



AN EVALUATION OF THE CUSTOMERS' SATISFACTION OF GRAMEENPHONE LIMITED

PREPARED BY:

Tahsin Rabby

ID: 131-11-3185

BBA Program (Batch: 34)

Major in Marketing

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

SUBMITTED TO:

Professor Dr. Mohammed Masum Iqbal, PHD

Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

LETTER OF TRANSMITTAL

Date: 04-03-2019

To
Professor Dr. Mohammed Masum Iqbal
Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report.

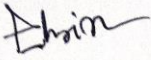
Dear Sir,

With gigantic pleasure, I am presenting my internship report of of “**An Evaluation of the customers’ satisfaction of Grameenphone Ltd.**” which was appointed me as a part of my BBA Program. I have attempted my dimension best to finish this report with the essential data and recommended suggestion that you were give me as your best also.

I am very obliged for your guide and consistent collaboration and I trust that the report will be finished as your desires.

Thank you

Sincerely yours,



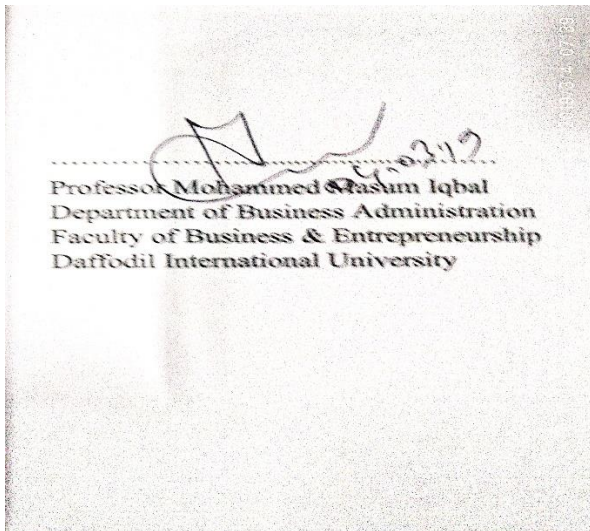
.....
Tahsin Rabby
ID: 131-11-3185
BBA: 34th Batch
Department of Business Administration
Daffodil International University

Approval Certificate

This is to ensure that Tahsin Rabby , ID.131-11-3185, an understudy of Department of Business Administration of Daffodil International University has finished the internship

The report titled "**AN EVALUATION OF THE CUSTOMERS' SATISFACTION OF GRAMEENPHONE LIMITED**", under my watch. His internship placement was at Grameenphone Limited. I am satisfied to express that he has worked hard in setting up this report and he has possessed the capacity to display a decent image of the concerned association. The information and discoveries exhibited in the report appear to be credible.

I wish him each accomplishment throughout everyday life.



ACKNOWLEDGEMENT

Most importantly I like to give the best appreciation to my all-powerful to make me empower to make this report. Without the help of Allah, I would not have the capacity to finish a gigantic errand of setting up this intern report inside the scheduled time

At first, I might want to offer gratitude to my supervisor, Professor, and Dean, Department of Business Administration, Daffodil International University who trained me in the correct way and give me appropriate rules for setting up this Internship report.

I acknowledge my indebtedness to Zakaria Ayub , Team Leader, Grameenphone Ltd., for his constant guidance and valuable suggestion from time to time.

I am also thankful to the majority of the officers and utilizes and a portion of my companions who are doing their internship with me in this organization.

At last I should make reference to the brilliant workplace and gathering correspondence of this organization that empowered me a great deal arrangement to do and support exercises amid my internship time of three month.

At long last, I pass on my earnest gratitude to my companions who move in various approaches to finish the report and the course also.

Executive Summary

Grameenphone is a quickly developing joint endeavor organization in the telecommunication industry of Bangladesh. This study is to distinguish an of the customer satisfaction Grameenphone and the principle target or reason for the investigation to recognize the customer satisfaction of Grameenphone through their service level, likewise attempt to distinguish the issues which cause customer dissatisfaction, if any. To make a few recommendations to enhance customer service quality. In this investigation relied upon essential information that was gathered through the immediate review. As indicated by this investigation, built up a poll that comprised essentially of shut finished inquiries dependent on the "Net Promoter Score (NPS)" arrangement of Grameenphone

Grameenphone has some extra highlights in contrast with its rivals. Desires depend on customer's past purchasing encounters, the conclusion of companions and partners, and advertiser and contender data and guarantees. The initial segment of this report incorporates consider objective, organization mission, vision, values, contemplate foundation, second part incorporates organization outline quickly and the last part incorporates all the investigation, discoveries, proposal and impediments of the examination. This investigation was intended to evaluate the fulfillment dimension of Grameenphone's endorsers and to do the Gap fulfillment examination dependent on Net Promoters Score NPS framework. Grameenphone has been effective to assemble a predominant picture through its wide system inclusion. it introduces an open door for organizations that can convey unrivaled users esteem and fulfillment. An investigation of the report, endeavor to gauge the quality of customer satisfaction level of Grameenphone and the aftereffect of this report demonstrate the dominant part supporter of Grameenphone are fulfilled

In this study, at last, also, discover some customer's concern or difficulties that are influencing the quality of the customer services of Grameenphone. Another noteworthy disappointment of the GP customers is that the vast majority of the GP connections are mobile to mobile. They don't approach BTCL. In any case, it is essential for some customers to get this service. The most disturbing thing is that the greater part of the Grameenphone customers is not loyal towards the organization.

Table of Contents

Chapter	Page No.
Particulars	
Letter of Transmittal	ii
Approval Certificate	iii
Acknowledgement	iv
Executive Summary	v
CHAPTER-1	
INTRODUCTION	1
1 Introduction of the study	2
1.1 Background	2
1.2 Scope of the Study	3
1.3 Objective of the study	3
1.4 Methodology of the study	4
1.5 Limitations of the Study	4
CHAPTER- 2	
ORGANIZATIONAL OVERVIEW	5
2.Introduction of the Company	6
2.1 History of Grameenphone	7-8
2.2 Corporate social Responsibilities	8-10
2.3 Share Holder of Grameenphone Limited	10
2.4 About Grameen Telecom	11
2.5 Management of Grameenphone Limited	11
2.6 Divisions at Grameenphone Limited	11-17
CHAPTER- 3	
ANALYSIS OF THE STUDY	18
3.1 Figure -1	19
3.2 Figure -2	20-21
3.3 Figure -3	22-24
3.4 Figure -4	25-27
3.5 Figure -5	28-29
3.6 Figure -6	30-31
3.7 Figure -7	32-33
3.8 Figure -8	34-35
3.9 Figure -9	36-37
3.10 Figure -10	38-39

CHAPTER- 4	
Problem & Recommendations	40
4.1 Problem Identified	41
4.2 Recommendations	42
4.3 Conclusion	43
Appendix	
REFERENCES & APPENDIXES	44
5.1 Appendix: Survey Question	45-46
5.2 References	47

CHAPTER-1

INTRODUCTION

1. Introduction of the Study:

Grameenphone is the leading organization in the mobile telecom industry of Bangladesh. It has been fruitful to construct a better picture in examination than alternate operators. At the end of the day, GP has an unmistakable preferred standpoint over the competitors.

The theme of my internship project is "An Evaluation of the customers' satisfaction of Grameenphone." I motivated the chance to do my internship at Grameenphone Ltd. I have been working at Customer Service, Complaint Management department and Commercial Division, this division comprises of 3280 representatives. As the name suggests, it manages the customer after sales service. Fundamental exercises of this division incorporate keeping up databases of the customers, setting up the bills, appropriating charges, actuating new connections, activating international roaming, hotline support for maintain good quality, accumulation of bill through various banks everywhere throughout the nation, and the other aftersales services.

As an individual from GP's Customer Service, my main responsibility is to give different service to our esteemed customers over hotline (121), mail, which is the hotline service. At the end of the day, my responsibility is to satisfy the customer. In my internship project, I have endeavored to pass judgment on the service quality of GP service holder.

1.1 Background:

Consumer loyalty is the degree to which an item or services apparent execution coordinates a purchaser's desires. In the event that the item or services execution misses the mark concerning desires, the purchaser is disappointed. In the event that execution coordinates or surpasses desires, the purchaser is fulfilled or charmed.

Grameenphone maintain a standard quality for customer services. They always maintain a Quality Assurance team, basically that team ensure a good quality customer service. Also found the quality of customer services, for good customer service they recruit university students.

