

**Internship Report**  
**ON**  
**Effectiveness of Telesales**  
**In**



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**DATE OF SUBMISSION: 10-05-2010**

## LETTER OF TRANSMITTAL

May 10, 2010

**Shawkat Kamal**

Course Instructor, BBS

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**Subject: Submission of Internship Report.**

Dear Sir,

It is my pleasure to submit the report on “Effectiveness of Telesales in Grameenphone LTD” as a part of my Internship program.

I enjoyed preparing this report which enriched my practical knowledge of the theoretical concept. I tried to reflect the practical operational aspects of the organization which is complementary to the theoretical lessons.

I have tried hard to make my work more meaningful and informative. Though there might be some mistakes and errors, I hope you will consider my faults and have forward- looking views on the report.

With best regards.

Sincerely Yours

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# ACKNOWLEDGEMENT



I would like to express my warm gratitude and cordial thanks to Supervisor Mr. Shakir Mujib Prodhan Deputy Manager, Customer Service, GrameenPhone Ltd for his kind prior permission and introducing me to different section where received generous helps. His direction, critical comments, criticism, generous patience greatly helped me in improving the research capability, writing skills. It would have been quite impossible to carry on the dissertation and give it a final shape without his encouragement

I also wish to pay my deepest gratitude and thanks to Mrs. Sakila Mahbub, Manager, Telesales Customer Service, GrameenPhone Ltd, for his valuable instructions, inspiration and active help.

I am also grateful to all of my colleagues of GrameenPhone Ltd and to my friends.

I would like to express my sincere gratitude and cordial thanks to my reverend teacher and Supervisor Mr. Shawkat Kamal, Course Instructor, BBS department, BRAC University, for his constant supervision, moral support, valuable instructions and helpful advice during the course of studies and report work.

And last, but not least, my heartiest thanks and deepest gratitude rendered to my parents and family members for their long encouragement patience, sacrifice and tolerance showed to me during my study period.

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## Introduction of the Topic

### Title of the study

The topic I am working on is “Effectiveness of Telesales in Grameenphone.”

### Rationale of the Study

I am proposing this study because:

- Telesales is an important ingredient of Revenue and have a positive impact on profitability. This study will let me identify the contribution of Telesales in GP's total revenue.
- It will let me interpret a new driver of revenue and its prospect.

### Statement of the Problems:

Now a days every telecommunication company are having bad growth of profitability. The main reason is the reduce amount of revenue and increased amount of receivables. All the operators offer various types of services, but as most of the subscribers are uneducated so, they don't understand those services. So, very few subscribers actually take those services. In this case to sell these services, Telesales is one of the most innovative ideas to sell those services to all the subscribers. It earns revenue as well as creates a relationship with subscriber. This is very effective in the long run.

### Limitation of the Study:

- ✓ The main limitation is to conduct interview on some top level decision makers as they are less interested to share their strategies.

## Objective of the study

### **Broad Objective**

- To find out the Effectiveness of Telesales in Grameenphone.

### **Specific Objectives**

- To find out the cost associated with Telesales
- To find out the strategy of setting Telesales target
- To analyze the prospect of telesales in GP.

## Methodology

This is basically a quantitative report in nature. It will be mainly based on secondary data. The data will be gathered from different internal database and through in-depth interview of respective persons. I will use MS Excel to analyze the data and interpret them through Graph (Pie Chart and Histogram).

## EXECUTIVE SUMMARY

As a part of my BBA program I have an option of spending an internship period of three months in a reputable organization where I observe and learn about the organization. Fortunately I am engaged with Telesales of GrameenPhone Ltd, a leading organization in telecommunication industry in Bangladesh. In this large organization I have learnt a lot about the organization through this department. I have expressed a keen interest in spending my internship in GrameenPhone Ltd., because I have learned from various sources that this organization plays a vital role in our communication which changes our life style positively. This report has been prepared for the Telesales department which is a new department of Grameenphone LTD. This department consists of 18 members within one departmental head. Telesales department is engaged with selling different services of Grameenphone over the phone. This department is not only selling services but also doing some sort of awareness programs like different services, different campaigns etc. This department is linked with CRM (Customer Relationship Management) department. The work of telesales is divided into some part. Firstly, the campaign specialist design the campaign based on customer demand and response. Than based on those sorted customers , the customer managers call to the customers and try to sell services. The targeting of customers is based on usage pattern of the customers. For example, One customer is using 5000 taka per month than telesales team can offer some value added to him or her to buy. Sometimes mass people are targeted for some products like miss call alert services etc. The total report is an analysis of the effectiveness of telesales in Grameenphone ltd. In the year of 2009 there was a pilot project had been taken to see how effective the telesales could be in Bangladesh. The project was successful and created a huge impact on the profitability of Grameenphone. I have analyzed those data and found that gradually the sales of Grameenphone were increasing in every month of the pilot project. The total report tells about the cost of telesales and also the profit of it. In this total period of my internship I have found that Telesales department is facing some sort of problem regarding targeting the customers. If the targeting of customers is not done properly, there might be a possibility of low performance. So it is very important of finding the target customers in telesales.

