



Robi AXIATA (Bangladesh) Limited

# Internship Report

Spring '18



**Prepared For:**

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**Date of submission: 4<sup>th</sup> April'18**

Spring'18

# **Internship Report**

**On**

**“Impact of Micro Campaigns of ROBI on Customer  
Life- Cycle Management at Telecommunication  
Industry”**

## Letter Of transmittal

4<sup>th</sup> April, 2018

Mayesha Tasnim  
Lecturer  
BRAC Business School  
BRAC University,  
66, Mohakhali, Dhaka-1212.

### **Subject: Submission of Internship Report.**

Dear mam,

Here is the **internship Report** that I was assigned on the topic you permitted to start working. The report has been completed by the knowledge that I have gathered from the working experience of Robi Axiata LTD in last 3months.

I am thankful to all those people who provided me important information. I would be happy if you read the report carefully and I will be trying to answer all the questions that you have about the report.

We have tried my level best to complete this assignment meaningfully and correctly, as much as possible. We do believe that our tiresome effort will help you to get ahead with this sort of venture. In this case it will be meaningful to us. However, if you need any assistance in interpreting this assignment please contact us without any kind of hesitation.

Thanking you.

Best Regards,

Sumona parvin jinia

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## Letter of Endorsements

4<sup>th</sup> April '18

Mr. Tawfique Imam

Line Manager, Customer Lifecycle Management (CLM)

Nafi Tower, 53, Gulshan South Avenue

Gulshan-1, Dhaka 1212

Subject: letter of endorsements.

Dear Mr. Tawfique Imam,

I, Ms. Mayesha Tasnim, hereby, authorize my student (sumona parvin jinia), to make an internship report on your organization. She will also claim the detail and other related non-confidential documents from your office, you can offer on my behalf. I have asked her to verify all the details within 25<sup>th</sup> March and collect all the information that she needs to prepare her internship report. You are requested to allow her complete access to the above mentioned grounds. Feel free to contact me via mail [mayesha.tasnim@bracu.ac.bd](mailto:mayesha.tasnim@bracu.ac.bd) for any further clarifications needed.

Thank you very much.

Respectfully yours,

-----

Mayesha Tasnim

Lecturer

BRAC Business School

## **Acknowledgement**

Most importantly, I wish to express my gratitude to the almighty ALLAH for giving me the strength to play out my duties as an intern and finish the report inside the stipulated time. I am profoundly obliged to my honorable Lecturer Mayesha Tasnim, Brac Business School, for her untiring guidance, help, effort, and suggestions. Without her direct guidance, this report couldn't be possible. I would like to thank my supervisor, Mr. Tawfique Imam, the Line Manager, Customer Lifecycle Management (CLM) for considering me as a potential intern. I shall remain ever grateful to those people who helped us a lot by providing us information.

Besides I might want to pass on my appreciation to my Robi Axiata Ltd colleagues, seniors and partners who gave me a word of wisdom, proposals, motivation and support. I should specify the great working condition and gathering duty of this association that has empowered me to deal with everything in the work place. Every one of them is exceptionally frank and supportive. Last but not the least; I am exceptionally grateful to my folks and furthermore my companions whose huge encourages help me to finish my report.

## **Executive Summary**

In order to complete my Internship program for Bachelors of Business Administration Course, I had the opportunity of a wonderful experience working for Robi Axiata LTD.

First part of this report is based on the introduction, which includes topics like origin, objectives, organogram, and company profile and so on. It defines the process and background of the study.

The next part of the report highlights a brief about the objectives behind preparing this report. Then the next part enlightens about the activities which are undertaken during internship period. The theoretical overviews of the usual and basic promotional strategies are also included in another part. In the main part of the report, we can gain insight about how Robi Axiata LTD. runs different lucrative campaigns in different times to attract its users. It is very much fascinating to know about the internal activities of CLM department, Market operation of Robi Axiata LTD.

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# CHAPTER: 01

## The Organization Overview

## 1. Introduction:

The First merger of Bangladesh's telecom segment has come into effect with the beginning of the operation of Robi Axiata Limited as the merged company on November 16, 2016. Following the merger of Robi and Airtel, the merged company is currently known as Robi Axiata Limited.

Robi Axiata Limited is the second largest mobile phone administrator of Bangladesh and the first operator to introduce GPRS and 3.5G services in the country. The company has introduced numerous first of its kind advanced services in the country and has invested vigorously in taking mobile financial services to the underserved communities in the rural and semi-urban areas.

It is a joint venture between Axiata Group Berhad, of Malaysia, Bharti Airtel Limited, of India and NTT DoCoMo Inc., of Japan. Axiata holds 68.7% controlling stake in the entity, Bharti holds 25% while the remaining 6.3% is held by NTT DOCOMO of Japan.

Having successfully completed the merger process, Robi has risen as the second largest mobile phone operator in Bangladesh with approximately 32.2 million dynamic supporters.. The merged company has the widest network coverage to 99% of the population with over 13,900 on-air sites of which over 8,000 are 3.5G sites. The organization started activity in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010 the organization was rebranded to 'Robi' and the organization changed its name to Robi Axiata Limited.

Leading digital service provider, Robi, has ritualistically launched 4G mobile services for both Robi and Airtel clients in all the 64 regions of Bangladesh at 20th February, 2018. The launching service was held at the Bangabandhu International Convention Center.

Robi declared at the 4G launching occasion that utilizing the best quality range and more noteworthy volume of range with respect to the competition, it offers the best indoor scope, the best internet speed and the best consistent scope reliably. The most energizing part is that the clients will be able to appreciate the 4G benefit at a similar cost they utilize the data products accessible nowadays.

Speaking at the launching ceremony, Hon'ble Minister, Ministry of Posts, Telecommunications and Information Technology, Mustafa Jabbar stated: "Among every one of the logos of outside

organizations, I like Robi's logo most. That is on account of it is in Bangla. We gave the 4G permit just yesterday and right now Robi has taken 4G administration to all the 64 areas; this is very obvious. I say thanks to Robi for growing 4G every one of the locale of the nation in such a brief timeframe. You have made it a noteworthy day without a doubt. When you take 4G to the towns, it will make opening for work for the jobless. I will take to Finance Minister about the SIM substitution charge on 4G SIM swapping. Plus, once we can expel VAT from web, we are very optimistic that would have the capacity to make an upheaval with web in the nation." (According to Robi website)

### 1.1 Company Profile:

**Name of the Company:** Robi axiata Limited

**Shareholders:** Axiata Group Berhad and NTT DoCoMo

**Bangladesh Head Office:** Robi Corporate Centre, 53 Gulshan South, Avenue, Gulshan-1, Dhaka-1212; Bangladesh.

**Year of establishment:** 1997

**Industry:** Telecommunication

**Technology Deployed:** EDGE, GSM, GPRS, HSPA

**Position in the Industry:** 3rd in terms of number of subscriber and 2nd in terms Of revenue.

**Network Coverage:** 99% of the population (January, 2015)

**Geographical network:** All over the Bangladesh (January, 2015)

**Major Competitors:** Grameenphone, Banglalink, Airtel

**Market Share:** 21% (February, 2015)

**Revenue:** 9.4%^ in 2014

**Corporate Website:** <http://www.robi.com.bd>

### 1.2 Mission:

"Robi aims to achieve its vision through being 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."

### 1.3 Vision:

"To be a leader as a Telecommunication Service provider in Bangladesh."

### 1.4 Brand Elements of Robi:

To establish the new brand, Robi is using new and unique brand name along with other brand elements. The elements are:

➤ Logo:



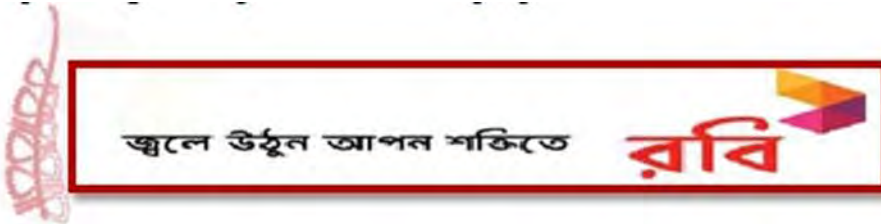
➤ Brand Alpona:



➤ **Operator Number:**



➤ **Slogan:**



➤ **Axiata Brand:**



➤ **Product and Service:**

Robi has come up with a wide range of offers of prepaid and postpaid packages so that customer from the entire different segment can choose according to their choice.

