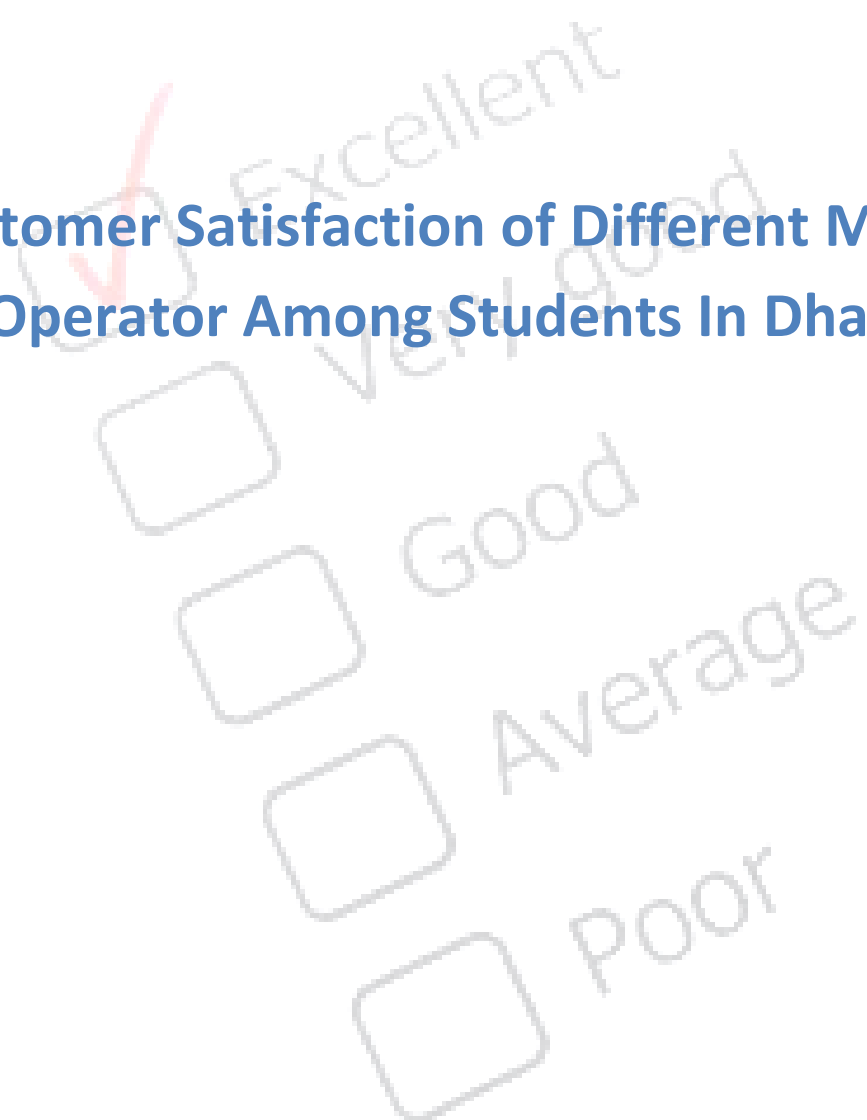


Customer Satisfaction of Different Mobile Operator Among Students In Dhaka



Internship Report

“Internship Report on customer Satisfaction of different mobile operator among students in Dhaka”

Submitted to
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Submitted by,
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Submitted on,
14 August, 2011

August 15, 2011

To,
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Subject: **Submission of Report on ‘Customer satisfaction of different mobile operator among students’.**

Sir,

With due respect, I am submitting my Internship Report on the topic titled “**Customer satisfaction of different mobile operator among students**” as a partial fulfillment of my BBA Program. It’s my pleasure to inform you that I have already finished my internship in a reputed organization, Grameenphone Company Ltd in commercial division(marketing research). It was undoubtedly an interesting opportunity for me to work on this assigned topic to enhance my knowledge in the practical field. I would like to give you thank for giving me the opportunity to do the study. This report explores current situation and future potential of “**customer satisfaction of mobile operator**”. This internship report has been prepared based on the practical experiences obtained from survey and secondary research. Please find the internship report attached here with.

Therefore, I sincerely hope that you will appreciate my effort and I will be grateful if my report is accepted for the appropriate purpose.

With Appreciation,

Munmun Jamil

ID: 07304019

.....

Signature

Acknowledgement

All praise to Allah, the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished.

I would like to acknowledge and convey my heartfelt gratitude to the following persons. Without their close and continuous guidance the completion of this report would not be possible:

1. First of all, my instructor Husain Salilul Akareem, who gave me the opportunity to prepare this report to enhance my knowledge. He encouraged me a lot and spared his valuable time to check my draft copies.
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5. Last but not the least, I would like to give thank all the respondents who participated in the survey and helped me to complete my report with honesty.

Finally, I would like to say adding some words that I have prepared this report from secondary information and survey. I am ready to accept all unwilling errors and omission that are extremely belong to me.

Executive Summery

The introduction of the telecommunication industry has been pretty late in Bangladesh compared to that of the neighboring countries. The mobile telecommunication service has been doubling on an annual basis over the last two or three years. At present there are six mobile phone operators in the country with- Grameen phone, Robi, Teletalk, Banglalink, Airtel and City cell. They are offering different new package and offers avalue added services to satisfy the customers' demands. So there is huge competition among these operators. This research objective is to find out the customers satisfaction level of different mobile operators among students in Dhaka. There are different factors which affect the customer satisfaction. This research aimed to find out critical factors which mostly influence the level of satisfaction of the mobile phone users in Bangladesh. Network coverage, network quality, internet, tariff, customer care, value added services, bill payment system, promotional offers are the most important factors that affect customer satisfaction. Airtel users are more satisfied with the tariff than Grameen phone users. All operators are giving some unusefull sms to the customer to inform news. So customers are highly dissatisfied with it. For internet service the gp users are more satisfied than Airtel users. Gp users are satisfied with the network coverage and quality but the price is comparatively high to the other internet service provider, so customers need a cheap internet packages. On the other side Airtel user are not satisfied at all satisfied with internet. Customers are satisfied with bill payment system of Grameen phone. Customer care services also play a vital role in the customer satisfaction. If the mobile operators focus on those factors and improve those areas they can sustain the market and earn money from the customers.

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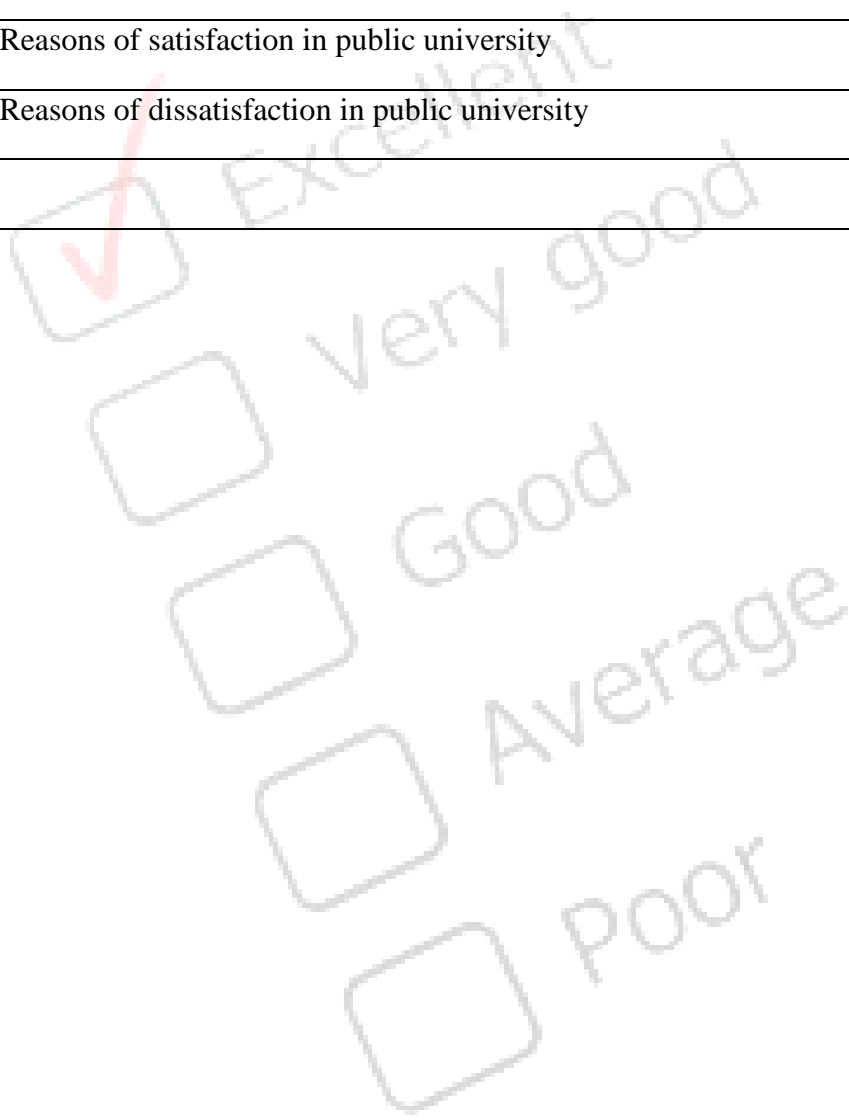
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1. Introduction

Customer satisfaction is a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (WTO, 1985). Customer satisfaction can also be defined as satisfaction based on an outcome or a process. Vavra's (1997, p. 4) outcome definition of customer satisfaction characterizes satisfaction as the end-state resulting from the experience of consumption. This end state may be a cognitive state of reward, an emotional response to an experience or a comparison of rewards and costs to the anticipated consequences. Vavra also puts forth a definition of customer satisfaction based as a process, emphasizing the perceptual, evaluative and psychological processes contributing to customer satisfaction (1997, p. 4). In this definition, assessment of satisfactions made during the service delivery process.

Satisfaction is not a universal phenomenon and not everyone gets the same satisfaction out of the same service experience. The reason is that customers have different needs, objectives and past experiences that influence their expectations. (Pizam, 1999) Therefore it is important to gain a clear idea of the customer needs and objectives that correspond to different kinds of satisfactions. This necessitates the segmentation of the market, because no service or product can offer everyone the same degree of satisfaction (WTO, 1985)

The number of mobile subscribers has been increased dramatically. Over the last two to three years, the number of mobile subscribers in Bangladesh has been more than or close to more than doubling on an annual basis. The subscriber base had reached 44 million by mid-2008 and was continuing to grow at an annual rate in excess of 50%. And the strong growth seemed likely to continue with the drive that has been developed on the back of the government's deregulation process. The competitive environment has further intensified due to the entry of new operators into the market (www.totel.com.au/bangladesh-telecommunications-research.asp). The telecom regulator also disclosed that addition of new subscribers raised the mobile penetration more than 25% of the country's population. Individually, Bangladesh's leading mobile operator, Grameen phone, has 18.6 Million customers, Banglalink has 8.64 Million, AKTEL has 7.57 Million and

Warid has 2.93 Million subscribers. On the other side, City cell, Bangladesh oldest mobile operator, has added 1.6 Million subscribers. The reasons behind this growth rate during April 2008 was largely due to declining call rates, falling prices of handsets and rising competition among operators. Consequently, the mobile phones become cheaper and affordable for people in the country with the increase in disposable income that improves the, quality of life in Bangladesh. People are showing interest in new technologies like Internet service on mobile phone. Besides, mobile companies are also adding new technologies in their services as a result more and more customers are buying mobile phones. Thus it becomes a high concern for the companies to stay alive and win the market share by making the customer more loyal to their firms. As competition increases, customers bargaining power gets stronger, and building trust and image becomes more important, companies should put more focus on factors affecting loyalty among consumers. So in this the report objective is to find out the satisfaction level of the customer and brand preference of different mobile phone operator among students of Dhaka.

1.1 Problem definition

Customer satisfaction level of different mobile operator among students in Dhaka

1.2 Background of problem

A study of mobile telecommunication service by Ibrahim, Istiaque and Islam (2007), they measured customer satisfaction by taking into consideration certain factors including customer care. A comparison between Grameen Phone, Robi, Banglalink and City cell was made. The results of the study were that the mobile operators placed considerable importance to the issue of customer support. There is a positive correlation between customer satisfaction and customer support. When customer support becomes wider the trend of satisfaction becomes stronger. A study made by Abraham Pizam and Taylor Ellis (1999) in hospitality enterprises found that if properly designed, administered and analyzed, the process of monitoring customer satisfaction can be beneficial to any hospitality enterprise and make the difference between offering a

mediocre product and an excellent, quality product. I, Qi, and Shu (2007) made a study to find out the satisfaction level of the customers in mobile telecommunication market in China. They found that the competition between telecom operators became more intense in China. In addition, they discovered that the telecom operating management was emphasizing a lot to the customer satisfaction and customer services, to improve the ability and for sustainable development in the competitive environment. It means that higher level of customer satisfaction lead to greater customer loyalty, which in turn has a positive impact on profitability. Smith, Bolton, and Wanger (1999), tried to develop a model that describes customer satisfaction and the services encounter involving failure and recovery through mixed design experiment using survey method. Their study provided a framework for considering how service failure context and service recovery attributes influence customer evaluations through disconfirmation and perceived justice, thereby influencing satisfaction with the service failure/recovery encountered. They found that apology; speedy recovery and compensation of the failure had a positive effect on customers' perception. Finally, this study also provided guidelines to the management for establishing proper fit between service failure and the recoveries as an effective response to the customers. Bolton R.N. (1998) developed a dynamic model of the duration of service provider-customer relationship that focuses on the role of customer satisfaction. This study found that there is a positive relationship between the customer satisfaction and the duration of the relationship. This study also suggested that organizations should focus on customers in the early stages of relationship, because customers considered prior cumulative satisfaction heavily and the duration of the relationship depended on the satisfactory level. If customers experienced were not satisfactory, the relationship was likely to be very short. This study also showed that changes in customers' satisfaction could have important financial implications for the organization because lifetime revenues from an individual customer depended on the duration of his/her relationship.

1.3 Objectives:

Broad objective: to identify the variables those affect the customer satisfaction in the Bangladesh telecommunication industry

To attain the broad objective, the following specific objectives will be pursued

- To find out the reasons of satisfied with current operator in public University public University
- To find out Overall satisfaction level in public University & public university.
- To identify the customers brand preference in public and private university
- To get idea about the current market share in public and private university
- To find out the satisfaction level by factors in public and private university.

1.4 Methodology

1.4 .1 Types of research design

My research type is descriptive research as well as exploratory research. Where I will find how different factors are influencing the customer's satisfaction level and also brand preference.

1.5.2 Problem statement

Mobile industry is an emerging industry in Bangladesh. There are different mobile operators in Bangladesh/ there is a huge competition in this operator. So subscriber has various alternatives to choose their brands. There are different factor which affecting the customer satisfaction. Students are the most significant market of the mobile operator. If the mobile operator can not satisfy this segment they will lose a huge market. So my target measure customer satisfaction level of different mobile operator.

