



INTERNSHIP REPORT



“The significance of User Acceptance Test (UAT) for regular & upcoming products and services”.

Prepared For:

Mohammad Tanvi Newaz

Faculty BRAC Business School

February 20th, 2015

Prepared by:

Murtazma Ahmed

ID: 11104024

BRAC Business School

Letter of transmittal

February 20th, 2015

Mohammad Tanvi Newaz

Lecturer, School of Business

BRAC University

Subject: Submission of Internship Report on the research topic “The significance of User Acceptance Test (UAT) for regular & upcoming products and services.”

Dear Sir,

I have the pleasure to submit my internship report on the research topic “The significance of User Acceptance Test (UAT) for regular & upcoming products and services” as an outcome of the course BUS 400. In accordance with your instruction I have gathered, which I believe to be the most complete information and strategic data available.

I tried my best to complete the report in moderate span of time and with the quality of your expectation. I wish the report would meet your prospects and standards. This report has allowed me to gain great knowledge and valuable experience in the field of the telecommunication sector and it was a pleasure to work with.

Let me know if there is any scope of improvement, I will be available for further query.

Regards,

Murtazma Ahmed

ID: 11104024

Acknowledgement

First of all, I would like to thank and express my heartfelt gratitude to the Almighty Allah. Secondly I take the opportunity to express my profound gratitude and deep regards to my honorable faculty member Mohammad Tanvi Newaz, Faculty BRAC Business School, for his precious time, exemplary guidance, monitoring and constant encouragement throughout the course of my internship. Without his assistance, it would not have been possible for me to write a formal internship report with so much of details and accuracy.

I am very much grateful to, Tan Sri Ghazzali Sheikh Abdul Khalid Chairman of Robi Axiata Limited for giving me the opportunity to complete my internship in Robi Axiata Limited. I am sure the dynamic managerial activities of Robi will give inspiration to anybody who wants to build their career properly. I would like to thank my supervisor Mr. SK Shaheen Islam, General Manger, Revenue assurance and fraud management (RAFM), Finance Division for his cordial support, valuable information and guidance, which have helped me to complete this task through various stages.

Then I would like to thank Farhad Hossain, Finance Manganer, Fraud Management, Finance Division for his excellent support and inspiration to provide me information about the company and collection of data for my report. His hospitality during my office time was a truly wonderful experience that has really helped me to get a sense of real life work situation.

I am also grateful to my colleagues and other officials who did support me a lot during the internship period. Then at last I shall be grateful to those persons who read this report. I want to keep my thanks to my parent who gave special attention to me from the very beginning and during the preparation of the report & the internship program.

Executive Summary

Robi Axiata ltd is considered as one the most leading and dynamic telecommunication service in Bangladesh. It is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. With its strong network and seamless connectivity, Robi is empowering more than 24 million people across the country.

Fortunately I got the opportunity to work in Robi, in Revenue Assurance and Fraud Management (RAFM) department under Finance division. The following reported is prepared on different aspect of Robi, especially regarding the function on Revenue Assurance and Fraud Management (RAFM) department. Since I was appointed for conducting User Acceptance Test (UAT) for upcoming products and service, thus my research topic about the report is about “**The significance of User Acceptance Test (UAT) for regular & upcoming products and services**”. Basically I have divided my entire report writing into four parts. First part is the Introduction part. Second part is the Organizational overview, where I have included company background, vision, mission, shareholders, key achievements, product & service portfolio & departmental overview. Third part is the Job description & responsibilities, where I have included my task list as an intern and some detailed information about User acceptance Test (UAT). The fourth part is the most significant section of the report, Research & analysis, where I have conducted a detailed analysis regarding the research topic, followed by a graphical representation & interpretation of the survey results. The survey was conducted with Robi employees and the final result of the research is included in the research findings part. At the end of the report I have recommended on some highlighted issue which I felt Robi should take into consideration.

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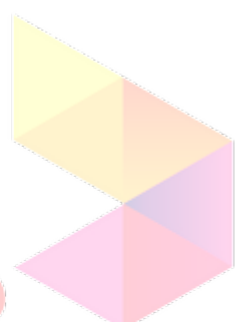
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INTRODUCTION

Origin of the report

The Internship program is a required course for students who are completing Bachelor of Business Administration (BBA) from BRAC University. It is a four credit hour program with duration of three months. Students who have completed all the required courses are eligible for this program. This report has been prepared as a partial fulfillment of BBA Program authorized by the department. In the Internship Program I was enrolled to the Robi Axiata Limited for three months to complete my internship program. During this period I have learned about the company and the facilities which are providing by them.

Objectives of the report

Broad Objective:

The broad objective of this report is to analyze the significance of User Acceptance Test (UAT) about how (UAT) is contributing to review the regular & upcoming products and services of Robi, before and after launching.

Specific Objectives:

- Discover the features of (UAT).
- Impact of (UAT) in product and service.
- How (UAT) is helping to achieve goals.
- How company benefits from (UAT).
- How (UAT) helps to ensure revenue growth.

Scope

The study is about Robi Axiata Limited and its operation all over the Bangladesh. I was appointed in the finance department by the authority. So I had the opportunity to work in finance department. This report has been prepared through extensive discussion with the employees and manager. While preparing this report, I had a great opportunity to have in depth knowledge of the product testing activities of Robi.

Organization of the report

The report consists of three parts. The first part is the organizational part which deals with the organizational overview, its structure, and a brief about the functioning of the organization. The second part includes my Job description and the role while working for the Robi. Third part consist a research analysis on the topic “The significance of User Acceptance Test (UAT) for regular & upcoming products and services”. Based on proper study and research, suitable recommendations are stated as per of the result.

Sources of information

The organizational part information was derived from various sources including Robi website and online reports. In the Job description part the information where gathered while working for the internship program of Robi. Finally for the research part an elaborated methodology is discussed in the research chapter of the report.

Limitations

- Due to the confidential policy of the organization it would be difficult to disclose and cover all the information in this study since is not a publically listed company in stock exchange so they are reluctant to share their company information.
- Since the employees are always on the run, they might not be willing to fill up the survey questionnaire properly.
- Every organization has their own secrecy that is not revealed to others. While collecting data through interviewing the employees, they did not disclose much information for the sake of the confidentiality of the organization.
- Three months time for internship is a pretty short time to acquire in depth knowledge about Robi Axiata Limited.
- The department people always remain busy due to lack of supporting employees so they could not dedicate their full efforts.
- The Report was limited by the size of sample.
- Though I have prepared many reports before, I had no experience of internship. I carried out such a study for the first time, so inexperience is one of the main constraints of the study.



CHAPTER 1
ORGANIZATION OVERVIEW

Company Background

Robi Axiata Limited is considered as one of the most leading & dynamic countrywide GSM telecommunication solution provider. The company is a joint venture flanked by Axiata Group Berhad, Malaysia and NTT DOCOMO Inc, Japan. Axiata holds 91.51% and DOCOMO grasps 8.41% shares of Robi. In earlier times the company was known as Telekom 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 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 also modified by Robi and as a result, now they are almost in close proximity to their destination.

Setting up of new Robi customer service points, relocation of old ones, offering numerous new packages and services to benefit customers etc. It 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.

As a subsidiary of Axaita Berhad Malaysia Robi ensure leading-edge technology to provide its service in Bangladesh, covering almost 100% of the population, Robi is committed to provide best data and voice quality and will continue to ensure that its customers are able to enjoy the best experience through leading edge technology and innovative products and services.

It supports 2G & 3G voices, CAMEL Phase II & III and GPRS/EDGE service with high-speed Internet connectivity. It has the widest worldwide exposure in Bangladesh that connects 600 operators in more than 200 countries. With the help of flexible tariff plan, customer oriented Value Added Service (VAS), quality service centers, 24-hours call centre, digital network facility etc. Robi has reached to the hearts of million people thus as a customer centric company, Robi believes in providing superior service that leads to good business and good development in the society. They believe that quality is continuous and

never ending journey. Hence, every step Robi takes is continuously upgraded and expands their network for better and more efficient services to subscriber

Together with its unique ability to develop local insights, Robi creates distinct services with local flavor to remain close to the hearts of its customer and so as a telecom company, they believes in customer satisfaction because they are the ultimate consumers for whom Robi can stand.

Vision

“To be a the leader of telecommunication service provider in Bangladesh”

Mission

ROBI aims to achieve its vision through being number ‘one’ not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of the budding nation.

Current Situation of Robi in Bangladesh

In order to increase market share, profitability and efficiency, Robi have addressed the need of empower their regions and focus strategies on different business areas. They have reduced bureaucracy, cultural barrier between countries and customers which is a bold step envisioning their growth. As a result, the current situation of Robi Axiata Limited in Bangladesh is very significant.

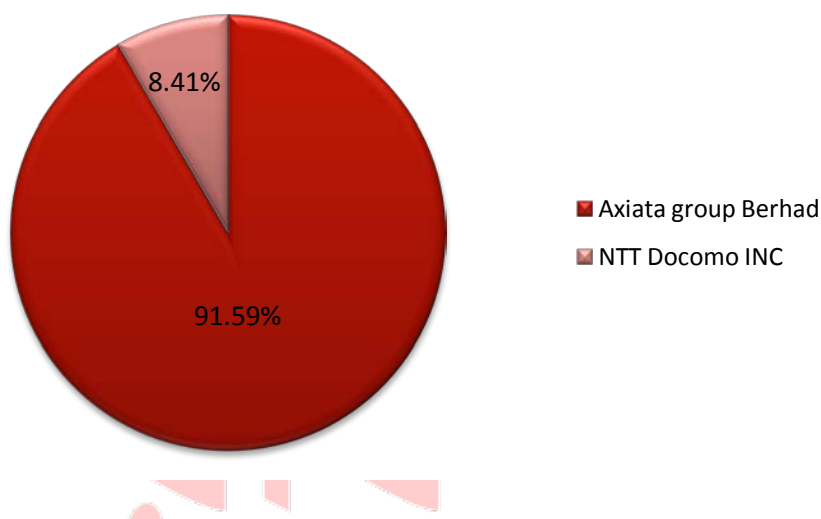
In 2013, Robi’s revenue growth touched to 44.7%, and population coverage reached 98% which shows momentous achievement for them. As the establishment of Robi was in Chittagong, they always gave preferences to Chittagong people along with the country. The company which was established with only 7 BTSs now occupies 1,930 BTS sites at Chittagong and total 8370 BTSs all over the country. According to Bangladesh Telecommunication Regulatory Commission, within two years of operation as Robi, the organization has earned 19.08% market share. Surprisingly, out of this market share, 60% is

of Chittagong. Currently, Robi holds the third position in the telecommunication segment of Bangladesh in terms of subscriber covering 17.087 million active users in our country which 25% lies in Chittagong but second in terms of print media coverage.

