grameenphone

Working Report on
Customer Satisfaction level of Grameenphone Community
Information Center

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Customer Satisfaction level of Grameenphone Community Information
Center

Prepared For

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Letter of Transmittal

December 29, 2011

Ms. Afsana Akhtar
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Subject: **Submission of Internship Report**

Dear Madam,

It gives me an immense pleasure in preparing this report, which was assigned to me for fulfillment of internship program on "Customer Satisfaction level of Grameenphone Community Information Center". Working on this internship report has given me a wide range of exposure. To prepare this report, I have faced extensive interviews over phone with rural customers. It has taught me the value of patience in dealing with the rural subscribers and has given me a higher insight on the level of communication in the practical world.

This report gives an overview on the Customer Satisfaction level of Grameenphone Community Information Centers. This report includes how different influential activities can hamper the level of Customer Satisfaction. I have also mentioned some recommendation as to how the existing level of satisfaction could be improved.

This report helps to identify the customer satisfaction level of Grameenphone Community Information Centers. I would like to mention here that I will extremely grateful to you for your valuable guidance, tireless effort and constant attention as and when required in accomplishing the internship report.

I shall be very pleased to answer any query you think necessary as and when needed.

Sincerely Yours

Abeda Rezwana Khanam
ID: - 08104080

Acknowledgement

I would like to express my gratitude to those who helped me both directly and indirectly in the preparation of this report. I apologize to the people whose names that have not mentioned, and their contribution is highly appreciated. At first, I would like to thank my course instructor Ms.Afsana Akhtar, Assistant Professor of BRAC Business School of BRAC University for guiding me and for giving me the opportunity to initiate this internship report. More specifically, I would like to thank her for helping me to prepare this internship report.

I would like to thank BRAC University for giving me the opportunity to complete my internship Program from a reputed organization like Grameenphone Ltd. Especially I would like to thank my Grameenphone supervisor, Mohammad Salahuddin, Specialist in Fixed Internet and Broadband for giving me the opportunity to work with his team. Beside this I would like to thank all the members of Fixed Internet and Broadband for helping me to complete my report and making me part of their team.

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Executive Summary

Telecommunication sector has brought revolutionary changes in Bangladesh and the first operator to bring such changes was the City Cell in 1989 with a CDMA technology. Later Grameenphone got the license in 1996 and started its journey on 26th March 1997.Grameenphone is the first company in telecommunication sector to cover almost 98% of the subscribers with network. Grameenphone mainly came from the joint venture between the Telenor (55.8%) and Grameen Telecom Corporation (34.2 %).It was the first company to introduce different services to the customers. The services they offered are pre-paid service, established the concept of 24 hour call center and also introduced value added services like – VMS, SMS, international roaming service, WAP, EDGE etc. Grameenphone is not only serving the urban people but they also serving the rural subscribers. They have various social initiatives projects and one of them is Grameenphone Community Information Centers (GPCICs). GPCICs are the shared premises which is owned by local entrepreneurs but powered by Grameenphone nationwide EDGE services. Entrepreneurs get necessary support from the Grameenphone such as- technical support, training, branding and other supports. The main objectives of CICs are to create opportunities in employment, entrepreneurship and business, fulfill CSR, creating future for business for Grameenphone Ltd. It was in December 2006 when Grameenphone first established the concept of GPCICs. Now there are about 525 CICs in 425 Upazillas. This is a working internship report based on "Customer Satisfaction level in Grameenphone Community Information Centers". Total of 75 sample size of rural subscribers have been taken in completing the internship report. The main objective of the report is to know the satisfaction level of customers about GPCICs in rural areas, how much the rural people are preferring this internet related services, what are the relative services they are preferring, what are the services they feel less important. Before measuring the customer satisfaction literature review had been done. Literature review was mainly based on how the telephone had brought revolutionary changes in the world. At first there was only fixed telephone but now mobile phone that made life of the people easier. It was only possible due to rapid emergence of telecommunication sectors. This telecommunication sectors is flourishing and accelerating and many foreign industries are getting attracted in Bangladesh. There are six telecommunication operators operating their business in Bangladesh. It had also been mentioned in the literature review about the concept of customer

satisfaction and mentioned one of the internship reports which were previously done on customer satisfaction level of Grameenphone.

In order to know the customer satisfaction level of GPCICs some questions have been asked to the targeted subscribers in rural areas. Therefore based on these findings, analysis has been made. In the Analysis some of the variables that have been used are- Gender, Age, Duration of using Grameenphone Internet in CICs, Monthly Expenditure on Internet, Frequency of visiting GPCICs, Time spent on Browsing, Downloading on GPCICs, Grameenphone provide faster services for downloading, browsing, Major Dissatisfaction area about GP internet, Services frequently taken from GPCICs, Major Dissatisfaction about services taken from GPCICs, Grameenphone should emphasized more on, Customers are satisfied with the charging rate of internet provided by GPCICs, Customers are satisfied with the value added services provided by GPCICs, Entrepreneurs of GPCICs are helpful towards the customers, Internet connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh, Suggest friends, relatives or others live nearby to visit GPCICs, GPCICs provide services is enough and preferences of liking the services. In the analysis both the cross tabulation and chi- square have been used. Dependent variable has been taken as- Preferences of liking the services of GPCICs and Independent variables are- Customers are satisfied with the charging rate of internet provided by GPCICs, Entrepreneurs are helpful towards the customers in GPCICs, Customers are satisfied with the value added services provided by GPCICs, Internet connection of Grameenphone CICs is satisfactory in rural areas and Monthly Expenditure on Internet. It can be found from the analysis that customers are satisfied with the charging rate of internet provided by GPCICs, Customers are satisfied with the behavior of Entrepreneurs and monthly expenditure on internet. However Customers are not satisfied with the value added services and the internet connection.

Finally some of the suggestions have been made that Grameenphone Community Information Centers should emphasize more on improving services and provide other services in the future. Grameenphone should make the value added services in such a way that is understandable to the rural subscribers, they should improve internet connection and Grameenphone should increase the awareness among rural people including farmers. This is because in rural areas there are many farmers who are unaware of the services and even if they are aware they are not interested. Thus it can be reduced if Grameenphone can go for extensive promotional campaign in rural areas for the farmers.

Chapter One: Introduction

1.1. INTRODUCTION

At the end of the BBA Program we are required to do an internship from any reputed organization and based on this we are supposed to submit a report to our respective faculty supervisor. The objective of this internship report is to achieve theoretical knowledge about business administration and practical knowledge. I got the opportunity to do my internship program from Grameenphone Ltd therefore I have decided to do an internship report on "**Customer Satisfaction level of Grameenphone Community Information Center**". Internship program is basically a three month duration program where I worked under the Internet and broadband commercial division.

1.2. OBJECTIVES OF THE INTERNSHIP PROGRAM

The main objectives are as follows and we have divided them into some broad and specific objectives. These are given below:

Broad Objective

The major objective of this Internship Program is to get the practical experience in the job sector.

Specific Objectives

- To know about the working environment and culture of Grameenphone
- To know the responsibility and duty undertaken by the Commercial Division of Grameenphone Ltd
- To learn about the job responsibility of the Grameenphone Division
- To find how well the company meet the compliance

1.3. SCOPE

The scope of this internship report is limited by the information given by the supervisor of Grameenphone Ltd since there is lots of confidential information which they are not willing to disclose. Therefore the scope of this report is limited up to the Grameenphone Community Information Centers (GPCICs).

1.4. METHODOLOGY

For preparing the internship report both primary and secondary data have been taken. For primary data the information has been taken from the Grameenphone Ltd head office where much information can be collected from there. For the secondary data the information has been taken from the annual report of Grameenphone, Company websites and the marketing book.

Primary information has been taken directly from the Grameenphone Ltd head office during the three months internship program. Starting the regular office from 8:00 AM to 5:00PM for three months internship report has been completed. During this period I get to know about the activities they perform under the internet and broadband commercial division. The basic activities are to provide fixed internet and broadband connection in both rural and urban areas such as- Wimax, WiFi, internet modem etc. Since my target customers in internship report were the rural subscribers therefore I had to make phone calls to Grameenphone Community Information Centers (GPCICs) for the survey. I had to make phone calls on ten CICs centers which took one week to complete the survey.

For the completion of the internship report Microsoft office have been used. Microsoft word has been used for the completion of the report. In addition to this Microsoft Excel and SPSS have been used. SPSS has been used for showing the frequencies, relationship between two variables or regression of customer satisfaction. Different charts have been used such as- Bar charts, pie charts.

1.5. LIMITATIONS

During preparation of this Internship report I faced several limitations about the topic. This are-

- Difficult to disclose primary information
- Inadequate Information
- Difficult to find out the accurate satisfaction level of Customers

Chapter Two: The Organization Part

2.1. COMPANY BACKGROUND

In the age of globalization and modernization mobile phone has become more important item to stay connected to their nearest and dearest ones. Not more than ten years before, people could not imagine about mobile phone which was considered to be luxury phone. But now people cannot think without the mobile phone and considered to be a necessary item. There are in total six telecommunication operators operating throughout Bangladesh. Therefore Telenor and Grameen telecom together initiated to establish Grameenphone Ltd in Bangladesh believing on the fact that if they can take one effective initiative that would ultimately bring a revolutionary change. Grameenphone started its journey during the independence day of Bangladesh on 26th March 1997.They are the first company to cover almost 98% of the subscribers with network. Grameenphone mainly came from the joint venture between the Telenor (55.8%) and Grameen Telecom Corporation (34.2%).Basically Telenor is a largest telecommunication service provider in Norway whereas Grameen Telecom Corporation is basically a non- profit sister concern of the Grameen Bank. And the remaining ten percent shares go to General Retail and Institutional investors. It has always being a pioneer in introducing new products and services in the local market. Grameenphone was the first company to establish GSM technology in Bangladesh. They were the first to bring various services for the subscribers. These services are pre-paid service, brought the concept of first 24 hour call centre, and introduced value added service like-VMS, SMS, international roaming service, WAP, EDGE. There are about 33 million subscribers of Grameenphone till May 2011.In order to match their logo with the parental company Telenor, Grameenphone formally changed its logo on November 16.2006.The new logo represents trust, reliability, quality and constant progress.

Market Share

- Telenor
- Grameen Telecom Corporation
- General Retail and Institutional Investors

10%
34.20%
55.80%
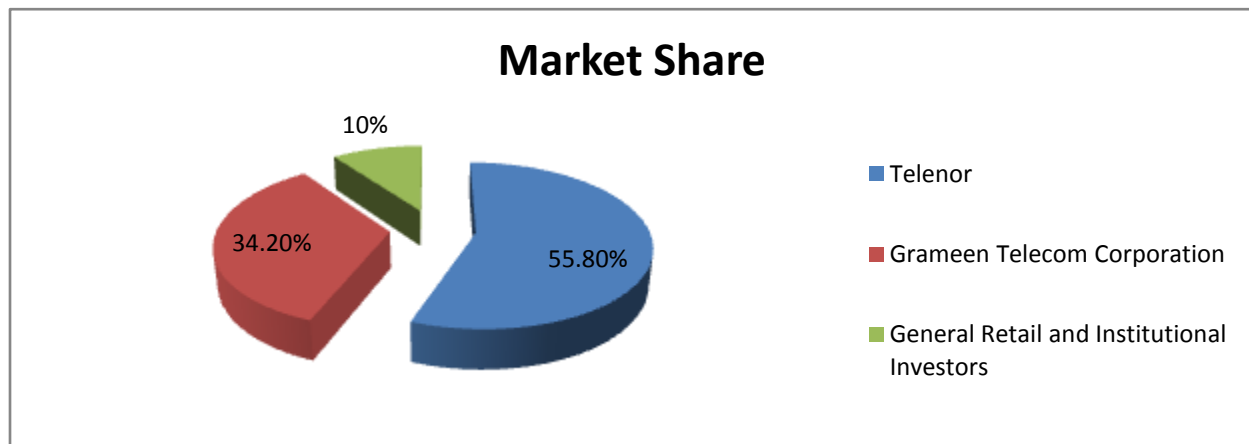
Fig 1-Market Share of Telenor and Grameen Telecom Corporation

2.2. NATURE OF INDUSTRY

Telecommunication has brought new revolutionary changes in Bangladesh that made the life of people easier to survive. Gone are the days when people could not get connected to their nearest and dearest ones. Now people can get connected through mobile phone. The first revolutionary changes that made it possible to think more further in this developing country is Citycell. Citycell is the first mobile operator to operate in Bangladesh with CDMA network. It established in Bangladesh in 1989.It is basically a joint venture between a SingTel (45%) pacific group and Far East Telecom (55%). After that on November 28, 1996 Grameenphone received a license for cellular phone operating in Bangladesh from the Ministry of Posts and Telecommunications. It started its business during the Independence Day of Bangladesh on March 26; 1997 and it is the first mobile operator to provide GSM technology in Bangladesh. Robi Axiata Limited is basically a joint venture between Axiata Group Berhad, Malaysia which is holding 70% and NTT DoCoMo, Inc, Japan holding the share of 30% operated in Bangladesh. Robi is holding the third position in Bangladesh with having 14 million subscribers till June 2011.In the last quarter of 1997 Sheba Telecom operated in Bangladesh but due to the rivalry between Malaysian and Bangladeshi partners, it could not survive in Bangladesh. Therefore in September 2004 Orascom Telecom Holdings purchased 100% shares of Sheba telecom Limited and finally it rebranded to Banglalink on February 10, 2005. Sheba Telecom therefore changed to Orascom Telecom Bangladesh Limited in March 2008.Teletalk Bangladesh Limited is basically a GSM based state

owned mobile operator in Bangladesh. It is established on 29th December 2004.It is a Public Limited Company owned by the state. Last cellular phone operator in Bangladesh is Airtel. It started operation on May 10,2007.At first it was Warid Telecom, an Abu Dhabi owned company but later it sold 70% share to the Bharti Airtel. On 20 December 2010 it s name changed from Warid to Airtel.

2.3. CURRENT TELECOMMUNICATION MARKET SITUATION

The company's current market situation depends on the number of subscribers it holds. If a company is holding high number of subscribers then this indicates that company is enjoying a market leader. It is very hard to get permission to operate telecommunication sector in Bangladesh. At first it was not permissible for foreign companies to operate Telecommunication Company in Bangladesh. However in 1989 Bangladesh Government gave permission to foreign companies to invest in our sector. Therefore the first telecommunication launched in Bangladesh was CityCell with CDMA technology. Being the only operator existed in Bangladesh they played a monopoly business by charging higher prices. Since from the year 1993 to 1996 this monopoly business played by them which did not benefit the customer at all. Then in 1997 when Grameenphone and Aktel came in an improved network and quality, Citycell reduces the price and improve their quality in order to retain in the business. By reducing the prices and improves quality network and services Grameenphone achieves many subscribers and as a result they enjoy highest market share. Therefore the Banglalink came in the market in 2005 which has brought price competition. Since the market was going towards intensively through price competition therefore the government decided to control this price competition by allowing the teletalk to come into market which pushes the telephone operators to reduce call rate. Airtel came in 2007.Because of lowest call rate the number of subscribers is increasing rapidly. Now in order to retain in Bangladesh every operator is trying their best to attract subscribers.

2.4. COMPETITORS

There are altogether five competitors of Grameenphone. They are- Banglalink, Airtel, Robi, Teletalk and Citycell. Current position of each of the operators is basically based on number of subscribers. According to analysis Grameenphone Ltd is holding highest market share with 45%,

Banglalink is holding the second position with 24%, Robi is holding the third position with 19%, Airtel is holding the fourth position with 6% market share, Citycell is holding the fifth position with 4% market share and the Teletalk is in the sixth position with 2 % market share. Thus it can be said that the Grameenphone Ltd is holding a good position amongst its competitors.

