Internship report on

"The Significance of Value Added Service (VAS) Department in Robi Axiata Limited"

Course Code: BUS400

Submitted to:

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Letter of Transmittal

5th April, 2018

Rahma Akhter

Lecturer,

BRAC Business School,

BRAC University.

Subject: Submission of Internship Report for the completion of BUS-400.

Dear Mam,

With due repect, I would like to inform you that I have completed my 12 week internship at Robi Axiata Limited. I was under the supervision of Mr. Mensad Ahmed, Manager, MVAS, Market Operation Division. It was a great experience for me to work in a MNC like Robi Axiata Limited. I got the opportunity to work with the VAS team of Market Operation Division. Throughout the internship, I got an insight how the market operation works to ensure the revenue of Robi Axiata Limited. In this report, I have tried to include my experience along with some relevant information to make the report informative and comprehensive.

I am extremely grateful for your guidance and kind cooperation on this report. It would be great if you kindly go through the report and evaluate my performance.

Regards,

Mostafa Sakib Fabi

ID: 13204065

Letter of Endorsements by the Supervisor Faculty

This is to certify that Mostafa Sakib Fabi, ID: 13204065, BBA Program, BRAC Business School, BRAC University has done this report on **"The Significance of Value Added Service (VAS) Department in Robi Axiata Limited"** for the purpose of completing BBA internship program. I accept this report as a final internship report.

I wish every success and prosperity of her career and life.

Rahma Akhter

Lecturer

BRAC Business School

BRAC University

Acknowledgement

At the beginning, I would like to thank the Almighty for his blessings upon me to successfully complete this internship report, with the strength and enthusiasm needed.

I would like to express my immense gratitude towards my supervisor, **Rahma Akhter,** Lecturer, BRAC Business School of , BRAC University. His valuable guidance and suggestions helped me to complete my internship report successfully.

It has been my honor to have worked with certain individuals at Robi Axiata Limited, whose guidance helped me significantly in this report. I would like to thank **Mr Mensad Ahmed,** Manager, Value Added Services (VAS) unit, Business Operations Division, Market Operations Division of Robi Axiata Limited for being my on-site supervisor. She provided me time to time information, suggestion as well as procedures to work for this company. I would like to thank whole VAS team for helping and supporting me during my internship period. I consider myself fortunate to have had guidance of the faculties throughout my 4 years bachelor program which helped me a lot to prepare a fruitful report.

Executive Summary

This Internship program has given me a chance to work at Robi Axiata Limited which is the second largest telecommunication operator in our country. It was my first experience in corporate world. As an intern of market operation division of Robi Axiata Limited, I have tried to give a reflection of my learning experience throughout this report. Understanding the procedure of market operation and analyzing the actions of VAS team is the primary objective of this report. This report emphasize about the activity of market operation and teams which are working under this division. I have discussed all the mission, vision, organizational structure and organogram of my team. This report is a brief of overview of the organization, working culture and my contribution. This will help to find a great reflection of Robi's structure. During my 12 weeks internship period I found that Robi is very well structured and they follow the rules and regulation properly. I observed how the teams actually work and organize campaigns. I have tried to enlighten some suggestion in findings and recommendation part which may might be helpful for them. Overall I can say that Robi is doing very good among the telecom industries of Bangladesh.

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CHAPTER: 01

The Organization Overview

Introduction

Robi Axiata Limited is the second largest mobile phone service provider in the Bangladesh. In the history of telecom industry, The First merger of Bangladesh's telecom segment has come into effect with the beginning of the operation of Robi Axiata Limited as the merged company on November 16, 2016. Following the merger of Robi and Airtel, the merged company is currently known as Robi Axiata Limited.

Being the second largest mobile phone administrator of Bangladesh and the first operator to introduce GPRS and 3.5G, Robi has also the pioneer of many advanced services in the country and has put immense effort in taking mobile financial services to the unprivileged rural and semi urban communities.

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

After completion of successful merger process, Robi has become the second largest mobile phone operator in Bangladesh with approximately 32.3 million dynamic supporters. The merged company has the widest network coverage to 99% of the population with over 13,900 on-air sites of which over 8,000 are 3.5G sites. The organization started activity in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010 the organization was rebranded to 'Robi' and the organization changed its name to Robi Axiata Limited.

To keep up the same pace with modern technology Robi has recently launched 4.5G service for both Robi and Airtel customers in All 64 districts of Bangladesh at 20th February. The inauguration program was held in Bangabandhu International Convention Center.

Robi declared at the 4G launching occasion that utilizing the best quality range and more noteworthy volume of range with respect to the competition, it offers the best indoor scope, the best internet speed and the best consistent scope reliably. The most energizing part is that the

clients will be able to appreciate the 4G benefit at a similar cost they utilize the data products accessible nowadays.

Speaking at the launching ceremony, Hon'ble Minister, Ministry of Posts, Telecommunications and Information Technology, Mustafa Jabbar stated: "Among every one of the logos of outside organizations, I like Robi's logo most. That is on account of it is in Bangla. We gave the 4G permit just yesterday and right now Robi has taken 4G administration to all the 64 areas; this is very obvious. I say thanks to Robi for growing 4G every one of the locale of the nation in such a brief timeframe. You have made it a noteworthy day without a doubt. When you take 4G to the towns, it will make opening for work for the jobless. I will take to Finance Minister about the SIM substitution charge on 4G SIM swapping. Plus, once we can expel VAT from web, we are very optimistic that would have the capacity to make an upheaval with web in the nation. (Robi, 2018)

Company Profile:

Name of the Company: Robi axiata Limited

Shareholders: Axiata Group Berhad and NTT DoCoMo

Bangladesh Head Office: Robi Corporate Centre, 53 Gulshan South, Avenue, Gulshan-1,

Dhaka-1212; Bangladesh.

Year of establishment: 1997

Industry: Telecommunication

Technology Deployed: EDGE, GSM, GPRS, HSPA

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

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

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

Major Competitors: Grameenphone, Banglalink,

Market Share: 21% (February, 2015)

Revenue: 9.4%^ in 2014

Corporate Website: http://www.robi.com.bd

Mission:

"Robi aims to achieve its vision thorough being one not only in terms of market share, but also by being an employer of choice with up to date knowledge and products geared to address the ever changing needs of our budding nation."

Vision:

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

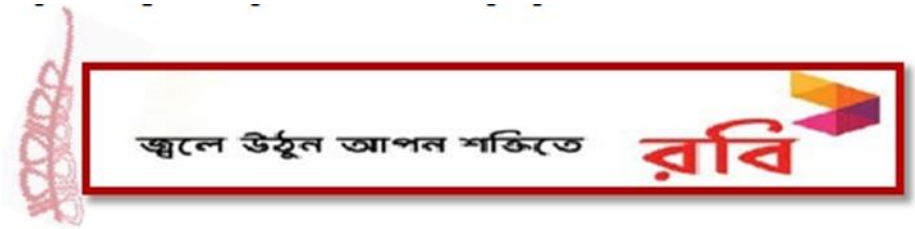
Brand Elements of Robi: To establish the new brand, Robi is using new and unique brand name along with other brand elements. The elements are:

- Logo:

- Brand Alpona:

- Operator Number:

- Slogan:



- Axiata Brand:

- Product and Service:

Robi is now offering a huge variety of packages for not only prepaid but postpaid customers. From different segments of customers can choose according to their choices.