Shareholders

Robi Axaita Limited is a Joint Venture company between Axapta Group Berhad and NTT DOCOMO INC. Where Axapta Group Behad holds 91.59% share and NTT DOCOMO INC. holds 8.41% share.

Robi Shareholders



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. Axapta 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 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 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.

Principles

Robi have the following guiding principles

1. Being respectful towards everyone
2. Being trustworthy by action. Being passionate and creative in all we do
3. Keeping things simple in the way we do things
4. Be ethical and transparent
5. Demonstrating individual and collective ownership
6. Practicing an open culture in communication and internal

Key Achievements of Robi

Robi touches another milestone in its journey from excellence to greatness. They have been awarded as the 5th Best Employer of the Year at the 22nd World HRD Congress, 2014. The World HRD Congress comprises of HR professionals from 100 nations across the world. The Award is one of the most coveted of HRD Congress events and vied for by companies around the world, according to the World HRD Congress Advisory Council. The Jury board was impressed to see so many HR initiatives being successfully implemented.

The journey doesn't stopped here, they have also achieved awards in the categories of “Talent Management”, “Best HR strategy in line with Business”, and “ Global HR Strategy” etc

Robi developed a performance driven culture & took a holistic approach in setting down the people practices, addressing all enablers that affected performance, be it organization structure, Resourcing, Performance Management or Learning and Development. They have developed an HR strategy that addressed resourcing, talent management, performance management, team integrity and ethics, as well as Employee Engagement program.

After its transformation in 2010, Robi headed forward, with an average increase of 20% revenue growth and regained No. 2 position in terms of revenue. In the year 2013 Robi wins coveted Frost & Sullivan Award and in 2012 as a key achievements they have Crossed the landmark of 2 crores (20 million) subscriber base and reassessed and rewarded with ISO 9001:2008 certifications. Robi believes that their success has not been by chance rather it has been by choice, through careful crafting of strategies and process in the organization.

Corporate LOGO:



They believe that, “We will keep our promises and deliver. We will innovate, execute fresh ideas and, as a nationwide organization, we will be respectful of our customers and stakeholders.”

Their policies in terms of logo usage are as follows:

- Their logo should always appear in Bengali.
- When writing in English (Roman) text, it should be written as “Robi”
- Special authorization is required if logo is presented in English

Alpona



Robi's Alpona is uniquely created & designed, especially for them. Taken from a very traditional ceremonial form, the Alpona is very vibrant and modern. It represents its brand Robi and spread the message of positively and focuses.

Slogan



Operator Number



Internet Logo



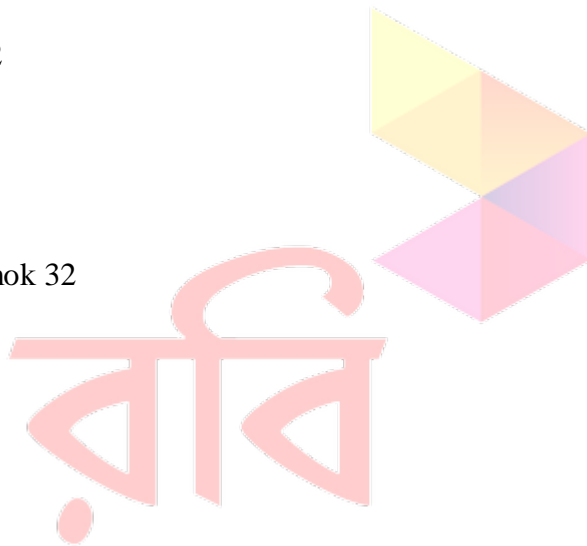
Product & Service Port Folio

Robi Prepaid

With the most affordable benefits and associated values, Robi offers the best mobile phone experience in Bangladesh with superior OCS network throughout the country. There are ten packages to choose from the Pre-paid service and each package offers different call rates and benefits. Customer can switch to different packages if they want with the help of migration which is very easy with a simple process. Each Package have their own unique code number, we can migrate to packages by simply dialing the code number.

Packages are:

- DamalSamal 22
- Tarunno 26
- Anonna 27
- Muhurto 31
- Hoot Hut Chomok 32
- Robi Club 34
- Goti 36
- Nobanno 37
- Shasroyee 38
- Shorol 39



Package Benefits are:

- Highest FnF numbers Facility
- Priyo number Facility (Super FnF)
- Cluster of packages to fulfill your desired benefits
- Simple package change facility through USSD codes
- Range of special Bundle and Combo offers to fulfill Voice and VAS desire
- Full BTCL connectivity with FREE BTCL incoming
- Extended and simplified recharge validity for ease and freedom
- Nationwide Easy Load facility

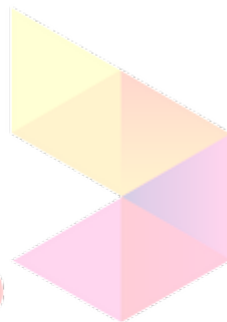
- Nationwide high speed internet connectivity

Robi Post Paid

Robi postpaid package come up with bundle of features and it is for them who are worried about paying advance for the mobile service. Therefore the customer receives the bill at the end of the month. For the convenient of the customer the postpaid bill can be paid through various online payment systems. The Price of the package is BDT 299 Taka and the credit limit is BDT 300 Taka.

Activation benefits of the Post-paid Package:

- Tk.300 cash back
- Free 300 SMS
- Free 300 MMS
- Free Daily news alert (3 months validity)
- Free Call Block service (3 months validity)



International Roaming

Robi International Roaming Services allows Robi subscribers to make and receive calls while travelling to foreign countries. Robi international roaming service is now available on Air and at Sea. Robi international roaming subscriber can enjoy roaming facilities even in ship or airplane. Subscribers need to have a post-paid Robi international roaming subscription to enjoy roaming services at selected networks at sea and air.

International Roaming offers:

- Use of the existing Robi number for roaming in all partner networks abroad
- Global network coverage with over 573 operators and 207 countries
- Spanning over six continents
- No additional monthly charge for availing the service
- Sending and receiving SMS to and from Robi
- Internet access and web surfing through GPRS Roaming Services

- Itemized bill without additional charge
- International Roaming Tariff information Through SMS

Internet 3.5G

Robi 3.5G is the third generation of mobile communication technology that will allow customers to surf the Internet with speeds of more than three times faster than 2G technology. Robi 3.5G is the enhanced version of 3G that offers higher mobile Internet speed of up to 21Mbps, while 3G offers mobile Internet speed of up to only 384Kbps. Nevertheless, the average download data speed available is usually in the region of 1-3 Mbps. With a 3G phone/device and access to the Robi's 3.5G Technology, customer can make video calls, watch live TV, access high speed Internet and enjoy live streaming. However customer need to have a 3G enabled handset to enjoy such internet service.

Internet Pack Details:

Internet Pack	Vaidity (Days)	Cost in BDT	Package
25MB	24 Hrs	10	Prepaid, Postpaid
100MB	7	40	Prepaid, Postpaid
500MB	30	175	Prepaid, Postpaid
1GB	30	275	Prepaid, Postpaid
2GB	30	347	Prepaid, Postpaid

VAS (Value added Service)

There are many value added services that is offered by Robi to its customers. Customer can choose easily what type of service they want to use. The services are explained below

SMS & Messaging

All Robi Pre-Paid and Post-Paid subscribers are eligible to send and receive SMS messages to any mobile number in the country, as well as to numbers from 161 countries around the world!

Goon Goon

Robi Goon Goon is callers Ring Back Tone service that allows different song, tone, music, funny messages or sounds as a Ring-Back Tone for the callers. Customer can set a Robi Goon Goon for all the callers, while they wait for to pick up the call. It is widely used at special day such as a birthday, anniversary, Bangla New Year, Valentine's Day, Christmas Day, New Years day and Friendship Day.

Robi Radio

Robi Radio is just like a pocket FM radio with the added convenience to choose from what one wants to hear, and that too whenever & wherever. Robi Radio is a personal, customized radio station which provides songs of about every emotion and every genre. It allows listeners to:

- Listen to full tracks
- Dedicate songs to loved ones
- Set favorite song as Goon Goon
- Download ringtones
- Create and listen to own/other users personalized play lists
- Share favorite songs as status on Facebook

➤ Circle

Circle is a unique, mobile-centric, SMS-based social network. This liberates the experience from a web connection and makes it available to anyone with even the most basic mobile phone. It also allows accessing the social network whenever we want; anywhere we bring our mobile making it a deeper part of our life. Only Robi has this service in Bangladesh.

➤ Balance Transfer

Robi introduces a new Balance Transfer service. Both Prepaid and Postpaid customers are able to transfer balance to any Robi prepaid account whenever required. This service will also give Robi customers a great opportunity to continue communication even if they have less than Tk.1 balance. For the first time in Bangladesh, Robi Prepaid customers can request for balance to any Robi number.

➤ Dhamaka Express

Robi Dhamaka Express Service has no boundaries; it enables the customer to listen to the songs of his/her choice from anywhere and at anytime along with his/her favorite movies. Subscriber has the option to listen to his favorite music, it gives power in the hands of customer to enjoy whatever he wants to enjoy without any language barrier. Service is played through IVR giving the subscriber complete full song listening pleasure. Some exciting features are given below

- Listen to full tracks
- Dedicate songs to loved ones
- Download ringtones & Full track songs
- Know about favorite celebrities through Gossips & Interviews
- Audio Movies

➤ BIMA Life Insurance

Bima Islamic Life Insurance is a life insurance policy, with cumulative life insurance cover, offered for free to Robi pre-paid subscribers who register for the offer. Each registered Robi subscriber earns insurance cover each calendar month depending on his/her airtime usage; the more airtime used, the more insurance cover earned.