Grameenphone is an exceedingly developing versatile organization. In portable media transmission industry, there are immediate and circuitous variables that impact consumer loyalty. I attempted to concentrate on the most vital components that impact consumer loyalty at Grameenphone. There has some factor which are connected with consumer loyalty and that factor are giving client benefit and that is my investigation part. Grameenphone basically include with client dependent on this factor, like: airtime, after deals benefit, hotline, Interactive Voice Response (IVR), Grameenphone Center (GPC), Grameenphone Express, Digital Channel (MyGP App), Outbound Calling Center, Corporate Customer Center.

1.2 Scope of the Study

From the association part we came to realize that Grameenphone is the market chief in the mobile telecommunication industry of Bangladesh. Their development rate is high. In any case, in this edge of rivalry, it is exceptionally hard to keep the main edge unblemished. Organizations need to think of new plans to stay aggressive. They have to keep their clients fulfilled.

Thus, it is critical for Grameenphone to know whether their clients are fulfilled or not. On the off chance that the clients are not fulfilled, GP can indicate the zones of disappointment and take essential activities to expel the disappointments.

Hence, the study decided to work on this topic.an evolution of the customer's satisfaction of Grameenphone Ltd.

1.3. Objective of the study

The study has been carried out with the following objectives:

1. To identify the product & services of Grameenphone Ltd;
2. To measure customer satisfaction of Grameenphone Ltd;
3. To identify the problems which cause customer dissatisfaction if any;
4. To make recommendation to improve customer satisfaction;

1.4 Methodology of the Study

My subject for this project is An Evaluation of the customer satisfaction of Grameenphone'. As I expected to evaluate the fulfillment dimension of customer, I just reviewed the 'users' of Grameenphone.

In my study I basically relied upon essential information that was gathered through direct study. I built up a survey that comprised for the most part shut finished inquiries dependent on "Net Promoter System (NPS)" of Grameenphone. NPS System is where Grameenphone through the inquiry into the straightforwardly and pick their essential feeling dependent on the questionnaires

My study discoveries turned out through investigating that information.

I likewise gathered information and important data by meeting authorities of GP. These can be treated as essential information.

In the investigation part, I have connected the GAP Model and Response Analysis (utilizing weighted average) based on NPS system and attempt to discover the fulfillment dimension of users. What's more, I have likewise endeavored to discover cases for productivity or deficiency for each inquiry lastly, I have attempted to reveal a few proposals to be progressively proficient for each worry.

I built up my poll (encased in the APPENDIX) principally concentrating on the consumer loyalty variables of Grameenphone. There were ten shut finished inquiries. I kept one open-finished inquiry to all the more likely comprehend the hole between clients desire and fulfillment level.

The example measure was 100. I went for irregular testing. In any case, I picked the example for the most part from Dhaka Division. I have chosen my example with the accompanying criteriarated

70

Job Holder

30

Student

In the next part, I have represented my survey findings.

1.5 Limitation of the Study

©

Because of some lawful commitment and business mystery Grameenphone was hesitant to give some touchy information. Along these lines, this examination confines just on the accessible distributed information and certain level of formal and casual meeting and restricted study. In spite of the fact that the specific investigation is broad in nature, hard exertion was given to make the examination beneficial and important and still, at the end of the day there exists some impediment. Moreover, to persuade the client to give some time was another incredible test for me.

CHAPTER-2

ORGANIZATIONAL OVERVIEW

2. Introduction of the company:

Grameenphone Ltd. (GP) is the market leader in the mobile telecommunication industry of Bangladesh. GP is a joint venture between Bangladesh and Norway. Major **shareholders** are **Telenor (55.80%), Grameen Telecom (34.20%) and general public and other institutions (10%)**. Telenor is the state owned telecommunication company of Norway. It has operations in different countries of the world. Telenor has operation another 7 countries except Bangladesh. On the other hand, Grameen Telecom is the sister concern Grameen Bank. Grameen Bank major non-government organization (NGO) in Bangladesh.

Address of company:

Gphouse, Baridhara, Bashundhara, Dhaka-1229

Company vision, mission & values

Company Vision : ***“WE ARE HERE TO HELP”***

Company Mission : **1. Knowing Customer Expectations**

2. Knowing Us

3. Providing best wireless service

4. Organizing us

Company Values:

1. Make it Easy

2. Keep Promises

3. Be Inspiring

4. Be Respectful

Brand promise:

1. Go Beyond

2.1 HISTORY OF GRAMEENPHONE

November 28, 1996: Grameenphone was offered a cell permit in Bangladesh by the Ministry of Posts and Telecommunications;

March 26, 1997: Grameenphone started their service on the 26th March which is independent day in our country.;

June 1998: GP began its service in the port city of Chittagong, the second biggest city in the nation. Cell to cell inclusion in the Dhaka-Chittagong passage likewise empowered GP to present its service in various different regions en route

September 1999: GP began its service in the mechanical city of Khulna. By and by, various different areas went under inclusion of GP due to the cell to cell inclusion among Dhaka and Khulna. Prior in September 1999, it presented the EASY prepaid service in the nearby market.

June 2000: Grameenphone began its service in Sylhet, Barisal, and Rajshahi, bringing every one of the six divisional central commands under the inclusion of its system. The service in Barisal district was begun after the microwave connect among Khulna and Chittagong was finished;

November 2005: In November 2005 **Grameenphone** keeps on being the biggest cell phone service of Bangladesh with in excess of 5 million subscribers;

August 07, 2012: in august Grameenphone granted 2G License by Bangladesh Telecommunication Regulatory Commission (BTRC)

October 2013: In October 2013 Gp started 3G in Dhaka after gradually they started all over country

February 2018: In february 2018 Gp Launched 4G services.

October 2018: In October 2018 they got permission for launch another number series “013”& they launched a new number series in market.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 195,000 in 2000, 475,000 in 2001, 785,000 in 2002, 1.19 million in 2003, 2.7 million in 2004, 5.5 million in 2005 with, 13.2 in 2006, and now Grameenphone has more **7 Million** subscribers up to 5 December 2018. Grameenphone offers the widest coverage in Bangladesh. The population coverage has increased from approximately 88% in 2005, 90% in 2006 and it is more 97% at 2007. In addition, Grameenphone also offers Mobile internet 3G/4G to its subscribers

From the earliest starting point, Grameenphone set accentuation on giving great after-sales services. As of late, the center has been to give after-sales inside a short separation from where the clients live. There are currently in excess of 600 GP Express everywhere throughout Bangladesh and a Customer Manager is covering almost all sub-regions of 61 regions. Furthermore, there are more 39 GP Customer Centers (GPC) in all the divisional urban communities and they stay open from 8am-8pm consistently including all occasions (365 days administration point).

Grameenphone has created immediate and circuitous work for countless throughout the years. The organization directly has in excess of 3,283 full-time, low maintenance and authoritative workers. Another 1,25,000 individuals are straightforwardly reliant on Grameenphone for their employment, working for the GP merchants, retailers, scratch card outlets, providers, sellers, contractual workers, and others.

Moreover, the Village Phone Program, likewise began in 1997, gives a decent salary gaining a chance to more than 200,000 generally ladies Village Phone administrators living in provincial regions. The Village Phone Program is one of a kind activity to give all-inclusive access to media communications administration in remote, country zones.

Grameenphone views its workers as a standout amongst its most vital resources. GP has a broad worker advantage conspire set up including Gratuity, Provident Fund, Group Insurance, Family Health Insurance, Transportation Facility, Day Care Center, Children's Education Support, and Higher Education Support for representatives, In-House Medical Support and different activities.

2.2 CORPORATE SOCIAL RESPONSIBILITIES:

Grameenphone began its ad project 20 years back with a trust decent advancement is great business. Since its beginning, Grameenphone has been headed to rouse and showing others how it's done, with regards to being associated with the network. Grameenphone trust that, reasonable improvement must be accomplished through long haul monetary development. Subsequently, as a main corporate house in Bangladesh GP mean to convey the best to their clients, colleagues, partners, representatives and society everywhere by being an accomplice being developed

Grameenphone characterizes Corporate Social Obligation as a complimentary mix of moral and dependable corporate conduct just as a responsibility towards producing more noteworthy great in the public arena all in all by tending to the improvement needs of the nation.

