airtel

Internship Report On
Collection and Retention Management of airtel
(BUS 400)

Submitted By:
Mir Rajib Hossain
ID # 07304043
BBS Dept, BRAC University

Submitted To:
Husain Salilul Akareem
Junior Lecturer
BRAC Business School

Husain Salilul Akareem

Junior Lecturer

BBS, BRAC University

Sub: Submission of the Internship Report

Dear Sir,

I have the pleasure to submit my Internship report on "collection & retention management" of airtel Bangladesh Limited as a requirement for my graduation. You are aware that I have recently completed my internship program in airtel Bangladesh Limited from 4th October 2011 to 4th January 2012. I joined there under the Collection & Retention department. I am fortunate enough that I have got an experienced, efficient and Professional team in one of the reputed telecom company of Bangladesh. I truly believe that this report will satisfy your requirements and expectations. I have tried my best to make this report informative, practical, reliable and relevant as possible. To prepare this report I have reviewed some books and download information from internet, take interviews and on the basis of available information I have depicted a set of recommendations.

I appreciate your valuable advice, cooperation, patience and suggestions regarding this report which will definitely help me to go ahead as a brilliant guideline.

I honestly hope that this report will reflect the idea about the functions of collection & retention along with the critical problems that they face in their service activity. I hope you will find this worth all the labor and effort that I have given to complete the report.

Sincerely,

Mir Rajib Hossain

ID- 07304043

Dept- BBS

BRAC University

Acknowledgements

I am thankful and grateful to my honorable Sir, Husain Salilul Akareem, Junior Lecturer, BRAC Business School of BRAC University for giving me the opportunity to do the report on collection & retention management of airtel Bangladesh Limited. On the design of this report, I again want to thank my honorable Academic supervisor for providing the format and make me understand about the format. I would like to give warm thanks to my supervisor, Sayda Zinia Afrin, Proactive retention team leader of airtel who helped me time to time to make this report worthy. I am also grateful to Md. Muziburr Rahman, Proactive Retention Executive for helping me when I needed and all the officials and staffs of airtel for their friendly behavior, heartiest cooperation and other services during my internship period.

Executive Summary

Bharti airtel started its telecom services business by launching mobile services in Delhi of India in 1995. From then it has become one of the top telecom companies in the World and it is also in the list of top five wireless operators in the World. In January 2010, Bharti Airtel Limited, Asia's leading integrated telecom services provider, acquired 70% stake in Warid Telecom, Bangladesh. Since then the journey of airtel in Bangladesh has started. But officially the activities with the brand "airtel" started on 20th, December, 2011 in Bangladesh.

In the overall report I have tried to focus mainly how airtel conduct collection and retention activities along with different mechanisms. There are different categories of the customers who are using post paid. These categories are also mentioned. In the collection department, they do follow up activities by their teams who are very efficient and dedicated. They do follow up based on the customer type means the customers who have not been using the number for at least 2 years but they are in connected mode. Their number is active but they are not using the number for a long time. This type of follow up is called hardcore follow up. On the other hand, collection team does follow up activities to the new subscribers and this kind of follow up is called soft-core follow up. On the contrary, some different activities are conducted in retention management. Basically the activities are far more difficult in a sense that the employees who are involved in retention activities have to work hard to get the customers back in the airtel service again. But it is not easy to winback the customers who have already left airtel service for different issues. The activities include follow up activities, properly make the customers learn the packages they are using and the benefits of it. Package conversion is also done based on customers' requirements.

I have tried to find out the real facts of the departments. Meanwhile I have included my suggestions and recommendations in order to eradicate the weaknesses of their department. Finally I have ended my report through including references and sources that I have used to make this report.

Table of Content

Topic ***Page No***

Executive Summary

- **Introduction**
  - Introduction ----------01
  - Origin of the Report ---------- 02
  - Objectives of the Study ---------- 02-03
  - Methodology ---------- 03
  - Scope---------- 04
  - Limitation ---------- 04
- **Company Overview**
  - Overview of airtel ---------- 06
  - Products offered & Benefits ---------- 07-10
  - Customer Care Centers & Franchises---------- 10
- **Collection & Retention Management**
  - Collection Department ---------- 12
  - Objective & benefits of collection---------- 12
  - Collection team & structure ---------- 12-14
  - Follow up procedure of collection ---------- 14-16
  - Customer Classification & Category ---------- 17
  - File Management ----------17-18
  - Retention management & organization structure----------18-19
  - Functions of Retention ---------- 19
  - Value Stream---------- ---------- 20-22

- SWOT Analysis
  - Strength & Weakness---------- 24-25
  - Opportunity & Threats---------- 25
- **Conclusion & recommendations**
  - Recommendations---------- 26-28
  - Conclusion---------- 29
- **Bibliography**

Chapter 1

INTRODUCTION

Origin of the report:

This report is an Internship Report prepared as a requirement for the conclusion of the BBA Program. As per requirement of BBA program of BRAC Business School, BRAC University, after completing 126 credits a student has to complete a 12 weeks internship program. The primary goal of internship is to provide an on the job exposure to the students and an opportunity for translation of theoretical conceptions in real life situation. Students are placed in enterprises, organizations, research institutions as well as development projects. Thus this report has been prepared after completion of 12 weeks of job experience in airtel Bangladesh Limited. To maintain its leading position in Bangladesh, airtel is always keen to develop long-term beneficial and trustworthy relationship with its customers. After the completion of BBA program I was placed in airtel Bangladesh Limited for the internship program under the guidance of my faculty supervisor Husain Salilul Akareem Sir.