1.5.3 Data collection method

Primary Data:

My research will be based on both primary and secondary research. For Primary research, I will do survey on diifernt students of public and private university.

Secondary Data:

For secondary research, I will find and read relevant literature, books, articles, newspapers, and magazines on employee and customer satisfaction and the relation between them. For accumulating the information for organization part, I will talk with the company personnel and I will also collect information from the company booklets, brochures, newsletters and company website.

1.5.4: population and total sample size:

The total student of Dhaka is compare to other district is high.it is not possible to work on the full population. As my research topic is customer satisfaction of students in Dhaka so I have selected public and private university to get the actual information. So I have selected North south University, independent university, American international university, Brac as private university. I also consider public university like Jahangir nagar, Dhaka University. I will take 400 as my customer sample size, Where 200 from the private university and 200 from the public university.

1.5.5: Margin of error:

According to my sample size in public university my margin of error 11.69 for 70 samples. Public university's sample size is 172 here the margin of error 7.44 where there is 95% confidence interval level.

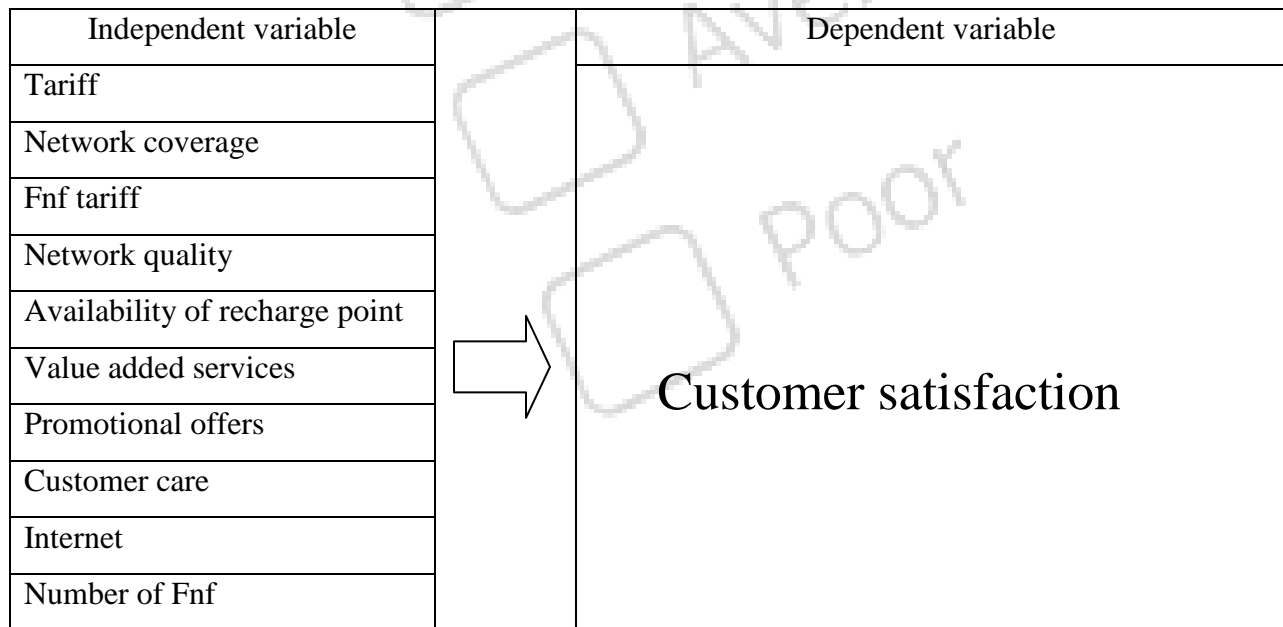
1.5.6: Questionnaire design:

In the questionnaire I put different factors which are my independent variables like on net tariff, off-net tariff, fnf, customer care bill payment system, internet, promotional activities, value added services etc. My dependent variable is customer satisfaction. To measure the satisfaction level I use Likert scale tool. Where for measuring importance 1= least important, for satisfaction level 1= least satisfied. The primary scale of measurement is nominal scale, where according to the importance the factors are measured. The questionnaire is in English because most of the good universities use the English version.

The major part of the data was collected from three University students of Dhaka. A total of 400 respondents provided the needed information. Standard demographic measures were included in order to characterize the sample: the male-female ratio was around 3 to 1 (male = % versus female = %).

1.5.7: approach to the problem:

1.5.7.1: Research framework:



To identify the satisfaction level there are some most important factors which can determine the customer overall satisfaction level. These the independent variable like Tariff, Network coverage, Fnf tariff, Network quality, Availability of recharge point, Value added services, Promotional offers, Customer care, Internet, Number of Fnf. the dependent variable is the customer satisfaction.

For analyzing data different statistical tools have been used in this report like pie chart, bar chart, hypothesis test, regression analysis & correlation.

1.6. Data analysis and reporting:

Microsoft Excel and SPSS are used for the data analysis and reporting.

1.7: Limitations of the study






While preparing this report I may face following limitations

- i) Time constraint: To cover all the aspects of the report within one semester is quite difficult. Access to the areas outside Dhaka may not be possible for me due to time constraints.
- ii) Confidential factor: some information is very important to know but they are confidential.
- iii) Help from the respondents: As I will do survey for my primary research, I will require some help and assistance from the people. However it may be little bit difficult for me to receive adequate help from everyone I surveyed.

2. Bangladesh telecommunication industry

City Cell was the first mobile service provider of Bangladesh. Initially it had a monopoly on the mobile service but only until 1996. In 1996 two new operators entered the market- Grameen Phone and Sheba (later on acquired by Orascom and renamed as Banglalink. Sheba's service was limited to Dhaka but Grameen Phone (GP) spread its network rapidly. Today out of the 64 districts, GP serves 61 districts in Bangladesh and its network is divided into 6 zones- Dhaka, Chitagong, Khulna, Sylhet, Barishal, and Rajshahi.

Network frequency allocated to different operators are listed below:

Network	System	Frequency (MHz)
Citycell 	CDMA	800
Grameenphone 	GSM	900
Robi 	GSM	900
Banglalink 	GSM	900
Teletalk 	GSM	900

Airtel	GSM	900
		

Table 1.1: Network frequency of different operators.

2.1. Direct competition

The telecommunication sector ,specially the mobile phone sector, in Bangladesh is one of the fastest growing business segments of the country which provide a lot of value addition to the society with its service and creation of employment opportunities. At present there are six mobile phone operators in the country with- Grameen phone, Banglalink, Robi, City cell, Airtel, Teletalk.

Comparative market share as of march, 2011

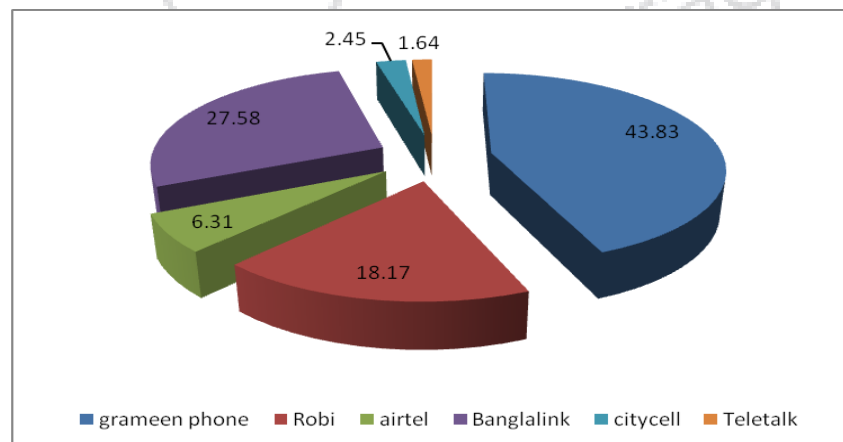


Fig 1.2: percentage customer based comparisons(as march, 2011)

Although the number of telecommunications companies operating Bangladesh is six (five private and one state owned), but the aggressive competition has forced the incumbent telecommunications companies or mobile operators to reconfigure their strategy and business to

sustain or improve their competitive advantages. All of them compete with each other to grab customer by providing wide range of services. Each of the operators has three or four or more packages to fulfill its subscribers/ customers

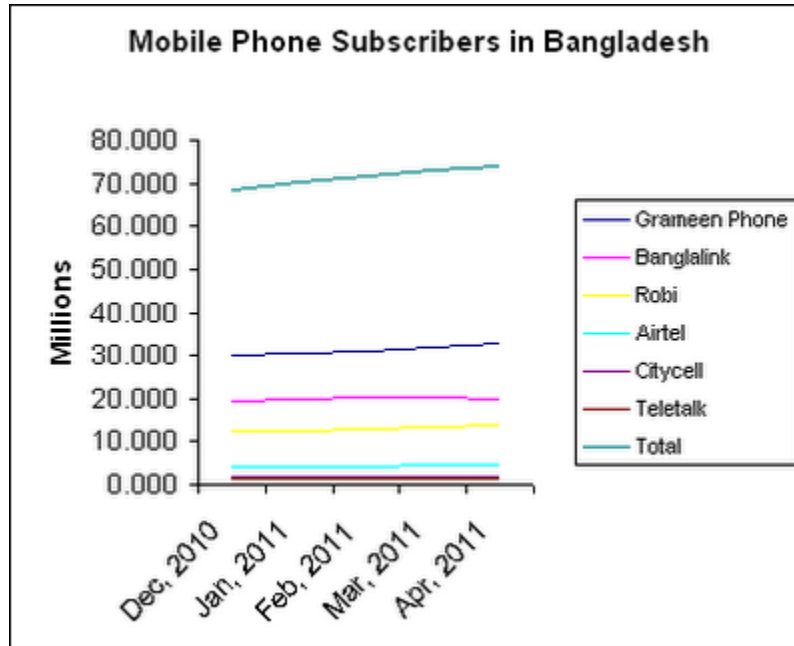


Figure1.3: Mobile phone subscriber in bangladesh

According to the April 2011 the total users are 70000 millions. Among them Grameen phone users are 30000 millions, Banglalink users are 20000 millions, Robi has 10000 million users, Teletalk has between 0-10000 million users. In this survey we have found that generally Grameen phone has the highest market share in the Bangladeshi market, Banglalink has the second position. City cell and Teletalk users are very low in Bangladesh.

2.1.1. GRAMEENPHONE



Grameenphone started its journey with the Village Phone program: a pioneering initiative to empower rural women of Bangladesh. The name Grameenphone translates to “Rural phone”.

Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone has come a long way. Grameenphone pioneered the then breakthrough initiative of mobile to mobile telephony and became the first and only operator to cover 98% of the country’s people with network

Since its inception Grameenphone has built the largest cellular network in the country with over 13,000 base stations in more than 7000 locations. Presently, nearly 98 percent of the country’s population is within the coverage area of the Grameenphone network. Grameenphone has always been a pioneer in introducing new products and services in the local market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997.

Grameenphone was also the first operator to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. The entire Grameenphone network is also EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently nearly 2.6 million EDGE/GPRS users in the Grameenphone network

MISSION

The mission of Grameenphone Ltd. is,

“Leading the industry and exceed customer expectations by providing the best wireless services, making life and business easier.”

VISION

The vision of Grameenphone Ltd. is,

“We exist to help our customers get the full benefit of communications services in their daily lives. We want to make it easy for customers to get what they want, when they want it. We're here to help.”

Ownership structure

The shareholders of Grameenphone contribute their unique, in-depth experience in both telecommunications and development.

It is a joint venture enterprise between Telenor (55.8%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (34.2%), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank. The other 10% shares belong to general retail and institutional investors.

The technological know-how and managerial expertise of Telenor has been instrumental in setting up such an international standard mobile phone operation in Bangladesh. Being one of the pioneers in developing the GSM service in Europe, Telenor has also helped to transfer this knowledge to the local employees over the years.

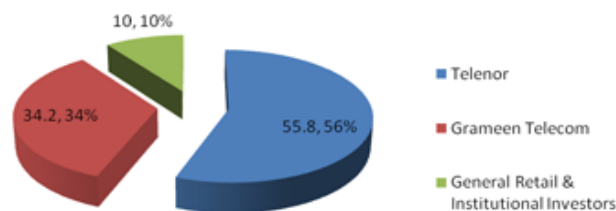


Figure 1.4: Ownership structure of Grameen phone

Products and Services of Grameenphone Ltd

The leading telecom company, Grameenphone is doing their business successfully with their various good products and services. All of their products and services are mentioned below:

Packages

Xplore

Xplore is a postpaid connection and is available with Mobile to Mobile with BTCL connectivity. BTCL incoming is absolutely free in Xplore.

Shohoj

Grameen phone prepaid connection comes with this pre-activated package where you will be able to talk to any operator number at a low, flat rate of Tk 0.79.

Bondhu

This package with the highest number of F&Fs allows you to talk to your near and dear ones at the lowest rate.

Apon

You can talk to over 31 million Grameenphone numbers at a very low rate of 49 Paisa per minute.

Baadhon

"Baadhon" is a special package which is very suitable for the rural population of Bangladesh.

Smile

The Grameenphone Smile prepaid connection now gives you more freedom, more opportunities and more reasons to smile!!

Internet:

When-ever, where-ever you want to get online to access the internet, Grameenphone has got the coverage & right solutions that will suit you. Whether you are searching for information or looking for entertainment & social networking on your phone or a laptop/personal computer we have the right packages & devices to cater to your needs.

Communication solutions developed by Grameenphone across all the media have always focused one single thing – to help people stay close to their dear ones and to enlighten their lives through free and flawless access to information. Grameenphone internet is another step towards fulfilling this goal. With this step, Grameenphone so far brought Internet to people in the following ways:

- 1) Desktop and Laptop browsing: by using the mobile as modem or by internet modem
- 2) Mobile screen browsing: WAP/internet browsing on the mobile

Grameenphone is looking to expand further into the digital world by expanding its internet platforms and developing more internet related products, thus becoming the biggest Internet Service Provider of Bangladesh.

Internet services are provided through-

- Internet Packages
- Data Optimization
- Internet SIM
- Modem
- Internet Security
- Get Handset Settings
- Opera Mini

Mobile Services:

Call Block Service:

Call Block Service enables subscribers to easily block unwanted calls to their mobile phones anytime, anywhere through its Blacklist feature. Recently, Grameenphone has also introduced the Whitelist feature to allow only certain numbers to be able to call the subscriber, keeping all other callers blocked.

Missed Call Alert service

Missed Call Alert service provides the facility to the subscribers to get notified about the calls that they missed due to keeping the phone switched off or being out of network. Subscribers will be notified for Missed Call Alert through SMS.

Mobile Backup Service

Mobile Backup is a service that ensures a safe and secure way of storing important data of your mobile phone including Contacts, SMS, Photos, Music, etc. The Mobile Backup service saves your mobile phone's data to Grameenphone's secure server, and also enables you to restore the saved data back in your phone, whether it is new or existing.

