

Internship Report on

**Customer Satisfaction Level of Prepaid
Subscribers of Airtel Bangladesh Limited**

Internship Report

**Customer Satisfaction Level of
Prepaid Subscribers of Airtel Bangladesh Limited**



Submitted to

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Submitted by

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To,
Muhammad Intisar Alam
Lecturer & Academic Supervisor,
BRAC Business School
BRAC University

Subject: Submission of Internship Report

Dear Sir,

It gives me immense pleasure in presenting the internship report on “Customer Satisfaction Level of Prepaid Subscribers of Airtel Bangladesh Limited” which was assigned to me as a partial fulfillment of the BBA program.

The three months of internship program at Airtel Bangladesh Limited gave me the opportunity to have an insight on the customer service and its strategy. The work on the project also enriched my knowledge about the corporate environment of an organization.

I hope that the report would be meeting your expectations and standards. Your kind consideration and cooperation will be highly appreciated.

Sincerely yours,

Abdur Rahman
ID - 07304017
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Acknowledgement

At first, I want to bid my heartiest thanks to my supervisor, Muhammad Intisar Alam, Lecturer-BBS, BRAC University for guiding me and for giving me the opportunity to initiate this report. Then I want to thank Airtel Bangladesh Limited (ABL) for giving me the opportunity to do my internship in the organization. My special thanks for Ms. Benozir Effat, Executive, Central Communication, who assigned me in the project. I would also like to thank cordially Mr. Jalal Uddin Khan, Executive, Central Communication, who helped me in every step in the organization.

I want to thank Md. Golam Morshed Hassan, who assisted me a lot for the preparation of this project. I am also very grateful to Mr. Auhidzzaman and Mr. Shahidul Islam, unless their support the research survey would have been difficult for me.

I also would like to thank BRAC University authority for their library and internet facilities from where I got enormous information.

Executive Summary

Airtel is the sixth telecom operators in Bangladesh. As an emerging company Airtel is doing extremely well. After the launch of Airtel in Bangladesh, the competition has become more strengthen among the telecom operators. Each of them is fighting to boost up its market share by offering new promotion and benefits to the customers. Since, all of the operators are offering almost same categories of products it has become a big challenge to retain the existing subscribers and acquisition of new customers. At this moment Airtel is trying to reach the customers with various promotional activities and is attempting to make their brand presence felt. Through their significant advances in Bangladesh, Airtel is moving ahead on the track to achieve their goals.

As a student BBA program, I got the opportunity to complete my internship program in such a multinational telecom company. The internship program is the partial requirement of my BBA program and the duration of the internship session was 3 months. I worked in the central communication domain of Service Experience of Airtel Bangladesh. The report has been prepared in align with my job responsibilities and experiences at Airtel. I have conducted a research survey among Airtel prepaid among the prepaid customers. After that I have designed the research in a descriptive way and collected data are analyzed quantitatively. The research findings show that there are several factors that make the customers dissatisfied regarding Airtel. Poor network quality, excessively messaging communication from Airtel, poor call quality and bad internet service etc. are the areas for customer dissatisfaction. On the other hand, the customers are satisfied for the price of new prepaid connection, availability of the prepaid recharge cards/Ezee load, tariffs of the prepaid packages, lives enriching value added service, and for customer supports after sales. However, the overall analysis describes that the most of the airtel prepaid subscribers are moderate subscribers. At the end of the project, some recommendations are given to help the Airtel management so that they can deploy appropriate decisions to reduce the customer dissatisfaction.

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Chapter 01

Company Overview

1.1 Preface

Today, it would be difficult to find a company that does not proudly claim to be a customer-oriented, customer- focused, or even-customer driven enterprise. Increasing competition (whether for-profit or nonprofit) is forcing businesses to pay much more attention to satisfy customers. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviors. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's product. Customers' satisfaction has now become major concern of the mobile service providers in our country.

The objective of this study is to provide a more comprehensive understanding of the process of customer satisfaction on the services provided by the Airtel mobile operator in Bangladesh. To measure the customer satisfaction a questionnaire was designed by comprising some important variables. Based on the findings of the study some recommendations have been made which may assist Airtel to increase their customer base through more satisfied customers.

1.2 Company Info

Airtel Bangladesh Ltd. is a GSM-based cellular operator in Bangladesh. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and launched commercial operations on May 10, 2007. Warid Telecom International, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's Bharti Airtel Limited. Bharti Airtel is making a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom. This is the largest investment in Bangladesh by an Indian company. This is Bharti Airtel's second operation outside of India. Dhavi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company. Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own airtel brand from 20 December 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010.

The new funding is being utilized for expansion of the network, both for coverage, 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.

1.3 Airtel Bangladesh Ltd. at Glance

- **Type:** Private
- **Industry:** Telecommunication
- **Founded:** December 1, 2010 (Registration date)
- **Headquarters:** House 34, Road 19/A, Banani, Dhaka 1213, Bangladesh
- **Key people:** Chris Tobit (Chief Executive Officer), Abhay Seth (Chief Sales & Marketing officer), SK Mukhopadhyay (Chief Finance Officer), Rubaba Dowla (Chief Service Officer), Sugato Halder (acting Chief HR officer)
- **Products:** Telephony, mobile telephony
- **Total subscriber:** 6.538 million (April 2012)
- **Revenue:** 117.213 billion (US\$2.34 billion) (2010)*
- **Operating income:** 21.771 billion (US\$434.33 million) (2010)*
- **Net income:** 18.282 billion (US\$364.73 million) (2010) *
- **Total assets:** 856.142 billion (US\$17.08 billion) (2010)*
- **Total equity:** 502.603 billion (US\$10.03 billion) (2010)*

* All figures include Bangladesh, India and Sri Lanka operations

- **Parent:** Bharti Airtel 70% and Warid Telecom 30%
- **Website:** <http://www.bd.airtel.com>

1.4 Bharti Airtel

Bharti Airtel Limited is commonly known as Airtel. It is an Indian telecommunications company that operates in 20 countries across South Asia, Africa and the Channel Islands. It operates a GSM network in all countries, providing 2G, 3G and 4G services depending upon

the country of operation. Airtel is the third largest telecom operator in the world with over 243.336 million customers across 20 countries as of March 2012. It is the largest cellular service provider in India, with over 181 million subscribers at the end of March 2012. Airtel is the third largest in-country mobile operator by subscriber base, behind China Mobile and China Unicom.

Airtel is the largest provider of mobile telephony and second largest provider of fixed telephony in India, and is also a provider of broadband and subscription television services. It offers its telecom services under the airtel brand, and is headed by Sunil Bharti Mittal. Bharti Airtel is the first Indian telecom service provider to achieve Cisco Gold Certification. It also acts as a carrier for national and international long distance communication services. The company has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore.

Airtel is known for being the first mobile phone company in the world to outsource all of its business operations except marketing, sales and finance. Its network—base stations, microwave links, etc.—is maintained by Ericsson, Nokia Siemens Network and Huawei, and business support is provided by IBM, and transmission towers are maintained by another company (Bharti Infratel Ltd. in India). Ericsson agreed for the first time to be paid by the minute for installation and maintenance of their equipment rather than being paid up front, which allowed Airtel to provide low call rates.

1.5 Bharti Group

Bharti Group was founded in 1976 by Sunil Bharti Mittal. It has grown from being a manufacturer of bicycle parts to one of the largest and most respected business groups in India. With its entrepreneurial spirit and passion to undertake business projects that are transformational in nature, Bharti has created world-class businesses in telecom, financial services, retail, and foods.

Bharti started its telecom services business by launching mobile services in Delhi (India) in 1995. Since then there has been no looking back and Bharti Airtel, the group's' flagship

company, has emerged as one of the top telecom companies in the world and is amongst the top five wireless operators in the world.

Through its global telecom operations Bharti group has presence in 20 countries across Asia, Africa and Europe - India, Sri Lanka, Bangladesh, Jersey, Guernsey, Seychelles, Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia.

Over the past few years, the group has diversified into emerging business areas in the fast expanding Indian economy. With a vision to build India's finest conglomerate by 2020 the group has forayed into the retail sector by opening retail stores in multiple formats - small and medium - as well establishing large scale cash & carry stores to serve institutional customers and other retailers. The group offers a complete portfolio of financial services - life insurance, general insurance and asset management - to customers across India. Bharti also serves customers through its fresh and processed foods business. The group has growing interests in other areas such as telecom software, real estate, training and capacity building, and distribution of telecom/IT products.

1.6 Timeline of Warid Telecom in Bangladesh

- In December 2005, Warid Telecom International paid US\$ 50 million to obtain a GSM license from the BTRC and became the sixth mobile phone operator in Bangladesh.
- In a press conference on August 17, 2006, Warid announced that its network would be activated two months ahead of schedule, in October, 2006. Again in October, 2006 Warid Telecom put off the launch of its cell phone services in Bangladesh until April, 2007 after its major supplier Nokia walked out on an agreement over a payment dispute.
- Warid had a soft launch at the end of January 2007. It gave away complimentary subscriptions among a selected group of individuals, whose job was to make 'test calls' and the operator adjusted its network's quality based on their comments.

- On May 9, 2007, Warid in an advertisement in some daily newspaper stated that it would be launching publicly on May 10, 2007. However, no call rate or any package details were revealed. The advertisement included an announcement for the people interested to buy Warid connections to bring the documents like ID card, etc., to the designated franchise and customer care centers.
- On October 1, 2007, Warid Telecom expanded its network to five more districts raising total number of districts under Warid coverage to 56, said a press release. Mymensingh, Jamalpur, Sherpur, Rajbari and Narail towns were covered by Warid network.
- On November 10, 2007, 61 districts under Warid network coverage.
- On June 10, 2008, Warid Telecom expanded its network to 3 more districts Bandarban, Khagrachhari and Rangamati. Now all 64 districts of Bangladesh are under Warid network coverage meaning Warid Telecom now has nationwide coverage.
- On December 20, 2010, Warid Telecom was rebranded to airtel.

1.7 Brand Airtel

Airtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a team driven “to seize the day” with an ambition to become the most admired telecom service provider globally. Airtel has become one of the most preferable brands among the young people in just 12 months of operations in Bangladesh.

1.8 Vision & Tagline

“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."

