

Daffodil International University



Internship Report on
“Customer satisfaction of Grameenphone and
Communication approach”

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October 11, 2014

“Customer satisfaction of Grameenphone and Communication approach”

Submitted To

**Dr. Md. Golam Rahman
Professor & Dean**

Department of Journalism & Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

Submitted By

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LETTER OF TRANSMITTAL

October 11, 2014

Dr. Md. Golam Rahman

Professor & Dean

Department of Journalism and Mass Communication

Faculty of Humanities and social science

Daffodil International University

Subject: *Submission of internship report.*

Dear Sir,

This is my pleasure to submit my internship report on “**Customer satisfaction of Grameenphone and communication approach**”. It was a great opportunity for me to acquire knowledge and experience in respect one of the renowned Grameenphone Ltd I believe that the knowledge and experience I have gathered during my internship period will immensely help me in my professional life.

I have concentrated my best efforts to achieve the objectives of the practical orientation and hope that my endeavor will serve the purpose. However, I will always be happy to welcome any further clarification that you may require.

Sincerely yours,

.....

Md. Abu Bakar Siddique Mazumder

ID: 111-24-217

BSS Program, 12th Batch

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

DISCLAIMER

I am, **Md. Abu Bakar Siddique Mazumder** , hereby declare that the presented report of internship titled “**Customer satisfaction of Grameenphone and communication approach**” Grameenphone Ltd, Nitol Niloy Tower, Nikunja North C/A, Airport Road, Dhaka is prepared by me after completion of three months work in **Grameenphone Ltd.**

I am also confirming that, the report prepared is only for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the organization.

.....

Md. Abu Bakar Siddique Mazumder

ID: 111-24-217

BSS Program, 12th Batch

Department of Journalism and Mass Communication

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Certificate of Approval



I am pleased to certify that the Internship report on “**Customer satisfaction of Grameenphone and communication approach**” Prepared by Md. Abu Bakar Siddique Mazumder ID: 111-24-217 of the Department of Journalism and Mass Communication has been approve for presentation and Defense. Under my supervision Md. Abu Bakar Siddique Mazumder worked with **Grameenphon Ltd** as an intern. He completed the work during the summer, 2014 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Md. Abu Bakar Siddique Mazumder.

Md. Abu Bakar Siddique Mazumder bears a good moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all success in life.

.....

Supervisor

Dr. Md. Golam Rahman

Professor & Dean

Department of Journalism and Mass Communication

Faculty of Humanities and social science

Daffodil International University

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It was a great pleasure for preparing Internship report on the “ **Customer satisfaction of Grameenphone and communication approach** ”. I would like to thank and convey my gratitude to honorable Supervisor, **Dr. Md. Golam Rahman Department of Journalism and Mass Communication, Faculty of Humanities and Social Science, Daffodil International University**), for letting me to prepare this report and I would also like to express my sincere appreciation to him for his wholehearted support and guidance.

I am also grateful to the management of **Grameenphon Ltd** for offering me the Internship training. My special thanks to **Mr. Sami Isalm and Mr. Akbar Kabir manager of Grameenphone Ltd.** and the staffs who have given me the opportunity to communicate directly customer end to ensure customer satisfaction.

I am also owed to each person who I bothered inside and outside of Grameenphone Ltd, Nitol Niloy Tower, Nikunja North C/A, Airport Road, Dhaka and helping me to carrying out this report.

Abstract

GrameenPhone (GP) today is apparently the largest mobile telecommunication industry in Bangladesh. It operates its function with an aim to accomplish two principal targets. Firstly, as with other commercial organizations, it operates in such a manner that it receives a good economic return on the investment. Nonetheless, secondly, it contributes significantly to the economic development of the country in making telecommunication a popular medium for exchange of information through communication approach

GP, in its operation, has to address a large number of customers throughout the country. It is therefore imperative to get to the customers to know their impression on the services of this important communication medium. That's why every second GP connecting mass people through the various communication approach like package, CSR, campaign and other way. That's why there is lots of opportunity to learning communication skill vastly. This encouraged me to choose the topic of this internship as **“Customer satisfaction of GrameenPhone and communication approach”**.

As an intern-member of GP's CMD the assigned job of the researcher involve providing different services to the direct subscribers over telephone, which is known as helpline service. In other words, the job related to satisfy the customers through the communication skill.

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Chapter 1

Introductory Part

1.1 Introduction

In Bangladesh, telecommunication sector witnessed massive development during the last decade, mainly due to the penetration of mobile telephony. However, there remain enormous opportunities for further growth as the economic indices grow correspondingly.

Telecommunication is one sector which can contribute to poverty reduction by helping people to generate new businesses.

Now a day's telecommunication is one of the most important financial organizations. So I have selected GrameenPhone which is one of the most leading mobile operators in our country.

1.2 Scope of the report

This report will illustrate a basis reflection of overall business overview of GrameenPhone in Bangladesh. It covers a detail description of the Customer satisfaction of Grameenphone company ltd.. There have several departments under marketing division each of which is serving for different purpose to serve the ultimate business of GrameenPhone. This report also contains a significant number of roles of these departments contributing in GrameenPhone overall activities.

This report also contains a detail description of my experience that I gathered through my work.

1.3 Objective of the report

The objective of the study may be viewed as:

- ✓ Broad Objectives
- ✓ Specific Objectives

Broad Objectives

- ✚ To find out customers satisfaction of GrameenPhone Company Limited.

