



Internship report on

Mobile phone culture in Bangladesh

from Robi perspective

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Submitted to

Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University

Submitted by

Razin Mahmud
ID: 07304049
BRAC Business School
BRAC University



Date: 20th September, 2012

To,

Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of internship report.

Dear Madam,

I am happy to submit this internship report on “Mobile Culture of Bangladesh from Robi perspective”, as a part of BRAC Business School’s curriculum.

I got opportunity to work in Robi Axiata Ltd. in customer experience department under supervision of Ms. Hazara Khatun. The three month long internship at Robi Axiata Limited gave me opportunity to enriched my knowledge about corporate organization.

I have tried my best to furnish the report with relevant information, looking for your kind consideration and cooperation.

Sincerely yours,

Razin Mahmud
ID: 07304049
BRAC Business School
BRAC University

Acknowledgement

I would like to convey my heartfelt thanks to them who have helped me to make this report in an effective and proper way. To prepare this report I have collected much information and communicated with some senior employees of Robi Axiata Limited.

Heartiest thanks to my supervisor, Ms. Afsana Akhtar, Assistant Professor, BRAC University for guiding me and for the opportunity to initiate this report.

I would like to express my deep gratitude to Ms. Hazara Khatu (specialist, Market Operation), Mr. Ali-Rubait (specialist, Market Operation), Mr. Rubait Tauhid Siddique (Manager, HR Operation) for helping me to complete the internship and the internship report.

Executive Summary

The basic function of telecommunication is to connect people through voice transfer service. Along with voice service there are other services available too. Telecommunication has already started introducing some diversified areas with the help of its mobile network. Mobile technology is presently providing various different types of service for daily life. The traditional thinking of connecting people through only the voice is far behind in comparison with the present scenario. Telecom companies now provide better service with a very cheaper rate. Several types of service previously which are unreachable for the common people are now easily accessible. Axiata limited is the third largest telecommunication based on its active subscriber. Key for their success is they understand the culture and provide the service accordingly. For any kind of business it's always important to understand the needs and demands of the customer, their necessity, their influencing factor, and the best way to do that is understand the culture. Based on this concept I start to make this report started with the introduction, objective, scope and my observation, and then I give a brief about Robi Axiata Ltd. their mission, vision, product and different department and their work explanation. Then there is a brief about my job and work responsibility. On the main part of the report I try to explain diversification of mobile user and the pattern of phone culture, also I explain how I conduct the report, what are the cultural diversification among the Robi subscriber, their preference, and finally the cultural change in mobile phone uses. I also try to highlight the different user of mobile phone rather than the voice service. As the telecommunication industry still is in emerging industry its really important to understand the culture of the people so that organization may design their marketing strategy according to the demand and achieve their target.

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Chapter 1

Preface

1.1 Introduction

Using a mobile phone has become a common measure of communication in our country. Top level of the society to the bottom of the society every one own mobile phone. The number of mobile phone user is increasing day by day. Our country has become an attractive market for mobile operators. Robi Axiata is one of the leading mobile operators in our country. In my intern period in Robi, the experience I gather, and the observation I had, based on that I prepare this report which is mainly focused on the culture pattern of mobile phone in light of Robi.

1.2 Origin of the Report

For complete my Bachelor of Business administration from BRAC University, internship is a mandatory part. Internships provide an opportunity for students to link theory with practice and further serve as a temporary labor pool for those organizations that have committed to participate in the internship program. So here are the reasons for the internship:

- It provides a student with a practical real world experience in the public or nonprofit sector before entering into a job market. Such experience not only increases student's job prospects, but also teaches what is expected in terms of professional behavior.
- It enables a student to develop important skills which cannot be taught in the classroom.
- It enables a student to compare theoretical ideas learned in the classroom within the world of work.
- It allows a student to apply the technical skills learned in the classroom to real world problems.

I have prepared this report after the three months internship program in Robi Axiata Ltd. I have covered what I did and learned everyday in Robi Axiata Ltd.

1.3 Objective of the Report

There are two kinds of objectives of the report. They are:

- General Objective
- Specific Objective

1.3.1 General Objective

This internship report is generally prepared to complete BBA (Bachelor of Business Administration) degree, required by the BRAC University.

1.3.2 Specific Objective

The specific objectives of this internship report are:

- Had a chance to compare the theoretical knowledge with practical work.
- Understand the work process of customer experience team, and gain the knowledge of real life work experience.

1.4 Scope of the Report

The report deals with the real working experience in the time of internship. The study will allow learning about how to provide solution by knowing the customer behavior and culture, for doing that what kind of medium and methods may organization use.

