



Internship Report

On

An Analysis of The Customer Services of Grameenphone Ltd.

Supervised By

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LETTER OF TRANSMITTAL

Date

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
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Subject: Analysis of The Customer services of Grameenphone Ltd

Dear SIR,

This is to inform you that I have completed the report on Grameenphone (Analysis of The Customer services of Grameenphone Ltd). The report focuses on the financial service structure of Grameenphone. The report has been prepared for the completion of the Bachelor of Business Administration as Internship.

In writing this report, I have followed your instructions for report writing to present my views and understanding in the easiest way. However, I will be glad to clarify any disagreement that may arise. Thanks with best regards,

Sincerely Yours

Ananda Chowdhury

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Ananda Chowdhury

ID: 152-11-4732

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Declaration

I, Ananda Chowdhury hereby declare that the presented the internship Report on “Analysis of The Customer services of Grameenphone Ltd has been submitted in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Marketing, Ananda Chowdhury ID: 152-11-4732. I also confirm that the report has been accepted and may be presented to the internship Defense Committee for evaluation. Any opinions, suggestions made in this are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions.

Ananda chowdhury

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Ananda Chowdhury

ID: 152-11-4732

BBA (Major in Marketing)

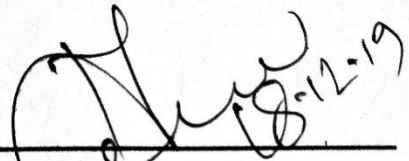
Department of Business Administration

Faculty of Business & Entrepreneurship

Certificate of Supervisor

This is certify that **Ananda Chowdhury, ID # 152-11-4732, BBA (Marketing)**, is a regular student of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his internship program at **GP** and has prepared this internship under my direct supervision. His assigned internship topic is “**An Analysis of The Customer Services of Grameenphone Ltd.**” I think that the report is worthy of fulfilling the partial requirements of BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenario.

The report is recommended for submission. I wish his every success in life.



Professor Dr. Mohammed Masum Iqbal

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

Acknowledgement

At first I would like to express my gratitude to the Almighty who has given me the opportunity to go through the process of internship report writing on Analysis of The Customer services of Grameenphone Ltd.

I would like to take the opportunity to express my gratitude to my internship supervisor **Professor Dr. Mohammed Masum Iqbal**, of DIU, whose direction, guidance and support helped me a lot to make this internship report.

My deepest appreciation and thanks goes to my branch manager and Head of Branch Mohammad Ashiquzzaman Khan and Manager Operation of Murad Mahmud Mirpur branch of GP. I am really grateful to them for their support & help in compiling this report by giving me necessary information, advices, cooperation & guidance.

Executive Summary

Mobic ash, Bill installment and ticketing administration is known as monetary help of Grameenphone Ltd. These are administration that accentuation more on GP income. In this report there is exchange about telecom industry, Grameenphone Ltd where organization outline as structure, and capacities. GP is the foundation of brand promising just as their centre goal, qualities, and technique make the best approach past with client's needs. A few strategies are examined here with respect to making business run and method for or working. There is likewise dialog of Mobic ash administration process, Bill instalment framework, Cash in and money out capacities, accomplice bank capacities, etc. There is the procedure of installment that client pursue to cover the utility tab. Also, what I have educated and obligations are referenced likewise like information accumulation, gripe sort, extortion confirmation, specialist's exhibitions, over telephone review, etc. In addition, there are exchanges about Mobic ash administration execution, unwavering quality, administration capacity, brand picture and highlights moreover. There is likewise have serve activity plan, that what we have to do appropriately. Whole administration methodology is characterized plainly which hole is estimated as needs be. Mobic ash administration is the stage for monetary settlement of client where they could catch up for simple exchange inside brief time. Top to bottom there is some factual outline as far as client and retailers inclinations where a few issues distinguished and there is likewise exchange about arrangement of those issues. Whole Service methodology alludes the a few gas that GP need to adapt up to fulfill the client appropriately. Grameenphone Ltd. has started the train ticket administration where client would be increasingly happy with the administration quality and affirmation. Bill installment, Mobic ash administration, ticketing administration is the center examination things of this report where it explains increasingly about whole administration methodology. The center terms like review report alludes the issue details and arrangement as proposal. Think as per the client's decisions since they are center resources of organization.

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Chapter: 01 Introductory Part



Introduction

1.1 Origin of the report

A report which refers the 3 months activity and work experiences after completing Bachelor of Business Administration course program named Internship Report. This is my internship report of which I have completed in leading Telecom Company “Grameenphone Ltd.” under supervision of Nahid Sultana, Lead Manager. Besides, the topic of Mobic ash and its gap service modality topic have been given by my respective internship course advisor **Professor Dr. Mohammed Masum Iqbal**, Department of Business Administration, Daffodil International University. It is a great opportunity to make this report as it clarifies my task and responsibilities where I have shown my respect to the seniors and environment. After completion of the designated tenure, interns are required to submit an internship report, which encompasses the experience gained and a competitive aspect of the work culture at Grameenphone. According to the topic this report has stated about financial service process of Grameenphone and its gap service modality which included the survey report. Besides, the report refers the system of bill payment and states the finding gap and recommendation. So the topic tagline goes to “Analysis of The Customer services of Grameenphone Ltd.”