Advanced services

- Balance Recharge through ATM Cards
- Train Tracker
- Call Block
- Phone Backup
- Locator
- Missed Call Alert
- E-traffic
- FnF and Priyo Numbers

Departments and Area of Operation

1. Administration

Administration division operates the business facility layout, safety maintenance, controlling overall employee management, security staffs and personnel management. Apart from that maintaining alternative site for emergency evacuation is also done by this department.

2. Market Operation

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. Market operation division is responsible for acquiring monthly targeted sales given by manager.

3. Human Resource

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

4. Technology

Technological division works for the 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. The division also provides IT support to all the divisions and departments of Robi. Monitoring Robi website as well as intra-division and departmental information is also done by this department.

5. 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.

6. Corporate strategy

Corporate strategy division analyzes monthly growth, revenue, KPIs. (key performance Indicator). It is also responsible to develop new business proposals for Robi. The division is in charge to plan for organizational growth.

7. Internal Audit

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

8. CRL (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.

9. Finance

There are several other divisions in the finance department and each division has its own operation and activities.

➤ Financial Accounting Management and Reporting (FAMR)

This division provides accounting and financial management support services to the Robi. This includes assistance with account structures, cost centers, fund control, general ledger and accounting transaction/variance analysis, cost transfers and corrections, cost allocations, interagency transactions, regulatory and management of financial accounts and reports etc.

➤ Revenue Assurance

Revenue Assurance division work consist of a series of activities that are applied to ensure that the business processes, the organizational structure, controls and the information systems related to revenue cycle (consumption capture, pricing, billing and collections) work together effectively to protect revenues and maximize the margin.

➤ Financial Compliance, Insurance and Process Management (FCIP)

This division plan, direct, and coordinate risk and insurance programs. It also develop and implement transactional, periodic, and forensic testing programs to assess the adequacy of Robi policies and procedures; perform compliance testing; assisting with the development of compliance training programs etc.

➤ Corporate Finance

The key works of corporate finance division are as follows:

- Provide the management with financial planning, to ensure effective and efficient financial management of the Company.
- Ensuring smooth taxation management through efficient financial strategy and policy.
- To build up relationship with various regulatory and other financial institutions in order to achieve necessary accomplishments.
- To ensure Inter-operator revenue recognitions and payment settlement in time that facilitates the revenue growth.
- To ensure the smooth import process that enable the company implementing expansion program in time.
- Ensure that the vendor payment is done effectively and efficiently.

➤ Integrated Planning

It involves assimilation of all resourcing, scheduling, technical, logistical, manpower, contracting, adherence to regulation, and development of financial information from all departments and projects as well as the collaboration and teaming skills with various departments to develop and maintain the company's policies and processes, enabling a best-in-class and standardized approach to the business. It also monitor oversees operation of the company's PMO (Project Management Office). This includes guidance/training of project managers, and making sure enterprise-level information about staff, links to the company's ERP system, etc.

10. Revenue Assurance & Fraud Management (RAFM)

➤ RAFM in Robi

Revenue Assurance & Fraud Management department look at the profit & revenue part of the organization. Their main function is to check whether there are any leakages or fraud occurring in the organization and whether the revenue is properly received by the organization. This is because Robi is rapidly growing with new customer base and to track network usage & to provide better customer support sometimes it increases the exposure of revenue leakage which is significantly controlled by RAFM. Another important aspect of RAFM is to thoroughly analyze different packages and service offers since these offers significantly help them to make profit in the market and thus contribute for revenue growth.

➤ Formation of Revenue assurance & Fraud management in Robi

The Robi Revenue Assurance & Fraud management team is made up with 10 professional well-trained & experts. This well trained professional experts work hard at their level best to ensure proper revenue growth & to avoid any fraud related activities. They are the people who are responsible for critically analyzing, assessing & maintaining proper record of revenue growth & revenue leakage. And after the formation of this team Robi could secure 2nd position in terms of revenue in the telecom industry.

➤ **Functions of Revenue Assurance are stated below**

- Identify, process & implement efficient & achievable strategies to reduce revenue leakage & avoid fraud related activities
- Initiate proactive presence & action in some important aspects- cost cutting, sharpening customer focus, driving operational excellence, and carefully acquiring capabilities and assets for proper revenue growth and profit maximization
- Establishing an internal fraud system to improve billing and collection performance
- Carry out an in-depth analysis on the main revenue leakage areas so that a standard method of operation could be developed to conduct regular RA activities and to ensure profitability is maintained throughout looking at the financial system
- Restructuring and verifying billing accuracy
- Review and evaluate the performance of revenue assurance activities

➤ **Benefits of Introducing Revenue Assurance by Robi**

- Effective way to identify and reduce revenue leakage
- Improves the entire revenue cycle
- Accuracy in billing & collection methods
- Enhances customer satisfaction through proper billing charges
- Avoid fraud related activities in terms of revenue stream

➤ **Fraud Management System (FMS) by Robi**


An FMS is a specific tool designed to quickly and effectively detect, manage and report on fraudulent events (internally or externally) which ultimately impacts the revenue and cost streams of the business. Robi Fraud Management System supports the businesses affected by fraud related activities, which provides the tools required for the assessment, control and even prevention of these practices in order to limit and avoid the loss of revenue, profit and business reputation.

➤ Methods of Fraud Detection by Robi

Robi follows the best practice for detecting and preventing this type of telecom fraud is to monitor Call Detail Records (CDRs) in real time for suspicious traffic or call patterns. To avoid fraud related activities Robi follows different system operation like profiler, billing, roaming visibility etc. Other fraud detection activity includes High Usage Reports (HUR) which indicates the credit exposure of postpaid international customers.

➤ Benefits of Effective Fraud Management System (FMS) by Robi

- Robi FMS reduces the exposure of financial losses, the fraud control team plays an role in shoring up financial margins, thus allowing the organization to compete more effectively and profitably
- Robi FMS ensures proper utilization of resources as any kind of fraudulence is detected through the system
- Effective FMS of Robi is managed by a well-trained Fraud Management team which maintains a good coordination between customer care, billing, provisioning, and fraud management and limit fraud losses by working together as a team



Chapter 2
Job Description & Responsibilities

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Job responsibility

As a business graduate student it is compulsory to complete a 3 months period of Internship program in any business organization to prepare our self to step into the new world of work place. This 3 months of journey helps a fresh graduate to gather experience about how the business world works and helps oneself to choose his/her own career path.

In my internship program I was fortunate to work with one of the most prominent and dynamic telecommunication service provider in Bangladesh “Robi Axiata Limited”. In Robi I was positioned in Finance department where I got the opportunity to work in Revenue Assurance and Fraud Management department under the finance division. This is a department which is established in almost every telecommunication companies in Bangladesh. This department mainly carries out all the tasks and activities associated with an increase in revenue growth and profit segment of the company. The RAFM team is formed with 10 professional experts’ engineers & business graduates to conduct their regular day to day activities. The RAFM team coordinates their activities with marketing team (promotional offers), product development team, value added service team, data team (Robi 3G, Internet). These activities of RAFM are integrated with different departments through a series of tests known as User Acceptance Test (UAT) which is a significant test in telecom sector. As an intern I was mainly assigned to conduct User Acceptance Test (UAT) with different cross function team before launching a new product or service offer in the market.

Significant Function of Robi RAFM-User Acceptance Test

Robi RAFM plays an important role for increasing revenue growth and profit maximization. One of the most significant functions of RAFM is to conduct User Acceptance test (UAT) with cross functional team for any upcoming new products & service. The UAT involves a series of steps where step by step the test is performed to check the charging, billing and discount part of the product & most importantly to ensure that the products and service works exactly as per business plan. The whole RAFM team along with the intern like us conducts the UAT where each and every test case associated with product development are carried out and checked whether the actual test results matches with the standard one. On the other hand they also have involvement in different advertisement and promotional activities through UAT to ensure proper revenue growth.

Job description

Pre product and service features' User Acceptance Test (UAT) is very important prior to product go live to assure Billing/Charging/Network system readiness to serve the customer as per Company's plan to improve customer satisfaction, reduce churn and protect revenue from loss.

The main job role as an intern in Robi was to perform UAT with Cross functional team (Market operation, Product development, Data & Technology team) for regular upcoming new product, campaign before offering the new products and services to the market to ensure the accuracy of:

- Assurance/Testing of Billing/Charging rules configuration in the system as per campaign rules prior to go live,
- Assurance/testing of complex discount and bonus disbursement rules is configured in the systems prior to go live,
- Service/Offer expiry checking as per business plan
- Ensure data availability in RA system for upcoming offers
- Ensure RA systems monitor the upcoming features so that there are no leakages.
- Testing data quality & data integrity between cross nodes to ensure accuracy of revenue.

Some of the regular task list as an intern is listed below

- Updating Interconnect Analysis information in excel sheet from the server
- Looking for missing files
- Snipping RAFM control pages and mail respectively to the supervisor
- Updating Revenue Reports and mail the chart
- Tracking subscribers of High Roaming Reports (HUR) to check their credit exposure limit
- Updating package wise revenue
- Perform UAT (User Acceptance Test)
- Updating UAT track report

Some of the significant responsibility that I performed as an intern is illustrated below

- UAT
- Interconnect Analysis
- Roaming bills (HUR)
- Checking User undertaking form (UTF) & User registration form (URF)
- Day and package wise Revenue update

Basic Information about UAT:

Acceptance testing is a user-run test that demonstrates the application's ability to meet the original business objectives and system requirements and usually consists of a subset of system tests. The UAT process allows for any issues to be fixed before the system goes live. During user acceptance testing, user review test results, verify the correctness of acceptance testing, decide which test pass or fail and decide which failed tests are of the highest priority for correction. After testing concludes, users either grant or refuse acceptance of the system. So therefore user acceptance test is a final testing phase that is conducted during the life cycle of software development or any product or service development, in order to determine whether the developed system meets the agreed requirements and to evaluate the readiness for operational use. When the test is completed successfully, then only customer or user will accept the software or offer in term of money.

My work as a User acceptance tester (UAT) in Robi

As discussed earlier I was mainly appointed to conduct UAT session in Robi which signifies the prior testing of charges and viability of different packages and services before they are launched. The product could be developed from any department i.e. Value added service (VAS) department, Data team (internet 3G packages), Prepaid (bundle offer) or Postpaid Team etc. For any upcoming new products and service offered by Robi, UAT need to be conducted to check some pre-determined criteria like charging, offer expiry, disbursement of bonus, application functionality, quality of the service and the test is done with the presence

of the team member who are associated with product development but as a representative of RAFM team my significant concentration was to check the charging part which particularly generates revenue of the company. During testing if any bugs were found on the application then that were recorded in UAT file and only after fixing the bug and repeating the UAT, the product could be launched in market not before that.

