

ROBI AXIATA Limited



Internship Report

Analysis of High Value Customer Acquisition System

Prepared For

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Inspiring Excellence

HIGH VALUE CUTOMERS
ACQUISITION: ENTERPRISE
BUSINESS
TELESALES OPERATION



Letter of Transmittal

29th November, 2017

Fabiha Enam

Lecturer

BRAC Business School

BRAC University

Sub: Submission of internship report for completion of course.

Dear Madam,

With high respect, I want to state that I have finished my internship report on “Analysis of High Value Customer Acquisition System of ROBI AXIATA Limited”. While working with ROBI AXIATA I got the first-hand experience to learn about their HVC acquisition system. Doing elaborate research, I finally compiled my internship report in a comprehensive manner with sufficient resources.

In this internship report, though I faced some challenges but me and my team members of ROBI AXIATA’s collective efforts helped me to overcome them. It was a great opportunity given to me by whom I could create a link between academic and corporate. I would like to use this platform to thank you for this opportunity. Lastly, I would like you to kindly accept my internship report and acknowledge my hard work.

Sincerely Yours,

Saima Dewan

Student ID # 14304149



Acknowledgements

At first, I am thankful to almighty Allah for giving me strength, courage and ability to accomplish the internship program as well as the internship report in a scheduled time in spite of various complications. It gives me immense pleasure to thank a substantial number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report.

Initially, I would like to express my gratitude to internship supervisor Fabiha Enam. His guidance and feedback made everything crystal clear. At first, I was jumbled that whether I would be able to make a fruitful report but with her assistance, I found a way to do everything accurately and in time. She kept me on track to complete this report and her propositions were vital in making this report as flawless as possible.

I am obliged to the organization ROBI AXIATA Limited, where I have done my internship in last 3 months with lots of activities which enriched my practical knowledge of real life working experience in telecommunication sector. I am thankful to Enterprise Business Department of ROBI AXIATA Limited and **AbulKalam Mohammad Nazmul Islam**, Vice President Enterprise Business of Market operation division at ROBI AXIATA, manager **QuamruzzamanRubel&Rowshan Jahan Urmi**, manager. Without their help and support completing this report would not be possible.

I would also like to express my sincere thanks to all the employees of Enterprise Business Department of ROBI AXIATA Axiata Ltd. who helped me during my work tenure and made my experience a memorable one.



Executive Summary

My internship report is about “**Analysis of High Value Customer Acquisition System of ROBI AXIATA Axiata Limited**”. I have structured my report into six parts. In the first part I added the transmittal letter, acknowledgements, table of content and executive summary. In the organization part I briefly discussed about the organization overview, profile and the importance of doing this report. It also includes Principles and purposes, key achievements and mission and vision. Furthermore project part contains overview of the project which describes the enterprise business and HVC acquisition system with different tasks and steps of the entire system also I have added with the literature of the consumer satisfaction which is described in the report. As I have to relate with the educational knowledge with the corporate one so I choose this to be describe. I have also added a list of task that I was assigned to and, challenges I have faced during the internship period. Moreover I have learned a number of things how to work and ethical behavior in the workplace. In the conclusion I have added a few recommendations that could increase the overall effectiveness of the HVC system. I have ended my report with a supplementary part which includes list of references that I used for collecting primary data.

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PROFILE OF THE ORGANIZATION

AND

ORGANIZATION OVERVIEW



1.1 Company Background

Bangladesh is a developing country. Moreover, in this informational and technological era Bangladesh also go ahead with these changes of information and technology. One of the familiar information and technology is mobile networking. In Bangladesh there are many telecommunication company in telecommunication industry. ROBI AXIATA Limited is one of them.

ROBI AXIATA Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. ROBI AXIATA Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March, 2010 the company started its new journey with the brand name ROBI AXIATA. ROBI AXIATA is truly a people-oriented brand of Bangladesh. ROBI AXIATA, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core ROBI AXIATA marches ahead with innovation and creativity. To ensure leading-edge technology, ROBI AXIATA has the international expertise of Axiata and NTT DOCOMO INC. It supports 2G voices, CAMEL Phase II & III and GPRS/EDGE service with high-speed Internet connectivity. Its 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. It has the widest International Roaming coverage in Bangladesh connecting 550 operators across 205 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates. With its strengths and competencies developed over the years, ROBI AXIATA aims to provide the best quality service experience in terms of coverage and connectivity to its customers all over Bangladesh. Together with its unique ability to develop local insights, ROBI AXIATA creates distinct services with local flavor to remain close to the hearts of its customer.



The much-talked-about merger of ROBI AXIATA and Airtel was completed on 17 November, 2016 after the Office of the Registrar of Joint Stock Companies and Firms gave it the go-ahead. The merger fee of Tk 100 crore and spectrum charge of about Tk 348 crore paid by November 28 and then all the formalities had completed. ROBI AXIATA started the consolidation process; more than 200 executives of Airtel joined ROBI AXIATA, while around 137 will leave under a voluntary retirement scheme. ROBI AXIATA will soon take control of all the business processes of Airtel. Currently, there are 79.43 lakh active connections under the network of Airtel, for which the 016 prefix and the Airtel branding will be retained for the next two years at least.

ROBI AXIATA has 2.32 crore active customers as of August, according to the Bangladesh Telecommunication Regulatory Commission's data. The merged company will be known as ROBI AXIATA Limited and it will become the second largest operator in the country, both in terms of subscribers and revenues. The combined entity will serve approximately 3.22 crore subscribers. As of August, Grameenphone's total active connections stood at 5.45 crore and Banglalink's 2.9 crore, according to BTRC.

In the merged entity, Axiata, the parent company of ROBI AXIATA, will hold a 68.7 percent controlling stake. Bharti Airtel hold a 25 percent share in the company and Axiata's old partner NTT DOCOMO of Japan 6.3 percent. Currently, Malaysia-based Axiata had a 91.59 percent stake in ROBI AXIATA and NTT Docomo 8.41 percent.

