"Customer BTL communication and its effectiveness in the Telecom Business"

By

Shamsun Nahar Mily

17104043

An internship report submitted to the BBS department in partial fulfillment of the requirements for the degree of

Bachelor of Business Administration (BBA)

BRAC Business School

BRAC University

September, 2021

Declaration

It is hereby declared that

1. The internship report submitted is my/our own 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Shamsun Nahar Mily

17104043

Supervisor's Full Name & Signature:

_____

Mr. Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Mr. Zaheed Husein Mohammad Al-Din

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I have successfully completed my report on "**Customer BTL communication and its effectiveness in the Telecom Business" of Robi Axiata Limited** and I was appointed under your guidance, I take great pleasure in submitting it to you.

This report has been prepared to fulfill the requirement of my internship program at my assigned organization Robi Axiata Limited. I have put in my best effort to make this report a successful one. Working on this report has helped me gain insightful knowledge and experience.

I've tried my level best to present the report in a concise manner. If there is any form of inconsistency or conflict of ideas found in the information provided. I will be glad to help clarify that.

Sincerely yours,

Shamsun Nahar Mily

17104043

BRAC Business School

BRAC University

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Robi Axiata Limited and the undersigned student at BRAC University ……Shamsun Nahar Mily…………

Executive Summary

Robi Axiata Limited is the second largest telecommunication company in Bangladesh. It is a public limited company where Axiata Group of Berhad Malaysia holds major and Bharti Airtel holds a significant amount of shares. Robi and Airtel merged in 2016 and its one of the country's biggest and first ever telecom merger. I was assigned as an intern in Airtel Business Unit of Market Operation division in Robi Axiata limited. There are in total six teams operation in this division of Airtel which is also same for the Robi. They are; data, voice, device, Customer loyalty Management (CLM) and International Roaming team which includes VAS team. The report talks about the effectiveness of BTL communication by the telecom companies. The main reason why Robi uses BTL it's because it easy to reach the targeted customers, its cost effective and can be controlled and monitored, it makes customer respond or act, effectiveness can be measured using this means. The management and the whole operation of Robi focuses on agility. They are involved in a lot of CSR activities and offer a wide range of services to customers apart from voice and data services. A survey was also taken based on 22 respondents the survey is interpreted. It was found from the survey that, the SMS campaign are said to be very annoying to the customer, for which most of the customer didn't really agree to some of the questions as most of the time they ignores the message. However, telecommunication Company sends special offers or keep them updated through BTL communication but they don't take any permission from the respondents for sending the SMS marketing.

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List of Acronyms

Lists	Full Forms
BTL	Below the line
ATL	Above the line
CLM	Customer loyalty management
DND	Do not disturb
VAS	Value added service
SAP	System Application product
SMS	Short message service

Chapter 1: Overview of Internship

1.1 Student Information

Name: Shamsun Nahar Mily

ID: 17104043

Program: BBA

Major: Human Resource Management

Minor: Marketing

1.2 Internship Information

Period: June 2, 2021-August 31, 2021

Company Name: Robi Axiata Limited

Division: Market Operation

Supervisor's Name: Rezvi Hasan Ohee

Supervisor's Position: GM, Airtel Voice, Product & Pricing

Key Responsibilities of my job:

- Daily Segmented Customers Communication through DnD Portal.
- Product Drive end to end market communication.
- Daily, weekly KPI Dashboard.
- Drive Campaign configuration through CLM engine.
- Product UAT.
- Tracking competitors movement as well as what new thing happening in telco industry all over the world

1.3 Internship Outcome

I was assigned as an intern in Airtel Business Unit of Market Operation division in Robi Axiata limited. There are in total six teams operation in this division of Airtel which is also same for the

Robi. They are; data, voice, device, Customer loyalty Management (CLM) and International Roaming team which includes VAS team. All these teams are interconnected to each other. However, I worked as an intern in the Voice team of Airtel in Market Operation Division. Some of my task where I contributed was, daily segmented customer's communication through DnD Portal with 99% error free. I had to send daily report to my team member of Daily Airtel Voice Tracker. I also had to upload base files on DND every once in a month. These files were taken from the EBIS portal from Offer taker base. The bases are basically customer data. These bases have an expiry date. Hence, they need to be upload every once in a month. While taking the base from the EBIS portal, I had to analyze and make sure that each base file is limited to 1.5 million. This is because, through BTL planning and communication, only 8 million SMS can be sent to customers daily. Thus, while uploading the base I had to keep the base file within 1.5 million data. Moreover, I had to send report to my line manager of Retailer wise Hit from the EBIS portal when its asked for.

Working as an Intern in Robi tremendously helped me to acquire both soft and hard skills. I learned how to use the EBIS and DND portal. Other things that benefited, working as an intern in Robi is that, now I have the skills to work in a team, communicate effectively and work independently as well and learned how to analyze data. These are a completely new experience for me as I was introduced to new things that I hadn't known before, further widening my capabilities.

Internships often come with obstacles due to lack of experiences working in a company. Moreover, the internship of Robi was a virtual internship, where obstacles were bound to happen. I could have the opportunity to learn more if the internship was not virtual. However, if I faced any work related problems, it was promptly resolved by my line manager. I never felt left out for once from the team as we were all connected and communicated every day during the working hours. My team members were friendly and supportive.

Chapter 2: About the Organization

2.1 Introduction

2.1.1 Objective

The purpose of this section is to understand and analyze about Robi Axiata Limited on its core objective, strategies and how this telecommunication company is operating in Bangladesh. Moreover, this section also talks about the insight of the company and also gives an overview about the market operation division on the company along with management and financial and other practices as well.

2.1.2 Scope

Robi Axiata Limited is the second largest telecommunication company in Bangladesh. It is a public limited company where Axiata Group of Berhad Malaysia holds major and Bharti Airtel holds a significant amount of shares. Robi and Airtel merged in 2016 and its one of the country's biggest and first ever telecom merger. Thus, its operation is not only limited to Bangladesh but also in other country as well. Hence, analysis the whole company can be intimidating. Therefore, the scope of this report is limited to Bangladesh, which is located in Gulshan-1. Focus will be given on management, financial, marketing and other practices of Robi Axiata Limited as per the general report structure of BRAC University.

However, the report will focus mostly on the market division of Dhaka, Gulshan-1 office, Bangladesh but there will be information regarding other departments as well. Information regarding market division are how DND is being used to send daily SMS to customers, interconnection between other teams such as voice and data and other information related to the marketing department.

2.1.3 Methodology

The data that has been used to write this report is collected from the secondary resources. Information where it is collected includes Robi Axiata limited websites, annual reports, publications from different publishers, online newsletters etc. Some more useful information was also obtained from Facebook live sessions. Primary information however, was limited as the internship was held virtually.

2.1.4 Limitations

While preparing the report there were some limitations which actually hinder the quality of the report. Firstly, I was told by the HR of Robi when I first joined as an intern that I have to maintain confidentiality of Robi while writing the report. Thus, this policy of confidentiality meant that I can't share any internal information or write about any project or other operation that may disclose information regarding the internal information of Robi which may increase the extent of this report more. Secondly, the biggest constraint was the time limitation. Internships are usually limited to 3 months and so was mine. After getting the guidelines of writing a report, I had to complete my report within three months. If more time was given, more research could have been carried out in a comprehensive manner. Moreover, there were limited articles and publications about Robi in the internet apart from the Robi websites. Lastly, the internship was fully virtual due to the pandemic. Hence, more information to gather for my report was very limited as it was difficult for us the team to gather for a discussion. Another biggest limitation is my lack of knowledge and experience about being a researcher which deteriorated the quality of the report.

2.1.5 Significance of the Study

This study was mainly conducted to provide a brief overview of ActionAid International as well as ActionAid Bangladesh and how they operate. This study has helped me gain valuable knowledge about the organization without which it wouldn't have been possible to prepare the report. A good understanding of ActionAid is essential for the following section consisting of the project title, and therefore, that is the primary objective of this section and it'll provide important context for sections later on.

2.2 Overview of the Company

2.2.1 Robi Axiata Limited - Historical background

Robi Axiata limited is a public limited company where 67.72% shares hold by Axiata Group Behrad, Malaysia and Bharti Airtel holds 30.14% shares. The company first operated in Bangladesh in 1997 with the brand name "Aktel'. In 2010, the company rebranded its name and logo from Aktel to Robi. On 24 December 2020, on Dhaka and Chittagong, the company debuted in the country's twin stock markets with the largest IPO ever.

Figure 1: Merger of Robi and Airtel

2.2.2 Robi Axiata Limited - Introduction

Robi Axiata Limited is the second largest telecommunication company in Bangladesh with users of 3.9 million users. It is a public limited company where Axiata Group of Berhad Malaysia holds major and Bharti Airtel holds a significant amount of shares. Robi and Airtel merged in 2016 and

its one of the country's biggest and first ever telecom merger. Following the merger of both the company the company the consolidated company is known by the name as Robi Axiata limited. Robi is the first telecommunication company in our country to launch 4.5G service in 64 district in Bangladesh. On the first day of their commercial launch of Robi they achieved this milestone.

Apart from launching first ever 4.5G, Robi is also involved in socio-economic development. The 10mins school of Robi is the largest online school setting up internet is 7 divisional library which are public. Moreover, they set up safe drinking water facilities in 10 important railways partnering with Aspire. They are the first to launch Islamic lifestyle app, Noor, digital entertainment apps such as Binge. There are sports, health, my Robi app and many more.

Robi and Airtel may have merged but the operation of marketing teams are separate and independent. They compete internally but they offer the same base. It is true that they want to improve as a whole thus the competition among the different individual shows all.