1.5 Methodology

This report was prepared in a systematic manner. My academic supervisor Ms. Afsana Akhtar, assigned the topic of the report. All the information was collected from two sources: Primary Sources: My supervisor in Robi Axiata Ltd, Ms. Hazara Khatun helped me a lot in preparing the report. I interview her face to face; she gave me all the necessary information that I needed. In addition I have also gathered information by observing. Secondary Sources: I browsed the internet for as much information I could get. From the internet I got the background information of the company.

1.5.1 Primary data

- Work experience for market operation
- Observation in the period of internship
- Direct interview of the customer.
- Direct interview of the work supervisor, coworker.

1.5.2 Secondary data

- Different web site.
- Newsletter published by Robi.
- Several newspaper Article.
- Robi internal info-Bank.

1.6 Limitation

Disclosing of much information is confidential. For that reason I was unable to disclose some part. On the other hand for the tight schedule its really herd to getting time to enrich the report in every way possible, but I may say within the limitation I try my best.

Chapter 2

Company Overview

2.1 Company Brief

Axiata which is one of the largest telecommunication companies in Asia and the NTT Docomo which is leading voice and data network provider in Japan, create a joint venture company which is named as Robi Axiata Limited. But their journey started in Bangladesh much earlier; in 1997 under the brand name Aktel they start their journey. On 28th March 2010, Robi Axiata Limited reestablishes its brand name as “Robi” from “Aktel”. Now Malaysian Axiata Group has 70% share and Japanese NTT DOCOMO has 30% share. It has the widest International Roaming coverage in Bangladesh connecting 550 operators across 205 countries. Robi has already started introducing different categories of product with different services like postpaid, prepaid, Robi corporate. Under this main category they also have many sub categories according to their tariff plans. Customers can choose tariff plan according to their need or choose. Moreover, they are not only providing voice services. They are also providing internet (data) services with huge network coverage and with portability features. They have ISD calling facilities and roaming facilities so that no matter where the customer is they can have uninterrupted service with convenience. They also have many promotional offers to motivate their customer which is an extra benefit for the existing customer as well.

2.2 Mission and Vision

2.2.1 Mission:

Becoming the market leader in telecommunication service in Bangladesh.

2.2.2 Vision

Robi Axiata’s vision is to be a leader as a Telecommunication Service Provider in Bangladesh. For achieving that Robi has formulated many strategic plans like providing specific services according to the segment customer group, increasing network coverage, providing best value

for money to the customer, providing quality services in a competitive rate, developing better network infrastructure, developing new and unique products, working with positive attitude.

2.3 Production category

Production strategy refers to what the company produces itself, and that purchase from suppliers or partners.

Although we know that Robi is a telecommunication service provider. It's not involved in producing any kind of product.

Robi offers a selection of different tariff packages.

2.3.1 The prepaid packages

There are 12 prepaid packages right now:

- Acquisition PrePaid,
- RobiClub 34,
- Muhurto 31,
- Shasroyee 38
- Shorol 39,
- Nobanno 37,
- Goti 36,
- Tarunno 26
- Ononna 27
- Uddokta, super Uddokta regular.
- Easy load.

2.3.2 Postpaid package

There are only two types of postpaid tariffs:

- Professional package 1
- Professional package 2

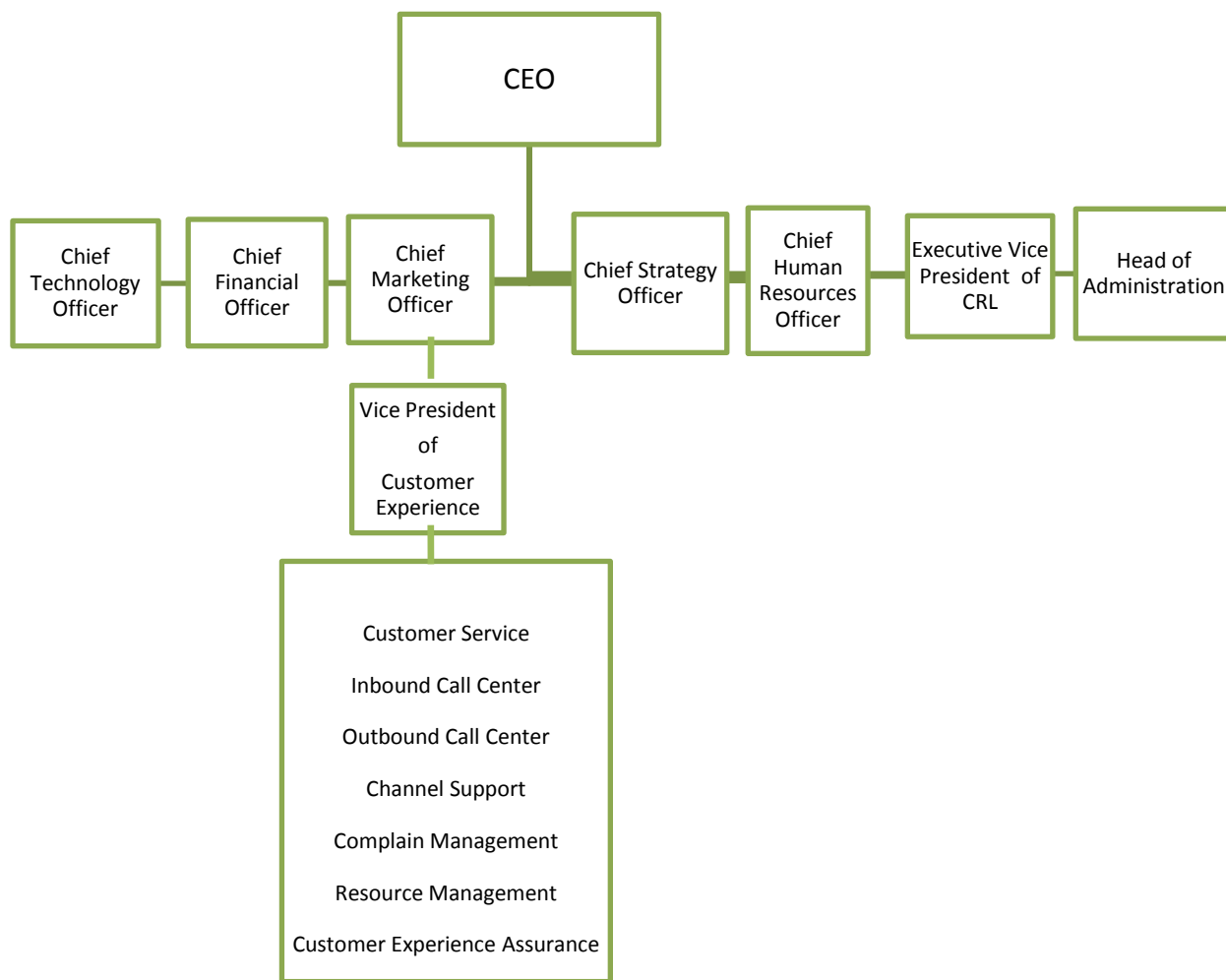
2.3.3 Value added service

In adding to offering the fundamental pre-paid and post-paid mobile services, it also offers a wide range of value-added products and services such as:

- News:
 - ✓ BBC news
 - ✓ Robi news service
 - ✓ Daily Inqilab news
 - ✓ Etv news
 - ✓ Ntv
 - ✓ Masaranga tv
- Robi ortho
 - ✓ m-Wallet-bKash
 - ✓ Banglalion bill payment
- Robi internet
- Call divert
- Comics portal
- End call notification

- Locator service
- Love portal
- Mobile bazaar
- Magic voice
- Robi matrimony alert service
- Religious portal
- Voice adda
- Radia nationwide
- Wev bill/e-bill
- Call block
- Balance transfer
- Goongoon
- Missed call alert
- Phone backup
- Voice sms
- Board result via sms
- Internation roaming
- Life Insurance

2.4 Operation structure



2.4.1 Market Operations Division

This is an award winning operator which represents strong business growth, financial performance and customer focus. Pradeep Shrivastava is currently leading the most challenging and diversified department of Robi. Sales and customer service commercial division is now under the supervision of Market Operations Division. Marketing division has a huge impact on the overall revenue generation and SIM selling. This is the department which determines the latest needs and wants of the subscribers and acts accordingly.

As I work in customer experience department under market operation division here is a brief about my department:

2.4.1.1 Customer service

23 dedicated Customer Care Centers which is called 'walking in center'. Along with that there is over 250 'Robi sheba' all over the country are ready for serve the customer with a complete quality experience that would make their customers feel unique. This is the team who are most closely connected to customer. They provide service to the customer face to face.

2.4.1.2 Inbound call center

The second and most important part of the organization, many people have not time to visit the customer care so they can directly call 123 from Robi number or 01819400400 to any operator, and served by the customer care agent. This is the place customer are experienced a cordial service, they ask any question regarding the Robi and its offer, they get "one stop solution" here, one stop solution means almost all type of query, problem they had, customer get immediate solution or within 72 hours they get the solution.

2.4.1.3 Outbound call center

This is another part of market operation team who directly communicate with the customer. The complain submit by the customer or the solution provided by the concern team against the customer's complain, outbound team call the customer and give feedback against all of this. For taking necessary information or any kind of survey outbound team also talk with the customer. For the different kind of fraudulent issue sometime concern take decision to bar some number in those case outbound team deactivate those number.

2.4.1.4 Chanel support

Chanel support team work with the network and the connectivity of the communication service, their main focus on the infrastructure of the network and the technical part.

2.4.1.5 Complain management

Complain management team solve different type of complain which is taken by the inbound team.