1.9 Airtel Logo

The unique symbol is an interpretation of the 'a' in airtel. The curved shape & the gentle highlights on the red color make it warm & inviting, almost as if it were a living object. It represents a dynamic force of unparalleled energy that brings us and our customers closer. Our specially designed logo type is modern,



vibrant & friendly. It signals our resolve to be accessible, while the use of all lowercase is our recognition for the need for humanity. Red is part of our heritage. It is the color of energy & passion that expresses the dynamism that has made airtel the success it is today, in India, and now on the global stage.

1.10 Numbering Scheme

Airtel Bangladesh uses the following numbering scheme:

+880 16 N₁N₂N₃N₄N₅N₆N₇N₈

Where, 880 is the ISD code for Bangladesh and is needed only in case of dialing from outside Bangladesh.

16 is the prefix for Airtel Bangladesh as allocated by the government of Bangladesh. Omitting +880 will require using 0 in place of it instead to represent local call, hence 016 is the general prefix.

N₁N₂N₃N₄N₅N₆N₇N₈ is the subscriber number.

1.11 Product Offers

Different people love different things. Someone likes to talk for longer period of time, some people love to talk for seconds, some customers make calls more frequently on a day, and some users talk only on few specific numbers. To cater to all customers' needs, airtel offers both prepaid and postpaid connection to its customers. Moreover airtel also offers massive value added services to its subscribers.

1.11.1 Pre-paid Details



There are 6 (six) different packages available in one prepaid connection. Customer can switch between the packages on offer. When a user switches from one option to another, the benefits under the previous option will automatically be changed to the new one.

Foorti: To keep customer dancing on their feet all day & night long with the friends, airtel introduces a new addition to its prepaid package portfolio 'foorti'. Here, the customer can talk up to 15 hours (12 AM to 3 PM) at the lowest rate in the market.

Adda: Adda package gives maximum fnf and all that at fantastic rates. In this package a subscriber can add upto 8 fnf numbers of any operators. This package is also popular among prepaid subscribers for low on-net tariffs.

Shobai: Recently airtel brings a revolutionary package 'shobai' where a customer can select an operator of their choice and make all the numbers of that operator as fnf. They can talk at the lowest rate of 65 paisa/min with any number of that operator by recharging BDT. 65 and that will be valid for next 7 days. If the customer wants to continue this offer their next recharge must be 65 taka within the seven days.

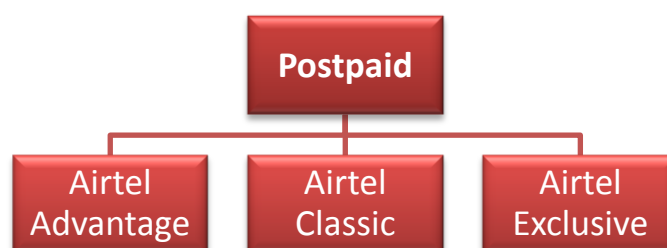
Golpo: If someone loves making long conversations, 'golpo' package offers with 24 hrs flat tariff to any number.

Dolbol: Airtel is proud to introduce 'dolbol' package, a one of its kind offer where a prepaid subscriber can join their own community and talk at the lowest rate of 29 paisa/min within the community members.

Kotha: Subscribers can share every little moment with the ones with airtel 'kotha'-the package plan with 1 sec pulse from the very first second.

1.11.2 Postpaid details

Airtel postpaid comes with 3 packages that are designed to furnish to both the professional and personal communication needs.



Airtel Advantage: Airtel Advantage package comes up with attractive benefits for the postpaid users that offers 24 hour flat tariff plan with 5 second pulse. The monthly line rent for this package is Tk 50 and this line rent will be waived if the monthly minimum usage is equal to or more than tk 300.

Airtel Classic: Airtel classic is another exciting postpaid package with 15 fnf facilities, 5 second pulse, low on-net tariff and so on. The monthly line rent for this package is Tk 50 and this line rent will be waived if the monthly minimum usage is equal to or more than tk 300.

Airtel Exclusive: Airtel presents another yet fascinating postpaid package for the high usage customers. Monthly minimum commitment for this package is Tk 500 and therefore, there is no monthly line is charged for airtel exclusive package. This package offers 25 fnf with 1 second pulse which is the most lucrative benefits for the postpaid users ever.

1.11.3 Value Added Services

Value-added services (VAS) are popular as a telecommunications industry term for non-core services, or in short, all services beyond standard voice calls transmissions. However, it can be used in any service industry, for services available at little or no cost, to promote their primary business. In the telecommunication industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their average revenue per user (ARPU). For mobile phones, while technologies like SMS, MMS and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.

Like other telecom operator airtel also has introduced a distinct sort of value added services to enhance the level of customer satisfaction. As its vision is to enrich the lives of millions by 2015, airtel continuously developing unique services so that the customers can obtain better experience just in one connection.

The value added services of airtel are:

1) Tunes & downloads:

In this category a subscriber can have various caller tune services including gaan bolo gaan pao, cricket caller tunes, and Independence Day special caller tunes. Subscriber can also download games, wallpapers, logo and ringtones, from “www.airtellive.mobi”. Edge/GPRS enabled handsets are required to enjoy this service. On the other hand, this value added services can be accessed from airtel menu on the handset thus the subscribers do not need to memorize any short codes.

- **Caller Tunes:** Subscriber can set their favorite songs as your Caller Tunes and play your favorite songs for the callers.

Caller Tunes Offer:

- Bengali- New, Popular, Evergreen, Devotional, Folk & Romantic
- International- New & Classic
- Hindi - Latest, Evergreen Popular & Romantic

Caller Tunes Subscription can be done by:

- Dialing Caller Tunes IVR “788”
- Sending SMS to 3123, type CT ACT & send SMS to 3123
- webportal: <http://bd.airtel.com> then log into Airtel e-portal -> Caller Tunes
- Airtel STK Menu: Airtel > Self Service > Ring back Tone > Subscribe

- Gaan bolo gaan pao: Airtel brings a unique way of searching favorite song to its customers who are tired of searching favorite song. Subscribers simply need to dial 78822 and choose the language of the song they are searching. Then simply utter the name of the song, or movie and keep enjoy few selected songs.
- SMS Song Search: Subscriber may also search their favorite song through SMS. Simply type 'CTfindSong Name or Singer Name' to 3123. If they entered the Song name, they will find a list of songs with most closely matched song names. If subscriber entered the Singer name, they will find a list of songs from that singer. If the customer want to see more closely related songs, simply type 'CTfindmore' and reply to 3123. Then, whichever song is chosen, they need to pick the serial number to set it. After that, the favorite song will be set as Caller Tunes.
- Cricket Caller Tune: A subscriber can let the world know that they are the greatest fan of Cricket. Subscriber can dial 78801 & subscribe to Cricket Caller Tunes and let the caller enjoy the live score update while they are waiting for to pick up the phone.

How to do it

- Simply dial 78801.
- If there is any on-going series, customer will be informed to subscribe by pressing 1.
- Just press 1 & the Cricket Caller Tune will be set.

Note: The Cricket Caller Tune will only play only when there is a live match going on.

Charge: Browsing charge through dialing 78801 is BDT 2/ 60 sec

Searching song through 788 is BDT 2 / SMS + 15 % VAT

Caller Tunes Charges:

Subscription Charge BDT 30/month + 15 % VAT

Song or Tune Charge BDT 10/song + 15 % VAT

2) Entertainment:

Voice adda:

Voice Adda is a 24-hour voice based service which allows subscribers to dial "3443" and voice chat with friends & strangers alike. It is a place where people can make new friends & talk nonstop on their favorite topics while maintaining complete confidentiality.

Song & greeting dedication:

Airtel presents another exciting VAS "Song Greetings Service" to its customers so that they can gift their favorite songs, music to the loved ones. A subscriber needs to dial 707 from their airtel mobile to get connected to song greetings voice system. Once connected, they will find two categories of gifts to choose from:

a. Music Gifts (by pressing 1)

Here, airtel mobile user can choose from an exclusive library of Bangla, Eastern, Islamic and English songs to send as gift.

b. Greeting Gifts (by pressing 2)

Here, subscriber will find special dedications for birthdays, wedding anniversaries and a variety of personal messages on love, sorrow and much more. An especially unique greeting category is the "Wishes from the Stars", where subscribers can find greetings on special occasions recorded in the voice of celebrities.

Recording Personalized Voice greeting after the Song/ Greeting

After the gift has been selected, the user can also add a personalized touch to the gift by adding their own personal greetings by following the simple voice prompts.

Please note that if no personal greeting is recorded then by default airtel system's selected greeting will be played.

airtel dhoom:

airtel dhoom is a complete voice based infotainment portal. This subscription based service will allow the users to get the updated information on sports, fun, devotional and infotainment categories by dialing the short code 4848.

In entertainment category other value added services are jokes, quotes, recipe, jokes from comedian Kajol, food and dining, mRadio, mchat, etc.

3) Call managements services: Call waiting / call hold, missed call alert, voice mail service, call forward, call divert, conference call, call block, etc.

4) Messaging services: SMS, international sms, mms, mobile email, international mms, wiki over sms, and facebook sms.

5) Data services: Internet, mobile internet, mobile backup, airtel internet modem.

6) Sports: Cricket update, sports upadate

7) News and updates: TV news / newspaper alert

8) Astrology: Horoscope, horoscope from professor Howlader

9) Travel: Travel bag, airlines information

10) Finance: Finance information, stock alert-live application, currency info, prize bond draw, stock market info, sms banking and sms insurance.

11) Devotional: Hajj info services, application based namaz time, IVR (Interactive Voice Response) based namaz time, commodity price and traffic update, sms namaz alert, days ayaat/hadith/Allah's name, Ramadan special, prayer/ifter/sehri time.

12) FM radio servies: Radio amar, abc radio, radio foorti, radio today.

13) Emergency info: Hospital info, blood bank, police station, fire brigade, ambulance etc.

14) Info services: weather, dictionary, voice portal, time check, science & education, fashion & leisure, ISD/NWD code, BBC-learn English, HSC suggestion.

15) Classified services: jobs alert service, matrimony alert service, property alert, Tution alert, mbazaar alert, mhealth, Tender alert, binodon news, foreign job alert, etc.

16) Location based services:

i) Vehicle tracking service

A vehicle tracking system combines the installation of an electronic device in a vehicle, or fleet of vehicles, with purpose-designed computer software at least at one operational base to enable the owner or a third party to track the vehicle's location, collecting data in the process

from the field and deliver it to the base of operation. Airtel's Vehicle Tracking Service offers minute-by-minute information on vehicles for effective management and easy recovery in case of theft.

