

2014

OVERALL CUSTOMER SATISFACTION OF ROBI COMPARED TO OTHER OPERATORS IN BANGLADESH



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Robi Axiata Bangladesh Ltd

6/29/2014

Letter of Transmittal

June29, 2014

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Subject: Submission of Internship Report.

Dear Madam,

It gives me enormous pleasure to submit my internship report that I have completed as part of fulfilling the requirement for the Internship (BUS 400) course from BRAC Business School. I have completed my internship program from Robi Axiata Bangladesh Limited. And I have tried my best to make an effective and credible Internship Report.

The report contains a comprehensive study on “Overall Customer Satisfaction of Robi Compared to Other Operators in Bangladesh”. It was a great delight for me to have the opportunity to work on the above-mentioned subject.

It has also to be mentioned that without your expert advice and cooperation it would not have been possible to complete this report. I will be grateful to you if you accept the report.

Thank you.

Sincerely yours,

Name: Sadika Mehnum Mariam

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Acknowledgement

At the beginning I am very much grateful to Almighty Allah for giving me strength and opportunity and sound mind to complete the internship report. It is common practice to thank all those people who contributed to the task that one has to achieve and I see no reason to change this custom. I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

At first, I like to thank Career Service Office, BRAC University and Robi Axiata Bangladesh Limited for giving me the opportunity to undergo the internship program. My placement of internship program was at Head Office of Robi Axiata Bangladesh Limited. Moreover, the successful completion of this Internship Report has made me grateful to a number of persons, especially those who took time to share ideas and views to prepare an effective report. For the successful completion of my report I would like to thank and convey my sincere gratitude to my respected academic Supervisor, Syeda Shaharbanu Shahbazi, Senior Lecturer, BRAC Business School, BRAC University, for giving valuable advice, suggestion and inspiration to complete the report in an appropriate manner and I would also like to express my sincere appreciation for his wholehearted support and guidance.

At the same time I am also grateful to my organizational Supervisor, ANM Ziaul Islam Mithu, General Manager, Market Operation, Robi Axiata Bangladesh Limited, Head Office, for his spontaneous support and supervision, suggestions and providing me valuable information that was very much needed for the completion of this report and I also thankful to all respondents who made my survey successful. Finally, I would also like to take the opportunity to express my appreciation to my family, friends, near and dear ones who helped me to make this report a comprehensive one.

Executive summary

Mobile technology is presently providing various cheap solutions in people's daily life. The traditional thinking of connecting people through mobile phone is far behind in comparison with the present scenario. Information technology enables telecom companies to provide economic solutions with a very cheap and easily available access to satisfy customers, which was earlier costly and not accessible to some extent.

This report is arranged on the basis of my three-month practical experience at Robi Axiata Limited. This internship program helped me to learn about the practical scenario of a Telecommunication Company. Robi Axiata Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Robi Axiata Limited, formerly known as Telecom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March 2010 the company started its new journey with the brand name Robi.

This report has been presented based on my observation and experience gathered from the company. The organization has many divisions and departments. As I have completed my internship in the market strategy and planning under market operation department I will be discussing more on Robi customer satisfaction scenario in terms of today's market.

This report is about a survey analysis of customer satisfaction of telecom service provider comparing mainly with Robi. A research has been conducted to draw a conclusion on the satisfactory level of the customers who use telecom services. The result that is found is quite considerable. However, Robi Axiata Limited should work a lot to convince and sustain their existing customers as well as to gain more new customers through satisfying them. The result of the research is described in details in this report in the later chapters.

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CHAPTER ONE: OVERVIEW OF THE ORGANIZATION



The Organization:

Introduction

The world is becoming closer day by day with the power of technology, internet and telecommunication. The strength of telecommunication industry has removed this distance from each other all over the world. Bangladesh is also blessed by this potency and Robi Axiata Limited is one of the major telecommunication organizations facilitating the consent. Robi is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. Robi draws from the international expertise of Axiata and NTT DoCoMo Inc. Services support 2G and 3.5G voice, CAMEL Phase II & III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology. The company has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs. Robi is the third largest mobile phone operator in Bangladesh with more than 20 million subscribers as of August 2012. It is the first operator in the country to introduce GPRS. Robi uses GSM 900/1800 MHz standard and operates on allocated 12.8 MHz frequency spectrum. 'Robi' means Sun in Bengali.

Shareholdings

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad (91.59%) and NTT DOCOMO INC. (8.41%).

Axiata Group Berhad



Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian grown holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 120 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange (Bursa Malaysia).





NTT DOCOMO INC



NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life.

History

In earlier times the company was known as Telekom Malaysia International (Bangladesh) which entered into our country in 1997 merging A.K Khan Group of Chittagong with the brand name AKTEL. Later on in 28 March, 2010 it transformed its brand name from AKTEL to Robi Axiata Limited. Reason behind changing brand name was to approach more closely to the people of our country. Not only the brand name was changed but also the strategy of business, operational activities as well as scope of providing higher quality service to customers was modified by Robi and as a result, now they are almost in close proximity to their destination. Setting up of new Robi Sheba points; remodeling and relocation of some old ones; offering numerous packages and services to benefit customers etc. have not only stimulated their growth but also helped in strengthening customer confidence greatly. Besides, introduction of e-remittance, e-traffic and other internet related services have also added value to their operations.

Product/service Offering

Robi, the most dynamic and rapidly growing telecommunications operator in Bangladesh is developing its services to meet customers' needs in voice, high speed internet services and tailor-made telecommunications solutions. Robi offers an array of different packages. In addition to offering the fundamental pre-paid and post-paid mobile services, it offers a wide range of value-added products and services such as, SMS, GPRS, EDGE, International Roaming SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking which give subscriber to control which call he or she receive or not, 3.G services and Bengali SMS. Robi has got the widest International Roaming coverage among all the operators in Bangladesh.





Customer care centers

Robi has 21 Customer Care Centers and 430 Robi Care Points in 64 districts all over the country. Robi has over 25,000 retail selling points along with 100,000-voucher sales point all over Bangladesh.

Prepaid:

Robi Prepaid has everything to offer; a single package that delivers simplicity and flexibility at the same time. Robi Prepaid is continuously adding new features and plans to provide absolute freedom to the customers. For the first time in Bangladesh, mobile subscribers in Bangladesh can change their packages, call rates and benefits simply by recharging a specific recharge amount through Robi. For example:

- Recharge **Tk 26** to choose your desired package - **Tarunno 26**
- Recharge **Tk 27** to choose your desired package - **Anonna 27**
- Recharge **Tk 31** to choose your desired package - **Muhurto 31**
- Recharge **Tk 32** to choose your desired package - **Hoot Hut Chomok 32**

Robi has the single prepaid package with the best rates in the market. Moreover, there are different tariff plans in one package to meet different types of needs of customers. There are instant, easy & multiple migration facility from one tariff plan to another. A customer can have maximum of 22 FnF. The names of the prepaid packages are:

- Joy Utshab Super Pack
- Damal Samal 22
- Tarunno 26
- Muhurto 31
- Hoot Hut Chomok 32
- Goti 36
- Nobanno 37
- Shasroyee 38
- Shorol 39

There's also a voice bundle offer named "Rater Golpo Bundle". There is full BTCL connectivity with FREE BTCL incoming. There is extended and simplified refill validity for ease and freedom. Moreover, there is nationwide EasyLoad facility and high-speed internet connectivity. All available Value Added Services (e.g. SM S, MMS, GoonGoon, ringtone, wallpaper, games, animation downloads) are available in the service. Customers can recharge their Robi Prepaid by using scratch cards and Easy Load facilities.

Postpaid:

Robi also offers post-paid service; along with the various packages. The packages are:

- New Connections (Udoy postpaid)



- Postpaid Pack 1
- Postpaid Pack 2

Robi Push Mail is a secure, reliable and feature rich email solution at price customers can afford. Now, customers can work as if at their desktop from anywhere. Customers can know their bill information through Web Bill, E-Bill, SMS, USSD and Customer Care Center. Customers can pay their bills by following:

- Scratch Card Auto Debit Easy load Bank
- Customer Care Center

Robi also gives “Aging Based Discount” to the customer which is a token gesture to the postpaid customers who have been with Robi through “thick and thin”. All postpaid consumer class customers can enjoy upto 5% discount on their monthly bill. Robi & Eastern Bank Limited (EBL) jointly brings Co-Branded VISA Credit Card for our valued Uday Postpaid customers to create synergy amongst subscribers, EBL and Robi. This initiative comes as part of the Strategic Partnership with country’s leading financial institution Eastern Bank limited (EBL). It will be the 1st of its kind in Bangladesh Telecom Industry.

Priority Service Program

Robi Priority Service is a special offer for selected subscribers, who get priority service at WICs. Both Prepaid and Postpaid customers of consumer segment whose average usage in the last 3 months is Tk 500 or more (inclusive of VAT) and whose age on network is 90 days or more are eligible for Robi Priority Service.

Business Solutions

Robi Corporate is founded on a robust network employing cutting-edge technology providing the ultimate solutions in terms of voice clarity; a continuously expanding nationwide network coverage; abundant international roaming global partners; popular value added services (VAS); quality easy-access corporate customer care; competitive and tailored tariff plans and specific billing. The Corporate Strong-arm of Robi is committed to keep the business ahead of the rest. The solutions are:

- Business VAS
- Data Based Solutions



International Roaming

Robi International Roaming Services allows Robi Subscribers to make and receive calls while traveling to other countries; provided that Robi has to have Roaming agreements with the respective operators in foreign countries. Roaming services are for:

- Hajj Roaming
- Axiata Roam
- Visitors to Bangladesh
- Prepaid Roaming Outside BD
- GPRS Roaming and Coverage
- Essential Information
- Maritime and Air Roaming

There are also some other rewards for the customers of Robi who can enjoy fantastic discounts with Robi partner outlets across the country.

Vision and Mission

Vision

Vision of Axiata: “Axiata’s vision is to be a regional champion by 2015 by piecing together the best throughout the region in connectivity, technology and people, uniting them towards a single goal: ‘Advancing Asia’.”

Robi’s aim of Business: “Robi aims to provide the best quality service experience in terms of coverage and connectivity to its customers all over Bangladesh. Together with its unique ability to develop local insights, Robi creates distinct services with local flavor to remain close to the hearts of its customers.” Their vision is to be the leader in the telecommunication industry of Bangladesh.

Mission

To achieve the vision Robi’s mission is to cover the whole country with their network system establishing customer-based product portfolio and also providing best services for them.

Purpose

The purpose statement is their ambition for future, to set a common direction for new brand, a framework for all their strategic planning. “Empowering you”. Robi describe it like this- “We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services.”

Principle

To stick to those purposes Robi has agreed a set of principles. They are:

Uncompromising Integrity-

- We will be legally, ethically, and morally correct.
- Our conduct will be fair and honest.



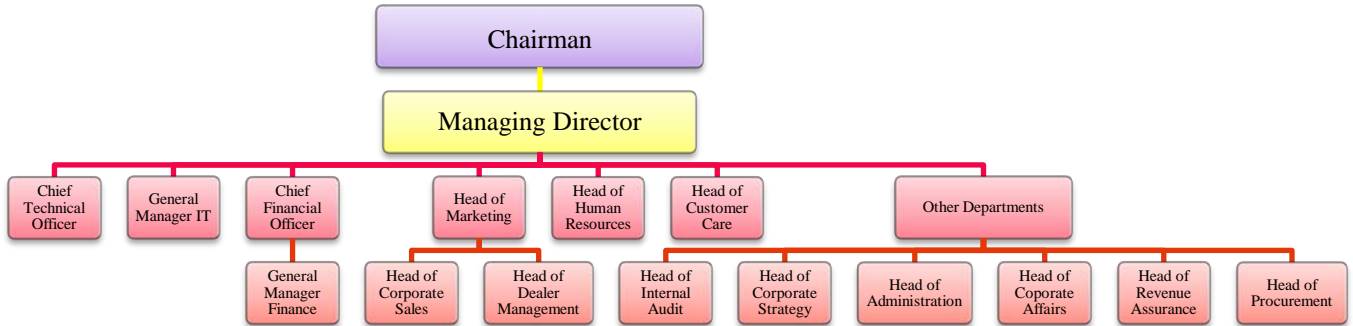
- We will listen, seek understanding and encourage open dialogue.
 - We will be passionate in pursuing our beliefs
 - We will treat others with dignity, valuing and benefiting from diversity.
 - We will be accountable for our actions and behaviors on fellow employees, customers, shareholders, and the communities in which we operate.
 - We will be courageous in sharing our work and bold to learn and improve from our mistakes.
 - We will adhere to our Code of Conduct, protect and uphold it.
- Customer at the Center-
- We will be customer centric delivering their needs in terms of value, quality and satisfaction.
 - Our customer focus will be unrelenting in creating positive experience, at every point of interface, sale and post-sale.
 - Simplicity will be the key for the customer to learn about us, buy from us, and get support from us whenever, wherever.
 - We will strive for continuous innovative solutions in every sphere of our work.
 - We will engagement with the customers to know their demands and design our actions to care for them better than our competitors can.
 - We will not be distracted from creating and providing value for our customers.

I Can, I will-

- Ensure our efforts produce desired results.
- Seize opportunities at the right time and execute them on time.
- Go beyond our scope, strive for and achieve excellence.
- Do what it takes to ensure delivery of results not waiting for delegation.
- Go that extra mile, setting ambitious goals to ensure our efforts bring success.
- Have the courage to say and do what it takes in order to ensure success.



Robi Operational Network Organogram and Divisions:



Organization structure of ROBI

ROBI places a high value on human resource development and the contributions made by its employees. They preserve to maintain a productive and harmonious working environment in the whole organization. ROBI always continues with its efforts to improve the efficiency of its employees and align them to the right positions with well-defined responsibilities.

Because of the rapid expansions of its networks and enormous growth of its subscriber base, the company has increased its workforce. ROBI has successfully hired some key senior managers who were recruited on the basis of their professional expertise and experience. In order to cope up with the dynamic nature of the company's business, initiatives are always taken to restructure and recognize the company's existing setup. It always evolves standardized management systems and procedures across functional divisions, focusing in particular, on the effective integration and assimilation of all the organizational units.

Divisions or Departments

RobiAxiata Limited consists of 9 big divisions each containing several departments according to the division and organizational need. The organization is headed by a Chief Executive Officer/ Managing Director. Each division is headed by CXOs and each department is headed by either an EVP or VP but sometimes EVP holds responsibilities of more than one department. General Managers are there to coordinate between departmental heads and employees. Managers are



given specific tasks, programs, plans or analysis to be done. Specialists and Officers are entry level positions who perform different types of job given by managers or general managers. Here is a brief of all the divisions:

Market Operation

Market operation division is responsible for acquiring monthly targeted sales given by top management. The division works to develop brand and market communication, sales of corporate and business products, maintenance of contact centre as well as participate in building up pricing strategy of new products.

Finance

Finance is the heart of any business functions because they are responsible for budgeting. Finance division of RobiAxiata Limited is accountable for financing into different proposals, business partnering, as well as new product development. Finance controls financial accounting, creating salary sheets for employees, maintaining compliances and so on. Corporate Finance, Financial Accounting and Management Reporting, Financial Compliance, Insurance and Process, Supply Chain Management, Revenue Assurance and Fraud Management, Planning, Business Partnering, Media Buying, Transformation Office and Company Secretary are the departments of Finance division.

Corporate Strategy

Main task of corporate strategy division is to analyze monthly growth, revenue, KPIs as well as develop new business proposals for Robi. The division is responsible to plan for organizational growth.

Corporate Regulatory Affairs and Legal

This division is known as CRL which is in charge of all the CSR activities approval, analysis of event management and sponsorship, maintaining relations with media, handling legal issues by govt. and so on. Two of the most renowned faces are incorporating the division.

Human Resources

Human resource or HR mainly works for recruiting new employees, providing training for existing employees; circulate salary to employees account, employee motivation, as well as organizational development. HR also takes the responsibility of maintaining good relations among all the employees.

Technology

It is the division which provides IT support to all the divisions and departments of Robi. Main tasks of this division is maintenance of regional IT operation along with establishing BTS, central network monitoring, technology compliance, supporting employees by providing necessary hardware and software, support contact centre etc. Controlling Robi website as well as intra-division and departmental websites is also an important task of technology.

Administration

Administration division works to control the business facility layout, safety and maintenance, controlling overall employee management, security staffs and personnel management etc.





Besides, maintaining alternative sites for emergency evacuation is also a part of administrative job.

Enterprise Program Management

Enterprise program management (EPMO) works closely with the CXOs in developing or participating different management programs. Along with the Corporate Strategy division, EPMO defines business objectives, goals, policies for business and contribute for dissimilar projects to take place.

Internal Audit

Internal audit division of Robi works to ensure worth of operations, reliability of financial reporting, determining and investigating fraudulent activities, safeguarding assets in accordance with the law and regulations.

Marketing strategies

Robi always wants to achieve the desired sales growth and customer base by the encouraging the subscriber with attractive offers and excellent services.

Product Positioning

Initially the target for Robi was to reach the top, but other mobile operators are also targeting to the grass root level and thus increasing their customer base. Axiata Bangladesh Limited wants to be the leader with good quality and designing products for all classes of people.

Marketing Mix

Product

- Continuous improvement of quality
- Repositioning of products to different target markets
- Always branding Robi with all packages with a GSM service

Price

- Necessary changes in tariff structure, and changes in terms and conditions.
- Penetration pricing in the face of competition.
- Skimming policy possible.

Promotion

- Brochures with necessary info.
- Press ads.
- TVC's.
- Billboards.

Place/Distribution

- Make effective use of distribution.
- Make product service delivery system more effective and less time consuming.
- Wider distribution network to make service more accessible.



People:

Consumers make judgments and deliver perceptions of the service based on the employees they interact with. Staff should have the appropriate interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for. Robi continues to investing in human capital and empowerment of employees and has continuously trained and developed its employees for enhancing their competencies and leadership qualities. As a result Robi recognized as number one employee brand in the country.

Process:

Refers to the systems used to assist the organization in delivering the service. Service delivery process of Robi is very fast. A consumer can get a connection easily by simply providing necessary information, price and voter ID card to any other retailer to get service instantly. Pre-paid connections activated instantly, but post-paid connections requires 24 hour for activation. Even subscribers get very fast customer service through hotline number.

Physical Evidences:

Physical Evidence is the element of the service mix which allows the consumer again to make judgments on the organization. Decoration of Robi Sheba Point, company website, the logo, and packaging of connections, business cards and gift items are maintained top quality so consumer always makes positive judgments about Robi.



