

Internship Report

on

Effectiveness of sales Promotion of Robi Axiata

Submitted to

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BRAC University

Subject: Submission of Internship Report on Effectiveness of sales promotion of Robi Axiata

Dear Sir,

It was a great opportunity for me to work at “Robi” as an intern to gather real-life experience. I am highly delighted to submit the internship report on Enterprise Business, Market Operation Division of Robi. I have tried my best to prepare an effective report and hope that my report will give you the idea of how Robi executes its deal with clients and subscribers.

I was assigned to the corporate branch of Robi, Bangladesh. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor’s instructions while preparing this report. This gave me the opportunity to theoretical knowledge in practical field, which will help me in my future career.

It would be a profound pleasure for me if the report can serve its purpose. I have put my sincere effort to give this report a presentable shape and make it as informative and precise as possible. I thank you for providing me with this great opportunity.

Sincerely Yours,

Nishat Tasnim Marin

axiata  **NTT docomo**



Acknowledgement

First of all I would like to express my gratitude to the Almighty Allah, whose invisible guidance helped me to complete this report.

This report has not only gave me some invaluable experience, at the same time it has made me indebted some extremely helpful and knowledgeable people. By working Robi as an intern I have learnt so many things which are very valuable for my future career.

At first I want to express my deep gratitude to my Academic Supervisor **Arifur Rahman Khan** Without whom this report would not have been possible to accomplish. I am so honored to have him as my supervisor who taught me about professionalism and empathy which are the key factors in corporate success.

Finally, I am very thankful to **Abul Kalam Mohammad Nazmul Islam**, Vice President Enterprise Business of Market operation division at Robi, **Quamruzzaman Rubel & Rowshan Jahan Urme** , manager, market operation division, for their constant support, guidance and supervision for preparing the report. I would like to thank all the personnel working in the corporate office of Robi. They made the environment congenial and favorable for me to understand the task. Without their assistance and co-operation, this report might not be able to see the light of day.

And last but not the least; I would like to thank my parents for making me what I am today. Thanks to their enormous effort, without whom I would not be able to accomplish my goals as well as learn the moral values.

I really enjoyed a lot every moments in my internship period to prepare the final report. I hope that it will help me in my future professional work. Moreover I would like to thank everyone who has helped me preparing this report and making it a memorable journey.

Table of Content

Chapter	Topic	Page no.
	Executive Summary	1
1	Introduction	2
1.1	Introduction	3-4
1.2	Origin of the Report	5
1.3	Objective of the Report	6
1.4	Scope of the Study	6-7
1.5	Methodology	7
2	Overview of the Organization	8
2.1	Company Background	9
2.2	Mission and Vision	9
2.3	Ownership Structure	10
2.4	History	10-11
2.5	Principles and Purpose	11-12
2.6	Key Achievements	12-13
3	Product, Service and Divisions	14
3.1	Products offered	15
3.2	Customer Care	15
3.3	Divisions of Robi	16
3.4	Logo and Visual Language	17
4	Enterprise Business, Market Operation	18
4.1	Employee Hierarchy of MOD	19
4.2	Departments Under MOD	20
4.3	Enterprise Business	21-25
5	Comparison between Robi and Banglalink	26
5.1	Telesales flowchart of Banglalink	27-28
5.2	Benefits of Telesales	29

6	SWOT analysis and Recommendation	30
6.1	SWOT analysis	31
6.2	Recommendation	32
	Conclusion	33
	Reference	34

Executive Summary

Robi Axiata Limited is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. It was formerly known as Telekom Malaysia International (Bangladesh) which commenced operations in Bangladesh in 1997 with the brand name AKTEL. On 28th March 2010, the service name was rebranded as 'Robi' and the company came to be known as Robi Axiata Limited.

Robi is truly a people-oriented brand of Bangladesh. Robi, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core, Robi marches ahead with innovation and creativity.

To ensure leading-edge technology, Robi draws from the international expertise of Axiata and NTT DOCOMO INC. It supports 2G and 3.5G voice, CAMEL Phase II & III and GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligent Network (IN), which provides peace-of-mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming. It has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates.