1.2 Company Objectives

The main objectives of ROBI AXIATA are:

- Commitment towards the need of the customers;
- Maintain high form of ethical standards;
- Improve all work process;
- Improvement of employee knowledge and skill;
- Securing the quality of the services to match that of competitors;
- Maintain the brand image and position of the company.



1.3 Purpose and Principles

Purpose:

- The purpose statement is their ambition for future, to set a common direction for new brand, a framework for all their strategic planning. ROBI AXIATA“s purpose is also to empower their customers. They claim that, “We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services.”
- The new brand is here to help people to empower and enable themselves to make a better life. They also believe that, “We will keep our promises and deliver. We will innovate, execute fresh ideas and, as a nationwide organization, we will be respectful of our customers and stakeholders.”

Principles:

Principle statements define how people want to behave with each other in the organization. The statements are about how the organization will value customers, Vendors, and the internal community. ROBI AXIATA also believes that no matter what they do to realize their purpose, they hold themselves accountable to the following Guiding Principles that the way for them. They are as follows:

- Being respectful towards everyone;
- Being trustworthy by action;
- Being passionate and creative in all we do;
- Keeping things simple in the way we do things;
- Being ethical and transparent;
- Demonstrating individual and collective ownership;



- Practicing an open culture in communication and internal;
- Emotional: Passionate, Creative, Respectful, and Open;
- Functional: Simple, Ethical, Transparent, and Ownership.

1.4 Mission, Focus and Vision of ROBI AXIATA Axiata Limited

Mission:

ROBI AXIATA aims to achieve its vision through being number „one not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our budding nation.

Focus:

Axiata is focusing on not just developing a talent pool for the group and its subsidiaries – but on succession planning for key positions in the ROBI AXIATA. ROBI AXIATA Leadership program focuses on seven areas of leadership skills- strategic thinking, business acumen, result orientation, customer orientation, people management, coalition building and personal attributes.

Vision:

ROBI AXIATA's vision is to continuously monitor its customer’s needs and to plan accordingly. It will monitor the development of technology and updated self to meet customer demand.

Long term Vision:

ROBI AXIATA strongly believes that subscribers are their most valuable asset. They have a strong Customer Service Center. Being always with their customers the ROBI AXIATA "Help Line' is there. ROBI AXIATA has successfully migrated to a new switch with higher capacities in terms of accommodating higher customer base and as well as to let them use all the basic supplementary



services under GSM technology. ROBI AXIATA Limited expertise and experience are acknowledged throughout the industry. Demand is growing all the time, not simply for the services it already provides, but for greater and more diversified services and even higher quality performance. Its pace is fast, rewards are high and work is of constant challenge. They introduced the both-way national roaming all through their network coverage. The Prepaid services with enhanced features have been commercially commenced successfully and now they are taking some projects to accumulate more advanced technological features in their network. In terms of Network Quality, the company will ensure not only the equipment are of world class standard but more importantly its size or capacity is catered to the right dimensioning of customer base, in order not to face the problems of drop calls or congestion. All these are done through proper planning, control and schedule maintenance program. They maintain the benchmark for providing the quality services. They monitor these through generating regular reports and on site survey. If there are any weak signals or a call drops, the skilled engineers are providing services round the clock to resolve the problem instantly. This is the most important key resource factor in ROBI AXIATA Limited. ROBI AXIATA has efficient human resource. Moreover, its decisions are based on facts from market research and coverage survey. Moreover, the above objectives can only be achieved through the right people. ROBI AXIATA has put its keen eyes in developing its employees through proper training, as they believe that the most important asset for ROBI AXIATA Limited. So they are ensuring quality services by quality people. ROBI AXIATA has the plan to give opportunity to every household in using cellular service in the country at the competitive price providing unparalleled quality service and customer care.

1.6 Product and Services

ROBI AXIATA offers an array of different packages. In addition to offering the fundamental prepaid and postpaid mobile services, it offers a wide range of value-added products and services such as, SMS, GPRS, EDGE, International Roaming SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking and Bengali SMS. ROBI AXIATA has got the widest International Roaming coverage among all the operators in Bangladesh.



Prepaid:

ROBI AXIATA Prepaid has everything to offer; a single package that delivers simplicity and flexibility at the same time. ROBI AXIATA Prepaid is continuously adding new features and plans to provide absolute freedom to the customers. ROBI AXIATA has the single prepaid package with the best rates in the market. Moreover, there are different tariff plans in one package to meet different types of needs of customers. There are instant, easy & multiple migration facility from one tariff plan to another. A customer can have 5 FnF to any operator mobile with one ROBI AXIATA partner facility there is full BTCL connectivity with FREE BTCL incoming. There is extended and simplified refill validity for ease and freedom. Moreover, there is nationwide EasyLoad facility and high-speed internet connectivity all available Value Added Services (e.g. SMS, MMS, GoonGoon, ringtone, wallpaper, games, and animation download) are available in the service. Customers can recharge their ROBI AXIATA Prepaid by using scratch cards and Easy Load facilities.

Postpaid:

ROBI AXIATA also offers post-paid service; along with the various packages. ROBI AXIATA Push Mail is a secure, reliable and feature rich email solution at price customers can afford. Now, customers can work as if at their desktop from anywhere. Customers can know their bill information through Web Bill, E-Bill, SMS, USSD and Customer Care Center, Customers can pay their bills by following:

- Scratch Card Auto Debit Easy load Bank
- Customer Care Center

Value Added Services:

- Music: ROBI AXIATA GoonGoon, radio, Song Dedication, Listen & dance
- Entertainment: WAP, MMS, Voice portal, Kid zone, Cricket world
- Downloads: Ringtones, Animations, Wallpaper, Games
- Internet & Data service: Browsing pack, Internet pack, Modem and recently introduced 3G internet package



- Messaging: SMS, MMS, Voice SMS, SMS Dedication, International SMS, Greetings
- Community & Chat: Voice chat, SMS Chat
- Information service: Breaking news alert, Instant news, Stock information, Directory, Aroti portal, Ibadat portal, Emergency helpline, Haat- bazaar
- Mobile assistance: Call block, Missed Call alert, Phone backup
- Education & Career: BBC Janala, Job portal
- Lifestyle: Bazar, Directory, Women Zone –
- Finance: Stock information, M Pay, Bill Payment
- Call management: FnF , Conferencing, call waiting, divert, holding, forward
- Balance transfer & Request
- Facebook
- Job alert
- iflix

