

Report on

**Analyzing B2B Digital Communication: An Example from Robi**

**By:**

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ID: 18164082

An internship report submitted to the Graduate School of Management in partial fulfillment of the requirements for the degree of Master of Business Administration

Graduate School of Management  
Brac University  
June, 2021

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## Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**



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**Atiya Rahman**

Student ID: 18164082

**Supervisor's Full Name & Signature:**

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Syed Ibrahim Saajid  
Adjunct Faculty, GSM  
Brac University

## **Letter of Transmittal**

Syed Ibrahim Saajid  
Adjunct Faculty, GSM  
Brac University  
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Analyzing B2B Digital Communication: An Example from Robi”

Dear Sir,

Here is my internship report on “Analyzing B2B Digital Communication: An Example from Robi” which you have assigned me to do as a part of my MBA program requirement. I have tried my best to gather all kinds of relevant information, which could give overall idea on this topic.

I have worked 3 months with Robi and I have observed their work. I have gather information regarding report as much as possible. I hope that this report will meet the expected standard as you said.

I have enjoyed preparing the report very much. Specially, the knowledge obtained from my MBA program and some Robi employees helped with the information which made my work a bit easier. I am submitting this internship report for your kind consideration and thanking you for your constant assistance and guidance.

Sincerely yours,

Atiya Rahman  
Student ID: 18164082  
Graduate School of Management  
Brac University  
June 15, 2021

## **Acknowledgement**

I would like to express my deepest gratitude to almighty for giving me the strength and the composure to complete my MBA courses and prepare this report.

The internship opportunity I had with Robi Digital communication was a great chance for professional development and learning. I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many professionals and wonderful people who led me though this internship period.

I would like to express my gratitude and respect to my honorable supervisor Syed Ibrahim Saajid Adjunct Faculty, GSM, Brac University for guiding me and providing me necessary information to complete my internship successfully.

## **Executive Summary**

Renowned telecommunication Robi Axiata Limited is a public limited company, 61.82% controlling stake holds by Berhad Malaysia, 28.18% holds by Bharti Airtel of India and remaining 10% of the stake holds by general public. On the 24th of December, 2020 the company made its debut in the country's twin stock markets in Dhaka and Chattogram with the largest ever IPO.

As of end of December 2020 Robi is the second largest mobile network operator in Bangladesh with 50.9Mn subscribers. In 1997, The company commenced its operation as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. It was rebranded as 'Robi' and the company changed its name to Robi Axiata Limited in in 2010.

On 16 November 2016 following the merger with Airtel Bangladesh, the merged company, Robi Axiata Limited (Robi) started its commercial operation. This is the biggest ever merger of the country and first ever merger in the mobile telecom sector of Bangladesh, as of now.

Robi is the first company to launch 4.5G service in all the 64 districts. In fact, this landmark milestone was achieved on 20 February 2018 on the first day of the commercial launch of the service by Robi. Robi created the largest 4.5G network of the country with 13,030 sites covering 97.4% of the population, by the end of 2020.

After going through whole report, it can be concluding that Robi has achieved a lot in short time in the telecommunication market. It was only possible because of their passion for achieving company goal and their working environment. In addition, better understanding of market situation helped to get customer attention and their proper marketing strategy. Moreover, B2B business team work hard to get communicate with customers directly and provide better services through direct sells which brought a great success in sales.

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# CHAPTER-1

## (Introduction)

## **1.1 Industry Overview**

Present six organizations of Bangladesh have been blasting the media transmission segment. With little strides in 1989, the media transmission division of Bangladesh started when the permit to a private administrator was issued for the arrangement of bury alia cell portable administrations to endeavor with the past imposing business model supplier of broadcast communications benefits, the Bangladesh Telegraph and Telephone Board (BTTB). Wonderful number of settled and portable administrations made their check in Bangladesh in the late 1990s. Subsequently, in the previous fifteen years the quantity of administrations in operation has expanded. The measures taken by the administration and open segment have encouraged to develop this area without a doubt. Bangladesh, a profoundly populated market has pulled in numerous remote financial specialists to put resources into this area.

The key monetary pointers demonstrated that the inflow of out of doors direct speculation (FDI) developed by 26% with the media transmission division influencing most elevated development to rate within the 2008-09 financial year. An aggregate of around US \$430 million was put resources into the nation's media transmission division, especially by quickly developing telephone organizations within the fiscal year 2009, a current investigation of Bangladesh Bank uncovers. The legislature urges the private part to place more during this industry. The business is often utilized to stay up an active part in advancing the financial structure of the state. Along these lines, to ensure that the gov-10 ornament has taken various endeavors, among which the simplest one was to affirm the private spare the permit for settled phone.

## **1.2 Origin of the Report:**

As per requirement of MBA program I have to prepare and submit a report on the basis of my practical knowledge throughout my internship program. This report is prepared to complete my MBA program from the Brac university. This report contains all the information about Robi and one of its specific department which is B2B business Department.



### **1.3 Objective of the Report:**

Identify various factors about Robi. Identify the activities of B2B business department of Robi. Measure the activity of the B2B business department in the basis of different marketing tools. Evaluate the overall products and services of the B2B business department.

### **1.4 Limitation of the Report:**

The first and foremost limitation of the report is there is a very less information about the B2B business department. Due to lack of the information I cannot make a broad report. There is some confidential information which is impossible to collect and include in the report. Insufficient data record as per requirement.

### **1.5 Methodology: Primary and Secondary Data.**

#### **Primary Data:**

- i. The environment of the telecommunication in Bangladesh.
- ii. Discuss with my line manager.
- iii. Collect information from some of the employees of department.
- iv. Discussion with the faculty member of MBA department.
- v. Experts opinion.

#### **Secondary Data:**

- i. Reports on various topics of Robi.
- ii. Annual reports of Robi.
- iii. Websites.
- iv. Blog, journal, newspaper, books etc.

### **1.6 Role of Telecommunication sector in Bangladesh:**

It is trusted that the most important structure of privatization in Bangladesh was conceivable due to the speculation of varied media transmission organizations. the surface direct speculation (FDI) during this segment was BDT taka 30 thousand crore till September 2008. As indicated by world acclaimed reports, if the utilization of cell phones in creating nations

increments by 10%, government revenue will increment by 1.2% of each year. Besides, it assumes an interesting part to create up the financial state of Bangladesh.

Employment creation and lessened joblessness. At the purpose when a multinational goes into a nation, it makes a huge work open door for its populace. Telecom organizations are enormous organizations with tons of accessibility of occupation in several offices. An examination appears, till 2008, 6 lakhs 75 thousand individuals of our nation are straightforwardly or by implication include during this division for work and 15% are ladies. So we will likewise say that this area helps in ladies strengthening.

Sources of state Income and Revenue. it's one among the most important areas for the administration to urge income from. The multinationals have a huge venture base and since of that the arrival is likewise higher. The commitment of 11 telecom parts in our nation's aggregate GDP is around 5.83% (temporary) starting at 2010 and thus the important segment of this commitment originates from the cell phone organizations. The commitment of this part to our economy was BDT Taka 20 thousand crore which was around 8% of the mixture incomes, till September 2008. Sources of Government Income and Revenue. It is one among the most important areas for the administration to urge income from. The multinationals have a huge venture base and since of that the arrival is likewise higher. Starting at 2010, the commitment of 11 telecom parts in our nation's aggregate GDP is around 5.83% (temporary) and therefore the real segment of this commitment originates from the telephone organizations. The commitment of this part to our economy was BDT Taka 20 thousand crore which was around 8% of the mixture incomes, till September 2008, recorded in Stock Market in Bangladesh. By using mobile phones, we will relate wherever during the planet inside a brief time allotment and may share information during, develop Corporate Culture and Make more aggressive. Telecom segment, particularly telephone Company is that the pioneer to create up the company culture in Bangladesh.

CSR and Telecommunication. The media transmission segment assumes an important part keeping in mind the top goal to feature to wellbeing, training, condition, games and every one other social division as corporate social duty (CSR). We have seen that organizations increase disease healing facilities, give grants to the understudies and orchestrate diverse sorts of program for human improvement moreover. The organizations help within the beautification of varied

urban communities, give assets and alleviation in various region, wellbeing line and administration. In addition, the media transmission part goes about as a private from the overall public.

