectives of the Study	28
1.3	Scope of the Study	28
Chapter 02	Literature Review	29
2.1	Employee Satisfaction	29
2.2	Monitoring Satisfaction	29
2.3	Employee Behavior in Services	30
Chapter 03	Methodology	32
Chapter 04	Findings	34
Chapter 05	Limitations	35
Chapter 06	Recommendations	36
Chapter 07	Conclusion	37

	References	38
	Appendix	39

Part A:

About Grameenphone



Grameenphone Ltd.

Grameenphone Ltd (hereinafter referred as to “GP) is the leading mobile phone company in Bangladesh with the largest number of customers to serve with. Starting its operations on March 26, 1997, the Independence Day of Bangladesh, GP has come a long way. The company has a customer base of 39.933 million (as of September 2012) and the number is further growing. With more than 81% growth, the market share remained over 43%, even though the overall competitive environment had considerably intensified.

Grameenphone Ltd. is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor, the largest telecommunications company in Norway, owns 55.8% shares of Grameenphone; Grameen Telecom owns 34.2% and the remaining 10% is publicly held. GP is the pioneer to bring in modern telecommunication technology and introducing state of the art product and services in the telecom industry in the country. The key principles encompass a passion for our subscribers; valuing ideas and encouraging initiatives; emphasizing mutual trust and respect; promoting team work and building partnership towards success. Grameenphone is an equal opportunity employer offering competitive remuneration, attractive employee benefit and friendly working environment.

Total six (6) companies are present in the market among which the number of subscriber of GP is far ahead than the second position holder Banglalink (20millions). Strong internationally reputed companies like Orascom and Axiata is present in the market. Bharti Airtel added up their existence in the market by purchasing Warid Telecom. This way the industry is becoming increasingly more competitive because of the entry of these internationally experienced operators.

GP is seeing the Bangladeshi market as a great opportunity to do business. GP also introduced its subsidiary company GPIT. Diversified services are being offered by GP and they are committed to continue their excellent performance in future. GP has built the largest cellular network in the country with over 13,000 base stations in more than 7000 locations. Presently, nearly 98 percent of the country's population is within the coverage area of the GP network. GP has always been a pioneer in introducing new products and services in the local market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. GP



was also the first operator to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. The entire GP network is also EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently nearly 2.6 million EDGE/GPRS users in the GP network. And GP will continue to make the network quality better and capacity improvements through the country by using latest technologies.

The technological know-how and managerial expertise of Telenor has been instrumental in setting up such an international standard mobile phone operation in Bangladesh. Being one of the pioneers in developing the GSM service in Europe, Telenor has also helped to transfer this knowledge to the local employees over the years.

The international shareholder brings technological and business management expertise while the local shareholder provides a presence throughout Bangladesh and a deep understanding of its economy. Both are dedicated to Bangladesh and its struggle for economic progress and have a deep commitment to Grameenphone and its mission to provide affordable telephony to the entire population of Bangladesh. Being a public limited company, the Board of Directors of Grameenphone have a pivotal role to play in meeting all stakeholders' interests. The Board of Directors and the Management Team of Grameenphone are committed to maintaining effective Corporate Governance through a culture of accountability, transparency, well-understood policies and procedures. The Board of Directors and the Management Team also persevere to maintain compliance of all laws of Bangladesh and all internally documented regulations, policies and procedures.



Operating Coverage of GP

Presently GP has covered 440 upazillas of 61 districts. 98% of the total population is under coverage of GP's network. GP has so far invested more than BDT 15,900 crore to build the network infrastructure.

Brief profile of GP

- The Full Name : Grameenphone Ltd.
- Head Office : Grameenphone Ltd. GPHOUSE, Basundhara, Baridhara, Dhaka-1229.
- Date of : November 28, 1996.
- Incorporation
- Service Launched : March 26, 1997.
- Product & Services : More than 50 products, services, promotions and features, 1600 Customer service points and 82 GP Centers in all the divisional cities.
- Employees : More than 5000 full and temporary employees, other 300,000 people are directly dependent on GP.
- No of Divisions : 7.
- No of Subscribers : 39 Million.
- Shareholders : Telenor (55.8%), Grameen Telecom Corporation (34.2%), 10% shares belong to general retail and institutional investors.



History of GP

- November 28, 1996 : GP offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications.
- March 26, 1997 : GP launched its service on the Independence Day of Bangladesh.
- June 1998 : GP started its services in the port city of Chittagong, the second largest city in the country. Cell to cell coverage in the Dhaka-Chittagong corridor also enabled GP to introduce its service in a number of other districts along the way.
- 1999 : GP started its service in the industrial city of Khulna. Once again, a number of other districts came under coverage of GP because of the cell to cell coverage between Dhaka and Khulna.
- 2000 : GP started its services in Sylhet, Barisal and Rajshahi, bringing all six divisional headquarters under the coverage of its network.
- 2001 : Launched WAP service.
- 2002 : Bangladesh Business Award for "Best Joint Venture Enterprise".
- August 2003 : After six years of operation, GP has more than one million subscribers.
- October 2005 : GP continues to being the largest telecommunication operator of Bangladesh with more than 5 million subscribers.
- 2006 : GP reached 10years of its operations and 10 millions of subscribers.
- November 2006 : GP re-branded with new logo.
- September 20, 2007 : GP announces 15 million subscribers.
- January 2008 : Introduced Black Berry Service to Bangladesh.
- June 2008 : Reached 20 million subscribers.
- Feb 2009 : Launched GP Internet Modem.
- Sep 2009 : Launch of GP Handset.
- March 2010 : Mobitaka Brand launch with E-ticketing.
- June 2010 : 1st Annual General Meeting of GP.



The Vision, the Mission and the Objective

Company Vision

“We are here to help”

Vision: GP vision is “We’re here to help”. That means GP exist to help the customers get the full benefit of communications services in their daily lives. They want to make it easy for the customers to get what when they want it.

Company Mission

Mission: The mission of GP is to provide a total communication solution to its customers. To do this the service development of GP has significantly developed over the last few years. GP subscribers can now enjoy all the modern data communication and content services. Mobile office, internet access, MMS and modern music and download services are available through the nationwide EDGE enabled network.

Objective: GP has a dual objective to receive an economic return on its investments and to contribute to the economic development of Bangladesh through telecommunication. This is why GP, in collaboration with Grameen Bank and Grameen Telecom, is aiming to place one phone in each village to contribute significantly to the economic benefit of the poor. It is on the way to bring a total revolution in the telecommunication field. By attaining the success factors, GP would like to be recognized as a reliable, honest and committed company to its valued subscribers and stakeholders.

Values

- Make it easy
- Keep promises
- Be inspiring
- Be respectful

Values: Make it Easy; Keep Promises; Be Inspiring and Be Respectful. Grameenphone always try maintaining their values in every step in their work. **Brand Promise** Stay Close.



Board of Directors, Management and Organization Structure

Board of Directors

Mr. Sigve Brekke: Appointed on September 1, 2008.

Ms. Hilde Tonne: Appointed on January 20, 2010.

Ms. Nurjahan Begum: Appointed on January 20, 2010.

Mr. M. Shahjahan: Appointed on June 26, 2006.

Mr. Pek Erik Hylland: Appointed on June 25, 2007.

Mr. Md. Ashraful Hassan: Appointed on January 20, 2010.

Mr. Knut Borgen: Appointed on January 20, 2010.

