Customer Satisfaction over the Value Added Services of Airtel Bangladesh Ltd.

Internship Report
On
<u>Customer Satisfaction over the Value Added Services of</u>
<u>Airtel Bangladesh Ltd.</u>

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12th March, 2014

Md. Tanvi Newaz

Senior Lecturer

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Subject: **Submission of Internship Report.**

Dear Sir,

I would like to take the opportunity to thank you for your guidance and support you have provided me during the course of this report. Without your help the report would have been impossible to complete. With deep gratitude, I would like to acknowledge the help provided by Mr. Ziaul Hoque Shikder, Senior Manager (Head VAS), Airtel Bangladesh Ltd. for providing utmost supervision during my period of internship in the organization.

To prepare this report I have collected what I believe to be the most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during my report preparation will immeasurably help in my future professional life.

I would really be grateful if you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries. Thank you again for your support and patience.

Yours Sincerely,

Pooja Das
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Acknowledgements

Executive Summary

Airtel Bangladesh Limited, an organization out from the Indian Bharti Airtel that started out in Delhi in 1995. Founded by Sunil Bharti Mittal, the company has emerged as the second largest telecommunication company in the world- with rapidly growing sales figures and drastic rise in subscribers, aided by some vibrant and dynamic promotional strategies. Ever since it's beginning, the company has had only way to look towards and the company still raises high on the success ladder. The Bharti Group, more accurately, its global telecom operations group has now presence in 21 countries in South Asia, Africa and Europe- Sril Lanka, India, Bangladesh, Jersey, Guernsey, Seychelles, Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia. Their Bangladesh operations have also been meeting with much enthusiasm and thus have only meant that Airtel, has maintained its success story.

This report will take a closer look on the operations of Airtel in Bangladesh- the company's different functions, its Strenghts, Weaknesses, Opportunities and Threats. The report will focus on the learning that I have had of the company, in my time there as an Intern in the Marketing Division. The report will delve into studying the factors like Value Added Services, their quality and affectivity that affect the customer loyalty. The main purpose of the report is to see the satisfaction level of the consumers through the mathematical calculation by using the data collected via telephone survey. Additionally the report will give an idea about what the consumers of the telecom industry think, treat, expect and demand from the companies serving them. The report will interpret the data presented, their effectiveness and their relative importance for Airtel, as an organization and what the numbers imply for the general people. A tactful conclusion will then be brought up to summarize the findings of the report as a whole. Based on the finding a list of recommendations has been stated majority of which are drawn from the suggestions of the consumers themselves. Last but not the least a few of my point of view as recommendations.

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1.1 Introduction:

The telecommunication sector of Bangladesh, after its liberalization began with small steps in 1989 with the insurance to a private operator for the provision of Inter Alia Cellular Mobile Services to compete with the previous monopoly of telecommunication services the BTRC (Bangladesh Telecommunication Regulatory Commission), has since never looked back. Significant changes in the number of mobile services deployed in Bangladesh occurred in the late 1990's and the number of the service in operation has subsequently grown exponentially in recent years.

The incentives from both public and private sector have helped to grow this sector and it now one of the biggest sectors of Bangladesh that is only generating huge amount of profit but also developing the social and economic conditions of the people. As a populous country, its huge market has attracted many foreign investors to invest in this sector and Airtel Bangladesh Ltd. is only the most recent one to step in to the market.

The project was conceived from the idea to overlook the subscribers' opinions (Satisfaction Levels and Dissatisfaction Levels, if any) about the Value Added Services (VAS) of Airtel Bangladesh Ltd. Much of the work has been based on the first hand experiences and the customers' feedbacks as collected in the survey are also looked and studied upon, with much importance.

1.2 Background of the Industry:

Bangladesh, with its burgeoning population, has an enormous need for telecommunications services. Such high population means that the telecommunications sector can really play a big role to boost and improve the economy and social level of people. This has been further brought to fore through the emergence of cellular phones, that has quite drastically changed the lives of businesses and individuals alike.

The rise in the number of village people changing their professions and occupations has meant that the importance of mobiles far supersede the requirements of only the affluent and the well-offs. Following the government's decision of deregulating the telecommunications sector, the overall efficiency of businesses has increased tremendously- a feat that was previously missing since the sector functioned only as a state monopoly since 1980.

The telecom industry, only one of those technical industries to have benefitted from the introduction growing business needs. This is one of those industries that has intense competition among the players in the market and the fact still remains that majority of the players in the market are multinational subsidiaries- with vast finances at their disposal. The Bangladeshi people's plan and intent of carrying more than one subscription (in most cases, catering to subscriptions from different service providers), coupled with the huge population (roughly around 200 million) have always given the service providers a strong base to provide for. While the early years saw the domination of Pacific Bangladesh Telecom Limited (Citycell), primarily because of the failure of Sheba Telecom to gain market share because of poor infrastructure, customers were denied of benefits as Citycell ran a monopoly market, with the sole intention of profit maximization. However, the introduction of Grameenphone and AKTEL into the scene meant that call rates experienced drastic falls- with Grameenphone acquiring a greater market share through improved coverage and better customer services. The introduction of Orascom (which bought off Sheba Telecom) followed soon after and the company was then renamed Banglalink- triggering a price war never seen before in the Bangladeshi telecom market. This resulted in a huge drop in registration and call rates. December 2004 saw the introduction of Government owned Teletalk BD Ltd. While its slogan to "Keep Your Money in your Country" created some buzz, it waned soon after. The company was the first to give BTTB (now BTCL)

facility to its subscribers. Later, Airtel Bangladesh Ltd. (previously known as Warid Telecom), entered the market- the sixth entrant. A look at the competitors in the market will reveal the following companies-

- Airtel Bangladesh Ltd. Branded as **Airtel**,

- Grameenphone/Telenor Bangladesh Ltd. Branded as **Grameenphone**,

- Orascom Telecom Ltd. Branded as **Banglalink**,

- Pacific Bangladesh Telephone Ltd. Branded as **Citycell**,

- Axiata Bangladesh Ltd. Branded as **Robi** and

- Teletalk Bangladesh Ltd. Branded as **Teletalk**.

The total number of mobile phone subscribers in Bangladesh was 45.21 million as of February 2009, rising to 95.0 million at the end of July 2012, which has now grown to 99.87 million at the end of March 2013. In these few months the total number of mobile phone subscribers in this country has reached 113.784 million at the end of December 2013.

In starting of the analysis of the companies in the telecommunication sector in Bangladesh a list of percentage of the companies is stated below. This list will represent the comparison as well the positions of the companies in the current market scenario of the telecom industry of Bangladesh.

Company Name	Market Share (in %)
Grameenphone Ltd. (GP)	41.18
Orascom Telecom Bangladesh Ltd. (Banglalink)	26.63
Robi Axiata Ltd. (Robi)	21.65
Airtel Bangladesh Ltd. (Airtel)	7.26
Teletalk Bangladesh Ltd. (Teletalk)	1.70
Pacific Bangladesh Telecom Ltd. (Citycell)	1.58

Table 1: Market Share % of the Competing Telecom companies in Bangladesh

1.3 Company Overview

1.3.1 History and Background

Airtel Bangladesh Limited originates from the Indian Bharti Airtel that started its telecom services business by launching mobile services in Delhi (India) in 1995. Founded in 1976, by Sunil Bharti Mittal, the company has grown from being a manufacturer of bicycle parts to one of the largest and most respected business groups in India. The company has emerged as one of the top five wireless operators in the world and since its inception, has always been on its way up the success meter. Bharti Group, its global telecom operations group has now presence in 21 countries in Asia, Africa and Europe- Sril Lanka, India, Bangladesh, Jersey, Guernsey, Seychelles, Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia.

Airtel Bangladesh Ltd. formerly known as Warid Telecom is a GSM and 3G based cellular operator in Bangladesh. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and originally launched commercial operations under the brand name Warid on May 10, 2007.

In 2010, Bharti Airtel bought out the majority share of the company. This is Bharti Airtel's second operation outside of India after launching its mobile services in Sri Lanka in January, 2009. Bharti Airtel has made a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company in 2010. This is the largest investment in Bangladesh by an Indian company. The new funding is being utilized for expansion for the network both for coverage, capacity and introduction of innovative products and services. As a result of this additional investment, the overall investment in the company has moved to USD 1 billion.

Currently Airtel Bangladesh has 7.97 million subscribers with 7.3% market share at the end of August, 2013. On September 8th 2013, Airtel Bangladesh received 5 MHz 3G spectrum with 1.25 million USD.

1.3.2 Vision and Tagline:

The Vision of the company is that - By 2015, Airtel wants to be the most loved brand, enriching the lives of millions.

The Tagline that Airtel Bangladesh Ltd. follows is, "Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our key stakeholders. Only then we will be thought of an exciting, innovation, on their side and a truly world class company."

1.3.3 Numbering Scheme:

Airtel Bangladesh uses the following numbering scheme:

+880 16 $N_1N_2N_3N_4N_5N_6N_7N_8$

Where, **880** is the ISD code for Bangladesh and is needed only in case of dialing from outside Bangladesh.

16 is the prefix for Airtel Bangladesh as allocated by the government of Bangladesh. Omitting **+880** will require using **0** in place of it instead to represent local call, hence **016** is the general prefix. $\mathbf{N_1N_2N_3N_4N_5N_6N_7N_8}$ is the subscriber number.

1.3.4 Functions and Departments:

There are total 13 departments that work together in Airtel Bangladesh Ltd. with their respective functions. The departments are:

- Customer Care,

- Supply Chain Management,

- Engineering,

- Operational Excellence,

- Human Resource and Administration,

- Sales,

- Information Technology,

- Corporate Affairs,

- Finance,

- Marketing,

- Legal and Secretarial,

- CEO Office and

- Corporate Assurance Group

Combining all the above divisions the management team is built. Since I have worked under the Marketing Department therefore the discussion will be on this respective department throughout the report.

1.4 Department Overview:

There are 6 units in the Department of Marketing of Airtel Bangladesh Ltd. They are as follows:

- Acquisition,
- Usage & Retention & International Roaming,
- Value Added Services (VAS),
- Marketing Communication (MarCom),
- Revenue Planning and
- Business Intelligence.

I have completed my internship in the unit of VAS, hence a discussion of the unit of VAS has been given bellow. Value Added Services are those particular services that make a telecom company different from its competitors. The basic function of all the telecom are same and that is to provide the consumers with the facility of talk time by using which they become able to talk to others. The VAS are the services that includes all the functions apart from the talk time facility. There are number of VAS services that all the telecommunication companies are providing to the consumers. These services are the ones that make company more appealing to the consumers there it can be definitely say they all the marketing activities are done in accordance with the Value Added Services. In Airtel Bangladesh Ltd. the unit of VAS is divided in to 5 more parts. They are:

- Data,
- Entertainment,
- New Product Development & Sports,
- Media & Lifestyle and
- Messaging & WAP.