Flexiload

Grameenphone was first in Bangladesh to introduce the innovative electronic bill payment system Flexiload, for our valued subscribers.

With Flexiload service, life becomes easy! No more need long queue or miss the time to the pay bill at the Bank. Moreover, barred phones will be automatically unbarred within a few minutes of paying bill through the Flexiload system. You can pay any amount of your billed or unbilled usage.

Vehicle Tracking Service

Vehicle tracking service is a GPS based vehicle tracking solution that provides instant location information to the vehicle owner/authorized person through web/SMS with other flexibilities.

Other services are:

- ✈ Friends & Family
- ✈ MMS
- ✈ Voice Mail Service
- ✈ Pay for Me
- ✈ Balance Transfer

- ✦ Welcome Tune
- ✦ Voice SMS
- ✦ International SMS
- ✦ International MMS
- ✦ E-bill

New Offers:

Grameen phone always provides different and up to date services to its subscribers, to make them able to cope up with the continuously changing world.

- ✦ Free Data Offer with Opera Mini
- ✦ New tariff for Xplore
- ✦ My Zone
- ✦ Start-up price and freebies offer
- ✦ Internet Modem offer
- ✦ Locate GP Centers
- ✦ Special Tourist Pack
- ✦ Buddy Tracker
- ✦ Business Solution
- ✦ Cricket Information
- ✦ Dj Juice Shake
- ✦ Cricket SMS Quiz

2.1.2. Robi



Robi Axiata Limited is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. It was formerly known as Telekom Malaysia International (Bangladesh) which commenced operations in Bangladesh in 1997 with the brand name AKTEL. On 28th March 2010, the service name was rebranded as 'Robi' and the company came to be known as Robi Axiata Limited.

Robi is truly a people-oriented brand of Bangladesh. Robi, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core, Robi marches ahead with innovation and creativity.

To ensure leading-edge technology, Robi draws from the international expertise of Axiata and NTT DOCOMO INC. It supports 2G voice, CAMEL Phase II & III and GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligent Network (IN), which provides peace-of-mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming. It has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates.

Vision

To be a leader as a Telecommunication Service Provider in Bangladesh

Mission

Robi aims to achieve its vision through being number '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.

Market share of Robi

Robi has got 18% market share in the Telecommunication industry in Bangladesh considering the subscriber base and is in the third position based on the number of customers. But when revenue is concerned, Robi has a lot of valuable customers who are keeping Robi at second position.

Ownership structure:

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad (70%) and NTT DOCOMO INC. (30%). Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian grown holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand.

NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001.

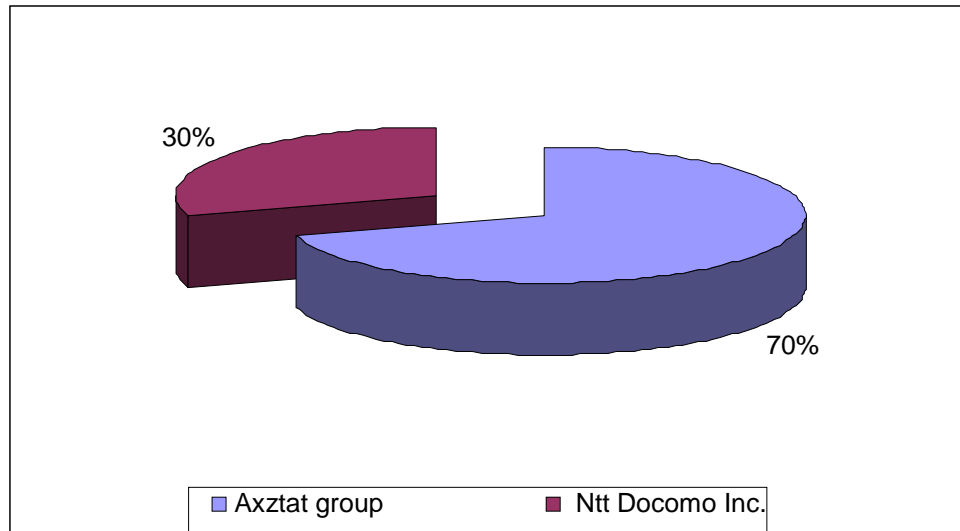


Figure 1.5: Ownership structure of Robi

Product Portfolio:

Robi mainly offer two types of product based on the subscription category for general subscribers-Pre-paid and Post-paid.

Pre-paid package: Robi Pre-paid is continuously offer new features and plans to provide absolute freedom to the customer. Robi offers a single Pre-paid package with different tariff plans to meet different types of needs instant, easy and multiple migration facility form one tariff to another. Tariff plans are as follows-

রবি Robi Club Tariff Plan

রবি Robi Prothom

রবি Muhurto Tariff

রবি Shoccho Tariff

রবি Shasroyee Tariff

রবি Shorol Tariff

For the entrepreneurs Robi offer a different package called Uddokta & Easy Load Tariff.

Post-paid package: Robi offers few lucrative Post-paid Packages named Simple plans, Normal plans, and Robi corporate. These Tariff and facilities can be easily found from the webpage: www.robi.com.bd. Tariff plans are as follows

Services:

Supplementary services:

- রবি Call Waiting and Call Holding
- রবি Call Forwarding
- রবি Call Conferencing
- রবি National Roaming-Both way
- রবি Dedicated Customer Services
- রবি Music
- রবি Internet & Data Services
- রবি Lifestyle
- রবি Messaging
- রবি Information & Services
- রবি M-Ticket
- রবি Call Management etc
- রবি M-Ticket
- রবি Finance
- রবি Balance Transfer Request
- রবি Islamic Info
- রবি Entertainment
- রবি Downloads
- রবি Balance Transfer Request
- রবি Education & Career
- রবি Community & Chat
- রবি Mobile Assistance
- রবি Finance

Services:

Supplementary services:

- Call Waiting and Call Holding
- Call Forwarding

- Call Conferencing
- National Roaming-Both way
- Dedicated Customer Services
- Music
- Entertainment
- Downloads
- Internet & Data Services
- Messaging
- Community & Chat
- Information & Services
- Mobile Assistance
- Education & Career
- Islamic Info
- Lifestyle
- M-Ticket
- Finance
- Balance Transfer Request
- Call Management etc

Excellent
Very good
Good
Average
Poor

2.1.3. CITYCELL



City cell (Pacific Bangladesh Telecom Limited) is Bangladesh's pioneering mobile communications company and the only CDMA network operator in the country. Citycell is a customer-driven organization whose mission is to deliver the latest in advanced telecommunication services to Bangladesh.

The company offers a full array of fixed and mobile services for consumers and businesses that are focused on the unique needs of the Bangladeshi community. Citycell's growth strategy is to integrate superior customer service, highest standard technology and choice of packages at affordable rates.

The company operates a 24-hour call centre with over 86 well trained operators to respond to customer queries. Citycell's customer service is open 7 days a week to ensure customers can access City cell at any convenient time.

City cell is the first mobile operator in Bangladesh. They started their operation in March 24, 1994. City cell choose CDMA as their network technology. CDMA is trusted to be the best mobile communication technology in the world in terms of network performance. However, City cell could not take the market leadership because of their go-slow policy.

City cell's is offering a wide range of competitive prepaid and postpaid mobile packages as well as Value Added Services such as SMS and information based services.

City cell is looking forward in introducing CDMA 1x technology in 2004 to provide innovative multimedia features, including Multimedia Messaging Service (MMS) and many more data based mobile features currently not available in Bangladesh.

Mission

The mission of city cell

- Good Business: to receive an economic return on its investment.
- Good development: to contribute to the economic development of bangladesh where telecommunication can play a critical role.

Vision

- City cell has been established with the vision to grow as the leading provider of telecommunication services and high speed internet through out Bangladesh with satisfied customer and enthusiastic employees.

Ownership

City Cell (Pacific Bangladesh Telecom Limited) is a privately owned company with majority foreign ownership equity. SingTel Asia Pacific Investments Pte Ltd owns 45% of Citycell while Pacific motors and Far East Telecom Limited own 31.43% and 23.57% respectively.

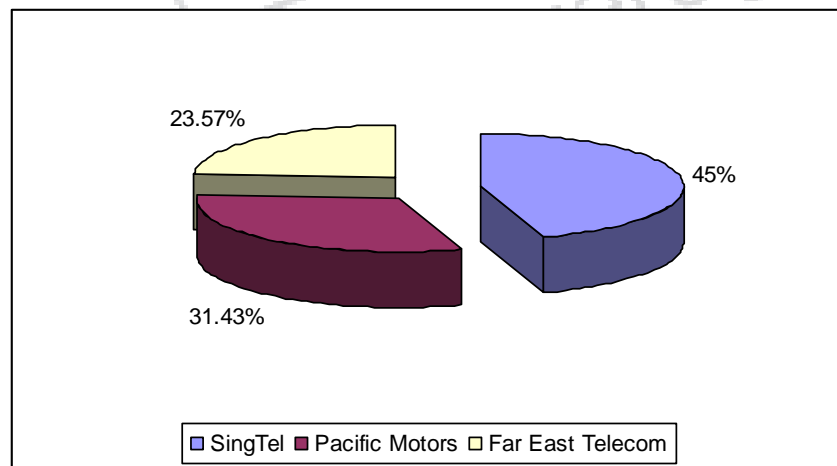


Figure 1.6: ownership of Citycell

Successful Packages: The packages are discussed below.

Prepaid

Citycell One.

Citycell started offering prepaid plans from 2003. It was the first to offer a prepaid plan with BTTB connectivity in the same year.

Aalap Call Me:

In 2005, it launched the **Aalap Call Me** plan- the first phone plan with negative tariff in the country. ^[citation needed] In this plan customers get credit added to their balance when they receive calls from other Citycell subscribers.

Aalap Super:

In the same year, Citycell launched **Aalap Super** plan. Subscribers of this plan could make free calls to other Citycell subscribers during late night hours. This espoused numerous copycat products from its competitors. Later that year the national telecoms regulator ordered all phone companies to cease offering free call facility.

Hello 0123:

In 2006, Citycell launched **Hello 0123** plan. The name 0123 signified tariff of Tk 0 for calls to one Citycell number of the subscriber's choice, Tk 1 for calls to two other Citycell numbers, Tk 2 for calls to all other Citycell numbers and Tk 3 for calls to all other networks. This plan was followed up with a string of other spinoff plans that continued into 2007.

Postpaid packages:

Citycell One

The postpaid plan is branded as **Citycell One**. The Postpaid subscribers enjoy 4 FnF numbers to other operators, 30 sec pulse applicable for all outgoing, Zoom Data service etc. in additional.

VOICE-DATA

Recently in Int. Tread fair 2009, Citycell Introduced a new postpaid service called VOICE-DATA plan with cheaper tariff voice call and sms on any operator and BTTB (NWD) and 0.25 Tk/minute voice call and sms on any Citycell Number.

Internet services:

Zoom Ultra is the new and upgraded package from Zoom™ high-speed wireless internet service that runs on state-of-the-art EV-DO technology, the evolution from CDMA 1X technology. You can experience download speeds of up to 512 kbps, and the Zoom™ Ultra connection enables you to access this high-speed internet by simply connecting to your laptop or desktop computer.

Zoom™ Ultra provides never-before internet speeds on the move, and plug-and-play service through a versatile USB interface. The high speeds facilitate a superior internet browsing experience with video streaming, video surveillance, and rich media content.

Services:	Devices
<ul style="list-style-type: none"> • Voice • Zoom ultra • Vas • Call mamangement services • Sms • Internation services • Infrastructure • Webstore • Moneybag • Facebook sms service • Twitter sms services 	<ul style="list-style-type: none"> • Handset • Modem • Download driver

2.1.4. Teletalk:



Teletalk Bangladesh Limited is a public limited company, registered under the Registrar of the Joint stock companies of Bangladesh. Total shares owned by the Government of the Peoples Republic of Bangladesh.

We continue to grow and engage our customers through our clear commitment to offering high quality products and services as well as leading customer retention and loyalty programmers. Teletalk continues to be a part of the revolution that’s connecting millions of Bangladeshi people and around the world.

Teletalk Bangladesh limited was established keeping a specific role in mind. Teletalk has forged

ahead and strengthened its path over the years and achieved some feats truly to be proud of, as the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base, Teletalk thrives to become the true people's phone – “Amader Phone”.

Mission & Vision:

To innovate and constantly find new ways to enhance our services to our customer's current needs and desires for the future. Our vision is to know our customers and meet their needs better than any one else

Ownership structure:

TeleTalk started operating on 29 December 2004. It is a Public Limited Company of Bangladesh Government, the state-owned telephone operator. **Teletalk** is the only operator in **Bangladesh** (**Owner: 100% Bangladesh Government**) with 100% native technical and engineering human resources.

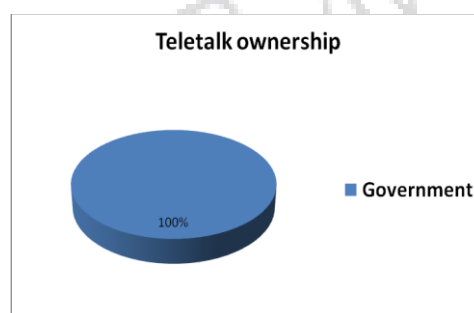





Figure1.7 : ownership of Teletalk

Products and services:

Prepaid package:

-  Bijoy
-  Shadheen 66
-  Shadheen 66
-  Standard
-  Shapla (Prepaid)

Post paid package:

-  Standard/Rajanigandha
-  Shapla

Value added services:

- Push pull services
- Voice mail service
- Bangle sms
- International sms
- Internet sms
- International roaming
- Gprs
- Missed call alert
- Malicious call blocking services



Teletalk offers internet browsing facility for both post-paid and pre-paid subscribers. One can use this facility by using data-cable in computer also. Handsets with GPRS option enable this facility. Through Teletalk GPRS, the subscribers can use the facilities like browsing, email, internet chatting, data transfer etc.



Push-pull services

like ordinary SMS, one can receive answer to a question s/he asks. By using this push-pull service, one can have the latest updates of important cricket matches.



SMS

An SMS of 160 characters each available both in English and Bangla.



ISD and EISD

Every subscriber of Teletalk gets the opportunity of Economic ISD or EISD in 55 countries @ reduced rate per minute. Under this facility, the subscriber should dial 012, then country code, then area code and finally the desired number – instead of dialing access code 00.



DESA Load shedding push-pull service

First time in Bangladesh, Teletalk with co-operation from DESA has instituted a service for consumers to obtain evening load shedding schedule through SMS.



Mobile Applications through GPRS

Teletalk has also introduced in collaboration with various content providers some Java Mobile applications. Not able among them are “Cricket Update” and “Bangla SMS”.

