



***“Service awareness status of Grameenphone subscribers
which leads a better customer experience”***





BRAC Business School

Internship report on

“Service awareness status of Grameenphone subscribers which leads a better customer experience”

Submitted To

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BRAC University, Dhaka.

Subject: Submission of Internship Report on “Service awareness status of Grameenphone subscribers”.

Dear Madam,

Here is my internship report on “**Service awareness status of Grameenphone subscribers**” which you approved as my research topic.

Though this report, I have tried to focus on the company background, performance, case studies along with the research on the aforementioned topic.

Now, I am looking forward for your kind appraisal of this project. I hope that you will enjoy reading the report paper as much as I had enjoyed doing it. Thank you very much, for giving me such an opportunity to complete such an interesting project.

Sincerely Yours,

Animash Mallick

(ID: 07204039)

ACKNOWLEDGEMENT

This report would have been impossible without the valuable contributions and limitless help of several individuals. First, my thank goes to the Almighty God for giving me the grace to finish this project.

I would like to thank all the authors of the journals, books and articles that are secondary sources from where we have collected necessary information regarding this project.

I have been benefited from many people in the evolution of this report. They have generously supplied insightful comments, helpful suggestions, and contributions all of which have progressively enhanced this report.

The selection of company is always vital to successful study. In this report, my appreciation goes to executives and managers of Grameenphone who have provided worthy information and contributed their valuable time.

Lastly, I feel honored to lay my sincerest gratitude to my honorable faculty, Syeda Shaharbanu Shahbazi for helping me in every possible way during the preparation of this project

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EXECUTIVE SUMMARY

Grameenphone Ltd. - the leading organization of mobile telecommunication industry of Bangladesh is now operating its business all over the country with a subscriber base of about 20.5 million. Grameenphone is the market leader in the mobile telecommunication industry of Bangladesh. Their growth rate is very high. But in this edge of competition, it is very difficult to keep the leading edge intact. Companies need to come up with new ideas to remain competitive. They need to keep their customers satisfied.

So, it is very important for Grameenphone to know whether their customers are satisfied or not. If the customers are not satisfied, GP can specify the zones of dissatisfaction and take necessary actions to remove the dissatisfactions.

As mentioned earlier that Grameenphone is growing at a faster rate and the faster growth of the organization is also generating growing number of business activities. So, to accomplish each of these activities effectively the organization has implemented many automated systems within its various divisions depending on the activities accomplished by each of them. My focus area was the Customer Service Unit of Commercial Division of Grameenphone - the closet unit of the organization to its customer base where a huge number of business activities take place every day and Grameenphone has implemented a handsome number of automated systems in this unit to support those business activities. Here I focused on customer service related department, products and services of Grameenphone Ltd., value added service.

Coming up with innovative service is easier than making subscribers aware of services. Hence through this internship report I have tried to analyze the present situation GP, the services that GrameenPhone is presently providing to its valued customers & their satisfaction level. Out of 160 million people 55.75 million people are presently using cell phone; it means that out of every 10 people 3 people is using cell phone. In the third world country like Bangladesh the amount of users is amazing. GrameenPhone holds almost 48% market share of telecom industry that is out of every 10 users 5 belongs to Grameenphone. So Grameenphone marketing strategy should be "Profitable growth & expanding market share through satisfying existing customers".

A comprehensive survey was conducted to know about GP's present position in the market and its present service condition that is providing to its valued customers. After that I have done cross tab and regression analysis to find out the relationship and impact of variables. Next I have used GAP model to find out the gap between the expected outcome and actual result.

The survey report shows that Grameenphone is still a market leader in this industry but as it is becoming more competitive day by day so Grameenphone should revise its service packages, quality with more conveniently for the customers. Among the other cellular phone companies Grameenphone has some unique competitive advantages in this industry in Bangladesh so if it is possible for GP to provide better services with continuous innovative products it will add value to the company. Otherwise, in the long run new innovation services will not give its ultimate success.

CHAPTER-1

INTRODUCTION

1.1 ORIGIN OF THE REPORT:

Today's business world has become highly dependent on the customer satisfaction and customer relationship. Through this internship report I have put my hard and honest efforts to focus on different aspects of the company by exploring the company business, departmental goals and functions, analyzing performance, conducting research and extensive case analysis. The department of internship was Customer Service of Grameenphone Ltd.



Grameenphone Ltd. today is apparently the largest mobile telecommunication company in Bangladesh. It operates its function with an aim to accomplish two principal targets. Firstly, as with other commercial organizations, it operates in such a manner that it receives a good economic return on the investment. Nonetheless, secondly, it contributes significantly to the economic development of the country in making telecommunication a popular medium for exchange of information. GP, in its operation, has to address a large number of customers throughout the country. It is therefore imperative to get to the customers to know their impression on the services of this important communication medium. This encouraged the researcher to choose the topic of this internship program as “*Customer Awareness of GP subscribers*”.

It has been a fine opportunity to work in the Customer service division which falls under the commercial division of the company. Provided with the best in class tools and network, it was a pleasant journey to know the actual scenario that makes this company huge, not only in customer base but also in the satisfaction arena. My continuous effort was to figure out the key factors that pushed the organization up there to deliver more consumers along with retaining the customer satisfaction level.

In order to conduct the upshot I have asked different questions to the customer base to figure out the scenario. They are:

- ✓ What are the marketing strategies of GP to evaluate the awareness level of the target market?
- ✓ What are the involvements of people with GP to use more services?
- ✓ Does GP have the best network coverage to satisfy their customer base?
- ✓ Does GP have the sufficient workforce to retain customers satisfied?

- ✓ Does GP uses their Customer care facilities more to sustain their target market?

One of the key issues to have satisfied customers and to retain them in is about having an excellent after sales service or customer care. It was pretty important for me to find out the actual scenario of the market that GP operates with millions of consumers. Whether the customer managers are putting values into account to retain the consumers is an important fact.

My earnest effort was to get into the core to find out the factors that are strongly related to the overall satisfaction level of the consumers. Whether the total service awareness is making life easier form GP to sustain more into this competitive market, which was one of my key areas of work in this project.

1.2 OBJECTIVE OF THE REPORT:

General Objective:

- To fulfill the Internship program

Specific Objective:

- To justify the awareness level of the customers of Grameenphone Ltd. about the product and services
- To get a clear concept on how efficient GP is to get closer to the customers.
- To meet the course requirement of the Intern paper.
- To analyze the service awareness status of GP subscribers.

1.3 SCOPE:

GrameenPhone Ltd provides different types of products and services to their clients through different Division. In this report, I have concentrated only on the Inbound Customer Care of the company. Most of the information regarding the report is collected by using primary source that



is based on the information that has been provided by the company officials and observing the procedures practically as well as dealing with the clients.

1.4 METHODOLOGY:

In order to complete my research, I required the customer base of Grameenphone to respond to a structured questionnaire aimed at establishing a clear idea of the service awareness status of GP subscribers. The sample size for our data collection was 120 (Hundred and twenty). All our respondents were the users of GP services. Due to the nature of the research topic, we did not collect the insights of any internal personnel. Around a third of the respondents were female. The age group for the sample size is also varied to ensure that there are no bias present in the data collection. The educational qualification of the respondents was bachelors degree holders and above.

The questions were categorized into their respective sections and clear instructions were given to the respondents regarding the filling up procedure. There was a subjective, open ended question at the end for the respondents to share their view regarding the topic as they thought so. This was done to ensure that I did not leave any valuable insight behind which might have been left out in the structured, objective sections of the questionnaire. All the questionnaires were designed and rechecked to eliminate any bias or partiality or discrimination in any way.

1.5 LIMITATION

- Lack of willingness of respondent.
- Difficulty in accessing latest data of internal operations.
- Some information was withheld to retain the confidentiality of the organization.
- The duration of the internship is only 3 months (12 weeks) is not enough for the study.





CHAPTER-2

ORGANIZATION OVERVIEW

2.1 COMPANY PROFILE

Grameenphone (GP) became the country's leading mobile phone operator since 2001. From year 2001 to till now Grameeophone's subscribers has increased 471,300 to 3.3 million represent 62% of the market share. Grameenphone in recent years has maintained its consistent growth strategy country wide, offering cellular voice and non voice services to the market at an affordable price, on a scale hitherto unprecedented. The expansion of the mobile network has gradually included a large number of remote villages.



GOOD OWNER STRUCTURE

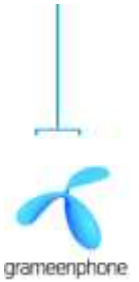
Grameenphone is 55.80% owned by Telenor, a state-owned telecommunication company from Norway and 34.20% owned by Grameen Telecom. The rest 10.00% shareholding includes General public & other Institutions. From these companies Grameenphone get financial and technical supports.

FINANCIAL SOUNDNESS

Grameenphone has a huge amount of capital mainly invested by the shareholders. Capital size is \$280 million. Moreover, global institutions like IMF, World Bank etc. have sanctioned loan for GP. This is a huge success for GP. Grameenphone's total capitalization was US\$120,000,000, including around US\$50 million from IFC/CDC, and the Asian Development Bank (ADB). It also received US\$60 million in equity from the four Grameenphone private partners. Grameen Telecom borrowed US\$10.6 million from the Open Society Institute to set up Village Phone. The company continued to invest heavily in expanding the capacity of its network and coverage.

LARGEST GEOGRAPHICAL COVERAGE

Grameenphone has the largest geographical network coverage compare to its competitors. GP will continue to make fresh investments to further expand its coverage throughout the country and increase the capacity of the network, so that more people can avail the service. GP has already put into operation 459 new base stations this year alone, bringing the total number of base stations to 1128 operating around the country. Presently, Grameenphone has coverage in some 61 districts and 400 Upazilas. There are 1750 base stations in operation around the country. Furthermore the company is planning to set another thousand base station by this year. The competitors are also lagging far behind in this regard.



AVAILABILITY OF BACKBONE NETWORK (OPTICAL FIBER)

Grameenphone Ltd. sub-leases the Transmission Capacity of its 1600 Fiber Optic Network, leased from Bangladesh Railway, commercially to the prospective business units/clients. There is a contract between Grameenphone and Bangladesh Railway that GP will use this network for the next 25 years.

INTERNATIONAL ROAMING

As mentioned previously, Grameenphone is providing international roaming facility to GP Regular subscribers. These subscribers can avail this facility after fulfilling some requirements. GP has international roaming agreement with 202 mobile phone operators of 71 countries.

DYNAMIC MANAGEMENT TEAM

Grameenphone has a dynamic management team that consist experts from both home and abroad. This helps GP to always remain on track and move forward at a consistent pace.

24 HOURS CUSTOMER SERVICE

GP has a 24 hour customer service tool. This is popularly known as 'helpline'. This service keeps a continuous relationship with the subscribers.

GPGP NETWORK

Grameenphone has an absolute advantage in mobile to mobile phone (GPGP) market in comparison to the competitors. This is really a new concept in the mobile telecommunication network. GP has developed this alternative network that is fully dominated by them.

EDGE

As we have already mentioned that EDGE stands for Enhanced data for Global Evolution. Very recently they have launched this service.



2.2 HISTORY:

Grameenphone, after its inception in March 1997, has built the largest cellular network in the country with over 10,000 base stations in more than 5700 locations. Currently, about 98 percent of the country's population is within the coverage area of the Grameenphone network.

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 3 million EDGE/GPRS users in the Grameenphone network.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 193,000 in 2000, 471,000 in 2001, 775,000 in 2002, 1.16 million in 2003, 2.4 million in 2004, 5.5 million in 2005, 11.3 million in 2006, 16.5 million in 2007 and up to October, 2011 it has become more than 35 million.

From the very beginning, Grameenphone placed emphasis on providing good after-sales services. In recent years, the focus has been to provide after-sales within a short distance from where the customers live. There are now more than 1600 GP Service Desks across the country covering nearly all upazilas of 61 districts. In addition, there are 94 Grameenphone Centers in all the divisional cities and they remain open from 8am-7pm every day including all holidays. GP has generated direct and indirect employment for a large number of people over the years. The company presently has more than 5,000 full and temporary employees. Another 300,000 people are directly dependent on Grameenphone for their livelihood, working for the Grameenphone dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others.

Grameenphone considers its employees to be one of its most important assets. GP has an extensive employee benefit scheme in place including Gratuity, Provident Fund, Group Insurance, Family Health Insurance, Transportation Facility, Day Care Centre, Children's Education Support, Higher Education Support for employees, in-house medical support and other initiatives.



The company has so far invested more than BDT 16,797 crore (USD 1.6 billion) to build the network infrastructure since its inception in 1997. It has invested over BDT 3,100 crore (USD 450 million) during the first three quarters of 2007 while BDT 2,100 crore (USD 310 million) was invested in 2006 alone. Grameenphone is also one of the largest taxpayers in the country, having contributed nearly BDT 22,153 crore in direct and indirect taxes to the Government Exchequer over the years.

The following is the establishment and the expansion of the company arranged in a chronological time frame.

- ⊕ **November 28, 1996:** Grameenphone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications;
- ⊕ **March 26, 1997:** Grameenphone launched its service on the Independence Day of Bangladesh;
- ⊕ **June 1998:** GP started its services in the port city of Chittagong, the second largest city in the country. Cell to cell coverage in the Dhaka-Chittagong corridor also enabled GP to introduce its service in a number of other districts along the way;
- ⊕ **September 1999:** GP started its service in the industrial city of Khulna. Once again, a number of other districts came under coverage of GP because of the cell to cell coverage between Dhaka and Khulna. Earlier in September 1999, it introduced the EASY pre-paid service in the local market. It also introduced the Voice Mail Service (VMS) and the Short Message Service (SMS) and other Value Added Services (VAS);



- ⊕ **June 2000:** Grameenphone started its services in Sylhet, Barisal and Rajshahi, bringing all six divisional headquarters under the coverage of its network. The service in Barisal region was started after the microwave link between Khulna and Chittagong was completed;
- ⊕ **August 2003:** After six years of operation, Grameenphone has more than one million subscribers;
- ⊕ **November 2005:** Grameenphone continues to being the largest mobile phone operator of Bangladesh with more than 5 million subscribers;
- ⊕ **November 16, 2006:** After almost 10 years of operation, Grameenphone has over 10 million subscribers. Grameenphone has built one of the most extensive infrastructures of Bangladesh and is a major contributor to the development of the national economy.
- ⊕ **December 31, 2007:** Grameenphone is one of the largest private sector investments in the country with an accumulated investment of USD \$1.7 billion up to December 2007. Grameenphone is also one the largest taxpayers in the country, having contributed nearly BDT 5000 Crore in direct and indirect taxes to the Government Exchequer over the years of which is amount, BDT 1670 Crore was paid in 2005 alone.

2.3 THE VISION, MISSION, STRATEGY & RESULT:

COMPANY VISION

“We are here to help”

Grameenphone further describes its vision as follows.

“Our vision crystallizes our customer focus as the cornerstone of everything we do: to help our customers get the full benefit of communications services in their daily lives. It describes our ambition for the future, sets a common direction across the group, and shall inspire all employees

to imagine how they can contribute. Our values describe what behaviours are necessary to realise that vision.”