2.2.3 Robi Axiata Limited- Mission, Vision, Core Values and Principles

Vision

The vision of Robi Axiata Limited is "To be a leader service provider in Telecommunication sector in Bangladesh."

According to the vision, it is about to be the leader in Bangladesh for its constant innovation and agile principles. Currently, Robi is the second largest telecommunication company in Bangladesh.

Mission

Robi has the mission to empower customer as it's the customer's satisfaction that is their utmost priority. Moreover, they aim to achieve the vision by being not only the leader in Telecommunication Company in terms of market share but also the want to be the number one employer's choice, constant innovation and follow the trends and products geared to address the ever changing needs of our budding nation.

Core Values and Principles

The core values of Robi Axiata Limited is that the employees work with dedication by giving their extraordinary performance and without compromising Integrity (UL-EP) in order to ensure the customer value at its peak.

Other than core values there are four principles of Robi which are:

- **Be Agile**: Employees are motivated to ask questions for clarifying. They are also encouraged to share their viewpoint and information as well. Look for a good opportunity to find solutions and learn from failure for the success of the future.

- **Inspire to Innovate**: Understanding customers problem is the key, continuous innovation is the key for customer satisfaction. Frequently improvising in order to speed up catering to customers. Ensuring a strong sense of purpose among the people.

- **Collaborate to Deliver**: Diversity and inclusion is important. Building transparent and trustworthy relationship around people for better communication is necessary with respect. Engage and collaborate with stakeholders.

- **Do Digital**: Taking a risk financially for better innovation. Learn from the failures for future success. Ensuring consistent quality. Taking perspective and ideas from the employees in order to develop entrepreneurial mindset.

2.3 Management Practices

2.3.1 Organizational structure

The chain of command of Robi is not complex. It's an easy chain of command which can be seen in the diagram below. The organization is headed by Managing director who have the responsibility of the overall business direction into achieving the vision, mission and principles of the organization. CFO, GM and department head directs MD.
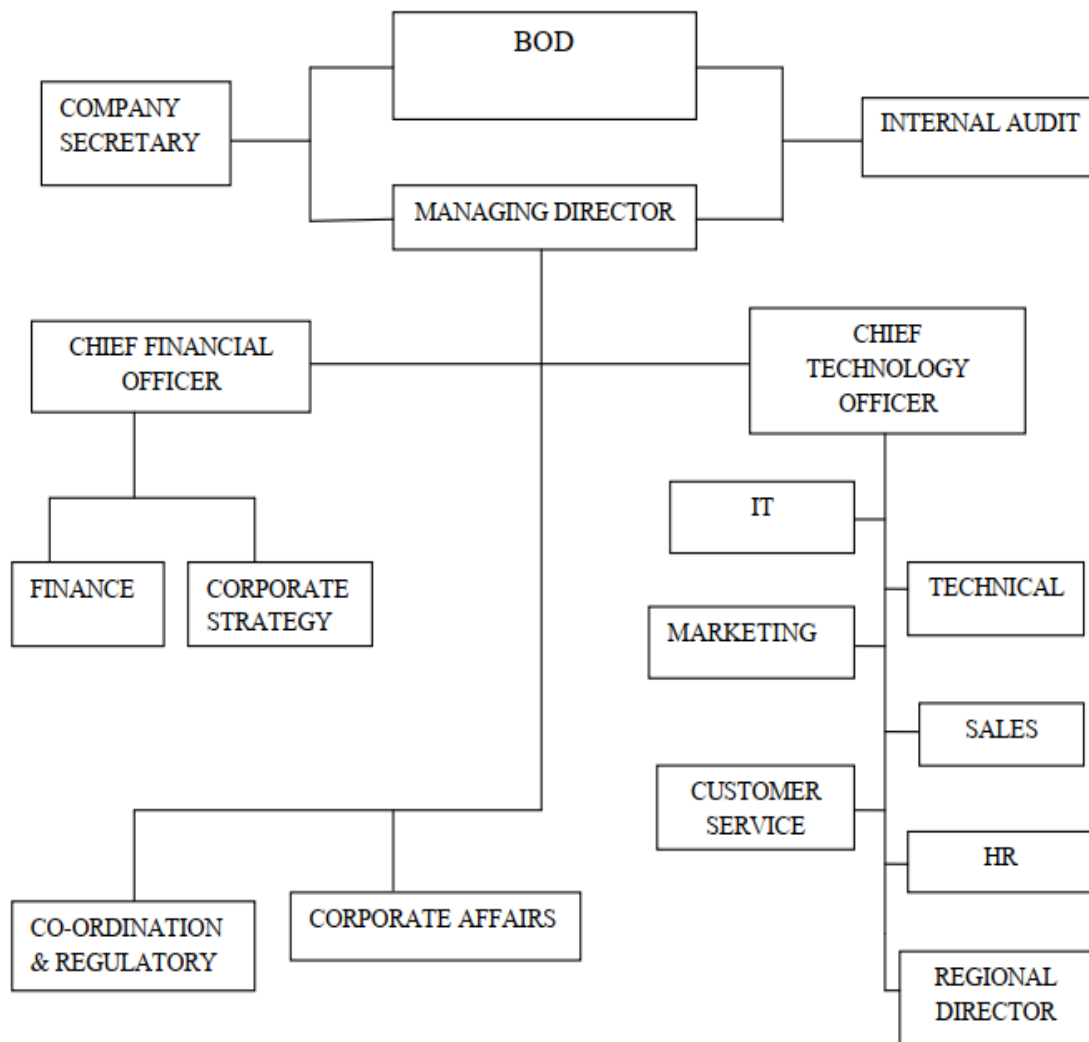

Figure 2: Organizational structure of Robi Axiata limited

The management practices of Robi HR is followed by Axiata strategy. The HR ensures that the organization provides a competitive advantage, the culture of the workplace is open to diversity, excel on empowering people and take their viewpoint. People are the key asset of Robi, thus they ensure that their management practices are aligned with the mission and vision of the company.

2.3.2 Recruitment and Selection process of Robi

Recruitment means finding the right candidate for the position that is currently on opening. Whereas, Selection means when the right candidate is selected to perform the job. Robi follows a proper procedure of recruiting and selecting the right candidate. The process starts with manpower requisition and ends with giving an appointment letter. When the right candidate is once selected, Robi arrange training program.

When an employee is needed for a position in any department, that specific department send manpower requisition to HR for the approval of the MD. Once MD approves, HR begin the process. The first process is manpower requisition, it comes from the department where there is a vacancy of a new candidate. In the second process, requisition comes from the Human Resource Department and from an HR, an officer takes the approval from the Chief of human resource officer. In the third process, the department of HR post job advertisement by using different means which can be external or internal or both. Such as, LinkedIn, university career service, career fairs, employee reference, Robi career website and many more. After getting CV from the candidates, they shortlist the right people for the job. For some position, written exam is taken while for other position, interview is taken after getting shortlisted. In the written exam part, it has two parts. One is the HR part and another one is that particular vacancy department's part. Both the written exam needs to be passed for the next round which is the interview round. Interview round is the fifth process. In general, selected candidates face one interview round but in some cases two interview might be held as well. Once, the candidate pass the interview, they have to go for a medical checkup which is the sixth process of the recruitment. In the last step, selected candidate fill up joining forms and then gets the appointment letter. The whole operation of the recruitment process is controlled by the HR department.

There are few rules that are followed by the HR. Firstly, they hire the right kind of people at the right place by selecting them with their effective process. Secondly, they don't go for any favoritism or preferential treatment to anyone. Below 18 years cannot be hired by any means either if it's temporary or contractual. Under any circumstances a regular or contract employee from other company is allowed to undertake regular or long term contract in Robi. These are some basic rules that are followed by the Robi HR division.

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│   Manpower Requisition       │
└─────────────────────────────┘
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┌─────────────────────────────┐
│   Collecting CV from         │
│   internal and external      │
│   source                     │
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│   Sorting suitable CV for    │
│   the position               │
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│   Written exam (based on     │
│   position)                  │
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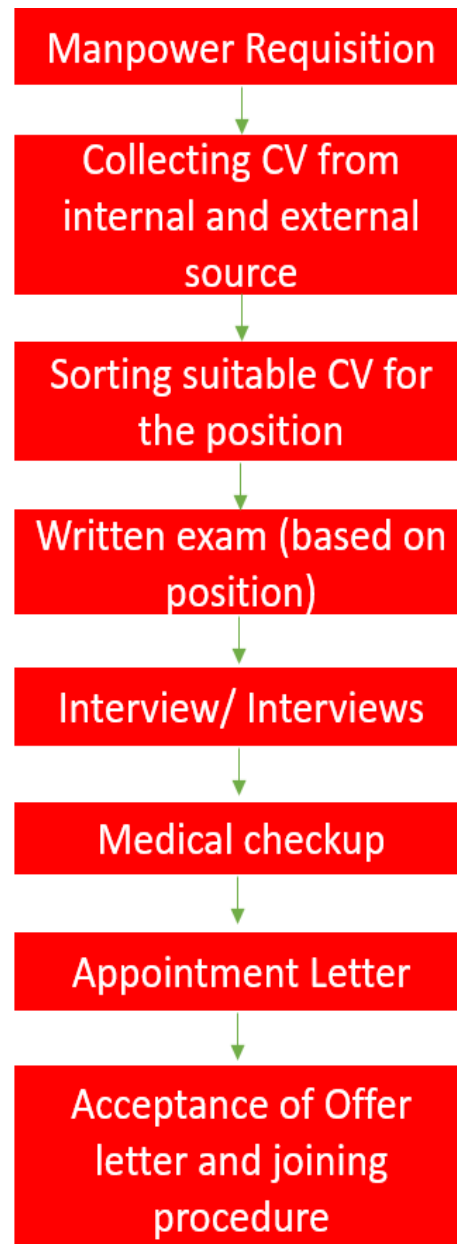
Figure 3: Recruitment and selection process of Robi