7P's of Robi at a Glance:

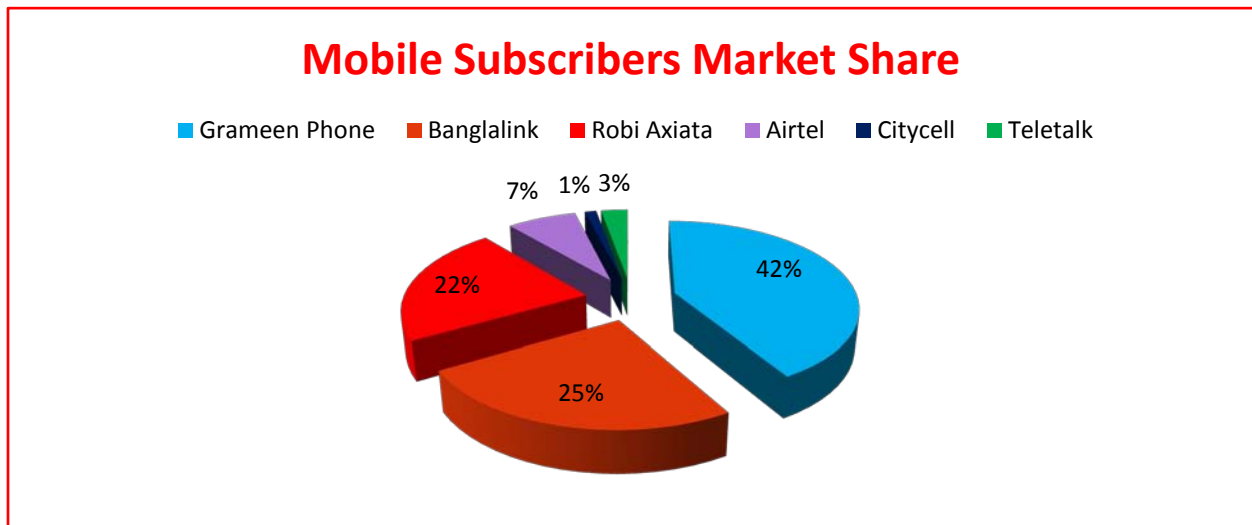
<h3>Product</h3>	<ul style="list-style-type: none"> •Continuous improvement of quality •Repositioning of products to different target markets •Always branding Robi with all packages with a GSM service
<h3>Price</h3>	<ul style="list-style-type: none"> •Necessary changes in tariff structure, and changes in terms and conditions. •Penetration pricing in the face of competition. •Skimming policy possible.
<h3>Promotion</h3>	<ul style="list-style-type: none"> •Press ads. •TVC's. •Billboards.
<h3>Place/Distribution</h3>	<ul style="list-style-type: none"> •Make effective use of distribution. •Make product service delivery system more effective and less time consuming. •Wider distribution network to make service more accessible.
<h3>People</h3>	<ul style="list-style-type: none"> •Staff should have the appropriate interpersonal skills, attitude, and service knowledge •human capital and empowerment of employees •trained and developed its employees for enhancing their competencies
<h3>Process</h3>	<ul style="list-style-type: none"> •consumer can get a connection easily by simply providing necessary information, price and voter ID card to any other retailer •Pre-paid connections activated instantly, but post-paid connections requires 24 ho
<h3>Physical Evidence</h3>	<ul style="list-style-type: none"> •Decoration of Robi Sheba Point, company website, the logo, and packaging of connections, business cards and gift items are maintained top quality so consumer always makes positive judgments about Robi.



Market Share Analysis

According to BTRC (Bangladesh Telecommunication Regulatory Commission), the total number of Mobile Phone subscribers has reached **115.982** million at the end of February 2014.

Operators	Subscribers (in million)
Grameen Phone Ltd. (GP)	48.213
Banglalink Digital Communications Limited	29.051
RobiAxiata Limited (Robi)	25.745
Airtel Bangladesh Limited (Airtel)	8.362
Pacific Bangladesh Telecom Limited (Citycell)	1.398
Teletalk Bangladesh Ltd. (Teletalk)	3.212
Total	115.982



According to the previous figure Grameen phone is holding the highest amount of market share followed by Banglalink and Robi. Other three mobile operators are controlling 10 percent of the total market share. So it is providing a clear indication that competitions are going in between Grameenphone, Banglalink and Robi. Other telecom operators are clearly far behind and they have to make a huge progress if they want to be in the competition.



SWOT Analysis of ROBI

Strengths:

- Quality of management
- Quality of billing system
- Quality of customer care system
- Strong dealer network
- Effective human resources
- Market research unit
- Loyal customer base
- Good number of media partner

Weaknesses:

- Lack of brand appeal
- Poorer coverage than other telecom service provider

Opportunities:

- New technology
- Good support from parent company
- Large number of people yet to be reached
- Public sector unable to meet demand
- Product with very long life cycle

Threats:

- Existing competitors
- Political instability
- Non co-operative telecommunication advancement



CHAPTER TWO: JOB RESPONSIBILITIES



Prologue

Getting a chance into a multinational organization as an intern is very influential in my eyes as it has diversified ways of work as well as tremendous scope of working. As an intern at Robi Axiata Limited, here is my opportunity to enlighten my responsibilities and works that I went throughout the period of my internship.

I got the privilege to work with Robi at its Market Operation division for a period of 3 months. Though I was working as an intern, I noticed that every desk is assigned a specific job and particular people are given responsibility to carry out that job. In cooperating with all the persons I worked with, I came to learn a lot of things which can help me not only in professional life but also in my personal life. It is very important to work with a team in these multinationals because here every task is divided into parts and each person of a team is given specific segment to complete and after the given period, all the members sit together and join each task to make a complete project. I worked at my department with my team and no doubt to say they were very supportive and helpful. I came to know about what punctuality is and how it is maintained. Moreover, I was able to learn how works are distributed among different designated personnel, how reports are prepared and analyzed, reviewed and checked, how efficiently people interact with their associates, and how they prepare themselves to complete their tasks within the given instant.

Nature of the Job

Primarily I have worked for Market Strategy & Planning (MSP) department under Market Operation Division where I along with my supervisor monitored different research works based on Robi Axiata limited. As I have mentioned earlier that every department is divided into different team, I was working under Research & Insights team. The main purpose of this team is to monitor the overall research tasks.

Besides, I was given other responsibilities time to time. I prepared the data of regional and corporate contact personnel, listed them in a table, and synchronized with the framework.

Other than these, I was also given some specific responsibilities which I had to submit time to time to my supervisor.



Specific Responsibilities of the Job

I was given some daily tasks which I had to do every day. Besides, I had to mentor agents in their assigned job responsibilities when required and had to prepare complete documentations for all experimental procedures. Sometimes, I had to present research findings to management in an understandable manner.

I also had to evaluate existing research works and recommend improvements as well as support senior research team in special research projects. Analyzing results and forming conclusions, collecting and compiling research related data, ensuring the accuracy of the information before sending them to other departments were some of the other tasks that I had to do. Details of my specific responsibilities are given below:

Preparing weekly reports from the information

Preparing report from the information was my other duty. After getting all the information needed for weekly report I prepared reports on the basis of that information. After preparing reports I had to submit those to my team member for further progress.

Monitoring Research reports

One of my important tasks was to monitor the monthly and quarterly reports of different research works. Mainly Robi hires different agencies to do their research works on different requirements. Our team was mainly responsible for monitoring those research reports from different agencies and finding out learning and insights from those reports. I mainly observed different monthly reports received from different research agencies.

Analyzing research reports

Initially my job was to analyze different research reports to find out the learning. I reviewed that the reports were as per requirements. I also found out the errors or faults in the reports. If there were any faults I called up the agency to make those corrections and also mailed them with the list of errors to make relative adjustment.

Calling Area Manager for updated information

My job was to call up the area manager for weekly updated information. Robi has divided their market into 12 regions. My duty was to select 6 different markets and to call at least 2 Area Manager from each market in a week. I asked them about the updated news of customer & retailer offers of Robi as well as other operators. In a week I had to call at least 12 area managers to get the required information.



Other Aspects of the Job Performance

My other job responsibilities are described in brief below:

Preparing reports on findings

After reviewing the overall report my job was to prepare a report on the key findings or learning from the research reports. Then I had to submit that report to my supervisor for further proceeds. This reports helped my team to have a summary or overview of the overall research report.

Attending meetings with the agencies

It was not my regular duty but I had to do it very often. With my supervisor I had to attend different meetings to help him out. I took out different learning from those meetings and later showed them to my supervisor for different purpose.

Field visit

As our team was related with research work, we had to visit different agencies for observing their research progress. I had to visit field works 2 times in my internship period. First time I visited a CATI centre to visit a telephone interview session. My duty was to monitor whether our agency performed their duties properly or not & to observe the telephone interview as per requirements. Then I also paid a visit to another research agency to monitor their work progress and also attended a meeting with them to understand and review a report.

Data Collect

As testing is conducted, it is often the duty of a research specialist to collect the results and other related data and then to compile this information into reports for presentation to the project manager.

Ad Hoc Responsibilities

As this is a junior position, a research specialist may be required to perform ad hoc tasks as directed by the project manager and/or other senior members of the research team.



Critical Observations and Recommendations

Observations

During the work period in Robi I had a few observations which of them had both the positive and negative aspects. Details are stated below:

Positive Observations

Friendly environment

Robi,s working environment is very friendly. They understand that happy employees tend to be productive ones, more flexible, handle work stress more effectively, bounce back from failures and relate better to co-workers. So, in all divisions and department the whole team works with great fun and passion. We used to sit together in one table even if with the boss of the team which encouraged us a lot with a feeling that we are all even. That is why we had open lines of communication and not to forget, fun. Our leaders played a crucial role in determining friendly environment.

Great team

Work effectively together usually develop good interpersonal relationships. While working at Robi I have experienced a great team with co-operation and respect that felt I was a part of that company. In the team we used to have a very good culture, emphasizing fun, idea generation and executive accessibility. My team had a clearly defined role for each member and each member used to accept the defined role and responsibilities of each other member. My team members willingly supported me and other team members to ensure overall effectiveness. In addition, each member used to accepts that their contribution will be a major factor in measuring their personal performance. They were the masters of perfection which is one of their main principles.

No formal dress up

Robi never restricted with any sort of formal dress up. This was one thing I liked the most. I used to observe that this helped all the employees to have a very friendly work place with full of joy. This would also help to remove the boredom of traditional office etiquettes.

Flexible timing

There was no legitimate timing for office. The rule was one had to stay at least 8.5 hours from the time he/she enters to the office. This made all the employees cope up easily with the workplace. Because traffic is nowadays has become a great issue to reach a place on time.



Low work pressure

There was very low work pressure so that one does not get bored or stressed out easily and lose interest from work. Employees could take break to cut out their boredom anytime they want.

Negative Observations

Lack of motivation

In workplace employees must feel valued and nurtured. However I sometimes felt a lacking of those things. Sometimes everyone used to get so busy that if I had a problem with any report there was no one to help me out.

Monotonous and repetitious tasks

I was given specific tasks that I used to complete on a daily basis. Sometimes it felt very monotonous with those repetitious works.

No fixed work time

No fixed timing had also some disadvantages like no one was there on an exact time. Everyone used to come to the office at the time they liked to. So, when it comes to an important task to complete, Robi should have that fixed time table of office time.

Recommendations

Getting first-time research assistants is only half of what can be done to have a quality research team. Retaining research assistants time to time is extremely important. This is especially essential when you are conducting complex research that requires significant amounts of training to implement. Robi must treat every research team with the utmost respect.

Soliciting feedback from the every member is important. They might not on the frontlines of the research, and might notice something the experts haven't. So, they should given the chance to explore more. Occasionally, they might have an idea that will greatly improve the research design. It is important to listen to these suggestions, because they bring a different and valuable perspective to the research project.

Being a part of a research team can be a rewarding experience for all involved. Interns get valuable experience in the research process, and this experience gave me an edge in preparing for graduation. Experts, as a researcher, get invaluable assistance in collecting data. Recruiting and taking the time to retain the research team will lead to great things for everyone.



Robi must make sure everyone knows what their role and responsibilities are within the team. They may also need to consider for instance, depending on how large the team will be. Giving post-docs this opportunity is great for their career development but it is important that they are given clear guidance on what the boss expects from them. Lastly, Robi should make sure that each person's contribution to the team is recognized and valued. A leader can put in place to make sure the whole team is kept up to date on each person's contribution to the bigger picture.



**CHAPTER THREE:
THE PROJECT-
“OVERALL CUSTOMER SATISFACTION OF
ROBI COMPARED TO OTHER OPERATORS
IN BANGLADESH”**



Objective of the report

General objective

This internship report is prepared primarily to fulfill the Bachelor of Business Administration (BBA) degree requirement under the Faculty of Business, BRAC University, Dhaka.

Broad Objective

The broad objective is to analyze overall customer satisfaction of Robi comparing with other operators in Bangladesh.

Scope

RobiAxiata Limited is a huge multinational telecommunication organization operating in Bangladesh. Located at Gulshan-1 with its corporate office, it has more than 10 regional offices in different locations of different districts. Robi consists of 9 (nine) big divisions each containing several departments according to the division and organizational need.

Market Operation (MO) division of RobiAxiata Limited is accountable for increasing marketing efficiency and to build a foundation for excellence by reinforcing marketing with processes, technology, metrics, and by best practices. Marketing operations enables to run the marketing function as a fully accountable business. Marketing operations in RobiAxiata is about performance, financial management, strategic planning, marketing resource, and skills assessment and management. Market research and insights is one of the departments of Market Operation. This department is responsible for conducting and analyzing all the market related research of RobiAxiata Limited in Bangladesh. As per the requirements, this report will focus only few parts of the RobiAxiata Limited. This will only contain research related information on the basis of the topic.

Methodology:

There is no best approach but the most effective approach for the resolution of a given problem depends on a large number of variables. The research design and methodology is a compromise between options that are determined by the availability of resources. The research design can either be qualitative or quantitative. To analysis the study “Overall Customer Satisfaction of Robi Compared to Other Operators in Bangladesh” a descriptive research will be conducted. Descriptive research is type of conclusive research that has its major objective the description of



something like usually market characteristics or functions. Descriptive research in the form of a survey will be undertaken to quantify the relative consumer preference and perception towards telecom service. Analyses expressed mostly in quantitative in this research; so the quantitative design will be most suitable.

Data Sources:

For completing this report in more organized way, I will collect information in two different ways. Both sources will be equally used to generate the report.

- I. Primary sources: Results from a survey based on a questionnaire about “Customer satisfaction in telecom service providers”.
- II. Secondary sources: As secondary sources different websites, organizational overview, management profile, information provided by the divisional and departmental chain of command, articles and data available online will be considered.
 - a) Questionnaire: A questionnaire is prepared on a set of 28 statements. Questionnaire includes 5 point linker scale, yes/no questions and multiple choices.
 - b) Survey: a survey will be conducted using the questionnaire among telecom service users residing in Dhaka city.

Limitations

The study was limited by a number of factors –

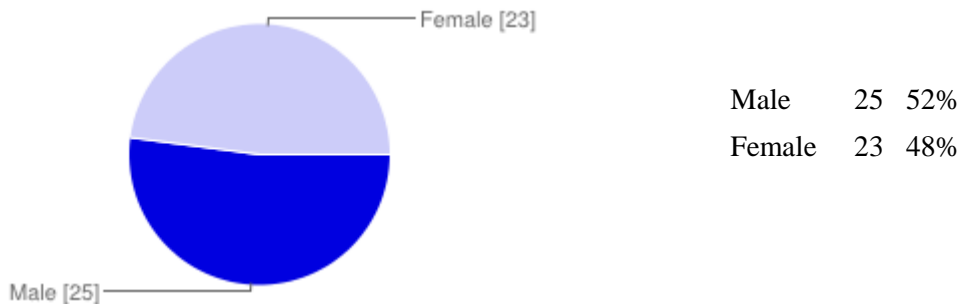
- The research is limited only in Dhaka city as coverage area.
- Sample size is very small (only 48) to present the proposed scenario.
- Every organization has its own policy of not revealing confidential information to someone outside the organization. So much information could not be collected from the department.



Survey Findings and Analysis

- **Gender:**

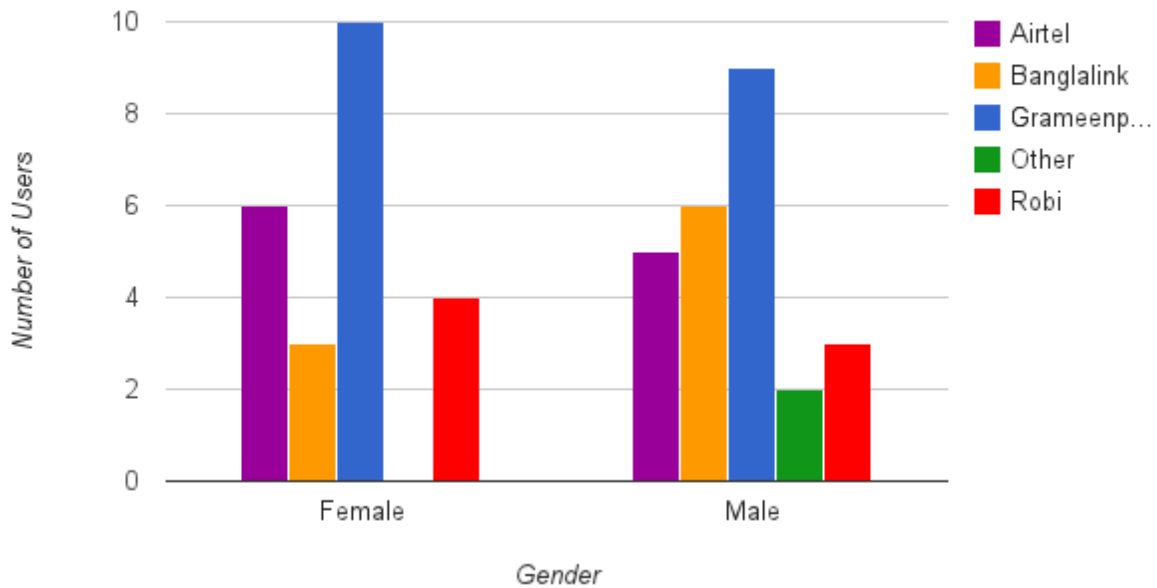
This question was asked to know the ratio of female and male that uses mobile connection as well as to identify which operator is highly used among them. This will help us to understand gender wise preference of the connection or the packages of the connection which is important for collecting in-depth and related information about the operator. This will help to improve and focus on the lacking of Robi.



From the pie chart we can see that among 48 respondents 25 are male which is 52% of the total respondents and 23 are female which is 48% of the total respondents. It means male and female almost equally uses mobile connection.



Gender wise Usage of Mobile Operator



Analysis

From the chart we come to know that among 25 male respondents 9 uses GP, 6 uses BL, 5 uses AT, 3 uses Robi and 2 uses other operator. Among 23 female respondents 10 uses GP, 6 uses AT, 4 uses Robi and 3 uses BL. Based on male users Robi is in the 4th position and based on female users Robi is in the 3rd position.

Recommendation

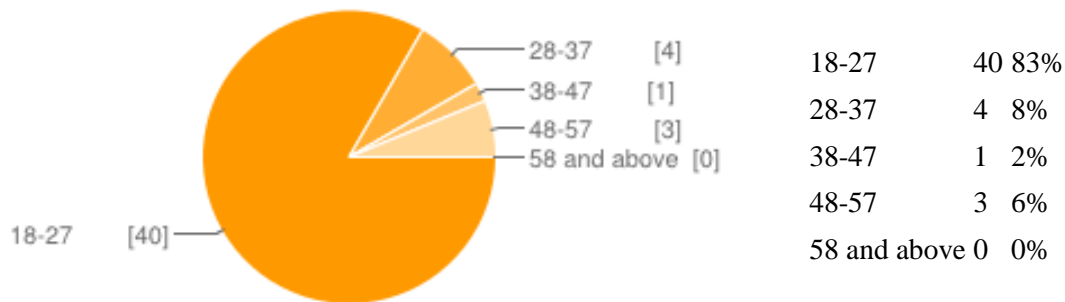
To Increase Robi users they can provide competitive offers individually for male and female to grab their attention and increase their sales. Besides, Robi can also look at their competitors' offers that are attracting the male and female customers and improve their existing offers likewise.