- **Prepaid**: Currently Robi is offering six prepaid plan for different variety of customer. Its prepaid packages are-Unlimited FnF, Nobanno 37,Hoot Hut Chomok 32, NOOR Package,

Robi Club34, Goti 36 and Shorol 39. The prepaid packages and its focus charactaristics are given below:

Packages Name	Focus Customer
Shorol 39	For those customer who would like to have stable lower call rate and talk mostly in one number which is called the “Priyo” number
Goti 36	For those customer who would like to have simple flat rate in all time
Robi club 34	The customer who mostly have robi number in their phonebook
Unlimited FnF	For those subscriber who have lots of friend and family number. Call very frequently to those numbers
Nobanno 37	For those who talk in off peak hour, mostly in the night
NOOR Package	Robi has chosen to deposit the revenue generated from the Noor bundle in a shariah

	agreeable bank to keep away from application of interest.
Hut Hat chomok 32	For those who talk equally in on net and off net numbers and need a standards and balance call rate

(Robi, 2018)

- Postpaid:

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

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

Market Share:

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

Operator	**Subscriber(in Million)**
Grameen Phone Ltd. (GP)	65.327
Robi Axiata Limited (Robi)	42.908

Banglalink Digital Communications Limited	32.384
Teletalk Bangladesh Ltd. (Teletalk)	4.494
Total	**145.114**

Shareholders

Axiata is one of the leading telecommunications groups in Asia with approximately 350 million subscribers in eleven countries.

Their visison is to bea New Generation Digital Champion by 202. Axiata jons together the best in the region in terms of innovation, connectivity and talent. They have diverse portfolio in mobile network, communication infrastructure and digital services and through this Axiata offers a wide range of innovative telecommunications products and services.

Axiata is associated with six mobile operators under the band name of ‘Robi; in Bangladesh, ‘Dialog’ in Srilanka, ‘Celcom’ in Malaysia, ‘XL; in Indonesia, ‘Smart, in Combodia,’ Ncell’ in Nepal with strategic interest in ‘Idea’ in India and ‘M1’ in Singapore.

Axiata’s infrastructure company ‘edotco’, operates in five countries to deliver telecommunications infrastructure services, and operates and manages a regional portfolio of over 25,000 towers. Its vision is to be one of the top regional tower companies and is committed to responsible and sustainable business operations.

In 2012, Axiata established ‘Axiata Digital’ to be a part of the rapid growth in Internet-based business. Over these years, Axiata Digital’s portfolio has expanded to 29 digital brands including three subsidiaries and seven joint ventures, providing services in mobile money, mobile advertising, e-commerce, entertainment and education.

Group revenue for 2016 was at RM21.6 billion (USD5.2 billion) while market capitalization stood at over RM42.3 billion (USD9.4 billion) by end 2016. They provide employment to more than 25,000 people across Asia. (Corporate, 2018)

Bharti Airtel Limited is a leading international telecommunications enterprise currently operating in 20 countries throughout Asia and Africa. Headquarter of Bharti Airtel Limited is in New Delhi, India. The enterprise ranks among the top 4 cell work carriers globally among phrases abouth subscribers. In India, the company's manufacture offerings consist of 2G, 3G yet 4G wireless services, cell commerce, constant tier services, excessive speed DSL broadband, IPTV, DTH, corporation purposes which include national & worldwide lengthy range services in imitation of carriers. In the rest on the geographies, such presents 2G, 3G wireless capabilities then mobile commerce. Bharti Airtel had above 307 million clients across its operations at the give up regarding November 2014. (Bharti Airtel , 2018)

NTT DOCOMO, Japan's largest telecommunications organization gives innovative, accommodating or verification versatile capacities as have customers after recognize more prominent fast yet shrewd lives. The company serves additional than seventy three packs of customers in Japan by methods for capacity concerning cutting aspect faraway frameworks, which incorporates an over the assembled conditions of America LTE law yet some finished the world's simply powerful LTE-Advanced frameworks. DOCOMO is a world-driving designer on 5G systems, who such plans as indicated by send among the 2020s by utilizing group work virtualization (NFV) and mean advancements. (NTT Do Co mo, n.d.)

Organogram of Robi Axiata Limited:

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

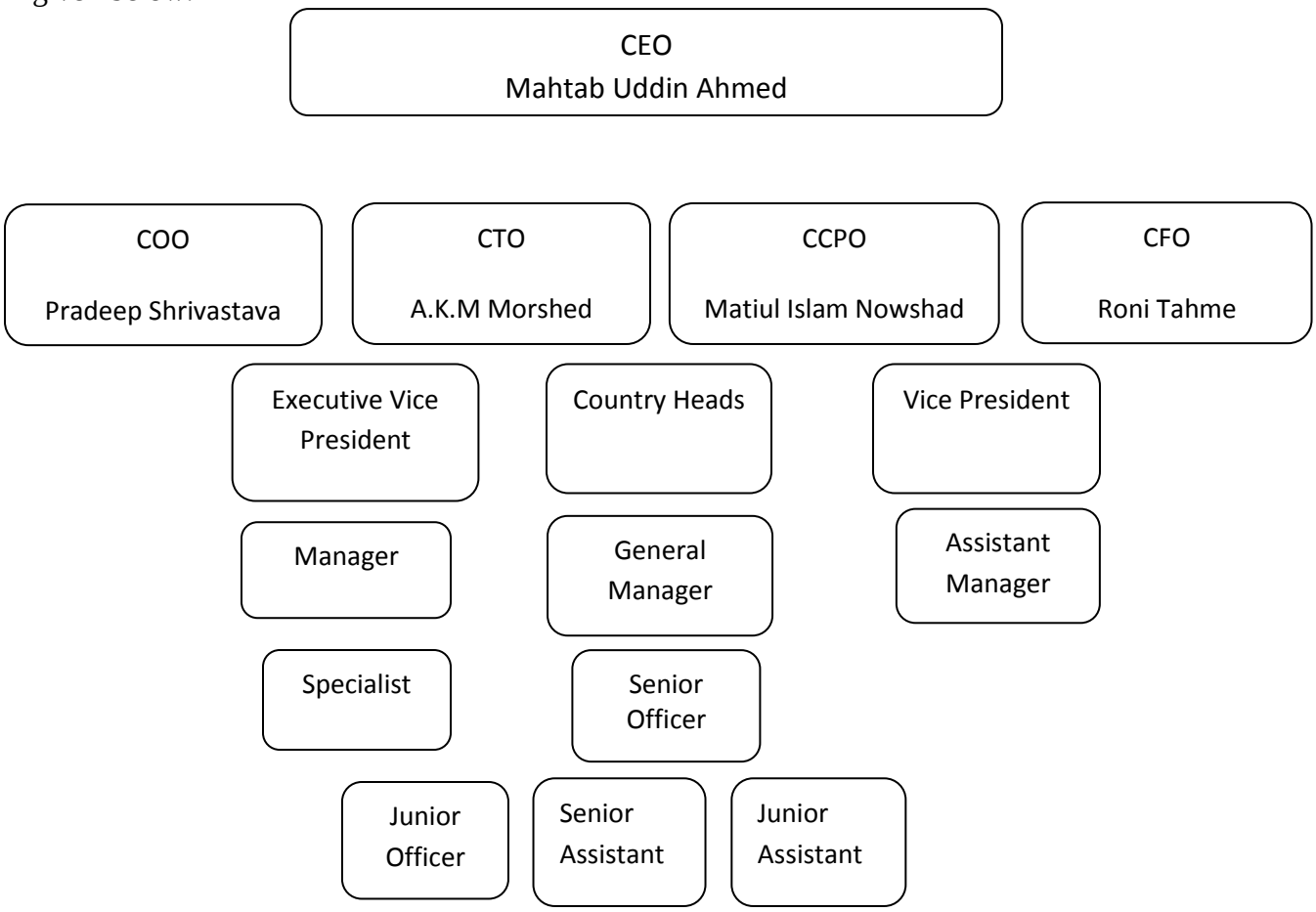
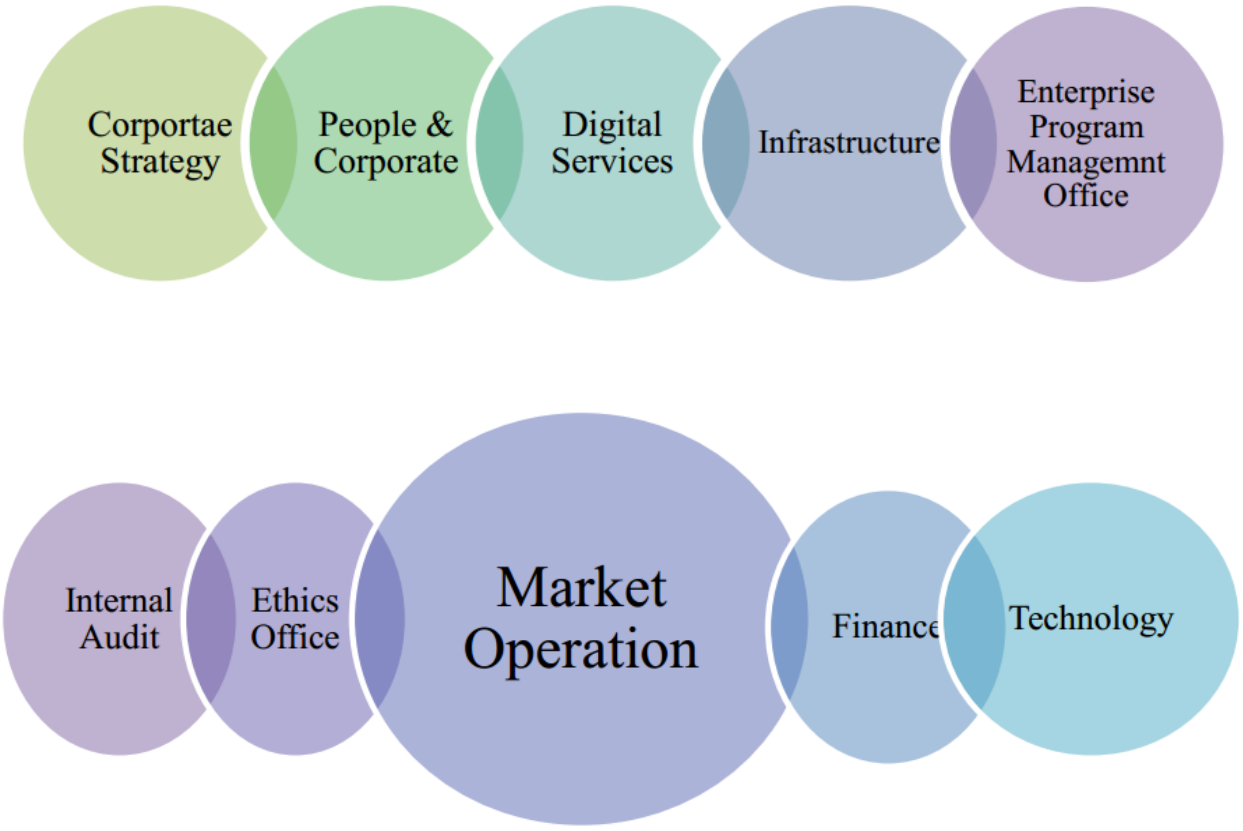


Figure 1: Organogram of ROBI AXIATA Limited

Divisions of Robi Axiata Limited:

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



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

The position diagram of VAS Department:

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

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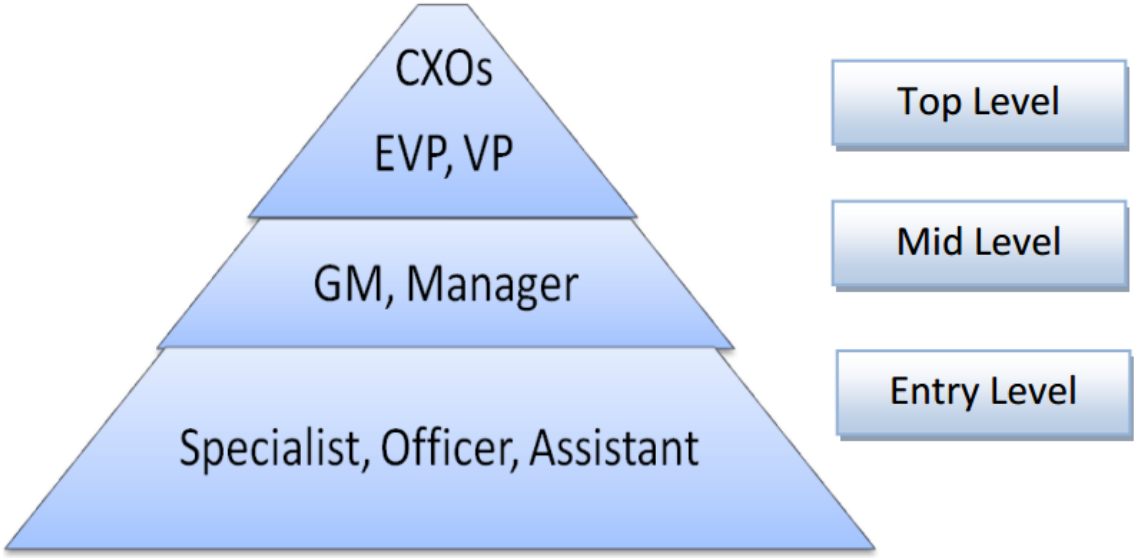

Figure: structure of VAS department

CHAPTER: 02

Project Part

Objectives:

Internship program resembles an introduction of an undergraduate student into the corporate world. Amid this period surprisingly an understudy gets the chance to use his aptitudes and learning for the upgrade of the association. This report consists of and reflects all those job tasks that I performed during my internship period.

General objective:

The fundamental objective of the report was to understand how the market operation division operates in Telecom Company and hands-on experience all associated mechanisms by working with a team of highly experienced individuals.

