Analyzing the Behavior
of
Robi Internet (Data) Customers

Submitted by:

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Submitted to:

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Dated: February 12, 2014

February 12, 2014

Dr. Hafiz G. A. Siddiqi
Professor Emeritus
BRAC Business School
BRAC University
66/A Mohakhali,
Dhaka 1212

Subject: Submission of internship report for completion of course.

Dear Sir,

I have the honor to present to you my internship report **"Analyzing the Behavior of ROBI Internet (Data) Customers'** at Robi Axiata Limited".

It was a great opportunity for me to complete my internship at Robi Axiata Limited, where I have attained hands-on experience of how a real company works, and also have received a brief preview of the corporate world. In addition, I had gotten the opportunity to learn how ROBI's Data business works.

For my internship, I was assigned to the Market Operation function of Data & Messaging section, under the Value Added Service (VAS) & International Business department of ROBI Axiata Limited. In the report, I have analyzed the behavior of ROBI Data users' and have put forth some suggestions.

I would like to thank you for your valuable guidance and I hope that this report will be of great value to you. Should there be any queries, please feel free to contact me.

Thank you.

Sincerely yours,

Masrur Rahman
ID: 09204105
BRAC Business School
BRAC University

ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

According to a report published by Bangladesh Telecommunication Regulatory Commission (BRTC), the number of active mobile phone subscriber reached 113 million at the end of December [3]. According to another report published in a newspaper on April 2013, the number of internet subscribers was 33 million, 95% of which were mobile phone internet users [4]. It has often been said that internet business will emerge as a leading business rather than the voice call and messaging service in the telecommunication industry. This boom can be attributed to the mobile apps (i.e. Viber, WhatsApp) that can be used for free phone calls and messaging using the internet. So, understanding the behavior of the mobile internet customers and customizing the service according to their needs is a challenging job considering the intense competition within the industry.

Robi Axiata Limited has around 4.4 million internet subscribers all over Bangladesh [4]. Moreover, it will soon be launching 3G data packs with higher speeds (i.e. 1Mbps to 4Mbps). Therefore, at this point, it is necessary to decode and understand the behavior of Robi Data customers and their usage of Robi data service. The key aim of my research was to look into this matter.

In this report, I have described the details of the job responsibilities I had during my internship period. This also includes the various tasks that I was assigned and their contribution to Robi Axiata Limited.

I have conducted a descriptive research under the topic, 'Behavior Analysis of Robi Data Customers' in the main body of the report. I have analyzed the results and brought to the light the different scopes for improvement in the process. I have divided them into two sections - from the point of view of the job and from my own research.

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Chapter One

INTRODUCTION

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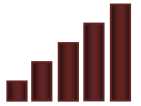
Mobile internet users are on the rise throughout Bangladesh. A statistical report published by BTRC (Bangladesh Telecommunications Regulatory Commission) shows that the total number of active mobile phone subscribers has reached 113.784 million [3], which actually indicates that there is a gigantic market for mobile internet business considering the evolution of Smartphone technology and 3G (third generation) mobile communication technology. According to another report published in a leading newspaper of Bangladesh says that the number of internet users in Bangladesh touched the 33.43 million mark at the end of April, 2013 [4]. About 95% of them use the Internet through mobile phones, while the rest use broadband internet from Internet Service Providers (ISP). The report also said that Robi had 4.4 million internet subscribers at the end of April, 2013 [4]. It is expected that 3G will push up the number of internet users. So capturing this big profitable market and consistently providing quality internet service will not be easy for all the mobile phone operators of Bangladesh. Moreover, understanding the customers who use the internet will be a challenging job. This is why, it is really important to conduct some extensive research to understand the customers' attitude towards mobile internet use.

For understanding the behavior and the approach to the mobile internet service of Robi Internet (Data) Customers a research has been done as a part of my internship report. The research that I have conducted is mainly a quantitative research with little mix of qualitative research, as it aims to portray the behavior of Robi Data Customers, their extent of their satisfactory with the Robi internet services quality, the factors that influence them to use Robi internet, etc. Primary data was collected from BRAC University and Uttara through structured questionnaires.

1.1 | ORIGIN OF THE REPORT

This internship report titled "Analyzing the Behavior of Robi Internet (Data) Customers' has been prepared as the outcome of a four month long internship at Robi Axiata Limited, which is a requirement for the completion of the BBA curriculum of BRAC University. The topic was decided after discussion with the internship supervisor. This report was submitted on February 12, 2014.

1.2 | OBJECTIVES

Primary Objective: To fulfill the requirement of the internship program as part of the BBA curriculum of BRAC University.

Secondary Objectives:

- ❖ To get hands-on experience in the corporate field.

- ❖ To conduct a quantitative (little mix with qualitative research) research on Robi Data Customers and their attitude towards Robi data services.

- ❖ To get an idea about how the Robi internet customers think about the internet service quality of Robi, different user behavior based on the respondents' demographic feature, etc.

1.3 | SCOPES

For the research part of this report, I have only focused on the Robi customers (respondents') who live in Dhaka city. Robi has subscribers all over Bangladesh. Therefore, this report is based mainly on findings and analysis of Robi customers' who live in Dhaka city.

1.4 | LIMITATIONS

- ❖ The information, especially financial, is highly confidential. Hence, financial data could not be included in my report.

- ❖ The survey for the research was conducted only in Dhaka. Therefore, I could not access information on how the Robi customers, who live in others cities of Bangladesh, regard Robi Data Services.

- ❖ Due to time constraints, I could not collect more than 75 respondents' information for the research.

- ❖ Availability of secondary resources was minimal. Most of the information had to be based on primary research.

- ❖ Most the respondents' were students; therefore, this research was kind of dominated by the perspective of the students.

1.5 | METHODOLOGY

The research is based mainly on Primary Data because of unavailability of secondary data. Primary data was collected from 75 respondents from BRAC University, Mohakhali and Uttara. The respondents were selected through the **Purposive Sampling** technique, since it is less time consuming and a convenient procedure. The information was collected from three different groups of respondent; student, service professionals and business professionals. 44 of 75 respondents were male while the rest of the 31 respondents were female. The majority of 75 respondents were students.

Chapter Two

The Organization:
Robi Axiata Limited

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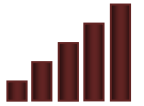
Telecommunication sector has become a cornerstone of contemporary economy as modern economies require access to extensive and sophisticated communications via networks. Communication from one corner of the world to another corner has become a matter of microseconds. It is presently one of the flourishing sectors considering world economy and business.

In recent times, the liberalization of internet/data services, in particular, has opened up new opportunities for Bangladesh, and the cell phone technology has played a dynamic role to effectively utilize these opportunities. The persistent saga of the evolution of the mobile phone sector in Bangladesh has revolutionized the socio-economic aspect of the country.

In 1989, a mobile phone technology company by the name Citycell started its journey in Bangladesh [6]. Nevertheless, it was still out of reach of the general public because of its sky high price. GrameenPhone was the first company to introduce GSM technology in Bangladesh [6]. It also established the first 24-hour Call Center to support its subscribers. After this phenomenon, the sector flourished with lightening speed. AKTEL (currently Robi Axiata Limited) then became the second pioneer company to set foot into this field. Moreover, at present, seven companies are competing with their full efforts to maintain their particular market position and convince new customers to use their service. Apart from GrameenPhone and Robi, the Egyptian telecom, Orascom, and Indian telecom giant, Airtel Bharati, are operating as Banglalink and Airtel, respectively, in the country. Besides these, a government-owned telecom company, Teletalk, is also providing its mobile service to the people [6].

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

Robi is a truly people-oriented brand in Bangladesh. Robi believes that it stands as the people's champion and are there for the people of Bangladesh –where they want and how they want. With local tradition at its core, Robi marches ahead with innovation and creativity.

To ensure leading-edge technology, Robi draws from the international expertise of Axiata and NTT DOCOMO Inc. Robi supports 2G voice and 3G video calls, CAMEL Phase II & III, and GPRS/EDGE as well as 3.5G data service, offering high speed internet connectivity. The company's GSM service is based on a robust network architecture and cutting edge technology such as Intelligent Network (IN), which provides peace-of-mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming.