- **Prepaid:** Currently Robi is offering six prepaid plan for different variety of customer. Its prepaid packages are-Unlimited FnF, Nobanno 37,Hoot Hut Chomok 32, NOOR Package, Robi Club34, Goti 36 and Shorol 39. The prepaid packages and its focus characteristics are given on the next page:

Packages Name	Focus Customer
<p>Shorol 39</p> 	<p>For those customer who would like to have stable lower call rate and talk mostly in one number which is called the “Priyo” number</p>
<p>Goti 36</p> 	<p>For those customer who would like to have simple flat rate in all time</p>
<p>Robi club 34</p> 	<p>The customer who mostly have robi number in their phonebook</p>
<p>Unlimited FnF</p> 	<p>For those subscriber who have lots of friend and family number. Call very frequently to those numbers</p>
<p>Nobanno 37</p> 	<p>For those who talk in off peak hour, mostly in the night</p>
<p>NOOR Package</p> 	<p>Robi has chosen to deposit the revenue generated from the Noor bundle in a shariah agreeable bank to keep away from application of interest.</p>
<p>Hut Hat chomok 32</p> 	<p>For those who talk equally in on net and off net numbers and need a standards and balance call rate</p>

(Robi, 2018)

- **Postpaid:**

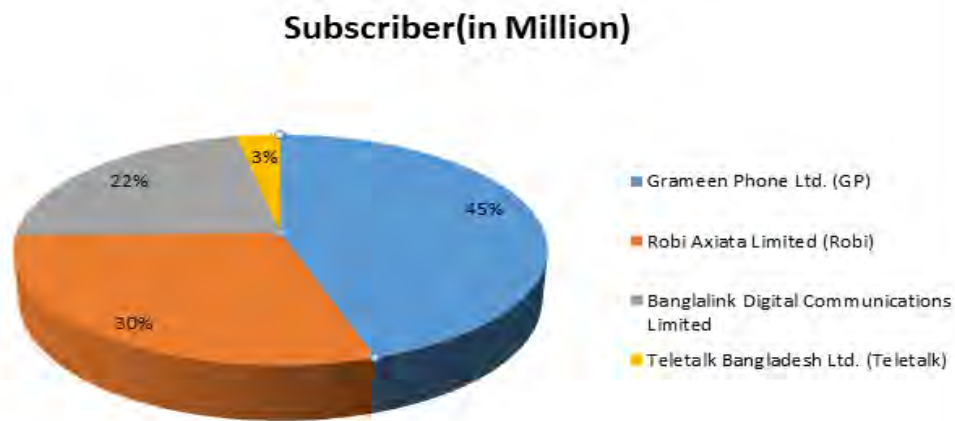
Robi likewise offers post-paid service; alongside the different bundles. Robi Push Mail is a safe, reliable and feature rich email solution at value that customers can bear. Presently, customers can work from their personal computers from anywhere. Clients can know their bill data through Web Bill, E-Bill, SMS, USSD and Customer Care Center; Customers can pay their bills by following:

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

**1.5 Market Share:**

A statistical report published by BTRC (Bangladesh Telecommunications Regulatory Commission) shows that the total number of active mobile phone subscribers has reached 145.114 million at the end of December, 2017, which actually indicates that there is a gigantic market for mobile internet business considering the evolution of Smartphone technology and 3G (third generation) mobile communication technology. Robi is the Second largest telecom operator in Bangladesh in terms of market share. Currently, they own 30% of the market share.

<b>Operator</b>	<b>Subscriber(in Million)</b>
Grameen Phone Ltd. (GP)	65.327
Robi Axiata Limited (Robi)	42.908
Banglalink Digital Communications Limited	32.384
Teletalk Bangladesh Ltd. (Teletalk)	4.494
<b>Total</b>	<b>145.114</b>



**Figure: Market Share**

### 1.6 Shareholders:

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad and NTT DOCOMO INC. Axiata Group Behad holds 91.59% share and 8.41% share is hold by NTT DOCOMO INC.

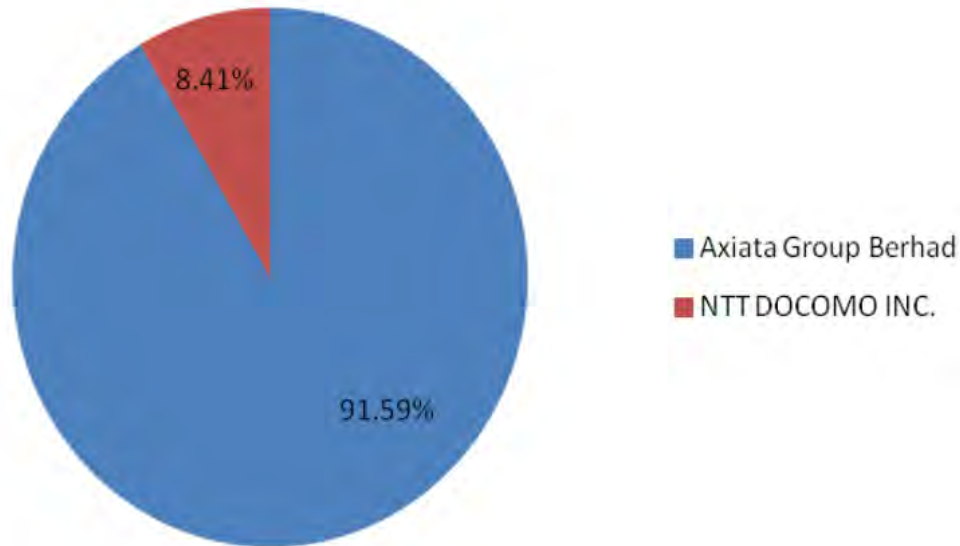


Figure: shareholders

### 1.7 Organogram of Robi Axiata Limited:

Robi Axiata Limited promotes an organization cultures which nurtures over 1600 employees creating synergy. It follows a flat hierarchy structure which is well defined in each division. The employees work according to the guideline of the top management.