Some of my UAT work that I conducted is given below in the figure:

UAT name	Product details	Status	Comment
Bundle 10 (Tk 50), Bundle 11 (Tk 100)	Bundle 10: Any operator 70 min, MB-26, SMS-25, MMS-25, Validity-7days	Partially ok	Due to lack of
	Bundle11: Any operator 150 min, MB-51, SMS-50, MMS-50, Validity-7days	Partially ok	Late in charging from bonus MB for both bundle
		OK	
UAT_Call Completion Engine (VMS <voice mail service>)	caller route to CCE platform they will get an option to keep VMS(1tk charge+vat), receiver could hear the VMS, with no charge deduction(receiver MT SMS notification no charge), 30 sec max duration for VMS	partially ok	left to check with prospaid charge (as party A+party B)
UAT_Hoot Hut Chamak new tariff plan	change in tariff plan & discount	Partially ok	
UAT_Fb+Watsup+News	Purchasing data pack, usage from data pack	Partially ok	Prepaid Watsup was ok, Prospaid failed
UAT_3 bonus pack (50 MB, 250 MB, 500 MB)	Customer should receive 50% bonus on usage of 100 MB(bonus 50 MB), 500 MB(Bonus 250 MB), 1 GB (500 MB). after 72 hours of usage & their data usage should be deducted from bonus data pack for both prepaid & prospaid.	FAILED	No deduction from bonus data pack, deduction from main data pack bal
UAT_3 bonus pack (50 MB, 250 MB, 500 MB)	Customer should receive 50% bonus on purchase & usage of 100 MB(bonus 50 MB), 500 MB(Bonus 250 MB), 1 GB (500 MB). after 72 hours of usage & their data usage should be deducted from bonus data pack for both prepaid	ok	left to check with prospaid charge

Example 1

Looking at the figure below some of the examples can be thoroughly explained. Suppose in the very first example “Bundle 10 (Tk 50), Bundle 11 (Tk 100)” is a product of prepaid team which says, if customer purchase Bundle 10, then they need to pay Tk 50 where after purchasing the bundle they will get 70 free min, 26 MB, 25 SMS,25 MMS, Validity 7 days. In UAT testing all this are criteria which each need to be tested. As an UAT tester, I was provided with a test handset and a test number through which I tested each criterion, whether

the offer actually charged 50 TK or not, whether after purchasing this offer I get the following services that they are claiming to give.

Example 2

The second example says about VMS (voice mail service) which is a call completion engine and a product of Value Added Service (VAS). Here similarly with a test handset and a test number I tested whether it matches with the criteria & the test case i.e. if A party who is calling to B party wants to keep a voice mail, that voice mail should charge 1 tk for a duration of max for 30 sec and when B party will retrieve the voice SMS then he should be zero charged as they claim in the test case.

Example 3

The third example illustrates about Facebook+Watsup+News data pack which is a product of 3G data team. These three features are added together to make one particular data pack offer. My work here was to check whether the deduction of charging was accurate as per plan for the particular data pack offer & several data was browsed to check the 3G data usages and data charges

Example 4

The fourth example is a 3 pack data bonus which is a product of data team. This product illustrates the following test case, that if any customer purchases 100 MB then within 72 hours they he will get 50 MB as 50% bonus data, for 500 MB purchase, 250 MB as bonus data and for 1000 MB purchase, 500 MB as bonus as bonus data. My work in this UAT was to check whether the significant amount of bonus was disbursed within the given time after purchasing the particular data packs and also to verify the usage of data pack from the bonus data account not from the main data account after receiving the bonus.

Steps of UAT followed by Robi:

- **Analyze business requirements:** the very first step is the planning stage where UAT testing strategies is outlined (Acceptance Testing, Entry and Fail Criteria, Test Execution Team, Test Script Developer)

- **Designing test cases:** Test cases are designed to cover all the functional scenarios of the application in real-world usage. In this step criteria for testing are identified, created and defined based on which test will be performed
- **Selection of testing team:** The testing team of Robi is comprised of real world end-user. Testers are usually selected from cross functional department who have relevance of the developed application with their department.
- **Executing Test Cases:** In this step the testing team executes the designed test cases. Sometimes it also executes some relevant random tests to check the validity of the application in real world
- **Record the test results:** After executing the test cases, all bugs are logged in a testing document with relevant comments.
- **Bug fixing:** this step involves Responding to the bugs found by the testing team; the application development team makes final adjustments to the code to make the application bug-free.
- **Sign-off:** When all bugs have been fixed, the testing team indicates acceptance of the software application. This shows that the application meets user requirements and is ready to be rolled out in the market.

Functions of UAT in Robi by Revenue Assurance (RA)

- Before launching any new product or service, the RA team conducts UAT to verify, whether charging are deducted as per the business plan. RA team ensures that product is successfully launched in the market and for that they use the best method to incorporate any changes and provide the best quality service to satisfy the target customers.
- Through UAT, the RA team ensures that the service offer has proper validity and expiry as it claims in the business plan.
- By conducting UAT the RA team goes for proper analysis for the improvement of service in newly launched products. If any discrepancy found in the test, the products go for further edition by the experts so that it just becomes the same as preplanned.

- RA team not only verify the charging and billing part but they also go for feasibility analysis of service to check whether products and services are actually providing valid benefits to the end users which increases customer satisfaction.

Benefits of UAT:

- UAT reduces the cost of developing the an application-Minimal savings that might occur in the early stages of the development cycle by delaying testing efforts are almost certainly bound to increase development costs later.
- UAT increases clients satisfaction-Clients feels more confident that the requirements are met, without the ‘fear’ of how the product will behave in the real environment and if a critical issue will arise when least expected.
- UAT ensures that the application behaves exactly as expected-For the vast majority of programs; unpredictability is the least desirable consequence of using an application.
- UAT improves Vendors communication-Communication increases both with the clients and inside the team, as the requirements definition is improved through the acceptance tests and signed by the client
- UAT develops loyalty and word-of-mouth market share-Finding success with a program that offers the kind of quality that only thorough testing can provide is much easier than trying to build a customer base on buggy and defect-riddled code.

Some of the major challenges faced while conducting UAT in Robi

- Poor communication channel within departments.
- Inexperienced tester.
- Lack of knowledge about the requirements or concepts.
- Incomplete test scripts.
- Conflict of interest.
- Lack of test records.
- UAT process inadequately defined.
- Poor planning & misinterpretation of test results.
- Inefficient technological support.

Roaming Bills:

At the time of my internship program, I was assigned to check the billing of international roaming customers. These customers usually are postpaid customers of Robi and by activating this service they enjoy international roaming service e.g. International calls from their Robi SIM, International SMS etc. These roaming users have a certain limit of their usage and I was assigned to check the credit limit exposure of these roaming customers. The customers who exceeded their credit limit more than the particular amount they were separated noted and a formal mail was forwarded to them, concerning their exceeded credit limit issue.

Interconnect Analysis:

Interconnect analysis in Robi is conducted by doing a graphical analysis, and comparing those analysis by checking the incoming & outgoing call & call duration between Robi and other operators of Bangladesh. I was assigned to do the graphical analysis and the information that was used in the analysis was extracted from their database through using database software like Oracle, SQL. The information was extracted through running different query language in the software. After conducting the analysis I was responsible to report the findings to my supervisor.

Checking UTF (User undertaking form) & URF (User registration form)


At the beginning of my internship program I was assigned to check the (User undertaking form) & URF (User registration form) to identify any fraud subscriber. This work was a part of complain management team in RAFM. The scan copy of the forms was forwarded from the customer care center of Robi to complain management team. For UTF form, by checking the scan copy of the form first I noted the particular Robi number, FNF number, last call number, last balance, last recharge amount, National ID number and IMEI and if all these information were filled in the form then only I approved the form. For URF, from the scan copy of the form, I checked the image of the user matches with the form or not, user

signature, noted the issue date etc to verify the user information and if everything found ok, I approved the form.

Day and Package wise Revenue chart updates:

I was also responsible for doing updates of day and package wise revenue. Robi have different prepaid packages e.g. DhamalSamal, Hoot hut Chamak, Robi Club and many more and those package revenue where daily updated in graphs by extracting information from their internal server





Chapter 3
Research & Analysis

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Research topic

“The Significance of User Acceptance Test (UAT) for regular & upcoming products and services”.

Objective of the study

The main objective of the study is to find out the importance of user acceptance test (UAT) and how it is creating value for the organization. What employees are feeling about this test, what are their perceptions and values and how are they benefitted from this test.

Significance of the study

The telecommunication industry has enjoyed tremendous success in the application of high end information systems and technologies. Technological advances have reshaped the size and nature of the telecommunication industry, allowing it to extend beyond the traditional, brick and mortar concept of phone call. 3G internet, wireless networking and digital media are an extension of the technological progression that is now characteristic of the telecommunication sector. However there are lot errors occurring in the advancement and organizations are trying hard to come up with new ideas and process to solve those issues and problems.

Methodology

The study was conducted as a descriptive research, also known as statistical research. It describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how.

Primary Data Sources

- Survey Questionnaire: The survey was carried out with a view to understand the significance of User Acceptance Test (UAT).
- Personal interview: For the purpose of this research personal interview was taken of a manager who has in-depth knowledge about user acceptance Test (UAT).
- Observation: Observation method was applied in the research.

Secondary Data Sources

- Website
- Online Article

Sampling method

The sampling method applied was stratified sampling.