The duration of my organizational attachment was 3 months, starting from 4th october 2011 to 4th January 2012. For successful finishing of my BBA program, I needed to submit this report which would include an overview of the activities of the organization I worked with and elaboration of the project I was supposed to conduct during the internship period.

I was placed in the collection & Retention Department of the airtel Bangladesh Limited under the direct Supervision of Sayda Zinia Afrin, Proactive retention team leader. This report is mainly conducted with the collection and retention management of airtel.

Objective

This following report has two types of objectives which are described as follows.

Primary objective

• Main objective of carrying out this project is to identify how airtel perform the collection & retention management.

Secondary Objective

• Getting familiar with the environment of a telecom company like airtel Bangladesh Limited.

• Identify the major strengths, weaknesses, opportunities and threats of the collection and retention activities.

• To know about the overall Functions of collection & Retention.

• To suggest necessary measures for the development of airtel Bangladesh Limited.

• To have some idea about the customer service.

Methodology

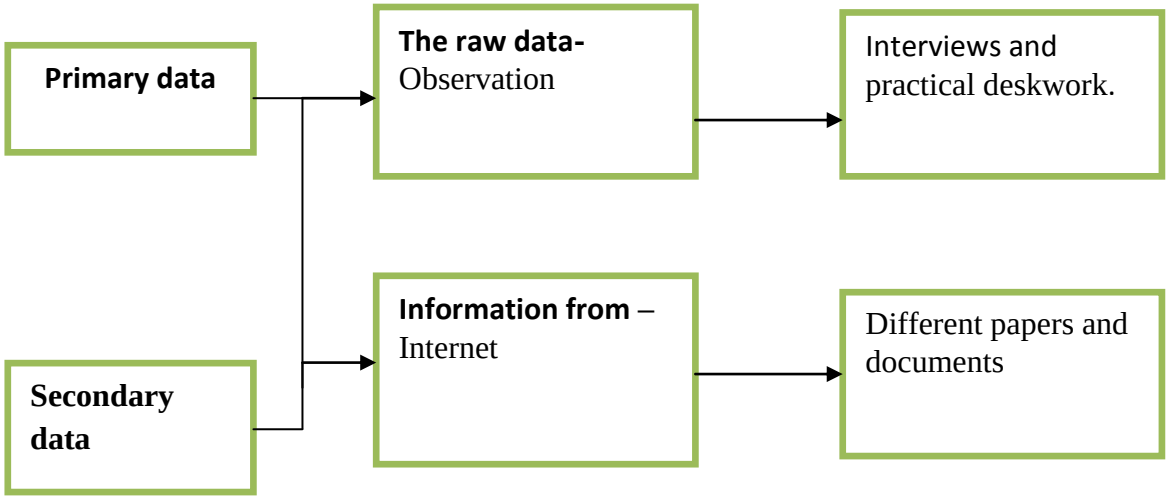
In the organization part, most of the information has been collected from brochures, web sites and personnel of airtel Bangladesh Limited. All the information incorporated in this report has been collected both from the primary sources as well as from the secondary sources.

Primary Source of Information

- Personal Observation.
- Face to Face Interviews.
- Practical deskwork.

Secondary Sources of Data

- Relevant airtel Bangladesh Limited paper and published documents
- Internet.



Scope

The span of this report is basically limited within the activities and functions of Collection & retention department of airtel Bangladesh Limited. In brief words, the functions, tasks, actions of airtel's collection and retention department are covered in this report.

Limitations

- Unavailability of more practical and contemporary data.
- Extensive rushness with everyone's own work is an obstacle for me to gather information
- Internal and most of the information of airtel is confidential & critical.

Chapter 2

COMPANY OVERVIEW

Presently there are many telecommunication companies operating in Bangladesh. They are Grameenphone, Robi, Banglalink, Citycell, Teletalk etc. Airtel is one of them who is operating its business in Bangladesh in this profitable and competitive market. A brief overview regarding the company and its mission and vision, product categories are explained as follows.

Airtel

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

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

The new funding is being utilized for expansion of the network, both for coverage and capacity, and introduction of innovative products and services. As a result of this additional investment, the overall investment in the company will be in the region of USD 1 billion.

This is Bharti Airtel's second operation outside India. The company launched its mobile services in Sri Lanka in January 2009 on a state-of-the-art 3.5G network. The company crossed the 1 million customers mark within six months of launch on the back of innovative offerings as well as rapid expansion of network coverage and distribution.

Vision

By 2015 airtel will be the most loved brand, enriching the lives of millions.

"Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then will we be thought of as exciting, innovation, on their side and a truly world class company".

Products Offered in General

Airtel provides both post-paid and pre-paid connection plans. At present both the prepaid and post paid customers are getting lot more offers compared to other operators in Bangladesh. This is done only because of sustaining in the competitive market demands.

Prepaid category is divided into four segments:

- adda
- golpo
- dolbol
- kotha

Tariff rates of the packages are as follows-

	24 Hours Tariff	24 Hours Tariff	24 Hours Tariff
Voice Calls Outgoing: (in Tk. per min)	adda	golpo	kotha
airtel	TK 0.59	TK 0.79	TK 0.79
other Operator	TK 1.19	TK 0.79	TK 1.19
airtel fnf	TK 0.29	N / A	N/A
other operator fnf	TK 0.69	N / A	N/A
SMS Calls Outgoing: (in Tk. per SMS)	–	–	–
airtel	TK 0.49	TK 0.39	TK 0.39
other operator	TK 0.49	TK 0.39	TK 0.49
airtel fnf	TK 0.29	N / A	N/A
other operator fnf	TK 0.29	N / A	N/A
Other Facilities	–	–	–
Number of FnF	8	N / A	N / A
Pulse	30 Sec	60 Sec	1 Sec

	dolbol	tariff(excluding vat)	
feature	community	onnet	offnet
voice call	BDT 0.29	BDT 0.59	BDT 1.19
sms	BDT 0.29	BDT O.49	BDT 0.49
pulse		30 seconds	
Fnf feature		no fnf	
GPRS		0.015paisa per kb	

More facilities in prepaid

instant cash back for adda, golpo & kotha				
everyday usage	Tk 5	Tk 10	Tk 20	Tk 40
instant cashback	Tk 1	Tk 3	Tk 6	Tk 12

Postpaid category is divided into three segments:

- airtel exclusive(ZAHIAE)
- airtel classic(ZAHISM)
- airtel advantage(ZAHISA)

Tariff rates and package details are as follows-

service types & others	airtel advantage	airtel classic	airtel exclusive
product proposition	worry free flat tariff	attractive fnf rates	highest fnf features
selling price	bdt 650	bdt 650	bdt 1250
connection price	bdt 150	bdt 150	bdt 150
non-refundable deposit	bdt 500	bdt 500	bdt 1100
default credit limit	bdt 500	bdt 500	bdt 1100

service types & others	airtel advantage	airtel classic	airtel exclusive
tariff			
airtel to airtel	bdt 0.77	bdt 0.49	bdt 0.49
airtel to other	bdt 0.77	bdt 0.94	bdt 0.89
airtel to airtel (fnf)	n/a	bdt 0.25	bdt 0.25
airtel to others (fnf)	n/a	bdt 0.65	bdt 0.65
sms on-net	bdt 0.45	bdt 0.49	bdt 0.49
sms off-net	bdt 0.45	bdt 0.49	bdt 0.49
sms on-net fnf	n/a	bdt 0.29	bdt 0.29
sms off-net fnf	n/a	bdt 0.29	bdt 0.29
international sms	bdt 2.49	bdt 2.49	bdt 2.49
internet (per kb)	bdt 0.02	bdt 0.02	bdt 0.02
pulse (sec)	5	5	1
no. of fnf	n/a	15	25
line rent	bdt 50	bdt 50	bdt 0
minimum usage for line rent waiver	bdt 300	bdt 300	n/a
Minimum commitment	n/a	n/a	bdt 500
n.b.: all (previous & new) tariffs are excluding vat			

There is one existing post paid category which is super benefit. Basically subscribers of this category get little more facilities compared to all other categories. Customers who have this package get upto 750tk discount on per month's bill.

Post-paid and Pre-paid users enjoy various value added services(VAS), such as SMS, MMS, GPRS, 64K SIM, Dual SIM product, Corporate packages for product advertising via SMS, and a host of other features. However International Roaming is available to all the prepaid and post paid subscribers.

Customer Care Centers and Franchises

Airtel has 5 customer care centers around the country, which is known as airtel experience center (AEC), located at key locations in Bangladesh. These centers are directly run by Airtel itself. Customer care center at Banani.Airtel has another 123 dealers outlet spread across Bangladesh, the largest chain of retail outlets in the country, which is further backed up by a chain of sub-dealers, affinity partners & distributors. Dealer outlet of airtel is known as "airtel relationship Center (ARC)"

Chapter 3
Collection and Retention Mangement

Collection Department

Collection department is established to maximize revenue Collection and minimize bad debts of postpaid customer base. They basically do different follow up for different customers like hardcore and softcore follow up which ultimately have a great effect on less bad debts. Collection department have different policies that identifies and reduces the risk to keep the financial exposure in optimal level thus maximizing company's profitability and revenue collection.