- **What is Your Age Group?**

Age group is included to identify which age group prefers which mobile operator. This would help to understand the interest of the consumers based on their age to the features of the connection and so on. From this question we will come to know the type of marketing approaches the operators using for different age groups as customers needs and wants change with age. It could be compared to other aspects of the survey and could be found several criteria

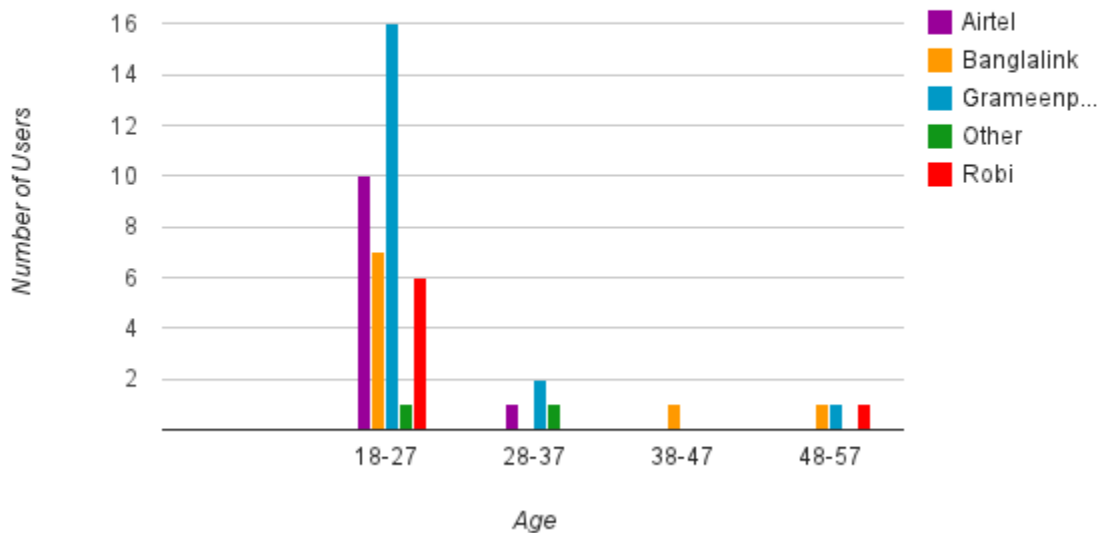


which could be compared to Robi to understand on what point they need to work more or focus more to improve their service quality.



Among 48 respondents 40 are in 18-27 age group which is 83%, 4 are in 28-37 age group which is 8%, 1 are in 38-47 age group which is 2% and 3 are in 48-57 age group which is 6%. So, from the pie chart we come to know that 18-27 age group is the highest users of mobile service provider. This group can be called as youths.

Comparison Between Age Group and Mobile Service Provider





Age Group	Operators									
	Airtel	%	Banglalink	%	Grameenphone	%	Other	%	Robi	%
18-27	10	21%	7	15%	16	33%	1	2%	6	13%
28-37	1	2%		0%	2	4%	1	2%		0%
38-47		0%	1	2%		0%		0%		0%
48-57		0%	1	2%	1	2%		0%	1	2%

Analysis

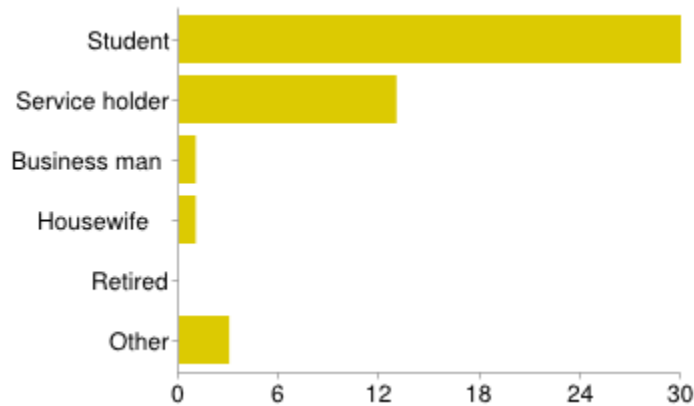
Among 48 respondents 10 uses AT, 7 uses BL, 16 uses GP, 6 uses Robi and 1 uses other operator who are in 18-27 age group; 1 uses AT, 2 uses GP and 1 uses other operator who are in 28-37 age group; 1 uses BL who is in 38-47 age group; 1 uses BL. 1 uses GP and 1 uses Robi who are in 48-57 age group. So, from the chart and table we come to know that GP has the highest youth users (18-27 age group) which is 33% and Robi is in the 4th position which is only 13%. We can refer it to as a lower position for Robi.

Recommendation

To improve Robi's position among the youths they must provide more attractive offers than other competitive operators. As this group falls in the least income level so Robi can have some packages that costs low but gives best service to grab more customers from that group. This group also is the highest mobile users. So to increase Robi sales they have to be more attentive towards this group so that they can buy Robi SIM at a lower price with highest value for money.

- **Occupation:**

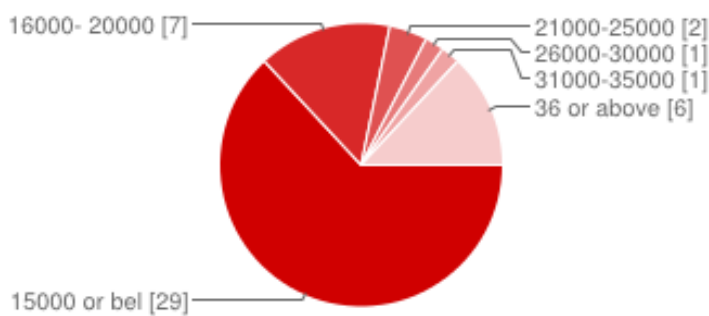
The question about occupation was asked for understanding the relation between the purchase intention and choice of connection based on customers' occupation. The result will help Robi to recognize the area where they must work or focus more for their growth in sales. This is because occupation largely affects on the type of product purchase.



Student	30	63%
Service holder	13	27%
Business man	1	2%
Housewife	1	2%
Retired	0	0%
Other	3	6%

- **Monthly income**

This is another question similar to occupation type which was asked to know about customers' spending power. It will help us to correlate with the expenditures in product categories or packages as well as how likely customers are willing to spend on their call, messages, mobile internet etc.



15000 or below	29	63%
16000- 20000	7	15%
21000-25000	2	4%
26000-30000	1	2%
31000-35000	1	2%
36 or above	6	13%



User Based on Occupation and Income

		Airtel		Banglalink		Grameenphone		Other		Robi	
			%		%		%		%		%
Service holder	16000- 20000	1	2%			4	8%			1	2%
	21000-25000					1	2%			1	2%
	31000-35000					1	2%				
	36 or above			2	4%	1	2%			1	2%
Architect	16000- 20000							1	2%		
Business man	36 or above					1	2%				
Housewife				1	2%						
Self Employed	15000 or below	1	2%								
Student		1	2%								
	15000 or below	7	15%	6	13%	10	21%	1	2%	4	8%
	26000-30000					1	2%				
	36 or above	1	2%								

Analysis for Occupation and Monthly Income

From the above charts and table we come to know that most students use AT. Students who have income 15000 or below uses GP the most (21%), AT is in the 2nd position (15%), BL is in the 3rd position (13%) and Robi is in the 4th position (8%). Service holders whose income is between 16000-20000 uses GP the most (8%), then AT and Robi are both in the second position with 2%. Again service holder whose income is 36000 or above use BL (4%) Business men mostly use GP. So, based on occupation and income level GP is the main competitor of Robi.

Recommendation

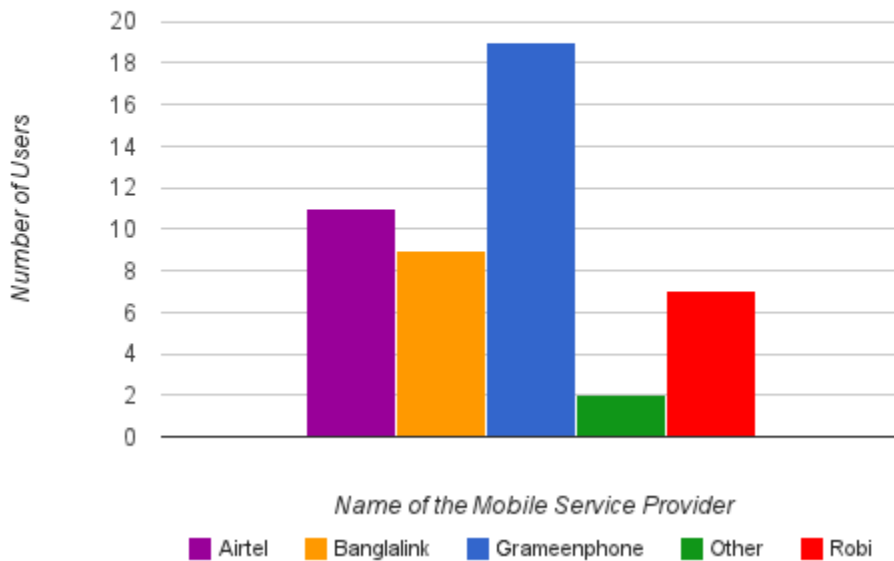
To compete with GP in terms of occupation and income level Robi must take necessary steps. Keeping in mind about the income level of the customers Robi should improvise their packages, offers and so on as price is main factor while income is the core issue. Customers' spending power should be kept in mind while imposing price to any package for Robi. In that issue they can analyze competitor's attractive price range that are creating attention to most of the customers'.

- Name of the operator that you use –

This is the most necessary question of this survey. The intention of knowing the name of the operator that customers use is to analyze all aspects about competitive operators available in Bangladesh elaborately and compare them with Robi to come to a decision.



Number of User



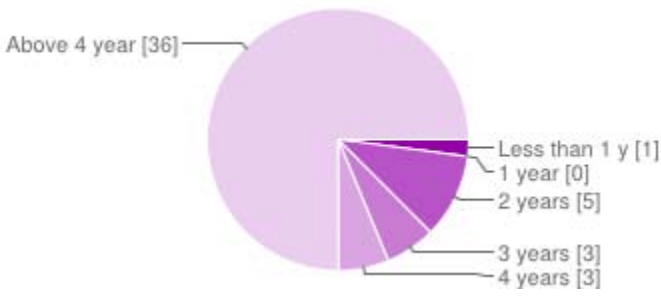
Operators Name	Number of Users	Percentage
Airtel	11	23%
Banglalink	9	19%
Grameenphone	19	39%
Other	2	4%
Robi	7	15%
Grand Total	48	100%

Analysis

Among 48 respondents GP is in the first position based on number of users which is 39%. Then AT is in the 2nd position with 23%, BL is in the 3rd position with 19% and Robi is in the 4th position with 15%.

- **Your mobile connection usage duration**

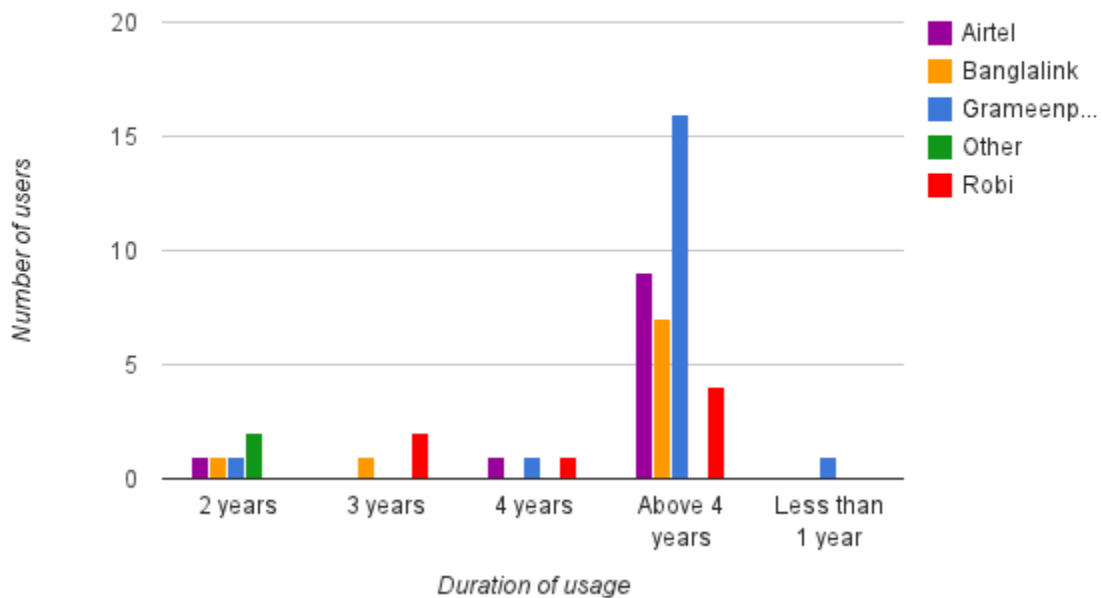
The question on connection duration will help to understand that for how long the consumers been with the particular operator they are using. From this we can easily assume their loyalty towards that mobile operator. This would be a very helpful aspect for Robi to know that which operator/s is their main competitor in terms of customer loyalty and take action accordingly.



Less than 1 year	1	2%
1 year	0	0%
2 years	5	10%
3 years	3	6%
4 years	3	6%
Above 4 years	36	75%

Among 48 respondents 75% of users are using the connection for above 4 years, 10% are using for 2 years, 6% are using for both 3 and 4 years. That means most of the users are loyal to their mobile service provider.

Loyalty of the Customers to the Operator Based on Usage Duration



	Airtel		Banglalink		Grameenphone		Other		Robi	
2 years	1	2%	1	2%	1	2%	2	4%		
3 years			1	2%					2	4%
4 years	1	2%			1	2%			1	2%
Above 4 years	9	19%	7	15%	16	33%			4	8%
Less than 1 year					1	2%				



Analysis

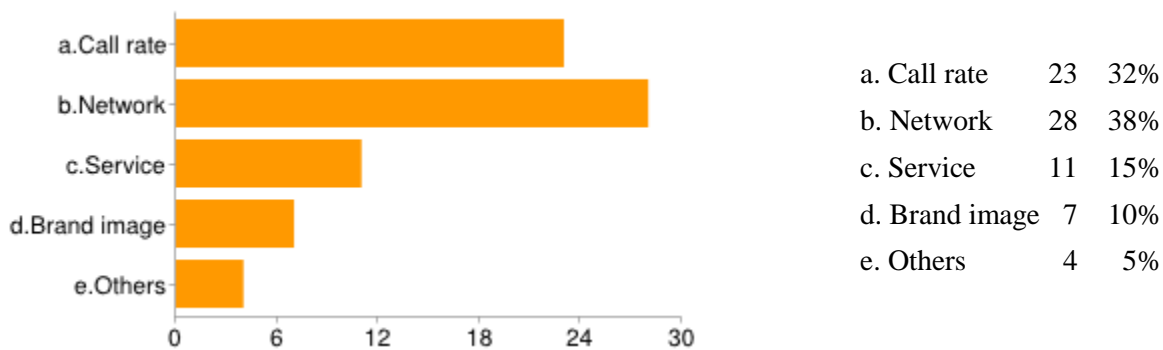
Among 11 AT users 2% are using for both 2 and 4 years and 19% are using for above 4 years. Among 9 BL users 2% are using for both 2 and 3 years and 15% are using for above 15 years. Among 19 GP users 2% are using for less than 1 year, 2 and 4 years and 33% are using for above 4 years. Among 7 Robi users 4% are using for 3 years, 2% are using for 4 years and 8% are using for above 4 years. From this chart and table we can see that GP has the highest user durability and Robi has the least.

Recommendation

Robi must work on to increase durability of the customers. For that they must provide continuous attractive offers, take innovative initiatives as well as stay focused to gain more permanence of the customer.

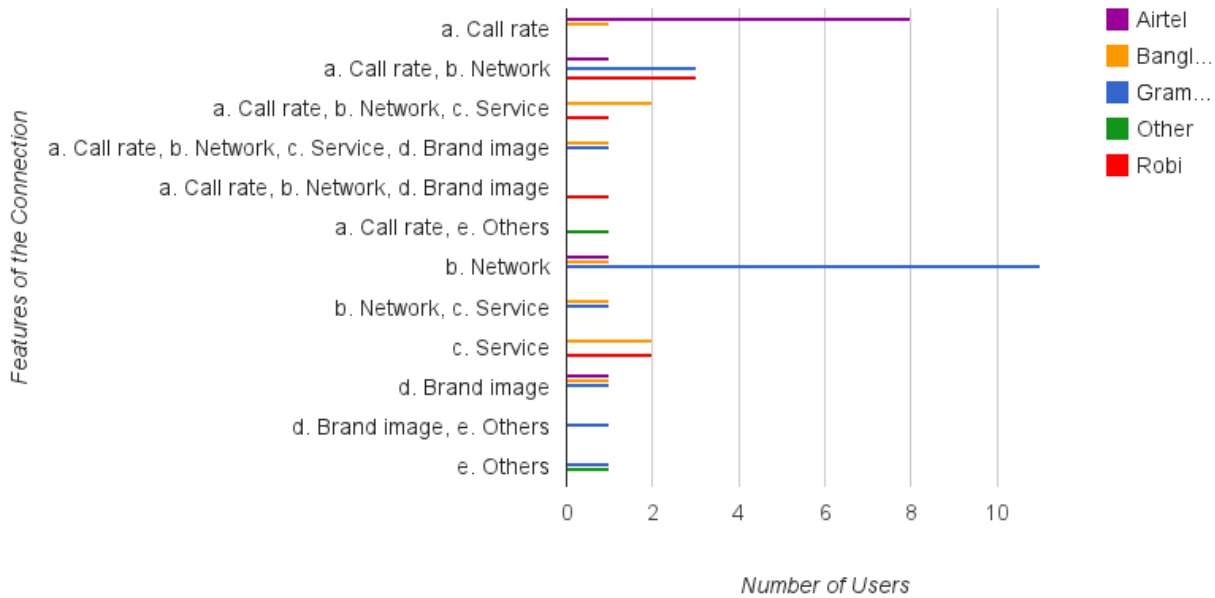
1. Which factor/s you have considered at the time of purchasing the connection?

This question was asked to know which factor/s affects the customers most while purchasing the connection. Another objective was to know the high demanding factor while having any connection. Because it will help Robi to improvise on those factors if they do not have that level of quality the customers want as well as to maintain the quality of those factors over the time.





Customer Purchase Intention Based on the Feature of the Mobile Service Provider



Analysis

From this chart we found out the factors affecting purchase decision. We can see that customers rated network, call rate and service as the most important factor while buying any connection. Especially GP users preferred network and AT users prefer call rate as the most important factor for buying the connection. From here we can see that Robi users preferred both the network and call rate while buying the connection which is a positive point for Robi.

Recommendation

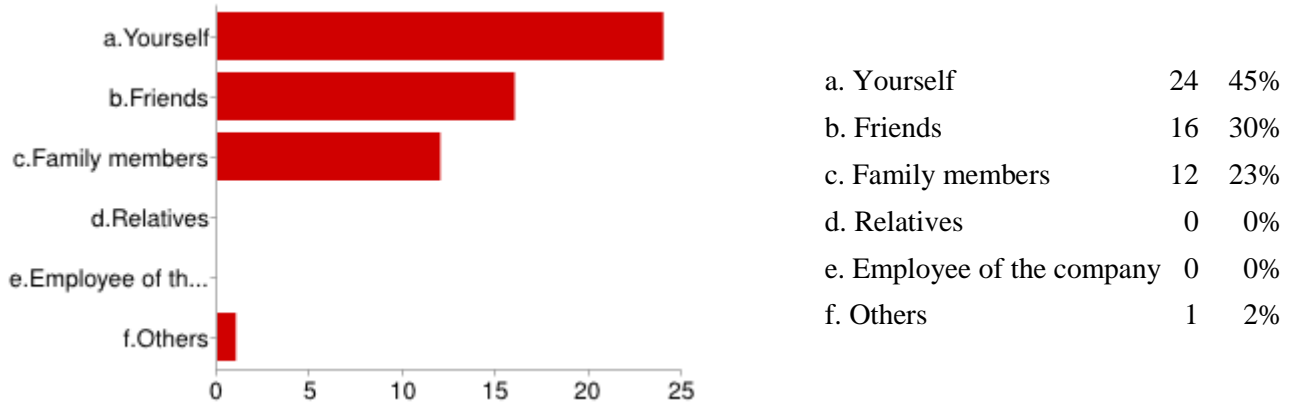
Around 12 customers took GP for network and AT for call rate. So, Robi must work more on proving preferable network as well as call rate to increase their sales. Robi should try to provide strong network all over Bangladesh and affordable all rate for customer satisfaction.