To cooperate viably and dependably with the general public and to add to the financial advancement of Bangladesh, Grameenphone has embraced an all-encompassing way to deal with Corporate Social Obligation, for example Strategic & Tactical. Through this methodology GP means to, from one viewpoint include itself with the bigger area of the general public and to address different fragments of the partner demography, and on the other stay centered in its social speculation to produce more prominent effect for the general public.

Grameenphone focuses its Corporate Social Responsibility inclusion in three principle territories - Health, Education and Empowerment. They intend to join all their CSR activities under these three center regions to upgrade the financial and social development of Bangladesh.

2.2.1 Health

Aiding and thinking about the network is a basic part of Grameenphone Corporate Social Obligation; in this manner they attempt to make a positive commitment to the underprivileged network of Bangladesh by aiding in enhancement of the wellbeing risks in the nation however much as could be expected.

Social insurance is as yet difficult to reach for some Bangladeshis. Practically 50% of the nation's populace live underneath the destitution line and can't bear the cost of essential medicinal services. Just 35% of the country populace utilize sufficient sanitation offices and 72% approach clean drinking water. Additionally the general population of the surge inclined territories experience the ill effects of numerous waterborne ailments.

2.2.2 Education

Education is the way to flourishing and great life. Each individual ought to have the chance to improve a life for him or herself. One of the thousand years Advancement Objectives (MDG) for Bangladesh is to accomplish all inclusive essential training; shockingly an excessive number of kids in Bangladesh today grow up without this chance, since they are denied their fundamental directly to try and go to elementary school. The nation's low proficiency rate of 41% (2004 UNESCO Report), may show that we are far away in quest for reasonable advancement, and yet the progressive increment in the grown-up education rate gives us the expectation that our country can possibly enhance in this segment. The underestimated and hindered bunches by and large - especially the country and urban-poor of Bangladesh - have essentially less access to instruction than different gatherings. In spite of the fact that initial Enrollment in elementary school is high; the fruition rate is eminently low; around 65% (World Bank Report 2004) and a littler percent of that even total auxiliary school. Bangladesh government has given part of motivators, for example, free appropriation of course readings in elementary schools, auxiliary stipend program for 100% of the young ladies, Sustenance for Training project, to empower and enhance the instructive division of the nation, which has

helped in enhancement in the proficiency rate. Yet at the same time we have far to go to make our nation ignorance free, in this way GP anticipate bolster this area, which will in the end help to construct a created nation.

2.2.3 Empowerment

Absence of strengthening and neediness is an endless and complex issue for Bangladesh. As indicated by UNDP HDI Report 2006, which estimates the normal advancement of a nation in human improvement, as far as, future, grown-up education and enrolment at the essential, optional and tertiary dimension, Acquiring Force Equality (PPP), and so forth., Bangladesh positions 137th among 177 nations. In addition, half of the complete populace of Bangladesh lives underneath the destitution line, characterized by not exactly a dollar daily.

2.3 SHAREHOLDERS OF GRAMEENPHONE LTD.

The investors of Grameenphone contribute their one of a kind, inside and out involvement in the two broadcast communications and improvement. The global investor brings innovative and business the executives skill while the nearby investor gives a nearness all through Bangladesh and a profound comprehension of its economy.

2.4 GRAMEEN TELECOM

Grameen Telecom Enterprise, which claims 38% of the offers of Grameenphone Ltd., is a non-benefit organization and works in close coordinated effort with Grameen Bank. The globally rumored bank for the poor has the most broad rustic saving money system and mastery in smaller scale back. Grameen Telecom, with the assistance of Grameen Bank, controls the Town Telephone Program

About Telenor

At year-end 2005, Telenor held controlling interests in portable tasks in Norway, Denmark, Sweden, Serbia, Ukraine, Hungary, Montenegro, Thailand, Malaysia, Bangladesh, India, and Pakistan. Telenor likewise holds minority interests in versatile activities in Russia, having as of late sold a minority share in Austria.

In October 2006, the gathering went into concurrence with Vodafone Group for the obtaining of backup Vodafone Sweden for a thought of NOK 8,170 million, including the supposition of obligation.

Amid 2005, Telenor effectively separated various cross-outskirt cooperative energies over the gathering. Normal advances for ideal range and system use have been actualized at every one of the gathering's activities, and Telenor keeps up its emphasis on embracing new innovations to enhance administration quality and decrease costs

SHARE HOLDER OF GRAMEENPHONE

38%	Telenor
62%	Grameen Telecom

2.5 MANAGEMENT OF GRAMEENPHONE LTD

The best management of Grameenphone Ltd completed their administration jobs thoroughly throughout the years. There has been substitution or changes in the positions however all have cooperated to build the general execution of the association. A supervisory crew of Grameenphone includes the Managing Director, the Deputy Managing Director and the Divisional Heads of the organization.

They similarly added to Grameenphone predominant authority, via completing their extraordinary jobs. They functioned admirably together, regarding each other's capacities, and contending straightforwardly and with no malevolence when they oppose this idea

2.6 DIVISIONS AT GRAMEENPHONE LTD.

Grameenphone Ltd. has around 3284 representatives working at various dimensions of authoritative chain of command. There are 9 practical divisions occupied with dealing with these workers with the plan to meet hierarchical goals. Grameenphone pursues a blend of unified and decentralized basic leadership process-where the best administration chiefly takes all the key choices while the utilitarian administrators have adaptability to take choices independent from anyone else on an everyday premise. At Grameenphone the Chief is helped by 8 Senior Officials who are going diverse offices in the key basic leadership process. The departmental names of Grameenphone are given beneath

- Commercial Division
- Finance Division
- New Business Division
- Human Resource Division
- Information Technology
- Technical Division
- Regulatory & Corporate Affairs
- Digital Channels

2.6.1 COMMERCIAL DIVISION OF GRAMEENPHONE

2.6.1.1 Principle Objective

Inside the bearing from the CEO of Grameenphone, the Head of Commercial Division/Chief Marketing Officer will guarantee that the Commercial capacity inside Grameenphone consistently is lined up with and bolsters the acknowledgment of Grameenphone's business destinations.

2.6.1.2 Fundamental Responsibilities

Create, keep up and actualize techniques, approaches, and methodology for the utilitarian regions, which include:

1. Marketing Sales & Distribution Customer Management
2. Monitor and control far-reaching business activities;
3. Develop and keep up descriptions of reporting to the Head of Commercial Division/Chief Marketing Officer, characterizing their obligations and how work is sorted out between these department
4. Guarantee attention to, and capacity to follow, legal requirements appropriate for obtainment exercises and its governance reports, including SOA-required inward controls and Codes of Conduct;

2.6.2 FINANCE DIVISION OF GRAMEENPHONE

2.6.2.1 Principle Objective

Inside the bearing from the CEO of Grameenphone, the CFO will ensure that the Finance Supply Chain Management work inside Grameenphone consistently is lined up with and underpins the acknowledgment of Grameenphone business goals. The CFO must plan fiscal summaries with sensible confirmation that announcements are not tangibly misquoted at the merged gathering level and for local statutory accounts.

2.6.2.2 Fundamental Responsibilities

Create, keep up and execute organization methodologies, strategies, and systems for the utilitarian region, which incorporates:

- | | | |
|--------------------|-------------------------------------|-----------------------|
| 1. Treasury | 2. Monetary Reporting & Controlling | 3. Tax |
| 4. Risk Management | 5. Inventory network Management | 6. Investor Relations |

1. Monitor and control all inclusive Finance and Supply Chain Management activities;
2. Offer help and counseling inside degree, to every single other division in the organization, so as to ensure coordination, business arrangement, and adjustment of best-rehearses;
3. Create and keep up portrayals of divisions answering to the CFO, characterizing their obligations and how work is composed between these departments
4. Ensure attention to, and capacity to follow, lawful necessities material for the utilitarian zone and its administration archives, including SOA-required interior controls and Codes of Conduct;
5. Ensure important capacities inside the capacity to ensure that the association can meet its present and future business goals.

2.6.3 NEW BUSINESS DIVISION OF GRAMEENPHONE

2.6.3.1 Principle Objective

Inside the bearing from the CEO of Grameenphone, the Head of New Business will guarantee that correct accentuation is put on network relations, CSR exercises and new business dependent on present and future innovative advancements and these territories are lined up with and bolsters the acknowledgment of Grameenphone business destinations.