### **1.7 Challenges of Telecommunication industry in Bangladesh:**

Problems and prospects of any business are associated with its strengths, weaknesses, opportunities and threats. However, the problems with any business depend upon the country's political, economic, socio cultural and technological environment. And the telecommunication sector of our country alongside numerous advantages had to face challenges. Poor economic background. Bangladesh, being a least developed or developing country, features a poor economic background where the bulk of the population is under poverty level. Therefore, it's very challenging to take care of such quiet business with an interesting profit. The telecom companies may need to sacrifice most of their luxuries to work in such country like Bangladesh.

Unstable political situation. Since ages we've seen that Bangladesh isn't a political stable country. we've had problems like strikes, political violence, corruption and lots of more. Therefore, these problems have made this sector insecure. This reduces the foreign direct investments (FDI) within the country. and that we can see that thanks to the ups and downs of the political situations, we don't have any longer investments during this sector.

High rate of Corporate Tax. thanks to the financial condition of Bangladesh not being stable enough, it's difficult for any sector including the telecommunication sector to form much profit. Moreover, the businesses need to pay high corporate tax which is around 40%-45% approximately. This makes it difficult for the telecom companies to hide alongside the high operation costs. additionally, thereto, the businesses even have 13 to pay the Mobile SIM tax which was alleged to be paid by the subscribers, but to retain higher customers and sales; the businesses bear the tax costs by themselves. this is often an excellent challenge for the telecom companies.

Import tax. Bangladesh isn't much advanced in terms of technological aspects. And telecommunication sector is very relied on technology, regarding their network, handsets and services that are to be provided. Hence, the mobile companies need to import technologies,

handsets and other equipment's from various countries like China, and for this they're to pay 35% import tax. it's an enormous amount of burden on the telecommunication sector counting on the quantity of profit that they create. High competition. With six companies operating within the telecommunication sector, there's an excellent deal of competition. within the primary stage of telecom sector, Grameenphone and City cell were the sole companies which operated their business in their own way. They enjoyed the benefits of first mover, but when Banglalink, Robi, Teletalk and Airtel entered the market, the competition took over to a replacement level. Few companies had to rebrand itself and few had to merge with other companies to survive the competition. Therefore, this is often a challenge which the telecom sector will need to face throughout.

# CHAPTER TWO

## (Company Overview)

## 2.1 Company Overview

Robi Axiata Limited may be a public Ltd., where Axiata Group Berhad of Malaysia holds the controlling stake of 61.82%, Bharti Airtel of India holds 28.18%, and general public holds the remaining 10% stake. the corporate made its debut within the country's twin stock markets in Dhaka and Chattogram on the 24th of December, 2020 with the most important ever IPO.

Robi is that the second largest mobile network operator in Bangladesh with 50.9Mn subscribers as of end of December 2020. This corporate commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the name 'Aktel'. In 2010, it had been rebranded as 'Robi' and therefore the company changed its name to Robi Axiata Limited.

The merged company, Robi Axiata Limited (Robi) started its commercial operation on 16 November 2016 with the merger Airtel Bangladesh. As of now, this is often the most important ever merger of the country and first ever merger within the mobile telecom sector of Bangladesh.

It is the primary company to launch 4.5G service altogether the 64 districts of the country. In fact, this landmark milestone was achieved on the primary day of the commercial launch of the service by Robi on 20 February 2018. By the top of 2020, Robi created the most important 4.5G network of the country with 13,030 sites covering 97.4% of the population.

The company has introduced many first of its kind digital services within the country and has been the pioneer for paving the way in taking mobile financial services to the underserved communities within the rural and semi-urban areas. it's the sole mobile operator in Bangladesh to possess successfully conducted the trial of 5G and therefore the first operator to possess launched voice LTE technology on its 4.5G network.

Being deeply involved within the socio-economic development, Robi has created the most important online school, Robi-10 Minute School, found out internet corners in seven divisional public libraries, found out safe beverage facilities in 10 major railway stations and partnered with Access to Information (a2i) for fixing the contact center, 333, offering information on availing government services.

Robi has also been the trail-blazer within the industry in unveiling unique digital solutions. The country's first comprehensive Islamic lifestyle app, Noor, sports entertainment app, My Sports, mobile-based insurance digital service, My Health, customers' digital self-service window, My Robi app, entertainment content platform, Robi Screen, comprehensive audio-visual digital music platform, Splash, are a couple of the examples.

With the promise of making new experiences in life with innovative digital within the lives of its customers, Robi emerged with a fresh brand appeal in January, 2020, suitable for the digital age. Its specialize in innovation has led to the creation of agile work culture within the organization that thrives on collaboration. As a result, Robi now enjoys a commendable lead within the industry in deploying Data analytics, AI, IoT, Cloud solution and various other digital technologies to innovate every aspect of its business.

## **2.2 Vision, Mission, Goal, Objectives and Slogan of Robi:**

### **Vision:**

Robi understands people's need best and will create and deliver appropriate communication services to improve people's life and make it easier.

### **Mission:**

Robi's success was based on a simple mission: "bringing mobile telephony to the masses" which was the cornerstone of its strategy.

### **Goal:**

Robi's goal is to make the cellular phone affordable to the people of every level with lower cost.

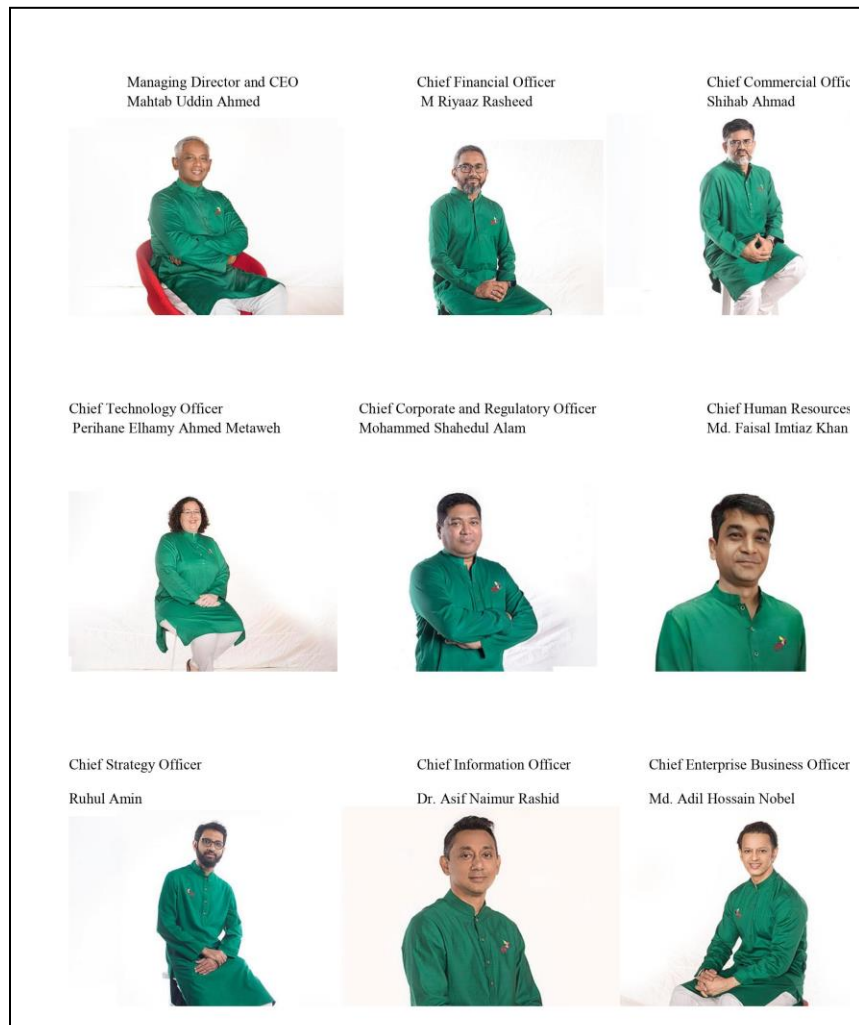
**Objectives:**

The main objective of Robi is to serve better network and coverage to its valuable subscribers and improve their communication level. Core departmental objectives to realize Robi’s Vision and Mission. Provide effective and truthful battlefront and back office customer care and support to make sure top quality service. Researching and resolving customer highlighted issues and problems. Retain valuable customers for the corporate also as generate revenue and increase company’s profitability. Maintain a management culture of high performance and powerful accountability. Treat customers politely, respect and consideration in the least the days.