2. Who influenced you to use the connection?

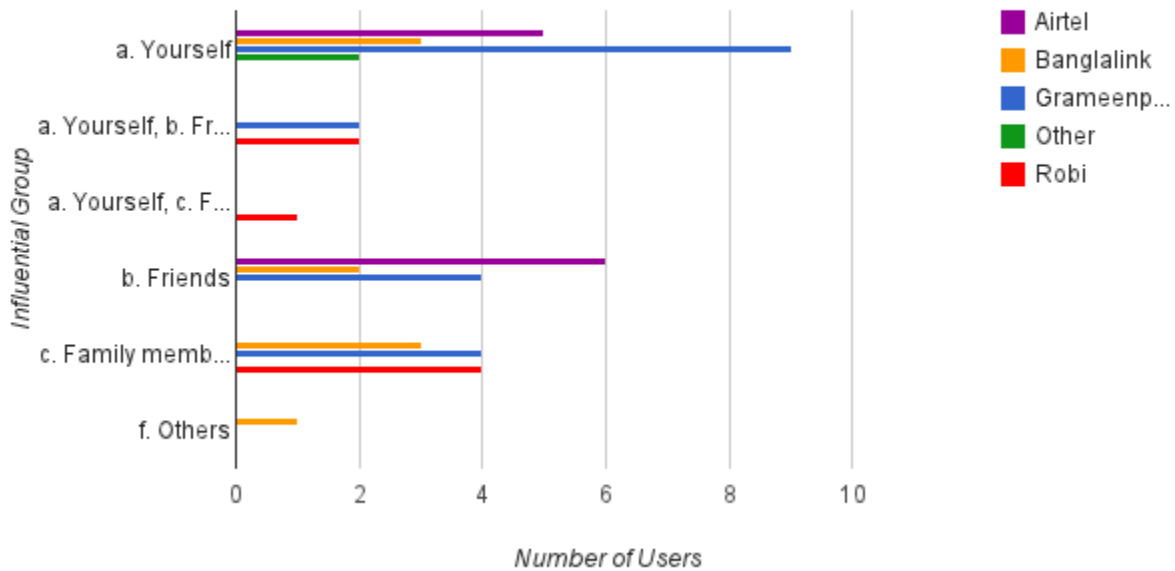
The question was included in the survey to inquire the influential group while buying a connection. These groups can highly affect the person's brand and package choice. We will



identify which type of group is the highest influential. This will help Robi to identify the reference groups who are persuading the most as well as to target those groups to create attention and gain more customers for Robi.



Influential Group for Purchasing the Connection





Analysis

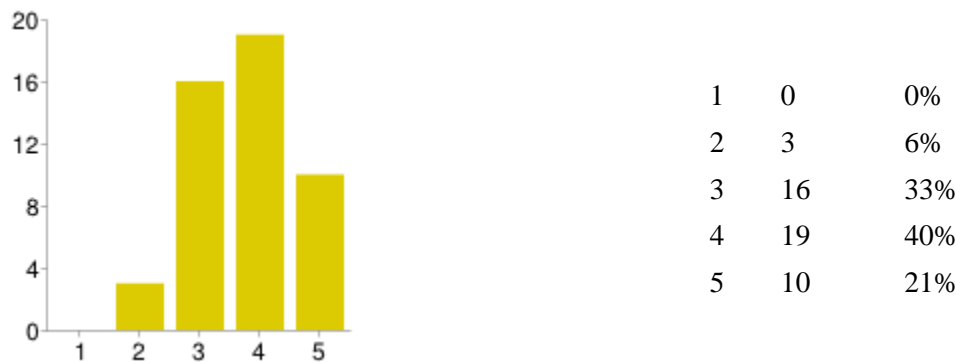
Most of the users of GP were self motivated to buy GP connection. In 2nd position we have AT whose users were also self motivated. However, Robi users didn't buy the connection only based on self motivation rather family members' influence or friends' influence motivated them to buy it. From here we can see that for having mobile service provider GP and AT users are the main reference group and main competitor for Robi.

Recommendation

Robi must create awareness among those reference groups that influence most for buying a connection. Moreover, Robi should take fruitful steps to gain attention of those reference groups of competitors'. Some innovative initiatives that would affect all kind of reference groups must be taken.

3. Network Coverage of my mobile operator is very wide

Robi considers the feature "Network" as number one for determining the satisfaction of the customers. So, this question was included to identify which operator has the highest network coverage. From this Robi will easily come to know their main competitors and work on that issue.



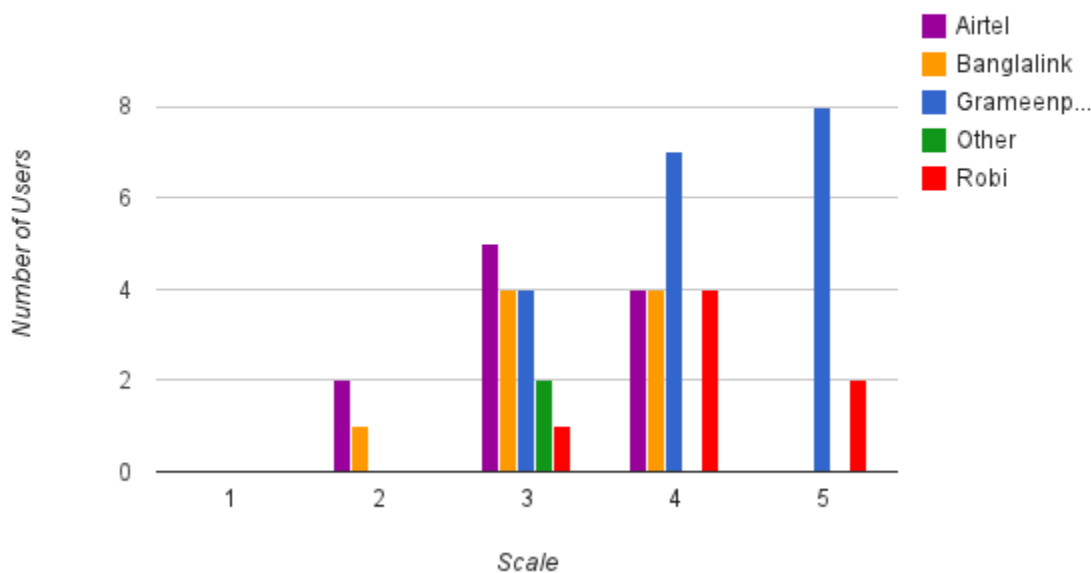
Among 48 respondents 40% thinks that their mobile operator has wide network coverage that means 40% are satisfied with their network coverage and 21% are very satisfied with their network coverage.



Note: Scaling Notations

- 1= Very Bad/very dissatisfied/very low/strongly disagree
- 2= Bad/dissatisfied/low/ disagree
- 3= Neutral
- 4= Good/satisfied/high/agree
- 5= Very Good/very much satisfied/very high/strongly agree

Network Coverage



	1	2	3	4	5
Airtel		2	5	4	
Banglalink		1	4	4	
Grameenphone			4	7	8
Other			2		
Robi			1	4	2

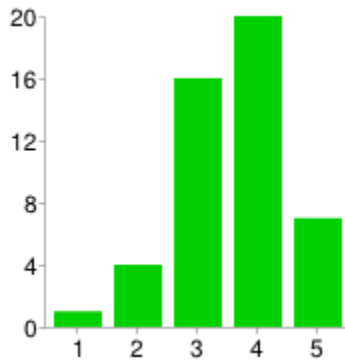


Analysis

Those who rated scale “5” for their connections’ network coverage are GP and Robi. Among them GP is in the 1st position. Other than almost all operators users are satisfied with their network coverage that means they rated “4” for that actor. On rate “4” Robi, BL and AT are in the 2nd position. However, there are a few users of Robi who are dissatisfied with their network coverage. But in the “neutral” scale Robi is in the last position which is a positive sign for Robi.

4. Network quality of my connection is good –

Quality of network matters the most if anyone wants to use a mobile operator. This was the reason to include the question about the quality of the network that the customers are using. From here Robi can identify its competitors as well as can know whether their network quality up to the mark or not and focus on that issue likewise.

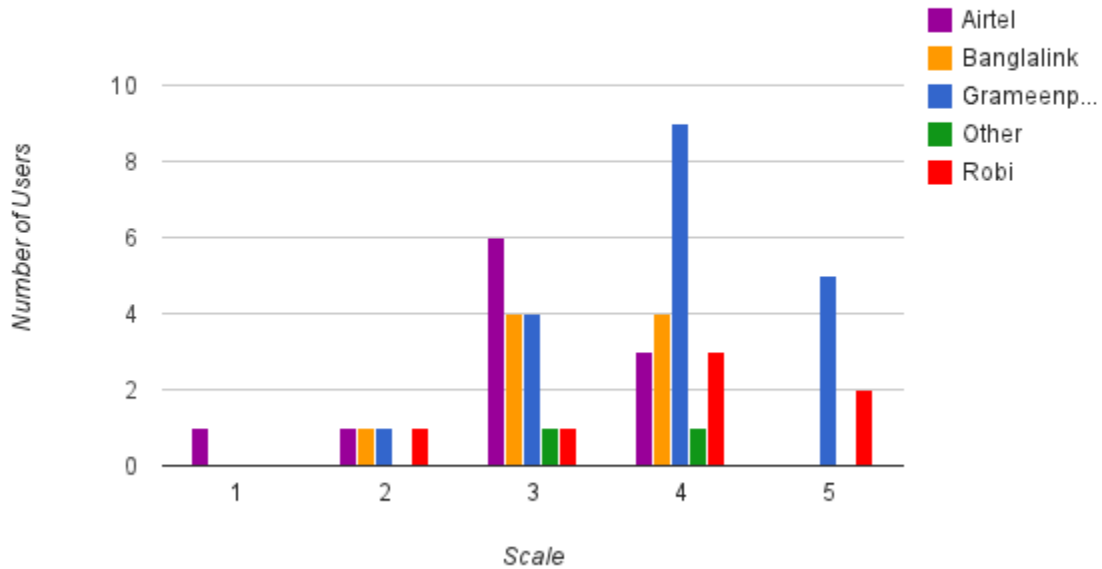


1	1	2%
2	4	8%
3	16	33%
4	20	42%
5	7	15%

Among 48 respondents 42% thinks that the quality of network is good that means 42% are satisfied with their network quality and 15% are very satisfied with their network quality.



Network Quality



	1	2	3	4	5
Airtel	1	2%	6	13%	3
Banglalink		1	2%	4	8%
Grameenphone		1	2%	4	8%
Other			1	2%	1
Robi		1	2%	1	2%
				3	6%
					2
					4%

Analysis

GP has the highest satisfactory level (19%) in terms of network quality and Robi is in the 3rd position (6%) in that. However, there are some customers who are highly satisfied with Robi network quality. From the chart and table we can see that GP and BL are the main competitors based on network quality.

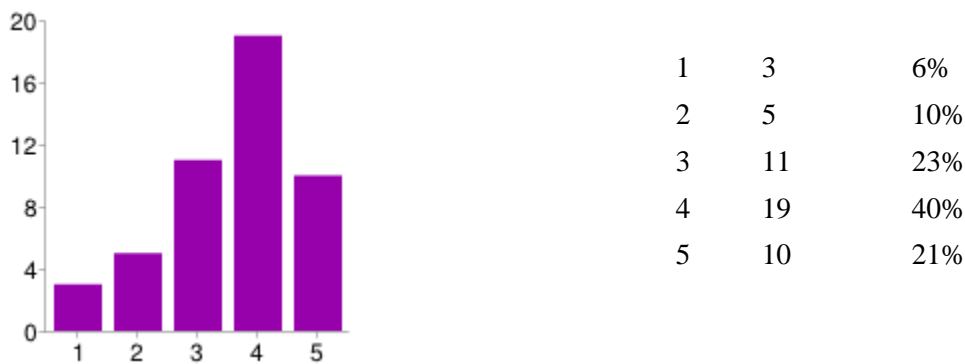
Recommendation

According to above information Robi's network quality is quite good and the customers are satisfied with it. But reach at the highest satisfactory level and to compete with the competitor Robi must improve their network quality a bit more.



5. Call Rate of the connection is standard –

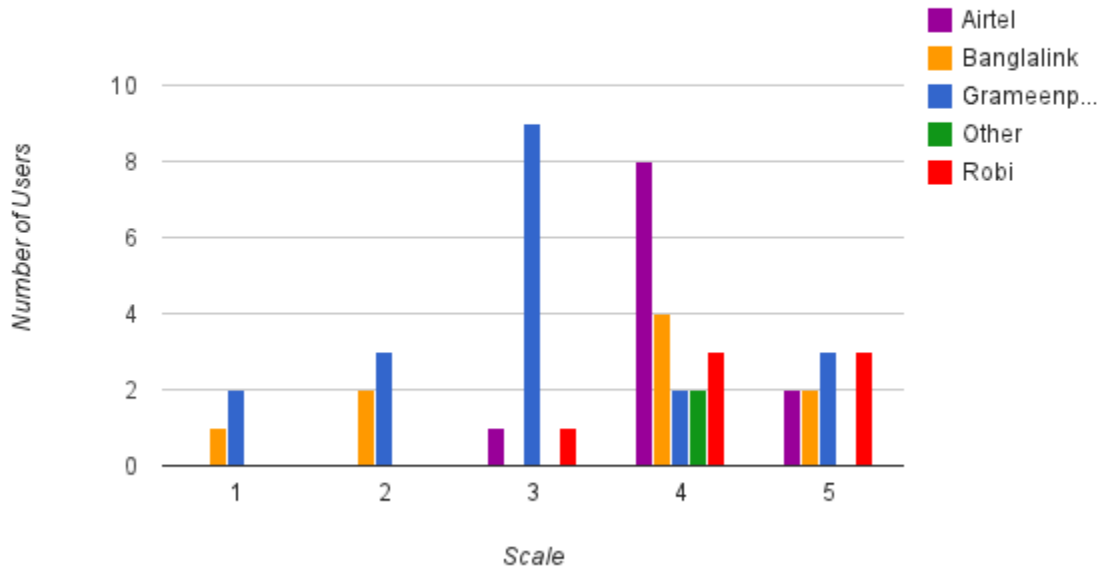
According to Robi “Call Rate” is the second most important feature for determining customer satisfaction. This question was included to identify which operator’s customers are most satisfied with their call rate. From this Robi will be helped to recognize their actual position in terms of call rate as well as their competitor on that factor.



Among 48 users 40% are satisfied and 21% are highly satisfied with the call rate of their mobile service provider.



Call Rate



	1	2	3	4	5
Airtel			1	8	2
Banglalink	1	2		4	2
Grameenphone	2	3	9	2	3
Other				2	
Robi			1	3	3

Analysis

From the chart and table we can see that 17% users are satisfied with the AT call rate. That means among 48 users 8 AT users are satisfied. For Robi it is a positive thing that every Robi users are either satisfied or highly satisfied with their connection. AT is the main competitor of Robi and BL, GP are in the nearer position to Robi in competition.

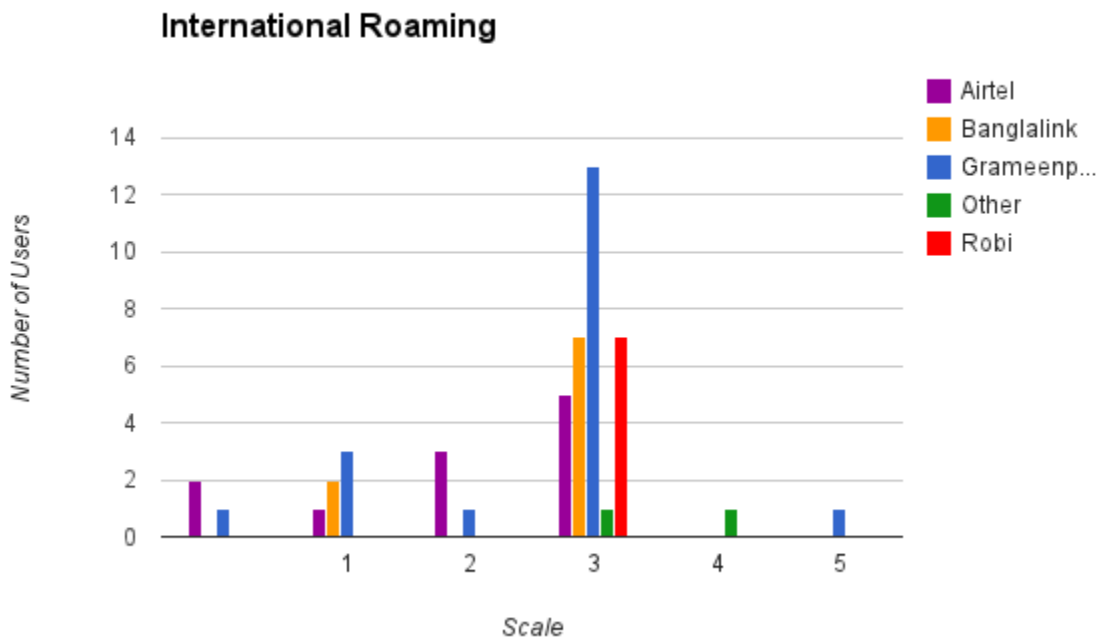
Recommendation

To establish long term satisfaction Robi must maintain the satisfactory level of the customers.



6. When I go abroad for either business or pleasure, I choose my mobile operator International Roaming service rather than other operators –

The question was included to know which operator's customer uses international roaming service the most and which operator's the least. This will also help Robi to identify its competitor in terms of the factor "International Roaming" and improve likewise.





Analysis

From the chart we can see that only GP users are highly satisfied with the International Roaming service. Robi users are not sure about this service.

Recommendation

Robi can gain more customers by assuring good International Roaming service in competition to GP. Robi must create awareness among the customers about the facilities and advantages of this service.

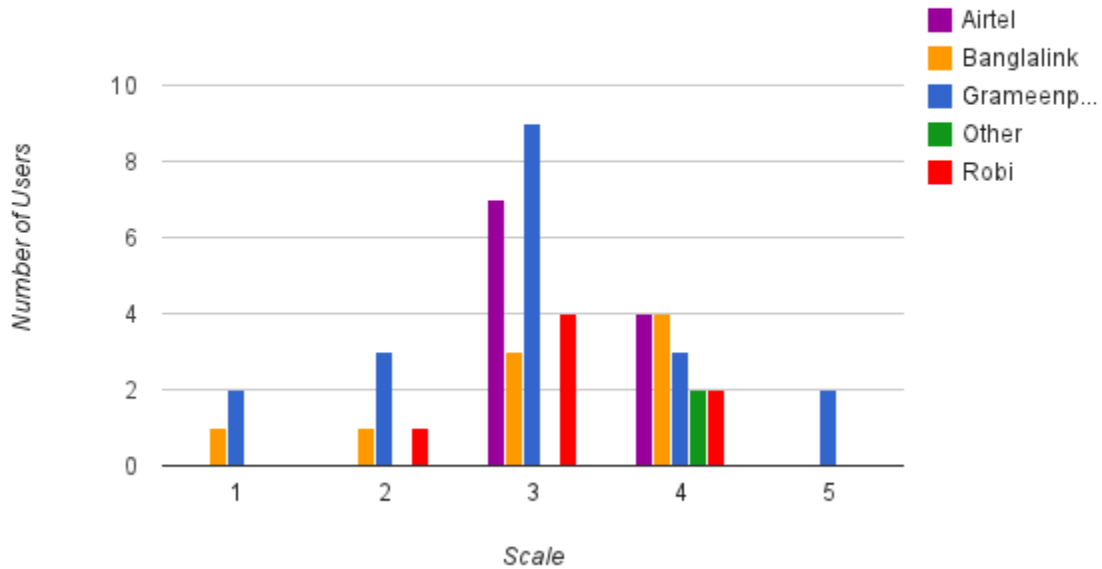
7. Packages that my mobile operator provides are very attractive and easy to go

Every operator offers various types of packages targeting different group of users. The question about attractive package was included to know which operator succeeded the most serving with those attractive packages. This will also help to understand customer preference for a certain operator based on attractive package. By the help of it Robi will be able to recognize their drawbacks about packages as well as will try to improvise them.