A departmental hierarchy of Marketing Department of Airtel Bangladesh Ltd. is given below.
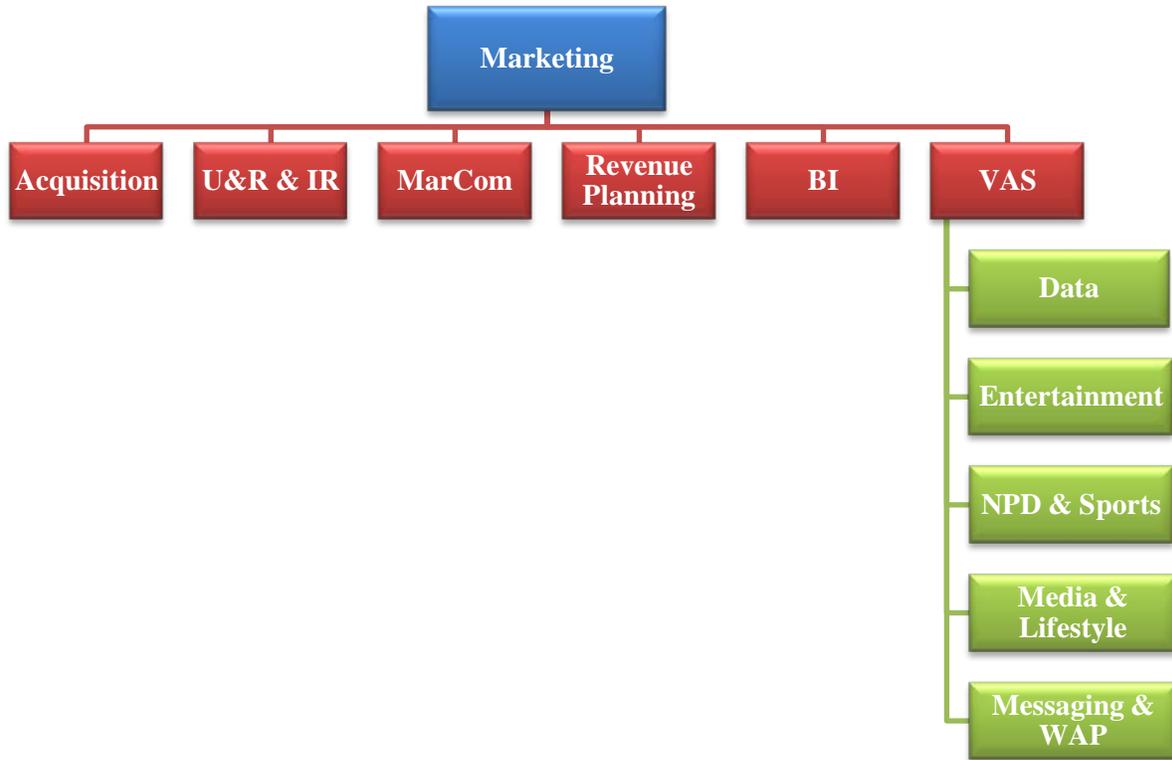
Figure 1: Hierarchy of Marketing Department of Airtel Bangladesh Ltd.

In the above chart the hierarchy of the whole marketing department is stated. The name of the Marketing Department Head is Mr. Mir Nawbut Ali and the Value Added Services runs under Mr. Ziaul Hoque Shikder. There are three Assistant Managers, one Senior Executive and one Young Leader working under him in the VAS department. They are accordingly Mamun Murtaza Sherrif (Left), Muhammad Makid Hasan, Mir Taufiqul Islam, Kamrun Nahar Susan and Rishad Habib. I have also done some works of International Roaming Department where I had to report to two persons and they are Sayed Fakhruzzaman Faisal, Manager, IR and Nujhat Jannatun Nayem, Executive, IR (Left).

1.5 SWOT Analysis:

A SWOT analysis of Airtel Bangladesh Ltd. has been done for getting a clear idea about the ongoing working processes and areas where improvements can be introduced. This SWOT analysis represents many strong points that allow this company to grow in a little span of time in this telecom industry. There are the going and growing opportunities that will help the company to be more flourished. However there are some weaknesses and threats that are also needed to be improved.

Strengths	Weaknesses
• A recognizable brand name. • Operations on a global basis • Strong economic and financial base. • Competitive pricing strategy. • Round the clock customer service.	• Lack of proper network coverage. • Below standard geographical coverage. • Poor quality of network.
Opportunities	Threats
• Government's planning of introducing 4G Network. • Increased use of internet packages. • Initiation of land phone services. • Development in IT sector.	• Threat of new entrants. • Strict Government rules and regulations. • Environmental disasters. • Rival prices/ Price War.

Table 2: SWOT Analysis of Airtel Bangladesh Ltd.

2.1 The Job Description

As an intern of Airtel Bangladesh Ltd., I have worked in the Marketing Division of the company. Basically my maximum works was related to VAS (Value Added Services) under the Supervision of Ziaul Hoqur Shikder, Senior Manager and Head of VAS, however I have also helped the International Roaming unit with some important activities in guidance of Syed Fakhruzzaman, Manager of International Roaming. The works I have done during my internship period is sated elaborately below.

2.1.1 Value Added Services Functions:

VAS (Value Added Services) department basically functions to improve the customer satisfaction by constantly providing the subscribers with different sorts of Value Added Services. In Telecom Industry, every service other than the Voice call falls under VAS. So, the VAS department has to plan and execute for new Value added Services along with keep tracking to the existing ones. Most of the services are outsourced to different Content and Service providing organizations. To design the services, assuring the quality of the services and company's and subscriber's benefits out of it, closing the commercials with the vendor, initiating and preparing the agreements, configuring the new services with the system and network, testing and retesting the services and finally launching the services are the tasks that are done for the new services. For the existing services regular revenue tracking, analyzing, regular service checking, problems finding and resolving, complains resolving, health check of the regular services, required additions making etc are the usual works done.

For the promotions of the services, both ATL (Above the Line) and BTL (Below the Line) promotional activities are done. Even though the ATL tools such as print advertisements, Radio endorsements, Television Commercials etc are done by the marketing communication team, the VAS team has to ensure the language of the message in order to deliver the proper message to the target group of customers. And for the BTL promotions, the entire plan is done by the VAS team that includes the OBDs (outbound dialers), Bulk SMS, ECNs (end call notifications), USSD messages (unstructured supplementary service data) etc. To design and plan for the promotions is also a part of VAS's responsibility.

In short, this team has to run all the necessary steps to provide the subscribers with the services that add value to their life and network experiences.

2.1.2 International Roaming Functions:

The International Roaming Department deals with all the necessary activities to meet the roamers' needs. The international roamers are divided into two broad categories. One is "The People" who come to Bangladesh from other countries (Inbound Roamers) and another is "The People" who go to other countries from Bangladesh (Outbound Roamers). The International Roaming Department has to ensure these roamers are getting all required facilities, both the Inbound and Outbound Roamers. In order to guarantee the subscribers benefit the department of IR has to accomplish a number of tasks. Dealing with the operators across the national border, negotiating with them, configuring the system after the settlement, SIM cards management, system updating, regular service checking which is called Usage Acceptance Test (UAT), resolving all the problems, revenue calculations and analysis etc are the regular activities of international Roaming Department.

I began my internship program on 24th September, 2013 with Airtel Bangladesh Ltd. The internship was for three (3) months with an extension of one more week and as a result my internship came to an end on 31st December, 2013.

2.1.3 Assigned Duties and Responsibilities:

- The Primary responsibility of my internship was to conduct continuous health check of the existing Value Added Services. This Health check is basically designed in the form of a campaign. Every week two students were brought to check a service. All the modalities of a particular service are checked every week. For that purpose, I had to prepare a questionnaire that had to include a detailed instruction of how the service worked and had to arrange the student as well. During the session, I had to be there with the respondents for instructing and helping them. And finally, after each lab session, I had to compile the reports and make a presentation analyzing it for the high level management. To assemble the problems found in

the Lab and initiate to resolve those was under my responsibility as well. I have arranged and conducted Five VAS Labs during my internship period.

- Besides this, I was assigned to prepare the service notes for new products and services and follow how the process of the services is carried out. I had to make the product concept note (PCN) every time a Value Added Service was to be launched. The Product concept notes include a comprehensive portrayal of the services, procedure of activation and deactivation, modality of access and usages and most importantly, the charging details. A projected business case is attached to every PCN and henceforth, the PCNs are for the internal use only and are highly confidential.

- Another important work that I had to conduct was preparing the Notes For Approval (NFA). NFAs' are the documents that are prepared for doing every new work that is related to VAS. These works include planning of new service launch, going for new agreements, invoices, new USSD code launch etc. The NFAs alike PCN are only for internal use and very confidential.

- Checking on Invoices on regular basis was also a crucial part of my activities during my internship period. I had to check on the every new invoice that arrives, get them signed from the department head, make documentation, forward it to Chief Operating Officer (COO) when needed and make a proper list for future list. All these invoices comes from the vendors regularly stating the bills that need to be settled.

- In addition to this, I had to do the User Acceptance Tests (UAT) for the new or upcoming services. These tests include the tariff, time duration, service quality check and finding out the problems in the service. UATs are done again and again unless the services are perfectly ready to launch. Once all the aspects related to a service is Okay, the nodes get approval and the service is ready to be lived.

- For each of the new services under new short codes, the operator has to get BTRC approval. And to get a BTRC approval, a BTRC notification has to be prepared. A BTRC notification includes the charges, modalities and a bit of technical details of the service. To prepare the BTRC notification was one of my internship responsibilities.

- Airtel Bangladesh Ltd. arranges many contest on every month based on different services, occasions, general knowledge etc. The winners of the contest were contacted, attended and rewarded by me and I had to do this work on every second week. After the contest winners are attended and rewarded properly the documentation is done properly and the list has to be sent to the Marketing Communication team for updating on the Social Networking Site (www.facebook.com/airtelbuzz).

- Below the Line (BTL) promotions are very crucial for any operator. Therefore, they have to make sure that the right message is receiving the right audience at the right time via the right media. For that purpose, a BTL plan is made at the beginning of every month. My regular task was to check the BTL plan whether they were being sent according to the plan or not in all the existing packages and correct the plan if any problem occurred.

- Additionally I had to conduct customer surveys on different issues related to both VAS and IR. I have conducted 3 surveys for VAS and 1 survey for IR. The first survey of VAS was on the Airtel Job Alert portal service, second survey was on the Matrimony service of Airtel. These two surveys were done for basically for knowing the customer usage and their acceptance. The third survey of VAS was done to know the consumer satisfaction on overall VAS of Airtel Bangladesh Ltd. This survey is also the topic of my project that I have prepared as my internship report. Besides these the survey I have done for IR was for knowing the effectiveness of the newly launched ISD campaign of Airtel Bangladesh Ltd. for the ISD subscribers. This survey was done to know their acceptance, usage and collecting their feedbacks on improvements.

- Besides the customer surveys I had updated a file of the SIMs that were used for testing by the IR department. The updated SIM book is further used for the future records. Moreover I had to prepare NFA, PCN and new Agreement notes for IR as well.

2.2 Selection of the Topic

The internship project is intends to describe the customer satisfaction, their usage, their feedbacks on overall Value Added Serviced of Airtel Bangladesh Ltd. hence the topic of the report is "Customer Satisfaction over the Value Added Services of Airtel Bangladesh Ltd." During my internship period I have done many customer surveys however this one is the biggest one. The topic is selected by my supervisor as the survey was also very crucial for the company as well. This survey does not only represent the overall satisfaction of the consumers on the VAS of Airtel but also describes the position of the company in the current market scenario of the telecommunication industry in Bangladesh.

It has been mentioned before that the Value Added Services are those services based on which the subscriber of a company remains of switches their preference one to another. The more relevant, accessible and reasonable services are the more subscribers can be added at the end of the day. So it is beyond explanation that how much the Value Added Services are important for any telecom company. This survey was done by the VAS department of Airtel so that the current effectiveness of the services and the necessary improvements can be known. As Airtel one of the biggest telecom companies in Bangladesh, the VAS should be better or at least equivalent to the competitors so that the company can retain and grow its position.

This survey not only helped the company to identify the effectiveness of the Value Added Services but also enabled me to know the function of the VAS more deeply. It also helped me to have an idea how the customers treat the Value Added Services of a telecom company, what are their expectations, which improvements they want and how they treat the current competing companies. There were many criteria on which the survey was basically done that include demographic information of the subscribers, relevance, innovativeness of the services, ease of activation and deactivation, pricing of the services, the likeliness of switching to another operator etc. This information was analyzed to come to a conclusion about the consumer satisfaction on the VAS of Airtel Bangladesh Ltd.

3.1 Background of the Study:

Internal researches are done on a regular in all the telephony companies all over the country in order to cope up with the recurrent changes in the technologies and demand of the users. But, not much marketing research papers have been published on telecommunication due to the confidentiality issues.