Specific objective:

- Identify service launching process
- Identify VAS department's workflow and revenue generation process
- Relate the theoretical knowledge with the real workplace
- Reflection of my internship journey along with my work responsibilities.

Methodology:

This report is organized as a part of BUS-400. This report is containing qualitative data regarding the market operations (VAS) of Robi Axiata Limited. All the information I used for process of making this report obtained primary and secondary data.

Primary data source:

- Face to face conversations with the employees of Market Operation Division of Robi Axiata Ltd.
- My personal experiences and own notes regarding market operation process.

Secondary data source:

- Company Website
- Previous reports
- Online journals

Literature Review

Robi is the second largest Telco company in Bangladesh and for them Customer Satisfaction is their prior concern. As this market is really competitive and every other competitors are always offering new products and services, to keep up the pace Robi also provides new offerings to their customers. Nowadays, customers have become price conscious and they also want to ensure the quality of the service, so it has become a tough job to satisfy the customer. Customers don't even bother to switch operators to get better offerings. For this, Customer satisfaction and customer loyalty is a big issue for Robi. These are the reasons Robi is always trying to provide the best network, data services, and also making sure to provide best customer care services to ensure the customer satisfaction and loyalty. Robi wants to keep updated their customers with their new offerings through different media and their most convenient and direct way is using Bulk SMS promotion. Everyday millions of their customers get SMS from robi with their new offerings

For this report, information has been collected mainly from Robi website (www.robi.com.bd). Furhter, I have also collected data from other internship reports. In my working in robi for 3 months, I have taken information from the employees of Robi as well. In depth interview with the line manager of VAS department helped me to gather up all the data required for this report. Moreover, I have also gone through few statistical report published by BTRC (Bangladesh Telecommunications Regulatory Commission) to get accurate data for my report.

CHAPTER: 03

Activities Undertaken

A Glance of My Department (VAS):

I have been assigned to join as an intern in VAS department, a sub division under Market Operation Division. 'Value Added Service' department has always been a vital area for any telecommunication companies. Nowadays, Cell phones are not only meant to be used for talking or sending messages.it has become a medium of entertainment as well. Competition in this area is really high. Every now and then competitors are coming up with new source of entertainment. Music, Sports, Videos, Wap services, Welcome Tunes, News these are common value added services for any telecommunication company. In Robi, their Value Added Service (VAS) department is very effective. They always come up with new services to ensure customer satisfaction.

Mr. Mahbubul Alam Bhuiyan is the Vice President of VAS. He is also the head of VAS and Voice unit. My line manager was Mr. Shakil Farhan who is the GM of VAS department. Mr. Mensad Ahmed was my supervisor. Other managers are Mr. Sekh Fattah Ahmed, Mr. Raquibul Basher, Mr. Tarek Rahman and Ms. Shahana Parvin Shikha. Mr. Syed Azraf Zaman was also in the team as a specialist. Though Mr. Mensad Ahmed was my supervisor but everyone in the team helped me a lot. They were very friendly and co- operative, and supported throughout my whole journey in Robi.

Value Added Services of Robi

Social and Chat:

This segment has few services like, Robi kothabarta, Voice Chat, locator. The main purpose of this segment is to make friends from any corner of the country using Robi network. People can do voice chatting without sharing phone number. By this, people are making friends and their identity is also keeping confidential. Robi kothabarta is a voice blog based on IVR where people can upload their voice recordings. People can share their experiences with other people and can get likes and comments through sms. Robi locator is a new service where people can find their friends location. (Robi Vas, 2018)

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Music:

This is one of the most resourceful service among the VAS services. Robi Goongoon is a welcome tune service. When you call someone you can hear their favorite song rather than hearing monotonous ringing tone. This is the most popular vas service of Robi. Customers can find any Bengali, English, Hindi song along with Islamik Gazal in Goongoon service. Another new music service is ‘Yonder Music’. This is a subscription based service. Customers can listen songs without any internet charge. Customer has to download the yonder app to avail this service. This is the first music app in Bangladesh by any Telecommunication company where

customers can listen songs even if they don’t have internet connection in their smart phone. Robi has also a quite large number of mobile radio for different type of their customers. Those are Radio Shampan, Robi icche raat, Robi deshr gaan, Rock IVR, Radio 2008, Robi Music Karaoke, Radio streaming, Night radio, Voice tube, Local express,Sponserd album, Musica, Dhamaka Express, Gaaner bhubon, Robi nishi ,Robi bangla dhol, Bongo music lounge, Gaanchill radio, etc. Radio shampan is specialized radio which valued the customers local music demand. This radio is specially set for Chittagong customers both contemporary and traditional songs are available here that will feature the rich culture of Chittagong. Robi Iche rat features adventurous ghost stories and motly user generated content which is trying to give amazing night time experience for its customers. Robi Music Karaoke service gives an opportunity to the young and talented singers who can upload their songs and explore their potential. Robi VAS department earns a major amount of revenue from these music vas. (Robi Vas, 2018)

Finance and Career:

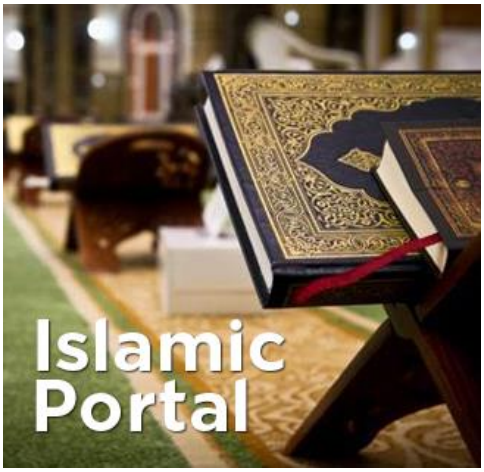
BIMA mobile insurance and job alert are the elements of finance and career. Mobile insurance is a completely new term in Bangladesh. Cusstomers who spends more than 400 taka (excl. vat, sc & sd) are eligible to avail this service. Job alert service is very popular among the youths and those who are looking for new jobs. Subscribers get notified with new job opening for local and overseas jobs. (Robi Vas, 2018)

M health Service:

Cost of treatment is getting higher day by day and still today many places in our country doesn't have quality medical service. M health or mobile health is a mobile health care service where customers can get contact doctors and can take medical helps through their phones 24X7. Robi recently launched 'My Health' service which is not only providing doctor consultancy but also ensuring hospital cash insurance. Customers can get upto 30,000 taka hospital coverage. For a monthly price of BDT 60 (+ VAT, SC and SD), daily family's health and lifestyle tips via sms and hospital cash health insurance for themselves, and if they stay loyal to Robi by spending above certain ARPU threshold, they can get shared hospital cash health insurance up to two additional family members with no additional fee. This is exclusive to Robi prepaid and post-paid subscribers. (Robi Vas, 2018)

Islamic services:

Islamic service includes Islamic portal, Religious portal, Islamer pothe, Shanti dhara, Ebadaat service, Robi Islamic tottho seba, Islamer alo portal, Deener khota. Islamic portal subscribers get authentic information regarding Namaz, Zakat, Ramadan, Hajj etc. in Ebadaat service customers can get contents like Islamic Songs, Quran tilwat, and the most exciting part is they are getting unlimited access to this service. To get daily verses from Quran, zakat calculator, hadith of the day, customers can avail Islamic tottho sheba service. (Robi Vas, 2018)



Robi news services:

To provide latest and authentic news to the customer robi launched a service named Newsbite. Bdnews24, Daily Star, Prothom alo, and news from different channels are included in this service. By dialing short code customers can listen to the latest news from top newspapers, channels and online portals. Newsbite not only provide local news but they also provide Global news to their customers. Robi ensures the authenticity and accuracy of this service. Customers get real time news if they subscribe to this service. (Robi Vas, 2018)

Entertainment:

In entertainment area, Robi VAS has a quite number of services open for customers. Customers from all ages can choose their own entertainment service. Most popular services are Robi, Comedy express, Robi BGM, Sowbiz News, Magic Voice Service, Robi Kidz Zone, Love Portal, Wap Zone etc. Robi comedy express is a service where customer gets a jokes every day and these jokes are shared by the country's top comedians. Robi BGM is a service where customer can change their background voice while talking to their friends. It's a fun based service and this service is available for both prepaid and postpaid customers. Magic Voice is another entertainment based service where customers get the chance to change their voice while talking to others. Robi Kidz Zone is for 0-10 years kids. This service provides sound effects that attracts the kids of these ages and not only that this service provides stories, poems, songs that is appropriate for these ages' kids. Robi love portal is a service where customers gets love related poems, songs, love story of celebrity, love quotes etc. this service is very popular among the young generation. Showbiz news provides the information about upcoming movies, drama, and news. (Robi Vas, 2018)

Multimedia:

Robi Vas is quite rich is this segment. They have over 15 multimedia services are active currently. Mobile TV, Boighor, Robi Cinema Hall, Game factory, Robi Cinema hall, Funtoosh Folk mela, Quiz Club these are the popular among all other multimedia services. Mobile Tv is the most popular value added service of Robi. It has over 55+ TV channels. This is popular than other operators mobile tv service. Customers can watch their favorite local and international tv channels anytime, anywhere. Boighor is an android based service. Customers can get thousands of ebook from their rich ebook library. Novel, poem, story books from world famous writers are available there. Robi Cinema Hall is for the people who loves to watch movie. Subscribers can watch, Bollywood, Hollywood, Tamil, Bangla movies anytime anywhere. Funtoosh is a comedy based service. Customers can watch funny video clips of movies, comedy shows, natoks from this service. Most of the multimedia service is now android based. Customers have to download their favorite apps and subscribe to avail that service. (Robi Vas, 2018)

Responsibilities &Contributions:

Explanation of each job I was assigned during my internship period is discussed below:

Completion of work order: In my 3 months of journey in Robi, work order was the task I had to do every day. Work order is basically bulk sms promotion. Through this promotion robi sends text to their customers regarding their new service, offers, packs etc. Robi sends this text with the help of a strong server. Every day I had to send almost 18 million texts to the customers through work order. Work order is a complicated process. It does have few elements which are-

Base: Base comprises of telephone numbers of clients who are qualified for various campaigns. Contingent upon various campaigns, Potential clients are being followed based on their usage rate/every month. All the telephone numbers of potential clients are masterminded in one specific document which ought not to surpass in excess of 1.2 million. An example of base has been demonstrated as follows:

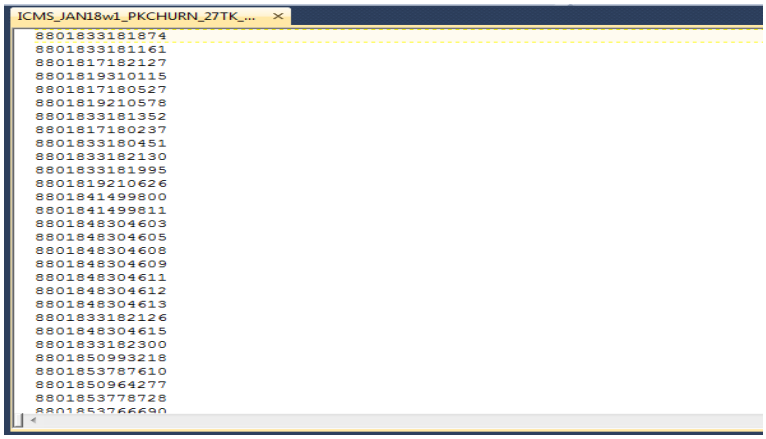


Fig: Sample Base

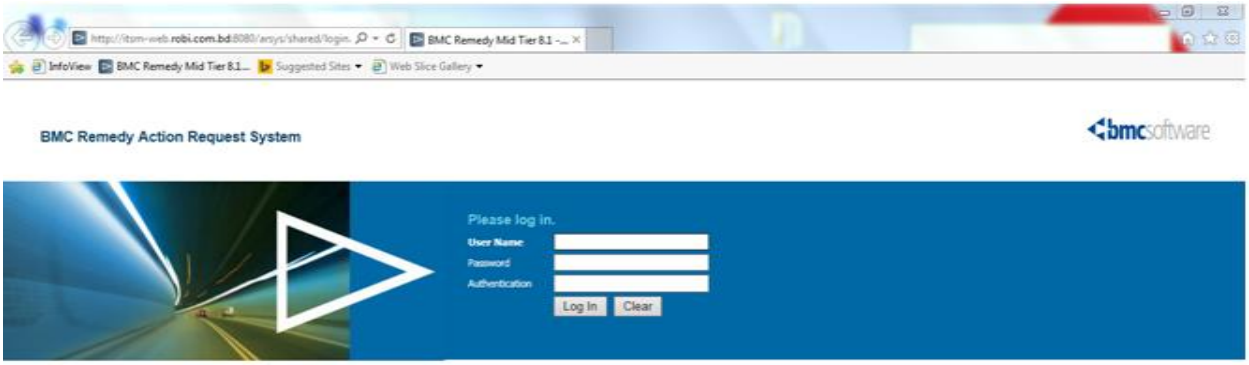
Masking: SMS are send to the customers with different masking. Masking is used so that when customer sees the text, s/he should understand what the text is about. As an example, Voice team uses "jhotpot balance" masking for their emergency loan service so when customer sees jhotpot balance text, they know this text is about emergency balance. Other masking like "Robi_VAS", "Darunoffer", "Robi Quiz", "Freebalance" are used for different campaigns.