1.2 Background of the study

As per the market position Grameenphone Ltd. as secured wide scope of client. In present day period client need simple exchange framework where dependability, fulfilment, straightforwardness, and responsibility would be accessible. MobiCash administration is the stage for budgetary settlement of client where they could catch up for simple exchange inside brief time. Grameenphone Ltd. has started the train ticket administration where client would be increasingly happy with the administration quality and confirmation. Bill installment, MobiCash administration, ticketing administration is the center examination things of this report where it explains increasingly about whole administration methodology. Vital estimation of clients: Customers are the wellspring of high key an incentive to Grameenphone. We regarded client as "Client First" and regarded them as 'Ruler". Extending from the biggest organizations to government offices and safeguard areas, customers and ordinary clients are of enormous key an incentive for Grameenphone to assemble and merge associations with. These connections 360° view and whole administration methodology of money related assistance in Grameenphone Ltd. 10 can bring long haul possibilities of organization and backing for the two partners and colleagues. Money related estimation of clients: Customer the fundamental wellspring of income creates and they keep the crucial job around here. In the event that we serve client appropriately, at that point they will be fulfilled and on the off chance that they fulfilled, at that point they will ready to spend for the administration and items towards Grameenphone. To pick up the consumer loyalty, we have to see first what clients need, what is the craving for the administration. At the point when clients are identified with income create so we have to think appropriately and give them more choices as though they could fulfilled. Contrast with the other telecom organization in Bangladesh, Grameenphone offers need to the client to accomplish a definitive degree of administration quality. To give the need to the client here income could produce more just as to serve for long haul and making the economy's worth, MobiCash administration ,Bill installment process and ticketing administration ought to be redone.

1.3 Objectives of the Study

- ✓ To identify the services provided by customer care Grameenphone Ltd.
- ✓ To identify the problems related to the customer care services Grameenphone Ltd.
- ✓ To make recommendation to improve the customer care service to the Grameenphone Ltd.

1.4 Methodology of the Study: Data and Methods

Source of Data Collection

The study data has been collected through diversified sources. Basically the data is collected from Primary sources. Such as

- ✓ • GP Subscribers
- ✓ • GP distribution house
- ✓ • GP representative retailers
- ✓ • GP Customer service process guideline.
- ✓ • Over phone contact with customer and Marketing

Besides abovementioned primary sources, there are several secondary data used to prepare the Report. Such as

- ✓ • GP websites
- ✓ • Wikipedia
- ✓ • Research paper on Grameenphone Ltd.

The report on the services provided by customer care Grameenphone Ltd studied on practical knowledge .Sharing session with the supervisors and the reasons of gap between retailer and customer were taken directly by talking with retailers and customer. After studying the feedback the data has been taken from the Mobic ash service guideline and Bill pay process. Bill Pay process gives Statistical information to the users. The updated information is maintained in the system where Customer payment record is kept. Besides, Customer calls to 1200 hot line for train ticketing and Mobic ash service query. Their customer could have queries like what is the way of getting ticket Service, Bill payment process, and so on.

Chapter 2

Organization Part



2.1 Industry overview

The Telecoms segment in Bangladesh, similar to the case in numerous other creating nations, has seen development in portable entrance that has surpassed all desires. It has without a doubt had a transformative effect on the economy as far as total speculation, FDI and profitability levels. There have likewise been generous advantages from more noteworthy availability as far as social union and destitution lightening. There is probably going to be a totally different influx of developments in Value Included Services just as Data for Telecoms players. The Government of Bangladesh's duty to a "Computerized Bangladesh" is likewise liable to introduce significant open doors for the area. Bangladesh is one of the creating and most thickly populated on the planet. Aside from its monetary status, significant hindrances to development have included violent winds and floods and the moderate usage of much-required financial changes. The nation has gained notoriety for the Wastefulness of its state-claimed ventures. This report takes a gander at the nation's shockingly enthusiastic telecoms segment, specifically, the exertion that has been going into building telecom foundation and the advancement that has been made on administrative changes. Moreover, the IPO of Grameenphone, the biggest Telecoms player, and for sure the biggest corporate by esteem in the nation, in November 2009, has likewise observed the Telecoms division take on a lot more prominent centrality in Bangladesh's capital markets advancement Telecom industry is one of the quickest developing businesses on the planet. Individuals are these days considering having regular correspondence among them. So in course of time and with the development pace of populace and furthermore claim for exclusive expectation living, telecom industry is developing in a high pace. This quickest developing industry has just pulled in many advertising prodigies, scientists, inquire about organizations to investigate the chances. Scientists are attempting to explore various markets and possibilities of those business sectors. Promoting prodigies are making hypothetical gauge or hypothetical model for reasonable market examination. Global mammoths are consistently in a longing to be expanded universally. A ton of studies have given the pathway or the guide of venturing into a remote potential market. Bangladesh telecom industry is such a market which has as of now pulled in parcel of analysts to investigate the chances. Grameenphone Ltd. is the market coordinator in the versatile media transmission business of Bangladesh.

