

INTERNSHIP REPORT ON

**POST PAID CONSUMER'S**  
**SATISFACTION LEVEL IN**  
**AIRTEL BANGLADESH**



Inspiring Excellence



**Submitted to**

**Suntu Kumar Ghosh**

Assistant Professor,

BRAC Business School

BRAC University

**Submitted by**

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BRAC University

**Submission date 25<sup>th</sup> August 2015**

## *Letter of Transmittal*

25<sup>th</sup> August, 2015

To,

Suntu Kumar Ghosh

Assistant Professor,

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

It gives me immense pleasure in presenting the internship report on “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,

Saeed Md. Nahian

ID - 10204002

BRAC Business School

BRAC University

# *Acknowledgement*

At first I wish to express our deep sense of gratitude and sincere thanks to our honorable faculty **Suntu Kumar Ghosh (Assistant Professor of BRAC Business School)** for giving me the opportunity to organize this internship report and also for his guidance, sustained interest, constant encouragement.

Then I would like to give thanks to my supervisor **Senior Executive of Marketing Department Mr. Zain Zaman of Airtel Bangladesh Limited**. As a mentor his constant guidance and support helped me to adapt with new situation in the office. He had been very kind in answering all my queries and provided me a lot of imperative information to prepare this report.

I'm also very grateful to **Mr. Shahriar Hasan (Head of Acquisition, Airtel BD LTD)** for providing me with further information about the organization's marketing and acquiring process.

Last but not least, I want to thank BRAC university authority for sorting out the internship in Airtel Bangladesh Limited.

## *Executive Summary*

Airtel is the sixth telecom operators in Bangladesh. As an emerging company Airtel is doing tremendously well. After the start of Airtel in Bangladesh, the competition has become more toughen among the telecom operators. Each of them is combating to improve up its market share by offering new promotion and benefits to the consumers. 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 an intern I got assigned under Acquisition department which is a part Marketing department in Airtel Bangladesh LTD. This report has been aligned with job responsibilities I was assigned with. I was involved with project regarding consumer satisfaction in post paid arena. In addition, I also work closely with the sales and distribution team. In a nutshell, my job responsibility was diverse and multi faceted. Hence, this report contains several insights of the Airtel marketing team.

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# Chapter 01: Introduction

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## Airtel Bangladesh Limited- Background

Fastest growing telecommunication sector of Bangladesh had been included with the sixth mobile phone carrier which currently name as "Airtel". It is important to state here that, this company was actually launched its profitable operations under the patronage of the brand "Warid Telecom" in 2007. Later on, Warid telecom sold a mass 70% venture in the company to India based corporation Bharti Airtel Limited for US \$300 million. The whole management control was taken over by Bharti Airtel Ltd and was successful enough to restore the whole company under their own Airtel brand from 2010. After it had been approved by the Bangladesh Telecommunication Regulatory Commission on Jan 4, 2010, the parent company arranged for better management, control, operation for this fresh aspect of them. This financial arrangement is being used for the development, better network, better coverage, innovative and new offers and services. Along with all these planning, new aspects, decisions and funding, Airtel Bangladesh is undergoing a huge success and profitable business. Dhabi Group maintains as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company.(<http://www.bd.airtel.com/>, 2015)

## Airtel Bangladesh Ltd. at a Glance

- Type:** Private
- Industry:** Telecommunication
- Predecessor (s):** Warid Bangladesh
- Founded:** December 1, 2010 (Registration date)
- Headquarters:** House 34, Road 19/A, Banani, Dhaka 1213, Bangladesh





□ **Key people:**

PD Sharma (Chief Executive Officer)

Mr. Mir Nawbut Ali (Chief Sales & Marketing officer)

Intradip Mazumdar (Chief Finance Officer)

Rubaba Dowla (Chief Service Officer)

Noor Mohammad (Chief HR officer)

□ **Products:** Telephony, EDGE, GSM, HSDPA/3G

□ **Total subscriber:** 8 million (September 2013)

□ **Revenue:** 117.213 billion (US\$2.34 billion)

□ **Operating income:** 21.771 billion (US\$434.33 million)

□ **Net income:** 18.282 billion (US\$364.73 million)

□ **Total assets:** 856.142 billion (US\$17.08 billion)

□ **Total equity:** 502.603 billion (US\$10.03 billion)

□ **Parent:** Bharti Airtel 100%

□ **Website:** <http://www.bd.Airtel.com>

**Note:** All figures include Bangladesh, India and Sri Lanka operations

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. (<http://www.bd.airtel.com/>, 2015) (<http://www.btrc.gov.bd/>, n.d.)



## 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. ([http://en.wikipedia.org/wiki/Airtel\\_Bangla](http://en.wikipedia.org/wiki/Airtel_Bangla) , 2015) (<http://www.btrc.gov.bd/> , n.d.)