As an intern at the Value Added Services Department of Airtel, Bangladesh Limited, besides the day to day regular duties I had been given the responsibility to assess affectivity of the existing and potential VAS; and by conducting telephone survey among 120 Airtel users, I have accomplished my internship project.

The project is based on the analysis of the information that has been collected via many sources which are related to many aspects. The main purpose of the report is to give a detailed idea about the impact of the quality of the VAS and the satisfaction of the consumers on these services.

We know that the consumers want the products and services that they get, worth the price they pay. They want the providers to be honest and sincere and provide them with quality products as promised. While subscribing to a value added service (like caller tune, miss call alert, jobs alert etc) a consumer always keeps the quality in mind and their features that come along. They wouldn't like any sort of problem while using the product. They need the Services to be user friendly and to add value to their mobile using experience.

As in the case of telecom sector, consumers select their type of connection considering the expense, network quality and other additional services that they will be getting. The company has to have a proper service quality assurance and churn control (retention) program to enhance the customer loyalty towards their operator and analyze the market to find out what people are looking for in their product and make rearrangements in that sector to get new customers.

3.2 Methodology:

3.2.1 Type of Research:

The type of business research, which has been used in this report, is *Explorative* in nature. Through this research, the answers to Why, What, Where and How questions of the Airtel users and their expectations have been explored.

3.2.2 Type of Data:

For preparing this report both Primary and Secondary data have been used.

- **Primary Data:** The primary data is basically the raw data that had been collected by telephone survey among random 120 Airtel subscribers in order to accumulate the 360° feedbacks about the VAS from them. For this purpose a questionnaire was developed encompassing the objectives of the report and the sample.
- **Secondary Data:** In this study a great deal of secondary data has been used as well. The secondary data has been collected mostly from the internal database and sources. Some of the data was collected by taking help of Google, Wikipedia, Airtel Bangladesh Website, BTRC Website, Annual Report of Airtel Bangladesh Ltd. and other web pages.

3.2.3 Questionnaire Design:

I was asked to conduct a telephone survey among only the Airtel subscribers since the project was to assess their satisfaction of VAS. For that purpose, I had to keep the questions easily communicable and recordable. In order to make an uncomplicated yet effective questionnaire I consulted with the data analyst of Airtel and prepared the questionnaire. Before starting the survey I had to sit with all the members of VAS (especially the on-field supervisor) to finalize the questionnaire.

3.2.4 Sampling:

A random sample of 120 MSISDNs were given to me for conducting the survey by calling them via telephone.

3.2.5 Data Collection:

For collecting the primary data, I made phone calls to the sampled subscribers and had to follow a standard code of conduct given by the organization.

3.2.6 Data Analysis:

I compiled the processed and collected information with the aid of MS Excel, charts, tabulation etc. Detailed explanation, analysis and future projections incorporated through graph, frequency table, percentage etc. in this report.

- **Primary Data Analysis:** A comprehensive questionnaire has been developed in order to determine some of the demographic characteristics of the Airtel subscribers and their satisfaction on the Value Added Services of the company. The whole questionnaire was divided in three parts. The first part of the questionnaire consists of the information that includes a few demographic questions like age, gender, occupation etc. from where I can find whether there is any relation between demographic profiles and the choice or satisfaction of the service of the subscribers. The second part contains the basic information about their current idea and usage of Value Added Services and the satisfaction level as well and the last part was asked to know about their perception of Airtel Promotions and need from them. The main focus of this questionnaire is to find:
    - What is the demographical status of the users of Airtel?
    - Which factors influence the subscribers to switch their brands?
    - What are the most effective Media that build awareness?
    - What is their satisfaction level towards Airtel's Value Added Services?
- **Secondary Data Analysis:** The secondary data was collected from the indirect sources like the newspapers, magazines and articles from different websites, especially the

information from the internal sources of Airtel. There were various books and websites that were referred to for the basic information and updated live data of the industry analysis. The chart, graphs and the market share amount were collected from many websites and verified by the internal sources and with the help of MS Excel and other applications the data were analyzed.

3.2.7 Sample:

I have conducted my research through Telephone Survey. For this survey, I have randomly picked 120 samples of the Airtel subscribers. As my research is to find the Satisfaction Level of the subscribers on overall Value Added Services of Airtel, therefore all the Airtel subscribers are my theoretical research population. For more accurate outcome, it is appropriate to pick samples randomly from the whole Airtel subscriber base and so I took the sample size of 120. In order to complete the purpose, survey is the most convenient way and I conducted a survey to get the appropriate result.

3.2.8 Broad Objective:

The broad objective of this report is to analyze the "Customer Satisfaction over the Value Added Services of Airtel Bangladesh Ltd."

3.2.9 Specific Objectives:

The specific objective of this report are-

- To find out the demographic condition of the Airtel users of Bangladesh.
- To discover what is the customers' level of satisfaction about the quality of the Value Added Services and their opinions the Brand Airtel.
- To have an idea about the success/failure of Airtel's Value Added Services to their subscribers in the country and
- To observe the impacts of customer buying preferences and how do the promotional activities help.

4.1 Findings and Analysis

The questionnaire that was designed for identifying the Customer Satisfaction on the Value Added services contains 21 different questions. The first few questions and their analysis give an idea about the demographical information about the sample population. The second part of the questionnaire elaborates the information that is related to the customers' opinion about the quality of the VAS and their perception towards the services. Last but not the least the third part of the questionnaire describes along with the second part about the consumer satisfaction. Upon elaboration of the findings the satisfaction level of the customers will be clearer. All the findings are discussed in tabulation, percentage and graphical analysis and their interpretation.

The first five findings of the questions give answers and an overview of the demographical condition of the sample population. Interpretation and graphical representation of each finding along with a total demographical analysis has been discussed elaborately below for a better understanding.

4.1.1 Finding 1 (Gender):

		Frequency	Percentage	Cumulative Percentage
Valid	Male	76	63%	63%
	Female	44	37%	100%
	Total	120	100%	

Table 3: Gender Analysis of the Sample Subscribers

Interpretation: The above table shows the statistics of the sample's gender. Here, among all the 120 respondents 76 are male and rest of the 44 respondents are female which clearly states that 63% of the sample population is male and 37% is female. Both the genders have been considered here to assess their satisfaction about the Value Added Services of Airtel Bangladesh Ltd.

Graphical Representation:

4.1.2 Finding 2 (Age):

		Frequency	Percentage	Cumulative Percentage
Valid	Below 21	28	23%	23%
	21-25	34	28%	51%
	26-30	29	24%	75%
	30-35	15	13%	88%
	36- Above	14	12%	100%
	Total	120	100%	

Table 4: Age Analysis of the Sample Subscribers

Interpretation: From the above table, it is seen that among the 120 respondents 23% are below the age of 21, 28% of them have their age between 21-25, there are 13% respondents between the age limit of 20-30. 24% of the respondents belong to the age group of 31-35 and the rest of the 12% are 36 years old or have their ages more than 36. From the above statistics, if we give a look to the cumulative percentage then it can be said that, most of the respondents that is 75% from 100% belong to the age group of 21-30. It can be easily inferred that the young generation prefer Airtel more than the middle-aged one. A graphical representation has also given below for better understanding.

Graphical Representation:
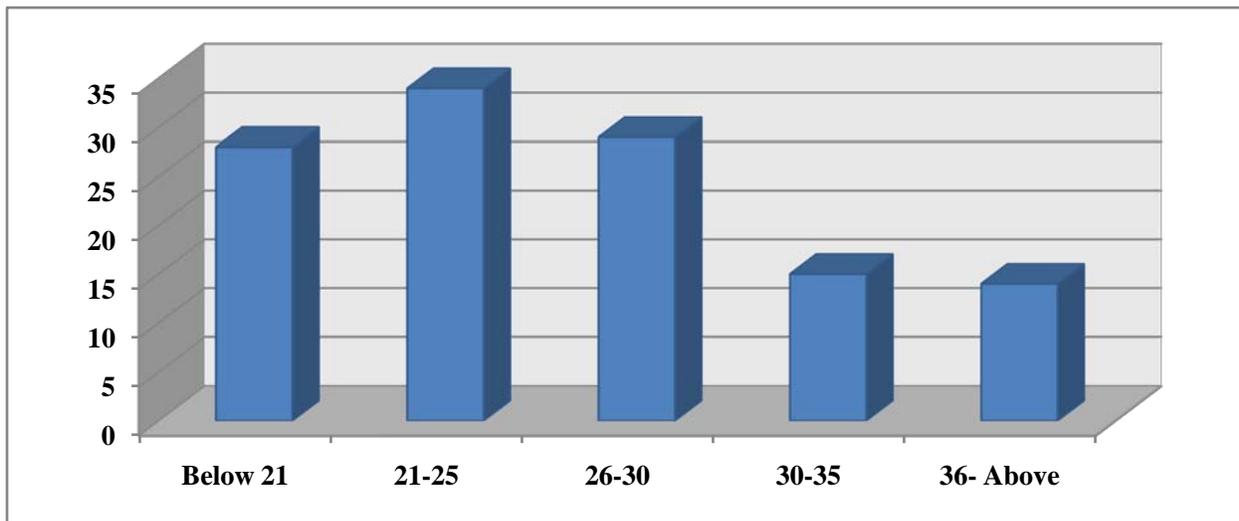
Figure 3: Age Analysis of the Sample Subscribers

4.1.3 Finding 3 (Profession):

		Frequency	Percentage	Cumulative Percentage
Valid	Student	67	56%	56%
	Business	15	13%	69%
	Service	24	20%	89%
	Teacher	9	8%	97%
	Others	5	4%	100%
	Total	120	100%	

Table 5: Profession Analysis of the Sample Subscribers

Interpretation: In the above mentioned table there are 5 categories that were considered as the professions of the sample subscribers. The categories are as we can see Students, Business, Service, Teacher and Others. From the statistics it can be concluded that majority of the sample subscribers are students that is 56%. 13% of the respondents are businessman and 20% are involved in different services. The rest of the 8% and 4% respondents have their professions as teacher or other activities such as doctors and lawyers.

Graphical Representation:

4.1.4 Finding 4 (Monthly Income):

		Frequency	Percentage	Cumulative Percentage
Valid	0-10,000	59	49%	49%
	11,000-20,000	18	15%	64%
	21,000-30,000	22	18%	82%
	31,000-40,000	14	12%	94%
	41,000- Above	7	6%	100%
	Total	120	100%	

Table 6: Monthly Income Analysis of the Sample Subscribers

Interpretation: The above table shows the monthly income or the economic demography of the subscribers. From the table it can be seen that the largest group that is 49% of the subscribers has the monthly income of BDT 0-10,000, 15% have their income between BDT 11,000-20,000. 18% of the respondents are from the income group of BDT 21,000-30,000 and 12% are from the income group of 31,000-40,000. The rest of the 6% fall in the group in which they have their earning more than BDT 41,000. The table gives us an obvious support that Airtel has subscribers of all walks and types in Bangladesh. But the people having a lower range of income prefer an

Airtel connection than those who have pretty high monthly earnings. The usage of the mid-income group is also noteworthy.