COMPANY MISSION

The vision will be achieved by

- ⊕ Connecting Bangladesh with ease and care
- ⊕ Being user-friendly
- ⊕ Providing value for money
- ⊕ Providing simple and timely connections

VALUES

The company elaborates these four values as follows:

- **Make it Easy:** We're practical. We don't over complicate things. Everything we produce should be easy to understand and use. No waste. No jargon. Because we never forget we're trying to make customers' lives easier.
- **Keep Promises:** Everything we set out to do should work, or if you don't get it, we're here to help. We're about delivery, not over promising - actions not words.
- **Be Inspiring:** We are creative. We strive to bring energy into the things we do. Everything we produce should look good, modern and fresh. We are passionate about our business and customers.
- **Be Respectful:** We acknowledge and respect local cultures. We do not impose one formula worldwide. We want to be a part of local communities wherever we operate. We believe loyalty has to be earned.



STRATEGY

Grameenphone's basic strategy is coverage of both urban and rural areas. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, Grameenphone builds continuous coverage, cell after cell.

While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied

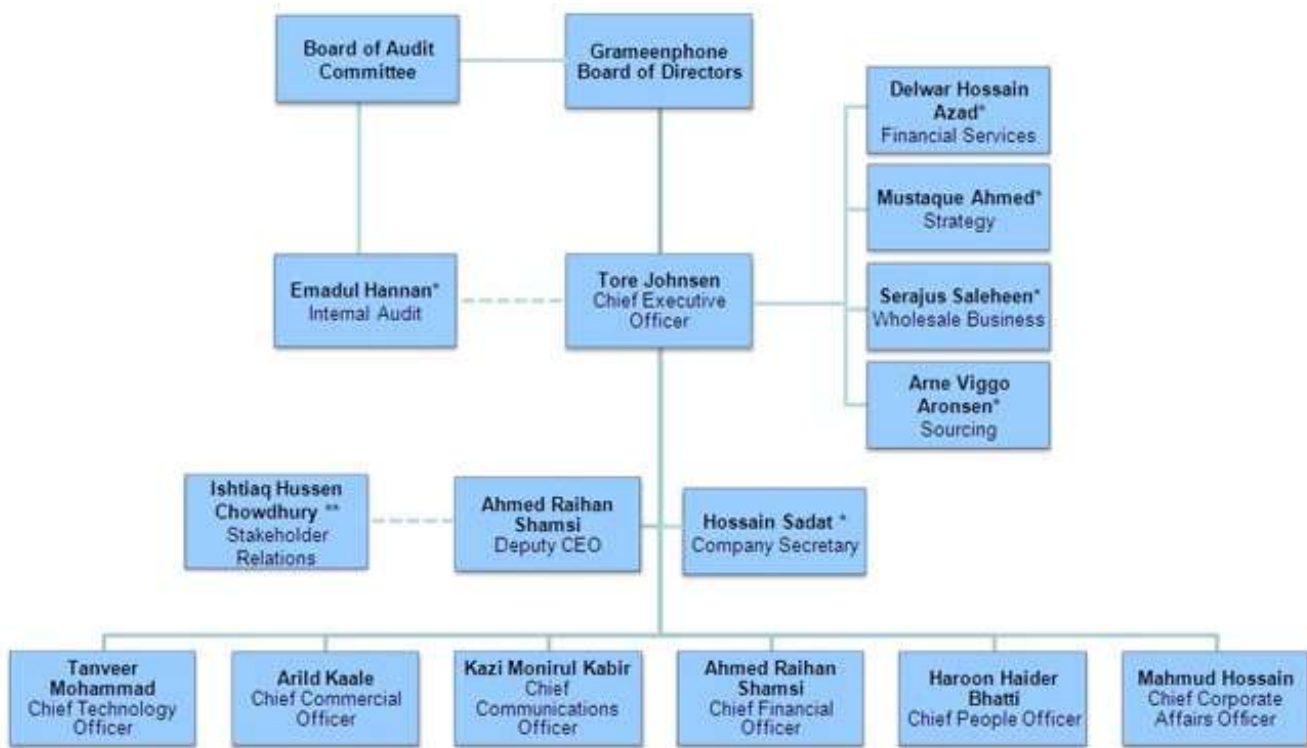


2.4 GP MANAGEMENT TEAM

Management Team of Grameenphone comprises of the CEO and other key leaders across the company. Grameenphone Ltd. has approximately 5000 employees working at different levels of organizational hierarchy. There are 9 functional departments engaged in managing these employees- with the aim to meet organizational objectives. Grameenphone follows a mix of centralized and decentralized decision making process-where the top management mainly takes all the strategic decisions while the functional managers have flexibility to take decisions by themselves on a day to day basis. At Grameenphone the Managing Director is assisted by 9 Senior Executives who are heading different departments in the strategic decision making process. The departmental names of Grameenphone are given below:

The top management of Grameenphone Ltd carried out their management roles comprehensively over the years. There has been replacement or changes in the positions but all have worked together to increase the overall performance of the organization. Management Team of Grameenphone comprises of the CEO, Directors and the Divisional Heads of the company.

2.5 GP ORGANIZATIONAL STRUCTURE



* Not a part of the Management Team

Divisions of Grameenphone

- Corporate Affairs Division
- Finance Division
- Human Resource Division
- Technology Division
- Internal Audit Division
- Marketing Division
- Strategy Division
- Sourcing division



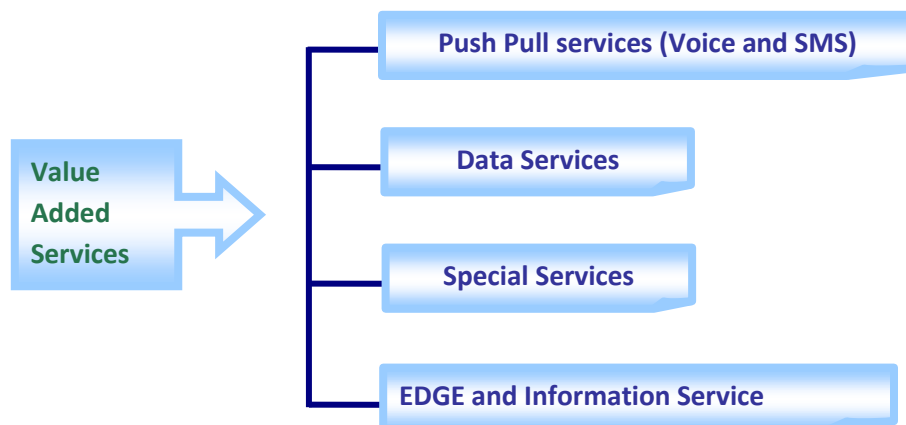
2.6 SERVICES PROVIDED BY GP:

Grameenphone along with its various products also provides variety of services. Only Grameenphone subscribers can avail it. These services can be categorized by Value Added Services and After Sale services. Furthermore, Grameenphone also offer GSM features.

VALUE ADDED SERVICES

Value Added Services (VAS) offer subscribers a service which can create value in subscribers mind and add value to the company's service. These services generate revenue for the company. VAS are sometime created to meet subscribers demand and sometime to create demand of new services. Value added service also include non-voice services where the company concentrating to make subscribers adapt and increase usages, because the company knows one day voice service will reach to its saturation and then non-voice services will keep continuous growth of the company's annual revenue. Hence, the bundle of VAS is a great resource for the company to generate revenue.

At present the available VAS can be categorized into the following four ways:



AFTER SALE SERVICES

After sales services is after sales subscription services. All GP subscribers can take after sale service from regional CRC. After sales services includes reconnection, SIM replacement, product migration, Address change, sign change.



RECONNECTION

Pre-paid and post paid subscribers can get reconnection of their deactivate line. For reconnection subscribers has to apply in Customer Relation Center with signature. And subscriber has to pay fees for reconnection. This fee depends on products. For example, a disconnected Easy Pre-paid subscriber has to pay Tk.150 for reconnection.

MIGRATION

A post paid subscriber can migrate post paid to pre-paid, and a pre-paid subscriber can migrate pre-paid to post paid. For this subscribers have to pay migration fees. In case of migration the subscribers' previous number will change.

SIM REPLACEMENT

If subscribers SIM is lost or damaged then the subscribers can take SIM from regional CRC. Again, for SIM replacement subscribers have to pay certain fees which are 100 taka.

SIGN AND ADDRESS CHANGE

If post-paid subscribers' billing address is changed then the subscriber can officially change address by applying to regional CRC. As soon as the subscribers address is changed, GrameenPhone give feedback to the subscribers by sending SMS. After sale services is provided by verifying signature. If a subscriber wants to change signature then s/he can apply to replace old signature with new one.

TRANSFER OF OWNERSHIP

If a subscribers wants to transfer his GP connection to other person (friend, relative or other), then there are some procedure which have to be followed. Both of them have to be present in GP customer point with their 2 copy of photograph, original subscription paper and ID card/driving license/passport/any kind of photo ID.

GSM Features of GP

Grameenphone subscribers enjoy the following GSM features without bearing any additional costs:

- **Caller ID:** Display of the phone number of an incoming call in subscribers' handset before the call is answered.
- **Call Waiting:** While talking to the first caller, subscribers will hear a special tone informing subscribers about the second call on the line. At that moment subscribers can put the first caller on hold and talk to the second caller.
- **Call Conference:** Receiving calls from multiple callers can be supplemented by joining these multiple callers so as to enable them to talk to each other. Subscribers will be able to communicate with a group consisting of maximum five callers.
- **Call Divert:** Call Divert lets subscribers redirect or re-route subscribers' call to another Grameenphone mobile or any other fixed (if subscribers have BTTB connectivity) or mobile phone.





CHAPTER-3

MY JOB AS AN INTERN

3.1 WORKING EXPERIENCE AT GRAMEENPHONE

Grameenphone is one of the largest mobile phone operators of Bangladesh with more than 10 million subscribers. Grameenphone has more than 600 GP Service Desks across the country covering nearly all upazilas of 61 districts. Being able to work in this bank I find myself lucky. I worked at the Bashundhara GP House. The working environment of Grameenphone was really nice. The experience that I collect in three months that is very effective for me. I do my internship under Mr. Akbar MD. Kabir Nurul Hasnat, Manger, inbound Contact center Customer service Commercial division.



3.2 SPECIFIC RESPONSIBILITIES

During my internship I worked in Call center. My responsibilities are given below:

- Provide one-stop quality Customer Service over phone to ensure positive customer experience.
- Proactively aware/inform customers regarding our products/service.
- Sale through inbound and outbound contacts.
- Capture customer insights and escalate critical issues / complaints and provide timely feedback.
- Maintain targeted KPI on a regular basis.
- Serve customers with helping attitude and thus play a significant role in customer satisfaction retention, and acquisition. In this way enhance Grameenphone's brand image.

3.3 CRITICAL OBSERVATION AND RECOMMENDATION

- ✓ A good chain of command is always followed
- ✓ Work load is was more than compared to the number of working employees.
- ✓ There has not any chance of job rotation. To motivate employees it is much needed.
- ✓ To increase the rate of Work they need faster computer with user friendly software.
- ✓ Work is never left pending for the next day as it is a real time report.





CHAPTER-4

RESEARCH

4.1 RESEARCH METHODOLOGY

AREAS OF WORK

The primary data was not satisfactory to make the research as informative as possible. Therefore, to get to the core of this research paper we have used several secondary data.

The research was carried out through:

- The use of sample questionnaire
- Direct Interview
- Phone calls
- Weighting and estimation
- Use of auxiliary information collected from the company's report prepared by different department of the company.

In addition to these, other information on the company's background and its objective and vision were collected from various trusted and relevant sources:

- Internet
- Books
- Journals
- Other official documents on Grameenphone

We collected responses from customer base of GP subscribers. They were of different age and from different educational background.

As technical instruments to prepare and analyze the information of our project on motivation in GP, the followings were used:

- Microsoft Word
- SPSS for Windows

Microsoft Word was used to align the whole project and SPSS was to correlate the findings from the questionnaire, regression analysis and etc.



grameenphone



FACTOR ANALYSIS

Factor analysis is a statistical method used to describe variability among observed variables in terms of fewer unobserved variables called factors. The observed variables are modeled as linear combinations of the factors, plus "error" terms. The information gained about the interdependencies can be used later to reduce the set of variables in a dataset. Factor analysis originated in psychometrics, and is used in many areas of study.

ADVANTAGES

- Both objective and subjective attributes can be used provided the subjective attributes can be converted into scores
- Factor Analysis can be used to identify hidden dimensions or constructs which may not be apparent from direct analysis
- It is easy and inexpensive to do

DISADVANTAGES

- Usefulness depends on the researchers' ability to collect a sufficient set of product attributes. If important attributes are missed the value of the procedure is reduced.
- If sets of observed variables are highly similar to each other but distinct from other items, factor analysis will assign a single factor to them. This may make it harder to identify factors that capture more interesting relationships.
- Naming the factors may require background knowledge or theory because multiple attributes can be highly correlated for no apparent reason.

My Alpha value was 0.5. During analysis part we find that each of our sections manifested such results that were > 0.5 . That is why there was no necessity to do any factor analysis in this report.



4.2 RESEARCH RESULTS AND DISCUSSION

To understand the effects of service awareness at Grameenphone and recognize the response of the subscribers concerning the importance of the topic at the organization, we performed a survey with around 120 subscribers from Grameenphone. The survey was done to see whether the subscribers were aware with the organization's different offers and also what their point of view is towards it. The survey helped us discover some essential points which also assisted us in learning some relations between the subjects we are focusing on such as customer awareness level, usage rate, network coverage, bills/call charges, customer care, & customer satisfaction.

HYPOTHESIS:

Ho = There is no linear relationship between the independent variable and dependent variable

H1 = There is relationship between the two variables.

EXPLANATION:

If we reject the Null Hypothesis, Ho, then we can say that the focused independent variable affects the concerning dependent variable. However, if we do not reject the null hypothesis then it means that there is no relationship between the two variables.

4.3 INSTRUMENTAL DEVELOPMENT

In order to complete my research I designed the questionnaire with **5 (five) independent variables and 1 (one) dependant variable.**

The dependant variable is *Customer Satisfaction*.

The independent variables are:

- i) **Customer Awareness level**
- ii) **Usage rate**
- iii) **Network Coverage and Connectivity**
- iv) **Call charges/Bill**
- v) **Customer Care**



The questionnaire was designed with a structure to find the relationship between the aforementioned dependant and independent variables. The questions for each variable were compiled into different sections and as a result of six variables, there were six sections in the questionnaire. The detailed explanations of the questions asked for each of the six sections are given below in their order of appearance in the questionnaire.

SECTION ONE: CUSTOMER AWARENESS LEVEL

Customers are the key to success for any company that we see. It is also pretty important to see if there is any level of awareness that customers do have regarding the company's offerings and services. I think that 'Customer Awareness Level' has a significant relationship with customer satisfaction level and finding the strength of the relationship would be a key factor in my research. Hence, the questions that were asked in this section were basically to attain the relationship between awareness level and customer satisfaction. Some sections helped me to understand the communication of GP's various promotional offers to its market and the feedback regarding the importance of such media tools. As a whole it gives me a good depiction of customer satisfaction through GP's CSR activities and aligning with the brand awareness as well.