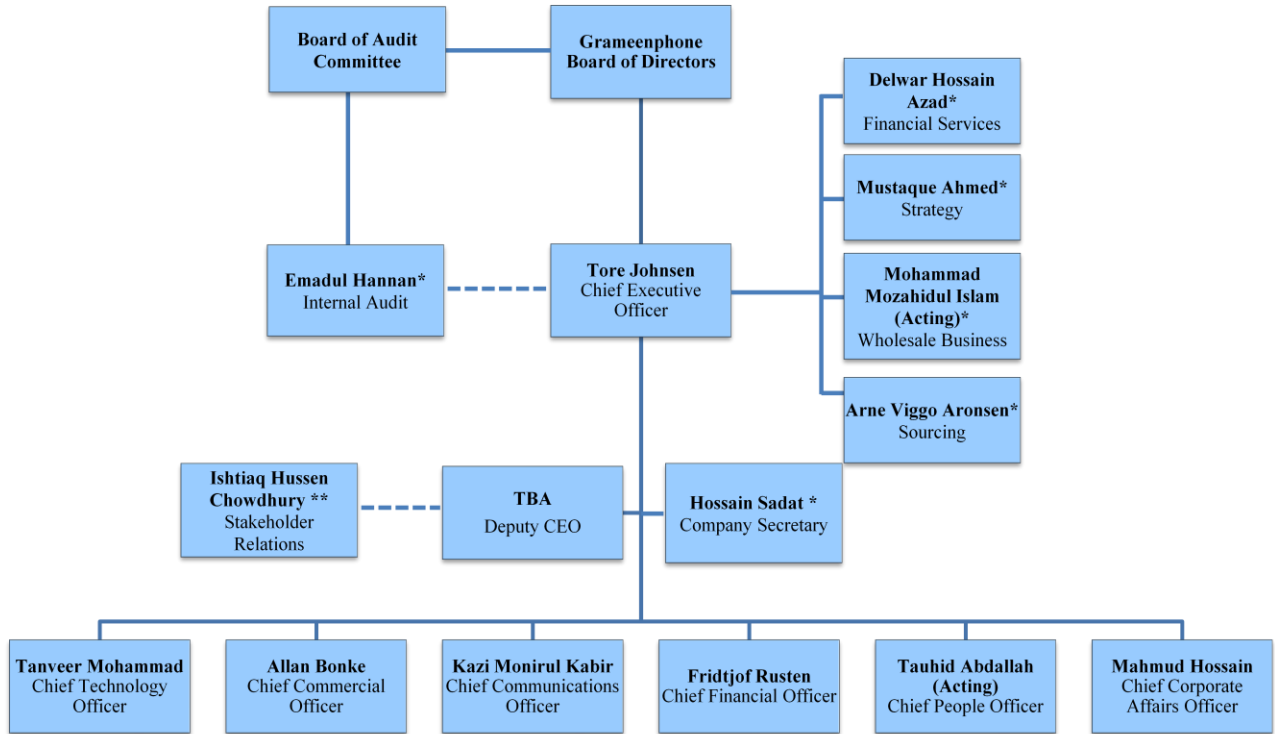
Mr. Snorre Corneliussen: Appointed on March 23, 2009.

Dr. Jamaluddin Ahmed FCA: Appointed on March 19, 2010.



Organogram and Management of GP

GP Organogram & Management



* Not a part of the Management Team

** Deputy CEO has a special role on Stakeholder Relation of the Company. Stakeholder Relation team of Corporate Affairs has a dotted reporting to Deputy CEO.

Figure 01: Organogram of GP



Divisions and Departments of GP










Currently GP has 7 divisions and 47 departments under these divisions to run its operations smoothly. The divisions and number of departments under them are:

- Commercial Division (9 Departments).
- Communication Division (6 Departments).
- Corporate affairs Division (4 Departments).
- Finance Division (8 Departments).
- Managing Director Division (6 Departments).
- People and Organization Division (5 Departments).
- Technology Division (9 Departments).



Products of GP

Currently GP is selling nine types of packages:

	<p>Xplore</p> <p>Xplore is a postpaid connection and is available with Mobile to Mobile with BTCL connectivity. BTCL incoming is absolutely free in Xplore.</p>
	<p>Shohoj</p> <p>Grameenphone prepaid connection comes with this package where you will be able to talk to any operator number at a flat rate.</p>
	<p>Bondhu</p> <p>This package with the highest number of F&Fs allows you to talk to your near and dear ones at the lowest rate.</p>
	<p>Aapon</p> <p>You can talk to over 37 million Grameenphone numbers at a very low rate of 49 Paisa per minute.</p>
	<p>Baadhon</p> <p>"Baadhon" is a special package which is very suitable for the rural population of Bangladesh.</p>
	<p>Spondon</p> <p>"Spondon" is the new attractive price plan from Grameenphone which gives you the opportunity to "Pay only as much as you will talk"</p>
	<p>Smile</p> <p>The Grameenphone Smile prepaid connection now gives you more freedom, more opportunities and more reasons to smile!!</p>
	<p>djuice</p> <p>New djuice price plan from Grameenphone Ltd. is designed with the Youth in mind!</p>
	<p>Amontron</p> <p>"Amontron" is the new attractive price plan from Grameenphone which gives you the opportunity to talk to any other operator at a call rate of 66 paisa per minute (24 hours).</p>



Internet Packages

GP offers the most affordable internet packages for handset browsing. One can easily connect to internet by availing any of the internet packages offered by GP.

- **Minipack Pay Per Use (Max BDT 20/day):** Is for only prepaid subscribers where Internet usage is chargeable at BDT 0.02/KB up to a maximum of BDT 20/Day, between 12am-11.59pm daily. Fair Usage Policy-applicable after crossing 10 MB usage that day.
- **Package 1 (P1):** Is a pay-as-you-go offer which is applicable for Post Paid subscribers only. For every kilobyte (KB) of data browsed, subscribers are charged BDT 0.02(excluding VAT).
- **Package 2 (P2):** Unlimited browsing with 30 days validity, monthly charge is BDT 850 (excluding VAT).
- **Package 3 (P3):** Unlimited night time browsing with 30 days validity, monthly charge is BDT 250+VAT.
- **Package 4 (P4):** For prepaid subscribers only. From 12:00AM to 11:59PM (within a day) with 150MB data usage limit in a day and daily charge is BDT 60+VAT. From 12:00 AM of the next day, pay-as-you-go (P1) charges will be applicable.
- **Package 5 (P5):** An internet offer of 3 GB per month @ BDT 700+VAT. The package has a validity of 30 days (from the date of activation). After expiration of 3 GB, BDT 0.0002/KB +VAT will be charged. After expiration of 30 days validity, the charge is BDT 0.02/KB +VAT.
- **Package 6 (P6):** An internet offer of 1 GB per month @ BDT 300+VAT. The package has a validity period of 30 days from the date of activation. After expiration of 1 GB, BDT 0.0002/KB without VAT will be charged. After expiration of 30 days validity, the charge is BDT 0.02/KB without VAT.
- **Minipack 15MB (P7):** An internet offer for pre-paid subscribers with data browsing/downloading capacity up to 15MB @ BDT 29 (+VAT). This package has duration of 15 days starting from the date of activation. After using the full volume of 15MB or the expiration of validity period of 15 days (whichever comes first), the package will be automatically deactivated. However, a subscriber can repurchase 'Minipack 15MB' in any quantity anytime.



Distinctive Features of GP

In order to be successful and preferred by GP's most important stakeholders' i.e. small & medium enterprises, individuals, Village Phone users and sub-lease clients of transmission capacity the GP will be recognized by the following distinctive features:

- Wider Coverage
- Wide Distribution Network
- Low start-up cost
- Competitive tariff
- Achievement of sales target

Apart from the main distinctive features, in order to be successful in relation to GP's owners/shareholders they also focus on increasing the subscriber base, Average Revenue per User (ARPU) that will increase company value. They have to build good brand value among all segments and be more organized for better reporting.

The Purpose

Grameenphone has a dual purpose to receive an economic return on its investments and to contribute to the economic development of Bangladesh where telecommunications can play a critical role. This is why Grameenphone, in collaboration with Grameen Bank and Grameen Telecom, is aiming to place one phone in each village to contribute significantly to the economic benefit of the poor.

The Strategies

Grameenphone strategy is coverage of both urban and rural areas. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, Grameenphone builds continuous coverage, cell after cell. While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout Grameenphone network.



The People

The people who are making it happen- the employees are young, dedicated and energetic. All of them are well educated at home or abroad, with both sexes (gender) and minority groups in Bangladesh being well represented. They know win their in hearts that Grameenphone is more than phones. This sense of purpose gives them the dedication and the drive, production-in about five years- the biggest coverage and subscriber-base in the country. Grameenphone knows that the talents and energy of its employees are critical to its operation and treats them accordingly.