2.4.1.6 Resource management

Resource management work only for internal issues. Ensure the manpower, working hour and schedule for the employee, leave all are the concern of the resource management.

2.4.1.7 Training and development

To improve the service level or train the newly join employee training and development team give training to the employee.

2.4.1.8 Customer experience assurance

These teams observe the overall performance level of the market operation department and ensure the service level.

2.5 SWOT Analysis

Here are the SWOT analyses of the Robi

Strengths

- Value added service
- Overall network
- Lower call rate
- Attractive product design
- Creative promotional activities
- Large number of loyal customer

Weakness

- Poorer coverage than the market leader
- Frequently problem in GPRS connection, slow speed.
- Customer service center's manpower not up to mark.

Opportunities

- Robi may more focus on corporate social responsibility.
- Increase the technological improvement so can grave more customers.

Threats

- Growth of the closest compotator. (Airtel, and Banglalink).
- Customer may switch to other operator as because recently increases of the call rate
- Government imposes rules and regulation.

Chapter 3

Job Description

3.1 Job nature

I worked at Customer experience team under the Market operations division. To manage day to day subscriber requests and other promotions, over the inbound and outbound team Robi develop a full customer Service Division with skilled workforce. During the internship period I was assigned at Customer Service experience team. The main part of this division is the Contact Center that is actually provides all the connection, coverage and other service related help with 24 hours. There is several team works together, as inbound team, outbound, channel support, resource management etc. Customer service and experience division mainly has 8 departments which work together as a unit to met company's business objectives.

3.2 Responsibilities and Duty

In the time of my internship I work with as outbound team, where we arrange different type of survey, ask customer about their given complain in inbound team, if they still facing the problem noted that and inform the concern unit. Out Bound team always make calls to subscriber regarding the issues of request from the valued subscribers and make survey about products, take their suggestions, identifying satisfaction level.

As per the task assignment I had to take responsibilities for survey regarding business segment, call general subscribers in different issue, survey against contact centers and customer service level and other relative functions. I work with new prepaid promotion, postpaid promotion, corporate connections, and complain management, identify the customer needs and demands.

So here is the key function I did as day to day work:

- Activating or deactivating services of a corporate connection after receiving verification.
- Proving solution to quarries & complains of corporate connection,
- Take feedback against new brand UDOY POSTPAID Subscribers.

- For outbound call purpose get feedback from the subscribers about new prepaid products, how it can be more attractive to them.
- Updating the status of a corporate connection after receiving request.
- Giving all kinds of international roaming queries, request, complains and giving feedback to the authorized person and the subscriber.
- Handling Tariff plan, different value added service, for example- call block, goongoon, bonus, micro campaign, internet service related problems and quarries.
- Giving feedback about complains.
- What kind of social activities are subscribers want from the mobile operators.
- Identify subscriber demands of the value added services.

3.3 Observation in the workplace

There is some critics and observation which I noticed throughout my internship program. I have also made some recommendation along with my observation.

- In working process all are computerized and there is no paper work but the problem them though the most of computer are up to date, but few are still the old modem, which are really slow.
- There is no specific desk for intern so every time a inter join, its need couple of days to set his computer or desk.
- Working pressure are really high, sometime its need work after the duty time which might not very suitable for an intern.
- But overall working environment is nice, especially all the co-workers, supervisor, managers, all are very cooperative, very friendly.

Chapter 4

The Project:

Mobile phone culture in Bangladesh from Robi perspective

4.1 Methodology

There is no doubt that Robi is one of the leading telecommunication companies in Bangladesh with a huge subscriber base. Within two years of start their journey with name of Robi they become the third largest telecommunication company.

In Bangladesh there are six mobile operators. Bangladesh is a small country so six operator create head to head completion here. As Robi enter the market later it's become tougher for them to win the race. Customer test and preference varies depend on culture. So it is important to know different type of people, know different culture and identify their needs. In my report I try to identify this issue.

To prepare this report I followed several step. Firstly I use the working experience and the observation I was gather in the working place helps me a lot to analysis the subscribe types and demand. In time of internship every day I had to handle over hundreds of different subscriber in different issues. Some are complaining against value added service, or network issue, some are newly launched product related.

Some time I was assign for the survey question answer too. Ask subscriber about the newly lunched prepaid or postpaid package, getting feedback to them. In the time of doing my daily assigned job I had a clear view about the subscriber type, their test and preference. Form the survey I had done or the complain I handle, form that I find lots of information about the customer, their culture, their geographic location, their education level, their income level, how they influence, what motive them to use a product.

So basically this project part I prepared based on my day to day experience, my survey result, internal survey result conduct by concern, and most importantly the interview I taken from the direct customer.