SECTION TWO: USAGE RATE

All the efforts that any organization wants to put in can be measured in different ways. Usage rate of GP subscriber can be one pivotal point for the company to know where the subscribers are and what the usability of their services is. I have indeed got an understanding of the promotional offers that induces people to use GP more than other operators. Whether their value added services are providing more propensity for the subscribers to use the brand. The youth segment has been pretty important for them to increase the overall usage rate of the company. Overall it has been a good understanding of the usage pattern with the customer satisfaction. I have asked questions like the introduction of new offers as well as tariff plans is building more satisfied customer segment.

SECTION THREE: NETWORK COVERAGE AND CONNECTIVITY

This segment leads to the core and supplementary services that has been provided by GP and the effect that has on customer satisfaction. I have gone through the questions that ask the basic

question for a telecom company. It makes me understand that clear voice connection, Edge connectivity, Sim card connectivity and other aspects of the network has a strong relationship with customer satisfaction.

SECTION FOUR: CALL CHARGES/ BILLS

This segment has helped me to know the tariff plan that GP has for its target segment whether that has any impact on the overall customer satisfaction. The questions that I have organized were those which can really measure the overall satisfaction level of the consumers. Overcharging issues and discount offers, whether these factors are having any impact at all on the customer satisfaction level was important to understand.

SECTION FIVE: CUSTOMER CARE

One of the key issues to have satisfied customers and to retain them in is about having an excellent after sales service or customer care. It was pretty important for me to find out the actual scenario of the market that GP operates with millions of consumers. Whether the customer managers are putting values into account to retain the consumers is an important fact. Again the hotline they use, whether that is making any proper feedback region for the consumers is important to notify.

SECTION SIX: CUSTOMER SATISFACTION

This was the last section of the questionnaire and it tried to derive the customer orientation of the organization. The questions in this section were designed to establish and check the relationship between the independent variable and customer satisfaction, to see how much the relationship existed between the independent and the dependent variable. This section gives an idea of the overall promotions and services that GP provides to its customer segment and whether the overall activities has any impact on the customer satisfaction level. It also gives me an idea whether consumers are willing to recommend GP to other people. Even every single step that the organization takes can create a difference the customer satisfaction level to different proportions, which signifies the importance of having my independent variable relating firm enough with the dependent variable.





4.4 HYPOTHESIS BUILDING

For hypothesis building we need to look at the variables; they are:

The dependant variable is *Customer Satisfaction*.

The independent variables are:

- i) **Customer Awareness level**
- ii) **Usage rate**
- iii) **Network Coverage and Connectivity**
- iv) **Call charges/Bill**
- v) **Customer Care**

For this my first hypothesis (H_0) would be:

H_0 = There is no relationship between the independent variable and the dependent variable

This means, *Customer satisfaction* and other variables like; *Customer Awareness level*, *Usage rate*, *Network Coverage and Connectivity*, *Call charges/Bill*, *Customer Care* are not dependent to each other.

Again, the Alternative (H_1) would be:

H_1 = There is a relationship between the two variables present

This means, *Customer satisfaction* is depended on *Customer Awareness level*, *Usage rate*, *Network Coverage and Connectivity*, *Call charges/Bill*, *Customer Care*

EXPLANATION:

If we reject the Null Hypothesis, H_0 , then we can say that the focused independent variable affects the concerning dependent variable. However, if we do not reject the null hypothesis then it means that there is no relationship between the two variables.



DECISION RULE:

Below we have produced some models through which we are going to describe whether there is significant relationship between the concerning independent variable and dependent variable.

All the models below show that the regression and the residual under the degrees of freedom, df, is 1 and 118, respectively. So following this we have figured out that the critical F-value is **3.92** effectively from the *Fisher effect* table.

The decision rules that is going to help us figure this is given below

- We reject H_0 , if the calculated F value $>$ critical F value.
- We do not reject H_0 , if the calculated F value $<$ critical F value.

4.5 SURVEY RESULTS

For the age category 15 - 22 there are 35 respondents amongst 100, for the 23-35 years age category there are 30 respondents, for the 35-50 Category there are 20 respondents and at last 50 and above there are 15 respondents.

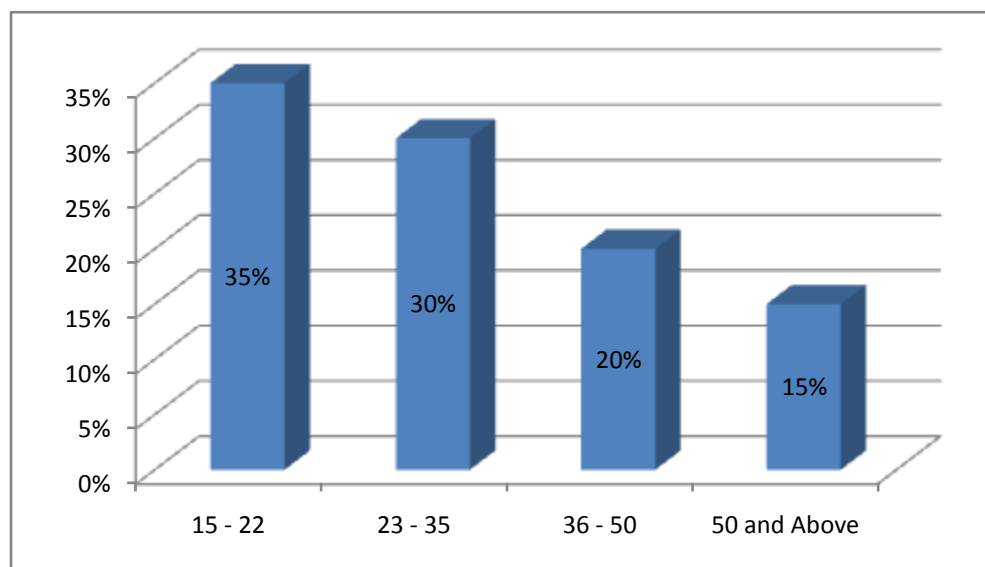


Figure 1: Age Limit of the Respondents



For the sex category I have selected 60% male respondents and rest 40% are female respondents for my project survey.

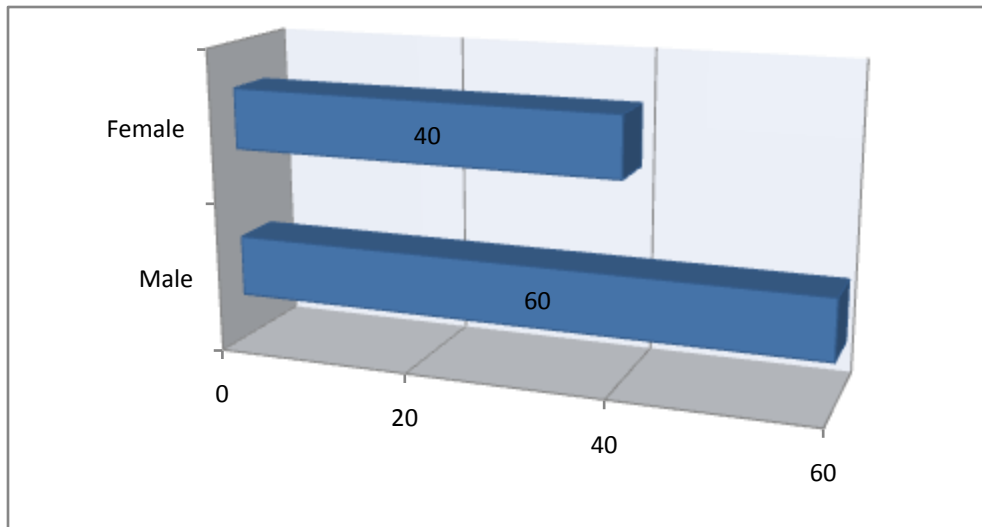


Figure 2: Gender of the Respondent

For my project survey I have categorized the GP Sim users into some classes according to their duration of Sim usage. For the less than 1 year I have found 12 respondents, for 1 year 28 respondents, for 2 years 38, for 3 years of Sim usage I have found 3 and for 4 years 13 respondents and last of all more than 4 years 6 respondents found to complete my survey.

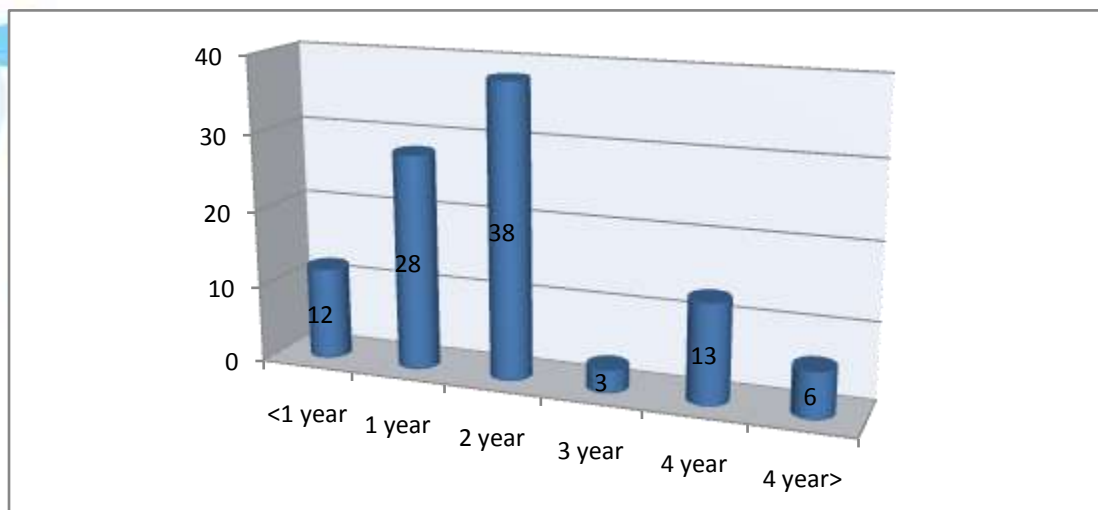


Figure 3 Duration of GP Sim user



For the survey I have selected some more categories users who are using another sim beside GP Sim and some percentage are not using other Sim.

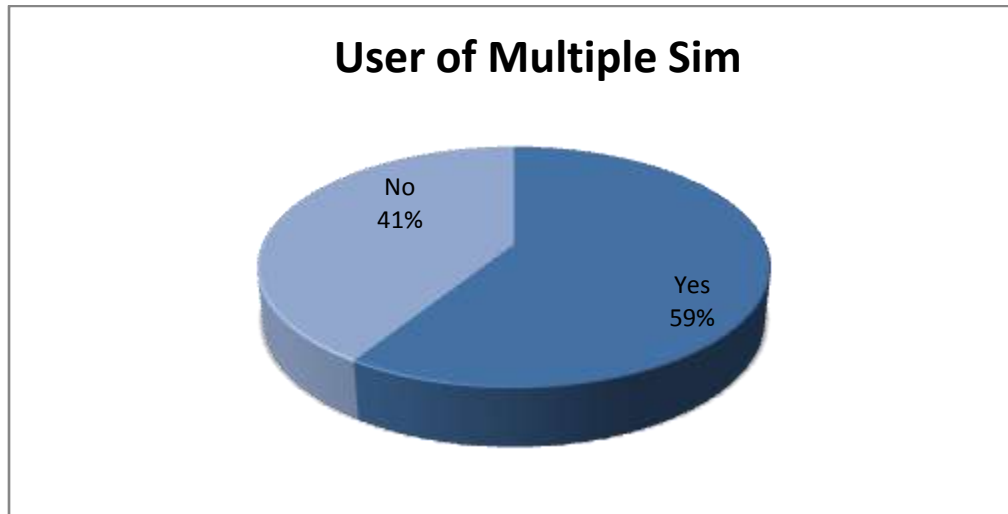


Figure 4: User of Multiple Sim

Some Subscribers are using GP Sim for the strong network base and their proportion is 40%, value added service 7%, for Billing rate 8%, for the after sales services their population is 10% and last of all fast internet service 35% percent users are using GP Sim.

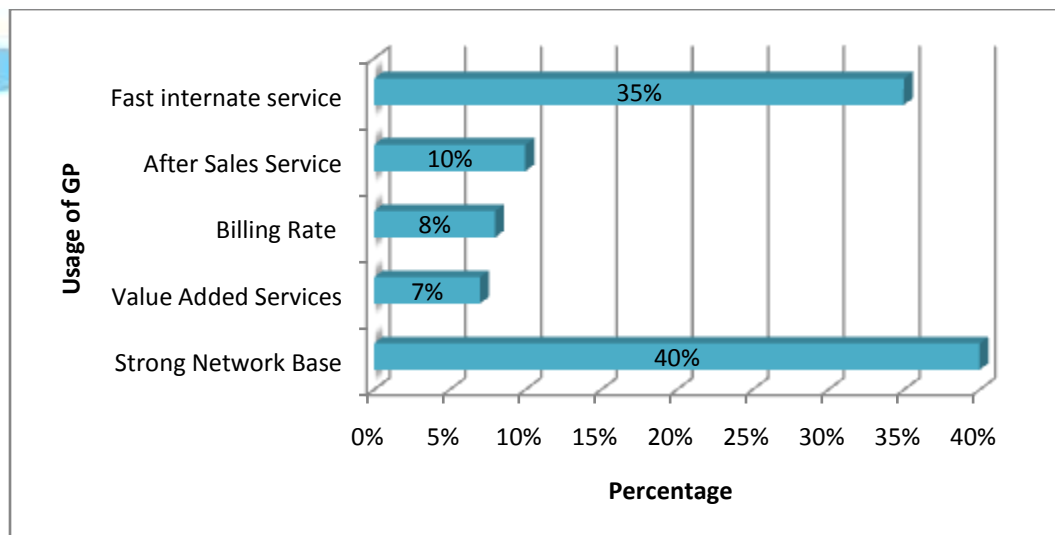


Figure 5: Reasons for using GP Sim



Some of the users use GP mobile mostly because it provides additional features and amongst them 29% avail Welcome tune service, 4% use voice mail, most of them are using EDGE service and their proportion is 49%, Missed call service 10% and finally Mobile back up service 8%.