Robi has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Our customer-centric solutions include value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates.

2.2 | CURRENT MARKET SHARE OF ROBI

Based on a report published in Association of Mobile Telecom Operations of Bangladesh (AMTOB), the total number of active mobile phone subscribers has reached 113.784 million at the end of December 2013. Currently, Robi has 25.38 million mobile phone subscribers.

Teletalk Bangladesh, 2.82
Citycell, 1.4
Airtel, 8.3
Robi, 25.38
GrameenPhone, 47.11
Banglalink, 28.83

-Subscribers in Millions
-Data is for end of December 2013
-The above subscribers' numbers are declared by the mobile operators
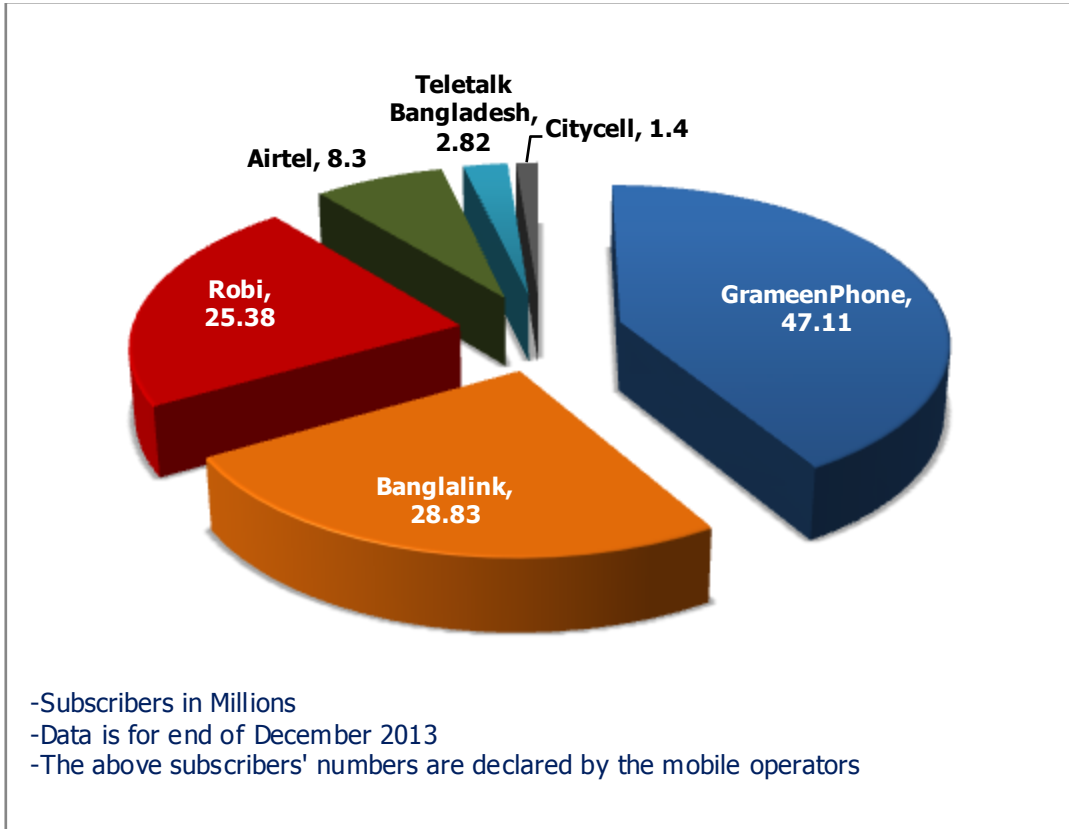
2.3 | SHAREHOLDERS OF ROBI

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad (70%) and NTT DOCOMO INC. (30%)

axiata
70%

NTT docomo
30%

axiata

Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian grown holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 120 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange (Bursa Malaysia).

docomo

NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life.

2.4 | PRINCIPLE & PURPOSE OF ROBI

The principles & purposes of Robi Axiata Limited are given below:

Uncompromising Integrity

- They will be legally, ethically, and morally correct.

- Their conduct will be fair and honest.

- They will listen, seek understanding and encourage open dialogue.

- They will be passionate in pursuing our beliefs

- They will treat others with dignity, valuing and benefiting from diversity

- They will be accountable for their actions and behaviors on fellow employees, customers,

shareholders, and the communities in which we operate.

- They will be courageous in sharing our work and bold to learn and improve from their mistakes
- They will adhere to their Code of Conduct, protect and uphold it.

Customer at the Centre

- They will be customer centric delivering their needs in terms of value, quality and satisfaction.
- Their customer focus will be unrelenting in creating positive experience, at every point of interface,
sale and post-sale.
- Simplicity will be the key for the customer to learn about us, buy from them, and get support from
them whenever, wherever.
- They will strive for continuous innovative solutions in every sphere of their work.
- They will engagement with the customers to know their demands and design their actions to care
for them better than our competitors can.
- They will not be distracted from creating and providing value for their customers.

I Can, I Will

- Ensure their efforts produce desired results.

- Seize opportunities at the right time and execute them on time.

- Go beyond their scope, strive for and achieve excellence.

- Do what it takes to ensure delivery of results not waiting for delegation.

- Go that extra mile, setting ambitious goals to ensure their efforts bring success.

- Have the courage to say and do what it takes in order to ensure success

LOGO:

OPERATOR NUMBER:

018

AXIATA BRAND TAG:

an **axiata** company

SLOGAN:

জ্বলে উঠুন আপন শক্তিতে

BRAND ALPONA:

Alpona

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2.6 | PRODUCT PORTFOLIO OF ROBI

Prepaid	Postpaid

Robi Corporate	International Roaming
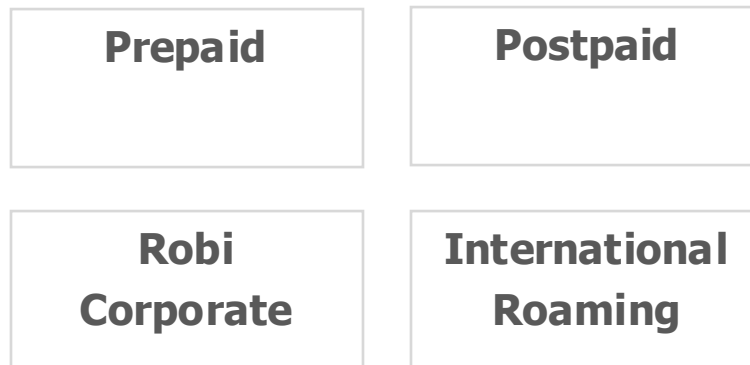
2.6.1 | Prepaid

Robi offers many exciting prepaid packages to its subscribers with the most affordable prices to ensure the best mobile phone experience in Bangladesh. These prepaid packages are:

- **Joy 21**
- **Tarunno 26**
- **Anonna 27**
- **Muhurto 31**
- **Hoot Hut Chomok 32**
- **Robi Club 34**
- **Goti 36**
- **Nobanno 37**
- **Shasroyee 38**
- **Shorol 39**

2.6.2 | Postpaid

Robi offers two postpaid packages to its subscribers, they are:

- **Postpaid Pack 1**
- **Postpaid Pack 2**

2.6.3 | Robi Corporate

Robi Corporate is founded on a robust network employing cutting-edge technology providing the ultimate solutions in terms of voice clarity; a continuously expanding nationwide network coverage; abundant international roaming global partners; popular value added services (VAS); quality easy-access corporate customer care; competitive and tailored tariff plans and specific billing.

The Corporate Strong-arm of Robi is committed to keeping you ahead of the rest. With Robi Corporate, the subscribers company will be assigned a dedicated account manager who will provide personalized assistance round the clock.

Special Benefits for Robi Corporate

The special benefits for Robi Corporate are given below:

- ❖ The wide range of Corporate Packages to fulfill your needs
- ❖ Zero security deposit with NO monthly line rent.
- ❖ Convenient bill payment options.
- ❖ Robi Corporate Insurance Policy.
- ❖ Cutting edge value added services like GPRS, EDGE, Personal Assistant, Corporate Messaging Platform with short code, Data and Fax call services, Call Center Solution, Fixed rate group talk plan, Customized SMS based solution.