## 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. (<http://www.airtel.in/> , n.d.)

## 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." (<http://www.airtel.in/> , n.d.)

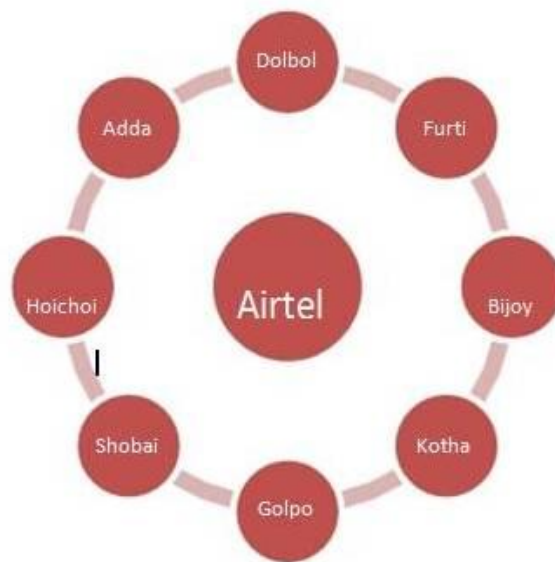
## Airtel Logo

The unique symbol is an interpretation of the 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 colour of energy & passion that expresses the dynamism that has made Airtel the success it is today, in India, and now on the global stage. (<http://www.bd.airtel.com/>, 2015) (<http://www.airtel.in/> , n.d.)



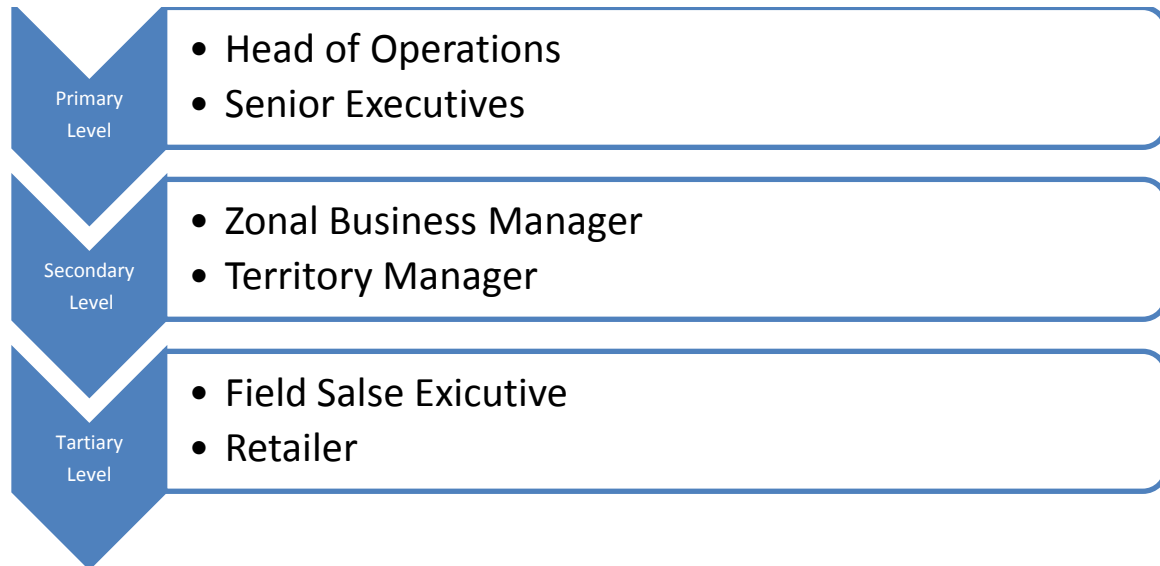
## Services of Airtel Bangladesh Ltd

There are different categories in the product line and they offer both post paid and pre paid connection plans. Both the services are very famous and accepted basically by the young generation. Under these two plans, other services like International Roaming, Value Added Services and M-Commerce are also important. Some of the Airtel post paid packages are: (http://www.bd.airtel.com/, 2015)



## Chapter 02: Job Description

As an internee in Airtel Bangladesh Limited I have worked with the Central Distribution team under Sales Operations department of Airtel Bd. Ltd.



There are two types of job are generally executed by the central sales department. First one is creative part and another one is operational part. The creative part is involved in working on projects, developing new ways of business, increasing the company revenue and some other confidential activities. On the other hand, the operational part is responsible for communications through field visit, telephone, promotional offers and makes a strong relationship with retailers via decent communication as well as accelerates company revenue. The distribution department of Airtel Bangladesh limited is located in Tajwar Center, Banani, Dhaka. The on-site supervisor is Md. Saad Rabbani, sales operations executive and Mr. Morshed Abedin, senior executive sales operation. My working hour began at 10 AM and continued to 6 PM.

As an intern I have to perform the following task giving in the next pages:

- ❖ **Collecting daily Sold to retailer data:** The distribution team divided the whole country into 8 zones and 22 areas and their product distribution process starts with Airtel main house and ends at the final customer. The ultimate process is, from Airtel main house their product goes to the 8 zones distribution house then through the Field

Sales Executive those products goes to all sim selling outlet and from sim selling outlet their customer can find their desire product or service. Their product includes SIM, Scratch Card, and Flexi Load.