Chapter One: Introduction

1.1 Introduction

Robi launched its operations on the 15 November, 1997 in Dhaka and on 26 March, 1998 in Chittagong as Aktel. Its founding chairman is Late Mr. Zahiruddin Khan, an ex-commerce minister. Aktel was formed as a joint-venture between Telekom Malaysia and A.K. Khan Company. All along through its inception it was ranked as No.2 mobile operator and was placed far behind the industry leader GrameenPhone in terms of revenue and no. of subscribers. Aktel started investing heavily with funds from Telekom Malaysia (the majority stake owner) on expanding its network in 2001 but the investment was far too inadequate in comparison with GrameenPhone's investment. Although customer base was increasing heavily its position remained at No.2. Unlike GrameenPhone, Aktel kept very low in marketing its brand. But from the end of 2004, Aktel spent heavily to market its brand all over the media, outdoor and other marketing mediums. It was a huge success and the Aktel brand became well established. Credit was given to the then Chief Operating Officer Mr. Vijay Watson who is believed to be the mastermind behind the change and success of Robi.

Robi, the most dynamic and rapidly-growing telecommunications operator in Bangladesh, is developing its services to meet increasing customer needs - ranging from voice and high speed Internet services to tailor-made telecommunications solutions. Robi is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. It commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010 the company was rebranded to 'Robi' and the company changed its name to Robi Axiata Limited.

Robi draws from the international expertise of Axiata and NTT DoCoMo Inc. Services support 2G and 3.5G voice, CAMEL Phase II & III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology. The company has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs.

Since its inception in 1996, Axiata Group and its predecessor Telekom Malaysia has invested around BDT 11,000 crore in the form of equity till 2012. Moreover the company has contributed almost BDT 10,000 crore to the Bangladesh Exchequer in the same period.

As a subsidiary of Axiata Berhad Malaysia , Robi draws on 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.

Recently Robi is merging with the another telecom operator Airtel. All the legal documents are already made but Robi is just waiting for Government permission. Government gives 3 conditions before merging two companies.

- Robi can't refuse any Airtel's employee
- Airtel has to be used their operating code **016** for three years
- Airtel has to be used by their name for three years

Robi Axiata is buying 75% share and Airtel has only 25 % sharing for 3 years. After that Robi will buy 100% share of this operator.

1.2 Origin of the Report:

Internship Program of Brac University is an important requirement for the graduation of BBA students. The main purpose of internship is to get the student exposed to the job world and this study is a partial requirement of the Internship program of BBA curriculum at Brac University. Being an intern the main challenge was to implement the theoretical concepts into real life experience.

The internship program and the study have following purposes:

- To experience the real Telecommunication world.
- To get and organize detail knowledge on the job responsibility.
- To compare the real scenario with the knowledge gained from Brac Business School.
- To fulfill the requirement of BBA Program.
- To apply theoretical knowledge in the practical field.
- To find out the Market Operation features of Robi Axiata Limited.

This report is the result of four months long internship program conducted in the corporate office of Robi and is prepared as a requirement for the completion of the BBA program of Brac University. As a result I needed to submit this report based on the Market Operation of Robi Axiata Limited.

1.3 Objective of the Report

Primary Objective:

- An internship helps to sample real-life work settings, and use them as laboratory opportunities to apply the student's knowledge gained throughout the program.
- An internship helps to learn new skills as well as hone existing ones, particularly those related to time-management, interpersonal skills, organizational skills, communication skills etc.
- An internship helps to transition from a nurtured state to one in which an intern has much greater control.
- An internship allows us to prove ourselves.
- An internship allows building professional network.

Secondary Objective:

- To elaborate the project I was involved throughout my internship period.
- To identify the advantages while implementing the project.
- To identify the problems associated during implementation of the project.
- To identify the problems that may arise in future after the implementation of the Project.
- To recommend some guidelines to overcome the problems and provide some suggestions. how, in a better way, the system can be developed in future.

1.4 Scope of the Study:

As a student of Bachelor of Business Administration (BBA) every student has to conduct a practical orientation in any organization for fulfilling the requirements of the four months Internship Program. The main purpose of the program is to introduce the students to the real corporate world. My place of internship was "Robi Axiata Limited", one of the leading Telecom Company of Bangladesh. I have worked for four months in Market Operation

Division.

I was required by different activities of market operation. I have also worked outside the office several times. It helped me to minimize the gap of communication with others. I was involved in re-registration campaign with my managers. There were lots of tasks which I performed during my internship period. The internship report is an integral part of the BBA program. So it is obligatory to undertake such task by the students who are desirous to complete and successfully complete their BBA degree. This also provides an opportunity to the students to minimize the gap between theoretical and practical knowledge. During the internship the teachers of the department are attached to actively and constantly guide the students. Students are required to work on a specific topic based on their theoretical and practical knowledge acquired during the period of their internship program and then submit it to the teacher. That is why I have prepared this report.

The report covers the organizational structure; background, functions and the performance of Robi. I have mainly worked in the MO division of Robi. While preparing this report, I have got lots of experience and knowledge from my supervisors at the office, which data I have used to prepare my report.

