

AN INTERNSHIP REPORT
ON
“MEASURING THE CUSTOMER SATISFACTION LEVEL TOWARDS
THE EXISTING ATTRIBUTERS OF GRAMEENPHONE (A STUDY ON
DINAJPUR DISTRICT)”

SUBMITTED BY

Md. Mosharaf Hossain
ID: E140503043
MBA (Evening), 3rd Batch
Major in Marketing
HSTU, Dinajpur.

SUPERVISOR

Md. Abdur Rouf
Lecturer
Department of Marketing
HSTU, Dinajpur.

CO-SUPERVISOR

Md. Main Uddin Ahammed
Lecturer
Department of Finance and Banking
HSTU, Dinajpur.

Master of Business Administration (Evening)

(This report has been prepared for submission into the Faculty of Postgraduate Studies, Hajee Mohammad Danesh Science & Technology University, Dinajpur, as a partial requirement for fulfillment of the MBA (Evening) Program



FACULTY OF POSTGRADUATE STUDIES
HAJEE MOHAMMAD DANESH SCIENCE AND TECHNOLOGY
UNIVERSITY, DINAJPUR-5200

OCTOBER, 2016

AN INTERNSHIP REPORT

ON

**“MEASURING THE CUSTOMER SATISFACTION LEVEL TOWARDS
THE EXISTING ATTRIBUTERS OF GRAMEENPHONE (A STUDY ON
DINAJPUR DISTRICT)”**

SUBMITTED BY

Md. Mosharaf Hossain
ID: E140503043
MBA (Evening), 3rd Batch
Major in Marketing
HSTU, Dinajpur.

SUPERVISOR

Md. Abdur Rouf
Lecturer
Department of Marketing
HSTU, Dinajpur.

CO-SUPERVISOR

Md. Main Uddin Ahammed
Lecturer
Department of Finance and Banking
HSTU, Dinajpur.

MASTER OF BUSINESS ADMINISTRATION (EVENING)



**FACULTY OF POSTGRADUATE STUDIES
HAJEE MOHAMMAD DANESH SCIENCE AND TECHNOLOGY
UNIVERSITY, DINAJPUR-5200**

OCTOBER, 2016

Student's Declaration



I, am **Md. Mosharaf Hossain, Student ID No. E140503043**, MBA (Evening) Major in Marketing, Department of Marketing, submitted my internship report entitled **“Measuring the customer satisfaction level towards the existing attributers of Grameenphone (A study on Dinajpur District)”** after completing my internship program. I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a great experience and it has enriched both my knowledge and experience.

This report has been submitted in partial fulfillment of the requirement for the degree of Master of Business Administration (MBA) Evening, Major in Marketing at Hajee Mohammad Danesh Science and Technology University, Dinajpur.

Md. Mosharaf Hossain

ID: E140503043

MBA (Evening), 3rd Batch

Major in Marketing

HSTU, Dinajpur.

Supervisor's Declaration

I, hereby declare that the internship report entitled “**Measuring the customer satisfaction level towards the existing attributers of Grameenphone (A study on Dinajpur District)**”, is a useful record of the internship work done by Md. Mosharaf Hossain, Student ID No. E140503043, MBA (Evening), Major in Marketing, 3rd Batch, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200. This report represents an independent and original work prepared on the basis of primary and secondary data collected and analyzed by the candidate. This report has not been accepted for any other degree and is not concurrently submitted in candidature of any other degree.

This report has been submitted in partial fulfillment of the requirement for the degree of Master of Business Administration (MBA) Evening, Major in Marketing at Hajee Mohammad Danesh Science and Technology University, Dinajpur.

Md. Abdur Rouf

Lecturer

Department of Marketing

HSTU, Dinajpur.

Co-Supervisor's Declaration

I, hereby declare that the internship report entitled “**Measuring the customer satisfaction level towards the existing attributers of Grameenphone (A study on Dinajpur District)**”, is a useful record of the internship work done by Md. Mosharaf Hossain, Student ID No. E140503043, MBA (Evening), Major in Marketing, 3rd Batch, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200. This report represents an independent and original work prepared on the basis of primary and secondary data collected and analyzed by the candidate. This report has not been accepted for any other degree and is not concurrently submitted in candidature of any other degree.

This report has been submitted in partial fulfillment of the requirement for the degree of Master of Business Administration (MBA) Evening, Major in Marketing at Hajee Mohammad Danesh Science and Technology University, Dinajpur.

Md. Main Uddin Ahammed

Lecturer

Department of Finance and Banking

HSTU, Dinajpur.

Acknowledgement



At first I would like to thank my honorable supervisor of internship program, Md. Md. Abdur Rouf, Lecturer, Department of Marketing and co-supervisor Md. Main Uddin Ahammed, Lecturer, Department of Finance and Banking, HSTU, Dinajpur for providing me such an opportunity to prepare an Internship Report on “Measuring the customer satisfaction level towards the existing attributers of Grameenphone (A study on Dinajpur District)”. Without his helpful guidance, the completion of this project was unthinkable.

During my preparation of the project work I have come to very supportive touch of different individuals & friends who lend their ideas, time & caring guidance to amplify the report’s contents. I want to convey my heartiest gratitude to them for their valuable responses.

October, 2016

The Author

Abstract



Grameenphone is the market leader in the mobile telecommunication industry of Bangladesh. Their growth rate is very high. But in this edge of competition, it is very difficult to keep the leading edge intact. Company needs to come up with new ideas to remain the market leader. They need to keep their customer satisfied.

So it is very important for Grameenphone to know whether their customers are satisfied with their existing services or not. They can also specify the dissatisfaction zone and take necessary steps to solve the problems market leader. More the company tries to satisfy their customer more increased customer will benefit them and as result the subscribers will also be benefited. If this happens the competition will increase at this telecommunication industry and as a result the industry will help Bangladesh to become a solvent country.

Moreover, as we know that our present government decided to form the digital Bangladesh. This study is conducive to develop the information technology and thus helps to develop digital Bangladesh. The mobile phone industry has changed the telecommunication system of Bangladesh. This industry is playing an important role in complex business environment by offering people ease of communicate with others, getting important information in few seconds. Since this telecommunication industry is very important business in our country, researching on it can also benefit the business students.

TABLE OF CONTENTS

Serial No	Topics	Page No
	Student's Declaration	i
	Supervisor's Declaration	ii
	Co-Supervisor's Declaration	iii
	Acknowledgement	iv
	Abstract	v
Chapter One Introduction		1-4
1.1	Introduction	1
1.2	Significance of the Study	2
1.3	Statement of the Problem	2
1.4	Objectives of the Study	3
1.5	Limitation of the study	3
1.6	Methodology of the Study	3
Chapter Two Background of the Industry		5-15
2.1	Company profile	6
2.2	Company Mission	7
2.3	Company Vision	7
2.4	Strategy	7
2.5	Result	8
2.6	Company objectives	8
2.7	Network and licenses	8
2.8	Competition	10
2.9	Regulatory matters	10
2.10	Business description	11
2.11	Customer Management Division	13
2.12	Product & services that have been successful	14
2.13	Subscription Unit	14

Chapter Three Findings		16-34
3.1	Findings	16
	3.1.1 Good Network Coverage	16
	3.1.2 Low Call Rate	17
	3.1.3 Pulse Facility	18
	3.1.4 T&T Facility	19
	3.1.5 Friends & Family Numbers	20
	3.1.6 Internet & GPRS connection	21
	3.1.7 SMS & Voice Mail Service	22
	3.1.8 Flexi load and Balance Transfer Facility	23
	3.1.9 Image of the Company	24
	3.1.10 TV & Radio Facility	25
	3.1.11 Customer Care Service	26
	3.1.12 Ring tone, Logo, Screen Saver download facility	27
	3.1.13 Low price of SIM card	28
	3.1.14 Free Talk Time and Bonus Facility	29
	3.1.15 Bill Payment System	30
3.2	Characteristics of Respondents	31
	3.2.1 Profession	31
	3.2.2 Age of Respondents	31
	3.2.3 Gender of Respondents	32
	3.2.4 Monthly Income of Respondents	32
	3.2.5 Educational Level of Respondents	33
	3.2.6 Respondents from (Division)	33
3.3	General Information Related to Mobile Phone Services in Bangladesh	34
Chapter Four Recommendation and Conclusion		35-36
4.1	Recommendation	35
4.2	Conclusion	36
References		37-38
Appendices		39-40