2.3.4 Compensation, benefit and training

Compensation is not limited to the monetary terms but it is also beyond that as well. Robi pays a competitive salary to its employees and gives a wide range of benefits as well. Some of the benefits include:

- Transportation service, pick up and drop off
- Meal
- Child care or day care
- Holiday Allowance
- Festival bonus
- Long service or recognition for the performance award
- Leave fare assistance (LFA), 26 days annual and 14 days sick leave
- Child education allowance to max 2 children of eligible employees
- Burial and Funeral
- Monthly phone recharge and sim
- Maternity and Paternity leave paid
- Health/ medical insurance
- Profit sharing
- Gym membership

Training are given to the employees such as functional training, leadership training and overseas training. Functional trainings are designed to train employees based on their day to day functions to perform for their position in a specific department. For an example, Oracle Data guard training, 3g Overview training, Ip network Barrier training are for the IT or technology department. There are some generic training for all department employees such as Microsoft 365 training. Apart from, functional training other is leadership training which is conducted to develop the leadership skills of the employees. This training can be taken by all the employees. To name some, there are situational leadership, time and stress management and many more. Each training is relevant for developing competency. There is another training that is especially for the senior level mangers or presidents which is overseas training. Few top employees are sent abroad such as in Malaysia or in

other countries for the advance level training. These training are basically the Annual Axiata trainings.

2.4 Marketing Practices

2.4.1 Market Operation of Robi

I was assigned as an intern in Airtel Business Unit of Market Operation division in Robi Axiata limited. There are in total six teams operation in this division of Airtel which is also same for the Robi. They are; data, voice, device, Customer loyalty Management (CLM) and International Roaming team which includes VAS team. All these teams are interconnected to each other. However, I worked as an Intern in the Voice team of Market Operation.
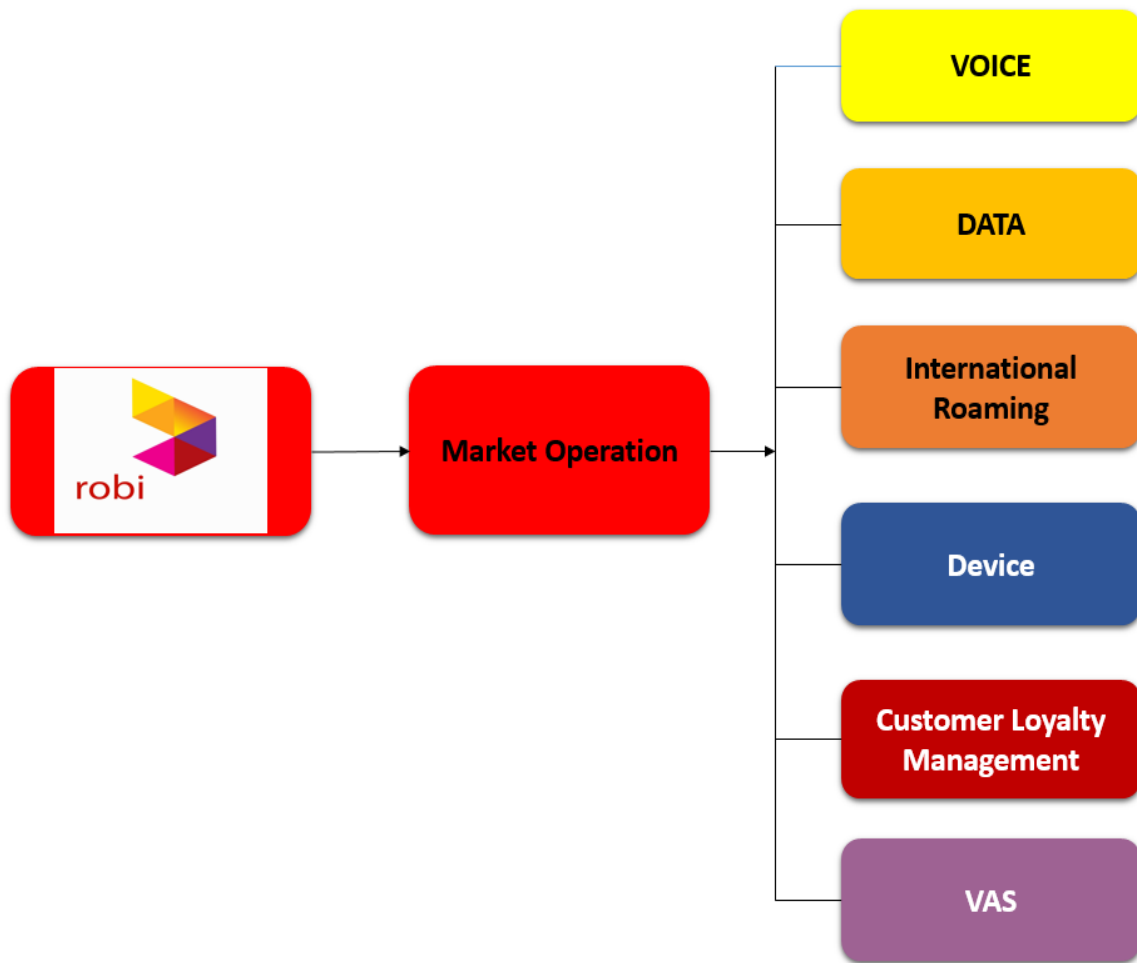

Figure 4: Organogram of Market Operation Division

Market Operation is one of the important department as promotional activities, SMS, offers, entertainment and other innovative campaigns and many more ideas are organized by this division.

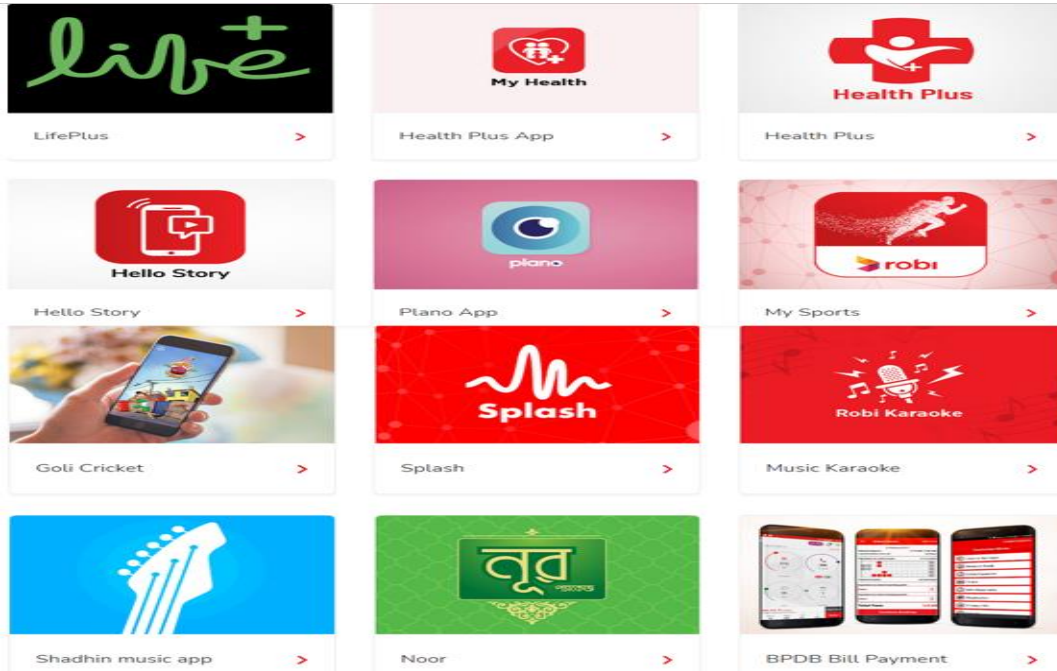## 2.4.2 Product and services of Robi

Figure 5: Lists of products and services of Robi

Robi products and services includes of music and entertainment such as ZEE5 and Binge, Robi Karaoke, Splash. Health apps such as life plus, health plus and Maya. For Islamic apps there is Noor. For news apps, multimedia apps such as sports, traffic robi apps. Plano apps for parental control. For self-service there is my Robi app and Robi my plan. For social there is hello story. For utility and life style there is train ticket service app, CWASA bill payment, Adreach, Bdtickets,

2.4.3 BTL communication methods of Robi

Whenever there is a new offer or a special offer, it's broadcasted on TV channels which is the ATL method however, they also use Digital marketing to spread the message of new offers which is the BTL method. The reason or the aim of using BTL communication is to build private relationship with the customers and also motivate them to speak to us.

The main reason why Robi uses BTL it's because it easy to reach the targeted customers, its cost effective and can be controlled and monitored, it makes customer respond or act, effectiveness can be measured using this means. When customer also respond to the BTL method, then only the communication with the customer is successful. SMS and also offers can be found on My Robi and Airtel App as well. In more details the communication methods using BTL by Robi are as follows:

- **Mobile advertising**: The easiest and widely used method by all organizations. The penetration rate is high because the potential of delivering message to wide customer is high.
- **Through SMS**: It is the fastest and the safest method of communication. It is often the most effective mode of communication as well.
- **Push and Pull marketing**: Push marketing is when the product is taken to the customer and putting it infront of customer at the point of purchase. Whereas, pull marketing is when customers come to purchase the product. Common examples are, mass promotion, word of mouth and sales promotions. These marketing tactics is also used by Robi by showing advertisement and giving promotions that pull the customers in purchasing the service or the offer.
- **Voice call**: a service provider by the tele communicator that enable people to communicate and exchange their voice by using transmission frequency.