1.5 Methodology:

While conducting the study various data were collected from various sources. The data collected are divided according to their different natures and sources. I have found maximum data during my internship period, from where I was involved in the real life work experience.

CHAPTER TWO: OVERVIEW OF THE ORGANIZATION

2.1 Company Background:

Axiata Group Berhad

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

NTT DOCOMO INC

NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life. With cutting edge technology and innovative services, DOCOMO is fast becoming a preferred lifestyle choice, continuously expanding its role in its users' lives, growing globally throughout Asia, Europe and North America. NTT DOCOMO INC is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges.

2.2 Mission and Vision:

Mission: Robi aims to achieve its vision thorough being no. 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 our budding nation.

Vision: To be a leader as a Telecommunication Service provider in Bangladesh.

2.3 Ownership Structure:

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

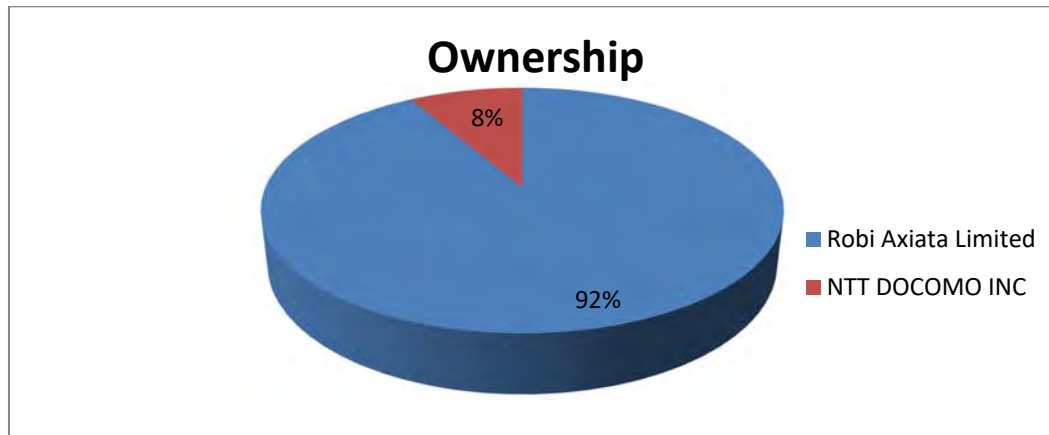


Figure 1: Shareholders Structure

2.4 History:

Robi launched its operations on the 15 November, 1997 in Dhaka and on 26 March, 1998 in Chittagong as Aktel. Its founding chairman is Late Mr. Zahiruddin Khan, an ex-commerce minister. Aktel was formed as a joint-venture between Telekom Malaysia and A.K. Khan Company. All along through its inception it was ranked as No.2 mobile operator and was placed far behind the industry leader GrameenPhone in terms of revenue and no. of subscribers. Aktel started investing heavily with funds from Telekom Malaysia (the majority stake owner) on expanding its network in 2001 but the investment was far too inadequate in comparison with GrameenPhone's investment. Although customer base was increasing heavily its position remained at No.2. Unlike GrameenPhone, Aktel kept very low in marketing its brand. But from the end of 2004, Aktel spent heavily to market its brand all over the media, outdoor and other marketing mediums. It was a huge success and the Aktel brand became well established. Credit was given to the then Chief Operating Officer Mr. Vijay Watson who is believed to be the mastermind behind the change and success of Robi.

In mid 2008 news broke out that A.K.Khan & Company was selling its 30% and Vodafone, and NTT DoCoMo were among the potential buyers. Mr. AK Shamsuddin Khan, Chairman A.K.Khan & Company and Mr. Salahuddin Kasem Khan, former Chairman of Aktel and Managing Director of A.K.Khan & Co Ltd represented the sellers After months of negotiation NTT DoCoMo sealed a deal with A.K.Khan & Company for US \$ 350mln on June 2008. The deal was completed on September 19, 2008.

2.5 Principles & Purpose:

Uncompromising Integrity:

- We will be legally, ethically, and morally correct.
- Our conduct will be fair and honest.
- We will listen, seek understanding and encourage open dialogue.
- We will be passionate in pursuing our beliefs
- We will treat others with dignity, valuing and benefiting from diversity
- We will be accountable for our actions and behaviors on fellow employees, customers, shareholders, and the communities in which we operate.
- We will be courageous in sharing our work and bold to learn and improve from our mistakes
- We will adhere to our Code of Conduct, protect and uphold it.