Sample size

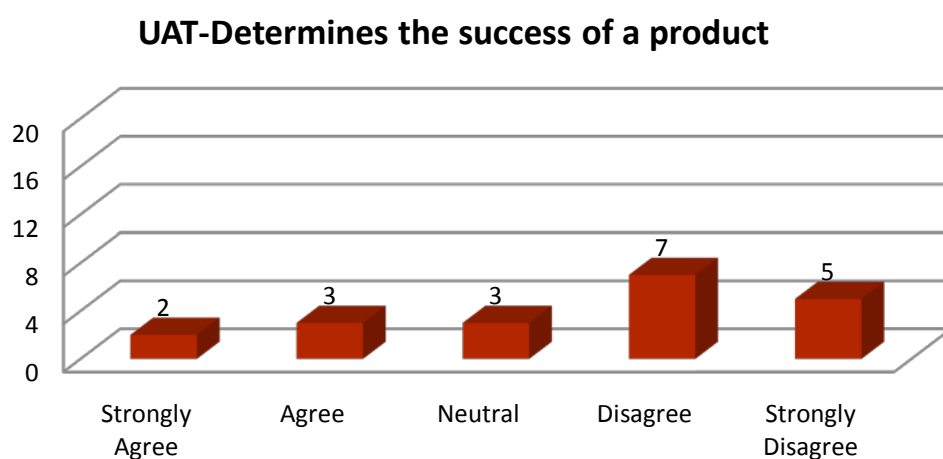
The sample size is 20 respondents.

Data analysis & presentation techniques

- Microsoft Word for report writing
- Microsoft Excel for survey data collection
- Graphical figure Through Bar Charts

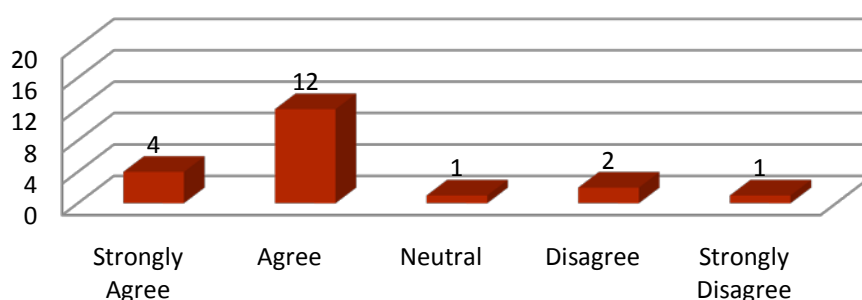
Graphical Representation and Interpretation

UAT

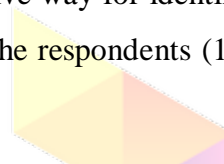


From the above graphical figure it can be stated that out of 20 respondents, 2 people strongly agree, 3 people agree, 3 people where neutral, 7 people disagree and 5 people strongly disagree about the statement that UAT determines the success of a product. This clearly indicates that most of the respondents (12 out of 20 respondents) disagree with the mentioned statement.

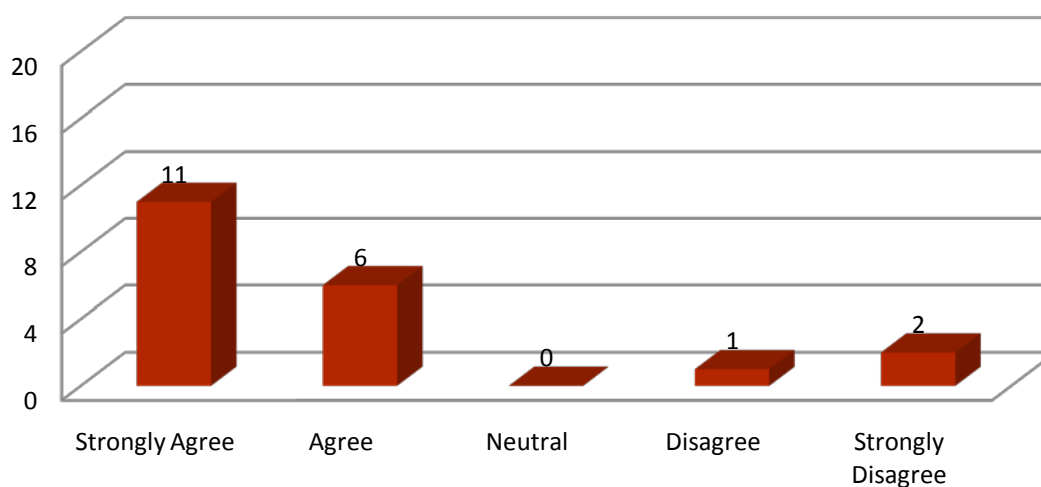
UAT-Effective way for identifying error in the process of work flow



From the above graphical figure it can be stated that out of 20 respondents, 4 people strongly agree, 12 people agree, 1 people where neutral, 2 people disagree and 1 people strongly disagree about the statement that UAT is an effective way for identifying error in the process of work flow. This clearly indicates that most of the respondents (16 out of 20 respondents) agree with the mentioned statement.

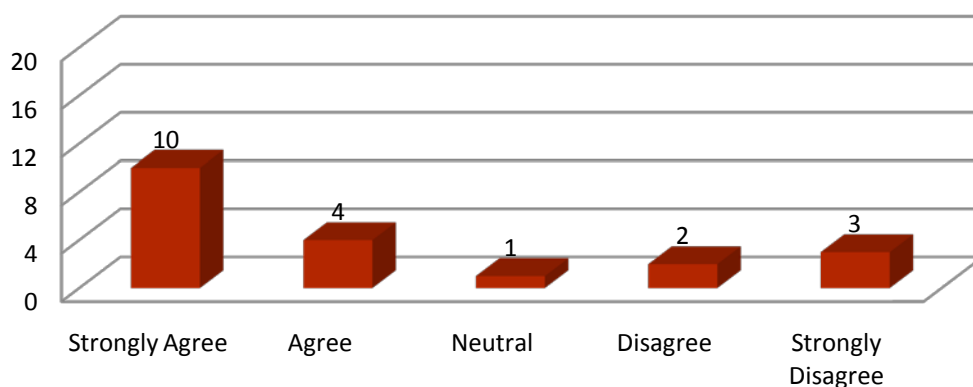


UAT-Ensures that the functions work as expected



From the above graphical figure it can be stated that out of 20 respondents, 11 people strongly agree, 6 people agree, 1 people disagree and 2 people strongly disagree about the statement that UAT ensures the functions works as expected. This clearly indicates that most of the respondents (17 out of 20 respondents) agree with the mentioned statement.

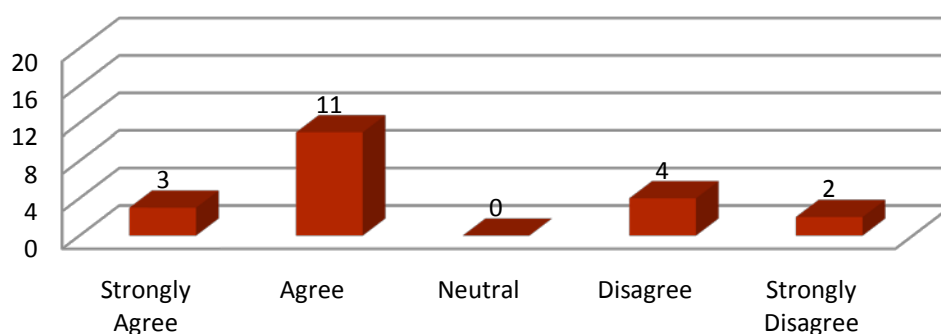
UAT-Eliminate unintended errors before launching



From the above graphical figure it can be stated that out of 20 respondents, 10 people strongly agree, 4 people agree, 1 people where neutral, 2 people disagree and 3 people strongly disagree about the statement that UAT eliminate unintended errors before launching. This clearly indicates that most of the respondents (14 out of 20 respondents) agree with the mentioned statement.

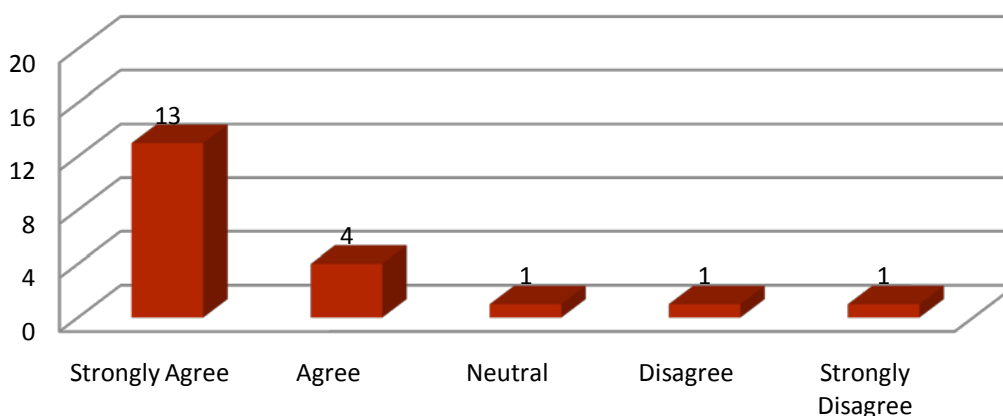
Four Major objectives of UAT

UAT objective-Confirm that the system meets the agreed upon criteria



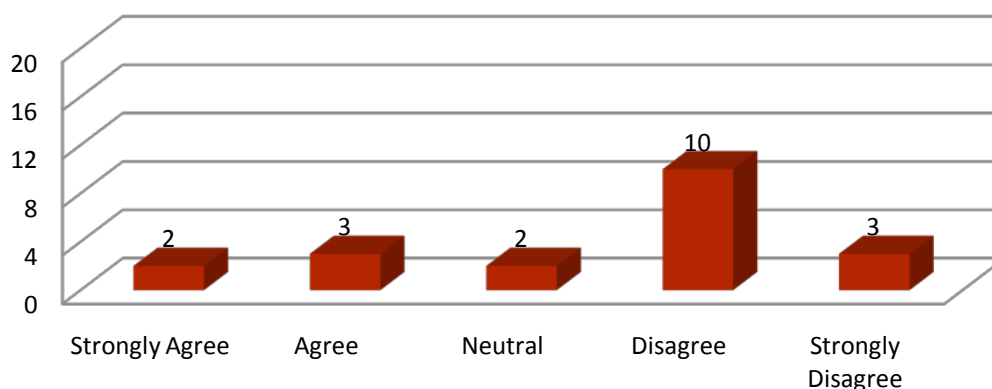
From the above graphical figure it can be stated that out of 20 respondents, 3 people strongly agree, 11 people agree, 4 people disagree and 2 people strongly disagree about the statement that UAT confirm the system meets its agreed upon criteria. This clearly indicates that most of the respondents (14 out of 20 respondents) agree with the mentioned statement.