According to the BTRC, the operators have different number of subscribers where GP is in first Position. Below stated in chart

Operator	Subscriber in Millions
1. Grameenphone Ltd.	56.909
2. Banglalink Digital Communications Limited	31.941
3. Robi Axiata Limited (Robi)	27.442
4. Airtel Bangladesh Limited (Airtel)	9.892
5. Teletalk Bangladesh Ltd. (Teletalk)	4.490
6. Pacific Bangladesh Telecom Limited (Citycell)	0.7021
Total	131.376

As GP has the large number of subscribers so the spectrum cost of GP is \$ 0.37 per customer. For this, it has reduced the cost and increased the profit for GP. So in the current situation GP Dominates the marketplace while Airtel-Robi merger is taking place.

Parameter	GP	Banglalink	ROBI	Airtel	Citycell	Teletalk
Start of Operation	1997	1997	1997	2007	1993	2005
Ownership Structure	Telenor 55.8%, Grameen Telecom 34.2%, Public and Institutions 10%	Orascom 100%	Axiata Group 70%, NTT DoCoMo 30%	Warid Telecom 30%, Bharti Airtel 70%	Singtel 45%, Far East telecom 24%, Pacific Group 31%	Government 100%
Market Share	43.32%	24.31%	20.89%	7.52%	0.53%	3.4%
Technology	GSM, GPRS, EDGE, 3G	GSM, GPRS, EDGE, 3G	GSM, GPRS, EDGE, 3G	GSM, GPRS, EDGE, 3G	CDMA20001x, EVDO	GSM, GPRS, EDGE, EGSM, 3G
Standard/Frequency	32	20	19.8	20		25.2
Network coverage	99%	99%	98%	95%	64 Districts	64 Districts and almost all Upazila

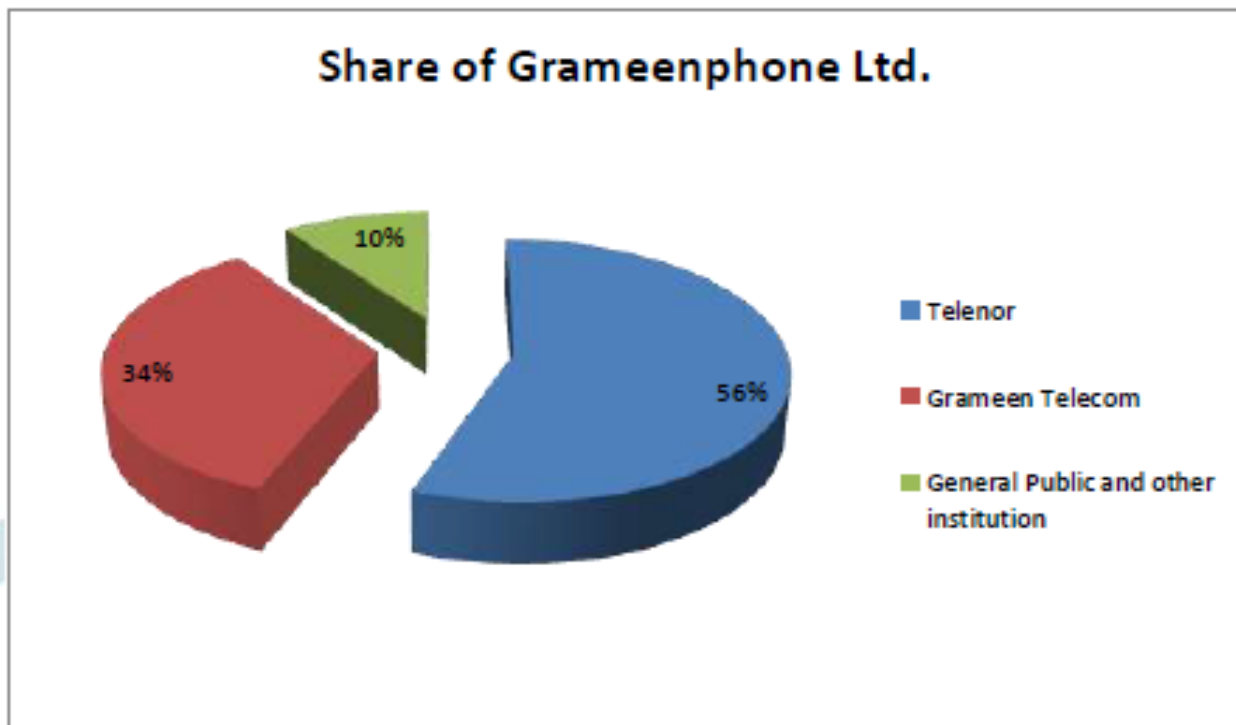
So, there is at glance of all operators that run business in Bangladesh. Individually they do the business for accelerate the revenue but mostly they are more concern for customers or subscriber. Telecommunication is the vast area for Bangladesh to operate throughout the customer level. Nowadays, subscribers are more concern for using internet and other utility service like mobile bill pay system, money transfer and so on. Mobile operators are bringing the new way of communication towards the subscriber and creating the new era. They are concern for digitalization in a sense all people will get their daily life in phone activities.