**Slogan:**

Life-e notun experience

**2.3 Management Team of Robi:**





## **2.4 Competitors:**

In Bangladesh, there are six telecom companies currently operating. Among six of them, three are considered to be highly competitive. These are Grameenphone, Banglalink, and Robi.

### **Grameenphone:**

Grameenphone is that the heading telecom agency in Bangladesh. Grameenphone is merely Telenor one assembly which can be working its business to 13 business sectors crosswise over Europe Also Asia. it'll be fundamentally the joint wander between Telenor Furthermore Grameen telecom organization the place Telenor claims 55. 8% imparts from claiming GP Also Grameen telecom claims 34. 2% and therefore the remaining 10% is held Eventually Tom's perusing government funded.

Grameenphone began its journey for Walk 26, 1997 building an endorser base from claiming 55 million similarly as from claiming presently. during this way GP need contributed quite BDT 26,830 crore to manufacture the system framework. Moreover, GP is those biggest tax paying within the country, Hosting contributed quite BDT 43,890 crore done regulate what's more backhanded imposes of the legislature exchequer over the considerable length of your time .

### **Banglalink:**

Banglalink are going to be the second biggest telecom agency previously, Bangladesh for a client build of 31. 9 million, chatting with an advertise stake of 24. 4%. Starting with those run through Banglalink may need been started over February 2005, it needed made an impact instantly since directly. Banglalink may need been ready on make a phenomenon that telephone can be competitive to every distinct and may be an accessible option to clients over an in depth sort of advertise segments.

**ROBI:**

Robi is understood with an opportunity to be a standout amongst those practically dynamic and quickly developing telecommunications operators in Bangladesh. It'll be a joint venture agency between Axiata and Berthel about Malaysia. Furthermore, NTT DoCoMo Inc. of Japan. The organization initiated its operation in 1997. Similarly as Telekom Malaysia worldwide (Bangladesh) with the name "Aktel". The organization may have been rebranded in 2010 concerning illustration "Robi" and therefore the shares of the organization transformed its name to Robi Axiata Limited, the place Axiata holds 92% of the proprietorship and DoCoMo whatever is left. Robi are going to be those third biggest cell telephone drivers in Bangladesh with a client build of 27.55 million.

**Teletalk:**

Teletalk Bangladesh constrained is an open restricted company, enlisted under the recorder of the joint stock organizations of Bangladesh. The mixture amount for stakes of the organization could also be possessed toward that legislature of the People's Republic of Bangladesh. Teletalk off its operation is 2004. Also, likewise, once January, 2016, it'll be those fifth biggest versatile drivers over Bangladesh with an endorser build of 4.211 million.

**2.5 CSR (Corporate Social Responsibility) Activities:**

From those precise starting Robi could also be mindful regarding its corporate social responsibilities. Robi stayed dedicated will assume its part concerning illustration a capable corporate resident will help in making a contrast within the socio-investment advancement about Bangladesh. The organization undertakes a couple of activities per annum for those welfare of Group. What's more, protection of the nature's domain. These activities united Robi's notoriety. Similarly as implication within the corporate social policy. Robi social exercises incorporate the accompanying initiatives:

**Robi-10 Minute School defining the culture of learning in Digital Bangladesh**

Robi-10 Minute School has been at the forefront of digitizing education in Bangladesh- which is one among the core goals of the country's vision of 'Digital Bangladesh 2021'.

Since 2015, Robi-10 Minute School has been providing quality education and skills training to everyone freed from cost and today, it teaches quite 1.5 million students of all ages a day. The sheer scale of its impact on the society is in effect redefining the culture of learning within the country. The platform has firmly positioned itself because the learning platform of the state within the backdrop of the fourth technological revolution.

Continuing with its strident march, in January 2019 Robi-10 Minute School launched its mobile application. Till date, the app had been downloaded quite 1,462,530 times. It has 2,015,374 followers on official Facebook page, it has 1.27 million subscribers main YouTube channel. There are 1,602,749 members on its official Facebook group, the most important student group of Bangladesh.

The largest educational platform of Bangladesh has 20,000 video tutorials, 49,530+ quizzes and 1000+ LIVE classes viewed over 35,676,811 times teaching across all areas of Science, Technology, Math, Engineering and humanities. Additionally, Robi-10 Minute School organized the most important Finance Olympiad of Bangladesh with IDLC Finance Limited two years during a row with over 40,000 participants in 2019; it also organized the primary University Admission Olympiad in 2019 with quite 120,000 participating students.

The platform won a number of its highest accolades in 2019 also. Robi-10 Minute School won the distinguished International Education Award (IEA) for being the “Best E-learning Platform of the year” at the IEA Summit held in Goa, India. it had been also awarded the Daily Star ICT Start-up of the Year award because the country’s top online education platform. Furthermore, Bangladesh Innovation Conclave (BIC) conferred the Social Innovation award to Robi-10 Minute School in 2019 also.

In 2017, Robi-10 Minute School had won a GSMA Glomo award for the simplest Mobile Innovation for Education and Learning within the “Connected Life Awards” category at the Mobile World Congress (MWC). In 2017, The announcement came during the MWC held in Barcelona, Spain. The MWC is that the world’s largest gathering for the mobile industry.

### **Robi brings digital donation solution through Noor app**

Robi has introduced innovative digital solution to assist its customers to pay their zakat and/ or sadaqah money through its digital Islamic lifestyle solution, Noor app. Robi customers can use convenient digital payment gateways like debit/ mastercard and mobile financial services to pay the cash using the app. The zakat and/ or sadaqah contributions are forwarded to Ahsania Mission Cancer & General Hospital, Bidyanondo Foundation, Child and adulthood Care, Scholars Special School for Special Needs Children and Rahmat-e-Alam Islam Mission and Islam Mission Orphanage.

### **Country's first ever Datathon makes instant connection with the aspiring youth**

Robi took the lead within the data science and analytics domain by organizing the primary ever Datathon of the country in 2019. Google was a part of the Datathon event because the cloud partner and Axiata Analytics was the technical support partner of the competition. Honorable State Minister for Information and Communication Technology (ICT), Zunaid Ahmed Palak, MP graced the closing event ceremony because the chief guest.

The Champion team was given two lakhs taka, the primary runner up was given 1.5 lakhs taka, the second runner up was given one lakh taka and therefore the Best Two Data Scientists and the Best Two Data Engineers got one lakh taka each. In total, 8.5 lakhs taka prize was distributed among the winners of the competition. The competition helped to bring the country's enthusiastic and energetic data science and engineering community to the mainstream.

# CHAPTER-3

## (Marketing Perspective of B2B Business Department)

### 3.1 B2B Business Department in Robi:

B2B department in Robi is contains sales team which is one among the key the driving forces behind the company's success as they're those delivering their products to the masses and increasing their subscriber base. they're relentlessly working towards making new inroads for Robi and in doing so, ensuring that Robi is one among the highest mobile operators of the country.

Sales team has different units like Corporate Sales, Business Development, Regional Sales, Distribution, and Trade Marketing, Sales Support. All the units are working within one floor to make sure the very best revenue for the corporate.

In the B2B department different teams have different task to try to to . An icon manager has work to product management, making new service offerings for the merchandise , connect with the marketing team. SME team works under regional manager. they need corporate assistant managers (CAM), business development officers (BDO).

#### Corporate Solution:

Offer details:Exciting internet offer, special call rate & easy plans for Robi Corporate customers.

Corporate

-	Any Net	CUG (Close User Group)
Platinum	0.75 tk	45p/min.
Gold	0.80 tk	45p/min.
Silver	0.90 tk	45p/min.

## **Sales Force Automation:**

Robi SFA will allow you to capture Orders and sales data within the fastest, easiest and efficient way using low cost mobile devices and web technologies and thus it'll increase your field force performance and also as organization's overall performance.

Benefits:

- Robi SFA will increase the performance alongside reducing the value of paper, printing and data entry operator.
- It will provide you real time faster interactive reporting by which you'll be ready to know the general status of the orders, supplies and stock.
- You can check out data in several perspectives like Nationwide, Distributor wise, Brand wise, Product wise, District wise, Thana wise then on.