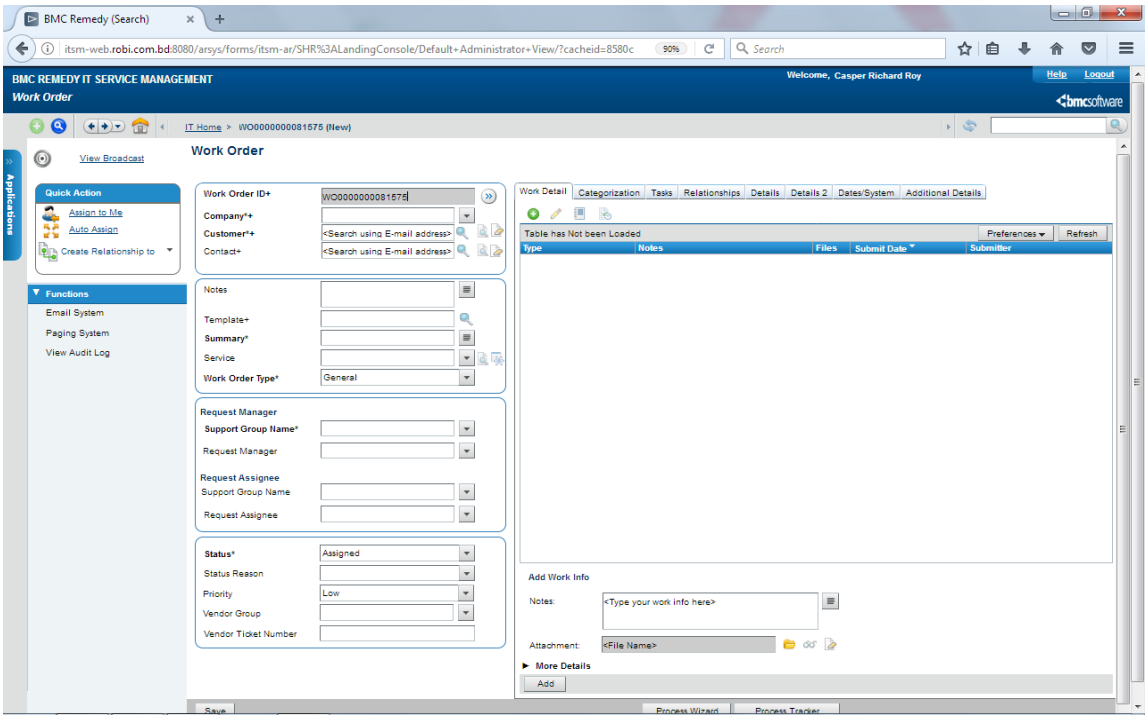
Slotting: Every department has their slotting numbers. Vas department's slot number is 1-14. Each slot can have multiple bases but total number cannot exceed 1.2 million. Every department has to maintain their slot numbers and this slot number is fixed for certain amount of time.

BASE NAME	BASE COUNT	SLOT	
Base_1	10, 00000	1A	1
Base_2	2, 00,000	1B	1
TOTAL	12,00,000		

Character Amount: Character amount is very important for bulk SMS promotion. An English text cannot exceed 157 characters and for Bangla text it cannot exceed 68 characters. To count the characters a formula is used generally which is =len(cell). This formula makes sure that the text is not exceeding the set character limit.

Server: BMC is a portal controlled by Robi, which is used for Bulk SMS promotion. I had to configure work orders for both different kinds of campaigns of VAS.

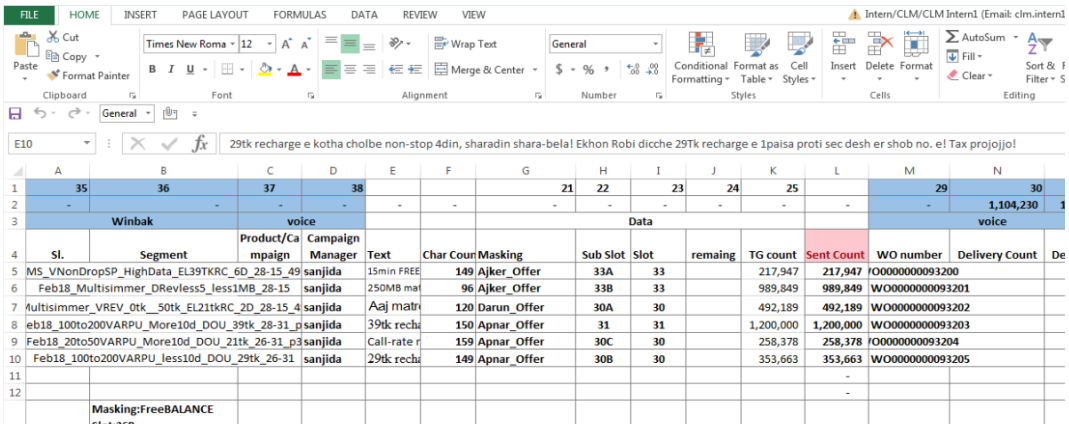




Bulk SMS promotion is a job where accuracy is the prior requirement. I had to be very careful because the text sent directly to the customers. So if I made any mistake in writing the text or choosing the base or even the slot numbers, millions of customers would have got different text. I

had to send work orders in 14 slots and for each slot the base size was 1.2 million. Bulk SMS promotion is a cheap and effective way to send information to the customers.

The whole picture of work order**:** when all the essentials are assembled on excel sheet to keep the record properly then the complete picture of work order seems like:



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	35	36	37	38			21	22	23	24	25		29	30
2	-	-	-	-	-	-	-	-	-	-	-	-	-	1,104,230
3	Winbak		voice				Data						voice	
4	Sl.	Segment	Product/Campaign	Campaign Manager	Text	Char Count	Masking	Sub Slot	Slot	remaing	TG count	Sent Count	WO number	Delivery Count
5	MS_VNonDropSP_HighData_EL39TKRC_6D_28-15_49			sanjida	15min FREE	149	Ajker_Offer	33A	33		217,947	217,947	WO0000000093200	
6	Feb18_Multisimmer_DRevless5_less1MB_28-15			sanjida	250MB mat	96	Ajker_Offer	33B	33		989,849	989,849	WO0000000093201	
7	ultisimmer_VREV_0tk__50tk_EL21tkRC_2D_28-15_4			sanjida	Aaj matr	120	Darun_Offer	30A	30		492,189	492,189	WO0000000093202	
8	eb18_100to200VARPU_More10d_DOU_39tk_28-31_p			sanjida	39tk recha	150	Apnar_Offer	31	31		1,200,000	1,200,000	WO0000000093203	
9	Feb18_20to50VARPU_More10d_DOU_21tk_26-31_p3			sanjida	Call-rate r	159	Apnar_Offer	30C	30		258,378	258,378	WO0000000093204	
10	Feb18_100to200VARPU_less10d_DOU_29tk_26-31			sanjida	29tk recha	149	Apnar_Offer	30B	30		353,663	353,663	WO0000000093205	
11												-		
12												-		
		Masking:FreeBALANCE												

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

Figure: Recording SMS

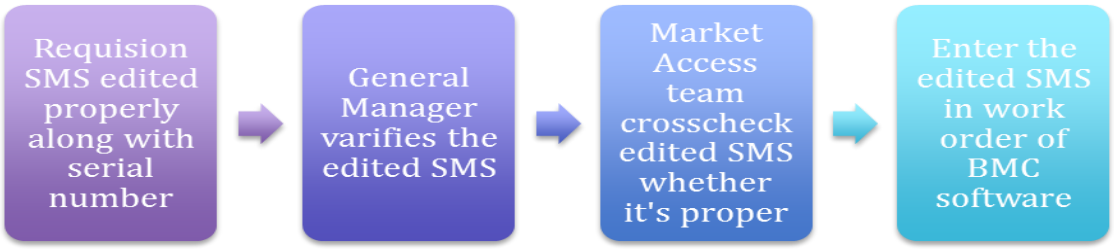


Figure: Recording Work Order

Bulk SMS Promotion through IMOST

Another way Robi executes their Bulk SMS promotion is through Imost. Imost is the newest and the upgraded platform where customers get promotional sms in real time. Difference between work order and Imost is basically in work order configured texts are send to the customer in the next day whereas in Imost customers get the text instantly. In Robi, only VAS department has access to this Imost platform as they have to send a large number of texts every day. Another difference in Imost is, in Imost there is no slot limit or base size is set but usually I used to send 12 million bulk every day through Imost. This is the most effective way for bulk sms promotion as it can send text in real time and you can set campaigns for upcoming days.