Attractive Packages and Easy to GO



	1	2	3	4	5
Airtel			7	4	
Banglalink	1	1	3	4	
Grameenphone	2	3	9	3	2
Other				2	
Robi		1	4	2	

Analysis

From the above study we can find that only GP has highly satisfied customers in terms of attractive packages and easy to go and the percentage is 4% as well as GP has 6% satisfied customers for their attractive packages. On the other hand, Robi has only 4% satisfied customers and 8% customers are not sure about their packages.

Recommendation

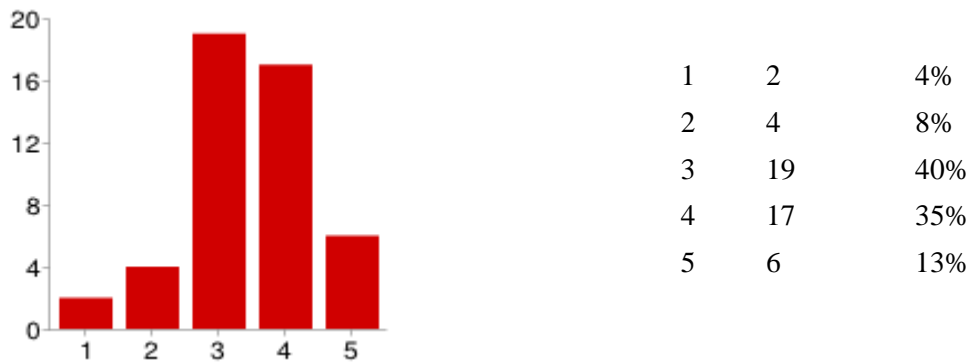
Robi must cope up with the competition in terms of attractive packages. They must provide more attractive and easy packages that are suitable for every group of users. If Robi can provide



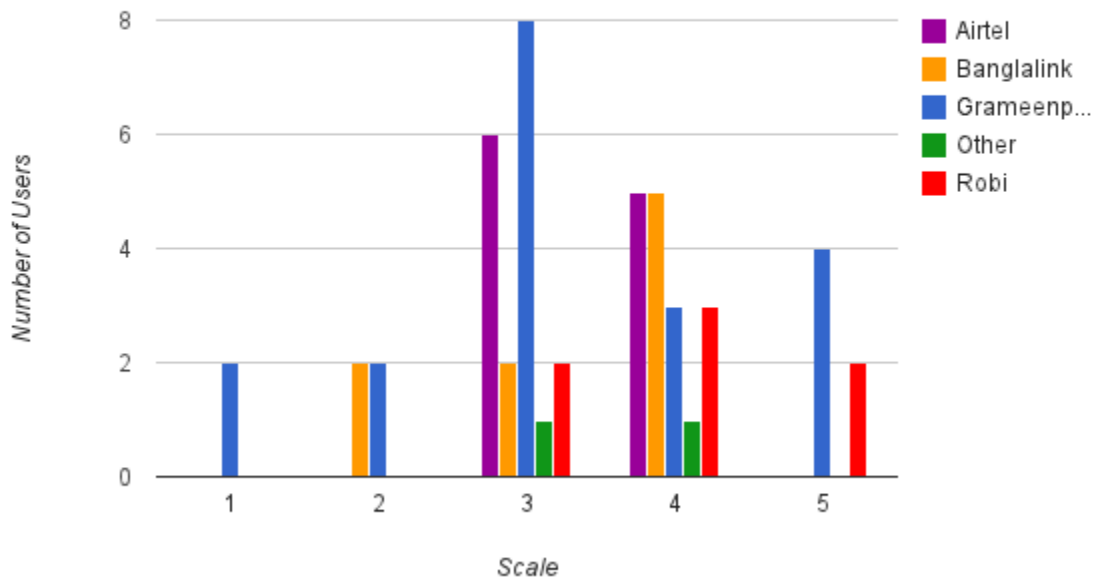
various packages targeting each group of users, they can easily gain more satisfaction and remain in the competition.

8. My mobile operator's package suites me best –

This question was included in the survey to inquire which operator's packages customers really want and think that it is best suited for them. Robi may work on that issue if they have any lackings to gain more customer preference.



Package suitability of the Customer





	1	2	3	4	5					
Airtel			6	13%	5	10%				
Banglalink		2	4%	2	4%	5	10%			
Grameenphone	2	4%	2	4%	8	17%	3	6%	4	8%
Other			1	2%	1	2%				
Robi			2	4%	3	6%	2	4%		

Analysis

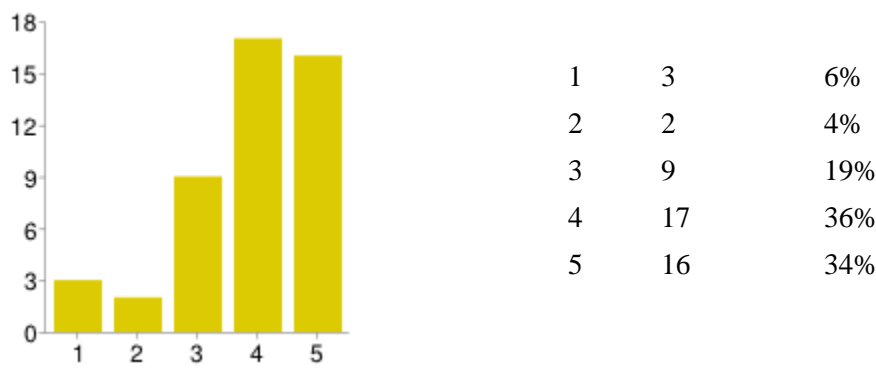
From the above chart, we can easily find out that GP has the most suitable packages that suit their customers most and for that reasons, 8% customers highly satisfied and 6% are satisfied with their packages. Besides, Airtel and BL both have the same percentage which is 10%. In addition, Robi has both satisfied and highly satisfied customers. They have 4% highly satisfied and 6% satisfied customers.

Recommendation

Though Robi is in a good position in terms of satisfaction on suitable packages, they should keep in mind to remain in that position as well as to develop more. This will help Robi to be the one in the competition and gain more customer satisfaction.

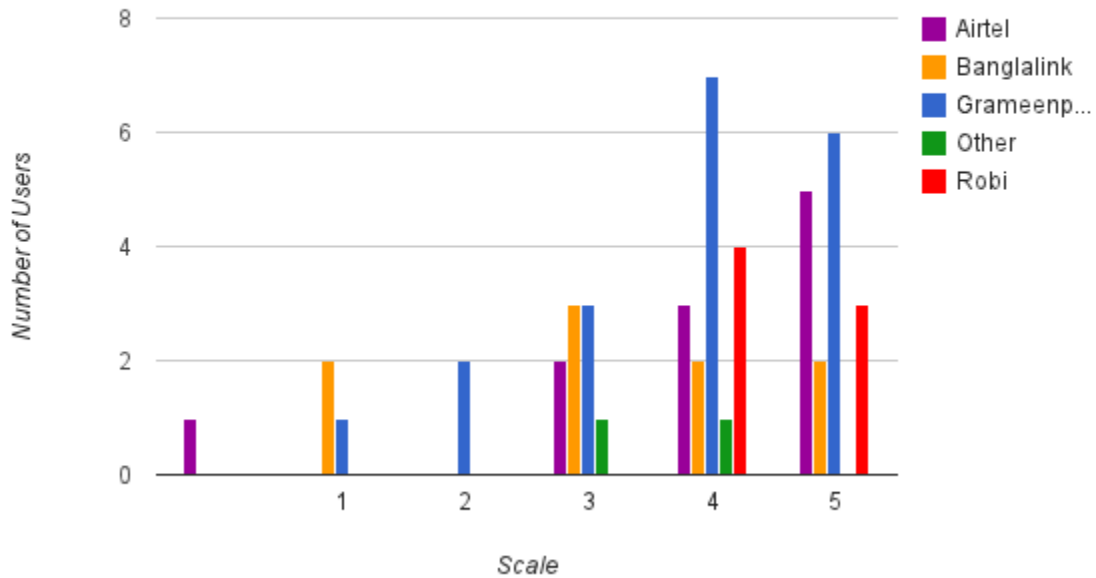
9. Availability of SIM Card is high –

Sometimes it's hard to find the operators SIM card that the customers desire to buy. This question was included to inquire which operators SIM card's availability is high. From this Robi will be able to identify the location where their SIM is not available and increase supply likewise.





Availability of the SIM Card



	1	2	3	4	5						
Airtel	1		2	4%	3	6%	5	10%			
Banglalink		2	4%		3	6%	2	4%	2	4%	
Grameenphone		1	2%	2	4%	3	6%	7	15%	6	13%
Other				1	2%	1	2%				
Robi						4	8%	3	6%		

Analysis

Here, GP has the most highly satisfied customers which are 13% in term of availability of the SIM card. AT takes the second position because it has both highly satisfied and satisfied customers which are 10% and 6% respectively. Now, if we look at Robi it has both satisfied and highly satisfied customers and the percentages are 8% and 6% respectively but it fails to reach the GP and AT in that case.

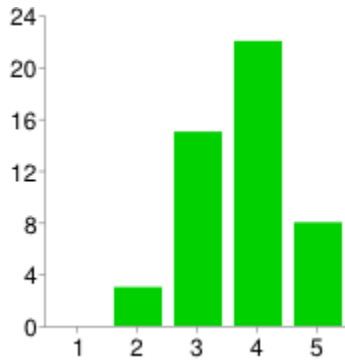


Recommendation

Robi have to appoint agents to ensure enough availability of SIM card. To remain in the competition availability of SIM card is a must compared to other operators. Thus Robi can gain the satisfaction of the customers.

10.Price of SIM is moderate

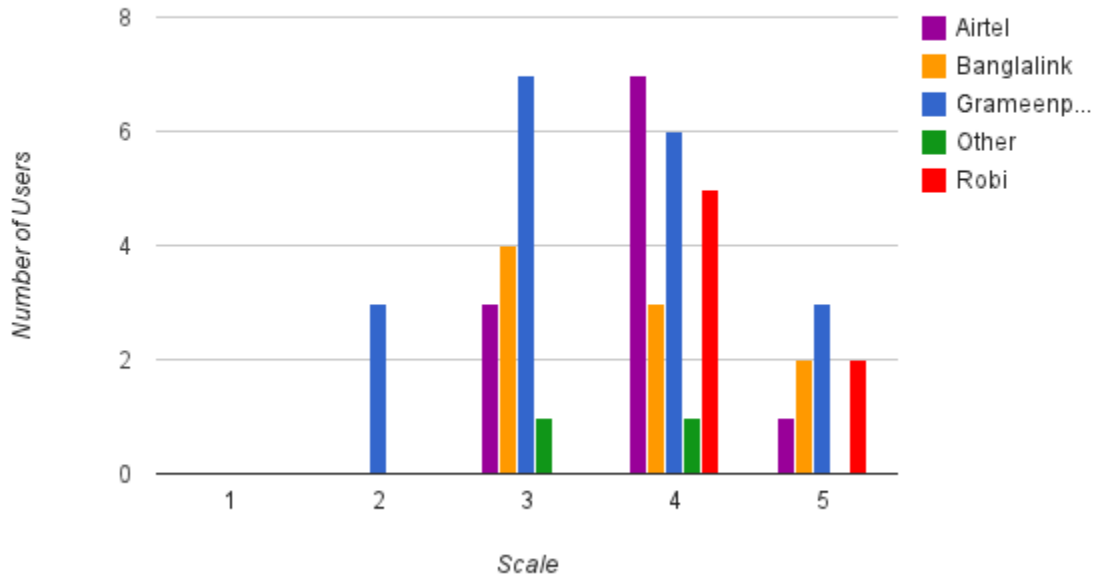
The question was included in the survey to identify which operator's SIM price is satisfactory to the customers. From this Robi can recognize the affordability of the users in case of SIM price.



1	0	0%
2	3	6%
3	15	31%
4	22	46%
5	8	17%



Price of SIM is Moderate



	2	3	4	5
Airtel		3	6%	7
Banglalink		4	8%	3
Grameenphone	3	6%	7	15%
Other		1	2%	1
Robi			5	10%

Analysis

In terms of price of a SIM card, GP takes the first position because it has 13% satisfied and 6% highly satisfied customers. Besides, Robi takes the second position because it has 4% highly satisfied and 10% satisfied customers.

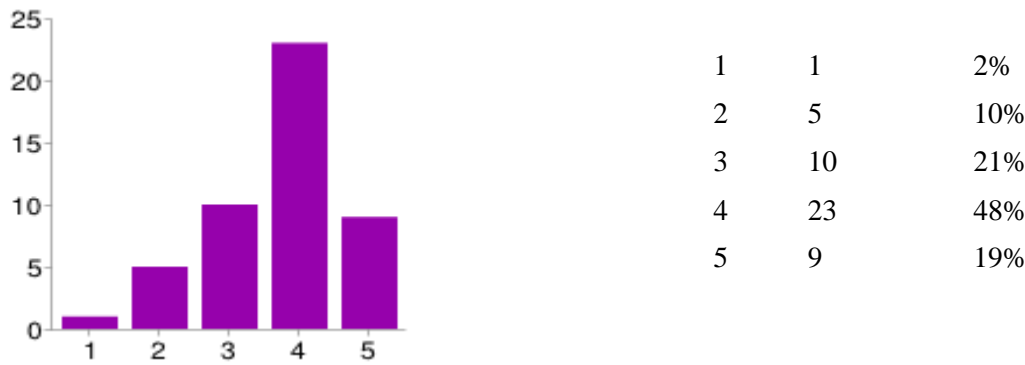
Recommendation

Robi must ensure a maximum retail price of the SIM that any retailer cannot sell SIM above that price. This will make Robi affordable to all sort of people and customer will automatically be satisfied with their SIM price.

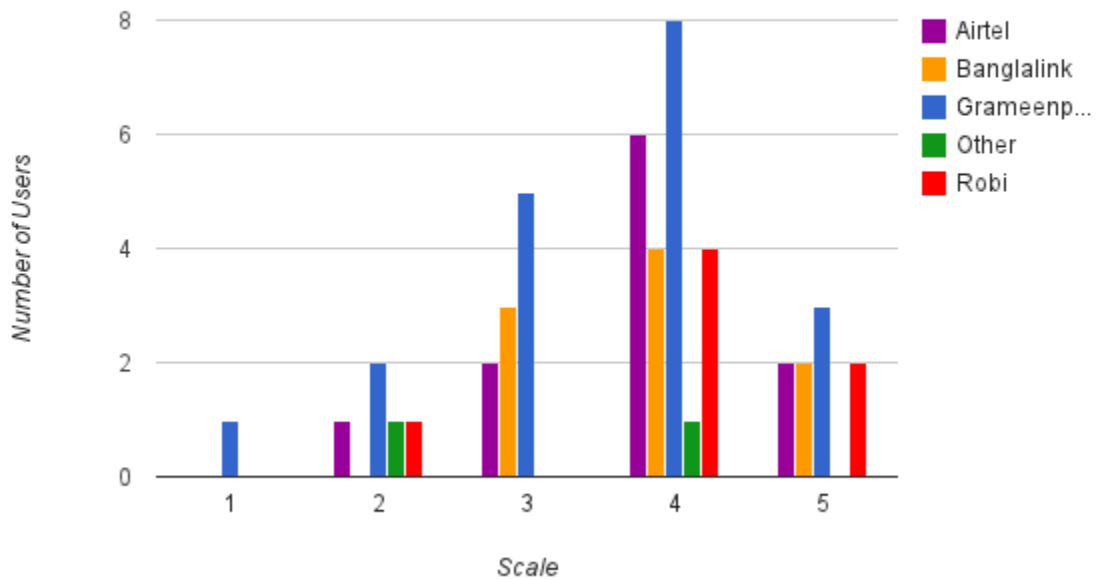


11. My mobile operator gives frequent Special Offers –

This question was included in order to identify the frequency of special offers that the competitive operators give for their customers. This will help Robi understand their position in terms of providing frequent special offers.



Frequent Special Offer of the Mobile Operator





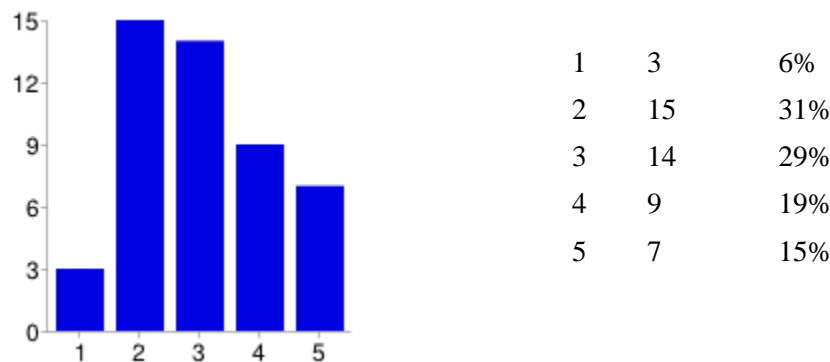
	1	2	3	4	5
Airtel		1 2%	2 4%	6 13%	2 4%
Banglalink			3 6%	4 8%	2 4%
Grameenphone	1 2%	2 4%	5 10%	8 17%	3 6%
Other		1 2%		1 2%	
Robi		1 2%		4 8%	2 4%

Analysis

In the satisfaction scale GP is the leader, AT is in the 2nd position and both BL and Robi are in the 3rd position. We can also see that in the highly satisfied scale Robi is in the 2nd position. However there are some customers who are dissatisfied with the frequent special offers. This means according to few customers Robi does not provide frequent special offers.

12.Free Talk Time & Bonus Facilities are good –

This question was included to understand the level of satisfaction of the customers in terms of free talk time and bonus facilities of the operators they use. In addition it will help to identify which operator satisfied their customers the most based on that factor. This will make Robi to have a fair idea about their facilities they provide.

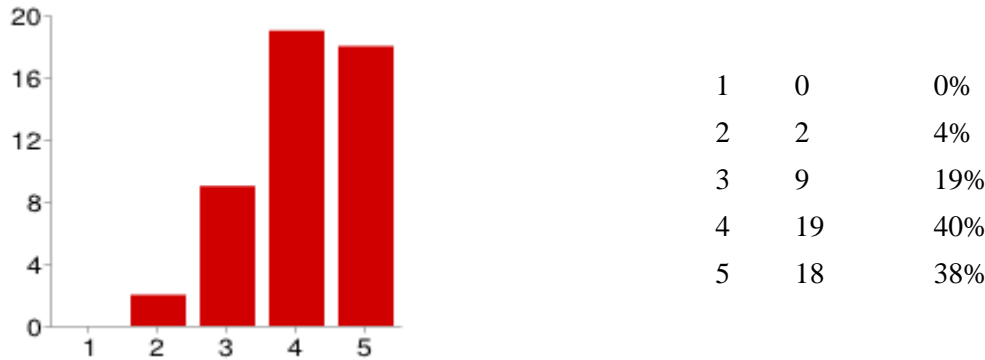


From the chart we can see that 15% of the users are highly satisfied with the free talk time and bonus facility that the operator provides but 31% of the users are dissatisfied with it.