## **Robi iMOVED Service:**

iMoved may be a Service that permits you to notify all incoming callers of variety Change.

Call diverting/forwarding services are usually charged services. Robi is bringing during this service for free of charge with the addition of notifying both parties: the caller will get notified about the new number through SMS and IVR prompt and who is being called also will get notifications through SMS about the caller.

Value for Customers:

Implementation of the iMoved Service will make it easier for non-Robi customers to maneuver on to Robi network and inform all their callers of the new Mobile number during a cost-effective manner.

**Tariff Plan:**

Charge for Robi subscriber for availing this service: BDT 0.00

Below is that the flow of how the 2 parties are going to be notified:

- (1) Call received on the previous number
- (2) Call are going to be diverted to iMoved platform
- (3) Caller will hear the voice response informing the operator change and new number
- (4) you'll get missed call alert
- (5) Caller will get new number via SMS also

**Service Activation:**

- You need to activate the service by dialing the USSD code: \*2324# from your new Robi number.
- Enter your old number (which maybe be a GP, Banglalink, Teletalk, Airtel or another Robi number thereon matter) as a requirement of the registration process.
- You will instantly get SMS consisting of 1 MSISDN from iMoved platform.
- This MSISDN are going to be used for forwarding calls from the previous number.
- The option “Always forward Calls” are going to be selected within the previous number and therefore the forwarding number are going to be the MSISDN given to you on the new Robi number via text.



- After the service has been activated in both the numbers, both parties will get benefited from this iMoved service.

Below is that the flow of how the service are going to be activated and eventually help the 2 parties in communicating.

### **Enterprise Resource Locator:**

- If your organization employ people on the sector making sales calls, delivering products or providing after-sales support to your customers, then you'll accept as true with us that knowing the precise location of those employees will assist you better manage your field resources and optimize the operations of your business.
- Robi Enterprise Resource Locator (ERL) may be a location-based service to our business customers. It uses the GPS capabilities of the sector force employee's smartphone to pinpoint their exact location. the situation captured are often viewed on Google Maps. Robi ERL has been developed as a mobile app on the Android and iOS.
- Features of Robi ERL:
  - The entire application is made on the cloud meaning customers don't need to invest in hardware infrastructure for running the appliance.
  - You only buy each monthly active user of the mobile application within your organization.
  - More precise and real-time location tracking of users through the GPS capabilities of smartphones.
  - The location history of an employee is often played back to look at their travel route during a given day.
  - Geo-fencing allows you to detect if and when a field force employee has exited from his designated area during working times. Attendance Management feature of ERL allows customers to track when their employees start and end their working day. No need for paper based attendance sheets to calculate working times of employees.

- Leave Management feature of ERL allows employees to use for leaves straight from the appliance and supervisors can approve them from their computer. No need for paper based leave application and approvals.
- Go beyond just location tracking and assign tasks to employees that they have to execute at a customer location.

### **Industries that can use ERL:**

- Financial Services
- Retail
- Insurance Companies
- Healthcare
- Utilities
- E-commerce

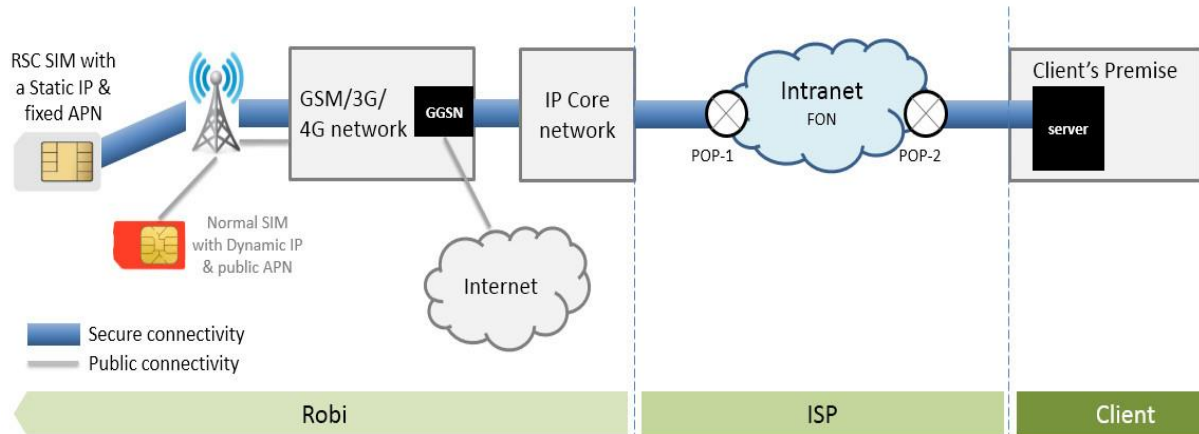
### **Robi Secure Connect:**

Robi Secure Connect (RSC) may be a service that gives an efficient & secured point-to-point data connectivity between mobile devices or terminals via Robi's mobile network. this is often getting to be the inspiration to applications like IoT (Internet of Things) & M2M (Machine-to-

Machine).



## How does it Work?



Robi Secure Connect (RSC) enables the exchange of knowledge between mobile devices or terminals to their designated destination through a secure mobile network connectivity with a static IP and a fanatical APN (Access Point Name) assigned to every SIM cards, the communication between devices is secure via intranet, separating the dedicated APN from other public APNs, directly connecting the SIM to client's servers. This ensures a connectivity with a high degree of security via a typical Robi mobile network.

Benefits:

- High Security level

External parties are unable to access your data while it's being transmitted. the info exchange is totally secure and separated from the general public Internet.

- Enhanced Network Performance

With a fanatical network resource, RSC is in a position to supply a quick and reliable access to business software, database or terminals, making it a perfect platform for real-time collaboration

- Intranet connectivity anywhere

Companies are ready to hook up with their employees using the company network, as long there's mobile data connection. It also enables terminals like POS machines to be truly mobile via a highly secure connection

**Product & Pricing:**

<b>No. of lines</b>	<b>RSC Basic</b>	<b>RSC Advance</b>
0-100	120	240
101-1000	110	220
Above 1000	100	200
Data Quota	150 MB	1 GB

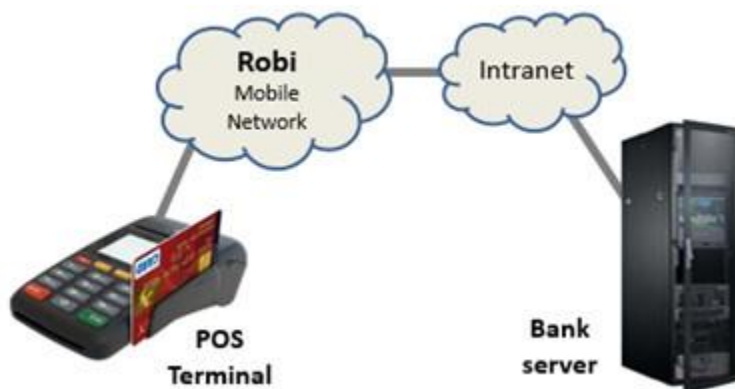
## Key Features:

- Pre-assigned Data are with 30-day validity & auto-renewed monthly
- Each SIM are going to be assigned a static IP with a fanatical APN name
- After exceeding quota, data speed are going to be throttled to 128kbps, with no additional charges (subject to Fair Usage Policy)
- Additional data purchase, changes in data plan & opt-in/opt-out from a knowledge bundle are often made via below channels;
- Robi Corporate Helpline 01610-000786 or Robi Helpline 123
- Robi WIC or Robi Retailers

## Notes:

- Price excludes tax charges (VAT, SC & SD)
- Monthly billing are going to be issued to the master account, as per normal corporate practice
- Balance check notification are going to be sent at 80% & 100% consumption

## Product Use Cases



POS (Point-of-Sales) Terminals

- Banks require a secure point-to-point connectivity between their POS terminals & their servers, which is generally located in their own Premise/Data Centre
- There are an enormous number of POS machines round the country & some locations have a poor fixed broadband coverage, but good mobile coverage. Hence, RSC helps to increase the POS terminal reach
- RSC provides flexibility where POS terminals are truly mobile without compromising on security and network performance

#### Smart Metering

- Seen as M2M or IoT, either way the meters will connect on to the top Office/Data Centre to send the billing information. As customer's data security is vital, on top of knowledge encryption, the static IP & dedicated APN within the SIM ensures a secure connectivity.