The Technology

Grameenphone Global System for Mobile or GSM technology is the most widely accepted digital system in the world, currently used by over 750 million people in 150 countries. GSM brings the most advanced development in cellular technology at a reasonable cost by spurring severe competition among manufactures and driving down the cost of equipment. Thus consumers get the best for the least.

Company Service

Grameenphone believes in service, a service that leads to good business and good development. Telephony helps people work together, raising their productivity. This gain in productivity is development, which in turn enables them to afford a telephone service, generating a good business. Thus development and business go together.



SWOT Analysis of Grameenphone

1. STRENGTHS:

Good Ownership Structure:

Grameenphone has the best ownership structure in the telecommunication industry in Bangladesh. Telenor is one of the largest companies, which is operating in different countries around the world. Again, in Bangladesh, Grameen Bank is one of the largest NGO, which has the sound communication all over the country. It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 120 other countries, and Grameen Telecom Corporation (34.2%), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank. The other 10% shares belong to general retail and institutional investors.

Market Leader:

Grameenphone is the first organization in Bangladesh, which has reached to the general people. Though Citycell had started their operation beforehand, but they were unable to reach the general people. So, the people are being used to with Grameenphone. This is a huge advantage of Grameenphone.

Network Availability:

Grameenphone has the widest network coverage and a large number of BTS station (Tower) all over Bangladesh. That's why the company can provide better connectivity in most of the area of the country.

Brand Name of Grameen Image:

Grameen Bank is well known all over the country because of its appreciable activities in financial sector for poor people in Bangladesh. So, when the name Grameen has been added with this telephone company, the organization gets a huge exposure due to this Grameen image.

Financial Soundness:

Because of effective strategic planning, Grameenphone is able to earn a healthy amount of revenue, which gives them financial soundness.



Skilled Human Resources:

All the staff, which are related to Grameenphone are skilled and effective in their own job responsibility. The reason behind this is the Human Resource Department of Grameenphone follows ethical strategy to recruit new employees.

Effective Support Organization:

Grameenphone has shared the idea from the employees of Bangladesh Railway and Grameen Bank, who are experienced and able to provide precious guidelines for the operation of Grameenphone.

Easy Access to the Widest Rural Network:

Through the help of Grameen Bank, this was easier to Grameenphone to reach the rural area of Bangladesh.

High Ethical Standard:

To ensure quality of service, Grameenphone is strict to follow its ethical standard.

2. WEAKNESSES:**Cultural Gap:**

In Grameenphone management, employees from different countries are existed. Suppose, CEO is a Norwegian, Chief Technical Officer is Indian and many more employees come from different countries. That's why sometimes there may be lack of understanding due to cultural gap.

Many Men Many Minds:

Sometimes different ideas may create problem. In Grameenphone, this is highly encouraged to apply new strategy for better performance. Sometimes, it may create problem because employees are used to with previous strategy.

Complicated Pricing Structure:

Grameenphone has lots of products. The pricing of these products and their billing policies are different which also difficult for a user to understand.

Incomplete Message through Promotional Activities:

Most of the time the advertisements of Grameenphone bear no clear messages. Not only that, most of them are also so confusing to understand. As a result, subscribers get the wrong meaning of what has been said to them.



Problem Contained Offers:

Recently almost all of the new offers of Grameenphone are having some technical problems. Either they are not working at all or part of the services of those offers is disabled. Moreover, Grameenphone is also delaying to solve these problems which are only raising the dissatisfaction level of its subscribers.

Lack of Harmony among SBUs:

Intercommunication among various departments is little bit weak. The reason behind this, there is no exchange program for employees to work among various Strategic Business Units (SBUs).

3. OPPORTUNITIES:**Economic Growth of Bangladesh:**

The economic growth of the country will increase the expansion of telecommunication industry. From 1995 to 2006, there is a huge change in telecommunication sector.

New and Better Interconnect Agreement:

Grameenphone is going to have agreement with T&T to have better communication from land phone. The organization has agreements with other operators like Robi, Citycell, Banglalink to have better internal connectivity.

Increasing Demand for Telecom Services:

The market of telecommunication is expanding. So, this is easy for Grameenphone to achieve the major portion of expanded market because of its leading position.

Increased Cross Boarder Communication:

As international activities increased in the country, people need the connectivity not only within the country, but also outside of the country. So, the market for outside of the country is also expanding.

Declining Prices for Handsets:

Few years ago the people from low income group could not afford mobile phone services due to the high price of handsets. Now the price of handsets has decreased and the low income people want to get connected through mobile phone.

New International Gateway:

As BTTB has established new gateway to connect internationally, this is easy for mobile phone operators to provide services of ISD call and international roaming.



Flexibility of Mobile Phone:

Communication through mobile phone is popular because, land phone connection between intercity is relatively costly. Mobile phone is also easier to carry and because of its lower cost and easy portability, people are getting more dependent on mobile phone than land phone. So, there is a chance to achieve more subscribers and more market share.

4. THREATS:

More Rigid Government Regulations:

Government is becoming restricted for taking away currency from the country. So, foreign companies are threatened because they may have risk to back their investment to the country. The government also put restriction for work permit of foreign employees.

Upgraded Technology Used by Competitors:

New mobile phone operators like Banglalink, Airtel are establishing their channels with latest technology, whereas Grameen Phone is using the stations which are five years old. So, this is one of the disadvantages for Grameenphone.

Political Instability:

Political instability is another threat. With the change of Government, policies are also changed. So, this is difficult for any multinational organization to cope with new policies.

Devaluation of Taka:

As the investment occurs in foreign currency, that's why the devaluation of Taka decreases profit from financial point of view.

Risky Position of Valuable Resources:

The organization has a large number of BTS stations which are spread all over the country. Anyone can make damage to these BTSs and this is also difficult to arrange proper security for these stations.

No Cooperation from Government Agency:

BTTB does not want to provide better services to other operators, because, it wishes to remain competitive.



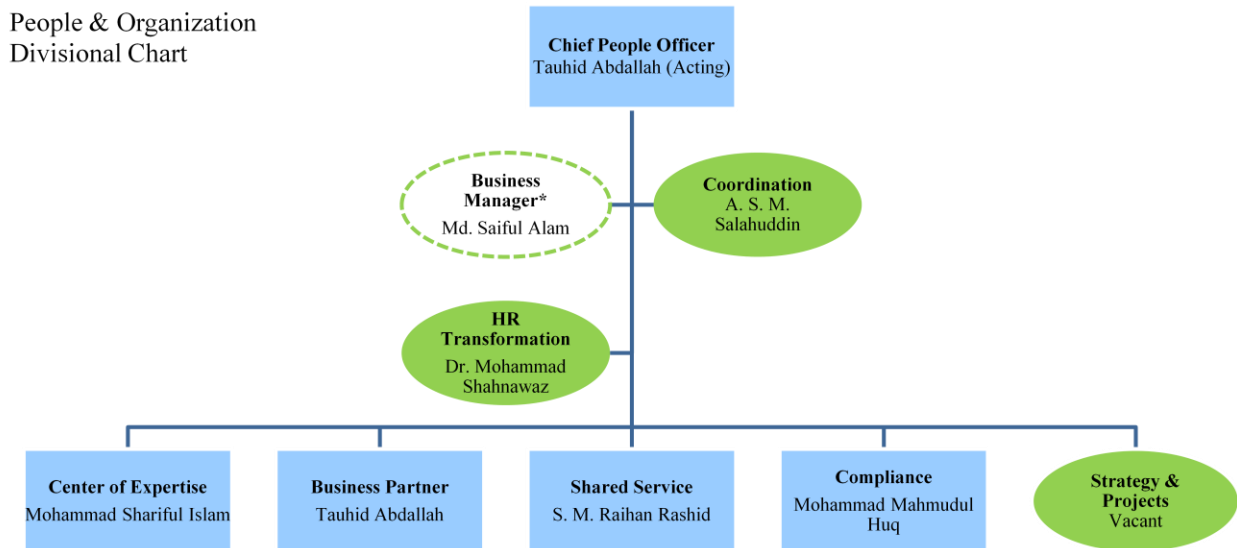
Part B:

Job Description



Description of the Job

Grameenphone Ltd (hereinafter referred to as “GP) is the leading telecom service provider in Bangladesh. It has better network with better services. Its wide coverage of network and flawless customer service makes it the pioneer. To reach this position the most important is the workforce of Grameenphone. The skilled workforce and their tremendous work make a difference with the telecommunication service provider companies. The name of the division of the skilled workforce is People and Organization. The division has five departments. The name of the department where the author has worked is Shared Service of People and Organization. The Structure of the department is shown in the flow chart below.