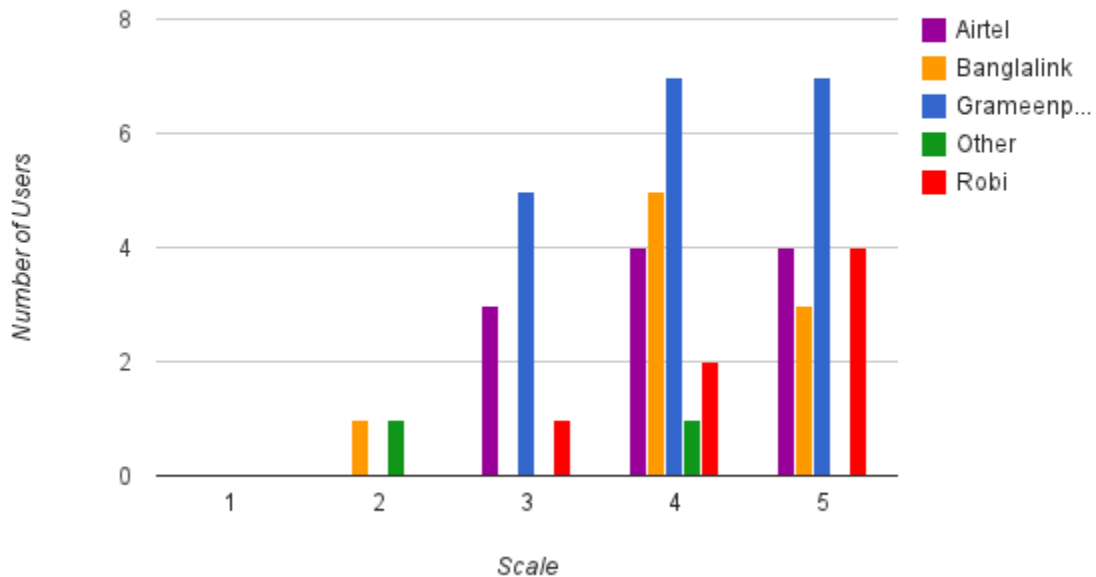


13. I don't have to walk or travel a lot to find my mobile operator's recharge points –

Sometimes customers have to go a long way to find their operators' recharge point which they don't want. So this question was added to identify which operator's recharge point is nearer to the customer's location of work or living. Again from this information Robi will be helped to find out where do not have sufficient recharge points and work on that.



Recharge Point is Not Too Far





	2	3	4	5
Airtel		3	6%	4
Banglalink	1	2%		5
Grameenphone		5	10%	7
Other	1	2%		1
Robi		1	2%	2

Analysis

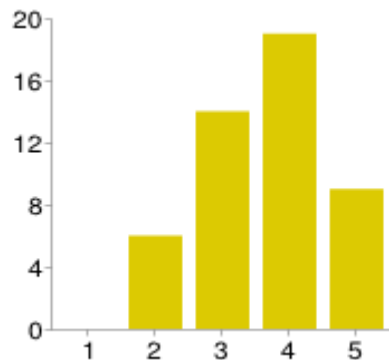
According to this factor Robi is in good position as most of the Robi customers are satisfied with the location of recharge point. However, GP and BL are the main competitors of Robi in terms of this factor.

Recommendation

Robi must ensure nearer recharge points and work on that issue more to maintain customer satisfaction. As it relates to Robi’s revenue as well so they could earn more if they can make sure of the recharge points in the demanding locations.

14.Friends & Family Number Facility my mobile operator provides is good enough –

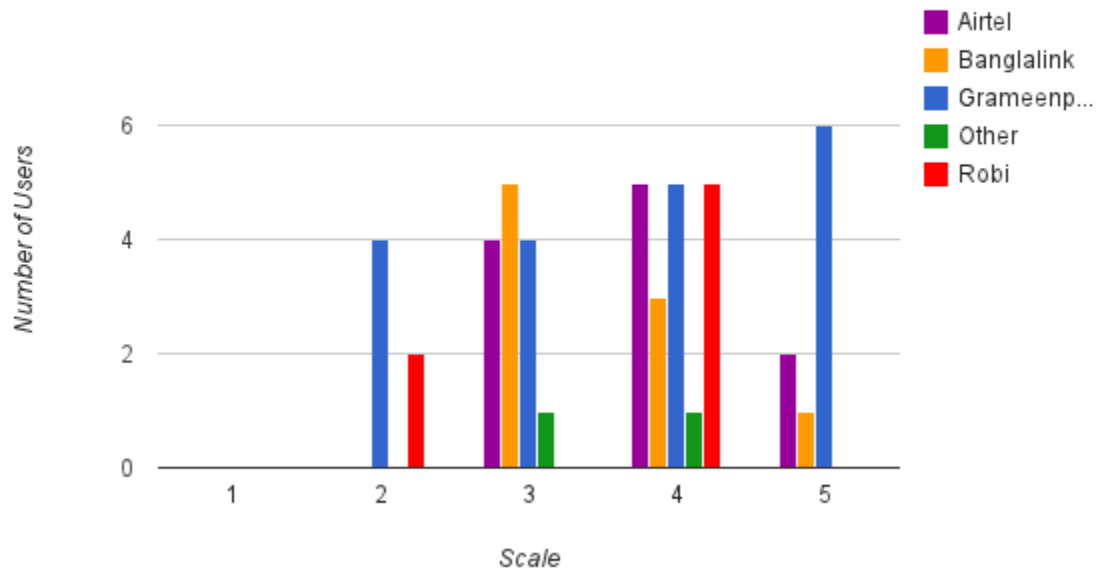
This question was asked to inquire whether the customers were satisfied with their operator’s FnF facility or not. This will also reveal about the quality of that facility as well as the name of the operator that provided the most satisfactory FnF facility.



1	0	0%
2	6	13%
3	14	29%
4	19	40%
5	9	19%



FnF Facility is Good



	2	3	4	5
Airtel		4	8%	5
Banglalink		5	10%	3
Grameenphone	4	8%	4	8%
Other		1	2%	1
Robi	2	4%		5

Analysis

From the above chart and table we can see that 2% Robi users are dissatisfied with the FnF facility and 10% remains neutral about it. Here, GP and AT have the highest satisfied customers. So, GP and AT are the main competitors of Robi in terms of FnF facility.

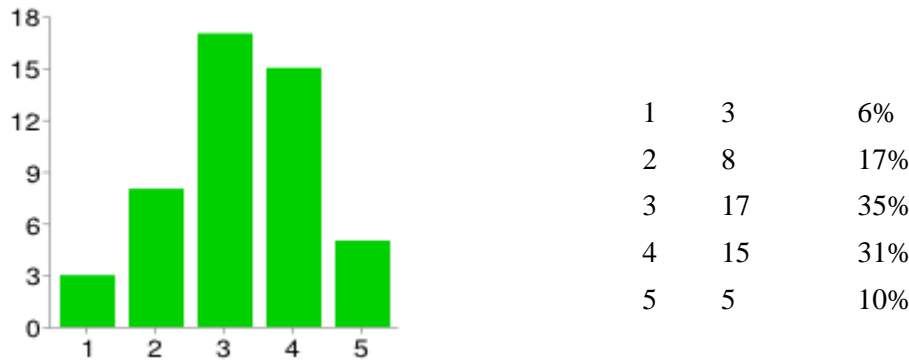
Recommendation

Robi must provide more attractive FnF facilities to increase the satisfactory level of the customers. They can do that by keeping in mind about the demographic variables like age group, occupation, income range of the customers. Robi should also promote those attractive facilities to reach the reference groups so that it can increase the satisfactory level.

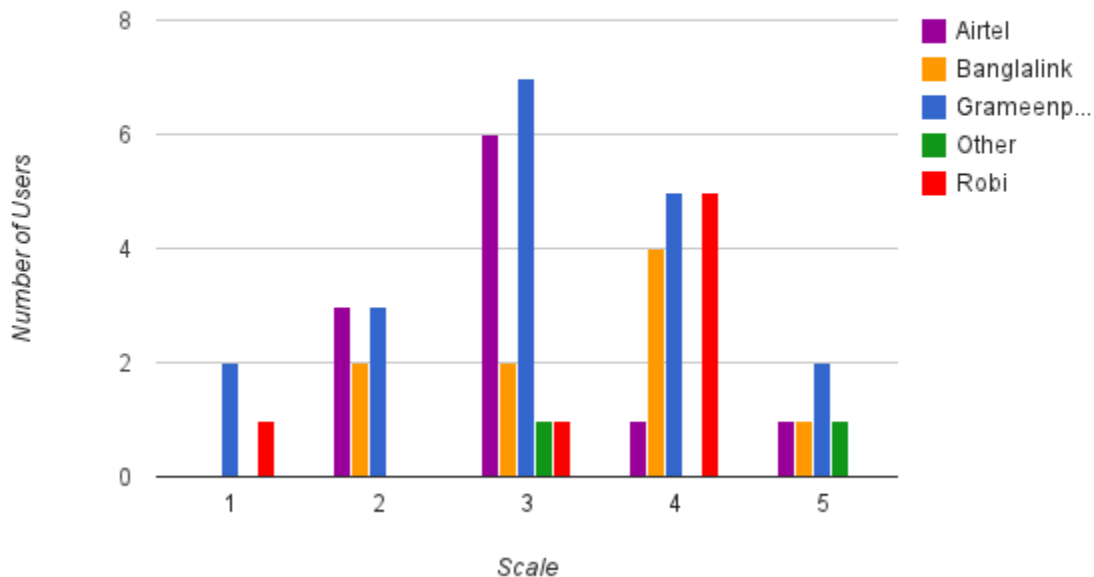


15.I am satisfied with the quality and facility of Internet & GPRS Connection (2G) –

This question will help us to know the satisfactory level of the customers with the 2G internet data service. It will also come up with a result that which operator provides the best 2G internet facility among all in Bangladesh. Robi can compare the fact with theirs and work likewise.



Satisfaction Over the Quality and Facility of Internet (2G)





	1	2	3	4	5
Airtel		3 6%	6 13%	1 2%	1 2%
Banglalink		2 4%	2 4%	4 8%	1 2%
Grameenphone	2 4%	3 6%	7 15%	5 10%	2 4%
Other			1 2%		1 2%
Robi	1 2%		1 2%	5 10%	

Analysis

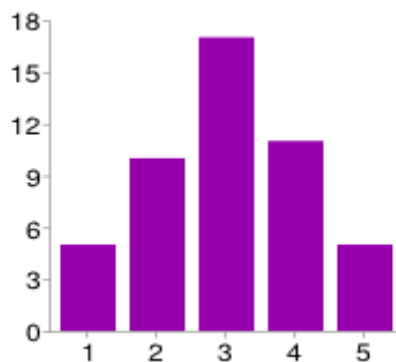
Among 48 respondents 10% Robi users are satisfied with the 2G Internet Facility where 2% Robi users are highly dissatisfied with it. Here, BL and GP have the highest number of customers who are satisfied with this factor. 10% GP users and 8% BL users are satisfied and 4% GP users are highly satisfied with the facility.

Recommendation

Robi must improve their 2G internet facility as the competitor are way forward compared to Robi and customers are highly satisfied with them. As we can see from the chart and table Robi does not have any customer who is highly satisfied with 2G internet facility. So ensure satisfaction they must provide more attractive offers just the way customers want.

16.I am satisfied with the quality and facility of Internet & GPRS Connection (3G) –

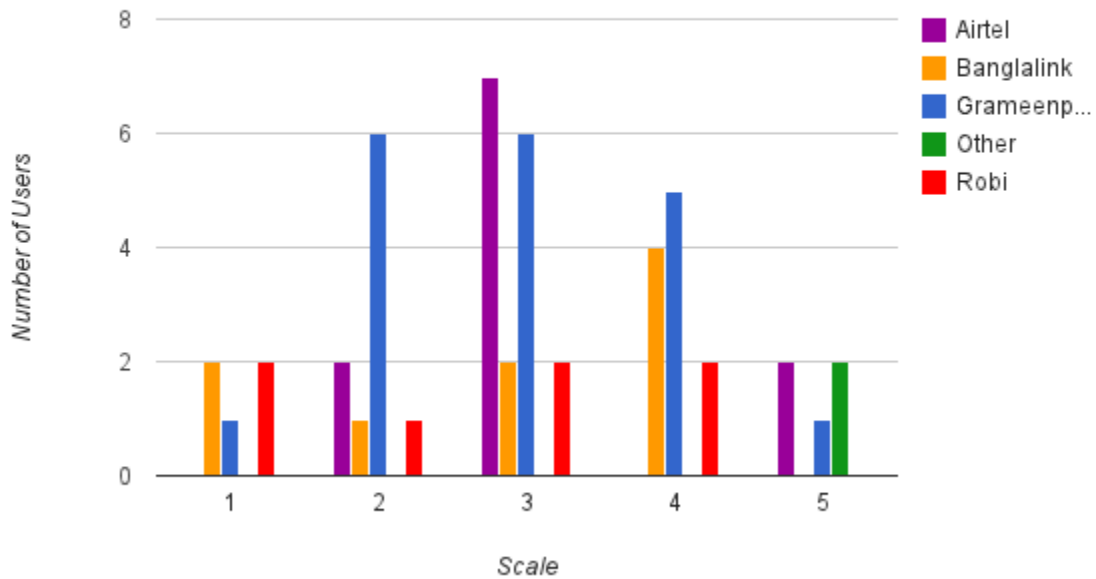
3G is new initiative in Bangladesh. So, this question will help us to know the satisfactory level of the customers with the 3G internet data service. It will also come up with a result that which operator provides the best 3G internet facility among all in Bangladesh. Robi can compare the fact with theirs and work likewise.



1	5	10%
2	10	21%
3	17	35%
4	11	23%
5	5	10%



Satisfaction over Quality and Facility of Internet (3G)



Analysis

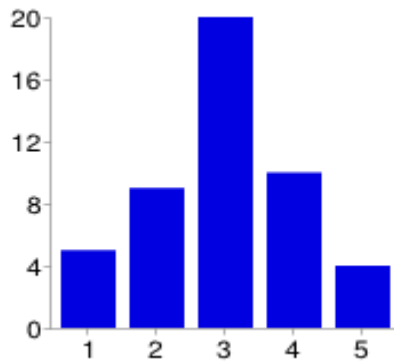
As 3G is a new issue nowadays, everyone is not aware of it and using it wisely. From the chart we can see that GP, BL and other operators are in the satisfactory level where most of the Robi users are in the dissatisfactory level. Here, GP is the leader.

Recommendation

Robi must improve the 3G internet facility as well as create more fruitful awareness among the uses to gain satisfaction.

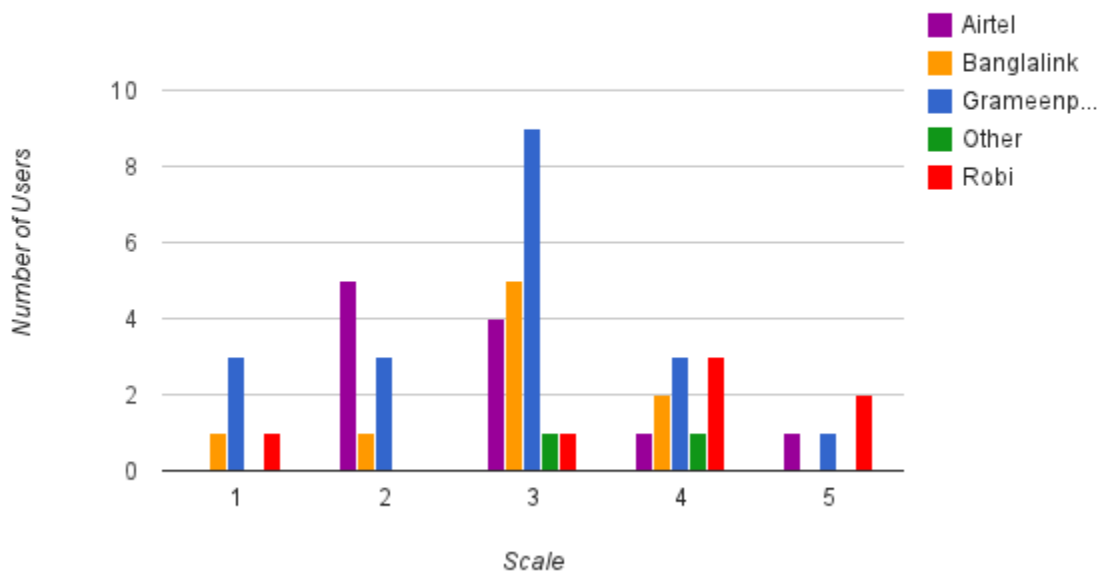
17.The cost of mobile internet is acceptable, as I get value for money –

This question was asked to know whether the customers are satisfied with the cost the operators charge for mobile internet. The result will help Robi to identify their strong as well as weak points to focus on more.



1	5	10%
2	9	19%
3	20	42%
4	10	21%
5	4	8%

Cost of Mobile Internet is Acceptable(value for money)



	1	2	3	4	5
Airtel		5	4	1	1
Banglalink	1	1	5	2	
Grameenphone	3	3	9	3	1
Other			1	1	
Robi	1		1	3	2



Analysis

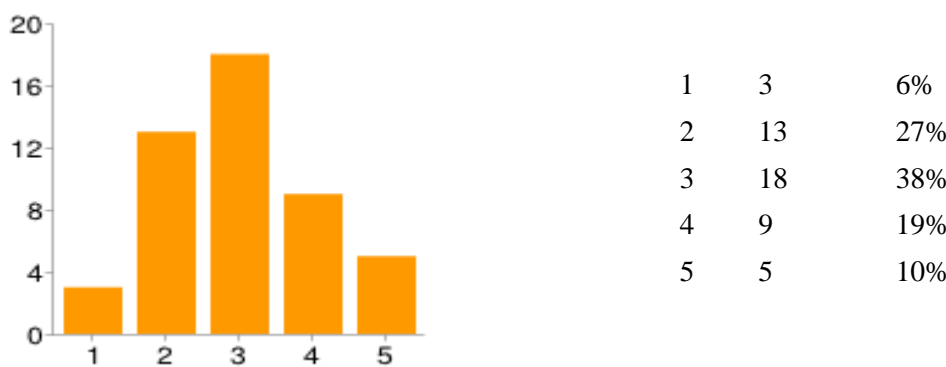
From the chart and table we can see that among 48 respondents Robi and GP are in the 1st position with 6% satisfied customers. Moreover, 4% Robi users are highly satisfied with the cost of internet facility. As we have seen Robi does not have a very good amount of satisfied customers in terms of 3G internet facility so, definitely the satisfaction over cost of internet is for the 2G internet facility.

Recommendation

Though Robi is in the 1st position for customer satisfaction on cost of internet, they must keep in mind about the competitors and try to remain in the same position in future. So, Robi should be working on in satisfying customers to this factor.