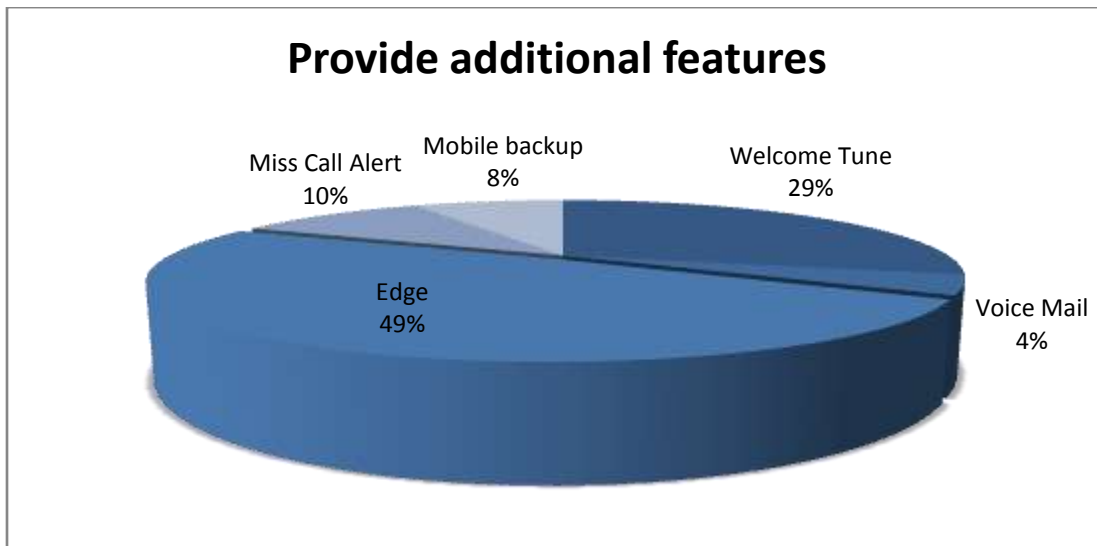


Figure 6: Different value added Services

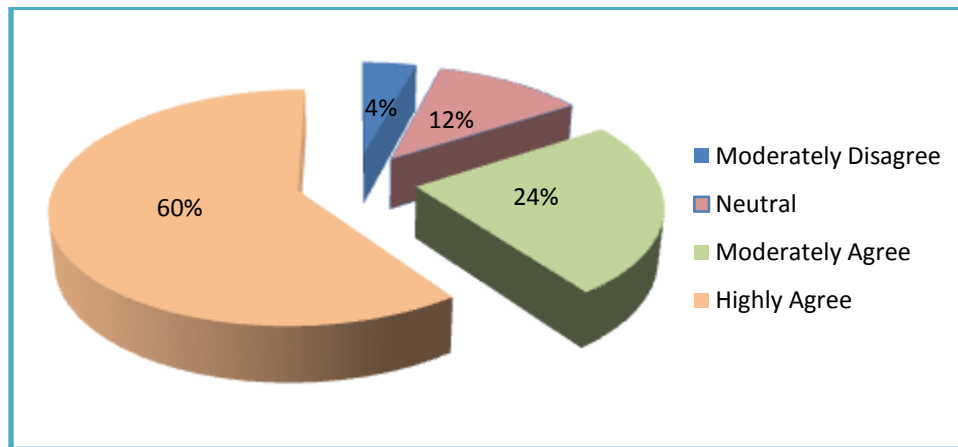
Affordability of different Packages of Grameenphone:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	5	4.2	4.2	4.2
	Neutral	14	11.7	11.7	15.8
	Moderate Agree	29	24.2	24.2	40.0
	Highly Agree	72	60.0	60.0	100.0
	Total	120	100.0	100.0	



Interpretation:

In the table, it is shown that 60% of users of Grameenphone think that price of Grameenphone connection is affordable. Whereas only 4.2% of Grameenphone users think that price of Grameenphone package is not affordable. Therefore, the statistics says that, the users of Grameenphone users do not think about the price and they do not have complaint against price.



Satisfied with Grameenphone post-paid package:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderately Disagree	30	25.0	25.0	25.0
Neutral	45	37.5	37.5	62.5
Moderately Agree	28	23.3	23.3	85.8
Highly Agree	17	14.2	14.2	100.0
Total	120	100.0	100.0	

Interpretation:

From the table, it can be seen that 37.5% people agree that Grameenphone post-paid package is satisfactory in all way. 25% people are not happy with all kind of service of Grameenphone post

paid package. But the maximum percentage shows that Grameenphone post-paid package is successful to satisfy its customers.

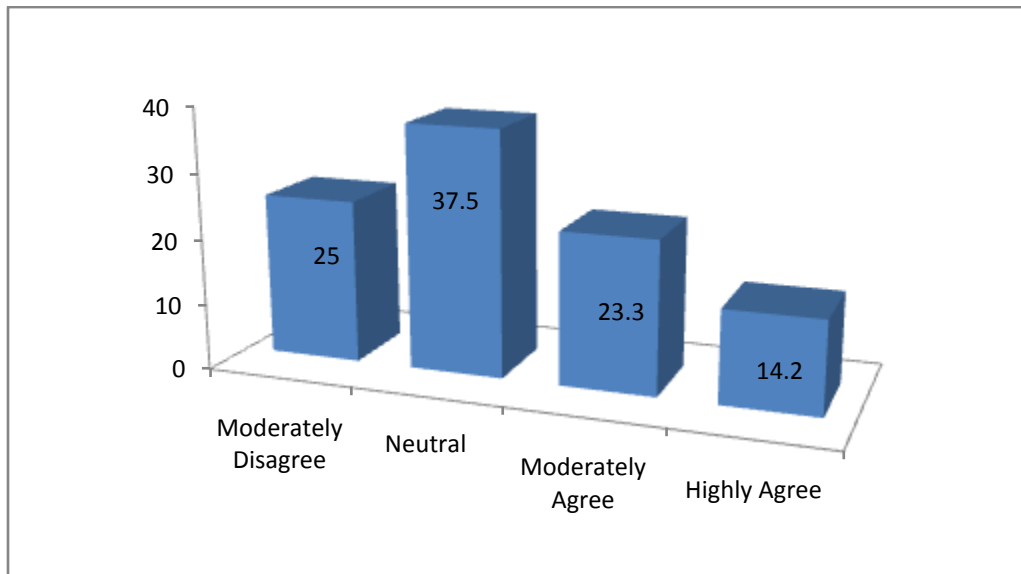


Figure 7: Satisfied with GP Postpaid

3. Whenever I want to have a GP connection, I can get it.

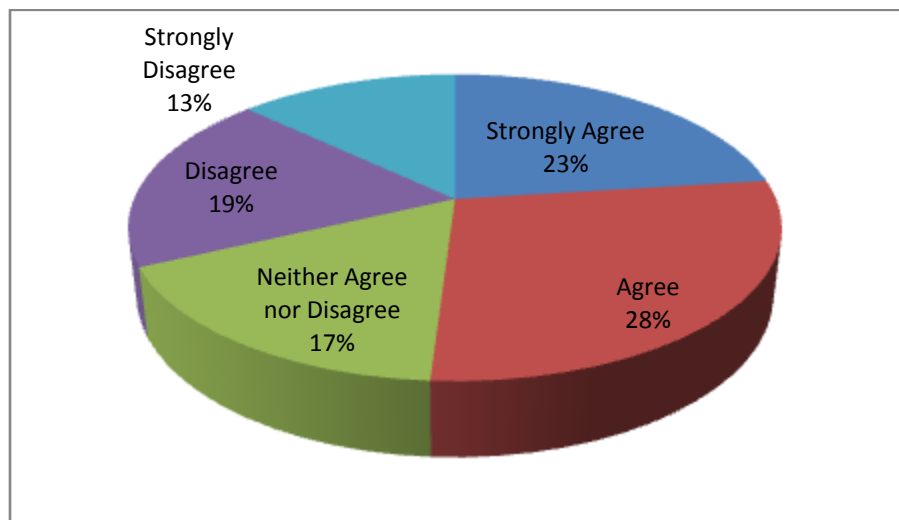


Figure 8: Availability of GP connection



Network coverage is pleasing:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Disagree	2	1.7	1.7	1.7
	Moderately Disagree	44	36.7	36.7	38.3
	Neutral	59	49.2	49.2	87.5
	Moderately Agree	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

Table: 4 Network Coverage pleasing

Interpretation:

From the table, it can be seen that, 49.2% people are happy with the network coverage of Grameenphone. Only 1.7% people said that they are not happy with the network coverage which is a very small percentage. It shows that Grameenphone's network service is pleasing and Grameenphone post-paid users are happy with the network service of Grameenphone.

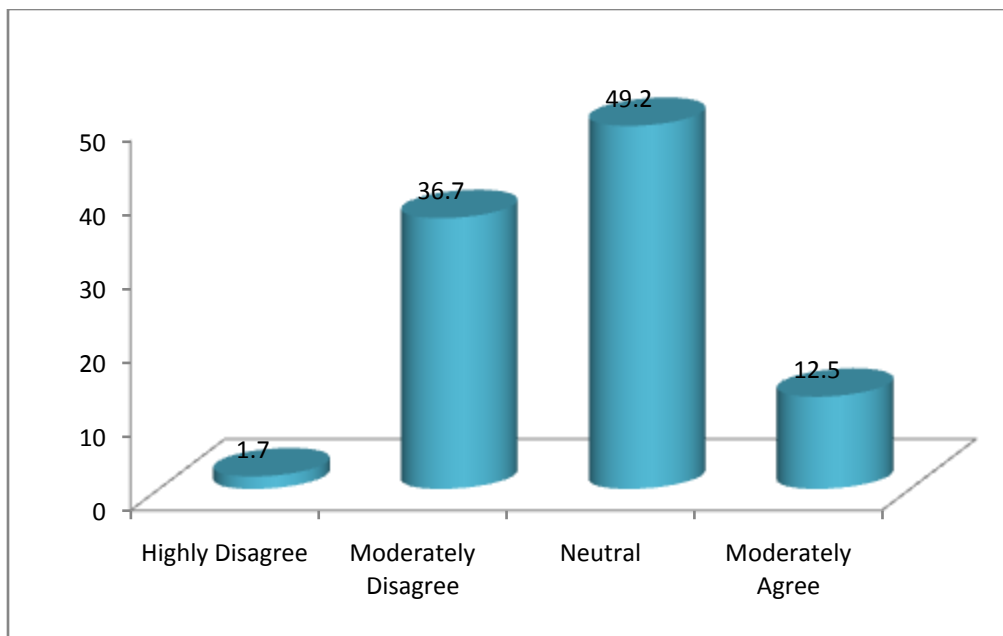


Figure 9: Network Coverage pleasing

Advertising of different packages regarding products and services:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	12	10.0	10.0	10.0
	Neutral	12	10.0	10.0	20.0
	Moderately Agree	74	61.7	61.7	81.7
	Highly Agree	22	18.3	18.3	100.0
	Total	120	100.0	100.0	

Table: 5 Advertisement of different packages

Interpretation:

From the table it can be seen that, 61.7% people say that continuous advertisement of package of Grameenphone may affect the escalating demand of packages. Only 10.0% people show different opinion regarding this issue.

Prepaid or Postpaid:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	16	13.3	13.3	13.3
Moderately Agree	63	52.5	52.5	65.8
Highly Agree	41	34.2	34.2	100.0
Total	120	100.0	100.0	

Table: 6 GP is putting more emphasis on prepaid than Postpaid

Prepaid or Postpaid:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	16	13.3	13.3	13.3
Moderately Agree	63	52.5	52.5	65.8
Highly Agree	41	34.2	34.2	100.0
Total	120	100.0	100.0	

Table: 6 GP is putting more emphasis on prepaid than Postpaid

Interpretation:

From the table, it can be seen that 34.2% of Grameenphone users highly agrees that Grameenphone is putting more emphasis on advertisement of Grameenphone prepaid connection



than post-paid connection. 52.5% moderately agrees with the term. It shows that Grameenphone is more emphasizing on advertisement of prepaid connection than post-paid.

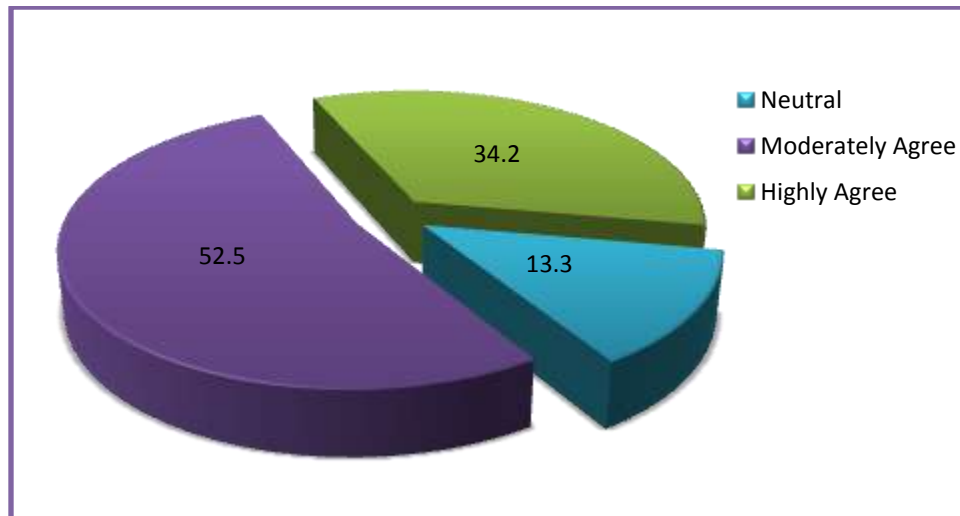


Figure 10: GP is putting more emphasis on prepaid

GP cares about connectivity not price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	19	15.8	15.8	15.8
	Neutral	35	29.2	29.2	45.0
	Moderately Agree	45	37.5	37.5	82.5
	Highly Agree	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

Table: 7

Interpretation:

From the table, it can be seen that, 37.5% people says that they don't care about the price or call rate of Grameenphone as long Grameenphone provides better connectivity. Only 15.8% Grameenphone users moderately disagree with the term.

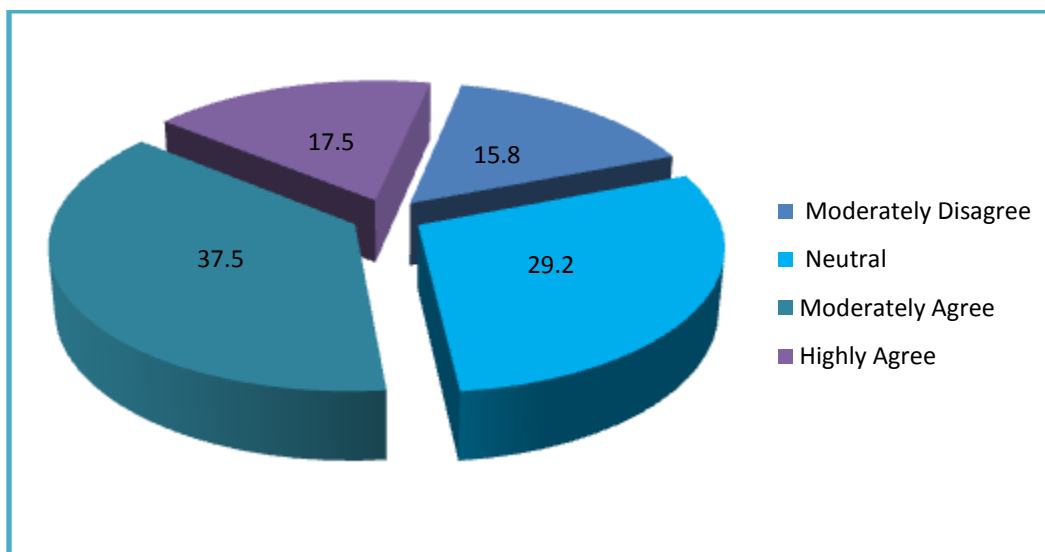


Figure 11: Care about connectivity not price

Availability of different connection:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Disagree	6	5.0	5.0	5.0
	Moderately Disagree	53	44.2	44.2	49.2
	Neutral	15	12.5	12.5	61.7
	Moderately Agree	41	34.2	34.2	95.8
	Highly Agree	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Table: 8 Availability of different connections

Interpretation:



From the table, it can be seen that 44.2% people disagree that availability of prepaid connection make them think of switching their current post-paid connection to prepaid connection. Only 5.0% people highly agree that availability of prepaid connection make them think of switch from post-paid connection.