# ORGANIZATIONAL PART



## Profile of the organization

Grameenphone is now the leading telecommunication service provider in the country with more than 25 million subscribers as of January 2010. Presently, there are about 45 million telephone users in the country, of which, a little over one million are fixed-phone users and the rest mobile phone subscribers. Starting its operations on March 26, 1997, the Independence Day of Bangladesh, It is a joint venture enterprise between Telenor (62%), and Grameen Telecom Corporation (38%).

Now GP is the largest mobile telecommunications operator in Bangladesh by revenue and subscriber base. After 13 years of operations, GP had 24.0 million subscribers as of December 31, 2010. GP was one of the first mobile phone operators to launch GSM service in Bangladesh. GP was also one of the first operators in Bangladesh to offer subscribers mobile to mobile service, EDGE, prepaid service, voice SMS and “over-the-air” top-ups. In January 2008, GP became the first mobile operator in Bangladesh to offer BlackBerry™ services.

The most recent thing that GrameenPhone has emphasized on is Telesales. Contact center is the most important department of GrameenPhone now-a-days. Through contact center GrameenPhone interacts with more than 150000 lacks of subscriber a day. So, through these calls GrameenPhone is making sure that almost all of their subscribers use their service which at the same time earns them revenue.



## Vision

Grameenphone's vision is simple: **We're here to help.** Grameenphone's renewed Vision recognizes that we exist to help our customers get the full benefit of communications services in their daily lives. The key to achieving this is that we work together and draw on our renewed Values and build them into guiding light behaviors in our workplace, wherever that may be... Make it easy. Keep promises. Be inspiring. Be respectful.

Four simple statements, but when embraced by GrameenPhone people around the world, they will help transform GrameenPhone into the global driving force for modern communications and customer satisfaction we need to become.

# MAIN PART

## General Introduction

Before explaining the term “Telesales”, at first we need to understand what is selling. Selling is the way by which a business makes money or earns revenue. A business makes money by selling its products or services. To create demand for products or services selling is required. Sale is necessary for the improvement of customer satisfaction.

Now the question that needs to be answered is that why do we sell? The answer is simple. We sell because:

- To present ourselves with solutions that may add benefits to the customers
- We sell to increase the usage of our services and the total number of customers
- To generate more revenue for the organization.
- Customer Service is vital for a company to keep the CSI high and by informing the customer proactively, we can make the position stronger.

## Telesales

In commercial Division, Telesales is a unit within the Customer Services Department of GrameenPhone. The strength of Telesales is selling, customer acquisition & the emphasis is on customer retention. Telesales is made to establish the customer service as a major sales channel. The objective is to build the framework in Customer Service regarding Inbound and Outbound selling.

## Organogram

Stian Syvertsen the Head of Telesales, who came from Telenor Norway with an experience of Inbound and Outbound selling. Along With him Sakila Mahmood and Jannatul Ferdous, both have experience of working in the Contact center. Sakila is mainly working with Outbound and Jannat for Inbound.

Basically core telesales group consist of 17 members which is lead by Sakila Mahbub. The team working for telesales by offering subscribers different sort of value added services as well make subscribers aware about different services as well. The main motive of this team is to sell services to the different level of subscribers but sometimes also does some different things like, loyalty program, transformer etc.

So Telesales mainly works two ways:

## Inbound

Customer Service gives us huge opportunities to talk with the customer about our valued services. Apart from giving good service, scope also prevails to give the customer more than what he/she expected before they made the call, which is what Inbound selling is.