Graphical Interpretation:
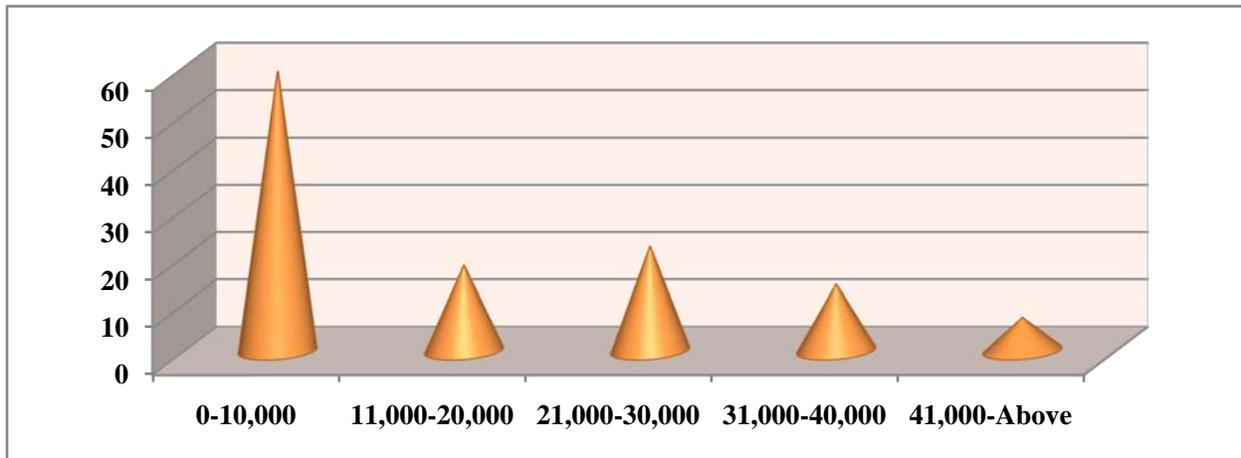
Figure 5: Monthly Income Analysis of the Sample Subscribers

4.1.5 Finding 5 (Monthly Expenditure on Mobile):

		Frequency	Percentage	Cumulative Percentage
Valid	0-500	29	24%	24%
	500-1,000	47	39%	63%
	1,000-1,500	21	18%	81%
	1,500-2,000	9	8%	89%
	2,000- Above	14	12%	100%
	Total	120	100%	

Table 7: Monthly Expenditure on Mobile Phone Analysis of the Sample Subscribers

Interpretation: There are five categories in the section of monthly expenditure on mobile phone to identify with usage pattern of the telephone services. The results in this section show that only 24% of the total respondents spend up to BDT 500 for mobile phone usage every month. In the category of BDT 500-1,000 there are highest respondents having 39% of the respondents. 18% of them have their expenditure in the range of BDT 1,000-1,500 and only 8% spend between

1,500-2,000 per month for mobile phone usage. Amazingly, 12% of the total sample population spends more than BDT 2,000 on their mobile phone every month. So from the table it can be supposed that the mobile phone expenses exceed BDT 500 in the case of most of the Airtel Subscribers. The Highest usage rate is in the range of BDT 500-1,000. And to get 12% respondents using above BDT 2,000 on the mobile connection is quite unlikely, but the probable reason behind it is the regular user retention follow-ups and the campaigns among the corporate to ensure a standard usage and also the wide range of services offered by the operator that boosts up the usages of the subscribers.

Graphical Representation:
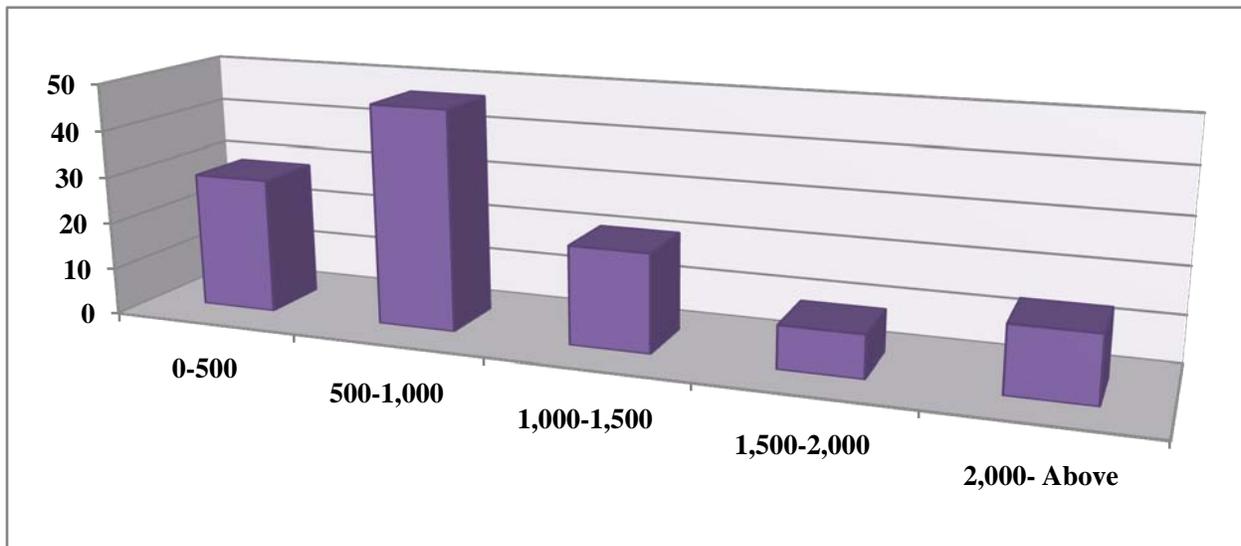
Figure 6: Monthly Expenditure on Mobile Phone Analysis of the Sample Subscribers

Total Demographic Analysis: Demographic factors not only represent a population's different aspects but also possess an impact on how the population will behave towards a specific thing. So for this reason in this research having an idea on the demographic conditions of the sample population is important. Among many demographic factors five have been given preferences in this research and those are Gender, Age, Profession, Monthly Income and Monthly expenditure on mobile phone usage. From the analysis of the finding we can say that all of these factors have some influence over using a mobile company's VAS to a certain extent. From 120 people 63% are male and female population is less than that. It represents that more male users are responsive and use mobile phone connection. On other hand we can see that people in the range of 21-30

years old are more interested in using Airtel connection. Mostly the people who are students use Airtel as their mobile connections rather than the people of other professions. Additionally people belong to less or mid-income range use Airtel as they find Airtel more convenient and most of them tend to use BDT 500-1,000 per month behind mobile usage. However a sample does not give an accurate result about the whole population, so in this case a sample of 120 people does not give correct result rather an idea about the scenario of using Airtel as their mobile phone connection.

From this section the analysis of the second part of the questionnaire will be carrying on. The next few questions will focus on the perception and satisfaction level of the sample population. These findings are also elaborated with tabulation, percentage analysis, graphical representation and interpretation of individual and overall quality of the VAS of Airtel Bangladesh Ltd.

4.1.6 Finding 6 (Use Airtel Connection As):

		Frequency	Percentage	Cumulative Percentage
Valid	No Comment	9	8%	8%
	Primary	48	40%	48%
	Secondary	63	53%	100%
	Total	120	100%	

Table 8: Use of Airtel as Mobile Connection

Interpretation: It can be seen from the above table that 53% of the respondents use Airtel SIM as secondary mobile connection whereas 40% of the sample people use it as their primary SIM cards. While conducting the survey there were no comments found from 8% of the respondents as they did not have to say anything about this particular issue.
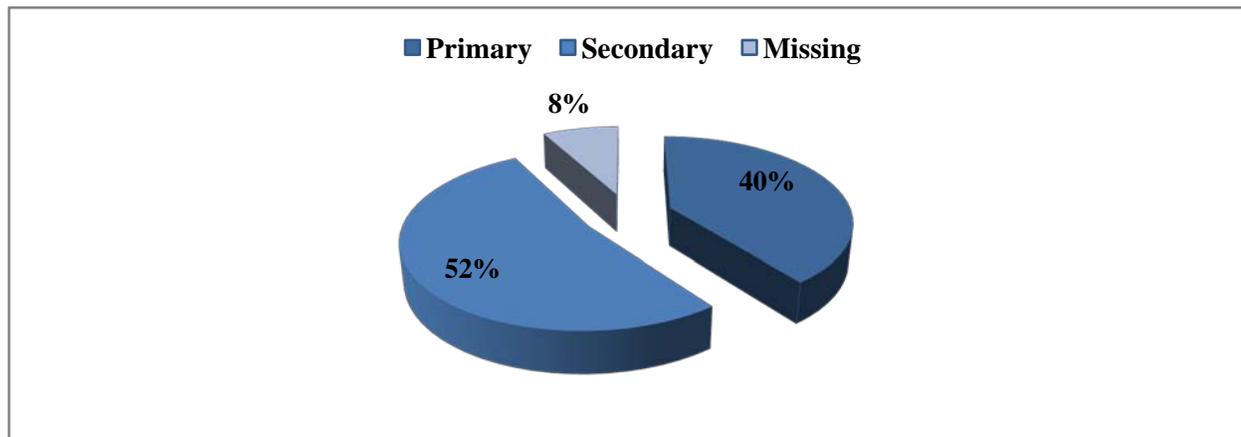
Graphical Representation:

4.1.7 Finding 7 (Why Use Airtel Connection):

		Frequency	Percentage	Cumulative Percentage
Valid	Network Coverage	0	0	0
	Preferable Tariff Rate	56	47%	47%
	Brand Value	14	12%	59%
	Preferable Packages	40	33%	92%
	Wide Range of VAS	10	8%	100%
	Total	120	100%	

Table 9: Reasons for Using Airtel as Mobile Connection

Interpretation: The above table represents the reasons behind using an Airtel connection. From the survey, it has been seen that most of the subscribers (47%) use Airtel for preferable tariff rates. 14 of the total 120 respondents use the Airtel connection for the BRAND name of it; 40 of the 120 respondents use Airtel for the preferable packages that it offers and 8% of the respondents prefer Airtel because of it wide array and diversity in the Value added services. And for none of the respondents network coverage is the reason behind using an Airtel connection. So, analyzing the above table, it can be said that, Airtel is more in use for its preferable tariff

rates and packages along with the wide range of both common and unique Value Added Services.

Graphical Representation:

Network Coverage — 0%
Preferable Tariff Rate — 33%
Brand Value — 12%
Preferable Packages — 33%
Wide Range of VAS — 8%

4.1.8 Finding 8 (Usage of Airtel for wide range of VAS):

		Frequency	Percentage	Cumulative Percentage
Valid	No	74	62%	62%
	Yes	28	23%	85%
	Sometimes	18	15%	100%
	Total	120	100%	

Table 10: Usage Analysis of Airtel for Wide Range of VAS

Interpretation: Airtel provides the subscribers with the highest range of Value Added Services among all the telecom operators in Bangladesh. So, it was also a crucial part of the study to assess whether the Value Added Services have satisfactory impact on the purchase decision and usage of Airtel connection. From the above table, it can be seen that maximum subscribers do not use Airtel only or primarily for the Value Added Services. Here we can see 62% of the total sample subscribers negatively responded which means, they do not use Airtel for the VAS and only 23% said that they use Airtel for this particular reason. On the other hand, 15% respondents said they sometimes keep this thing in mind while purchasing an Airtel connection.

Graphical Representation:
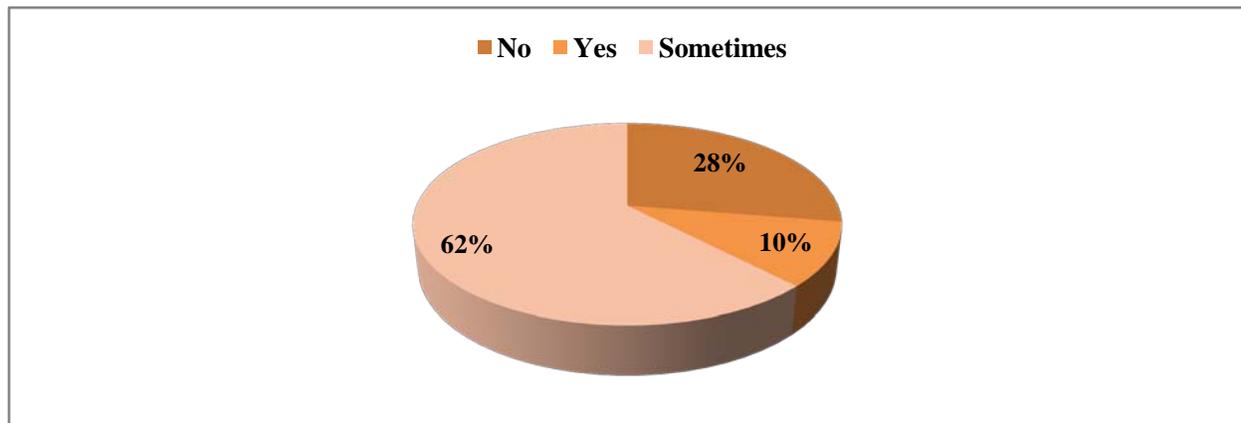
Figure 9: Usage Analysis of Airtel for Wide Range of VAS

4.1.9 Finding 9 (Likeliness of Switching the Service Provider):

		Frequency	Percentage	Cumulative Percentage
Valid	Very Unlikely	7	6%	6%
	Unlikely	23	19%	25%
	Neutral	62	52%	77%
	Likely	16	13%	90%
	Very Likely	12	10%	100%
	Total	120	100%	

Table 11: Likeliness of Switching The Current Service Provider

Interpretation: From the above mentioned table we can see that 6% respondent have less possibility of switching the current service provider that they are using. 52% of the sample population remains neutral on this matter for not being sure whereas 19% possess their opinion on unlikely to switch their service provider. On the other hand, 13% are likely to switch and 10% are very likely to switch the brand they are using as their service provider.