2.6.4 | Friends and Family (FnF)

Robi offers FnF (Friends & Family) service to its subscribers. The subscribers may select five numbers of any operators as their Friends and Family (FnF) and enjoy a significant reduction in tariff.

2.6.5 | Customized Credit Facility

Robi offers customized credit facility to its subscribers. Every single Robi Corporate 'Family members' may set their individual credit limits and alter it as per their requirement.

2.6.6 | Itemized Bill

In this service, the subscribers may select five numbers of any operators as their Friends and Family (FnF) and enjoy a significant reduction in tariff.

2.6.7 | Dedicated Corporate Customer Care

Corporate Customer Care has dedicated three helpline numbers specifically equipped to serve the corporate family members and they are available. This is an 'industry-first'. Please call us on 01819210952-4 or email: corporate.help@robi.com.bd or fax: (+8802) 8832502

2.6.8 | International Roaming

Like other top leading telecommunication companies of Bangladesh, Robi offers International Roaming Services that allows Robi Subscribers to make and receive calls while traveling to other countries; provided that Robi has to have Roaming agreements with the respective operators in foreign countries. Robi is prepared to provide you this service via 600 operators and more than 200 countries.

ROBI

Value Added Services

3.5G Internet

3.5G Packages

2G Internet

- 2G Data Bundles
- 2G Pay Per Use
- Robi WiFi
- Internet Settings

SMS & Messaging

- SMS Bundle
- International SMS
- MMS
- Voice SMS (Kothar Chithi)

Social and Chat

- Circle
- Facebook SMS
- SMS Chat
- Voice Chat
- Radar
- Locator
- Shorgol

Calling & Mobile Management

- Balance Transfer
- Call Block
- Call Conference
- Call Waiting / Forward / Divert / Holding
- Missed Call Alert
- Easy Menu
- Phone Backup
- Push Mail

Finance and Career

- BIMA Mobile Insurance
- Stock Information
- mPay
- Job Alert
- Job portal
- Ortho - DWASA Bill Payment

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Music

- Goon Goon
- Night Radio
- Robi Radio
- Voice Tube
- Local Express
- Dhamaka Express
- Sponsored Album
- Listen & Dance Party Service

Lifestyle and Education

- Matrimony
- Health Tips
- Muslim Life
- Women Zone
- BBC Janala

Entertainment

- Cricket World
- Magic Voice
- Robi Zone
- Fun Portal
- Love Portal
- Voice Portal
- Kids Zone
- Star Search
- Horoscope
- Cricthrill

Information Services

- News Bite Service
- Breaking News
- Instant News
- Haat-bazar
- Islamic Info
- Ibaadat - Hajj Portal
- Aroti Portal
- Emergency Helpline
- m-Farmer Service
- e-traffic

2.8 | CSR ACTIVITIES

2.8.1 | Pure Drinking Water

The landmark activity in the health front is the installation of purified drinking water supply facilities at key railway stations in the country. Robi in collaboration with Bangladesh Railway and the global organization WaterAid has set up water treatment plants at Kamalapur railway station and Airport railway station in Dhaka and also in the railway stations in Chittagong, Sylhet, Rajshahi and Khulna. These facilities with capacity of treating 5000 liters of water per hour are helping thousands of passengers.

CSR Footprints

2.8.2 | Zero Club Feet

On the health front, Robi has also been conducting a wide range of activities like blood donation camps, primary health check-up sessions, safe drive campaign for the employees etc. The notable program in this field had been the treatment of hundreds of clubfeet children. In 2012, the program was concentrated in nine districts under Chittagong division aimed at treating over a thousand clubfoot children.

Zero Club Feet

2.8.3 | Robir Alo

In remote rural areas of Bangladesh, electricity is rarely available. People in these areas, particularly in the off-grid region, depend on kerosene or wax candles to meet their demands for light to beat darkness. Robi has intervened in this aspect and provided solar panels to 590 of homes in remote villages in Kurigram, Rangpur. This has not only infused a new lease of life amongst the poor villagers but that their carbon footprints have also been decreased significantly besides facilitating them with savings from buying fuels or candles.

Robir Alo

2.8.4 | Basic Computer Training and Internet Center

In today's world, information technology plays a dominant role in all aspects of our life. Right and access to information play a key role in augmenting knowledge. Considering this, Robi has installed computer corners at 72 colleges in far flung regions. This is facilitating the students with the window of opportunity to log on to internet and thus to the vast reservoir of information and knowledge. At the same time, Robi has established Internet Corners at all divisional libraries. This is adding value to the government's vision of creating digital Bangladesh by 2021.

2.8.5|Internet Corner

Under this campaign Robi with the support of Department of Public Libraries has established internet corners at all seven divisional public libraries with the objective of giving opportunity to all to know the benefits of internet. Robi believes that the users will be able to explore the world through this free internet service.

Dhaka:
Sufia Kamal National Public Library
Shahbag, Dhaka

Chittagong:
Divisional Government Public Library
Chittagong (Beside Central Sahid Minar)

Rangpur:
Divisional Government Public Library
Rangpur (Zero Point, PouroBazar Town Hall)

Khulna:
Divisional Government Public Library
Khulna (Boyra, Khulna, Beside GPO)

Barisal:
Divisional Government Public Library
Barishal (College Road, Opposite to BM College)

Sylhet:
Divisional Government Public Library
Sylhet (East Gate of Sylhet Stadium)

Rajshahi:
Divisional Government Public Library
Rajshahi.

Internet Corner

2.9 | ROBI Created History

On December 16, 2013, Robi Axiata Limited created history and elevated Bangladesh to a new level in the world. The telecom company took the initiative to create the 'WORLD LARGEST EVER HUMAN FLAG' by partnering with Bangladesh Army at the National Parade Ground, Dhaka, Bangladesh and set the Guinness World Record with the participation of 27,117 people.
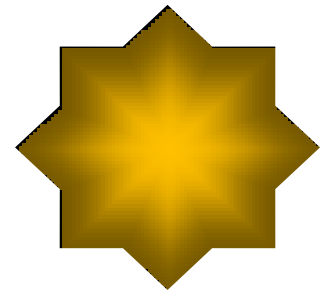
2.10 | KEY ACHIEVEMENTS

Achievements in 2012

Robi's achievements in the year of 2012 are:

- Crossed the landmark of 2 crore (20 million) subscriber base.
- Reassessed and rewarded with ISO 9001:2008 certifications.

Past Achievements

Robi's past achievements are:

- Robi Axiata Limited, the leading mobile phone operator of the nation, has received "Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR".
- Leading mobile phone service provider Robi has been re-assessed and rewarded with ISO 9001:2008 certification. Robi received this internationally renowned Management Standard after complying with all requirements.
- Robi has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for "Emerging Market Service Provider of the Year".
- Awarded the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009.
- Crossing 10 million subscribers mark in 2009.
- Ranked within top 6 global comparable telcos in A.T. Kearney benchmarking exercise in 2009.
- Cost optimization project saved 2 times of what was projected.
- Bangladesh Mobile Phone Businessmen Association (BMBA) Award 2008-2009 as the best service provider in Bangladesh
- The Weekly Financial Mirror –Samsung Mobile & Robintex Business Award 2008-2009 as the best Telecommunication Company.
- TeleLink Telecommunication Award 2007 TeleLink Telecommunication Award 2007" for its excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of WORLD Telecommunication Day 2007.
- Arthakantha Business Award Given by the national fortnightly business magazine of Bangladesh for its excellence in service in telecom sector.
- Financial Mirror Businessmen Award given by the national weekly Tabloid business magazine.
- Deshbandhu C. R. Das Gold Medal for contribution to telecom sector in Bangladesh.
- Beautification Award for exceptional contribution to the Dhaka Metropolitan city from Prime Minister Office on 13th SAARC Summit.
- Standard Chartered - Financial Express Corporate Social Responsibility (CSR) Awards 2006 for contribution in Education, Primary Health, poverty alleviation and ecological impact.
- Arthokontho Business Award 2006 for better telecom service provider in Bangladesh.
- Financial Mirror & Robintex Business award 2006 for its excellence in service, corporate social responsibilities activities throughout Bangladesh.
- Desher Kagoj Business Award 2006 for Corporate Social Responsibilities activities.
- TeleLink Telecommunication Award 2005 for its excellence in service for the year 2005.