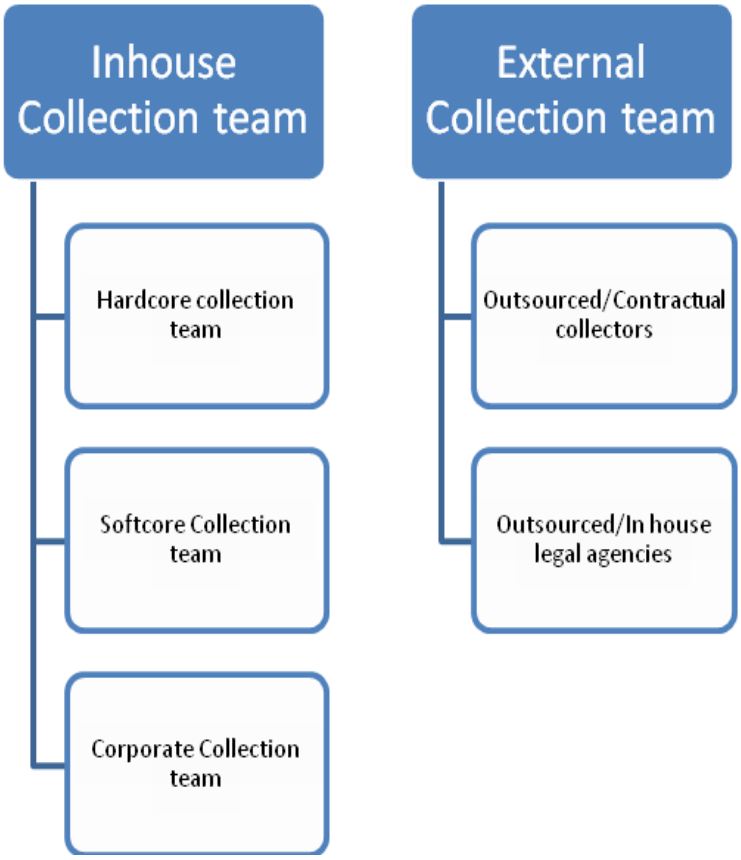
Collection Management

Objectives & Benefits

- Timely conversion of Post-Paid receivables into cash inflows
- Increase collection within 30 days of billed amount
- Speed up cash inflows
- Control delinquency of debt
- Minimization of bad debt for the company
- Motivate collection teams through monitory incentives
- Consistent high standards of Collection management & control
- Measurable results that are readily comparable
- Facilitate continuous improvement in Collection activities
- Maintenance of Collection percentage at the expectation stage
- Maintenance of bad debts at minimum level.

Collection Teams and Structure

There are two different teams i.e. (1) In-house and (2) External collection teams shall be involved for overall collection and recovery management.



In-House Collection Teams:

Under In-House collection teams, following three teams will be working for collection of receivable against the delinquent and defaulted accounts falling under 0-90 days of age bracket:

- In-House Soft-core Collection Team
- In-House Hardcore Collection Team for individual, SME accounts
- In-House Corporate Collection Team for Corporate, VIP, High Profile accounts

External Collection Agents:

After completion of collection and follow-up activities by In-House Collection Team, all "Involuntary" and "Voluntary" delinquent or defaulted and OG or admin blocked accounts falling under >90 days of age for individual and >120 days for corporate will be handed over

to the following external collectors/agencies for further follow-up and recovery:

- Outsourced / Contractual Collectors or Agencies for Regular & Company accounts
- Outsourced / In-house Legal Agencies.

Follow Up Procedures of In-House & External Collection Teams

Allocation of Accounts: Accounts or target is assigned by
maintaining the following criteria-

(i) In house soft-core Collection Team

In house soft-core collection team will be assigned daily target based on daily total volume of accounts qualify for follow up. These include-

- Daily OG (outgoing) barred customers by CRS for follow up
- Previous commitment calls
- Auto debit declining accounts
- Cheque rejection accounts
- CSM calls (if required)
- Daily credit support calls i.e. unsatisfactory address verification calls etc.

All the daily qualified accounts for collection and customer communication calls will be equally distributed among soft call team members.

(ii) In-house Hardcore Collection Team

Hardcore team members target/account allocation will be done on monthly basis by maintaining the following criteria:

- Individual/Regular defaulted & delinquent customers falling under 0 – 90 days of age

- Total outstanding amount (before adjusting deposit)
- Region or location
- Satisfactory address verification

(iii) In-house Corporate Accounts

Following accounts to be allocated to In-house corporate collection team members on monthly basis**:**

- All delinquent or defaulted corporate accounts falling 0-120 days of age
- All VIP/HPs accounts under all ageing brackets
- Total outstanding i.e OD (at customer level)
- Region or location wise allocation
- Accounts falling under 0–120 days of age
- Accounts >120 days of age in case of unavailability or less performing by outsourced agents

Before assigning to outsource collection or legal agent, corporate collection team and corporate KAMs will put their joint effort to maximize the collection.

(iv) Outsourced or Contractual Collection Agent:

Following accounts to be allocated to outsourced collection agent:

- All defaulted individual or regular accounts (except VIP/PG/Care Off/Employee family) falling above 90 days & all corporate accounts falling above 120 days of age
- Total outstanding dues
- Outsourced agent's collection target will be assigned on monthly basis and C has the right to decide whether to assign outsource agent or not based on agents performance, work load of in-house collectors and cost

beneficiary issue etc.