4.2 Preface

Culture is a comprehensive concept. The word culture has many different meanings. Culture includes knowledge, belief, art law morals customs and any other capabilities and habits acquired by humans as member of society. It includes almost everything that influences and individual thought processes and behavior.

In this part of the report I trying to give a picture about customer involvement in mobile phone, their habituation of using different services, the frequently users of value added service, existing and newly lunched product and service offered by Robi, Reactions against the existing offer and the newly lunched product, market scenario and the overall mobile culture among the consumer of Robi and based on that what are the marketing strategy Robi taken.

4.3 Phone culture among the type of user

Based on customer connection type, geography, education, profession we can segment the customer in many forms. And this segmentation is necessary for product and service design.

4.3.1 Based on connection

According to the type of connection there is broadly three type of subscriber prepaid subscriber, post paid subscribers and the corporate.

Prepaid

The prepaid connection is for all type of customer. There are more than 12 different packages designs for this group of people. Those are:

- Acquisition PrePaid- 69/min any operator
- RobiClub 34, -10p/10sec from 12am – 6pm, any Robi Number. No more 1st min. Tk. 1

call charge.

- Muhurto 31-1 second pulse benefit.
- Shasroyee 38-7 FnF number facility with 10 second pulse where maximum 3 Offnet FnF
- Shorol 39-17p/10 sec to any operator 24 hours, Partner number 4.67p/10 sec or 28p/min
- Nobanno 37, 10 second pulse.
- Goti 36-wholy\the whole night at only 4.67 paisa / 10 second (28p/min) to Robi number
- Tarunno 26 -8p/10sec to 1 Robi Partner number 24 hours, 3 Robi FnF @ 9p/10 sec
- Anonna 27-8p/10sec to 3 Robi FnF number 24 hours
- Uddokta, super-13p/10sec
- Uddokta regular.1.6p/1sec
- Easy load .78p/10sec

*1 p=0.100 Tk

Form the one night decision this packages are not designed. Conduction several survey, form the analysis the customer talking habit, frequency of calling patter, how long they talk, when they talk based on all this 12 packages is launched.

Post paid

Post paid was design for the professional and business people but after introducing the Udooy connection which has no monthly line rant, all over the country the mostly rapidly sold connection. Now there are 2 different tariff planes for the subscriber, those are

- Professional package 1
 - ✓ 1 second pulse to any local call
 - ✓ 10 FNF from any local operator
 - ✓ No monthly line rent

- Professional package 2
 - ✓ 10 second pulse t to any local call
 - ✓ 2 super FNF
 - ✓ No monthly line rent

Before Robi introduce Uday, general people not actually use post paid connection as because of the monthly line rent. But Robi identify this and launched Uday. Many rural people Uday as their internet connection as because this package have a very attractive internet offer which is only at 425tk. Consumer can use unlimited internet.

Corporate

Prepaid and postpaid both can be a corporate connection. There is more than 850 different type of tariff design for the corporate client. According to corporate client request this packages are designed by our corporate divisions.

4.2.2 Based on geography

Needs demand and culture always vary by location or geography. Even though most of the services are open for everyone but from my experience I see based on the location people use different service, sometime it's because of the cultural impact.

Urban

Almost all service are used by this group of people, but some few service are not available for them, for example in prepaid connection there is a packages called “hoot hat chomok”, which is restricted for this Dhaka, Chittagong, and Comilla region.

Rural

Robi biggest target markets are the rural people. There are several offer are design only for them, for example especial discount, especial tariff etc. Form my experience I see 80% of the 'Robi radio' user are form the rural people. Reason behind this is for many rural area are out of radio signal, But as there are Robi network are available so user preferred Robi Radio. So when Robi introduce the Robi-radio it's got a very good response.

4.3.3 Based on education

Education level also changes the preference of the uses. Internet users are mostly educated but other service for example voice adda, circle, celebrity chat, all type of subscribers use those service.

4.3.4 Based on Income

It is not possible to ask the customer what is the income level he has but from the recharge amount or the credit level or balance amount in the phone if we categories the customer in upper or lower there is a interesting thing I found in my practical experience. User of the value added services are more frequent among the lower middle or lower income people rather than the upper income group.

4.4 Changing culture of using phone

Previously people use mobile phone only for the voice call, but now the type of the use rapidly changes. Now a day's mobile phone are use in every day to day life, As a telecomm company Robi provide the voice call service along with that they have different types of value added service. We can divided the service in to two categories, the core service that means the voice call service and the VAS (Value Added service). In voice call service there are several packaging launched by Robi for its customer which is already discussed on the organization part. As a part

of the mobile culture I would like to give a brief about my observation among the Robi customer.

4.4.1 Individual's identification

As the phone number is unique all over the country so many organization now use it for security purpose. For example many banks now a day provide different banking service over phone. When the customer open an account holder should give a phone number. So in the next time that mobile number may use as a unique customer identification.