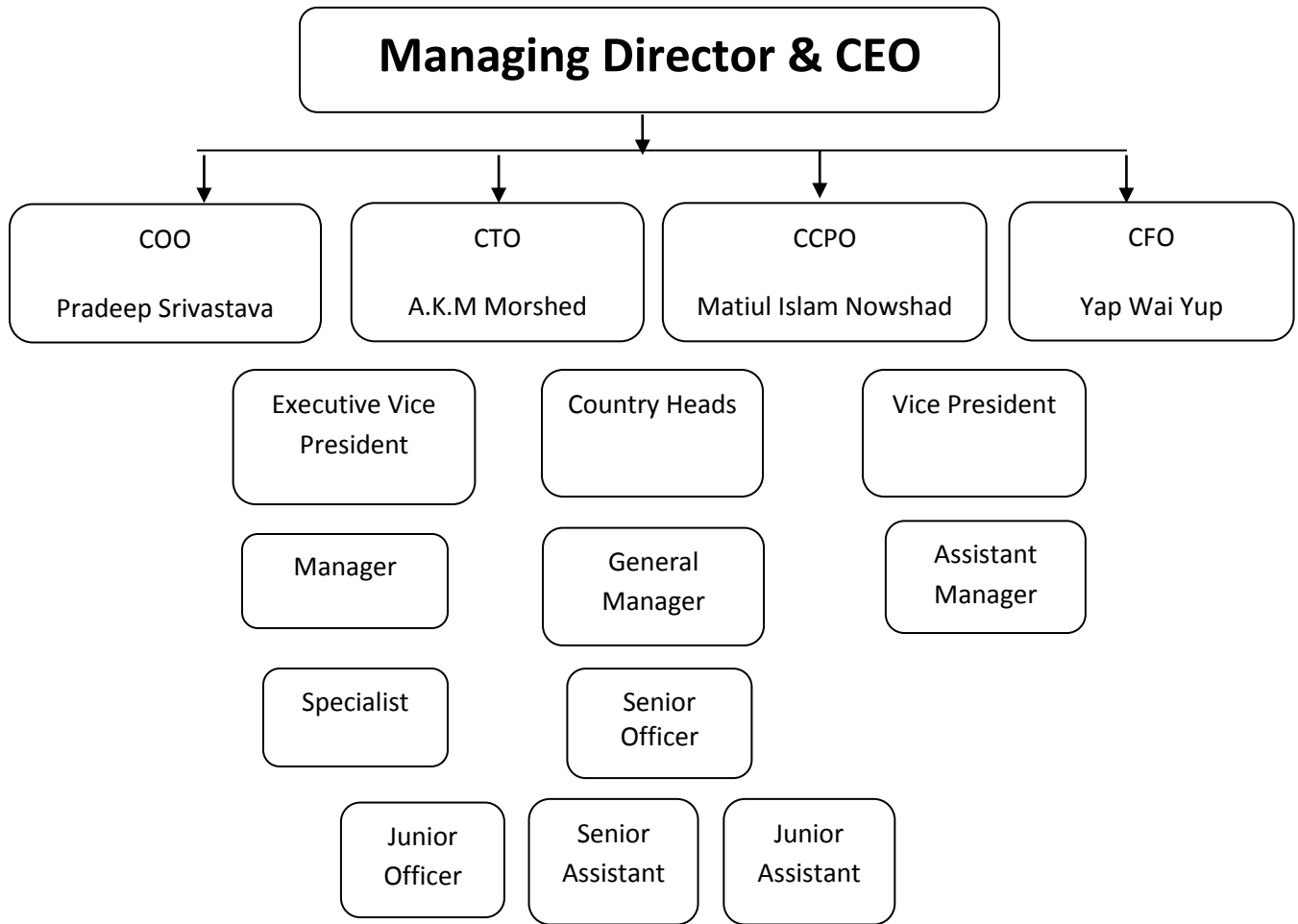


Figure 1: Organogram of ROBI AXIATA Limited

**1.8 Divisions of Robi Axiata Limited:**

In order to administrate such a large-scale operation nationwide, Robi Axiata Limited has been divided into 10 functional divisions.





I have been assigned to join as an intern for three months period under Market Operations division. Market operation has five sub-divisions- Product, Pricing, Social Media, Value Added Service and Customer Lifecycle Management.

There is more entry level and mid-level positions at Robi. The position diagram of Robi is given below:



Figure: structure of CLM dept.

# CHAPTER: 02

## Project Part

## 2.1 Rationalities for Selecting the Report:

The major reason behind proposing this study is to legitimize the viable effect of various campaigns on Robi customers. Through different campaigns Robi gains customers trust, so this study would help to know the internal procedures that Robi follows to get loyal customers and influence Robi clients to stay with Robi Axiata LTD.

As a student, the relevance of this study is to investigate how the connection among client and Telco organizations is worked through various campaigns and what's the impact of those campaigns on market time to time. In future, it will help me to do proper research on customer relationship management also. Furthermore, it will be helping me to figure out the significance of campaigns also if i get chance to work at telecommunication industry. Along with that, this study will help BRAC university student to be inspired working at telecommunication industry and will make them interested to understand how customer management relationship works in an organization.

## 2.2 Project Objectives:

**General Objective:** To know overall about the company of Robi Axiata Limited and furthermore know every last parts of the business marking procedure of that organization.

### **Specific Objectives:**

- SWOT analysis of Robi.
- Focus on the internal methods to gain loyal customers.
- Focus on different campaigns and impacts of those campaigns on customers.
- To focus on major elements of employer branding process.
- Being respectful towards everyone.
- Being trustworthy by action. Being passionate and creative in all we do.
- Keeping things simple in the way we do things.
- Being ethical and transparent.
- Demonstrating individual and collective ownership.
- Practicing an open culture in communication and internal

- Emotional: Passionate, Creative, Respectful, and Open
- Functional: Simple, Ethical, Transparent, and Ownership

### 2.3 Review of Related Literature:

Most of the information is collected from Robi website during the preparation of this report. Some of the information are taken from CLM department directly .For this internship report, i have reviewed some other internship reports regarding the working culture of Robi as well. The best approach to assemble data was In-depth interview with the line manager of CLM department for preparing this report. Along with that, I have also gone through a statistical report published by BTRC (Bangladesh Telecommunications Regulatory Commission) to get accurate data of subscribers in different operators.

## **CHAPTER: 03**

# **Activities Undertaken**

### 3.1 Welcome to my department (CLM):

Customer Lifecycle Management term is used to describe the sequence of steps a customer goes through while considering, purchasing, using, and maintaining loyalty to a product or service. CLM aims to attract new customers and generate profit from current customers. Attracting new customers is associated with higher cost rather than maintaining and retaining current customers. Therefore, Robi carefully monitors existing customer base in every lifecycle to win their loyalty.

The procedure of Robi's CLM initiates with advertising, accomplishing and making stable client. The customers who are faithful to the company are called stable clients. Silent clients, then again, are the individuals who frequently switch from one operator to another. They resemble the bounty hunters as they always search for better offers and lucrative rewards. Maintaining silent clients are a definitive objective of CLM team's efforts.

In Robi, CLM is considered to be the main Profit Generating Unit. The benefit age process begins with breaking down customer usage behavior and discovering a pattern. At that point, campaign managers appropriate campaigns for different user pattern. This customized campaigns are outlined such a path, to the point that it coordinates the objective gathering target group demand and create better outcomes.

I have been assigned to join as an intern in **CLM**, a sub-division of Customer Lifecycle Management (CLM) under Market Operations Division. The CLM department is divided into five areas which are:

- ✓ Dhonnobad Reward program
- ✓ Voice and churn
- ✓ Loyalty & Winback
- ✓ Data CLM

Each segment has been described further to give clear understandings about these four different segments of CLM department of Robi.

**3.2 “Dhonnobad” Reward Program:**

Dhonnobad team consists of three very talented and dedicated personnel- Mr. Tawfique Imam, the line manager and my supervisor; Mr. Shahadat russel, manager; and Ms. Sadia Farjana, Specialist. In light of a customer centric attitude in mind, Robi propelled "Dhonnobad" program to delight Robi clients and offer them new advantages and new services. While competitors are just concentrating on high spending long haul client, Robi trust each client should get a few advantages.



The Robi clients are arranged into 6 diverse loyalty classes regarding average monthly expenditure in the last 3 months. The categories’ are- Bronze, Silver, Gold, Diamond, Platinum and Platinum Ace. Robi guarantees that loyalty segments get benefits as indicated by their unwaveringness to the network.

Age of Network	Last 3 months average usage (BDT excl. Supplementary Duty (SD) + VAT)			
	< 301	301 - 800	801 – 1800	> 1800
< 3 Months	Bronze	Bronze	Bronze	Bronze
> 3- 12 Months	Bronze	Silver	Gold	Diamond
13 – 36 Months	Bronze	Gold	Diamond	Platinum
> 36 Months	Bronze	Diamond	Platinum	Platinum Ace



Robi Dhonnobad program is the best loyalty program compared to that of our competitors in terms of benefits and services. Benefits include- Priority in availing customer services, free SIM replacement, birthday gifts and up to 50% discount from more than 2900 partners in fashion & lifestyle, food, health services, travel agencies and home decor. Some names of the Dhonnobad partners are mentioned below:



sample of *Dhonnobad campaigns*: The tentative calendar of Dhonnobad program consists of different campaigns which are followed during whole month to notify the customers. Dhonnobad comes up with new calendar at the beginning of the month.