Corporate Services:

- The wide range of corporate packages to fulfill your
- Zero security deposit with NO monthly line rent
- Convenient bill payment options
- ROBI AXIATA Corporate Insurance Policy
- Cutting edge value added services like GPRS, EDGE, Personal Assistant, corporate messaging platforms with short codes, Data and Fax call services, Call Center Solution, Fixed rate group talk plan, Customized SMS based solution
- Friends & Family: Customer may select five numbers of any operators as his/ her Friends and Family (FnF) and enjoy a significant reduction in tariff
- Customized Credit Facilities: Every single ROBI AXIATA Corporate 'Family members' may set their individual credit limits and alter it as per their requirement.
- Itemized Bill: Call details including information such as date, time, duration and charge of any voice calls made can be provided.
- 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'. They can be reached at 01819210952-4 or email: corporate.help@ROBI AXIATA.com.bd or fax: (+8802) 8832502.

1.7 Market Share in a pie chart

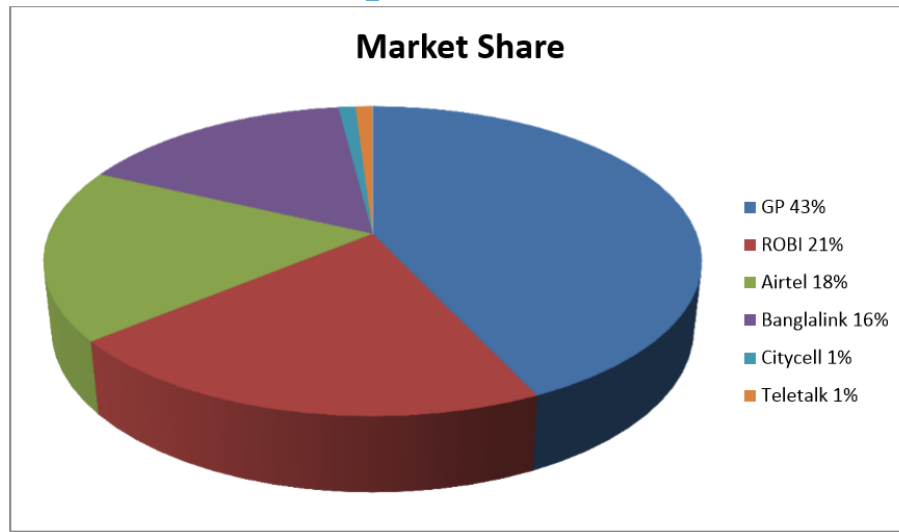


Figure 1: Market share

1.8 Revenue VS net Profit/Loss

- According to financial update 2015 ROBI AXIATA customer base reached to 25.3 million and by 13.2% to record a subscriber market share of 21.0% an increase of 1% relative to end of 2014. • Revenue grew by 9.4% in FY 2015 amid fierce competition.
- Operating Profit/ EBITDA (Earnings before Interest Tax Depreciation and Amortization) recorded an 18.3% growth with a 2.9 percentage point (pp) improvement in EBITDA margin.
- Net Profit after Tax (PAT) grew by 20.4% through focused investments and excellence in cost management
- Invested BDT 21.0 billion (63.7% increase) towards expansion of 3.5G footprint, 2G new coverage and enhancement quality of service.

- Contribution to national exchequer was BDT 21.7 billion representing 43.8% of Revenue.

Figure 2: previous profit and loss data

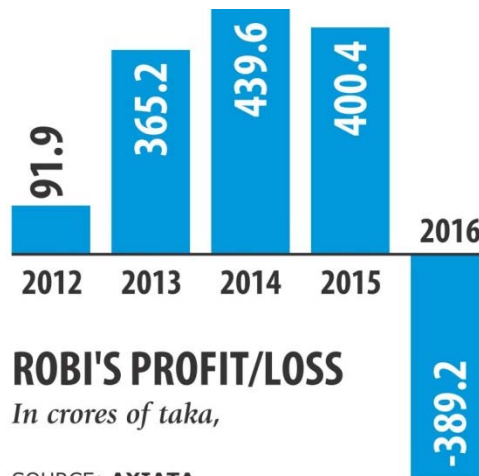
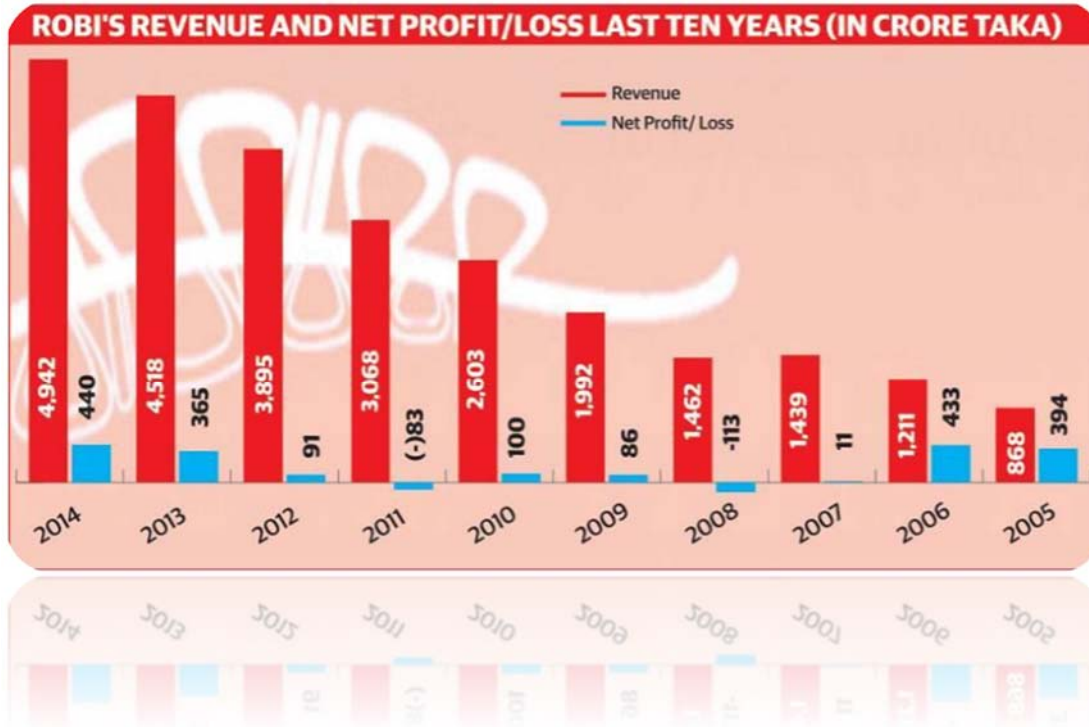