2.11 | THE JOB

I joined Robi Axiata Limited on September 26, 2013, and started working as an intern in the Market Operation (Data & Messaging) division of Value Added Service (VAS) & International Business. I was very fortunate to work with **four** highly experienced people at Robi – my first on-site supervisor, **Mr. Mohammad Moshiur Rahman**, General Manager at Advance Data Services and then my second on-site supervisor **Mr. Ravinder Parashar**, General Manager-Head Data (2G, 3G & Wifi), **Mr. Mamun Sheriff**, Manager at Enhanced Data Services and Ms. Nilima Debnath, Specialist at Data & Messaging. Throughout my 120 days (4 months) of internship, I received full support from each of them. My learning experience cannot be limited by words. My work responsibilities at Robi Axiata Limited have been described below:

Regular work:

My daily work at Robi Axiata Limited are:

1. Preparing a report on GPRS Bundle Revenue (contains daily revenue earned by Prepaid and Post-paid data services provided by Robi) for my on-site supervisor. My supervisor checks the positions of different packs and based on the report I prepare, he takes necessary steps to increase the profit from the previous date.
2. Preparing daily report on data bundle wise revenue.
3. Preparing daily report on SMS bundle revenue.
4. Preparing Dynamic Data SMS (promotional SMS for different data bundle users) for regular broadcast.

My on-site supervisor also taught me to identify what type of data bundles to promote to different subscribers based on some assumptions (i.e. how smaller pack and large pack data users use their data and which data promotional offer SMS should be sent to them). I also had to find suitable URL (website links) for different data bundle pack users that are provided with the promotional offer SMS.

Occasional work:

I did some occasional work as well and they are given below:

1. Conducting **UAT (User Acceptance Test)** for new 2G and 3G data bundle packs. This type of test ensures that USSD Code (i.e. *8444*92#) for different data bundle packs work perfectly and the cost factors are suitable as well. This test is done before releasing the product in the market.
2. Conducting UAT for international MMS.
3. Conducting UAT for internet settings; Self Care Web Interface and Text Message Interface.
4. Conducting competitive analysis for data bundle packs.

2.12 | DATA & MESSAGING SECTION

Robi offers many types of data pack to its subscribers so that each subscriber can enjoy data pack according to their needs. Robi 2G data packs are shown below:

Recharge Based Packs

Robi's recharge based packs are given below:

Package	Data Volume	EasyLoad Recharge	Who can purchase	Price (with VAT)
Monthly packs	2 GB	Recharge TK 399	Prepaid	TK 399
	4 GB	Recharge TK 601	Prepaid	TK 601
	8 GB	Recharge TK 995	Prepaid	TK 995

Postpaid Only Packs

Robi's postpaid only packs are given below:

Package	Data Volume	Keyword	Who can purchase	Price (without VAT)
Monthly 24hr pack (24 hours)	Fair Usage Policy (FUP) applicable after 8 GB	*8444*750#	Postpaid	TK 750
Monthly 500MB Pack	---	*8444*500#	Postpaid	TK 150
Monthly Night Time Pack (12am to 8am)	FUP applicable after 6 GB	*8444*275#	Postpaid	TK 275
Monthly Executive Pack (9am to 9pm, except Friday)	FUP applicable after 6 GB	*8444*300#	Postpaid	TK 300

Monthly Packs

Robi's monthly packs are given below:

Package	Data Volume	Keyword	Who can purchase	Price (without VAT)
Monthly Packs	100 MB	*8444*30#	Prepaid	Tk 100
	300 MB	*8444*200#	Prepaid	Tk 150
	1 GB	*8444*85#	Prepaid & Postpaid	Tk 275
	3 GB	*8444*84#	Prepaid & Postpaid	Tk 450
	5 GB	*8444*83#	Prepaid & Postpaid	Tk 650

Fortnight Packs

Robi's fortnight packs are given below:

Package	Data Volume	Keyword	Who can purchase	Price (without VAT)
Fortnight pack	40 MB	*8444*33#	Prepaid	Tk 40
	100 MB	*8444*100#	Prepaid	Tk 60

Weekly Packs

Robi's weekly packs are given below:

Package	Data Volume	Keyword	Who can purchase	Price (without VAT)
Weekly pack	20 MB	*8444*20#	Prepaid	Tk 20
	50 MB	*8444*7#	Prepaid	Tk 30
	150 MB	*8444*150#	Prepaid	Tk 50

Daily Packs

Robi's daily packs are given below:

Package	Data Volume	Keyword	Who can purchase	Price (without VAT)
Daily Packs	4 MB (auto renewal)	*8444*4#	Prepaid	Tk 2
	25 MB	*8444*21#	Prepaid	Tk 10
	200 MB	*8444*81#	Prepaid & Postpaid	Tk 55
	71 MB	*8444*71#	Prepaid & Postpaid	Tk 26
	5 MB	*8444*55#	Prepaid	Tk 6
2-day pack (1am to 6am)	400 MB	*8444*50#	Prepaid & Postpaid	Tk 50

2G Pay Per Use (P1)	1.5 Paisa / KB (enjoy 24hrs flat rate)

3G Packs

Robi's current 3G packs are given below:

3.5G Packs	Validity	Activation Code	Cost in BDT (excl. VAT)	Prepaid or Postpaid	Speed
75MB	7	*8444*3075#	40	Prepaid, Postpaid	1 Mbps
500 MB	30	*8444*3199#	199	Prepaid, Postpaid	1 Mbps
200 MB	30	*8444*399#	99	Prepaid, Postpaid	512Kbps

3G Pay Per Use (Px)	0.015 Paisa / KB (enjoy 24hrs flat rate)

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Chapter Three

PROJECT

Analyzing the Behavior of Robi Internet (Data) Customer

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3.1 | ANALYSIS

In the first phase of the reseach, I prepared a questionnaire that consists of 6 statements and 15 questions. I did not include the respondents' name in the questionnaire because of questions of privacy. In the second phase, data was processed by the SPSS software and a frequency distribution and cross-tabulation analysis were done. The questionnaire consisted of two types of questions - **a)** identifying respondents' attitude towards Robi Data using six statements through a five-point Likert scale, and **b)** 15 questions that indicate their current status as Robi data users. The Likert scale is one of the most prominent scales that researchers use to find the level of agreement or disagreement, satisfaction or dissatisfaction of the respondent in connection to statements of interest.

3.2 | FREQUENCY TABLES

The frequency tables of the research are discussed below:

Table 1: Gender of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	44	58.7	58.7	58.7
Female	31	41.3	41.3	100.0
Total	75	100.0	100.0	

The respondents' gender distribution has been presented in Table 1. It can be observed that the majority of the respondents, i.e. 58.7% are male while the rest of the 41.3% are female.

Table 2: Age of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 21	22	29.3	29.3	29.3
21-25	32	42.7	42.7	72.0
26-30	19	25.3	25.3	97.3
36-above	2	2.7	2.7	100.0
Total	75	100.0	100.0	

The respondents' age distribution has been presented in Table 2. It can be observed that the majority of the respondents belong to the age group of 21-25 years (42.7%), followed by those below 21 (29.3%), with the least number falling in the age group of 36 years and above. Robi can promote its data packs based on the age of the customers due to the fact that age tends to have some influence on data usage.

Table 3: Respondent's Type

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	50	66.7	66.7	66.7
Business	14	18.7	18.7	85.3
Service Professional	11	14.7	14.7	100.0
Total	75	100.0	100.0	

The respondents' classification by occupation has been presented in Table 3. It can be observed that the majority of the respondents are students, followed by business professionals, with the least being in the service profession. 66.7% of the respondents are students and 18.7% of respondents are business professionals. From this, it can be easily assumed that students present the possibility with the highest demand for data; therefore, Robi can elect to target the students more than the other customer groups.