Graphical Representation:
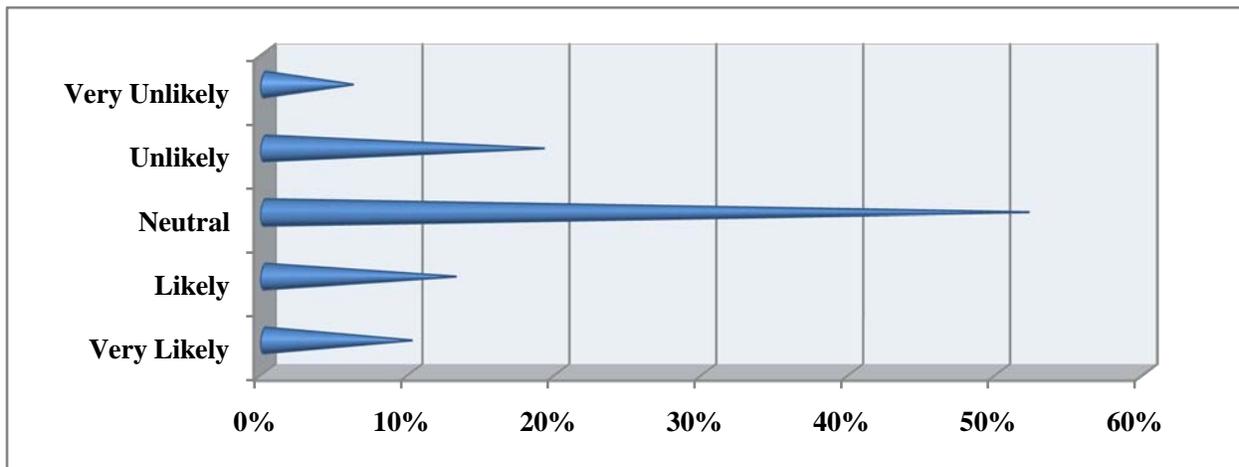
Figure 10: Likeliness of Switching The Current Service Provider

4.1.10 Finding 10 (Major Influences behind SIM Purchase):

		Frequency	Percentage	Cumulative Percentage
Valid	Self	55	46%	46%
	Family	6	5%	51%
	F & F	8	7%	58%
	Friends	45	38%	96%
	Media	2	2%	98%
	Others	4	3%	100%
	Total	120	100%	

Table 12: Major Influences Behind Purchasing a SIM Card

Interpretation: A consumer's buying behavior is usually influenced by many factors. Some of those common options are addressed here. There are 55 which is the majority among the 120 respondents stated that they took the decision by themselves for buying Airtel connection. Another huge percentage of 38% affirmed that they purchased and used Airtel connection because of their friends. On the other hand a few people of 2% and 5% gave importance to media exposure and family while making a decision to buy Airtel SIM cards. However F & F means

both family and friends influenced 7% of the respondents while the brand name itself influenced some to use Airtel.

Graphical Representation:
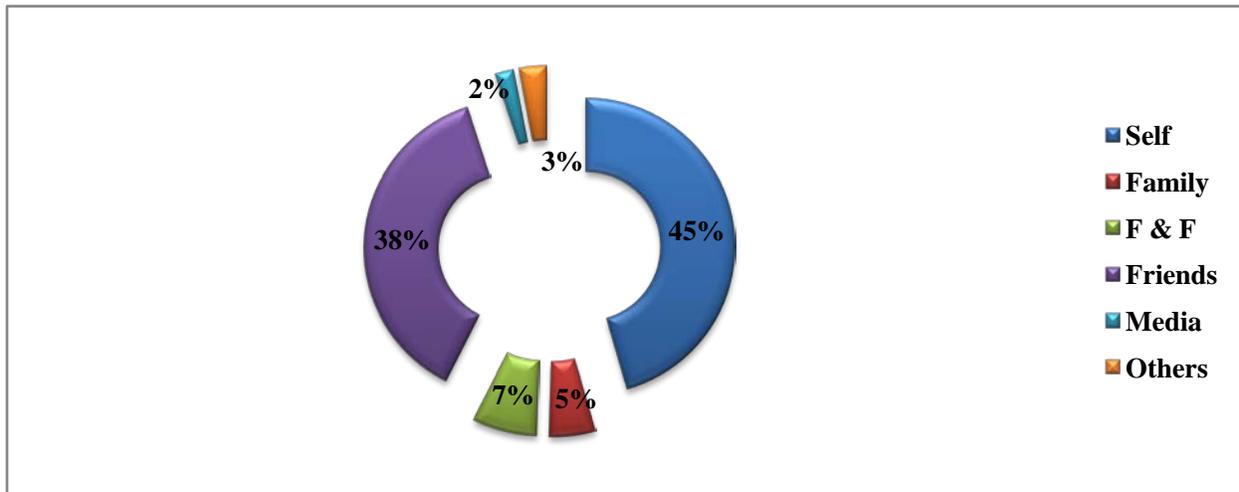
Figure 11: Major Influences Behind Purchasing a SIM Card

4.1.11 Finding 11 (Quality of The Value Added Services):

		Frequency	Percentage	Cumulative Percentage
Valid	No Comment	2	2%	2%
	Highly Dissatisfied	9	8%	10%
	Dissatisfied	13	11%	21%
	Neutral	55	46%	67%
	Satisfied	31	26%	93%
	Highly Satisfied	10	8%	100%
	Total	120	100%	

Table 13: Perception on VAS Quality of the Sample Population

Interpretation: Here are the real data, stating the real opinion about the Value Added Services experiences of the subscribers. According to the above table data, 8% of the respondent is highly dissatisfied with quality of the VAS whereas 11% of the respondents are dissatisfied with the VAS features. On the other hand, the number of satisfied consumers are bigger that is 26% and

among the total sample population 8% is highly satisfied with the quality of Airtel VAS. However the majority of the respondents which is 46% remained neutral on this issue. So here we see that there are many unsatisfied customers out there including the highly dissatisfied customers with the quality of Airtel VAS in Bangladesh.

Graphical Representation:
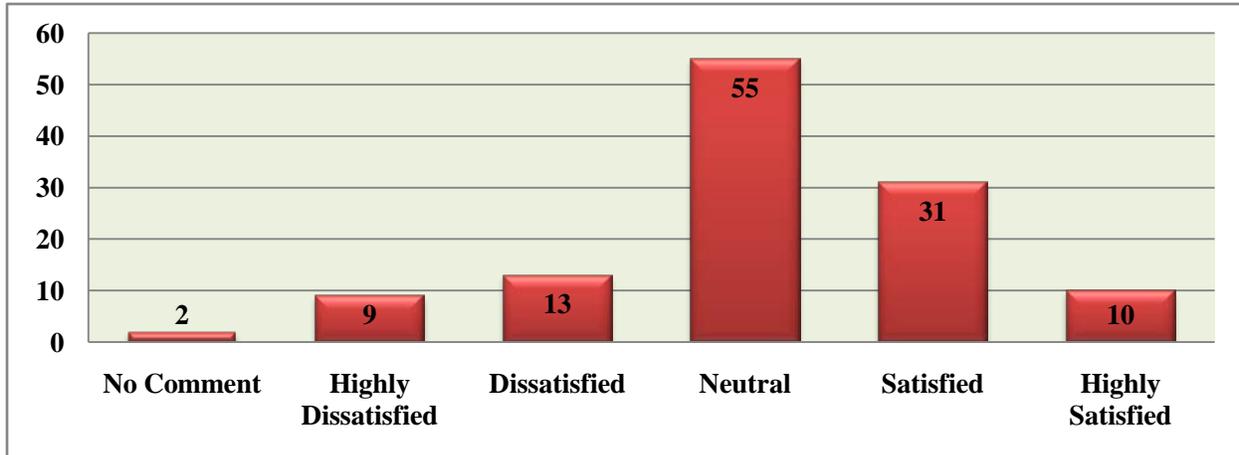
Figure 12: Perception on VAS quality of the Sample Population

4.1.12 Finding 12 (Number of Value Added Services Used):

		Frequency	Percentage	Cumulative Percentage
Valid	0-3	45	38%	38%
	3-5	56	47%	85%
	5- Above	19	16%	100%
	Total	120	100%	

Table 14: Analysis of the Number of Value Added Services Used by the Sample Population

Interpretation: From the above table we can see that 38% of the sample population use no Value Added Services or use a very minimal amount of VAS. The prime portion that is 47% uses 3-5 Value Added Services on average. These services include Caller Tunes, F & F and Missed Call Alert the most. This part will be discussed later broadly. However only 16% of the respondents use more than 5 services as per the statistics says.

Graphical Representation:
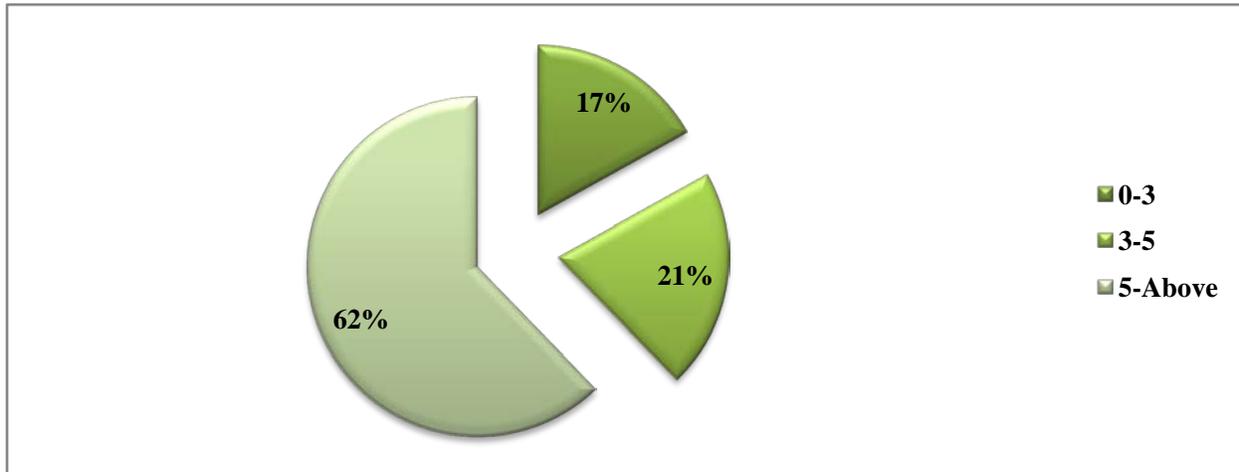
Figure 13: Number of Value Added Services Used by the Sample Population

4.1.13 Finding 13 (How Often Value Added Services are Used):

		Frequency	Percentage	Cumulative Percentage
Valid	Always	18	15%	15%
	Often	24	20%	35%
	Sometimes	42	35%	70%
	Rarely	26	22%	92%
	Never	10	8%	100%
	Total	120	100%	

Table 15: Analysis of How often VAS are Used by The Sample Population

Interpretation: The above table shows the statistics of how often the subscribers use different Value Added Services of Airtel. Here we can see that the major portion of the respondents which is 35% use VAS sometimes whereas 15% of the sample population said that they always use the services. However 22% use VAS rarely and 8% responded that they never used any VAS. There is a nice portion of 20% people who often use various Value Added Services. Later on this part will be discussed elaborately.