Figure 3: Revenue VS Net profit/Loss

1.9 Key Success Factor

Company's key success factors are their means to prosper in the market place. KSF includes product attributes, competencies, and market achievements with the greatest impact on future competitive succession the market.

- **Technology Related KSFs:** Technological Innovation: ROBI AXIATA is the 1st Bangla SMS Service Provider in the market. Recently ROBI AXIATA introduced 3.5 G internet for its customers.
- **Distribution Related KSFs:** Strong network of dealers, wholesale retailers, like, ROBI AXIATA Customer Care Centers, ROBI AXIATA Touch Points etc.
- **Infrastructure and Network Related KSFs:** Strong Infrastructure and Wide Network Coverage. ROBI AXIATA provides network coverage in 61 permitted districts of Bangladesh.
- **Marketing Related KSFs:** Better Product Quality and Broad Product Line. E.g. prepaid, postpaid, mobile-to-mobile, International roaming. Faster and Efficient Customer Service e.g. 24 hours helps line, customer service centers, etc.
- **Skills and Capabilities Related KSFs:** Expert, motivated and talented workforce to provide professional: Better customer service. Faster delivery time capability. Supply Chain Management Capabilities.
- **Financial KSFs:** Strong Balance Sheet to be able to invest in infrastructure and network. Low cost provider to be able to cut price and match competitors.

1.10 The importance of making report

I am doing this report because internship receives credit from the university; graded credit determined by the technical writing faculty, there needs to be documentation in addition to the site supervisor's evaluation as a basis for that graded credit. Submitting an internship report not only



provides the faculty with a document which qualifies the student for graded credit, it also provides the faculty with in-depth information about the profession they are responsible for preparing students to participate in. Furthermore, and of considerable importance, the internship report increases the student's responsibility by requiring the student intern to gather information and plan the report throughout the work experience. The student then has an opportunity to demonstrate maturity as a technical writer by presenting, analyzing, and evaluating his or her own work on the job.

1.11 Objectives

Primary Objective:

- An internship helps to sample real-life work settings, and use them as laboratory opportunities to apply the student's knowledge gained throughout the program.
- An internship helps to learn new skills as well as hone existing ones, particularly those related to time-management, interpersonal skills, organizational skills, communication skills etc.
- An internship helps to transition from a nurtured state to one in which an intern has much greater control.
- An internship allows us to prove ourselves.
- An internship allows building professional network.

Secondary Objective:

- To elaborate the project I was involved throughout my internship period.
- To identify the advantages while implementing the project.
- To identify the problems associated during implementation of the project.
- To identify the problems that may arise in future after the implementation of the Project.
- To recommend some guidelines to overcome the problems and provide some suggestions how, in a better way, the system can be developed in future.

REVIEW OF THE RELATED LITERATURE



2.1 Review of related literature:

As telecommunication is a huge sector to cover it up so I choose consumer satisfaction. It has a great impact on this sector. Without consumer satisfaction it is very difficult to measure what a consumer wants. Consumer behavior is a promoting term that measures how items or administrations provided by an organization meet or outperform a client's expectation. Customer fulfillment is essential since it gives advertisers and entrepreneurs with a metric that they can use to oversee and enhance their businesses. In a review of about 200 senior showcasing chiefs, 71 percent reacted that they found a consumer loyalty metric exceptionally valuable in overseeing and checking their organizations. Knowing the fact and on the review literature of the Review marketing by Valarie A. Zeithaml shows clarity that It's a main marker of buyer repurchase goals and dependability it's a state of separation , diminishes client agitate, expands client lifetime esteem, diminishes negative verbal exchange and it is less expensive to hold clients than gain new ones. Consumer loyalty is the metric you can use to decrease client beat. By measuring and following consumer loyalty you can set up new procedures to build the general nature of your client service. Customer fulfillment assumes an imperative part inside your business. Not exclusively is it the main marker to quantify client steadfastness, distinguish miserable clients lessen stir and increment income; it is additionally a key purpose of separation that encourages you to pull in new clients in focused business conditions.