Specific Objectives

- ✚ To find out the product related satisfaction of customers.

- ✈ To find out the price related satisfaction of customers.
- ✈ To find out the promotion related satisfaction of customers.
- ✈ To find out the distribution related satisfaction of customers.

1.4 Literature of review

The most common interpretations reflect the notion that satisfaction is a feeling which results from a process of evaluating what was received against that expected, the purchase decision itself and the fulfillment of needs or want (Armstrong & Kotler, 1996; Berkowitz et al.1999). Kotler (1999) also noted that satisfaction is a function of perceived performance and expectations which identifies feelings of a person resulting from comparing a product's perceived performance in relation to his or her expectations. Bitner and Zeithaml (2003) stated that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Fe and Ikova (2004) added that the perception of the word "satisfaction" influences the activities which we conduct to achieve it. Researchers have also identified customer satisfaction from a multi dimensional nature and view overall satisfaction as a function of satisfaction with multiple experiences with the service provider

1.5 Methodology of the Study

I followed some fundamental steps in the process of marketing research. In my research, I adopted some method to conduct the activity:

i) Definition Of The Problem

The first step of marketing research is to carefully define the problem, which I already have defined.

ii) Source of information

In the next step, I determined the sources of information that would be required for the study. I used both primary and secondary data to conduct my research.

Primary data

The information, which is collected directly from the field for my research purpose, is called primary data. I collected primary data by surveying the student, businessman, Job-holder, housewife and others. I have to turn to the primary sources and collected the information directly by the following ways:

- a) Questionnaire for student, businessman, Job-holder, housewife and others.
- b) Observation is my internship period.
- c) Interviewing the directors and executive of the company service providers.

Secondary data

When data are collected from the sources that collected earlier is called secondary source. Secondary data is collected from previous research works, reports, publications and various existing sources. Secondary data are very important to conduct an efficient research and to have fruitful result. Sources of secondary data are that I used are:

Internal sources

- ✧ Company's daily sales statement.
- ✧ Prior research report
- ✧ Any information regarding customer query.
- ✧ Company's leaflet annual report and other publications.

External sources

- ✧ Different books and periodicals on mobile phone.
- ✧ Government report.
- ✧ Newspaper.

iii) Data collection method

In the case of primary data collection, three types of methods are used.

- a. Personal interview
- b. Telephone interview
- c. Letter survey.

I have collected most of my information through personal interview. In some cases with telephone interview and letter survey. Because full information cannot be collected through the personal interview, much of the information was not from one member at a time. That's why many times were being saved. Cost became less and accurate information was found. For the above advantage I have collected my information through the personal interview.

i) Questionnaire Preparation

Questionnaire is the set of questions that have been fixed earlier on basis of which the respondent give the answer of the question. At the time of preparing questionnaire I have to careful about the warding of the question. And the list of questions should be in sequence. The following factors are given importance:

- ✧ Use simple language.
- ✧ Avoid lengthy question.
- ✧ Be specific as possible.
- ✧ Avoid leading question.
- ✧ Avoid unwanted question.
- ✧ Avoid estimated question.
- ✧ Avoid ambition question.

Except there, I have used some close-ended question so that the respondents can give the answer easily and consequently helped for tabulation. I also used open-ended question so that the respondent can express his judgment on the questionnaire.

ii) Pre-test

The accuracy and validity of the question should be ensured which are used on a questionnaire collecting data by the questionnaire. If there are some mistakes, that then it can be over come by pre-test of the questionnaire. I have pre-tested my questionnaire. There were some linguistics problems, and there were mistakes in question sequence that had been corrected. I have rejected the technical term, which can be problem for the respondents.

iii) Sample

Sample is a part or portion of whole population, which is selected purposively. But the sample must be representative of whole population. The main purpose of sampling may be hampered if the sample selection is not perfect, i.e. It may give a wrong result of the research. So, it is very important to select the sample perfectly.

iv) Sample area

Sample area is too important for research work. There fore, the selection of the sample area is necessary for a researcher. I have selected Dhaka city different area in mirpur, uttora as my sample area.

v) Sample size

Sample size is very important for research work. In order to avoid any difficulty I have taken a small sample size in my research project. But I avoid too little sampling as I get a standard result from the research project. My sample size is 100.

1.6 Limitation of the report

Since this kind of project is completed by me for the first time, it is quite difficult to sustain the expectation level from my side. However, I try to give my best effort to prepare my internship report comprehensive as detailed as possible.

Though I have tried my level best to give my best effort but still it has been completed with certain limitation. Those are:

- ✧ Communication problem with different customer
- ✧ Time limitation
- ✧ Unwillingness to answer the survey question