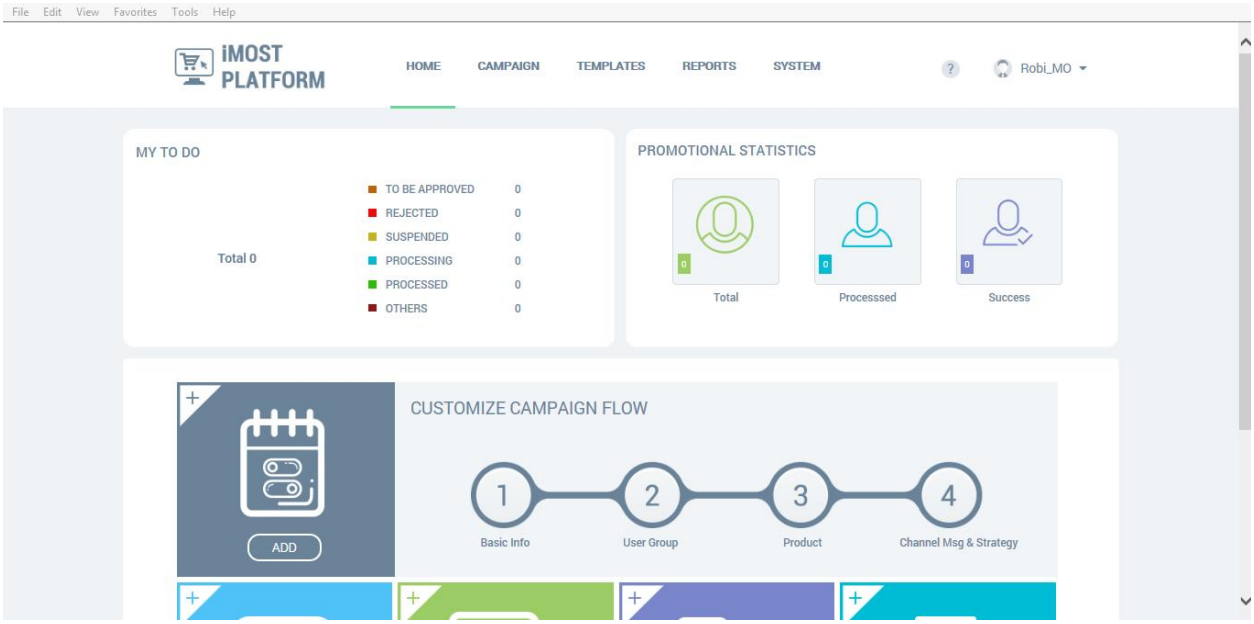


Fig: Imost Platform

Follow up contract process

When I started my journey in Robi, one of my core job was to following up the contract process. As robi is a very large company and hundreds of channel partners (CP) and vendors are associated with them. Robi is very clean and clear regarding the contract with their channel partners and vendors. Each contract goes through several departments and checked by the designated personnel. Before signed by the CEO, CCO and CFO a contract has to get a go ahead from head of legal, head of finance, CSCPO, Vice President of Market Operations. My job was to go to them and notify them about the contract and get the 'go ahead'. Though this I learnt how to make a communication with head of departments of a large MNC like Robi. After getting all the "go ahead" I approached to CXO of Robi for final proceedings. This way I completed 20 contract procedures during my 3 months of internship period.

Campaign Supervision: Robi VAS department launches new campaigns, sms packs every now and then. One of my regular task was to check these campaigns revenue reports. Revenue target has always been before launching any campaign. My job was to check whether the campaign was generating required revenue or not. If any campaign failed to generate required revenue for consecutive three days, I had to report my line manager about that campaign.

Preparing PPT**:** I prepared a few power point presentation during my internship period in Robi Axiata Limited. I was asked by my supervisor to make ppt regarding different vas campaigns. Through this I could get to know a lot about Robi Axiata ltd and VAS department as well.

Communicating with Customers and WIC Managers**:** Sometimes I had to contact with the customers directly. Most of the times I had to communicate with the winners of different campaigns. One time I had to contact with 50 random customers to collect feedback of new offer for a survey. Other than this I always had to communicate with the WIC (Walk in Centers) managers. Whenever a new campaign is launched I had to call them and notify them about the campaigns.

SMS Track Report: This was also one of my daily jobs I had to do during my internship in robi. Each day I had to send almost 26 million sms to the customers through Work order and Imost. In SMS track report is a mathematical type of report. Here it demonstrates the percentages of

achievement rate, percentages of customers availing the campaigns/offers etc, revenue of current day and previous 3 days of that particular campaign.

UAT: UAT means User Acceptance Test. Before launching any campaign or sms pack, Robi makes sure that the content, charging, validity is set properly and the whole process is thoroughly checked by the test phone. UAT is required for both prepaid and postpaid numbers. I used to do UAT for many times throughout my internship period.

CHAPTER: 04

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

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

Marketing Mix:

Product

The first element of marketing mix is Product. Robi's primary and crucial focus is on its product. As a leading telecommunication company in the market they are always aware of their competitors and their offerings. Robi has been the pioneer in many time while introducing something new to the customers like for the first time they launched GPRS, while others were busy with launching 3G, robi launched 3.5G first time in the country. In recent time we have seen that while competitors just launched 4G in two or three big cities, Robi launched 4.5G on the same day and too in 64 districts in Bangladesh. Their prepaid and postpaid both product offers lucrative services to their customers to fulfill their satisfaction. Network issue has always been a big trouble for the customers so Robi ensures largest network coverage and lowest call drops for their customers. Though Robi's service is mostly accepted and appreciated by the users but still Robi feels the need for improvement. They are always working on their quality improvement. (Management Paradise, 2013)

Price

As telecom industry in Bangladesh is very competitive and price sensitive. Customers have a tendency of switching brands for better pricing. Robi is also changing the price and tariffs of different services if required. Other than that we have seen robi is using penetration pricing strategy for some of their services to attract more customers at the beginning. Call rate, sms rate, internet packs, – in these areas Robi guarantees lowest price. (Management Paradise, 2013)

Promotion

Robi uses both ATL and BTL promotional strategy. For Above the Line (ATL) they use TV, Radio, and Newspaper. Robi;s TVC is very popular among the customers because of its content. Their TVC's are also aired in Radio as well. Apart from TVC they also post press ads in newspaper.