LIST OF TABLES

Serial No	Topics	Page No
2.1	Performance Highlights 2015	12
3.1	Good Network Coverage	16
3.2	Low Call Rate	17
3.3	Pulse Facility	18
3.4	T&T Facility	19
3.5	Friends & Family Numbers	20
3.6	Internet & GPRS connection	21
3.7	SMS & Voice Mail Service	22
3.8	Flexi load and Balance Transfer Facility	23
3.9	Image of the Company	24
3.10	TV & Radio Facility	25
3.11	Customer Care Service	26
3.12	Ring tone, Logo, Screen Saver download facility	27
3.13	Low price of SIM card	28
3.14	Free Talk Time and Bonus Facility	29
3.15	Bill Payment System	30
3.16	Profession	31
3.17	Age of Respondents	31
3.18	Gender of Respondents	32
3.19	Monthly Income of Respondents	32
3.20	Educational Level of Respondents	33
3.21	Respondents from (Division)	33
3.22	General Information Related to Mobile Phone Services in Bangladesh	34

LIST OF FIGURES

Serial No	Topics	Page No
2.1	Grameenphone Ltd - Coverage Map	9
2.2	Pie chart of marketing share of mobile companies	10
2.3	The organ gram of the Customer Management Division	13
2.4	Flow chart of GP's subscription services	15
3.1	Good Network Coverage	16
3.2	Low Call Rate	17
3.3	Pulse Facility	18
3.4	T&T Facility	19
3.5	Friends & Family Numbers	20
3.6	Internet & GPRS connection	21
3.7	SMS & Voice Mail Service	22
3.8	Flexi load and Balance Transfer Facility	23
3.9	Image of the Company	24
3.10	TV & Radio Facility	25
3.11	Customer Care Service	26
3.12	Ring tone, Logo, Screen Saver download facility	27
3.13	Low price of SIM card	28
3.14	Free Talk Time and Bonus Facility	29
3.15	Bill Payment System	30
3.16	Profession	31
3.17	Age of Respondents	31
3.18	Gender of Respondents	32
3.19	Monthly Income of Respondents	32
3.20	Educational Level of Respondents	33
3.21	General Information Related to Mobile Phone Services in Bangladesh	34

CHAPTER 1

INTRODUCTION

1.1 Introduction

Grameenphone is the largest mobile telecommunications operator in Bangladesh in terms of revenue, coverage and number of subscriber. It operates its function with an aim to accomplish two principle targets. Firstly, as with other commercial organizations, it operates in such a manner that it receives a good economic return on investments. Secondly, it contributes significantly to the economic development of the country in making telecommunication a popular medium for exchange of information.

Grameenphone serves both rural and urban customers across Bangladesh, where mobile phone is a major driver of socioeconomic development. Bangladesh has one of the lowest teledensity rates and highest subscriber growth rates in the world. It is, therefore, imperative to get to the customers to know their impression of the services of this important communication medium.

This encouraged me to know the satisfaction level of grameenphone subscribers.

As we know that customer satisfaction has been conceptualized as a combination of the valance and intensity of emotional response to product experience. Customer satisfaction depends on the products perceived performance to a buyer's expectations. If product's performance falls short of expectations, the customer will be dissatisfied. Customer expectations are based on past buying experiences, the opinion of friends, and marketer and competitor information and promises. (*Kotler & Armstrong, 2004*) Customer satisfaction serves as a key to survive in the competitive market. Although Grameenphone has been the market leader till now, it has to compete with other emerging telecommunication companies very carefully to maintain its market share (Nuruzzaman and Kalam Abul, 2008).

Now a days there are strong competition among the mobile phone companies of Bangladesh to gain the largest market share. To do so companies should try their best to satisfy their

customers by providing them various updated services. In this study it has been tried to identify the existing services of Grameenphone and measuring customer satisfaction level towards the existing attributes of the company (Hossain, Enayet, 2005).

1.2 Significance of the Study

Grameenphone is the market leader in the mobile telecommunication industry of Bangladesh. Their growth rate is very high. But in this edge of competition, it is very difficult to keep the leading edge intact. Company needs to come up with new ideas to remain the market leader. They need to keep their customer satisfied.

So it is very important for Grameenphone to know whether their customers are satisfied with their existing services or not. They can also specify the dissatisfaction zone and take necessary steps to solve the problems. Market leader More the company tries to satisfy their customer more increased customer will benefit them and as result the subscribers will also be benefited. If this happens the competition will increase at this telecommunication industry and as a result the industry will help Bangladesh to become a solvent country.

Through this study, one can identify the main factors why he or she should choose Grameenphone. People can know better about the company and its competitors.

Moreover, as we know that our present government decided to form the digital Bangladesh. This study is conducive to develop the information technology and thus helps to develop digital Bangladesh. The mobile phone industry has changed the telecommunication system of Bangladesh. This industry is playing an important role in complex business environment by offering people ease of communicate with others, getting important information in few seconds. Since this telecommunication industry is very important business in our country, researching on it can also benefit the business students.

1.3 Statement of the Problem

This study is based on the topic, measuring the customer satisfaction levels towards existing attributes of Grameenphone. Though Grameenphone has the largest market share till now, customers are converting to the other emerging companies like

Banglalink, Robi, Citycell, Airtel etc. Because these companies are offering customers with services like low call rate than GP. Call rate is very important in a poor country like Bangladesh where most of the subscribers are middleclass people. So they will be easily attracted by the lower service charge. These types of issues are very important to find out the gap between expectation and perception of the subscribers and to eliminate the dissatisfaction areas. The focus of this study is to identify the dissatisfaction areas of subscribers, so that the company can take immediate steps to solve the problem to protect their position as a market leader. These reasons are enough to encourage the researcher to work at this field.

1.4 Objectives of the Study

- ❑ To identify the existing services of Grameenphone
- ❑ To find out the satisfaction level of Grameenphone subscribers in Dinajpur district.
- ❑ To identify the problems of Grameenphone users.
- ❑ To provide recommendation for solving the problems.

1.5 Limitation of the study

Grameenphone's basic strategy is widening their market through their emerging countrywide network. As a result of this strategy, the subscribers are from different segments or from different income levels. The subscribers are scattered all over the country.

But the sample I used to conduct my study was mostly in a specific zone of the country, that is Dinajpur district. Information on a specific district was quite impossible and difficult to obtain. So this study might not be of 100%accuracy. Time & budget limitation is also a reason behind inaccurate sample representation. It was not possible to get information from the remote areas.

Moreover, it was not possible to get all required internal information of the company as these are treated as confidential company information.

1.6 Methodology of the Study

Research methodology is the way of conducting a study. It is the process of collecting, interpreting, and analyzing data and doing other activities. The methods and techniques followed in this study is described below-

Sample area: Sample area of this study was Dinajpur district, mainly the metropolitan area of Dinajpur is considered to collect the primary data. Only the Grameenphone users were considered as the respondents to collect the primary data (Gupta *et al.*, 2007).

Sample Size: Sample size was 100, that is, there were 100 respondents to collect primary data. The respondents were from almost all professions; among them 37 were students, 19 from private service, 15 from public service, 14 from business and 15 from others.

Sampling technique: In this study, convenience or judgment sampling technique was applied to collect data.

Data collection method: Data was collected by questionnaire method. The questionnaire includes both structured & unstructured questions. To measure the customer satisfaction level towards the existing attributes of GP in Dinajpur, a scale was formed similar to Likert 7 points scale where 1 indicates “Not at all satisfy” and the number 7 indicates “Highly satisfied” (Mittal *et al.*, 1998).

Data analysis and interpretation method: Mean, excel, and SPSS were used to analyze the data.

Secondary sources:

Secondary data were collected from Internet and customer care center of Grameenphone.

CHAPTER 2

BACKGROUND OF THE COMPANY

In a highly populated country like Bangladesh telecommunication can play a vital role to boost the economy and social level of people. The introduction of cellular phones has dramatically changed the life of businesses and individuals.

As there is a growing trend of workers turning from farming to other occupations, the needs for mobiles are increasing among the thousands of impoverished villages. The overall efficiency of other business has increased as an aftermath of the government's decisions of deregulating the telecommunication sector, which until the late 1980's had been a state of monopoly.

