

# BUS 400

## Internship Report



গ্রামীনফোন আজ



চলুক অনুভূতির  
উৎসব বাধাহীন

A study by Jamin Alam Sanchari  
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Submitted to  
Dr. Mohammed Tareque Aziz  
Associate professor , BBS  
BRAC University



An Experience from  
Grameenphone Limited

## Letter of Transmittal

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Date: 2/09/15

**Dr. Mohammed Tareque Aziz**

**Associate professor, BBS**

**BRAC University**

Subject: Submission of “Internship” report on product development in Grameenphone Limited.

Dear Sir,

It is with great pleasure that I would like to provide to you the report on my internship experience at Grameenphone Limited. I have prepared the report as per your guidelines and recommendations. I am looking forward for your judgment on this report.

I tried my level best to complete the report as per the requirements and meaningfully. This was done by engaging seriously and giving the best effort to prepare this report. I have tried to portray the actual experience of my internship program through this report. It has enabled me to gain a better understanding of my experience which will help me in my career development.

Your kind acceptance and judgment will surely inspire me. I hope this report will fulfill all the requirements.

Sincerely Yours

**Jamin Alam Sanchari**

## Acknowledgement

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I am using this opportunity to express my gratitude to everyone who supported me throughout the internship period. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the internship work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

First and foremost I present my gratitude to the Almighty Allah for making everything possible. It would never be possible without the help of the Almighty. I would also like to thank my family, friends and all my teachers who have supported me throughout the internship program and also this report.

I express my warm thanks to Mr. A.E.M Saidur Rahman, my internship supervisor in Grameenphone Limited. His help and effort to teach me the ways of a multinational company was appreciable along with all the other little things he taught me. He was kind enough to teach me, trust me and give responsibilities to me so that I could learn.

Last but not the least I would like to express my gratitude to my assigned faculty member, Dr. Mohammed Tareque Aziz for the valuable guidance and support. I really appreciate the way she has guided me through this report. I would also like to thank the P&O team lead by Mr. Raihan Rashid, for all the hard work they have put in for the Interns preparing the Orientation program and the Post-Internship Training program.

Sincerely yours

Jamin Alam Sanchari

## Executive Summary

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The primary purpose of this report is to fulfill the degree requirement of Bachelor of Business Administration at School of Business, BRAC University. It details my first work experience in a real life set up and explores the experience I have encountered in this short duration. It highlights the contributions made and learnings obtained during the 3 months internship period in Grameenphone Limited. It has been an amazing experience where an intern gets the opportunity to be a partner in projects making significant contributions to each. My internship supervisor, A.E.M. Saidur Rahman, the general manager of the CRM team from the department of Product in Grameenphone, has taken me thoroughly through my work, providing me with motivations and empowerment to work on the projects at my own ease.

The program provided me with the opportunity to interact with the product managers and specialists of some of the amazing products of Grameenphone in Bangladesh and gather insights on how products are developed, managed and communicated to mass through the integrated work of various departments. It aided us by providing with various trainings and sessions on career development and growth.

The scope of the report is limited to my time spent on my organization and is constrained by my perspective of my day to day activities. Based on real life experience and assignments, it notes down the experiences provided by the organization. However, the report is not entirely based on primary data as some secondary data was used to provide details regarding the organization. For this I was dependent on the website of the company and internal organizational documents. The major limitation while creating this report was the confidential but important information that I could not add in the report.

Overall the environment of Grameenphone Limited, the friendly culture and the practices focusing on values foster the best learning experience. This is an experience which helped me apply and differentiate between the theoretical knowledge from the practices and applications.

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## 1. Company Overview

When it comes to look into the top brands, telecom operators always steal the show. In both 2014 and 2015, Telecom Giant Grameenphone has holds the crown as top brand. Grameenphone is the leading telecommunication service provider in Bangladesh with almost 50 million subscribers. It is widely abbreviated as GP. It started its operation on March 26, 1997 and with time it grew to be one of the leading corporations in Bangladesh. It is a joint venture and the ownership structure consists of Telenor ASA holding 55.8% share of the company and Grameenphone limited owns 34.2%. Rest of the 10% is owned by public.