2.2 Company Overview

Grameenphone Ltd.

Organization Registration No: C-31531 (652)/96

Grameenphone is the greatest versatile media communications administrator in Bangladesh. Grameenphone generally known as GP is additionally the most significant broadcast communications specialist organization in Bangladesh. Grameenphone Limited got a permit for mobile phone activity in Bangladesh from the Ministry of Posts and Telecommunications on November 28, 1996. Grameenphone begun tasks on March 26, 1997, the Independence Day in Bangladesh. With more than 35million supporters as of October 2010, Grameenphone is the biggest cell administrator and to spread most piece of the nation. It is a joint endeavour venture among Telenor and Grameen Telecom. Telenor is the biggest broadcast communications organization in Norway, claims 55.80% portions of Grameenphone, Grameen Telecom claims 34.20% and the staying 10% is General open and other establishment. Grameenphone Ltd. has ventured into its nineteenth year of activity, having finished its eighteenth year on March 26, 2015. It is the main broadcast communications specialist organization in the nation with more than 56.909 Million supporters as of June 2016. Grameenphone has been perceived for building a quality system with the broadest inclusion the nation over while offering inventive items and benefits and submitted after-deals administration. Presently Grameenphone has in excess of 51 million supporters who make the income for Grameenphone. Clients who are principle part for this association as it is portable association based assistance just as it makes esteem for clients.



Grameenphone serves both rural and urban customers across Bangladesh, where mobile telephony is a major driver of socioeconomic development. The company envisions providing the power of digital communication, enabling everyone to improve their lives, build societies and secure a better future for all. The company also has always been a pioneer in introducing new products and services in the local telecom market. Now they have introduced digital market service where different apps are operated in one digital basket. The apps are GP music, GP apps, Flexi plan, Wow box, GP online Store. These are customized according to the customer demands and needs. So it is platform where GP has introduced new form of market and subscriber would his or her daily activities in hand. This is GP that makes easier the life of customers and build the network to create ultimate brand image among subscriber.

2.3 Vision, Mission, Values

Gramophone Ltd. keeps up the privilege and contemporary utilization of innovation is the way in to the advancement of a country. Remembering this, GP consistently gets the future evidence innovation request to encourage your advancement. The conceivable outcomes in this new world are monstrous and somebody as brilliant as try not to be behind in at any rate. Toward the day's end, all the individual advances collect to the advancement of the cherished country. Gramophone guarantees you to bring the best of correspondence innovations with the goal that you can Go Past.

Our Vision

“We exist to help our customers get the full benefit of communications services in their daily Lives. We’re here to help”

Our Mission

Grameenphone is the only reliable means of communication that brings the people of Bangladesh close to their loved ones and important things in their lives through unparalleled of network, relevant innovations and services.

Empower societies

They provide the power of digital communication, enabling everyone to improve their lives, build Societies and secure a better future for all.

Core Values

- Make It Easy:** Everything they produce should be easy to understand and use. They should Always remember that we try to make customers’ lives easier.
- Keep Promises:** Everything they should work perfectly. If it doesn’t, they’re there to put Things right. They’re about delivery, not over-promising. They’re about action, not words.
- Be Inspiring:** They’re creative. They bring energy and imagination to their work. Everything they produce should look fresh and modern.
- Be Respectful:** They acknowledge and respect local culture. They want to be a part of Local communities wherever they operate. They want to help customers with their specific Needs in a way that suits way of their life best.

Brand promise:

At present: “Go Beyond”

Previous: “Stay Close”

GP WAY: Their Way of Work

- It is how they do business
- It's all about living their vision, values, codes, leadership, governing principles in our daily life and deliver upon our brand promise – Stay Close and Go Beyond

Organizational Structure

- Flatter organization
- Two growth stream: Leadership & Specialist

Workplace Ethics

- Fortified Codes of Conduct
- Ensured compliance

Sustainability Consciousness

- Paperless office
- Reduce 15% carbon emission by 2012 & 40% by 2015
- Corporate Transformation: 'Green Company'
- Aware-Engage-Advocate GP employees

2.4 Organizational Policy



An "approach" is an intentional strategy to control choices and accomplish judicious outcome(s). The word "arrangement" is certainly not a firmly characterized idea however a profoundly adaptable one, utilized in various ways on various events. Webster's word reference has various firmly related definitions. GP has pursued those criteria for explicit approaches. They are:

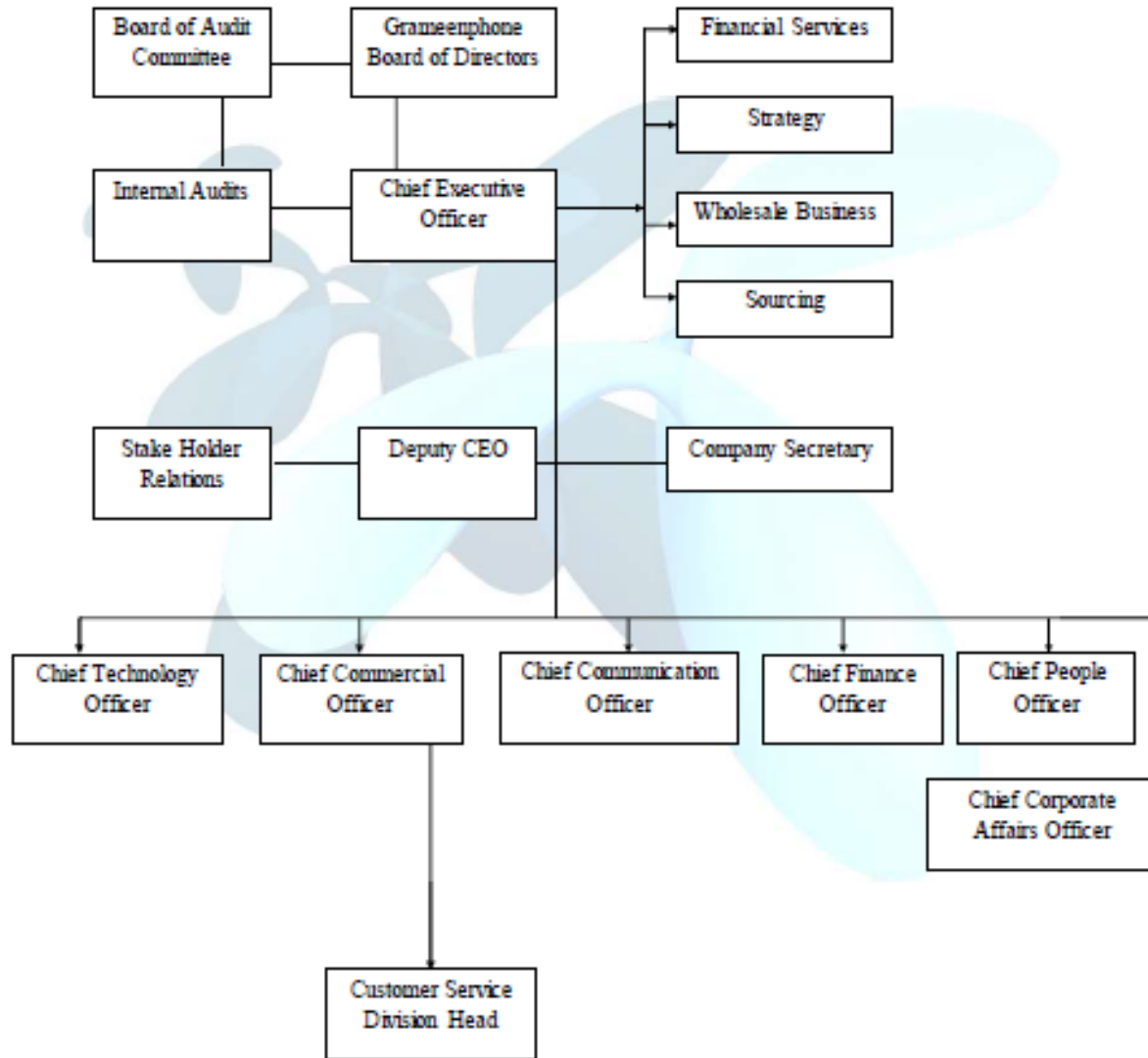
A definite course or method of action selected (by government, institution, group or Individual from among alternatives and in the light of given conditions to guide and, usually, to determine present and future decisions. A specific decision or set of decisions designed to carry out such a course of action. Such a specific decision or set of decisions together with the related actions designed to implement them.

Objective & Strategy:

‘Good Business, Good Development’

Grameenphone essential technique is inclusion of both urban and country regions. The Company has concocted its methodologies with the goal that it procures sound returns for its investors and simultaneously, adds to veritable improvement of the nation. So, it seeks after a double system of "Good Business, Good Development. Serving the mass market is one of GP's essential objectives. By serving the overall population rather than specialty advertises, the Company intends to accomplish economies of scale.

2.5 Internal Alignment of GP



Chapter: 3

Customer services of Grameenphone Ltd



Customer services

Mobic ash is where money and portable is interrelated. The client could get cash through most straightforward way and this is called MobiCash. Grameenphone Ltd. brings us one more mechanical wonder MobiCash Ticketing! With MobiCash Ticketing administration, client can purchase Intercity Train tickets ahead of time from their very own cell phone! They don't have to remain in the long lines, defeat loads of problems to gather a railroad ticket. They can sit at the solace of their own home and quit agonizing over gathering train ticket for their up and coming adventure. They need GP to remain nearby to their darlings and thus MobiCash ticketing is for them. MobiCash is an inventive answer for giving simple and comfort to the Mobile Financial Service clients. It gives Mobile Financial Services of Banks and different accomplices (for example cash move, installment, and so forth.). MobiCash is affirmed by Bangladesh Bank and BTRC (Bangladesh Media transmission Regulatory Commission) Initially Inward Foreign Remittance will be dispensed from MobiCash outlet. MobiCash has made our life simpler like in explicit outlets we can send our cash in most straightforward manner.