Chapter 2

Organizational Overview

2.1 Company Overview

Telecom industry is one of the fastest growing industries in the world. People are now a day's considering to have frequent communication among them. So in course of time and with the growth rate of population and also appeal for high standard living, telecom industry is growing in a high pace. This fastest growing industry has already attracted many marketing geniuses, researchers, research companies to explore the opportunities. Researchers are trying to investigate different markets and potentials of those markets. Marketing geniuses are making theoretical forecast or theoretical model for suitable market. Grameenphone widely known as GP, is the leading telecommunications service provider in Bangladesh. With more than 30 million subscribers, Grameenphone is the largest cellular operator in the country. It is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor, the largest telecommunications company in Norway, owns 55.8% shares of Grameenphone; Grameen Telecom owns 34.2% and the remaining 10% is publicly held. Grameenphone was the first company to introduce GSM technology in Bangladesh. It also established the first 24-hour Call Center to support its subscribers. With the slogan Stay Close, stated goal of Grameenphone is to provide affordable telephony to the entire population of Bangladesh. Contact centre, also known as customer interaction centre is a central point of any organization from which all customer contacts are managed. Through contact centres, valuable information about company are routed to subscribers, contacts to be tracked and data to be gathered. It is generally a part of company's customer relationship management (CRM). Today, customers contact companies by calling, emailing, chatting online and even instant messaging, at Grameenphone contact center, employees are dedicated to serve the subscribers by giving instant solutions regarding sim and network related various problems as well as does proactive selling. Thus employee satisfaction has become a burning question as contact center employees are the first level employees who directly connected to the subscribers. Grameenphone Ltd. is the leading mobile communication company in Bangladesh; providing value added products and services to bring quality in life. GP is the pioneer to bring in modern telecommunication technology and introducing state of the art product and services in the telecom industry in the country. GP's key principles encompass a passion for subscribers; valuing ideas and encouraging initiatives; emphasizing mutual trust and respect; promoting team work and building partnership towards success. Moreover, Grameenphone share similar values and have the

passion for a rewarding career in line with our rapid growth then we are the right organization to work together towards excellence. Grameenphone is an equal opportunity employer offering competitive remuneration, attractive employee benefit and friendly working environment.





2.2 Mission

Leading the industry and exceed customer expectations by providing the best wireless services, making life and business easier.

2.3 Vision

We exist to help our customers get the full benefit of communications services in their daily lives. We want to make it easy for customers to get what they want, when they want it. We're here to help.

2.4 Values

-  Make It Easy
-  Keep Promises
-  Be Inspiring
-  Be Respectful

2.5 Brand Promise

-  Go Beyond

2.6 GP Customer Service Points

As part of GrameenPhone's effort to make customer service more widely available around the country, the company has established 230 customer service points, covering most of the important districts and other areas. Among them 202 are newly opened GrameenPhone Service Desks (GPSD). These GPSD's are situated in 61 districts.

This would enable the valued GP subscribers to avail after-sales services much nearer to their homes than before, reducing their travel time and cost considerably. The GP Service Desks are located in some of the existing GrameenPhone point of sales outlets and remain open from 10am to 6pm from Sunday to Saturday.

The GPSDs are providing after-sales services like SIM replacement, reconnection, migration, address change, itemized billing, unbarring/ payment information and also provide information on GP products, features and services. In addition, GrameenPhone already has eight large Customer Management Centers in operation in Dhaka, Chittagong, Sylhet, Rajshahi and Khulna (open 7 days a week, from 8 am to 8 pm).

2.7 Corporate Social Responsibilities

GrameenPhone started its journey 12 years back with the believe that - “Good development is Good business”. Since its inception, GrameenPhone has been driven to be inspiring and leading by example, when it comes to being involved in the community. GrameenPhone believe that, sustainable development can only be achieved through long term economic growth. Therefore, as a leading corporate house in Bangladesh GP intend to deliver the best to their customers, business partners, stakeholders, employees and society at large by being a partner in development.

GrameenPhone defines Corporate Social Responsibility as a complimentary combination of ethical and responsible corporate behavior as well as a commitment towards generating greater good in society as a whole by addressing the development needs of the country.

To interact effectively and responsibly with the society and to contribute to the socio - economic development of Bangladesh, GrameenPhone has adopted a holistic approach to Corporate Social Responsibility, i.e. Strategic & Tactical. Through this approach GP aims to, on the one hand involve itself with the larger section of the society and to address diverse segments of the stakeholder demography and on the other remain focused in its social investment to generate greater impact for the society.

GrameenPhone focuses its Corporate Social Responsibility involvement in three main areas

- Health, Education and Empowerment. They aim to combine all their CSR initiatives under these three core areas to enhance the economic and social growth of Bangladesh.

2.8 Health

Helping and caring for the community is an essential component of GrameenPhone's Corporate Social Responsibility; therefore they endeavor to make a positive contribution to the underprivileged community of Bangladesh by helping in improvement of the health perils in the country as much as possible.

Healthcare is still inaccessible for many Bangladeshis. Almost half of the country's population live below the poverty line and cannot even afford basic healthcare. Only 35% of the rural population use adequate sanitation facilities and 72% have access to clean drinking water. Moreover the people of the flood - prone areas suffer from many waterborne diseases. The major problem in this sector is the significant gap between healthcare knowledge and practice and availability of the healthcare services. Therefore, all possible sources, be it public or private, should mobilize their efforts to make healthcare services available to the people who need it most, and thus help in achieving the MDG goals. GP's plan is to engage in programs, especially in the rural areas, that will assist in creating awareness about healthcare and healthcare services and help improve the overall quality of life.

Keeping their vision in mind - we are here to help; GrameenPhone aim to extend their contribution to the development of the healthcare system and work to provide a brighter and healthier future for the people of Bangladesh.