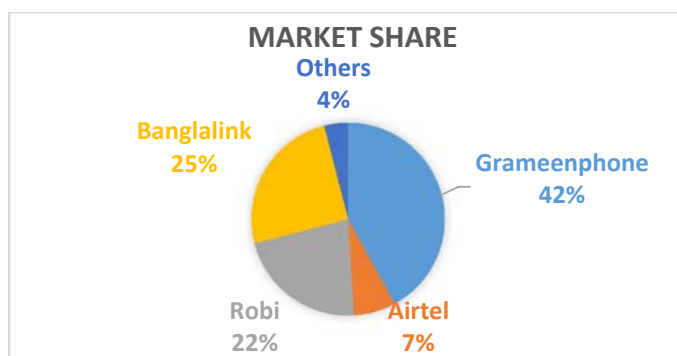
Before Grameenphone's inception, the phone was for a selected urbanized few. The cell phone was a luxury: a flouting accessory for the select elite. The mass could not contemplate mobile telephony as being part of their lives. Grameenphone started its journey with the Village Phone program: a pioneering initiative to empower rural women of Bangladesh. The name Grameenphone translates to "Rural phone". Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone has come a long way. Grameenphone pioneered the then breakthrough initiative of mobile to mobile telephony and became the first and only operator to cover 98% of the country's people with network. Since its inception Grameenphone has built the largest cellular network in the country with over 8500 base stations.

Presently, nearly 99 percent of the country's population is within the coverage area of the Grameenphone network. Grameenphone has always been a pioneer in introducing new products and services in the local telecom market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. Grameenphone was also the first telecommunication operator in Bangladesh to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. In October 2013 the company launched 3G services commercially. The entire Grameenphone network is 3G/EDGE/GPRS enabled, allowing access to high-speed

Internet and data services from anywhere within the coverage area. There are currently over 7 million 3G/EDGE/GPRS users in the Grameenphone network.

### Interesting Facts about GP:

- Investment of Grameenphone is 9 billion and it contributes 7 billion to the government.
- Grameenphone is one of the largest taxpayers in the country, having contributed more than BDT 35,500 crore in direct and indirect taxes to the Government Exchequer over the years.
- There are now more than 1600 GP Service Desks across the country covering nearly all upazilas of all districts and 92 Grameenphone Centers in all the divisional cities
- Grameenphone has about 5000 full and temporary employees.
- 300,000 people are directly dependent on Grameenphone for their livelihood, working for the Grameenphone dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others
- As of 2013 GP has the highest AMPU (Average min per user per month) of 249 minute compared to Robi and Banglalink which was 155 and 186 minute respectively.
- GP has the highest gross Average revenue per user (ARPU) which is 176, compared with Robi's 161 and Banglalink's 119.
- GP has the lowest percentage of churn users. As of 2013 Grameenphone was the only business unit of Telenor to have a churn % below 20.



*Fig: GP owns 42% of subscriber market share*

### Mission:

Leading the industry and exceed customer expectations by providing the best wireless services, making life and business easier.

## **Vision:**

We exist to help our customers get the full benefit of communications services in their daily lives. We want to make it easy for customers to get what they want, when they want it. We're here to help.

## **Values:**

GP practices four values and those are as followings. GP believes, the active practice of these values would help the organization to stand out from the crowd and go beyond.

• ***Make It Easy:*** it means the easiness of everything, both from the consumer and employee point of view. Grameen phone always tries to make the usage of phone call and internet easy for all. For this reason they have introduced **easy net** where by dialing a number the internet will start working. On the other hand, the employee always get the very clear indication from their supervisor that what should be done in order to meet the organizational objective and what should be done if things might go wrong. For instance, few days back there was a big technological interruption occurred. With a very short notice, new software was introduced in order to solve the problem. Grameen phone believes, the employee should get all the benefit so that they can work easily to give the maximum productivity to the organization.

• ***Keep Promises:*** Grameen phone always teaches the employee to keep the promises. If the employee promises the consumer that a work would be done within next 20 minutes then, the employee make sure that work is done within time. Actually GP believe with this value they are creating accountability among the employees. This particular value is making the employee more accountable and responsible.

• ***Be Inspiring:*** the employee of the organization should be such that, everyone inspires to be like her/him. For instance, my supervisor used to come office before 8.00 a.m. This inspires me so much that I have always tried to reach office before he comes. However, I have failed to manage that so many times. Whenever any employee does a good thing, then his work is appreciated and he is counted as an inspiring one. This value makes the employee proactive and competes with each other to be better and get appreciation from the others.



•**Be Respectful:** this is such an organization where people respect each other regardless seniority. As an intern, I could never imagine that the divisional head would give me such respect. If any person takes a good initiative, no matter how small the initiative is, the person gets the appreciation and respect. During my tenure of internship, I have seen it so many times that the divisional head is showing respect to the employee who generated even a very simple idea. GP believes that with this value, the employee would strive to respect each other. As a result, the environment of the organization would get better day by day.

**Brand promise: 'go beyond'** is the brand promise of GP. Each time, GP wants to exceed the expectation of the people through their service. To ensure the best possible service, GP also encourages the employee to exceed their performance.