(v) In-house or Outsourced Legal Agent:

- All defaulted Individual or regular accounts (except VIP/PG/Care Off/employee family) with above 120 days of age
- All defaulted corporate accounts with above 120 days of age
- Manage approval (in case of corporate and special cases for legal execution).
- Legal letter issuance or legal execution will be done as per need basis.
- However, C has the right to decide whether to assign legal agent or not based on defaulted amount, possibility of recovery, cost beneficiary issue etc.

Unbiased effort will be given to ensure uniform distribution of accounts among the In-House Collection Executives to ensure better and smooth cash inflows for the company as while keeping the morale of collection team high. Following parameter shall be considered during allocation of accounts among the collection team members:

-Debt amount
-Connection status (active,barred, disconnected)
-Mix of accounts falling under different categories etc.
-Mix of accounts falling under different age brackets
-Locations of customers.

Customer classification & category

Customers Classification	Category/Identification	
	In Billing System (TABS)	**Usage Monitoring Class**
Individual Customers	REG	Regular
Individual with Auto Debit	RAD	Auto Debit
Companies/SME	COM	Company
Corporate Companies	COR	Corporate
Corporate Employee	COE	Regular
Corporate Family	COF	Regular
Special/VIP	VIP /GOV	VIP
High Profile	HPR	VIP
Airtel Employee	OFF	Official
Bank Al-Falah	BAL	Regular
Bank Al-Falah Executive	BAE	VIP
Airtel Employee Family	EMP	Regular
Employee Family with Auto Debit	EAD	Auto Debit
Franchises	FRA	Regular
Contractual Staff	WAC	Regular

File Management

Files & Customer Data Management

This functional unit ensures that every new pre/post paid sale carries all necessary documents and information as per the directive of regulatory authority (BTRC) and company policy.

- Ensures all Regulatory requirements are met.
- Ensures all information is entered in the Billing System (TABS).
- Ensures post paid customer's traceability / Risk Management.

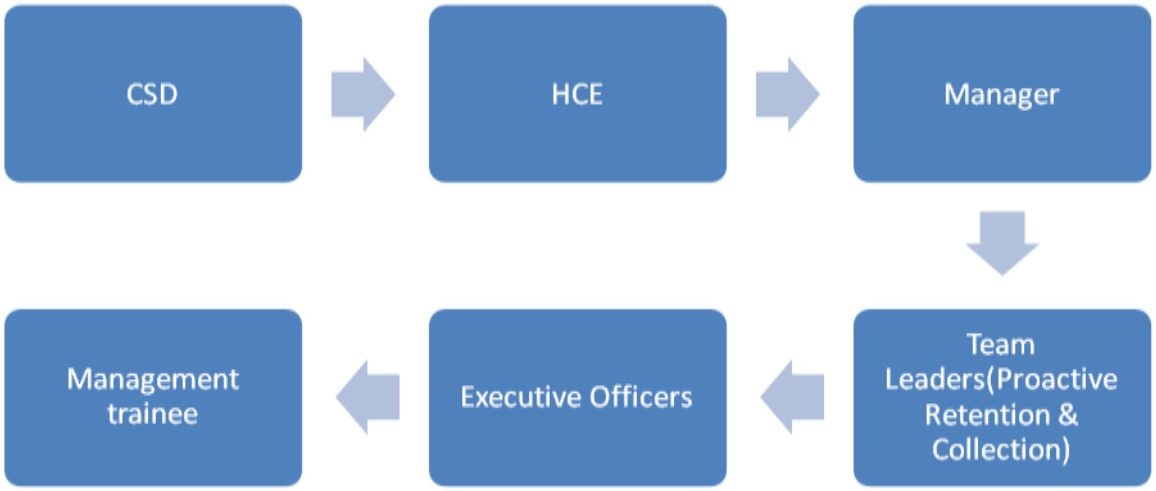
Major Activities

- Receiving of Files from Different Sales Channels.
- Vetting of Physical Documents
    - Is registration form completely filled
    - Are all documents provided as per requirement
    - Matching of registration form and attached documents
- Audit of information entered in TABS

Retention Management

There is a proactive retention team leader under retention management where all the subordinates are supervised by the team leader and the subordinates are proactive retention executives. The main purpose of this management system is to retain the existing customers so that they don’t stop continuing using airtel number.