2.6.3.2 Fundamental Responsibilities

Create, keep up, and execute techniques and strategies for the territories which include:

1. Network Relations
2. Corporate Social Responsibility activities
3. New businesses depends on present and future technological developments
4. Procedure forms co-appointment a CM (Customer Manager)s the association
5. Monitor and control activities within own area;
6. Develop and keep up depictions of capacities answering to the Head of New Business, characterizing their obligations and how work is composed;
7. Guarantee attention to, and capacity to consent to, lawful prerequisites appropriate for this capacity, including SOA-required inside controls;
8. Guarantee fundamental limit, fitness and capacities to play out the capacity's duties.

2.6.4 HUMAN RESOURCE DIVISION OF GRAMEENPHONE

2.6.4.1 Principle Objective

Inside the bearing from the CEO of Grameenphone, the Head of HR will guarantee that the HR work inside Grameenphone consistently is lined up with and underpins the acknowledgment of Grameenphone business targets. The Head of HR will advance the HR in Grameenphone, through individual execution the board and hierarchical improvement, just as sustaining a culture supporting the acknowledgment of the vision and qualities. So as to accomplish this, initiative greatness is a key center zone for HR. The units in HR Division include:

1. HR Operations;
2. Recruitment & Selection; HR Development;
3. Health, Safety & Environment Expatriate and Travel Support.

2.6.4.2 Fundamental Responsibilities

Create, keep up and actualize organization HR methodologies, approaches and techniques so as to build up hierarchical capacities expansive to meet present and developing business needs, which incorporate:

1. Leadership
 2. Collaboration
 3. Recruitment
 4. Compensation & Benefits
 5. Employee relations and Health, Safety & Working Environment
- Monitor and control company-wide HR activities;

2.6.5 INFORMATION TECHNOLOGY DIVISION OF GRAMEENPHONE

2.6.5.1 Principle Objective

Inside the bearing from the CEO of Grameenphone, the Head of IS/IT will guarantee that the Information Security/Information Technology work inside Grameenphone consistently is lined up with and bolsters the acknowledgment of Grameenphone business destinations. The Head of IS/IT will guarantee the acknowledgment of the business targets through conveying administrations and data with adequate quality.

2.6.5.2 Main Responsibilities

Develop, maintain and implement company strategies, policies and procedures for the functional area, which includes:

1. Strategy
2. Is/ IT
3. IT Quality and Risk Management
4. IT Sourcing (In compliance with Company Procurement Policy)

2.6.6 TECHNICAL DIVISION OF GRAMEENPHONE

2.6.6.1 Principle Objective

Inside the course from the CEO of Grameenphone, the Head of Technical/CTO will guarantee that the specialized capacity inside the organization consistently is lined up with and bolsters the business targets. There are five offices inside the Technical Division:

Planning: The motivation behind this unit is to design the whole GP Telecom arrange including Core Network Planning, Integrated Network Planning, Service Network Planning, Transmission Planning and Radio Planning.

Implementation: The errand of the Implementation Department is to manufacture the GP telecom arrange or execute the arrangement of the Planning Department in the field.

Operation: This division is in charge of running the system. This incorporates Operation and Maintenance of the system.

Network Quality & Performance: The reason for this department is to screen and enhance Network Quality and Performance

Network Advancement: The motivation behind this department is to give Technology Strategy Planning; embrace new innovation considering midterm and long haul innovation development and new business openings; innovation assessment and Industry refresh, and audit arrange plans and engineering for the steady reestablishment

2.6.6.2 Fundamental Responsibilities

Develop, maintain and implement company strategies, policies and procedures for the functional area, which includes:

1. Network Planning
2. Network Expansion and Advancement Network Operations

2.6.7 REGULATORY & CORPORATE AFFAIRS DIVISION OF GP

2.6.7.1 Principle Objective

Inside the course from the CEO of Grameenphone, the Head of Regulatory and Corporate Affairs will guarantee that the Regulatory and Corporate Affairs work inside the organization consistently is lined up with and underpins the business destinations.

2.6.7.2 Fundamental Responsibilities

Create, keep up and execute organization systems, approaches and strategies for the practical zone which incorporates:

1. Regulatory & Corporate Affairs External Relations
2. Monitor and control Regulatory & Corporate Affairs activities;
3. Provide support and consulting to other functions within scope, in order to ensure coordination, business alignment and adaptation of best-practices;

2.6.8 COMMUNICATION DEPARTMENT OF GRAMEENPHONE

2.6.8.1 Fundamental Responsibilities

The Department is responsible for:

1. Maintaining Public Relations;
2. Maintaining Media Relations;
3. Publishing GP Newsletters;
4. Publishing Annual Reports;

The department consists of three people and is headed by a General Manager.

CHAPTER-3

DISCUSSION, ANALYSIS, FINDINGS

Analysis

1. Customers are using Grameenphone because it is providing best network coverage

Strongly Agree	25%
Agree	58%
Neither Agree nor Disagree	15%
Disagree	1%
Strongly Disagree	0%

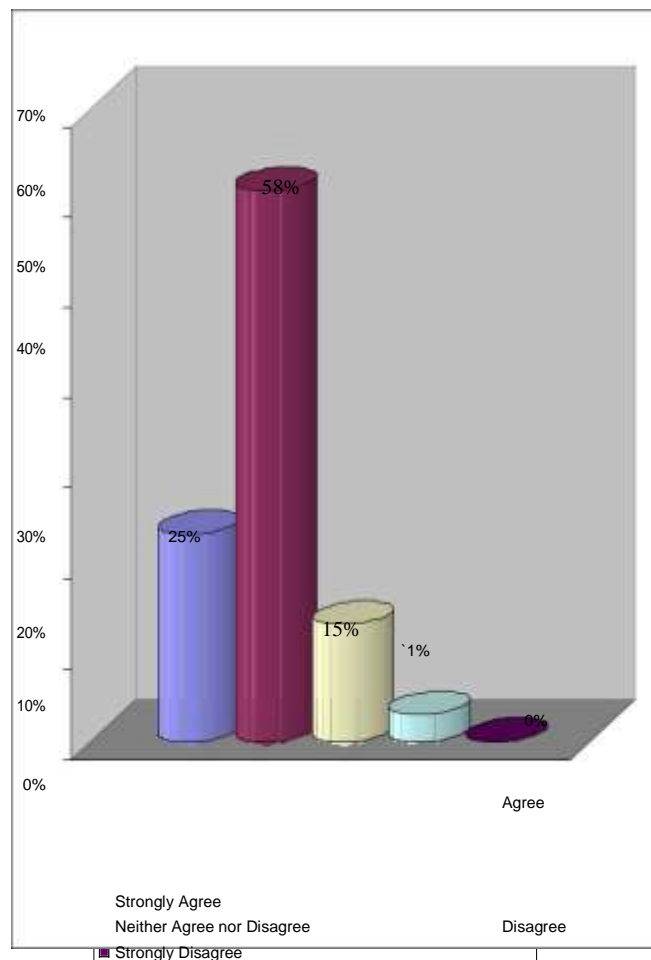


Figure:3.1

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	25	58	15	1	0	100
Weight	125	232	45	2	0	404

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 4.04 (Survey Outcome = Total Weight / total sample)

So, the Difference is = (4.04 – 4) = **0.04 [Positive]**

Resources:

Grameenphone has exceptionally solid system inclusion over the nation. It has more than 13000 BTS (Network tower). There are in excess of 1100 representatives (among the 3284) are straightforwardly included with this worry and increasingly 3500 are included from the outsider.

Causes of efficiency:

1. Customers are getting smooth network coverage everywhere throughout the nation
2. More than 13000 BTS (Network Tower) are accessible everywhere throughout the nation
3. Grameenphone is giving the most noteworthy need on their network coverage for good quality customer service.
4. GP is giving most noteworthy spending plan on system network reason.
5. GP is following decentralized system follow-up model.

However, we have a positive reaction after all the fluctuation isn't concentrating a high frame of mind on this issue. Along these lines, I think GP has something to do on it.