### Inbound Sales Campaigns

- ✓ EDGE P5
- ✓ EDGE P3/P6
- ✓ MCA

## Outbound

Agents of Customer Service make proactive calls to ensure the service level and give GP an opportunity to call our customers for selling and at the same time providing good service. It is done to make them feel that “customer is our top priority” -In tennis if u serves better u can win. To us a Proactive call is like a magnet for positive results.

## Outbound Sales Campaigns

- EDGE P1/P2 up selling
- Transformer

## Products for Telesales

GrameenPhone promotes its various products for telesales. The main products are:

- EDGE P2
- EDGE P3
- EDGE P5
- EDGE P6
- MCA

### EDGE P2

It's an unlimited internet package for one month. It cost only BDT 850 (exclusive of VAT) per month. It is the most popular internet package among the post-paid subscribers of GrameenPhone. At first both pre-paid and post-paid users can use it, but after July no new pre-paid subscriber will be able to activate it.

### EDGE P3

It's an unlimited internet package from 12am-8pm. Only post-paid subscriber has the access to use it. It cost BDT 300 (exclusive of VAT) per month.

### EDGE P5

It is a newly launched internet package for pre-paid user as solution to replace EDGE P2. The feature is 3GB internet usage limit for 1 month. It cost BDT 700 (exclusive of VAT) per month.

## EDGE P6

It is a newly launched internet package along with EDGE P5 for pre-paid users only to provide them an economic package to internet. The feature is 1GB internet usage limit for 1 month. It cost BDT 300 (exclusive of VAT) per month.

## MCA

Miss Call Alert is one of the unique value added service provided by GrameenPhone. It offers that the user of this service will be notified about the callers called him during his cell was switched off. It cost only BDT 10 (exclusive of VAT) per month.

## Target Customer

The target customer of telesales mainly depends on products that are offering to the customers. For example: For MCA (Missed call alert) the telesales team target mass people as it is affordable and a important product. On the other hand if telesales team want to sale P2 (Internet Package) than they target those customers who have knowledge about internet and have the capability of buying this product.

## Cost of Telesales

To understand the cost related to Telesales it is important to have a view on the scenario of Contact Center agents, people who make Telesales. Here is a table showing the statistics of contact center:

	<b>PTE</b>	<b>FTE</b>	<b>TOTAL</b>
<b>Number of Agents</b>	715	385	1100
<b>Agent works per day</b>	455	245	700
<b>Payment per day</b>	600	1365	

From the table we can see that a total of 1100 agents are there in the contact center. Out of these 715 are part-time employees and the rest are full-time employees. Total 700 agents works each day out of which 455 are part-timer and the rest are full-timer. The payment for the part-time employees is variable and it is BDT 100 per hour, and each day they work for maximum of 6 hours. So, their total payment per day is BDT 600. The salary of the full timer is fixed and also they got some allowance which is variable. On an average we calculated that per month salary for a full-timer is BDT 30000. So, per day salary of a full-timer comes to BDT 1365.

In the following table only the salary expense of the agents are being shown.

<b>Cost of Agents</b>			
<b>Agent Type</b>	<b>Per Day</b>	<b>Per Week</b>	<b>Per Month</b>
<b>PTE</b>	273000	1911000	8190000
<b>FTE</b>	334425	2340975	10032750
<b>TOTAL</b>	607425	4251975	<b>18222750</b>

So, per month a total of BDT 18222750 is being given to the agents as their salary which really is a healthy figure.

Now here is a glance to the target of Telesales:

<b>Sales Target Per Agent</b>		
<b>Services</b>	<b>Target/Week</b>	<b>Charge/Service</b>
<b>EDGE P3/P6</b>	12	300
<b>EDGE P5</b>	3	700
<b>MCA</b>	14	10

This is the target set to be achieved by an agent. If the above target is achieved then:



<b>Revenue Earned Per Agent</b>		
<b>Services</b>	<b>Revenue Per Week</b>	<b>Revenue Per Month</b>
<b>EDGE P3/P6</b>	3600	14400
<b>EDGE P5</b>	2100	8400
<b>MCA</b>	140	5600
<b>TOTAL</b>	5840	28400

So an agent is earning BDT 5840 per week and BDT 28400 per month, assuming that he is achieving 100% sales target. This is the scenario for an agent. For every agent making 100% sales will make the scenario like the following:

<b>Revenue Earned by Agents</b>		
<b>Agent Type</b>	<b>Per Week</b>	<b>Per Month</b>
<b>PTE</b>	4175600	20306000
<b>FTE</b>	2248400	10934000
<b>TOTAL</b>	6424000	<b>31240000</b>

So, if all 1100 agents make 100% sales then the revenue figure per month from Telesales would be BDT 31240000 and this is really a big figure. Variation is possible here as not everyone can achieve 100% sales target.