UAT objective-Identify and resolve discrepancies



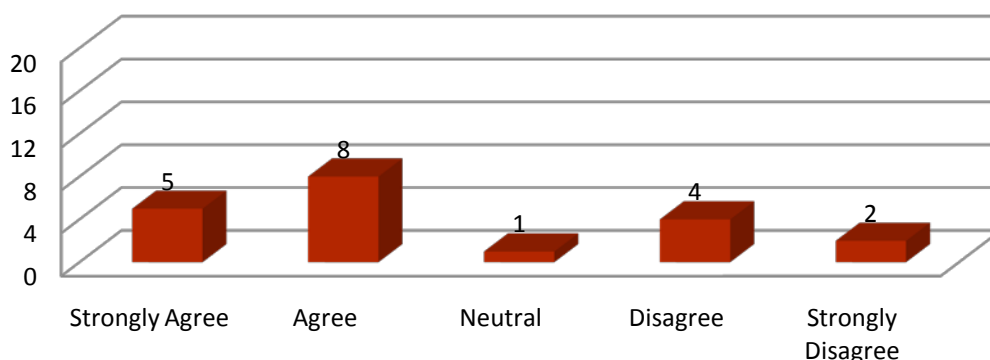
From the above graphical figure it can be stated that out of 20 respondents, 13 people strongly agree, 4 people agree, 1 people where neutral, 1 people disagree and 1 people strongly disagree about the statement that UAT identify and solve discrepancies. This clearly indicates that most of the respondents (17 out of 20 respondents) agree with the mentioned statement.

UAT objective-Determine the readiness of the system for cut-over to live operations



From the above graphical figure it can be stated that out of 20 respondents, 2 people strongly agree, 3 people agree, 2 people where neutral, 10 people disagree and 3 people strongly disagree about the statement that UAT determine the readiness of the system for cut-over to live operation. This clearly indicates that most of the respondents (13 out of 20 respondents) disagree with the mentioned statement.

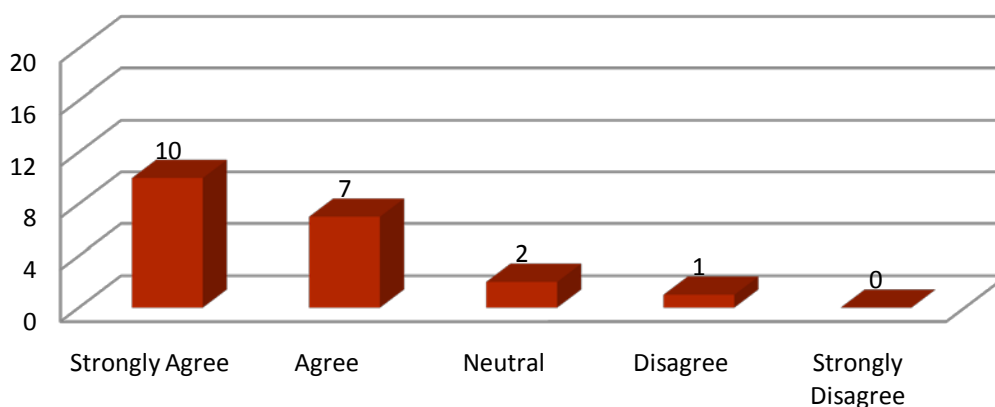
UAT objective-Verifies the business/client/customer gets what they are paid for



From the above graphical figure it can be stated that out of 20 respondents, 5 people strongly agree, 8 people agree, 1 people where neutral, 4 people disagree and 2 people strongly disagree about the statement that UAT verifies the business/client/customer gets what they are paid for. This clearly indicates that most of the respondents (13 out of 20 respondents) agree with the mentioned statement.

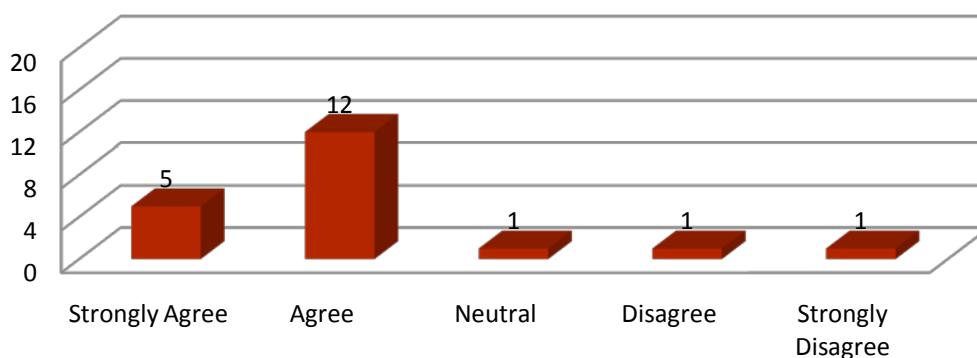
Benefits of UAT

UAT benefits-Reduces the cost of developing an application



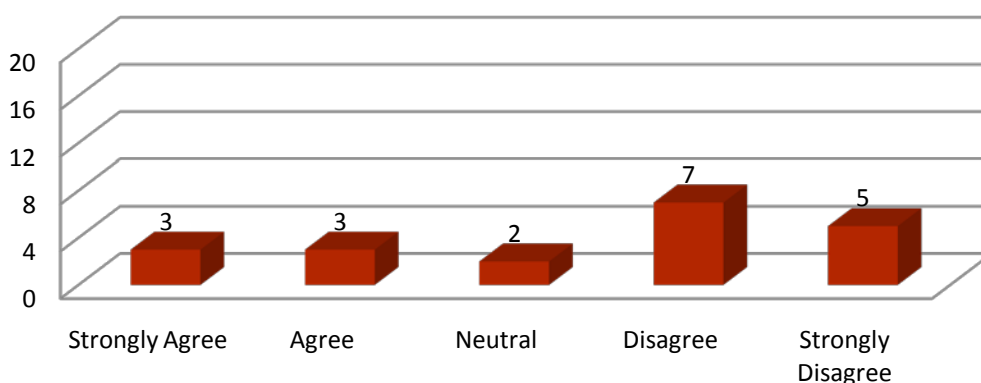
From the above graphical figure it can be stated that out of 20 respondents, 10 people strongly agree, 7 people agree, 2 people where neutral and 1 people disagree about the statement that UAT reduces the cost of developing an application. This clearly indicates that most of the respondents (13 out of 20 respondents) agree with the mentioned statement.

UAT benefits-The quality & criteria of the product is defined in the early phase of development/implementation



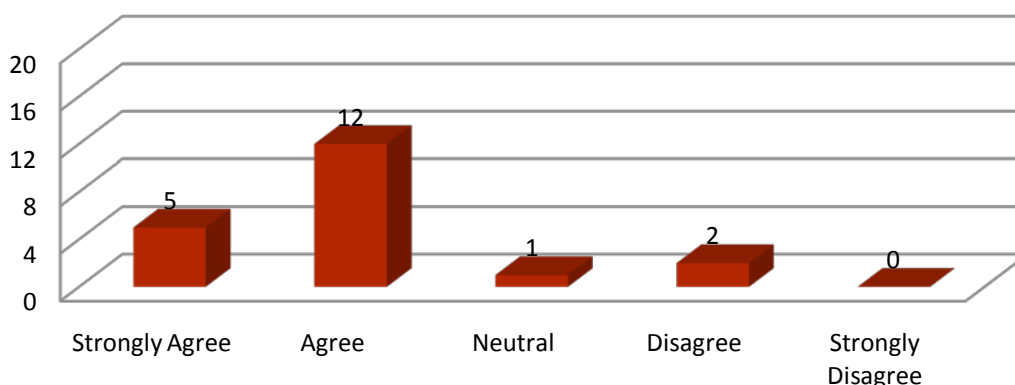
From the above graphical figure it can be stated that out of 20 respondents, 5 people strongly agree, 12 people agree, 1 people where neutral, 1 people disagree and 1 people strongly disagree about the statement that UAT defines the quality & criteria of the product in the early stage of development/implementation. This clearly indicates that most of the respondents (17 out of 20 respondents) agree with the mentioned statement.

UAT benefits-Improves communication of vendors both with the clients and inside the team



From the above graphical figure it can be stated that out of 20 respondents, 3 people strongly agree, 3 people agree, 2 people where neutral, 7 people disagree and 5 people strongly disagree about the statement that UAT improves communication of vendors both with the clients and inside the team. This clearly indicates that most of the respondents (12 out of 20 respondents) disagree with the mentioned statement.

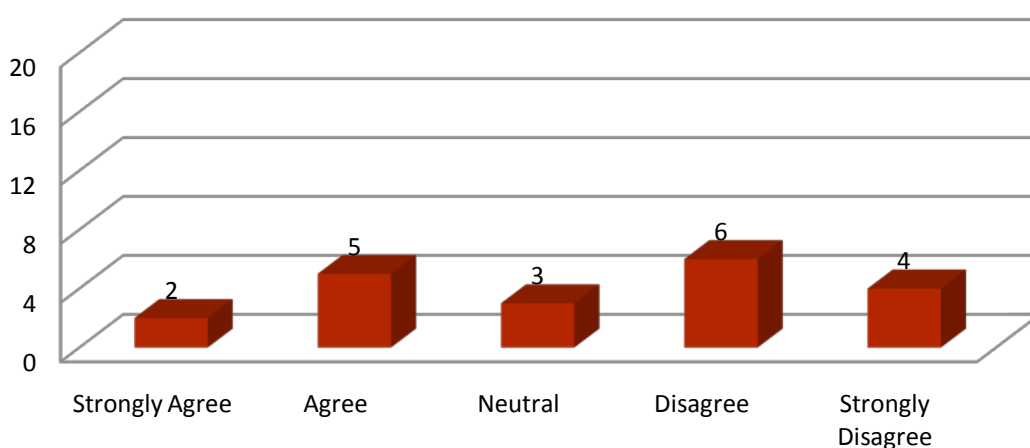
UAT benefits-Ensures proper billing, charging, bonus disbursement and offer expiry