Customer at the Centre:

- We will be customer centric delivering their needs in terms of value, quality and satisfaction.
- Our customer focus will be unrelenting in creating positive experience, at every point of interface, sale and post-sale.
- Simplicity will be the key for the customer to learn about us, buy from us, and get support from us whenever, wherever.

- We will strive for continuous innovative solutions in every sphere of our work.
- We will engagement with the customers to know their demands and design our actions to care for them better than our competitors can.
- We will not be distracted from creating and providing value for our customers.

I Can, I Will:

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

2.6 Key Achievements:

- Robi Axiata Limited has been awarded as the 5th Best Employer of the Year at the 22nd World HRD Congress, 2014
- Crossed the landmark of 2 crore (20 million) subscriber base.
- Reassessed and rewarded with ISO 9001:2008 certifications.
- Robi Axiata Limited, the leading mobile phone operator of the nation, has received “Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR”.
- Leading mobile phone service provider Robi has been re-assessed and rewarded with ISO 9001:2008 certification. Robi received this internationally renowned Management Standard after complying with all requirements.
- Robi has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for "Emerging Market Service Provider of the Year".
- Awarded the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009.
- Crossing 10 million subscribers mark in 2009.

- Ranked within top 6 global comparable telecoms in A.T. Kearney benchmarking exercise in 2009.
- Cost optimization project saved 2 times of what was projected.
- Bangladesh Mobile Phone Businessmen Association (BMBA) Award 2008-2009 as the best service provider in Bangladesh
- The Weekly Financial Mirror –Samsung Mobile & Robintex Business Award 2008-2009 as the best Telecommunication Company.
- TeleLink Telecommunication Award 2007 TeleLink Telecommunication Award 2007" for its excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of WORLD Telecommunication Day 2007.
- Arthakantha Business Award Given by the national fortnightly business magazine of Bangladesh for its excellence in service in telecom sector.
- Financial Mirror Businessmen Award given by the national weekly Tabloid business magazine.
- Deshbandhu C. R. Das Gold Medal for contribution to telecom sector in Bangladesh.
- Beautification Award for exceptional contribution to the Dhaka Metropolitan city from Prime Minister Office on 13th SAARC Summit.
- Standard Chartered - Financial Express Corporate Social Responsibility (CSR) Awards 2006 for contribution in Education, Primary Health, poverty alleviation and ecological impact.
- Arthokontho Business Award 2006 for better telecom service provider in Bangladesh.
- Financial Mirror & Robintex Business award 2006 for its excellence in service, corporate social responsibilities activities throughout Bangladesh.
- Desher Kagoj Business Award 2006 for Corporate Social Responsibilities activities.
- TeleLink Telecommunication Award 2005 for its excellence in service for the year 2005.

CHAPTER THREE: PRODUCT, SERVICE AND DIVISIONS

3.1 Products offered:

Robi offers an array of different packages. In addition to offering the fundamental pre-paid and post-paid mobile services, it offers a wide range of value-added products and services such as, SMS, GPRS, EDGE, 3.5G HSPA, international roaming, Mobile Banking, SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Welcome Tunes, Call Blocking (on 4 August 2008 giving subscribers control over call reception) and Bengali SMS. Robi has got the widest international roaming coverage among all the operators in Bangladesh.

3.2 Customer care:

ROBI has 19 Customer Care Centers and 200 Customer Service Points in 61 allowable districts all over the country. Robi has another 670 Robi Touch Points (ATP) scattered along the most densely populated areas.

3.3 Different Divisions of Robi Axiata Limited:

Robi has the following divisions-



Figure 2: Different Divisions of Robi.

3.4 Logo and Visual Language:



Figure 3: Robi's Alpona and Logo.

The logo of Robi Axiata Ltd. symbolizes balance, movement and change. Their logo should always appear in Bengali.