4.4.2 Phone as a radio

by using the "Robi Radio many rural or the distant area where radio not working, people can listen radio. The Robi Radio subscriber mostly the rural or the senior citizen.

4.4.3 Store information

From a mobile operator people also expect now a days that they provide the security of their data. Phone backup is a service by which Robi user can store their phone book number in case of lost phone/sim card, user can recollect lost data from Robi server.

4.4.4 Money transaction

Using the 'bkash' Robi user even transfer their money anywhere in Bangladesh. As it safe and the transaction time is really fast different occupational consumer use this service.

4.4.5 Banking purpose

A mobile number can be use as a bank account too. For example Duch-Bangle bank account holder can use mobile banking from their number. And many people also use that.

4.4.6 Data connectivity

A large number of internet user use internet only in the mobile phone. The increasing rate of the internet user is one of the impacts of availability of mobile internet. Internet is the most dynamic service, all over the Bangladesh, a large number of the internet user use Robi internet. In many distance area of Bangladesh where no other date provider available, where Robi internet is the hope.

4.5 Industry situation

Any industry according to its nature, growth or the competitors situation, can be differentiate in four different stages, those are-

- Emerging –this is the stages where the industry are growing , market are full of potential customer.
- Maturing –almost all customer are already belongs to some organization, no more significant potential customer are available on this stage.
- Declining –this stage is the nightmare for the industry, falling revenue and profits are the characteristic of this stage.
- Fragmented –fragment means divided into small part, in fragment d industry there is no market leader, in fragment industry, small to mid size companies run the industry.

Even though telecommunication is now a new industry anymore but as the reason of large number of potential consumer group, every day there are hundreds of new connection are activated So telecom industry still count as emerging industry.

In the month of August 2012, according to Bangladesh Telecommunication Regulatory Commission (BTRC), active subscriber of the mobile operator is 95.528 million.

Market leader Grameen Phone Ltd (GP) has 39.803 million, Orascom Telecom Bangladesh Ltd (Banglalink) has 25.73 milion, Robi Axita Limited (Robi) has 20.144 million, Airtel Bangladesh Limited (Airtel) has 6.78 million, Pacific Bangladesh Telecom Ltd. (Citycell) has 1.68 million and Teletalk Bangladesh Ltd. (Teletalk) has 1.36 million active subscriber.

Operators	Active Subscribers (million)
Grameen Phone Ltd. (GP)	39.803
Orascom Telecom Bangladesh Limited (Banglalink)	25.743
Robi Axiata Limited (Robi)	20.144
Airtel Bangladesh Limited (Airtel)	6.784
Pacific Bangladesh Telecom Limited (Citycell)	1.683
Teletalk Bangladesh Ltd. (Teletalk)	1.367
Total	95.528

August 2012- Telecommunication Regulatory Commission

Market leader Grameen Phone Ltd (GP) has 39.803 million, Orascom Telecom Bangladesh Ltd (Banglalink) has 25.73 million, Robi Axita Limited (Robi) has 20.144 million, Airtel Bangladesh Limited (Airtel) has 6.78 million, Pacific Bangladesh Telecom Ltd. (Citycell) has 1.68 million and Teletalk Bangladesh Ltd. (Teletalk) has 1.36 million active subscriber

Analysis from the current scenario it seems between market leader and Robi has a huge gap but there is head to head competition between Robi and the Banglalink. As it is an emerging market Robi has chance to increase their customer and become the market follower and compete with the market leader. According to present scenario currently Robi not directly compete with the market leader Grameen phone but they directly compete with Banglalink.

4.6 Marketing Strategies

Based on the cultural pattern Robi makes plan for their marketing strategies. Robi wants to capture the market with good quality and design product and packages for all classes people. At the beginning Robi target group was limited but now they want to reach in every level of the society. So here are their marketing mix-

Product

Designing packages for all classes of people, for company or organization there are corporate numbers, for business people there are postpaid, for all classes people there are prepaid with several packages. Robi always try to improving their network to grab new customer and decrease the switch rate of existing group. In light of mobile phone culture change they introduce different type of value added service to gain new market.

Price

Although Robi is not a new brand name in market but still get the overall market Robi follow penetration pricing in the face of competition. Penetration pricing is offering a low price for grebe the new market.

Robi not want to go price skimming policy but recent government policy for example 10 second pulse mandatory by government force Robi to launch their new product line with higher price.

Promotion

Press advertisement, Billboard, Tv, Radio all the promotional activities represent different group of people all over the Bangladesh. Their advertisement shows how the mobile changes people life, how the value added service make peoples life more comfortable. Robi add reflect different cultural group and classes of people.

Place / Distribution

Robi sold their product with own distribution channel which is Walking center and Robi sheba, they also use Easy load retailer, Robi agent to sell the core packages. This different destitution channel also sell different type of value added services along with core packages. As the mobile culture changes so Robi train their distribution channel so that they can provide sufficient service to the valued customer.