Table 4: Monthly income of the respondents

(in BDT)	Frequency	Percent	Valid Percent	Cumulative Percent
0-5000 (Student)	51	68.0	68.0	68.0
25,000-40,000	7	9.3	9.3	77.3
45000-above	17	22.7	22.7	100.0
Total	75	100.0	100.0	

The respondents' monthly income distribution has been presented in Table 4. Generally, the students do not have any source of income, so I am assuming that the money they get from their parents or some other source every month is the same that they spend for their mobile billing. It can be observed that 68% of the respondents are students and earn less than 5,000 taka, followed by the respondent group that earns 45,000 taka and above, which is 22.7% of the total respondents, with the least being the respondent group whose monthly income is between 25,000-40,000 taka, which constitutes 7% of the total respondents. We can see that 68% of the respondents are students and they do not have any stable income source; therefore, Robi has to be a bit careful with the pricing of the data packs, keeping the heavy data users' income constraints in mind.

**Table 5: Respondent's monthly expenditure for mobile billing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 500	23	30.7	30.7	30.7
500-1000	28	37.3	37.3	68.0
1000-1500	3	4.0	4.0	72.0
1500-2000	8	10.7	10.7	82.7
2000-above	13	17.3	17.3	100.0
Total	75	100.0	100.0	

The respondents' monthly expenditure on mobile billing distribution has been presented in Table 5. The table shows that 37.3% respondents spend between 500-1,000 taka monthly for mobile billing, followed by 30.7% respondents who spend less than 500 taka. 17.3% respondents spend taka 2,000 and above; 10.7% respondents spend between 1,500-2,000 taka, with the least being the respondent group that spends 1,000-1,500 taka on their mobile billing every month. We can see from the cumulative percent column that 68% of the respondents' spend money from below 500 to 1,000 taka monthly for mobile billing. Everybody knows that people are using data more than voice call because they are finding many alternatives for making phone call and messaging (i.e. Viber, Whatsapp, etc.) that requires data. Thus, a big market exists in this area and if customers spend a minimum of 1,000 taka per month, it is a pretty big amount. If Robi data service can capture most of the amount for data here, the profit margin will become very high.

Table 6: Respondents' mobile connection type

	Frequency	Percent	Valid Percent	Cumulative Percent
Prepaid	61	81.3	81.3	81.3
Postpaid	14	18.7	18.7	100.0
Total	75	100.0	100.0	

The distribution of the respondents' current mobile connection type has been presented in Table 6. It can be seen that 81.3% of the respondents use pre-paid connection whereas 18.7% of the respondents use post-paid connection. Robi can consider implementing a different strategy for post-paid customers. These customers always pay their bill at the end of the month and they are
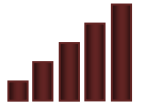
accustomed to it. Pay Per Use (PPU) data is a fantastic business prospect in itself. If Robi can customize pricing only for the post-paid users, it will be able to use their regular habit of paying later to boost data profit. Furthermore, the development of a special customer loyalty program for the post-paid users can be considered. This can be initiated with a slogan like 'ENJOY NOW, PAY LATER'.

Table 7: Respondent's frequency of the use Robi Data Service

	Frequency	Percent	Valid Percent	Cumulative Percent
Constantly using Mobile	63	84.0	84.0	84.0
More than twice a day	12	16.0	16.0	100.0
Total	75	100.0	100.0	

The respondents' frequency of using Robi Data Service distribution has been shown in Table 7. According to the table, 84% of the respondents prefer to use Robi Data Service constantly using mobile handset whereas 16% of respondents use Robi data more than twice a day. Robi can consider sending promotional messages to these constant data users regularly to keep them motivated and enthused about using data service and help them to identify some heavy use of data as well.

Table 8: Respondent's years of using Robi Data Service

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than a year	28	37.3	37.3	37.3
1-2 years	43	57.3	57.3	94.7
3-4 years	3	4.0	4.0	98.7
More than 4 years	1	1.3	1.3	100.0
Total	75	100.0	100.0	

A distribution of the respondents' duration of Robi Data Service usage has been displayed in Table 8. It is seen that 57.3% of the respondents have been using Robi data service for 1-2 years, followed by 37.3% of the respondents who have used Robi Data for less than a year, with the least being the respondents' group who have used Robi Data service for more than 4 years. Robi can consider using its Customer Care Centre to interview the customers who have been using Robi Data Service for more than 1 year time and they can try to identify the flaws in their service according to the respondents'

feedback. It may be much more interesting and constructive if Robi can compare the interview results collected from the customer group who have been using Robi Data Service for less than 6 months and the customer group who have been using Robi Data Service for more than 1 year time period.

Table 9: The time respondents spend on the Robi Data daily

	Frequency	Percent	Valid Percent	Cumulative Percent
Irregular pattern	10	13.3	13.3	13.3
Less than 1 hour	24	32.0	32.0	45.3
1-2 hours	30	40.0	40.0	85.3
More than 2 hour	11	14.7	14.7	100.0
Total	75	100.0	100.0	

The distribution of the respondents' daily time spent on Robi data has been presented in Table 9. It can be observed that the majority of the respondents (40%) spend around 1-2 hours on Robi data whereas 32% of the respondents spend less than 1 hour, with the least being in the group of respondents who use Robi data service on an irregular basis. Robi can consider creating a reward program to ensure regular use of data while converting the irregular pattern users to regular users and the regular users to heavy users.

Table 10: Type of Robi Data Package the repondents use

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily Pack	15	20.0	20.0	20.0
Weekly Pack	20	26.7	26.7	46.7
Fortnightly Pack	5	6.7	6.7	53.3
Night Pack	1	1.3	1.3	54.7
Monthly Pack	34	45.3	45.3	100.0
Total	75	100.0	100.0	

The respondents' use of Robi data package distribution has been shown in Table 10. It can be observed that the majority of the respondents use Robi monthly data pack. From this table, we can see that 45.3% of respondents use the monthly data pack; 26.7% of respondents use the weekly pack; 20% of respondents use the daily pack; 6.7% of respondents prefer the fortnightly pack while
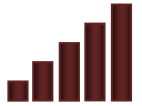
1.3% of respondents prefer the night pack. Robi can increase the data size for night pack users at a minimum price so that it attracts maximum customers. There may be a possibility that a large number of customers will prefer 1GB data pack as a night pack instead of the current 400MB night pack.

Table 11: Respondents future intention regarding the use of Robi Data

	Frequency	Percent	Valid Percent	Cumulative Percent
Not yet decided	5	6.7	6.7	6.7
To continue	70	93.3	93.3	100.0
Total	75	100.0	100.0	

The respondents' future intentions regarding Robi data distribution has been presented in Table 11. From the table, it is clear that most people are planning to be brand loyal with Robi data, 6.7% of respondents' future intentions are yet to be decided and 93.3% of respondents' future intentions are to continue Robi data. Robi should improve its consistent and good data services with attractive offers so that the customers never consider changing their service provider.

Table 12: The number of mobile phone operator's data services the respondents' used

	Frequency	Percent	Valid Percent	Cumulative Percent
One	5	6.7	6.7	6.7
Two	58	77.3	77.3	84.0
Three	11	14.7	14.7	98.7
Four	1	1.3	1.3	100.0
Total	75	100.0	100.0	

The respondents' use of different mobile phone operators' data services distribution has been shown in Table 11. It can be observed that 77.3% of the respondents have used two separate mobile phone operators' data services while 14.3% of the respondents have used three. 6.7% of respondents have used one network while 1.3% of respondents have used four. Robi can consider initiating a customer loyalty program so that when it comes to choosing from two separate operators data services, experienced users prefer Robi Data Service more than the other one.

Table 13: Respondents' current active mobile network connections

	Frequency	Percent	Valid Percent	Cumulative Percent
One	7	9.3	9.3	9.3
Two	63	84.0	84.0	93.3
Three	4	5.3	5.3	98.7
Four	1	1.3	1.3	100.0
Total	75	100.0	100.0	

The respondents' current number of mobile connections distribution has been presented in Table 13. Here, it can be observed that 84% of the respondents have two active mobile connections whereas 9.3% of respondents have one. Robi needs to take the group using two mobile phone operators very seriously. This is because these customers present a challenge. Dual SIM holders consume two different networks. So, if Robi fails to consistently provide high quality data service, these customers might decide to completely switch to the other operator's service. Thus, these footloose customers stand as a kind of threat for data business as they can easily compare the quality of two operators' service simultaneously. It can be assumed that consistency and quality service will speak for Robi's ability to deal with this stumbling block.