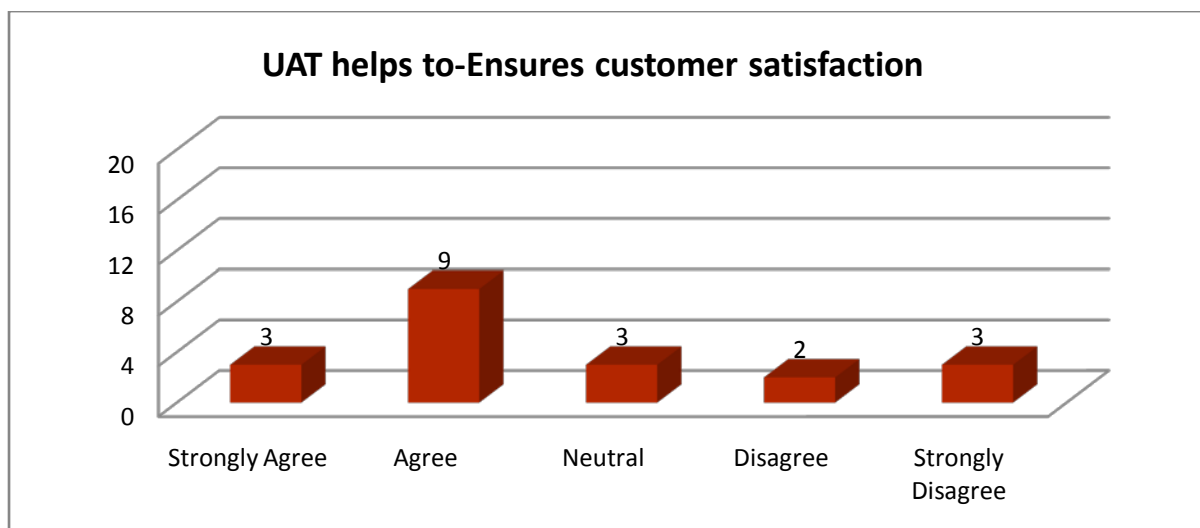
From the above graphical figure it can be stated that out of 20 respondents, 5 people strongly agree, 12 people agree, 1 people where neutral and 2 people disagree about the statement that UAT ensures proper billing, charging, bonus disbursement and offer expiry. This clearly indicates that most of the respondents (17 out of 20 respondents) agree with the mentioned statement.

UAT Helps To

UAT helps to-Ensure business reputation

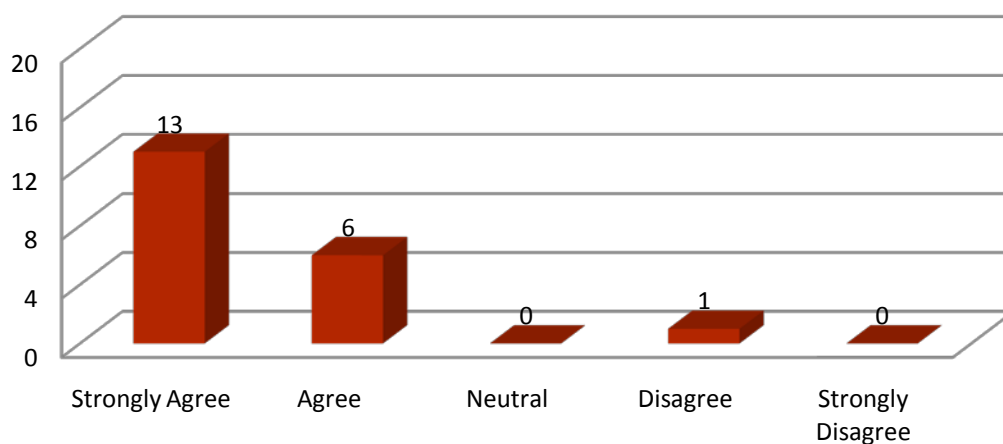


From the above graphical figure it can be stated that out of 20 respondents, 2 people strongly agree, 5 people agree, 3 people where neutral, 6 people disagree and 4 people strongly disagree about the statement that ensure business reputation. This indicates that some people agree with the statement as well as some disagree with the statement.



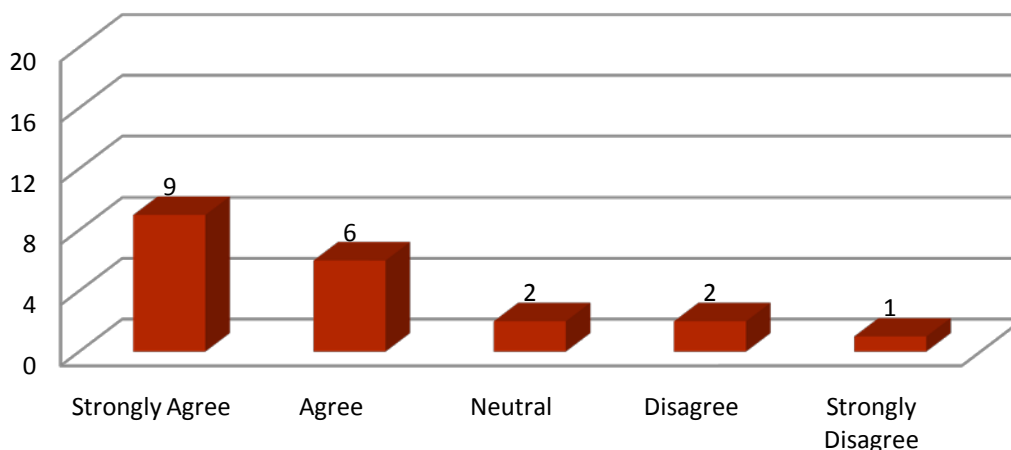
From the above graphical figure it can be stated that out of 20 respondents, 3 people strongly agree, 9 people agree, 3 people where neutral, 2 people disagree and 3 people strongly disagree about the statement that UAT helps to ensure customer satisfaction. This clearly indicates that most of the respondents (12 out of 20 respondents) agree with the mentioned statement.

UAT helps to-Reduces number of customer complain



From the above graphical figure it can be stated that out of 20 respondents, 13 people strongly agree, 6 people agree and 1 people disagree about the statement that UAT helps to reduce number of customer complain. This clearly indicates that most of the respondents (19 out of 20 respondents) agree with the mentioned statement.

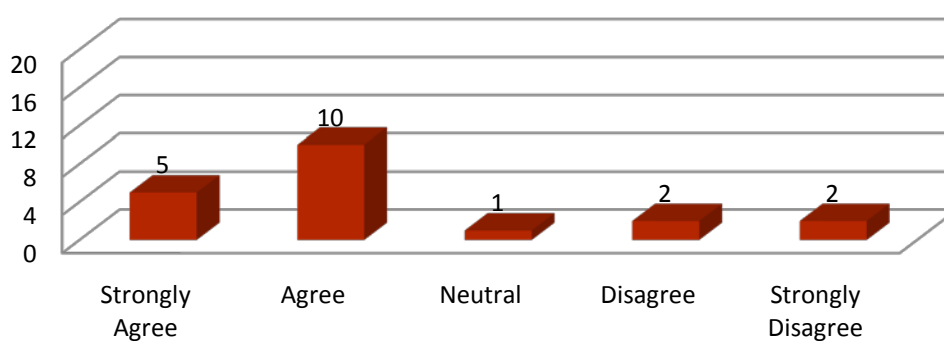
UAT helps to-Facilitates costs cutting & corners



From the above graphical figure it can be stated that out of 20 respondents, 9 people strongly agree, 6 people agree, 2 people where neutral, 2 people disagree and 1 people strongly disagree about the statement that UAT helps to facilities cost cutting and corner. This clearly indicates that most of the respondents (15 out of 20 respondents) agree with the mentioned statement.

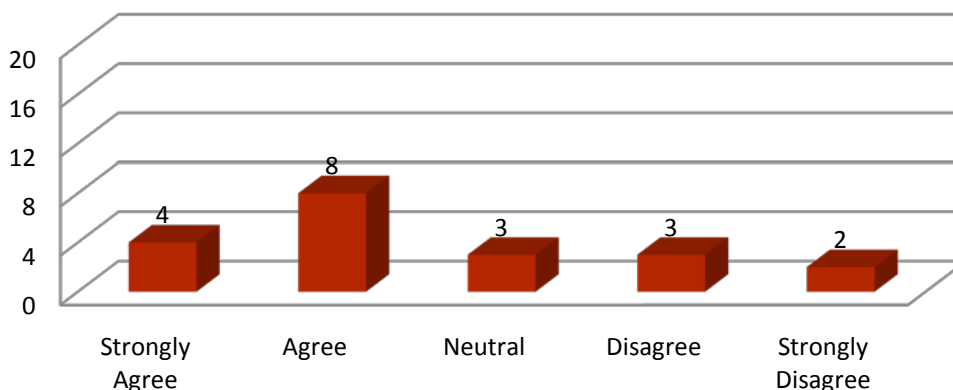
UAT Testing

UAT testing-User review test results



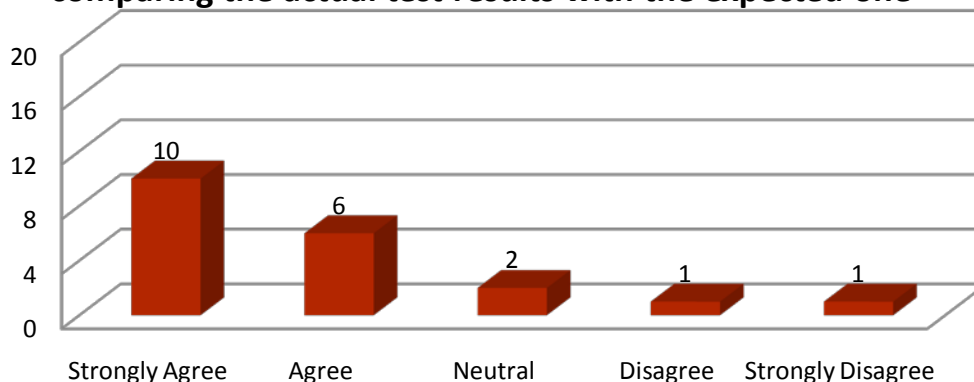
From the above graphical figure it can be stated that out of 20 respondents, 5 people strongly agree, 10 people agree, 1people where neutral, 2 people disagree and 2 people strongly disagree about the statement that In UAT testing user review test results. This clearly indicates that most of the respondents (15 out of 20 respondents) agree with the mentioned statement.