<u><b>ZONE</b></u>	<u><b>AREA</b></u>
1. Bogra	Bogra, Rajshahi
2. Chittagong	Ctg Metro, Ctg Outer, Coxbazer
3. Commila	Commila, Noakhali
4. Dhaka-1	Gazipur, Dhaka Outer, Gulshan, Mirpur
5. Dhaka-2	Motijheel, Dhanmondi, Narayangonj
6. Khulna	Khulna, Faridpur, Barishal, Jashore
7. Mymensingh	Mymensingh, Tangail
8. Sylhet	Sylhet, B.Baria

The internee job is to collect all zones from the 1<sup>st</sup> day of the months to my previous days from present days sold to retailer report and sort them according to their zone wise. Then count the total number of soled product in every zone and also the whole country by using Microsoft Excel.

**Fig-1: Sold to retailer report**

Count of Zone	Bogra	Chittagong	Comilla	Dhaka - 1	Dhaka - 2	Khulna	Mymensingh	Syhet	Grand Total
1-Jun-15	1657	1812	2014	3260	2681	2264	1693	1053	16434
2-Jun-15	1176	2061	2750	4610	2239	1743	2769	1332	18680
3-Jun-15	173	159	1291	3328	478	558	1550	114	7651
4-Jun-15	1196	1867	2411	6169	5621	2858	2567	1157	23846
5-Jun-15		5		560	187	360		20	1132
6-Jun-15	1222	1823	2279	6369	3906	1871	2760	2221	22451
7-Jun-15	1254	2373	2913	5185	4827	2500	2297	1693	23042
8-Jun-15	1537	1886	2082	3655	4071	2058	1746	1780	18815
9-Jun-15	965	1795	2423	5173	4715	2227	1815	1585	20698
10-Jun-15	1140	2347	1956	7947	4990	2880	1908	2011	25179
11-Jun-15	1181	1273	1416	6014	3279	2698	2025	1669	19555
12-Jun-15		28	7	55		50		25	165
13-Jun-15	1021	1970	1739	3475	2663	1609	1578	1891	15946
14-Jun-15	1341	1742	2294	4852	3396	2179	2178	1733	19715
15-Jun-15	1091	1567	1437	4645	3501	1668	2382	1273	17564
16-Jun-15	879	1788	1926	4802	3794	1622	2086	1247	18144
17-Jun-15	942	2347	1931	3054	3687	1607	2578	1340	17486
18-Jun-15	1071	1428	1713	3404	1448	1332	2060	1041	13497
19-Jun-15	3	3	60	322	10	66	45	7	516
20-Jun-15	854	859	1928	3850	1928	1441	1324	904	13088
21-Jun-15	752	1374	1521	2245	2207	1688	1624	725	12136
22-Jun-15	986	1605	1989	3639	3157	1589	2359	1466	16790
23-Jun-15	632	1428	1703	3370	2073	2045	1583	1132	13966
24-Jun-15	699	1466	1780	4402	2974	2470	2237	1487	17515
<b>Grand Total</b>	<b>21772</b>	<b>35006</b>	<b>41563</b>	<b>94385</b>	<b>67832</b>	<b>41383</b>	<b>43189</b>	<b>28881</b>	<b>374011</b>

**Source: Author’s own generation**

- ❖ **Approving Purchase Request:** The purchase request means which is requested by the distribution house, at first it need to approve by the finance department and then need to approve by the central sales team and my job is to approve the purchase request when it is realised from the finance department. For approve the purchase request need to log in Airtel own server system for the sales department which is called Distributor sales system or DSS.
- ❖ **Change retailer across distributor:** The distribution team work with the following line, there is a Head of operations, then under head of operations there are some Executives, under the executives there are some Zonal Business Manager (ZBM), under the ZBM there are some Territory Manage(TM), Under the TM there are some Field Sales Executive (FSE) and finally FSE’s work is to deliver the product to the retailer and sometime it is necessary to change one retailer to another Distributor or TM. When it is needed my supervisor let me know that which retailer goes to which distributor and I using their Distributer Sales System access change it and update the information to their system.



- ❖ **Collecting retailer master report:** Retailer master report is the report where all retailers' history in the country is located and this report is updated every Sunday, Tuesday and Thursday. The report is updated in the Distributor Sales System under Central Sales Team. My job is to collect the report every Sunday, Tuesday and Thursday and make one excel file for all zone and then make one final excel sheet where the whole countries retailers data if needed check the data of the report.