Organizational Structure of Retention

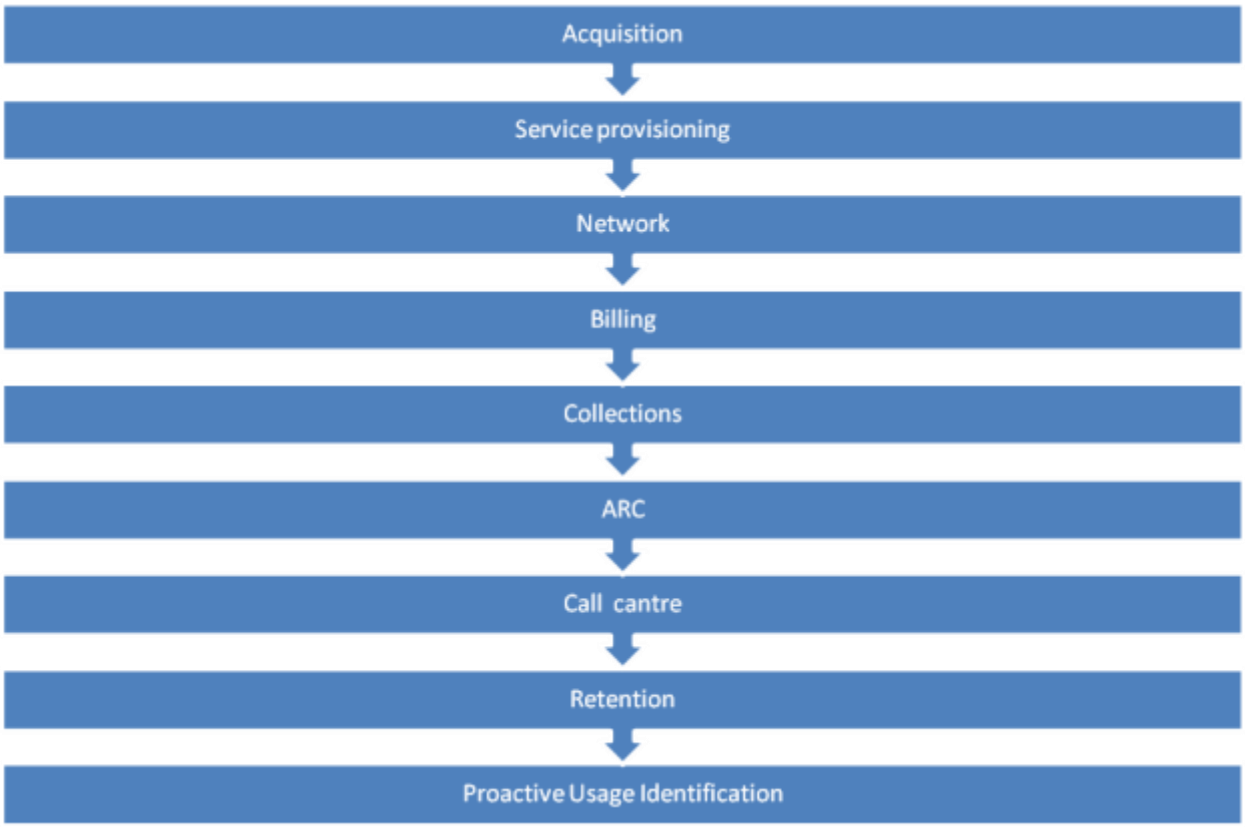


Basically all the employees of Collection & Retention department maintain a chain of command which starts from CSD (Customer Service Department) and then the command goes to HCE(Head of Customer Experience). Manager follows the commands of HCE. Then the team leaders follow the direction of Manager. Team leader direct the tasks among the executive officers and management trainee in airtel.

Functions of retention management

- To know the problem faced by customers & solve it
- To let the customers know the product in details
- To offer customers(post paid) prepaid package if they are not satisfied with postpaid
- To find out zero usage customers in a value steamed ways
- To follow up the activities

Value Streams



Acquisition:-

Basically the brand name "airtel" started to be used on 20th December for the first time from the acquisition dateline. Airtel aims at offering different services to the customers.

Service Provisioning:-

Airtel as a new emerging company wants to provide improvised service for their customers so that they can be in a win win situation. They are implying different innovative ideas for the customers.

Network:-

In the value stream next step is to develop network system. Airtel has not yet provided network coverage to whole Bangladesh but they have already started working on it. Upgraded network will make the customers more satisfied.

Billing:-

All billing information of the customers are recorded in the software “TABS” from where airtel team get to know the overall information and take farther action to follow activities regarding bills.

Collections:-

There is a collection team in airtel who regularly collect the due bills from the customers. They have to conduct different follow up activities. Both the connected and disconnected post paid users’ follow up activities are conducted.

ARC:-

ARC (Airtel Relationship Centre) has been set up for the better customer service. They have dedicated workers in the ARC who are continuously giving the service and playing a vital role for the company. They also play the role of identifying zero usage customers.

Call Centre:-

Call centre is ready to call the customers who are not using for long time. Cutomers are being followed up time to time.

Retention:-

Retention team leader plays the major role of finding the zero usage cutomers from the Database system. After that other employees of retention start working on solving the issues of Zero usage.

Proactive usage identification:-

Usage rate of the customers are identified weekly so that the company can generate more revenues. The reasons to identify it only because it will help to reduce churn as well as bad debts for the organization.

The following jobs I had to perform under Retention department of airtel-

Nature of Job:

Providing customer service based on the problems the customers face and trying to retain the customers for long term along with different services.