The market share and the number of subscribers of each of the operators holds are as follows:-

TELECOMMUNICATION OPERATOR	NUMBER OF SUBSCRIBERS (Million)	MARKET SHARES
Grameenphone	33	45%
Banglalink	20	24%
Robi	15	19%
Airtel	5	6%
City Cell	3.5	4%
Teletalk	2	2%

Table-1: Market Share of Telecommunication operator

This has been shown in the bar chart below:-

Fig 2- Number of subscribers and share of Operators
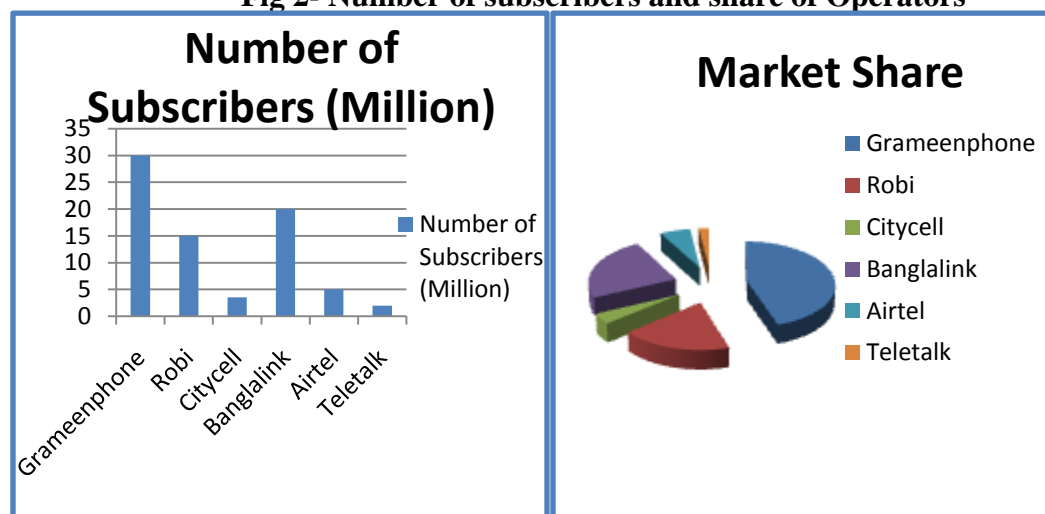
2.5. PRODUCT AND SERVICES OFFERINGS

The product and services that Grameenphone offers include- Prepaid, Postpaid, Internet, Value added services, Device and Roaming. These have been shown below:-

Product and Services

Internet	Prepaid	Postpaid	Value Added Services	Devices	Roaming
Minipack pay per use	Shohoj	Xplore	Call Block	Modem	Post Paid Standard Roaming
Package 1	Bondhu	Ekota	Friends &Family	Mobiles set	SMS Roaming
Minipack 15MB	Apon	Business Solution	Missed call Alert		EDGE/GPRS Roaming
Minipack 99MB	Baadhon	GP Public Phone	Mobile Backup		Pre-Paid Standard Roaming
Package 5 for 3GB Monthly	Smile		MMS		In Flight Roaming
Package 6 For 1 GB	Djuice		Voicemail		Maritime Roaming
Daily Package 4	Ekota		Pay for me		
	GP Public Phone		Flexiload		
	Business Solution		Balance Transfer		
	GP Village Phone		Vehicle Tracking		
			Voice SMS		
			Smart Load		

Fig-3:- Product and Services Offerings

2.6. ORGANIZATIONAL CHART OF GRAMEENPHONE

Board of Audit Committee	**Grameenphone Board of Director**	**Delwar Hossain Azad Financial Services**

Tore Johnsen Chief Executive Officer

Mustaque Ahmed Strategy

Emadul Hannan Internal Audit

Serajus Saleheen Wholesale Business

Ishtiaq Hussen Chowdhury Stakeholder relation	**Ahmed Raihan Shamsi Deputy CEO**	**Hossain Sadat Company Secretary**	**Arne Viggo Aronsen Sourcing**

Tanveer Mohammad Chief technology Officer	**Arild Kaale Chief Commercial officer**	**Kazi Monirul Kabir Chief Communicatio n Officer**	**Ahmed Raihan Shamsi Chief Financial Officer**	**Haroon Haider Bhatti Chief People Officer**	**Mahmmod Hossain Chief Corporate Affairs Officer**

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Fig-4:- Organizational Chart of Grameenphone

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[1] http://www.grameenphone.com/about-us/corporate-information/our-brand

2.7. GRAMEENPHONE VISION, MISSION, OBJECTIVES AND VALUES

Vision

Vision of Grameenphone is-"**We are here to help**". It means whenever the subscribers want any sorts of solution to the problem or any benefit then we are always standing beside them to help them resolving the problem.

Mission

Mission of Grameenphone in order to achieve vision in the future are-

- Connecting Bangladesh with ease and care
- Being user-friendly
- Having a right and understandable process
- Proving value for money

Values

Grameenphone has four values. They are-

- Make it easy
- Keep promises
- Be inspiring
- Be respectful

Objectives

Basically Grameenphone has two objectives. First objective would be to gain an economic return on its investments and second objective would be to involve in major contribution in the economic development of Bangladesh.

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[2] http://www.grameenphone.com/about-us/corporate-information/our-brand

2.8. SWOT ANALYSIS

A company's present situation can be determined through the SWOT Analysis which indicates Strengths, Weakness, Opportunity and Threat. This has been

Strength	Weakness
1. Enjoying the position of market leader 2. Providing value added services 3. Largest number of Subscribers 4. Established Brand name 5. EDGE 6. Strong Network Coverage	1. High call rate 2. Complicated promotional offers 3. Failure of some Value Added Services 4. Slow Internet Speed
Opportunity	**Threats**
1. Handsets are getting cheaper 2. Subscribers are using more internet on mobile phone 3. Attractive market for telecommunication sector	1. More promotional offer given by other operators. 2. Bringing more advanced technology by its competitors. 3. Government Regulation is getting much more rigid day by day. 4. Price Competition

Strengths-

- **Enjoying the position of Market Leader:**

  At the beginning of the telecommunication era in Bangladesh, there were only Citycell. After that in 1997 Grameenphone came in Bangladesh with a new idea to develop and improve telecommunication sector. Since from 2001 it became one of the country's leading cellular operator. At the beginning when Grameenphone was growing rapidly in 2001 on that time it had about 471,300 subscribers but now it has about 33 million subscribers. Now Grameenphone has 45% market share.

- **Providing Value Added Services:**

  Grameenphone provides many value added services. It includes mainly MMS,SMS, buddy Tracker, International Roaming, Vehicle Tracking, Balance Transfer, Flexiload, Missed call alert, Friends and family, call block ,mobile back up, Facebook SMS, Ebill, Smart load, Pay for me. These services designed to make customers life easy. Subscribers can download ringtones, wallpaper of their choice through GP internet and also get connected to the close people via SMS, facebook etc.

- **Largest Number of Subscribers:**

  Grameenphone is having the largest number of subscribers in Bangladesh. With the attractive promotional offerings Grameenphone could be able to satisfy the largest subscribers. Now there are about 33 million subscribers using Grameenphone SIM.

- **Established Brand name:**

  When Grameenphone started its business in Bangladesh it offers many innovative services to the subscribers with widest network coverage and social responsibilities which help to build a positive image in customers mind. In addition to this they also succeed to create brand image through attractive advertisement.

- **EDGE:**

  The word EDGE is an advanced form of GPRS. The Global System for Mobile Communications (GSM)/ Enhanced Data Rates for Global Evolution (EDGE) are basically a technology built on GSM based on this many services can be offered such as WAP, Internet Browsing, MMS,P1,P2,P3 etc. This service mainly started in 2005 and now it has about 4 million users.

- **Strong Network Coverage** :

  Grameenphone is the only one telecommunication sector which has the strong network coverage throughout Bangladesh.

Weaknesses-

- **High Call Rate:**

  The call rate of Grameenphone is comparatively higher than the other operators existing in Bangladesh. Therefore because of this high call rate many subscribers are switching to other subscribers.

- **Complicated Promotional Offerings** :

  The promotions which Grameenphone offers are relatively very much complicated. They usually provide lots of conditions on each offer which is confusing to the subscribers. Sometimes subscribers without understanding the conditions accept the offer as a result suffers by charging high prices.

- **Failure of some Value Added Services** :

  Some of the value added services like Instant Messaging has been terminated because this package did not go well in the market. Most of the time Grameenphone go for messaging rather than TVC advertisement as a result subscribers did not understand the offerings very clearly and without understanding they activate the offer. After using the offer they did not get satisfaction because it is not the offer of their choice causing confusion etc. In this way many value added services does not work.

- **Slow Internet Speed** :

  Grameenphone internet speed is getting slower day by day mainly because of network congestion.

Opportunity-

- **Handsets are getting cheaper** :

  Due to advances in technology the products are changing very rapidly and so do the prices. Therefore with the rapid changing in mobile features the handsets are getting much cheaper. Now people can get the mobile phone at affordable price. With the increase in purchase of handset the purchase of SIM has increased also. Since many subscribers prefer Grameenphone Sim therefore it is a huge opportunity for them.

- **Subscribers are using more internet on mobile phone:**

  The internet features option is available almost most of the colored handset therefore people can use internet easily over phone. This a biggest opportunity for GP as many people can use internet at cheapest price by using Grameenphone packages such as P1, P2, and P3 etc.

- **Attractive market for Telecommunication sector:**

  The population of Bangladesh is usually very high and therefore it is a highly attractive market for mobile services. At first the market growth rate of mobile services in Bangladesh was not huge but now the market growth has accelerated created opportunity for mobile companies to operate in Bangladesh and therefore people are purchasing more SIM.

Threats-

- **More Promotional offer given by other Operators:**

  There are many promotional offers given by other operator's like- Airtel, Robi, Banglalink. Airtel for example offers many bonuses compared to Grammenphone which attracts the subscribers.

- **Bringing more advanced technology by its competitors:**

  If competitors bring advanced technology in Bangladesh before Grameenphone then that would be threat for them. Suppose for example if Airtel brings 3G first before Grameenphone then it would be a huge threat for Grameenphone.

- **Governement Regulation is getting much more rigid day by day:**

  Due to rigid government regulation the cellular phone companies has to go through several lengthy process before launching any new packages which usually reduces the growth of these companies. Before any packages of Gramenphone launches they have to take permission from the government which is usually very lengthy process and this eventually reduces the growth of the Grameenphone.

- **Price Competition:**

  In order to retain in the market and to gain as much share as possible the competitors of Grameenphone constantly cut prices of the call rate.

SWOT Matrix of Grameenphone

		Internal Factors	
		Strength	**Weakness**
External Factors	**Opportunity**	1. Number of Subscribers using internet on mobile will increase more by providing more value added services.[S3,O2] 2. By holding the position of market share, they can capture the new and attractive market.[S1,O3]	1. Improving the internet speed for the subscribers using internet on mobile phone.[W4,O2] 2. Since handsets are getting cheaper and many people prefer to use GP SIM therefore the GP packages should be less complicated so that people can use the value added services offered by GP.[O1,W2&3]
	Threats	1. Grameenphone Ltd can add more Value Added Services so that they can outpace the value added services offered by other operators.[S1,T2] 2. They can add unique features that would differentiate from the rivals such as attractive packaging, more free flowing. [S2, T1]	1. By reducing the call rate, Grameenphone Ltd can be able to handle the price war driven by the Operators. [W1,T4]

Chapter Three: Job Structure

3.1. NATURE OF JOB

The job category of Grameenphone Ltd has been divided into different divisions. This are-Commercial Division, Communication Division, Corporate Affairs Division, Customer Services Division, Finance Division, Human Resource Division, Information Technology Division, Marketing Division, Networking Division, Operations, People & Organization Division and Sales Division.

The Commercial Division of Grameenphone Ltd has been divided into many sub parts. They are-Customer Experience, Customer Lifecycle Management, Segments and Communication, Product Management Voice, Customer Service, Business Transformation, Sales, Distribution and Retail Sales, Internet and Broadband and Business Intelligence.

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                    ┌─────────────────────────────┐
                    │ Chief Commercial Officer     │
                    └─────────────────────────────┘
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| Customer Experience | Customer lifecycle Management | Segments and Communication | Product Management Voice | Internet and Broadband | Business Transformation |

| Distribution and Retail Sales | Customer Service | Sales | Business Intelligence |
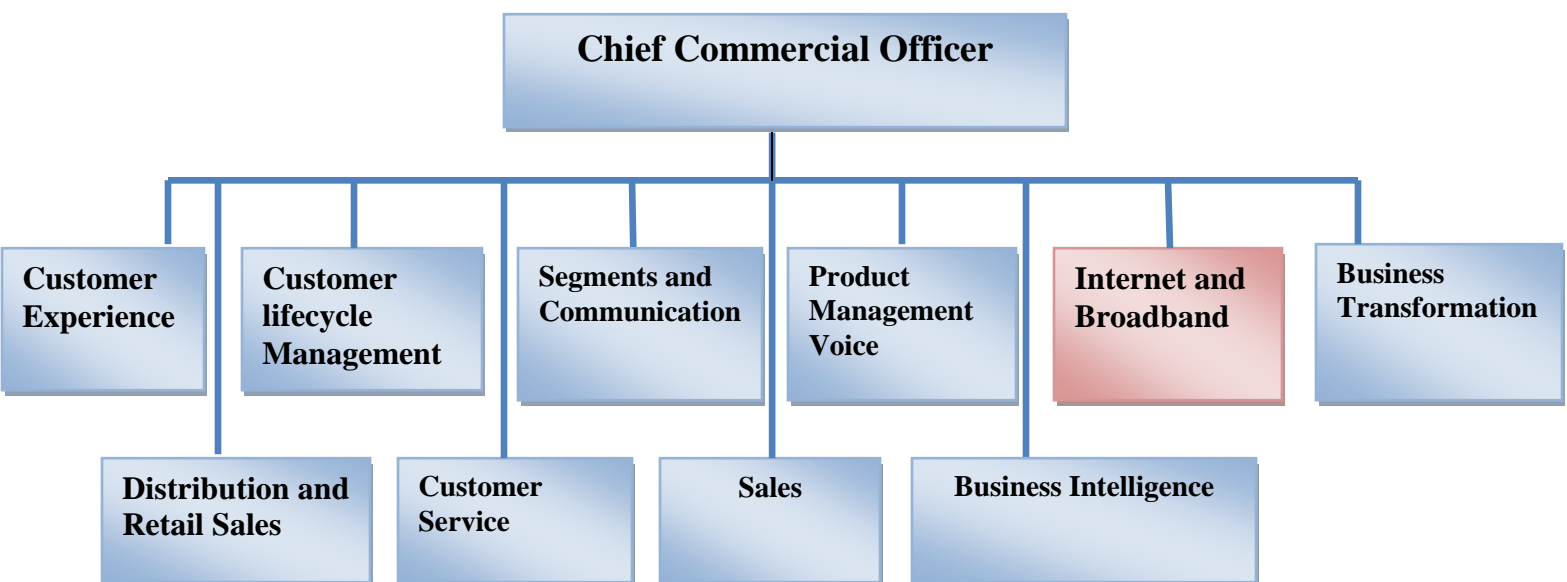
Fig 5:- Commercial Division Organizational Chart

Customer Experience: This division has a usability lab that mainly deals with how the customer will experience the product. Therefore before they launch they first analyze how to make the process much easier to the customers.

Customer Lifecycle Management: This division mainly deals with pushing the messages to the customers. For example subscribers make international call to her friend. But for one month the subscribers did not make international call then this division would push the messages to the subscribers by saying that if they make international call they will get international free message.

Segments and Communication: Segments act as a liaison between product team and communication.

Product Management Voice: Product Management Voice basically deals with two sections- Customer Product and Business Product. Customer product includes Xplore, Shohoj, Bondhu, Apon, Baadhon, Spondon, Djiuce. Business Product includes international roaming, device.

Customer Service: Customer service now called Voice over Customer Management (VOCM). It mainly deals with the customer problem and tries to solve their problem over phone.

Business Transformation: It carries out the value chain activity of the whole commercial division.

Sales: In this section key account manager of Grameenphone make an agreement with a company to sale GP SIM or any other packages to that Organization.

Distribution and Retail sale: This division mainly deals with the distribution and retailing process of product to the final end users.

Internet and Broadband: This division deals with WiFi, modem, mobile service etc.

Business Intelligence: They mainly involve with the research activity of the product.

3.2. Profile of the department: Internet and Broadband

In the beginning the product related to internet or EDGE was a part of Value Added Services (VAS) and was carried out by the department called Product Management Voice. But later on as the revenue from internet started increasing at a high rate a separate department under commercial division has been formed called "Internet and Broadband "which was mainly lead by Mr.Odd-Egil Aasan.

Product of Internet and Broadband:-

- Fixed Broadband
- Mobile Broadband
- Internet Applications and Services
- Portals and Content Facilitation
- Content for Internet and Broadband incl. Games and Music and Mobile Marketing
- Business Data Services
- Devices for Data, Internet and Broadband

Basically the main objective of the fixed broadband is to provide fixed connectivity to both rural and urban people. In urban areas they mainly provide the business connectivity. For business connectivity fixed internet and broadband, they provide the internet connection to BRAC University and Hajidanesh University in Dinajpur and this project is called fixed pilot project. Besides this they also provide in BICC in Chinmoitri. This department serves the fixed internet to the people. Each member has the different job responsibilities regarding the launching of the product and services to the people. Suppose one of the members of this department shared his responsibility to me and said his job responsibility. His task is to make the services or product ready to launch. He will make it ready but it is not his duty to launch the product. He also look after the profit and loss of the product which is about to launch. In addition to this he has to maintain the internal and external stakeholders' .He also looks after the road map of the product. Road map is basically a map where it is given that which particular quarter or month the product will be launched. They also provide internet connection to the rural people. But they connect internet to them in different way. They have GP Community Information Center (GPCICs) in areas outside Dhaka for the rural people .GPCICs is a shared premise between Grameenphone Ltd and Entrepreneurs aims to provide internet, video chatting, SMS, flexi load to the rural people.

3.3. SPECIFIC RESPONSIBILITIES OF THE JOB

The Job:

I have joined in Grameenphone Ltd as an intern starting from 19th September to 18th December.

The following terms and conditions have to be maintained which are as follows:-

Work Location: - Internet and Broadband Commercial Division, Grameenphone Ltd,

GPHOUSE Basundhara, Baridhara Dhaka-1229

Time Period: - The internship Program of Grameenphone Ltd started from 19th September to 18th December.

Allowances:-No allowance for Internship has been paid during this period.

Work Hours:-I had to work from 8:00 am to 5:00pm

Supervisors:-I worked under the supervision of Mohammad Salauddin, Specialist, Internet and Broadband, Commercial Division of Grameenphone Ltd.

Duties and Responsibilities: - The duties and responsibilities which I have been assigned through the internship program are as follows:-

- **Prepared slides for the Training and presentation**- During the three months of internship Program I got the opportunity to attend different programs and training held under the fixed internet and broadband division. I have been assigned to prepare the slides for the presentation which would be performed by my supervisor.

- **Attended brainstorming session on Commercial Division Mini Workshop**- In this Mini Workshop members are assigned into different groups. There were seven attributes which was assigned to each group. Based on this attributes each group had to make a presentation. Before that they were given 30 minutes for brainstorming among the members. The main motive of this workshop was to know that what the employees are contributing to satisfy the customers and what are the steps we can take to improve the satisfaction level.

- **Attended meeting with Supervisor related to Grameenphone Community Information Centers –** We had a weekly meeting with the team discussing whatever we did on the previous week. In this meeting we discussed that the task we were assigned to us in the previous week were done or not.

- **Prepared articles related to Grameenphone Community Information Centers**- I have been asked to write articles based on Grameenphone Community Information Centers by taking necessary information from the Grameenphone websites and information internally taken from fixed internet and Broadband of Grameenphone. Based on this article my supervisor had been given presentation.

- **Attended meeting based on "Product Management Session"-** In this meeting I got the opportunity to attend the meeting based on the product management session. In this session it was talked about the product management. The main motive of this session is to make profit by providing quality product to satisfy the customers.