**Figure-2: Retailer Master Report**

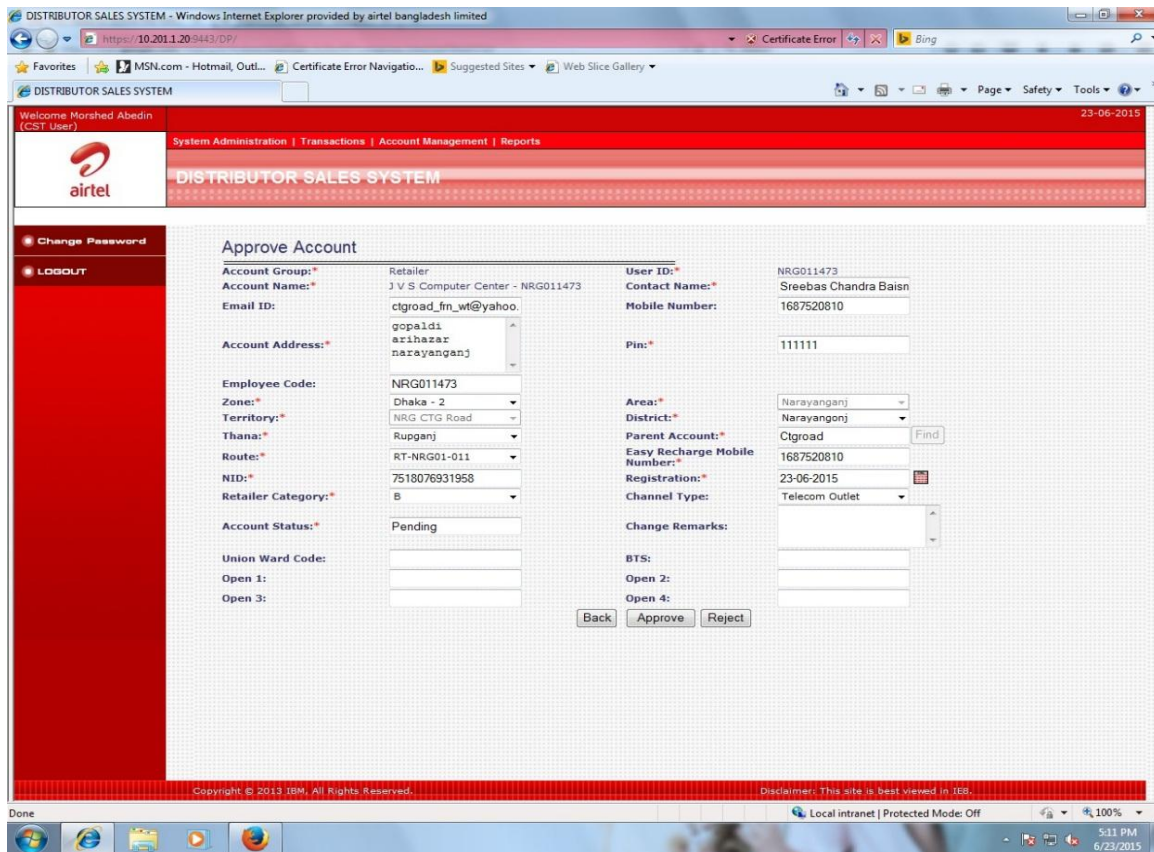
S.No	Retailer N	Address	Owner Na	Category	Contact N	Easy Rechi	Registrati NID	Route	Nar Route	Vial FSE Name	FSE Code	Distributo	Distributo Zone	Area	Territory	District	Thana	status	Union
1	Laboni Tel	RAJ01141 Noulhata ESultan Ki A			1.7E+09	1.7E+09	8.1E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
2	Sumon Ph	RAJ01041 Padma Ab Md. Iftar A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Sopura	Active		
3	Bismillah	RAJ01945 Noudapai Md. Shaja A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Shahmuk	Active		
4	Santu Tele	RAJ01946 Sidi Mor, Md. Santu A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
5	Arif Telecc	RAJ01940 Vailuk Pul Md. Amir A			1.7E+09	1.7E+09	8.1E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
6	Hasib Stor	RAJ01939 Nowhata J Md. Abdul A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
7	S.M Telecc	RAJ01933 Alalbidir Md. Mosa A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
8	New Saju	RAJ01404 Chanduriz Motasin B A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
9	Beauty Tel	RAJ01403 Ramchanc Md. Delwe A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	BOALIA	Active		
10	Mannan S	RAJ01388 Borgasi Bi Nabo Kum A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
11	Shemul Ve	RAJ01394 Vailuk Pul Shokhidul I A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	MOTIHARI	Active		
12	Sarkar Tel	RAJ01400 Sampur Bi Tohirul Isi A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Mohanpui	Active		
13	M.S Nahid	RAJ01399 Trimohoj Mr. Nahid A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Mohanpui	Active		
14	Tofayel Eli	RAJ01377 Balanagar MD Tofayt A			1.7E+09	1.7E+09	8.1E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
15	Media Cer	RAJ01372 Yugroil M Md Belal I A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Shahmuk	Active		
16	Muhta Tel	RAJ01340 Borgasi, N Molesur A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	BOALIA	Active		
17	Metro Dec	RAJ01359 Lolitahar J Mojamme A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	BOALIA	Active		
18	Jahangir T	RAJ01331 Borgasi Bi Md. Jaham A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
19	Shahin Tri	RAJ01330 Alal Bidir Md. Hafizi A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Mohanpui	Active		
20	Abu Sayed	RAJ01338 Ramchanc Md. Abu A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
21	Maruf Teli	RAJ01202 Pabna Ma Md. Hasar A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		
22	Desh Tele	RAJ01142 Nawhata I Md. Golur A			1.7E+09	1.7E+09	8.1E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Raj Para	Active		
23	Kona Mul	RAJ01132 Meher Chi Md. Nurul A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Godagarj	Active		
24	Vai Vai En	RAJ01127 khorkhori Md. Moza A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	BOALIA	Active		
25	M S Alhaj	RAJ01057 Nawhata I Md. Shake A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Sopura	Active		
26	Scho Sa	RAJ01049 Nawhata I Md. Firoz A			1.7E+09	1.7E+09		RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Sopura	Active		
27	Anover Te	RAJ01047 Nawhata I Md. Anow A			1.7E+09	1.7E+09	8.1E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Sopura	Active		
28	Bulet Stor	RAJ01116 Rajshahi MR X A			1.7E+09	1.7E+09	8.1E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	BOALIA	Active		
29	MS Anover	RAJ01109 Rajshahi MR X A			1.7E+09	1.7E+09	8.2E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	BOALIA	Active		
30	Lina Poliy	RAJ01107 Nawhata I Md. Mosti A			1.7E+09	1.7E+09	8.8E+12	RT-RAJ01-4	3	Razu (D04 FS-RAJ01-5S Distribi	RAJ01	Bogra	Rajshahi	Rajshahi	Rajshahi	Paba	Active		