*Business Manager will report directly to Business Finance, Finance.

Fig. The Organogram of People and Organization Division with Five Departments



Service Center Sectional Chart

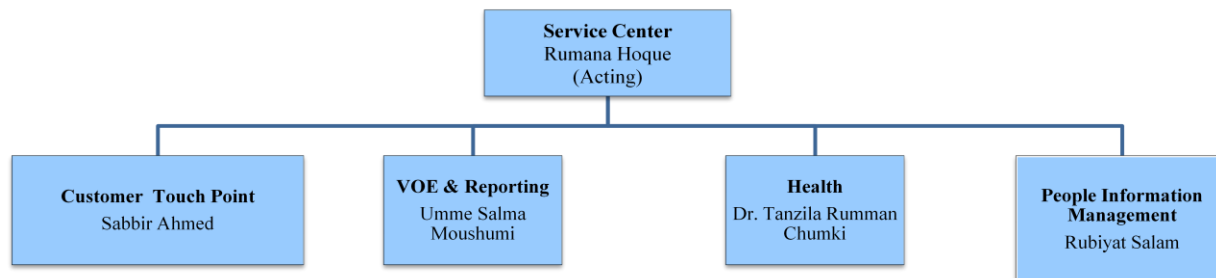


Fig. Organogram of Service Center

The Function of Service Center

Grameenphone is responsible company. To operate their business they maintain international standard set by the parent company Telenor. Service Center is a sub-department under Shared Service. Service Center is basically a market where P&O services are made available. The services that are made available through Service Center are as in the picture next page.



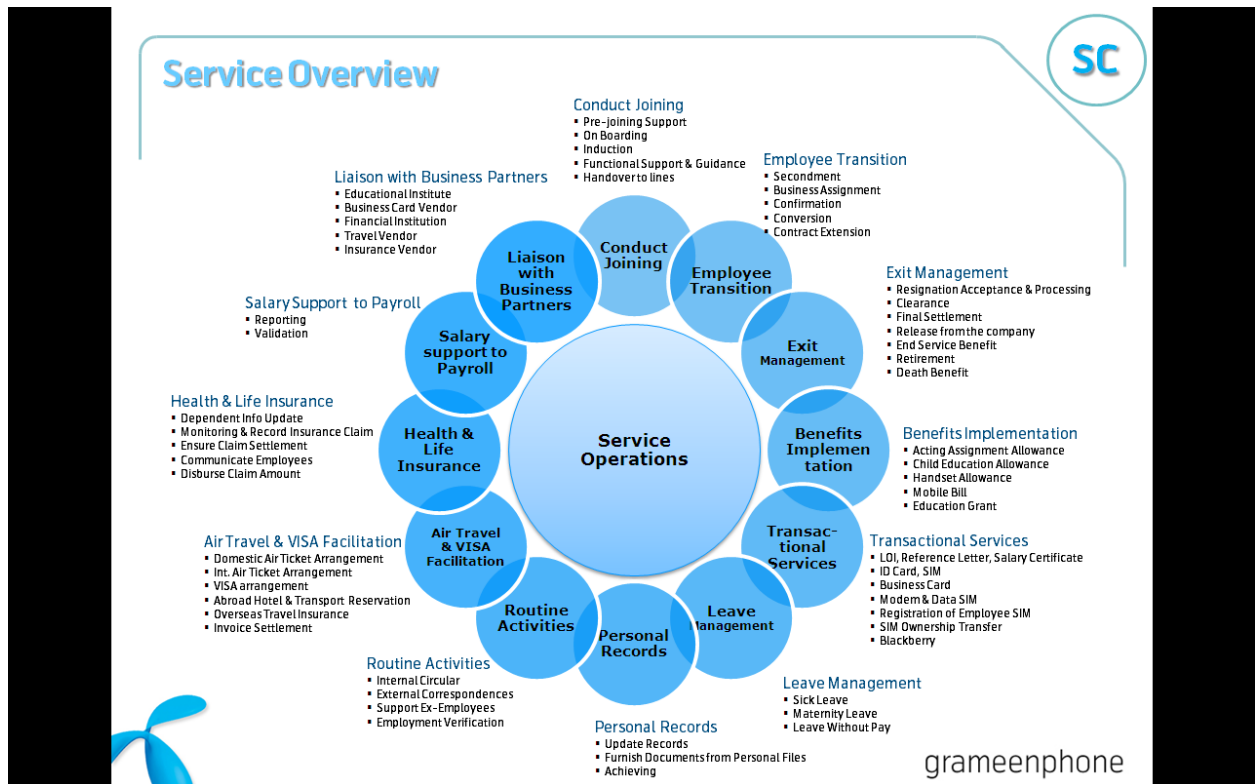


Fig. Service Overview of Service Center

The Function of Customer Touch Point

Customer Touch Point (hereinafter referred to as CTP) is a section under Service Center which is known as the “Single Touch Point” regarding all P&O Services. CTP is a highly functional unit in the whole GP. The section provides hotline support to employees regarding transport services, web-based services for raising transport requisitions, giving vehicle requisitions, providing facility services (e.g. drinking water, lights, prayer area modifications, meeting room requirements, ac maintenance and many more), security services (e.g. ID card lost/found info, access related issues etc).



Work Experience at Grameenphone

My work experience at Grameenphone till now has been wonderful. The work environment is truly very wonderful and makes an employee feel comfortable to carry out the daily work with an ease in mind. I worked in core HR as I mentioned earlier (in P&O Division) but my type of job is providing service to GP Employees.

My Responsibilities in Customer Touch Point

I started my job in Grameenphone on April 04, 2010 as an Officer, Transport, Property and Facility Services, People and Organization Division. I started my internship as an employee (on-job internship) on May 15, 2012. During my job/internship in Grameenphone, I worked in Customer Touch Point (CTP), Shared Service (previously my assigned section was Transport, Property and Facility Services). The main purpose of the internship program is to fulfill my academic requirement of Bachelor of Business Administration (BBA) degree. While working in Grameenphone I got opportunity to learn and get knowledge of different business activities of the company. The major issue is that I have learned many important aspects of business like - team work, which organize all business activities for greater interest of providing services to the employees and contribute to build in goodwill for the Department I work for and indirectly for the Division and the Company. In CTP, I attended roster duties. I had to attend three individual shifts according to proper plans-Morning Shift (7 am-4 pm), Evening Shift (3 pm-11 pm) and Night Shift (11 pm-7 am). The responsibilities I have completed in my placement so far are as follows:

Attending Hotline

- Attended hotline to provide the required and asked support to employees and out-source staffs only.
- 3 individual hotlines maintained-Transport Hotline, Service Center Hotline and Security Hotline.
- Conversation over hotline contained politeness and required maintenance of good



communication for clear transference of messages to my customers (GP Employees and Out-Source Staffs).

- Effective negotiation skills also needed for carrying out persuasion regarding a particular service.

Maintenance of Data

- The data regarding the provided service is always maintained.
- Data regarding any change in information is updated.

Mail Response

- Received mails sent by our customers(GP Employees)
- Responded to particular mails to provide a particular range of services.
- Replied to complain mails from customers and provided effective feedback.
- Composed mails regarding Accident/Incident issues for reporting and information purpose.
- Mailed employees to inform them of data and web-page overview change issues.
- Responded to employee mails regarding Pick/Drop Service issues.
- Mailed to certain Supervisor Levels for approval purpose regarding particular services.

Responding to Employee Requests

- Employees raised tickets for availing transport facilities for certain operational usage.
- Ticket pattern is studied, and then vehicle support is provided.
- Not all supports are approved; some are rejected depending on resource availability.
- Service Center Help Desk requests are forwarded to certain levels for approval and resolving.
- Security issues, regarding access in a particular GP Premise, are handled through sending of text messages to concerned authorities.