- **Assisted in organizing the program on "Celebrating the New Era: Built Around Internet"-** One of the program was held on November which was organized by the internet and broadband of Grameenphone Ltd. As I had been working under the internet and Broadband therefore I had to participate in organizing and making a successful event. I had given the task to invite that entire relevant person for this event. In total I had to

send official e –mails to 200 employees of Grameenphone working under the internet and Broadband. After that I had been assigned to book the Auditorium where the event will take place.

- **Assisted in giving the crest or awards to the best employee of the month based on performance**- In the program on **"Celebrating the New Era: Built Around Internet"** awards had been given to the best monthly employee. Therefore I had to hand over to the respective awards to the deserving candidates for serving better performances.

3.4. DIFFERENT ASPECTS OF JOB PERFORMANCE

While carrying out the responsibilities and duties the following things I have faced. These are as follows:-

- **Making error while preparing the slides for training and presentation-** It was one of the important tasks which I was assigned during this internship. For Grameenphone Community Information Centers purpose my Supervisor in Grameenphone had to present in front of other employees. Therefore I had to make his slides. If I made single mistakes in spelling and sentence construction then my supervisor would be held responsible. Thus I had to do the task flawlessly.

3.5. RECOMMENDATION

There are lots of thing I have learned under the fixed Internet and Broadband of Grameenphone Limited.

First is I got the opportunity to know the nature of corporate culture such as attending meeting with team, giving weekly updates about the task assigned to me, participate in organizing different internal shows going on in Grameenphone .However I think that each department should think intern as their co workers rather than only intern. This is because many of the members do not want to share the kind of work they do and what sorts of task they usually do. As a result at the end of the day we could not learn more. If they do not want to disclose then what is the use of keeping the interns since they are not learning effectively.

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Chapter Four: The Project

4.1. INTRODUCTION

At the end of the internship program it is required to make a report based on the assigned division or Department of an organization. The internship report is based on "Customer Satisfaction level of Grameenphone Community Information Centers".

Basically Grameenphone Community Information Centers are the shared premises which is owned by local entrepreneurs but powered by Grameenphone nationwide EDGE services. From these centers, rural public can get access to some services such as- video conferencing, voice communications, internet and other services like Flexiload etc. To make the business successful Grameenphone provides necessary supports to them such as- technical support, training, value added services, branding and other supports. The main objectives of CICs are to create opportunities in employment, entrepreneurship and business, fulfill CSR, creating future business and growth opportunity for Grameenphone. The concept of CICs mainly established at December 2006 and now throughout Bangladesh there are about 525 CICs in 425 Upazillas.

For this internship report the target customers are the rural customers living near the Community Information Centers in their respective upazillas. Customers include students, Teachers, farmers, Traders, Journalists and Mass Community. The main objective of this report is to know the satisfaction level of customers about the GPCICs in rural areas, how much the rural people are preferring this internet related services, what are the relative services they are preferring, what are the services they feel less important and at the end of the report some of the recommendations have been provided that how a company can increase its satisfaction level. I tried my best to prepare the report though it has lots of limitation.

OBJECTIVES OF THE PROJECT

The main objectives are as follows and we have divided them into some broad and specific objectives. These are given below:

Broad Objective

The major objective of this internship report is to analyze the customer satisfaction level of Grameenphone Community Information Centers (CICs) in rural areas.

Specific Objectives

- To find out satisfaction level of subscribers in rural place about internet
- To find out the services rural subscribers prefer
- To find out the services which rural subscribers are not satisfied

4.2. LITERATURE REVIEW

There was a time when people used to communicate through letters in long distance. It was Alexander Graham Bell (1847-1922) and his assistant Thomas Watson who invented the first ever device called Telephone. The first steps to take for developing the means of communication were the year in 10th March, 1876. But it has become so much important part for our life. People cannot imagine without telephone. There are various functions of telephone other than making calls which includes-sending messages, multi-media messages, connecting through internet. Telephone brought a new revolution changes in the world. At first when the concept of telephone introduced on that time there were only fixed telephone but with the changing technology and increasing demand of the customers we also have mobile phone now. Through phone the life of the people has become easier.

Now a day's Telecommunication industry is flourishing and its growth is accelerating not only in home country but worldwide. This telecommunications industry has been an attractive industry for many foreign researchers. Bangladesh Telecommunication industry has succeeded already to attract the foreign researchers. Bangladesh is successful to explore their opportunities in front of foreign researchers.

For the internship report a topic has been assigned to me by Grameenphone and the topic is "Customer Satisfaction level of Grameenphone Community Information Centers (GPCICs).Before making the internship report it has to be cleared about the term "Customer Satisfaction". It is basically the measurement through which it can be known that the products and services offered by the organizations could meet the customer expectations. It is used in marketing to understand the satisfaction level on products offered by organization and therefore the steps taken to meet the customer expectations. Customers are only being satisfied when the organization provide high quality services to them. As have been mentioned in the Parasuraman service quality that the service quality comprised of ten dimensions. The ten dimensions are-reliability, responsiveness, competence, access, courtesy, communication, credibility, security,

understanding and tangibles. In order to give the customer satisfaction the organization should put more emphasized on the ten points above. The ten dimensions was an old model later this has been comprised into five which is called RATER. The RATER includes five points such as-Reliability, Assurance, Tangibles, Empathy and Responsiveness. This model is much more efficient than the former one in reducing the gap between perceived and expected service to the customer.

In order to do the literature review many information has been taken from different articles. Project has been gone through to gather information such as- A Study of Bangladesh Telecom Market. Through the review it has been found from the website that some of the students also did the internship report based on customer satisfaction and the topic was "Internship report on perception of Grameenphone in the mind of its customers".

4.3. THE MARKETING RESEARCH PROCESS

Customer satisfaction level of Grameenphone Community Information Center cannot be measured without conducting a marketing research survey which has six steps. They are as follows:-

STEP 1:- Problem Definition

STEP 2:- Development of an Approach to the Problem

STEP 3: - Research Design Formulation

STEP 4:- Fieldwork or Data Collection

STEP 5:- Data Preparation and Analysis
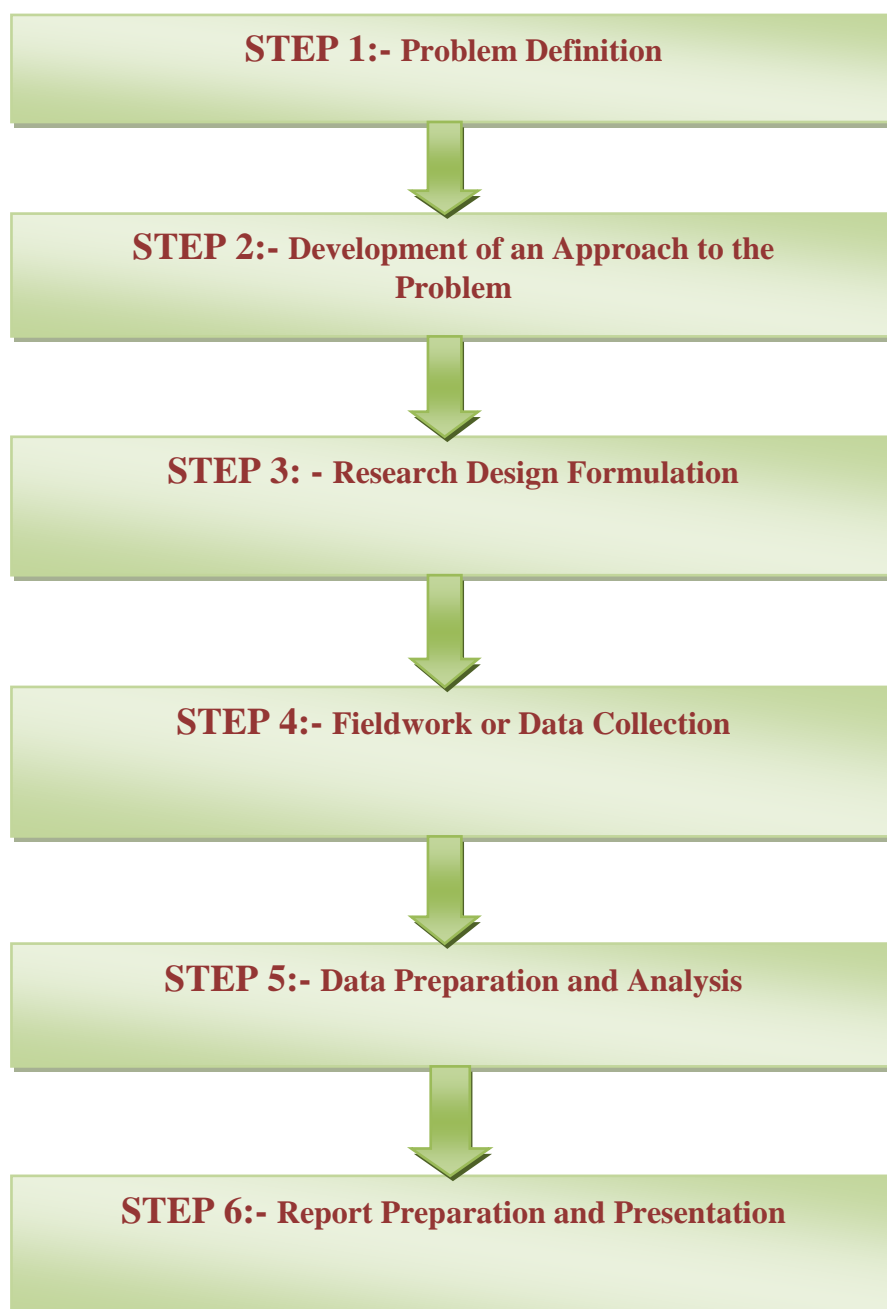
STEP 6:- Report Preparation and Presentation

Fig 6:- The Marketing Research Process

PROBLEM DEFINITION/OBJECTIVES OF THE RESEARCH

Problem definition is basically nothing but objectives of the marketing research project. In this step, the first thing is to define the problem. While defining the problem researchers mainly take into account the purpose of study, background information, the information needed etc. For this internship report, the main objective of the research project is to know the satisfaction level of rural customers of Grameenphone Community Information Center (GPCICs).GPCICs provide many services to the rural people such as downloading, video conferencing, composing, flexiload, typing, e-mail etc. The objective of this report is to find how much rural people are satisfied for all these services.

DEVELOPMENT OF AN APPROACH TO THE PROBLEM

In theory hypothesis is an unproven statement about a factor that is of interest to the researcher. Therefore in order to find the satisfaction level of customers in GPCICs hypotheses have been developed. The hypothesis has been given below;-

H0**:-** Grameenphone rural subscribers are not satisfied about the services of Grameenphone Community Information Centers (GPCICs)

H1**:-** Grameenphone rural subscribers are satisfied about the services of Grameenphone Community Information Centers (GPCICs)

RESEARCH DESIGN FORMULATION

For the internship report on "**Customer Satisfaction level of GPCICs**" the research design is exploratory in nature. The objectives of Exploratory research is to provide insights into and an understand of the problem.

SCALING TECHNIQUE

The scaling technique in marketing research has been classified into two parts. They are comparative and non-comparative scales. For this internship report on "Customer Satisfaction level on Grameenphone Community Information Centers" noncomparative Scaling Techniques has been used. Under the Noncomparative Scaling Techniques likert and Stapel scales have been used.

THE SAMPLING DESIGN PROCESS

The sampling design process includes five process which are as follows :-

Define the target population
↓
Determine the sampling Frame
↓
Select sampling Techniques
↓
Determine the sample size
↓
Execute the sampling process
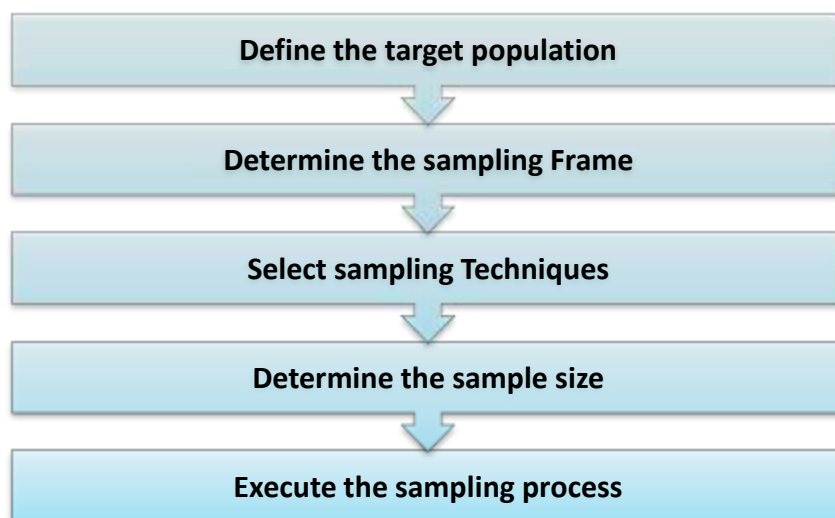
Fig 7:- The Sampling Design Process

DEFINE THE TARGET POPULATION

For this research report the rural people visiting to Grameenphone Community Information Centers have been targeted in order to know their satisfaction level about the Grameenphone Community Information Centers (CICs). The targeted population visiting Grameenphone Community Information centers are-farmers, school and college students, teachers, journalists and community.

SAMPLE FRAME

Basically a sampling frame is a representation of the elements of the target population which consists of a list or set of directions for underlying the target population. Therefore the sampling frame for the internship report on "**Customer Satisfaction level on Grameenphone Community Information Centers (CICs)**" will be the documents of the rural subscribers collected from different CICs in upazilas. For this internship report the information has been taken from ten different centers over phone.

SAMPLING TECHNIQUE

For this internship report non-probability sampling has been taken as the probability of subscribers in rural areas being chosen is unknown. Under the non probability sample convenience sampling has been taken for this research.

SAMPLE SIZE

For this research sample size of 75 respondents has been taken from different Upazilas where the different Grameenphone CICs centers are available. The respondents from these rural areas are- teachers, students, journalists, farmers etc.

DATA COLLECTION

For this research both primary data and secondary data have been collected.

Primary data:- Primary data have been collected from the Fixed Internet and Broadband Commercial Division of Grameenphone and as well as collected information from GPCICs (Grameenphone Community Information Centers) over telephone. For this survey 75 respondents have been taken from the rural people. The targeted people live outside Dhaka and in different upazilas.

Secondary data:- Secondary data for this survey have been collected from the several sources. It includes- Grameenphone annual report, internet and daily newspaper, marketing books.

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Chapter Five: Analysis

5.1. ANALYSIS

GENDER

Table 2:- Gender

Gender	Frequency	Percent	Cumulative Percent
Female	21	28.0	28.0
Male	54	72.0	100.0
Total	75	100.0	
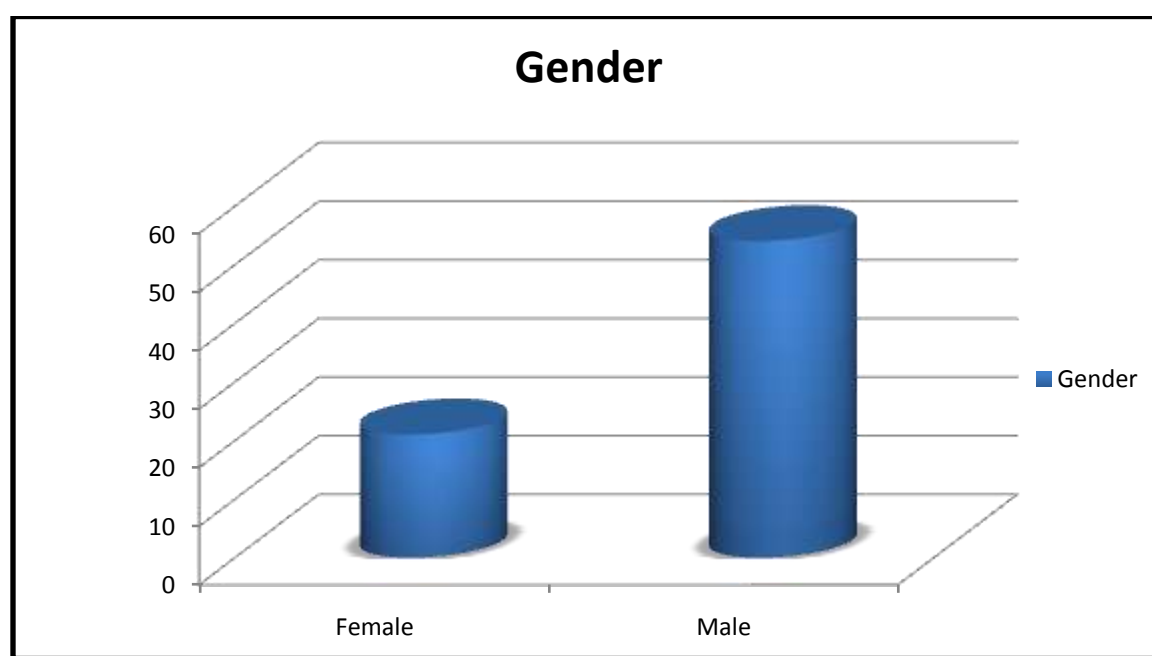
Findings:

From the survey it can be found that out of 75 respondents, 21 respondents are rural female and the rest 54 respondents are rural male who are using the internet for their purpose in the Grameenphone Community Information Center (CICs).

Analysis:

From the findings it can be found that the frequency of using Grameenphone internet in Community Information Centers (CICs) is high among the male rural people compared to the female in rural areas. The type of rural males are the farmers (krishok who are doing agro based business and have to take information regarding the current market price and competitors'

situation),school and college students and male teachers in rural areas where they have to seek information from internet for teaching.