Table 14: Respondents' level of satisfaction for using Robi Data

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Dissatisfied	1	1.3	1.3	1.3
Indifferent	5	6.7	6.7	8.0
Satisfied	48	64.0	64.0	72.0
Highly Satisfied	21	28.0	28.0	100.0
Total	75	100.0	100.0	

In this frequency table, the level of satisfaction of the respondents with Robi data services has been presented. 1.3% of the respondents are highly dissatisfied with their current Robi data services while 6.7% of respondents are indifferent about Robi data services and are not bothered about the service quality. On the other hand, 92% of respondents are satisfied and highly satisfied with Robi data services. Robi can consider maintaining customer satisfaction by initiating a reward program, there is a chance that it will directly/indirectly send a message of appreciation across for their loyalty.

Table 15: Would you (respondent) recommend Robi Data Service to others

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	74	98.7	98.7	98.7
No	1	1.3	1.3	100.0
Total	75	100.0	100.0	

This frequency table shows the possibility of respondents recommending Robi data services to others. 98.7% of respondents will recommend Robi data to others while 1.3% of respondents will not. Robi can always listen to their customers' problem and come up with solutions on a regular basis so that it establishes the highest level of satisfaction that will lead to a tendency to recommend the service to others and make them a part of their customer base. This is why Robi should make sure that their new customers are never left disappointed. Beginners must receive the best service so that they continue at least for a year. Generally people do not want to change their mobile numbers on a regular basis. And that is how their loyalty can be gained and retained by providing a consistently good service.

Table 16: Respondents' level of satisfaction for Robi Data Package Pricing

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Dissatisfied	1	1.3	1.3	1.3
Dissatisfied	0	0	0	0
Indifferent	2	2.7	2.7	4.0
Satisfied	55	73.3	73.3	77.3
Highly Satisfied	17	22.7	22.7	100.0
Total	75	100.0	100.0	

In this frequency table, the respondents' level of satisfaction for Robi internet package pricing has been shown. 96% of the respondents are satisfied and highly satisfied with the current pricing for Robi data packs. Robi can consider initiating a reward program on a continuous basis so that if any other operator reduces their price, Robi's customers will find more value in continuing with Robi.

Table 17: The type of mobile phone handset the respondents' use

	Frequency	Percent	Valid Percent	Cumulative Percent
Touch-screen	75	100.0	100.0	100.0

In this frequency table, the types of mobile phone handsets used by the respondents have been shown. It can be observed that 100% of the respondents use touch-screen handset on a regular basis. Robi should promote YouTube or other video-based websites more, and also encourage the customers to watch movies online. A large number of touch-screen mobile handset users truly hold a high prospective for data business.

Table 18: TVC, newspaper ad, billboard ad etc motivate the respondents' to use Robi Data Packages

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	1.3	1.3	1.3
Disagree	0	0	0	0
Indifferent	16	21.3	21.3	22.7
Agree	47	62.7	62.7	85.3
Strongly Agree	11	14.7	14.7	100.0
Total	75	100.0	100.0	

This frequency table shows the influence of TVC, newspaper ad, billboard ad on the respondents' use of Robi data. 1.3% of the respondents disagree with the statement while 77.4% of the respondents have agreed and strongly with the statement. Also, 21.3% of the respondents are indifferent about this statement. The table shows that advertisements have an influence on the customers using Robi data, so Robi should continue on its current path. Moreover, if possible, they should come up with some other alternatives to advertisements as well.

Table 19: Free Data offers influence the respondents' to use Robi Data Service

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Disagree	0	0	0	0
Disagree	0	0	0	0
Indifferent	18	24.0	24.0	24.0
Agree	43	57.3	57.3	81.3
Strongly Agree	14	18.7	18.7	100.0
Total	75	100.0	100.0	

This frequency table shows the influence of the free data offers on the respondents to use Robi data service. 24% of the respondents are indifferent about this statement whereas 57.3% of the respondents agree with the statement. Also, 18.7% of respondents strongly agree with the statement that free data offers influence their use of Robi data. Robi can consider initiating some free data campaign along with the existing data pack occasionally. This might increase the level of consumption from time to time.

Table 20: Respondents' are willing to pay higher price for Robi 3G (Higher speed) Data packages than 2G

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Disagree	0	0	0	0
Disagree	0	0	0	0
Indifferent	17	22.7	22.7	22.7
Agree	46	61.3	61.3	84.0
Strongly Agree	12	16.0	16.0	100.0
Total	75	100.0	100.0	

This frequency table shows the respondents' willingness to pay a higher price for Robi 3G data packages than 2G. 22.7% of the respondents are not concerned about this statement whereas 77.3% of the respondents agreed and strongly agreed to pay a higher price for higher speed data packages. As no one objected to pay a higher price for 3G, ensuring a consistent and higher speed of data service is a must. Otherwise customers' disappointment may cause some serious damage on the daily revenue.

Table 21: Respondents' level of satisfaction for using Robi Data Pay Per Use Pricing

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Dissatisfied	1	1.3	1.3	1.3
Dissatisfied	10	13.3	13.3	14.7
Indifferent	21	28.0	28.0	42.7
Satisfied	34	45.3	45.3	88.0
Highly Satisfied	9	12.0	12.0	100.0
Total	75	100.0	100.0	

This frequency table shows the respondents level of satisfaction for using Robi Internet Pay Per Use (PPU) pricing. It can be observed here that 13.3% of the respondents are dissatisfied with the current Robi data PPU pricing while 28% of respondents are indifferent about the statement. 57.3% of total respondents' were satisfied and highly satisfied with the pay per use pricing. There is a chance that they might be happy with pricing of pay per use or they do not bother about it. Thus, Robi can consider initiating a reward program for the PPU data users.

Table 22: Respondents' uses of the Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook + Email	1	1.3	1.3	1.3
Facebook + Email + Dowloading mobile phone Apps	6	8.0	8.0	9.3
Facebook+Email+Reading newspaper	16	21.3	21.3	30.7
Above All *	52	69.3	69.3	100.0
Total	75	100.0	100.0	

* *The option* **'Above All'** *contains: Facebook, email, reading newspaper, YouTube, downloading music, mobile apps & movies and academic purpose.*

This frequency table shows the respondents' use of data in their daily lives. 8% of the respondents use the data for Facebook, email and downloading mobile apps while 69.3% of respondents use data for Facebook, email, reading newspaper, YouTube, downloading music, mobile apps, movies and academic purpose. 21.3% of the respondents use the data only for Facebook, email and reading newspaper. Robi can consider utilizing these areas of mobile internet usage of the respondents' and find more other usage of the same areas that will result in more data consumption.

3.3 | CROSSTABULATIONS

The crosstabulations are discussed below:

Table 1: Respondent's type x **The type of Robi Data Package the respondents' use**

		What type of Robi Data Package do you use					Total
		Daily Pack	Weekly Pack	Fortnightly Pack	Night Pack	Monthly Pack	
Occupation	Student	15	20	5	0	10	50
	Business	0	0	0	1	13	14
	Service Professional	0	0	0	0	11	11
Total		15	20	5	1	34	75

In this cross-tabulation table, it can be seen that from the total of 75 respondents, the majority of the respondents are students. 50 students use different packs, followed by 14 business professionals and the least number being the group of service professionals. 20 students prefer to use weekly data pack; 15 students prefer to use the daily pack; 10 students prefer to use the monthly pack, and 5 students prefer to use the fortnightly pack. Not having any income source can be a reason for students not going for the higher data pack (monthly pack) with higher price. But 10 students preferred to use monthly pack may be because it is convenient for them or their parents allowing them to use higher data pack. This table also shows that business and service professionals prefer the monthly data pack more than the other available packs. The business and service professionals have income source or their office is paying their communications expenses can be a reason for using higher data pack (monthly data pack). This table also shows that 34 respondents are in the monthly data pack group; therefore Robi can take some incentives to move the daily pack users to weekly pack users, weekly pack users to fortnightly pack users and fortnightly pack users to monthly pack users. There is a chance that sending relatively higher pack promotional SMS to the customers on a continuous basis may bring some difference in the data usage behavior of the customers. Thus, Robi will experience a growth in profit levels, because selling large data pack will ensure higher profit margin.