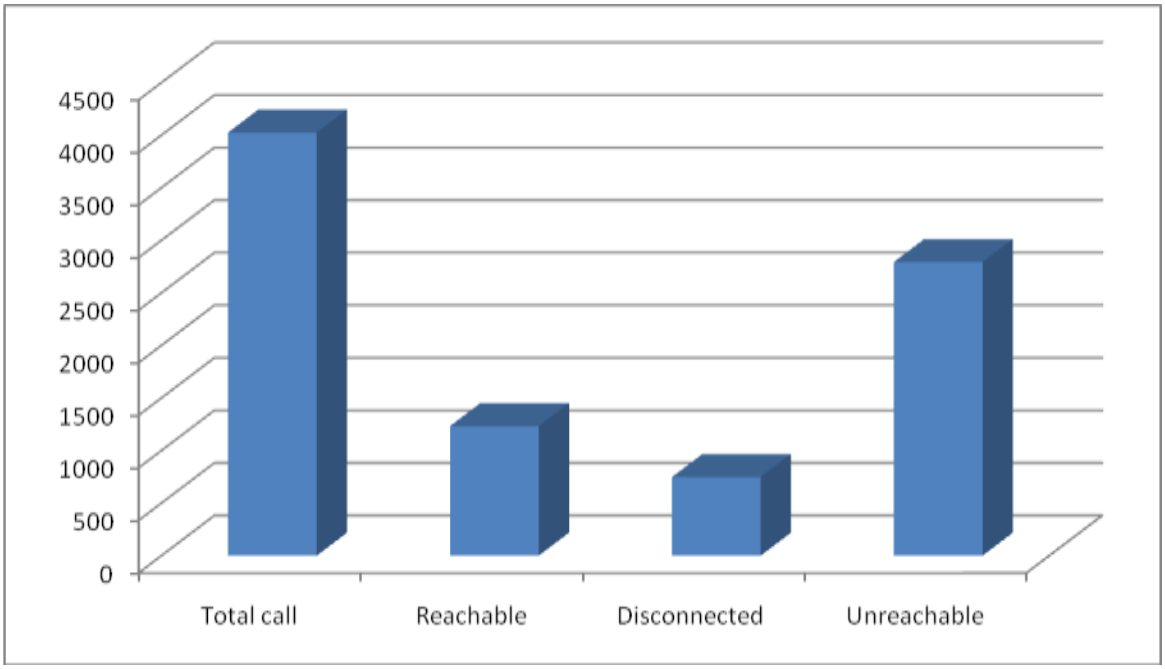
Job Responsibility:

I am assigned to make the customer have the clear idea of the package they are actually using in post paid. The retention team leader provided me to let them inform about it. So as we already know that there are three category of post paid which are mentioned as follows---

- Airtel Classic(ZAHISM)
- Airtel Advantage(ZAHISA)
- Airtel Exclusive(ZAHIAE)

Existing package (Super Benefit)
Here is the list of the call that I had to go through to let them know about their package.

Total call	4025
Reachable	1232
Disconnected	747
Unreachable	2793



In the bar chart, we can see that there is in total 4025 calls made and the reachable number is 1232 and unreachable is 2793. There is also 747 numbers are disconnected that means customers are not currently using these numbers.

Problem Sort out:

There are lots of problems that the subscribers are currently facing and if these problems are not properly sorted out and solved then it will definitely impact on customers mind to be dissatisfied. So, another important task that is to know what kind of problems the customers are facing and try to solve the problems. Problems include network problem, billing copy has not yet got either on their billing address or email address, package related problem, easyload problem etc.

Win back the Churn customers:

The most important task that is done in airtel from retention is to win back the customers those who have already stopped continuing airtel number. Basically we try to call them by their second contact number as most of those numbers are already disconnect or cell off. So, we try to know what the reasons behind not continuing airtel service are and it is found that many of them are

not using airtel only because the network service is not so good according to them. But in that case we try to convince them by saying that we are already working on the network upgrade so whenever it is good try to continue our service as the airtel tariff rate is lower than any other telecom operator in Bangladesh. It is really a hard job to winback the churn customer but at the end up airtel is bringing those customers by their better service.

Different aspects of job performance

Job performance are basically measured by number of customers are being winback and started continuing their numbers. Other important thing is to make the customer using more from their numbers so that the revenue of airtel can increase. There is software "TABS" which is used for the customer database system and all the information is available in this software. By this software airtel can understand whether the customers are continuing more use or not.

SWOT Analysis

- **Strength**

▪ Expert and experienced team members
▪ Excellent and dynamic work environment
▪ Better understanding between the team members
▪ Better quality customer services
▪ Structured and effective training program
▪ Monthly presentation feeback on whole month's work of employees
▪ Extensive follow up on customers
▪ Customer complaints are handled strongly.
▪ Effective software to store customers information

➢ Weakness

▪ Dependency on particular officers for performing specific tasks
▪ Less work specialization
▪ Lack of communication among different departments
▪ Inadequate number of employees.
▪ Unofficial leave causes excessive work load on other team members.