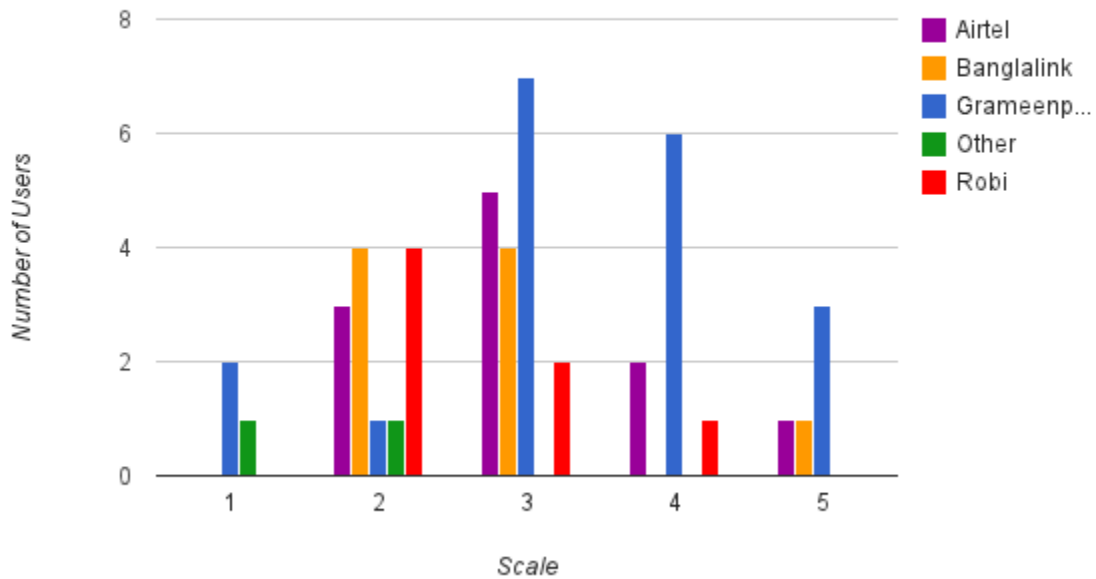
18.It is easy for me to reach the Location of the Customer Care Center –

Sometimes it is necessary to go to the Customer Care Center (CCC) and for that point of view this question was included in the survey. The motive was to identify customer satisfaction regarding CCC location of their operator's.





Easy to Reach the Customer Care Center



Analysis

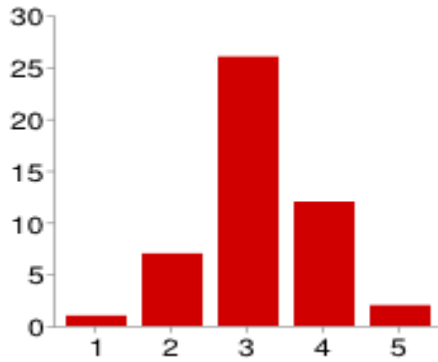
From the chart we can see that GP is in the leading position in satisfying the customers with the location of customer care department. Where Robi has 4 dissatisfied customers and this is the highest among all operators.

Recommendation

Robi should work more on location of customer care department. They should establish more customer care departments in reputed locations to satisfy customers more.

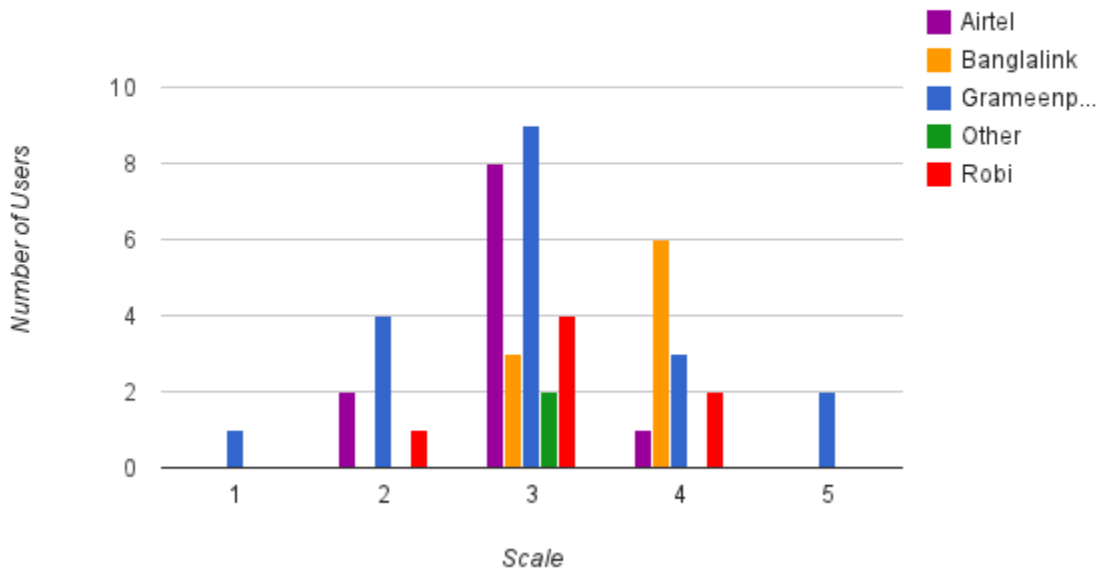
19.Value Added Services of my mobile operator are good –

This is another question to identify customer satisfaction with the operator they use. The result would be helpful for Robi to improve their Value Added Services (VAS) if they have drawbacks on that issue.



1	1	2%
2	7	15%
3	26	54%
4	12	25%
5	2	4%

VAS are Good



Analysis

From the charts we can see that BL has the highest amount of satisfied customers in terms of Value Added Service (VAS) and GP is in the 2nd position. Here Robi is in the 3rd position with 4% of satisfied customers only. However, few Robi users are also dissatisfied with the VAS which is 2%.

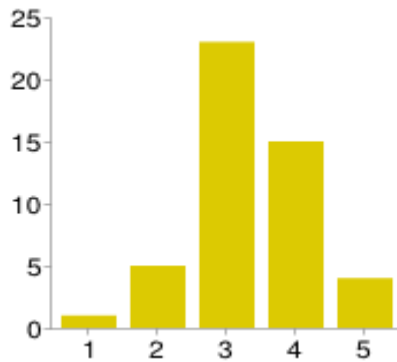


Recommendation

Robi must work more on VAS to gain satisfaction of the customers. They might work on GoonGoon service, call block service, refill empty balance service etc.

20.The customer care department (Call Center) is helpful and informative

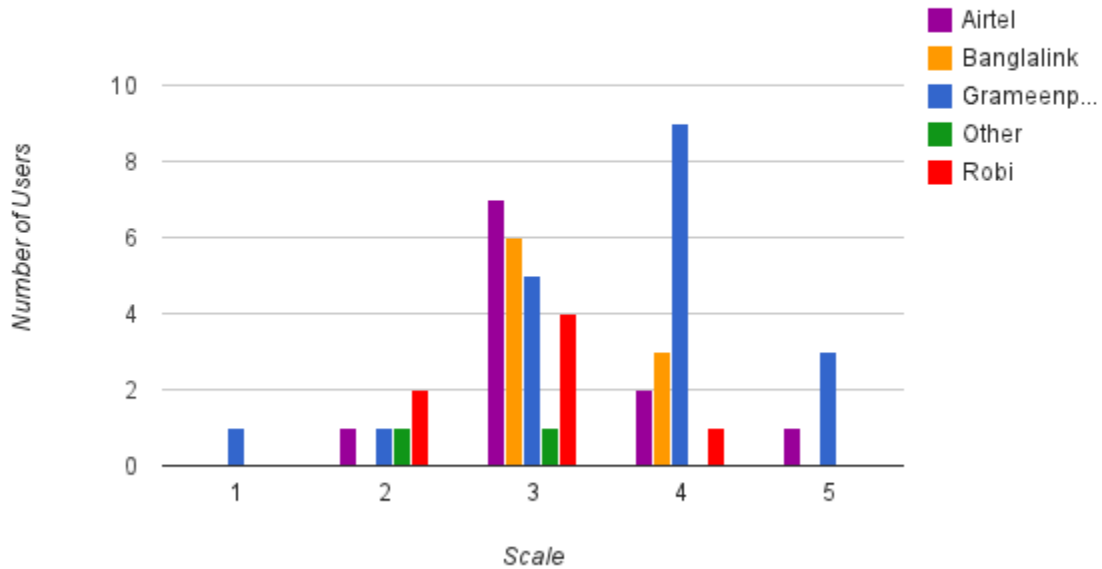
Call center is helpful for numerous fruitful information that a customer can face while using the operators connection. To identify which operator's customer care department is the most helpful according to the customers, this question was included.



1	1	2%
2	5	10%
3	23	48%
4	15	31%
5	4	8%



Customer Care Center is Helpful and Informative



	1	2	3	4	5
Airtel		1 2%	7 15%	2 4%	1 2%
Banglalink			6 13%	3 6%	
Grameenphone	1 2%	1 2%	5 10%	9 19%	3 6%
Other		1 2%	1 2%		
Robi		2 4%	4 8%	1 2%	

Analysis

From the chart and table we can see that Robi has the highest dissatisfied customers for customer care (call center) service which is 4% and only 2% are satisfied. Here also GP is the leader with 19% of satisfied customers and 6% of very satisfied customers. So, GP is the main competitor of Robi.

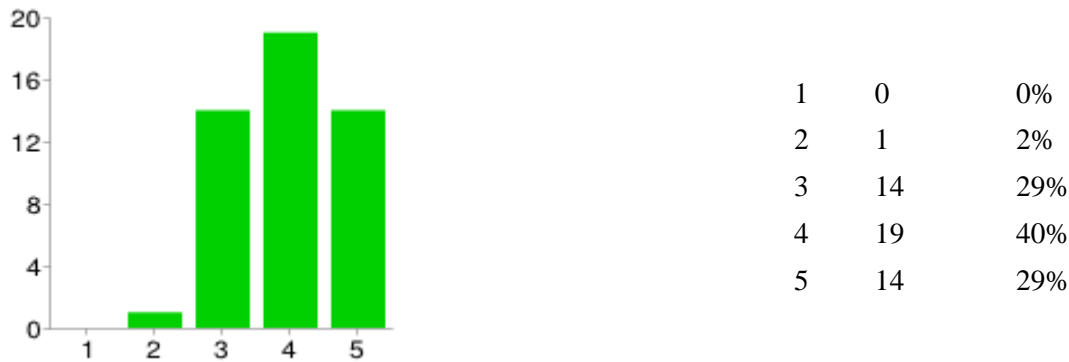


Recommendation

Robi should train the customer care providers to handle customer problems wisely which will help Robi to gain customer satisfaction. They can train them with the information the customers seek and usual problems customers face. To ensure high satisfaction they can appoint experienced people that will help to remain in the competition with others.

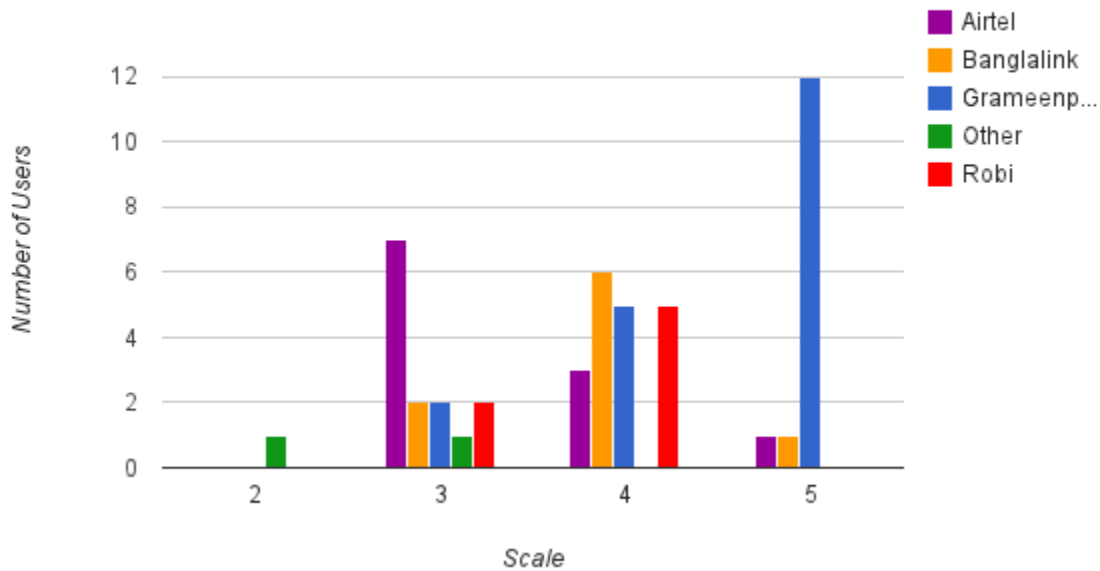
21. My mobile operator has a very high Brand image –

Nowadays brand image of any sort of product or service has become a big issue among the users. So to inquire about those concerned users satisfaction about Brand Image of their mobile service provider, this question was added to the survey. The result will identify which operator has the greatest Brand Image according to the customers of it.





High Brand Image



	2	3	4	5
Airtel		7	15%	3
Banglalink		2	4%	6
Grameenphone		2	4%	5
Other	1	2%	1	2%
Robi		2	4%	5
				10%

Analysis

From the chart and table we can see that 25% GP customers are highly satisfied with their brand image where there is no Robi customer in that scale. However, Robi has 10% satisfied customers and with the competition BL has 13% satisfied customers. So, GP and BL are the main competitors of Robi in terms of high brand image.

Recommendation

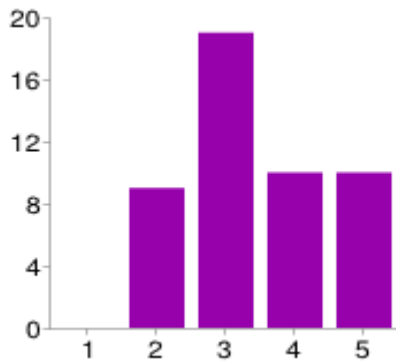
Robi must create that first impression with new, innovative and improved ideas and services. They can also deliver what the customers want from them as well as they can provide with customer emotions that hits them a lot. Moreover, they can



keep a sales message that ordinary people understands easily. These are the few things that can be helpful for Robi to increase their Brand Image as well as to have more customer satisfaction.

22.The TVCs are actually making a difference for staying with the operator –

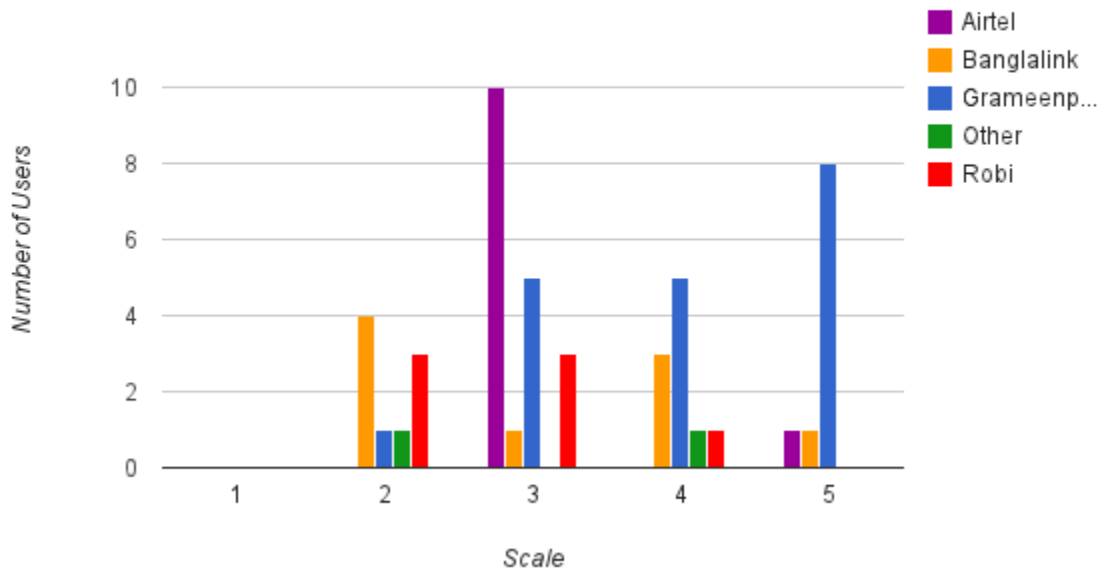
For better promotion and creating attention to the customers all the operators are using huge TVC promotional activities. Sometimes these activities influence the customers most to use that operator’s connection. So to identify which operator is actually making any difference for staying with or having the connection, this question was included to the survey. Robi can have useful information from the result o this question.



1	0	0%
2	9	19%
3	19	40%
4	10	21%
5	10	21%



TVCs are Making a Difference for Staying with the Operator



	2	3	4	5
Airtel		10	21%	1
Banglalink	4	8%	1	2%
Grameenphone	1	2%	5	10%
Other	1	2%		1
Robi	3	6%	3	6%

Analysis

GP's TVCs are making the difference to the customers for staying and they are very satisfied with them that is 17%. Whereas Robi is making very little difference through TVCs which is only 2%. Moreover, 6% of Robi customers are thinks that TVCs are making no difference for staying with Robi.

Recommendation

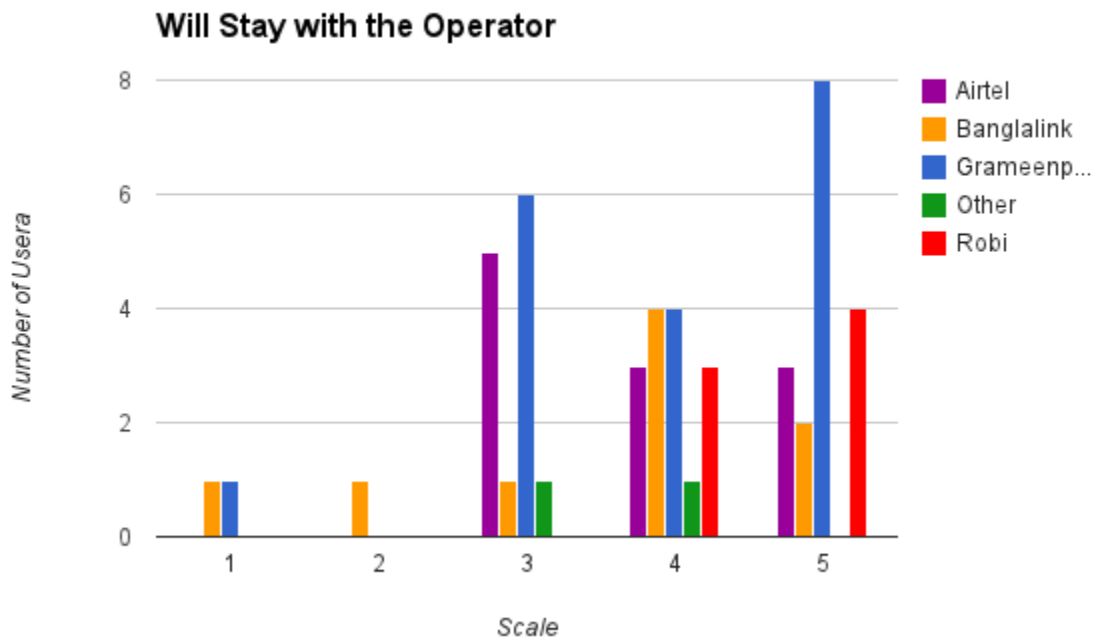
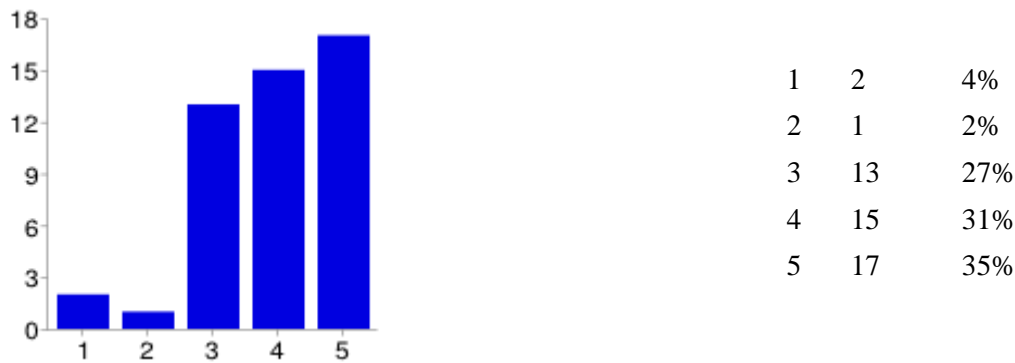
Robi can add Humor to their TVCs to make them memorable. They can also use some taglines or jingles to make them more effective which would make the customers to stay with Robi's products and services. Robi is using iconic-type characters for their TVCs but they must first



analyze which character will actually make the difference for staying with them. Thus Robi can cope up with the competition and gain satisfactory level of the customers.