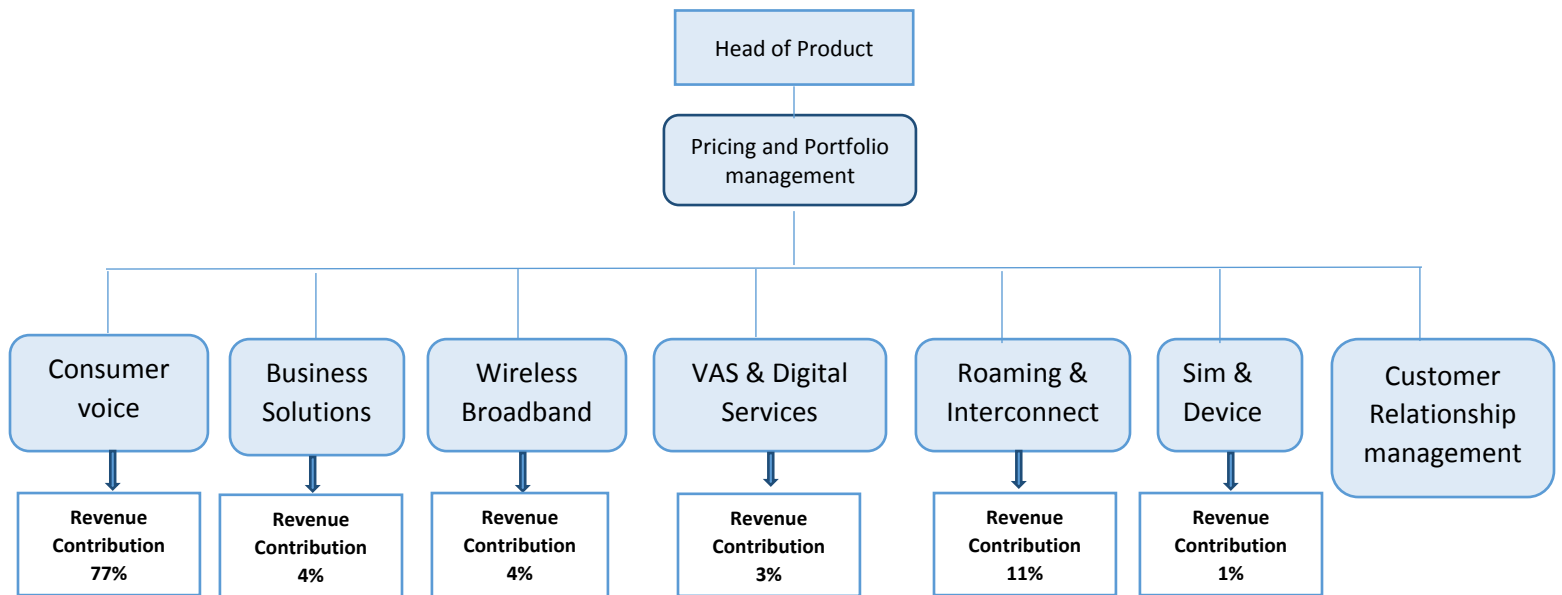
GP wants the consumer to go beyond without any fear, hesitation or confusion. If the consumer needs the help of the mobile network and internet then GP promise to help the consumer with the strongest 3G network ever in this country.



**Figure: Brand Promise; Go beyond!**

## 2. Department and People

As an intern, I was assigned to work in the Product department under the Commercial division of Grameenphone limited and more specifically the Consumer and Relationship Management or widely known as CRM team. Commercial is one of the largest divisions in Grameenphone. It forms a bridge between Grameenphone and its customers



**Fig: Organogram of Product Department**

**Product:** This department is responsible for the product development and product lifecycle management of Consumer Products and Business Products. 97% of GP's total revenue is earned from the product department. There are 8 teams in this department each with their unique product offerings. Product development includes the modification or revamping of the existing products and also creating innovative products to make customer's life simpler and better. One such example of new product that was launched right before my internship period was FLEXIPLAN. Using this plan customer can buy their desired amount of data, talk time, sms and validity. Change in tariff or modality of existing products also falls under product development.

Product managers are also responsible for managing both inbound and outbound existing products and ongoing campaigns. This management of products is done by analyzing the revenue structure, competition and market condition. If revenue of any product is constantly decreasing,

managers take necessary steps to improve the condition at first and if not possible then that particular product is discarded from the portfolio. Individual Product managers decide when and how to promote their products and are also responsible for scrutinizing the current condition and future opportunities. This product life cycle management helps each manager to fix their targets and figure out ways to stabilize the current revenue structure and also ensure the increment of revenue.

### **CRM team:**

This particular team is responsible for the micro campaigns and I directly worked with this team. The GP user often receive exciting offer on internet usage and packages. This particular team basically designs the campaign and with the help of the software and technology department, this particular team sends SMS to the consumer. Prior to sending sms , they make a list of selective people on the basis of the data given by business intelligence team. This team contributes incremental revenue generation in the Grameen phone.