2.4.4 Corporate Social Responsibilities (CSR) of Robi

Robi is involved with a lot of CSR activity in comparison to their competitors. The list of some of their CSP activities are as follows:

- **Water treatment plant**: For different divisional railways in Bangladesh, Robi has set up safe drinking water facility for the railway passengers 'Nirapod Pani Shushtho Jibon'.
- **Robir Alo**: Robi has set up the needs of electricity where the people are deprived. The essential need for the electricity is now accessible by the villagers from Robi Alo.
- **Robi 10 mins school** is one of the free education initiative
- **Basic computer training** has been initiated for the 81 college students in 64 district of Bangladesh in the mission to enhance the literacy in IT among rural and urban students.

- **Internet corners** have been established in 7 divisional public libraries in Bangladesh.

Figure 6: CSR projects of Robi

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

The financial period of Robi starts from 1st January to 31st December and the financial period is followed in a consistent manner. The net profit of Robi has however decreased in 2020 from 2019 due to the pandemic. In the latest 2021 financial performance for the second quarter (Daily Star, 2021) it can be seen that in April-June the net profit dropped to 47.61 core from an unedited report.
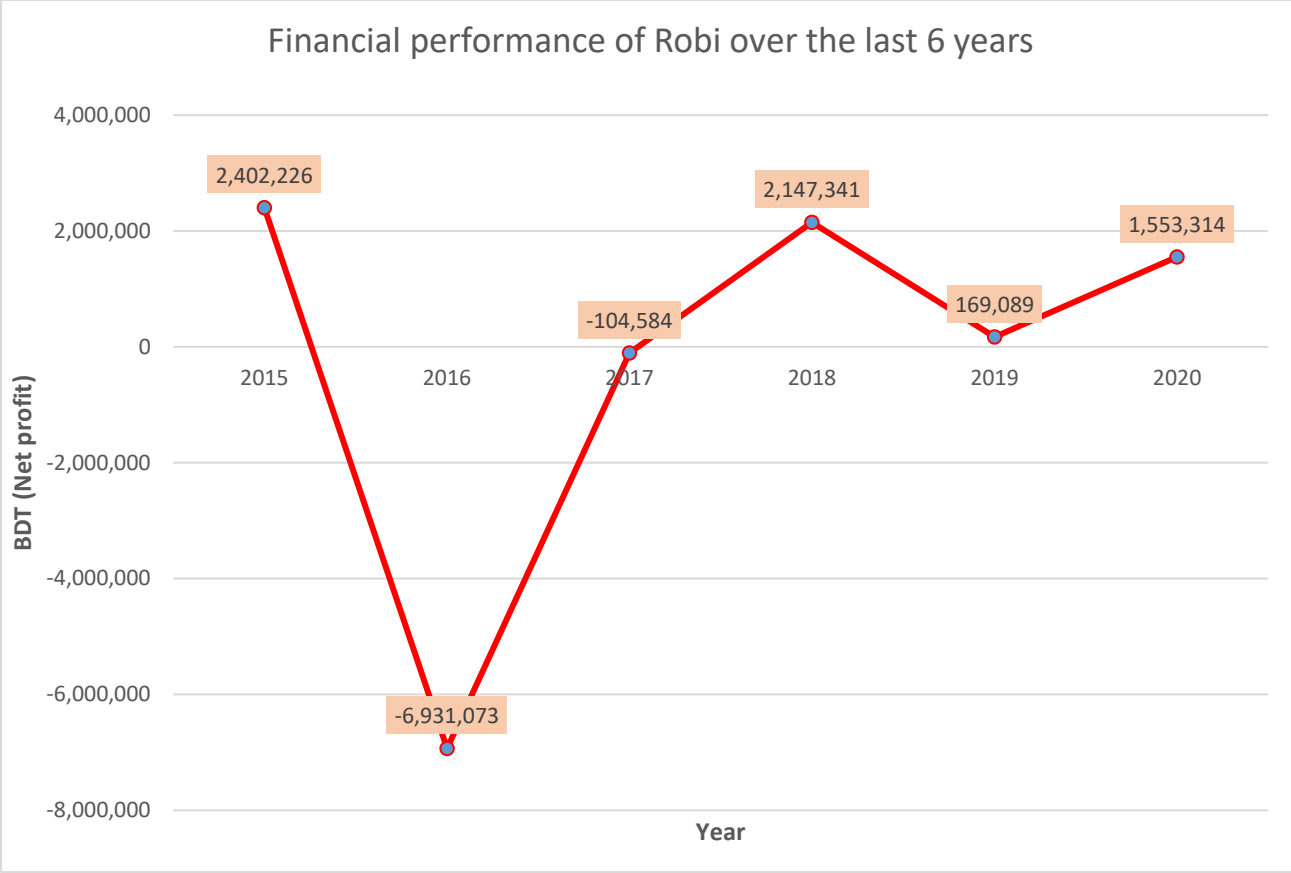
Figure 7: Financial performance of Robi over the last six years

2.5.2 Ratio Analysis

The financial performance of Robi can be analyzed by using the financial ratio analysis. Financial ratio analysis are a valuable source of information for any company as it provides an insight of profitability, liquidity, market values and many others. The ratios can be analyzed by using the company's income statement, Balance sheet and from the cash flow statement. Some of the financial ratios of Robi are given below (Robi annual report, 2020).

RATIO/ YEAR	2020	2019
Current Ratio	**0.25**	**0.21**

Debt to equity	0.88	0.90
Operating Profit Margin	13.91%	11.41%
Net profit margin	2.04%	0.22%
Return on equity	2.48%	0.29%
Return on Total Assets	0.85%	0.12%
Earnings per share	0.32	0.03

Relevant Figure for calculating the financial ratios are as follows in BDT:

Particulars	2020	2019
Total Assets	199,464,858	171,968,640
Total Liabilities	133,508,727	112,379,745
Revenue	75,642,696	74,811,748
Profit from Operation	10,526,024	8,542,332
Shareholder's equity	65,956,131	59,588,895

The current ratio measures the ability to pay short terms debt by liquidating their assets. The current ratio has increased which can be shown in the table above, meaning the company has the ability to pay off short term debts. Debt to equity on the other hand shows that it decreased from the previous year. Which means, a lower ratio usually implies more financially stable business. Debt to equity usually shows the percentage of financing coming from the investors and creditors. The operating profit margin is a profitability ratio which shows the percentage of profit the company produced from its operation. There has been an increase in the profit margin from the previous year which is a good sign for the company as it means that there is a less financial risk. The net profit margin means the percentage of revenue lift after all the company expenses have been deducted from sales. The profit margin is high which indicates that the company is exercising good cost control. Return from equity shows the company's profitability from stakeholder's investment which has increased in case of Robi. Return on asset has also increased showing an increased in profit they earn from their asset.

2.5.3 Accounting Practices

Appropriate accounting policies have been consistently applied in preparation of the Financial Statements this the estimates of the accounting as based on reasonable judgements. The International Accounting Standards (IAS) or International Financial Reporting Standards (IFRS), which are applicable in preparing the statements in Bangladesh are followed and any departure there from has been adequately disclosed.

2.5.4 Report Preparation

Some of the main financial reports prepared by Robi are as follows:
- **Consolidated Statement of profit and loss** - This is the Profit & Loss Statement and gives a detail of the amount of expenses and the income that occurred during the financial period.
- **Consolidated Statement of financial position** - This statement shows the amounts Robi has in assets, liabilities and other capital.
- **Consolidated Statement of Changes in Equity**- This statement provides information about the share of equity attributable to the owners of the company or to the interest groups.

- **Consolidated Statement of cash flows** - This statement shows the net cash flows from different company activities, such as operating activities, investing activities and financing activities of Robi.

2.5.5 Depreciation method of Robi

No depreciation is charged as the freehold land has unlimited useful life. However, the depreciation on the property, plant and equipment items of Robi are calculated using the straight-line methods over their useful lives.

2.6 Operations Management and Information System Practices

2.6.1 Overview of managing operation

There are various information and IT systems that are used in every department for managing the operation of Robi. Due to a change in workplace and adaptability in meeting new challenges and scope of getting new opportunity, the traditional process of managing the operation has changed. The traditional manual process cause delay, a lot of paper works which becomes a challenge for the company like Robi. Hence, in order to improve the efficiency and manage the resources in a timely and organized manner, information systems are used. Moreover, the use of the system also reduce the cost of the business, a better customer service can be delivered by giving prompt services to the customer, the agility framework by giving the best internet service. Robi being the second largest telecommunication company in Bangladesh, needs extensive use of Information system or IT in managing its whole operation. However, due to the limitation of doing a virtual internship, the scope of the research on writing the report on information practices of Robi however was limited.

2.6.2 Information System/ IT business

Some of the few IT services which Robi uses are mentioned as follows:
- **Business Process Automation (BPA)**: This is used to manage information, data. It also decrease cost, resources, manual errors and also investment (Robi, 2021). By the use of this

IT the productivity increases. This IT software is used by HR, invoice management and used by many more departments.

- **Robotic process Automation (RPA)**: It is a software that do basic tasks what are usually carried out by the human workers. It is often called the virtual employee. Few of the uses of this software are payroll automation, load processing, customer onboarding and reconciliation which is used by the finance or for IT security. The advantage of the software brings better service to the customer for its accuracy, saving costs and also the employee turnover as also decreased as the stress of workload has decreased.