#### Mobile Business Connect:

Robi's Mobile Business Connect or MBC for brief, may be a revolutionary call handling and routing solution. MBC offers businesses, large and little, one Robi number to satisfy their unique communication needs.

Small businesses can publish one Robi number for receiving all incoming calls from their existing and prospective customers. Selected employees of the corporate can become the recipients of the calls from the purchasers whenever they're liberal to answer.

Large businesses can use the answer to possess one Robi number within the organization for all internal services and support team. Each team are often set as a branch under an Interactive Voice Recording (IVR) tree. No got to save or remember different numbers to urge the specified support from the corporate.

#### Benefits of using Robi's Mobile Business Connect

- One Single Robi number for all incoming and outgoing calls to customers

- One number solution to speak with all teams and offices across the country
- Mobility, availability and efficiency of users and employees
- Works on bar, feature and smart phones
- Self-service portal for fixing and managing the service consistent with the company's needs
- Cost Effective. No need for investing in new hardware with maintenance ensured all year round
- Very easily scalable. Add or remove call recipients or departments consistent with your business requirements

<b>No. of MBC Users</b>	<b>Charge Per User (BDT)</b>	<b>Data Bundle (MB)</b>	<b>Validity (Days)</b>
1 to 25	250	500	30
25 to 50	230	500	30
51 to 100	200	500	30
101 to 200	170	500	30
200+	150	500	30

## Virtual Private Server:



The cost of shopping for hardware, storing and securing it, licensing and maintaining it's expensive. Robi Cloud is in a position to make, host and manage any server configuration that you simply need through Virtual Server Hosting – supplying you with a scalable, reliable, secure and cost-effective server access with on-demand capacity. Through Server Virtualization, which does away with physical hardware altogether, you'll achieve huge cost savings. Data integrity and resources are guaranteed and performance is monitored around-the-clock.

Most servers only use 5-15% of their capabilities on the average, while consuming 60-90% of their peak power. this is often a serious under-utilization of resources. Through Virtualization techniques, we will now create multiple instances of a server on one machine. Fewer, highly utilized servers frees up space and power. this is often better for the environment and saves tons of cash.



### VIRTUAL SERVER FEATURES

- On Demand And Scalable
- No Maintenance
- Monitoring
- Dedicated Support Team
- Multiple Storage Options
- Multiple OS Support
- Guaranteed Availability

### VIRTUAL SERVER BENEFITS

- Increased Reliability
- Low TCO
- Pay As You Grow
- Lets You Focus Your Resources To The Core Business
- Freedom To Access Your Data Anytime, Anywhere And Through Any Device

## How to Get Started

### HOW TO GET STARTED

- STEP 1** ➤ CHOOSE A VIRTUAL PRIVATE SERVER BASE PLAN. SELECT THE CORRESPONDING ADD-ONS ACCORDINGLY, TO CREATE YOUR DESIRED CONFIGURATION
- STEP 2** ➤ CONTACT US VIA HOTLINE NUMBER OR E-MAIL TO REGISTER INTEREST
- STEP 3** ➤ OUR DESIGNATED KEY ACCOUNT MANAGERS (KAM) OR SME BUSINESS MANAGERS (SBM) WILL CONTACT YOU TO ARRANGE FOR AN APPOINTMENT & GET MORE DETAILS OF YOUR REQUIREMENT, BEFORE ISSUING A PRICE QUOTATION

## Use-case

### USE-CASE

- NEW START-UP OR BUSINESS:** ➤ WHILE STARTING YOUR BUSINESS, PURCHASING A PHYSICAL SERVER REQUIRES HIGH UPFRONT INVESTMENT, WHICH CAN BE RISKY. OPTING FOR OUR VIRTUAL PRIVATE SERVER INSTEAD WOULD MITIGATE THAT RISK, ALLOWING FOR AN NON-COMMITTAL OPEX MODEL WITH ZERO UPFRONT INVESTMENT
- DISASTER RECOVERY SITE (DRS):** ➤ INSTEAD OF INVESTING ON A PHYSICAL SERVER FOR DISASTER RECOVERY SITE (DRS) FOR BUSINESS CONTINUITY, IT WOULD BE MORE COST-EFFECTIVE TO SET-UP YOUR DRS ON THE ROBI CLOUD SERVER, WHERE UPFRONT INVESTMENT IS ZERO WITH A GUARANTEED SECURITY AND HIGHLY RELIABLE PERFORMANCE
- OUTGROWING EXISTING PUBLIC CLOUD:** ➤ MANAGING MULTIPLE CLOUDS IS NOT A SIMPLE TASK, ESPECIALLY WHEN THESE CLOUDS NEEDS TO SHARE AND EXCHANGE DATA. CONSOLIDATING THESE CLOUDS TO YOUR OWN PRIVATE CLOUD CAN SIMPLIFY THIS TASK AND REDUCE YOUR COSTS, GIVING A MORE PREDICTABLE MODEL FOR CLOUD CONSUMPTION.

## VM Packages (monthly fee in BDT)

### Basic

Entry	Standard	Pro	
vCPU(core)	1	2	4
vRAM(GB)	2	4	6
Storage(GB)	100	200	400
Monthly Fee	2,900	5,600	10,000

### Advanced

Entry	Standard	Pro
4	8	16
8	16	32
200	500	1024
8,500	18,200	36,800

**Component Add-ons:**

**Add-on (monthly fee in BDT)**

Back-up Storage (per GB)	10
Load Balance (per user)	1,500
CPU (per core)	300
RAM (per GB)	800
Storage	20

**Contract Discounts:**

**Contract Discount**

1-year Contract	3%
2-year Contract	6%

## **Co-location Services:**

As your business expands, you would like flexibility to deal with the constant growth in applications and data. To cater for the expansion, you'll search for a bigger Data Centre space but managing your own infrastructure with escalating land costs including utilities and security costs may convince be too high. to scale back costs, server co-location is often the solution but choosing the proper partner to host your servers is crucial.

Robi Co-location services provide you the choice to maneuver your essential infrastructure into our purpose-built Data Center building all located in Bangladesh. Our Data Centers, accredited with ISO/IEC-27001:2013, with Tier-3 equivalent infrastructure with the very best level of security will provide you with a stable IT environment you'll trust.

Robi will provide businesses with the secured floor space, power with N+N backup architecture, cooling & ambience control, physical & logical security, fire protection service, around-the-clock monitoring and bandwidth for your IT infrastructure. you'll bring and manage your own servers, storage and network equipment.

## **Business Process Automation:**

### **What is BPA?**

Business Process Automation (BPA) may be a process of managing information, data and processes to scale back costs, resources and investment. BPA increases productivity by automating key business processes through computing technology.

Challenges of Traditional Work Process. the character of the workplace is changing, and therefore the enterprise is adapting to satisfy new challenges and take advantage of new opportunities. Nowadays the bandwidth of accommodating the normal manual processes is extremely narrow which eventually generates below challenges as well:

- Delay in Approval
- Lots of Paper Works

- Tons of Internal Processes
- Higher cost and man-hour involvement
- Lack of E2E control & monitoring

### **Use Cases for Business Process Automation (BPA)**

One of the most goals of business process automation is to extend the productivity and stability of a corporation by integrating software solutions. a huge range of area where BPA are often applicable:

- Invoice management system
- Delegation of Authority(DOA) approval
- Claim and expense management
- Business case approval
- Auction, Write off & Procurement approval
- Stationary management
- Delegation of authority (DOA) management
- HR Process management (like leave management, Travel management etc.)

### **Benefits of BPA**

The benefits of business process automation are substantial. By applying business automation every industry can find significant gains.

- Quality and Consistency

- Cost Savings
- Enhanced Scalability
- Reduce Manual Error
- Better Governance
- Absolute Efficiency

### **Features of Robi developed BPA**

- UI based process design with minimum coding.
- Dynamic rule based form design.
- Robust integration capability with standard systems.
- Access from anywhere anytime (Both web & app based).
- Single Sign-on with AD.
- SMS, Email, App all channel notification update
- Highest Agility: Digitize process within every week
- Robust SLA and Escalation
- Personalized Inbox
- Dashboard & Analytics.
- Process history & graphical process status.