### **Major KPI**

Maintain revenue market share through efficient product life cycle management

Maintain subscriber market share by designing new product of internet packages and acquiring more customer base.

**Pricing and Portfolio Management Team:** This team not only works on the operational level for the product department but also does strategic forecasting for the entire company.

Corporate strategy & vision of Grameenphone is completely intertwined with the ones created by the Telenor group. As per corporate strategy various target is sent by the Telenor group and one of the sub team of Pricing is responsible for creating the target for the CEO, CXO and all the other department heads of the commercial division. The team tries to fix a target by aligning the sent requirement of the Telenor group with the internal and external analysis done to check the feasibility of the application of those requirements.

After the target upon revenue, subscriber capacity, etc are created for GP, and then it is further divided and distributed to various functional departments such as technology, finance, product,

etc. Then the process of 5 quarter forecasting is done. After forecasting, pricing strategy and guideline is finalized. Aprice conjoint study is done aftera nationwide research work and the product portfolio is decided.

According to the strategy and guideline, some ideas are generated and shared with the individual product managers. As per the given target, now the individual product managers generate new product idea or modify their products. A detailed roadmap is created and monthly basis roadmap is sent to the technology department for development and also to marketing department where the communication is planned and designed. Customer experience team and Business intelligence team also aids in this process with their reporting, data analysis, churn prediction, etc. After the modality finalization, financial feasibility new products are launched. Through distribution and sales it finally reaches the target customers. A product manager continuously monitors the performance and takes necessary steps to manage the product life cycle.

**Business Solutions Team:** Offers customized solution to large, medium and small enterprises. Major verticals include FMCG, Bank, Pharmaceuticals, NGO, Public sector, RMG. Business customers are highly fragmented and heterogeneous hence through the creation of customized solution pack BS strives to become the complete solution provider.



Business solutions are mostly sold through direct sales. Below the line communication is used for such customized offering.

### Major KPI

- Maintain revenue market share through efficient product life cycle management

- Maintain subscriber market share by selling new sim and acquiring more customer base

### **Commercial division also includes the following departments:**

**Marketing:** Marketing is responsible for all types of Product development and launch, Branding and communication, International Roaming, Value Added Services( likenamaj alert, sports alert, news alert, welcome tune) and all types of Research activities. Its functions include understanding consumer preferences, development of communications, brand management, campaign management, and management of communication channels.

**Distribution and Retail Sales:** It includes GP centers all over Bangladesh, dealers and retail outlets. The responsibility of sales department is to sell the products and services of Grameenphone. Therefore they have to work in close collaboration with Marketing Division for their success in selling. They also need to keep good relationship with the sellers and also with customers.

**Direct Sales:**Business solutions created in the product department are mostly sold through this channel. Business solutions such as broad band services, enterprise solutions, Mobile voice and data, etc. are sold in bulk to different organizations. Below the line communication is mostly used for such total solution providing packages. They offer and sell customized cost effective price plans, mobile office, tracking services, connectivity solutions to various organizations through the process of direct sales.

**Customer Services:** The main objective of the Customer Service division is to be the best in class customer service in Asia to gain competitive advantage for Grameenphone in the market place. Its responsibility is to position itself as the most reliable, friendly and quality service provider in the industry to be perceived as the operator that provides segment based services beyond expectations.

**Customer Experience:** Grameenphone has established a Customer Experience Lab, which helps the company to gain valuable customer insight about its products and services. The lab is being used to check feasibility of ideas with potential customers early in the product development phase. They receive customer complaints and works with product, marketing and audit.

### 3. The People

It is amazing how friendly the people of Grameenphone are. The organizational culture of Grameenphone Limited is thus an excellent one where it promotes respect and friendly environment to enhance ease of communication. It is a company that fosters the growth mindset and actually provides employees with the energy and enthusiasm to make it happen. GP is a company in which you can really contribute and grow and it's a company that you can have fun in.



The working environment is a proper one in Grameenphone.

“Agile working is critically important”, as deemed as important. GP believes in flexible work time and place. They promote empowerment and responsibility. It is an organization that values creativity, plays to individual's strengths and allows people to be themselves; our aim is to maintain highly-skilled teams with a wealth of experience. The employees of Grameenphone are some of the friendliest people I have met in my life. The environment in the organization binds all the personnel as a family. Grameenphone also practices hygiene, health concerns, preserving the environment, sustainability, growth, opportunity, green, and other positive energies.

Grameenphone finds the right people who are compatible with the beliefs of the organization. They believe in “They are the enabler of individual progress to go beyond”. They find the people who share this belief. GP provides with all the needs of the employees so that they are satisfied and committed. The fundamental characteristics are shared. As a result, there is a strong culture and shared values among coworkers. It translates to increased levels of trust and a shared sense of corporate community.