Privatization of telecommunication sector began in 1989, when sheba and BRTA were awarded 25- year licenses to install and operate fixed -wire lines and wireless services in rural areas. The same year, Pacific Telecom Bangladesh got the Government's permission to launch the country's first cellular phone and paging service sold under brand name City cell in collaboration with a Hong Kong –based company. The company targeted only the higher class of the society. During that time the price of mobile phone was above TK 50000/= . Naturally the growth of the industry was too slow. Citycell had a virtual monopoly until 1996, when government gave licenses to three more companies to operate cell phones in Bangladesh. So, government decided to bring more companies in the market and break the monopoly.

After careful evaluation, government decided to provide licenses to GrameenPhone, TM International (Aktel) and Sheba Telecom. Only Citycell is using Code Division Multiple Access (CDMA) technology while Robi (Aktel Ltd), Banglalink, and GrameenPhone are using Global System for Mobile (GSM) Technology. These three companies entered the market, not only helped trimmed down over-dependence on BTTB's fixed-line system, but also made mobile phones cheaper and easier to get. The price of cell Phone came down from 2000\$ to as low as 100\$ depending on the feature of the handset SIM price is only Tk. 150-200.

A definite development has been observed in the business market with comparatively high expectations. Customer maturity and anticipation regarding technology has

increased over time. Rumors regarding new entrants have groomed expectations in the market. Consequently, people are expecting cheaper handsets with lowered airtime

The existing cellular phone companies in Bangladesh Citycell (Pacific Bangladesh Telecom Ltd.), GrameenPhone Ltd, Robi (Aktel Ltd)., Banglalink, Teletalk, and Airtel Telecom.

2.1 Company profile

Grameenphone in Bangladesh started providing mobile telephony services in 1997 and is partly-owned by Telenor. In addition to core voice services, Grameenphone offers a number of value-added services on both a contract and prepaid basis. Grameenphone is the largest of in total six mobile operators in Bangladesh.

Grameenphone in Bangladesh started providing mobile telephony services in 1997 after incorporation in 1996 and is now the leading provider of mobile communications services in Bangladesh. In addition to core voice services, Grameenphone offers a number of value-added services, in each case on both a contract and prepaid basis. Value-added services include voice messaging services, SMS, MMS, ring-back tones and data services through EDGE/GPRS. Grameenphone's services have some of the most advanced and up-to-date features in the Bangladeshi market. For example, Grameenphone was the first Bangladeshi mobile operator to launch WAP in 2001 and EDGE service in 2005. Grameenphone offers innovative services in line with socio-economic conditions of Bangladesh. In 2006, Grameenphone introduced Health Line, a 24 hour medical call centre manned by licensed physicians, and BillPay, which allows utility bill payments to be made by mobile phone. "Studyline", a call centre based service providing education related information, was launched in October 2009. Grameenphone has established approximately 500 Community Information Centres which aim to bring affordable Internet access and other information based services to people in rural areas of Bangladesh. In 2009, Grameenphone introduced branded plug and play USB Internet access modems and branded handsets at a very affordable price. Grameenphone won the GSMA Global Mobile Award for "Best use of Mobile for Social and Economic Development" for its Health Line. Grameenphone also won the GSMA "Green Mobile Award" jointly with Huawei Technologies for building an environment friendly network in Bangladesh.

As at 31 March 2010, Grameenphone had 23.9 million subscriptions, while the mobile penetration and number of inhabitants in Bangladesh were 36% and 169 million, respectively.

Grameenphone has been listed on both Dhaka and Chittagong Stock Exchanges since November 2009 following the largest initial public offering so far in Bangladesh. Shares were offered at BDT 70 and were over subscribed by around four times. Trading of Grameenphone shares commenced on 16 November 2009. As at 31 March 2010, Telenor holds 55.8% of the shares in Grameenphone, while Grameen Telecom, the other main shareholder holds 34.2% of the shares. The remaining 10% of the shares are held by general retail and institutional investors.

2.2 Company Mission:

GrameenPhone exists to help customers get the full benefit of communications services in their daily lives. We're here to help

2.3 Company Vision

Telenor's vision is simple: **"We're here to help."**

Telenor's renewed Vision recognizes that we exist to help our customers get the full benefit of communications services in their daily lives. In short: We're here to Help. The key to achieving this is that we work together and draw on our renewed Values and build them into guiding light behaviors in our workplace, wherever that may be... Make it easy. Keep promises. Be inspiring. Be respectful.

Four simple statements, but when embraced by Telenor people around the world, they will help transform Telenor into the global driving force for modern communications and customer satisfaction we need to become.

2.4 Strategy

GrameenPhone's basic strategy is coverage of both urban and rural areas. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, GrameenPhone builds continuous coverage, cell after cell.

While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout GrameenPhone's network.

2.5 Result

By bringing electronic connectivity to rural Bangladesh, GrameenPhone is delivering the digital revolution to the doorsteps of the poor and unconnected. By being able to connect to urban areas or even to foreign countries, a whole new world of opportunity is opening up for the villagers in Bangladesh. Grameen Bank borrowers who provide the services are uplifting themselves economically through a new means of income generation while at the same time providing valuable phone service to their fellow villagers. The telephone is a weapon against poverty.

2.6 Company objectives

GrameenPhone has a dual purpose to receive an economic return on its investments and to contribute to the economic development of Bangladesh where telecommunications can play a critical role. This is why GrameenPhone, in collaboration with Grameen Bank and Grameen Telecom, is aiming to place one phone in each village to contribute significantly to the economic benefit of the poor.

2.7 Network and licenses

Grameenphone holds a mobile cellular license with both GSM 900 MHz and GSM 1800 MHz spectrum. The mobile cellular license expires in 2011, and will thereafter be subject to annual renewal by the **BTRC**. The regulator has so far not defined the process for the renewal. Meanwhile, the Bangladesh Telecommunication Regulatory Commission (BTRC) has communicated its intention to issue 3G licenses/spectrum in Bangladesh during 2010. Grameenphone has the largest network with the widest coverage in Bangladesh and the entire network is EDGE/GPRS enabled. The Grameenphone network currently covers almost the entire population of the country. From the map provided below we can identify more clearly the network coverage of GP.

Bangladesh

Grameenphone Ltd - Coverage Map



Maps: © 2015 GSM Association, Europa Technologies Ltd.

Application: © 2016 Europa Technologies Ltd. <http://www.coveragemaps.com>

Coverage quality (high/variable):

□ GSM 900/1800

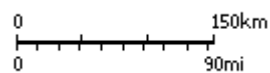


Figure 2.1: Grameenphone Ltd - Coverage Map

2.8 Competition

As at 31 March 2015, Grameenphone had a SIM card market share of 42%. In addition to Grameenphone, there are five other mobile operators in Bangladesh. These operators and their market share according to the BTRC data as at 31 March 2015 are: Banglalink (with a market share of 25%), Robi - previously, Aktel - (with a market share of 21%), Airtel (with a market share of 8%), Citycell (with a market share of 1%) and Teletalk (with a market share of 3%).

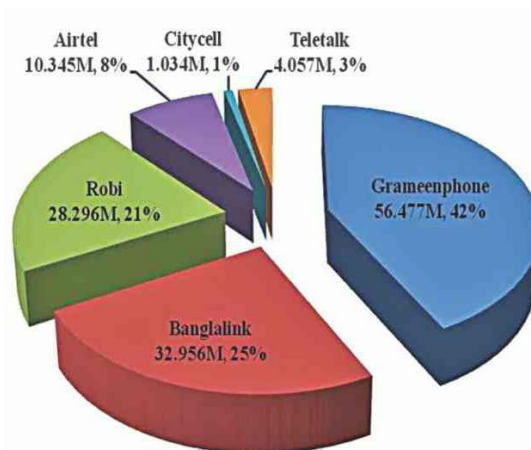


Figure 2.2: Pie chart of marketing share of mobile companies

2.9 Regulatory matters

The BTRC was established under the Bangladesh Telecommunication Act 2001 as an independent regulator. All mobile operators in the country must pay an annual license of BDT 50 million, quarterly network spectrum charges as fixed by the BTRC and a revenue share of 5.5% on collected line rental, call charges, value added services and other relevant items.

Under the supervision of the BTRC, the domestic interconnection calls are operated through Interconnection Exchange Licensees (**ICX**). In 2009 BTRC enforced a 50% reduction in interconnection access charges without any prior consultation with the industry. Under the directive, for each outgoing call, operators will have to pay BDT 0.22 per minute, (of which BDT 0.18 is payable to other operators and BDT 0.04 to ICXs) and will receive BDT 0.18 per minute for each incoming call, irrespective of peak and off-peak hour. Following the reduction in local interconnect rates on 26 March 2009, BTRC reduced the rate for international incoming calls from USD 0.04 to a minimum of USD 0.03 with effect from 19 May 2009.