Report Preparation

- Prepared reports regarding vehicle usage.
- Prepared reports regarding man-power allocation in the roster provided.
- Prepared reports regarding time management in employee query resolving.
- Prepared audio-visual presentations for guiding new employees to system tools.
- Prepared presentation regarding CTP Services on special occasions.

Vehicle Movement Monitoring

- Through the use of vehicle tracking device and software (C-track), movements of all the GP-owned vehicles are kept track of.
- A rise in ALARM (may occur due to theft/accident) results us in making the vehicle immobile.
- Any suspicious movement of a particular vehicle is recorded and higher authorities informed to check compliance issues.
- Any vehicle sitting idle regarding being on duty is taken over and assigned a new duty in replace to the previous assigned.

Pick/Drop Service Arrangements

- Everyday GP Employees are offered pick/drop services for which they have to provide inputs in TMS (Transport Management System).
- On basis of TMS inputs, vehicles are assigned against the employees, by which they avail the required and asked service (pick or drop).



Different Aspects of Job Performance

Responsibility on job, the work environment, skill on the work activities and job satisfaction are certain aspects on which an employee's job performance is highly dependent. In my job, the assigned responsibilities were not that critical as it might sound. The assigned responsibilities rather helped me establish my efficiency on particular sectors of my skills. Grameenphone has the name in having the best working environment among all offices in Bangladesh, and I must mention that the name is not a lie. The work environment is really very fascinating and I did work there with high satisfaction and motivation level in mind. And with such wonderful assistance from my colleagues, the work environment turned even more wonderful to carry on daily responsibilities.

Observations and Recommendations

I am employed in Grameenphone for over 29 months. And all these months, everyone associated with the company and I have made me feel excessively impressive about the company. There are greater observations and fewer recommendations from my part regarding the company.

Observations

- Any new recruit is accepted cordially and treated very gently.
- As you go further up the hierarchy, you won't see boastfulness among higher authorities.
- Help and cooperation is always available from colleagues whenever asked and whenever possible for them to help.

Recommendations

- A balance should be maintained during assigning of duties in a roster.
- Proper training over telephonic conversations should be given.
- The "Open-Desk Policy" should be implemented in case of CTP.



Part C:

The Project



Chapter 01 Introduction

BBA academic program is the building up of the theoretical knowledge about business administration which is the base of practical knowledge. BBA internship program is an attempt to provide business students an orientation to a real life business situation in which we can observe and evaluate the use and applicability of the theoretical concepts which were taught in the classrooms. As per norm this report is the requirement of the fulfillment of the internship program. This report is on **“Satisfaction of GP Employees in GPHouse regarding Transport Services provided by Grameenphone”**.

1.1 Origin of the Report

For completion of the full 130 credits and earning graduation, the internship program is an important assignment. The internship program comes up with a purpose, which is to bring the students to the light of reality and job world. The fundamental purpose of an internship program is to provide students with growth and development opportunities in a field-based setting under the direct supervision of a qualified professional that necessitate application of knowledge and competencies acquired during course work, and demanded in their chosen professional field. Upon completion of required field experiences students should be able to make the transition from student to professional and function at an optimal level of competence in their professional career.

My internship report is based on my job experience and the last three months on job internship experience. It is prepared as a requirement of the completion of the BBA Program. The report titled **“Satisfaction of GP Employees in GPHouse regarding Transport Services provided by Grameenphone”** contains analysis and statistical data regarding Employee Satisfaction on the asked purpose.



1.2 Objectives of the study:

Primary Objectives

- 1 To present a background and introduction of Grameenphone.
- 2 To focus on the business and operations of the company.
- 3 To discuss about the activity of the Shared Service of Grameenphone Ltd.
- 4 Identify the findings of analysis and provide recommendations based on the findings.
- 5 To provide information of my responsibilities while working as an internee.

Secondary Objectives

- 1 To have knowledge on Grameenphone Ltd. and Mobile industry.
- 2 To improve corresponding and report writing ability.
- 3 To fulfill requirement of the internship program.

1.3 Scope of the Study

The study details in the statistical analysis on the satisfaction level of GP employees regarding Transport Services of Grameenphone. GP employees only in GPHouse, the Head Quarter of Grameenphone in Bashundhara R/A, are considered in the report. No other premises of the organization are taken into account. All transport related services that go out and come in to GPHouse are considered. The report also covers certain other details regarding Grameenphone, an overview, a brief history, the products and services offered by the company etc. the information available in this report are collected through questionnaire survey, employee interviews (informal), GP websites and internal referrals. I dearly hope that the report contains all particular details asked for to complete an internship report.



Chapter 02 Literature Review

On studying past record of interns regarding their reports on Marketing in the light of Services Marketing and Consumer Behavior, I have not found any reports being conducted on HR Services, being brought to a report in the lights of Marketing on such a topic as mine. No one really worked on “Satisfaction of Employees in GPHouse regarding Transport Services provided by Grameenphone”. This topic will prove worthy to my section-Customer Touch Point, my department-Shared Service and my company-Grameenphone, on occasion of identifying the Employee Satisfaction Level regarding such an issue. This will help them figure out their weaknesses on the issue and identify the development areas as well.

Employee Satisfaction

Satisfaction is basically a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to their expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectation, the customer is satisfied or delighted. Employee assessments of product performance depend on many factors, especially the type of loyalty relationship the customer has with the brand. Consumers often form favorable perceptions of a product with a brand they already feel positive about.

Customer Satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer Satisfaction is defined as “the number of customers or percentage of total customers, whose reported experience within a firm, its products, or its services (ratings) exceeds specified satisfaction goals”.

Monitoring Satisfaction

Many companies are systematically measuring how well they treat their customers, identifying the factors shaping satisfaction, and making changes in their daily operations and marketing as a result.

The link between customer satisfaction and customer loyalty, however, is not proportional. Suppose customer satisfaction is rated on a scale from one to five. At a very low level of



customer satisfaction (level one), customers are likely to abandon the company and even bad-mouth it. At levels two to four, customers are fairly satisfied but still finds it easy to switch when a better offer comes along. At level five, the customer is very likely to repurchase and even spread good word of mouth about the company. High satisfaction or delight creates an emotional bond with the brand or the company.

When customers rate their satisfaction with an element of the company's performance-say, service delivery-the company needs to recognize that the customers vary in how they define good performance. Good service delivery could mean early delivery, on-time delivery etc.

Employee Behavior in Services

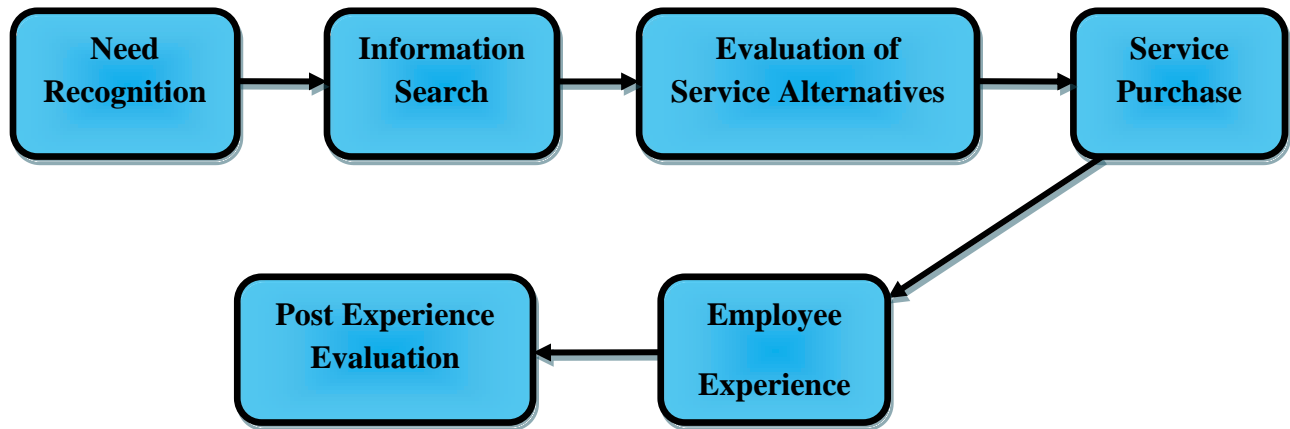
Services are intangible products. There are a few categories of properties of consumer products: Search Qualities, attributes that a consumer can determine before making the purchase of a product; and Experience Qualities, attributes that can be discerned only after purchase or during consumption. A third category, Credence Qualities, includes characteristics that a consumer may find impossible to evaluate even after purchase and consumption.