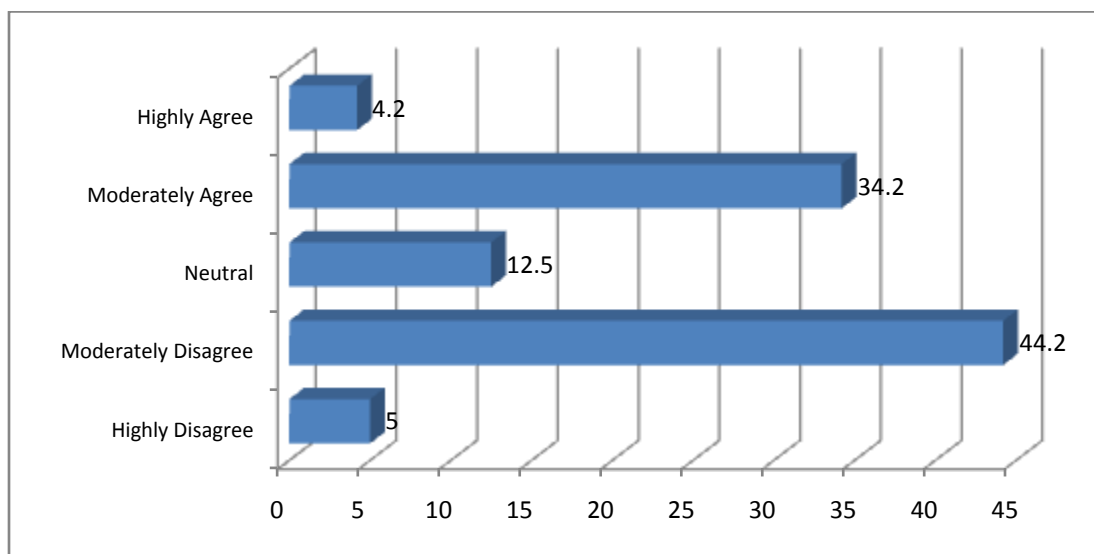


Figure 12: Availability inspires to switch from post paid

Prepaid is available in everywhere but post-paid is not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	16	13.3	13.3	13.3
	Neutral	18	15.0	15.0	28.3
	Moderately Agree	60	50.0	50.0	78.3
	Highly Agree	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

Table: 9 Prepaid is available in everywhere but *post-paid* is not



Interpretation:

From the table, it can be seen that 50.0% of post-paid users of Grameenphone agree that, Grameenphone Prepaid package can be found anywhere, but post-paid package cannot be. It shows that Grameenphone is putting more emphasis on Grameenphone prepaid package than post-paid package.

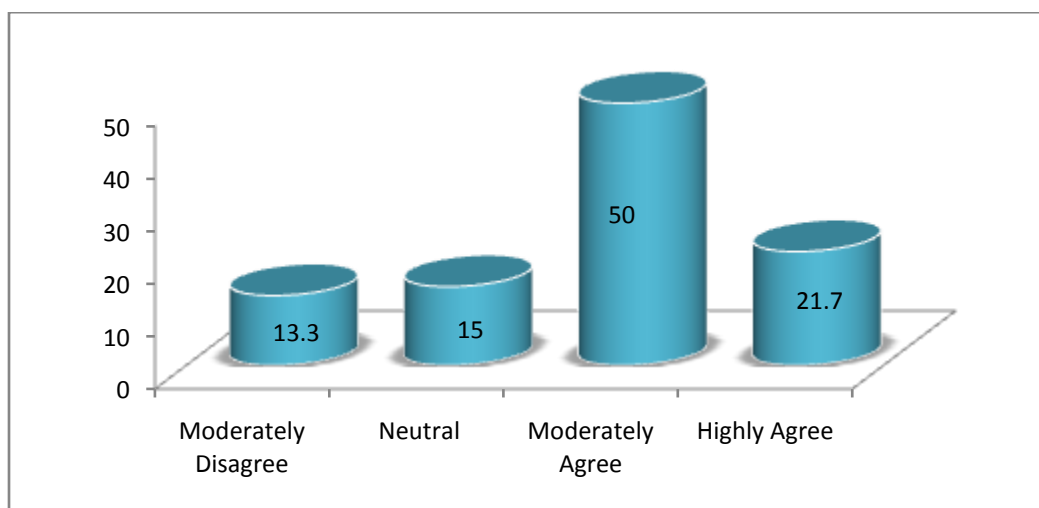


Figure 13: Prepaid is available in everywhere but postpaid is not

Never face bill related problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	7	5.8	5.8	5.8
	Neutral	12	10.0	10.0	15.8
	Moderately Agree	71	59.2	59.2	75.0
	Highly Agree	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

Table: 10 Never face bill related problem



Interpretation:

From the table it can be seen that, 59.2% people agree that they never face any problem related to bill. Only 5.8% people show different opinion. 25.0% of Grameenphone post-paid users are happy with the connection and they said they never face any bill related problem.

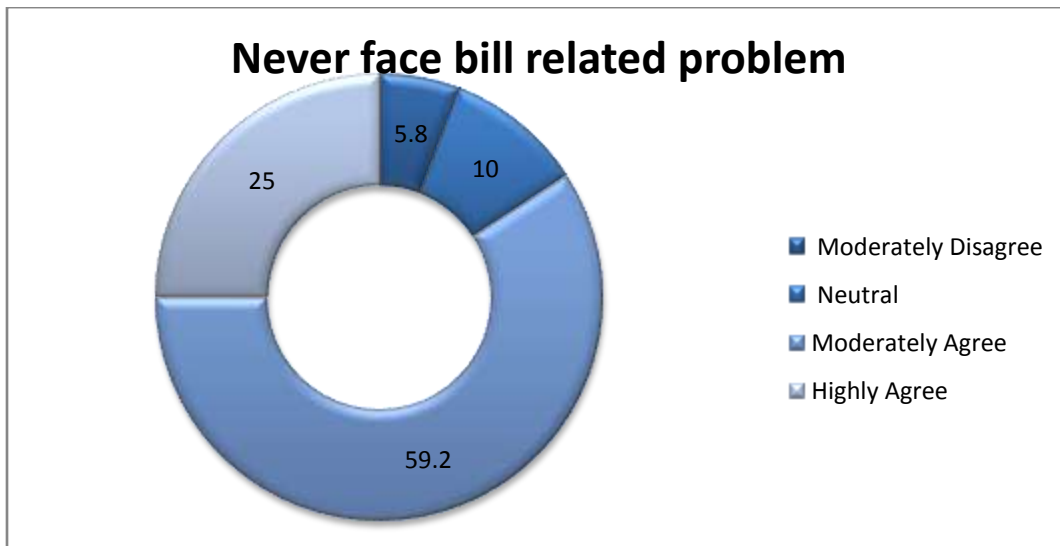


Figure 14: Never face bill related problem

GP helpline is very helpful in meeting my queries and other needs

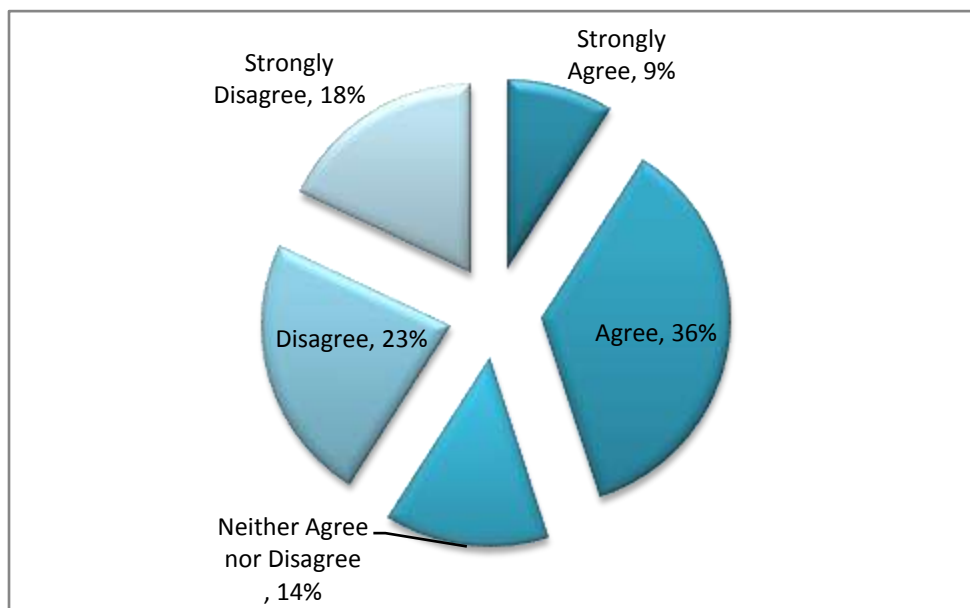


Figure 15: GP helpline is very much helpful



Survey is showing among the respondents 45% agree that he GP helpline is helpful ,9 % are neutral and 40% are disagree that GP helpline is very much helpful to solve their problem.

Billing rate of GP is low:

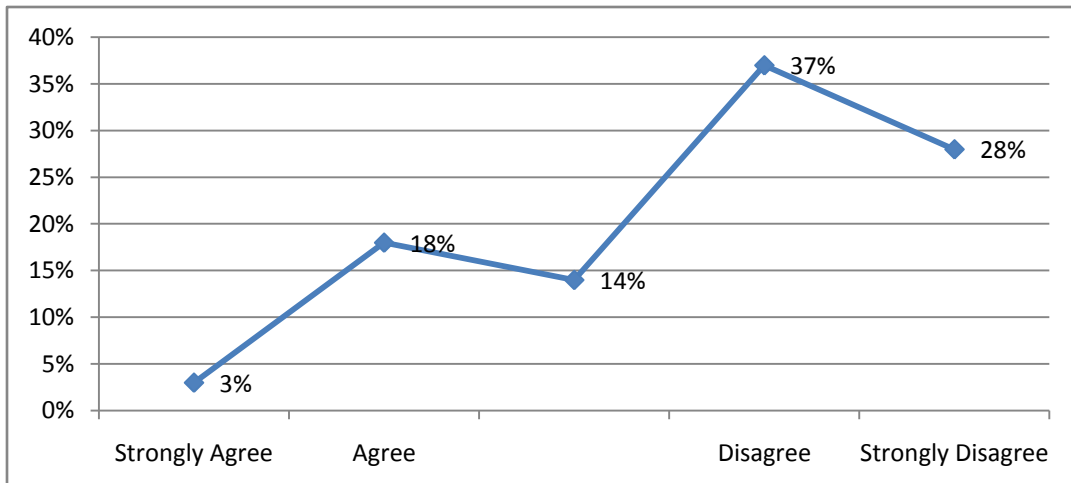


Figure 16: Billing rate of GP is low

Survey is showing among the respondents 21% agree that GP billing rate is low, 14% are neutral and 65% are disagree that GP billing rate is low.

The EDGE service of GrameenPhone is very good

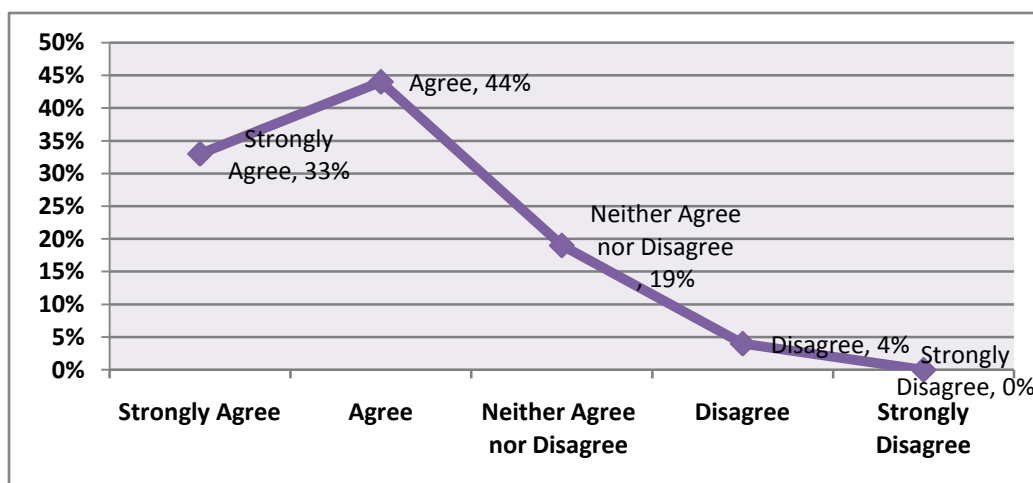


Figure 17: The EDGE service of GrameenPhone is very good

Is the GP customer manager/s able to solve my problem regarding the following criteria's?