1. Need to dispense the Network towers as per the volume of subscribers.
- .2 Need to surrender break even with eyes to the both rural and urban zone

2. I am using GP mobile as it has additional features in comparison to other operators.

Strongly Agree	18%
Agree	38%
Neither Agree nor Disagree	30%
Disagree	14%
Strongly Disagree	0%

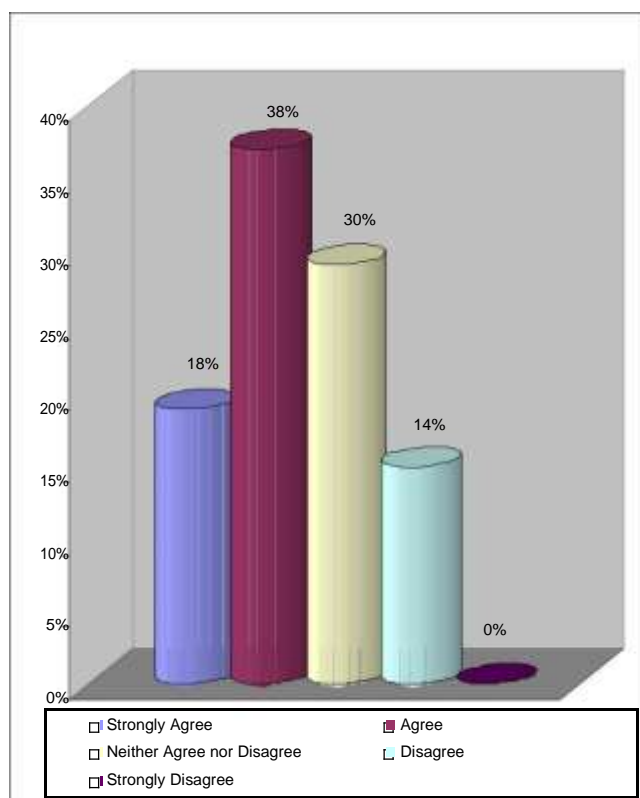


Figure:3.2

The majority of the subscribers of Bangladesh are exceedingly valuing touchy. Furthermore, some of the highlights are contained at high charges. That is the reason a few subscribers contain negative demeanor for the extra highlights.

It is also mentionable that the vast majority of the clients are insufficient mindful with respect to the highlights of the results of Grameenphone.

Along these lines, in the end, I might want to state Grameenphone has 'organization hole' to make fulfilled its customers by its extra highlights.

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	18	38	30	14	0	100
Weight	90	152	90	28	0	360

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 3.6(Survey Outcome = Total Weight / total sample)

So, the difference is = (3.6 – 4) = - 0.4 [Deficit]

Resources:

GP has a lot of additional features with its main telephony service. Some common features are-

- Internet
- Flexi load Facility
- Balance Transfer
- SMS & MMS
- Vas
- Push Pull Services
- GPWAP
- Common User Group
- FNF.
- Voice Mail and Voice SMS
- MCA service

- Welcome tune
- Gpay (Mobile Financial service)
- GPmusic (Digital Service)
- MyGp App (Digital Service)
- Bioscope.

Causes of deficit:

1. Subscribers are not getting smooth service because of the traffic of the server
2. Subscribers are insufficient mindful with respect to every single essential administration
3. Most of the highlights are contains the diverse dimension of tax
4. All highlights are not accessible for all items
5. Some highlights are not easy to understand

Suggestions:

1. Need to build the server limit with the expanding number of endorsers
2. Need to organize more mindfulness program with respect to those essential highlights.
3. Need to lessen the levy of essential highlights up to an advantageous dimension.
4. All Basic highlights ought to be given to all GP Subscribers

3. The Package price (current) of GP for different packages is affordable.

Strongly Agree	3%
Agree	50%
Neither Agree nor Disagree	12%
Disagree	25%
Strongly Disagree	11%

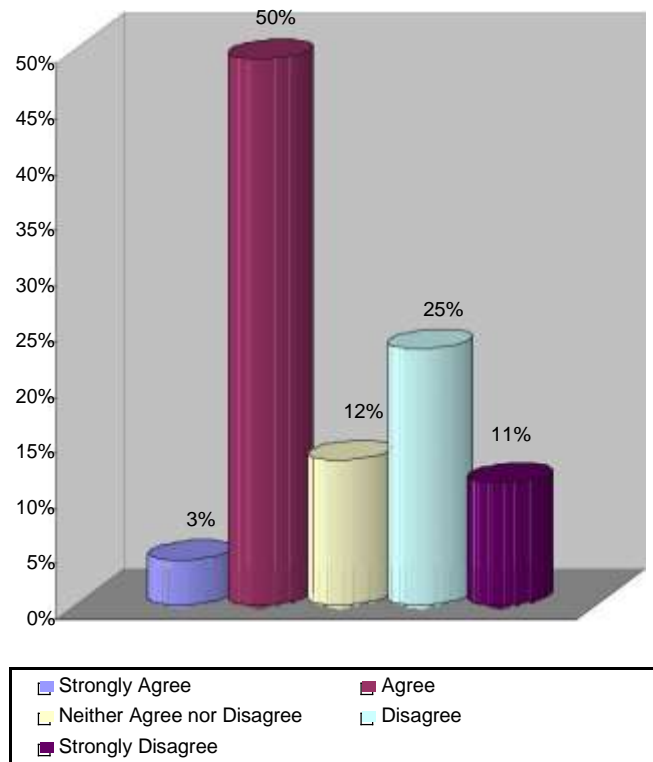


Figure:3.3

Here I have a stopped positive reaction in regards to the highlights of Grameenphone. Furthermore, over 53% clients are fulfilled over the bundle cost, and a substantial number of supporters (34%) are likewise not fulfilled over the bundle cost. So it is disturbing for Grameenphone to keep the fulfillment level in regards to this worry.

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	3	50	12	25	11	100
Weight	15	200	36	50	11	312

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 4.04 (Survey Outcome = Total Weight / total sample)

So, the difference is = (3.12 – 4) = **-0.88 [deficit]**

Resources:

Grameenphone has more 3 bundles for the general subscriber and furthermore 2 extraordinary bundles thinking about the various situation. Here I might want to present the bundles with its current price-

Packages:	Types:	Price
Nischinto	Prepaid	100 BDT
Djuice	Prepaid	100 BDT
MyPlan	Postpaid	200 BDT

Moreover Gp have some special Package. These are:

Packages:	Types:	Price:
Business solutions	Prepaid	Price are not define
Business solutions	Postpaid	Price are not define

Causes of deficit:

In spite of the fact that now daily GP is putting forth a complete cost for its bundles yet customers have a negative attitude for their past experience.

1. Peoples are protecting negative past experience with respect to this mater.
2. Other operators are giving relatively less cost to their bundles.

Suggestions:

1. GP ought to arrange some mindfulness program in regards to less value affectability.
2. The item conveyance framework ought to be progressively adaptable and delicate.
3. The forecasters should be progressively productive and advertise situated.
4. Price of bundles ought to decrease up to an edge dimension of endorsers' desire.
5. Need to arrange some program to change the endorsers' attitude with respect worry

4. I am agree with the service (quality of airtime and network availability) of GP.

Strongly Agree	10%
Agree	47%
Neither Agree nor Disagree	22%
Disagree	14%
Strongly Disagree	9%

Here I have a very positive reaction with respect to the airtime quality of Grameenphone. Over 56% of subscribers are happy with the highlights of Grameenphone. Furthermore, not an extensive gathering of subscribers (just 20%) can't help contradicting the announcement. It centers that, More than half of absolute clients are fulfilled over the broadcast appointment quality after all think, it is likewise disturbing for Grameenphone because there are practically 44% clients are safeguarding either nonpartisan or negative reaction with respect to this worry

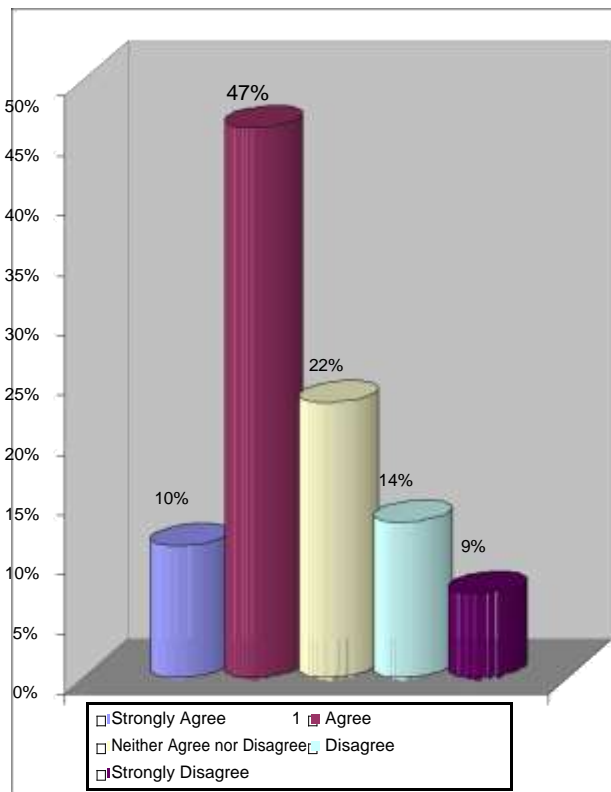


Figure:3.4

The airtime quality isn't similar everywhere throughout the nation. Fundamentally, in the urban zone clients are confronting system clog issue because of more customers rather than system limit.