To find critiques of such an excellent corporation is very tough. Perhaps one flaw I can point out is that the work pressure is not consistent in Grameenphone. There are quite a few times when the employees need to work day and night to complete a project on a short notice.

## 4.Product offering

Grameen phone has amazing four taglines and one of them is ‘Make it easy. ‘Through their product offering they have made usage of cell phone and internet easy for the people of all level. From the true market research they have segmented their customer base and according to that they have designed their offering. Let us talk about the talk time pattern.

GP has two kinds of packages

1. **Post paid**
2. **Pre-paid**

### *Prepaid offering:*

As we all know, pre-paid offering means the consumer has to have the sufficient amount of balance in the mobile to make the call. So, having money is the first condition of making a phone call. Grameen phone has different variety of consumer base. From the marketing research, they have come to know that the demand for the prepaid connection is more. And there are varieties in the consumer segment and their mobile usage. Based on that, GP has designed differentpre-paid packages for their consumer.

Some of the pre-paid product offering are as following:

**Bondhu:** the price of the new connection is 110 taka. For one super FnF this connection has call rate of 5 paisa per second. It has other 17 fnf opportunity. It has the facility of 10 paisa per second. Sms rate is 50 paisa. Total fnf opportunity is 18.

**FnF:** 1 Super FnF& 17 FnF

**GP to GP:** 5 paisa/10 second (Super FnF) , 10 second pulse .

**SMS:** 50 Paisa / SMS



*Figure :bondhu package.*

### Amontron:

Amontron" is the new attractive price plan from Grameenphone for the consumer which gives the opportunity to talk to any other operator at a call rate of 11 paisa per 10 second (24 hours).

**FnF:** 1 Super FnF

**GP to GP:** 20.5 paisa/ 10 second, GP-Others: 11 paisa/ 10second

**Pulse:** 10 second

**SMS:** 50 Paisa/SMS



Figure: amontron package

### Nishchinto

Grameenphone prepaid package comes with this Package. It offers the consumer flat rate of 15.5 paisa per 10 second for 24 hours.

**FnF:** N/A

**GP to GP:** 16 paisa/10 second

**Pulse:** 10 second

**SMS:** 50 Paisa / SMS



Figure: Nishchinto package



## Spondon

New Connection Fee : N/A

“Spondon” is the new attractive price plan from Grameenphone which gives you the opportunity to “Pay only as much as you will talk.

FnF: N/A

GP to GP: 2.12 paisa/ second

Pulse: 1 second

SMS: 50 Paisa/SMS



Figure: spondon package

## Aapon

Consumer can talk to over 44 million Grameenphone numbers at a very low rate of 14.17 Paisa per 10 second.

FnF: N/A

GP to GP: 14.17 paisa/ 10 second

Pulse: 10 second

SMS: 50 Paisa/SMS

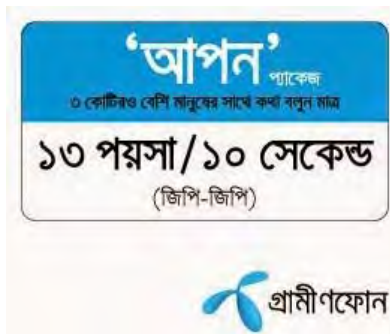


Figure: apon package

## shohoj

New Connection Fee : N/A

Grameenphone prepaid connection where you will be able to talk to any operator number at a flat rate.

FnF: N/A

GP to GP: 19.17 paisa/ 10 second

Pulse: 10 second

SMS: 50 Paisa / SMS



Figure: shohoj package

## Djuice

New Connection Fee : TK.110

New djuice price plan from Grameenphone Ltd. is designed with the Youth in mind!

FnF: 10 FnF

**GP to GP:** 20.83 Paisa/ 10 second, Community: 10 paisa/ 10 second

**Pulse:** 10 second

**SMS:** 50 Paisa/SMS



Figure: djuice package

## *Postpaid offering*

In this kind of package, the consumer can talk throughout the month and after the usage they have to pay the bill. Usually corporate bodies, businessman and big shots people use this kind of product offering. Moreover, those who do not like the hassle of recharging they take this product offering.

Now, let us discuss about the product offering of postpaid packages.

## **Xplore**

New Connection Fee: TK.499

Xplore is a postpaid connection and is available with Mobile to Mobile with BTCL connectivity. BTCL incoming is absolutely free in Xplore.

FnF: 9

GP to GP: 2 Paisa/Second

Pulse: 1 Sec

SMS: 50 Paisa / SMS



**Figure :xplore postpaid**

## **Xplore Legend**

New Connection Fee: TK.500

Xplore Legend is a new postpaid package of Grameenphone providing three amazing and attractive bundle offers.