4.1.14 Finding 14 (Attraction of The Value Added Services):

		Frequency	Percentage	Cumulative Percentage
Valid	Always	19	16%	16%
	Often	28	23%	39%
	Sometimes	53	44%	83%
	Rarely	12	10%	93%
	Never	8	7%	100%
	Total	120	100%	

Table 16: Analysis of How Much The Respondents are Attracted by The VAS

Interpretation: The statistics shows that the prime portion of the respondents find the Value Added Services of Airtel attractive. 83% of the sample said that they are attracted by the wide range of VAS offered by the company among which 16% find the VAS always attractive, 23% often find the services to be attracted and 44% sometimes get attracted by the VAS. Rest of the respondents does not find the Value Added Services of Airtel attractive where 7% of the sample never finds the attractiveness in the services.
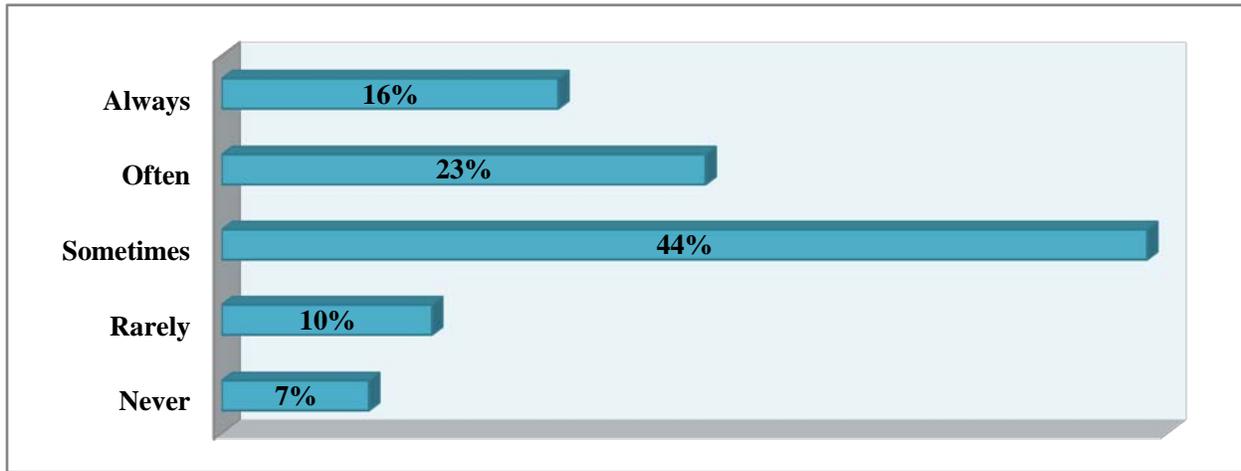
Figure 15: How Much The Respondents are Attracted by The VAS

4.1.15 Finding 15 (Satisfaction on the Pricing of VAS):

		Frequency	Percentage	Cumulative Percentage
Valid	Highly Dissatisfied	13	11%	11%
	Dissatisfied	26	22%	33%
	Neutral	29	24%	57%
	Satisfied	37	31%	88%
	Highly Satisfied	15	13%	100%
	Total	120	100%	

Table 17: Satisfaction of the Sample Population on the Pricing of VAS

Interpretation: Majority of the consumers are price sensitive in nature in most of the cases. As an operator, it is therefore very important to verify the current price-sensitivity of the existing and potential customers. This will help to make to services more worthwhile every time. Here, in this study, it has been seen that, the bigger portion of the sample (31%) is are satisfied with the price offered for the services which means they consider the money that they are paying is worthwhile. 13% are highly satisfied, 24% are indifferent about the price. Only 11% of the total population is highly dissatisfied with the current charging and 22% are dissatisfied.

Graphical Representation:
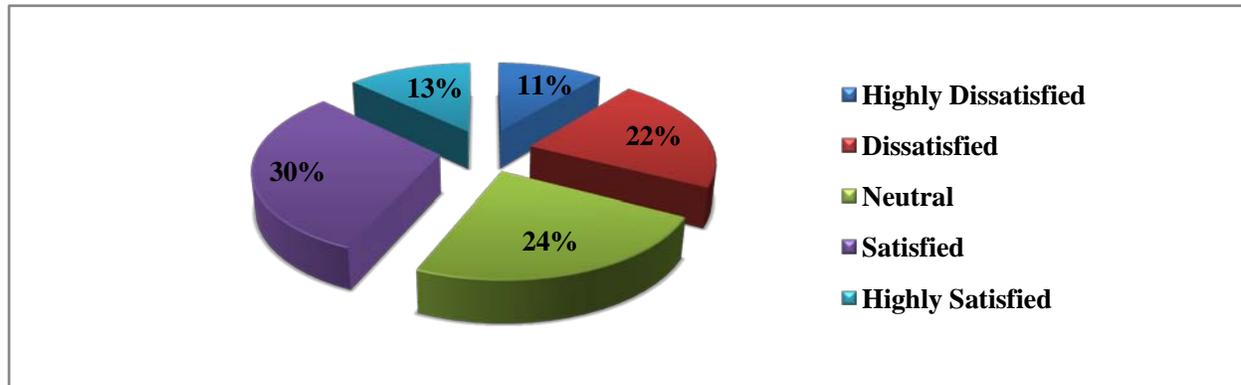
Figure 16: Satisfaction of the Sample Population on the Pricing of VAS

4.1.16 Finding 16 (Relevance of the Value Added Services):

		Frequency	Percentage	Cumulative Percentage
Valid	Highly Satisfied	17	14%	14%
	Satisfied	32	27%	41%
	Neutral	43	36%	77%
	Dissatisfied	19	16%	93%
	Highly Dissatisfied	9	8%	100%
	Total	120	100%	

Table 18: Perceived Relevance of the VAS by the Respondents

Interpretation: The relevance of VAS is one of the main criteria by which it can be tested whether the subscriber find the VAS effective and are satisfied with the VAS. Thus the relevance of VAS in the subscribers' regular life largely influences the satisfaction level of them. In this survey 14% of the samples subscribers find the VAS highly relevant thus satisfying. 27% are satisfied and 36% are indifferent on this matter. On the other hand 23% of the respondents find the relevance of the VAS dissatisfying among which 8% are highly dissatisfied.

Graphical Representation:
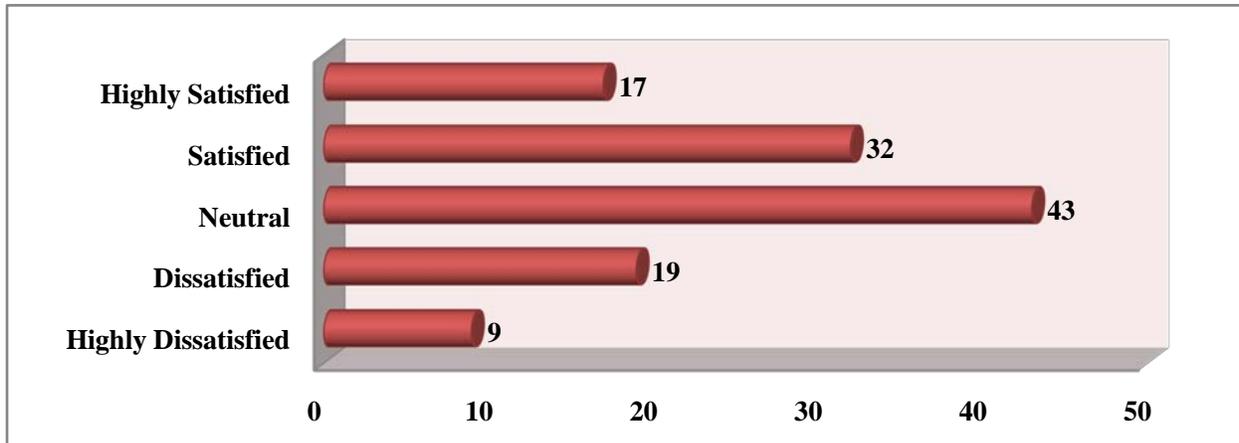
Figure 17: Perceived Relevance of the VAS by the Respondents

4.1.17 Finding 17 (Ease of Activation/Deactivation of VAS):

		Frequency	Percentage	Cumulative Percentage
Valid	Highly Satisfied	14	12%	12%
	Satisfied	33	28%	40%
	Neutral	41	34%	74%
	Dissatisfied	24	20%	94%
	Highly Dissatisfied	8	7%	100%
	Total	120	100%	

Table 19: Ease of Activation/Deactivation of the VAS

Interpretation: Ease of activation and deactivation is another more important element that has impact on the satisfaction level of the consumers on the VAS. Here from the table we can see that the majority of the sample that is 34% are neutral with the activation and deactivation process. 12% is highly satisfied and 28% is satisfied. All these people usually did not face any difficulty in activate or deactivate a service. On the contrary 20% of the subscribers are dissatisfied and 7% is highly dissatisfied with the process of activation and deactivation.
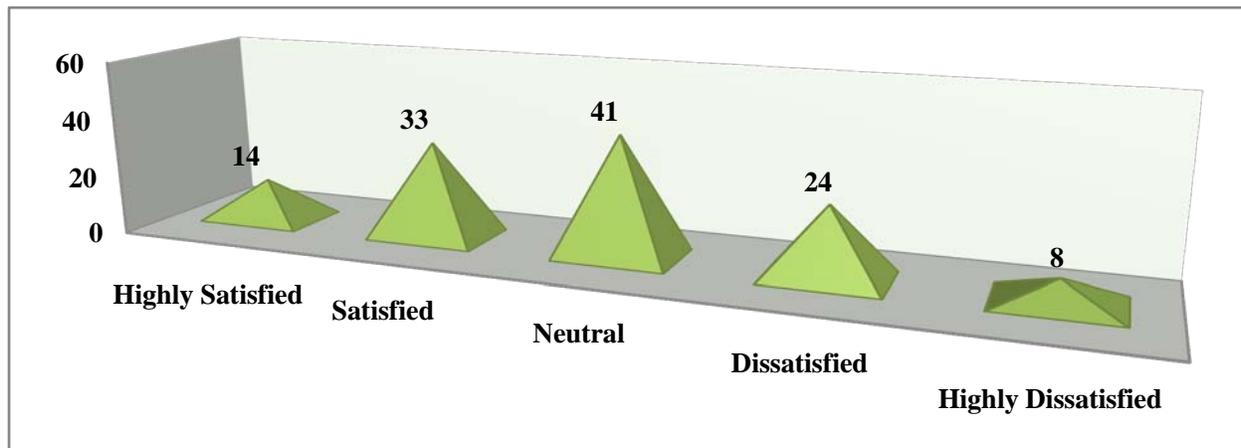
Figure 18: Ease of Activation/Deactivation of the VAS

4.1.18 Finding 18 (Innovation of the VAS):

		Frequency	Percentage	Cumulative Percentage
Valid	Highly Satisfied	17	14%	14%
	Satisfied	21	18%	32%
	Neutral	53	44%	76%
	Dissatisfied	15	12%	88%
	Highly Dissatisfied	14	13%	100%
	Total	120	100%	

Table 20: Innovation of the VAS

Interpretation: In this highly competitive industry continuous innovativeness in the Value Added Services is very important. The services have to be extremely ground-breaking as well as acceptable to the consumers. This section gives an idea about the perception of the sample on the innovativeness of the VAS of Airtel. Here we can see that 53 out of the 120 people which is the prime portion of the people remained neutral about the aspect. This clearly means that they are not dissatisfied or satisfied with the innovation and feel ok with it. However 14% are highly satisfied and 18% are normally satisfied. On the other hand 25% thinks the VAS should be more innovative and here 12% are dissatisfied and 13% are highly dissatisfied.