Partners Name	Category	SMS Content	No. for add to Broadcast list	Area	Character	14-Jan-18	15-Jan-18	16-Jan-18
Roadhouse Restaurant	Food	Did you planing for party? <b>Roadhouse Restaurant</b> offer you 10% Discount on food and party center booking. Address: 218/1, New Elephant Road. More *1213#	01848304611, 01848304603	Dhanmondi-Mohammadpur-Shahbag	151	1		
Chittagong Express	Food	Taste your best food @ <b>Chittagong Express</b> and enjoy 10% discount on Bachelor Meal & any food taste all outlets. More *1213#	01848304612, 01848304603	Gulshan-Banani-Baridhara	122		1	
Fast Way Batton Vogue	Food	Get 15% Discount on Food above at Fast Way Batton Vogue. Address: Treasure Island, 42-43, 1st-4th Floor, Shiddeshwari Circular Road. More *1213#	01848304606, 01848304603	Malibagh-Mowchak-Paltan	144		1	
The Glam Shop	Fashion & Lifestyle	<b>The Glam Shop</b> offering you @ 10% Discount on total bill under Dhonnobad Program. Address: House # 20, Road # 5, Block # C, Banasree, Rampura, Dhaka. More *1213#	01848304606, 01848304603	Rampura-Banasree	160		1	
Coffee House Restaurant	Food	Get 10% Discount on Food above bill BDT 500 at Coffee House Restaurant. Address: Cantonment Super Market, Cantonment, Comilla. More *1213#	01848304609, 01848304603	Comilla	138		1	
The Shawarma House	Food	Get 10% Discount on Food at The Shawarma House. Address: 79, Outer Circular Road, Moghbazar, Dhaka-1217. More *1213#	01848304606, 01848304603	Mogbazar-Malibagh-Mowchak-Baily Road	116		1	

### 3.3 Loyalty & Winback :

There are some silent customers who have Robi sim but they are not likely to use Robi operator. Loyalty and win back work for those silent customers .winback focuses on lucrative offers to get the attention of silent customers. Basically, the motto of winback is to win the trust of those silent customers again and make them come back to Robi operator. For communication with customers,winback designs tremendous campaigns such as "Bondho sim chalu korlei 1GB free akhun e!" to draw the attention of customers and to turn them into loyal customer of Robi.

#### *sample of Loyalty & Winback campaigns:*

- ✚ Bondho shongjog ti chalu korlei paben extra 10tk+30min free.Meyad:7din.
- ✚ 48Tk-te 4GB !! (2GB 24 hrs + 2GB 6am-6pm) Meyad 7din. Ar deri keno 48Tk recharge korun ekhon-e
- ✚ 9Tk-te kinun 27min ar 25p/m call rate Robi/Airtel-e 7 diner jonno (24hrs) . kinte dial \*21291\*609#
- ✚ Robi-te 30Tk recharge korlai paben extra 8Tk !! Ekbar\*123\*08# dial kore tarpor theke recharge korun 30Tk. Ei 8Tk main a/c balance,use kora jabe shob kichu-te



### 3.4 Data CLM:

Data CLM basically concentrates on internet packages. Based on usage rate of the customers, data CLM runs different campaigns to meet their expectations. They offer different internet packages started from daily to monthly basis and users purchase those packages based on their eligibilities. Data team also offers Free MB occasionally to meet the satisfaction level of customers.



### 3.4 Voice and churn :

Churn customers or churn refers to customers who have stopped using Robi network in previous month. At the beginning of every month, the CLM team receives the churn report for previous month. Then, the team carefully scrutinizes the report to find a usage pattern. After inspection, the team devises and supervises different campaigns.

**Voice and churn** focuses on talk time bonuses. Through different campaigns voice& churn influences customers to purchase their bundles to get free talk time bonuses. Voice & churn keeps the tracking of usage rate of the customers to compare current usage rate of a customer with the last month usage rate. The team finds out the difference of usage of a user on monthly basis. If the average usage goes down comparing with last month, the team starts working to find

out the particular reasons and also ends up with potential solutions to meet targeted usage rate. Voice& churn team has a tracker to keep the record of uptake of packages on daily basis also.

**sample of Voice and churn campaigns:**

- ✚ *Aaj matro 21tk recharge kore agami 2din upovog korun 0.5p/sec shob Robi/Airtel number e, 1p/sec onno operator e (+tax)!*
- ✚ *39tk recharge e kotha cholbe non-stop 10din, sharadin shara-bela! Ekhon Robi dicche 39Tk recharge e 1paisa prota sec desh er shob no. e! Tax projojjo!*
- ✚ *Call-rate niye thakun nishchinte,kotha bolun mon khule! Matro 21tk recharge e adha paisa Robi/airtel e, 1 paisa onno local no. e prota sec,5din! (tax projojjo)*
- ✚ *29tk recharge e kotha cholbe non-stop 4din, sharadin shara-bela! Ekhon Robi dicche 29Tk recharge e 1paisa prota sec desh er shob no. e! Tax projojjo!*



### 3.5 Responsibilities &Contributions

While working as intern in Robi Axiata Limited I was assigned to different tasks which include:

- **Completion of work order**
- **Preparing Daily Reports (Update and Analysis)**
- **Campaign Management and Uploading**
- **Preparing Charts**
- **Generating SMS Task Report**
- **Communicating With the Customers**

The explanation of each task I did during my internship period is discussed below:

**3.5.1 Completion of work order:** During my internship, one of my main tasks was to prepare work orders. I was supposed to complete all the work orders on daily basis. Before start discussing about the particular server that has been used during completion of work order, it is important to explain what is work order and how does it work. Work order is basically a method which is used to send Bulk SMS directly to customers. Work order does have different elements which are:

**Base:** Base consists of phone numbers of customers who are eligible for different campaigns. Depending on different campaigns, Potential customers are being traced based on their usage rate /per month. All the phone numbers of potential customers are arranged in one particular file which should not exceed more than 1.2 million. A sample of base has been shown below:

The image shows a screenshot of a text editor window titled 'ICMS\_JANI8w1\_PKCHURN\_27TK...'. The window contains a list of phone numbers, each preceded by a hash symbol (#). The numbers are arranged in a single column and appear to be a mix of different prefixes, including 88018331, 8801817, 8801819, 8801817, 8801819, 8801841, 8801848, 8801853, and 8801850. The list is truncated at the bottom with a vertical scrollbar.

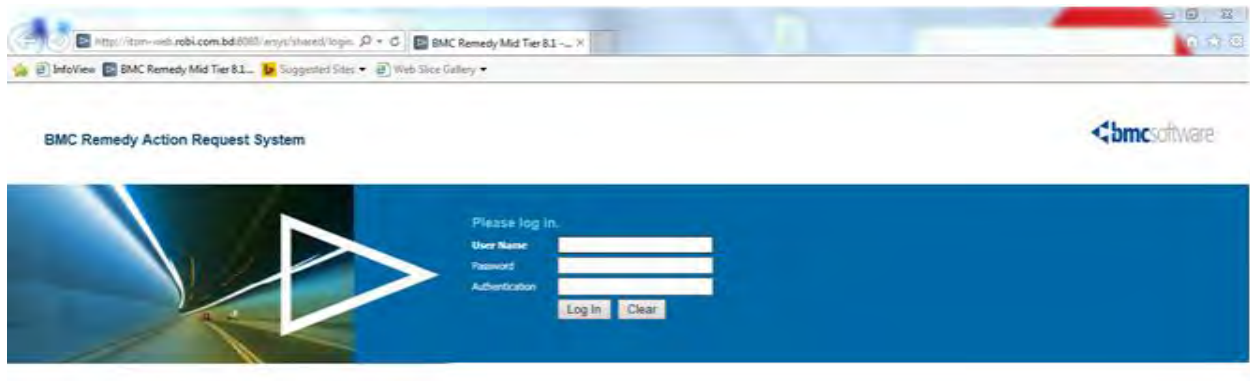
**Masking:** All the SMS are sent to the customers with different masking. To make SMS more recognizable to the customers, masking is used. Customers get different SMS in different masking on the top of the message. As an example, Data team in my department uses “data\_offer” as masking sp that customers understand that the particular SMS is for data packages. Likewise, Apnar\_offer, Darun\_offer, last\_day etc. have been used as masking to enhance customers’ interest towards Bulk SMS.