❖ Operator Number



❖ Slogan



CHAPTER FOUR: ENTERPRISE
BUSINESS, MARKET OPERATION
DIVISION

4.1 Employee Hierarchy of MOD:

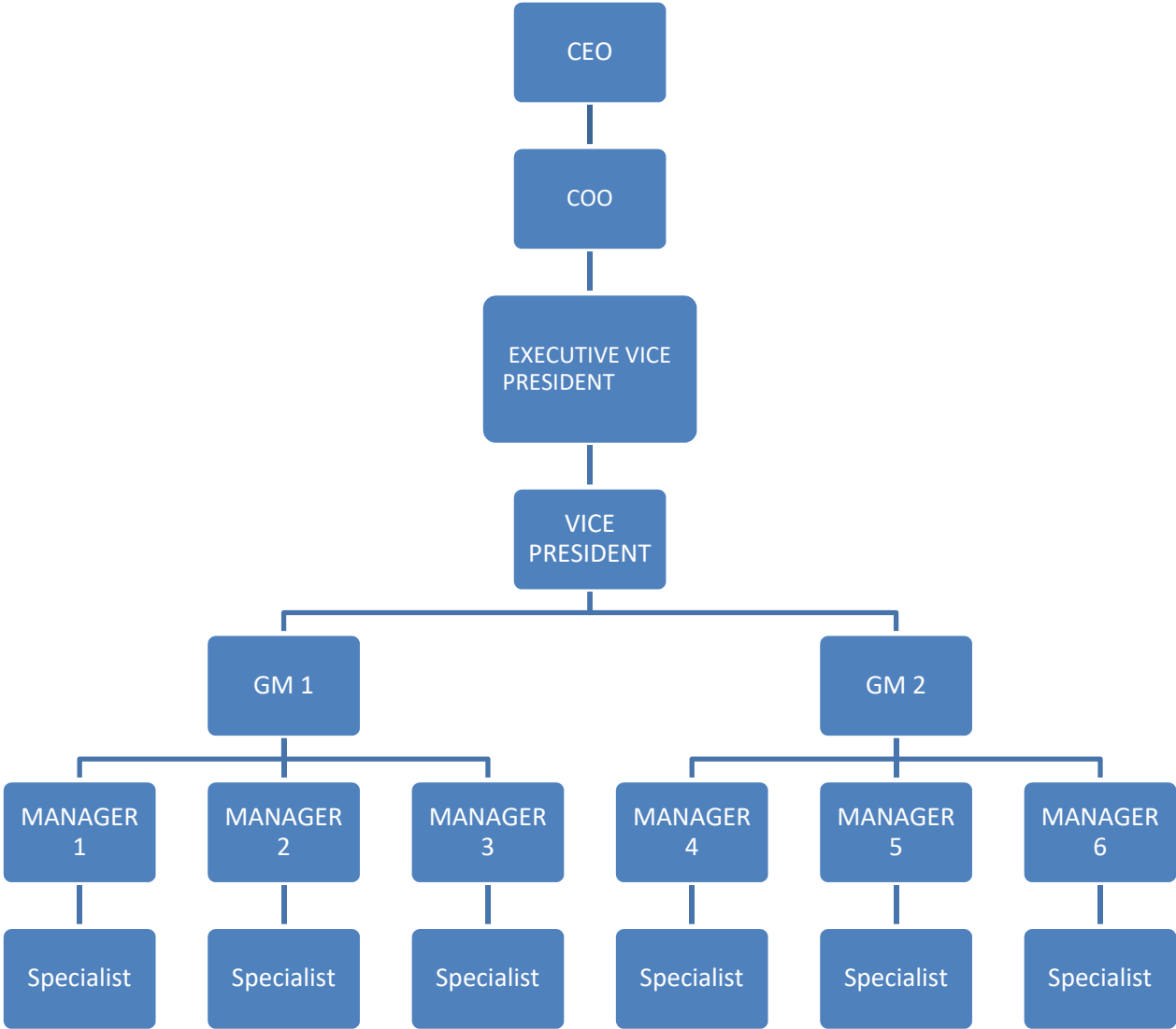


Figure 4: Employee hierarchy of Market Operation Division.

4.2 Different departments of MOD:



Figure 5: Departments under MOD

4.3 Enterprise Business:

Enterprise business works with corporate team and HVC (High Value Customer) team. Corporate team deals with the corporate network connections around the country. On the other hand HVC deals with individual customers. I have worked on Acquisition and Retention part of the HVC team. The target of HVC team is to attract other operators High Value Customers by giving them more benefits through our offer and divert them into Robi.

To achieve the target HVC team started working with Genex first. Their operation was generated by call center lead. Then it was delivered to the customer through WIC. When a customer orders a connection they took two to three working days time for delivery.

One part of my job was to follow up BP's (Brand Promoter) over phone. Their job is to sell the product. I used to contact with 30 BP's two times a day. Firstly, in the morning, I used to ask them whether they are prepared to sell the product as per appointment or not. Secondly, in the afternoon, I used to ask them again about their sales, get confirmations, and cross check the lead versus sale and make a report on it. After that I submit the report to my supervisor.

I used to follow up all the central managers of the WIC's also, for submitting the report to me about how many sales they used to achieve per day. Then I compiled the information into an excel sheet and prepared a report. Then I would analyze whether the sales touched the lead or not from the report. If the sales were less than the lead then I tried to find out the reason behind this and gave them some solutions to recover the sale.