So, assuming this figures and agent's salary the only expense for telesales the profit will be:

<b>Profit Calculation</b>			
	<b>Revenue</b>	<b>Cost</b>	<b>Profit</b>
<b>Per Week</b>	6424000	4251975	217025
<b>Per Month</b>	31240000	18222750	<b>13017250</b>

So, a total of BDT 13017250 profit can be earned. This figure really encourages the CS management to initiate Telesales

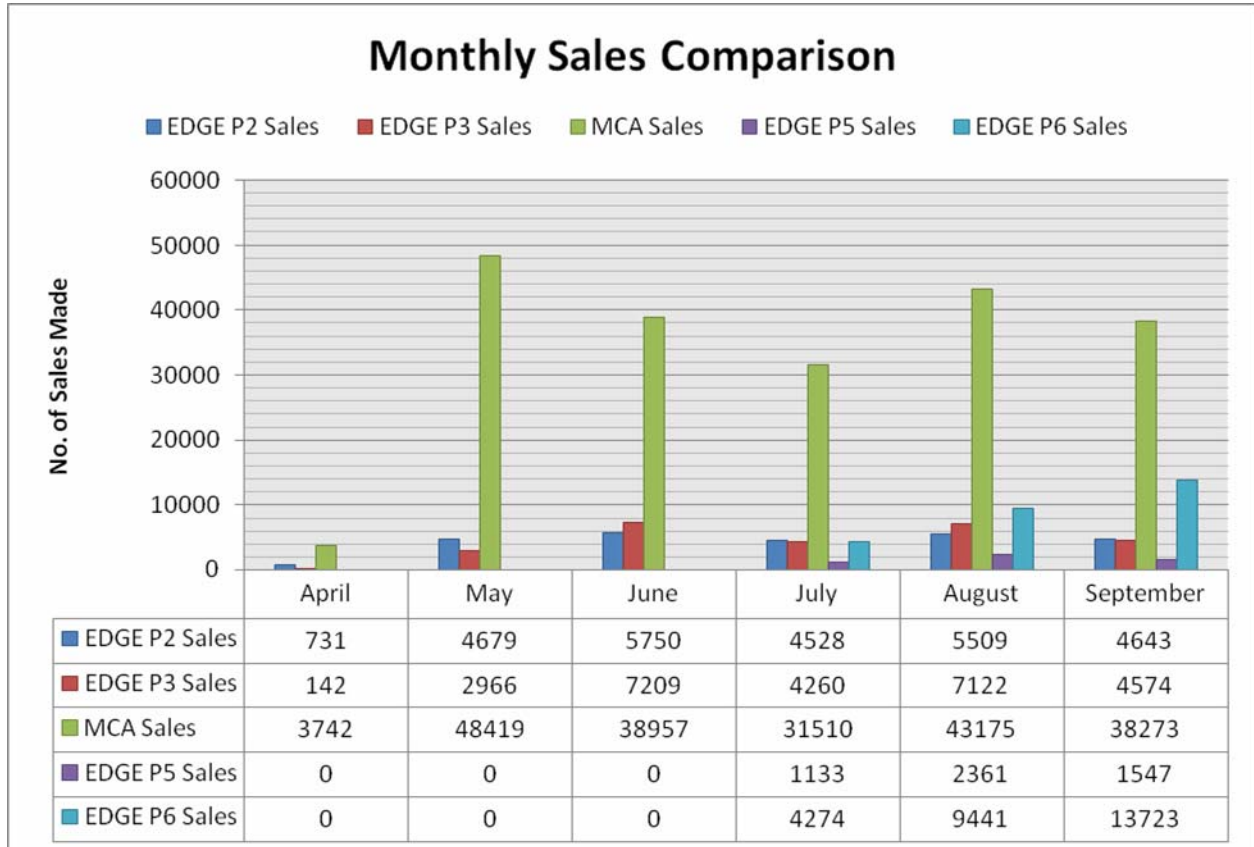
## Monthly sales Comparison

Monthly sales count after launching Telesales:

Here is a table showing the monthly telesales figures from April 2009 till September 2009:

<b>Month-wise Data</b>					
<b>Month</b>	<b>EDGE P2 Sale</b>	<b>EDGE P3 Sale</b>	<b>MCA Sale</b>	<b>EDGE P5 Sale</b>	<b>EDGE P6 Sale</b>
<b>April</b>	731	142	3742	0	0
<b>May</b>	4679	2966	48419	0	0
<b>June</b>	5750	7209	38957	0	0
<b>July</b>	4528	4260	31510	1133	4274
<b>August</b>	5509	7122	43175	2361	9441
<b>September</b>	4643	4574	38273	1547	13723
<b>TOTAL</b>	<b>30881</b>	<b>53711</b>	<b>204076</b>	<b>30881</b>	<b>53711</b>

The following graph will explain the comparison of selling of different packages:



From the graph we can see that EDGE P2 and EDGE P3 sale rise significantly from April to May and maintained the upward trend in June. The sell slightly fall in July but again increases in August and was better than July in September.

Both EDGE P5 and EDGE P6 launched in July as a replacement of EDGE P2 for Pre-paid subscribers. In the first month the idea of both EDGE P5 and EDGE P6 were successful enough to make significant sale which eventually increases in the following month. Sale of EDGE P5 goes down slightly in the next month while EDGE P6 kept the same momentum to rise in the next month.

After launching telesales MCA was the most popular service to be sold. It was less expensive and also very effective and more importantly any subscriber can effort this service. MCA sell boomed from April to May but then went down in the following month. It decreases further in the next month but starts rising in August and was better than July in September.