On 26 July 2007, BTRC circulated an interim directive on tariff and marketing promotion for all mobile operators. This directive imposes restrictions on tariff structures by defining a “tariff

circuit” and sets a standard duration for promotional offers. The order also instructed mobile operators to maintain a uniform tariff in a package disregarding geographic location. Furthermore, in an amendment to the Tariff Directive, valid from 25 March 2009, the minimum off-net tariff has been fixed at BDT 0.65.

On 8 September 2008, the BTRC issued guidelines regarding infrastructure sharing. According to the guidelines operators shall enter into agreements to share infrastructure and shall provide access to their own infrastructure to other operators on a non discriminatory “first come, first served” basis. Tariffs and charges for infrastructure sharing shall be mutually agreed upon based on directives issued or to be issued by the BTRC. In the event of any dispute regarding the infrastructure sharing tariffs and charges, the decision of the BTRC shall be final and binding upon the parties. The guidelines also regulate the right of operators to build optical/wired backbone transmission networks. So far, Grameenphone has signed infrastructure sharing agreements with Banglalink, Robi and Augere (a WiMAX operator) in line with the guidelines.

In Bangladesh, subscribers have to pay duty and value added tax on SIM cards and mobile handsets. Currently, the SIM card tax, which applies to the sale of SIM cards, is BDT 800 per SIM card. Additionally, the import duty for mobile handsets is 12%. The applicable corporate tax rate for the mobile industry is 45%. However, a reduced corporate tax rate is applicable at 35% for the listed mobile companies subject to 10% floating of shares in the Bangladeshi capital market.

2.10 Business description

Grameenphone operates a digital mobile telecommunications network based on the GSM standard in the 900 MHz and 1800 MHz frequency bands, under a license granted by the Bangladesh Telecom Regulatory Commission (BTRC). As per the terms of the "Licensing Agreement" with Ministry of Posts and Telecommunications, (succeeded by Bangladesh Telecom Regulatory Commission), the radio system operating license of Grameenphone will expire on 11 November 2011. The license is, however, subject to renewal upon fulfillment of certain terms and conditions. Management foresees no uncertainty regarding renewal of this license.

Grameenphone serves both rural and urban customers across Bangladesh, where mobile telephony is a major driver of socioeconomic development. Bangladesh has one of the lowest teledensity rates and highest subscriber growth rates in the world.

Grameenphone built its network on a nationwide basis. As of March 2010, Grameenphone’s network covered 99.14% of Bangladesh’s population and 88.84% of the total land area, and the network infrastructure included around 114,000 TRXs in more than 7,200 base stations.

Grameenphone network is EDGE/GPRS enabled, allowing their customers to gain access to high-speed Internet and data services from anywhere within the coverage area.

Grameenphone has been a market leader in introducing new products and services in Bangladesh. The company was one of the first mobile phone operators to launch GSM service in the country. Grameenphone was also one of the first operators in Bangladesh to offer the subscribers mobile to mobile service, EDGE, prepaid service, voice SMS and “over-the-air” top-ups. In January 2008, Grameenphone became the first mobile operator in Bangladesh to offer BlackBerry™ services.

Key Figure

The table below contains pro forma key figures for the Performance Highlights 2015, compared to the previous year:

Table 2.1: Performance Highlights 2015

	Year	
	2015	2014
(BDT in billion except EPS)		
Revenues	104.8	102.7
NAV per share	22.68	23.23
Operating Profit	37.0	36.9
Profit before Tax	34.9	34.9
Profit after Tax	19.7	19.8
Earnings per share, in BDT	14.59	14.67
NOCF per share	28.73	23.15

2.11 Customer Management Division

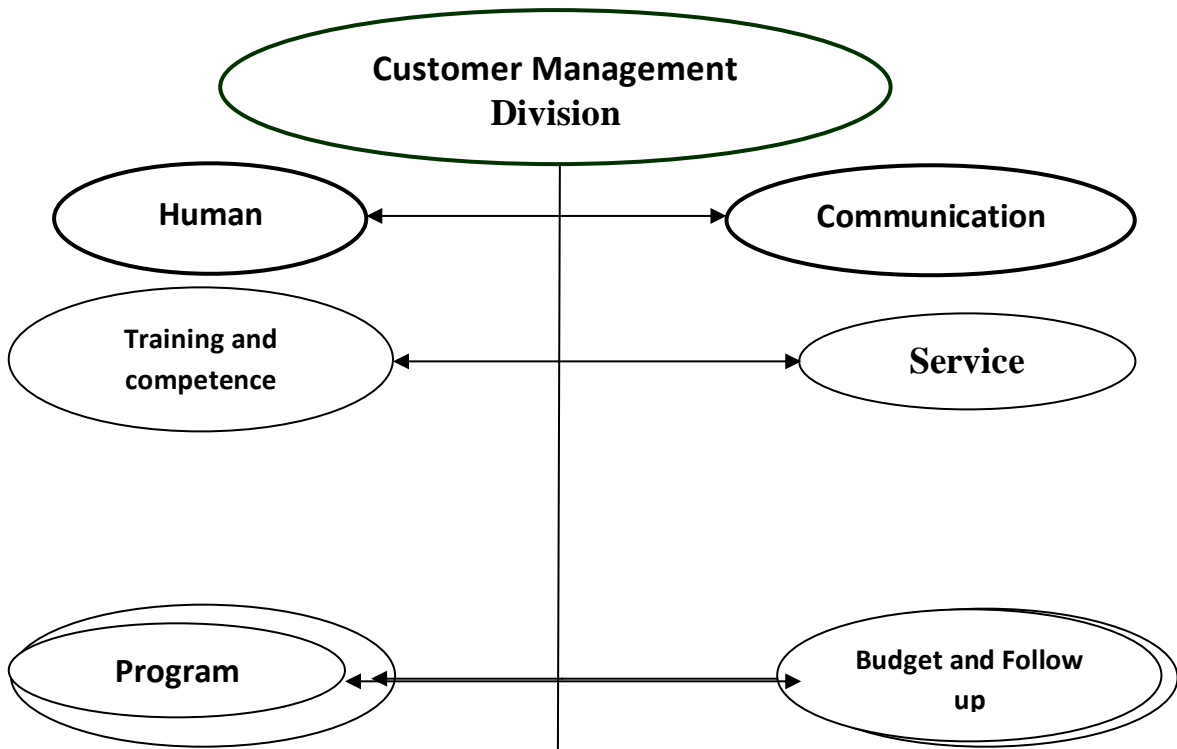
The Customer Management Division of Grameenphone Ltd. Provides a full range of after sales service customized to the needs of the valued customer. Efforts are made to offer complete service through all the contact points dedicated for GP customer at every opportunity through call center Customer Management center and customer communication.

The slogan of CMD is:

“We believe in involve and evolve”

Give sustaining positive experience to customer by understanding and fulfilling or exceeding their service expectations at appropriate time and price. Make the customer experience as the main differentiator to stand tall in the market.

The organ gram of the Customer Management Division:



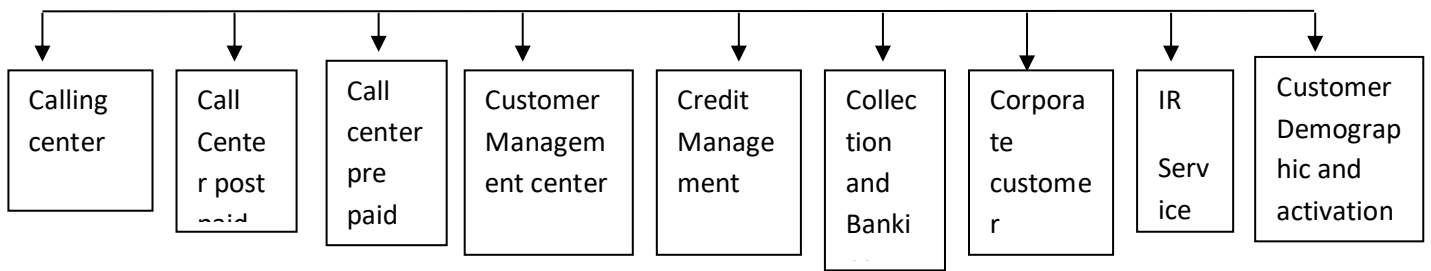


Figure 2.3: The organ gram of the Customer Management Division

(Source: www.grameenphone.com)

2.12 Product & services that have been successful:

- GP regular, the oldest product of Grameenphone retains its popularity through its full connectivity to all networks including fixed line telephony service.
- Easy prepaid, because of low flat tariff and nationwide mobility, it's a prepaid service, no monthly rate required and instant use due to pre activation, no hassles of bill payment.
- Information service through mobile because of easy access, interesting theme, and reasonable rate and for being new and innovative.
- Village phone because of use of Grameen Bank's borrower network and for having access to BTTB & ISD.