## **Robotic Process Automation:**

What is RPA?

Robotic Process Automation (RPA) refers to software which will be easily programmed to try to basic tasks across applications even as human workers do. Robotic Process Automation (RPA) also can be thought of as a virtual employee.

### **RPA Use Cases**

- Quote-to-cash
- Payroll automation
- Creating and delivering invoices
- Reconciliation (financial, IT security and any others)
- Loan processing
- Customer onboarding
- Know Your Customer (KYC)
- Software installations
- Data migration and entry
- Periodic report preparation and dissemination.

### **Benefits of RPA**

- Accuracy
- Consistency
- Cost savings

- Reduced turnover rate
- Reliability
- Better customer service
- Right Shoring
- Audit Trail

### **Features of RPA**

- Non-Disruptive
- Business User-Friendly
- Rules-based Exception Handling
- Non-Intrusive Technology
- Emulating Humans

### **Why choose Robi for RPA**

- Pioneering in automation solutions for quite a year, Robi provides unmatched value proposition for all customers.
- An elite team of process modelers and requirement analysts, equipped with Six Sigma Black belt and business process re-engineering skills
- Partnerships and expertise across a broad spectrum of RPA technologies and gear vendors
- 5-step transformation methodology to fast-track digitization, standardization and simplification of upstream and downstream processes
- Global delivery models that guarantee faster implementation and cost-effective solutions



## **Application Development:**

Robi helps organizations effectively manage their application portfolio through customizable end to finish solutions which are cost-effective, including Managed Services, Security and Business Continuity Solutions, Data Center Transformation, and Client Computing which ensures Mobility towards digitization.

## **Core Strength**

Trust is everything in business. We believe that the client's trust must be achieved by striving to apprehend the client's actual demand and truly seeing the event needs through the client's eyes.

- Expertise
- Agility
- Commitment
- Cost-effective

## **Technology expertise**

Web applications development: Robi focuses on providing comprehensive enterprise application solutions employing a unique and proven IT processes.

## **Their Products**

- ERP
- HRMS
- CRM
- CLM
- BPM
- Self-Care

- DMS (Document Management System)
- Enterprise portal
- Trouble Ticket Management

Mobile applications development: We develop powerful mobile applications that provide a thrilling experience for your users and bring tangible value to your business.

Their Mobile applications

- Customer Service App
- IOT App
- Streaming App
- E-learning App

IoT & embedded software services: We are covering our IoT footprints over B2B, B2C, IIOT, B2G sectors.

Their IoT services

- Smart Home Solution
- Smart Enterprise
- Industrial IoT
- Smart Attendance System

### **DevOps & Cloud:**

DevOps may be a new discipline that enhances the Agile Delivery models for software engineering by bringing in Automation and Monitoring on the IT side and leverages Cloud computing concepts.

- Faster Time to plug

- Improved Quality
- Effective Service Delivery

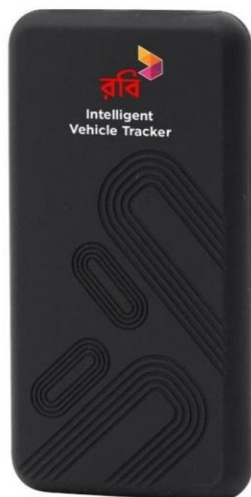
### **Data Science & Big Data:**

Data runs this world. Businesses got to add up of knowledge, analyze it, decode customer behavior and use this information intelligently to drive business improvement. Our mission is to assist organizations improve their performance and make sure the business runs optimally, seamlessly and continuously by our data analytics solutions. Our focus is to deliver:

Robi's key strength

- Processing 4 billion of records daily
- 200+ TB DWH
- Real time reporting engine
- Big Data
- Exa-Data
- Cloudera

# Intelligent Vehicle Tracker



## Intelligent Vehicle Tracker

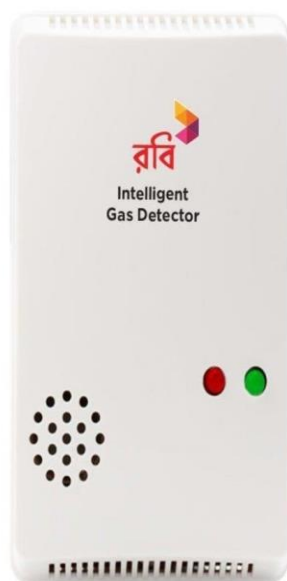
### Features:

- See the latest location of intelligent vehicle tracker in App
- Authorized number will get a notification if the car goes outside previously fixed geographical boundary
- Able to establish two-way voice call, authorized number can talk with driver
- View any previous tracking data through App
- In case of emergency driver can press SOS button and the authorized number will receive SOS SMS and call from the tracker

### Technical Specification:

- Dimension: 97mm × 51mm × 15mm
- Weight: 80g
- Network: GSM/GPRS/GPS, TCP/IP
- Band: 850/900/1800/1900 MHz
- GPS sensitivity: -159 dBm
- GPS accuracy: 10m
- Time to first fix: cold status 45s-90s, warm status 50s, hot status 15s
- Work voltage: 12V-14V
- Storage temperature: -40 °C to 85 °C
- Operation temperature: -20 °C to 55 °C
- Humidity: 15% to 95%

# Intelligent Gas Sniffer



## Intelligent Gas Sniffer

### Features:

- Highly sensitive to LPG, Natural Gas (Methane, Ethane and other Hydrocarbons) and coal gas
- When the gas level crosses threshold level, the device will sound an alarm and send push notification on smartphone
- Can monitor real time gas level of the kitchen
- 7 days historical data available
- Personal threshold setting for high, medium and low sensitivity level
- All the features can be control remotely from any place via internet

### Technical Specification:

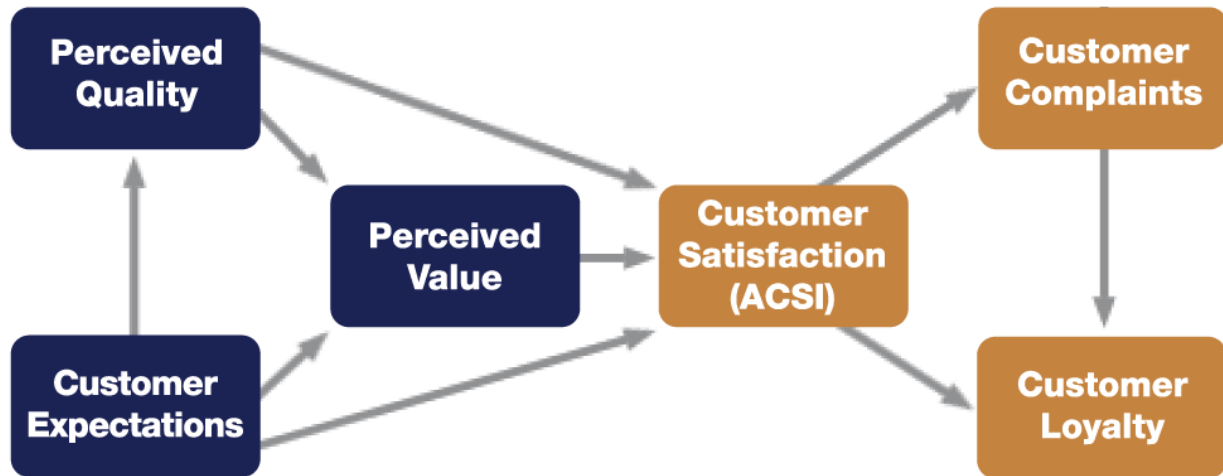
- Detecting range: 0.01-10% (>3.5% Combustible level)
- Connectivity range: 20m (indoor), 200m (outdoor)
- Connectivity: WiFi 802 11b/g/n (2.4GHz)
- Power adaptor: 100-220V AC – 5V 600mA DC micro USB

### **3.2 Work Experience:**

I was hired as an intern within the B2B department within the sales department Automation. I had to form phone calls to the sales department Automation customers and collect data through the phone calls and made a report regarding the customer's response. I had to form report on Excel sheet and supply the report through the e-mail to my line manager within a specific time. I used to be also responsible to supply some information regarding the service offerings and VAS (value added service) to the purchasers.