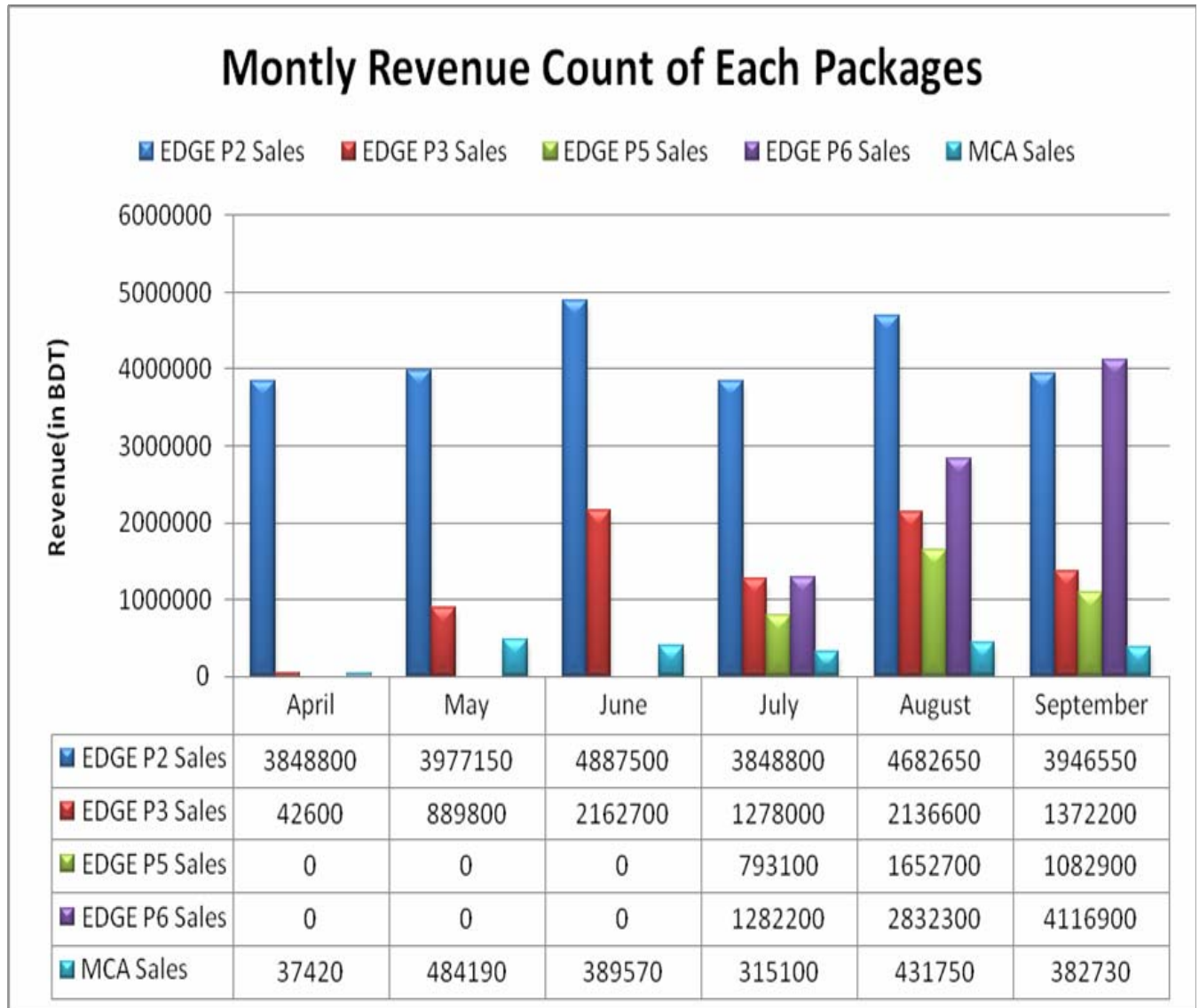
## Revenue Comparison

Here is a view of revenue from each package:

<b>Month-wise Revenue from TELESales</b>						
<b>Month</b>	<b>EDGE P2 Sales</b>	<b>EDGE P3 Sales</b>	<b>EDGE P5 Sales</b>	<b>EDGE P6 Sales</b>	<b>MCA Sales</b>	<b>Revenue Each Month</b>
<b>April</b>	3848800	42600	0	0	37420	<b>3928820</b>
<b>May</b>	3977150	889800	0	0	484190	<b>5351140</b>
<b>June</b>	4887500	2162700	0	0	389570	<b>7439770</b>
<b>July</b>	3848800	1278000	793100	1282200	315100	<b>7517200</b>
<b>August</b>	4682650	2136600	1652700	2832300	431750	<b>11736000</b>
<b>September</b>	3946550	1372200	1082900	4116900	382730	<b>10901280</b>
<b>Revenue from each packages</b>	<b>25191450</b>	<b>7881900</b>	<b>3528700</b>	<b>8231400</b>	<b>2040760</b>	<b>46874210</b>

Each package that has been selected for telesales has different price. So, there is difference of revenue between each package. The service that has highest number of sales in compare to others may not have the highest amount of revenue depending on its charge.

The following graph is to explain month-wise revenue of each package:



From the graph, it is clear that EDGE P2 has the highest amount of revenue till August. The revenue of EDGE P2 increases slightly from April to May, but boomed in June. Then again it falls in July but rises in August and then again falls down in September.

Revenue from EDGE P3 boomed from April to June. It was at the peak in June. Then it starts fluctuating. The amount of revenue falls in July then again increases in August and then again dipped in September.