Robi focused on the mobile phone culture, the pattern of the culture, changes of the culture and according to this design their promotion, marketing strategy .

Chapter 5

Observation,

Analysis & Recommendation,

Conclusion

5.1 Observations

Form the work experience, interview, survey and time of work on this report, I found opportunity to identify the weak point of Robi, dissatisfaction reasons of the customer and how Robi can improve customer experience team and also the organization.

- Poor customer service in Robi sheba points, as the culture are changed people not use voice call only they like to use other service too but in Robi sheba they not getting up to mark service.
- Customer has to wait a long time in the hotline or reach the inbound call team or customer manager.
- After take a complain even its said within 72 hours problem will be solved but in reality many cases the its take a long time.
- In a long waiting time customers are getting bored are they also get tempered as there is a charge applicable in the time of waiting.
- Lack of knowledge of the customer manager or the Robi Sheba employee crate disappoint the customer, and can't solve the problem.
- As mobile culture getting diversify so consumer misuse it in different ways. Many consumer use mobile for doing different unsocial activities.
- Different types of crime happed for example money scam, for my working experienced I head several fraudulent issues.

5.2 Analysis of the problem and recommendation

- Back in five or six years people are not used to call in the call center that much but now the habit or the culture changes a lot people are more tend to call in helpline number. So organization must be increasing its manpower.
- As the Robi sheba employee and the customer manager are closely connected to the customer so they need proper training about upcoming product and service.
- Take complain against the unauthorized activities and take immediate action against it.
- Make aware the customer about the fraudulent issue via press releases, television or with other media.

5.3 Conclusion

Back in seven or eight years, mobile were only used by the professional or it was considered as the device of luxury, and user for only voice call, but at present the scenario has completely changed. Everyone has a mobile, now it's a necessity of the life. As Bangladesh is a small country with large number of people it's an attractive market to any type of business, same as for the mobile operator. They became more cultural adoptable by changing their initial brand name from Aktel to Robi. Their promotion activities, involvement with the customer all are more focused on the culture of Bangladesh. Based on subscriber needs and demand they introduce their different packages. Their call rate and other value added services are highly appreciated by the users because it reflects their uses habits. But as it's a competitive market Robi should be careful about other operators too. Recently they got some complaints against their network and in a short time they change their tariff (call rate) several times which make a negative impact on their image. If they are careful on this site hope it's not far away to grab the second position in telecommunication market and start competing with the market leader.

References

Text Book

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Reference website

- <http://www.robi.com.bd/>
- <http://www.robi.com.bd/index.php/page/view/94>
- <http://www.robi.com.bd/index.php/page/view/92>
- <http://en.wikipedia.org/wiki/Robi>
- <http://www.btrc.gov.bd/index.php/telco-news-archive>

Internal website

- <http://newportal.robi.com.bd/default.aspx>
- <http://portal.robi.com.bd/SitePages/Home.aspx>

Appendix

Prepaid packages tariff:

Plan Name	Shomota
On-Net	14p
Off-net	14p
Pulse	10 Sec

Plan Name	Goti 36
On-Net	15p
Off-net	15p
Pulse	10sec

Plan Name	Shorol 39
On-Net	17p
Special On net FnF	4.67p
Off-net	17p
Pulse	10sec

Note:100p=1 TK

Plan Name	Muhurto 31
On-Net	2p
Off-net	2p
On net FnF	NA
Special On net FnF	1p
Off net FnF	NA
Pulse	1sec
No. of FnF	1 Special FnF

Plan Name	Tarunno 26p
On-Net	12am-8am: 9 8am-12am: 18p
On-Net FnF	9p
Special On net FnF/CUG	8p
Off-net FnF	NA
Off-net	18
Pulse	10sec
No. of FnF	1 (priyo robi) & 3 (other robi)

Note:100p=1 TK

Plan Name	Robi Club 34
On-Net	12am-6pm: 10p 6pm-12am: 21p
Off-net	21.00p
Pulse	10sec

Plan Name	Shasroyee 38
On-Net	12am-4pm: 14.67p 4pm-12am: 24.67p
On-Net FnF	8p
Special On net FnF	NA
Off-net FnF	13p
Off-net	12am-4pm: 14.67 4pm-12am: 24.67
Pulse	10sec
No. of FnF	7 (Max. 7 on, max 3 Off)

Note:100p=1 TK

Postpaid packages tariff:

Plan Name	Udokta
All operator	97p
Pulse	1sec

Plan Name	Professional pac 1
All operator	100p
On-net FNF	44p
Off-net FNF	68p
Pulse	1sec
NO of FNF	10 FNF