- **Robi intelligent solution (IoT services)**: With the increase in the use of advance technology, it's evident that Robi needs to come up with innovative digital solutions to the customer in order to thrive in the market. Robi Iot services is one app which gives solution to all customers need. The payment mode is flexible and it's easy to use as well. Some of the features are, intelligent switch, surveillance etc.

- **SAP**: System Application product is a tool that integrates on a couple of business process together and functions as a one comprehensive system (Zaki, 2016). It is used to track down sales, production, financial accounting and also HR. Thus, it is used in all other division of Robi. However, there is an individual form of SAP component. Each module serves each individual department. It decreases the manual process as it automatically services and monitors.

2.7 Industry and competitive analysis

2.7.1 Industry analysis

The vision of the country in making a "Digital Bangladesh" has bought tremendous growth in the telecommunication sector. The subscriber of mobile phone user increased to 55% in 2018 (Haque, 2018). Bangladesh is the 8th largest mobile sector in the world contributing 1.8% of the total GDP

in the country. With emerging digitalization and competition in the market, apart from Voice call and data, value added services are also being offered by the telecom companies. In 2016, the declaration of registering a sim by bio-metric dropped active sim user to 5%. The 4G services also was launched by the telecom company in 2018. Compared to the launch of 3G which raised internet users more, 4G internet users grew slowly due to the increase pices, less network coverage and poor service quality service. There were also come major regulatory developments after 2012. In 2018, VAT was added on the internet usage but the VAT was reduced to 5% from 15%. "Pay as you go" internet limit was introduced charging 5tk. After from that, BTRC bars mobile packages with a validity for 7 days with reduced price to satisfy the users which lead to a slow revenue growth. Moreover, there has also been a ban of call rate hike by the high court. In 1990's it was very expensive to call as the call rate was high. With increased mobile phone users and a number of competitors in the telecom market, there is no chance of price hike in the near future.

2.7.2 Competitive Analysis

There are some big players in the telecom market like Grameenphone, Teletalk and also Banglalink. Thus, Robi has to compete which these companies. Despite the merger of Airtel and Robi, Grameenphone is still on the leaderboard in terms of user subscription and market share as well. The description of the leading competitors of Robi are as follows:

- **Grameenphone**: It is the market leader in the telecom industry in Bangladesh with high subscriber and greater network coverge. They are the first network operator in Bangladesh to introduce prepaid sim. Moreover, they have the highest number of 4G tower. Moreover, they came up with the first flexiplan where customer could design their own purchase plan. They have "signline" customer care for the deaf customers. With their innovation they are in the leaderboard.

- **Banglalink**: It is the fastest growing network in our country. Their advertisement and promotional campaign usually attracts users. According to the oskla speed, their 3G network speed is the fastest in our country. They offers customers with giving bonuses for recharging,

thus their offers are competitive. However, their network quality, coverage is not strong enough and their user subscriber is less compared to GP and Robi.

- **Teletalk**: Unlike Banglalink, GP and Robi, Teletalk is a state-owned mobile network operator in Bangladesh. Just like other services, it also provides the same voice, internet services as well. It is country's fourth largest operator.
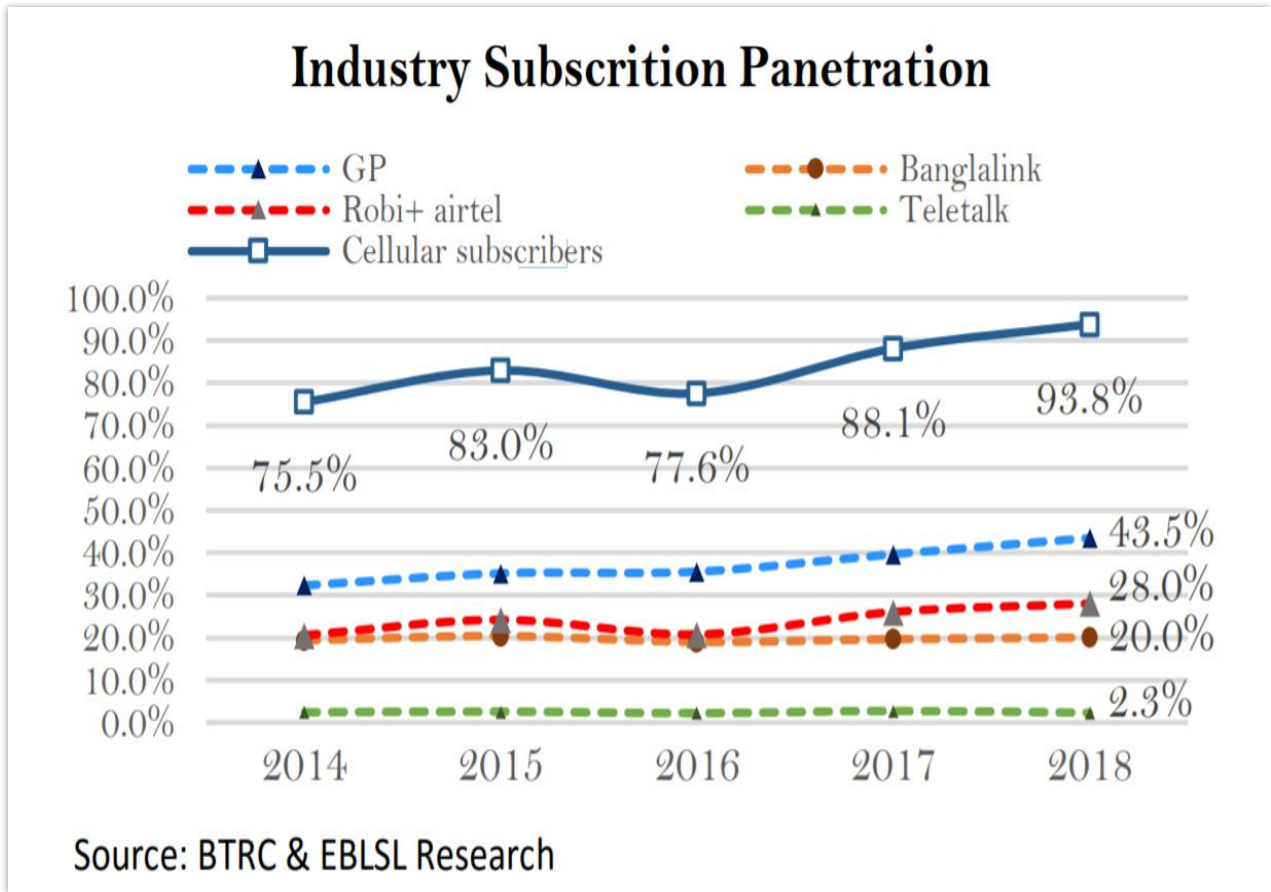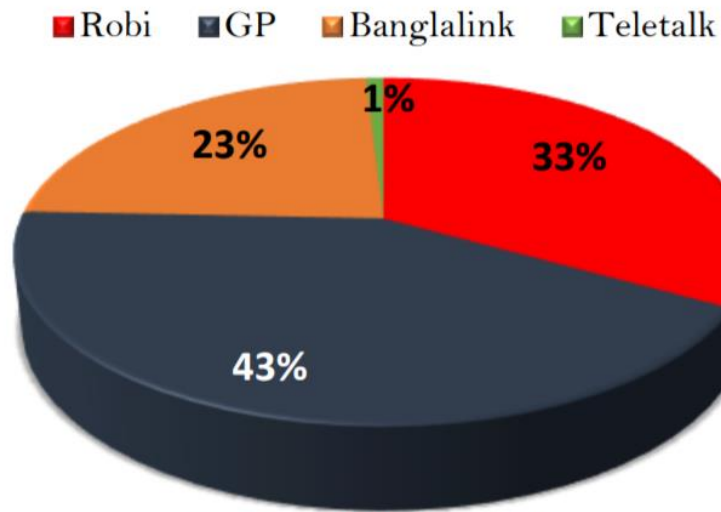

Figure 8: Industry subscription penetration

Active Mobile Internet Subscriber Market Share (September 2018)

■ Robi ■ GP ■ Banglalink ■ Teletalk

1%
23%
33%
43%

Source: EBLSL Research

Figure 9: Mobile internet subscriber market share

Total Revenue Market Shares*

■ Grameenphone ■ Robi ■ Banglalink

	2013	2014	2015	2016	2017	2018Q3
Banglalink	22%	22%	23%	22%	19%	17%
Robi	25%	25%	26%	24%	28%	28%
Grameenphone	53%	53%	51%	53%	53%	55%