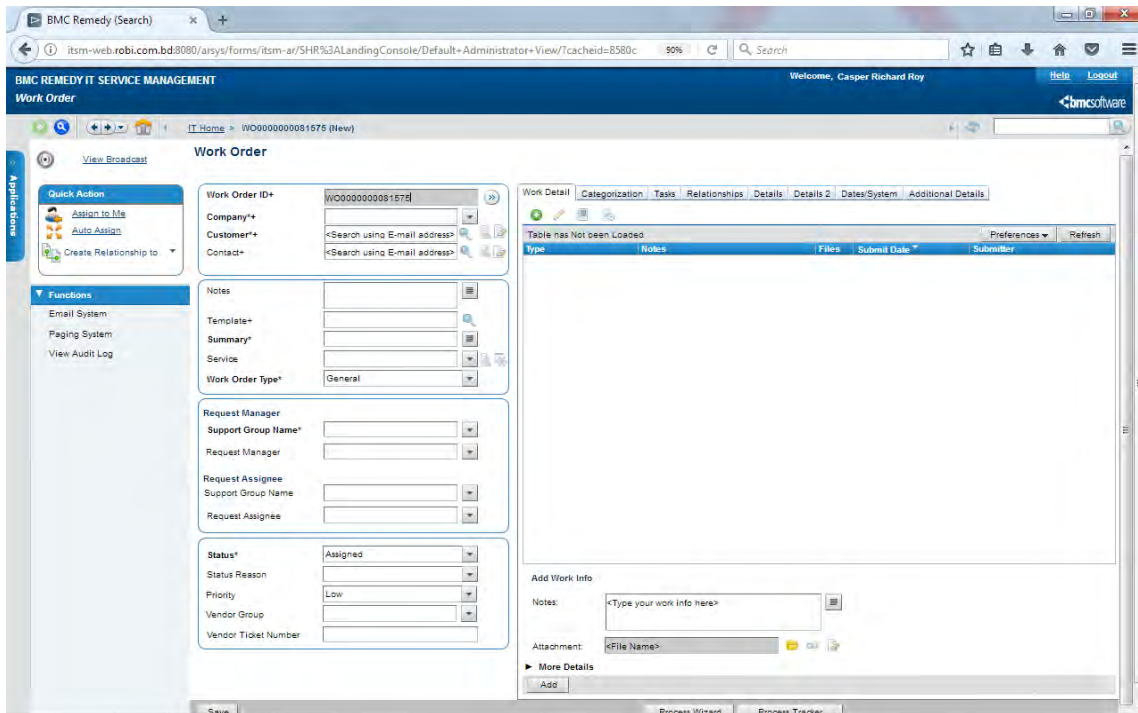
**Slotting:** Slotting ensures the accommodation of different “Bases” within one particular slot which cannot exceed 1.2million. For example: base \_1 consists of 1million and another base consists of .2 million then the division of the slot would be:

BASE NAME	BASE COUNT	SLOT	
		Sub -slot	Slot NO.
<b>Base_1</b>	10, 00000	35A	35
<b>Base_2</b>	2, 00,000	35B	35
<b>TOTAL</b>	12,00,000		

**Character count:** A particular formula is being used for counting characters of each message which is =LEN (A1). This formula has been used to make sure character count does not go beyond 157 characters which tend to divide one same message into two different SMS.

**Server:** BMC is software, which is used to send Bulk SMS directly to customers. I had to configure work orders for both different kinds of campaigns of CLM.





To inform customers about these facilities work order and bulk SMS is used. It is a cost effective way of promoting the partners and also inform these huge number of customers directly. The sending work order is an easy procedure but certain protocols must be followed while sending the work orders. The work orders which I sent were in 15 slots. Each slot can send up to 1.2 million SMS per day. So while performing the task I had to make sure that the customer base number does not exceed 1.2 million. I also have to carefully write the message body because this message will directly send to the customers.

when all the elements are put together on excel sheet to keep the record properly then the complete picture of work order seems like:

Sl.	Segment	Product/Campaign	Campaign Manager	Text	Char Count	Masking	Sub Slot	Slot	remaining	TG count	Sent Count	WO number	Delivery Count	De
MS_VNonDropSP_HighData_EL39TKRC_60_28-15_49	sanjida	15min FREE	149	Ajker Offer	33A	33	217,947	217,947	WO000000093200					
Feb18_Multisimmer_DReve5_Jess1MB_28-15	sanjida	250MB mar	96	Ajker Offer	33B	33	989,849	989,849	WO000000093201					
Multisimmer_VRE_Vtk_50tk_EL21tkRC_2D_28-15_4	sanjida	Aaj matr	120	Darun Offer	30A	30	492,189	492,189	WO000000093202					
Feb18_100to200VARPU_More10d_DOU_39tk_28-31_3	sanjida	39tk rech	150	Apnar Offer	31	31	1,200,000	1,200,000	WO000000093203					
Feb18_20to50VARPU_More10d_DOU_21tk_26-31_3	sanjida	Call-rate r	159	Apnar Offer	30C	30	258,378	258,378	WO000000093204					
Feb18_100to200VARPU_less10d_DOU_29tk_26-31	sanjida	29tk rech	149	Apnar Offer	30B	30	353,663	353,663	WO000000093205					
	Masking:FreeBALANCE													

The whole procedure of work order is shown in flowchart below:



**Figure: Recording SMS**



**Figure: Recording Work Order**

**3.5.2 Preparing Daily Reports (Update and Analysis):**

My daily task was to get the ICMS report first to update campaign tracker file. After getting ICMS report, I had to look for the campaigns of CLM department to keep the record of total uptake and unique uptake number on the particular CLM campaign tracker. Unique uptake refers how many users purchasing one specific offer and total uptake refers how many times a user is purchasing that same offer in a day/month. For better understandings, the screenshots of ICMS report and campaign tracker are given below:



ROBI AXIATA LTD

Daily Campaign Acceptance									
Id	Name	Campaign Manager	Description	Report Date	Unique Offer Uptake	Total Offer Uptake	Unique Uptake (%)	Total Uptake (%)	Unique CC
49,565	Mar18_Stayback_7daycont	sanjida.aftrin	0.5p on-net & 1p off-net	17 Mar, 2018 23:59	21,182	21,182	64.70	64.70	
51,231	MAR18_PREDCHURN_250	iqbal.asif	MAR18_PREDCHURN_250	17 Mar, 2018 23:59	88	93	0.06	0.02	
51,414	Mar18_varpu_100-200	sadia.farjana	RC @36tk _ATL	17 Mar, 2018 23:59	75	77	0.69	0.15	
51,416	Mar18_varpu_20-50	sadia.farjana	0.5p/1p 5D @ 21tk EL	17 Mar, 2018 23:59	1,152	1,184	0.87	0.22	
49,547	Mar18_NRGB_Dynamic	sanjida.aftrin		17 Mar, 2018 23:59	810	835	1.23	0.24	
51,418	Mar18_varpu_50-100	sadia.farjana	0.5p/1p 2D @ 21tk EL	17 Mar, 2018 23:59	5,809	5,932	1.12	0.36	
51,426	Mar18_varpu_20-50	sadia.farjana	0.5p/1p 4D @ 21tk EL	17 Mar, 2018 23:59	956	970	0.76	0.24	
49,540	Mar18_NRGB_Dynamic	sanjida.aftrin		17 Mar, 2018 23:59	5,606	5,672	4.02	1.25	
49,542	Mar18_NRGB_Dynamic	sanjida.aftrin		17 Mar, 2018 23:59	14,199	14,501	11.83	3.70	
51,417	Mar18_varpu_50-100	sadia.farjana	0.5p/1p 3D @ 21tk EL	17 Mar, 2018 23:59	380	402	0.86	0.25	
51,451	Mar18_predchurn_10tk	syeda.asma	Mar18_predchurn_10tk	16 Mar, 2018 23:59	13,404	17,850	3.18	1.13	
				17 Mar, 2018 23:59	3,465	4,608	0.82	0.29	
					0	22,458	0.00	1.42	