3.1.5 Banglalink:



The ultimate parent company of the group is vimpelcom, the 6th largest mobile phone operator in the world. banglalink was acquired by oth in 2004, and after a complete overhaul and the deployment of a new gsm network, its telecommunication services were re-launched under the brand name banglalink. when banglalink began operations in bangladesh in february 2005, its

impact was felt immediately: overnight mobile telephony became an affordable option for customers across a wide range of market segments.

banglalink's success was based on a simple mission: "bringing mobile telephony to the masses" which was the cornerstone of its strategy. banglalink changed the mobile phone status from luxury to a necessity and brought mobile telephone to the general people of bangladesh and made a place in their hearts. the mobile phone has become the symbol for the positive change in bangladesh.

this positive change that is quite correctly attributed to banglalink, has become the corporate positioning of banglalink and is translated in their slogan "making a difference" or "din bodol". "making a difference" not only in the telecom industry, but also through its products and services, to the lives of its customers. this corporate stance of "making a difference" has been reflected in everything banglalink does.

banglalink attained 1 million subscribers by december 2005 and 3 million subscribers in october 2006. in less than two years which is by december 2007, banglalink overtook aktel to become the second largest operator in bangladesh with more than 7.1 million customers. banglalink currently has 20.05million subscribers as of april 2011, representing a market share of 27.03%

growth over the last years have been fuelled with innovative products and services targeting different market segments, aggressive improvement of network quality and dedicated customer care, creating an extensive distribution network across the country, and establishing a strong brand that emotionally connected customers with banglalink.

Mission & vision statement:

Banglalink understands customer needs best and will create and deliver appropriate communication services to improve people's lives and make them easier.

SHAREHOLDER STRUCTURE AND GOVERNANCE

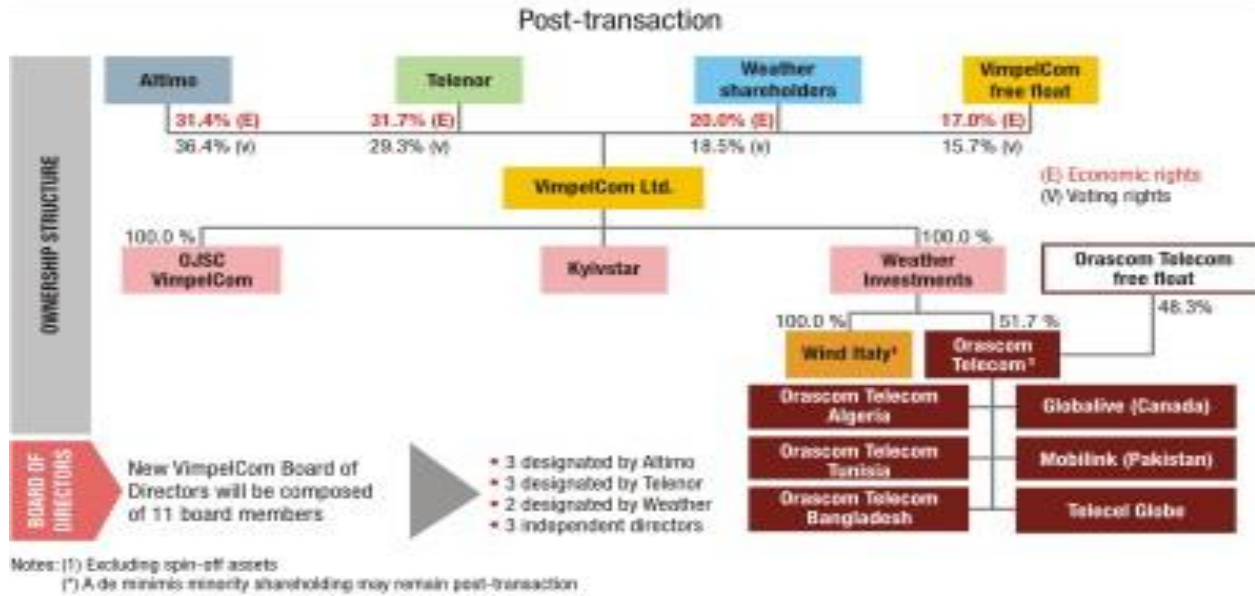



Figure 1.8: ownership of Banglalink

Products and services:

➤ Prepaid

-  Banglalink desh
-  Banglalink desh ak rate
-  Banglalink desh akrate darun
-  Banglalink desh rongdhanu

➤ Postpaid

-  Banglalink postpaid
-  Banglalink business
-  Banglalink sms

➤ **Internet**



➤ **Value added service**

<ul style="list-style-type: none">• Blood bank• Health line• Ligyasha• Info• Railway• Yellow page• Messaging• Quran ivr• Namaz alert• Sms timer• Friend finder• Stock info• Azan alert• E-isd• Call block• Call back	<ul style="list-style-type: none">• Voice• Adda• Sms adda 22 downloads• Backup• Vehicle tracking• Amar tune• Mig 33• Golpo chora gan• Messenger• Song dedict• Conference call• Call waiting• Line identity• Bill pay• Mobile remittance• Sms email
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Roaming



 In-flight

 Martime

 Edge/gprs

Devices

 Modem

3.1.6. Airtel



Airtel Bangladesh Ltd. is a GSM-based cellular operator in Bangladesh. airtel Bangladesh is the sixth mobile phone carrier to enter the Bangladesh market, and launched commercial operations on May 10, 2007. Warid Telecom International LLC, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's Bharti Airtel Limited for US\$300 million.^[2] Bharti Airtel Limited will take management control of the company and its board, and rebranded the company's services under its own **airtel** brand from 20 December 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010.^[3]

In January 2010, Bharti Airtel Limited, Asia's leading integrated telecom services provider, acquired 70% stake in Warid Telecom, Bangladesh, a subsidiary of the UAE-based Abu Dhabi Group.

Bharti Airtel is making a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company. Dhahi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company.

Vision:

To be the partner of choice for international telecommunication service.

Mission:

To ensure unrivaled customer satisfaction for Total Telecom Solution into and from Bangladesh Airtel (www.airtelbd.com) headquartered in Dhaka, Bangladesh operates within the holding company of the ebaybd.com in a world class internet trading infrastructure, telecom, hospital, premier holdings is a real state company.

Ownership structure

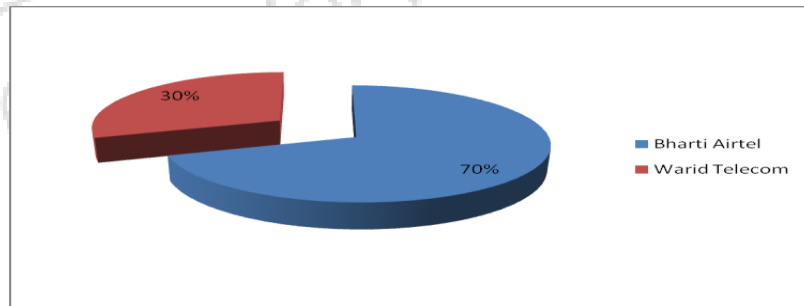


Figure 1.9: ownership of Airtel

Products and services

Prepaid package	Post paid package
<ul style="list-style-type: none">• Adda• Dolbol• Golpo• Kotha	<ul style="list-style-type: none">• Airtel exclusive• Airtel classic• Airtel advantage

Services:



Data analysis and findings

3.1 Ratio of students

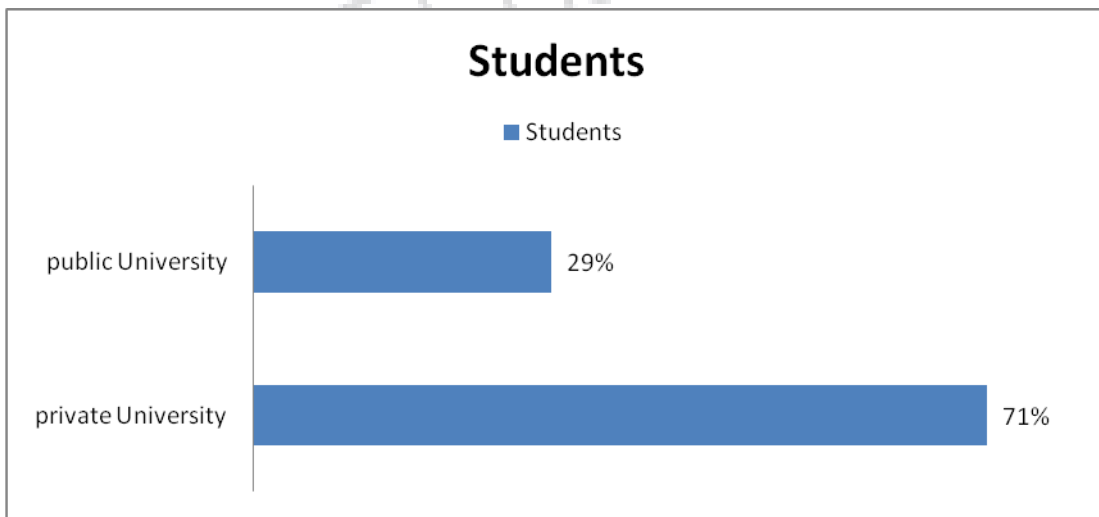


Figure 1.10: student's ratio

Analysis:

According to my sample 29 % are public university students and 71 % students are from private university.

3.2 Market share of mobile operators

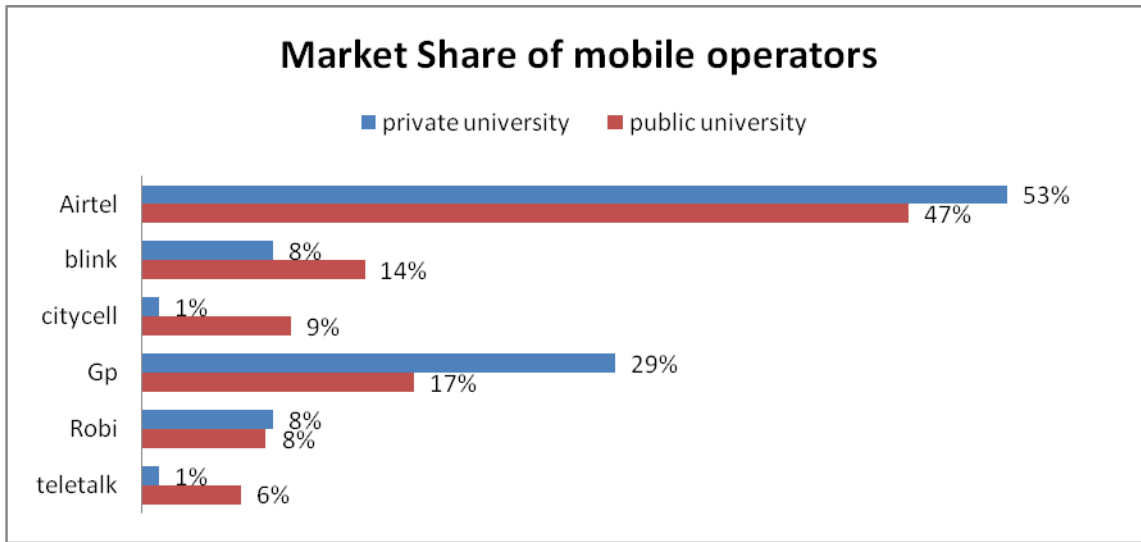


Figure1.11: Users of mobile operators

Analysis:

According to my sample it is found that in private university there are 53% users are Airtel users, 8% are Banglalink users, 1% is city cell users, Grameen phone 29% markets share. Robi has 8%, and Teletalk has 1%.

In the public university there are 47% students are using Airtel, 14% use the Banglalink, city cell has 9% market share, Grameen phone has 17% , 8% are the Robi users and 6% users are Teletalk users.

3.3 Quantity of sim is used by students of public university

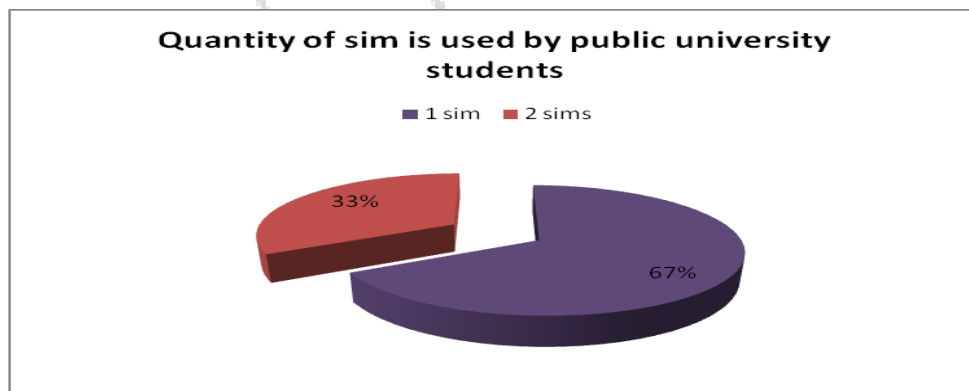


Figure1.12: Quantity of sim is used by public university students

Analysis:

In the public university 67% students are using 1 sim, 33 % students are using 2 sims. Most of public university students are using only 1 sim weather they are satisfied or not. One third of the students are using 2 Sims. The ratio of one sim user is very high.

3.4 Quantity of sim is used by students of private university

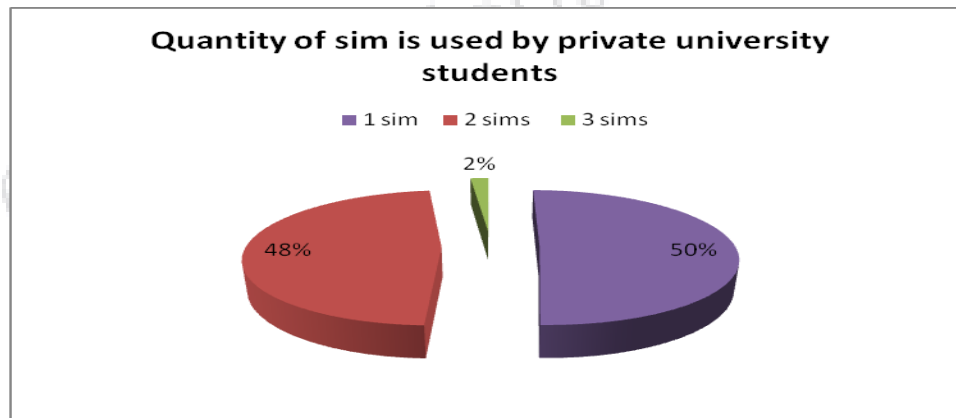


Figure1.13: Quantity of sim is used by public university students

Analysis:

In the private university 50 % students are using 1 sim, 48% students are using 2 sims and 2% students are using 3 sims. The number of 2 sim users is almost equal. Half of the students are using more than 1 sim. As they can afford their money they can easily maintain their 2 sims. But in the public university 1 sim user is 67% which identifies that the expectation and satisfaction level of public and private university students are not same. The private universities students have more tendencies to use more the one sim, which measures than half of students are dual users.