Features

- Vehicle tracking information with high level of accuracy
- Track vehicle from cell phone to obtain real time location
- Ability to remotely immobilize vehicle
- Replay movements on maps & draw reports

Benefits

- Improved customer service
- Enhanced security for both driver and vehicle
- Control vehicle abuse & misuse
- Benefit from 24/7 monitoring and incident recovery
- Ascertain the location and status of your car at anytime using web and WAP
- Measure the productivity of drivers and transport managers
- Eliminate logbooks and quickly reconcile disputed job tickets
- Vehicle immobilization and recovery in case of theft
- Peace of mind.

Vehicle tracker subscription tariff: BDT 625 + VAT / month

Vehicle tracking device cost: BDT 11,000 (Including VAT). The bundle includes vehicle tracking device and Postpaid SIM card.

ii) Vessel tracking service

The primary objective of this joint effort is to save lives of drowning fishermen and to restore livelihoods of poor coastal fishermen. Such fishermen have been severely affected in recent years due to an increase in the frequency of occurrence of rough sea events. Fishermen need to know whether there will be a potential rough sea event in a foreseeable time frame (for example, in the next 48 hours) any time during the peak fishing season. An advance warning would enable fishermen engaged in deep-sea fishing to avoid being affected, drowned and at risk of losing lives.

Its major advantages are:**Fleet Tracking**

All the vessels of the subscribers that will be used for the fishing purpose in to the deep sea will be tracked. Necessary steps will be taken if the signals are missing within the Economic Zone of Bangladesh.

Weather News

Subscribers will be getting weather news update 5 times a day. They will be getting the weather updates through voice communication from the vendor end.

Emergency Help & Rescue Service

Subscribers will be able to get help by pressing emergency switch. In case of the urgent requirement of survival, they will be getting the help from the concern authority.

Roles & responsibilities

Airtel Bangladesh will do the necessary arrangement of networks coverage & telecommunication services in to the deep sea (as per the do ability) throughout the coastal part of Bangladesh.



CARE Bangladesh will do the community mobilization mapping & skill enhancement capacity building for reducing the vulnerability. CARE Bangladesh shall also provide the necessary devices to the fishing boat owners but depending on the funding from the donor agencies.



Oxfam/CSRI will provide the weather forecasting 48 hours ahead of time & shall do the policy linkages & marketing communication across the globe.

1.11.4 International Roaming (IR)

As the world keeps getting smaller and smaller, we know that communication is no longer confined between the boundaries of our own home. While we are traveling outside the country; we understand the need to stay connected with our family, friends and colleagues back home. To seamlessly carry our words across boundaries, Airtel offers the following International Roaming Services:



- Postpaid roaming
- Prepaid roaming
- GPRS roaming
- SMS roaming
- In-flight roaming
- In-bound roaming

Subscribers can enjoy roaming services:

- With over 300 roaming partners across 128 countries and growing
- Wide GPRS roaming coverage with excellent browsing speed
- Save up to 45% and more on roaming usage in some specific destinations

With Airtel, no one have to worry about roaming around the world. No matter where in the world we travel, its vast roaming coverage will keep us seamlessly connected.

Airtel's International Roaming provides the freedom of using Airtel number when a subscriber travels outside Bangladesh. Airtel empower us to roam anywhere & everywhere around the globe.

A big world requires big coverage and that is exactly what Airtel is all about. Airtel is now bringing the whole world to our mobile phone. Leave the country, see the world, but never lose contact with home.

1.11.4.1 Postpaid Roaming

Airtel's postpaid roaming facilities allows to avail all Voice, SMS, GPRS and other VAS facilities with the foreign operators using the existing number when we travel outside Bangladesh.

1.11.4.2 Prepaid Roaming

Airtel prepaid roaming service enables a subscriber to go abroad and use their mobile phone to make/receive voice calls and send/receive SMS (depending on foreign operators' capacity). All Airtel Prepaid subscribers with IR subscription would be eligible to use Airtel Prepaid Roaming services.

Airtel's Prepaid Roaming service enables prepaid subscribers to avail prepaid services whilst travelling abroad.

Key features of prepaid roaming:

- No security deposit
- No subscription fee for activation of prepaid roaming.
- Prepaid roaming account can be recharged through an authorized person and email

request from home & abroad

- 24/7 IR hotline number: +8801678600786 (from abroad) / 786 (from home)

Note:

Outbound Prepaid roaming services can only be used in selected international networks depending on Airtel's prepaid coverage list.

1.11.4.3 GPRS Roaming

GPRS Roaming is a service, which allows inbound and outbound subscribers, present in the roaming, to use mobile Internet. Subscriber will have access to Internet resources, find latest news, can communicate with near and dear ones through email/ instant messaging & conduct business correspondence. All of these can be accomplished while they are away from domestic network.

GPRS roaming is only available for postpaid customers while they are using IR services.

1.11.4.4 SMS Roaming

IR SMS allows a user to stay in touch with its contacts and loved ones via SMS only when they roam around the world. This service gives the option to receive and send SMS when subscribers are abroad, without having to activate voice and other regular VAS services.

In-flight Roaming

Airtel International roaming associates with Aero Mobile to help subscribers explore the sky via Emirates & Malaysia Airlines.

This in-flight roaming service is available for the postpaid subscribers only. It will not only allow a subscriber to make & receive phone calls but also establish a two way SMS communication during flights. This is an innovative way to let our friends and family know exactly where we are.

In-bound Roaming

In-bound roaming service is for those people who come to visit Bangladesh and want to get connected back home. Once the foreign visitors' who are using cell phone of other country have selected airtel network, they will be able to roam using their own number around Bangladesh. Airtel network will make them feel right at home with its string of services as allowed by their particular home network.

1.12 Current Market Situation

According Bangladesh Telecommunication Regulatory Commission (BTRC) the total number of mobile phone subscribers has reached 90.636 million at the end of April 2012. It was just 45.21 million by the end of February 2009. The total number of mobile phone subscribers has been doubled within 3 years and it is still increasing significantly. Presently, the cell phone is an integral part of our daily life. Mobile phone operators are continuously offering more value added services to enrich the lives of the customers. At the same time the competition among the telecom companies has reached to the peak level. This situation is compelling the one telecom operator providing the better quality services and keeping the call charge lower than the other operators.

Currently, the telecom industry is dominating by GrameenPhone with its 41.65% market share. Egyptian Orascom Telecom's Banglalink retained the second spot. The number of Banglalink users reached 25.008 million and holding 27.59% of total market share. Robi, formerly known as AKTEL, owned by Axiata (Bangladesh) Ltd, remained in the third position with 20.13% market share. The market's late entrant Airtel Bangladesh Ltd is obtaining the fourth position and its current market share is 7.21%. Citycell, the country's first and only CDMA operator remains in the fifth spot with 1.801 million customers. The state-run Teletalk now remained at bottom place with 1.295 million customers.

The Mobile Phone subscribers are shown below:

Operators	Active Subscribers (millions)	Percentage (%)
Grameen Phone Ltd. (GP)	37.748	41.65 %
Orascom Telecom Bangladesh Limited (Banglalink)	25.008	27.59 %
Robi Axiata Limited (Robi)	18.243	20.13 %
Airtel Bangladesh Limited (Airtel)	6.538	7.21 %
Pacific Bangladesh Telecom Limited (Citycell)	1.801	1.99 %
Teletalk Bangladesh Ltd. (Teletalk)	1.295	1.43 %
Total	90.636	100 %

1.13 SWOT Analysis

SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, limitations, opportunities, and threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

The SWOT analysis of Airtel BD Ltd is shown below:

Strength	Weakness
<ol style="list-style-type: none"> 1. Global brand image 2. Established management 3. Financially sound 2. Low call tariff 3. Instant cash back offer 4. Product availability 5. Product segmentation for different type of customers 6. Dedicated and customer oriented employees 	<ol style="list-style-type: none"> 1. Limited coverage 2. Unstable network quality 3. Poor distribution channel in rural areas 4. Poor Edge/GPRS service 5. Lack of communication among departments
Opportunity	Threat
<ol style="list-style-type: none"> 1. Adopting 3G, Wi-Max technology 2. Growing population 3. Rural market and corporate customers 4. Capture more market share 	<ol style="list-style-type: none"> 1. Retention of customers 2. Better quality service provided by other telecom companies 3. Price wars with competitors 4. Government regulations and political instability 5. Entry of new competitor in the market

Chapter 02

Job Description

2.1 Experiences at Airtel Bangladesh Limited

My journey as an internee in Airtel Bangladesh Limited started on 6 March, 2012 and finished on 6 June, 2012. I worked with the central communication team that is one of the domains of Service Experience department. There are two types of job that are generally executed by the central communication. First one is creative part and another one is operational part. The creative part is involved in working on projects, developing new ways of communications, and some other confidential activities. On the other hand, the operational part is responsible for communications through BTL (Below the line) approach i.e. bulk sms, direct-email, and the commercial web site, etc. and make a strong relationship with customer via decent communication as well as accelerate company revenue.

The Service Experience department of Airtel Bangladesh limited is located in Khilji Road, Shyamoly, Dhaka. My on-site supervisor was Ms. Benozir Effat, Executive, central communication and Mr. Jalal Uddin Khan, Executive, central communication. My working hour began at 9AM and continued to 6 PM. My days in Airtel did not go well for the first few weeks. Generally, there were no separate desk and computer allotted for the interns. From the joining day I found that every procedure is prepared by computer and there were no paperwork things to accomplish. Fortunately, I was given a desk but no computer on the very first day. However, I did not have anything to do but reading communication guideline and policies, magazines, journal, and brochure published by Airtel and Bharti Group. Sometime, I spent time by watching Asia Cup 2012 cricket match. Sometime my moments passed by thinking myself that how I would spend the rest of the weeks with no tasks. Sitting on a chair for 9 hours with no job made my life horrible. At last, I was given a desktop computer on my 16th day. Days were getting changed when I started to learn the mechanism of central communication.

My supervisor Mr. Jalal Uddin Khan provided me some training for two weeks about the tasks that are performed by the central communication, the procedures to complete the certain tasks, and the criteria that must be followed while doing a particular job. I had to learn to operate different type of tools and software which was essential to execute the particular operation. After that, he gave me some assignments based on my learning. From the second month, I was assigned to look after some portion of the operational part and my daily job was to run different campaign through bulk sms at minimal mode. After running

each communication successfully, I had to keep a log of the communication's details in a MS Excel Sheet. By the end of the day, I had to submit the log file to my supervisor. Apart from my daily duties, I assisted my supervisors at their works whenever it was necessary.