Figure: ICMS Report

Entity	Campaign Name	Campaign Tag	Start Date	End Date	Total Base	Delivery Base	12-Mar	13-Mar	14-Mar	15-Mar	16-Mar	17-Mar
	Feb18_VC_Drop_30_Loyal_79tk_22-12	Loyal Dropper Base	22nd Feb	12-Mar	232,248	70047	1,532					
	Feb18_VC_Drop_50_Loyal_99tk_22-12	Loyal Dropper Base	22nd Feb	12-Mar	172,725	51302	925					
	Feb18_VC_Drop_70_Loyal_59tk_22-12	Loyal Dropper Base	22nd Feb	12-Mar	171,975	48375	816					
	Feb18_VC_Drop_30_HVC_79tk_22-12	HVC Dropper Base	22nd Feb	12-Mar	86,639	25,481	272					
	Feb18_VC_Drop_50_HVC_99tk_22-12	HVC Dropper Base	22nd Feb	12-Mar	79,912	23,252	93					
	Feb18_VC_Drop_70_HVC_59tk_22-12	HVC Dropper Base	22nd Feb	12-Mar	104,861	28,653	174					
	Feb18_VC_Drop_30_MVC_39tk_22-12	MVC Dropper base	22nd Feb	12-Mar	575,793	168,160	7,455					
	Feb18_VC_Drop_50_MVC_59tk_22-12	MVC Dropper base	22nd Feb	12-Mar	529,384	179,549	689					
	Feb18_VC_Drop_70_MVC_33tk_22-12	MVC Dropper base	22nd Feb	12-Mar	655,616	179,549	278					
	Mar18_Stayback_7daycontinuous_30p60p2d_01-31	Stayback_Voice	1-Mar	31-Mar	8,657	143						21,1
	Feb18_Multisimmer_DRevless5_less1MB_28-15	Multisimmer	28-Feb	15-Mar	989,848	223769	1,669	1,487	1,957	1,231		
	Feb18_Multisimmer_DRevless30_less500MB_28-15	Multisimmer	28-Feb	15-Mar	92,078	20459	136	220	371	706		
	Feb18_Multisimmer_DRevless70_1GB_30TK_28-15	Multisimmer	28-Feb	15-Mar	81,885	19331	307	317	722	622		
	Feb18_Multisimmer_VREV>50tk_<100tk_EL39TKRC_6D_28-15	Multisimmer	28-Feb	15-Mar	162,952	37972	997	973	978	1,052		
	MAR18_Multisimmer_DRevless5_less1MB_7-15	Multisimmer	7-Mar	15-Mar	1,047,146	213,380	1,041	1,586	1,507	1,320		
	Feb18_Multisimmer_DRevless30_less500MB_1gb_30tk28-15	Multisimmer	28-Feb	15-Mar	42,104	10681	112	102	77	72		
	Feb18_Multisimmer_DRev30_70_1GB_30TK_28-15	Multisimmer	28-Feb	15-Mar	10,680	2769	39	17	20	23		
	Feb18_Multisimmer_VLRIRR_EL21tkRC_2D_28-15	Multisimmer	28-Feb	15-Mar	99,108		0	0	0	0		
	Feb18_Multisimmer_VLRIRR_EL39TKRC_6D_28-15	Multisimmer	28-Feb	15-Mar	12,341	1439	53	45	43	53		

Figure: Campaign Tracker

**3.5.3 Campaign Management and Uploading:** Robi categorizes their customer base into different customer segments based on usage patterns of different customers. Dialing \*999#, Customers can know their offers simply from their phone. This is Called Ghechang Store of Robi. Customers get their desired offers with attractive bonuses from Ghechang store. The duration of one particular campaign is usually for 3 days. New offers are updated and campaigns are uploaded in every three days. My task was to manage to divide the total customer base into different segments according to my supervisor’s instructions. Here a single mistake is unacceptable, because due to a simple mistake wrong customer may get wrong offer, or may not get the offers in time and become annoyed.

Another task regarding Ghechang store was to update tracker from store report. For further clarity, some of the screenshots are given on the next page:

Campaign Name	Description	Type of reward	Report Date	Unique Retailer doing recharge through Gstore
FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	No Reward No Reward	11 Feb, 2018 00:00	0
AT_SO_48tk	Tk. 48 in Main Account +48 onnet minute, 138 onnet SMS, 48 MB	No Reward Commission value->5	12 Feb, 2018 00:00	284
FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	No Reward No Reward	12 Feb, 2018 00:00	0
AT_SO_48tk	Tk. 48 in Main Account +48 onnet minute, 138 onnet SMS, 48 MB	No Reward Commission value->5	13 Feb, 2018 00:00	364
FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	No Reward No Reward	13 Feb, 2018 00:00	0
AT_SO_48tk	Tk. 48 in Main Account +48 onnet minute, 138 onnet SMS, 48 MB	No Reward Commission value->5	14 Feb, 2018 00:00	378
FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	No Reward No Reward	14 Feb, 2018 00:00	0
AT_SO_48tk	Tk. 48 in Main Account +48 onnet minute, 138 onnet SMS, 48 MB	No Reward Commission value->5	15 Feb, 2018 00:00	395
FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	No Reward No Reward	15 Feb, 2018 00:00	0
AT_SO_48tk	Tk. 48 in Main Account +48 onnet minute, 138 onnet SMS, 48 MB	No Reward Commission value->5	16 Feb, 2018 00:00	318
FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	FEB17_ROBI&AT_MSISDN 4G SIM view_FEB12-APRIL30	No Reward No Reward	16 Feb, 2018 00:00	0

**Picture: Store campaign report**

V3 Campaign Name	Total recharge count through Gstore								
	15-Feb	16-Feb	17-Feb	18-Feb	19-Feb	12-Mar	13-Mar	14-Mar	15-Mar
Feb18_Com-Noa_14min_14mb_com2_tk28_15-31Mar_v3	4,005	3,592	5,735	6,683	6,759				
Feb18_Com-Noa_28min_280mb_com10_tk28_15-31Mar_v3	96	78	147	409	421				
	<b>4,101</b>	<b>3,670</b>	<b>5,882</b>	<b>7,092</b>	<b>7,180</b>	-	-		
Feb18_Com-Noa_29min_29mb_com5_tk58_15-31Mar_v3	1,869	1,465	2,170	2,519	2,859	2,428	2,446	2,508	2,497
Feb18_Com-Noa_58min_580mb_com10_tk58_15-31Mar_v3	230	204	296	331	391	249	240	243	235
Feb18_Com-Noa_58min_580mb_com20_tk58_15-31Mar_v3	30	58	81	723	689	20	33	38	19
	<b>2,129</b>	<b>1,727</b>	<b>2,547</b>	<b>3,573</b>	<b>3,939</b>	<b>2,697</b>	<b>2,719</b>	<b>2,789</b>	<b>2,751</b>
Feb18_Com-Noa_54min_54mb_com10_tk108_15-31Mar_v3	1,157	897	1,282	1,413	1,504	1,633	1,606	1,557	1,612
Feb18_Com-Noa_108min_1gb_com20_tk108_15-31Mar_v3	202	130	186	163	139	151	138	127	118
Feb18_Com-Noa_108min_1gb_com50_tk108_15-31Mar_v3	1,550	1,187	1,468	543	476	1,633	1,606	1,557	1,612
	<b>2,909</b>	<b>2,214</b>	<b>2,936</b>	<b>2,119</b>	<b>2,119</b>	<b>3,417</b>	<b>3,350</b>	<b>3,241</b>	<b>3,342</b>
	<b>9,139</b>	<b>7,611</b>	<b>11,365</b>	<b>12,784</b>	<b>13,238</b>	<b>6,114</b>	<b>6,069</b>	<b>6,030</b>	<b>6,093</b>

**Picture: store-tracker**

**3.5.4 Preparing Charts:** I prepared a few diagram, graph and outline with the end goal of Customer Lifecycle Management. By setting up those diagrams and outlines I have come to know lots of information which helped me during writing up my report at Robi Axiata.