**Source: Author's own generation**

- ❖ **Approving the account approvals:** For new retailer there are new account generating in the Central Sales Team and need to approve from the Distributor Sales System and this job is done by the interneer. When need to approve the retailer account need to check all the information for example retailer name, address, parent code etc.



**Figure-3: Retailers New account approvals**



**Source: Author's own generation**

- ❖ **Taking Feedback From The Retailer:** My supervisor give me a list of some retailers who are facing problem to sale the product and I give them a phone call discuss with them about the problem, note the problem for my supervisor, give them their Territory Manager no if needed, give info about new offer for them and also record the data for future purpose.
- ❖ **Sorting Out wrong Information From new Bondhon Outlet program:** There is a new program launch by the Airtel sales team called “BONDHON OUTLET” in this program Airtel sales team select 4000 outlet from the whole country and give them a



monthly target and if the selected Bondhon outlet can reach the monthly target they are rewarded. As an internee my job is to collect all Bondhon outlet data and check the data and if I found any mistake then mark it to their excel sheet.

### Other Activities

- **Visit Warehouse:** At the end of the month the distribution team put there all document in the warehouse and with my supervisor I also visited the warehouse and see how systematically they put it.
- **Administrative work:** I did some administrative work like write notice, check book, scanning, document fill up etc.
- **Make Statement:** Make a statement about my internship in Airtel that how I feel to complete my internship program there.
- **Assist Marketing Department:** I had to assist the marketing manager to make advertisement in the billboard. I was assigned to translate the attractive advertisement for future use of Airtel Marketing Department. I had to scan all the necessary documents of marketing department.
- **Field Related Work:** I have to create presentation sides for regular corporate meetings, training FSEs and retailer, Bangla Typing etc.



## *Chapter 03: Main Project*

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### **Preface**

Besides my regular activities, at end of the second month I was assigned with a project regarding customer satisfaction. Customer satisfaction is an elementary marketing put up in the last three decades. In the past, it was out of favor and unaccepted notion because companies thought it was more significant to increase new customers than retain the existing ones. Nevertheless, in this current times, companies have attained better understanding of the significance of customer satisfaction (especially service producing companies) and accepted it as a high priority operational objective.

### **Background of the problem**

There are six mobile phone operators are running business in Bangladesh. Among them Airtel is the delayed participant in the scenario. The other telecom companies are continuing operations for more than ten years except Teletalk. If we take a tour back in time, the mobile phone services were restricted to few numbers of customers due to sky-scraping connection price and call charges. In addition, the network was also limited to some divisional cities and in few key cities in the Bangladesh. As the technology expanded and the tariffs diminished by the companies people were getting more engaged with this convenient telecommunication services. For this reason, the early birds in the market acquired ample time for the network development. Hence, their consumer stand reached to more concrete phase. After entering of Airtel in the scenario, there was an astonishing change has occurred in telecommunication industry. The rivalry has been more intensified among the mobile phone companies. Thus, Airtel is fighting with the other competitors by offering innovative and unique services to keep up with the market share.

Airtel is widely popular in current young generation because of its youth focused campaign and promotional offers.



Moreover, Airtel's attractive economical tariff lured more customers than ever in the brief period of time. Having stated all these factors, still Airtel is experiencing several customer complaints against their poor network services. Hence to probe in to the root of this issue this project was initiated by the Acquisition department which was mainly focused on the post paid customers. This study is planned at reviewing the existing circumstances to aid Airtel so that it can take proper measures for its improvement if needed.

### Origin of the report

This report has been prepared to fulfill the partial requirement of my Internship of BBA Program of BRAC University. Since I was appointed as an intern hence as a part of my Job description I assisted in this project.

### 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: (Malhotra, 2011)

1. **Broad Objective:** The broad objective of this report is to find out the customer satisfaction level of Airtel postpaid customers.

2. **Specific Objectives:** The specific objectives will be

- To find out specific areas of satisfaction of Airtel post paid users
- To figure out detailed areas of discontent of Airtel post paid users
- To know the general satisfaction level of the customers
- To form out possible progress sectors to reduce dissatisfaction



## Scope of the report

This report basically pacts with a short description about Airtel Bangladesh Limited and its product & services. It emphasized on customer acceptance level. No industry analysis is done. There is only detail regarding portrayal of the essential post paid consumers.