### Internet package:

There are different kinds of internet packages. From the true market research they have segmented the consumer according to their demand and designed different product offering.

Product Name	Volume	Validity	Valid For	Price
<b>Daily social pack</b>	Unlimited Facebook, whats App	1 day	Prepaid	1 taka
<b>Fortnightly social pack</b>	Unlimited Facebook, whats App	14 days	Prepaid	9 taka
<b>4 MB</b>	4 MB , 2 MMS	1 day	Prepaid , postpaid	2 taka
<b>35 MB</b>	35 MB	7 Days	Prepaid, postpaid	15 taka
<b>75 MB</b>	75 MB	7 days	Prepaid, postpaid	30
<b>100 MB</b>	100 MB	30	Prepaid, postpaid	45
<b>200 MB Volume</b>	200 MB	7	Prepaid, postpaid	65
<b>250 MB</b>	250 MB	28	Prepaid,	99

<b>Volume</b>			postpaid	
<b>500 MB Volume</b>	500 MB	28	Prepaid, postpaid	175
<b>Volume : 1GB</b>	28	Prepaid, postpaid	275	
<b>4GB</b>	4GB	28	Prepaid,postpaid	500
<b>Heavy Browsing</b>	Nonstop Internet	28	Prepaid, postpaid	950
<b>Heavy browsing</b>	20 GB (speed upto 2 mbps)	30	Prepaid, postpaid	2000
<b>Smart plan 299</b>	Nonstop internet, volume 200 minutes voice call( any local number),200 sms ( gp-gp)	30	Prepaid, postpaid	299
<b>Smart plan 499</b>	Nonstop Internet, 400 minutes voice call (any local number), 400 SMS (GP-GP), 400 MMS	30	Prepaid, postpaid	499
<b>Smart plan 699</b>	Nonstop Internet, 600 minutes voice call (any local number), 600	30 days	Prepaid, postpaid	699

	SMS (GP-GP), 600 MMS			
<b>Night heavy browsing</b>	Nonstop internet	28 days	Prepaid, postpaid	250 taka

From the table, we can sum up that GP has different product offering at different cost. Recently GP has made the usage of internet easier through their recent campaign ‘Easy Net’ with a view to making the internet usage easier for all.



*Figure: easy net*

## 5. Product improvement

Grameen phone believes that there should be continuous process of developing the product offering there by exceeding the expectation of the consumer. GP does not only offer their product to their consumer once, rather they improvise their offering on a regular basis. They actually offer different product offering for their consumer.

**Free internet and reward offer for the Bondhuuser:** As I have mentioned that bondhu package is for those who have the maximum number of fnf list, so it is a clear indication that they are more social people. GP offers free 7 MB internet to make this package more interesting. This offer is beneficial for both the parties. The new offering attracts the consumer to talk more and get free internet as well as the organization generated revenue.

Bondhu users also enjoy reward of getting discount in different outlets if they talk to a particular amount of time.

**Djuice:**for the djuice user, they have the highest number of fnf system in the other operator with a very low call rate. From the market research they have come to know that the young generation mostly use djuice and they have usage of data more than that of call. So, GP surprise the consumer with 50% off on the mobile internet package. Moreover, the consumer has the opportunity of 10 fnf number to any other operator, which is a great offer to them. Other than that,djuice consumer has the special community rate for the djuice user and there is no need of fnf for that.

### **Star program:**

Grameen phone has always given priorities to their high valued consumer. For those, who are staying with Grameen phone over these years and who have maximum usage of Grameen sim and helping to generate revenue in a large scale, they are getting the priority service known as star program and they are called the star consumer.

For the star consumer, Grameen phone has all the facilities on a priority basis.

‘You are our Priority! ‘This is the tag line of GP for its star consumer. Starting from the retail store to fashion houses, everywhere GP has designed service for its consumer. At Grameenphone Centers!

The list of Grameen phone star program is given below

**1. Discount at grand sultan:**grand sultan is the new sensation of hotel industry in Bangladesh. People have an attraction for this hotel. However, the cost of staying over there is huge. Keeping the desire of people , GP has signed a deal with the hotel that star consumer would get 55% discount all around the year and for different other offering like breakfast, movie, swimming pool there would be different discount offering. To sum up, the star consumer would get royal service once they visit grand sultan.

**2. Fashion houses:**GP has different agreement with fashion houses like Nabila, mayasir, menz club, trendz, leatherex, watch world and whenever the GP star goes to those shops, they get discount of various amount starting from 10% to 20%.

**3. Hotel and restaurant:**hotel regency, westin, hotel sarina, cream and fudge, Panini restaurant, kiva han. Sawadee, sub city, hotel italiano, red emperor and many more food places the gp star are treated as a real star and get discount amount of different category.