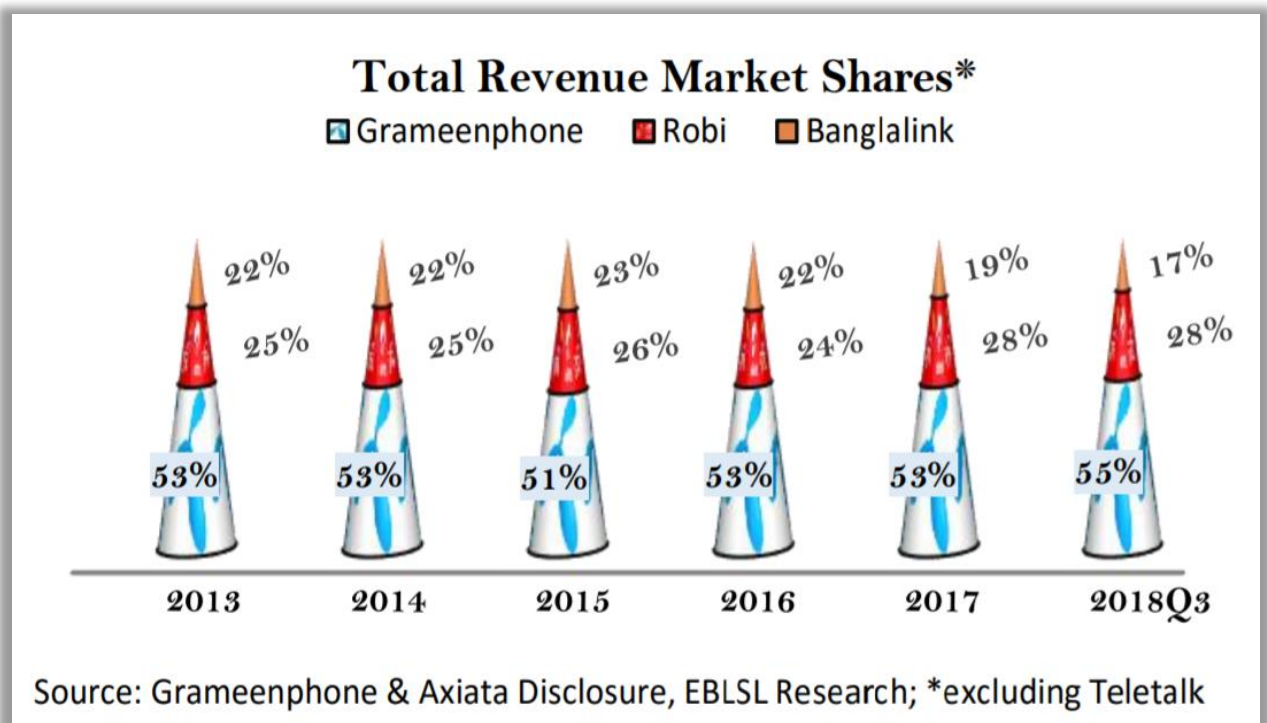Source: Grameenphone & Axiata Disclosure, EBLSL Research; *excluding Teletalk

Figure 10: Total Revenue market share of the telecom companies

2.7.3 SWOT Analysis

SWOT analysis refers to strength, weakness, opportunity and threats of a company. It is useful because it makes the company evaluate the competitive position and develop a strategic planning when necessary. The company becomes aware of their weakness and they can take necessary measures when required. The SWOT analysis of Robi are as follows:
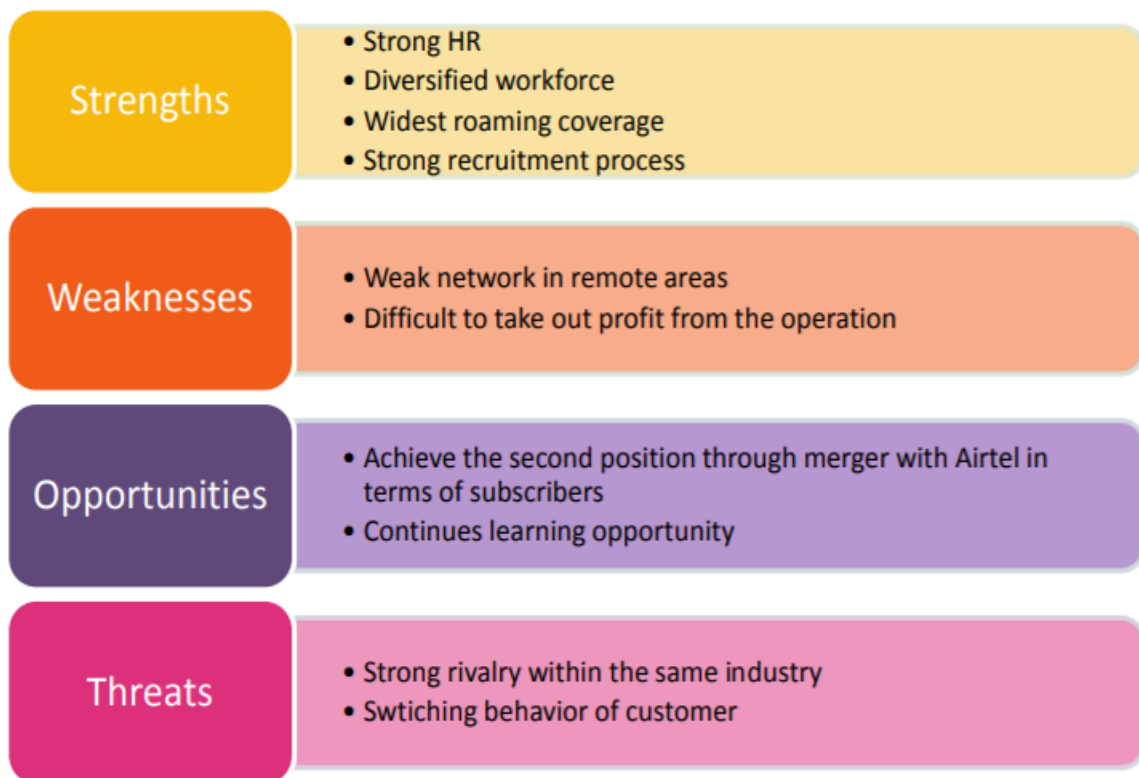

Strengths
- Strong HR
- Diversified workforce
- Widest roaming coverage
- Strong recruitment process

Weaknesses
- Weak network in remote areas
- Difficult to take out profit from the operation

Opportunities
- Achieve the second position through merger with Airtel in terms of subscribers
- Continues learning opportunity

Threats
- Strong rivalry within the same industry
- Swtiching behavior of customer

Figure 11: SWOT analysis of Robi

Strengths:

- The Human Resource Division is one of the strongest and also their professional management teams as well. The HR motivate and push employees to bring out the best. The employees are experienced and dedicated to the company. The workforce is diversified. They have a lot of shareholders and investors as well. They follow different recruitment tools

to hire employees. Apart from their strongest HR division, they have a wide roaming coverage.

Weakness:

- The network coverage is weak especially in the remote areas. Thus, the user sometimes don't get good network. The network coverage in Bangladesh where it's strong is in Chittagong. However, there are few areas where there needs coverage. Moreover, they need to look into the network coverage of Dhaka city as well. A lot of people don't get enough network for which sometimes the customer face call drop and poor internet connectivity as well. It's sometimes difficult to generate profit from the operation due to the average subscription lifecycle revenue which equals sim tax. Some of their value added services are not known by the customers. Hence, their value added service users are less.

Opportunities:

- The merge of Robi and Airtel puts Robi Axiata as the second largest telecommunication company in Bangladesh. Robi focuses on agility. Their CSR activities adds value to the company. They focus on continuous development of their product and services. They came up with the online ticketing platform, Agro bundle Krishi Bhai app, which is a phone loan campaign for the farmers. Women-Leadership & Retailer-Financing one of their breakthrough initiative to empower struggling retailers, health plus, life plus with accessible and affordable services made them win the global award for its innovative solutions during the pandemic.

Threats:

- The strongest competition of Robi are Grameenphone and Banglalink. However, Grameenphone is the strongest as their subscriber is more as well as the market share. Customer can easily switch to another operator as the other two competitors offer similar kind of services. However, GP charges high but their network is strong which is also a threat.

2.8 Summary and Conclusions

Robi Axiata limited is a public limited company where 67.72% shares hold by Axiata Group Behrad, Malaysia and Bharti Airtel holds 30.14% shares. The company first operated in Bangladesh in 1997 with the brand name "Aktel'. The management and the whole operation of Robi focuses on agility. They are involved in a lot of CSR activities and offer a wide range of services to customers apart from voice and data services. The profit of Robi decreased due to the pandemic. However, the decrease is not that significant. In the second quarterly report of 2021, it was seen that there has been a rise in profit. Thus, it can be seen that they are continuously innovating their product and focus on giving a better customer services.

2.9 Recommendations

Robi tries to take the opportunity from the environment and comes up with innovative ideas and campaign. However, they need to market or advertise their offer and promotions and also they need to advertise their value added services as well to reach out more customers. Not everyone knows about their apps such as Maya, which are useful to the customers. They need to attract the customers more and pull them to subscribe to those app in order to get more customer base, to increase revenue and also market share to be ahead of the strongest competitor.

Chapter 3: Customer BTL communication and its effectiveness in the Telecom Business.

3.1 Introduction

3.1.1 Background

Marketing communication using the BTL is important as it aware the customers about the offers and promotion that the company is offering. BTL is a very common type of market communication used by the telecommunication company. It is a non-media form of communication such as SMS. Mainly in this report we will be talking about the promotion offering that is communicated through the means of SMS. The main reason for using BTL communication it's because of the close relationship buildup with the customers. Through this means, a mass customers can be targeted and also it targets potential customers as well. Through BTL communication more targeted customers can be accurately reached.

In the following literature review, I will be discussing about the "Customer BTL communication and its effectiveness in the telecom business in Bangladesh perspective. The idea is to determine as to what factors that are helpful in the growth of BTL advertising activities and why it has become so effective in the current advertising scenario and how it helps to generate sales of a product. BTL techniques are very helpful in creating an ensuring the awareness and recall of the brand, it also highlights the product features to customers. One of the main opportunities for marketers to promote their products and services is the mobile phone and its ever-increasing popularity (Okazaki & Taylor, 2008). The rapid increase in mobile phone usage has introduced new delivery methods for marketers and advertisers via SMS to reach potential customers. SMS is defined as a short message service that uses an Internet network to be sent over a digital mobile network to a particular customer. SMS advertising creates opportunities to send specific customized advertising messages to individuals, provided that their consent is taken first, however, that that the case we see. The report covers the bundles, bonus offers and tariff reduction that the telecom provider

mainly offers to its customers. To add, the packs are made in accordance with or in comparison with its rivals. A marketing offer is a valuable free product or service that you give away in exchange for people responding to a call to action (Dyess.S 2019).