## Methodology

### 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. (Malhotra, 2011)

### Problem Definition

Problem definition is the vital 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 post paid subscribers of Airtel Bangladesh Ltd. and the related problems with the connection which is identified by asking appropriate questionnaires to the post paid customers of Airtel. The information needed for the study will be the customer's perception level of using Airtel post paid connection, an overview of the problem, situation and what sort of problems the subscriber faces regarding this services. For this research, analyzing perception level for the post paid services have been attained by asking questions and doing survey on the Airtel post paid users. Some of the experiences and observations are also utilized from my job responsibilities to arrange the questionnaire.



## 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.

(Malhotra, 2011)

## 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 perform the survey for this research paper. (Malhotra, 2011). It is a formalized set of questions for obtaining information from the Airtel post paid customers. I put my best endeavor in arranging up the questions, so that it must interpret the information needed into a set of specific questions that the respondents can and will answer. Additionally, I made this questionnaire in such a way that must fortify, stimulate and persuade the respondents to contribute, assist and complete the interview.

## Data Collection

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. (Malhotra, 2011) 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 post paid customers.



## 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 post paid customers

### 2. Secondary Data Sources-

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

## Data analysis

In the beginning segment 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. (Malhotra, 2011)

## Findings on respondent's analysis

The general analysis of the 50 samples is presented in this segment. The main objective of the respondents' analysis is to get the overview about respondents. Here, respondent's gender, age limit, period of their network, and usage model, etc. have been conversed in brief. There is no statistical tool used to analysis the respondent's overview because this information will not affect directly to the customer satisfaction features.

For collecting data from the field, the research survey has been conducted among 30 male and 20 female users of Airtel post paid connection. Thus, the ratio of male user is 66.67% and the ratio



of female user is 33.33%. Since, Airtel is the most popular brand among young people. I performed the survey among the people whose age limit was 19-27 years. Amongst 50 respondents, only 8 respondents had been using their Airtel post paid for 5 years. Seven respondents were using for four years and six respondents were using for three years. 18 respondents were using for 2 years and that is the highest amongst 30 respondents. Seven respondents were for 1 year and the rest 4 respondents were using Airtel post paid 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 post paid customers use more than one SIM.

### **Findings on general overview**

The third segment of the research findings have been planned to find 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 post paid. However, the overall analysis of the total respondents" shows that mean average is 3.37, logically which is unbiased and the standard deviation is 0.51 which is less than 1. Here, the low standard deviation indicates the data points in every sequence are very close to the mean. Finally, the research findings have arrived at a point that the most of the Airtel post paid subscribers are the temperate subscribers.

### **Respondent's Recommendation**

In the respondent's recommendation section, 12 respondents did not put any opinion. However, rest 38 of the respondents shared their valuable opinion regarding Airtel services and those are given below accordingly:





- Most of the respondents proposed Airtel to upgrade its network coverage as soon as possible.
- Some respondents also proposed to:
  - Discontinue sending unwanted SMS
  - Augment the validity for bonus talk time
  - Offer attractive handset bundle package

### 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: -

- Scarcity of data due to insufficient telecom publications and journals.
- The research was restricted only in Dhaka city. The research findings could be dissimilar if it is passed out with the other divisions of the country.
- Such a brief time span of internship was not ample to comprehend the insights of customer satisfaction level.

### Recommendation

The recommendation part of the project is prepared based on the research findings. By following those recommendations, Airtel can diminish the dissatisfactions of the customers and receive a sustainable, different viable benefit to accomplish more market share.

- Airtel must improve the network coverage as soon as possible. The network development has not been completed yet. Hence, Airtel should offer Missed call Alert service for free. Customers know that network progress cannot be done at once. But if missed call alert service is offered at free of cost the existing customers may cooperation with the current situation and new customers may also exhibit positive trait to join Airtel. Consequently, dissatisfaction may lessen regarding network problem.



- Internet is a vital part of today's life. Airtel internet service must be upgrade convincingly so that more people have access toward internet.
- Airtel offers enormous bonus talk time or SMS to the prepaid customers usable for short time period. However, for post paid consumers there is no such offers. They need to work on these criteria.
- For post paid consumers they should offer priority service like discounts in Hotels, resorts and shopping malls
- Airtel only promotes spare time programs in TVs. They should also sponsor programme which are related with the betterment of the society.



## *Chapter 04: Learning Experience*

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### **Interaction**

It is important that every student graduating from university should experience success in several work settings. There's no better way to earn job skills than on the job itself. Work-based learning experiences are a great way to narrow interests and focus future learning.

And interacting with senior and junior employees and fellow interns is definitely a great way to earn experience.

My supervisors were always bogged down by their extreme workloads which allowed little time to allow them to have long chit-chat sessions with all the interns. But despite their busy schedules they always tried to engage with us whenever they had time.

Airtel is a group of relatively small number of employees compared to the other telecoms of the country and this creates a very close-knit corporate culture.