2.9 Education

Education is the key to prosperity and good life. Every human being should have the opportunity to make a better life for him or herself. One of the Millennium Development Goals (MDG) for Bangladesh is to achieve universal primary education; unfortunately too many children in Bangladesh today grow up without this opportunity, because they are denied their basic right to even attend primary school. The country's low literacy rate of 41%

(2004 UNESCO Report), may indicate that we are far away in pursuit of sustainable development, but at the same time the gradual increase in the adult literacy rate gives us the hope that our nation has the potential to improve in this sector.

The marginalized and disadvantaged groups in general - particularly the rural and urban - poor of Bangladesh - have significantly less access to education than other groups. Though initial enrollment in primary school is high, the completion rate is notably low; approximately 65% (World Bank Report 2004) and a smaller percent of that even complete secondary school. Bangladesh government has provided lot of incentives, such as, free distribution of textbooks in primary schools, secondary stipend program for 100% of the girls, Food for Education project, to encourage and improve the educational sector of the country, which has helped in improvement in the literacy rate. But still we have a long way to go to make our country illiteracy free, thus GP look forward to support this sector, which will eventually help to build a developed country.

Providing access to education, especially for children from disadvantaged backgrounds who might not otherwise get the opportunity, is the main goal of GrameenPhone's CSR education initiatives. Many people in Bangladesh still lack the basic technological knowledge and marketable skills, thus GP plan to focus further to develop an educated and skilled workforce through creating opportunity in capacity development; skilled workforce would in turn be able to create and share knowledge and contribute to the economy of Bangladesh.

2.10 Empowerment

Lack of empowerment and poverty is a chronic and complex problem for Bangladesh. According to UNDP HDI Report 2006, which measures the average progress of a country in human development, in terms of, life expectancy, adult literacy and enrolment at the primary, secondary and tertiary level, Purchasing Power Parity (PPP), etc., Bangladesh ranks 137th among 177 countries. Moreover, 50% of the total population of Bangladesh lives below the poverty line, defined by less than a dollar a day.

Some of the major factors contributing to this situation are inequality in income distribution, lack of access to resources, lack of access to information and inadequate infrastructure. The rural people of Bangladesh especially are deprived of these facilities, which is a major issue to break out from the shackles of poverty prevailing in the country.

Empowerment is a key constituent towards poverty reduction, and it is a key driver for sustainable economic development. Empowerment is a process of enhancing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes, which in turn helps them to secure a better life.

2.11 Products of GrameenPhone

Prepaid

- Smile
- Nischinto
- Djuce
- Spondon
- Shohoj
- Apon
- Bondhu
- Ekota
- Business Solution Prepaid
- Gp Public Phone
- Village Phone
- Internet Sim Prepaid

Postpaid

- Xplore
- Business Solution Postpaid
- Internet Sim Postpaid

2.12 Others Facility Of GrameenPhone

• HOTLINE

In a fast changing world, the role of the mobile phone is increasing day by day; so are the demands of our subscribers. We understand that customer demands are no longer confined to making or receiving voice calls only; rather with new value added services being introduced, subscribers are trying something new everyday. We are here to help. Trained customer service agents are within easy reach; ready with personalized support related to all our products and services.

- **GRAMEENPHONE INTERNET MODEM**

Internet is the most convenient medium of information, through which people can enhance their knowledge, spread the same from one corner of the globe to whichever place they wish with a single click. Communication solutions developed by Grameenphone across all the media have always focused one single thing – to help people stay close to their dear ones and to enlighten their lives through free and flawless access to information. Grameenphone internet is another step towards fulfilling this goal. +

- **COMMUNITY INFORMATION CENTER**

The Grameenphone Community Information Center is a shared premise where rural people may access a wide-range of state of art services such as Internet, voice communications, video conferencing and other information services.

- **VEHICLE TRACKING SERVICE**

Vehicle tracking service is a GPS based vehicle tracking solution that provides instant location information to the vehicle owner/authorized person through web/SMS with other flexibilities. Through this comprehensive solution, a subscriber can learn the real-time position of his vehicle, and apply rules on the vehicles (e.g.: speed limit, No Go Area, etc.).

- **STUDY LINE**

Study line is another innovative service brought for the first time in Bangladesh by Grameenphone with the intention of serving the school, undergraduate and graduate students. Now collecting updated admission related information is not a trouble anymore for anyone. It

is a call center based service where human agents are responsible for answering all queries placed by the callers.

- Continued Innovation

Bring rural customers close

- New prepaid product 'Baadhon' bundled with low-cost GP branded handsets
- Affordable price for rural and financially constrained people
- Strengthen rural footprint

2.13 Other benefits of these above mentioning packages

- | | |
|------------------------------|----------------------------|
| • Friends and Family (FnF) | • Voice Portal |
| • Customized Credit Facility | • International voice SMS |
| • Itemized Bill | • SMS banking |
| • Missed Call alert | • Voice Mail Services |
| • Caller tune | • Voice Greetings Services |
| • Push mail | • Voice SMS services |
| • BD news 24hr | • Data connectivity etc. |
| • Phone backup | • Buddy Tracker |

2.14 Value Added Services

A cell phone is just not for making a call or just not receiving a call or it is not just a device of sending and receiving text SMS. Thousands of services can enjoy through this 21st century's device. Such as listening or dedicating music, form of entertaining, medium of downloading favorite quotes, games or even wallpaper etc. All these fall under the category of Value Added Services or just VAS. Grameenphone also has a huge collection of VAS those are satisfying customers customized needs. Some of these are

- | | |
|---------------------------|-----------------------|
| • Music | • Community & Chat |
| • Entertainment | • Information Service |
| • Downloads | • Mobile Assistance |
| • Internet & Data Service | • Education & Career |

2.15 CSR at GrameenPhone

"Even a journey of a thousand miles begins with a single step..." - Chinese proverb

At Grameenphone, we live by the statement "Development is a journey, not a destination." Our work is not just about ensuring connectivity; it is about connecting with people and building relationships, based on trust, with our subscribers, business partners, employees, shareholders, as well as the wider community. We have always believed that good development is good business. While we maintain our business focus, taking the nation forward remains our top priority. Thus our relationship with Bangladesh is built on a partnership which strives to achieve common economic and social goals.