3.5 Overall Students money source:

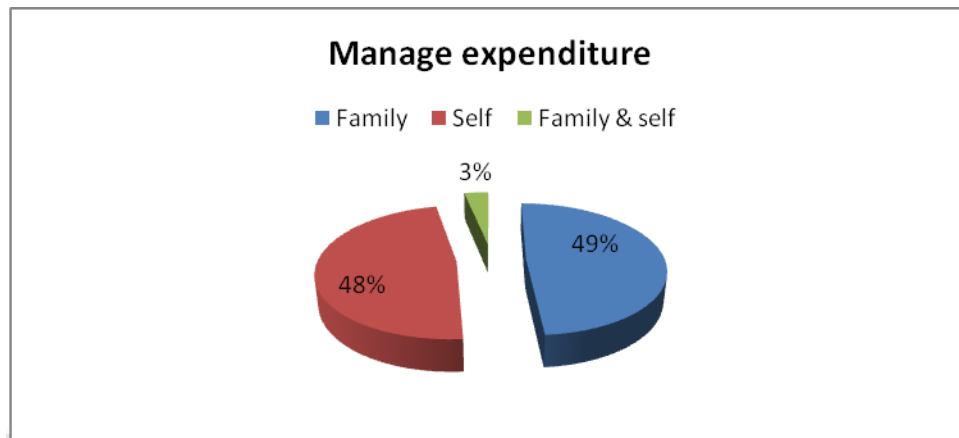


Figure1.14: Manage expenditure

Analysis:

To use the mobile the main thing is source of money. Among 242 students 48% told that they manage their money from own, it may b scholarship, private tuition, bank interest, share business etc. 49% manage their money from their family (father, mother). 3% mention that they take money from their family, besides they manage money from their own.

3.6 Overall satisfaction level

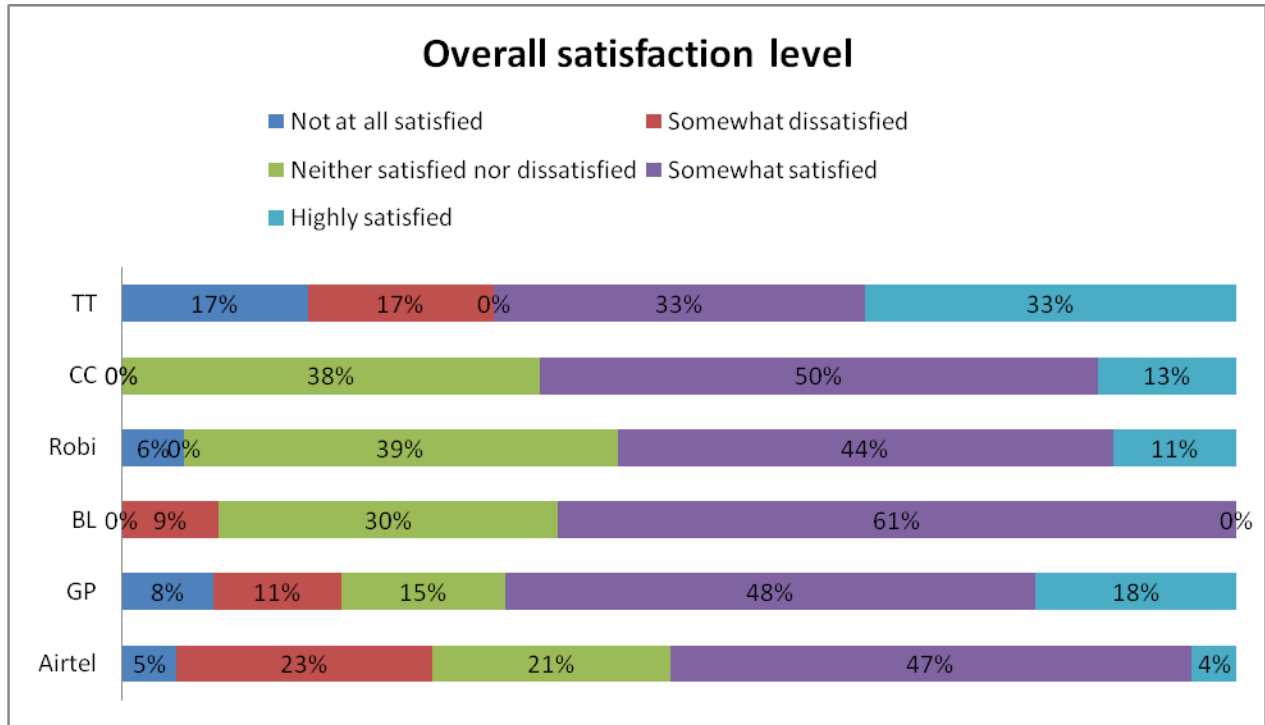


Figure 1.15: overall satisfaction level

Analysis:

Students are using the operators according to their demand and expectation. In the analysis it is found that Banglalink users are somewhat satisfied. 61% Banglalink users are somewhat satisfied with their current operator Banglalink, there is 0% dissatisfied people according to my sample. 39% Robi users are not sure about the satisfaction level. 23% Airtel users are dissatisfied with Airtel. 47% people are satisfied with Airtel. Only 4% Airtel users are highly dissatisfied. On the other hand 18% students are highly dissatisfied with the gp. . Teletalk has the highest dissatisfied people. 33% of the total Teletalk user students are highly dissatisfied.

3.7 Brand preference

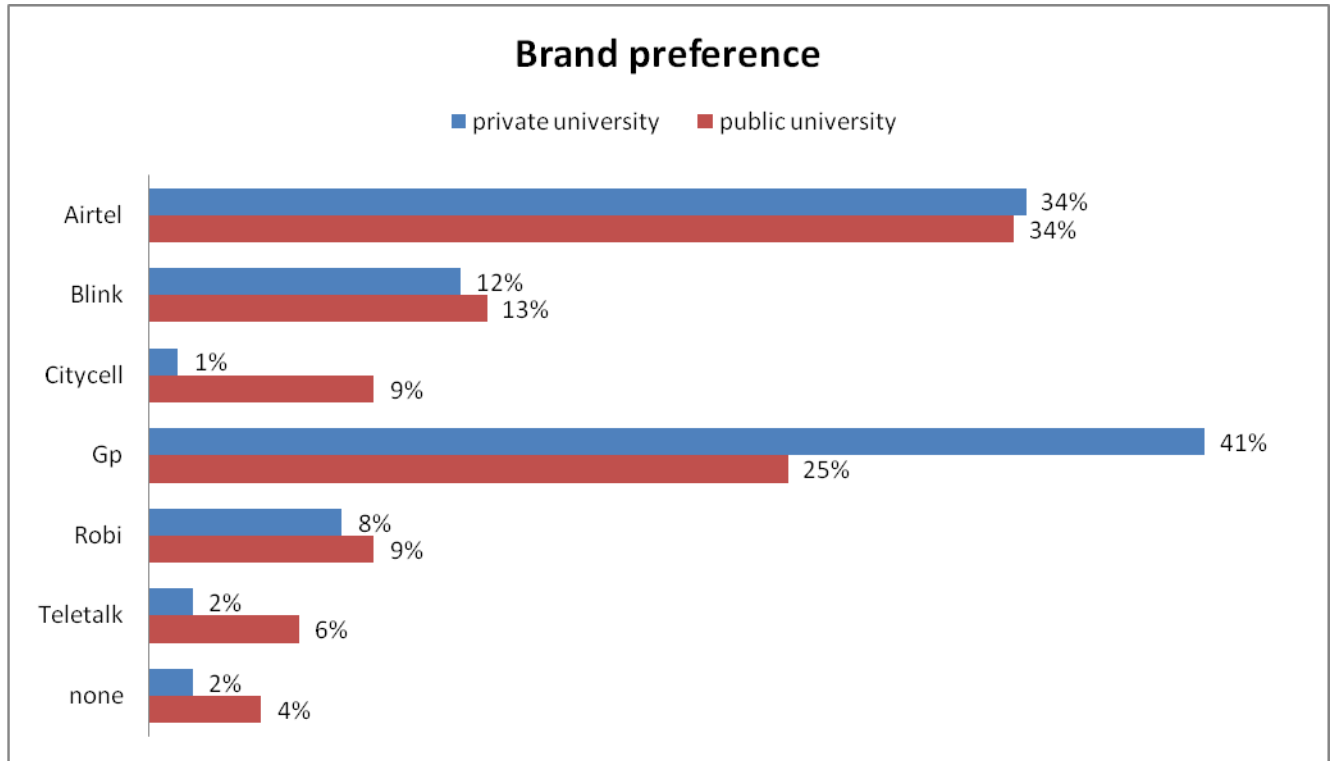


Figure 1.16: Brand preference

Analysis:

Students are using different operators, but they may not be happy. According to my sample, In this analysis it is found that in brand preference is equal for Airtel in private university and public university, which is 34%. 34% of the total sample go for Airtel as their brand.. On the other hand Gp has 41% brand preference in private university and 25% preference in public university. Banglalink has only 12% market share in the private university and in the public university it has 13% market share. So here we can say Airtel has the first position in the brand preference and Grameen phone has the second position.

Besides that Robi has 8% in private university and 9% in the public university, Teletalk has 2% in private and 6% in public university, and Citycell has 1% in private and 9% in the public university. Banglalink, Robi, City cell, Teletalk sample size is very small. Below 30 samples the

sample should not count in the research. In my research the Airtel and Gp sample size is representative. So to measure the satisfaction level only Gp and Airtel is considered.

3.8 Satisfaction level of public university

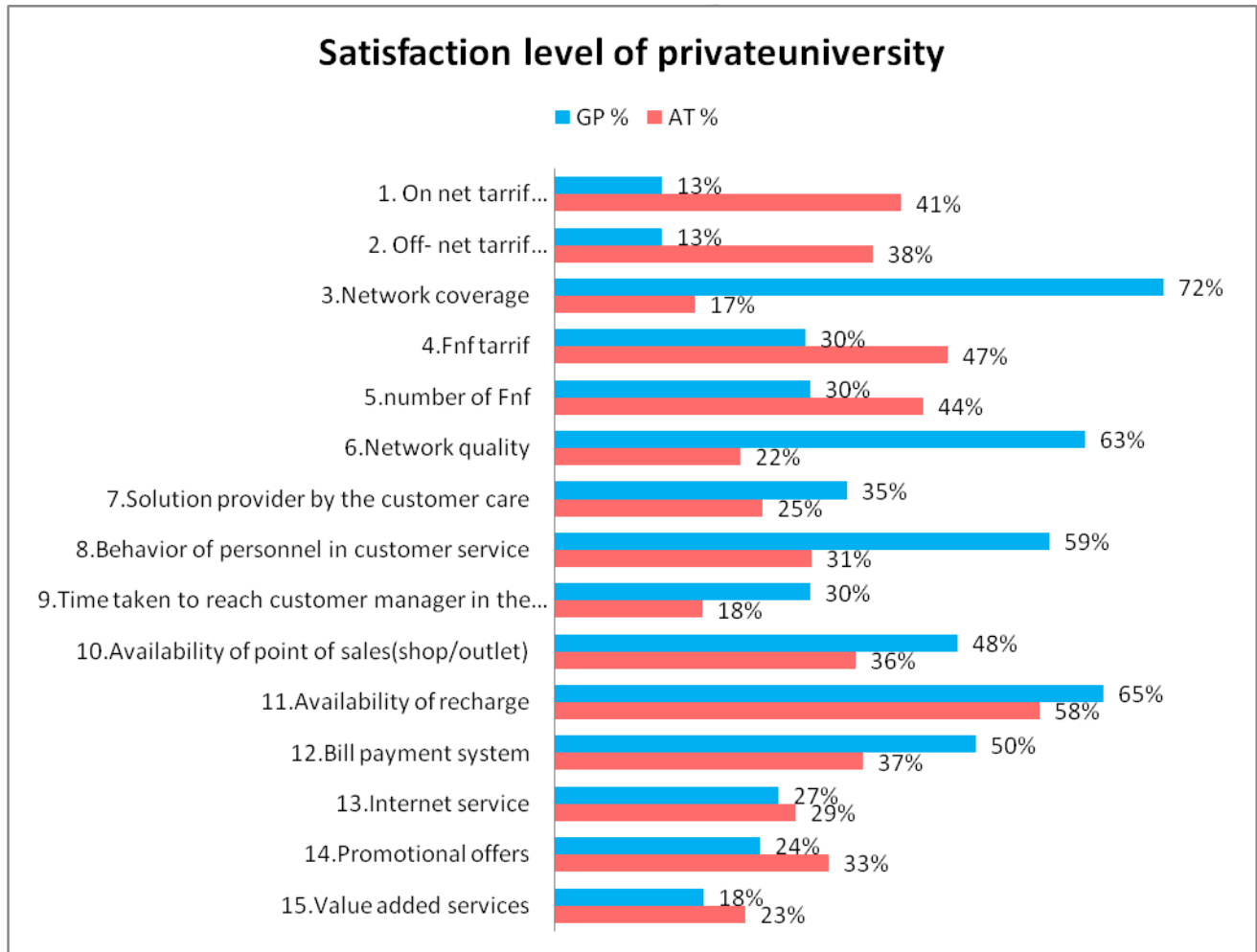


Figure 1.17: satisfaction level of public university

Analysis:

There are different factors which can measure the satisfaction level of the mobile operator. For network coverage Gp users 72% satisfied on the other hand only Airtel users satisfaction level is only 17%. Consider the availability of recharge gp users satisfaction level is 65% and airtel users satisfaction level is 58%. Network is very important. The satisfaction level is 63% for network quality of the gp users and Airtel users satisfaction level is 22%. Gp users are

59% satisfies by the personnel in the customer services other other side Airtel users are 31% satisfied. Gp users are 50% satisfied with the bill payment system & airtel users are 37% satisfied. Gp users are not overall satisfied with the off net and on net tariff. The satisfaction level is 13% for Gp, and Airtel users' satisfaction level is 41%.