AGE

Table 3:- Age

Age	Frequency	Percent	Cumulative Percent
Below 16	2	2.7	2.7
16-20	2	2.7	5.3
21-25	10	13.3	18.7
26-30	38	50.7	69.3
31-35	22	29.3	98.7
Above 35	1	1.3	100.0
Total	75	100.0	
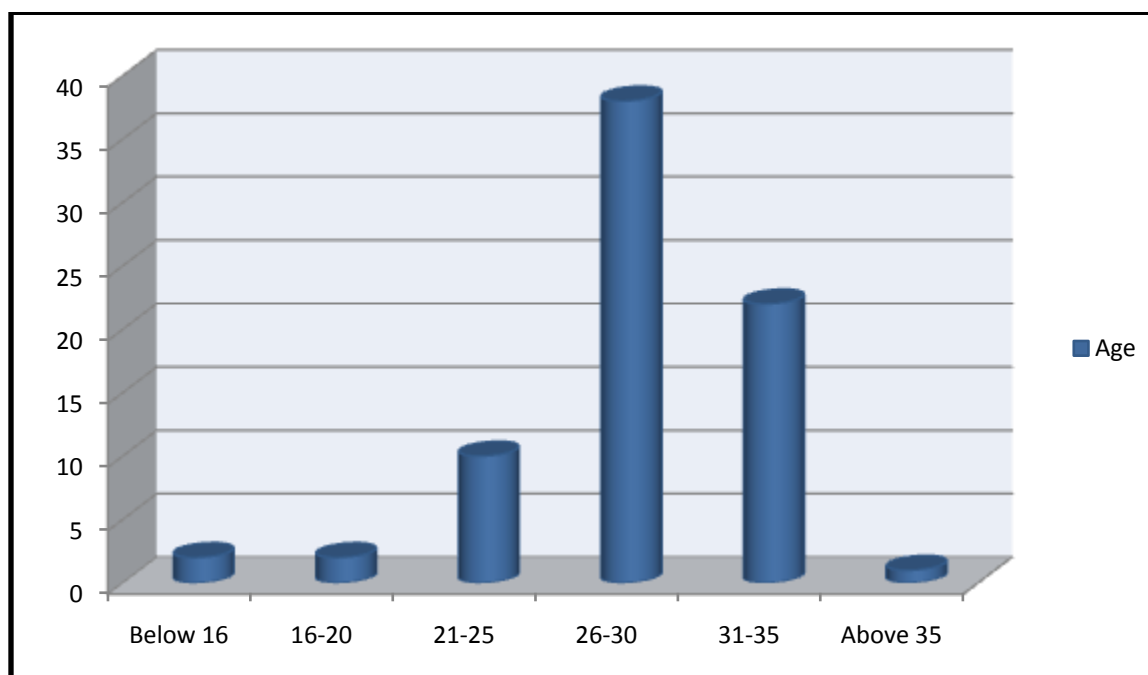
Findings:

From the survey it can be found that out of 75 respondents 2 respondents whose age is below 16 often take services from GPCICs, 2 respondents whose age ranges between 16 to 20, 10 respondents whose age ranges between 21 to 25, 38 respondents visits to GPCICs are ages between 26-30, 22 respondents between ages of 31 to 35 and only one respondents between ages above 35.

Analysis:

Therefore it can be analyzed from the findings that majority of the respondents whose age ranges between 26 to 30 visiting most of the time in GPCICs. According to the analysis and survey it has been revealed that those who visit GPCICs most of the time are mainly the teachers of the primary schools, farmers or traders to know about the market situation.

DURATION OF USING GRAMEENPHONE INTERNET IN COMMUNITY INFORMATION CENTER

Table 4:- Duration of using Grameenphone Internet in CICs

Duration	Frequency	Percent	Cumulative Percent
Less than 1 year	17	22.7	22.7
2-3 Years	18	24.0	46.7
4-5 Years	38	50.7	97.3
More than 5 Years	2	2.7	100.0
Total	75	100.0	
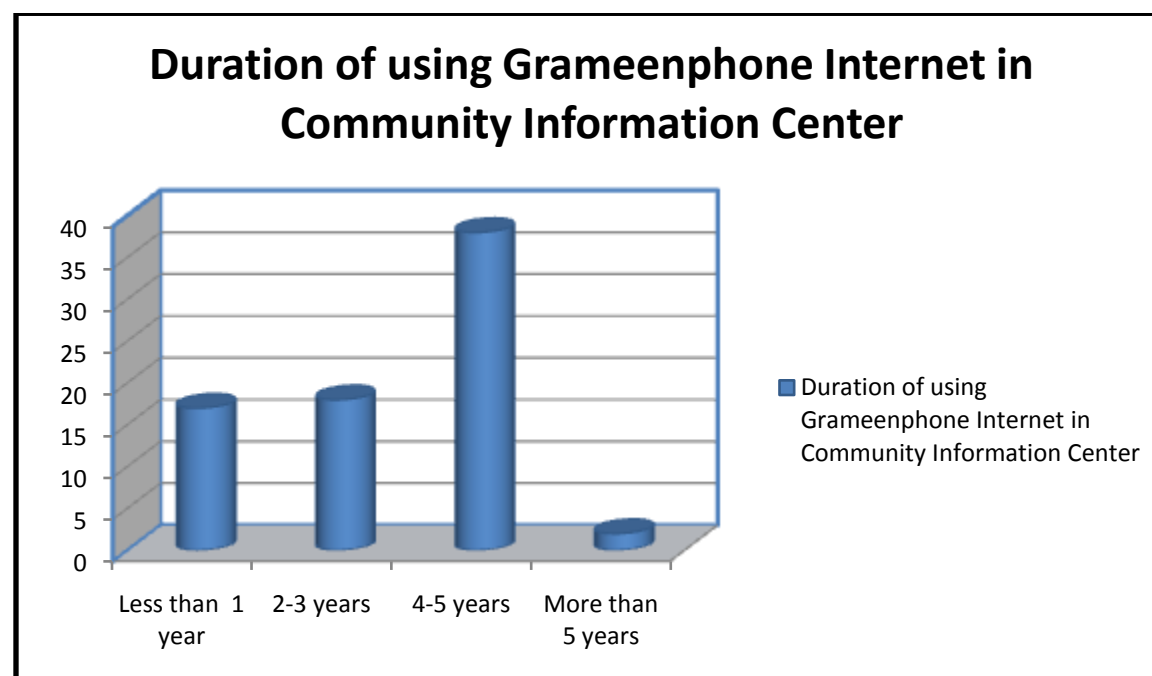
Findings:

It is found from the findings that out of 75 respondents, 17 subscribers are using Grameenphone Internet in the centers in less than 1 year, 18 respondents are using Grameenphone Internet from 2 to 3years, 38 subscribers are using Grameenphone Internet in GPCICs from 4 to 5 years and only 2 respondents are using Grameenphone Internet in GPCICs for more than 5 years.

Analysis:

Therefore from the findings it can be analyzed that the majority of the rural subscribers uses Grameenphone in GPCICs since from 4 to 5years. They are the potential subscribers who like the services in Grameenphone Community Information Centers (GPCICs) that is why they prefer to come since from 4 to5 years. There are 17 subscribers who are using Grameenphone internet in the centers from less than 1 year and this means the demand for the internet services from GPCICs is in decreasing trend. This is because many rural subscribers started using zoom, Banglalion which provides faster internet services than the services provided by GPCICs.

MONTHLY EXPENDITURE ON INTERNET

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 50Tk	9	12.0	12.0	12.0
51Tk-100Tk	6	8.0	8.0	20.0
101Tk-200Tk	4	5.3	5.3	25.3
201Tk-300Tk	2	2.7	2.7	28.0
301Tk-500Tk	46	61.3	61.3	89.3
More than 500 Tk	8	10.7	10.7	100.0
Total	75	100.0	100.0	

Table 5:- Monthly Expenditure on Internet

Monthly Expenditure on Internet
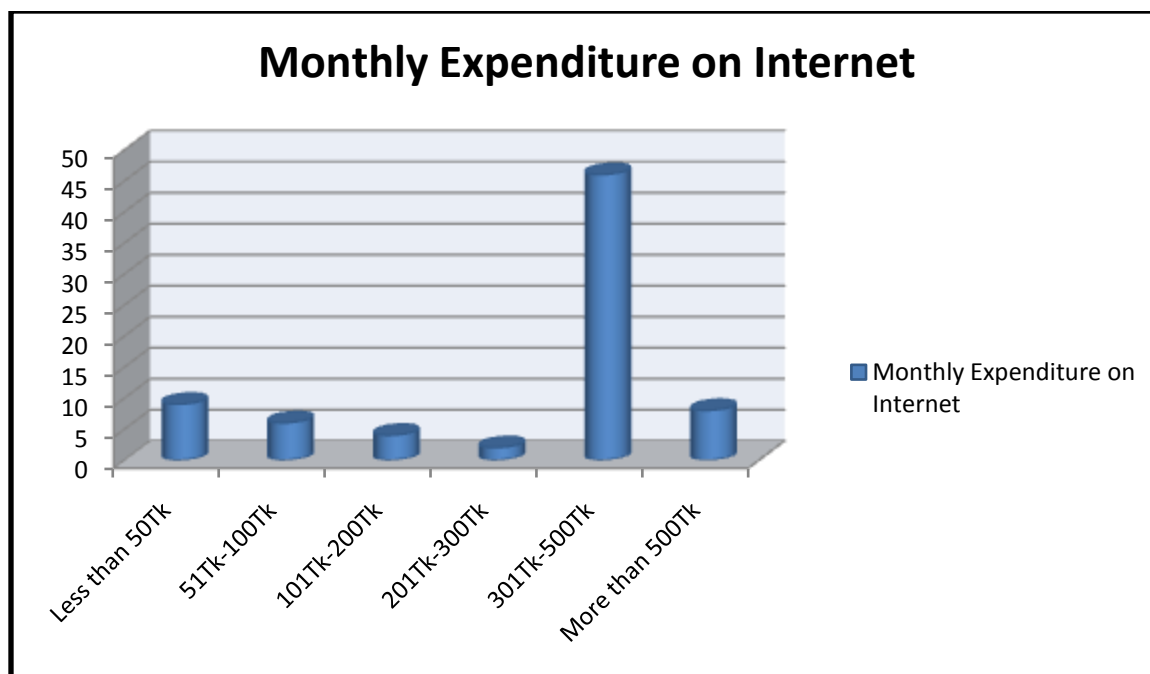
Findings:

It is found from the findings that out of 75 respondents, 9 subscribers spend less than Tk 50 on internet monthly,6 respondents spend between Tk 50-Tk 100 on monthly internet expenditure, 4 subscribers spend between Tk 101-Tk 200 on monthly internet expenditure, 2 respondents spend between Tk 201-Tk300 on monthly internet expenditure,46 respondents spend between Tk 301-Tk 500 on monthly internet expenditure and rest 8 respondents spend between more than Tk 500 on monthly internet expenditure.

Analysis:

Therefore from the findings it can be analyzed that most of the people spend relatively large monthly amount on internet. Majority of the rural respondents said that they have to go several times in the GPCICs to take various services. The services they take are- Flexiload, composing, writing, sending e-mails, downloading and browsing, College and University Students, teachers, farmers, and journalists come to take services like this.

FREQUENCY OF VISITING GPCICs

Frequency of Visiting GPCICs	Frequency	Percent	Cumulative Percent
Once a week	15	20.0	20.0
Twice a week	41	54.7	74.7
Everyday	12	16.0	90.7
Once a month	4	5.3	96.0
Once a year	3	4.0	100.0
Total	75	100.0	

Table 6:- Frequency of Visiting GPCICs
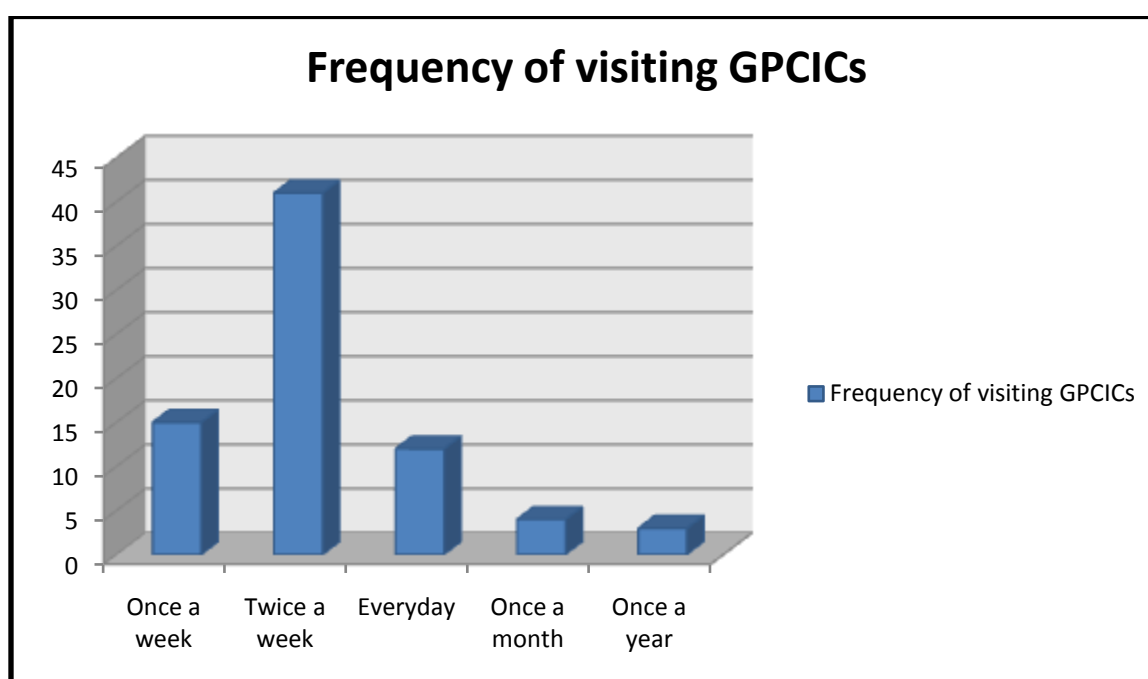
Findings:

From the survey it can be found that out of 75 respondents, 15 respondents prefer to come to GPCICs once a week, 41 respondents visits twice a week, 12 respondents visits everyday,4 respondents visit once a month and 3 of them respondents visits once a year.

Analysis:

From the findings it can be found that there is a greater frequency of the rural subscribers that most of the rural subscribers prefer to visit twice a week in GPCICs for their work. The respondents who come twice a week are mainly the University and college students for their

assignments, browsing internet for health related issues to consult with doctor from Dhaka, checking e-mails and also for finding related jobs on the websites. Some of the respondents visits GPCICs once a week mainly for flexiload and other value added services such as- welcome tunes etc.

TIME SPENT ON BROWSING, DOWNLOADING ON GPCICs

Time Spent on browsing, downloading	Frequency	Percent	Cumulative Percent
Less than 3 hrs	51	68.0	68.0
3hrs-4hrs	10	13.3	81.3
5hrs-6hrs	7	9.3	90.7
7hrs-10hrs	3	4.0	94.7
More than 10 hrs	4	5.3	100.0
Total	75	100.0	

Table 7:- Time Spent on Browsing, Downloading on GPCICs
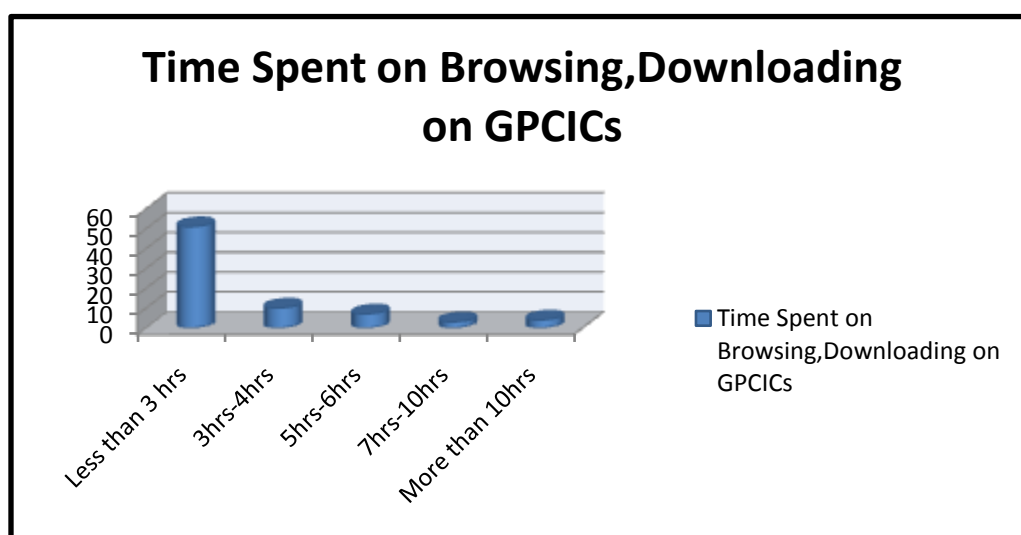
Findings:

From the findings it can be seen that out of 75 respondents 51 respondents spend less than 3 hours in GPCICs for browsing, downloading. 10 respondents spend time between 3hrs-4hrs, 7 respondents spend time between 5hrs to 6 hrs, 3 respondents spend time between 7hrs-10hrs and 4 respondents spend time more than 10 hours.

Analysis:

It can be seen from the findings that the majority of the respondents spend less than 3 hours for downloading, browsing. Most of the subscribers spent less than 3 hours are mainly the college and university students. They basically visit the centers for filling the admission form, sending e-mails, online chatting, and finding jobs.