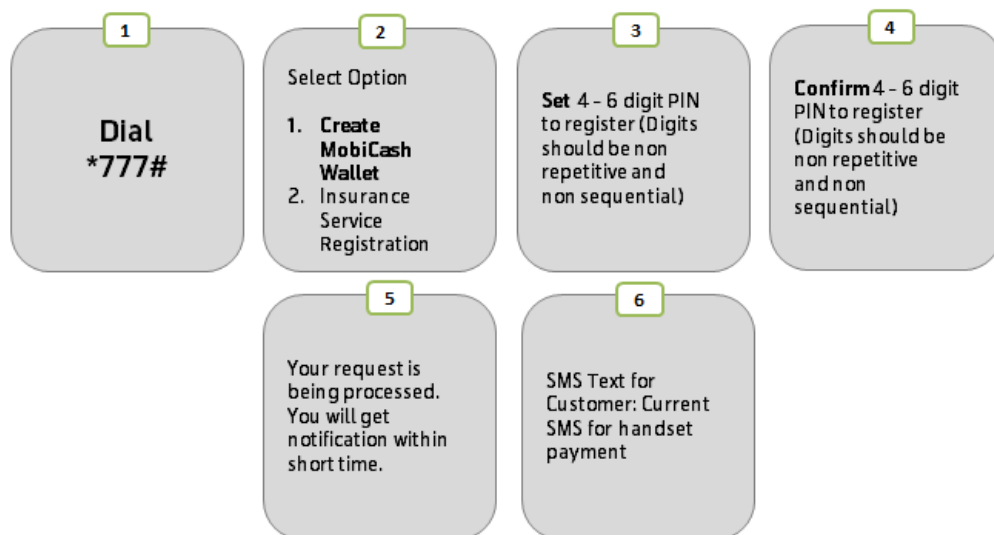
3.1 Partner Bank Service

Accomplice Bank Service is another type of portable money related assistance of Gramophone which makes a difference client to get banking administrations, for example, saving money in portable financial balance, withdrawal from One's portable ledger and moving cash to someone else's versatile financial balance. MobiCash outlets offer money, in real money out and enlistment for versatile ledger in the interest of accomplice bank as GP functions as a seller for portable financial help. Gramophone has empower client to get versatile money related administrations for 6 accomplice banks those are

1. Dutch Bangla Bank Ltd.,
2. Islami Bank Bangladesh Ltd.,
3. Mercantile Bank Ltd.,
4. One Bank Ltd.,
5. United Commercial Bank Ltd.
6. IFIC bank Ltd.

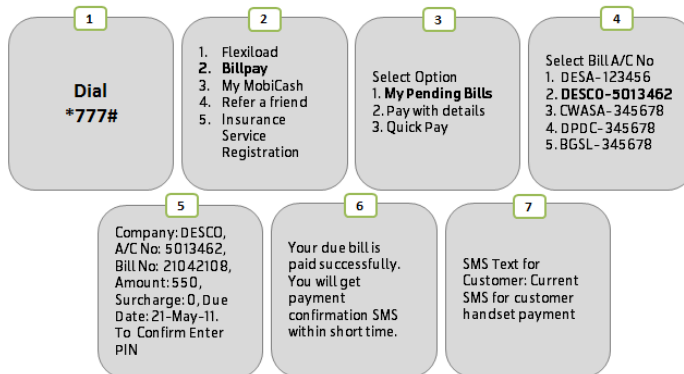
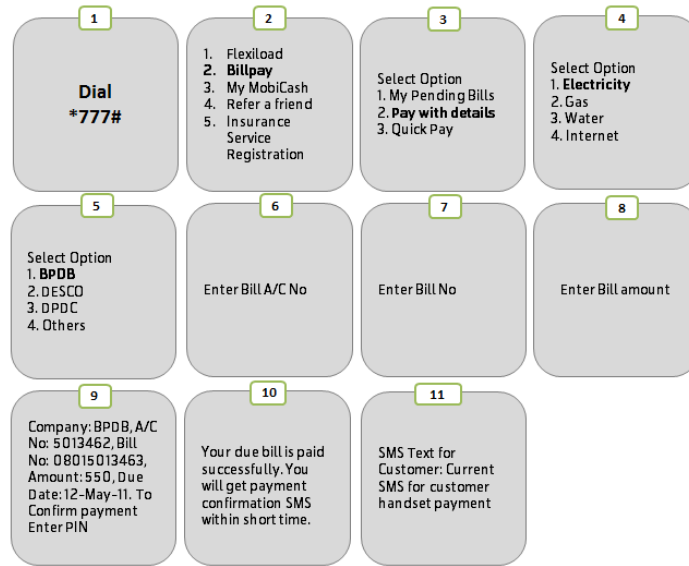
3.2 Bill Pay Registration

Just GP client can cover utility tab or buy tickets from his/her versatile. In this way, supporter needs to get enrolled before pay from his/her own portable. To get enrolled, supporters can SMS to 1200 port or visit Bill Pay channels. After fruitful enlistment a Bill Pay record will be made in clients GP Mobile. Thusly client needs to top off or energize his Bill Pay record to pay his/her bills. Bill Pay enrollment is free for the clients.