As days passed by, I was more attached with Airtel and definitely with my supervisors. I got appraised for many times from my supervisors and that made feel proud that my work was adding significant value to the organization. It is an immense pleasure to me, that I could complete my internship session in such a multinational telecom company. To me, it was a true corporate orientation. I have enjoyed every moment in Airtel and achieved so many experiences that will absolutely help me to choose my right career path.

2.2 Job Responsibilities

During my 3 months of internship program I worked with the central communication team of Service Experience department of Airtel Bangladesh Ltd. My responsibilities at Airtel Bangladesh Ltd are given below:

- Broadcast different campaign through bulk SMS (Short Message Service) to the respective airtel users
- Check SMS context, spelling, grammar, sentence structure, and masking, etc. appropriately before every campaign run
- Keep the log of each campaign accurately in the Microsoft Excel sheet and submit the log file to the on-site supervisor by the end of the day
- Extracting MSISDN from the Excel sheet to notepad file, converting data file into CSV (comma separated values) file and each data file contains approximately 0.5 million MSISDN.
- Filter the MSISDN by using Microsoft Access program to organize the data and to remove the repeated MSISDN in a data file.
- Make outbound call to get customer's feedback regarding airtel services; aware customers about the products / service.

2.3 Observations and Recommendations

There is some critics and observation which I noticed throughout my internship program. I have also made some recommendation along with my observation. If some effective initiatives are taken, the internship program could be more helpful for the students and by the same time Airtel could get the most output from the interns.

- Generally, there is no separate desk and computer allotted for the interns in Airtel. When a new intern joins in Airtel, he/she has to wait and spend idle time for 10 to 15 working days to get attached with the work. This time period makes the interns feel bored and gets uninterested about the job. The interns should be trained up about the responsibilities from the very beginning so that they would become more inspired to work attentively.
- Airtel's corporate office is situated in Banani, Dhaka; Service experience department is housed in Shyamoli, Dhaka; and Sales and marketing department is located in Gulshan-2, Dhaka. For that reason, the system requisition process is lengthy in Airtel due to the location of the office. Airtel should reserve at least two or three PC in each department. Whenever new workers join, they could start their tasks within very short time and Airtel does not have to waste human resource anymore.
- Every procedure is prepared by computer and there are no paperwork things to accomplish. It is required to replace the old configuration's computer with the faster one to boost up working performance and save time. Unfortunately, my computer was the slow one and it consumed more time for processing the data.
- Job rotation is not practiced to the interns. Interns should have given the opportunity to work in more than one function to get involved more with the company.
- During my internship session, I found that the work load was more comparing to the number of existing executives. Working on under pressure for prolonged period may damages stamina of the workers and consequently increases the mental stress.
- The overall treatment with intern in Airtel in terms of behavior was helping, quite good and friendly. Supervisors encourage the interns to accomplish their job properly; also provide help and support on their tasks which is very remarkable.

Chapter 03

Main Project

3.1 Introduction

Customer satisfaction is a fundamental marketing construct in the last three decades. In the past, it was unpopular and unaccepted concept because companies thought it was more important to gain new customers than retain the existing ones. However, in this present decade, companies have gained better understanding of the importance of customer satisfaction (especially service producing companies) and adopted it as a high priority operational goal. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. People in Bangladesh are becoming busy day by day and more professional than previous. They need to share more information to each other because demography has changed due to the era of globalization. Mobile phone has introduced a tremendous change in the communication sector in our country. It has changed the communication structure also. People in various occupations and income levels are using mobile phone intensively for their occupational purpose and personal purpose as well.

3.1.1 Background of the problem

There are six mobile phone operators are running business in Bangladesh. Among them airtel is the late entrant in the market. The other telecom companies are continuing operations for more than 1 decade except Teletalk. If we look back at that time, the mobile phone services were limited to few numbers of customers due to high connection price and call charges. Moreover, the network was also restricted to some divisional cities and in few major cities in the country. As the technology developed and the tariffs reduced by the companies people were getting more engaged with this portable telecommunication services. For this reason, the early entrants in the market acquired enormous time for the network expansion. As a result, their subscriber base reached to more solid stage. After entering of Airtel in the market, there was a remarkable change seen in telecommunication industry. The competition has been more intensified among the mobile phone companies. Airtel is also struggling with the other competitors by offering new and unique services to keep up the market share.

Meanwhile, Airtel is vastly well accepted among young generation for its youth oriented campaign and promotions. Especially the lower tariffs and highest FnF facilities are appealing all kinds of people to use Airtel prepaid connection. Currently, Airtel offers almost all types of lives enriching value added services with the prepaid connection. However, from my recent observation at my internship program, I found that the airtel customers are experiencing poor service quality due to the limited network coverage. It is true that, Airtel has not got enough time for the network expansion that the other companies obtained. There are some other problems prevailing with the prepaid connection which make the customer feel unpleased. Hence, to survive in this competitive environment, it might be very difficult to keep the existing customers satisfied and to grab more market share. It is therefore imperative for Airtel to analyze the customer's opinion in this regard to its services and take care of the dissatisfaction. This study is aimed at reviewing the prevailing situation to assist Airtel so that it can take appropriate measures for its improvement if needed.

3.1.2 Origin of the report

This report has been prepared to fulfill the partial requirement of my Internship of BBA Program of BRAC University. I did my 12 week internship in Airtel Bangladesh Limited. During my internship session I have earned a lot of experiences. I worked in the central communication area of Service Experience department of Airtel. I have prepared this report in align with my assigned job responsibility.

3.1.3 Objective of the report

The objective of the report is divided into two parts. They are specific and broad objectives. The specific and broad objective of this report is given below:

1. **Broad Objective:** The broad objective of this report is to find out the customer satisfaction level of Airtel prepaid customers.
2. **Specific Objectives:** The specific objectives will be
 - To find out specific areas of satisfaction of Airtel prepaid users
 - To figure out specific areas of dissatisfaction of Airtel prepaid users

- To know the overall satisfaction level of the customers
- To figure out possible improvement sectors to reduce dissatisfaction

3.1.4 Scope of the report

This report basically deals with a brief description about Airtel Bangladesh Limited and its product & services as well as mainly focus on customer acceptance level. Here no industry analysis is done. There is only detail description of the Central Communication function of Service Experience department of the company because of the availability of information to me as I worked in this function.

3.2 Literature review

As my project area is to find out the customer satisfaction level of Airtel Bangladesh limited, I have gone through different articles and journals published for telecom sector. I have also reviewed various websites, research papers and text books to enrich my theoretical knowledge on customer perception level. It provides me with an idea about the current situation in terms of what has been done, and what I know. Sometimes it includes suggestions about what needs to be done to increase the knowledge and understanding of a particular problem.

3.2.1 Customer Satisfaction, a theoretical review

The customers are in the mainstream of sales oriented services. The success of such companies largely depends on the satisfaction of the customers. The buyers are happy if the product and/or the services meet their expectations. If their requirements do not meet the expectations the buyers become discontented, they are delighted when the performance fulfils their requirements.

Customers' past buying experiences, the opinion of friends, associates, marketer, competitor information and promises lead to the expectations. Marketer must be careful to set the right

level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. In contrast, if they raise expectations too high, buyers are likely to be disappointed. Dissatisfaction can arise either from a decrease in product and service quality or from an increase in customer expectations. In either case, it presents an opportunity for companies that can deliver superior customer value and satisfaction.

Today most successful companies have taken the strategy of raising expectations and delivering performance to match. Such companies track their customers' expectations, perceived company performance, and customer satisfaction. Highly satisfied customers produce several benefits for the company. Satisfied customers remain connected for a longer period and talk favorably to others about the company and its products and services.

3.2.2 The definition of customer satisfaction

As the key driver of customer loyalty, many researchers increased emphasis on customer satisfaction. High level of customer satisfaction may lead to more loyal customers which means can bring more profit for enterprise. There are many kinds of definition of customer satisfaction, but no precise definition already been development. According to the researchers, the working of customer mind is like a black box. That is an observer can only see what goes in and what comes out but not what happened inside. Satisfaction may result from a very simple or a complex process involving extensive cognitive, affective and other undiscovered psychological and physiological dynamics. Comparing the definitions of satisfaction, it can be found that satisfaction is stated to be a relative concept always judged in relation to a standard. That means if we define customer satisfaction on different angles, we can get different definition. Usually, many researchers conceptualize customer satisfaction as a personal feeling that customers compare perceived quality performance with expectations. This kind of conception is represented by Oliver's (1980) expectancy-disconfirmation framework. He states that customers compare the perceived quality of products and service with their prior expectations. The difference between expectations and perceived quality is called disconfirmation. If it is positive disconfirmation (the expectations are met or exceeded), the consumer is satisfied; if it is negative disconfirmation (perceived quality falls short of expectations), and then the customer is dissatisfied.

ACSI (American Customer Satisfaction Index), SCSB and ECSI define customer satisfaction as overall satisfaction. So here my theoretical framework treats customer satisfaction as overall satisfaction.

3.3 Customer satisfaction factors of prepaid customers of Airtel

In mobile telecommunication industry, there are direct and indirect factors that influence customer satisfaction. Here I focus on the most important factors that influence customer satisfaction for prepaid customers of Airtel which relates basically with after sales services.

3.3.1 Cost

The cost of the prepaid connection is one of major factor for the customers. Most of the people in Bangladesh are low income level. Therefore, to attain more customers Airtel should not charge high price for the new connection so that it can be affordable to the low income people. Moreover, tariff of the prepaid packages must be reasonable to keep satisfied its customers.

3.3.2 Availability

Availability of the product at the right time leads the customers to a better experience. Customers always want the product to be availed near at home. They do not wish to go far to have product and other related services. However, the prepaid customers require top-up their credit more frequently. So, to ensure frequent purchase and to build up long term relationship with the customers the top-up stores should be conveniently located to the prepaid users.

3.3.3 Airtime

Air time is the core offering of Airtel, So, quality of communication, network availability, etc, are the most important customer satisfaction factors. Quality of airtime depends on the ratio of subscribers and transmission base station. If the numbers of subscribers are increased without developing the network, quality of airtime goes down.