I have also got the chance to figure with the company Solution team. I even have learned a replacement term from the company Solution team that's UAT. the complete term of the UAT is user accessibility test. Before providing the company sim to the purchasers it's to check that each one the offers are happen or not. I called from the company connections from one off net and another on net number then it provides a balance history by which it is often calculated weather it provides an accurate or wrong balance. A frequent number of user accessibility tests are often finished the one corporate sim.

Mobile Business Connect is another team of the B2B department that I even have got the prospect to figure for them. I had given a task to spot customer's satisfaction regarding the Mobile Business Connect solution. to finish the task, I had to call a number of the Mobile Business Connect user and collect data from those customers. I also work for a worth added service for the Mobile Business Connect customer that's FFL (field force locator) service. I even have added various regional customers to the present software in order that they can easily locate their field workers.



## CUSTOMER EXPECTATIONS

Customer satisfaction has no universal definition, but is usually described in terms of “an evaluative, affective or emotional response”. The literature on satisfaction focuses on the perfect that the customer will make a comparison between the performance of the merchandise or service and a particular standard.

Robi always provide the simplest service among the targeted customer. they're the primary 4.5g service provider in Bangladesh telecommunication sector. Despite of this they supply differing types of offers like 1sec pulse, Robi app, after sales service, Robi store, service point etc. are presented to the customer for his or her meet to their expectations.

Moreover, Robi do more to their customers and others:

1. The culture of learning in Digital Bangladesh is define by Robi-10 Minute School
2. Commonsense: An awareness campaign to place Commonsense back to the society
3. Safe beverage for railway passengers
4. National Information Center- 333, gets global recognition
5. Robi and CARE Bangladesh collaborate to make female retailers under Connected Women Initiative
6. Robi Internet Corner incubating knowledge based society across the country

## PERCEIVED SERVICE QUALITY

Research undertaken by Zeithaml et al. (1990) into how customers view service quality identified common patterns in its findings. They found that the key to making sure good service quality was meeting or exceeding what customers expect from the service; the study showed that judgments of both high and low service quality trusted the customers’.

Robi always provide the simplest class service to their customers. they supply 4.5g network with the crystal clear voice clearance, they supply lowest rate if call rate and internet data pack despite of this service they directly linked with some digital service like robi store, splash, noor, robi sports



My Robi App



My Sports



Splash

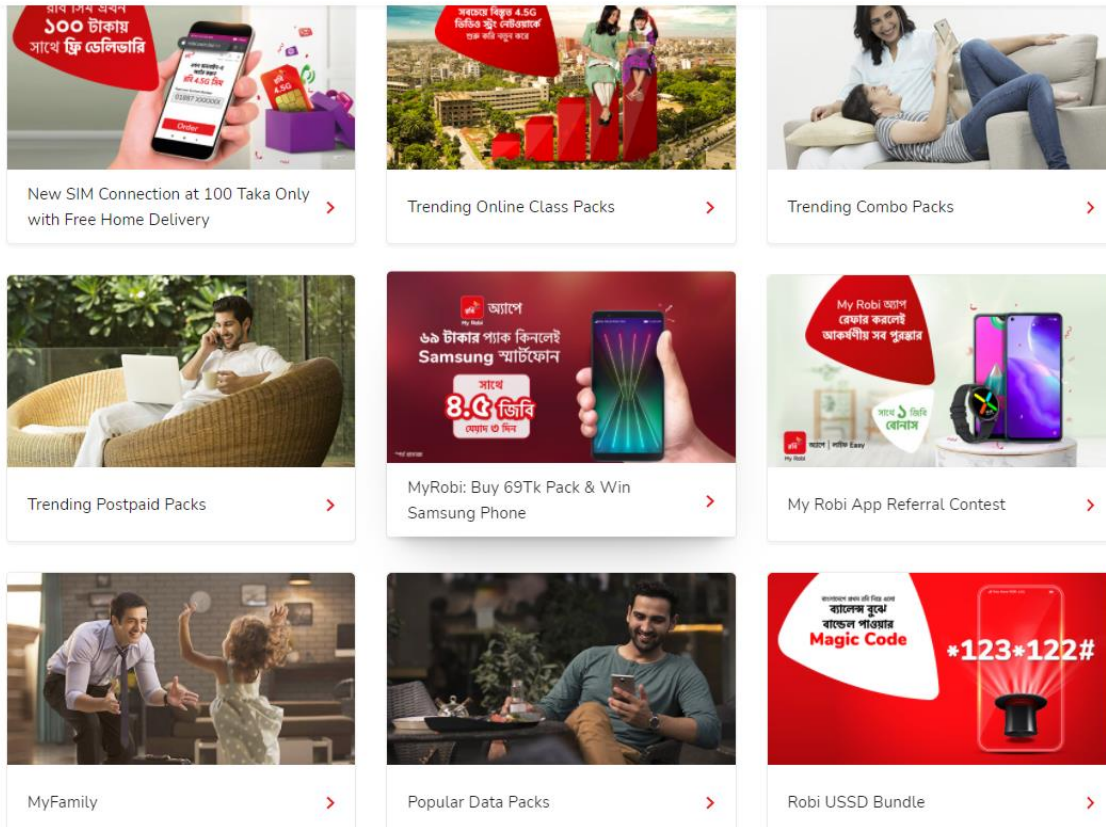


Noor

## Perceived value

Perceived value may be a customer's own perception of a product or service's merit or desirability to them, especially as compared to a competitor's product. Perceived value is measured by the worth the general public is willing to buy an honest or service.

Robi always provide the great deals on market. they provide rock bottom rate on call rate and internet pack



## The Customer Satisfaction

The Customer Satisfaction may be a set of causal equations that link perceived quality, perceived value and customer expectations to customer satisfaction.

47 million users currently use Robi connectivity for his or her daily use and this is often the second leading telecommunication company within the Bangladesh.

They provide services through 78 service point everywhere the Bangladesh from 10 am to six .30 pm. Also they got call center and online service center. they supply 24x7 service to their customer.



## **The Customer Complain**

A consumer complaint or customer complaint is "an expression of dissatisfaction on a consumer's behalf to a responsible party. It also can be described in a positive sense as a report from a consumer providing documentation of a few problems with a product or service.

Robi provides the simplest service to their customer by their 68 customer service points and over call and online 24x7 service.

## **The Customer Loyalty**

Customer loyalty may be a measure of a customer's likeliness to try to repeat business with a corporation or brand. It's the results of customer satisfaction, positive customer experiences, and therefore the overall value of the products or services a customer receives from a business.

By giving the foremost reliable service, the customer of Robi becomes so loyal and therefore helps to grow more. Robi becomes the second leading telecommunication company by providing the best service to their loyal customers.

### **3.3 SWOT Analysis of Robi B2B Business Department:**

The word "SWOT" refers to Strengths, Weaknesses, Opportunities and Threats of a business. At the present, the B2B department is holding a robust position in Robi in terms of sales. It's bringing a satisfactory amount of revenue and also increasing the amount of subscribers. Here I even have tried to organize a SWOT analysis of the B2B business department:

#### **Strengths:**

#### **The operation process:**

The operation process itself of B2B business is that the biggest strength of it. As this department provides matching or desired mobile numbers to corporate customers, so this department will

continue for an extended time and even once B2B business are often the foremost vital department to sustain within the marketplace for Robi, when normal sales operation may close.

**Trained and motivated work force:**

The assistant managers and regional manager are very focused and motivated towards their work. monthly there's training session arranged to coach the managers. there's also a train session for the business development officers which are taken by their assistant manager.

**Friendly environment:**

Among the whole department in Robi B2B department features a very friendly environment. All the workers have a mentality to assist each other's. this type of environment is extremely helpful of the workers to figure with a satisfied mind. It also helps to carry the workers for an extended term.

**Availability of excellent delivery:**

Customers can get their sim cards in their office or any working place; they are doing not got to move anywhere to gather sim cards and BDOs always done this job.

**Weaknesses:**

**Business Development Officers (BDO):**

Though the BDOs play a really vital role in B2B business but they're from third party recruiters and that they don't have enough training I feel. I saw they often don't follow the orders of their seniors and also behave rudely.

**Lack of space within the office:**

B2B department only has one floor of the building and there works quite 50 employees with the seniors. So space may be a big issue.

**Lack of IT instruments:**

Sometimes I saw employees face problem regarding their IT instruments and that they don't get supply of these products promptly. whilst an intern I also faced some problems associated with the IT instruments.