Plan Name	Professional pac 2
All operator	15p
Special On net FnF	5p
Pulse	1sec
NO of FNF	10 FNF

Note:100p=1 TK

Short Messages Service

SMS	Charge
Local	.44p
International	2.88tk

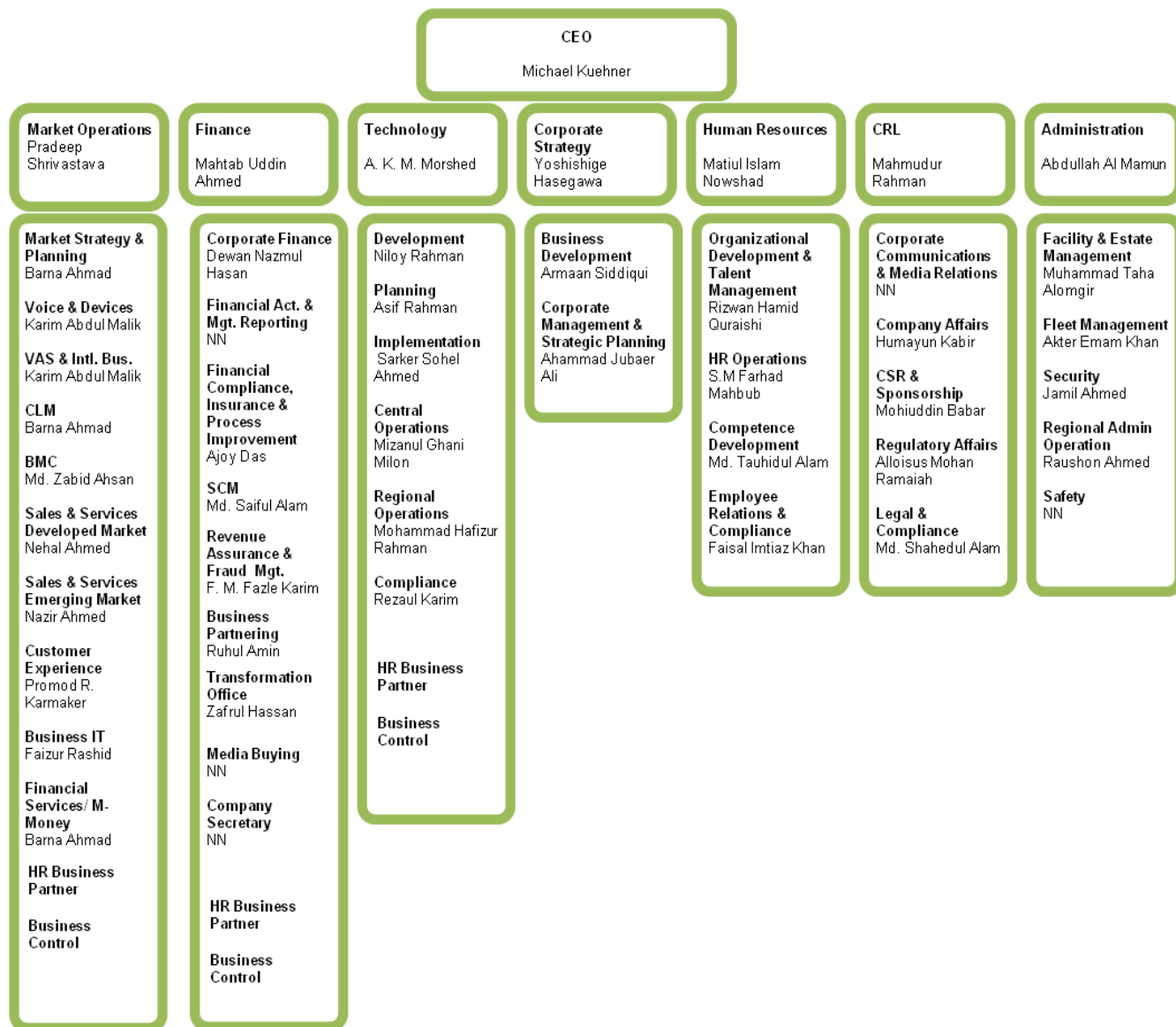
Note:100p=1 TK

Data Service

MB	Cost
1	2tk
10	10tk
20	20tk
40	40tk
100	100tk
1000	275tk
3000	450tk
5000	650tk
Unlimited (Only for postpaid user)	750tk

Organization Chart

Robi Portal-04 July 2012



Market Operations

Robi Portal-04 July 2012



Terminology & Abbreviations

S/N	Terminology or Abbreviations	Full form
1	GPRS	General Packet Radio Service.
2	2G network	Second generation network.
3	IVR	Interactive Voice Response
4	SMS	Short Messages Service
5	MB	Mega Byte (unit for measure digital information storage or transmission)
6	Data service	Internet service