3.3.4 Value Added Service (VAS)

Value added service has become essential factor in telecom business. The customers not only wish to get voice communication but also desire more use of it. The telecom companies are offering new services apart from voice communication, for instances, edge/gprs, sports update, music information, different sorts of alert services, etc. The more value added services a company can offer with affordable cost the more it can achieve and retain its customers.

3.3.5 Customer Support: Helpline

Airtel provides the state of the art 24 hours customer supports through customer hotline for its customers in Bangladesh. Airtel subscriber needs to dial 786 to reach helpline. The hotline number has a language option for English, Bangla. It is a computer aided information base to afford immediate access to the information about the subscribers, but the operations are done manually. After dialing 786, subscribers are first welcomed by an automated and standardized process. Then he/she needs to wait for maximum 3 minutes. After that the subscriber reaches the Customer Manager.

3.3.6 Customer Care Center: AEC, ARC, & ASC

Most of the problems of the subscribers are solved by the helpline service. But there are some problems that cannot be solved over the telephone conversation. Subscriber need to appear physically to deal with those problems. Airtel has six customer care centers around the country, which is known as “Airtel Experience Center” (AEC), located at key locations. These centers are directly run by Airtel itself. Airtel has more than two hundred outlets 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 outlets are known as “Airtel Relationship Center” (ARC). Bill payment, address change, SIM replacement, new connection, scratch cards and sometimes mobile sets are sold at these outlets. Bill collection for post paid users and “Ezee Load” top up for pre-paid users can also be availed at the franchises. These franchises directly appoint dealers and sub-dealers in their designated areas. Furthermore, Airtel also has more than four thousand “Airtel Service Center” (ASC) around the Bangladesh. This service center handles the customer services, for instances, sim replacement, new connection, prepaid recharge, postpaid bill payment and other customer queries. These after sales services are very crucial to keep the customer informed and satisfied regarding Airtel.

3.4 Methodology

3.4.1 Research Design

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems. Although a broad approach to the problem has already been developed, the design specifies the details of implementing that approach. A good research design will ensure that the marketing research project is conducted effectively and efficiently. Typically, this research design involves the following components or tasks:

- a) Classify the nature of research
- b) Define the information needed
- c) Specify the measurement and scaling procedures
- d) Construct a questionnaire for data collection
- e) Specify the sampling process and sample size
- f) Develop a plan for data analysis

3.4.2 Type of the Research

Research design is basically classified as exploratory or descriptive research. The main objective of exploratory research is to explore or search through a problem or situation to provide insights and understanding. In general, exploratory research is meaningful in any situation where the researcher does not have enough understanding to proceed with the research project. The research process that is adopted is flexible and unstructured. It rarely involves structured questionnaires. The primary data are qualitative in nature and are analyzed accordingly. For example, exploratory research may consist of personal interviews with industry experts.

Conversely, the descriptive research assumes that the researcher has much prior knowledge about the problem situation. The major objective of descriptive research is to describe something, usually market characteristics or functions. In general, descriptive research is marked by a clear statement of the problem, specific hypotheses, and detailed information

needs. As a result, descriptive research is preplanned and structured. It is based on large, representative samples, and the data obtained are subjected to quantitative analysis.

As one of my responsibilities was to make outbound call to capture the customer's feedback regarding Airtel's services, I learnt a lot of things from there and acquired much insight about the problem situation. For this reason, exploratory research design will not be practiced rather this project is more involved with the descriptive research design.

A comparison of basic research designs is given below:

			✓
Category	Exploratory		Descriptive
objective	Discover ideas and insights		Describe market characteristics or functions
Characteristics	Flexible, versatile, unstructured		Marked by prior formulation and hypotheses
	Sample is small and non-representative		Pre-planned and structured
Methods	Qualitative research		Data analysis quantitatively
	Expert surveys		Surveys (Questionnaire)
	Pilot surveys		Observational and other data
Findings/Results	Tentative		Conclusive
Outcome	Generally followed by further exploratory or conclusive research		Findings used as input in decision making

3.4.3 Problem Definition

Problem definition is the important part of marketing research, after defining the problem the research can be design and conducted. The main problem in which the research will focus is the analysis of customer satisfaction level of prepaid subscribers of Airtel Bangladesh Ltd. and the associated problems with the prepaid connection which is identified by asking relevant questionnaires to the prepaid customers of Airtel. The information needed for the study will be the customer's perception level of using Airtel prepaid connection, an overview of the problem, situation and what sort of problems the subscriber faces regarding this services. For this research, judging perception level for the prepaid services have been obtained by asking questions and doing survey on the Airtel prepaid users. Some of the experiences and observations are also used from my job responsibilities to prepare the questionnaire. For getting insight of the company and its services some feedbacks were obtained from executives and the team members of Airtel. This is the problems which will be focused in the research and by defining these problems some important steps will be suggested to solve the current situation to help the company for their management decision.

3.4.4 Measurement and Scaling Procedure

For measurement and scaling, Non-Comparative technique is selected because each object will be scaled independently from other objects in the stimulus test. A Likert Scale has been used for the measurement and scaling. A Likert scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in survey research, such that the term is often used interchangeably with rating scale even though the two are not synonymous. When responding to a Likert questionnaire item, respondents specify their level of agreement to a statement. For gaining full view of customer's perception of the prepaid services and their response level on each questions five response categories will be used starting from strongly agree to strongly disagree. To conduct the analysis, each statement is assigned a numerical score ranging from 1 to 5. So the point of strongly agree is 5, and strongly disagree is 1.

3.4.5 Questionnaire

Survey and observation are the two basic methods for obtaining quantitative primary data in descriptive research. Both of these methods require some procedure for standardizing the data-collection process so that the data obtained are internally consistent and can be analyzed in a uniform and coherent manner. A questionnaire has been used to conduct the survey for this research paper. It is a formalized set of questions for obtaining information from the Airtel prepaid customers. I tried my level best in setting up the questions, so that it must translate the information needed into a set of specific questions that the respondents can and will answer. Furthermore, I made this questionnaire in such a way that must uplift, motivate and encourage the respondents to participate, cooperate and complete the interview.

In beginning of the questionnaire, I introduce myself, mention the name of the research topic, and put a little description about the purpose survey respectively. Then, I proceed to respondent section. The aim of the respondent section is to get the general information about the respondent and to become aware of the usage pattern of their respective airtel prepaid connection. In the third portion of the questionnaire, there are 15 direct and correlated questions placed which are very precise with the airtel prepaid service. These 15 set of questions has been prepared based on the factors for measuring satisfaction level. Lastly, there is some space given for the respondent if they wish to write some comment or suggestion regarding prepaid services.

3.4.6 The Sampling designing Process

3.4.6.1 Define the target population

The sample design begins by specifying the target population. Target population is the collection of elements or objects that posses the information sought by the researcher and about which inferences are to be made. Population of this research could be the prepaid sim users. Nevertheless, the target population must be defined precisely. It should be defined in terms of elements, sampling units, extent, and time.

Element of population: An element is the object about which or from which the information is desired. The element of target population of the research study will be all the prepaid subscribers of Airtel Bangladesh limited.

Sampling Unit: A sample unit is an element that is available for selection at some stage of the sampling process. Sampling unit will be for identifying the elements available for providing information. For this research, the sampling unit will be the active prepaid users of Airtel.

Extent

Extent refers to the geographical boundaries within which the research is conducted. Due to the time and resource constraints the extent of the target population of this research is limited only to the Airtel prepaid customers of Dhaka city. For more specifically, the research has been conducted to the students of BRAC University and some of my friends and neighbors who are certainly using Airtel prepaid SIM.

Time

The time factor is the period under consideration for selecting the target population. The time frame for selecting target population and figuring the sampling was began on 6 June 2012 and sustained to 20 June 2012.

3.4.6.2 Determine the sampling frame

A sampling frame is a representation of the elements of the target population. It consists of a list or set of directions for indentifying the target population. For determining sampling frame of this research I took the help of some members' of BRAC University Heritage Forum. They provided me the information about the members who were using airtel prepaid SIM. I also prepared myself to obtain help from my friends and neighbors if I wouldn't get enough respondents in BRAC University for conducting the research. For this reason, I used the phonebook directory of my cell phone to know which of my nearest ones use airtel prepaid.

3.4.6.3 Select a sampling technique

In case of selecting a sampling unit, I selected sampling without replacement technique. Once a sample is selected and asked question, it is removed from the sampling frame so that it cannot be selected again. By this sampling approach, the repetition of the same sample is not occurred in this project. Another approach judgmental sampling has also been followed in this research. It is a kind of non-probability sampling techniques that allow me to apply my observation and personal judgment to choose the elements to be included in the sample.

3.4.6.4 Determine the sample size

Sample size will be the number of elements to be included in the study. The important qualitative factors which should be considered will be:

- The importance of the decision
- The nature of the research
- The number of variables
- The nature of analysis
- Sample size used in similar studies
- Resource constraints, etc.

By considering all this factors and discussing with my supervisor the sample size is considered to be around 30 users of airtel prepaid connection.

3.4.7 Data Collection, Preparation, Analysis

3.4.7.1 Data Collection

Data collection is a term used to describe a process of preparing and collecting data for example as part of a process improvement or similar project. The purpose of data collection is to obtain information to keep on record, to make decisions about important issues, to pass information on to others. Primarily, data is collected to provide information regarding a specific topic. The planning of data collection for research work is generally developed in early stage of the research for its importance and impact on the research work. For this research, the data is collected from the respondents through a survey questionnaire. Some other feedback is also obtained from the telephone conversation with prepaid customers.

3.4.7.2 Sources of Data

There are two types of data sources are used to obtain the required information.

1. Primary Data Sources-

- Direct interview through a survey questionnaire
- Telephone conversation with the prepaid customers

2. Secondary Data Sources-

- Commercial websites of airtel
- Online articles on telecommunication sector
- Previously conducted research papers on different issues of telecommunication
- Company's magazines, brochures, etc.

3.4.7.3 Procedure of data collection

After determining the target population and sampling frame I was looking forward to conduct the survey for collecting the information. As my extent of the target population was preplanned and structured, therefore, I did not have any trouble to collect the information

from the fieldwork. Whenever I found a student who was sitting idle or gossiping with their friends I went to them, cordially introduced myself and asked them whether they were using airtel prepaid or not. After receiving a positive response, I provided a questionnaire form and asked them to participate in the survey. Fortunately, no one denied participating in the survey because it did not take more than four minutes to finish. Moreover, every respondent was looking enthusiastic in taking part and some of them were very cooperative and supportive. They also assisted me to find out active airtel users. By this way, I collected data from 25 respondents on the same day. Rest 5 set of questionnaires were given to my friends and the neighbors who were the Airtel prepaid users.