Table 2: Respondent's type x How much time the respondents' spend on the Robi Data daily

		How much time do you spend on the Robi Data daily				Total
		Irregular pattern	Less than 1 hour	1-2 hours	More than 2 hour	
Occupation	Student	7	15	23	5	50
	Business	3	5	3	3	14
	Service Professional	0	4	4	3	11
Total		10	24	30	11	75

From this table we can see that the majority of respondents use Robi data more than 1-2 hours daily. A total of 30 respondents use Robi data more than 1-2 hours daily, followed by 24 respondents who use Robi data for less than 1 hour, with the least number being in the group of respondents who use Robi data irregularly. It can be observed that a majority of the students uses Robi data 1-2 hours daily whereas 15 students uses Robi data for less than 1 hour. In this case Robi can consider their Pay Per Use (PPU) data business here with data bundle packs. For the customers who use Robi data irregularly, the PPU with customer loyalty program can be a very attractive offer for them, considering the fact that a large number of Robi data users are using the PPU policy.

Table 3: Respondent's type x Respondents' level of satisfaction for using Robi Data

		Your level of satisfaction for using Robi data					Total
		Highly Dissatisfied	Dissatisfied	Indifferent	Satisfied	Highly Satisfied	
Occupation	Student	1	0	3	33	13	50
	Business	0	0	0	9	5	14
	Service	0	0	2	6	3	11
Total		1	0	5	48	21	75

This table shows the cross-tabulation between respondents' type and respondents' level of satisfaction for using Robi data service. The table above shows a comforting result for the Robi data team considering 48 of 75 respondents are satisfied with the Robi data service whereas 21 other respondents are highly satisfied. This means 69 of the total 75 respondents are satisfied with the
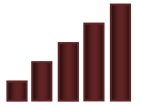
Robi data service. 5 respondents are in the indifferent group, meaning that they do not really care about the service quality of Robi data: this creates confusion as to whether the Robi data service is on the right track or whether it needs improvement. However, consistent and quality service will be the ultimate factor, so Robi should keep improving its data service quality

Table 4: Respondent's type x Your level of satisfaction for Robi Data Package Pricing

		Your level of satisfaction for Robi Data Pack Pricing				Total
		Highly Dissatisfied	Indifferent	Satisfied	Highly Satisfied	
Occupation	Student	1	2	37	10	50
	Business	0	0	9	5	14
	Service	0	0	9	2	11
Total		1	2	55	17	75

The above table is the cross-tabulation between respondent's type and respondents' level of satisfaction on Robi data package pricing. This table also shows a positive result that is similar to the cross-tabulation in Table-3. The majority of the respondents are satisfied with the Robi data pack pricing. 55 of 75 respondents said that they are satisfied with the current Robi data pack pricing and 17 respondents said that they are highly satisfied with the pricing. Maintaining the customers' brand loyalty on a product is a challenging task. Robi should introduce an innovative customer loyalty program for the data users so that they can gradually become loyal to the products such that whenever they think of purchasing any data pack, the Robi data pack should come to their mind.

**Table 5: Respondent's type x TVC, newspaper ad, billboard ad etc. motivate you to use Robi Data Packages**

		TVC, newspaper, billboard ads etc motivate you to use Robi Data Packages				Total
		Strongly Disagree	Indifferent	Agree	Strongly Agree	
Occupation	Student	0	12	30	8	50
	Business	1	3	8	2	14
	Service	0	1	9	1	11
Total		1	16	47	11	75

From the above table we can see that the majority of respondents' have agreed with the statement that promotional activities via TVC, newspaper ad, billboard ad etc. motivate them to use Robi data pack. 47 of 75 respondents' have agreed with the statement whereas total 11 respondents are strongly agreed with the statement. Total 16 respondents are in the indifferent group, neither they have agreed nor they have disagreed with the statement. It's not clear whether the current advertising strategy is good or the advertising strategy needs some polishing. Robi can do an extensive research in their network coverage areas for understanding their advertising priorities.

Table 6: Respondent's type x Free Data offers influence the respondents' to use Robi Data Service

		Free data offers influence you to use Robi data Service					Total
				Indifferent	Agree	Strongly Agree	
Occupation	Student			13	28	9	50
	Business			3	7	4	14
	Service			2	8	1	11
Total				18	43	14	75

From the table above we can see that the majority of respondents have agreed with the statement that free data offers influence their use of Robi data service. It can be seen that 43 of the 75 respondents have agreed with the statement, while 14 respondents have strongly agreed with the statement. 18 respondents are in the indifferent group; they do not really bother with free data offers. As they did not agree or disagree with the statement, it is quite unclear whether the free data offers have any influence on them or any other policy should be initiated. Among the 43 respondents, 28 are students who have agreed with the statement. This can be expected, because students
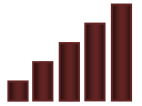
generally do not have any income source so they will always appreciate some free data service. Another noticeable factor from the table is that nobody actually disagreed with the statement. Therefore, Robi can provide some bonus offers along with the existing data packs so that the customers are attracted to the offer and boost data pack sales.

Table 7: Respondent's type x Respondents' are willing to pay higher price for Robi 3G (Higher speed) Data packages than 2G Cross-tabulation

| | | You are willing to pay higher price for Robi 3G (Higher speed) data packages than 2G | | | | | |
		Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree	Total
Occupation	Student	0	0	13	28	9	50
	Business	0	0	2	10	2	14
	Service	0	0	2	8	1	11
Total		0	0	17	46	12	75

From the above table we can see that a majority of the respondents have agreed with the statement that they are willing to pay a higher price for 3G data than the 2G data. It can be observed that 46 of the 75 respondents have agreed with the statement and 12 respondents have strongly agreed with the statement. 17 out of 75 respondents are in the indifferent group which indicates that these respondents do not really bother with the pricing. It is not clear whether it is a better policy or there are some other standard policies as well. 12 out of 75 respondents have strongly agreed with the statement whereas nobody actually has disagreed with the statement. 28 students among 50 have agreed with the statement, which means they will pay higher price for 3G data. Robi can consider creating some special 3G packs targeting only students, naming them student packs. That might create hype among the students and encourage them to purchase Robi data packs.

Table 8: Respondent's type x Your level of satisfaction for using Robi Data Pay Per Use Pricing

		Your level of satisfaction for using Robi data Pay Per Use Pricing					Total
		Highly Dissatisfied	Dissatisfied	Indifferent	Satisfied	Highly Satisfied	
Occupation	Student	1	6	16	21	6	50
	Business	0	3	2	7	2	14
	Service	0	1	3	6	1	11
Total		1	10	21	34	9	75

From the table above we can see that the majority of respondents are satisfied with the Pay Per Use (PPU) pricing of Robi data. It can be observed that 34 out of 75 respondents are satisfied with the current PPU pricing and 9 respondents are highly satisfied with the PPU pricing. 10 respondents are dissatisfied with the PPU pricing and 21 respondents are in the indifferent group. Therefore, Robi needs to reconsider the policy for PPU. They can reward the customers that will be using, for example 50 MB data, which will remove the pressure for reducing the current price. This is because reducing the product price is not always a good solution. There is a very high possibility that the customers will appreciate the Robi customer loyalty program.

Table 9: Respondent's type * What are your uses of the Internet

		What are your uses of the Internet				Total
		Facebook + Email	Facebook + Email + Downloading mobile phone Apps	Facebook+Email +Reading newspaper	* Above All	
Occupation	Student	0	6	6	38	50
	Business	1	0	5	8	14
	Service	0	0	5	6	11
Total		1	6	16	52	75

* The option **'Above All'** contains: Facebook, email, reading newspaper, YouTube, downloading music, mobile apps & movies and academic purpose.