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	10	47	22	14	9	100
Weight	50	188	66	28	9	341

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 3.41(Survey Outcome = Total Weight / total sample)

So, the difference is = (3.41 – 4) = **-0.59 [deficit]**

Resources:

However, Grameenphone has great system inclusion over the nation with progressively 13000 BTS (Network tower) and a decent number of labor for this worry after all it has stopped low degree for this worry.

Causes of deficit:

1. Subscribers are not getting smooth system support everywhere throughout the nation
2. Capacity isn't adequate thinking about the complete number of supporters
3. Network traffic is expanding because of bizarre and more voice call propensity
4. Lack of fixation on this worry
5. Different recurrence for urban and country territory

Suggestions:

1. Need to apportion the Network limit as indicated by the thickness of subscribers.

2. Need to expand the limit with up-developing endorsers.
3. Need to surrender break even with eyes to both country and urban zone

5. Whenever I want to make GP connectivity, I can reach then

Strongly Agree	28%
Agree	55%
Neither Agree nor Disagree	10%
Disagree	5%
Strongly Disagree	4%

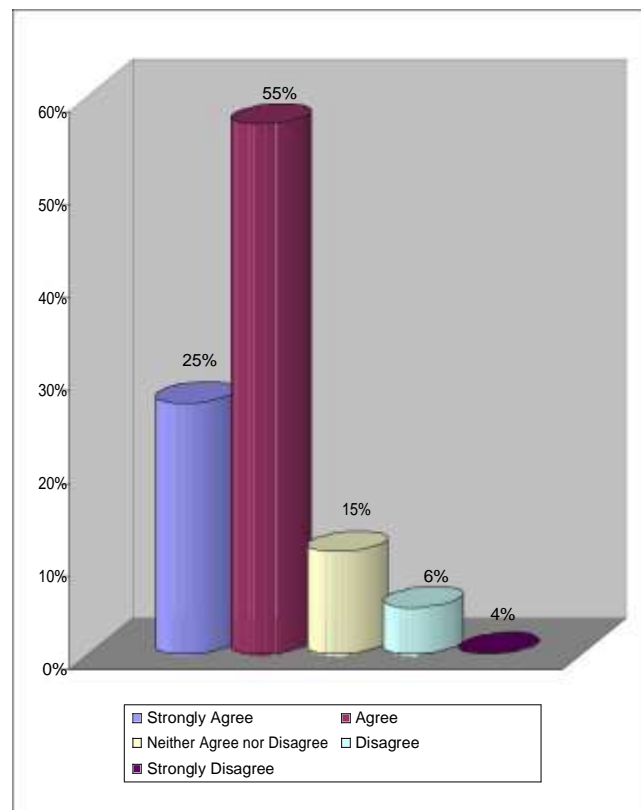


Figure:3.5

Here I have a decent positive reaction in regards to the achieving status of call age. More than 84% clients are fulfilled over the effective call age concern. Furthermore, a not very many clients (just 5%) are can't help contradicting this worry. It centers that, the fortifies of Grameenphone for giving a decent service for this worry

Grameenphone has been fruitful to make and give great quality administration with respect to effective call age to its everything clients. In addition supporters are getting their ideal dialed number by dialing once. It has succeeded for appropriate keep up and care on this worry. In this way, from the overview results and my own perceptions, I could state directly Grameenphone does not have "Organization GAP" for this worry

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	25	55	15	6	4	100
Weight	125	220	45	12	4	406

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 4.06 (Survey Outcome = Total Weight / total sample)

So, the difference is = (4.06 – 4) = .06 [Positive]

Resources:

Grameenphone has very strong network coverage over the country. It has more than 13000 BTS (Network tower). There are more than 1500 employees (among the 5000) are directly involved with this concern and more 3500 are involved from outsiders

Causes of efficiency:

1. More than 13000 BTS (Network Tower) are accessible al over the nation
2. Grameenphone is using both 900 and 1800 GSM Band for its system
3. GP is giving most astounding spending plan on system availability reason.

Suggestions:

However, we have a positive reaction after all the change isn't concentrating a high frame of mind on this issue. In this way, I think GP has something to do on it.

1. Need to distribute the Network towers as per the thickness of clients.
2. Need to build the limit with up-developing supporters.
3. Need to surrender level with fixation on both country and urban zone
4. Need greater speculation for this worry

6. After sales service of GP is satisfactory.

Strongly Agree	28%
Agree	53%
Neither Agree nor Disagree	13%
Disagree	4%
Strongly Disagree	2%

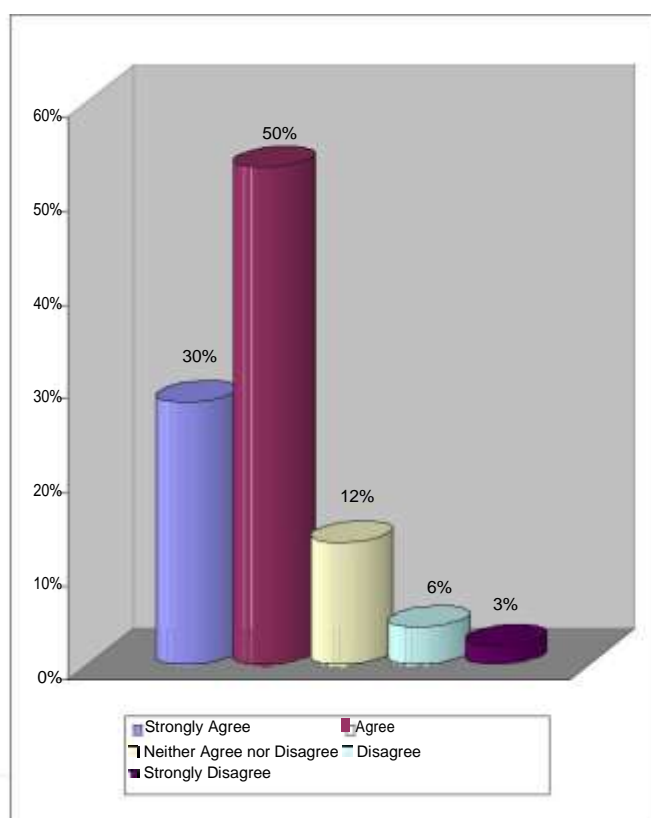


Figure:3.6

Here I have a stopped positive reaction with respect to the course of action after sales services of Grameenphone. Over 81% of clients are fulfilled over the after deals services. What's more, not very many clients (just 6%) differ to after sales services. It centers that, Most of the clients are content with the after sales services.

Grameenphone has a good arrangement of after sales to its subscribers. It has more than 600 GP Express, 39 GPC and 60 GPCF to provide after sales service.

Most of the after sales services of Grameenphone are free of cost. That's why users are satisfied over this concern.

Grameenphone has been fruitful to give a decent quality after sales service to its everything subscribers. Users can reach to get after sales benefit in a base separation. GP is giving after sales benefit in extremely effective path to its supporter in contrast with alternate operators. Users are getting fundamental services in GPC, GPSD and GPCF free of expense. Along these lines, from the overview result and my own perception I can prescribed that Grameenphone does not have "Organization GAP" for this worry

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	30	50	12	6	3	100
Weight	150	200	36	12	3	401

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 4.01(Survey Outcome = Total Weight / total sample)

So, the difference is = (4.01 – 4) = .01 [Positive]

Resources:

Grameenphone has a decent plan for after sales services. There are more than 650 GP express and 95 GPC (Grameenphone center)& GPCF (Grameenphone Center Franchise) everywhere throughout the nation and 121 devoted 24 hours hotline for all customers.