3.4.7.4 Data analysis

After completing the research survey, I started the data preparation for the project. As soon as I received the questionnaires from the field I kept all the information in Microsoft Excel program. Since, this is a descriptive research and the data analysis should be done quantitatively. For this reason, I used MS Excel software because I have enough insights of using this program.

In the beginning portion of the questionnaire, there were some general questions to aware of the some information about the respondents, for instances, gender, age, duration of the network age and some direct question related to their usage pattern. This information is analyzed collectively rather than individually. Here, no statistical tools have been used.

The next section of the questionnaire contains 15 statements. Each of the statements has been arranged in such a way which is directly related to the customer satisfaction factors. To measure the degree of agreement, each statement is assigned a numerical score ranging from 1 to 5. So the point of strongly agree is 5, and strongly disagree is 1.

Firstly, I have analyzed the total scores that stand for of the each statement. By analyzing each statement this way, the specific areas of satisfaction and specific areas of dissatisfaction could be identified. As a result, it was feasible for me to figure out the factors that make the customers feel satisfied and the factors responsible for dissatisfaction. However, the highest

point for each question is 150 (30 respondents * 5) and the lowest point is 30 (30 respondents * 1). Here, I calculated total point of each question and also calculated the mean average of the each statement to figure out the central limit tendency and standard deviation of the mean to measure the dispersion of values. A low standard deviation means the data points tend to be very close to the mean, and high standard deviation indicates the data are spread out over a large range of values. All the standard deviations of the 15 questions are less than 1, which means the data in every series are very close to their means. All the standard deviations of the 15 questions are more than 1, which means the data in every series are dispersed to their means.

Secondly, I analyzed the total scores of each respondent to get the general overview about the customer satisfaction distinctively. So the highest point for each respondent is 75 (15 statements * 5) and the lowest point is 5 (5 * 1). Here, the same statistical tools have been followed that were used in analyzing the each statement.

From average point I divided into three categories of subscribers; satisfied subscribers and moderate subscribers and not satisfied subscribers. If the average point is more than 4, then it is “satisfied subscribers”. If the average point is more than 3, then it is “moderate subscribers” and finally, if the average point is less than 3, then it is not “satisfied subscribers”.

3.5 Findings

The research findings are organized in coherent and logical way. After the completion data analysis successfully I have arranged the research findings into four segments. The research findings of this project begin with the respondent analysis with supporting interpretation and illustrations. In the second segment, the findings will be on the analysis on each statement of the questionnaire. The findings of the general overview of respondents will be shown in segments three. The segment four will reflect the personal opinion and suggestion of respondents to the airtel.

3.5.1 Findings on respondents' analysis

The general analysis of the 30 samples is presented in this section. The main objective of the respondents' analysis is to get the overview about respondents. Here, respondent's gender, age limit, duration of their network, and usage pattern, etc. have been discussed briefly. There is no statistical tool used to analysis the respondent's overview because this information will not affect directly to the customer satisfaction factors.

For collecting data from the field, the research survey has been conducted among 20 male and 10 female users of airtel prepaid connection. Thus, the ratio of male user is 66.67% and the ratio of female user is 33.33%. Since, Airtel is the most preferable brand among young people I conducted the survey among the people whose age limit was 19-27 years. Amongst 30 respondents, only 3 respondents had been using their airtel prepaid for 5 years. Six respondents were using for four years and six respondents were using for three years. Only 7 respondents were using for 2 years and that is the highest amongst 30 respondents. Four respondents were for 1 year and the rest 4 respondents were using airtel prepaid less than 1 year. However, after analyzing the data I found that 76.67% of the total respondents were using other operator's SIM apart from airtel that is 23 and 7 respondents were using only airtel that is 23.33% of total respondents. From this scenario, it can be said that most of the airtel prepaid customers use more than one SIM.

There were also two direct questions asked to the respondents to know the reason of using Airtel prepaid and to know which of the value added services are used by the respondents. Research findings show that 60% of the respondents use airtel prepaid only for the lower cost. 20% of the respondents use airtel for the highest FnF benefits. 10% of the respondents said they are using airtel for low on-net tariffs. 3.33% for network, 3.33% for voice quality and 3.33% of the respondents use airtel prepaid for the brand image.

Amongst 30 samples, 14 respondents were not using any value added services and the percentage is 46.67%. And 16 respondents were found using different value added service for examples, Edge/GPRS service, Miscal Alert, Caller Tunes, etc. Hence, the value added service user's ratio is 53.33%.

3.5.2 Findings on statements analysis

Findings of the statements are analyzed by summing up total scores of each statement of 30 respondents. Then I calculate the arithmetic mean of the each statement to figure out the central limit tendency and also compute the standard deviation to get the dispersion of the values.

Statement 1: “The price of the prepaid connection is affordable”

The mean average of this statement is 4.1, which indicating the respondents are agreeing with the statement. The standard deviation of this statement is 0.80 which is less than 1 that means data points in every series are very close the mean. From this scenario, it could be said airtel prepaid connection is affordable to the people.

Statement 2: “Airtel offers different prepaid packages that match my preference”

The mean average of this statement is 3.8, which means the respondents are somewhat agreed with the statement. The standard deviation 0.96 shows that the data in every series are slightly closed to their means.

Statement 3: “I get clear sound quality when I talk over the phone”

The sample elements have provided the rating of 2.76 in an average to the statement. This means the respondents have disagreed with the statement. Since, the standard deviation is 1.07 the data are spread out over a large range of values. Though the respondents are having poor call quality while talking over mobile; some of the respondents are having good experience with that.

Statement 4: “How do you rate the quality of network in your area; Excellent (5), Very good (4), Good (3), Fair (2), Poor (1)”

The mean average of this statement is 2.37. The network quality has been rated poor by the respondents. The standard deviation of this statement is 1.03. That means data are dispersed to their means. Since, most of the respondents are experiencing poor network quality in their respective areas, some of the respondents are not facing network problem.

Statement 5: “I never face overcharging issue”

The mean average of this statement is 3.63. The mean average shows that the respondents are in neutral position in this statement. The standard deviation of this statement is 1.18. That means data in every series are largely dispersed to their means. Since, most of the respondents are in neutral position; some of the respondents are agreed with the statement that is they have not faced any overcharging issue.

Statement 6: “I often get bonus talktime/SMS from Airtel”

The mean average of this statement is 3.76. The mean average shows that the respondents are slightly agreed in this statement. The standard deviation of this statement is 1.19. That means data in every series are largely dispersed to their means. From this analysis, it can be noted that some respondents are having bonus talk-time and some are not getting any bonus.

Statement 7: “Airtel recharge stores are conveniently located; therefore, I can easily top up my credit whenever I need”

The mean average of this statement is 4.13. The mean average shows that the respondents are agreed in this statement. The standard deviation of this statement is 0.78 which is less than 1. That means the data in every series are very close to their means. From this analysis, it can be assumed that airtel extensively made the prepaid recharge shops available to the customers.

Statement 8: “Airtel offers enormous value added services that enrich our lifestyle”

The mean average of this statement is 3.27. The mean average shows that the respondents are neutral in this statement. The standard deviation of this statement is 0.91 which is less than 1. That means data points tend to be very close to the means. From this analysis, it can be said that some people believe value added service really enhance our life style and some people think it does not have any impact in our life style.

Statement 9: “I am pleased with Airtel internet service”

The mean average of this statement is 2.73. The mean average shows that the respondents are disagreed in this statement. The standard deviation of this statement is 1.01 which is more than 1. That means the data in every series are dispersed to their means. From this analysis, it can be assumed that airtel internet service is not good in some areas. On the other hand, the high standard deviation shows some of the respondents are not facing any major trouble with the airtel internet service.

Statement 10: “Airtel makes aware its customers regarding new promotional offers through SMS. I like the Airtel’s messaging communication.”

The mean value of this statement is 2.63. The mean average shows that the respondents have disagreed in this statement. The standard deviation of this statement is 1.35 which is more than 1. That means data are spread out over a large range of values. Here, mean value indicates that most of the respondents do not like messaging communication but some of them like it.

Statement 11: “Customer hotline (786) is easily accessible”

The mean value of this statement is 3.37. The mean average illustrates that the respondents are neutral in this statement. The standard deviation of this statement is 0.93 which is less than 1. That means data points in every series tend to be very close to the means. From this analysis, it can be said that though the respondents are neutral in this statement some of them has agreed in this statement.

Statement 12: “Customer managers are prompt to answer”

In this statement, the mean average is 3.47. It indicates that the respondents are neutral in this statement. The standard deviation of this statement is 0.97 which is less than 1 that means data points tend to be close to the means. From this analysis, it can be said that mean value indicates

majority of the respondents are in neutral position but some of them has shared different agreement in this issue.

Statement 13: “After sales services are satisfactory”

The mean average of this statement is 3.47. The mean value shows that the respondents are neutral in this statement. The standard deviation of this statement is 0.77 which is less than 1 and that means data in every series are very close to their means. From this scenario, it can be said that after sales services of Airtel is in moderate level.

Statement 14: “I would recommend my friend to use Airtel”

The mean average of this statement is 3.53. The mean average shows that the respondents are neutral in this statement. The standard deviation of this statement is 1.25 which is more than 1. That means data in every series are dispersed to their means. As the neutral mean value represents the majority of the respondent’s preference, some of them have shared different opinion in this regard. Some people recommend their nearest ones to use airtel, some people do not.

Statement 15: “If another operator comes up with the same offer, I would still be connected with Airtel”

Finally I have arrived to the mean average of the last statement which is 3.50. It indicates that the respondents are neutral in this regard. The standard deviation of this statement is 1.25 which is more than 1. That means data in every series are dispersed to their means. Since the neutral mean value is preferred by the respondents, the large higher standard deviation says the respondent’s have different agreement in this manner.