ACTIVITIES UNDERTAKEN



3.1 Organization wide

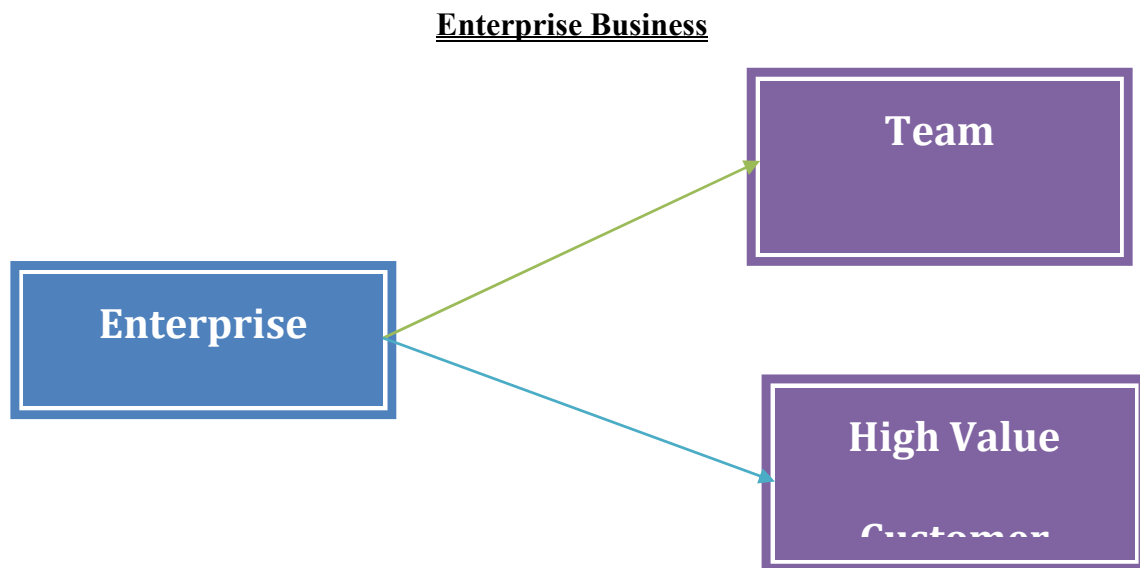


Figure 5: The division of the department

Enterprise business works with corporate team and HVC (High Value Customer) team. Corporate team deals with the corporate network connections around the country. On the other hand HVC deals with individual customers. I have worked on Acquisition and Retention part of the HVC team. The target of HVC team is to attract other operators High Value Customers by giving them more benefits through our offer and divert them into ROBI AXIATA.

To achieve the target HVC team started working with Genex first. Their operation was generated by call center lead. Then it was delivered to the customer through WIC. When a customer orders a connection they took two to three working days' time for delivery.

One part of my job was to follow up BP's (Brand Promoter) over phone. Their job is to sell the product. I used to contact with 30 BP's two times a day. Firstly, in the morning, I used to ask them whether they are prepared to sell the product as per appointment or not. Secondly, in the afternoon,

I used to ask them again about their sales, get confirmations, and cross check the lead versus sale and make a report on it. After that I submit the report to my supervisor.

I used to follow up all the central managers of the WIC's also, for submitting the report to me about how many sales they used to achieve per day. Then I compiled the information into an excel sheet and prepared a report. Then I would analyze whether the sales touched the lead or not from the report. If the sales were less than the lead then I tried to find out the reason behind this and gave them some solutions to recover the sale.

However, we realized that this is a lengthy process and it will not reach our target within the given period of time. Since this is a three hundred crore million revenue target project of ROBI AXIATA. So we planned for a new system to improve the speed and reach the target smoothly. As per our requirement, we planned for a home delivery product and the delivery time will be one working day so that our customer will be more benefited and by this we can increase our sales.

Moreover, as we need to proceed to a new system we finished our contract with Genex and made a new contract with Supertel. The act of this contract was to sell new prepaid and postpaid to high value users by offering mirror number of their existing operator. Supertel is our vendor company and they ensure call center lead by them but for delivery they made a new contract with MAPL (Market Access Provider Limited). Through HVC team has not direct contract by paper in MAPL but we need to make contact with them for providing better service. Before proceeding the operation we made lots of meeting with both of the party Supertel & MAPL for running the operation & it takes almost more than one month for starting the operation. However I was involved all the activities of this operation & I learned from the beginning of this process. To start this operation we took many steps. This are-

- We made two series of prepaid & postpaid connections. For Prepaid connections we used **8801873** & for postpaid connections they used **8801841**.
- For each connection we created new IMSI Number. These numbers are used for sim serial number against MSISDN numbers.

- We started with 100 Bio-metric sim and 100 Brand promoter sim (Bio-metric sims are using for Bio-metric Device & Brand promoter sims are using for selling to the customers by BP)
- Our vendor party Supertel paid the connection cost 100000tk against of all connections so that when they deliver the connection they get the payment from customer.
- Each prepaid connection cost 100tk & postpaid connection cost is 500 tk.
- Then we had created STS ID for each BP Sales details and their salary is allocated according to STS report
- We had created every BP ID and input it into STS.
- We created new systems for prepaid number provisioning and postpaid number provisioning. (CRM for Prepaid provisioning and WCAM for Postpaid Provisioning)
- Provisioning are refers to activate the physical MSISDN against of IMSI numbers based on customer details
- After activation Brand Promoters are being ready to delivery the sim according to their following addresses as we give home delivery service.
- This operation started from call center lead which was responsible for Supertel and after a successful lead it comes to MAPL for ensuring the delivery and activation part is done by our team in ROBI AXIATA. After successfully activation it goes to MAPL again for home delivery. In this way the full operation is running.
- Beside this I used to handle the Bio-metric devices and when the devices first deliver in our office from that time I handled all the devices. We use TAZPAD Bio-metric device and we bring 100 devices for our team. I learned the process of using the devices and I trained to all BP's about the using of Bio-metric devices. We installed the useful app of each device and then deliver it to our vendor office as they deliver connection to the customers by using this device as per Govt. rules.
- Usually I used to check the availability of the new number by using systems SMAP & WCAM (SMAP for prepaid number checking & WCAM for Postpaid number checking)
- I handled personally all VIP Customers as per my supervisors instruction because as their point of view i can convince better and they are very impressed of my communication skills. So my Managers, Vice President and Executive Vice President always gave me the

VIP customers lead like Managing Director of any company or Chairman, President or Foreigner- I usually handled these type of customers personally. I offered them attractive number as per their requirement and if they have any other problem regarding ROBI AXIATA connection I gave them the solution.