However, we realized that this is a lengthy process and it will not reach our target within the given period of time. Since this is a three hundred crore million revenue target project of Robi. So we planned for a new system to improve the speed and reach the target smoothly. As per our requirement, we planned for a home delivery product and the delivery time will be one working day so that our customer will be more benefited and by this we can increase our sales.

Moreover, as we need to proceed to a new system we finished our contract with Genex and made a new contract with Supertel. The act of this contract was to sell new prepaid and postpaid to high value users by offering mirror number of their existing operator. Supertel is our vendor company and they ensure call center lead by them but for delivery they made a new contract with MAPL (Market Access Provider Limited). Through HVC team has not direct contract by paper in MAPL but we need to make contact with them for providing better service. Before proceeding the operation we made lots of meeting with both of the party Supertel & MAPL for running the operation & it takes almost more than one month for starting the operation. However I was involved all the activities of this operation & I learned from the beginning of this process. To start this operation we took many steps. These are-

- We made two series of prepaid & postpaid connections. For Prepaid connections we used **8801873** & for postpaid connections they used **8801841**.
- For each connection we created new IMSI Number. These numbers are used for sim serial number against MSISDN numbers.
- We started with 100 Bio-metric sim and 100 Brand promoter sim (Bio-metric sims are using for Bio-metric Device & Brand promoter sims are using for selling to the customers by BP)
- Our vendor party Supertel paid the connection cost 100000tk against of all connections so that when they deliver the connection they get the payment from customer.

- Each prepaid connection cost 100tk & postpaid connection cost is 500 tk.
- Then we had created STS ID for each BP Sales details and their salary is allocated according to STS report
- We had created every BP ID and input it into STS.
- We created new systems for prepaid number provisioning and postpaid number provisioning. (CRM for Prepaid provisioning and WCAM for Postpaid Provisioning)
- Provisioning are refers to activate the physical MSISDN against of IMSI numbers based on customer details
- After activation Brand Promoters are being ready to delivery the sim according to their following addresses as we give home delivery service.
- This operation started from call center lead which was responsible for Supertel and after a successful lead it comes to MAPL for ensuring the delivery and activation part is done by our team in Robi. After successfully activation it goes to MAPL again for home delivery. In this way the full operation is running.
- Beside this I used to handle the Bio-metric devices and when the devices first deliver in our office from that time I handled all the devices. We use TAZPAD Bio-metric device and we bring 100 devices for our team. I learned the process of using the devices and I trained to all BP's about the using of Bio-metric devices. We installed the useful app of each devices and then deliver it to our vendor office as they deliver connection to the customers by using this device as per Govt. rules.
- Usually I used to check the availability of the new number by using systems SMAP & WCAM (SMAP for prepaid number checking & WCAM for Postpaid number checking)
- I handled personally all VIP Customers as per my supervisors instruction because as their point of view i can convince better and they are very impressed of my communication skills. So my Managers, Vice President and Executive Vice President always gave me the VIP customers lead like Managing Director of any company or Chairman, President or Foreigner- I usually handled these type of customers personally. I offered them attractive number as per their requirement and if they have any other problem regarding Robi connection I gave them the solution.

- Moreover, I handled International Roaming using customers whether they want to activate or deactivate issue.
- Additionally, I used to follow up every High Value Users if they are using pay per basic internet using mood unconsciously. I used to remind them about to avoid their shocking bill for pay per basic internet use.
- From my team we can offer only mirror number of existing number but we had to face challenges when some of the customers want a attractive number without existing mirror. At that time I used to go Channel Operation division for find out new attractive numbers as they are handling 3 categories number. These are Premium numbers (Price 1200tk per connection) , Privilege number (Price 2500 tk per connection) & Signature number (35000 tk per Connection)
- As per customers preferences we offered them any category sim
- In addition, I was involved in re-registration campaign which is the biggest issue presently in our Country.
- I worked as a volunteer of **Dhaka Club Re-Registration Campaign & Gulshan Club Re- Registration Campaign**. This service is provided by our Executive Vice President to the Club members as they are VIP and High Status Persons in our country. I took all the responsibility and I supervised two BP and gave all the instructions for complete this re-registration campaign successfully. I learned lot of things from this type of campaign and I also learned how to lead anyone. There I also get support from MSP Department for Re-registration Form, Bio-metric Devices, Banner and other useful things.
- At the very end of my internship period I was responsible for a biggest project of Corporate connections Re- Registration. There are 2500 hundred listed company in my hand which are using Robi Corporate connections. I made a call to each company's Managing Director or Admin officers to remind them for corporate Bio-metric registration. Also I used to make understood the whole process of Corporate-registration and get the appointment from them as the preferable time and location. There are 32 WIC in all around the country. At the end of the day I used to mail every WIC's Central Managers about the appointment of Corporate connection so that they can highest priority from the centers as the time period was very short for

registration. I tried my best to give them the highest support and priority as they consider our VIP customers. That time I worked for 10-11 hours per day. I had to follow up all the BP's and made a call to the corporate customers, give mail to all central managers also reporting all the re-registration status from all around the country.