3.9 Importance of factor in private university

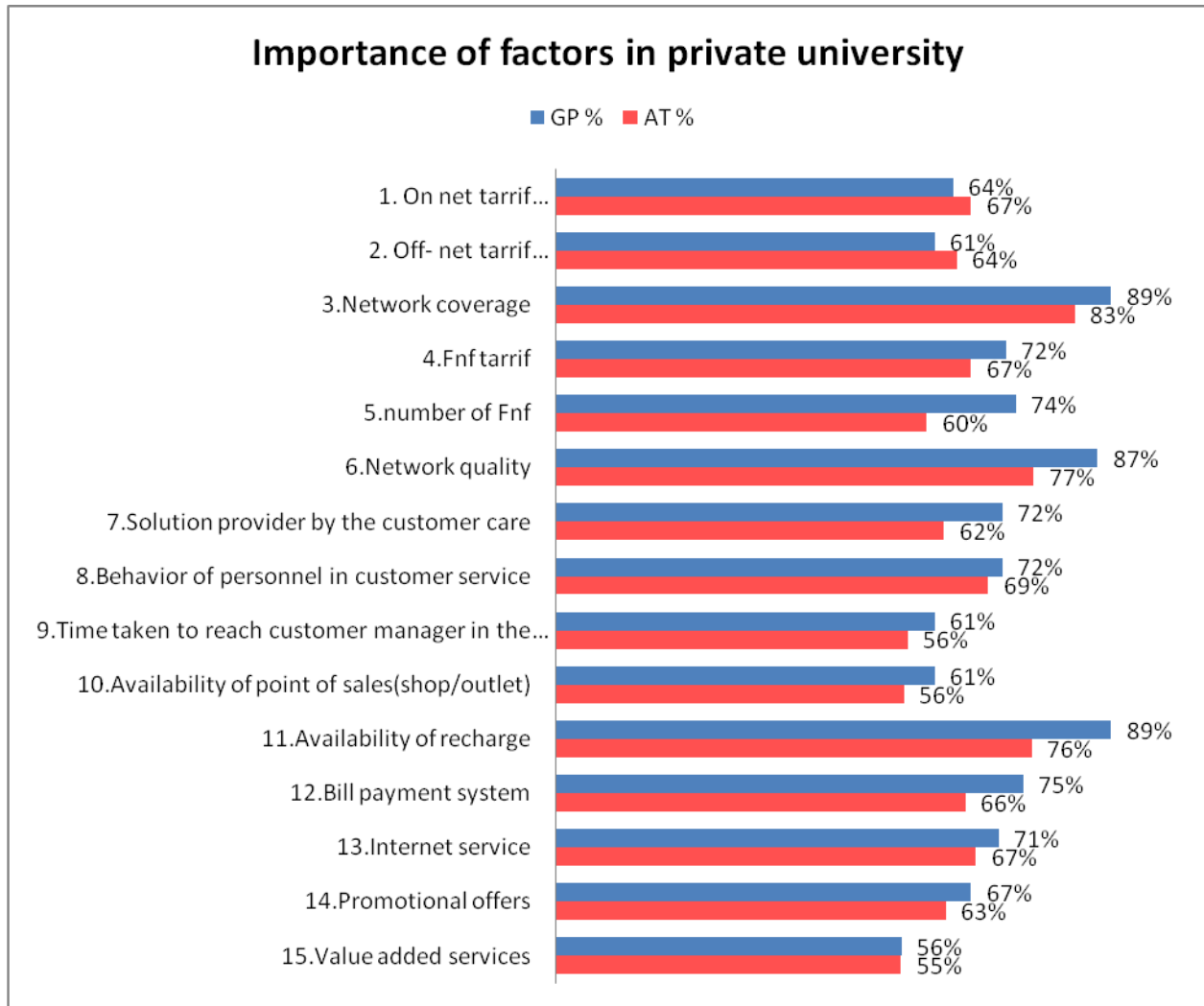


Figure 1.18: Importance of factor in private university:

Analysis:

The most important factor is network coverage. The second most important factor is availability of recharge point because without the recharge point one cannot recharge the money. The third

most important point is network quality. The network quality makes the connection more easy and comfortable. The 4th important factor is the bill payment system. It has also importance for choosing a brand. There are some other factors for choosing a brand. Those factors importance are mention in the above graph.

3.10 Factors satisfaction level according to the importance in the private university

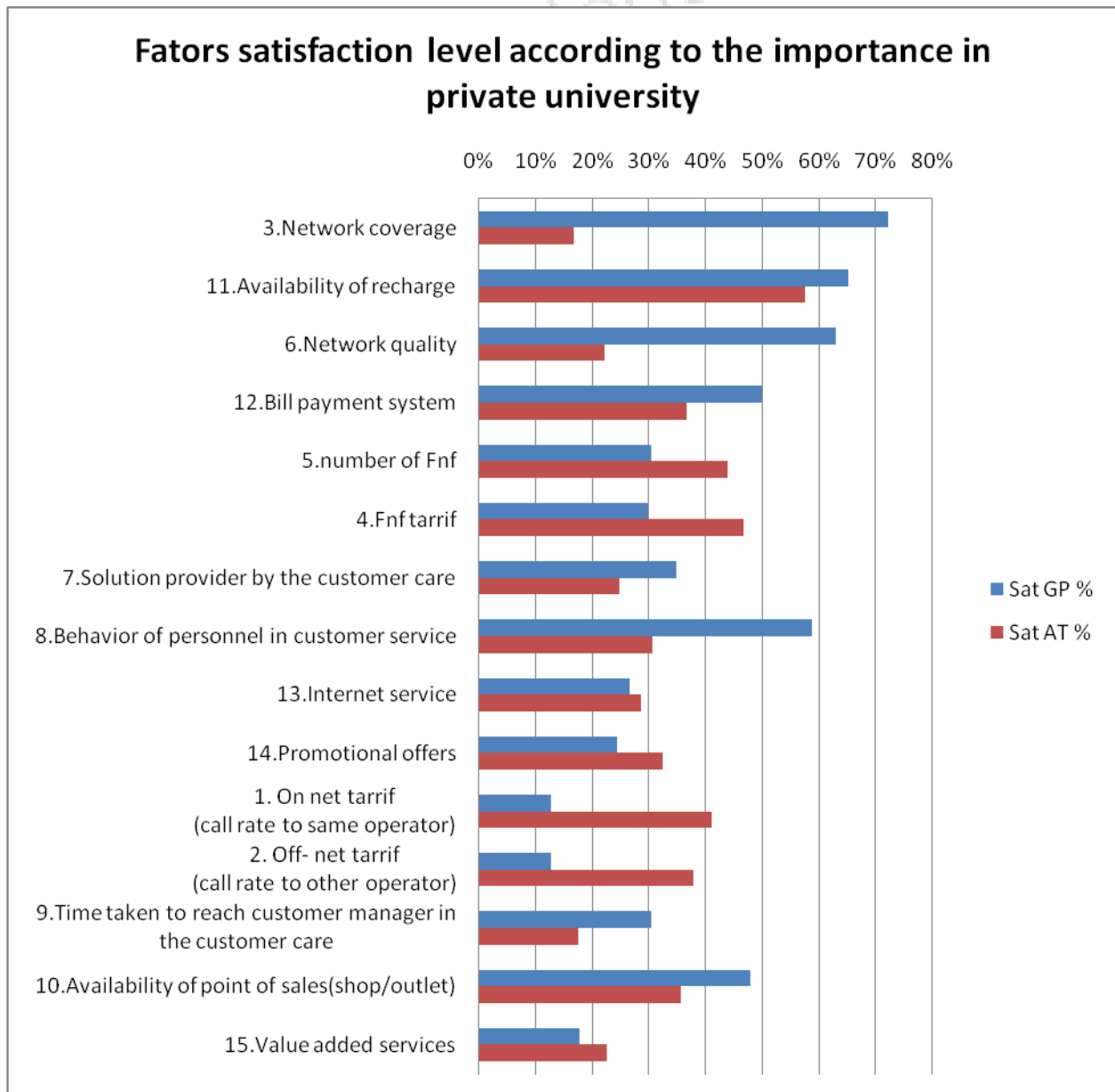


Figure 1.19: Factors satisfaction level according to the importance in the private university

Analysis:

According to the importance of the factors the private university's Gp and Airtel users satisfaction level is shown in the above picture.

3.11 Satisfaction level of public university:

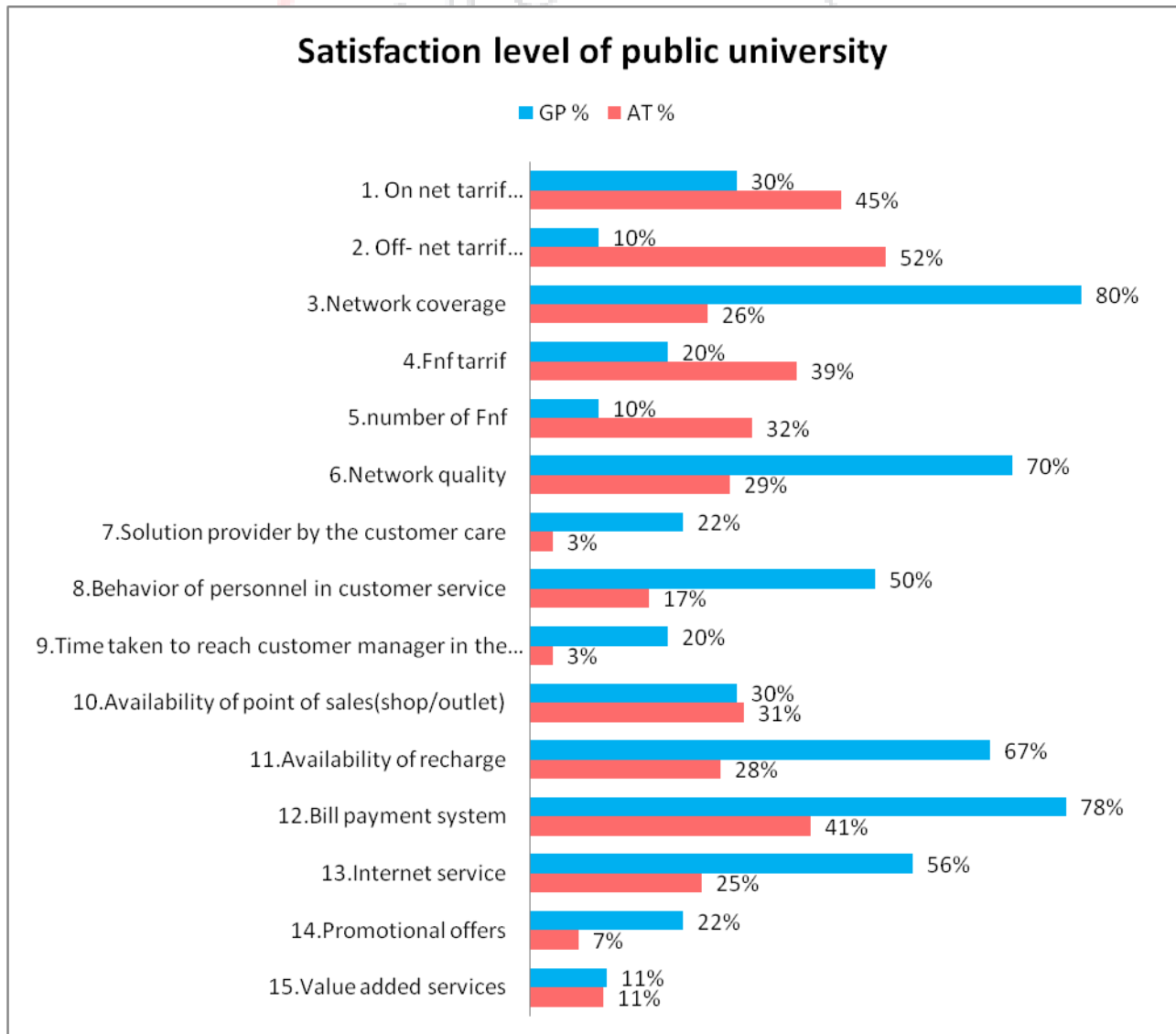
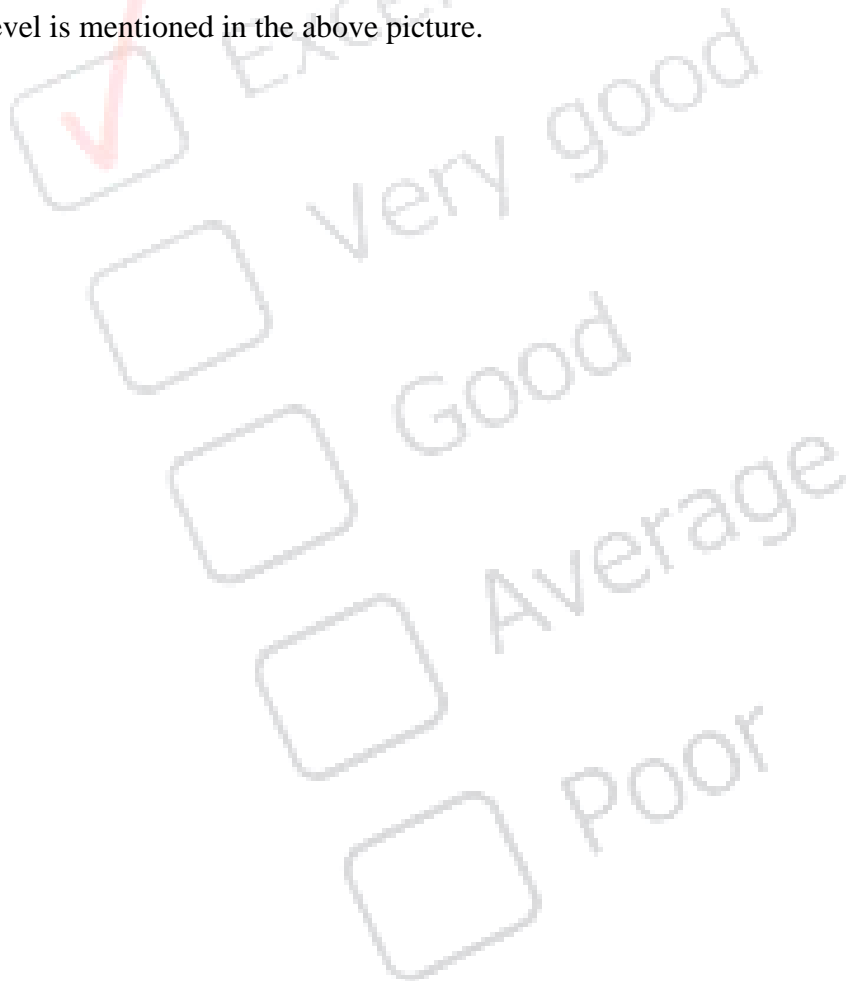


Figure 1.20: Satisfaction level of public university

Analysis:

In the public university the Gp users are 80% satisfied in the network coverage on the other hand Airtel users are 26% satisfied. On the tariff, Gp users are 30% satisfied and Airtel users are 45% satisfied. Gp subscribers are 70% satisfied with the network quality and Airtel users satisfaction level is 29%. fnf tariff is also a important factor. Gp users' satisfaction level is 10%. Airtel user satisfaction level is 39%.internet play also a vital role in the telephone operator. Gp users' satisfaction level is 56%, besides the Airtel users satisfaction level is only 25%. Other factors satisfaction level is mentioned in the above picture.