- Moreover, I handled International Roaming using customers whether they want to activate or deactivate issue.
- Additionally, I used to follow up every High Value Users if they are using pay per basic internet using mood unconsciously. I used to remind them about to avoid their shocking bill for pay per basic internet use.
- From my team we can offer only mirror number of existing number but we had to face challenges when some of the customers want a attractive number without existing mirror. At that time I used to go Channel Operation division for find out new attractive numbers as they are handling 3 categories number. These are Premium numbers (Price 1200tk per connection) , Privilege number (Price 2500 tk per connection) & Signature number (35000 tk per Connection)
- As per customers preferences we offered them any category sim
- In addition, I was involved in re-registration campaign which is the biggest issue presently in our Country.
- I worked as a volunteer of Dhaka Club Re-Registration Campaign & Gulshan Club Re-Registration Campaign. This service is provided by our Executive Vice President to the Club members as they are VIP and High Status Persons in our country. I took all the responsibility and I supervised two BP and gave all the instructions for complete this re-registration campaign successfully. I learned lot of things from this type of campaign and I also learned how to lead anyone. There I also get support from MSP Department for Re-registration Form, Bio-metric Devices, Banner and other useful things.
- At the very end of my internship period I was responsible for a biggest project of corporate connections Re- Registration. There are 2500 hundred listed companys in my hand which are using ROBI AXIATA Corporate connections. I made a call to each company's Managing Director or Admin officers to remind them for corporate Bio-metric registration. Also I used to make understood the whole process of Corporate- registration and get the

appointment from them as the preferable time and location. There are 32 WIC in all around the country. At the end of the day I used to mail every WIC's Central Managers about the appointment of corporate connection so that they can highest priority from the centers as the time period was very short for registration. I tried my best to give them the highest support and priority as they consider our VIP customers. That time I worked for 10-11 hours per day. I had to follow up all the BP's and made a call to the corporate customers, give mail to all central managers also reporting all the re-registration status from all around the country.

- Overall it was a great learning to me. I never treated as a intern there. My supervisors treated me just like an employee and they involved each and every work of this team. It is a biggest practical knowledge of telecommunication world.

3.2work related activities

The internee got opportunity to work with HVC team. HVC stands for High Value Customer. ROBI AXIATA treats those customers as high value, whose recommendations are coming from their own employees and those who are well-known to the society. HVC takes those recommendations and follow a procedure to serve them. During internship, I was doled out to do this following assignment:

1. Connect with customers by calling them:

My first company at ROBI AXIATA was to call high esteem clients as the group I am working with the name of High Values Customer Group (HVC). High Value customers are recognized for their services. Then I called several types of clients for several reasons. The class is roaring.

2. New proposed offer:

I called the postpaid customers for a new offer of the various packages offered by ROBI AXIATA throughout the month or the plan that will be decided by the department's marketing planner. Generally, they are available to sell at a higher amount.

3. postpaid sim offers:

I started calling customers to offer postpaid SIM cards. The postpaid HVC is absolutely free, but should be dynamic offers of pro packages. I used to call HVC customers to offer this. At first I checked your mirror number if it was accessible or not. After checking the call, the mirror number is the number that coordinates with the last six digits of the existing number. We have the possibility that the competitor customer feels that it is an accessible seller to transmit the sim. He was taken to his house. Then it is a D2D service (door to door).

4. Make biometric confirmation:

Biometric verification is any method by which a man can be extraordinarily recognized by the term at least recognition of organic qualities. Exceptional identification Narrow fingerprints, hand geometry, cartilage geometry of the ear, retina and iris designs, voice waves, DNA and marks. The way to use this gadget is, first of all, with a registration ID and a secret word in particular, and then includes each MSISDN, IMSI, NID of the client and date of birth. At that time, you must take the unique fingerprint. To start with, the right hand and the thumb, after that correct thumb and index. In this line, this is the procedure by which I used to do biometric verification.

5. Activation and update data help:

WCAM is the programming of MIS to promulgate and update customer data. My work is to measure the performance and updates of WCAM, which is granted by the Supervisor and the Facilitator.

6. Verifying the accessibility of the new number:

By using WCAM we can check the new numbers.

7. Reporting:



Daily report:

At the end of the day how many activations and how many data entry I have given ,need to inform and make a daily report. Through email we used to inform, what we have done all day long.

Monthly report:

A target was given so that I can complete the things in a month.

8. Tracking of brand promoters:

One of the aspects of my responsibilities was to catch the BP (brand promoter) by phone. Your activity is to offer the article. I used to get along well with 30 BP twice a day. From the beginning, in the morning, In addition, towards the night, I used to obtain information about their offers, obtain affirmations, and verify the leadership against the offer and make a delivery of details about it. After that, I present the answer to my boss.

8. Keep a record of all WIC coordinators:

I used to catch up with all the WIC coordinators to send me the answer. At that time, I accumulated the data on an expectation sheet and organized a report. At that time, I would be interested in the report or the report. We have been in the lead for a long time, and we have been trying to find the answer for this problem.

9. Track all WIC central managers:

I used to catch up with all the WIC central managers, so they would respond to me about the number of offers they used to make every day. At that time, I accumulated the data in a sheet of expectations of improvement and organized a report. At that time, I would investigate whether the agreements touched the lead or not of the report. In the case that the offers were not as much as the advantage, at that moment I tried to discover the explanation of this and I gave them some answers to recover the deal.

Be that as it may, this is a prolonged procedure and the ID does not reach the objective within the given time frame. Then there was a provision for another framework to improve speed and achieve the goal easily. According to the need, they were prepared for an item of transport in the home and the transportation time will be one working day so that the client benefits more and with this they can build their businesses.

10. Verifying the accessibility of the new number:

In general, I checked the accessibility of the new number using the SMAP and WCAM frameworks (SMAP for the verification of prepaid numbers and WCAM for the verification of postpaid numbers).

11. Management of all VIP clients:

I took care of each and every one of the VIP Clients according to the direction of my manager on the basis that, according to their perspective, I can persuade them better and they are very impressed with my relational skills. Therefore, my managers, vice presidents and executive vice presidents reliably awarded me VIP clients as administrative director of any organization or president, president or foreigner; Generally, I took care of this kind of clients little by little. I offered them an attractive number according to their needs and, in case they had any other problem regarding the association ROBI AXIATA, I gave them the agreement.

In general it was amazing to discover how to do it. I never considered as an assistant there. My administrators treated me simply as a representative and included every last job of this group. It is the best viable information of Telecom Company.

12. Communicate with the boss and the facilitators:

Operation as a correspondence is connected by passing the guidelines of the line managers to the boss and the organizer by means of telephone calls or mailings.