- Overall it was a great learning to me. I never treated as a intern there. My supervisors treated me just like a employee and they involved each and every work of this team. It is a biggest practical knowledge of telecom company.

**CHAPTER FIVE: COMPARISON
BETWEEN ROBI AND BANGLALINK
(Tele Sales)**

5.1 Telesales Flowchart of Banglalink:

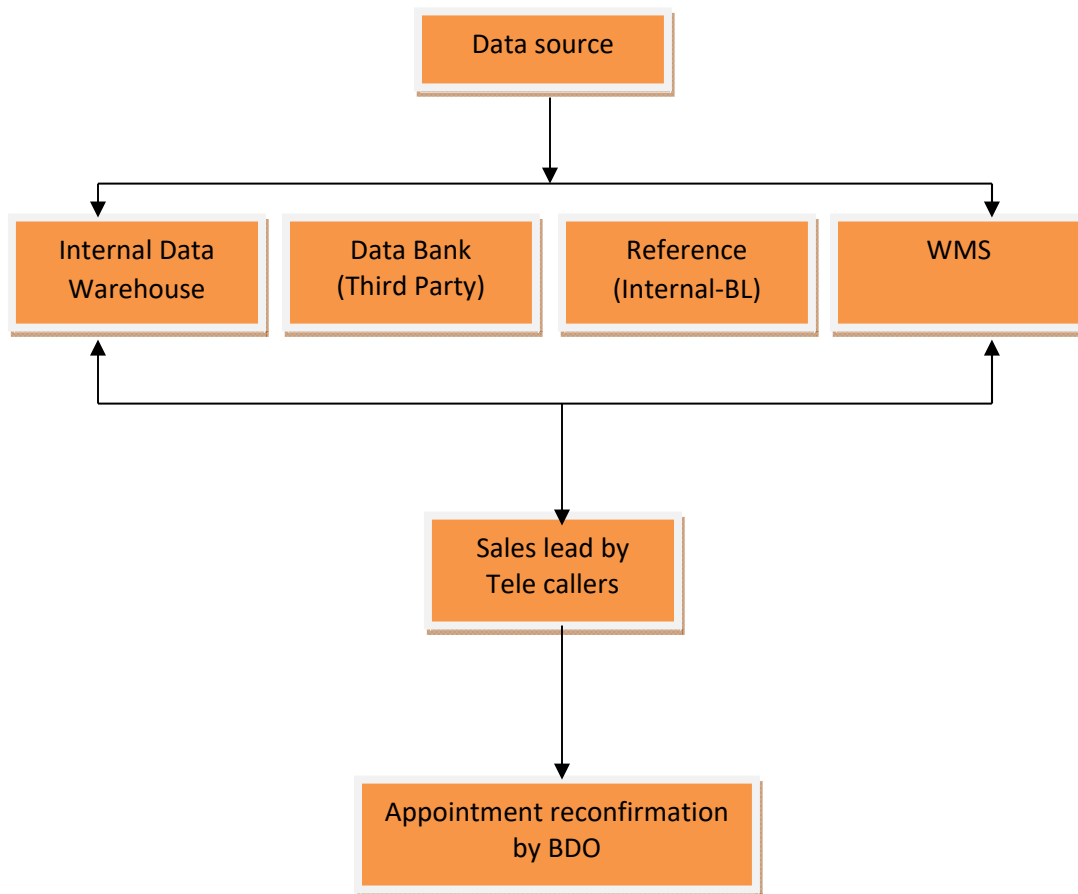


Figure 6: Telesales Flowchart of Banglalink

In today's competitive market telesales is very important thing to grab the attention of the desired customer towards company's products and services. Telesales is a very fast and effective way to let the customers know about the valuable products that the organization offers to its customers. Telesales is very important unit for Banglalink. Telesales prospect in Banglalink is very outstanding. The customers can get their sim at their desired place now. The BDO's (Banglalink sim Delivery Officer) are working hard continuously to provide their customers a better quality service. As Banglalink is the second largest mobile operator in our country, that's why they are the main competitor of Robi for now. Telesales is offering each customer to have a dial duplicate post-paid number which will provide

them a credit limit of 600 Taka, opportunity to have 7 FnF numbers, each month loyalty discount of 18% to 20% on 500 Taka over usage, 16% money back on each incoming call from any operator and free home delivery by Business Development Officer (BDO) just by depositing 500 Taka.