GRAMEENPHONE PROVIDES FASTER SERVICES FOR DOWNLOADING, BROWSING

Grameenphone provide faster services	Frequency	Percent	Cumulative Frequency
Yes	22	29.3	29.3
No	43	57.3	86.7
Neutral	10	13.3	100.0
Total	75	100.0	

Table 8:- Grameenphone Provides Faster Services for Downloading, Browsing
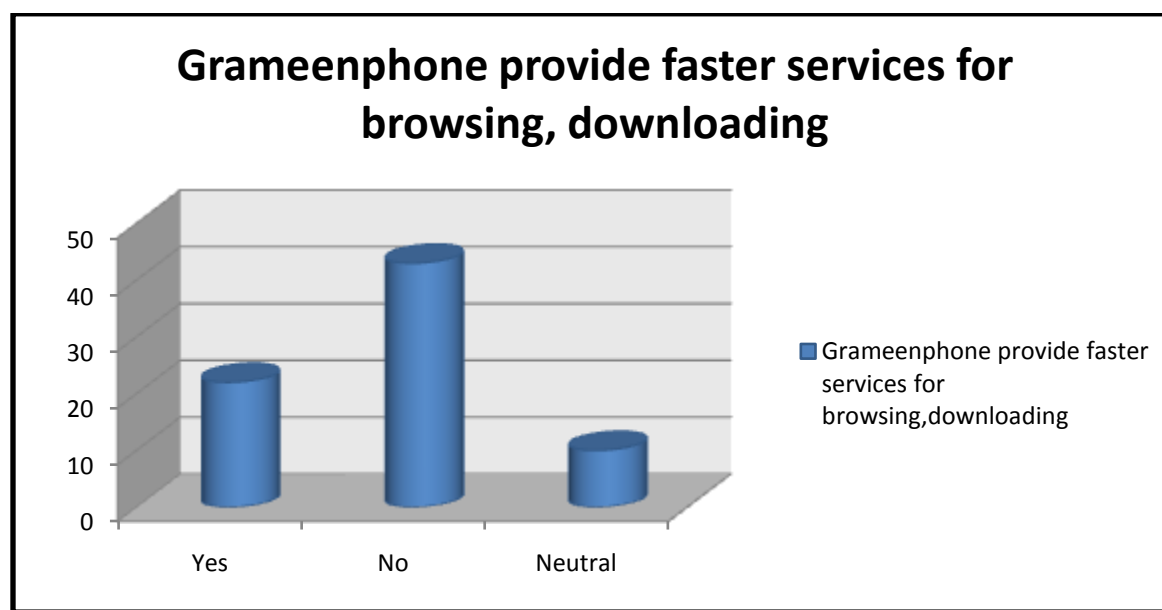
Findings:

From the survey it can be found that out of 75 respondents, 22 respondents agreed that the Grameenphone provide faster services for browsing, downloading, 43 respondents did not agree that Grameenphone provide faster services for browsing, downloading whereas only 10 respondents were neutral about this agreement.

Analysis:

From the findings it is found that most of the respondents of Grameenphone Community Information Centers (CICs) in rural areas agree that the Grameenphone does not provide faster services for downloading, browsing etc. Whenever the rural people went to CICs center for seeking services like downloading, browsing they face serious problem in their internet speed. Speed of internet is very slow in their area as a result many local teachers in that particular areas could not send e mails or important documents quickly. Even in emergency case when sending an important file from one place to another has become so important in such situation it becomes a major issue. This file could not be sent easily and quickly due to slow internet speed. The entrepreneurs in Grameenphone CICs said that the rural subscribers face some problems regarding taking the online health services mainly because of slow browsing speed.

MAJOR DISSATISFACTION AREA ABOUT GRAMEENPHONE INTERNET

Major Dissatisfaction area about GP Internet	Frequency	Percent	Cumulative Percent
Slow internet Speed	57	76.0	76.0
Poor Customer Services	7	9.3	85.3
Frequency of Network	2	2.7	88.0
High internet Charge	9	12.0	100.0
Total	75	100.0	

Table 9:- Major Dissatisfaction area about GP Internet

Major dissatisfaction area about GP Internet
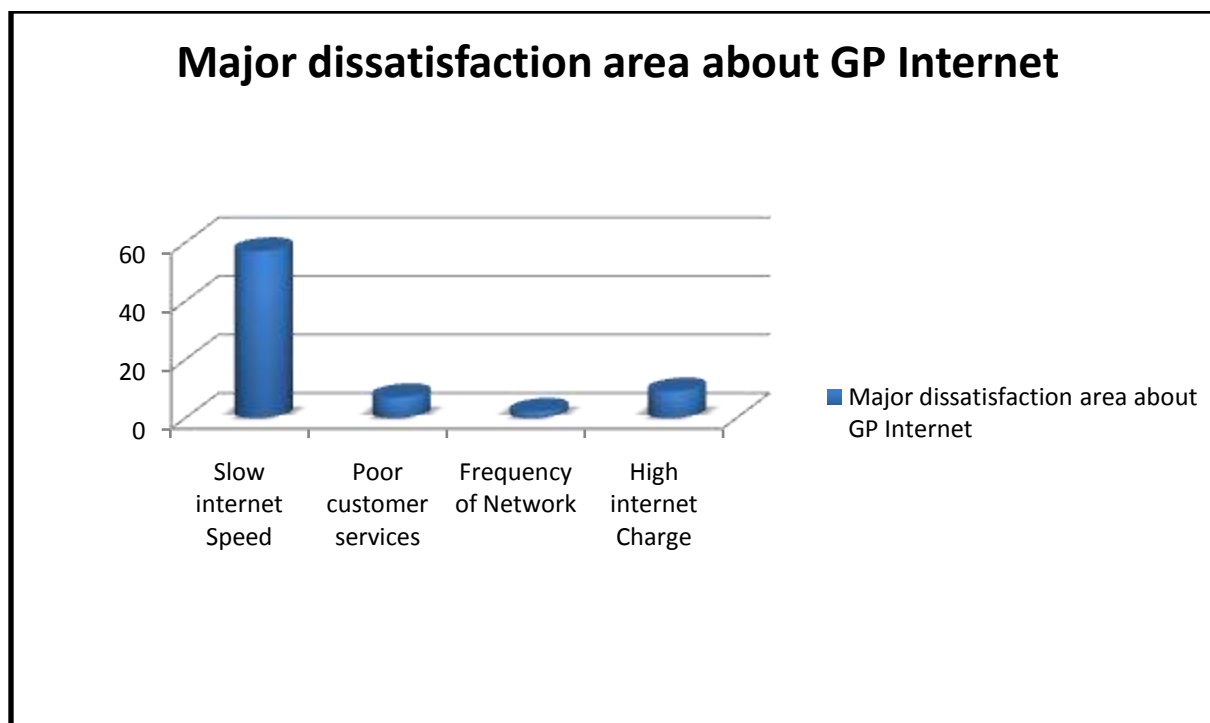
Findings:

It can be found out of 75 respondents, 57 respondents claimed that they are dissatisfied about GP Internet because of low internet speed, 7 said poor customer services, 2 said frequency of network and 9 said high internet charge.

Analysis:

After the findings it can be analyzed that the majority of the respondents are very much dissatisfied about the slow internet speed. They are not at all satisfied by using internet due to slow speed. They have to wait for hours after hours to send important emails or browsing important website pages and this also cost them twice as because per hour they are charging 20 taka for using internet. Moreover is that there are many rural subscribers who mainly visit GPCICs for having video chat with the doctors from Dhaka. But due to this slow internet speed and connection, they could not chat properly. For each video conferencing the CICs charge 100 Taka which is costly to the rural subscribers since the internet is very slow and most of the time it is disconnected.

SERVICES FREQUENTLY TAKEN FROM GPCICs

	Frequency	Percent	Cumulative Percent
GP value added services	19	25.3	25.3
Internet Browsing and Downloading	38	50.7	76.0
Scanning,Printing	3	4.0	80.0
Computer Composing	3	4.0	84.0
Reading news	2	2.7	86.7
Video Conferencing	6	8.0	94.7
Others	4	5.3	100.0
Total	75	100.0	

Table 10:- Services frequently taken from GPCICs
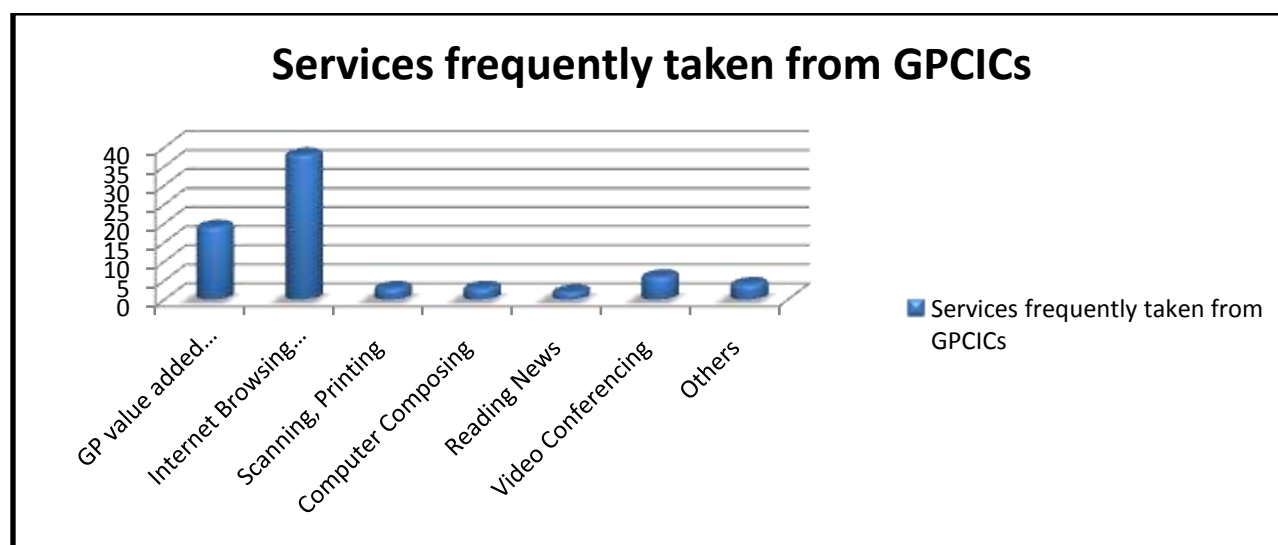
Findings:

It can be found that out of 75 respondents, 19 respondents take the most GP value added services from CICs, 38 respondents usually come for browsing and downloading, 3 respondents usually scan their photos or for printing, 3 respondents usually go for computer composing, 2 respondents go for reading news, 6 respondents take video conferencing services and the rest 4 respondents take other services.

Analysis:

After the findings it can be analysed that the majority of the respondents usually come to GPCICs for downloading and browsing internet. Respondents said that they ususally visit different sorts of web pages to take their respective information.The different types of web site they browse are-job site, admission form, official website of school,college and University, agriculture related information Besides browsing they also download different latest Hindi and Bengali songs from the web site.They also send emails to other people.

MAJOR DISSATISFACTION ABOUT SERVICES TAKEN FROM GPCICs

Major Dissatisfaction about services taken from GPCICs	Frequency	Percent	Cumulative Percent
High service charge	9	12.0	12.0
Less ICT services Offered	37	49.3	61.3
Less bonus	2	2.7	64.0
Long queue	1	1.3	65.3
Less value added services	26	34.7	100.0
Total	75	100.0	

Table 11:- Major Dissatisfaction about Services taken from GPCICs
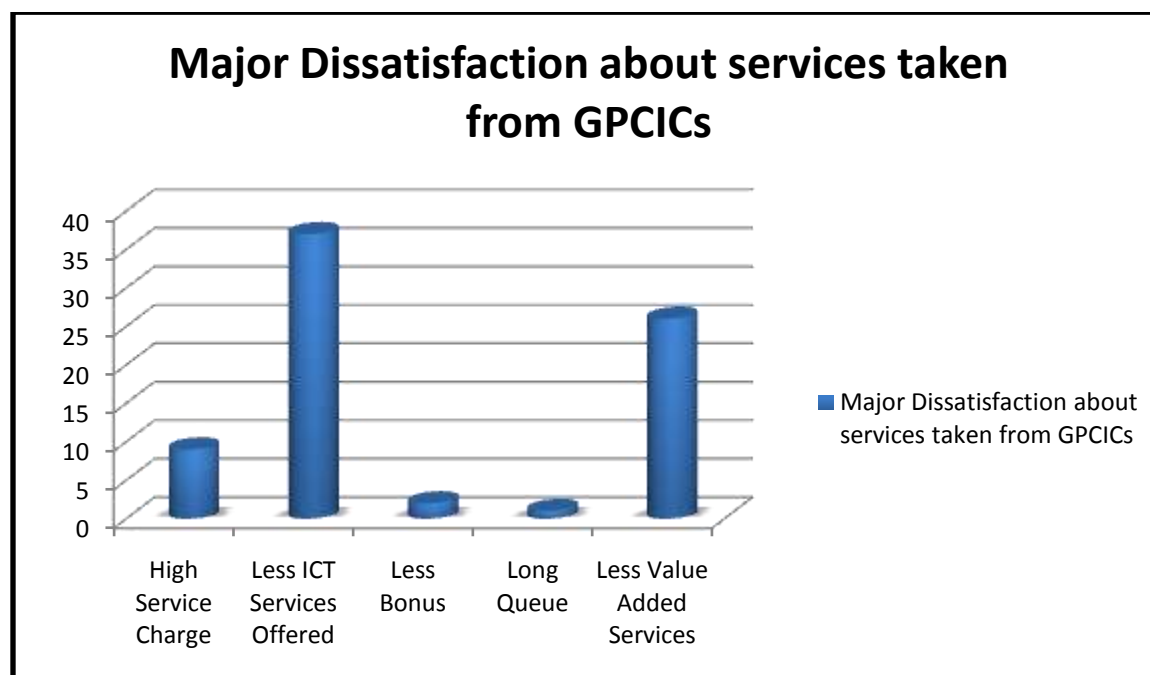
Findings:

It can be seen from the findings that out of 75 respondents, 9 respondents said that GPCICs charge high rate for the services, 37 respondents said that the GPCICs offers less ICT services, 2 of the respondents said that Grameenphone Community Information Centers provide less bonus to the services, 1 respondent said that they have to wait in a long queue and then 26 respondents said that Grameenphone Community Information Centers provide less value added services.

Analysis:

From the findings it is found that majority of respondents said that the GPCICs offers less ICT services. The entrepreneurs in Grameenphone CICs said that the rural subscribers face some problems regarding taking the online health services. Rural subscribers want some more online health services from GPCICs that can make their life easier. Most the entrepreneurs from different upazillas claimed that they have a 789 help line where only the general doctors can be found. Suppose if a Patient comes to CICs to talk to doctor for curing the disease then they have to talk to that general doctor. If the patient is facing eye problem and come to take the health services then he has to talk to that general doctor rather than eye specialist. Beside this he has to talk to doctor over phone which most of the patient could not get the message properly. Besides the online health service the rural subscribers also want agriculture related information from GPCICs for the farmers, education related online information from GPCICs.

GRAMEENPHONE SHOULD EMPHASIZED MORE

Grameenphone should emphasized more	Frequency	Percent	Cumulative Percent
Faster Internet Speed	46	61.3	61.3
Improved Customer Services	3	4.0	65.3
Charging lower internet rate	6	8.0	73.3
Providing more value added services	20	26.7	100.0
Total	75	100.0	

Table 12:- Grameenphone should emphasized more

Grameenphone should emphasized more on
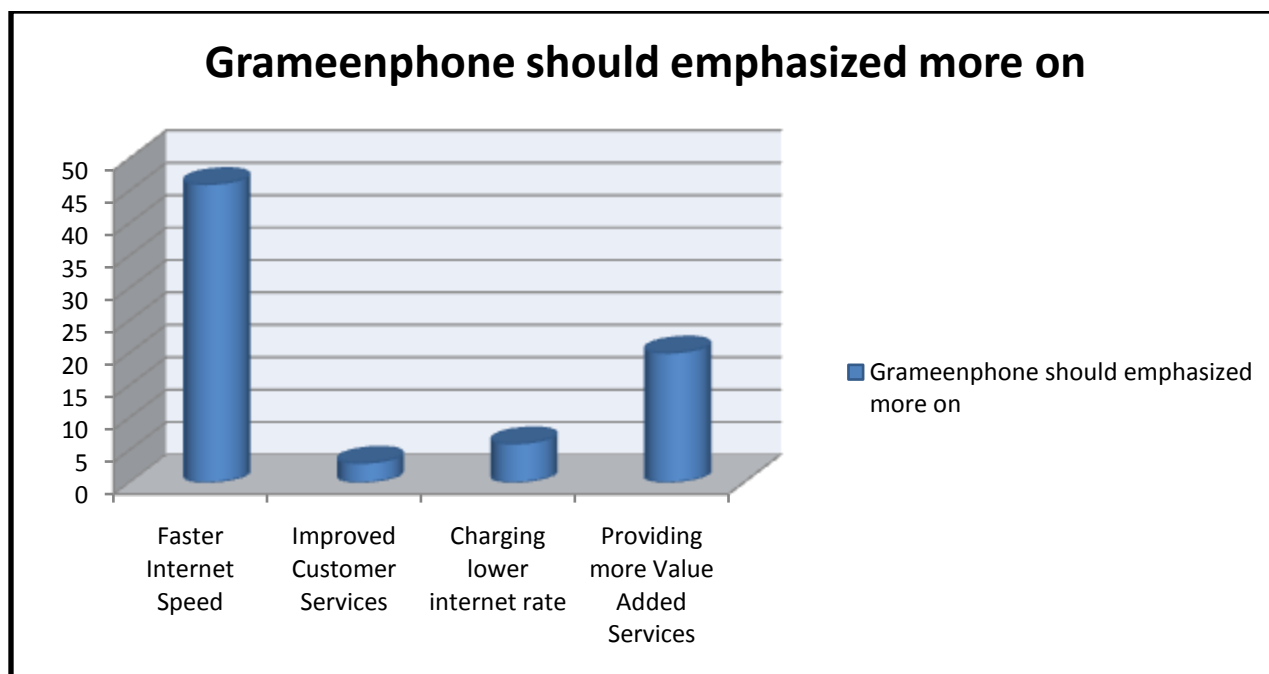
Findings:

From the findings it can be seen that 46 respondents out of 75 in total claimed that Grameenphone should emphasized more on faster internet speed. 3 respondents said that Grameenphone should focus more on improving customer services, 6 respondents provide claimed to have low charging internet rate and 20 respondents said to have more value added services.

