

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.