3.12 Importance of factors in public university

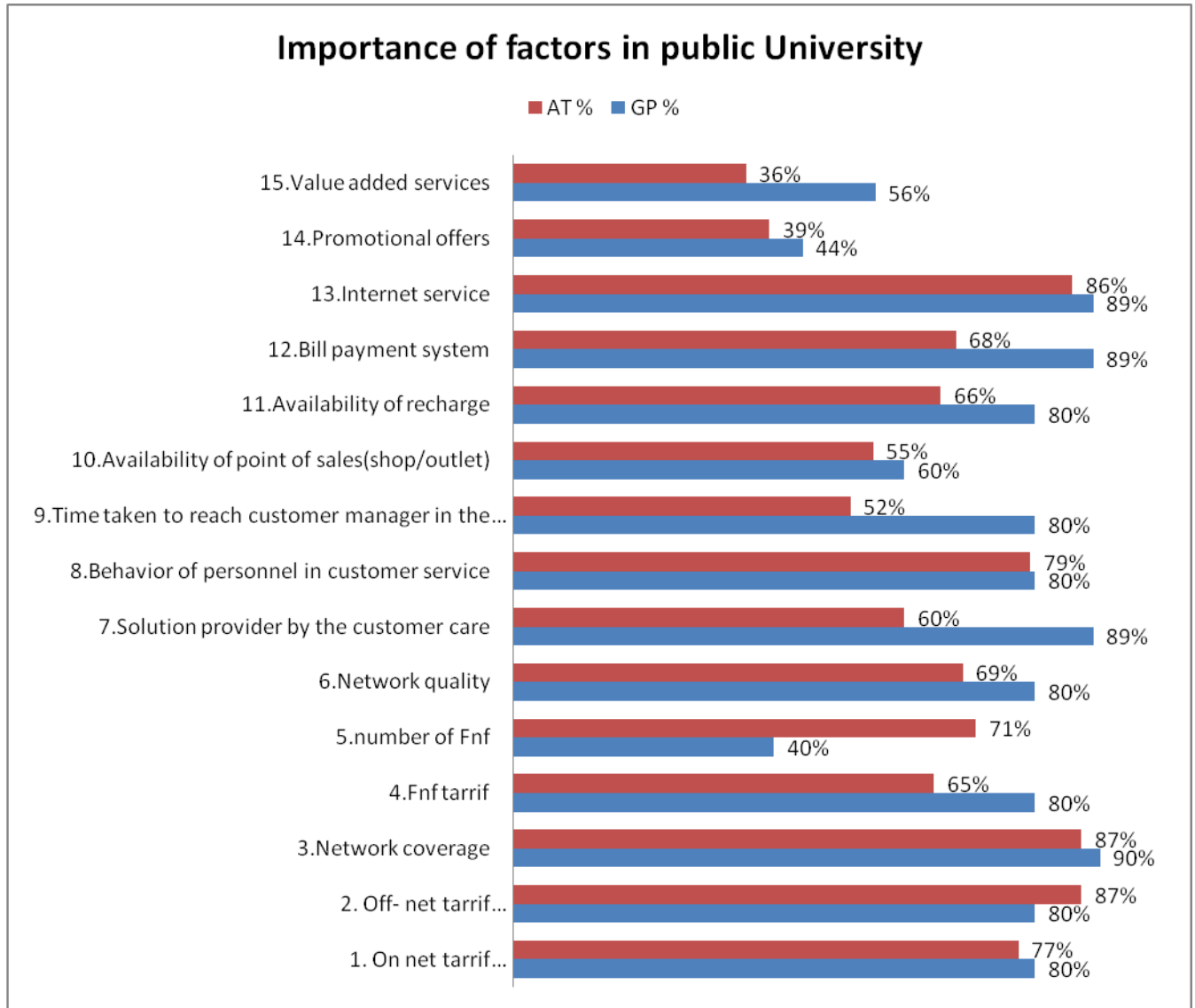


Figure 1.21: Importance of factors in public university:

Analysis:

Network coverage is the most important factor from Grameen phone users perspective. The most important factors are

- Network coverage

- Bill payment system
- Customer care
- Network quality
- Internet service

3.13 Factors satisfaction level according to the importance in public university:

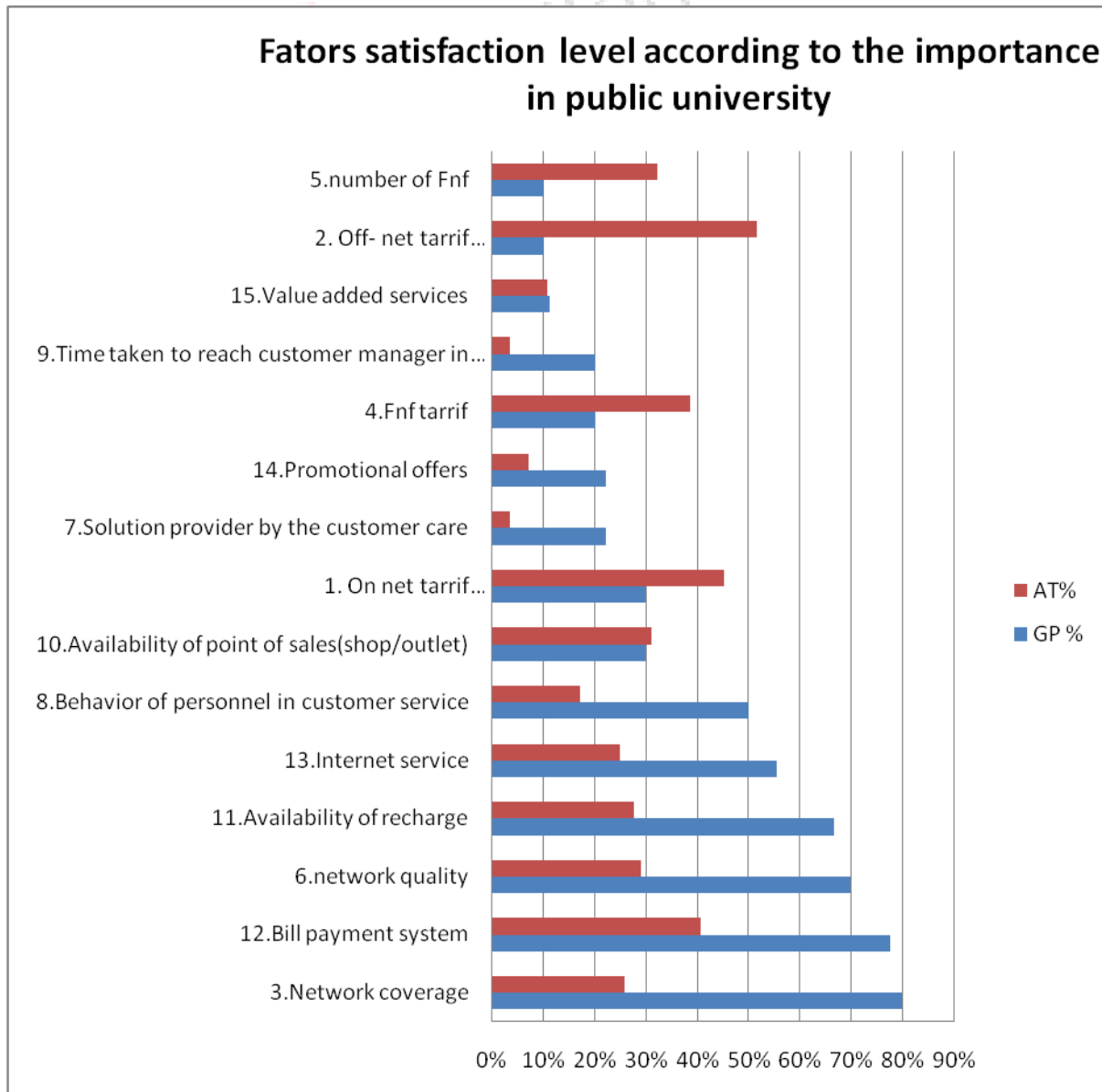


Figure1.22: Factors satisfaction level according to the importance in public university

Analysis:

According to the importance of the factors the public university's Gp and Airtel users satisfaction level is shown in the above picture.

3.14 Reasons of satisfaction in private university

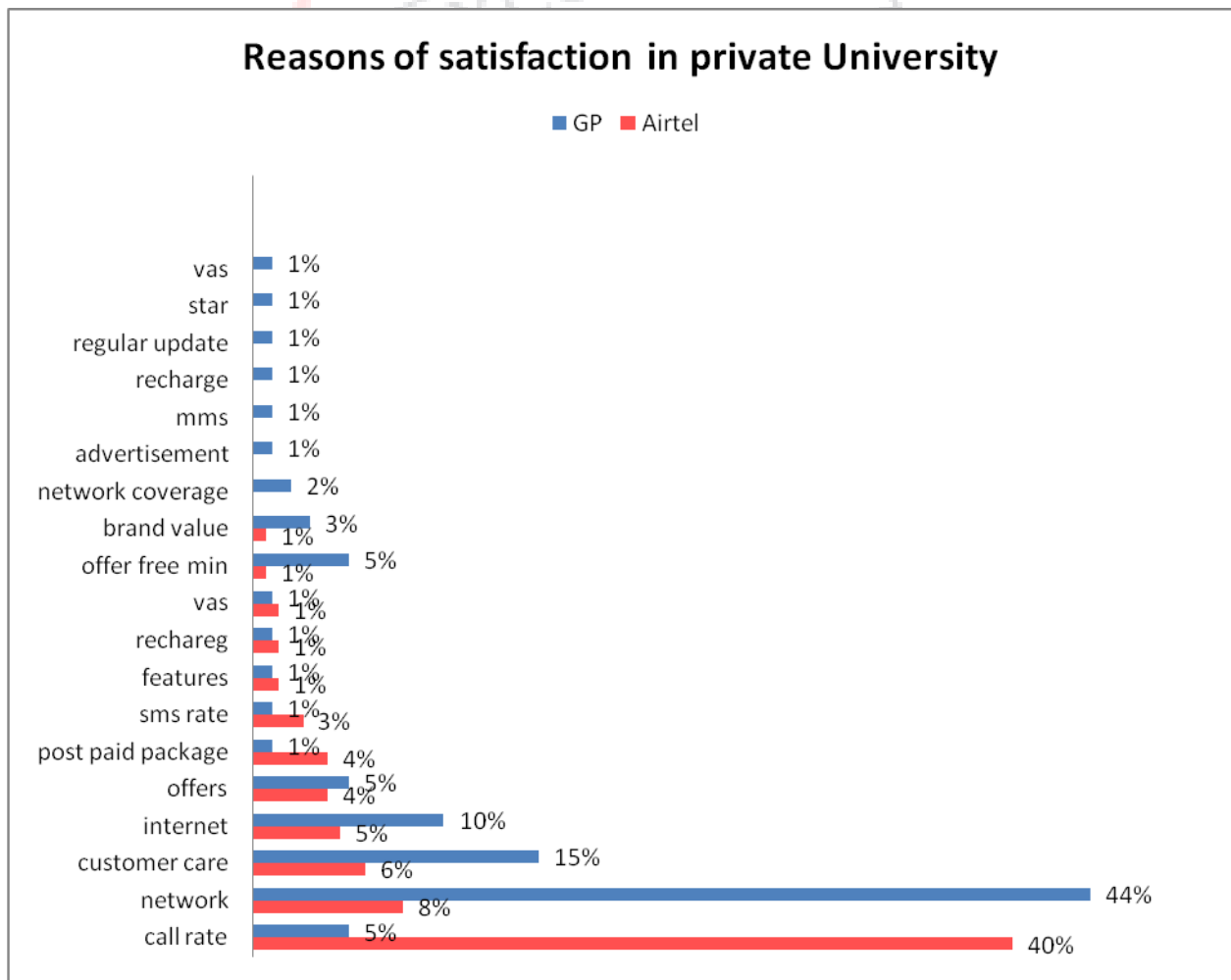


Figure1.23: Reasons of satisfaction in private university

Analysis:

In the private university the ratio of Airtel users are high. The students are mainly satisfied with the below factors

- Call rate
- Network
- hotline
- customer care
- internet

44% gp users in private university is satisfied with Gp network on the other hand only 8% Airtel users are satisfied with Airtel network.40% Airtel users are satisfied with the Airtel tariff, but only 5% Gp users are satisfied with Gp tariff. 15% Gp users are satisfied with Gp customer care.6% Airtel users are satisfied with customer care.10% Gp users are satisfied with internet but 5% Airtel users are satisfied with Airtel.

3.15 Reason of dissatisfaction in private university

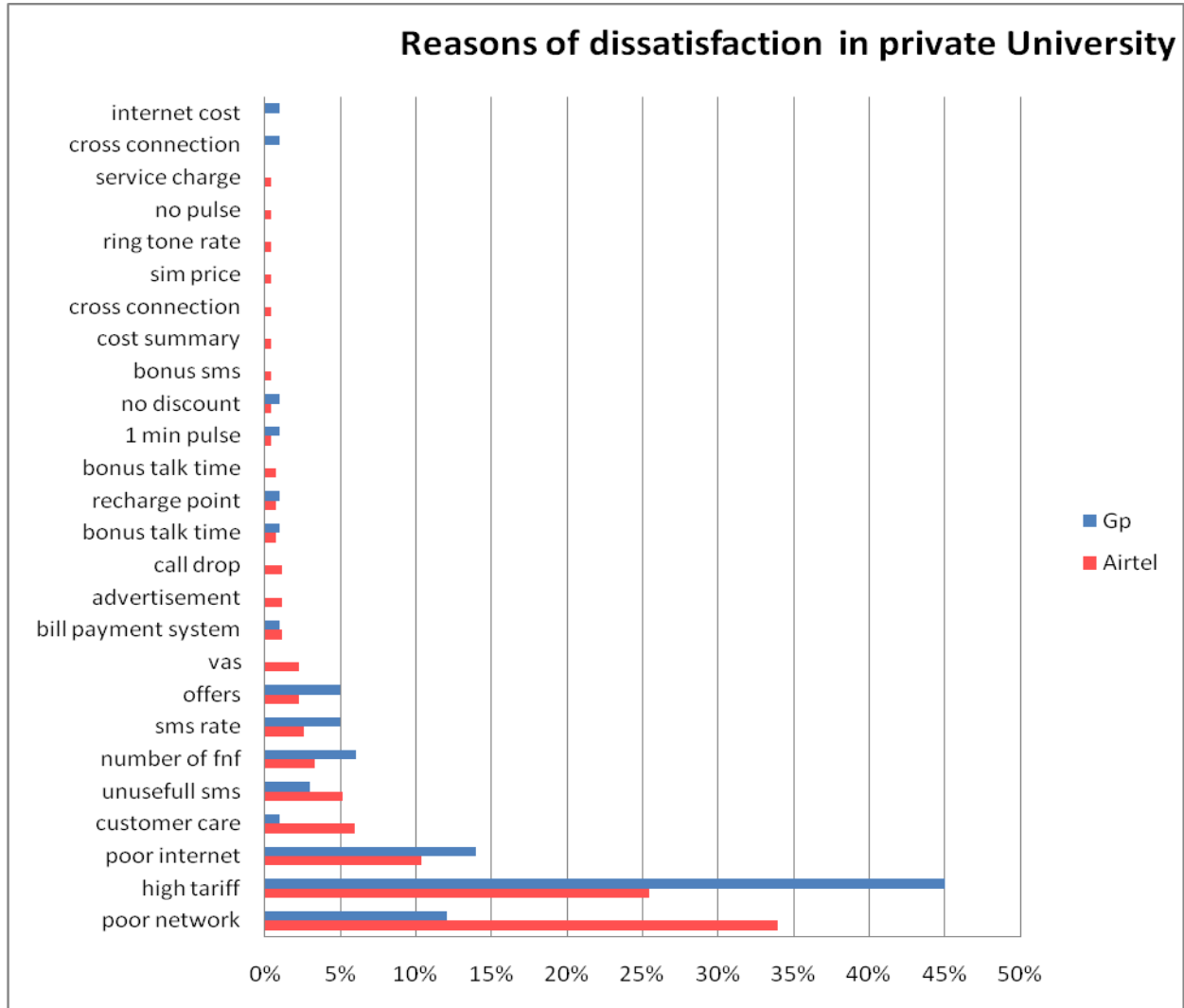


Figure1.24: Reasons of dissatisfaction in private university

Analysis:

The most important factors are listed below

- Poor network
- High tariff
- Unusefull sms
- Poor internet
- Offers

45% of the gp users are dissatisfied with tariff besides 26% Airtel users are dissatisfied. 34% Airtel users are not happy with the network but 12% Gp users are also dissatisfied with gp network. 14% Gp users are not happy with internet.