After offering, if any customer confirms to buy a SIM card, the caller who made the call will take a booking and note down customer's address where customer wants that delivery. Then the caller contacts a Business Development Officer (BDO) of that particular area where that customer wanted the delivery & confirms the address to give delivery on particular date.

At the time of selling SIM cards each BDO is required to fill up the Subscriber Agreement Form (SAF) properly to avoid penalty from the government, collect a photocopy of customers' national ID card or driving license or any valid ID with photo, two copy passport size photocopies and 500 Taka deposit. As soon as BDO get these documents; they activate that SIM card through their authorized mobile number.

Among all the competitors Banglalink is in first rank in Telesales. Though our competitor is all the operator for Telesales but we mainly focus on Banglalink. Grameenphone and Airtel are not focusing mostly in Telesales part. On the other hand Banglalink's sales about Duplicate Dial Number of existing number is almost 14000 connection per month whereas from our team we started just 7000 sales per month. So our main target to reach Banglalink's per month sales target. So according to our mission we will increase our target more than 15000 connection per month and we will be the 1st rank telesales department among all telecom. Since GP & Airtel are not focusing this department we are not giving so much important to them about this part of telesales.

5.2 Benefits of Telesales:

- Increase in sales
- Increase in Profit
- Reduce the per unit sale cost
- Increase number of appointments
- Increase customer base
- Increased lead generation
- Higher number of closed sales
- Better customer retention
- More immediate feedback
- Better results through test marketing
- Increased local, regional, or national market share

CHAPTER 6: SWOT ANALYSIS AND RECOMMENDATION

6.1 SWOT Analysis:

Strength

- We are offering more offers with lowest call rate also free connection than Banglalink or other operator.
- Except Banglalink no other operator are focusing on this telesales part. So we just focusing to reach the sales target of Banglalink and as per our plan we will implicate our target within one year.

Weakness

- Our team deals with two Vendor Company Supertel and MAPL. Sometimes there are creating less cooperation. As a result we face challenges to make successful delivery as per lead.
- Since there are using so many systems for activation and challenges many times & sometimes it take many days to solve these technical issues and at that time our activation would be stopped for technical problem.

Opportunities

- Since in the telecommunication industry our competitor is only Banglalink and we are only focusing their sales target and our product and pricing are more attractive than Banglalink so it's a high chance to switch customer from their existing operator.
- We are giving best service by home delivery by one working day. so that customers are being more benefited. It's a better way to increase our sales.
- Robi's 3.5G Internet service are fastest internet service of all operators. Also our internet offers are more attractive than others.

Threats

- Though GP & Airtel are not focusing in Telesales part but obviously they are monitoring Robi & Banglalink's sales part. It's a common strategy. They might bring with something new idea with more technology then it might be threat for us.

6.2 Recommendation:

Although they are going through the right path and providing quality services to their subscribers, I would like to recommend some suggestions to Robi. Mentioning bellow,

- Should improve and make stronger network system.
- Should provide more facilities to their high users.
- Attractive promotional items are necessary to satisfy the corporate clients as telesales is only focusing on Personal Packages.
- Network facilities should be wide.
- They should develop new competitive packages for the corporate customers.
- Increase the value added services
- Should monitor the existing customer and provide better service.
- The complexity of the GPRS facility should be reduced
- Robi should have enough part timers to reduce the pressure of the full time employees.
- Though the job security is high, but they should hire more permanent employees instead of contractual.
- Third party vendors are need to more co-operative to each other and maker quicker response.

Conclusion:

If we go through the whole report then we can see that Robi Axiata Limited has achieved a lot in a very short span of time. Their good marketing strategy, planning capability, understanding the customer demand, etc. helped them to become the third largest mobile operator of our country. Hopefully they will achieve the second position very soon. For achieving all this success all the departments of Robi had worked so hard. Telesales unit is not different from those departments. Telesales unit played a very important role in achieving Robi's desired achievement as they always work hard to communicate with the customers directly to provide better services. And this better service results to great customer satisfaction which is very important in telecommunication sector.

Telesales unit increased Robi's sale than before through direct communication with the subscribers and also by providing a quality service to the subscribers. So behind the success of Robi, telesales unit served a very big contribution.

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