Causes of efficiency:

1. Subscribers are getting smooth after sales service everywhere throughout the nation
2. Grameenphone has a great deal of after deals administration point for its endorsers
3. There are in excess of 2000 workers are specifically included with this worry
4. Grameenphone additionally gives home support of its crown endorsers.
5. Grameenphone likewise has a 24 hours devoted hotline for all subscribers

Suggestions:

Though, we have got positive response after all the variance is not focusing a high attitude on this matter. So, I think GP has something to do on it.

1. GP Express ought to have on service 7 days in seven days
2. Need to open more GP express considering the main purpose of after deals Services.
3. Need to decrease the unpredictability for after sales services
4. Need an agreeable frame of mind of the client supervisors towards the supporters
5. Need to give smooth access of 121 hotlines to entryway over the telephone services

7. GP hotline is very helpful in meeting my queries and other needs.

Strongly Agree	8%
Agree	27%
Neither Agree nor Disagree	23%
Disagree	25%
Strongly Disagree	18%

Here I have a stopped terrible reaction with respect to GP Hot line (121). Not many clients (just 35%) are fulfilled over the hot line administration and reaction. What's more, over 41% clients are disappointed over GP hot line benefit. It shows a terrible fulfillment level in regards to the over telephone benefit quality or proficiency.

It requires excessively investment to come to the hotline at the pick hours (Roughly 06 PM to 11 PM). As the endorsers need to pay TK 0.57 every moment notwithstanding when they are holding up in the Queue. it is a wellspring of disappointment for them The majority of the GP endorsers are not accomplished.

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	8	27	23	25	18	100
Weight	40	108	69	50	18	285

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 2.85 (Survey Outcome = Total Weight / total sample)

So, the difference is = (2.85 – 4) = -1.15 [Deficit]

Resources:

Grameenphone is putting forth a 24 hours and 365 days hot line benefit for its supporters and there are in excess of 800 representatives are giving this hot line benefit. Distinctive neighborhood lingo are (like-Chittagong, Barishal , Rajshahi, Khulna, Noakhali and sylhet) accessible here adjacent to the Bangla and English for its endorsers adaptability. It additionally has a solid IVR framework to get the computerized refreshed with respect to GP

Causes of Deficit:

1. Subscribers are getting smooth access in 121 hotline.
2. To get the 121 Hotline service there is a charge Tk 2/min (Without vat)
3. Sometimes customers are held tight line however it devoured charge.
4. Sometimes customers didn't entryway appropriate services by over telephone

Suggestions:

The 121 hotline is most regularly utilized committed hotline for the customers of Grameenphone. Yet, users are not fulfilled over its help. So Grameenphone could enhance in the accompanying side to improve users reaction

1. Need to remove the complexity of 121 over phone hot line response.

2. Tariff for 121 hot line should to reduce up to a convenient level.

8. Tariff of GP connection is affordable.

Strongly Agree	3%
Agree	18%
Neither Agree nor Disagree	14%
Disagree	37%
Strongly Disagree	28%

Here I have additionally shift awful reaction with respect to the levy plan of GP. Not many clients (just 21%) are fulfilled over levy plan of endorsers. Also, over 65% clients are disappointed over duty plan. It shows a disappointment level toward the duty plan.

The general levy plan of GP is TK 2:30(including VAT). Despite the fact that as of now the tax plan of GP is in the middle of TK 1.2 to TK 2:00. after all supporters are protecting a negative inclination with respect to the levy plan for past tax or charges

So, from the survey result and my personal observation I can recommended that Grameenphone has huge “Company GAP” regarding this concern.

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	4	19	15	35	20	100
Weight	20	76	45	70	20	231

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 2.85(Survey Outcome = Total Weight / total sample)

So, the difference is = (2.31 – 4) = -1.69 [Deficit]

Resources:

Directly Grameenphone is putting forth an alternate dimension of tariff plan for various bundles. Presently this tariff plan is proceeding in the middle of TK 0.45 to TK 2.00. Here I might want to reveal the duty plan of Nishchinto and My plan(most regularly utilized bundle)

Causes of Deficit:

1. Subscribers are protecting negative propensity for past higher call rate
2. In general Grameenphone does not give the least duty of tariff edge
3. GP additionally has a propensity not to give the most reduced call rate to its users
4. There has any mindfulness promotion with respect to its tariff plan
5. Sometimes GP recovers its limited time less tax to the past tariff.

Suggestions:

The tariff has an incredible affectability for monetary clients. So GP may think about the accompanying

1. GP may give such edge duty hence others can't make overhaul favorable circumstances
2. GP may arrange the mindfulness program with respect to its present tariff.
3. The personality of brand chiefs ought to be supporters arranged.
4. GP should plan their tariff as per advertise desire.
5. GP should offer a one of a kind tax plan for any no. (All GP and different operators)

9. Grameenphone is very sincere in providing me quality service on a continuous basis.

Strongly Agree	5%
Agree	24%
Neither agree nor disagree	18 %
Disagree	35%
Strongly disagree	17%

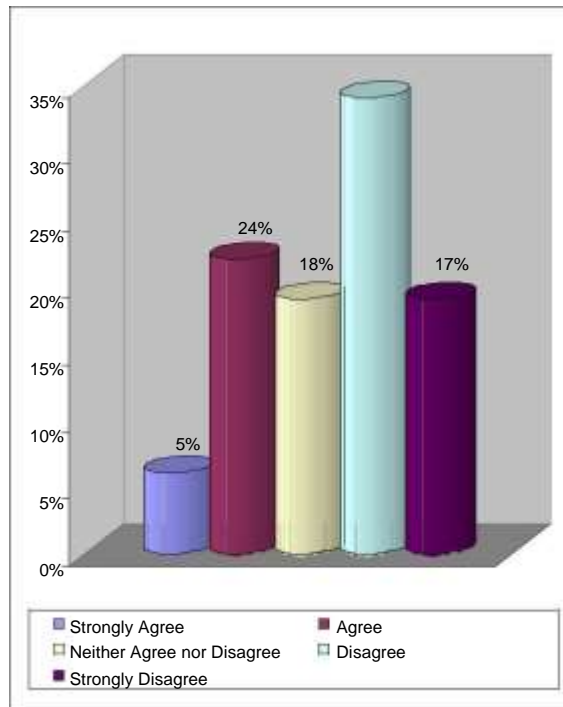


Figure:3.9

Here I have likewise shift awful reaction with respect to the genuineness of giving quality administration in proceeds with premise. Not very many clients (just 28%) are fulfilled over duty plan of users. What's more, over 53% customers are disappointed over this worry. It shows a low fulfillment level toward the quality base services

Inappropriate quality of airtime appointment and system accessibility is likewise an issue for Grameenphone. In any case, as the specialists give supposition, it isn't unusual in a system which is experiencing a huge advancement process.

So, from the survey result and my personal observation I can recommended that Grameenphone has huge "Company GAP" regarding this concern.

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	5	24	18	35	17	100
Weight	25	96	54	70	17	262

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 2.62 (Survey Outcome = Total Weight / total sample) So, the
difference is = (2.62 – 4) = -1.38 [deficit]

Resources:

Grameenphone has distinctive sorts of course of action to demonstrate consistent base support of its subscribers. Like progressively 600 GP express (at not the same as a dimension), more 98 GPC (in area level). 121 hotline (24 hrs, 365 days), a solid IT and Technical group.

Causes of Deficit:

1. Subscribers are getting smooth system service everywhere throughout the nation
2. Subscribers are not glad over price and 121 association concern
3. GPC, GP express and 121 hotlines set aside greater opportunity to take care of an issue
4. Concentration dimension to all customers has fallen because of expanding the no of subs

Suggestions:

A positive customer reaction is highly appreciable for a service providing company. But a GP is holding a very low marking for this area. So GP may do the following-

1. GP should focus on its customer's desire
2. GP ought to ensure a base time to take care of a specific issue.
3. Need to build a well disposed frame of mind to tackle the issues

11. If another company comes up with the same features & facility, then still I will remain with GP.

Strongly Agree	12%
Agree	23%
Neither Agree nor Disagree	29%
Disagree	26%
Strongly Disagree	10%

Here I have likewise stopped disturbing reaction with respect to the exchanging inclination or devotion. More than (just 35%) are steadfast or happy with GP association. What's more, over 36% of clients are disappointed with GP association. It demonstrates that whenever Grameenphone might lose 65% of its all-out supporter. It is an extremely disturbing worry for Grameenphone.