Every employee birthday and special occasion is celebrated festively. The seniors never carry a heavy attitude which makes it very easy for interns to communicate with them.

One of the most common places to foster discussions is the dining area. It allows for a very open and healthy platform for interns to open to their senior heads. The desks are designed in a manner that is not heavily compartmentalized. The open ended desk spaces allows for more collaborative and cooperative work to take place.

During my internship phase, I learned a lot whenever I had the opportunity to talk with my supervisors apart from work. Each of the employees has valuable experience of many years which when shared can boost one's knowledge and confidence a lot.

### **Skills and personal development**

Hiring interns has now become an efficient resource for corporations for expanding their workforce bandwidth, introducing fresh zeal and enthusiasm into the corporate culture and as a way of "giving back" to their community.



So the great internship at a great organization is the absolute stepping stone to the start of a great career.

During my three month internship phase I acquired valuable characteristics traits and in depth understanding of various industries:

#### Practical understanding of the telecom industry

I could have never really learned what a telecom job entails without working practically in that role. The internship allowed me to question and work with people who work in my chosen career. They were be able to give me a good and personal insight into what the job entails and what has been developing in the industry. This kind of direct and specialist knowledge will help to set me apart from other candidates later in future. The contacts acquired and networking done during a placement will have me put in contact with people who may well be able to help me enter and progress into your chosen career.

#### Experience of teamwork and development of interpersonal skills

My internship allowed me to gain first-hand experience of a work environment and allowed me to develop new teamwork and interpersonal skills which will make me more rounded and attractive candidate for any employer.

#### Independence and Resilience

This experience has made me more adept at working without direct supervision – and making decisions without the help of others. I learned a lot on how to complete the projects and initiatives assigned to me without much of external help. Through working in this dynamic environment I learned to be more resilient and not to get discouraged if my work is replaced with a new approach, or if I am suddenly being asked to change directions.

## Compare and contrast between academic and experiential learning

The mission of traditional academic education that I received in BRAC University is the standardization of learning. Thus standardization allows students to neatly “fit” into existing corporate opportunities and employment.

My internship at Airtel Bangladesh provided me with the experiential education that helped to complement my academic education over the past four years.

By being beyond the comfort and predictability of a student’s home learning environment and in a place that is new and unfamiliar I learned a lot about how the corporate world operates

My internship allowed me to evaluate my learning based on reading, writing, presenting, or producing projects that measure achievement based on direct experience.

### Difficulties

There are challenges that are involved in working in a corporate environment and it is extremely important for an internee to learn how to deal with them before stepping into a full-fledged job.

Working in a corporate environment requires one to upload a professional attitude at all times. There is very little room for errors as blunders can have serious repercussions.

One of the challenges that I faced was sometimes it seemed my supervisors had forgotten the fact that I am a new intern in Airtel one who had very sparse knowledge of the tricks of the trade and work. I had to finish a task I had no knowledge about. Such situations then force one to develop his/ her intuitive logical reasoning skills.

Also I tried on most occasions not to repeatedly ask questions or for instructions unlike what we usually do when it comes to submitting assignments to faculties or professors. But in a corporate setting one tries best to figure things out their own. I did the same and sometimes even to the extent of coming up with new ideas that were different from the ones my supervisors had proposed. I was very cautious to demonstrate professionalism both in scale



and scope of whatever work I was. In the end this helped to instill trust within my senior supervisors about my quick learning abilities and workmanship.

Getting lauded and praised by the supervisors felt very satisfying.

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### **Concluding Remarks**

Even though my internship lasted only a period of three months, my experience has given me an immense and massive learning experience. My experience here has effectively shattered my negative preconceived notion about the corporate culture.

Internship at Airtel provides large room for learning and work and a great possibility of having a worthwhile experience. The place does not offer only opportunities for mere stereotypical work like photocopying and scanning.

I had previous mixed experiences of working in groups back in my last four years in BRAC University but working with corporate was an all-new experience that enlightened me a lot about the corporate working environment and dynamics. I have met individuals who are on this line of work for more than 10 years with valuable corporate networks. Their experience and knowledge has massively helped throughout the past three months and I look towards them as a source of information in the future.

I acquired valuable characteristics, traits, and in-depth understanding of various industries, contacts, and networking that can strongly fasten my progress into your chosen career.

It is very important to instill trust among the team that one is working in. I am glad that I was able to do so by consistently performing above my supervisor's expectations.

I will surely miss this place.