From the above table we can see that the majority of respondents use data for Facebook, checking emails, reading newspaper, watching videos on YouTube, downloading music, movies & mobile apps, and academic purpose. 52 of 75 respondents have chosen the 'Above All' option that contains the aforementioned purposes. Among 38 of the 52 respondents who have chosen 'Above All' option are students. Therefore, it can be said that students are the biggest market for data and for Robi as well. Robi can focus on the 3G data and create some heavy data pack to watch movies on YouTube and perhaps download them from Torrent or YouTube. Robi has to promote these facilities along with the pack. For example, if they promote 8GB 3G data pack, they can also include a promotional caption along with the data pack that will inform their customers that they will be able watch or download movies as well. We can also promote 'Khan Academy's' academic tutorial videos that have been revolutionizing the world for the last 2 years. The students can visit YouTube and watch videos on different subjects prepared by Khan Academy. An added benefit is that Khan Academy has translated their English tutorial videos to Bangla. So many students will be able to learn complex subjects in the easiest way possible.

3.4 | RECOMMENDATIONS

Based on the study I have conducted in this report, I have found that among the majority of the respondents that are students; most of them use mobile phone internet approximately 1-2 hours time on it on a daily basis. Moreover, Robi daily data pack and weekly data pack are the most popular among them, while only a few prefer the monthly pack. In addition to this, a majority of the respondents use Robi prepaid connection and 84% of the respondents use two operators' connection simultaneously in their mobile handsets. I am assuming that Dual SIM holders are kind of a threat for data business because these customers will be able to compare data speed and data service very easily. Even though they do not want to change the current Robi connection for voice call, they might still end up preferring another operator's connection to avail of a better data service. Thus, providing excellent data service (which mostly includes: good data speed, reasonable data price, customer loyalty program, occasional free data offer) on a regular basis and continuous improvement of these services will definitely increase revenue.

According to this study, 64% of the total respondents have been found to be satisfied, whereas 28% of the respondents are highly satisfied. This is an indication of the fact that Robi has been successful in being able to provide its customers with a quality service of Robi Data. Although the majority of the respondents are satisfied with the current Robi Data Pack pricing and most of them are willing to pay a higher price for a 3G speed data service than 2G, it is quite unclear as to how this same group of respondents will react to the relatively higher price of 3G data service when it will be available to the market. This study was conducted at a time when there were no 3G packs in the market. Therefore, customer response to the 3G data packs could not be measured. Further research after the launch of 3G data packs will prove to be helpful in determining the customers' acceptance level of higher pricing for 3G data packs. The Customer Service Center of Robi can also play a vital role in this matter. They can make phone calls to at least 10 Robi data users in each Robi 3G network coverage regions and ask questions based on a structured questionnaire.

Chapter four

Post-Script
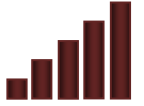
I n addition to what has been presented as the findings of the survey research, I would like to add my experiences as a Robi data consumer and as a former Intern-Market Operation of Data & Messaging section which I believe have relevance. The frequency table#13 shows that Robi data customers are happy with the present 2G data services. They are yet to experience the 3G data packs on a regular basis as all the 3G data packs are yet to come to the market. The current 25.8 million[2] people who are now active customers are proof enough of the true potential of the data business for Robi. For messaging and voice calls, some people prefer WhatsApp and Viber, which are two popular mobile apps that require data. This can be considered as potential data business areas. It can be assumed that there will be many other options like this.

Among the 25.8 million active mobile subscribers, the number of Robi data customers stands at approximately 4.4 million [4]. For a higher data consumption or better data experience (that will ultimately hold a large group of highly satisfied data customers), the customers require smartphones. Many of the customers want to use smartphones but they do not have the ability to buy one. Symphony and Maximus are offering good quality smartphones at affordable prices, starting from 5,000 taka. Despite this, many customers still prefer to continue with their current non-smartphone handset. An effective solution to this issue could be to offer an Equal Monthly Installment (EMI) opportunity in collaboration with the handset manufacturing companies and other such related companies for selling smartphone handsets to the customers who are unable to pay large amounts of money at a time. The more we can increase the number of smartphone customers the more they will be willing to use data and this in turn will ultimately boost total data revenue.

Considering the rivalry in the 3G data market that is gradually becoming intense, I strongly believe that providing a consistent and quality data service will prove to be very useful. For instance, if Robi promises to provide 1Mbps data speed, the customers must receive the same level of speed at all times. Some customers might receive a slightly lower speed because they live right under the mobile network antennas or any other common network problems experienced by all the users. Therefore, such issues require the immediate attention of Robi or else it may result in sending across a message that there are flaws in the service which might have the ultimate effect of working against customer retention.

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APPENDIX

Questionnaire

Dear Sir/Madam:

I am a student of BRAC University BBA Program. I am conducting a research as a partial fulfillment of my course BUS-400 (Internship). For this reason I have prepared some questions for you. All the information will be used for pure academic purpose. Please mark your best answers. Your precious response will make this research successful. If you have any query, you can contact me via email. My email address is: masrurrahman@gmail.com

Q. Do you use Robi data Service? | **Yes** | | **No** |

(If the answer of the above question is **NO**, then you do not need to answer the following questions, thank you. But if is yes, then please continue.)

1. **Gender:**
   a) Male
   b) Female

2. **Age:**
   a) Below 21
   b) 21-25
   c) 26-30
   d) 31-35
   e) 36-above

3. **Respondent's type :**
   a) Student
   b) Business
   c) Service Professional
   d) Teacher
   e) Other (please specify) _____

4. **Monthly expenditure for mobile billing:**
   a) Below 500
   b) 500-1000
   c) 1000-1500
   d) 1500-2000
   e) 2000 above

5. **What type of mobile connection do you use?**
   a) Pre-paid
   b) Post-paid

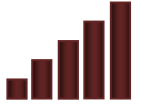6. **How frequently do you use ROBI data Service?**
   a) Constantly using Mobile
   b) More than twice a day
   c) Once a day
   d) Once a week
   e) Once a month

7. **How many years have you been using Robi data Service?**
   a) Less than a year
   b) 1-2 years
   c) 3-4 years
   d) More than 4 years

8. **How much time do you spend on the Robi data daily?**
   a) Irregular pattern
   b) Less than 1 hour
   c) 1-2 hour
   d) More than 2 hour

9. **What type of Robi data Pack do you use?**
   a) Daily Pack
   b) Weekly Pack
   c) Fortnightly (15 days pack)
   d) Night Pack
   e) Monthly Pack

10. **Your future intention regarding the use of Robi data is:**
    a) To change
    b) Not yet decided
    c) To continue

11. **Since you started using mobile phone data, how many mobile operators' data Services have you used?**
    a) 1
    b) 2
    c) 3
    d) 4
    e) 5

12. **How many mobile connections are you using right now?**
    a) 1
    b) 2
    c) 3
    d) 4
    e) 5

13. **Your level of satisfaction for using Robi data is:**
    a) Highly Dissatisfied
    b) Dissatisfied
    c) Indifferent
    d) Satisfied
    e) Highly Satisfied

14. **Would you recommend Robi data Service to others?**
    a) Yes

b) No

15. **Your level of satisfaction for Robi data Packages pricing is:**
    a) Highly Dissatisfied
    b) Dissatisfied
    c) Indifferent
    d) Satisfied
    e) Highly Satisfied

16. **What type of mobile phone handset do you use?**
    a) Touch-screen
    b) Black-berry
    c) Regular (Slide, normal keypad etc.)

17. **TVC, Newspaper ads, Billboard ads etc. motivate you to buy Robi data Pack:**
    a) Strongly Disagree
    b) Disagree
    c) Neutral
    d) Agree
    e) Strongly Agree

18. **Free data offers influence you to use Robi data Service?**
    a) Strongly Disagree
    b) Disagree
    c) Neutral
    d) Agree
    e) Strongly Agree

19. **You are willing to pay higher price for Robi 3G (higher speed) data pack than 2G (Edge) data:**
    a) Strongly Disagree
    b) Disagree
    c) Neutral
    d) Agree
    e) Strongly Agree

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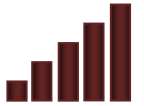
20. Your level of satisfaction for Robi data Pay Per Use (PPU) Pricing is:

a) Strongly Disagree

b) Disagree

c) Neutral

d) Agree

e) Strongly Agree

21. What are your uses of the Mobile Internet?

a) Facebook + Email

b) Facebook + Email + Reading newspaper

c) Facebook + Email+ Downloading mobile apps

d) YouTube

e) Downloading music & movies

f) Academic purpose

g) Above All

Thank you for your valuable participation.