Criteria's	Always	Sometimes	Never	N/A	Total
Billing	32	25	4	39	100
Bar/ unbar line	29	22	2	47	100
After sales service	49	31	5	15	100
Special Service (International Roaming)	17	21	2	60	100
Value Added services	60	22	3	15	100
Total	187	121	31	179	

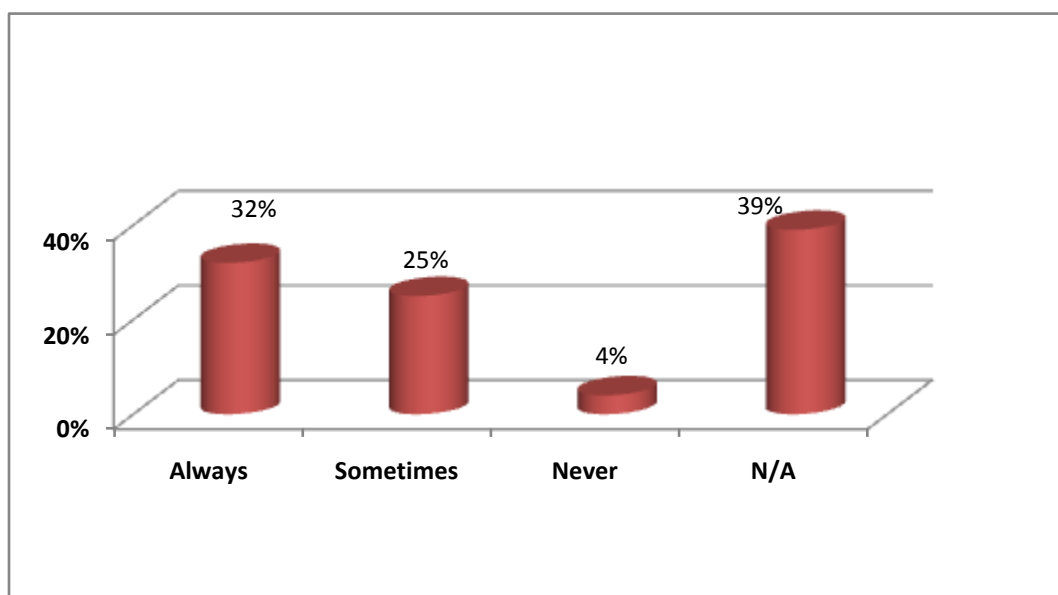
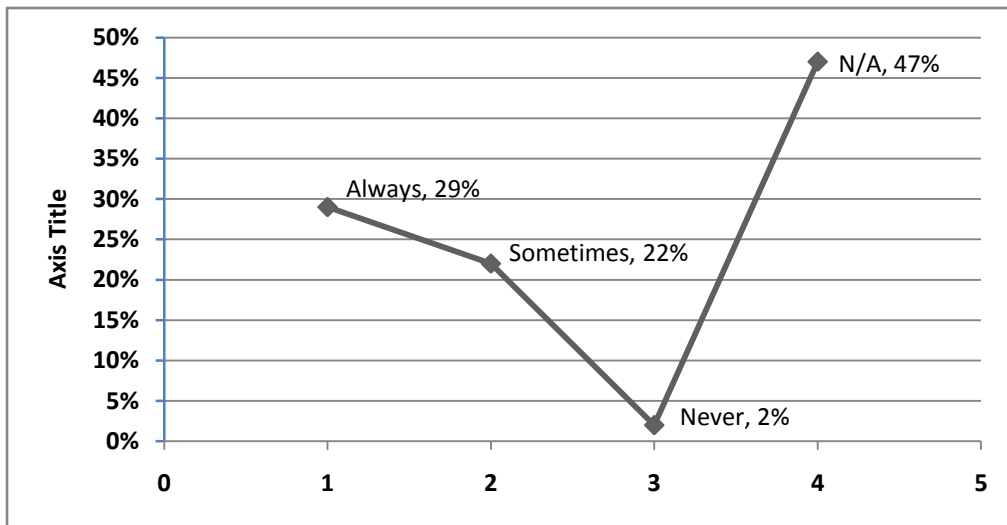


Figure 18: Solve of billing related problem



grameenphone subscribers



Figure 19: Solving bar related problem

Survey is showing among the respondents 51% agree that they are satisfied for the bar related problem, and the rest of all are not applicable for this type of problem.

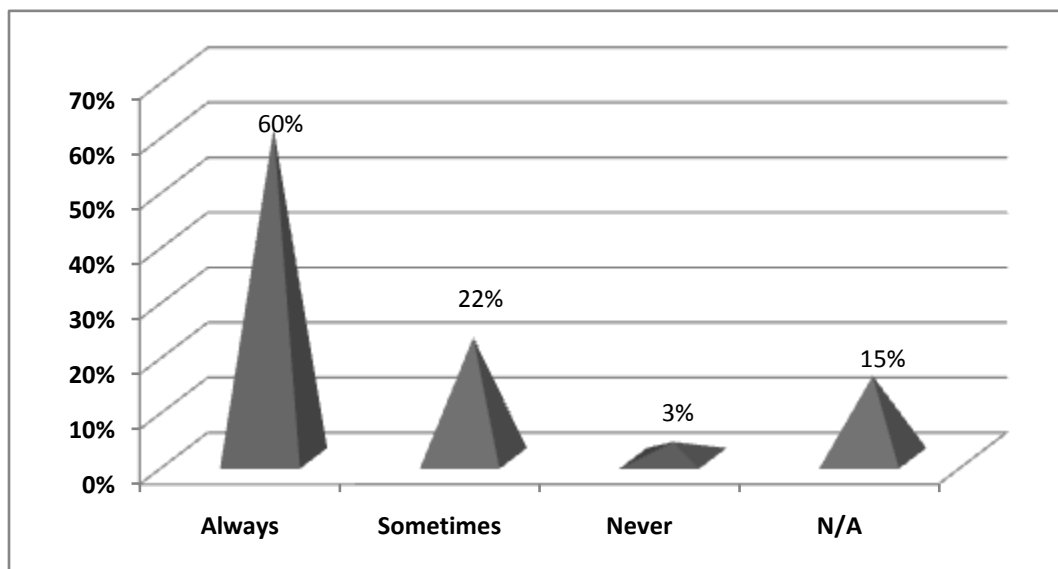


Figure 21: Provide value added service

Survey is showing among the respondents 60% always get proper Value Added Service, 22% sometimes and for the rest of all it is not applicable that much.

GrameenPhone is very sincere in providing me quality services on a continuous basis.

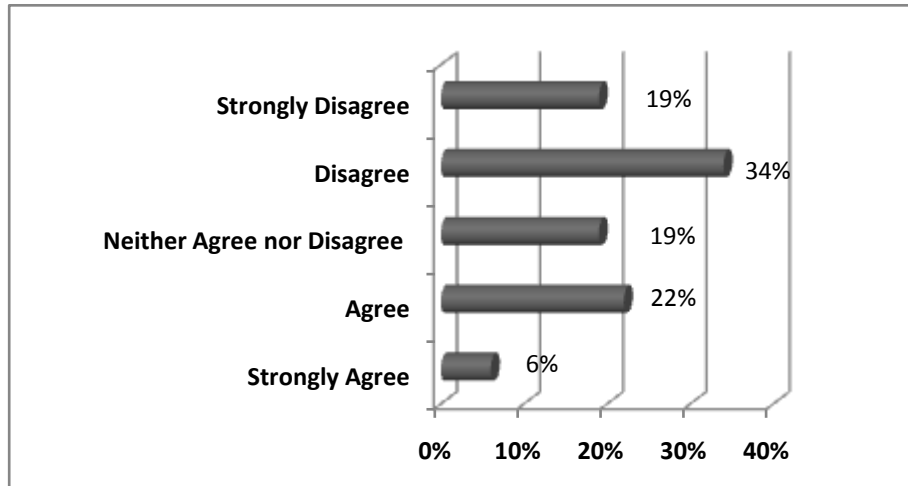


Figure 22: providing quality service

Survey is showing among the respondents 53% disagree that they are not getting a quality service on a continuous basis, 19% neutral and rest of 28% agree with the quality service.

If another company came up with packages of similar features, I will still remain loyal towards GP.

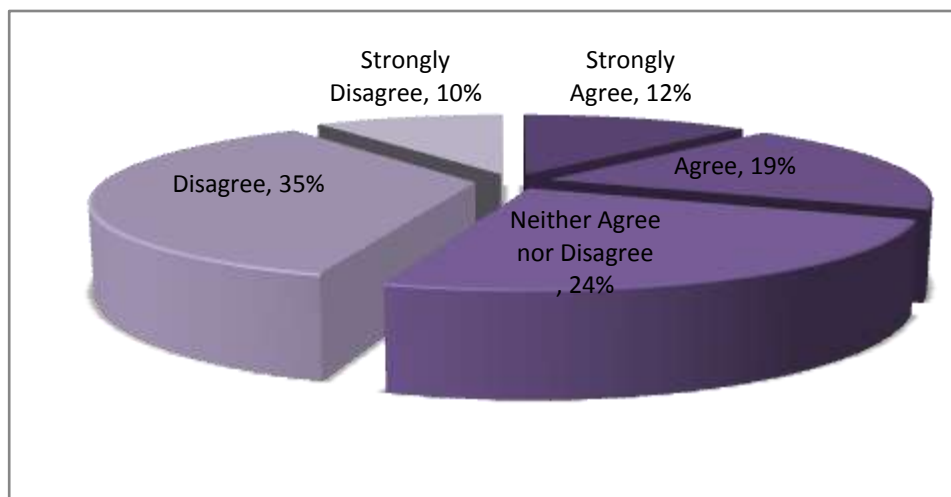


Figure 23: loyal towards GP

Some Additional Comments by the respondents:

- Hotline is not so easy to reach.

- Hotline gives support to solve our problems.
- GPC take a whole day to solve a small problem, it is too crowded.
- In Dhaka city, there should be more GPC, especially in the old side.
- Country-wide roaming facility is exciting!
- EDGE service is very helpful.
- Grameenphone does not think about the subscribers, their main intention is to make money.
- Connections are not available in the market
- Behavior of helpline officers is quite rough
- Billing rate should be reduced, it is too high



4.5.1 CROSSTABS

For the test I have chosen four independent categories and tried to find out the relationship between the dependent variables. The four independent categories are:

1. Age Category
2. Gender Category
3. Duration of SIM Usages Category
4. Other SIM Usages Category

In the following I am giving the cross tabs test results and analysis of each of them:

Null hypothesis, H_0 = Different additional features influence for the GP connection

Alternative hypothesis, H_1 = Different additional features do not influence the demand for the GP connection.

			Use GP mobile mostly because it provides the following additional feature:					Total
			Welcome Tune	Voice Mail	Voice SMS	Miss Call Alert	Mobile backup	
Age Category	15-22	Count	6	2	11	8	8	35
		Expected Count	10.2	1.4	17.2	3.5	2.8	35
		% within Age Category	17.10%	5.70%	31.40%	22.90%	22.90%	100.00%
	23-35	Count	2	1	25	2	0	30
		Expected Count	8.7	1.2	14.7	3	2.4	30
		% within Age Category	6.70%	3.30%	83.30%	6.70%	0.00%	100.00%
	36-50	Count	9	1	10	0	0	20
		Expected Count	5.8	0.8	9.8	2	1.6	20
		% within Age Category	45.00%	5.00%	50.00%	0.00%	0.00%	100.00%
	50 and Above	Count	12	0	3	0	0	15
		Expected Count	4.4	0.6	7.4	1.5	1.2	15
		% within Age Category	80.00%	0.00%	20.00%	0.00%	0.00%	100.00%
Total	Count	29	4	49	10	8	100	
	Expected Count	29	4	49	10	8	100	
	% within Age Category	29.00%	4.00%	49.00%	10.00%	8.00%	100.00%	
	Category							

Table: Use GP mobile mostly because it provides the following additional feature





Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.493 ^a	12	.000
Likelihood Ratio	61.792	12	.000
Linear-by-Linear Association	30.202	1	.000
N of Valid Cases	100		

Items	I use GP mobile mostly because it provides the following additional feature:
P-value	0.000
A	0.025

Here, P-value (0.000) < α (0.025) found from the cross tab of "Age Category" and "I use GP mobile mostly because it provides the following additional feature:". Hence, "Age Category" has a significant relationship with the dependent variable "I use GP mobile mostly because it provides the following additional feature:"

Null hypothesis, H_0 = GP helpline is very helpful in meeting my queries and other needs

Alternative hypothesis, H_1 = GP helpline is not very helpful in meeting my queries and other needs

			GP helpline is very helpful in meeting my queries and other needs					Total
			Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
Age Category	15-22	Count	0	17	5	7	6	35
		Expected Count	3.2	12.6	4.9	8.1	6.3	35
		% within Age Category	0.00%	48.60%	14.30%	20.00%	17.10%	100.00%
	23-35	Count	0	8	7	8	7	30
	Expected Count	2.7	10.8	4.2	6.9	5.4	30	
	% within Age Category	0.00%	26.70%	23.30%	26.70%	23.30%	100.00%	
	36-50	Count	3	9	1	3	4	20
	Expected Count	1.8	7.2	2.8	4.6	3.6	20	
	% within Age Category	15.00%	45.00%	5.00%	15.00%	20.00%	100.00%	
	50 and Above	Count	6	2	1	5	1	15
	Expected Count	1.4	5.4	2.1	3.5	2.7	15	
	% within Age Category	40.00%	13.30%	6.70%	33.30%	6.70%	100.00%	
Total		Count	9	36	14	23	18	100
		Expected Count	9	36	14	23	18	100
		% within Age Category	9.00%	36.00%	14.00%	23.00%	18.00%	100.00%
		Category						

Table 12: GP helpline is very helpful in meeting my queries and other needs

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.290 ^a	12	.001
Likelihood Ratio	33.661	12	.001
Linear-by-Linear Association	2.267	1	.132
N of Valid Cases	100		



Items	GP helpline is very helpful in meeting my queries and other needs
P-value	0.001
A	0.025

Here, P-value (0.001) < α (0.025) found from the cross tab of “Age Category” and “GP helpline is very helpful in meeting my queries and other needs.” Hence, “Age Category” has a significant relationship with the dependent variable “GP helpline is very helpful in meeting my queries and other needs.”

Null hypothesis, H_0 = The EDGE service of GrameenPhone is very good

Alternative hypothesis, H_1 = The EDGE service of GrameenPhone is not very good

			The EDGE service of GrameenPhone is very good				Total
			Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	
Age Category	15-22	Count	16	13	4	2	35
		Expected Count	11.6	15.4	6.7	1.4	35
		% within Age Category	45.70%	37.10%	11.40%	5.70%	100.00%
	23-35	Count	3	17	9	1	30
	Expected Count	9.9	13.2	5.7	1.2	30	
	% within Age Category	10.00%	56.70%	30.00%	3.30%	100.00%	
	36-50	Count	7	7	5	1	20
	Expected Count	6.6	8.8	3.8	0.8	20	
	% within Age Category	35.00%	35.00%	25.00%	5.00%	100.00%	
	50 and Above	Count	7	7	1	0	15
	Expected Count	5	6.6	2.9	0.6	15	
	% within Age Category	46.70%	46.70%	6.70%	0.00%	100.00%	
Total	Count	33	44	19	4	100	
	Expected Count	33	44	19	4	100	
	% within Age Category	33.00%	44.00%	19.00%	4.00%	100.00%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.744 ^a	9	.098
Likelihood Ratio	17.071	9	.048
Linear-by-Linear Association	.125	1	.724
N of Valid Cases	100		

Table 13: The of

EDGE service



Items	The EDGE service of GrameenPhone is very good
P-value	0.098
α	0.025

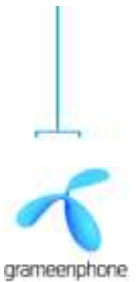
GrameenPhone is very good

Here, P-value (0.098) > α (0.025) found from the cross tab of “Age Category” and “The EDGE service of GrameenPhone is very good.” Hence, “Age Category” does not have a significant relationship with the dependent variable “The EDGE service of GrameenPhone is very good.”