**Opportunities:**

In future, B2B department are often the bread earner of telecom companies which time the importance of this department will increase rapidly. Very soon may the businesses will capture all the potential subscribers. in order that time companies need to specialize in existing customers and their needs and for that purpose telesales is that the best choice for this industry.

For the company connections company is providing a special call rate to the company sim users. Company also providing some VAS for corporate customers which may be a good opportunity to form differentiation from other operator's sim.

**Threat:**

Already Grameenphone has this type of facility to require similar or desired mobile number but they're working in small range. In future they'll start fully range and also other operators like Robi may start this type of operation. Grameenphone even have corporate connections facilities, Robi have already got during a primary stage during this service very soon they're going to be one among the large competitors therein are going to be big treat for the general company.

**3.4 Advertising Analysis:**

Robi basically undertakes advertisement on basis of their product. They use mainly non personal advertisement communication like:

1. medium (Newspaper, Magazine, etc.)
2. Broad Cast Media (TV Media, FM radios)
3. Online Media (Internet)

Robi also use direct or personal marketing for his or her corporate client. this type of selling helps the company customer to urge discount from some particular shops and stores.

Robi provides leaflet, festoon, banner then on to the prevailing and potential customer on various festival and occasions.

### **3.5 Marketing mixture of B2B Business department:**

#### **Product:**

There are lot of product which are control by B2B department. Those are – sales department Automation, Robi iMOVED Service, Enterprise Resource Locator, Mobile Business Connect, Virtual Private Server, etc. These all are corporate connections. The people that are already during a corporate world or getting to start them add the company world they will get the power to possess the company connections.

#### **The key feature of the company connections:**

Robi provide special call rate for the company connections holder. Robi provide various VAS for the company connections. Any organization who are using corporate connections can get different offers for the both postpaid and prepaid sim. Various bundle offerings for the web also are provide for the company connections users.

#### **Price:**

Maintained prices are mostly offered revolving around a particular figure. Their unique selling position is innovativeness of their service alongside their value added features. Any company and organization can get corporate connections at a lower cost.

Customers even get their connection within the working place they don't got to go anywhere to get the connections. It saves their money and time. Robi provide free talk time with the company connections in some seasonal offering as a result it reduces the entire amount of the worth.

**Place:** Corporate connections are currently operating 4 regions; those are Dhaka, Khulna, Bogura, Rajshahi. they're making their presence felt through BDO in several regions. The regional manager with an organized team handle Each region.

The channel is help to expand customer reach and grow revenue. The sales team work as a distributor within each region. CAM (corporate assistant officer) gets the company sim from the top office and provides the sim to the BDO (business development officer) and BDOs fork over the sim to the customer after getting the right documents.

### **Promotions:**

Commercials are aired on the electronic and medium also.

Icon sim holders are becoming discount from different shops and specific product purchase.

BDOs are working as promoter of the company connections; they're go different companies and convince people to require Robi Corporate connection.

The provision of little exclusive service to a couple of selected customers.

### **3.6 Service Quality versus customer satisfaction:**

Service quality is characterized contrastingly by various creators. Crosby (1984) characterizes it as 'conformance to prerequisites'. Other noticeable definitions incorporate 'wellness to utilize' (Joran, 1988) or 'one that fulfills the client' (Eiglier and Langeard, 1987). As administrations are inalienably and basically heterogeneous, perishable and involving synchronization and indistinguishability of creation and utilization, during this manner, require an unmistakable structure for quality explanation and estimation. What's more, as against the products segment where substantial signals exist to empower buyers to assess item quality, quality within the administration setting is elucidated as far as parameters that substantial go under the space of 'understanding' and 'belief' properties and are all things considered hard to measure and assess (Jain and Gupta: 2004:26).

One noteworthy commitment of Parasuraman et al. (1988:6) is to offer a brief meaning of benefit quality.

Professionals and essayists within the prevalent press tend to utilize the term fulfillment and quality reciprocally, however analysts endeavor to be more exact about the implications furthermore, estimation of the 2 ideas, bringing about a powerful verbal confrontation (Zeithaml, Bitner and Gremler, 2006:106-107). Notwithstanding, there's an accord that administration quality furthermore, fulfillment is unmistakable (Bitner, 1990; Bolton and Drew, 1991a). Administration quality is depicted as a kind of demeanor, related yet not adequate to fulfillment (Bolton and Drew 1991a; Parasuraman, Zeithaml and Berry, 1988)

### **3.7 Marketing Segmentation:**

A wide range of approaches to segment a market are recognized. Business-to-business (B2B) seller may section the market into various sorts of organizations or nations. While business to customer (B2C) seller may segment the market into statistic sections, way of life portions, behavioral sections or another important segment.

Demographic Segmentation:

variable Segmentation Base

Age: 20 or above 20

Gender: Both male and feminine

Company size: small and medium

Income: 8000+

Education: Basic knowledge of use telephone.

Occupation: small entrepreneur, employed corporate users

Geographic Segmentation:

Variable Segmentation Base

Region Currently cover 4 regions. Dhaka, Khulna, Bogura, Rajshahi

Target Market Urban, Semi urban, Rural

Psychographic Segmentation:

Variable Segmentation

Social Class Upper bourgeoisie and lower bourgeoisie

Lifestyle Professionals

Behavioral Segmentation:

Variable Segmentation Base

User status Regular Users

Loyalty Status Loyal, Switcher, Lapse

Usage Rate Moderate Users

# Chapter 4

## (Recommendation, Conclusion, Reference)



#### **4.1 Recommendation:**

Present day corporate world began to utilize programming based money related exchange framework and budgetary proclamation framework and commenced to forecast customary accounting style. Customary record framework is vital for getting the hang of selling. In telecom industry marketing plays an important role. Marketing is said to all or any the department of the telecom company. Another concern is to extend service demand of the Robi and therefore the issue might arise particularly as welfare form change and natural of the needed support. there's a priority that employees need to work outside of their original training that increases the workload.

In the recommendation part I would like to mention that Robi is already reputed telecom company in our country but it should improve its network quality. During my working period in B2B department I got many complains about the weak network quality from the purchasers. to carry the prevailing customer, it's urgent to enhance the network quality.

In the B2B department their business development officers who need to communicate directly with the purchasers so authority need o arranges simpler educational program for them.

By evaluating corporate connections; sales department Automation, Robi iMOVED Service, Enterprise Resource Locator, Mobile Business Connect, Virtual Private Server, etc. the speed got to reduce to survive within the market. The others competitors like GP, Banglalink already are available the market with more offerings and lower rate. All the VAS got to provide during a short period of your time as per conditions.

Robi sometimes offers telephone with their corporate connections. the standard of the telephone must improve. The telephone offerings need to make within the more frequently basis. Robi got to affect a typical mobile company to make sure the great quality of the telephone for his or her corporate customers.

## 4.2 Conclusion:

The mobile industry in Bangladesh remains facing an oligopoly competition. so as to be competitive during this industry in future, the sole option is to create up a robust brand image is by creating unique product offerings with special features and make a competitive market.

Robi has successfully managed to introduce perfect competitions among the mobile operators. The competitions are so vast that that the connection price also because the airtime rate is falling down day by day. during this changing environment supported this research, Robi should take consideration against mentioned recommendations suggested for the development of customer care division. These recommendations will certainly improve the general company image if implemented efficiently.

Robi is one among leading Telecom Company of our country. This multinational company has several departments. B2B department is that the largest department. Most of the workers who are working in B2B department need to involve within the both work, field work and desk job.

Regarding my day spent in Robi I gathered various knowledge which will helps me within the building of my future career. Working within the B2B department it enriched my knowledge in several term of selling. I learned many new terms and conditions of the company world. I got the chance to debate with experienced people.

Robi is functioning very hard to be variety one telecommunication industry within the Bangladesh. They always accompany a replacement concept of selling strategy. the interior relationship network is extremely strong that helps every team work together and achieves the goal. because the B2B department each department has their hard working teams who work to form the Robi more successful.

### 4.3 Reference:

link-

- i. <https://www.robi.com.bd/en/business/mobile-services>
- ii. <https://www.robi.com.bd/en/business/enterprise-solutions>
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- iv. <https://www.robi.com.bd/en/business/it-business>
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