3.16 Reasons of satisfaction in public university

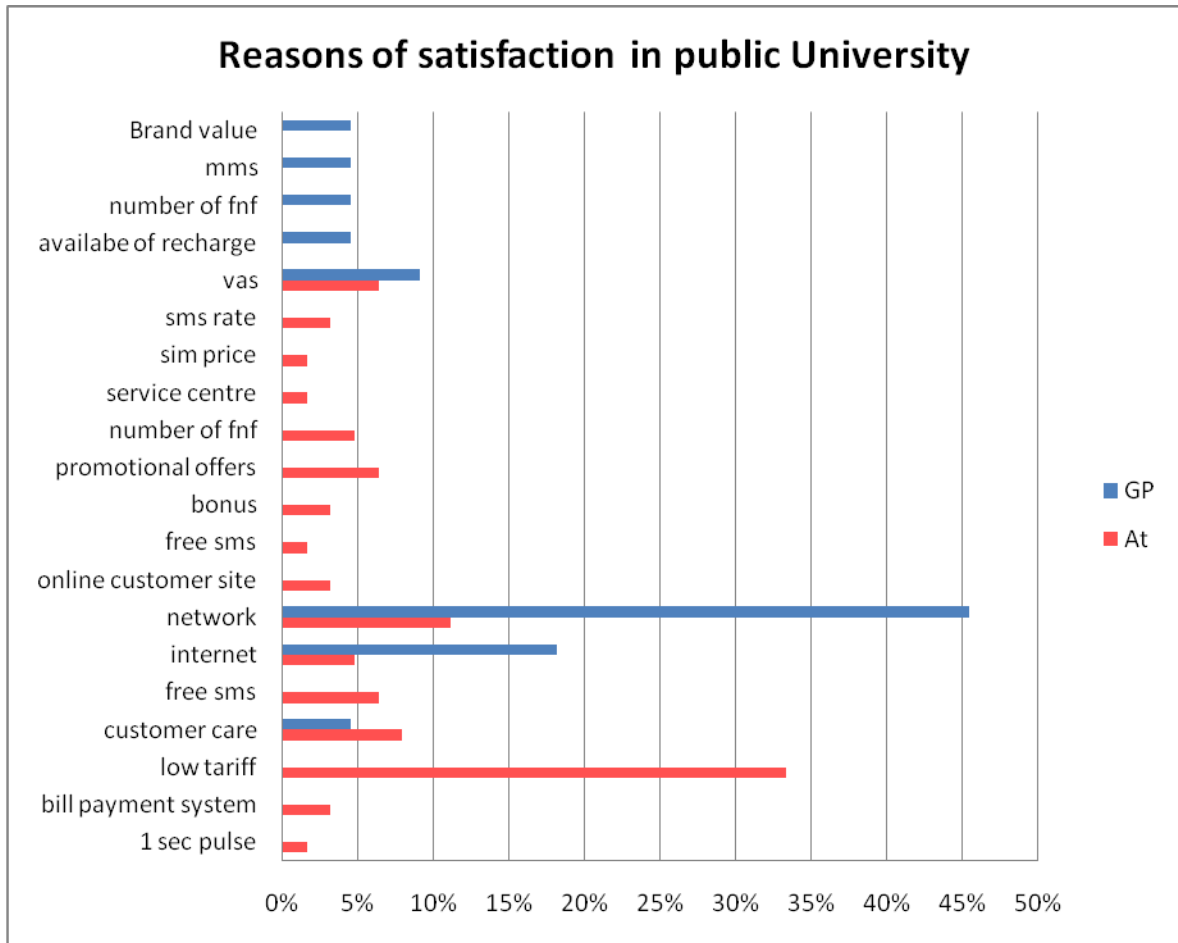


Figure1.25: Reasons of satisfaction in public university

Analysis:

The most important factors of satisfaction are given below:

- Network
- Internet
- Low tariff
- Vas
- Customer care

Different operators give different opportunities for customer satisfaction. 45% Gp users are satisfied with the network on the other hand 12 % Airtel users are satisfied with network.18% Gp users are satisfied with Gp internet besides only 4% Airtel users are satisfied with Airtel internet.33% Airtel users are recommended as low tariff for Airtel. There is also an importance of value added services.

3.17 Reasons of dissatisfaction in public university

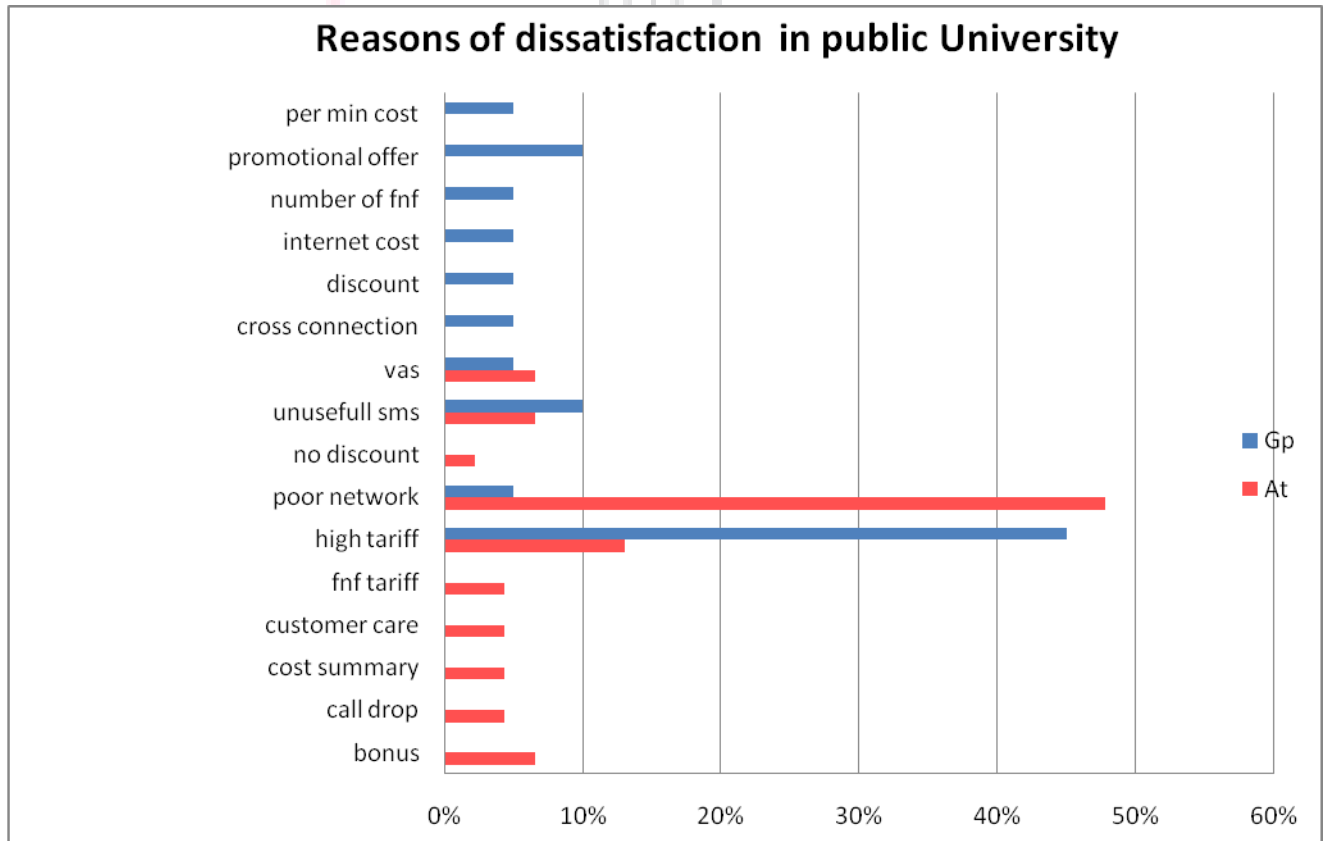


Figure1.26: Reasons of dissatisfaction in public university:

Analysis:

The most important factors of dissatisfaction are given below:

- Poor network
- High tariff
- Unusefull sms
- Promotional offers

In the analysis it is found that most of the Airtel users are dissatisfied with the poor network. 47% Airtel users are dissatisfied. On the other hand ghp users are less dissatisfied with Gp. Only 7% users are dissatisfied with network. The tariff is very high in Gp. So 45% Gp users are dissatisfied with high tariff, besides only 5% airtel users are dissatisfied with Fnf tariff. 10% users are dissatisfied with unuseful sms with Gp and 7% Airtel users are dissatisfied with Airtel. 10% Gp users are dissatisfied with promotional offers.

4.1 Recommendation

This research aimed to find out critical factors which mostly influence the level of satisfaction of the mobile phone users in Bangladesh.

The major findings are:

- ✦ Network coverage, network quality, internet, tariff, customer care, value added services, bill payment system, promotional offers are the most important factors that affect customer satisfaction.
- ✦ Airtel users are more satisfied with the tariff than Grameen phone users
- ✦ Gp users are satisfied with the network coverage and quality, on the other side Airtel users are not satisfied at all.
- ✦ For internet service the gp users are more satisfied than Airtel users.
- ✦ Customers are satisfied with bill payment system of Grameen phone.
- ✦ In private university, there is a tendency to use more than one sim than public university.

Based on the finding, here are some recommendations for these telecom companies:

- ✦ Before offering any new package they should consider these factors seriously so that they can fully fill the target customer need, wants.
- ✦ Operators can reduce customer cost and provide increase value by reducing tariff and increase smaller pulse.
- ✦ Billing payments system should be clearly described and roaming charge should be reduced

- ✦ To introduce a new Vas. The cost of providing must not exceed the customer benefits
- ✦ The mobile operators should increase the network coverage and also think about the quality.
- ✦ Operators should spend more in CSR(corporate social responsibilities) so that customers can have a positive impression about the operators.
- ✦ Although, operators recruit many Bangladeshi people as employee their hire top management from somewhere else.they should rely on Bangladeshi human resources capability.

4.2 Conclusion

In the modern era we cannot think of a work without telecommunication. It is to be mentioned that the world is going to be smaller and smaller due to this technology. As a matter of reference, mobile communication launched in Bangladesh in August 1993, by this time almost seven crore people benefited by using this technology. In addition thousands of people or even more are managing their livelihood by being engaged in this industry. There are six mobile operators in Bangladesh at this moment and they are competing to each other. So if any company wants to dominate the market it must consider the satisfaction level of the customers. It must offers such a offer or package as the customer demands, otherwise it will not be possible to survive in the market. To realize this objective this research has been conducted in order to find out the factors which mostly influence the customer satisfaction as well as its satisfaction level. As the customer demand change from time to time so mobile phone service operator should continuously carry on research how they can satisfy the customers. In this paper some key factors have been identified that contribute highly in overall customer satisfaction. These factors that have been identified are of great importance to mobile services provider and to customers as well. Operators can also benefit from these factors because it will ensure customer satisfaction and loyalty which will earn bread from them. It can be concluded that this research will help the mobile operator to improve their services in this fields in which they are concerned.

4.3 Appendix

Questionnaire

Customer Satisfaction Questionnaire on different Mobile operator

I would be grateful if you could spare a few minutes to complete this Customer Satisfaction Questionnaire to help me to prepare my report about customer satisfaction level of different mobile operator.

Name:		University:	
Age:		Gender:	
Mobile operator:		Date:	

I will now ask you a few question with regard to your mobile usage. Kindly give your answer

operator	Number of SIM you have	Number of SIM you are currently using	SIM you use the most to make your calls (only one answer)	SIM you use the 2nd most to make your calls (only one answer)	The SIM you like the most (only one answer)	The SIM you would recommend to buy to a first time purchaser
	put number	put number	put (X)	put (X)	put (X)	put (X)
Grameen Phone						
Banglalink						
Robi						
Airtel						
Teletalk						
citycell						

Considering everything, how much satisfied you are with your current operator (the SIM you use

the most to make calls)?
Please rate your satisfaction on a 5 point scale (put (X) under the relevant box)

Not at all satisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Highly satisfied
1	2	3	4	5

put (X) under the relevant box

- a) Things you are satisfied with? State at least 5 points.
- b) Things you are dissatisfied with? State at least 5 points.

	I am satisfied with	I am dissatisfied with
1		
2		
3		
4		
5		

How do you manage your mobile expenditure?

Put (X)

a. Self	
b. Family	

we know there are some factors that are important to ensure customer satisfaction

a. according to you, which factors are needed to be ensured to keep you satisfied

b. please rate your level of satisfaction level from the service you are getting from your most used Sim **where,**

Importance: 1= least important.....10= most important

satisfaction level: 1=least satisfied.....10= very satisfied

Factors	Importance(1-10)	satisfaction level(1-10)
1. On net tarrif (call rate to same operator)		
2. Off- net tarrif (call rate to other operator)		
3. Network coverage		
4. Fnf tarrif		
5. number of Fnf		
6. Network quality		
7. Solution provider by the customer care(hotline: 121,1212,GPCV/GPCF/cust omer care)		
8. Behavior of personnel in customer service		
9. Time taken to reach customer manager in the customer care		
10. Availability of point of sales(shop/outlet)		
11. Availability of recharge		
12. Bill payment system		
13. Internet service		
14. Promotional offers		
15. Value added services		

4.4 References:

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