2.13 Subscription Unit:

Customer Management Division of Grameenphone Limited consists of 15 units, subscription unit is one of them. This is the unit that remains very close to the customer and always busy to meet the satisfaction of GP's valued customer.

Subscription Services:

Subscription service is the unit that performs its job in touch with all other divisions. The following Chart shows us the subscription services as a whole.

i) Sales and Marketing:

Sales and marketing is one of the important services of subscription. Among the services they allocate phone number for various packages, plan for new product and packages and receive the subscription papers all over the country from dealers.

ii) Technical:

Subscription unit has some technical responsibilities. Among them quality assurance of SIM features, testing the SIM and SIM problem is important.

iii) Legal

Subscription service also deals with legal issues and various legal procedures

iv) IT:

Subscription unit also has IT services. This service mainly develop the customize software for maintaining the customer database and other software to maintain efficient customer relation. All the customer relation software all over the country is connected with central database. This network maintenance is also a subscription unit's services.

V) Finance: another important service of subscription unit is to monitor the international roaming facilities of the subscriber as well as the credit of the subscriber.

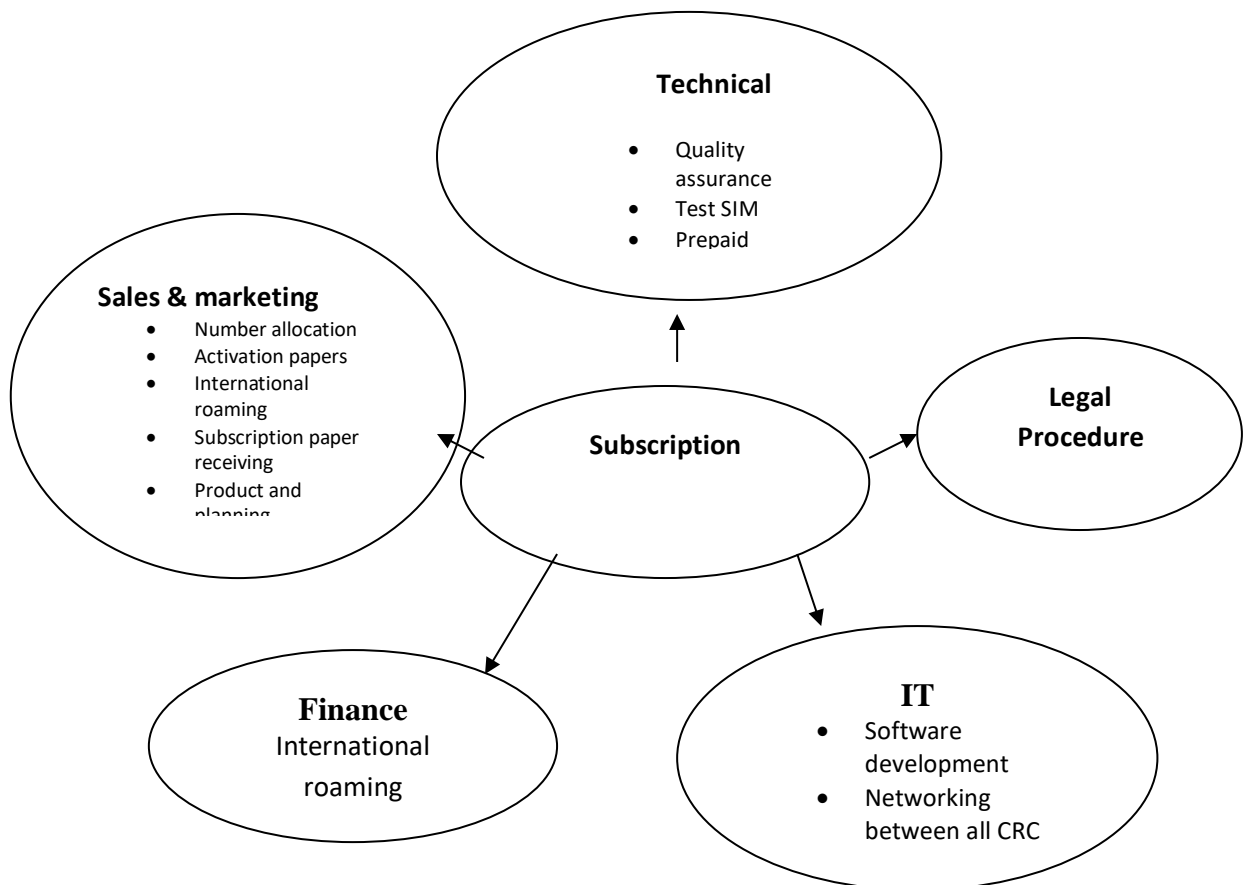


Figure 2.4: Flow chart of GP's subscription services

(Source: www.Grameenphone.com)

CHAPTER 3

FINDINGS

3.1 Findings

Table 3.1: Good Network Coverage

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	2	2
Very dissatisfy	2	0	0
Dissatisfy	3	6	18
Neutral	4	8	32
Satisfy	5	36	180
Very satisfy	6	31	186
Highly satisfy	7	17	119
Total		100	537

Average: 537/100

=5.37

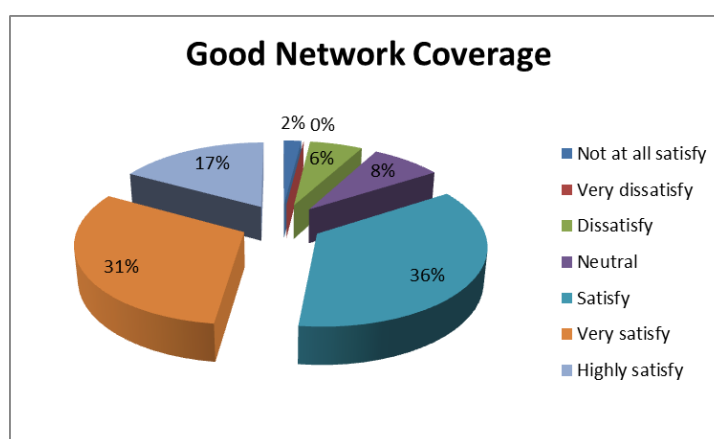


Figure 3.1: Good Network Coverage

- From the calculation of above table we can see that average amount is 5.37, which lies between the scales of factors satisfy and very satisfy. Again from the pie chart we can

see that 36% (maximum) of GP's subscribers are very satisfied with its network coverage. According to these two results we can conclude that GP's average customers are very satisfied with its network coverage.

Table 3.2: Low Call Rate

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	6	6
Very dissatisfy	2	9	18
Dissatisfy	3	44	132
Neutral	4	13	52
Satisfy	5	15	75
Very satisfy	6	13	78
Highly satisfy	7	0	0
Total		100	361

Average: 361/100

=3.61

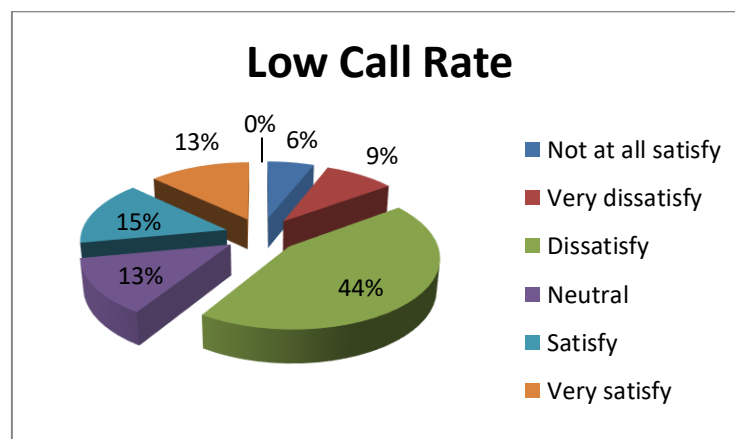


Figure 3.2: Low Call Rate

- From the above calculation we can see that the weighted average is 3.61, which lies between the scales of factors very dissatisfy and dissatisfy and from the pie chart we can also see that maximum, that is, 44% of GP's subscribers are dissatisfied with its call charge. From the results we can conclude that GP's subscribers of Dinajpur district are very dissatisfied with the call rate.