Corporate social responsibility, as we see it, is a 'complementary' combination of ethical and responsible corporate behavior, as well as a commitment towards generating greater good for the society by addressing the development needs of the country.

Our core strategy in this area is to be Bangladesh's partner in developing the country, particularly in its promise, as a United Nations Millennium Declaration signatory, to meet the eight targets known as the Millennium Development Goals by 2015. We have consolidated our social investment initiatives in four core areas related to the Millennium Development Goals namely,

- Poverty alleviation,
- Healthcare,
- Empowerment
- Education.

We are witness to the endless possibilities and the strength of the people of Bangladesh. We believe every step matters in the journey of hope we are taking together as a nation. With every connection we provide and with every opportunity we create in the community at large, we see the emergence of new possibilities. The Village Phone ladies lead us towards a silent yet powerful social revolution. The indomitable spirit of acid survivors inspires us, while the confidence of intellectually challenged athletes shows us how to make the word 'impossible' obsolete. Every step inspires us to move forward and takes us one step closer to our destination. Every step counts

2.16 Promotional activity

Grameenphone follow Different promotional activity and social responsibility. That activates are given below:

✓ GP signs Bill Pay service agreement with Titas Gas

Grameenphone (GP) and the Titas Gas Transmission and Distribution Company (TGTDCL) have signed an agreement to jointly launch the electronic bill payment service Bill Pay, first of its kind service for TITAS Consumers. This service will shortly offer all Titas Gas Consumers to pay their bills either from Handset with GP SIM or at any GP authorized Bill Pay center at anytime and from anywhere. “Bill Pay” is a reliable, fast and convenient service ensuring end-to-end transparency and ultimate convenience for the Titas Gas consumers. This is the first time a mobile operator has launched such a service with “universal access” for all regardless of having a mobile phone or not. Grameenphone, in December 2006, launched Bill Pay, innovative electronic bill payment and collection service using Mobile phone technology. The solution aims to remove consumer hassles associated with standing in long queues, traveling, limited payment hours and various post payment harassment. Today’s billing and collection systems are mostly manual which increases the chances of human error. Thus subscribers often have to take the proof of payment to respective the authorities to correct their arrears. Bill Pay would empower utility consumers to enjoy a smooth bill paying experience from mobile handset. They will also be able to query present and past bill status instantly via SMS or receive assistance from the GP’s modern, dedicated Bill Pay helpdesk. TGTDCL will enjoy fully automated reconciliation processes, reduced time between bill receipt and posting – resulting in faster available funds as well as improved cash-flows and reduction of manual processing costs and errors. Bill Pay is a practical demonstration of how the private and public sector can work together with a common goal to serve the people of Bangladesh efficiently and effectively. Initiatives like this are likely to drive a positive social change in the country.

✓ **Grameenphone opens Medical Camp in Sirajganj**

Grameenphone opened a Medical Camp for the flood-affected people in Sirajganj yesterday (August 14, 2007). The medical camp is situated near Kazipur Nouka Ghat of Sirajganj town.

More than 2000 people received free treatment and medicines for water-borne diseases and other common post-flood diseases on the first day of the camp. Doctors and employees from Grameenphone are voluntarily working in this camp. Doctors from Japan Bangladesh Friendship Hospital, volunteers from Shandhani and local Rover Scouts are also involved in this initiative.

The Deputy Commissioner and Civil Surgeon's office and members of Joint Forces helped Grameenphone to set up this medical camp.

✓ **GrameenPhone launches Health Information & Service**

GrameenPhone Ltd., in cooperation with Telemedicine Reference Center Limited (TRCL), is going to launch a Health Information and Service known as HealthLine for all GP subscribers from November 4, 2006 (Saturday).

The HealthLine Service is a 24-hour Medical Call Center manned by Licensed Physicians and accessible to all GrameenPhone subscribers. It can be reached by dialing 789 from any GP mobile phone.

The proposed service is an interactive teleconference between a GP caller seeking health-related advice or consultation and a licensed physician who would be available on a 24 hours a day and 7 days a week basis, to receive such calls. This effort of GrameenPhone is primarily intended to enhance the health consciousness of an individual by making a few categories of health information and medical services readily available to him over a phone call.

In the context of Bangladesh, where there is an average of about one Registered Physician for every 4,000 people, this service may weigh significantly in reaching primary healthcare to the common people. Some of the services initially available under this program include:

- Information on Doctor and Medical Facilities
- Information on Laboratory Test Report (interpretation)
- Medical Advice/ Consultation from Doctor (for registered subscribers)

✓ **Social Responsibility**

E-Upazilla Inaugurated

- Private public partnership with Government to support Digitalization of Bangladesh
- Inaugurated through an e conference program between World Bank team in Srilanka and Jamalpur local people
- Project supported by World Bank

Climate Awareness program

- As an environment conscious company, GP operated climate awareness program through print media in the second quarter of 2010 ahead of World Environment Day in June 2010.