3.3other relevant activities

Customer Satisfaction of ROBI AXIATA Limited

Customer satisfaction refers to the emotional response that people feel after making a purchase from a company. The more positive the level of customer satisfaction, the more likely the purchaser is to come back and buy again and to recommend that company to others who are looking for what the seller has to offer. Word of mouth and referrals are often the most promising ways for a business to grow. If a company fails to provide customer satisfaction, it quickly gains a negative reputation in a number of fronts. People are much more likely to go online and post complaints about a company than they are to report a positive experience. Websites like Ripoff Report exist to give people a place to rant about companies that have given them poor service.

Customer Satisfaction is very important for any business because, without a high degree of it, profits can be lower and harder to generate. Statistics have shown that a business with high customer satisfaction is likely to generate up to 18 times more revenue than a company with a very low customer satisfaction rate.

A satisfied customer is likely to send more business back to the company, while an unsatisfied customer may be more apt to prevent the business from soaring. Negative reviews from customers can have more of an impact on a business than owners may think. While the customer may not always be right, they need to be satisfied to the best of every company's ability.

When it comes to advertisement, word of mouth can be the best kind. Companies spend a lot of money on advertisement and good customer satisfaction guarantees free advertisement. When a customer is satisfied with a product or service, she is likely to spread the word and help increase the company's profits.



There are several methods of to help customer satisfaction. Owners should offer all customers the opportunity to fill out a survey and closely evaluate what is being said. In addition, owners should respond to all customer complaints and handle them in a timely fashion.

Customer is the most important part of any organization and customer satisfaction is the only thing to get more customers, to make more profit. Telecommunication industry is a service organization, so satisfying customers is must here. ROBI AXIATA Limited always tried to provide better services to its customers. But it is not possible to satisfy the entire customer. If ROBI AXIATA LIMITED provide best services to its customer, there will be some people who will not satisfied at all. Customer satisfaction level can be changed day by day. To run business successfully, every organization must measure its customer's satisfaction level. In ROBI AXIATA LIMITED I meet many customers, some of them are satisfied with ROBI AXIATA LIMITED at the same time some are dissatisfied. Same facilities cannot satisfy the entire customer at the same time. It varies from customer to customer because of age, profession, sex, culture. Telecommunication is a service oriented business. They are providing service to attract the customer. They are the key element of business. So those this industry is mostly emphasizing on providing better and quality service to the customer. They should more concern about what type of service they are providing. Now in the market there are tough competitions among telecommunication companies. Here we have taken information from the HIGH VALUE CUSTOMER of the company who has taken service from the company at different times. The key result of customer satisfaction-

- Customers who are middle aged they are more satisfied more than any other.
- Males are key customers of ROBI AXIATA.
- ROBI AXIATA's network can satisfy its customers.
- Many Bundles offer like internet, Ace, credit limit etc are satisfying.
- Roaming facilities are not well-known to the customer. So, ROBI AXIATA need to work on this topic that people who travel out of the country, can know it and use it.
- A big dissatisfactory of ROBI AXIATA is it charges more than one consume sometimes. It needs quick consideration.

- Customers of ROBI AXIATA sometimes face service harassment, it is not expected.
- Overall satisfactory level of ROBI AXIATA is quite impressive.

CONSTRAINTS/CHALLENGES

AND

PROPOSED COURSE OF ACTION FOR
IMPROVEMENT



4.1 Constrains/ challenges

a. There were a couple of restrictions I have looked amid my temporary position at ROBI AXIATA Limited. Those are:

- **Lack of internet system:** Sometimes it takes too long to respond the pages while you have to work very fast so that u can meet your desire goal. Sometimes poor connection or less connection creates a lot of problem.

- **Staffs Deeds:** Senior staffs are too dominating while they need to corporate and should mentality to teach the interns.

- **Lack of assets accessibility:** many things such as printer, scanner or stationary things are not accessible. You need to take a lot of permission or procedure to use it. Sometimes it is forbidden to use some items.

- **Manual work:** We needed to do a great deal of manual passage and bunches of writing which could be software or bulk based.

- **Redundant Work:** Sometime we needed to do same work again or enter same section again in view of system disappointment, application slamming and so forth.

- **Lack of printer:** Because of fewer printers it made issue while printing. It negatively affected the profitability of the worker.

- **Lack of Communication:** Some officers are not willing to give personal time to recognize what it is somewhat then he offers me to take the necessary steps. Means, I am doing a work done yet I don't comprehend what it is. While doing a work, senior officer gives another activity to finish.

4.2academic preparation

I think there's a huge gap between the academic and internship work. There is a field of study mismatch. Field-of-study mismatch occurs when student educated in a particular field work in another. It is conceptually distinct from qualifications or skills mismatch, although a part of qualifications and skills mismatch results from graduates from a particular field having to downgrade to find work in another field. I have done majors on HR and marketing but I was doing work in marketing operations, telesales. It was totally different from what I have learnt in academic. In fact I was lil bit uncomfortable for a while because I was not expected these works nut as ROBI AXIATA has a reputation and it will add value to my future so I have decided to continue here. Moreover ROBI AXIATA merged airtel that creates lots of controversies and benefits to the industry. According to my understanding working there for few moths they wants to customize their work manually to digitalized and for that they need more digitally knowledge people to execute the pan. Moreover they need more marketing people. As both company jointed so they need concentrate on both of the business. Till now airtel and ROBI AXIATA business is differently operating so they need to focus more on marketing. Efficient and effective marketing planner can raise their business. Moreover HR is a very good field in ROBI AXIATA to do improvement but they have fewer vacancies according to the demands.