The first important area of consumer behavior that marketers are concerned with is how customers choose and make decisions and the steps that lead to the purchase of a particular service. Customers follow a logical sequence, including need recognition, information search, evaluation of alternatives, and purchase.

Grameenphone P&O Division puts in some important points like security issues, safety issues and ensures their employees a great experience while explaining about the transport facilities they offer. For employee satisfaction, Grameenphone verifies the employees' decision making process, the process an employee must go through before starting to take in the service offered.



The six stages of the process is defined as below



Chapter 03 Methodology

For the purpose of the study data and information have been collected from both primary and secondary sources. The relevant information collected from primary sources is collected in an informal way. My work experience in GP helped me a lot. Besides this, regular conversations with many GP employees and unofficial interviews with them helped add flavor to my report. I also have taken some suggestions orally from the personnel of Grameenphone Ltd. The secondary sources for data collection were published in annual reports, departmental information of GP and monthly newsletters of Grameenphone Ltd.

Research Instruments

Marketing researchers have a choice of three main research instruments in collecting primary data: questionnaires, qualitative measures, and technological devices.

Questionnaires

A questionnaire consists of a set of questions presented to the respondents. Because of its flexibility, it is by far the most common instrument used to collect primary data. Researchers need to carefully develop, test, and debug questionnaires before administering them on a large scale. The form, wording, and sequence of the question can all influence the response. Closed-end questions specify all the possible answers and provide answers that are easier to interpret and tabulate. Open-end questions allow respondents to answer in their own words and often reveal more about how people think. They are especially useful in exploratory research, where the researcher is looking for insight into how people think rather than measuring how many people think in a certain way.

Qualitative Measures

Some marketers prefer more qualitative methods for gauging consumer opinion, because consumer actions don't always match their answers to survey questions. Qualitative research techniques are relatively unstructured measurement approaches that permit a range of possible



responses. Their variety is limited only by the creativity of the marketing researcher.

Technological Devices

Technological devices are occasionally useful in marketing research. Galvanometers can measure the interest or emotions aroused by exposure to a specific ad or picture. The tachistoscope flashes an ad to a subject with an exposure interval that may range from less than one hundredth of a second to several seconds.

My research is basically **exploratory** in nature as my project is taken to identify and measure the satisfaction of GP Employees in GPHouse regarding a particular range of services.

Population: The population of my research paper is all employees in GPHouse whoever takes transport services for operational need or for pick/drop need. The population surveyed is 2400.

Element: The sampling element in the research paper is each of those employees who is availing Grameenphone transport facilities.

Sampling Unit: The sampling unit of my research paper is employees from each level in the organization.

Extent: The extent of the research paper is the area which the paper covers to fulfill the objectives of the study. In this regard, the extent is Employees in GPHouse only.

Sampling Frame: A sampling frame is the list of all sampling elements available for selection. In this research paper, the sampling frame is the list of all those employees, who are getting different services from Customer Touch Point, Service Center.

Sample Size: Sample size is the total number of sample elements from the population selected in the sample, which represents the whole population of the research. The project paper is accomplished through a census research. The sample size in this report is 1396.



Chapter 04 Findings

The results are obtained and analyzed with care. These are the findings as below

- 48% of GP Employees use GP Transport as their daily mode of transport into and out of office.
- 25% of all GP Transport users are using both for official and pick/drop purposes.
- 47% of all surveyed employees responded that they are receiving satisfactory level of service from Transport Hotline.
- 29% of all surveyed employees feel that the promptness with which transport support is provided during emergency requirements is satisfactory.
- The condition with which support is provided to employees is satisfactory to 48% of the employees.
- Pick/drop service is convenient to 40% of the employees.
- 42% feel that pick/drop service schedule is satisfactorily maintained.
- 40% of the surveyed employees are satisfied with the service level of Customer Touch Point Agents.
- 54% of the mass data are satisfied with the neat and cleanliness of the vehicles.
- The behavioral standard of the drivers meet the satisfaction level of 39%.
- 66% among the surveyed data are satisfied with the cautionary driving of the drivers.
- Transport Service is User-Friendly to 53% of the surveyed employees.
- The mean of the frequency distribution is 28.17, which falls in the neutral zone and almost touching the satisfactory zone. The service level is yet to be achieved as per data, yet the condition cannot be termed bad. Grameenphone is a big organization that is what raises expectations of employees.
- The median score is belonging to the satisfactory zone, which depicts a good position of the Grameenphone.
- The score of mode is 33.96, which is a good score as it lies totally into the satisfactory zone. Thus, employee satisfaction level is very good in this regard.
- Employee satisfaction range is from 27.3 to 29.04, concentrated in the neutral zone.



Chapter 05 Limitations

In conducting the survey and preparing the report, I faced a certain amount of limitations. The limitations are pointed out as below.

- Time constraint: To carry out a survey of this width, half a year time would have been great. Much detail information could have been covered and included.
- My survey area was GPHouse only, not even the other premises inside Dhaka. A survey outside Dhaka is out of any questions. A lion's part of the Transport Services are carried out here in and from GPHouse, thus the report does not contain much shortage in information. Still, since GP has widespread operation throughout Bangladesh, if the whole country had been covered, the report would have earned enrichment.
- Theoretical implications sometimes could not be made as the data could not be related accordingly.
- My respondents were all GP Employees, thus many responded keeping company conducts in mind and could not express their desired opinion.
- Company policies avoided a few of my colleagues to share insight details regarding a few issues.



Chapter 06 Recommendations

The following recommendations are suggested from my part which might help achieve service excellence and develop overall service pattern of the organization.

- Quarterly Training and awareness program regarding customer service excellence for all Transport employees.
- SQA module set up to measure Front level employees call handling performance.
- Monthly quiz to increase know how level of employees.
- Best employee announcement based on monthly performance.
- Maintain a Log for email receives and feedback for any problem and periodical follow up.
- Equal workload distribution among CTP roster employees-Units head on next week.
- KPI set for all front level employees to meet at least 95% serviceability and reduce abundant missed call percentage.
- Need awareness regarding calls receiving by first ring.
- Sharing agents' daily performance call handling report regularly.
- Ensure at least 2 agents availability all the time.
- Maintain schedule break time for agents.
- Proper monitoring of log in status in a big monitor.
- Increase efficiency in ticket resolving and feedback providing.
- Inform changed driver's number to employees in advance.
- Employee awareness and highlight benefits towards employees of fixed pick service.



Chapter 07 Conclusion

Grameenphone is the leading telecom service provider in Bangladesh. Every now and then the organization thinks of developing its current services and provides comfort ability to the customers. Similarly, the management of Grameenphone thinks for the employees. On basis of regular feedbacks, GP intends to reach service excellence. Transport services is GP is very widespread and convenient unlike other telecom or big companies. Employee safety, comfort and convenience are the three priority issues that GP management takes into account and plans for further development.

As per the analyzed data, the overall satisfaction level of the employees regarding transport facilities have been neutral, which indicates that they want inclusions of further development plans. A revision on the current scenario of transport services, which include many things ,not only the vehicular issues, but everyone associated with it, may help gain employee positive reactions and thus the organization would strive up to the expectations of its employees.

From 1997 till now Grameenphone has established itself as an organization which serves for the betterment of the nation and its employees. Maintenance of international standards in service and inclusions of advanced technologies have always been a success part of the story of the organization.