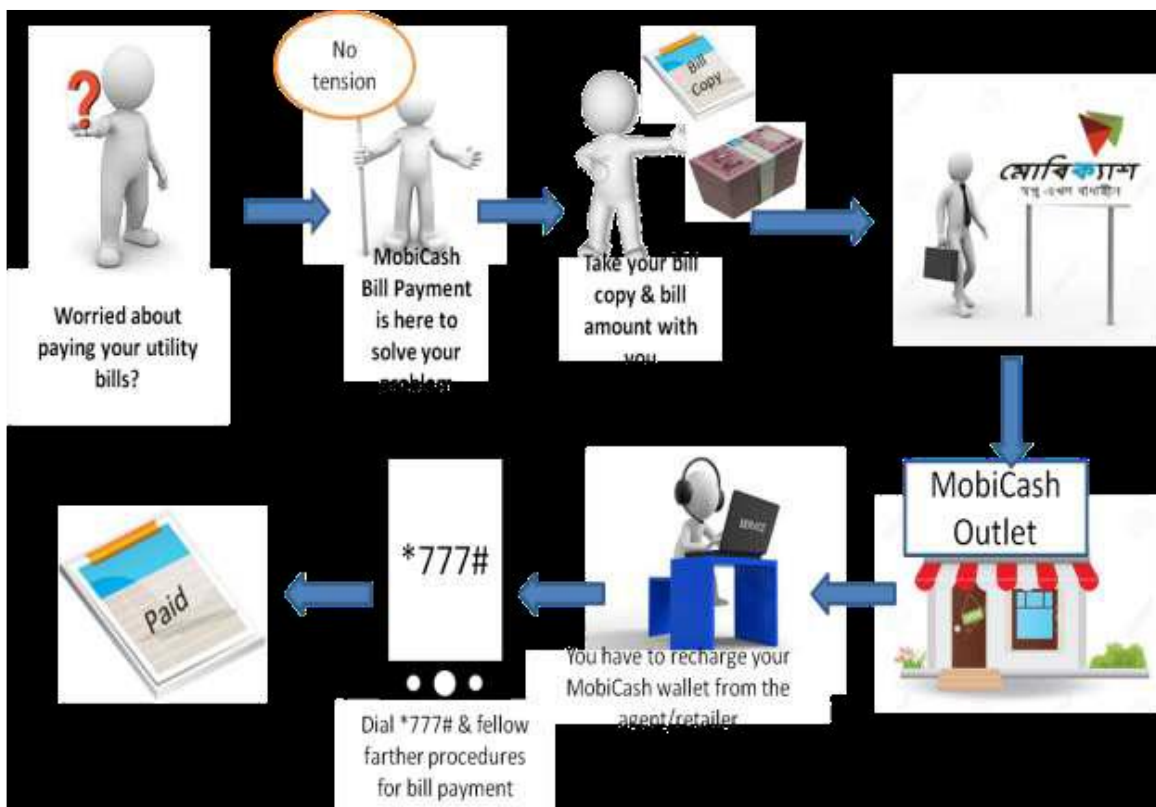
3.3 Bill Pay Account

After successful Bill Pay registration, a Bill Pay account will be created in customer’s GP mobile. Afterward Customer needs to visit Bill Pay channel to refill his/her Bill Pay account to pay his Utility bill, purchase train ticket & pay his own mobile’s bill which is called mflexi.



3.4 The Simple process line

Nowadays customers are worried about paying utility bills so Grameenphone MobiCash service Has initialized bill payment process where customer has to have bill copy and bill amount in MobiCash outlet point. In MobiCash outlet are process are mentioned and customers are followed And retailer helps for process acceleration. Customer need to recharge MobiCash wallet from the Agent or retailer. Customer will follow dial instruction and unique code *777# will show the Service menu bar and after all the process bills are paid and customer will get confirmation.



MY Cash, M Cash & U Cash: (*225#, *259#, *268#)

1. Customer intended to cash out will dial *225# to get USSD.
2. Customer will enter his PIN and select Cash out Option.
3. In the next phase customer will select cash out at agent point.
4. Customer will enter the amount he wants to withdraw.
5. Then customer will enter MobiCash Agent Account Number.
6. After that Customer will receive a confirmation SMS for cash out from bank system.
7. After getting cash out confirmation from customer side Our Agent will enter his
MobiCash USSD *777#.
8. Agent will select Partner Services in the 1st level USSD menu and will go for next level.
9. Agent will select required Bank Name in the 2nd level USSD menu and will go for next
Level.
10. Agent will select Cash Out from the USSD menu and will go to the next level.
11. In this step Agent will see Customers Pending request for cash out. Agent need to confirm
The Account and amount.