Findings on the statement analysis show that four statements have acquired the mean average of less than 3. Those are:

- Statement 3, acquired mean 2.76; which is related with the call quality
- Statement 4, acquired mean 2.37; related with network quality
- Statement 9, acquired mean 2.73; linked with the internet or Edge/GPRS
- Statement 10, acquired mean 2.63; associated with the messaging communication

Since, the mean average is the reflection of the most respondents agreement, hence, there are four specific areas found for customer dissatisfaction. The major areas of dissatisfaction are:

- Network quality
- Messaging communication from Airtel
- Internet or Edge/GPRS service
- Call quality during airtime

There are eleven statements acquired the mean average of more than 3. Those are:

- Statement 7, acquired mean 4.13;
- Statement 1, acquired mean 4.10;
- Statement 2, acquired mean 3.80;
- Statement 6, acquired mean 3.76;
- Statement 5, acquired mean 3.63;
- Statement 12, acquired mean 3.47;
- Statement 13, acquired mean 3.47;
- Statement 14, acquired mean 3.53;
- Statement 15, acquired mean 3.50;
- Statement 11, acquired mean 3.37;
- Statement 8, acquired mean 3.27;

Consequently, the major areas for customer satisfaction are:

- The availability of the recharge card / Ezee Load for prepaid
- The affordability of new prepaid connection
- Tariffs, features of the prepaid packages
- Bonus talk time / SMS
- Value Added Service (VAS)
- Customer services through customer care line (786)
- After sales service, etc.

3.5.3 Findings on general overview

The third segment of the research findings have been organized to obtain the customer satisfaction level of the respondents. Here, I analyzed the total scores of each respondent to get the general overview about the customer satisfaction distinctively. So the highest point for each respondent is 75 (15 statements * 5) and the lowest point is 5 (5 * 1). Here, the same statistical tools have been followed that were used in analyzing the each statement.

After analyzing the data, I found that the highest score is 67 out of 75 and the mean is 4.47. The lowest score is 37 out of 75 and the mean is 2.47. The respondent who got the mean average of 4.47 is considered as the most satisfied subscriber and the respondent who acquired the mean average of 2.47 is recognized as the most dissatisfied subscriber of Airtel prepaid.

However, the overall analysis of the total respondents' shows that mean average is 3.37, logically which is neutral and the standard deviation is 0.51 which is less than 1. Here, the low standard deviation indicates the data points in every series are very close to the mean. Finally, the research findings have arrived at a point that the most of the airtel prepaid subscribers are the moderate subscribers.

3.5.4 Respondent's opinion and suggestion

In the respondent's opinion and suggestion section, 12 respondents did not put any opinion. However, rest 18 of the respondents shared their valuable opinion regarding Airtel services and those are given below accordingly:

- Most of the respondents suggested airtel to upgrade its network coverage as soon as possible.
- Some respondents also suggested to:
 - Stop sending unwanted SMS
 - Reduce VAS tariffs
 - Increase the validity for bonus talk time
 - Offer attractive handset bundle package

3.6 Limitations

The study was limited by a number of factors. Without these limitations the research would have been much better. Some of the constraints are given below: -

- Such a short internship period was not sufficient to understand the insights of customer satisfaction level.
- Lack of information due to inadequate telecom publications and journals.
- Lack of co-operation from the officials from confidential point of view.
- The research was limited only in Dhaka city. The research findings could be different if it is carried out with the other regions of the country.
- All of the respondents are young generation (19-27 years old); their opinion and preferences may conflict with the elders (more than 35 years old subscribers). So it can also be done in the future.

3.7 Recommendation

The recommendation part of the project is prepared based on the research findings. By following those recommendations, Airtel can decrease the dissatisfactions of the customers and thus earn a sustainable, distinct competitive advantage to achieve more market share.

- Airtel must upgrade the network coverage as early as possible. Since, the network up gradation has not been finished yet Airtel should offer Miscall Alert service for free. Customers understand that network improvement cannot be done overnight. But if miscall alert service is offered at free of cost the existing customers may compromise with the current situation and new customers may also wish to join Airtel. Thus, dissatisfaction may reduce regarding network problem.
- Airtel should not send unnecessary SMS to the subscribers. It makes the customers annoyed when a SMS is received during working hours. SMS can be sent on

weekend, holidays, or in off-peak hour so that it does not make the customers dissatisfied.

- Internet is now an integral part of our life. Airtel internet service must be developed reasonably so that people can use more of it.
- Airtel must use advanced technology to improve the phone call quality
- The tariffs of the value added service (VAS) can be reduced so that more people can use VAS to enrich their moments.
- Airtel offers enormous bonus talk time or SMS to the prepaid customers usable for short time period. Customers get dissatisfied when they find that validity of using bonus offer expires before it is consumed. Therefore, Airtel should increase the validity date for the bonus talk time and SMS to enhance the satisfaction level.
- Airtel can offer attractive handset bundle package with low price so that low income people can afford to buy an airtel connection with handset.
- Airtel must not only be sponsor of recreational programs at TV channels but they should be an active participant of charity events to establish a good corporate image.

3.8 Conclusion

Airtel is a telecom service providing company where customer satisfaction is both goal and marketing tool. Today's customers in the telecom industry, where lots of offers are available, are harder to satisfy. They are smarter, more price conscious, more demanding, less forgiving and they are approached by many more companies with equal or better offers. The challenge is not only to produce satisfied customers also to produce loyal and delighted customer. This is competitive and customer driven market. It is high time for Airtel to satisfy and retain its existing customers. As the mobile connection price, call charge, even the price of the handset have been reduced due to technological advancement people of all income level are started using cell phone. Nowadays, most of the students and the low income people are deeply relying on Airtel because of the cheap cost. Hence, it has become inevitable for Airtel to expand the network coverage soon for a sustainable future.

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Appendix

1.1 Product Tariffs Details:

FOORTI	
Tariff (Tk/min.)	
Voice Calls Outgoing: (in Tk. per min)	Tariff
airtel (special time)	0.29
other operators (special time)	0.69
airtel	0.79
other operator	1.19
FnF	n/a
SMS Calls Outgoing: (in Tk. per SMS)	—
airtel	Tk0.49/SMS
other operator	
airtel fnf	
other operator fnf	
<i>special time</i>	12.00am to 3.00pm

Type 'F' in SMS option and send it to 7353 (free) to get started with 'foorti' hour.

ADDA	
Tariff (Tk/min.)	
Voice Calls Outgoing: (in Tk. per min)	24 Hours Tariff
airtel	TK 0.79
other Operator	TK 1.19
airtel fnf	TK 0.29
other operator fnf	TK 0.69
SMS Calls Outgoing: (in Tk. per SMS)	—
airtel	TK 0.49
other operator	TK 0.49
airtel fnf	TK 0.29
other operator fnf	TK 0.29
Other Facilities	—
Number of FnF	8
Pulse	60 Sec

Type 'A', and send to 7353 for adda package, or just dial *121*8*1# to select the 8 fnf (any operator) for endless chatting hours.

Shobai	
Tariff (Tk/min.)	
Voice Calls Outgoing: (in Tk. per min)	24 Hours Tariff
airtel	TK 0.65
other Operator	TK 1.19
fnn operator	TK 0.65
SMS Calls Outgoing: (in Tk. per SMS)	–
airtel	TK 0.25
other operator	TK 0.49
fnn operator	TK 0.25
Other Facilities	–
Pulse	30 sec

1. For joining at shobai package subscribers need to write “S” and need to send 7353
2. Keyword for operators and send to 7353.
 “BL” or “BA” for Banglalink
 “CT” or “CI” for Citycell
 “GP” or “GR” for Grameen Phone
 “RB” or “RO” for Robi
 “TT” or “TE” for Teletalk

Kotha	
Tariff (Tk/min.)	
Voice Calls Outgoing: (in Tk. per min)	24 Hours Tariff
airtel	TK 0.79
other Operator	TK 1.19
airtel fnn	N/A
other operator fnn	N/A
SMS Calls Outgoing: (in Tk. per SMS)	–
airtel	TK 0.39
other operator	TK 0.49
airtel fnn	N/A
other operator fnn	N/A
Other Facilities	–
Number of Fnn	N / A
Pulse	1 Sec

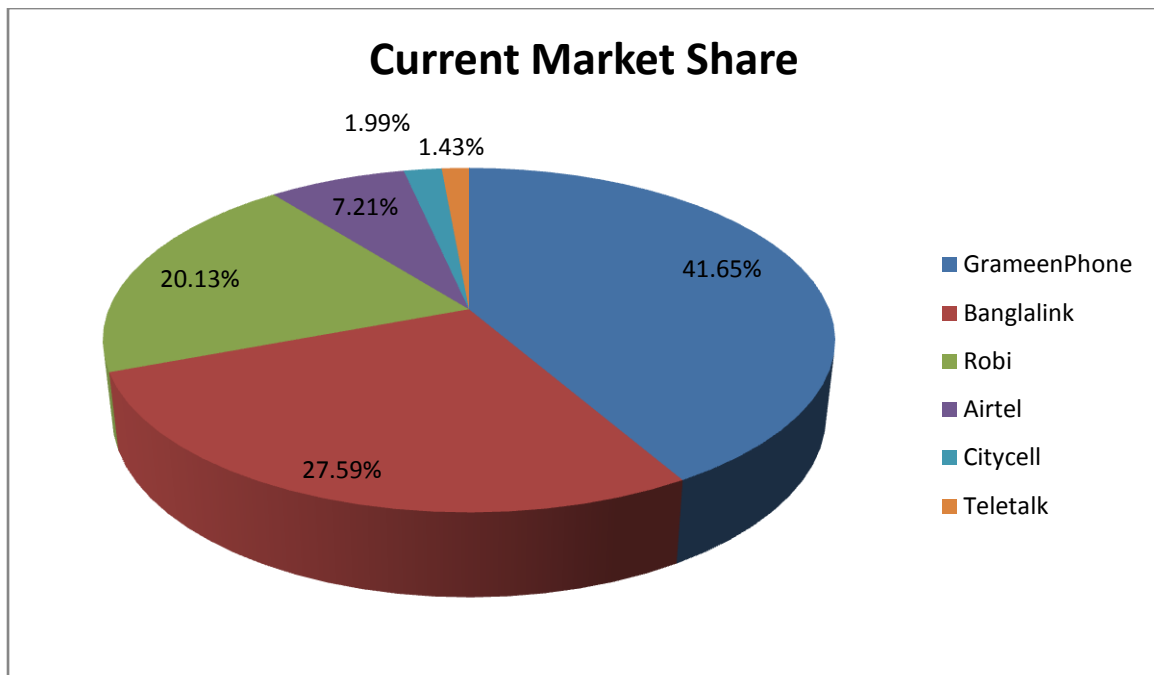
GOLPO	
Tariff (Tk/min.)	
Voice Calls Outgoing: (in Tk. per min)	24 Hours Tariff
airtel	TK 0.79
other Operator	TK 0.79
airtel fnn	N / A
other operator fnn	N / A
SMS Calls Outgoing: (in Tk. per SMS)	–
airtel	TK 0.39
other operator	TK 0.39
airtel fnn	N / A
other operator fnn	N / A
Other Facilities	–
Number of Fnn	N / A
Pulse	60 Sec