5.1 Lesson learned from the internship programme

I've worked for a ROBI AXIATA Ltd. I spent more than 3 months of my life at ROBI AXIATA and had an astonishing arrangement of extraordinary encounters. All the more essentially, it accompanied a considerable measure of lessons as well. I'd get a kick out of the chance to partake in this report. Those are given below:

- Put resources into connections - Take the opportunity to really think about the general population I work with. I have delighted in the work travel significantly more. When I worked at ROBI AXIATA, a portion of the best discussions I would have with associates would be the point at which we were late in the workplace discussing our greatest feelings of trepidation, objectives and goals in life.
- Make inquiries - I Don't invest hours endeavoring to make sense of an issue without anyone else's input. In the event that I can't make sense of something in a sensible measure of time, discover somebody who can give help. Being an important worker implies having the capacity to work proficiently. It's tied in with completing things in an opportune way.
- Continuously keep my Word - If somebody say that I need to complete something by a particular time, work to complete it. Progressing in an organization is tied in with being the most dependable and reliable individual in my field.
- Impart - Communicate however much as could be expected. Over correspondence is superior to the inverse. On the off chance that I feel like you have excessively take a shot at your plate, convey that to my manager before I begin missing due dates. On the off chance that I feel a collaborator is being ill bred to you, discover somebody and talk about the issue. On the off chance that I don't comprehend something, ensure I ask and clear myself.

- Admit To Your Mistakes - If I commit an error, be the first to possess up to it. It's more decent to possess up to your oversights than to concoct a rationalization or pass the fault off to another person.
- Draw near To my administrator - Make your manager boss closest companion. In case you're on your manager's great side you can't take the blame no matter what. A decent boss should hit a homerun bat for you and vouch for you inside the organization. Your manager will probably enable you to progress and see greater open door when you're on their great side.
- Construct associations- association with alternate divisions can give positive effect to the social and expert life. Even administrators and pioneers know their activity with their groups is tied in with building loads of associations.
- Different things-cautious of my manner of speaking when conveying things. Individuals give careful consideration to your manner of speaking than your substance. Record everything and to keep them appropriately. To keep it as a demonstrate mail everybody in the team. Do not make presumptions with no subtle elements. Besides don't shroud thoughts. A thought could transform into even a greater and better thought with all the more screening and talk.
- Knowledge based learning- I have used ROBI AXIATA's own made software and using of Microsoft excel. Most of the work was done by the Microsoft excel and WCAM.

RECOMMENDATION

AND

CONCLUSION



6.1 Recommendation

In spite of the fact that they are experiencing the correct way and giving quality administrations to their endorsers, the internee might want to prescribe a few recommendations to ROBI AXIATA.

Saying cry:

Particular proposal:

- Should enhance more offers to pull in various periods of clients. Like there can be a few understudies offer to pull in understudies, those are between age 18 to 23.
- More sensible offers ought to be presented so clients can get more assortments.
- Roaming office require more advancement that individuals can become more acquainted with about it. For instance, if ROBI AXIATA can track every year that what numbers of individuals are going for "Hajj" they can be focused for this offer.
- More charges than devoured, it's a major issue. It ought to be redressed as quickly as time permits.
- Customers ought to get a quiet and agreeable administration. Any administration provocation isn't normal.
- Lastly, the agreeable factors are holding the clients, ought to be kept up and expanded step by step.

General proposal:

- Attractive limited time things are important to fulfill the corporate customers as telesales is just concentrating on Personal Packages.
- Network offices ought to be wide.
- They ought to grow new focused bundles for the corporate clients.
- Increase the esteem included administrations.
- Should screen the current client and give better administration.
- The many-sided quality of the GPRS office ought to be diminished.

- ROBI AXIATA ought to have enough part clocks to diminish the weight of the full time representatives.
- Though the professional stability is high, however they should procure more changeless workers rather than legally binding.
- Third party merchants are having to more co-agent to each other and creator speedier reaction.

Some other Important Factor that ought to be centered on the Development Process:

- Time expended at benefit level ought to be limited at ideal level.
- Evaluate client's needs from their point of view and clarify coherently the weaknesses.
- Customer's desire and worker's recognition.



6.2 Conclusion




Finally I can say that, ROBI AXIATA limited, a leading telecommunication company has a very good market share and playing a competitive role in the market place. However, to reach to consumer media is a very important stakeholder in an industry. In Bangladesh, Telecommunication industry and the Media Industry are closely connected. After analyzing total expenditure of media by the telecommunication industry we can say the telecom companies invest a big portion of its budget to media. If we make comparison with ROBI AXIATA Axiata Limited, the company is the highest investor in media. To retain and enhance the consumer there is no alternative for media to reach to consumer. To sum up, I can say that ROBI AXIATA should invest in different media following some segmental strategy. First of all, they should study the market as well as consumer, what they want, what they feel, what they love. Then they should invest in media based on that. I believe, following this strategy and from above recommendation ROBI AXIATA can gain more market share with investing less.

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6. Surroundings colleague, Practical Knowledge, vendor office.

APPENDIX

Short overview about company profile:

Name of the Company	ROBI AXIATA Limited
Shareholder	Axiata Group Berhad and NTT DoCoMo
Bangladesh Head Office	ROBI AXIATA Corporate Centre, 53 Gulshan South, Avenue, Gulshan-1, Dhaka-1212; Bangladesh.
Year of establishment	1997
Industry	Telecommunication
Technology Deployed	EDGE, GSM, GPRS, HSPA
Position in the Industry	3 rd in terms of number of subscriber and 2 nd in terms Of revenue Network Coverage: 99% of the population (September, 2014)
Geographical network	All over the Bangladesh
Major Competitors	Grameenphone, Banglalink, Airtel
Market Share	21% (February, 2015)
Corporate Website	http://www.ROBI AXIATA.com.bd/
Logo	
Operator Number	
Slogan	
Ownership Structure	ROBI AXIATA Limited is a Joint Venture company between Axiata Group Berhad and



NTT DOCOMO INC. After merger of ROBI AXIATA and Aritel, shareholding respectively

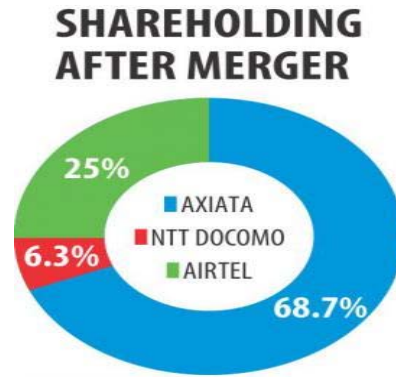


Figure 4 : Shareholders Structure