

Executive Summary

GrameenPhone Ltd (GP) is a fast growing mobile telecommunication. Considering the importance of customer satisfaction, this project was designed to assess the satisfaction level of GP's subscribers. It is generally recognized that, although GrameenPhone is leading the market of mobile telecommunication industry, its customer's are not fully satisfied with their services. If GP does not take care of these dissatisfactions and other company enters the market with similar offers, it will be difficult for GrameenPhone to keep current market share intact. A survey was thus conducted focusing on different customer satisfaction factors of GrameenPhone.

GrameenPhone has been successful to build a superior image in comparison to the other operators. In other words, GP has a clear advantage over the competitors. GrameenPhone has some additional features in comparison to its competitors. It is playing a vital role to increase the subscribers of GrameenPhone. Another important thing is that GP users are mostly satisfied with the initial price of GP connections and handsets. Because, before GP's introduction to the market, mobile phones were totally out of reach to the major part of the current market. Moreover, GrameenPhone subscribers are happy with the country wide network. In spite of this, GP users are not satisfied with service of the company.

Many important factors are acting behind this overall dissatisfaction. Significant dissatisfactions were observed in the factors like quality of air time and network availability, service of helpline, service of info centers, high billing rate, and so on. Customer satisfaction was observed in the areas like initial price, wide network etc. Most importantly, a significant portion of the GP subscribers were found not fully loyal toward the company. GrameenPhone connections are not always available. This is especially true for the pre paid service. The findings of this survey has recently has reduced this problem to a limited extent. Sometimes, the subscribers need to pay extra money to get this service.

GP has more then 600 GPSD, 18 GPC & 12 GPCF for after sales services. The GP helpline is also an important customer care tool. But it is also shortage of capacity. Subscribers need to spend significant amount of time to reach the customer care. In some case behavior of the helpline CM's (Customer Manager) is also questionable. It is also mainly due to the extent of the services they are to handle. It is too difficult to handle a large numbers of subscribers with a smiling face

continuously. Most of the subscribers are not happy with the billing rate of GrameenPhone. They think it is too high in the context of Bangladesh. But they are still using the service as they do not have any alternative to switch to. If others come up with lower price, GP might face challenge. If any other company comes up with same sort of services, the GP subscribers might switch to that company.

Following those recommendations, GrameenPhone can eliminate the dissatisfactions and thus earn a sustainable distinct competitive advantage to continue their market leadership

- GP should earn flexibility to be able to reduce the bill. Currently it should take into account that others are offering lower price packages.
- Capacity of the helpline should be increased in the peak hours.
- The customers should be made aware of the waiting charges they are to pay to be in queue in getting the services from the call center.
- To improve the load on the network, the existing capacity should be improve to fulfill the need of the customers.
- The customers face difficulties in payment of bill on bank holidays. It would be convent for them to introduce payments card.
- The customers are made happy if they receive greetings message on special occasions.
- Network development should be steady; GP should never sell connections in excess to its capacity.
- Capacity of the GrameenPhone Center (GPC) should be increased to reduce the stress of the subscribers.
- Different programs should be taken to educate the subscribers regarding different essential features of mobile phone.

- GrameenPhone should take extensive program to build a positive image among their users. In this process they should try to eliminate the misconceptions of the users regarding GP.
- To improve the load on the network, the existing capacity should be improve to fulfill the need of the customers.