**3.5.5 Communicating With the Customers:** To speak with the clients I called them to inform about new bundles, offers, and likewise to think about their problems and if there is any inquiry and keep them up with the latest. Collecting feedback from the customers regarding new offers and facilities, i could contact with respective customers to collect information which was like a short survey for my report as well.

**3.5.6 Generating SMS Task Report:** This report demonstrates the % of the achievement rate; achievement rate of conveyed my work orders which I typically sent each day during the whole entire time of my internship period. Achievement rate as altogether conveyed messages, what number of clients reaction to that message by means of Unstructured Supplementary Service Data USSD code, how many recharge has been done for those SMS, contrasting a week ago versus this week and so on.

# **CHAPTER: 04**

## **Analysis of Customer Loyalty, Retention and Churn Customers in Telecommunication Sector**

Robi always wants to achieve the desired sales growth and customer base by encouraging the subscriber with attractive offers and excellent services. Product Positioning Initially the target for Robi was to reach the top, but other mobile operators are also targeting to the grass root level and thus increasing their customer base. Robi Axiata Limited wants to be the leader with good quality and designing products for all classes of people.

#### **4.1 Marketing Mix (7P's):**

##### **Product:**

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

##### **Price:**

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

##### **Promotion:**

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

##### **Place/Distribution:**

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

**People:**

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

**Process:**

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

**Physical Evidences:**

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

**7P's of Robi at a Glance:**

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

## 4.2 SWOT Analysis:

### Strengths:

As a matter of first importance Robi has an exceptionally solid Human Resource division. Representatives working in HR are master into their particular field. They give suitable rule to deal with the HR of the association. They raise worker's dedication and reliability to the association. Indeed, even they additionally convey broadened workforce to the associations. The necessity procedure is taken care by the HR and it's an extremely solid process as they take after various enrollment instruments. Robi has the vastest global meandering scope which makes it one of the qualities of the association.

### Weaknesses:

With regards to short comings, the theme of system scope starts things out in the brain. ROBI's system scope in the remote ranges is exceptionally poor. The most grounded scope is in Chittagong, yet there are numerous remote regions where ROBI still needs to enhance their system to give the clients great administration. Normal income of Subscribe life cycle is all most equivalent to the SIM assess. Therefore it turns out to be exceptionally hard to take out benefit from the operation.

### Opportunities:

In telecom area Robi as of now holds the third position as far as supporters and the second position as far as income. After the merger with Airtel, the organization will have the capacity to hold the second position as far as endorsers. As Robi has an exceptionally solid HR into their association, so they have the chance to set new methodologies about making learning open doors for the workers. It is to make them capable before the contenders.

### Threats:

Grameenphone and Banglalink are the solid contenders for Robi regarding supporters and income. Additionally numerous gifts are chipping away at those associations. For those today these two organizations are in top positions. It will be an intense employment to contend them. To confront these two in number contenders Robi ought to dependably make elective arrangement with the goal that they can without much of a stretch face them. Also, there are



clients who tends to change to various administrators are a risk for ROBI which may cause to lose their piece of the pie.



# CHAPTER: 05

## **The Unavoidable Challenges / constraints**

This internship had exposed me to different challenges, which were unique at its kind, and I did not know how to react at first. But these challenges helped me to achieve different learning experiences which would help me to survive in the corporate world in future.

### 5.1 Tremendous Work Pressure

From the very first day, I, as an intern was exposed to extreme work pressure like the other employees. In spite of the fact it was a great learning experience, it had some drawback. As I did not have any previous exposure to that kind of work, it took me some time to get myself acquitted to the tasks. As a result, initially I had to work long hours to complete my daily assigned tasks. For the first few weeks, I had to stay back at work till 7 PM. Although everyone was very supportive but still it took quite a long time to complete everything. However, with time, my learning curve increased and I started to achieve my daily goals efficiently. Along with that, the most challenging part was to complete all the work orders on daily basis. Before any sort of holiday or weekend I had to configure work orders in advance in a row. Specially, every Thursday seemed like a disaster for me as I had to finish work order for Friday, Saturday and Sunday in advance. Completing 50 to 60 work orders in a single day was really challenging for me. If other co-workers try to help on each Thursday, this pressure might be less for an intern.

### 5.2 Non-Departmental Tasks

In the first month of my internship, other team members requested me to help them with some of the tasks, which were not in my job description. I used to do them happily as I thought it would be a new learning experience for me. But after a few days, I realized that these are keeping me to achieve my daily goals. For example, once I was told to process over 24 million mobile numbers to upload them to ICMS to run a campaign. I realized that this task would disrupt my daily activity. So I politely approached my supervisor to discuss the situation. He was surprised to know that I have been doing this as these tasks are supposed to be done by the campaign manager. He was glad that I brought the issue up and he discussed with the team members not to dumb excess workload on interns. Departmental employees should be very concern about interns so that no other non-departmental works are under taken by interns forcefully.

### 5.3 Lack of Guidance

At Robi, the leadership technique is to let the members make mistakes and learn on their own. For example, I have never seen my line manager dictate his opinions on the team members. It was also true for me. For example, I had the complete authority of Dhonnobad program. Initially, I was the one who would decide which partners' would be broadcast when and what would be the communication. When I asked their guidance, I was told "Do what you think is right". Although, this helped me to take accountability for my action, I was under constant pressure not to make any mistake. As the information was communicated directly to customers, there was no room to make mistakes. So I had to be very careful and double-check everything before making a decision. Proper guidance and appreciation is very important to enlighten interest of an intern. Employees may get constructive in giving guideline to interns so that interns get to know whether they are doing it in right way or not.

### 5.4 Unequal Workload

Moreover, during my internship it occurred to me that, the degree and the level of assignments I used to be assigned with was much more intricate than what other interns were allotted. Two of my intern friends are also doing course besides internship. So they are assigned with few duties. Sometimes they don't appear at office and I had to their work. In any case when I was late or took leave, there was nobody to do my task, no appropriate replacement. Alas! My assigned task can be done only by me. Initially, I had to work for whole entire CLM dept. alone as the other intern was not recruited by that moment. Technically, I was playing role of two interns at the same time which put me under pressure at the beginning whereas I was not even familiar with activities that I had to undergo. Employees should pay attention on interns and divide their work activities equally to be ethically right.

# CHAPTER: 06

## Lessons learned from Internship Experience

During my internship, program at Robi I learned a lot of things. Most of my tasks were MS Excel based. I had intermediate skills in MS Excel. Toward the start of my internship program, my manager clarified what sort of undertaking I need to execute and he was extremely liberal to ask me what my desire from them is. I told them that I am proficient in MS Word and PowerPoint and I honestly shared my shortcoming in MS Excel. Both of my managers and supervisor helped me to advance my aptitudes in MS Excel. During execution of various assignments, I have adapted new use of Excel. I am truly honored to take in these things and I am truly appreciative to my boss for helping me to take in these things.

While working for universal wandering division I came to think about numerous nations that I never knew. Other than it helped me to think about the distinctive administrators of the diverse nations that give me an unmistakable thought which administrator is better regarding tax rates. As I was the intern of Loyalty and win back division I have to send a bulk deal of work orders. I learnt how to send bulk SMS through work order and how to manage different confidential document.

Most importantly working for this organization I subconsciously learn in the corporate manners from Robi's corporate culture. In reality, it is not adapting; rather it is securing and that is the way I get myself familiar with the corporate culture. I likewise got myself familiarized with the work routine and work procedure of this enormous organization. It helped me to wind up noticeably more reliable and devoted towards the task. In Robi the greater part of the errands had a due date. The assignments with due date helped me to design and arrange the undertaking as needs be so I can finish the errand before the due date. This is an incredible ordeal and accomplishment for me. In view of this training now I can sort out my works all the more efficiently.