2.17 Promotion Mix

GrameenPhone always try to motive their customer value and build a strong relationship with customer. The promotion mixes are given below:

➤ **a> Advertising**

By that process GP use their non personal presentation and promotion of idea goods and services by individual person. By that types of activity the always try to give customer latest news of every event. They are fellow two types of advertising:

1. Print media advertising.
2. TV media advertising.

➤ **b>Sale promotion**

In different festive like Eid day, Pohela baishak, Happy New Year and different types of special day they become different types of offers. And that basically maintain by the sales promotion activity.

➤ **c> Personal Selling**

It's the process that's why Grameen Phone builds a relationship with customers. In that way GP has already build a strong relationship with the customers.

➤ **d> Public Relation**

By building a strong relationship with customer GrameenPhone build a strong relationship in corporate market. In different types of event management process Grameen Phone already keep a position in market.

➤ **e> Direct marketing**

In that types marketing active GrameenPhone carefully give Package by individual person's individual product. They are classifying different types of people to meet up their different needs.

2.18 Analysis

Strengths

- 🔹 Good owner structure
- 🔹 Brand name/Emotional image established in country people
- 🔹 Availability of backbone network (optical fiber)
- 🔹 Market leader
- 🔹 Financial soundness
- 🔹 Skilled human resource
- 🔹 Largest geographical coverage
- 🔹 Good human resource and infrastructure installation all over the country through Bangladesh Railway and Grameenp Bank
- 🔹 Access to the widest rural distribution network through Grameen Bank
- 🔹 High ethical standard
- 🔹 Highest and advanced value added service provider

Weaknesses

- 🔹 Mixture of different cultures is used as an excuse not to solve problems
- 🔹 Too much inside out thinking in the company

- 🔊 Different departments not working together
- 🔊 Poor interconnection with BTTB
- 🔊 Complicated price structure
- 🔊 Billing system can't handle sophisticated billing
- 🔊 No long-term distribution/channels strategy

Opportunities

- 🔊 Economic growth of Bangladesh
- 🔊 New and better interconnection agreement
- 🔊 Huge need for telecom services
- 🔊 Increased intentional activities in Bangladesh
- 🔊 Declining prices for handsets
- 🔊 Future privatization of the fixed network
- 🔊 Growth in other operator will give more connection
- 🔊 New international gateway
- 🔊 Demand for inter-city communication

Threats

- 🔊 More rigid government regulations
- 🔊 More influence of competitors on the fixed network
- 🔊 Change of government might lead to competitors having more clout
- 🔊 Devaluation of Taka
- 🔊 National catastrophes
- 🔊 Sabotage of installation
- 🔊 Non-co-operation of government and fixed PSTN (Public Service Telephone Network)
- 🔊 Risk of fire in GP's installations
- 🔊 Price war
- 🔊 Non-availability of funds
- 🔊 BTTB has limited capacity for interconnections
- 🔊 New Tele-Talk, a cheaper mobile phone service as launching which is government owned

Chapter 3

Learning part

3.1 Conducting the Survey

I developed my questionnaire (enclosed in the APPENDIX) mainly focusing on the customer satisfaction factors of Grameenphone. There were closed-ended questions. I kept one open-ended question to better understand the gap between customers expectation and satisfaction level.

My topic of this project was 'Customer Satisfaction of Grameenphone'. As I aimed to assess the satisfaction level, I only surveyed the 'users' of Grameenphone.

The sample size was 100. I conducted the survey through phone call. In the next chapter, I have presented my survey findings.

3.2 Presenting the Survey Results

Age of the subscribers

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid 15-22 years | 17 | 17.0 | 17.0 | 17.0 |
| 23-35 years | 43 | 43.0 | 43.0 | 60.0 |
| 36-50 years | 23 | 23.0 | 23.0 | 83.0 |
| Above 50 years | 17 | 17.0 | 17.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-8: Age of the respondent

From the above table, here we can see that most of the respondents (60%) are 23-35 age range.

Gender of the subscribers

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 80 | 80.0 | 80.0 | 80.0 |
| | Female | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-9: Gender of the subscriber

From above, here we can see that most of the respondents (80%) are Male.

Monthly usage

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Less than Tk. 500 | 18 | 18.0 | 18.0 | 18.0 |
| | Tk. 501-1000 | 36 | 36.0 | 36.0 | 54.0 |
| | Tk. 1001-3000 | 33 | 33.0 | 33.0 | 87.0 |
| | More than Tk. 3000 | 13 | 13.0 | 13.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-10: Monthly Usage

From above, here we can see that most of the respondents (36%) use 501-1000tk/month.

Occupation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | Student | 27 | 27 | 27 | 27.0 |

| | | | | |
|---------------|-----|-------|-------|-------|
| Businessman | 28 | 28 | 28 | 55.0 |
| Jobholder | 33 | 33 | 33 | 88.0 |
| Housewife | 7 | 7 | 7 | 95.0 |
| None of above | 5 | 5 | 5 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-11: Occupation

From above, here we can see that most of the respondents (33%) are job holder.