Analysis:

From the findings it is found that there is a greater frequency of respondents who said that Grameenphone should emphasize more on internet speed. Most of the rural subscribers that they face slower internet speed in the Grameenphone Community Information Centers and that have to be improved. Subscribers from Manikganj, Feni, Dinajpur, Rajshahi and Bagerhat said that the internet speed is very slow. Many subscribers want to do video conferencing with nearest and dearest ones but due to poor internet speed they have to face lots of problem. Sometimes while talking face to face due to slow internet speed it takes longer period of time which makes them frustrated. One of the subscribers from Feni shared his experience while videoconferencing. He said that through videoconferencing in GPCICs they can also contact with the doctors (from Dhaka). One day he got fever and need to consult with the qualified Doctor from Dhaka and so

he went to the Grameenphone Community Information Centers (GPCICs).While connecting to video conference with the doctor he has to face lot of problem. At last he could not talk to the desired doctor as because there was only buffering of the slow internet and then he took some medicine for curing. Therefore Grameenphone should emphasize on this as because it is not only about the time and effort of that person but also include the cost of the poor subscribers as each video conferencing they have to pay 100 taka which is very costly.

CUSTOMERS ARE SATISFIED WITH THE INTERNET SERVICE CHARGE PROVIDED BY GPCICs

Satisfaction of Charging rate	Frequency	Percent	Cumulative Percent
Strongly Disagree	3	4.0	4.0
Disagree	16	21.3	25.3
Neither agree nor disagree	2	2.7	28.0
Agree	49	65.3	93.3
Strongly agree	5	6.7	100.0
Total	75	100.0	

Table 13:- Customers are satisfied with the Charging rate of Internet provided by GPCICs
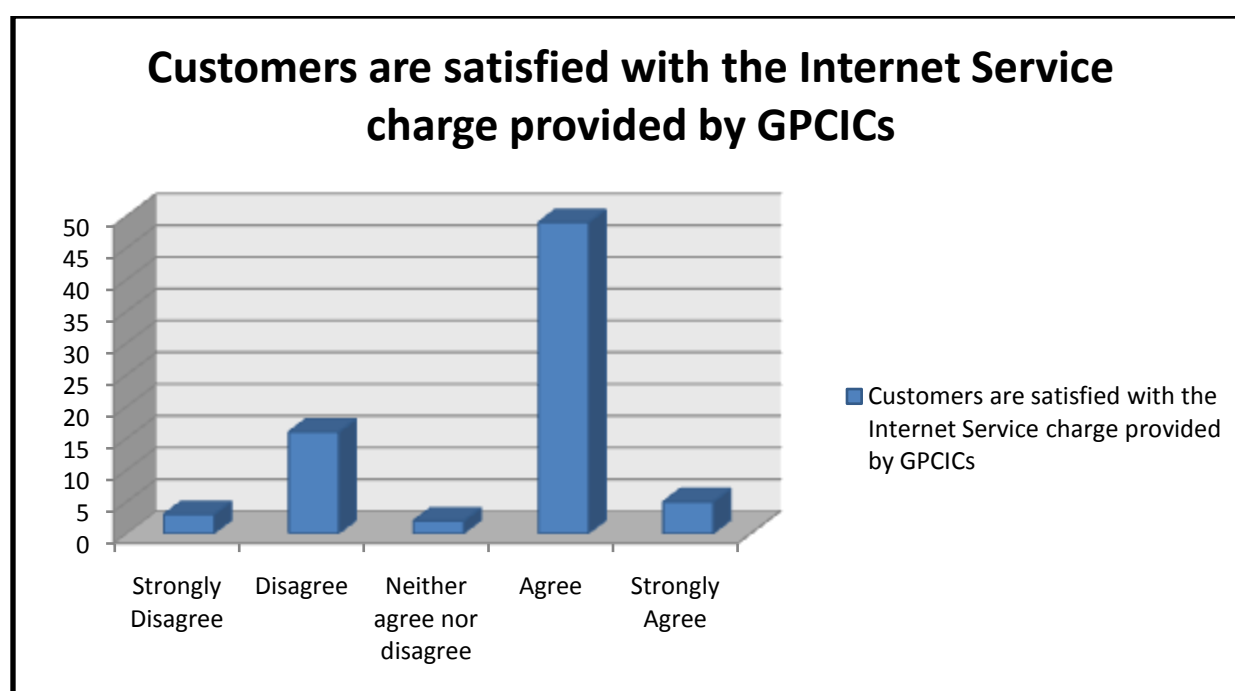
Findings:

It can be seen from the findings that 3 of the respondents strongly disagree that the customers are satisfied with the charging rate of internet provided by GPCICs, 16 respondents disagreed, 2 respondents are neither agree nor disagree, 49 of the respondents agreed that the customers are satisfied with the charging rate of internet provided by GPCICs where as 5 of the respondents strongly agreed about the statement.

Analysis:

There is a greater frequency of respondents claimed that they agree with the satisfaction of reasonable charging rate of internet provided by GPCICs. The survey has been taken from Manikganj, Dinajpur, Bagherhut and Jessore districts. The subscribers from these areas quite satisfied about the internet rate provided by GPCICs. From this areas this centers mainly charge taka 20 per hour for using internet and the subscribers are quite satisfied with it. However some of the subscribers claimed that since the internet connectivity is very poor and the speed is relatively slow therefore in such case the charge is quite high. This is because if it takes many hours to browse a simple website then per hour basis subscribers have to pay more. It would be better if they charge 10 taka per hour on the basis of the condition of the internet.

CUSTOMERS ARE SATISFIED WITH THE VALUE ADDED SERVICES PROVIDED BY GPCICs

	Frequency	Percent	Cumulative Percent
Strongly Disagree	36	48.0	48.0
Disagree	27	36.0	84.0
Neither Agree nor Disagree	3	4.0	88.0
Agree	6	8.0	96.0
Strongly Agree	3	4.0	100.0
Total	75	100.0	48.0

Table 14:- Customers are satisfied with the value added services provided by GPCICs

Customers are satisfied with the value added services provided by GPCICs
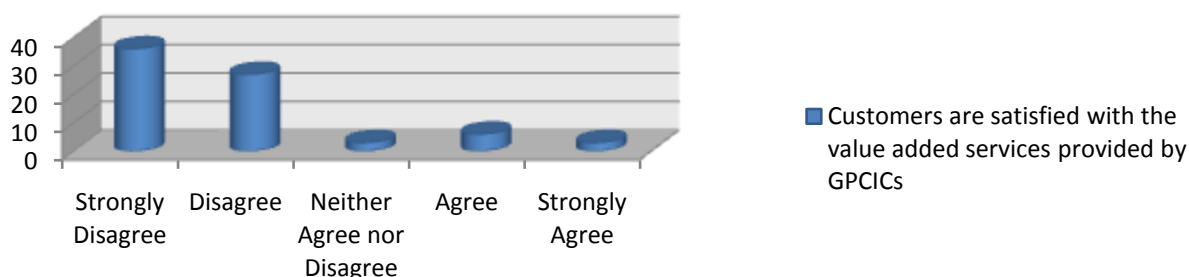
Findings:

As per the findings reveal that out of 75 respondents 36 of the respondents said that the subscribers are strongly dissatisfied with the value added services provided by GPCICs,27 respondents are dissatisfied, 3 respondents neither satisfied nor dissatisfied,6 respondents are satisfied and 3 respondents are strongly satisfied.

Analysis:

There is a greater frequency of respondents who are dissatisfied with the value added services provided by GPCICs. The rural subscribers said that the value added services which is provided to them by the GPCICs is not enough. Besides this there are some value added services which is not clear to the subscribers. They do not understand that what the benefits of taking these services are. Even if anyone takes the services unknowingly they end up with charging money for these services which provides no benefit to them. Therefore Grameenphone CICs with the help of Grameenphone Ltd should work on this to fix it.

ENTRERPRENEURS OF GPCICS ARE HELPFUL TOWARDS THE CUSTOMERS

	Frequency	Percent	Cumulative Percent
Strongly Disagree	12	16.0	16.0
Disagree	6	8.0	24.0
Neither Agree nor Disagree	7	9.3	33.3
Agree	21	28.0	61.3
Strongly Agree	29	38.7	100.0
Total	75	100.0	

Table 15:- Entrepreneurs of GPCICs are helpful towards the customers

Entrepreneurs of GPCICs are helpful towards the customers
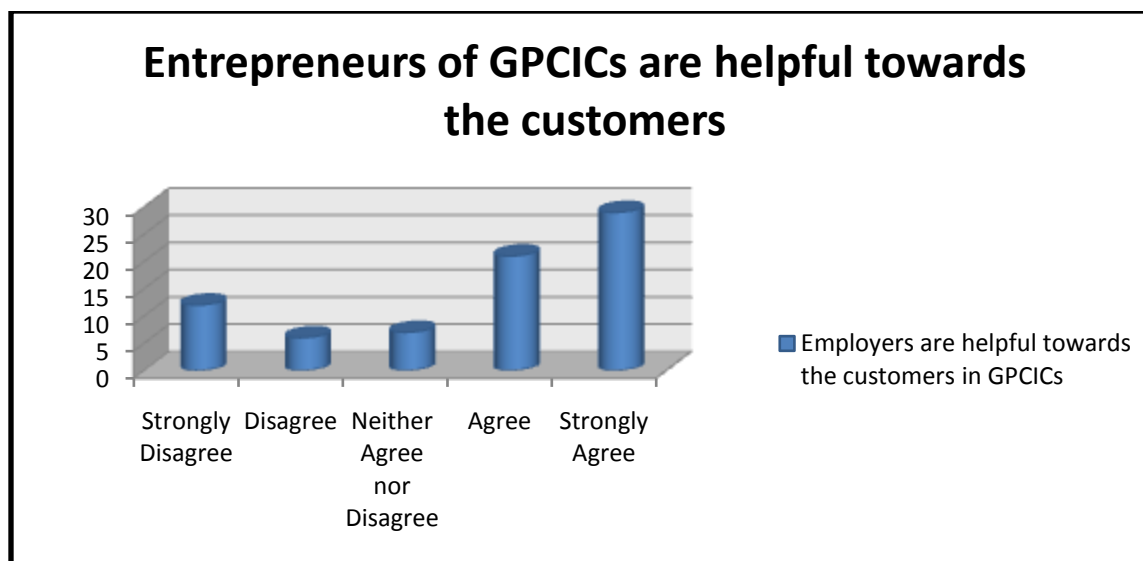
Findings:

As per the findings it can be found that out of 75 respondents, 12 of them strongly disagree that employers are helpful towards the customers in GPCICs, 6 of them disagree that employers are helpful towards the rural subscribers, 7 of them neither agree nor disagree, 21 of the respondents agree that employers are helpful towards the customers in GPCICs and lastly 29 of the respondents strongly agree that employers are helpful towards the customers in GPCICs.

Analysis:

After the findings it can be found that majority of the subscribers said they strongly agree that the employers are helpful towards the customers in GPCICs and second highest majority subscribers said that they agree with this statement. There is a customer service facility in each of the centers and whenever any customers such as students could not operate the computer in these centers there is service managers who help them to fix it. Therefore many of them are satisfied with the employer's behavior and sincerity.

INTERNET CONNECTION OF GRAMENPHONE CIC IS SATISFACTORY IN RURAL AREAS OF BANGLADESH

	Frequency	Percent	Cumulative Percent
Strongly Disagree	43	57.3	57.3
Disagree	20	26.7	84.0
Neither Agree nor Disagree	4	5.3	89.3
Agree	5	6.7	96.0
Strongly Agree	3	4.0	100.0
Total	75	100.0	

Table 16:-Internet Connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh
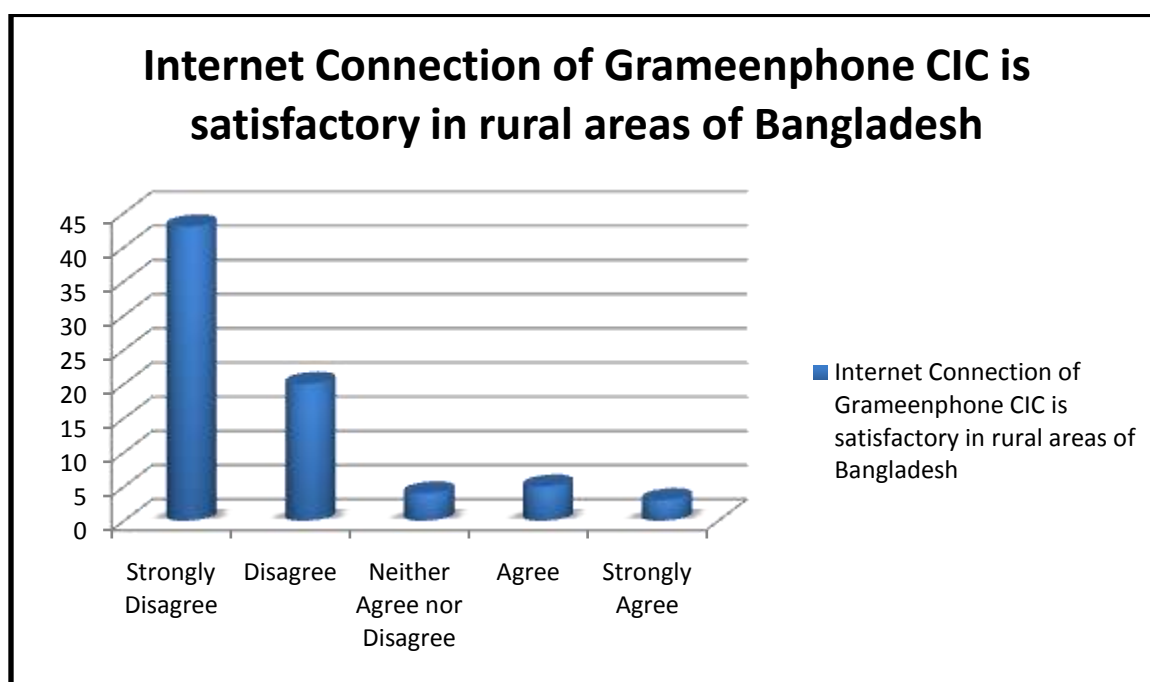
Findings:

The findings of this report said that out of 75 respondents, 43 respondents strongly disagreed that the Internet Connection of Grameenphone CICs is satisfactory in rural areas of Bangladesh, 20 respondents agreed with it, 4 respondents neither agree nor disagree, 5 respondents agreed and 3 respondents strongly agreed with it.

Analysis:

There is a greater frequency of respondent strongly disagreed that the internet connection in Grameenphone CICs is satisfactory in rural areas. Report from GPCICs in Manikganj district under Shingair Upazilla, Md Faruk Hossain (Entrepreneurs of GPCICs) and the survey over phone of subscribers taken from that centers said that the internet speed is very slow and connectivity is very poor. Most of the subscribers in that area said that they have to browse much information from the internet but while browsing internet it takes longer period of time to view the single page which makes them very disappointed. One of the subscribers in Dinajpur complaint that her son lives in abroad and she wants to do video conferencing with her son but when she go to that centers for video conferencing she failed to finish a good outcome conversation with her sons because of the internet connection. During the video conferencing the connection of internet automatically cuts off due to slow internet speed.

SUGGEST FRIENDS, RELATIVES OR OTHERS LIVE NEARBY TO VISIT GPCIC

Suggest others	Frequency	Percent	Cumulative Percent
Yes	43	57.3	57.3
No	32	42.7	100.0
Total	75	100.0	

Table 17:- Suggest friends, relatives or others live nearby to visit GPCIC

Suggest Friends,relatives to visit GPCICs
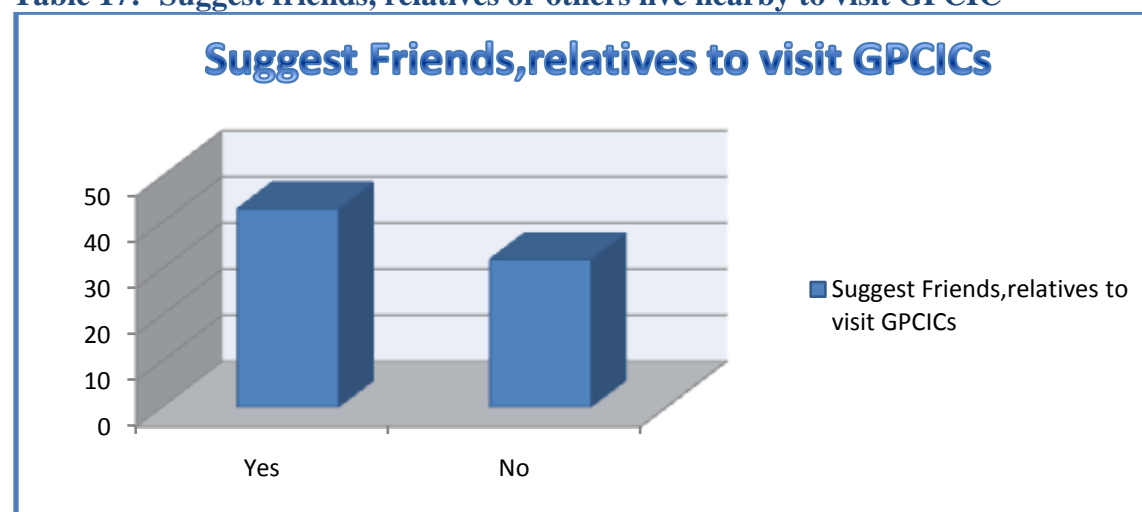
Findings:

From the survey it can be found that out of 75 respondents, 43 respondents agreed that they would suggest friends, relatives to visit GPCICs, 32 respondents said that they will not suggest friends, relatives to visit GPCICs.

Analysis:

From the findings it can be found that there is a greater frequency of the rural customers would suggest friends, relatives to visit GPCICs. This is because most of the rural people think that the services such as- downloading, sending emails, composing, printing, flexiload, video conferencing is enough for them to get connected to their nearest and dearest ones. They claimed that GPCICs are serving enough services which are sufficient for them. Most of the rural people came to Dhaka for employment such as-labor work, Sweepers, Rickshaw pullers while other people move to abroad as a labor such as- Iraq, Libya etc. Therefore their family mainly contact with them via the internet and Grameenphone Community Information Centers are the only centers which could provide these services to them.