Direct Purchase of E-Ticket:

If you already have 'MobiCash' balance in your charge account, you can directly purchase e-ticket

Without booking. If you know the train ticket price, you can calculate the total amount needed.

Consider 20 taka service charge per seat while calculating the total amount.

Steps for Direct Purchase (without Booking):

- Dial *131*3# from your mobile
- Insert your PIN number
- Type Journey Date by pressing Answer button and then press Send. (If your journey date

Is 15 September type 15, if it is 05 September type 05?)

- Type the number beside your preferred Start Station by pressing Answer button and then

Press Send

- Type first 3 characters of your Destination Station. You will be presented with a list of

Stations. Type the number beside your preferred Destination Station by pressing Answer

Button and then press Send

- Select your Train (type the number beside your preferred Intercity Train by pressing

Answer button and then press Send)

- Select your Ticket Class (type the number beside your preferred Train Ticket Class by

Pressing Answer button and then press Send)

Select Ticket Option as per your need (type the number beside your preferred ticket option

Combination)

Press '1' to confirm Booking (Press '2' to reject).

you will receive an e-Ticket number in SMS. Save the e-Ticket number sent to you whom

You will have to show at selected 'MobiCash' branded booth at railway station or selected

Grameenphone Centers (GPC) to collect paper-based ticket. Please collect your paper based

Ticket at least 1 hour before the departure of train.

Chapter: 4

Findings, Recommendation and Conclusion



4.1 Findings

- ✓ PIN is showing block/ customer blocked PIN how to unblock. When customers forget Their PIN and they tried with wrong PIN. Due to this reason, PIN is blocked.
- ✓ Bill Pay Association Issue/ Deletion: When bills are paid that time customer will have a Bill pay number this related issues are association issue, sometimes customers don't want Any SMS notification of Bill Pay association issue related so they call to stop sending sms.
- ✓ PIN is not working: Sometimes customer calls and complains that they are correctly Giving input of PIN but Pin is not working.
- ✓ MobiCash agent is rare to get: Customers have a general complain that as Brash agent and MobiCash agent is not so available, so if they face any problem regarding how to pay their Bills and need help of retailer, so there would be no sufficient agent.
- ✓ Not getting payment confirmation: After payment, customer gets SMS notification at His/her number, if they clear their payment & don't get SMS notification they call MobiCash call center for complain and MobiCash team try to solve this matter as soon as Possible.
- ✓ Bill Pay Error Correction: Suppose Customer paid the bill but system is showing bill not Paid yet so retailer calls for system information update on behalf of customer.
- ✓ Balance GAP Verification: This problem arise that customer paid 700 taka as KWASA Bill but system is showing that 720 taka paid so here is the Gap created of 20 taka. In this Case customer also complains for system error.

4.2 Recommendation

- ✓ GP can encourage the support department to work more effectively so that the system Problems can be solving more efficiently. It can be done by monitoring the performance of the Agents and retailers regularly and taking corrective actions when their performance is not up to standard.
- ✓ Grameenphone should work and solve the software problems being faced by the retailers. Technical terms should be accomplishing where problem, Addition and deduction dispute PIN Problem should be solved.
- ✓ Grameenphone should appoint more experienced technical supporter and provide them proper Training to solve the system problem quickly.
- ✓ The partner bank should have also concern about the problem where their corrective and right decision would help more to solve the problem.
- ✓ Grameenphone should closely monitor the monthly performance like in which the problems are raised. Payment up gradation should be fast and follow the process weekly.
- ✓ Grameenphone should work more to improve their network services by reducing the technological obstacles.
- ✓ Grameenphone should improve the internal communication between the advertising and Operation department so that they are not overpromising.
- ✓ Back end should solve the problem immediately and bring the maximum outcome with sufficient results.

4.3 Conclusion

Satisfaction never ends with the ultimate results. Customer and retailer feedback is important to follow the process of financial service. MobiCash, Bill payment and ticketing service is the Ultimate service of financial section of Grameenphone Ltd. GP is the platform where customers Demand a lot. So according to the customer, system should be updated and measured accurately. Moreover these system or service level could helped to earn more revenue so that accrue the service Level would bring the maximum output. GAP should be defined properly to solve the problem. Last but not the least Grameenphone is leading the market of mobile telecommunication industry In Bangladesh, its customers are not fully satisfied with their services. This results in gap in the financial service, customer service and network service of Grameenphone. If, Grameenphone Does not take care of these dissatisfactions and other company enters the market with similar Offers, it will be difficult for Grameenphone to keep current market share ratio. Moreover, Grameenphone Ltd. is still a growing company in spite of all the success it has achieved so far. It holds a kind of a monopoly position in the mobile telecommunications market. Completion is Always on the lookout for new ideas and schemes. In order to maintain no: 1 position GP use to Follow many strategies like business level strategies, functional level strategies, and global level Strategies & corporate level strategies to solve the service process.

4.4 Source

Annual Report 2019

Investor Relations2019

Report to the Shareholders of Grameenphone Ltd.