Table 3.3: Pulse Facility

	Scale	Weight	Scale *Weight
Factors			
Not at all satisfy	1	5	5
Very dissatisfy	2	3	6
Dissatisfy	3	12	36
Neutral	4	23	92
Satisfy	5	42	210
Very satisfy	6	12	72
Highly satisfy	7	3	21
Total		100	442

Average: 442/100

=4.42

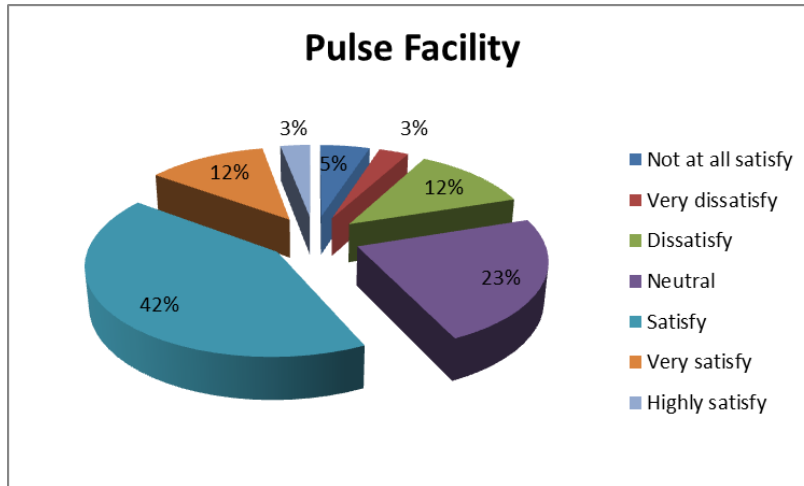


Figure 3.3: Pulse Facility

- Here the weighted average amount is 4.42, which lies between the scales of factor satisfy and neutral. From the pie chart we can also see that 23% of customers are neutral about its pulse facility. These two results indicate that GP's subscribers of Dinajpur district are neutral with the pulse facility.

Table 3.4: T&T Facility

	Scale	Weight	Scale *Weight
Factors			
Not at all satisfy	1	2	2
Very dissatisfy	2	2	4
Dissatisfy	3	12	36
Neutral	4	55	220
Satisfy	5	22	110

Very satisfy	6	5	30
Highly satisfy	7	2	14
Total		100	416

Average: 416/100

=4.16

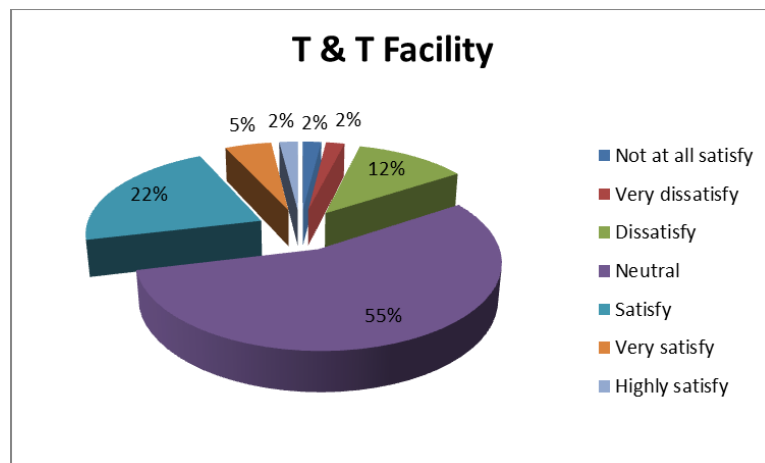


Figure 3.4: T&T Facility

- Here the weighted average amount is 4.16, which is nearly 4 that indicates scale of factor neutral. From the pie chart we can see that maximum number (55%) of GP's subscribers of Dinajpur district are neutral with the T&T facility. These two results indicate that customers are neither satisfied nor dissatisfied with the T&T facility.

Table 3.5: Friends & Family Numbers

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	5	5
Very dissatisfy	2	1	2
Dissatisfy	3	7	21
Neutral	4	31	124
Satisfy	5	38	190
Very satisfy	6	12	72
Highly satisfy	7	6	42
Total		100	456

Average: 456/100

=4.56

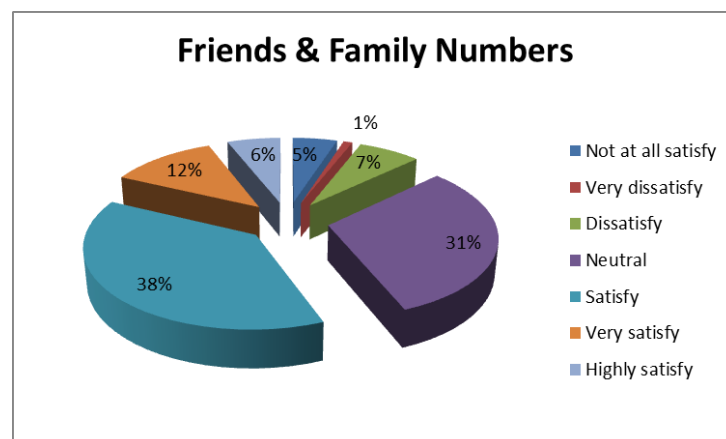


Figure 3.5: Friends & Family Numbers

- From the above calculation we can see that the weighted average is weighted average amount is 4.56, which is nearly 4 that indicates scale of factor neutral. From the pie

chart we can see that maximum number (31%) of GP's subscribers of Dinajpur district are neutral with the friends and family number facility.

Table 3.6: Internet & GPRS connection

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	0	0
Very dissatisfy	2	2	4
Dissatisfy	3	5	15
Neutral	4	19	76
Satisfy	5	42	210
Very satisfy	6	22	132
Highly satisfy	7	10	70
Total		100	507

Average: 507/100

=5.07

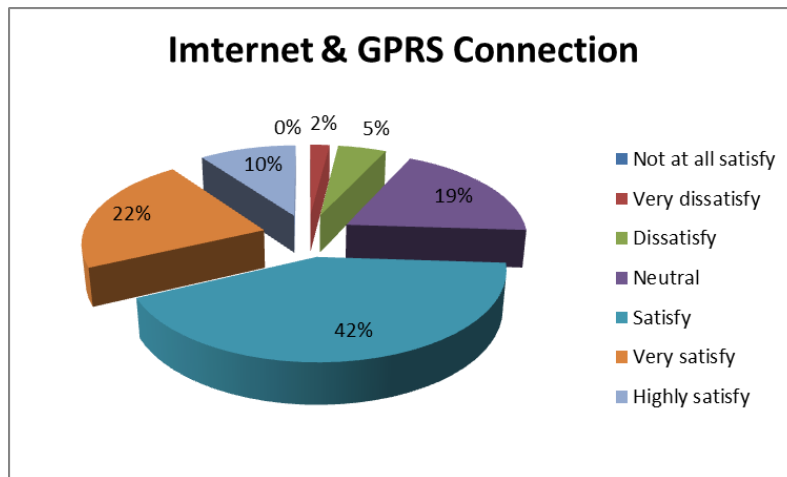


Figure 3.6: Internet & GPRS connection

- Here the weighted average amount is 5.07, which is nearly 4 that indicates scale of factor satisfy. From the pie chart we can see that maximum number (42%) of GP's subscribers of Dinajpur district are satisfy with the Internet &GPRS connection facility. These results indicate that customers are neither satisfied with the Internet &GPRS connection of GP.