23.I will stay with my mobile operator –

This question was included to inquire about the customers' loyalty towards the operator. It will also result about their satisfaction with the operator they use. The higher they rate the higher their satisfaction and loyalty level.





	1		2		3		4		5	
Airtel					5	10%	3	6%	3	6%
Banglalink	1	2%	1	2%	1	2%	4	8%	2	4%
Grameenphone	1	2%			6	13%	4	8%	8	17%
Other					1	2%	1	2%		
Robi							3	6%	4	8%

Analysis

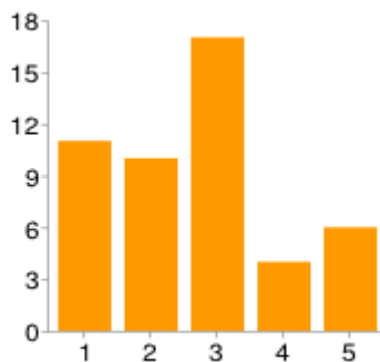
The loyalty level of the GP users is the highest and Robi is in the 2nd position. From the chart we can see that 17% of GP users and 8% of Robi users highly agreed to stay with the connection. Again, 8% of GP and BL and 6% of Robi and AT users are agreed to stay with the connection. This means Robi is in a tough competition in terms of loyalty.

Recommendation

Although Robi is in a good position in terms of staying with the connection, they should be focused on to remain and improve that position and not lose track of that. This will help Robi to gain more customer loyalty as well as satisfaction.

24. If my mobile operator changes its name and services, I would immediately change my mobile operator –

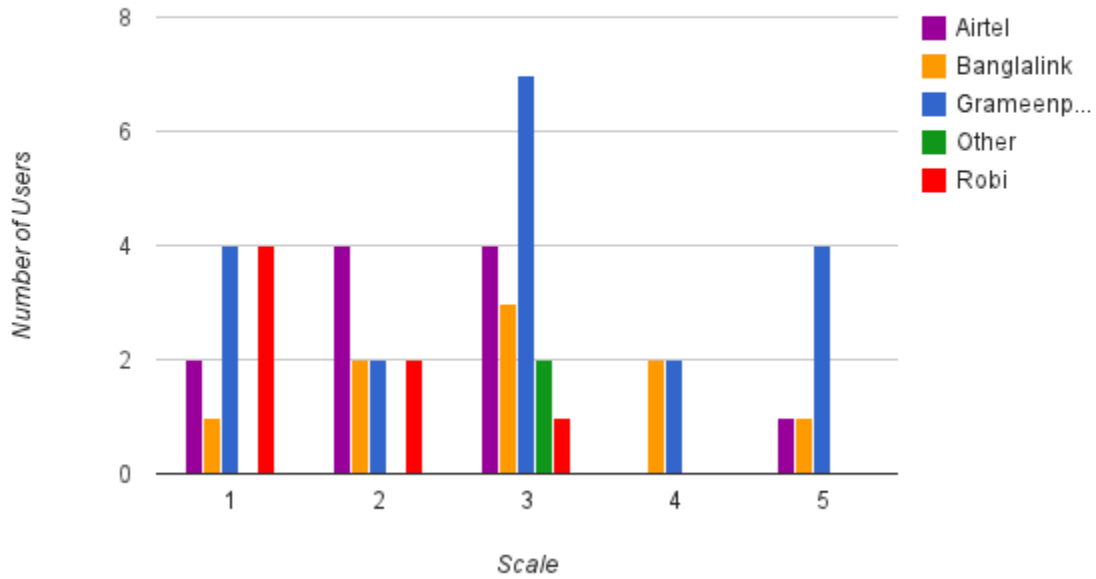
This is also a question about customers' loyalty level and satisfaction towards the operator. But here, the lower they rate the higher their loyalty and satisfaction for their mobile service provider.



1	11	23%
2	10	21%
3	17	35%
4	4	8%
5	6	13%



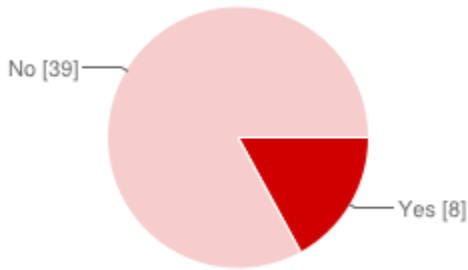
Churn Out Intention if the Operator Changes it's Name and Service



	1	2	3	4	5
Airtel	2 4%	4 8%	4 8%		1 2%
Banglalink	1 2%	2 4%	3 6%	2 4%	1 2%
Grameenphone	4 8%	2 4%	7 15%	2 4%	4 8%
Other			2 4%		
Robi	4 8%	2 4%	1 2%		

25.I want to switch to other operator –

This question was added to know what percentage of customer wants to switch to other operator from their existing one. In addition, we also wanted to know that to which operator they want to switch as well as the reason behind switching decision. The reasons will help Robi to know their lackings and focus on those issues.



Yes	8	17%
No	39	83%

a. Why?

83% respondents said “NO” because they have been using the connection for longer period of time and many people are familiar with their number. Some said that the connection they have been using has good better network quality and low call rate.

17% respondents agreed to change their connection because the connection they have been using had worst 3G internet facility. Most of the people said that call rate was too high for them and others said that quality of network was very poor.

b. To which operator

	Airtel	Banglalink	Grameenphone	Other	Robi
No	10 21%	5 10%	16 33%	2 4%	7 15%
Yes					
Airtel		1 2%	1 2%		
Others		1 2%	1 2%		
Robi	1 2%	2 4%	1 2%		

Analysis

From the above table we can see that 33% of GP users, 21% of AT users and 15% of Robi users don't want to switch their existing connection. So, here Robi is in the 3rd position. Again, total 8% of Robi users and total 4% of AT users want to switch from their existing connection. So, here Robi is in an alarming position from which they can lose customers or have churn out intentions. 4% out of 8% Robi users wanted to switch to AT and GP equally and 4% out of 8% Robi users wanted switch to BL.

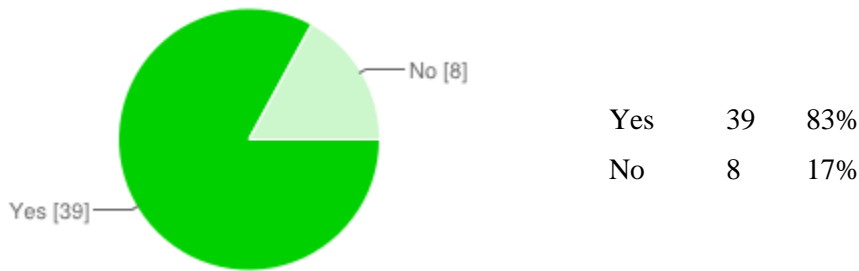


Recommendation

Robi must provide better service and facilities than others to avoid churn outs. Robi should understand the attrition that is the core reason of switching to other operators and improvise on that issue. They must also try to give what they promised to the customers. In these ways Robi will be able to satisfy the customers and not lose anyone.

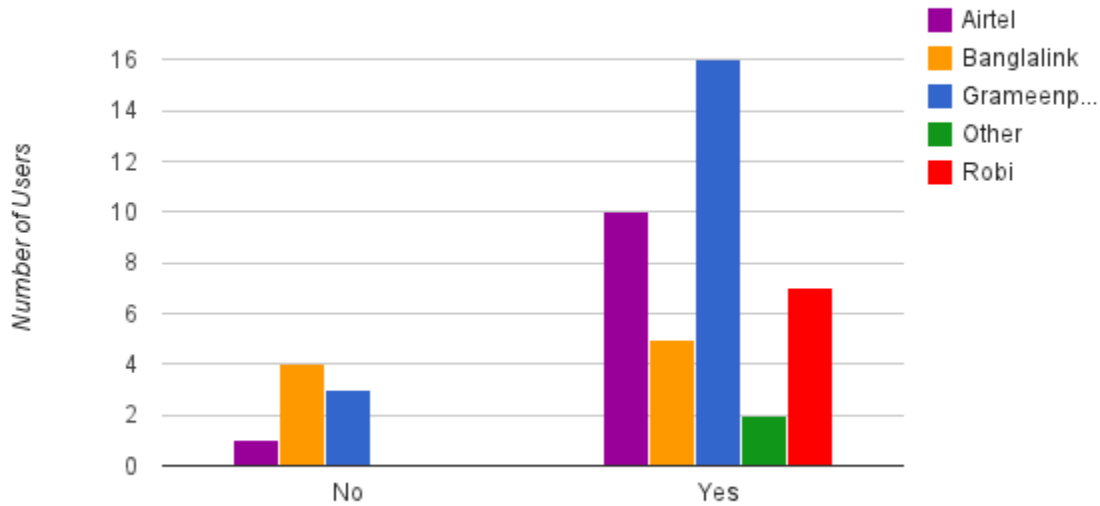
26.I am satisfied with my mobile operator –

This question will focus specifically on overall satisfaction of the customers with their operators. It will also bring a result that which operator played the most significant role in satisfying their customers as well as to which operator customers are most satisfied. The higher they rate the higher their satisfaction over their mobile service provider.





Overall Satisfaction with the Operator



	Airtel		Banglalink		Grameenphone		Other		Robi	
No	1	2%	4	8%	3	6%				
Yes	10	21%	5	10%	16	33%	2	4%	7	15%

Analysis

Among 48 respondents 33% of GP customers, 21% of AT customers and 15% of Robi customers were satisfied with their connections. So, Robi is in the 3rd position. However, there was no one who said that they are not satisfied with their Robi connection.

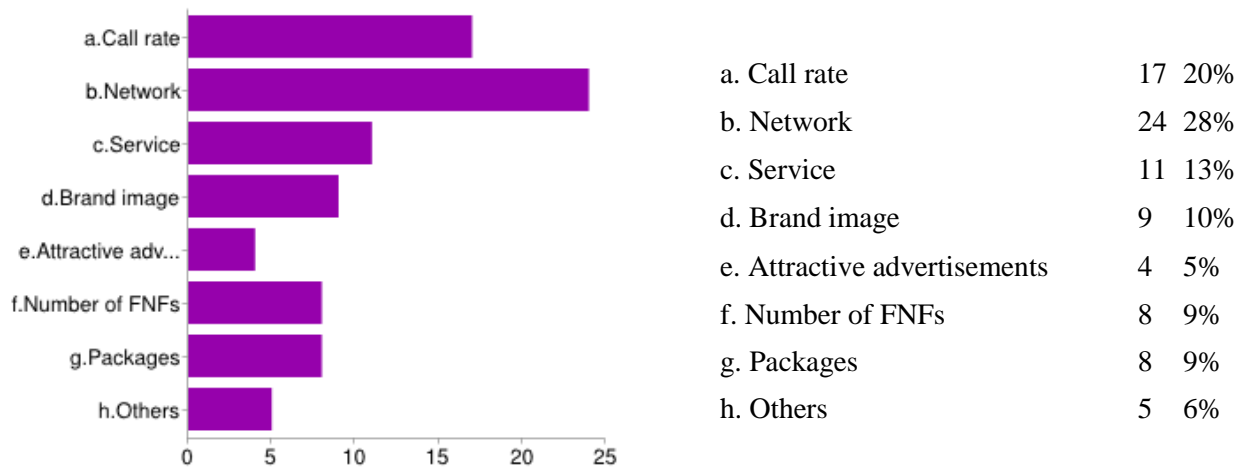
Recommendation

Though there was no one who said that they are not satisfied with their Robi connection, they must take some initiatives to improve their overall customer satisfaction as they are in the 3rd position. Robi must work on the issues that have been complained the most to gain more customer satisfaction. They can gain feedbacks from the customers from everyday interaction though customer care line. Robi can also build strong customer loyalty as well as can tap into social media like Facebook, Twitter etc to increase overall customer satisfaction.



27. The major reason of my satisfaction to the mobile operator is –

This question will identify the factors that affected the most for the satisfaction of the customers towards the operator. Robi could easily find out those factors and work on those mostly for sustainability of the customers which will assure their loyalty over the operator.



Analysis

From the chart we can see that 28% users chosen network, 20% chosen call rate, 13% chosen service and 10% chosen Brand Image as their main factor for satisfaction.

Recommendation

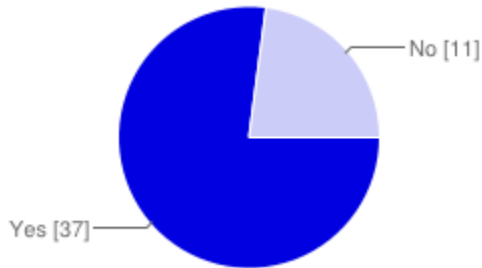
Robi should keep these factors in mind to increase customer satisfaction. These factors affect the customers most while choosing an operator as well as staying with it. So, Robi should consider these factors as the most important ones and work likewise about which we have discussed earlier.

28. I will recommend my mobile operator to others –

This question indicates that whether the user will play the role of the influential or not for their operator. It will also inquire which operator's customer will recommend others the most to use

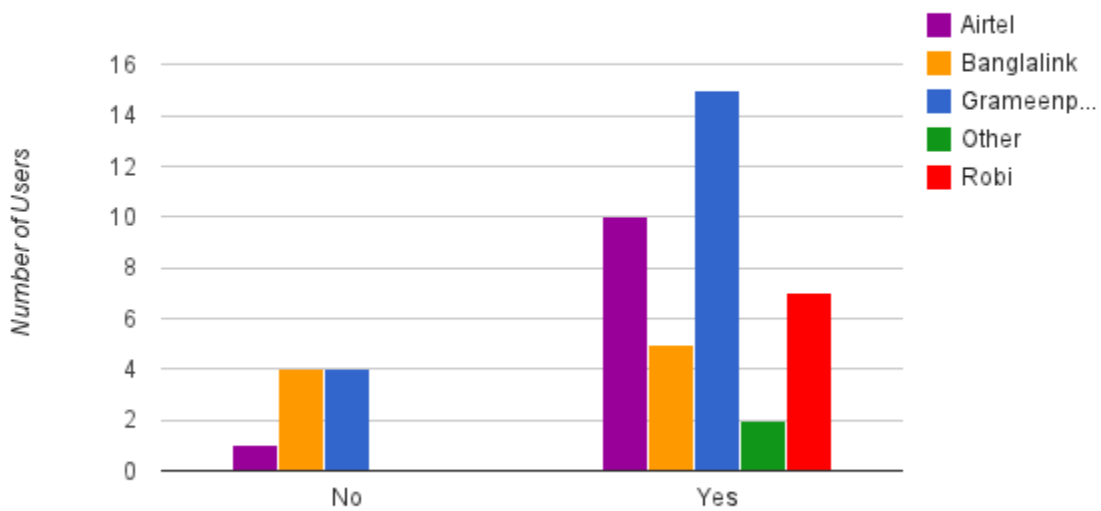


that connection. Robi can identify their competitor as well as the reasons for recommendation from this question.



Yes	37	77%
No	11	23%

Recommend Others to Use the Connection



	Airtel		Banglalink		Grameenphone		Other		Robi	
No	1	2%	4	8%	4	8%				
Yes	10	21%	5	10%	15	31%	2	4%	7	15%

Analysis

The chart and table shows that among 48 respondents 31% GP users, 21% AT users, 15% Robi users and 10% BL users will recommend their connections to others. Here, Robi is in the 3rd position. However, Robi do not have any user who will not recommend it to others.



Recommendation

Only 15% of the users will recommend Robi to others and from this point of view Rob is in the 3rd position. So, Robi should be more careful about the factors of satisfaction for gaining influentials who will recommend the connection more as well as to gain more customers towards Robi.

Conclusion

At present six different companies are providing telecom services in Bangladesh. It is one of the most renowned telecom organizations in the country. Robi Axiata Ltd is one of the leading operators. They offer an extensive and seamless telecom service that has a unique name with growing motive. However, nowadays market has become very competitive where customers have many choices. So, if they are not satisfied enough Robi may have to lose potential and loyal customers in the long run. That is why Robi has to improvise their connection with their maneuver ability, opportunities, strength and uniqueness, variance in their aggressiveness and intensities and relativity in their positions. If they can do so it is not far that Robi will become the leader in the telecom market.



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Appendix

Questionnaire for evaluating Customer satisfaction On telecom service providers

(The information will be used in a report under instruction of Syeda Shaharbanu Shahbazi and all the given information will remain anonymous.)

Name:

Age Group

- 18-27 28-37 38-47 48-57 58 and above

Sex: Male Female

Occupation

- Student Service holder Business man Housewife Retired Other

Monthly income

- 15000 or below
 16000- 20000
 21000-25000
 26000-30000
 31000-35000
 36 or above

Usage duration

- Less than 1 year
 1 year
 2years
 3 years
 4 years
 Above 4 years



Name of the operator

Airtel Banglalink Grameenphone Robi Others

What type of connection do you use?

Prepaid Post paid

Note: Scaling Notations

- 1= Very Bad/very dissatisfied/very low/strongly disagree
- 2= Bad/dissatisfied/low/ disagree
- 3= Neutral
- 4= Good/satisfied/high/agree
- 5= Very Good/very much satisfied/very high/strongly agree

Overall satisfaction:

1. Network Coverage of my mobile operator is very wide - 1 2 3 4 5
2. Network quality - 1 2 3 4 5
3. Call Rate is standard - 1 2 3 4 5
4. When I go abroad for either business or pleasure, I choose my mobile operator International Roaming service rather than other operators - 1 2 3 4 5
5. Packages that my mobile operator provides are very attractive and easy to go - 1 2 3 4 5
6. My mobile operator's package is best suited to me - 1 2 3 4 5
7. Availability of SIM Card - 1 2 3 4 5
8. Price of SIM is moderate - 1 2 3 4 5
9. My mobile operator gives frequent Special Offers - 1 2 3 4 5
10. Free Talk Time & Bonus Facilities are good - 1 2 3 4 5
11. I don't have to walk or travel a lot to find my mobile operator's recharge points - 1 2 3 4 5
12. Friends & Family Number Facility - 1 2 3 4 5
13. Quality and facility of Internet & GPRS Connection (2G) - 1 2 3 4 5
14. Quality and facility of Internet & GPRS Connection (3G) - 1 2 3 4 5
15. The cost of mobile internet is acceptable, as I get value for money - 1 2 3 4 5
16. It is easy for me to reach the Location of the Customer Care Center - 1 2 3 4 5
17. Value Added Services of my mobile operator are good - 1 2 3 4 5



18. The customer care department is helpful and informative - 1 2 3 4 5
19. Brand image of my mobile operator - 1 2 3 4 5
20. I use this operator for brand image - 1 2 3 4 5
21. Advertisements are attractive of my mobile operator - 1 2 3 4 5
22. The TVCs are actually making a difference for staying with the operator - 1 2 3 4 5
23. Due to the convenience, I am staying with my mobile operator - 1 2 3 4 5
24. If my mobile operator changes its name and a 360 degree change occurs in services, I would immediately change my mobile operator - 1 2 3 4 5
25. I want to Switch to other operator - yes no
- a. Why_____
- b. To which operator
- Airtel
- Banglalink
- Grameenphone
- Robi
- Others
- c. Why_____
26. I am satisfied with my mobile operator - yes no
27. The major reason of my satisfaction to the mobile operator is –
- a. Call rate
- b. Network
- c. Service
- d. Brand image
- e. Attractive advertisements
- f. Number of FnFs
- g. Packages
- h. Others
28. I will recommend my mobile operator to others - yes no
- a. Why_____