Null hypothesis, Ho= Respondents have a quite satisfaction with the after sales service

Alternative hypothesis, H₁= Respondents do not have satisfaction with the after sales service

		Satisfaction with the after sales service: when I face with a problem I do the following:			Total	
		Call up the GP hotline	Write a letter	Go to the Information Center		
Age Category	15-22	Count	20	3	12	35
		Expected Count	21	1.1	13	35
		% within Age Category	57.10%	8.60%	34.30%	100.00%
23-35		Count	16	0	14	30
		Expected Count	18	0.9	11.1	30
		% within Age Category	53.30%	0.00%	46.70%	100.00%
36-50		Count	12	0	8	20
		Expected Count	12	0.6	7.4	20
		% within Age Category	60.00%	0.00%	40.00%	100.00%
50 and Above		Count	12	0	3	15
		Expected Count	9	0.5	5.6	15
		% within Age Category	80.00%	0.00%	20.00%	100.00%
Total		Count	60	3	37	100
		Expected Count	60	3	37	100
		% within Age Category	60.00%	3.00%	37.00%	100.00%



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.889 ^a	6	0.18
Likelihood Ratio	9.71	6	0.137
Linear-by-Linear Association	1.066	1	0.302
N of Valid Cases	100		

Items	Satisfaction with the after sales service: When I face with a problem I do the following:
P-value	0.10
α	0.025

Here, P-value (0.180) > α (0.025) found from the cross tab of “Age Category” and “Satisfaction with the after sales service: When I face with a problem I do the following:” Hence, “Age Category” does not have a significant relationship with the dependent variable “Satisfaction with the after sales service: When I face with a problem I do the following:”

Null hypothesis, Ho= If another company came up with packages of similar features. I will still remain loyal towards GP.

Alternative hypothesis, H₁= If another company came up with packages of similar features. I will never loyal towards GP.

			If another company came up with packages of similar features. I will still remain loyal towards GP.					
			Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Age Category	15-22	Count	1	5	11	14	4	35
		Expected Count	4.2	6.7	8.4	12.3	3.5	35
		% within Age Category	2.90%	14.30%	31.40%	40.00%	11.40%	100.00%
	23-35	Count	3	1	7	14	5	30
	Expected Count	3.6	5.7	7.2	10.5	3	30	
	% within Age Category	10.00%	3.30%	23.30%	46.70%	16.70%	100.00%	
	36-50	Count	2	7	5	5	1	20
	Expected Count	2.4	3.8	4.8	7	2	20	
	% within Age Category	10.00%	35.00%	25.00%	25.00%	5.00%	100.00%	
	50 and Above	Count	6	6	1	2	0	15
	Expected Count	1.8	2.9	3.6	5.3	1.5	15	
	% within Age Category	40.00%	40.00%	6.70%	13.30%	0.00%	100.00%	
Total	Count	12	19	24	35	10	100	
	Expected Count	12	19	24	35	10	100	
	% within Age Category	12.00%	19.00%	24.00%	35.00%	10.00%	100.00%	



Table 15: If another company came up with packages of similar features. I will still remain loyal towards GP

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.967 ^a	12	.001
Likelihood Ratio	33.651	12	.001
Linear-by-Linear Association	17.415	1	.000
N of Valid Cases	100		

Items	If another company came up with packages of similar features. I will still remain loyal towards GP.
P-value	0.001
α	0.025

Here, P-value (0.001) < α (0.025) found from the cross tab of “Age Category” and “If another company came up with packages of similar features. I will still remain loyal towards GP.” Hence, “Age Category” has a significant relationship with the dependent variable “If another company came up with packages of similar features. I will still remain loyal towards GP.

Null hypothesis, Ho= I use GP mostly because it provides the different value added services.

Alternative hypothesis, H₁ = I do not use GP because it does not provide the different value added services.

			use GP mobile mostly because it provides the following additional feature:					Total
			Welcome Tune	Voice Mail	Voice SMS	Miss Call Alert	Mobile backup	
Sex Category	Male	Count	13	3	34	7	3	60
		Expected Count	17.4	2.4	29.4	6	4.8	60
		% within Sex Category	21.70%	5.00%	56.70%	11.70%	5.00%	100.00%
Sex Category	Female	Count	16	1	15	3	5	40
		Expected Count	11.6	1.6	19.6	4	3.2	40
		% within Sex Category	40.00%	2.50%	37.50%	7.50%	12.50%	100.00%
Sex Category	Total	Count	29	4	49	10	8	100
		Expected Count	29	4	49	10	8	100
		% within Sex Category	29.00%	4.00%	49.00%	10.00%	8.00%	100.00%



Table 16: use GP mobile mostly because it provides the following additional feature

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.060 ^a	4	.133
Likelihood Ratio	7.045	4	.134
Linear-by-Linear Association	.868	1	.352
N of Valid Cases	100		

Items	I use GP mobile mostly because it provides the following additional feature:
P-value	0.133
A	0.025

Here, P-value (**A** 0.133) > α (0.025) found from the cross tab of “Gender Category” and “I use GP mobile mostly because it provides the following additional feature:” Hence, “Gender Category” does not have a significant relationship with the dependent variable “I use GP mobile mostly because it provides the following additional feature:”

Null hypothesis, Ho= I use GP mostly because it provides after sales services.

Alternative hypothesis, H₁= I do not use GP because it does not provide after sales service.

			Satisfaction with the after sales service: When I face with a problem I do the following:			
			Call up the GP hotline	Write a letter	Go to the Information Center	Total
Sex Category	Male	Count	32	2	26	60
		Expected Count	36	1.8	22.2	60
		% within Sex Category	53.30%	3.30%	43.30%	100.00%
	Female	Count	28	1	11	40
		Expected Count	24	1.2	14.8	40
		% within Sex Category	70.00%	2.50%	27.50%	100.00%
Total		Count	60	3	37	100
		Expected Count	60	3	37	100
		% within Sex Category	60.00%	3.00%	37.00%	100.00%

Table 17: Satisfaction with the after sales service: When I face with a problem I do the following

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.793 ^a	2	.247
Likelihood Ratio	2.839	2	.242
Linear-by-Linear Association	2.737	1	.098
N of Valid Cases	100		



Items	Satisfaction with the after sales service: When I face with a problem I do the following:
P-value	0.247
A	0.025

Here, P-value (0.025) found (0.247) > α from the cross tab of "Gender Category" and "Satisfaction with the after sales service: When I face with a problem I do the following:" Hence, "Gender Category" does not have a significant relationship with the dependent variable "Satisfaction with the after sales service: When I face with a problem I do the following:"

Null hypothesis, Ho= I have a positive perception regarding Grameenphone package.

Alternative hypothesis, H₁= I do not have a positive perception regarding Grameenphone package.

			What is my perception regarding Grameen Phone package/s?				Total
			Excellent, I am fully satisfied	Good, but the services could be improved	Alright, I use GP because no other company offers	Bad, I am looking for alternative	
Sex Category	Male	Count	6	35	12	7	60
		Expected Count	7.2	34.2	14.4	4.2	60
		% within Sex Category	10.00%	58.30%	20.00%	11.70%	100.00%
	Female	Count	6	22	12	0	40
		Expected Count	4.8	22.8	9.6	2.8	40
		% within Sex Category	15.00%	55.00%	30.00%	0.00%	100.00%
Total		Count	12	57	24	7	100
		Expected Count	12	57	24	7	100
		% within Sex Category	12.00%	57.00%	24.00%	7.00%	100.00%



Table 18: What is my perception regarding GrameenPhone package/s

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.213 ^a	3	.102
Likelihood Ratio	8.668	3	.034
Linear-by-Linear Association	1.395	1	.238
N of Valid Cases	100		

Items	What is my perception regarding GrameenPhone package/s?
P-value	0.102
A	0.025

Here, P-value (0.102) > α (0.025) found from the cross tab of “Gender Category” and “What is my perception regarding GrameenPhone package/s?” Hence, “Gender Category” does not have a significant relationship with the dependent variable “What is my perception regarding GrameenPhone package/s?”

Null hypothesis, H_0 = I use GP mobile mostly because it provides a lot additional features.

Alternative hypothesis, H_1 = I do not use GP because it does not provide different additional feature.



Items	I use GP mobile mostly because it provides the following additional feature:
P-value	0.016
α	0.025

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.928 ^a	20	.016
Likelihood Ratio	38.812	20	.007
Linear-by-Linear Association	16.528	1	.000
N of Valid Cases	100		

Here, P-value (0.016) < α (0.025) found from the cross tab of “Duration of SIM Usage ” and “ I use GP mobile mostly because it provides the following additional feature:” Hence, “Duration of SIM Usage” has a significant relationship with the dependent variable “I use GP mobile mostly because it provides the following additional feature:”

Null hypothesis, H_0 = I am satisfied with the service quality of network availability and airtime of GP.

Alternative hypothesis, H_1 = I am not satisfied with the service quality of network availability and airtime of GP.

		I am satisfied with the service quality of network availability and airtime of GP.					Total
		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
Duration of <1 SIM Usages	Count	0	3	3	3	3	12
	Expected Count	1.1	3.1	2.9	3.6	1.3	12
	% within Duration of SIM Usages	0.00%	25.00%	25.00%	25.00%	25.00%	100.00%
1	Count	0	9	7	7	5	28
	Expected Count	2.5	7.3	6.7	8.4	3.1	28
	% within Duration of SIM Usages	0.00%	32.10%	25.00%	25.00%	17.90%	100.00%
2	Count	0	9	10	17	2	38
	Expected Count	3.4	9.9	9.1	11.4	4.2	38
	% within Duration of SIM Usages	0.00%	23.70%	26.30%	44.70%	5.30%	100.00%
3	Count	0	1	0	2	0	3
	Expected Count	0.3	0.8	0.7	0.9	0.3	3
	% within Duration of SIM Usages	0.00%	33.30%	0.00%	66.70%	0.00%	100.00%
4	Count	5	3	3	1	1	13
	Expected Count	1.2	3.4	3.1	3.9	1.4	13
	% within Duration of SIM Usages	38.50%	23.10%	23.10%	7.70%	7.70%	100.00%
4>	Count	4	1	1	0	0	6
	Expected Count	0.5	1.6	1.4	1.8	0.7	6
	% within Duration of SIM Usages	66.70%	16.70%	16.70%	0.00%	0.00%	100.00%
Total	Count	9	26	24	30	11	100
	Expected Count	9	26	24	30	11	100
	% within Duration of SIM Usages	9.00%	26.00%	24.00%	30.00%	11.00%	100.00%

Table 19: I am satisfied with the service quality of network availability and airtime of GP



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.729 ^a	20	.000
Likelihood Ratio	49.552	20	.000
Linear-by-Linear Association	17.036	1	.000
N of Valid Cases	100		

Items	I am satisfied with the service quality of network availability and airtime of GP.
P-value	0.000
α	0.025

Here, P-value (0.000) < α (0.025) found from the cross tab of “Duration of SIM Usage ” and “I am satisfied with the service quality of network availability and airtime of GP.” Hence, “Duration of SIM Usage” has a significant relationship with the dependent variable “I am satisfied with the service quality of network availability and airtime of GP.”

Null hypothesis, H_0 = Billing rate of GP is high.

Alternative hypothesis, H_1 = Billing rate of GP is low.



		Billing rate of GP is low:					Total
		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
<1	Count	0	0	0	8	4	12
	Expected Count	0.4	2.2	1.7	4.4	3.4	12
	% within Duration of SIM Usages	0.00%	0.00%	0.00%	66.70%	33.30%	100.00%
1	Count	0	0	5	9	14	28
	Expected Count	0.8	5	3.9	10.4	7.8	28
	% within Duration of SIM Usages	0.00%	0.00%	17.90%	32.10%	50.00%	100.00%
2	Count	0	4	8	17	9	38
	Expected Count	1.1	6.8	5.3	14.1	10.6	38
	% within Duration of SIM Usages	0.00%	10.50%	21.10%	44.70%	23.70%	100.00%
3	Count	0	1	0	1	1	3
	Expected Count	0.1	0.5	0.4	1.1	0.8	3
	% within Duration of SIM Usages	0.00%	33.30%	0.00%	33.30%	33.30%	100.00%
4	Count	0	11	0	2	0	13
	Expected Count	0.4	2.3	1.8	4.8	3.6	13
	% within Duration of SIM Usages	0.00%	84.60%	0.00%	15.40%	0.00%	100.00%
4>	Count	3	2	1	0	0	6
	Expected Count	0.2	1.1	0.8	2.2	1.7	6
	% within Duration of SIM Usages	50.00%	33.30%	16.70%	0.00%	0.00%	100.00%
Total	Count	3	18	14	37	28	100
	Expected Count	3	18	14	37	28	100
	% within Duration of SIM Usages	3.00%	18.00%	14.00%	37.00%	28.00%	100.00%

Table 20 Billing rate of GP is low



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	112.288 ^a	20	.000
Likelihood Ratio	84.235	20	.000
Linear-by-Linear Association	45.437	1	.000
N of Valid Cases	100		

Items	Billing rate of GP is low:
P-value	0.000
α	0.025

Here, P-value (0.000) < α (0.025) found from the cross tab of “Duration of SIM Usage ” and “Billing rate of GP is low:” Hence, “Duration of SIM Usage” has a significant relationship with the dependent variable “GP Billing rate of GP is low:”

4.5.2 REGRESSION ANALYSIS

To analyze the impact of independent variable on independent variable I have used Linear Regression. By using Linear Regression analysis I have tried to find out the percentage of impact of independent variable on the dependent variables. Here I am calculating the percentage based on Adjusted R Square option.

For the test I have chosen three independent categories and tried to find out the impact on the dependent variables. The three independent categories are:

1. Age Category
2. Gender Category
3. Duration of SIM Usages Category

In the following I am giving the Regression analysis results and interpretation of each of them:

**Age Category:**

I use GP mobile mostly because it provides the following additional feature:

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Age Category ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 2.I use GP mobile mostly because it provides the following additional feature:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 ^a	.305	.298	1.028

a. Predictors: (Constant), Age Category

The independent variable “Age Category” has 29.80% impact on the dependent variable “I use GP mobile mostly because it provides the following additional feature:”

I am satisfied with the service quality of network availability and airtime of GP

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Age Category ^a		. Enter

a. All requested variables entered.



Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Age Category ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 4. I am satisfied with the service quality of network availability and airtime of GP.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.293 ^a	.086	.077	1.124

a. Predictors: (Constant), Age Category

The independent variable “Age Category” has 7.70% impact on the dependent variable “I am satisfied with the service quality of network availability and airtime of GP.”

What is my perception regarding GrameenPhone package/s

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Age Category ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 10. What is my perception regarding Grameen Phone package/s?



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.285 ^a	.081	.072	.733

a. Predictors: (Constant), Age Category

The independent variable “Age Category” has 7.20% impact on the dependent variable “What is my perception regarding GrameenPhone package/s?”

Gender Category

Billing rate of GP is low:

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Sex Category ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 7. Billing rate of GP is low:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242 ^a	.059	.049	1.123

a. Predictors: (Constant), Sex Category

The independent variable “Duration of SIM Usage” has 31.70% impact on the dependent variable “Billing rate of GP is low:”

Satisfaction with the after sales service: When I face with a problem I do the following:

**Variables Entered/Removed^b**

Model	Variables Entered	Variables Removed	Method
1	Sex Category ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 9. Satisfaction with the after sales service: When I face with a problem I do the following:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.166 ^a	.028	.018	.954

a. Predictors: (Constant), Sex Category

The independent variable "Duration of SIM Usage" has 18.00% impact on the dependent variable "Satisfaction with the after sales service: When I face with a problem I do the following:"

If another company came up with packages of similar features. I will still remain loyal towards GP.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Sex Category ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 12. If another company came up with packages of similar features. I will still remain loyal towards GP.