Graphical Representation:

Figure 19: Innovation of the VAS

Total Perceived Value Analysis:

The second part of the questionnaire is analyzed to find how much value does the sample population puts on the Value Added Services of Airtel. From the 6th to 18th findings the perception on different aspects of the VAS are analyzed in tabulation and a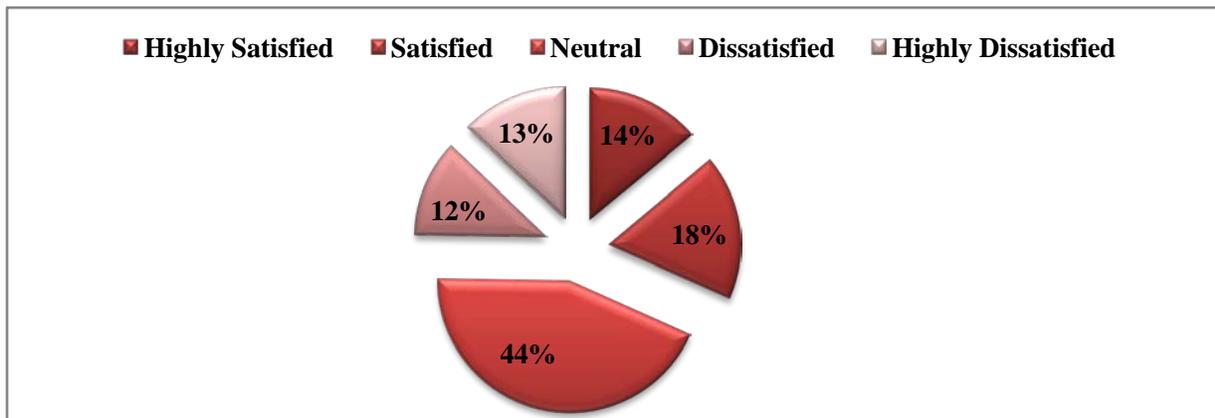lso in graphical representations. At first we can see that the majority of the respondents use Airtel connection as secondary one. The main reason for using it on secondary purpose is that the company is new to the industry and it has been only a few years to enter the market. Moreover the competitors have been growing their consumers for many years as a result their consumer loyalty increased with time. However in a short course of time Airtel has become second preference to many of the subscribers and they are finding the connection useful. The sample was also asked why they use Airtel connection and majority replied that the trariff rate of the company is comparatively less than the other competing companies. The call rate is less and the other rates of the services are also fewer. Another prime portion said that the packages that Airtel offers are attractive and comfortable. Airtel is the first company that has introduced highest F & F's in this industry which has attracted the customers especially the young generation. Moreover the Brand itself made the customers purchase the SIM as this is one of the largest telecom service providers in the world. However the Value Added Services was not the reason for which people are using Airtel. When the respondents asked whether they use Airtel for wide range of VAS the majority responded negatively. Many also said that they use Airtel solely for the VAS provided as Airtel

provides the highest range of VAS in the country. The sample people were also asked whether they would like to switch the current service provider they are using where maximum remained neutral. We all know that the telecommunication industry is one of the most competitive industries in Bangladesh and Airtel in a few time made its mark. While the survey was done people remained liberal despite of having many problems in using Airtel connection. To know the psychology of the sample a question regarding the factor that influenced them to purchase Airtel SIM was asked. Maximum people said that they have bought the SIM cards on their own will, some of them said that family, friends and both influenced them to buy the Airtel connection. The sample population was also asked about their perception on about the quality of the VAS they are using currently and the prime portion remained neutral in this case as well. According to them the quality of the VAS is not bad but a little bit of improvement would be better. Most of the respondents use 3 to 5 Value Added Services and majority use the caller tune, missed call alert, F & F service and mobile backup service. There are also other services that are also broadly used such as news alert, job portal, matrimony service, health tips etc. Among the respondents there only a few people who said that they have never used of rarely use VAS which means maximum people use the Value Added Services of Airtel broadly. The additions in the current Value Added Services also attract the consumers to use more services and remain stick with brand. The pricing of the VAS are also satisfying to the consumers as maximum of them think that they are paying the worthy amount for the services they are using. The contents of the VAS are also relevant to the subscribers however there are a few who face problems in the services. Sometimes the connectivity remains missing and sometimes the price is over charged. Despite of these problems the respondents with the majority response feel positive about the relevance of the services. Additionally the activation and deactivation process of the services are also normal according to the sample respondents. Here some of the people faced problems had to complain almost on daily basis for being charged even after deactivation however the number is pretty few. Lastly the innovativeness of the VAS is perceived neutrally by the sample subscribers. They feel that Airtel is providing the same services that the companies are providing. Though among them few are not satisfied with the services they are being using, majority find the VAS as innovative as the other competitors in the industry. So after analyzing the questions and observing the statistics it can be concluded that the subscribers are not totally

satisfied or dissatisfied with Value Added Services provided by Airtel as majority of them were neutral in each aspect of the questions.

4.1.19 Finding 19 (How Well Informed the Promotions are):

		Frequency	Percentage	Cumulative Percentage
Valid	Highly Satisfied	18	15%	15%
	Satisfied	15	13%	28%
	Neutral	45	38%	66%
	Dissatisfied	28	23%	89%
	Highly Dissatisfied	14	12%	100%
	Total	120	100%	

Table 21: Analysis on How Well Informed the Promotions of the VAS are

Interpretation: Well informed promotional tools can grasp the consumers' attention well enough to avail the services. From the customer's feedback drawn in the survey, it has been seen that 12% of the sample is highly dissatisfied with the information in the promotional activities. And 23% of them are dissatisfied. 38% of the sample neither have any problems nor are very happy about the services. However, 13% of the respondents are satisfied and 15% are highly satisfied.
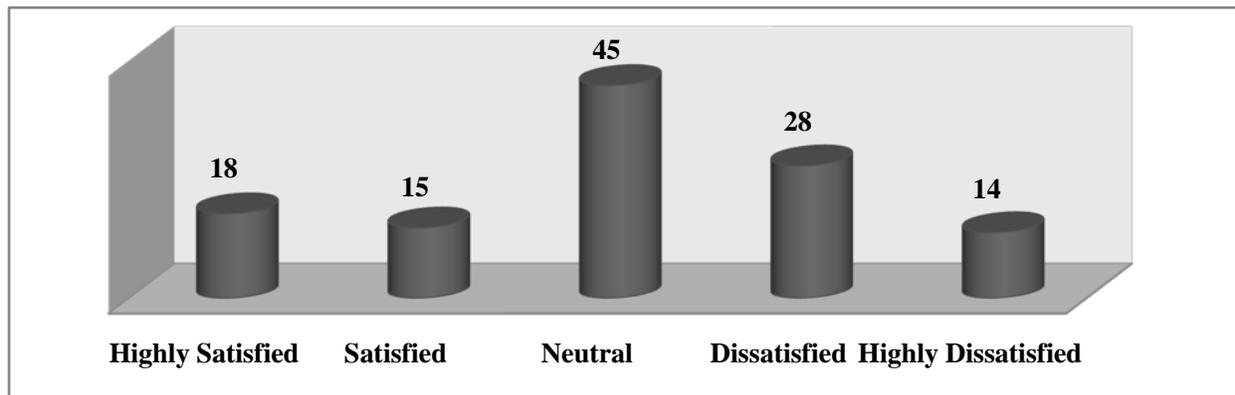
Graphical Representation:

45

28

18

15

14

Highly Satisfied   Satisfied   Neutral   Dissatisfied Highly Dissatisfied

Figure 20: How Well Informed the Promotions of the VAS are

4.1.20 Finding 20 (Complains to the Customer Care for VAS):

		Frequency	Percentage	Cumulative Percentage
Valid	Daily	3	3%	3%
	Weekly	12	10%	13%
	Monthly	19	16%	29%
	Sometimes	74	62%	91%
	Never	12	10%	100%
	Total	120	100%	

Table 22: Analysis on How Often Complains are Made to The Customer Care for VAS

Interpretation: Customer Solutions are to facilitate the subscribers with all the necessary information of all the services and to resolve any problems while using any service or to activate or deactivate the service. Therefore, the frequency of seeking help to the customer care can give us the view of customer's ease and thus the satisfaction of the VAS. Here, as we can see that, only 3% of the total sample has to complain daily regarding any service; 10% has to complain once in a week; 16% of them complain in monthly and 62% of the total respondents has to call to the customer care sometimes for variety of query regarding the services which is the largest group of all. And 10% of the respondents never had to complain about any of the Value Added Services to the CS.

Graphical Representation:

4.1.21 Finding 21 (Best Service Provider in Bangladesh):

		Frequency	Percentage	Cumulative Percentage
Valid	Airtel	22	18%	18%
	Grameenphone	68	57%	75%
	Banglalink	17	14%	89%
	Robi	10	8%	97%
	Citycell	2	2%	99%
	Teletalk	1	1%	100%
	Total	120	100%	

Table 23: Analysis on The Perception of The Best Service Provider in Bangladesh

Interpretation: Based on the survey conducted over the phone, 18% of the sampled Airtel subscribers prefers Airtel as the best service provider in the country, the biggest portion of the subscribers which is more than the half (57%) still prefers Grameenphone as the most preferred service provider; 14% goes with Banglalink and 8% with Robi as the most preferable service provider of Bangladesh. 2% of the total sample prefers Citycell and only 1% prefers Teletalk the most.

Graphical Representation:

Figure 21: Perception of The Best Service Provider in Bangladesh

Analysis of the Customer Loyalty and Satisfaction:

The first and the second part of the questionnaire described the demographical analysis and the customers' perception on the Value Added Services of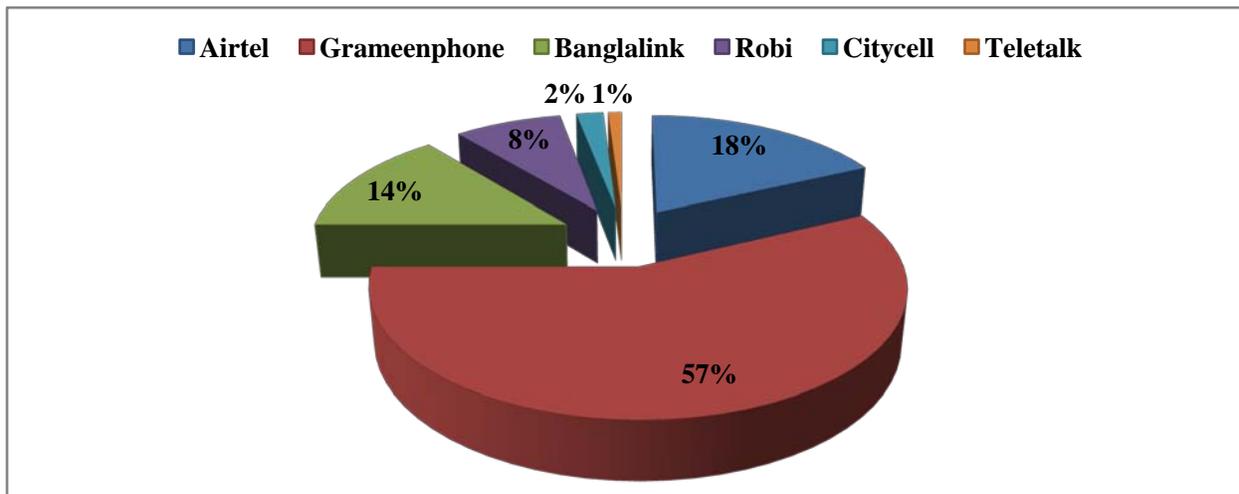 Airtel. The third part of the questionnaire along with the second part discusses about the overall satisfaction on the VAS of Airtel. Though the biggest support goes to the major market share holder of the country Grameenphone in terms of providing the best service in the country, surprisingly the second preference goes to Airtel despite of being the 4th market share holder in the industry. There are several reasons for which customers prefer Airtel and some of them are observed here such as Relevance of VAS, Quality, Ease of Activation/ Deactivation, Providing highest VAS services, Innovative Services, Well Informed Promotions etc. In addition if we see the likeliness of switching the current service provider and the complains that are made to the Customer Care, we can see that people are less likely to switch Airtel and majority of the sample needs to complaint rarely which is basically related to network problem or call drop problem. While doing the calls it was observed that the complaints that were made to the CS were rarely about Value Added Services. So after the discussions on findings and analysis, tabulations, graphs, calculations, statistics and interpretations, the conclusion can be made that the consumers are neither fully satisfied nor dissatisfied on the Value Added Services provided by Airtel as majority of the sample subscribers remained neutral on maximum answers.