Package of GP currently using

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Smile | 57 | 57.0 | 57.0 | 57.0 |
| Djuice | 14 | 14.0 | 14.0 | 71.0 |
| Business Solution | 7 | 7.0 | 7.0 | 78.0 |
| Xplore | 20 | 20.0 | 20.0 | 98.0 |
| Public Phone | 2 | 2.0 | 2.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-12: package of GP currently using

From above, here we can see that most of the respondents (57%) using smile package

Duration of using the SIM

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|-------------------|-----|-------|-------|-------|
| Valid | Less than 1 year | 22 | 22.0 | 22.0 | 22.0 |
| | 1 year | 26 | 26.0 | 26.0 | 48.0 |
| | 2 years | 22 | 22.0 | 22.0 | 70.0 |
| | 3 years | 15 | 15.0 | 15.0 | 85.0 |
| | 4 years | 9 | 9.0 | 9.0 | 94.0 |
| | More than 4 years | 6 | 6.0 | 6.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-13: Duration of using the SIM

From above, here we can see that most of the respondents (26%) are using at least 1 year.

Use other operator SIM or not

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Yes | 84 | 84.0 | 84.0 | 84.0 |
| | No | 16 | 16.0 | 16.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-14: Use other operator SIM or not

From above, here we can see that most of the respondents (84) are using others operators sim

Satisfy with package call rate

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|-------------------|-----|-------|-------|-------|
| Valid | Strongly Disagree | 1 | 1.0 | 1.0 | 1.0 |
| | Disagree | 11 | 11.0 | 11.0 | 12.0 |
| | Neutral | 61 | 61.0 | 61.0 | 73.0 |
| | Agree | 18 | 18.0 | 18.0 | 91.0 |
| | Strongly Agree | 9 | 9.0 | 9.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-15: satisfy with the package call rate

From above, here we can see that most of the respondents (61%) are neutral about call rat

Call rate of GrameenPhone's different packages is affordable

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| Disagree | 9 | 9.0 | 9.0 | 14.0 |
| Neutral | 70 | 70.0 | 70.0 | 84.0 |
| Agree | 9 | 9.0 | 9.0 | 93.0 |
| Strongly Agree | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-16: call rate of GP different package is affordable

From above, here we can see that most of the respondents (70%) are neutral about different package affordable.

Advertisements are interesting and informative

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 2 | 2.0 | 2.0 | 2.0 |
| | Disagree | 13 | 13.0 | 13.0 | 15.0 |
| | Neutral | 29 | 29.0 | 29.0 | 44.0 |
| | Agree | 35 | 35.0 | 35.0 | 79.0 |
| | Strongly Agree | 21 | 21.0 | 21.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-17: Advertisements are interesting and informative

From above, here we can see that most of the respondents (35%) are agree that advertisements are interesting and informative.

Grameenphone Network is available everywhere

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| | Disagree | 2 | 2.0 | 2.0 | 7.0 |
| | Neutral | 9 | 9.0 | 9.0 | 16.0 |
| | Agree | 71 | 71.0 | 71.0 | 87.0 |
| | Strongly Agree | 13 | 13.0 | 13.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-18: Grameenphone Network is available everywhere

Grameenphone center/service touch point is available to you.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| | Disagree | 2 | 2.0 | 2.0 | 7.0 |
| | Neutral | 10 | 10.0 | 10.0 | 17.0 |
| | Agree | 75 | 75.0 | 75.0 | 92.0 |
| | Strongly Agree | 8 | 8.0 | 8.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Figure-19: Grameenphone Center/service touch point is available to you

From above, here we can see that most of the respondents (71%) are agree that GP network is available everywhere

After sales service of GP (Info Centers/Service touch points) is satisfactor

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| | Disagree | 6 | 6.0 | 6.0 | 11.0 |
| | Neutral | 31 | 31.0 | 31.0 | 42.0 |
| | Agree | 51 | 51.0 | 51.0 | 93.0 |
| | Strongly Agree | 7 | 7.0 | 7.0 | 100.0 |

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| Disagree | 6 | 6.0 | 6.0 | 11.0 |
| Neutral | 31 | 31.0 | 31.0 | 42.0 |
| Agree | 51 | 51.0 | 51.0 | 93.0 |
| Strongly Agree | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-20: After sale service of GP(info center/service touch points) are satisfactory

From above, here we can see that most of the respondent (51%) agree that GP touch point is satisfactory.

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

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| Disagree | 2 | 2.0 | 2.0 | 7.0 |
| Neutral | 10 | 10.0 | 10.0 | 17.0 |
| Agree | 74 | 74.0 | 74.0 | 91.0 |
| Strongly Agree | 9 | 9.0 | 9.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-21: GP helpline is very helpful in meeting my queries and other needs

From above, here we can see that most of the respondents (74%) are agree that GP helpline is very helpful in meeting their queries and other needs.

Internet facility of GP is not suitable

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 1 | 1.0 | 1.0 | 1.0 |
| Disagree | 11 | 11.0 | 11.0 | 12.0 |
| Neutral | 5 | 5.0 | 5.0 | 17.0 |
| Agree | 76 | 76.0 | 76.0 | 93.0 |
| Strongly Agree | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-22: Internet facility of GP is not suitable

From above, here we can see that most of the respondent (74%) agree that GP internet Facility is not suitable.