Table 3.7: SMS & Voice Mail Service

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	0	0
Very dissatisfy	2	1	2
Dissatisfy	3	5	15
Neutral	4	23	92
Satisfy	5	37	185
Very satisfy	6	22	132
Highly satisfy	7	12	84
Total		100	510

Average: 510/100

=5.10

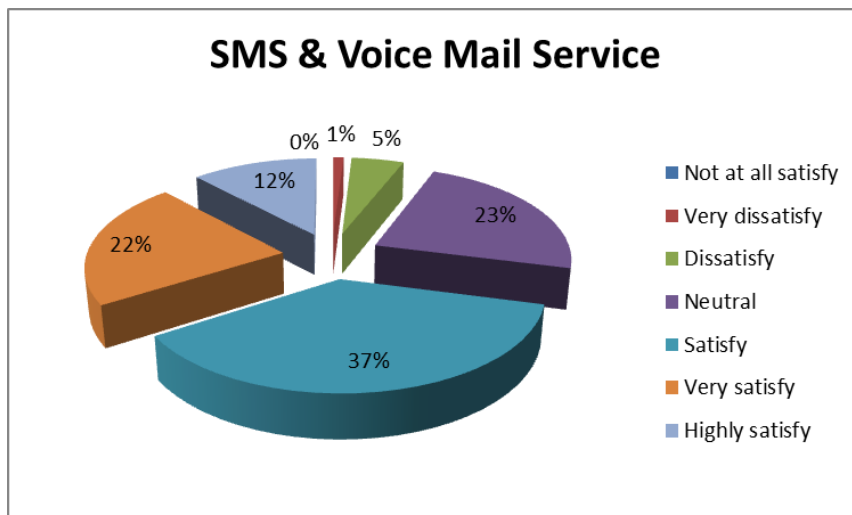


Figure 3.7: SMS & Voice Mail Service

- From the calculation of above table we can see that average amount is 5.10, which lies between the scales of factors satisfy. Again from the pie chart we can see that 37% (maximum) of GP's subscribers are satisfied about its SMS & Voice Mail Service. According to these two results we can conclude that GP's average customers are satisfied about its SMS & Voice Mail Service.

Table 3.8: Flexi load and Balance Transfer Facility

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	0	0
Very dissatisfy	2	0	0
Dissatisfy	3	1	3
Neutral	4	10	40
Satisfy	5	51	225
Very satisfy	6	22	132
Highly satisfy	7	16	112
Total		100	512

Average: 512/100

=5.12

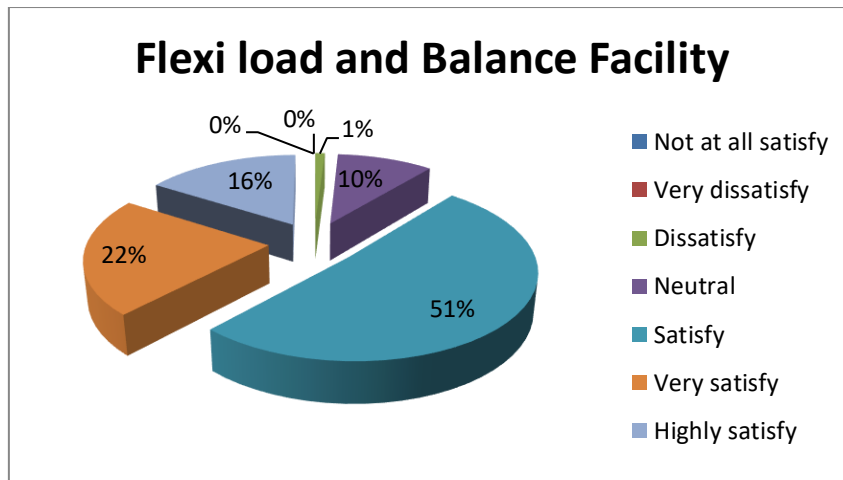


Figure 3.8: Flexi load and Balance Transfer Facility

- Here the weighted average amount is 5.12, we can take it as 5 that indicates scale of factor satisfy. From the pie chart we can see that maximum number (54%) of GP's subscribers of Dinajpur district are satisfied with the Flexi load and Balance Transfer Facility. These two results indicate that customers are satisfied with the Flexi load and Balance Transfer Facility of GP.

Table 3.9: Image of the Company

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	1	1
Very dissatisfy	2	1	2
Dissatisfy	3	4	12
Neutral	4	19	76
Satisfy	5	49	245

Very satisfy	6	20	120
Highly satisfy	7	6	42
Total		100	498

Average: 498/100

=4.98

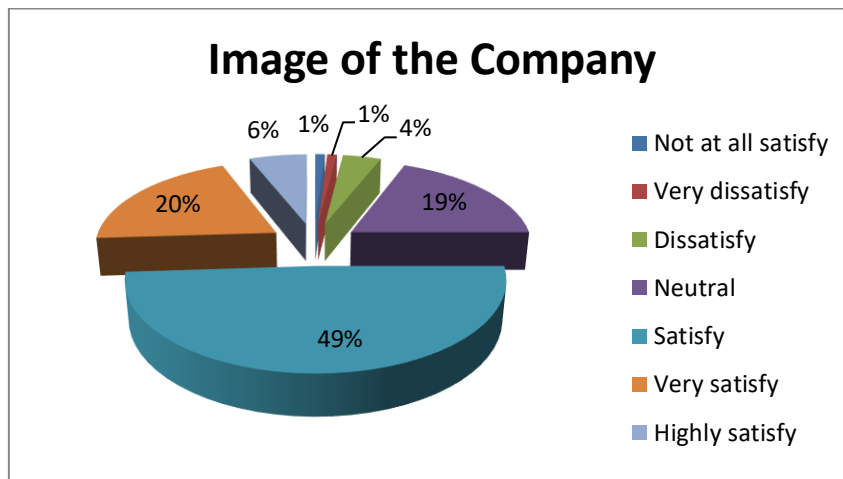


Figure 3.9: Image of the Company

- Here the weighted average amount is 4.98, which is nearly 5 that indicates scale of factor satisfy. From the pie chart we can see that maximum number (49%) of GP's subscribers of Dinajpur district are neutral with the company. From these two results we can say that subscribers are satisfied with GrameenPhone.

Table 3.10: TV & Radio Facility

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	2	2
Very dissatisfy	2	6	12
Dissatisfy	3	16	48
Neutral	4	47	188
Satisfy	5	23	115
Very satisfy	6	4	24
Highly satisfy	7	2	14
Total		100	403

Average: 403/100

=4.03

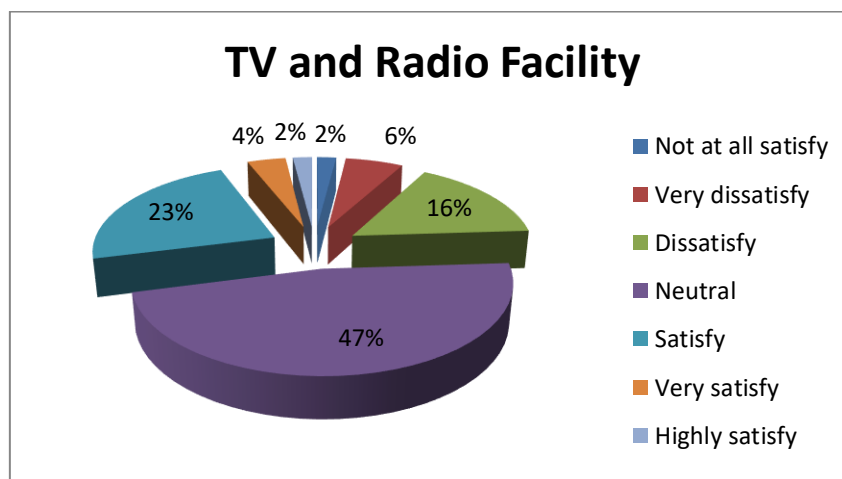


Figure 3.10: TV & Radio Facility

- Here the weighted average amount is 3.03, which is nearly 4 that indicates scale of factor neutral. From the pie chart we can see that maximum number (47%) of GP's

subscribers of Dinajpur district are neutral with the TV & Radio facility. These two results indicate that customers are neither satisfied nor dissatisfied with the TV & Radio facility of GP.