5.1 Recommendation

The report has been analyzed to get to know about the satisfaction level of the subscribers about the Value Added Services of Airtel. As we go through the tables, graphs and analysis we can say that the sample subscribers are neither unhappy of extremely happy with the VAS that Airtel provides rather they have neutral opinions. However after talking with the consumers and analysis of the report a list of recommendations is enlisted below. The recommendations are basically given in light of every finding yet some general suggestions are also stated.

- As it is mentioned early that the first few questions were asked to know the demographic conditions of the sample subscriber we can see that majority of the respondent are young people, students by profession, have their income up to BDT 10,000 and spend up to BDT 1,000 on mobile phones. So it is clear that the target consumers of Airtel have always been the young people while the largest portion of the population is middle aged. So Airtel should expand their market base covering all the generations as the competitors have already created their marks in that.

- While the respondents were asked about using Airtel, majority of them said that they use Airtel as secondary mobile connection. This implies that Airtel is still lacking the ability to be one of the chosen brands for the consumers. It is hence necessary for Airtel to promote more useful and friendly VAS rather than the wide range of unimportant services.

- The network problem has always been the big issue while it comes to Airtel's preference as primary mobile connection. The network improvement of Airtel is important as it is one of the major reasons of purchasing a SIM card and using it.

- There were only a few respondents who agreed that they use Airtel for wide range of VAS. They only prefer using the brand because of the cheaper call rate and packages. It is not profitable for any company if it remains the low cost provider for a long period of time. So it is high time for Airtel to become more innovation and provide proper network and useful services.

- The quality of the VAS of Airtel was moderate according to the sample subscribers. However there were some people who were not satisfied with the quality. They suffered from activation/deactivation problem, connectivity problem, unknown subscription problems etc. so to remove this type of hassle with the services Airtel's research and data team should more concerned so that the number of unhappy consumers do not increase.

- The telecommunication industry in Bangladesh is one of the most competitive ones. To remain in the competition and also to grow Airtel should provide unique services. The services that Airtel is providing are common among other competitors. New, unique and more useful services should be provided to the consumers for getting the first mover's advantage.

- The pricing of the services in this competitive industry is very tough and risky as the consumers are more price-sensitive nowadays. While doing the survey it was noticed that majority of the people remained neutral about the pricing though they suggested reducing the price. Additionally there were people who were dissatisfied with this particular issue. For example, the caller tune users suggested that the monthly charge should be decreased from 31.5 Tk. to 10 Tk.-14 Tk. So here we can see that the pricing for some services should be reduced to retain the consumers.

- For being one of the most preferable brands among the users providing more relevant services is necessary. While asking the sample subscribers about the relevance of the VAS the dissatisfied consumers said the services are less relevant. Some of the consumers said that the news services such as breaking news, stock news, business news, evening news etc. are not relevant at all. Some of them suggested not providing such services that cannot be delivered in time. So the relevance and contents of the services should be more specific.

- When a customer uses a service s/he wants accurate activation and deactivation. There were many respondents who faced problems in activation/deactivation in many of the VAS service especially the caller tunes, missed call alert, news alerts, call block, mobile back up services etc. Some of the subscribers activated single caller tune while multi caller tunes got activated, some tried to deactivate missed call alert but could not do it even after following proper steps of deactivation, some of them wanted to activate mobile back up and call block services but

could not activate it even after trying for several times and contacting with the customer care. So the problem of activation and deactivation is prominent and this problem should be taken in to account and solved as soon as possible.

- Another problem that was faced by the consumers was the connectivity problem of the VAS. There were many services that were not connected properly after activation. in case of caller tunes the tune did not play most of the time, the news alert were activated but one day's news was generated the next day, the missed call alerts were not received in time as well. So there were problems regarding proper connectivity. Some of the services remained activated even after deactivation. So these problems should be solved by conducting more VAS Labs or health checks of the Value Added Services.

- The Value Added Services should be promoted more clearly and new innovative as well as useful services should be launched to penetrate the market. The users of the services should be reinforced in a timely manner in order to boost up their usage volume, thus the revenue system. If more innovative services are not introduced, current services are not promoted well then the retaining consumers will be a tough job for Airtel.

- The promotions, especially the Below The Line (BTL) ones should be more target segment oriented. Many consumers had complaints that the promotional messages they get are not relevant and irritating. The language and usage of grammar in the messages should be more accurate because irrelevant promotions can lead to consumer dissatisfaction.

- Some of the consumers said that the website of the company is not updated and while they visit the website for having some information, many of them failed to fulfill their purpose. So the company website should be more updated and the new, innovative and important Value Added Services should be kept in notice of the subscribers.

- While the sample subscribers were asked about the number of times they needed to complain to the customer care, majority of them said that they had to seek help of customer care sometimes. However that complains was not vastly regarding the Value Added Services. Many of them said that the customer service center were not that much effective enough to solve the problem rather they took longer time to work out on the stated issues. So the

customer care as well the backend problem solvers should be more effective and spontaneous at times.

- Airtel is famous for its inexpensive nature. It's known that low cost providing cannot be a permanent solution for any company rather they should go for providing innovative services. However providing innovative Value Added Services may increase the cost to some extent, but if the company tries to impose the expense on the consumers then it will lose the target market. So Airtel should stick on providing services at low, increase the number of innovative and useful services and reducing the unimportant or less useful ones. Because if the ineffective services can be reduced then providing innovative services at a less cost will be possible and it will not only retain the current consumers but also help to expand the target subscriber base.

6.1 Conclusion

Regular market survey and analysis is a fundamental part of the Marketing department of any organization. Especially in the telecom industry it is really important to analyze the problems and expectations of the current subscribers. These studies also facilitate the operator with the planning of new subscribers' acquisition. As a part of the regular market survey, I carried out this study in order to assess the satisfaction level of the consumers on Value Added Services, where the developments are needed and how the problems can be solved to retain and acquire new customers.

In the study, a number of notable findings were got. For instance, compared to the female subscribers, the male subscribers use more Value Added Services and the churning tendency is also higher in the male subscribers. Another remarkable finding is that, even though Airtel came to the telecom industry of Bangladesh after all the other operators, Airtel is the fourth best preferred operator of the subscribers which is quite an achievement for a new entrant like Airtel.

The principal topic of this project was to find out the satisfaction level of the consumers' on the VAS of Airtel and how their loyalty towards Airtel is related to VAS. With the tabulation and analysis through graphs it has been shown that despite being satisfied with the quality of the VAS, 10% respondents are very likely to switch the operator and despite being highly dissatisfied, 6% respondents are indifferent about migrating to other operator. So, evidently, Value Added Services are not the only determinants of the retention or loyalty of the subscribers.

However, though Value Added Services are not the only determinants of the customer satisfaction and retention, they have influences on these and if proper services cannot be provided then it will tough for the company to be in the competition. So, it can be said that, Value Added Services have influence over the loyalty of the subscribers and therefore, the company has to be more considerate about the VAS in order to facilitate them with extra privileges and benefits than the other network providers.

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8.1 Appendix

Questionnaire:

Good Morning/Afternoon Sir (Madam). I am Pooja Das from the Marketing Department of Airtel Bangladesh Ltd. For assessing your satisfaction and also the problems, we are conducting a market survey**.** It will take 15-20 minutes of your time. Your response would be of great help in accomplishing the study. However, the study is for the organizational and a bit of academic purpose and will not be disclosed elsewhere, keeping in mind the sensitivity of the topic. Would you please be able to give me the time now?

- **Gender :**   **a)** Male   **b)** Female
- **Age :**   **a)** Below 21   **b)** 21-25   **c)** 26-30   **d)** 31-35   **e)** 36-above
- **Profession : a)** Student   **b)** Business   **c)** Service Professionals   **d)** Teacher
             e) Other (please specify)   _____
- **Monthly income: a)** 0-10000   **b)** 10000-20000   **c)** 20000-30000 **d)** 30000-40000 **e)** 40000 above
- **Monthly expenditure for mobile billing: a)** 0-500 **b)** 500-1000 **c)** 1000-1500 **d)** 1500-2000 **e)** 2000 above
- **Do you use an Airtel connection for the wide range of Value Added Services?**
    a) Yes   **b)** No   **c)** sometimes   **d)** other _____
- **Why do you use Airtel?**
    a) Network coverage   **b)** preferable tariff rates   **c)** Brand   **d)** Preferable packages   **e)** range of Value Added Services
- **You use your airtel connection as-**
    a) Primary phone   **b)** Secondary phone
- **Likeliness of switching the service provider:**
    a) Very unlikely   **b)** Unlikely   **c)** Neutral   **d)** Likely   **e)** Very likely

- **Major influences that swing the decision to purchase a SIM card:**

  a) Self **b)** Family **c)** Friends **d)**Media **e)** Others _____

- **What do you think about the quality of Value Added Services?**

  a) Highly satisfied **b)** Satisfied **c)** Neutral **d)** Dissatisfied **e)** Highly dissatisfied

- **How many Value Added Services do you use?**
  a) Below 3 **b)** 3-5 **c)** 5-above

- **How often do you use a value added Service?**

  a) Always **b)** Often **c)** Sometimes **d)** Rarely **e)** Never

- **What do you think about the Value Added Services?**

  a) Highly satisfied **b)** Satisfied **c)** Neutral **d)** Dissatisfied **e)** Highly Dissatisfied

- **What do you think about the quality of the Services?**

  a) Highly satisfied **b)** Satisfied **c)** Neutral **d)** Dissatisfied **e)** Highly Dissatisfied

- **Do these Services attract you?**

  a) Always **b)** Often **c)** Never **d)** Sometimes **e)** Rarely

- **How satisfied are you with the price that you pay for the services?**
  a) Highly satisfied **b)** Satisfied **c)** Neutral **d)** Dissatisfied **e)** Highly Dissatisfied

- **How relevant the Value added services are for you**?
  a) Highly satisfied **b)** Satisfied **c)** Neutral **d)** Dissatisfied **e)** Highly Dissatisfied

- **How easy is it to activate or deactivate the Value Added Services?**
  a) Highly satisfied **b)** Satisfied **c)** Neutral **d)** Dissatisfied **e)** Highly Dissatisfied

- **How innovative the Value Added Services are?**
  a) Highly satisfied **b)** Satisfied **c)** Neutral **d)** Dissatisfied **e)** Highly Dissatisfied

- **Are the Airtel promotions about the Value Added Services well informed?**

    a) Highly satisfied   **b)** Satisfied   **c)** Neutral   **d)** Dissatisfied   **e)** Highly Dissatisfied

- **How often do you need to complain to the Customer care regarding the Value added Services?**

    a) Daily   **b)** Weekly   **c)** Monthly   **d)** Sometimes   **e)** Never

- **Which according to you is the most preferred service provider in Bangladesh?**

    a) Airtel   **b)** GrameenPhone   **c)** Banglalink   **d)** Robi   **e)** Citycell

    f) Teletalk