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# Appendix

## POST PAID SMART PLANS

Particulars	Postpaid Smart Plans				
	BDT 299	BDT 699 Data Heavy	BDT 699 Balanced	BDT 999	BDT 1,999
Minutes (for any local operator)	400	500	1,000	1,500	2,400
SMS (for any local operator)	1,000		3,000	5,000	10,000
3G Internet (GB)	1 GB	6 GB	3 GB	5 GB	10 GB
ISD Calls (BDT)					500
<b>Value in BDT</b>	<b>BDT 739</b>	<b>BDT 1,050</b>	<b>BDT 1,950</b>	<b>BDT 3,050</b>	<b>BDT 6,240</b>
Minutes Worth @ BDT 0.60 p/sec	BDT 240	BDT 300	BDT 600	BDT 900	BDT 1,440
SMS Worth @ BDT 0.30 per SMS	BDT 300		BDT 900	BDT 1,500	BDT 3,000
3G Internet ISD	BDT 199	BDT 850	BDT 550	BDT 650	BDT 1,300 BDT 500
<b>Tariff after Bundle Consumption</b>					
airtel - airtel voice (BDT/min)	0.30	0.30	0.30	0.30	0.30
airtel - others voice (BDT/min)	0.60	0.60	0.60	0.60	0.60
Pulse (sec)	1	1	1	1	1
airtel - airtel SMS (BDT/SMS)	0.30	0.30	0.30	0.30	0.30
airtel - airtel SMS (BDT/SMS)	0.30	0.30	0.30	0.30	0.30
Pay As You Go (BDT/KB)	0.0002	0.0002	0.0002	0.0002	0.0002
<b>Pay As You Go Rate</b>	BDT 200 per GB after pack consumption v/s BDT 1049 per GB after pack consumption for all packs in market from any operator				





## Questionnaire

### Survey on Customer Satisfaction Level of Post paid Subscribers of Airtel Bangladesh Limited

Dear Respondent:

I am Saeed Md Nahian, student of BRAC University. I am performing a survey to calculate the customer satisfaction level amongst post paid 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.

#### Section A

Your Airtel Number (optional): .....

Male  Female

Age: .....

Duration of Usage:

.....Year/Month

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  
FnF

cheap rate

Low on-net tariff  Highest

Value added Services  
Voice quality

Network availability

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



Caller Tunes  
Edge/GPRS

Miscall Alert

Call Block Service

Other \_\_\_\_\_

I'm not using any services

[Please  
turn  
over  
the  
page]



## Section B

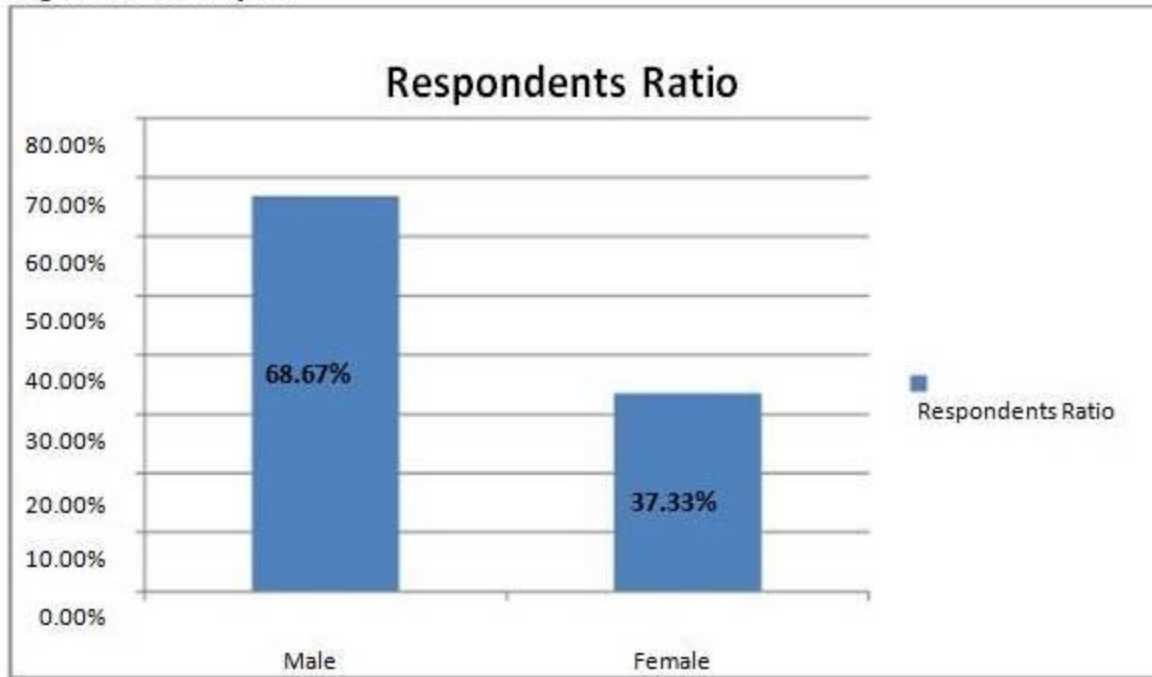
For the following questions, Please **circle** the number according to the degree of your agreement.

Statements	Highly disagree	Disagree	Neutral	Agree	Highly agree
1. The price of post paid connection is affordable	1	2	3	4	5
2. Airtel offers different post paid 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; <b>Excellent (5), Very good (4), Good (3), Fair (2), Poor (1).</b>	1	2	3	4	5
5. I never face overcharging issue	1	2	3	4	5
6. I often get bonus talk time/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





## Respondents Analysis



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%
<b>Total</b>	<b>30</b>	<b>100.00%</b>

	General_Avg
Mean	3.37
STD DEV	0.51

## 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 <u>Dialler</u>
6	USSD	Unstructured Supplementary Service Data
7	MAMO	My <u>airtel</u> My Offer