Dolbol			
Tariff (Tk/min.)			
Feature	community	onnet	offnet
voice call	BDT 0.29	BDT 0.79	BDT 1.19
sms	BDT 0.29	BDT 0.49	BDT 0.49
pulse		30 seconds	
fnf feature		no fnf	
gprs		0.015paise per kb	

1.2 Postpaid Tariff details:

service types & others	airtel advantage	airtel classic	airtel exclusive
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			

2.1 Current Market Situation



3.1 Questionnaire

Survey on Customer Satisfaction Level of Prepaid Subscribers of Airtel Bangladesh Limited

Dear Respondent:

I am Abdur Rahman Sohel, student of BRAC Business School. I am conducting a survey to measure the customer satisfaction level amongst prepaid subscribers of Airtel Bangladesh Limited. This is the partial fulfillment of my Internship program. This note is to inform you that your information will be kept confidential and will be used for this research only. And the information collected on the research will be used collectively and no individual's information will be given out to any 3rd party. I heartily thank you for your cooperation.

Section A

Your Airtel Number (optional):

☐ Male ☐ Female
.....Year/Month

Age:

Duration of Usage:

a) Do you use any other SIM apart from Airtel: ☐ Yes ☐ No

b) I use Airtel because of (You can choose multiple options for this agreement)

- ☐ Brand image ☐ Cheap rate ☐ Low on-net tariff ☐ Highest FnF
☐ Value added Services ☐ Network availability ☐ Voice quality

c) Which of the following services of Airtel do you use? (You can choose multiple options for this agreement)

- ☐ Caller Tunes ☐ Miscal Alert ☐ Call Block Service ☐ Edge/GPRS
☐ Other ☐ I'm not using any services

[Please turn over the page]

Section B

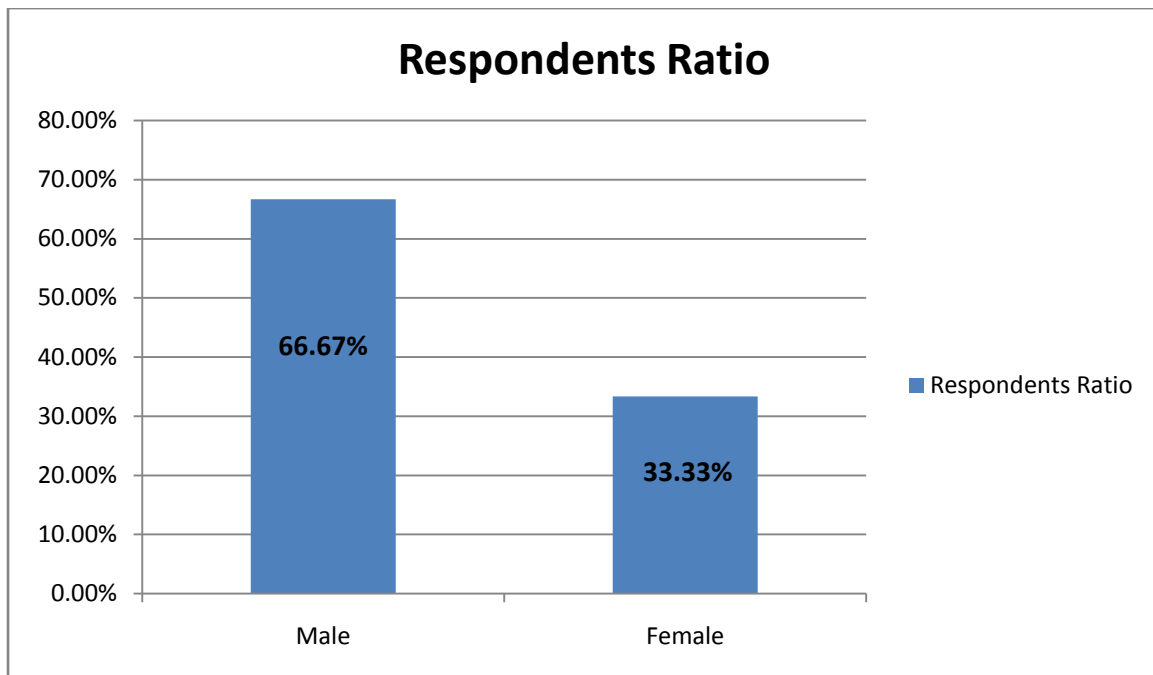
For the following questions, Please **circle** the number according to the degree of your agreement.

Statements	Highly disagree	Disagree	Neutral	Agree	Highly agree
1. The price of prepaid connection is affordable	1	2	3	4	5
2. Airtel offers different prepaid packages that match my preference	1	2	3	4	5
3. I get clear sound quality when I talk over the phone	1	2	3	4	5
4. How do you rate the quality of network in your area; Excellent (5), Very good (4), Good (3), Fair (2), Poor (1).	1	2	3	4	5
5. I never face overcharging issue	1	2	3	4	5
6. I often get bonus talktime/SMS from Airtel	1	2	3	4	5
7. Airtel recharge stores are conveniently located, therefore, I can easily top up my credit whenever I need	1	2	3	4	5
8. Airtel offers enormous value added services that enrich our lifestyle	1	2	3	4	5
9. I am pleased with Airtel internet service	1	2	3	4	5
10. Airtel makes aware its customers regarding new promotional offers through SMS. I like the Airtel's messaging communication.	1	2	3	4	5
11. Customer hotline (786) is easily accessible	1	2	3	4	5
12. Customer managers are prompt to answer	1	2	3	4	5
13. After sales services are satisfactory	1	2	3	4	5
14. I would recommend my friend to use Airtel	1	2	3	4	5
15. If another operator comes up with the same offer, I would still be connected with Airtel	1	2	3	4	5

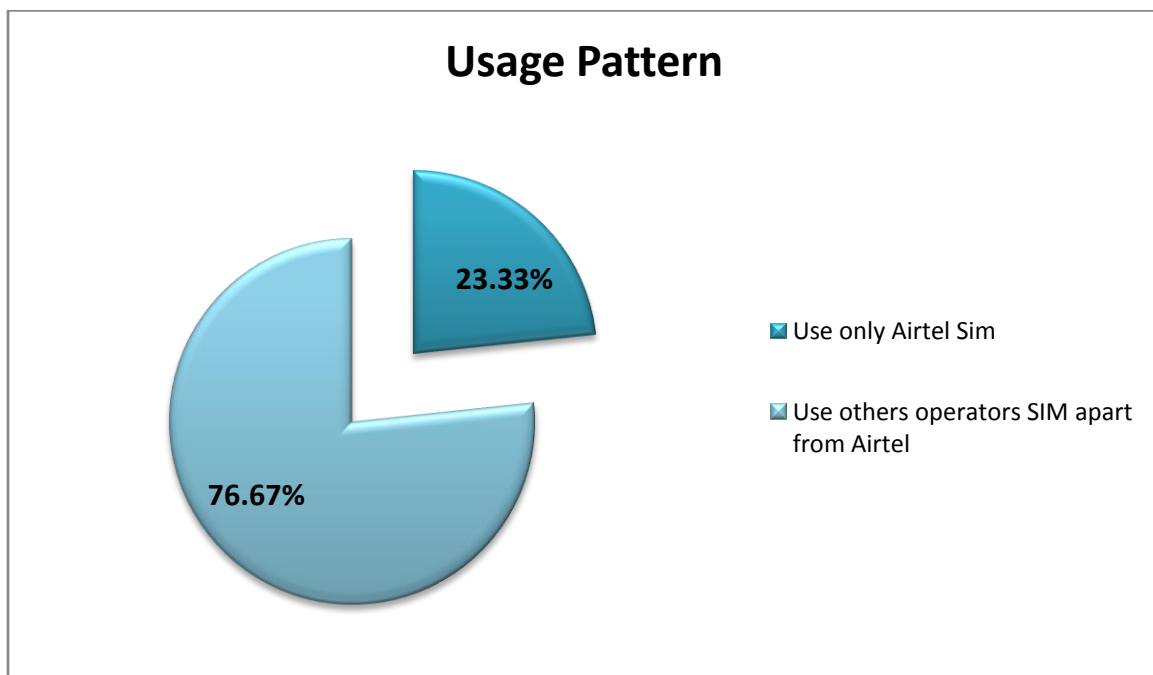
Section C

☐ Any other opinion/suggestion that you want to write:

4.1 Respondents Analysis



4.2 Usage Pattern of the Respondents



23.33% of the respondents use only airtel SIM and 76.67% of the respondents use others operators SIM apart from airtel.

5.1 Findings on Statements Analysis

	statement 1	statement 2	statement 3	statement 4	statement 5	statement 6	statement 7
MEAN	4.10	3.80	2.77	2.37	3.63	3.77	4.13
STD DEV	0.80	0.96	1.07	1.03	1.19	1.19	0.78

	statement 8	statement 9	statement 10	statement 11	statement 12	statement 13	statement 14	statement 15
MEAN	3.27	2.73	2.63	3.37	3.47	3.47	3.53	3.50
STD DEV	0.91	1.01	1.35	0.93	0.97	0.78	1.25	1.25

5.2 Findings on Respondents Analysis

Score Range	Frequency	Percentage
15-25	0	0.00%
25-35	0	0.00%
35-45	7	23.33%
45-55	13	43.33%
55-65	9	30.00%
65-75	1	3.33%
Total	30	100.00%

	General_Avg
Mean	3.37
STD DEV	0.51

6.1 Terminology & Abbreviations

S/N	Abbreviations	Full form
1	BTL	Below the line
2	MSISDN	Mobile Subscriber Integrated Services Digital Network Number
3	SMS	Short Messages Service
4	IVR	Interactive Voice Response
5	OBD	Outbound Dialler
6	USSD	Unstructured Supplementary Service Data
7	MAMO	My airtel My Offer