For BTL they usually promote their offerings through bulk sms promotion and apart from that they sponsors different events for promotion. (Management Paradise, 2013)

Place/Distribution:

Robi's distribution channel is one of the strongest in the industry. With the help of wider distribution network Robi makes the service more accessible for the customers. Their product service delivery system is more effective and less time consuming. New offers are distributed to the every corner of the country within a very short period of time. (Management Paradise, 2013)

People:

Purchasers make judgments and convey impression of the administration in view of the workers they connect with. Staff ought to have the suitable relational aptitudes, demeanor, and administration learning to give the administration that buyers are paying for. Robi keeps on putting resources into human capital and strengthening of workers and has ceaselessly prepared and built up its representatives for upgrading their abilities and administration characteristics. Thus Robi perceived as number one worker mark in the nation. (Management Paradise, 2013)

Process:

Process Refers to the frameworks used to help the association in conveying the administration. Robi' service delivery process is fast and easy. Getting a Robi connection is really easy. Customer has to provide the NID, one passport size photograph and necessary information. Customers can get prepaid connection instantly but to get a postpaid connection customers have to wait for 24 hours. Other than this customer care service of Robi is really effective. The customer care help line is open for 24 hours and customers can solve their queries very easily by calling the help line. (Management Paradise, 2013)

Physical Evidences:

Physical Evidence is the element of the marketing mix where the offerings are more objectified. Physical evidence of Robi is really appealing. Robi Sheba Point, Robi Walk In Centers are always decorated in a festive mood. Recently Robi launched 3 experience zone in Dhaka city where customers can go and use Laptops, Ipad, and Internet and can use different VAS of Robi. Apart from these Robi Website, the logo and the packaging of new connections are also decorated colorful so that customers get a positive vibe from Robi. (Management Paradise, 2013)

Fig: 7P

SWOT Analysis:

Strengths

- Strong Human Resource Department
- Diversified workforce
- Best working Environment
- Widest Network Coverage

- Strong recruitment process
- Product and Pricing

Weaknesses

- Network issues in remote areas
- Hard to take out the profit from the operation.

Opportunities

- Being the market leader as now Robi and Airtel are merged together.
- Best mobile internet service provider as they launched 4.5G
- Continuous learning opportunity

Threats

- Rivalry – Strong rivalry within the competitors as the market is more likely an oligopoly market.
- Customer loyalty is low as customers have a tendency to switch brands for better pricing.

CHAPTER: 05

The Unavoidable Challenges / constraints

During my journey in Robi, I faced different challenges which I never thought would come. Those tough times helped me a lot to learn a lot of new things. Those difficult challenges would help me to sustain in the corporate world in future.

Excessive Workload: From the very first day, I felt like I was a fulltime employee as I had to work for at least 9 hours. As I didn't have any experience like that, so initially it took me longer to complete my task. But after a week when I was used to with my task and I could do the quickly, my line manager gave me more tasks. I never could leave the office before 7pm. VAS department is very active department and the work load of this department is really high than other departments. Though everyone was very supportive and helpful and when I saw everyone is working so hard I also felt motivated. Completion of work order was a boring and monotonous job for me. And in Thursdays I had to complete work orders for three days and that was really challenging for me.

Non-Departmental Job

It was a very common challenge I faced during my internship period. At the beginning, I used to happily to happily do my non departmental task though sometimes it took a lot of time. I remember one time I had call 78 WIC managers and which was not my job. But to make a good rapport with my other co-workers I used to do that without saying anything. I was assigned as an intern for VAS department but in my last month of Robi I had to play the role of intern for not only VAS but for VOICE departments as well as Voice Department's intern left the organization. Those days were really challenging as I had to play roles for both departments.

CHAPTER: 06

Lessons learned from Internship Experience

Technical Skills

Most of the skills I learnt at Robi is technical skills. I learnt how to use BMC server. I learnt how to do the Bulk SMS promotion. In my department me and one of my supervisor only knew how to operate Imost platform. In my last day I taught my other supervisors how to use Imost platform. In telecom industry most of the task is done through Excel. During my 3 months of journey I learnt formulas that are used for business.

Analytical Skills

There were times, when I had to use my own judgments. I needed to take choices and give the verdict using my own judgment. Usually Slot numbers, masking and base was given to me by my supervisor on daily basis but one time my supervisor took a leave for 10 days without giving me any guidance. He just told me that you know the procedure now according to your judgment. That 10 days I managed everything and later when my supervisor came back to office he appreciated me. The whole thing helped me to boost up my confidence for future.

Communication Skills

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

Besides, I had to communicate with the WIC managers frequently through phone or video chat and that improved my skills to communicate with corporate people.

Personal Development

I was always appreciated for my punctuality, discipline and dedication towards my task. Even after my completion of internship my supervisor requested me to stay there at least for a month as they were getting used to with me but I politely declined that offer as I had some other reasons. I also learnt about time management. Every task I was given had a deadline and I had to submit that task before deadline. First few weeks it was really hard to complete my task within the deadlines but later when I earned proficiency in my task then deadline was not a big dead for me.

Interaction with the Coworkers

The working environment in Robi is very pleasant. The employees sitting straight forwardly together. Executive Vice President and Intern is sitting in the same table. The reason for sitting together is in that way employees can connect each other, they can always discuss and everyone share their opinion. Robi is a great place for work. The whole floor is socially active. People

generally get together for lunch, tea breaks. A small birthday party is arranged for every eemployees. I had a very good relation with not only my team members but people from other departments as well.

Organization Culture

The employees of the company appreciate working here proudly and are firmly roused to pick up and keep up perfection to give the prompt and adaptable administrations to the clients. The company's culture impacts the representatives to look after polished skill, open correspondence without fear, take a shot at individual change, and above all they make the most of their work.

Work Environment

The work environment in Robi is top class. First of all the office is really nice. It’s a 20 storied building with modern technlogoy. The whole building is centrally air conditioned with well decorated interior. Latest models of laptops are being provided to the employees. WIFI and the others facilities are also available for the employees.

CHAPTER: 07

Conclusion

In telecom industry, Customer satisfaction is the primary concern for all the companies. As the second largest company, Robi's has always been trying to fulfill their customers need and in many times they were successful. They have network coverage all over the 64 districts of Bangladesh. For my internship project I got a chance to work for Robi Axiata limited. I was assigned in Value Added Service Department under market operation. The main job of VAS is revenue generating. To increase revenue they always have to launch new new services for their customers. VAS department is a happening department. Every one of the team member is working their heart and soul for new ideas, innovative ideas. With their innovative ideas they have launched many new services for the first time in Bangladesh. Robi Axiata limited is now in maturity stage of product life cycle so it's very essential for them to maintain their product and service quality. As the market is more like oligopoly and competitors are really strong so Robi cannot make any mistakes. Customers are also price sensitive and they have a tendency to switch brands for better pricing so Robi has to look after their pricing strategy as well. As now Robi and Airtel is merged so this is the high time they should push themselves harder to become the market leader. Working for Robi has been a great experience for me. I got to learn so many things within this short period of time. Working for Robi made me more self-confident

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