Grameenphone isn't fruitful to construct a positive and neighborly picture in their subscribers' brains. Supporters imagine that GP isn't true about explaining their requirements. Also, GP the board isn't sufficiently effective to instruct their subscribers appropriately. These variables are expanding the hole 1 as per my perception

So, from the survey result and my personal observation I can recommended that Grameenphone has huge "Company GAP" regarding this concern.

Response Analysis:

Comments	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
Degree	5	4	3	2	1	
Cust. Response	11	24	30	25	10	100
Weight	55	96	90	50	10	301

Total sample people:	100
-----------------------------	------------

Industry Standard :	4
----------------------------	----------

Survey outcome: = 3.01(Survey Outcome = Total Weight / total sample)

So, the difference is = (3.01 – 4) = **-.99 [deficit]**

Resources;

Here, highlights and office contain the accessible system facility tariff, essential highlights for specific packages & after sales services

Causes of Deficit:

1. The general inclination of customers to discover something from another item.
2. Some customers accept to break the imposing business model inclination of GP
3. Some customers trust that the new operator would offer greater facilities
4. Some clients additionally trust that the new operator will apply lower tariff.
5. GP does not have a solid arrangement to make steadfast its customers

CHAPTER-04

Problems And Recommendations

Problem Identified:

1. Most of the customers are utilizing prepaid bundles as a result of a larger the number of facilities as opposed to postpaid bundle, there also some customers tend to move other operators & a large portion of the customer using more than one operator sim.
2. Grameenphone call rate is higher than other operators, where others operator (like: Banglalink, Robi, Airtel) offer 0.45p minute but grameenphone offers almost 0.80p. which is another problem for customers & customer is not satisfy for this call rate
3. Customers are not happy with the different types of bundles of Grameenphone. Because there are many bundles of minute & internet which added in different account For this reason customer get confused that which account MB/minutes.
4. Call drop is one of the biggest problem in Grameenphone operator. For call drop customers are not happy with GP. Moreover Gp did not give any bonus amount for call drop.
5. Pay As You Go is big problem for subscribers, because customer do not get any notification for pay as you go in proper time for that reason customers are too much dissatisfy for this problem
6. Vas overcharging is another big problem & dissatisfy reason for customer. Because sometimes this vas service started without customer permission. For this reason customer are not happy & also all vas service is not useful for customers.
7. Internet packages price & validity is another reason for customer dissatisfaction. Because GP internet package rate is higher than other operator like Robi, Airtel, Banglalink, moreover Gp internet validity is less than other operators, also gp increase their internet rate frequently.
8. There is no one stop solution like one click stop unusual service. For that reason customer had to call hotline which call rate is 60 poisha. For that reason customer is very dissatisfied. Also there is no migration system postpaid to prepaid.

Recommendations:

Here some recommendations for solve those problems.

1. Gp has to increase their facility according to the market expectation. Gp need to be careful about their facilities like improve call drop, attractive internet package, lower call rate facilities etc.
2. Gp need to reduce their tariff, as their call rate is too high than other operator. So they need reduce their call rate like 0.45p flat rate in any operator. By this call rate they can satisfy their customers & tariff need to reduce up to market competitive level.
3. Gp should find a way to hold their customer by giving more offers & rewards & advantage. Like they can introduce flat rate package, more internet in less amount package, they can also give point by purchase package so that customer can use those point for purchasing any package for next time
4. Gp need to stop Vas overcharging & Gp should build the quantity of various postpaid bundle like prepaid of time by giving more offers on postpaid bundles for the customers
5. Gp should stop pay is you go service. It can reduce customers overcharging. By stop this they can satisfy their customers
6. Gp should add more customer friendly internet package. They can add more data with one month validity in reasonable price. As example they can offer to customers 30gb at 345 taka with 30 days validity.
7. Gp should reduce call drop by using better network solution. If by any chance call got drop, they can offers free minute for call drop. By this offer they can satisfy their customer easily.
8. Gp should start postpaid to prepaid migration for their postpaid customers & they should start one stop solution like one click stop all unusual service. By those services they can satisfy their customers easily.

Conclusion

To begin the end part by rehashing the speculation of this report . The speculation was, "Ho: Customers of GP are happy with GP Service and H1: Customers of GP are not happy with GP Service". In spite of the fact that Grameenphone is driving the market of mobile telecom industry with a sharp separation, and their clients are not completely happy with the organization's services. On the off chance that GP does not deal with these disappointments and different operators in the market with comparable offers, it will be troublesome for Grameenphone to keep the present piece of the pie unblemished." From the investigation of the overview results and GAP Model, unmistakably GP's users are disappointed with various administrations of the organization. In addition, the investigation showed that the supporters of Grameenphone are not faithful toward the organization. They obviously pointed that different administrators are giving comparable offer, they are not wavering to switch. In this way, my theory is demonstrated as a legitimate one. Yet, there was a condition in my speculation: 'If GP does not deal with these dissatisfactions...' Therefore, I prescribed a few approaches. My perceptions influence me to trust that If GP pursues these proposals; it will empower them to accomplish a supportable unmistakable upper hand and to run easily with faithful endorsers and market initiative.

APPENDIX

An Evaluation of the Customers' Satisfaction of Grameenphone Ltd.

QUESTIONNAIRE

Dear Sir or Madam,

This is a questionnaire from Daffodil International University (DIU) to gather information on quality of customer service of Grameenphone. This Survey is intended to take a gander at the different needs of the client and its dimension of satisfaction.

The study will take around 5 to 10 minutes to finish. There is no set in stone answer. Specific in this study is totally intentional. To guarantee that your reactions are entirely private, kindly don't recognize yourself in anyplace the review. If you don't mind endeavor to finish every one of the inquiries. Your individual reaction will be joined with those of other respondent and just amassed information will be accounted for. A debt of gratitude is in order for taking.

I would like to know whether you Strongly Agree (SA) =5, Agree (A)=4, Neural (N)=3, Disagree(D)=2, Strongly Disagree (SD)=1, with each statement the time to share your valuable opinion.

Please circle (0) the number that response your opinion most correctly.

Demographic Information:

1. Gender

a) Male b) Female

2. Age of the respondent

Age (Years)	18 - 25	26 - 40	41 – 50	Over 50
	a	b	C	d

3. Marital status

a) Single b) Married

4. Professions

a) Private job holder b) Govt job holder c) Businessman

5. Education Level

a) HSC b) SSC c) Graduate d) Post graduate

6. Monthly income

- a) Below 25000 b) 25000 to 40000 Tk c) 40000 tk to 60000 tk d) 60000 tk to 80000.

7. what type product you are using?

1.Post-paid	2. Pre-paid
A My Plan	A Bondhu
B BS-Postpaid	B Smile
C BS-prepaid	C Djuice

	Particulars	Strongly disagree	Disagree	Uncert	Agree	Strongly Disagree
1	I am using Grameenphone because it is providing the best network coverage	1	2	3	4	5
2	I am using Grameenphone mobile for its additional features in comparison to other operators.	1	2	3	4	5
3	The Package cost of Grameenphone for various Packages is moderate.	1	2	3	4	5
4	I agree with the service (quality of airtime and network availability) of Grameenphone	1	2	3	4	5
5	At whatever point I need to have a Grameenphone Connection, I can get it.	1	2	3	4	5
6	After sales service of Grameenphone is satisfactory.	1	2	3	4	5
7	Grameenphone hotline is useful in meeting my Question and different needs.	1	2	3	4	5
8	Tariff of Grameenphone connection is affordable.	1	2	3	4	5
9	Grameenphone true in giving me quality service on a nonstop premise.	1	2	3	4	5
10	In the event that another organization thinks of similar highlights,I Will even now stay faithful towards Grameenphone	1	2	3	4	5

REFERENCES:

1. Earl Naumann and Kathleen Giel, *Customer Satisfaction Measurement and Management* ,1995, Thomson Executive Press,USA
2. V. A. Zeithmal and Mary Jo Bitner, *Service Marketing*, International Edition, 1996, The McGraw-Hill Companies, Inc., New York.
3. Divisional Annual report (Customer Management Division)-July-2005, Grameenphone
4. Newsletter of Grameenphone Limited, March, 2008
5. Web Site: www.Grameenphone.com
6. Annual Report 2001-06, Grameenphone Ltd
7. <http://www.degromoboy.com/cs/gap.htm>