UAT testing-Verify the corrections of the acceptance test



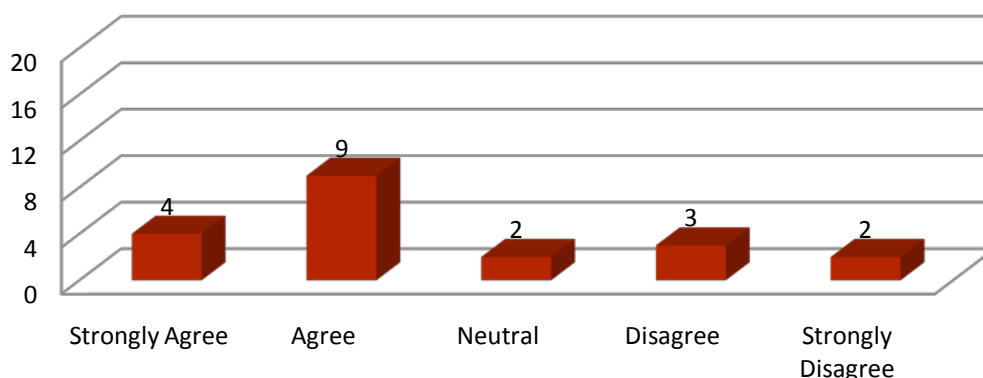
From the above graphical figure it can be stated that out of 20 respondents, 4 people strongly agree, 8 people agree, 3 people where neutral, 3 people disagree and 2 people strongly disagree about the statement that in UAT testing, they verify the correctness of acceptance testing. This clearly indicates that most of the respondents (12 out of 20 respondents) agree with the mentioned statement.

UAT testing-Decide which test have pass or fail by comparing the actual test results with the expected one



From the above graphical figure it can be stated that out of 20 respondents, 10 people strongly agree, 6 people agree, 2 people where neutral, 1 people disagree and 1 people strongly disagree about the statement that in UAT testing, they decides which test passed or failed by comparing the actual result with the expected one. This clearly indicates that most of the respondents (16 out of 20 respondents) agree with the mentioned statement.

UAT testing-Decide which failed tests are of the highest priority for correction



From the above graphical figure it can be stated that out of 20 respondents, 4 people strongly agree, 9 people agree, 2 people where neutral, 3 people disagree and 2 people strongly disagree about the statement that in UAT testing, they decide which failed test are of the highest priority for correction. This clearly indicates that most of the respondents (13 out of 20 respondents) agree with the mentioned statement.

Research findings

For my internship report the research was topic was “Significance of User Acceptance Test (UAT) for regular and upcoming products and services.” After completing the survey with 20 respondents, the graphs and its corresponding explanation is illustrated above. For a more clear understanding, the overall research findings under each topic (as formatted in the questionnaire) are discussed below:

UAT

After doing research about the basic importance of UAT, majority of the respondent agreed with the statements that UAT is an effective to way for identifying errors, it ensures that the functions works as expected and eliminate unintended errors. As a result the significance of UAT is proven for this particular section as respondents’ supports the basic of importance of UAT before launching any product or service.

Four major objectives of UAT

After conducting the survey it was found that, most of the people think, identifying and resolving discrepancies is one of the major objective of UAT then comes meeting the agreed upon criteria and verifying the clients getting what they are paid for. So here it shows the major purposes, chosen by the respondents for which the UAT is conducted and also indicates the importance of performing the test.

Benefits of UAT

During the survey one of the major benefits that people agreed is that, UAT ensures proper billing, charging, and bonus disbursement. Among the 4 categories of benefits listed in the questionnaire, majority of the people agreed with all the benefits except one. This is because they believe that they all have benefited by performing UAT in different aspects and understands the significance of real life implications.

UAT helps to

According to the respondents, most of them supports that UAT is helpful to reduce customer complain and this especially benefits the customer care and complain management team. Other functions of UAT like ensuring customer satisfaction and reducing operational cost are also important and majority of them supports this functions.

UAT testing

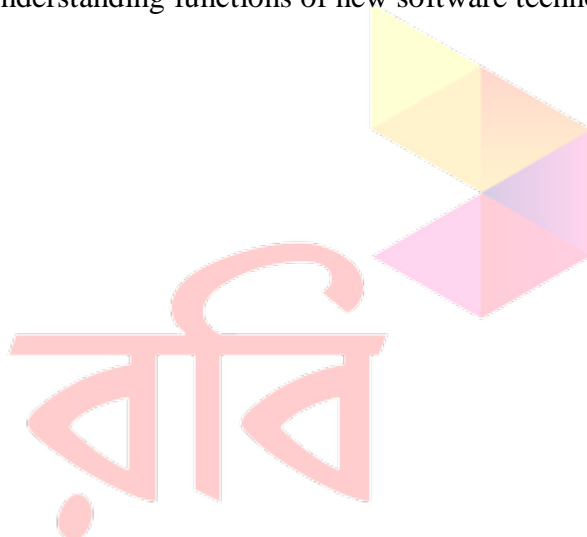
During the survey it was observed that all the 20 respondents agreed with the steps of UAT testing. They believe that reviewing test results, verifying the corrections, deciding which test pass or fail and taking correction action; all the steps are equally important and need to be carefully examined for successful UAT results

Therefore to wrap up everything, after conducting the survey for my research topic I found that UAT is a very significant part that need to be well managed and well-coordinated within

the team. A successful UAT results not only benefits the team members or the products itself or enhances revenue growth but also benefits the organization as a whole and Robi follows a detailed series of steps for conducting UAT and launch the product only when the expected results matches with the actual outcome.

Challenges that I faced while doing internship in Robi:

- Lack of proper communication with the channel
- Lack of proper understanding of Telecom terms
- Problems in adjusting corporate office time schedule (9am to 6pm)
- Difficulties in managing multiple UAT meetings at a time
- Difficulties in understanding functions of new software technologies like Oracle, SQL etc



Recommendation:

After working as an intern in Robi, I have accumulated the following recommendation. The recommendation is based on my major job responsibility User Acceptance Test (UAT) and other general aspects of Robi as an organization

- While conducting UAT, I faced some major challenges due to lack of experience since I was new at this sector. Robi doesn't provide any training to individuals for performing UAT sessions as a result it was very difficult for me to understand the steps of conducting UAT. Since UAT is an important part of Robi so they should provide proper training at least for a week to perform UAT successfully.
- In Robi, to perform UAT they follow a series of steps which I feel, the steps are quite complicated so I think Robi should incorporate less complex and easy UAT testing steps for easy understanding and for more efficient test results.
- Usually before performing UAT in Robi a meeting is fixed before a day of conducting UAT through mail communication, but sometimes without any prior communication just before half an hour a meeting is suddenly fixed, at that time there might be other meetings who are in schedule, as a result at a time 2 or 3 UAT meeting clashes with each other and then it becomes very difficult to manage. Prior to this issue they have lack of communication within the other team member and improper UAT time management technique which I feel is a very important issue that Robi should take into consideration.
- Revenue assurance and fraud management team of Robi consists of two departments, Revenue assurance and Fraud management and such a significant department of Finance consists of only 10 employees which I think is not enough compared to their proportion of work. Therefore I would recommend Robi to recruit more people in this department.
- Robi generates very less amount of revenue from their voice team and for any telecommunication voice is the primary concern of generating revenue, therefore I

would recommend Robi to initiate innovative policies and strategies and implement them to enhance their revenue margin from voice team.

- ▶ “Call drop” is a very important term in telecom which is significantly responsible for revenue leakage and Grameen phone provides bonus for call drop occurrence to hold their customer, and I think Robi should come up with such kind of strategies to hold their loyal customer and improve customer satisfaction.



Conclusion:

As a part of BBA program it is compulsory to complete a 3 month internship program in any organization and I was privileged to work with Robi Axiata Limited, one of the leading telecommunication service providers in Bangladesh. Working with Robi was a very pleasant experience for me. As a fresh graduate I could gather a lot experience about work place, work life, work environment, dedications towards work etc. My team mates in Robi where very helpful; they supported me and guided me throughout the entire 3 months in every step of work.

Robi believe in open work environment as a result they have prefer to share each other's views, problems, ideas, suggestion openly. Even they provide freedom to the employees to talk directly to the top level management about any issue without any hesitation which I believe is a very important factor for increasing employee's motivation. The work environment in Robi where very friendly, they never treated me as an intern and always considered me as a part of their Robi Family. To sum up my report, I would like to conclude that, truly it was an amazing experience working with them; I have learned a lot of things which I never thought I will be able to do. I discovered my capabilities, my potentialities and if I ever get a chance, I would definitely like to work their again.

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Appendix

I am doing a survey for the partial fulfillment of my Internship course. The research topic is “**The significance of User Acceptance Test (UAT) for regular & upcoming products and services.**” It will take only few minutes of your time. Your response would be a great help in accomplishing the study. However, this information is only for academic purpose and will not be disclosed elsewhere. I heartily thank you for your cooperation.

For the following questions, please mark your answer according to the degree of your agreement.
1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly disagree

Four major objectives of acceptance testing:		1	2	3	4	5
1	Confirm that the system meets the agreed upon criteria					
2	Identify and resolve discrepancies, if there is any					
3	Determine the readiness of the system for cut-over to live operations					
4	Verifies the business/client/customer gets what they are paid for					

Benefits of UAT		1	2	3	4	5
1	Reduces the cost of developing an application					
2	The quality & criteria of the product is defined in the early phase of development/implementation					
3	Improved communication of vendors both with the both with the clients and inside the team					
3	Ensures proper billing, charging, bonus disbursement and offer expiry					

UAT helps to		1	2	3	4	5
1	Ensures business reputation					
2	Ensures customer satisfaction					
3	Reduces number of customer complain					
4	Facilitates costs cutting & corners					

UAT testing		1	2	3	4	5
1	User review test results					
2	Verify the corrections of the acceptance test					
3	Decide which test have pass or fail by comparing actual test results with the expected one					
4	Decide which failed test are of the highest priority for correction					

Abbreviations

- UAT-User Acceptance Test
- RAFM-Revenue Assurance and Fraud Management
- BTS- Bangladesh Telecommunication Service
- FMS-Fraud Management System
- CDR- Call Detail Records
- UTF- User Undertaking Form
- URF- User Registration Form
- HUR- High Usage Report