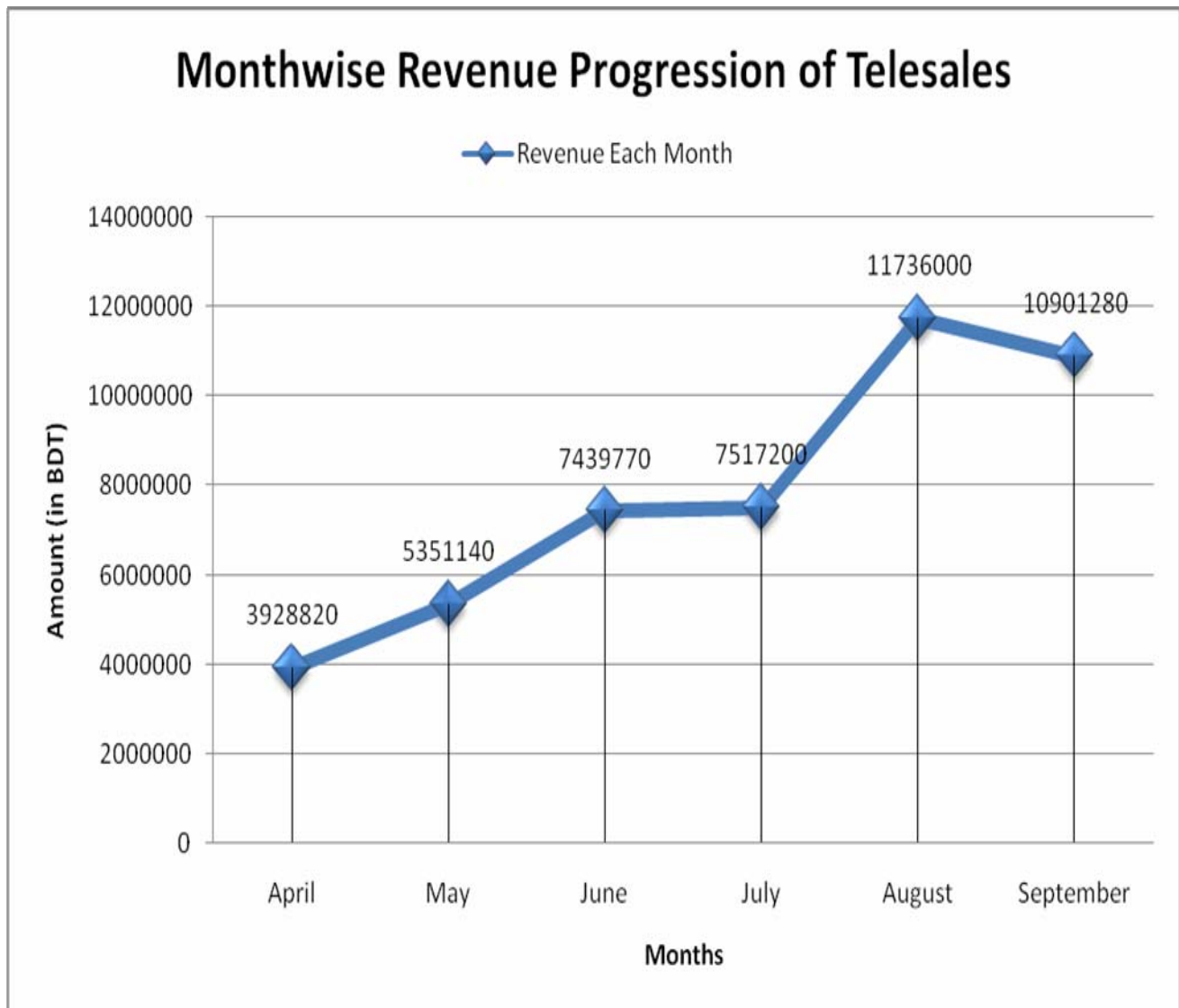
After EDGE P5 was launched in July it starts the race with the other products. Within a month it increases revenue significantly but dropped slightly in the next month in September.

EDGE P6 proved to be the most popular and profitable product as within 3 months of its launch it crossed EDGE P2 in terms of amount of revenue earned. The revenue earned from MCA was always constant after April. It just slightly fluctuates over the period till September

## Month-wise Revenue Progression

Telesales first launches on April. From then till now it has changed the scenario of revenue. In each month revenue from telesales began to increase.

The following graph is showing the trend of revenue progression due to telesales:





From the graph it is clear that monthly revenue increases significantly over the months. It was rising steadily till July but boomed in August as it reached the peak of the six considering months. It slightly reduces in the next month.

Another thing to look at is that. In the period July-August GP launched two new internet packages EDGE P5 and EDGE P6 to replace EDGE P2 and it seems they have forecasted well as those products were highly accepted by the subscribers. From table-2 it is clear that between July and August revenue from EGDE P and EDGE P6 were doubled which had a large impact on the revenue of GrameenPhone from Telesales. These products gained popularity too.

## Findings

- 1) **Targeting of customers:** The main problem that I have found in my internship is that, the telesales department is sometimes facing challenges to find out the appropriate customers for the appropriate product. This challenge can be minimized by analyzing the customers seriously. They have to find out which customers are willing for value added services. If someone is happy with GP's core service and not have the knowledge to use value added service than he or she might not be the target customer. The people who have willingness and have the ability to use value added services can be their target customer.
- 2) **Liaison between Departments:** As I have said earlier that, telesales department mainly linked with CRM department who are basically help telesales team to find out the customers. As there have a distance between this two departments so some problems may occurs. If this two departments can work together than there might be a possibility of good performance.