4. **Health care:** GP star has the benefit of getting discount on VLCC, laser chain skin center. Moreover, the platinum plus consumer has the benefit of complementary free medical checkup opportunity.
5. **Bank service:** Grameen phone has designed the benefit of getting discount on the annual fee on credit card of BRAC Bank. Moreover, in MTB capital limited, gp star has the opportunity of opening free BO A/C.
6. **Transport service:** GP Star gets 15% discount on shohoz.com on e ticket of intercity bus ticket. During festival, while it is very difficult to manage the ticket, then the star are treated like star. 10% off on base fare is also given to the GP star on US –bangla airlines.
7. **Theme park:** 25% off on all packages is given to the star consumer at Nandan theme Park.
8. **Discount at Super Shop:** in agora the GP star has 20% discount on purchase amount.

## 6. My assignment and contribution

It is a life time opportunity to work with a team who directly design and run the campaign activity. GP users often receive sms on different internet package and discount offer on recharge of certain amount. Before sending the sms to the consumer, this team does some backend activity along with the technology department.

As an intern, I have done the following task

1. **User Acceptance Taste (UAT):** GP has found that btl(below the line )and micro campaign has generated huge revenue. So they have now on a continuous basis send push sms to their consumer. Before sending the sms the team does the UAT. In this system, the team select sim of different category like smile , bondhu, ekota , d juice etc. then they check whether the sim have the validity. After that, the person doing uat enter a particular system number to the software. Then the software informs whether the sim is applicable for the new internet and recharge offer. Then, the person has to recharge a certain amount of money or activate an internet package. After that again a specific number is given to the system to see, whether the offer valid for the particular sim user. Then if the confirmation comes, then the sim is



selected and feedback is given as okay to the system. Without UAT no micro campaign offer is given to the consumer.

**2. Preparing FAQ:** whenever, a micro campaign is executed and a push SMS is sent to the consumer, then many consumers get confused about the product offering. As a result, they call to the Grameen phone customer care. Thing is, the employee of product department design the product offering and the employee of customer care does not know anything about the product offering. However, one of the values of GP is to make easier. On this note, on behalf of CRM team, I have prepared FAQ before any product is offered to the consumer and a copy of the FAQ is sent to the customer care center. While preparing the FAQ, I had to check whether I was writing the proper date and everything. Every single day, I had to prepare at least one FAQ and preparing FAQ was one of my routine works.

**3. Making design tool:** while I was assigned to prepare design tool for my team, then I felt my importance. Because, preparing design tool was the task of the micro campaign manager miss. Farhana's duty and only she has the authority to design the tool. However, she taught me the system of making design tool and with the help of software, I prepared design tool. Design tool basically helps to execute the campaign activity and this track about the success rate of the micro campaign. Software is needed to prepare design tool. However, I cannot put the name of the software here, due to confidential issue.

**4. Keeping update of the micro campaign:** the campaign manager has to keep update of the micro campaign activity. For instance, during friendship day GP might give push SMS to the consumer along with an offer. Then, the campaign manager has to track whether the campaign was successful by seeing the number of the people who took the offer. For this keeping track of the micro campaign and keeping a update of the campaign activity is one of the most important activity of the campaign manager, and on behalf of her, I used to do that.

**5. Keeping update of the design tool:** I was not only responsible for managing design tool, I also had to keep the update of the design tool for the execution of the micro campaign. Since, I

updated the design tool of lead specialist Miss. Moyabia, so she found it very convenient to give the list of the campaign owner.

To sum up, these were the task that I had to do on a regular basis. Besides, I had to do the photocopy, print out etc. tasks. Moreover, I sometimes helped my team mates to arrange a food card from the coordinator for their business partner. I have never said 'NO' to anyone or any work. I have always felt that, even doing a simple photocopy or print out is a big task. While doing print out or photo copy, I have always kept in my mind that if I mess up a single page, then I might get shouted. So, the tenure, I worked as an intern at Grameen phone, I have tried to work as sincerely as possible. GP has taught me to show respect to all kinds of works.

### **Significant Contribution:**

- Worked for a new product launch with the CRM team. One of the product managers came up with a completely new technology which will be soon launched by Grameenphone for the very first time in Bangladesh. I was a part of the on-site alpha (internal) test group. Test samples of the new technology were given to very few selected team members and luckily I was one of them. I had to create detail feedback report and was also given the opportunity to communicate with the foreign vendors.
- After successfully running User Acceptance Test for the CRM team once, I was requested to assist for many other UAT by the Customer Relationship Management team. CRM handles micro campaigns so before and after launching any campaign they need to run the User acceptance test and I was called to assist during two of their major campaign launching program.