➢ Opportunity

▪ Strong network coverage along with lowest tariff rate

➢ Threats

▪ Better quality service provided by other telecom companies

Recommendation

During crafting this report I have discovered few problems which are not allowing them to become the market leader. For solving those problems and I have mentioned few recommendations which are described as follows-

Lack of Communication between departments-

Maintaining good relationship with the sales and other departments- Basically while I was working I found that there is some lack of communication from one department to another. I was asked to call all the Airtel Experience Center and Relationship centre in Bangladesh and while I was calling to the number given to me I found that some of the numbers are not updated and I dial to the wrong number. This happened as there is lack of communication with sales Department. I would like them to enhance their communication so that it will bring more success in their works.

Network upgrade –

Improved network refers to more satisfied customers which can bring success for airtel Bangladesh Limited. There are lots of areas in Bangladesh where there is huge demand of airtel but the main fact is there is not upgraded network. Steps should be taken to improve the network as they have already started working on network so they should cover almost all the major districts and areas of Bangladesh which will bring them in a competitive postion in the telecommunication industry.

Maintaining equal level of Service-

Maintaining equal level of service without any discrepancy in providing the service is very important. Sometimes it happens that customers are giving complaint that they have bought the number hearing from ARC agents that airtel will continuously give them bonus in every month

especially for the post paid subscribers. But in real there is not that much bonus offered to them. As a result, these customers are getting dissatisfied with the service. So, the customers should be provided with the actual information. Besides, customers do complain that agents from helpline "786" don't provide better service and they sometimes get disturbed to provide the service. Reasons could there are not sufficient number of agents available for customer service. So, airtel should recruit more agents to provide a standard customer service.

Recruiting more employees-

Every day in this department, the employees have to make a huge number of phone calls but the numbers of employees are not adequate. As to why, They should recruit more employees for their daily operation. It will surely reduce the work stress of each employee.

Increase work specialization-

While doing my internship in Airtel limited, I found that the department lacks specialization in performing departmental tasks. So I highly appreciate them to increase the work specialization which will reduce the time wastage of their task and as well as facilitate their business operation.

Providing more bonuses & lucrative offers to customers-

As we have seen that the aim of this department is to retain those customers who are no longer convinced with their facilities or may be because of some other factors the subscribers are leaving to use their products. So I highly recommend them to provide more lucrative offers and bonuses so that the dissatisfied customers get convinced and return to use their product again. In order to increase the loyalty and agreeableness of the customers they should launch lucrative offers and bonuses.

Improve Market segmentation-

If we observe the segmentation of other telecom companies like Grameen phone, banglalink, Robi we find that they are segmenting their product on the basis of demand from different age groups. But if we observe the market segmentation of Airtel we just find majority of their target lies within a particular aged groups. Most of the target customers of Airtel belong to a particular aged group which is the young people like teenagers, boys and girls of school & college and universities. But if we monitor the customer segmentation of market leader Grameen phone they are targeting people from all aged groups as well as different occupational groups. So I highly appreciate them to follow the segmentation strategy of Grameen phone. Airtel should also design and construct their product according to the choices, preferences, and demands of different aged and occupational groups. In addition, they should target business people and other occupational groups like farmers, labours etc. thus this demographic and occupational segmentation will allow them to cover a large of market which will ensure increased profitability and revenue in the long run.

Changing the brand name-

If we observe the brand name of other telecom companies of our nation then we can see that their brand name creates a sense of nationality. The brand names like Grameen phone, Robi, Banglalink best suits with the mentality and aspirations of the local people. The brand name promotes a feeling of patriotism among the target customer groups and also represents the culture of our nation. The brand name “Airtel” does not promote a native feeling into target customers groups.

So if Airtel wants to grab more market share then they should also launch a brand name which will include the flavor, aspirations of the locality. Launching a local brand name will help Airtel to reach and grab the local customer groups. As to why I recommend them to set a brand name with local flavor which will help them to grab a large number of customer groups and also will help to accomplish their objectives.

Conclusion

Telecom sector deals with the most sensitive part of an economy. It is vitally important for a country to provide quality network for flourishing the economic sector and enhancing the overall business and manufacturing environment of the country. In recent times in Bangladesh Telecom sector has been considered the most prospective, compared to the other service sectors for their quality service and transparency. In the past only some limited companies were in operation and people had no other alternative to go to those institutions for service. But now the scenario is quite different. A good number of companies are rendering service and a tough competition exists in this sector. So, it is very important to attract new domain of customers, side by side with regular clients in order to diversify the customer basket and at the same time increasing profit.

As an emerging company airtel is doing extremely well. They have dedicated employees who are continuously working hard for improvement of it. If they improve their network coverage then the day is not far away when airtel will be the most lovable brand in Bangladesh. Basically, airtel working environment is really great because all the team members are really friendly and cooperative. In the end, I would like to thank them all for being so helpful to me and also for making me learn a lot of things.

Bibliography

Websites

- http://www.bd.airtel.com/

Interviews

- Md. Muziburr Rahman, Proactive Retention Executive, airtel
- Anowar Hossain, Officer collection, airtel
- Rasel Ahmed, Customer Care Representative, airtel