GPCICs PROVIDES SERVICES IS ENOUGH

GPCICs provides enough services	Frequency	Percent	Cumulative Percent
Yes	31	41.3	41.3
No	36	48.0	89.3
Neutral	8	10.7	100.0
Total	75	100.0	

Table 18:- GPCICs provides services is enough

Services provided by GPCICs is enough
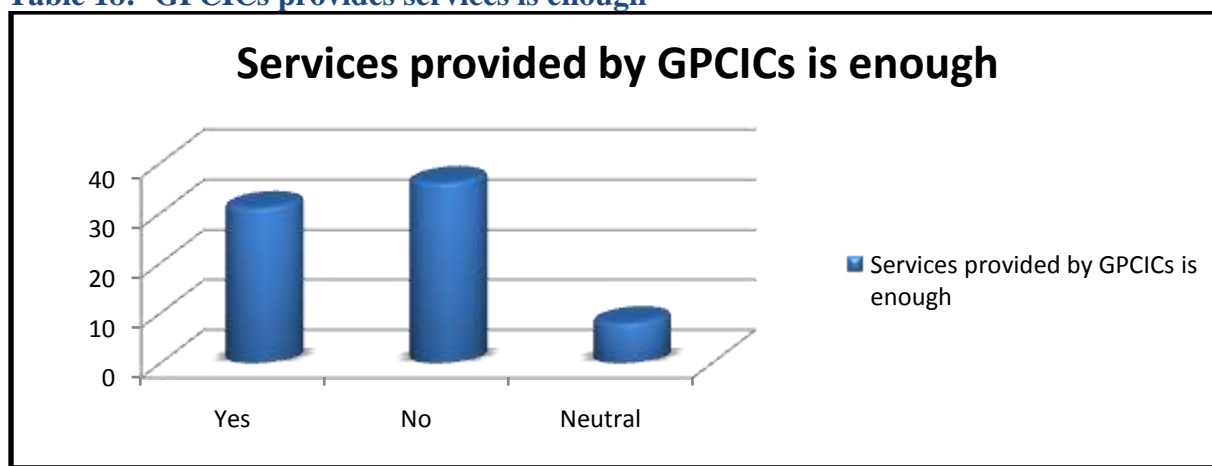
Findings:

From the survey it can be found that out of 75 respondents, 31 respondents agreed that the Grameenphone CICs provide services is enough, 36 respondents did not agree that Grameenphone provide services is enough whereas only 8 respondents were neutral about this agreement.

Analysis:

From the findings it is found that most of the respondents agreed that services provided by GPCICs is not enough whereas 41.3% of the respondents said that the GPCICs provide services is enough for them. The subscribers in rural areas said that they want more services and with low rate. While taking the surveys it has been said that the rural subscribers want some more and improved health services. The services they expect to have in the future are as follows:-

- There should be a software or web page where the doctors' phone number will be available. For each specialty, there should be separate doctor. For example there should be eye specialist for eye, heart doctor etc. In one word, there should be separate doctor for each disease rather than having general doctor. There should be separate health line number for eye, heart doctor etc.

  Benefits-: If such web site is developed then rural subscribers could be able to diagnose more accurately. If they are satisfied then they will visit more to Grameenphone CICs which ultimately benefit both the Grameenphone and CICs.

- If the Grameenphone manage the type of doctor will be available each day that would be better for them. For example- Eye doctor will be available only on Friday from 1hrs PM to 3hrs PM Etc.

  Benefits-: If the web page is organized then the subscribers will come on that particular time to diagnose their specific problems. In this way the rural subscribers will not be confused and will come to the GPCICs regularly.

- If the Grameenphone have a contact with the qualified doctor like- Doctor in Square Hospital then that would provide the rural subscribers with qualified doctor and would get better treatment.

  Benefits- If the Grameenphone provides this service to the rural subscribers then this create awareness among the subscribers believing that they are being diagnosed with qualified doctor. This is therefore positive for both Grameenphone for earning revenue as

more and more rural subscribers are taking the GP health services and also CICs getting benefitted for this.

PREFERENCES OF LIKING THE SERVICES

Preferences of liking the services of GPCICs	Frequency	Percent	Cumulative Percent
Yes	53	70.7	70.7
No	22	29.3	100.0
Total	75	100.0	

Table 19:- Preferences of liking the Services
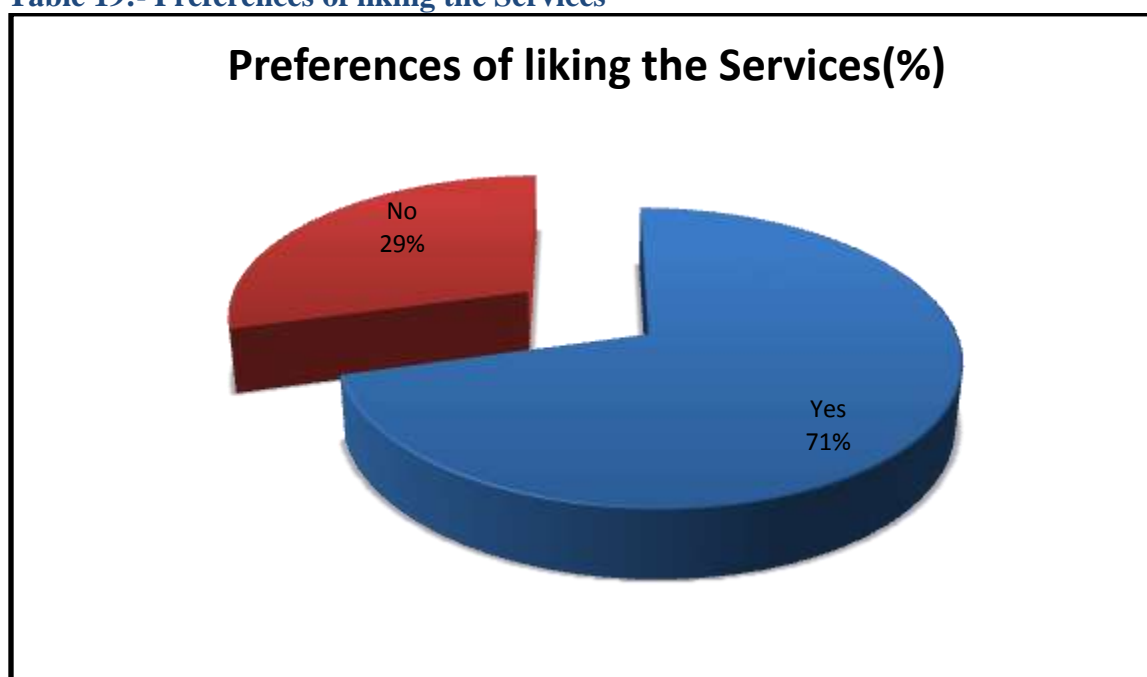
Findings:

From the survey it can be found that out of 75 respondents, 53 respondents agreed that they will be loyal towards Grameenphone Community Information Centers (GPCICs) and the services provided by them while 22 respondents said that they will not be loyal towards the Grameenphone Community Information Centers (GPCICs).

Analysis:

From the findings it can be found that there is a greater frequency of the rural subscribers would be loyal towards GPCICs and the services provided by them. This is because the rural subscribers feel that the services provided by Grameenphone Community Information Centers (GPCICs) is reliable than others.

ANALYSIS OF CROSS TABULATION AND CHI-SQUARE

In order to provide evidence to the hypothesis some of the cross table questions are selected in this internship research report. Through this cross checks the customer satisfaction level of Grameenphone Community Information Centers in rural areas can be determined. In this report both cross tabulation and Chi-square have been used and p-value is also used. P-value is the basis through which it can be decided that whether to reject or not to reject the null hypothesis.

ANALYSIS OF CROSS TABULATION AND CHI-SQUARE FOR HYPOTHESIS

Tabulation-1:- Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Customers are satisfied with the charging rate of internet provided by GPCICs.

Purpose: - The purpose for crosstabulation on Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Customers are satisfied with the charging rate of internet provided by GPCICs is that it will show whether there is a relation between the Preferences of liking the services of GPCICs and Customers are satisfied with the charging rate of internet provided by GPCICs.

Variables: - Preferences of liking the services of GPCICs: Dependent, Customers are satisfied with the charging rate of internet provided by GPCICs: Independent.

Null Hypothesis H0: There is no relationship between Preferences of liking the services of GPCICs on Customers are satisfied with the charging rate of internet provided by GPCICs.

Alternative Hypothesis H1: There is relationship between Preferences of liking the services of GPCICs on Customers are satisfied with the charging rate of internet provided by GPCICs.

		Customers are satisfied with the charging rate of internet provided by GPCICs					Total
		Strongly Disagree	**Disagree**	**Neither Agree nor Disagree**	**Agree**	**Strongly Agree**	
Preferences of liking the services of GPCICs	**Yes**	0	10	1	42	0	53
	No	3	6	1	7	5	22
Total		3	16	2	49	5	75

Analysis: These information shows that the majority of the rural subscribers who agreed that they are loyal towards the GPCICs are quite satisfied with the charging rate of internet provided by GPCICs. According to the rural subscribers said that the charging rate per hour which is 20 taka per hour is affordable to them. Since the internet rate is quite satisfied therefore they can spent some hours on browsing, chatting etc thus they like the services of GPCICs.

Chi-Square Tests

	Value	df	Asymp.Sig.(2- sided)
Pearson Chi-Square	25.552[a]	4	.000
Likelihood Ratio	26.632	4	.000
Linear-by-Linear Association	2.071	1	.150
N of valid Cases	75		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .59.

Reporting: Here, null hypothesis H_o is rejected, because p-value $(0.000) < \alpha$ (.025). Here α is the significant level.

Interpretation: From the above table, the p value, 0.000 is less than 0.025. Hence, the null hypothesis is rejected. So it can be said that there is a relationship between customer loyalty and the internet service charge of GPCICs customers

Tabulation-2:- Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Entrepreneurs are helpful towards the customers in GPCICs.

Purpose: - The purpose for crosstabulation on Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Employers are helpful towards the customers in GPCICs is that it will show whether there is a relation between the Preferences of liking the services of GPCICs and Employers are helpful towards the customers in GPCICs.

Variables: - Preferences of liking the services of GPCICs: Dependent, Employers are helpful towards the customers in GPCICs: Independent.

Null Hypothesis H0: There is no relationship between Preferences of liking the services of GPCICs on Entrepreneurs are helpful towards the customers in GPCICs.

Alternative Hypothesis H1: There is relationship between Preferences of liking the services of GPCICs on Entrepreneurs are helpful towards the customers in GPCICs.

		Entrepreneurs are helpful towards the customers in GPCICs					Total
		Strongly Disagree	**Disagree**	**Neither Agree nor Disagree**	**Agree**	**Strongly Agree**	
Preferences of liking the services of GPCICs	**Yes**	5	6	4	12	26	53
	No	6	0	3	9	4	22
Total		11	6	7	21	30	75

Analysis: This information shows that the majority of the rural subscribers who said that they are loyal towards the GPCICs are strongly agreed that the entrepreneurs are helpful towards the customers in GPCICs. According to the rural subscribers said that whenever they face problem regarding the sending e-mails or downloading information the employers are very much helpful in fixing the problems faced by them. Most of the subscribers claimed that they because of the behavior of the entrepreneurs they prefer to have the services even though the internet speed is slow.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.039[a]	4	.017
Likelihood Ratio	13.805	4	.008
Linear-by-Linear Association	3.448	1	.063
N of Valid Cases	75		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.76

Reporting: Here, null hypothesis H_o is rejected, because p-value (0.017) < α (.025). Here α is the significant level.

Interpretation: From the above table, the p value, 0.017 is less than 0.025. Hence, the null hypothesis is rejected. Therefore it can be said that customers are loyal towards the services of GPCICs as they are satisfied with the behavior of entrepreneurs and kind of assistance they get from the employers.

Tabulation-3:- Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Customers are satisfied with the value added services provided by GPCICs.

Purpose: - The purpose for crosstabulation on Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Customers are satisfied with the value added services provided by GPCICs is that it will show whether there is a relation between the Preferences of liking the services of GPCICs and Customers are satisfied with the value added services provided by GPCICs.

Variables: - Preferences of liking the services of GPCICs: Dependent, Customers are satisfied with the value added services provided by GPCICs: Independent.

Null Hypothesis H0: There is no relationship between Preferences of liking the services of GPCICs on Customers are satisfied with the value added services provided by GPCICs.

Alternative Hypothesis H1: There is relationship between Preferences of liking the services of GPCICs on Customers are satisfied with the value added services provided by GPCICs.

		Customers are satisfied with the value added services provided by GPCICs					Total
		Strongly Disagree	**Disagree**	**Neither Agree nor Disagree**	**Agree**	**Strongly Agree**	
Preferences of liking the services of GPCICs	**Yes**	25	16	3	6	3	53
	No	11	11	0	0	0	22
Total		36	27	3	6	3	75

Analysis: This information shows that the majority of the rural subscribers who said that they are loyal towards the GPCICs strongly disagreed that GPCICs provide enough and transparent value added services. According to the rural subscribers said that the value added services which is provided by GPCICs is not enough and some of the value added services is not so much clear to the rural customers. Though they are loyal towards the GPCICs but if the GPCICs want to hold the potential and loyal subscribers then they have put an effort on this.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.702**[a]	**4**	**.152**
Likelihood Ratio	**9.952**	**4**	**.041**
Linear-by-Linear Association	**3.024**	**1**	**.082**
N of Valid Cases	**75**		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .88.

Reporting: Here, null hypothesis H_o cannot be rejected, because p-value (0.152) > α (.025). Here α is the significant level.

Interpretation: From the above table, the p value, 0.152 is greater than 0.025. Hence, the null hypothesis cannot be rejected. Therefore it can be said that customers are loyal towards the services of GPCICs but however they are not at all satisfied with the value added services provided by them.

Tabulation-4:- Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Internet connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh.

Purpose: - The purpose for crosstabulation on Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Internet connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh is that it will show whether there is a relation between the Preferences of liking the services of GPCICs and Internet connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh.

Variables: - Preferences of liking the services of GPCICs: Dependent, Internet connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh: Independent.

Null Hypothesis H0: There is no relationship between Preferences of liking the services of GPCICs on satisfaction of internet connection of Grameenphone CIC.

Alternative Hypothesis H1: There is relationship between Preferences of liking the services of GPCICs on satisfaction of Internet connection of Grameenphone CIC.

		Internet Connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh					Total
		Strongly Disagree	**Disagree**	**Neither Agree nor Disagree**	**Agree**	**Strongly Agree**	
Preferences of liking the services of GPCICs	**Yes**	27	15	4	4	3	53
	No	16	5	0	1	0	22
Total		43	20	4	5	3	75

Analysis: This information shows that the majority of the rural subscribers who said that they are loyal towards the GPCICs strongly disagreed that GPCICs provide satisfactory internet connection. According to the rural subscribers said that the internet connection of Grameenphone CICs is very poor. Most of the rural subscribers said that they want to do video chatting with their nearest and dearest ones and wherever they do video conferences they always end up with cut off connection and even if it works internet connection is so slow that it takes a long period of time to browse a single page so ultimately they become disappointed. Though they are loyal towards the GPCICs but if the GPCICs want to hold the potential and loyal subscribers then they have put an effort on this.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.584[a]	4	.333
Likelihood Ratio	6.504	4	.165
Linear-by-Linear Association	3.551	1	.060
N of Valid Cases	75		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .88.

Reporting: Here, null hypothesis H_o cannot be rejected, because p-value (0.333) > α (.025). Here α is the significant level.

Interpretation: From the above table, the p value, 0.333 is greater than 0.025. Hence, the null hypothesis cannot be rejected. Therefore it can be said that customers are loyal towards the services of GPCICs but however they are not at all satisfied with the internet connection and therefore Grameenphone CICs should working on it in order to hold the potential customers.

Tabulation-5:- Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Monthly Expenditure on Internet.

Purpose: - The purpose for crosstabulation on Customers are loyal towards the Grameenphone Community Information Centers (GPCICs)/ Preferences of liking the services of GPCICs and Monthly Expenditure on Internet is that it will show whether there is a relation between the Preferences of liking the services of GPCICs and Monthly Expenditure on Internet.

Variables: - Preferences of liking the services of GPCICs: Dependent, Monthly Expenditure on Internet: Independent.

Null Hypothesis H0: There is no relationship between Preferences of liking the services of GPCICs on Monthly Expenditure on Internet.

Alternative Hypothesis H1: There is relationship between Preferences of liking the services of GPCICs on Monthly Expenditure on Internet.

		Monthly Expendiure on Internet						Total
		Less than 50Tk	**51Tk-100Tk**	**101Tk-200Tk**	**201tK-300Tk**	**301Tk-500Tk**	**More than 500Tk**	
Preferences of liking the services of GPCICs	**Yes**	8	4	1	7	30	3	53
	No	1	2	3	0	10	6	22
Total		9	6	4	7	40	9	75

Analysis: This information shows that the majority of the rural subscribers who said that they are loyal towards the GPCICs spent majority money on internet every month. It shows that they are showing keen interest in the services of GPCICs. They are spending relatively large amount on internet and time on browsing which is very positive for the Grameenphone CICs.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**14.832**[a]	**5**	**.011**
Likelihood Ratio	**15.907**	**5**	**.007**
Linear-by-Linear Association	**1.511**	**1**	**.219**
N of Valid Cases	**75**		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is 1.17.

Reporting: Here, null hypothesis H_o is rejected, because p-value (0.011) < α (.025). Here α is the significant level.

Interpretation: From the above table, the p value, 0.011 is less than 0.025. Hence, the null hypothesis is rejected. Monthly expenditure on internet usage shows positive trend which means rural subscribers prefer the GPCICs.