Through SMS and MMS high response rate are usually seen compared to the other means of advertisement such as television advertising, because all advertisements can be sent personally to the customers on their mobile phone which is the reason why it's efffective (Zabadi, Shura & Elsayed, 2012). Several studies have been conducted on SMS advertising and related issues. Almossawi (2014) conducted a study and found that young consumers" attitudes towards SMS advertising were determined by five SMS attributes: entertainment value, informative, credibility, personalization, and irritation level. Dix et.al (2016) conducted the study to examine the drivers of acceptance of short message services (SMS) advertising and how it is still relevant and active in South Korea. Awan and Hassan (2015) found that SMS marketing is a new tool for introducing products and services and attracting new customers.

Customer satisfaction is important for the company which is usually described as the individual's perception of the performance of the products or services in relation to his or her expectations. Customer perception of service refers to how they judge whether they have received quality service and whether they are satisfied. Perceptions are always weighed against expectations. The organizations or the company that really understands the importance of SMS marketing do take advantage of personality in mobility and initiate effective marketing (Telli, (2017)

3.1.2 Objective of the Report

The objective of the report is to find and assess the effectiveness of customer BTL communication to get potential customer of the telecom industry of Bangladesh. The level of performance and the effectiveness of BTL communication will be analyzed and will provide an understanding about the role of it. Moreover, a perception will be determined regarding the mobile users in Bangladesh about the push services from the other variables as well. However, another main objective of this report is to give an overview of my responsibilities as part of my internship journey.

3.1.3 Significance of the report

The significance of the report is mainly conducted to give a better understanding of the effectiveness of using BTL communication in the telecom industry. The importance of using the BTL and whether it reaches the targeted customer about their promotional offer. The significance on the reaction from customer's perspective on the BTL communication such as the SMS advertising. How the negative response from the customers about the BTL communication can be overcome and what closer attention needs to paid when effectively communicated with the customers. All these important aspects lend to the significance of understanding of the BTL communication in the telecom industry.

3.2 Methodology

Data can be collected through two means, primary and secondary. Primary are usually collected personally such as by surveys and secondary are collected by gathering data from the internet and newspaper. However, the main methods through which the data was collected was collected from by using both means.

- **Primary data** was collected by using survey. Questionnaire was given and based on the response from the people the data is analyzed by using google forms. The google forms were sent via social media groups. Employees of Robi and the customers were asked to fill out the form. Thus, based on this method, the data was collected for this report.

- **Secondary data** was collected from the previous reports from students and researchers report, google scholars and annual reports of Robi, journals from the internet. From the lot of online publication important was collected.

3.3 Findings and Analysis

3.3.1 Process of product offering and communication

There is a process that needs to be followed for offering and communicating the product. The process can be described in the figure below.
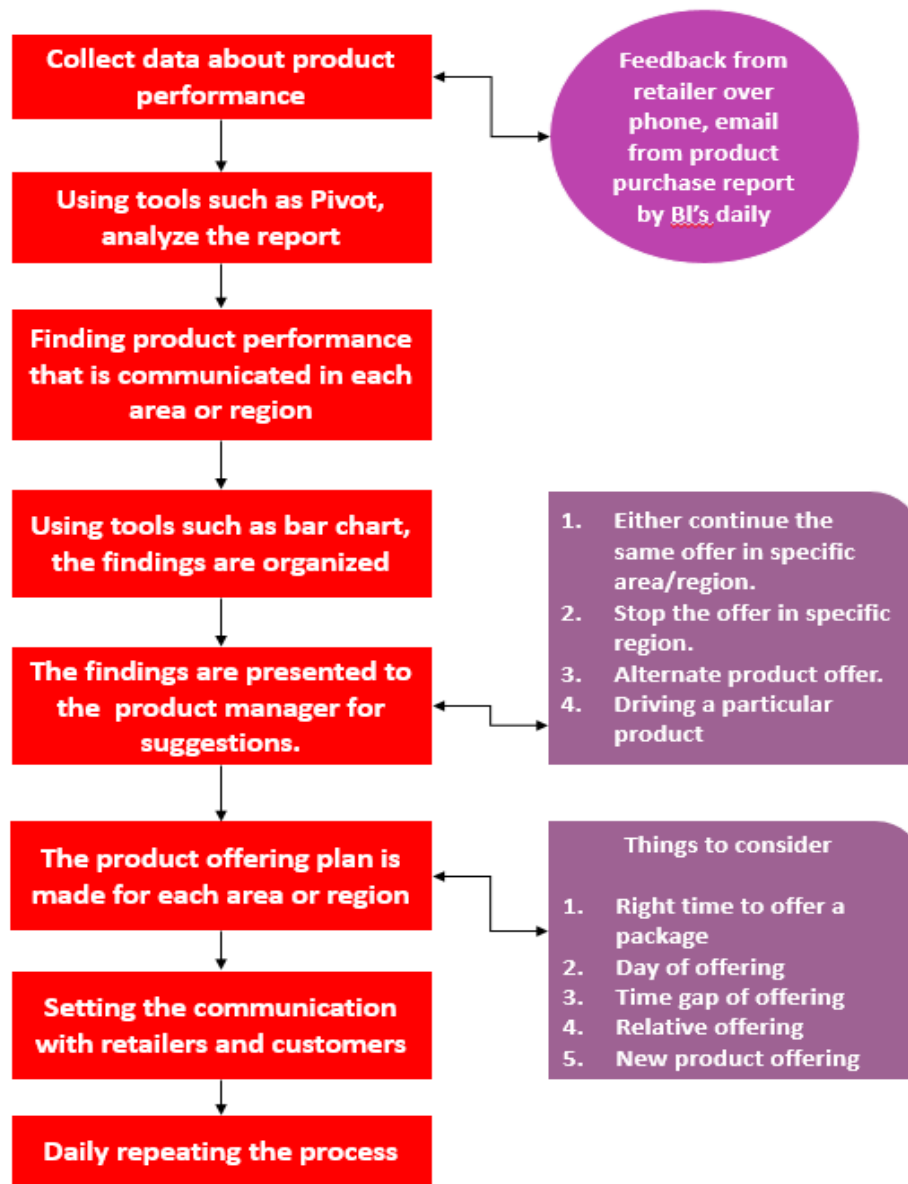

Figure 12: Product offering and communication process.

- Below are the data from the 22 responses from the google survey to get a broader view and get insights about the effectiveness of customer BTL communication and its effectiveness in the telecom industry. On the first survey question, it can be seen that 63.6% of the people feel more convenient in recharging their phone using the digital platform. Whereas, 13.6% of the people recharge their phone through retailer. On the other hand, 22.7% of the people use both digital and retailer to recharge their phone.

Do you recharge by using the digital platform such as Nagad or Bkash?

22 responses
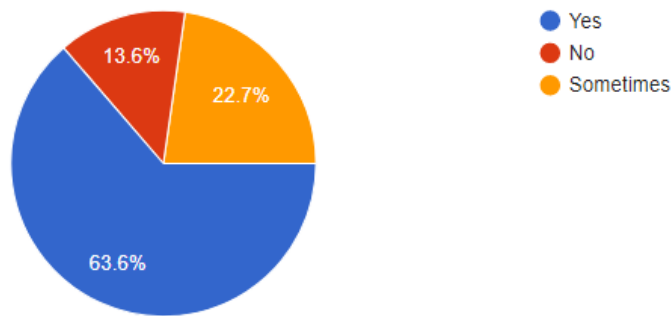
- In the second survey question, it can be seen that most of the people don't read the SMS campaign. 63.6% of the people said "no" to this question. Whereas, 27.3% of the people look sometimes open the SMS out of curiosity. However, 9.1% agrees on opening the SMS. When asked, they said, they open the message to see any offer that is being provided by the telecom company.

Do you read the campaign offers of telecom provider that are sent through SMS marketing?

22 responses
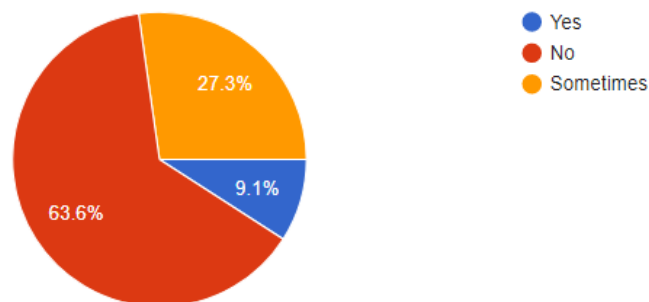
- Based on the campaign offer provided by the telecom provider, it can be seen that most of the people are more interested in buying the internet pack as 66.7% of the people agrees on purchaing it. 23.8% of the people purchase bundle offer and 9.5% use non of the offers. It can be seen in the survey that, people are less or have no interest in buiyng minute or voice pack.

Which of the campaign packages do you purchase the most. (If the previous question answered was "yes")

21 responses
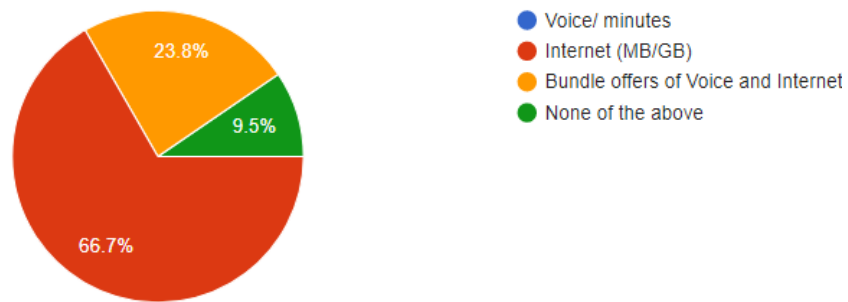
- Even though 59.1% people agrees on the SMS campaign offers being simple and easy to understand. However, 40.9% of the people are neutral about this. When asked, why they feel neutral, in response most of them said that they don't actually read the message. Even though, it was good to see that none disagrees on the SMS content being not understandable.