### ❖ Technical skills acquired

The online-based activities in telecommunication organization are performed using the software BMC System. I learnt how tasks like sending SMS, updating customer information, updating partner's information.

The process of sending SMS is discussed below: The SMS related all the information is entered into specific work order tab and work order number. If the information is correct, the software displays assigned.

### ❖ Analytical Skills

I learnt analyzing the inward mails by looking at into subject line. For example, the work order numbers are forwarded to Market access department, the SMS change notice from Market access department were forwarded to the General Manager of Customer Loyalty Management (CLM) Department. I have also learnt the following where analyzing skills are required: identify potential SMS for the real customers.

### ❖ Communication Skills

I had spent most of the time with clients and customers from various professions, backgrounds, and classes. This enhanced my ability to effectively communicate and understand their issues.

Besides, the communication channel I had with all the co-workers helped me to develop the ability to build sincerity and trust. This also helped me to build a good network within the organization.

### ❖ Personal Development

My punctuality, discipline and dedication were highly praised and have instigated me to be such disciplined for the rest of my career. There were times when I had to handle singly a huge amount of tasks at one particular time under severe pressure and strict deadlines. This has taught me how to give importance on my workload and work effectively and efficiently.

### ❖ Comparing with studied courses at the university

There are other theoretical courses that had practical implementation in this organization. For the organizational behavior that the employees needed to maintain was taught in MGT201 (Organizational Behavior) course, the strategic management process was taught in MGT427 (Strategic Management), the details about marketing terms was taught in MKT 421, MKT423 (consumer behavior, Brand management), communication process in BUS201 (Business Communication) and so on. In a nutshell, Brac university has provided us with almost all the knowledge that we need in the professional life.

### ❖ Interaction with the Coworkers

Robi is a flat organization. The working environment is unguarded with a group straightforwardly sitting together running from Executive Vice president to intern in a similarly extensive table. The explanation for this is it expands association between the workers and decidedly influences the execution of the representatives. As a result of this everybody can impart their expert issues to others and that is the reason the association is extremely productive in critical thinking. The workplace is great. In view of such inviting condition, I can go and converse with everybody in my specialization for proposals or offer assistance.

The entire floor is socially active. We generally get together for lunch, birthday program and numerous different occasions and events. It is truly pleasant. In view of such amicable condition, I had a decent association with the majority of my team members and helped me build up a genuinely solid correspondence ability.

### ❖ Organization Culture

The employees of the organization enjoy working here with pride and are strongly motivated to gain and maintain excellence to give the prompt and flexible services to the customers. The organization culture influences the employees to maintain professionalism, open communication without fear, work on personal improvement, and most importantly they enjoy their work.

### ❖ Work Environment

The organization has provided its work force an excellent place to work in. The total floor has been centrally air conditioned with well decorated with interior. Laptops with software installed are provided to each employees and interns with Wi-Fi facility. The work environment is hostile including open interactions with peers, subordinates and managers.

### ❖ Own Compatibility with these factors

I had no formal training on the operation activities of the telecommunication, but these factors (work environment, organizational culture) played a positive role, and allowed me to blend with the working process. I was able to have a good interaction with the supervisors and coworkers. This helped me to reduce the barrier between me and other employees, and enhanced my personal development target and learning.



### ❖ Dealing with unexpected difficulties

There were times, when I had to face with little or no common sense. Sometimes my Supervisor or team members behaved very rough. Sometimes there was continuous irrelevant allegation. Sometimes customers treated me bad. But I could successfully control my short temper and showed patience with a smile on my face. This as a part of the organization. I also had to calm myself and respond professionally.

There were times, when I was assigned jobs without any instruction. For example, one day, my supervisors gave me work and ask me to get done and e-mail it to him. He then himself got busy with other colleagues and I was left with difficult situation. I did not know how to do those entries. I went through previous entries made in old records in excel file and learnt the format used and was successful to complete the task in time.

### ❖ Comparison between expectations and experienced

As an intern my expectations and experiences were two complete different aspects, as my experiences sometimes surpassed my expectations. Some examples are given below:

I never expected that I will create such a great bonding with all the people working in Gulshan branch, but these bindings indeed mesmerized me. The officers with whom I have worked were some of the inspiring persons I have ever met.

I never expected that the employees would show affection to me in a tremendous way. Once I got a bit sick all of a sudden and everyone was so concern about me, they kept giving me calls and texts to know whether I am doing well or not.

I never expected that I would be treated differently compared to other interns. But my professional attitudes, interpersonal communication skills, hard works and other traits made a positive reputation towards employees.

### ❖ Analysis of alternatives

Before the internship program at Robi Axiata Ltd., I used to think of working for any bank, which is already very established. But after working in this telecommunication organization, I

changed my view about future work plan. It showed me how working in different and growing company can be challenging. It gave me a better understanding of the corporate world since I got to work here at its growing age. So, even though I was almost about to go astray from my ambition and plans, a thorough reassessment of my career goals has now made me more determined than ever not to lose focus on my goal even when things don't work according to plan, and I could not be more grateful to my internship in Robi Axiata Ltd. for leading me to strengthen my career strategy.

❖ **Future Plan based on that alternative**

Having an alternative career plan would be a good idea in today's job market. With the graduation degree, I have knowledge and skills in Marketing and HR field which I hope will help me to look other job options in the market like in HR or Marketing.

# CHAPTER: 07

## Conclusion

From the day I joined, I have been doing everything I was told- to do report, to update partner information, to configure work orders. I got too busy with the operational tasks that I forgot how to think innovatively. The more efficient I became, I was given more tasks and deadlines to meet. I became too caught up with these operational tasks that I could not engage myself in any decision-making. It was too late when I realized that the operational tasks can be learned anytime, it's not a rocket science.

During my internship period, I had to make several survey phone calls to existing customers. From the survey, I found out that most of the subscribers use basic phones, not smart phone. They are non-data users and are high voice calls users. Robi has been offering them 1 GB Internet pack, which has no use to that particular group. I shared my findings with my supervisor and suggested we offer small voice call (For example, 6 minute on-net at 2T aka; 10 minute on-net at 4 Taka) offers. He was very impressed with my suggestions and launched a voice campaign for basic phone user right away. It was that moment when I realized my colleagues would remember my ideas, not my clerical work. So if I get another chance, I would try to more proactive in thinking critically and generating unique ideas.

So I used to do everything anyone told me to do regardless of it being in my job description. Sometimes, I even took too much on my plate to handle. Everyone expected from me to do what I had been doing. And I just could not say no. But sometimes the workload was too much too handle. Then, one of my team members then told me that everything is not my responsibility. But to say "No" was harder for me than actually doing it. But eventually, I realized saying "No" is a very important interpersonal skill, which is essential to survive in a corporate world. So, I slowly began to learn how to politely explain why I am not available at the moment with a promise to help the next time. And it seemed to work very well. I wish I had learned it earlier. Then, the first few weeks of my internship would have been much easier.

The moment I walked out of the main office of Robi Axiata Limited at the end of my three months internship period, I have become a different person. I loved my job, every suffering, every challenge, every, every single moment of it. The experience I gathered from this internship has helped me to alter my personality in one-way or another. I have learned about new organizational culture, new practices and developed new skills and tactics. This internship was

not a smooth journey, rather a roller coaster ride. The bumps and hurdles have prepared me to handle these situations better in the future.

I have been very lucky to join such a dynamic and progressive team. My line manager taught me how to be a leader, not a boss. My supervisor inspired me to get what you want even in the most unfavorable situation. My other colleagues provided me with endless motivation, guidance and support. When I walked into the office for the first day, I was totally unaware of the corporate world. The CLM team of Robi welcomed me with open arms. My team has nurtured me like a child in mother's womb.

When I first enrolled myself in BRAC University, I had a dream to work for a MNC. Due to my internship, I think I am one step closer to that goal. It would never have been possible without the constant support of OCSAR, BRAC University. I would like to thank OCSAR for forwarding my CV to Robi and helping me to have such an amazing internship experience.

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

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