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.152 ^a	.023	.013	1.184

a. Predictors: (Constant), Sex Category

The independent variable “Duration of SIM Usage” has 13.00% impact on the dependent variable “If another company came up with packages of similar features. I will still remain loyal towards GP.”

Duration of SIM Usage Category

Billing rate of GP is low

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Duration of SIM Usages ^a		Enter

a. All requested variables entered.

b. Dependent Variable: 7. Billing rate of GP is low:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.459	.453	.852

a. Predictors: (Constant), Duration of SIM Usages



The independent variable “Duration of SIM Usage” has 45.30% impact on the dependent variable “Billing rate of GP is low”

What is my perception regarding GrameenPhone package/s?

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Duration of SIM Usages ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 10. What is my perception regarding Grameen Phone package/s?

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.245	.661

a. Predictors: (Constant), Duration of SIM Usages

The independent variable “Duration of SIM Usage” has 24.50% impact on the dependent variable “What is my perception regarding GrameenPhone package/s?”

GrameenPhone is very sincere in providing me quality services on a continuous basis.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Duration of SIM Usages ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: 11. GrameenPhone is very sincere in providing me quality services on a continuous basis.



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.324	.317	.988

a. Predictors: (Constant), Duration of SIM Usages

The independent variable “Duration of SIM Usage” has 31.70% impact on the dependent variable “GrameenPhone is very sincere in providing me quality services on a continuous basis.”



CHAPTER-5

RESEARCH AND ANALYSIS



5.1 RESEARCH ANALYSIS:

As mentioned for several times, GrameenPhone is the leading company in the mobile telecommunication industry of Bangladesh. It has been successful to build a superior image in comparison to the other operators. In other words, GP has a clear advantage over the competitors.

GrameenPhone has some additional features in comparison to its competitors. It is playing a vital role to increase the subscribers of GrameenPhone. Another important thing is that GP users are mostly satisfied with the initial price of GP connections and hand-sets. Because, before GP's introduction to the market, mobile phones were totally out of reach to the major part of the current market. Moreover, GrameenPhone subscribers are happy with the country-wide network.

But overall, GP users are not satisfied with service of the company. Many important factors are acting as reasons behind this overall dissatisfaction. Quality of airtime and network availability is not satisfactory. GrameenPhone connections are not always available. This is especially true for the Pre-Paid service. (Very recently, after conducting my survey, situation has been changed slightly). Sometimes, the subscribers need to pay extra money to get this service.

The GPC of GP is very important for some after-sales services. But, these have shortage of capacity. GP hotline is also an important customer care tool. But it is also in shortage of capacity. Subscribers need to spend significant amount of time to reach the customer care

Again the problem is capacity. Most of the subscribers are not happy with the billing rate of Grameen Phone. They think it is too high in the context of Bangladesh. Also it's found from the survey that most of the GP users use other SIM than GP because they think GP can't satisfy all the needs.

Most alarming thing is that most of the GrameenPhone users are not loyal towards the company. Analysis shows that 70% of the customers use prepaid lines. One of the significant finding from the analysis is that customer who use GP, use the line because of higher network coverage compared to others. So further study is needed to understand the related problems and the company should offer more facilities to the customers compared to the competitors to increase their revenue and present user's satisfaction.



From the Crosstab Analysis I have found the following things:

1. Age Category has some significant relationship with the variables, which means some people's perception varies with their individual age.
2. Gender Category does not have any significant relationship with the variables, which means people's perception does not vary with their gender.
3. Duration of SIM Usage has a very good significant relationship with the variable, which means most of the people's perception varies with the duration of SIM usage.
4. Usage of other SIM has some significant relationship with the variables, which means some people's perception varies with the usage of other SIM.

From the Regression Analysis I have found the following things:

1. The independent variable "Age Category" has average impact on the dependent variables.
2. The independent variable "Gender Category" has a very low impact on the dependent variables.

The independent variable "Duration of SIM Usage Category" has good impact on the dependent variables.

5.1.1 APPLICATION OF GAP THEORY

Customer perceptions are subjective assessments of actual service experience. The following figure correspond to two concepts: customer expectations and customer perceptions that play a major role in service marketing. Customer expectations are the standards of or reference points for performance, against which service experiences are compared, and are often formulated in terms of what a customer believes, should or will happen.

The sources of customer expectations consists of market controllable factors (such as pricing, advertising, sales promises) as well as factors that the marketer has limited ability to affect (innate personal needs, word of mouth communications, competitive offerings). In a perfect word, expectations and perceptions would be identical: customers would perceive that they receive what they thought they would and should.

Customer satisfaction is well depended on how successfully the companies can reduce or close the gap, as shown in the above figure. In broad sense, the process of closing the customer gap

can be subdivided into four ‘company gaps,’ discrepancies within the organization that inhibit delivery of quality service.



Company gap 1: Not knowing what customers expect

Reasons:

1. Inadequate marketing research orientation.
2. Lack of upward communication.
3. Inefficient relationship focus.

Company gap 2: Not selecting the right service designs and standards

Reasons:

1. Absence of customer-driven standards.
2. Inadequate service leadership.
3. Poor service design.

Company gap 3: Not delivering to service standards

Reasons:

1. Deficiencies in human resource policies.
2. Failure to match supply and demand.
3. Customer not fulfilling roles.

Company gap 4: Not matching performance to promises

Reasons:

1. Ineffective management of customer expectations.
2. Over promising.
3. Inadequate horizontal communication.



Coming back to my project, I tried to find out the four company gaps of GrameenPhone, considering the data that I have attained through survey and secondary research.

GrameenPhone's Company Gap 1:

Not knowing what customers expect

GrameenPhone does extensive marketing research on a continuous basis. Moreover, there is always bottom-up communication, which enables GP to better understand what customers expect; because the low-end officers deal the customers and they better understand what customers expects.

So, I reach to the conclusion that GrameenPhone has no 'company gap 1' at present.

GrameenPhone's Company Gap 2:

Not selecting the right service designs and standards

From the survey results and my personal observations, I found few areas that I identified as gap 2.

- Billing rate of GrameenPhone is very high in the context of Bangladesh. Although it is not playing disturbing role at present, it can emerge as a problem if any competitor reduces its billing rate keeping other features intact.
- Improper quality of airtime and network availability is also a problem for GrameenPhone. But as the experts give opinion, it is not abnormal in a network which is going through a massive development process.

Grameen Phone's Company Gap 3:

Not delivering to service standards

This gap is also significant at GrameenPhone. This gap is very important, because it occurs when a company sets a standard but not deliver as per the standard. From my observation, some areas of gap 3 are:



- It takes too much time to reach the hotline at the pick hours (Roughly 06 PM to 11 PM). As the subscribers need to pay TK 1.00 per minute even when they are waiting in the Queue, it is a source of dissatisfaction for them.
- Most of the GP subscribers are not well educated. They are not equipped enough to handle the mobile phone appropriately. This lack of knowledge of the subscribers creates problems for GrameenPhone. They assume their inability as GP's poor service.

GrameenPhone's Company Gap 4:

Not matching performance to promises

GrameenPhone does not 'over promise' to its subscribers. It also has a good horizontal communication between its important functional divisions like Sales & Marketing, Commercial Division, and Technical. Still, I find some gaps under these criteria:

- GrameenPhone is not successful to build a positive and friendly image in their subscribers' minds. Subscribers think that GP is not sincere about solving their needs. Moreover, GP management is not successful enough to educate their subscribers properly. These factors are increasing the gap 4 according to my observation.

5.2 RECOMMENDATIONS TO CLOSE THE GAPS

I designed my recommendations aiming to close the gaps between customers' expectations and perceptions regarding GrameenPhone's service. My recommendations are:

- ✓ GP should earn flexibility to be able to reduce the bill, if necessary. But currently they should not reduce the billing rate as no one is offering lower than them.
- ✓ There should be more GPC at the southern side of the capital city.

- ✓ Network development should be steady. GP should never sell connections excess to its capacity.
- ✓ Capacity of the hotline should be increased in the pick hours.
- ✓ The Customer Managers of the hotline should be well trained to improve their quality of service
- ✓ Different programs should be taken to educate the subscribers regarding different essential features of mobile phone.
- ✓ GrameenPhone should take extensive program to build a positive image among their users. In this process they should try to eliminate the misconceptions of the users regarding GP.



5.3 LIMITATIONS OF THE STUDY

GrameenPhone's basic strategy is widening their market through their emerging country-wide network. As a result of this strategy, the subscribers are from different segments or from different income levels. Moreover, the subscribers are from all over Bangladesh and scattered all over the country.

But the sample that I used to conduct my survey was mostly from Dhaka division. So, it was not a perfectly representative sample.

Moreover, it was not possible to get all required internal information of the company as these are treated as confidential company information.

5.4 CONCLUSION AND IMPLICATION

SERVICE LEARNING HOTLINE

Grameenphone's Customer Service Department already has 24 hours hotline call service for customer service. These hotlines are categorized as for post paid and pre-paid product and with some special services. There is no separate hotline form where subscriber can learn about GP

service. Hence, GP should arrange a separate hotline which will consciously help subscribers to learn about GP service. The following lists can the unique proposition of service learning hotline.

- Only help subscribers to learn about GP service
- 24-hours human agent
- Continuous improvement of customer service
- Sending mail, letters, e-mail, fax, SMS to help subscribers to learn GP services
- Delivering service aware campaign over phone



TELEMARKETING

Telemarketing is another way to aware subscribers about GP services. Telemarketing is direct and fast communication, so through telemarketing GP can increase service awareness fast. The only difference of service learning hotline and telemarketing will be Telemarketing is company to subscribers and service learning hot line will be subscriber to company. The proposition of telemarketing will be:

- Arranging service aware campaign
- Developing effective ways to aware subscribers about service
- Gathering Ideas to improve subscribers' service awareness

SERVICE AWARENESS BUILDING FIELD CAMPAIGN

Field campaign could be another effective way to increase subscribers' service awareness. The advantage to field campaign will be, it will help subscribers to learn practical application of GP services. Though its exposure will be in a limited area, it is comparatively less costly than Electronics Media and other National newspaper, magazine and billboard. The field campaign location can be Educational promise, Point of sales and Customer Relation Center (CRC). Key benefits of field campaign are:

- ✓ Effective

- ✓ Less expensive

PUBLISHING SERVICE APPLICATION MANUAL

Service application manual can help subscribers to learn GP services. These manual will be available in GP's Customer Relation Centre (CRC),GPSD and GP centers. Each subscriber will get a free service application manual with his/her initial subscription form. This proactive step's success depends on the subscribers' voluntary involvement. The benefits subscribers will get from the manual are:

- ❖ Subscriber will learn about all the services provided by GP
- ❖ Guide subscribers how to get a service
- ❖ Subscribers will learn the benefits of service
- ❖ Other option to get service from hot line, CRC etc

PROMOTION DAYS

Each month Grameenphone should offer free service for 2/3 days. It will definitely encourage users to find the process to take free services. This will not only encourage subscribers to use GP services but also get them adopted to use those services. Once subscribers get adopted with services then this will help them to get used to and apply services regularly.

- Promotion days for push pull, VAS and Information service
- Promotion days will demonstrate the process of accruing services through newspaper, TV other effective media.
- Initiate and promote field service learning workshop for subscribers.
- Data collection after each promotion week to find the effectiveness.
- If it helping subscribers to learn services then continue, otherwise stop it.

SELF LEARNING SERVICE BOOTH

These self-learning service booths will contain the service manual, brochures and GP newsletters. These booth locations will be in the super markets, departmental store, restaurant



and fast food corner. The booth shelves will be divided in different parts and each part will be tagged with the name of the service and contain all the material that will help subscribers to learn about the service. This booth can also show the demonstration to get a specific service through recorded CD, VCD and DVD. These booths can also maintain a suggestion box to bring some new ideas from subscribers.



The unique attributes will be:

- ✓ Booth will contain services learning brochures, leaflet, and manual of each individual service individually and separately.
- ✓ Will show the direct demonstration to take a specific service in recorded TV screen.

In conclusion, we can say that, Grameenphone has the skill and resources in every aspect of marketing intricacies. They have become the leader in the market of telecommunication primarily through their tremendous marketing skills and knowledge about the market. Grameenphone still has a positive image in the Mobile market. Due to its various innovative products and wide market coverage, strong network, at cheap rate with various service centers and its value added services, it can be considered as the market leader in the telecommunication industry and its competitors are far behind. Their customer service is undeniably the best in the industry, which has brought them highly loyal customers. This is increasing the popularity of Grameenphone as their subscribers believe that if there are any kinds of problems with the offers and VAS provided by Grameenphone their customer service is efficient enough to solve those instantly. The belief, trust and faith of the customers are very important in the service providing industry and if Grameenphone keep performing good with their offers and VAS then it will definitely able to retain the existing subscriber base and new subscribers will also join under the biggest and strongest network coverage of the country.

5.5 REFERENCE



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APPENDIX

[Sample Question]

Dear Respondent:

I am a BBA student of BRAC University, doing a survey for the partial fulfillment of Internship course that involves the Service Awareness of GP, dependent and independent variables. It will take only few minutes of your time. Your response would be of great help in accomplishing the study. However, this information is only for academic purpose and will not be disclosed elsewhere. We heartily thank you for your cooperation.

For the following questions, PLEASE tick (√) your answer according to the degree of your agreement. [e.g., 5 = 'highly agree', 4 = 'moderately agree', 3 = 'neutral', 2 = 'moderately disagree', 1 = 'highly disagree']

Background Information

Education level: _____ Gender: _____ Age: _____

Usage Years _____

Section One

Customer Awareness level:	1	2	3	4	5
1. GP uses enough media tools to inform its customers about their services					
2. GP's marketing strategies are effective					
3. Offers are well communicated					
4. After sales services are well organized					
5. CSR activities are increasing GP's customer service					

Section Two

Usage Rate :	1	2	3	4	5
1. Promotional offers have induced more people to use its service					
2. Usage of VAS have been increased					
3. Brand image is attracting new customers					
4. Overall usage of GP has increased through its youth segment					
5. New promotional offers tariff plans, market segments has increased overall usage rate					

Section Three

Network coverage and connectivity:	1	2	3	4	5
1. I always get clear voice connection overseas					
2. Sim registers automatically overseas					
3. I don't face connectivity problem normally					
4. My line never gets disconnected					
5. I can easily access to my sim menu					

Section Four

Bills/Call Charges:	1	2	3	4	5
1. Tariff that GP provide is economical					
2. The Billing plan is reasonable					
3. Roaming bill of GP is convenient					
4. I never face overcharging issues					
5. I often get discount offer from GP					

Section Five

Customer care:	1	2	3	4	5
1. Customer managers are prompt to answer					
2. Customer care centers are helpful					
3. Hotline is easily accessible					
4. Customer care is accessible from abroad					
5. After sales services are satisfactory.					

Section Six

Customer Satisfaction:	1	2	3	4	5
1. GP's services are satisfactory					
2. I would recommend to a friend to use GP					
3. I am willing to stay connected with GP					
4. Call rate structure is satisfactory					
5. Customer care programs and policies are satisfactory					

Any other opinion/suggestion/recommendation that you may have or has not covered yet:

Thanks for Your Cooperation