References

<http://www.grameenphone.com>

<http://www.grameenphone.com/about-us>.

http://www.btrc.gov.bd/newsandevents/mobile_phone_subscribers/mobile_phone_subscribers_april_2011.php

GP annual report 2010

<http://www.Grameenphone.com/about-us/corporate-information/corporate-governance/organization-structure>

http://en.wikipedia.org/wiki/Service_quality#Service_Quality_Model_.28or.29_GAP_model

<http://en.wikipedia.org/wiki/Grameenphone>

http://www.google.com/imgres?q=gaps+model+of+service+quality&hl=en&sa=X&biw=1366&bih=573&tbm=isch&prmd=imvns&tbnid=AhKiNEtfSuyglM:&imgrefurl=http://marketingmnemonics.blogspot.com/2011/02/gap-model-of-service-quality.html&docid=pw51_cyxCIHwM&imgurl=http://2.bp.blogspot.com/-uiQX3c_oj-8/TWJRiy6eU-

[I/AAAAAAAAADY/sbh1PqDBsCI/s1600/Gaps%252BModel.png&w=1396&h=1442&ei=icxXUODsHsTZrQfs1oDICw&zoom=1&iact=hc&vpx=919&vpy=120&dur=2252&hovh=228&hovw=221&tx=97&ty=119&sig=101838905988550501678&page=1&tbnh=108&tbnw=105&start=0&ndsp=23&ved=1t:429,r:6,s:0,i:93](http://IAAAAAAAAAADY/sbh1PqDBsCI/s1600/Gaps%252BModel.png&w=1396&h=1442&ei=icxXUODsHsTZrQfs1oDICw&zoom=1&iact=hc&vpx=919&vpy=120&dur=2252&hovh=228&hovw=221&tx=97&ty=119&sig=101838905988550501678&page=1&tbnh=108&tbnw=105&start=0&ndsp=23&ved=1t:429,r:6,s:0,i:93)

Thompson Arthur A, Jr., and Strickland A. J. Jr. Strategic Management Concepts and Cases. McGraw-Hill International Edition

Rana Alamgir and Nitin Anand. A Study of Bangladesh Telecom Market. Mälardalen University, Västerås, Sweden

Service Marketing, Integrating Customer Focus across The Firm, Valarie A. Zeithaml and Mary Jo Bitner.



Appendix

Questionnaire Survey

5 – Very Satisfactory

4 – Satisfactory

3 – No Comments

4 – Dissatisfactory

5 – Very Dissatisfactory

Please tick the desired answer and write the desired number (1-5) in the tabular field below:

TRANSPORT

Service Level Quality Survey

1) What mode of transport do you use for commuting to and from office?

Public Transport

Private Transport

GP Transport

2) Have you ever called in Transport hotline (58111 or #58111)?

Yes

No

3) What would best describe your experience, when you called in Transport Hotline?

Excellent Service

Satisfactory

Kept me waiting on hold

Had to explain several times

Had to ask others

Didn't know how to handle the problem

4) What type of vehicle do you prefer for pick and drop support?

Bus

Micro-bus



5) Can you raise vehicle requisition from your mobile through GPCORP?

Yes No

6) You use Transport support mostly for

Official Purpose Pick and Drop Both

7) Are you satisfied with the current support level of the transport section?

Yes No

If No, Please state why?

Questions	Very Satisfactory	Satisfactory	Neutral	Dissatisfactory	Very Dissatisfactory
Transport support is user friendly					
Drivers drive the vehicles with caution					
Driver behaves always with the required behavioral standard					
Drivers keep the vehicles neat and clean					



<p>The process of getting your transport problem resolve is easy</p>					
<p>Performance level of Customer Touch Point</p>					
<p>The pick and drop service schedule is well maintained</p>					
<p>Pick and drop service is convenient for all employees for commuting to and from office</p>					



GP vehicles condition meet user expectations					
On an emergency situation you get transport support any time promptly					

Other Comments

Please use the space below to provide any other comments you may have regarding our performance in the area of **Service Support**



Statistical Implications

User-Friendly Transport Support					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	101	5	505	101	7.23
10-20	246	15	3690	347	17.62
20-30	302	25	7550	649	21.63
30-40	603	35	21105	1252	43.19
40-50	144	45	6480	1396	10.32
Total	1396	125	39330		100

Mean: Mean is the average score in a frequency distribution.

$$\text{Mean, } \bar{x} = \frac{\sum (fx)}{\sum f} = 39330/1396 = 28.17$$

Median: Median is the score in the middle of frequency distribution.

$$\begin{aligned} \text{Median} &= L + I * \frac{N/2 - pcf}{f} \\ &= 30 + 10 * (1396/2 - 649)/603 = 30.8 \end{aligned}$$

Where:

L = lower limit of the interval containing the median

I = width of the interval containing the median

N = total number of respondents

pcf = cumulative frequency corresponding to the lower limit

f = number of classes in the interval containing the median



Mode: Mode is the score that occurs most frequently in the distribution.

$$\begin{aligned} \text{Mode} &= L + \left(\frac{f_1 - f_0}{2f_1 - f_0 - f_2} \right) \times h \\ &= 30 + (603-302)/\{(2*603)-302-144\} * 10 \\ &= 33.96 \end{aligned}$$

Where, **L** = lower class limit of the modal class

f₁ = frequency of the modal class

f₀ = frequency of the class before the modal class in the frequency table

f₂ = frequency of the class after the modal class in the frequency table

h = class interval of the modal class

Satisfaction Level	Frequency	x	fx	(x-x) ²	f(x-x) ²
0-10	101	5	505	536.85	7.23
10-20	246	15	3690	173.45	17.62
20-30	302	25	7550	10.05	21.63
30-40	603	35	21105	46.65	43.19
40-50	144	45	6480	283.25	10.32
Total	1396	125	39330	1050.24	100

$$s = \sqrt{\frac{\sum (x - \bar{x})^2}{n}}$$

$$=0.87$$



Employee Satisfaction Level Range

$$28.17 + 0.87 = 29.04$$

$$28.17 - 0.87 = 27.3$$

Thus the range is 27.3 to 29.04

Performance Level of CTP Agents					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	95	5	475	101	6.81
10-20	248	15	3720	343	17.79
20-30	494	25	12350	837	35.44
30-40	475	35	16625	1312	34.07
40-50	82	45	3690	1394	5.88
Total	1394	125	36860		100

Vehicle Driven with Caution					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	37	5	185	101	2.65
10-20	200	15	3000	237	14.33
20-30	233	25	5825	470	16.69
30-40	674	35	23590	1144	48.28
40-50	252	45	11340	1396	18.05
Total	1396	125	43940		100



Driver Behavior					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	167	5	835	101	11.96
10-20	438	15	6570	605	31.38
20-30	249	25	6225	854	17.84
30-40	443	35	15505	1297	31.73
40-50	99	45	4455	1396	7.09
Total	1396	125	33590		100

Neat and Clean Vehicle					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	74	5	370	101	5.30
10-20	257	15	3855	331	18.41
20-30	308	25	7700	639	22.06
30-40	588	35	20580	1227	42.12
40-50	169	45	7605	1396	12.11
Total	1396	125	40110		100

Transport Query Resolve Process					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	148	5	740	101	10.60
10-20	319	15	4785	467	22.85
20-30	351	25	8775	818	25.14
30-40	451	35	15785	1269	32.31
40-50	127	45	5715	1396	9.10
Total	1396	125	35800		100

Performance Level of CTP Agents					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	97	5	485	101	6.95
10-20	248	15	3720	345	17.77
20-30	494	25	12350	839	35.39
30-40	475	35	16625	1314	34.03
40-50	82	45	3690	1396	5.87
Total	1396	125	36870		100



Maintenance of Pick/Drop Schedule					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	50	5	250	101	3.58
10-20	154	15	2310	204	11.03
20-30	474	25	11850	678	33.95
30-40	470	35	16450	1148	33.67
40-50	248	45	11160	1396	17.77
Total	1396	125	42020		100

Convenience of Pick/Drop Service					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	85	5	425	101	6.09
10-20	249	15	3735	334	17.84
20-30	507	25	12675	841	36.32
30-40	367	35	12845	1208	26.29
40-50	188	45	8460	1396	13.47
Total	1396	125	38140		100