## **7. Interactions with the Team**

The organizational culture of Grameenphone which focuses on values, gives the overall environment a friendly nature. People at all levels are very friendly and nurture learning. My supervisors as well as the whole team of CRM have been very kind and helpful to me. Other than my supervisor, while working, I got to talk and gain insights from the Specialist of Customer

Relationship Management (Nashar Ahmed). My internship supervisor in particular was always ready to lend a helping hand and has taught me many things.

In addition to the whole product department, I had a very good relation with the HR team. They have treated us very well and from time to time asked us for evaluation of our work which seemed to have a good notion to it. My interactions were not limited to these people only. I also successfully interacted with some employees from the Technology department to gain insights about their work as well. I do believe, these interactions will not be limited to my internship period only but develop into a good relation with everyone.

## 8. Challenges

There is always an initial resistance to things we find new. However, overcoming these challenges help us to develop as a person. There a few challenges that I faced during my internship and they are illustrated below:

- Coping up with the workload. At the initial stages, I had a bit of trouble managing the time as a lot of time was taken to do the tedious data entry. Along with it there was a backlog of 4 months of data entry that I had to clear. Thus the difficulty in managing the time was causing delay in the delivery of my work. However, as time passed by, I found my tricks; one of them involved sorting the data as much as possible before starting to work on them. This helped me a lot later on.

## 9. Differences in Expectations

There was a good difference from my expectations of the internship program and the real experience from the internship. This is mainly because, there are rumors of how the interns are not treated well and are not given any real responsibility. With an internship Grameenphone Limited I knew I wouldn't have to worry about mistreatment but I doubted how much of a real responsibility will I be provided with.

First and foremost, I was surprised to see the level of flat structure that is exercised in GP. I was surprised at how friendly everyone was including the product managers, the DGM and GM. Additionally, Grameenphone's employees not only are friendly but offer amicable conversations and valuable advice. When it comes to real responsibility, the team I worked with, I was given full freedom to work as I like given I do not violate any policies. My supervisor explained it all to me and told me that given that I follow the value of "Responsibility & Accountability" I was empowered to continue my work on my own. Initially the level of sudden empowerment did shake me up a little in case I did something wrong. However, I realized what a huge responsibility I was being given and knew that I wanted to make the most of it. It was a huge opportunity to learn as well as show my skills and I could not have asked anything more. Overall the internship provided me an experience above my expectations and it was one of the best experiences I had in quite some time.

## 10. Findings

To be very honest, I could not find any flaws in the organization. The flat organizational structure, friendly environment and proactive employee works with dedication in order to remain the number one telecom service provider of the country. To sum up, the finding of the Grameen phone from solely my observation is given below.

- a. ***Service oriented organization:*** since, this is a service oriented organization, so everyone works with enthusiasm to give the best service to the consumer.
- b. ***Mix up with the retailer:*** GP believes it is very important to educate the retailer about the product. Whenever, a new product is launched, then the employee of the GP spend a whole working day and goes to the retail store with a view to explaining the product and offering to the consumer. Since, most of the people feel it is easier to ask the retailer than going to the Grameen phone customer care, about the product offering. For instance, during the tenure of internship I saw that the employee went out to the retail store twice. Few days back, they educate the retailer about the easy net campaign. GP knows that if the employee goes to the retail store and talk to the retailer personally

then the retailer would feel himself an important person and the campaign would be more successful.

- c. *Alignment among all the departments:* GP is one of those organizations where there is alignment among the people of all departments. As I have mentioned, before launching a new product, the UAT has to be done. UAT cannot be performed without the help of technology department. Whenever, we used to do UAT, the technology department used to give us the backup help and after the successful completion of UAT, the marketing team worked to do the promotional activity. The people of various departments become ready to help once anyone asks for that.

## 11. Recommendation

The internship program at Grameenphone is very well designed and it was an experience which is worthwhile. I learned a lot and interacted with everyone as much as I can. Thus there wouldn't be too many changes that I would like to bring to the program if I did it again. However, there is always room for improvement to anything and thus I would like to improve on the following:

- My knowledge during the internship period was limited roughly to the modality of one department and the telecommunication industry. However, given a chance, I would like to interact with the marketing department and learn more about the marketing communication
- I had to perform one research on "Print ads". If I could re-do it, I would do the research more extensively and do a more in-depth analysis.
- I would like to interact more with people from other departments and increase my networking capabilities.

## *conclusion*

As expected, it is an experience that helped me learn a lot, grow as a person and provide me with valuable knowledge beyond those that I could have obtained from the books. Thus my experience in Grameenphone was one of the best experiences of my life. I enjoyed it as much as possible and successfully interaction and built relations with some of the top managers of the industry. The environment, the people, all nurtured my learning process. I would love to work for them on a permanent basis someday. This report successfully replicated the experience of the three months I had worked as an intern in Grameenphone Ltd. and should stand as an example of what good internship programs stand as.

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