Recommendation

From the analysis it can be seen that in most of the cases rural subscribers are satisfied with the services provided by Grameenphone CICs. However they have to put more emphasize on the expansion of value added services and internet connections which is very slow. Though from the analysis and survey it is found that the loyal towards GPCICs is huge but this is not enough. It is enough for the short run but however in the long run it may not sustain. Therefore in order to hold the current subscribers and attract the new continuous subscribers Grameenphone should improve network in that area. In other words Grameenphone Ltd should put more emphasized on the following:-

- ✓ They should improve internet connection in such a way through which people can do video conferencing smoothly without buffering.
- ✓ Grameenphone should provide more ICT based services. It includes- some of the more improved web sites for farmers, college students, online health services etc.
- ✓ Grameenphone should increase the awareness among the rural subscribers. There are many people who are unaware of the services and even if they are aware they are not interested. It can be reduced if Grameenphone go for extensive promotional campaign in rural areas. Grameenphone can go for TVC, RDC, organize program in village for farmers discussing about the agriculture services and the information available in GPCICs to their nearest home.
- ✓ Grameenphone should provide online class system in Grameenphone Community Information centers via video chatting.
- ✓ They should make the value added services in such a way that is understandable to the rural subscribers.
- ✓ As have been mentioned by the entrepreneurs of GPCICs that their customer service centers are not improved. Therefore Grameenphone should improve their customer service centers by training the employees so that they can be able to serve better services to the rural subscribers.

CONCLUSION

Though Grameenphone Ltd faced lots of challenges from different competitors still they succeeded to hold its image and gain largest market share and subscribers. Grameenphone did several CSR activities started from urban to rural areas. In addition to CSR activities they also go for extensive advertisements and promotional activities to grab the customer's attention.

Therefore if the Grameenphone want to sustain the position like this way they have to offer continuous services to the subscribers so that in the long run they can smoothly operate the business and face even major challenges.

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GLOSSARY:-

VMS- Voice Mail System

SMS- Short Message Service

WAP- Wireless access point

CDMA- Code division multiple access

GSM- Global System for Mobile Communications

MMS- Multimedia Messaging Service

EDGE- Enhanced Data rates for GSM Evolution

GPRS- General Packet radio service

APPENDIX

Analysis Part

Statistics

N	Valid	75
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	21	28.0	28.0	28.0
	Male	54	72.0	72.0	100.0
	Total	75	100.0	100.0	

AGE

Statistics

Age

N	Valid	75
	Missing	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 16	2	2.7	2.7	2.7
	16-20	2	2.7	2.7	5.3
	21-25	10	13.3	13.3	18.7
	26-30	38	50.7	50.7	69.3
	31-35	22	29.3	29.3	98.7
	Above 35	1	1.3	1.3	100.0
	Total	75	100.0	100.0	

DURATION OF USING GRAMEENPHONE INTERNET IN COMMUNITY INFORMATION CENTER

Statistics

N	Valid	75
	Missing	0

Duration of using Grameenphone Internet in Community Information Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	17	22.7	22.7	22.7
	2-3 years	18	24.0	24.0	46.7
	4-5 years	38	50.7	50.7	97.3
	More than 5 years	2	2.7	2.7	100.0
	Total	75	100.0	100.0	

FREQUENCY OF VISITING GPCICs

Statistics

N	Valid	75
	Missing	0

Frequency of visiting GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week	15	20.0	20.0	20.0
	Twice a week	41	54.7	54.7	74.7
	Everyday	12	16.0	16.0	90.7
	Once a month	4	5.3	5.3	96.0
	Once a year	3	4.0	4.0	100.0
	Total	75	100.0	100.0	

TIME SPENT ON BROWSING, DOWNLOADING ON GPCICs

Statistics

N	Valid	75
	Missing	0

Time spent on browsing,downloading on GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3hrs	51	68.0	68.0	68.0
	3hrs-4hrs	10	13.3	13.3	81.3
	5hrs-6hrs	7	9.3	9.3	90.7
	7hrs-10hrs	3	4.0	4.0	94.7
	More than 10 hrs	4	5.3	5.3	100.0
	Total	75	100.0	100.0	

GRAMEENPHONE PROVIDES FASTER SERVICES FOR DOWNLOADING, BROWSING

Statistics

N	Valid	75
	Missing	0

		Frequency	Percent		Cumulative Percent
Valid	Yes	22	29.3	29.3	29.3
	No	43	57.3	57.3	86.7
	Neutral	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

MAJOR DISSATISFACTION AREA ABOUT GP INTERNET

N	Valid	75
	Missing	0

Major dissatisfaction area about GP internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low internet Speed	50	66.7	66.7	66.7
	Poor connectivity	7	9.3	9.3	76.0
	Poor customer services	7	9.3	9.3	85.3
	Packages overpriced	2	2.7	2.7	88.0
	Frequency of Network	2	2.7	2.7	90.7
	High internet charge	7	9.3	9.3	100.0
	Total	75	100.0	100.0	

Statistics

Services frequently taken from GPCICs

N	Valid	75
	Missing	0

Services frequently taken from GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	GP value added services	19	25.3	25.3	25.3
	Internet Browsing and Downloading	38	50.7	50.7	76.0
	Scanning,Printing	3	4.0	4.0	80.0
	Computer Composing	3	4.0	4.0	84.0
	Reading news	2	2.7	2.7	86.7
	Video Conferencing	6	8.0	8.0	94.7
	Others	4	5.3	5.3	100.0
	Total	75	100.0	100.0	

MAJOR DISSATISFACTION ABOUT SERVICES TAKEN FROM GPCICs

Statistics

N	Valid	75
	Missing	0

Major Dissatisfaction about services taken from GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Services overcharged	29	38.7	38.7	38.7
	Slow speed	37	49.3	49.3	88.0
	Less bonus	2	2.7	2.7	90.7
	Long queue	1	1.3	1.3	92.0
	Less value added services	6	8.0	8.0	100.0
	Total	75	100.0	100.0	

GRAMEENPHONE SHOULD EMPHASIZED MORE

Statistics

N	Valid	75
	Missing	0

Grameenphone should emphasized more on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faster Internet Speed	46	61.3	61.3	61.3
	Improved Customer Services	3	4.0	4.0	65.3
	Charging lower internet rate	6	8.0	8.0	73.3
	Improved connection	19	25.3	25.3	98.7
	Providing more value added services	1	1.3	1.3	100.0
	Total	75	100.0	100.0	

CUSTOMERS ARE SATISFIED WITH THE CHARGING RATE OF INTERNET PROVIDED BY GPCICs

Statistics

N	Valid	75
	Missing	0

Customers are satisfied with the charging rate of internet provided by GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	4.0	4.0	4.0
	Disagree	16	21.3	21.3	25.3
	Neither agree nor disagree	2	2.7	2.7	28.0
	Agree	49	65.3	65.3	93.3
	Strongly agree	5	6.7	6.7	100.0
	Total	75	100.0	100.0	

CUSTOMERS ARE SATISFIED WITH THE VALUE ADDED SERVICES PROVIDED BY GPCICs

Statistics

N	Valid	75
	Missing	0

Customers are satisfied with the value added services provided by GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	48.0	48.0	48.0
	Disagree	27	36.0	36.0	84.0
	Neither Agree nor Disagree	3	4.0	4.0	88.0
	Agree	6	8.0	8.0	96.0
	Strongly Agree	3	4.0	4.0	100.0
	Total	75	100.0	100.0	

ENTREPRENEURS ARE HELPFUL TOWARDS THE CUSTOMERS IN GPCICS

Statistics

N	Valid	75
	Missing	0

Employers are helpful towards the customers in GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	16.0	16.0	16.0
	Disagree	6	8.0	8.0	24.0
	Neither Agree nor Disagree	7	9.3	9.3	33.3
	Agree	21	28.0	28.0	61.3
	Strongly Agree	29	38.7	38.7	100.0
	Total	75	100.0	100.0	

INTERNET CONNECTION OF GRAMENPHONE CIC IS SATISFACTORY IN RURAL AREAS OF BANGLADESH

Statistics

N	Valid	75
	Missing	0

Internet Connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	43	57.3	57.3	57.3
	Disagree	20	26.7	26.7	84.0
	Neither Agree nor Disagree	4	5.3	5.3	89.3
	Agree	5	6.7	6.7	96.0
	Strongly Agree	3	4.0	4.0	100.0
	Total	75	100.0	100.0	

SUGGEST FRIENDS, RELATIVES OR OTHERS LIVE NEARBY TO VISIT GPCIC

Statistics

N	Valid	75
	Missing	0

Suggest Friends,relatives to visit GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	57.3	57.3	57.3
	No	32	42.7	42.7	100.0
	Total	75	100.0	100.0	

GPCICs PROVIDES SERVICES IS ENOUGH

Statistics

N	Valid	75
	Missing	0

Services provided by GPCICs is enough

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	41.3	41.3	41.3
	No	36	48.0	48.0	89.3
	Neutral	8	10.7	10.7	100.0
	Total	75	100.0	100.0	

LOYAL TOWARDS GPCICs

Statistics

Loyal towards GPCICs

N	Valid	75
	Missing	0

Loyal towards GPCICs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	70.7	70.7	70.7
	No	22	29.3	29.3	100.0
	Total	75	100.0	100.0	

Loyal towards GPCICs * Customers are satisfied with the charging rate of internet provided by GPCICs Crosstabulation

Count

		Customers are satisfied with the charging rate of internet provided by GPCICs					Total
		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	
Loyal towards GPCICs/Preferences of liking the services of GPCICs	Yes	0	10	1	42	0	53
	No	3	6	1	7	5	22
Total		3	16	2	49	5	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.552[a]	4	.000
Likelihood Ratio	26.632	4	.000
Linear-by-Linear Association	2.071	1	.150
N of Valid Cases	75		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .59.

**Loyal towards GPCICs/Preferences of liking the GPCICs * Employers are helpful
towards the customers in GPCICs Crosstabulation**

Count

		Employers are helpful towards the customers in GPCICs					
		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
Loyal towards GPCICs/Preferences of liking the GPCICs	Yes	5	6	4	12	26	53
	No	6	0	3	9	4	22
Total		11	6	7	21	30	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.039[a]	4	.017
Likelihood Ratio	13.805	4	.008
Linear-by-Linear Association	3.448	1	.063
N of Valid Cases	75		

a. 5 cells (50.0%) have expected count less than 5. The minimum
expected count is 1.76.

**Loyal towards GPCICs/Preferences of liking the GPCICs * Customers are satisfied with the value added
services provided by GPCICs Crosstabulation**

Count

		Customers are satisfied with the value added services provided by GPCICs					
		Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree	Total
Loyal towards GPCICs/Preferences of liking the GPCICs	Yes	25	16	3	6	3	53
	No	11	11	0	0	0	22
Total		36	27	3	6	3	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.702[a]	4	.152
Likelihood Ratio	9.952	4	.041
Linear-by-Linear Association	3.024	1	.082
N of Valid Cases	75		

a. 6 cells (60.0%) have expected count less than 5. The minimum
expected count is .88.

Loyal towards GPCICs/Preferences of liking the GPCICs * Internet Connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh Crosstabulation

Count

		Internet Connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh					Total
		Strongly Disgaree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	
Loyal towards GPCICs/Preferences of liking the GPCICs	Yes	27	15	4	4	3	53
	No	16	5	0	1	0	22
Total		43	20	4	5	3	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.584[a]	4	.333
Likelihood Ratio	6.504	4	.165
Linear-by-Linear Association	3.551	1	.060
N of Valid Cases	75		

a. 6 cells (60.0%) have expected count less than 5. The minimum
expected count is .88.

Loyal towards GPCICs/Preferences of liking the GPCICs * Monthly expendiure on internet Crosstabulation
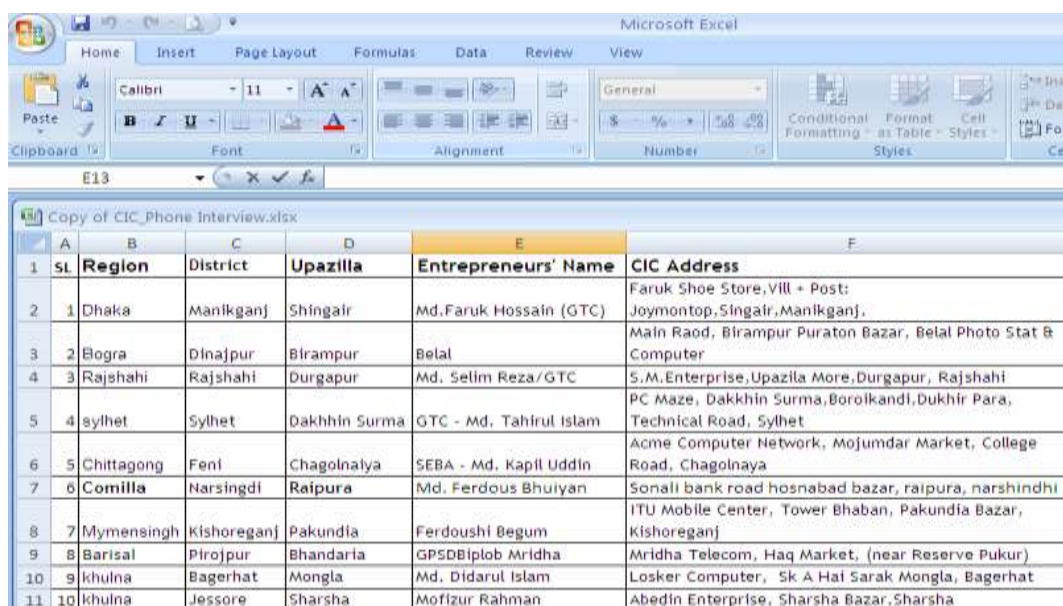
Count

		Monthly expendiure on internet						Total
		Less than 50Tk	51Tk-100Tk	101Tk-200Tk	201tK-300Tk	301Tk-500Tk	More than 500Tk	
Loyal towards GPCICs/Preferences of liking the GPCICs	Yes	8	4	1	7	30	3	53
	No	1	2	3	0	10	6	22
Total		9	6	4	7	40	9	75

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.832[a]	5	.011
Likelihood Ratio	15.907	5	.007
Linear-by-Linear Association	1.511	1	.219
N of Valid Cases	75		

a. 8 cells (66.7%) have expected count less than 5. The minimum
expected count is 1.17.

Customer Satisfaction level of Grameenphone Community Information Center
QUESTIONNAIRE FOR RESPONDENTS

This survey is design to measure the customer satisfaction level of Grameenphone Community Information Center in rural areas of Bangladesh which may be useful for Grameenphone for offerings better services in the future. Please take a few minutes to answer the question. The data obtained from the survey are confidential and will not be disclosed.

Name:-

Location:-

Profession:-

1. Please indicate your age?
   ☐ Below 16 ☐ 16-20 ☐ 21-25 ☐ 26- 30 ☐ 31-35 ☐ above 35

2. Please indicate your gender?
   ☐ Male ☐ Female

3. How long are you using Grameenphone Internet from CICs in your area?
   ☐ Less than one year
   ☐ 2-3 years
   ☐ 4-5 years
   ☐ More than 5 years

4. How frequently you usually come to visit GPCICs?
   ☐ Once a week
   ☐ Twice a week
   ☐ Everyday
   ☐ Once a month
   ☐ Once a year

5. What is your monthly expenditure on using internet?
   ☐ Less than 50Tk
   ☐ 51Tk-100Tk
   ☐ 101Tk -200Tk
   ☐ 201Tk-300 Tk
   ☐ 301Tk-500 Tk
   ☐ More than 500 Tk

6. How much time you usually spent on browsing, downloading in GPCICs?
   ☐ Less than 3 hrs
   ☐ 3hrs-4hrs
   ☐ 5hrs-6hrs
   ☐ 7hrs-10hrs
   ☐ More than 10 hrs

7. Is the grameenphone internet providing faster services to download, browsing etc?
   - ☐ Yes
   - ☐ No
   - ☐ Neutral

8. Major dissatisfaction area (if any) about GP internet in GP Community Information Center?
   - ☐ Low internet speed
   - ☐ Poor connectivity
   - ☐ Poor customer services
   - ☐ Packages overpriced
   - ☐ Frequency of network
   - ☐ High internet charge

9. Which of the following services you frequently take from the GPCICs.
   - ☐ GP value added services
   - ☐ Internet Browsing and Downloading
   - ☐ Scanning, Printing
   - ☐ Computer composing
   - ☐ Reading news
   - ☐ Video Conferencing
   - ☐ Others

   Please Specify _____

10. Major dissatisfaction area (if any) about the services you take in GP Community Information Center?
    - ☐ Services overcharged
    - ☐ Less ICT services offered
    - ☐ Less bonus
    - ☐ Long queue
    - ☐ Less value added features

11. What do you think that which of the following services GP internet should emphasize more?
    - ☐ Faster speed
    - ☐ Improved customer services
    - ☐ Charging lower internet rate
    - ☐ Improved connection
    - ☐ Stable network
    - ☐ Providing more value added services

Please indicate how strongly you agree or disagree with each of the following statements given below by placing the tick mark in the preferred area:-

1= strongly disagree
2=Disagree
3= Neither agree nor disagree
4= Agree
5=strongly agree

	Strongly Disagree	Disagree	Neither agree nor Disagree	Agree	Strongly Agree
13.Customers are satisfied with the charging rate of internet provided by GPCICs					
14.Customers are satisfied with the value added services provided by GPCICs					
15.Employers are helpful towards the customers in GPCICs					
16.Internet Connection of Grameenphone CIC is satisfactory in rural areas of Bangladesh					

17. Would you suggest your friends, relatives or others live nearby to visit GPCIC for internet browsing?

☐ Yes
☐ No

18. Is the services GPCICs is providing to you is enough?

☐ Yes
☐ No
☐ Neutral

19. Please specify the other services you want from Grameenphone?

_____

20. If other centers established in your area then will you remain loyal or prefer GPCICs?

- ☐ Yes
- ☐ No

21. Any expectation from Grameenphone regarding the improvement of Services provided by Grameenphone Community Information Center (GPCICs)?

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