GrameenPhone is very sincere in providing me quality services on a continuous basis

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| Disagree | 6 | 6.0 | 6.0 | 11.0 |

| | | | | |
|----------------|-----|-------|-------|-------|
| Neutral | 52 | 52.0 | 52.0 | 63.0 |
| Agree | 25 | 25.0 | 25.0 | 88.0 |
| Strongly Agree | 12 | 12.0 | 12.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-23: GrameenPhone is very sincere in providing me quality services on a continuous basis

From above, here we can see that most of the respondents (52%) are neutral about sincerity of providing quality service on a continuous basis.

If another company comes up with the same features, I will still remain loyal towards GP

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 5 | 5.0 | 5.0 | 5.0 |
| Disagree | 2 | 2.0 | 2.0 | 7.0 |
| Neutral | 10 | 10.0 | 10.0 | 17.0 |
| Agree | 75 | 75.0 | 75.0 | 92.0 |
| Strongly Agree | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Figure-24: If another company comes up with the same features, I will still remain loyal towards GP

From above, here we can see that most of the respondents (75%) agree that if another company comes up with the same features, they will still remain loyal towards GP.

Chapter 4

Recommendation and Conclusion

4.1 Findings

1. Most of the customers are using prepaid packages (Smile) because of more facilities rather than Post-paid package.
2. Customers have tendency to shift different Operators because most of the customer using more than 1 operator SIM.
3. Call rate is higher than other operators.
4. Customers are somewhat satisfied about different packages call rate.
5. Advertisements are interesting and informative to their customer.
6. Customers are strongly satisfied about GP network rather than other operators network.
7. GPC/STP is available everywhere in the country and also customers are satisfied after sale service facility.
8. GP Helpline center is very helpful to provide proper information to the customers.
9. Internet facility is not suitable for customer.

4.2 Recommendation

1. GP should increase the number of different post paid package like pre-paid by giving more offers and facility on post paid package for the customers.
2. GP should take necessary steps to retain their customer by giving more offers and bonus and benefits.
3. GP should reduce their call rate.
4. GP should set up their call rate of different package reasonable.
5. Internet facility should increase for the customers. Like: Internet speed should increase and package price should reduce for the customers.

4.3 Conclusion

Topic chosen for my internship program is a study on “Customer Satisfaction of GrameenPhone Ltd”. The company maintains a dual purpose: to receive economic return in the in the investments and to contributing to the economic development of Bangladesh where communication can play a critical role.

After the analyzing the total reports I can find that customers are not totally satisfy with GrameenPhone. There is some lack of some facility is the main purpose of that reasons. The main issues are promotion activity problem, lack performs of the service, lack individual attention, different package callrate and the SIM & packed are not attractive.

On the other hand they have a strong network capacity, modern looking equipment, and a lot of technological development.

I suggest that some of their lacking GrameenPhone is really a well hand organization they must be try to more census about their Clint. And near future I hope that GrameenPhone has become fully to satisfy their customers needs.

Bibliography & Appendix

References

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- GrameenPhone its site www.telenor.com
- Newsletters
- Various websites
- Previous internship report on GrameenPhone.
- Research paper
- Annual Report of GrameenPhone.
- Google (www.google.com) search engine

Appendix

Age:

Gender:

Monthly uses: Less than Tk. 500 Tk. 501-1000 Tk. 1001-3000 More than
Tk. 3000

Occupation: Student Businessman Jobholder Housewife None of
above

For How long (years) you are using GP? (Please Circle) less than 1 2 3 4
more than 4 years

Do you have any other mobile?

Yes No If yes, please names the other operator(s):

1. What type of product you are using?

(i) Post-paid

**Xplore*

**Ekota*

**BS-Postpaid*

(ii) Pre-paid

**Bondhu*

**smile*

**Aapon*

**djuce*

**nischinto*

**Amontron*

**Shohoj*

**Ekota*

**BS-prepaid*

**Spondon*

2. Are you satisfy with package call rate that you are using?

**strongly agree*

**Agree*

**Neutral*

**Disagree*

**strongly disagree*

3. Call rate of GrameenPhone's different packages is affordable.

**strongly agree*

**Agree*

**Neutral*

**Disagree*

**strongly disagree*

4. Advertisements are interesting and informative.

**strongly agree*

**Agree*

**Neutral*

**Disagree*

**strongly disagree*

5. Grameenphone Network is available everywhere

**strongly agree*

**Agree*

**Neutral*

**Disagree*

**strongly disagree*

6. Grameenphone center/service touch point is available to you.

**strongly agree*

**Agree*

**Neutral*

**Disagree*

**strongly disagree*

7. After sales service of GP (Info Centers/Service touch points) is satisfactory.

**strongly agree*

**Agree*

**Neutral*

**Disagree*

**strongly disagree*

8. GP helpline is very helpful in meeting my queries and other needs.

*strongly agree *Agree *Neutral *Disagree *strongly disagree

09. GrameenPhone is very sincere in providing me quality services on a continuous basis.

*strongly agree *Agree *Neutral *Disagree *strongly disagree

10. Internet Speed of GP is not suitable

*strongly agree *Agree *Neutral *Disagree *strongly disagree

11. If another company comes up with the same features, I will still remain loyal towards GP.

*strongly agree *Agree *Neutral *Disagree *strongly disagree