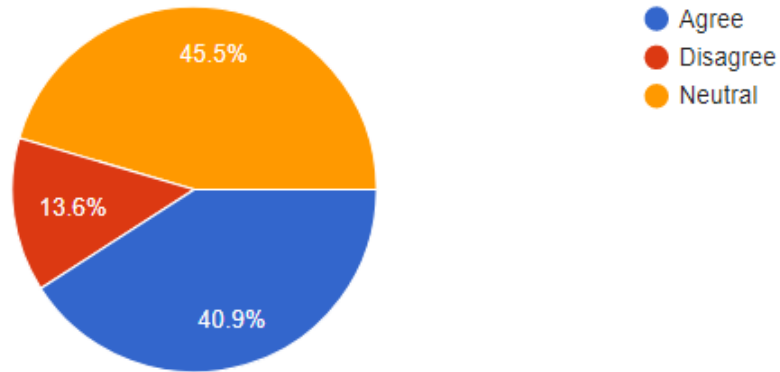SMS that I receive related to the offers are easy to understand.

22 responses
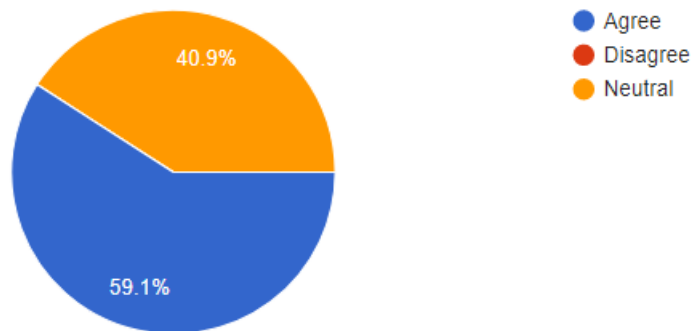
- 40.9% of the people agrees to the SMS content being short and to the point. Whereas, 45.5% of the people are neutral about it because, most of the time they ignore the SMS campaigns sent by the telecom operator.

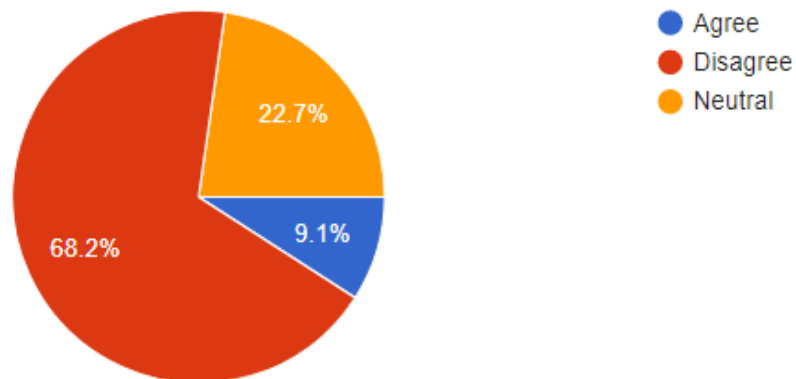SMS contents are to the point and short.

22 responses

- Most of the people disagrees and are not interested in getting offers through SMS campaign with a 68.2% response and 22.7% are neutral about it. 9.1% agrees on getting offers through SMS campaign.

I am interested to get more offers from the telecom operators through SMS campaigns.

22 responses

- The most interesting response from the survey was that, people with 50% response agrees and with 40.9% strongly agrees the SMS campaign to be very annoying. The response was based from the 22 people.

SMS campaign that I receive from the telecom operators are annoying.

22 responses
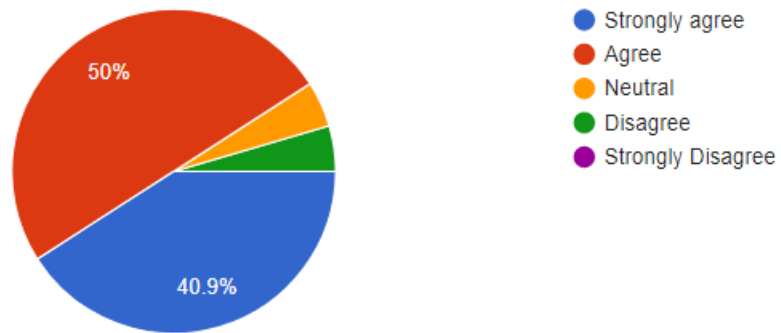
- Most of the people disagrees that the SMS campaign that they receive are not effective for them. It is evident that people get annoyed by the SMS for which most of the people ignores it. Thus, the SMS offer will tend to be less effective for the.
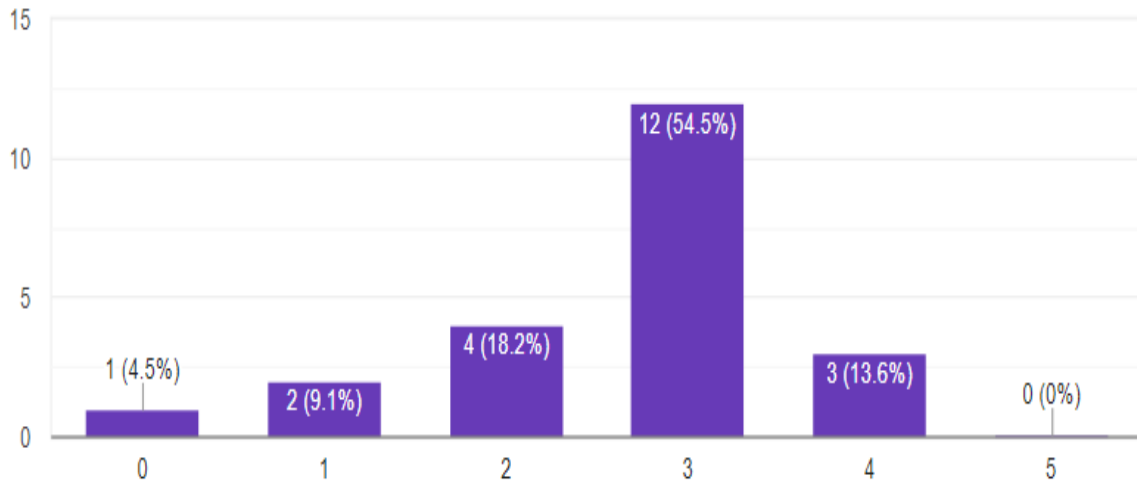
SMS that I receive are effective for me.

22 responses
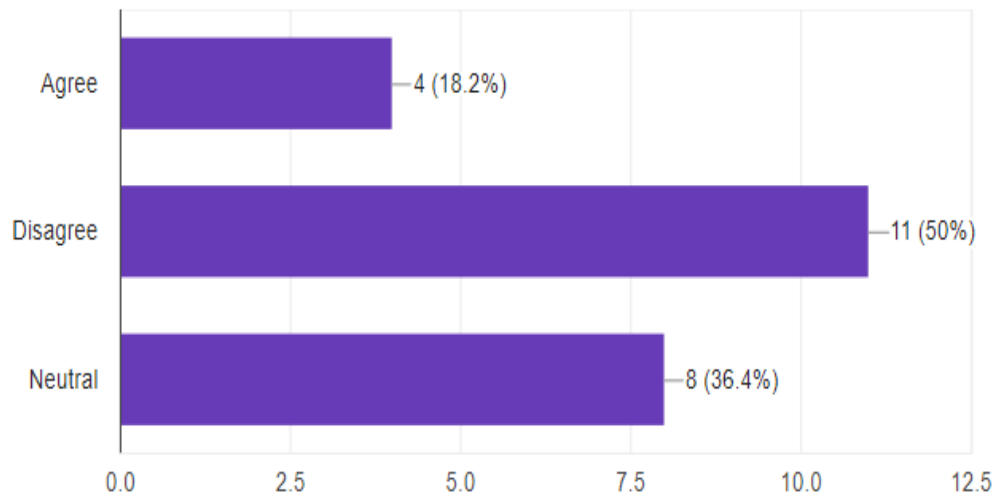
- Even though the SMS campaign are usually annoying to the people. However, the SMS services that they purchase are average to most of the people. (0=poor, 5=excellent).

I am satisfied with the services that are offered by my network provider after taking the SMS offer service.

22 responses

3.4 Summary and conclusion

To conclude with, it can be said that, content of the SMS campaign of the telecom company are satisfactory as the contents are to the point and short which people agrees and some of them are neutral about it. However, the SMS campaign are said to be very annoying to the customer, for which most of the customer didn't really agree to some of the questions as most of the time they ignores the message. However, telecommunication Company sends special offers or keep them updated through BTL communication but they don't take any permission from the respondents for sending the SMS marketing.

However, with 22 respondent the survey was taken. The time constraint was a big factor for which there were fewer number of respondent.

3.5 Recommendations

Working in Robi Axiata limited was truly an amazing experience where I could learn a lot of things which I haven't learned before. However, following the survey that I have taken, I would like to give some suggestion:

- The study should be focused on taking survey from large group of people. The result will not be accurate if the survey is limited to small number of people.
- Companies should give an option on whether or not they want to get SMS based on their preference or choice. If they further find the SMS or any service they have taken is annoying. They should be given an option to stop the service.
- Telecom company need to focus on customer's satisfaction and avoid doing things that may irritate customers in the future.

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