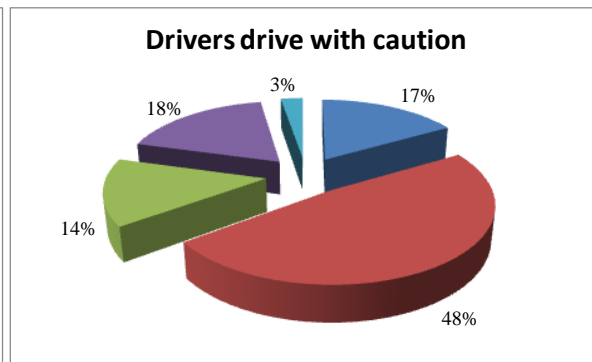
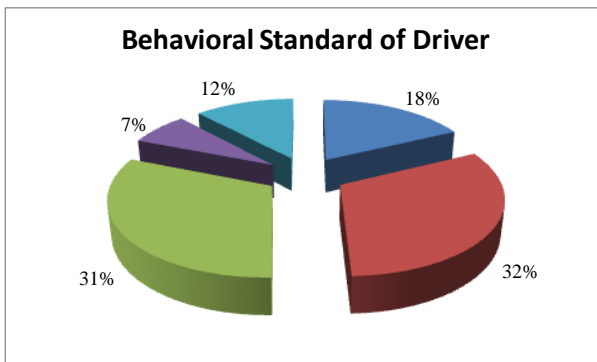
Condition of GP Vehicles					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	97	5	485	101	6.95
10-20	318	15	4770	415	22.78
20-30	313	25	7825	728	22.42
30-40	538	35	18830	1266	38.54
40-50	130	45	5850	1396	9.31
Total	1396	125	37760		100



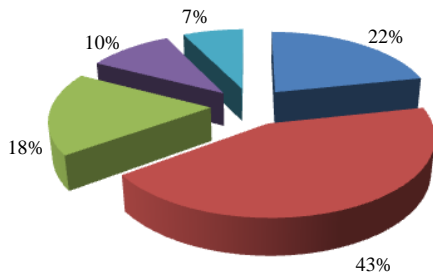
Emergency Situation Transport Support					
Satisfaction Level	Frequency	x	fx	Cumulative Frequency	Percentage
0-10	247	5	1235	101	17.69
10-20	336	15	5040	583	24.07
20-30	406	25	10150	989	29.08
30-40	302	35	10570	1291	21.63
40-50	105	45	4725	1396	7.52
Total	1396	125	31720		100

Questionnaire Survey Results

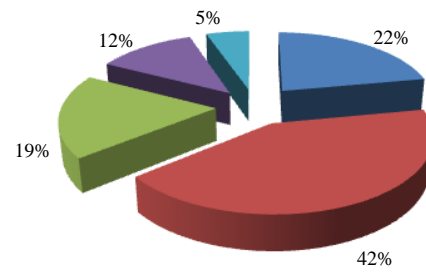
- Neutral
- Satisfactory
- Dissatisfactory
- Very Satisfactory
- Very Dissatisfactory



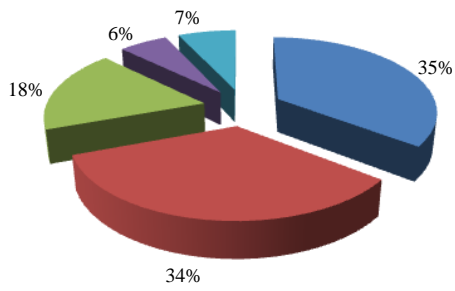
Transport Support is User-Friendly



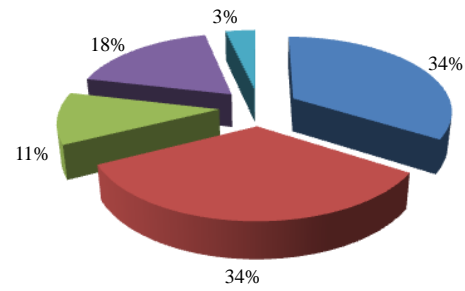
Drivers keep Vehicles Neat and Clean



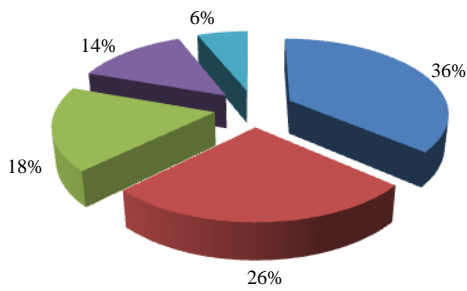
Performance Level of CTP



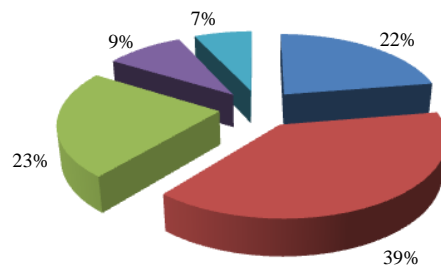
Pick/Drop Service is Well-Maintained



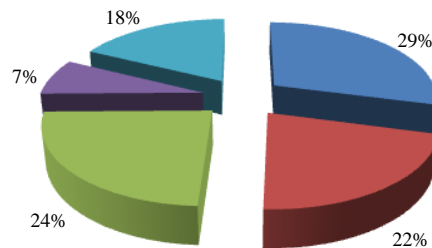
Convenience of Pick/Drop Service



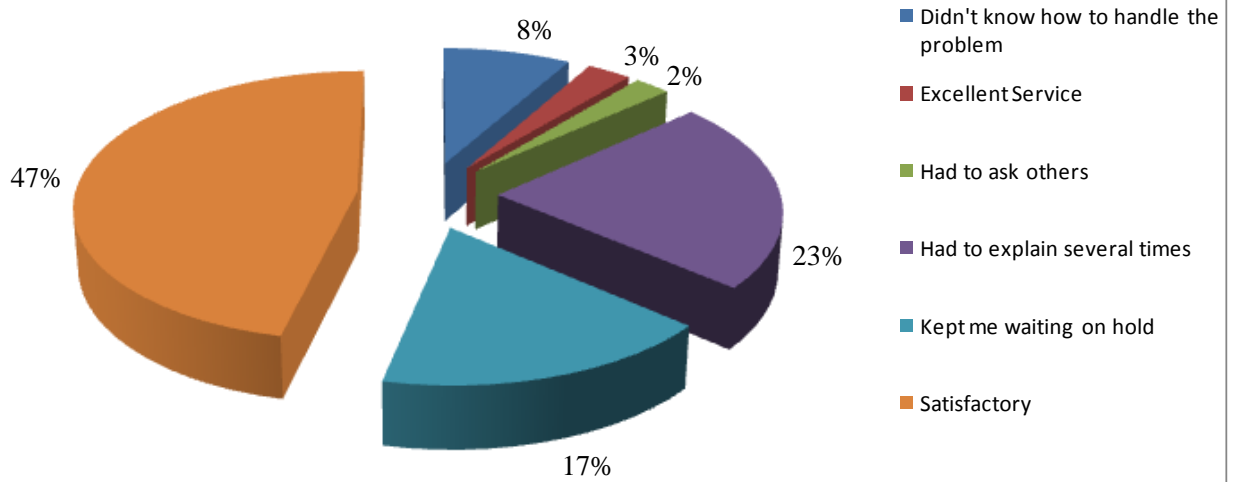
Vehicle Condition meets Expectations



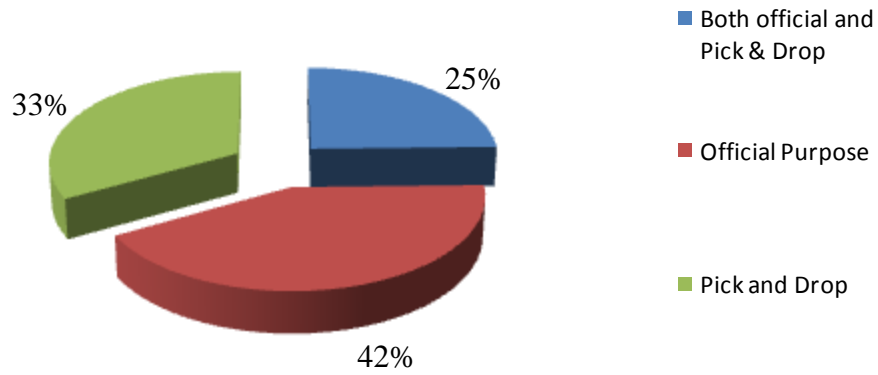
Prompt Transport Support during Emergency



Conversation Experience in Transport Hotline



Transport Usage Area



Mode of Transport Use