Table 3.11: Customer Care Service

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	1	1
Very dissatisfy	2	3	6
Dissatisfy	3	5	15
Neutral	4	12	48
Satisfy	5	46	230
Very satisfy	6	24	144
Highly satisfy	7	9	63
Total		100	507

Average: 507/100

=5.07

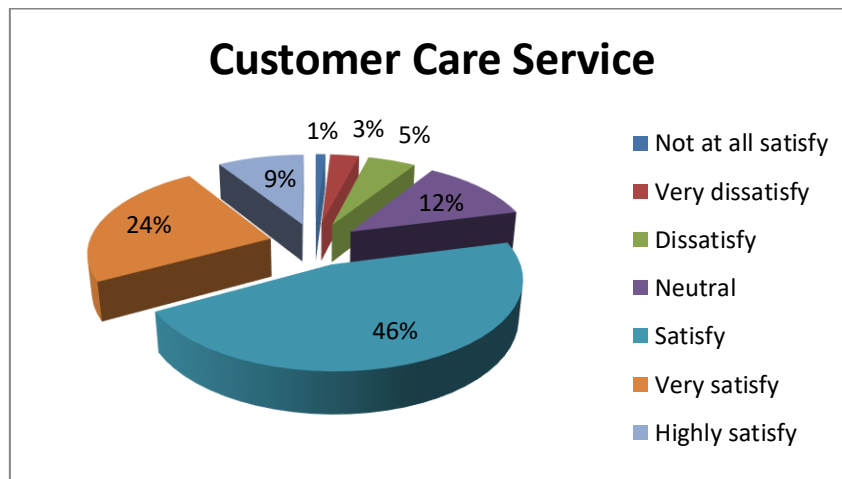


Figure 3.11: Customer Care Service

- Here the weighted average amount is 5.07, which is nearly 5 that indicates scale of factor satisfy. From the pie chart we can see that maximum number (46%) of GP's

subscribers of Dinajpur district are satisfied with the customer care service. These two results indicate that customers are satisfied with the customer care service of GP.

Table 3.12: Ring tone, Logo, Screen Saver download facility

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	6	6
Very dissatisfy	2	4	8
Dissatisfy	3	11	33
Neutral	4	34	136
Satisfy	5	33	165
Very satisfy	6	8	48
Highly satisfy	7	4	28
Total		100	424

Average: 424/100

=4.24

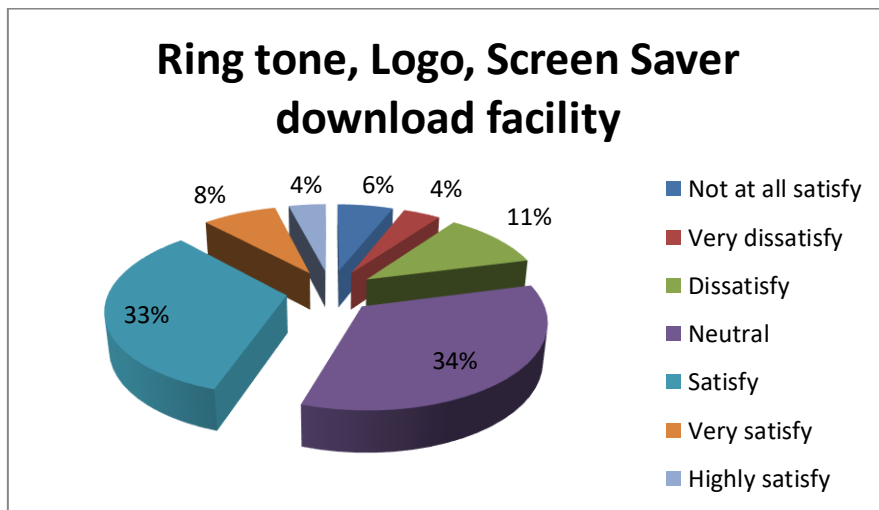


Figure 3.12: Ring tone, Logo, Screen Saver download facility

- Here the weighted average amount is 4.24; we can assume this as 4 that indicate scale of factor neutral. From the pie chart we can see that maximum number (34%) of GP's subscribers of Dinajpur district are neutral with the ring tone, logo, screen saver down load facility. These two results indicate that customers are neither satisfied nor dissatisfied with the ring tone, logo, and screen saver down load facility of GP.

Table 3.13: Low price of SIM card

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	5	5
Very dissatisfy	2	4	8
Dissatisfy	3	10	30
Neutral	4	15	60
Satisfy	5	51	255
Very satisfy	6	12	72
Highly satisfy	7	3	21
Total		100	451

Average: 451/100

=4.51

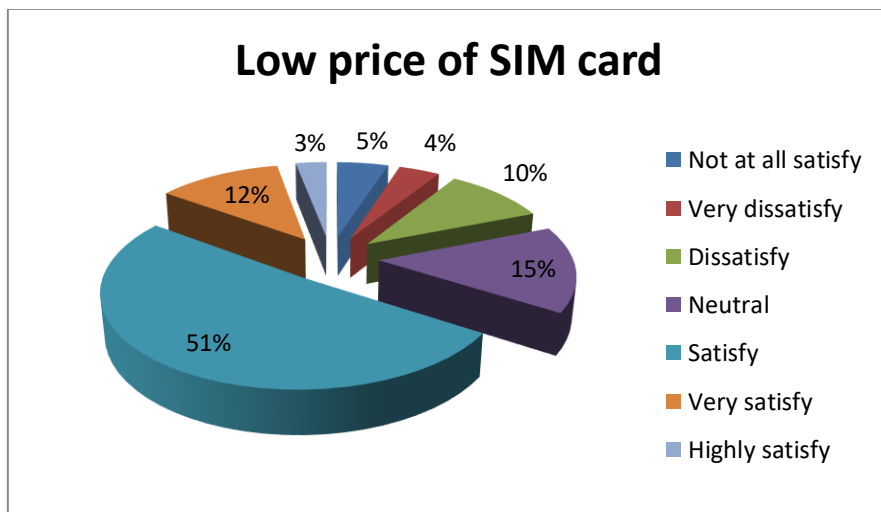


Figure 3.13: Low price of SIM card

- . Here the weighted average amount is 4.51, which is nearly 5 that indicates scale of factor satisfy. From the pie chart we can see that half (51%) of GP's subscribers of Dinajpur district are satisfied with the customer care service. These two results indicate that customers are satisfied with the customer care service of GP.

Table 3.14: Free Talk Time and Bonus Facility

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	12	12
Very dissatisfy	2	8	16
Dissatisfy	3	17	51
Neutral	4	20	80
Satisfy	5	28	140
Very satisfy	6	12	72
Highly satisfy	7	3	21
Total		100	392

Average: 392/100

=3.92

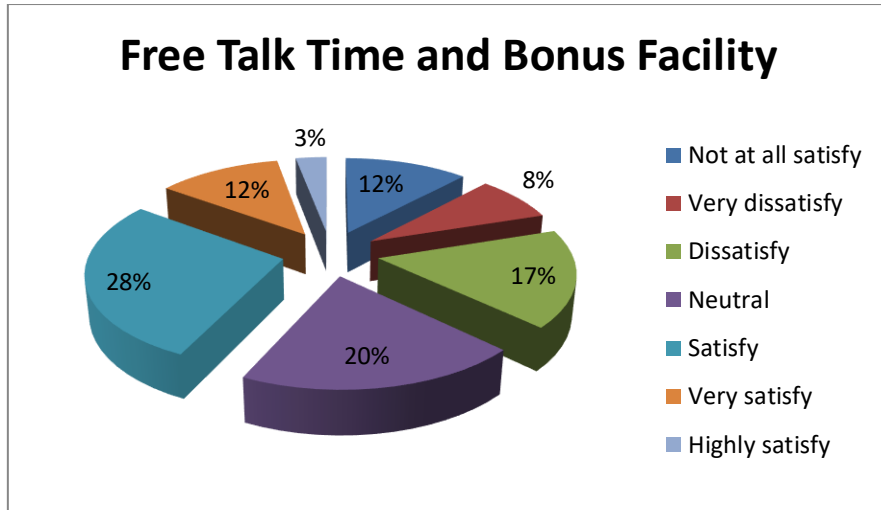


Figure 3.14: Free Talk Time and Bonus Facility

- From the calculation of above table we can see that average amount is 3.92, which is nearly 4 that indicates scale of factor neutral. From the pie chart we can see that maximum number (28%) of GP's subscribers of Dinajpur district are satisfied with the free talk time and bonus facility. These two results indicate that customers are dissatisfied with the free talk time and bonus facility of GP.

Table 3.15: Bill Payment System

Factors	Scale	Weight	Scale *Weight
Not at all satisfy	1	3	3
Very dissatisfy	2	1	2
Dissatisfy	3	3	9
Neutral	4	34	136
Satisfy	5	35	175

Very satisfy	6	17	102
Highly satisfy	7	7	49
Total		100	476

Average: 476/100

=4.76

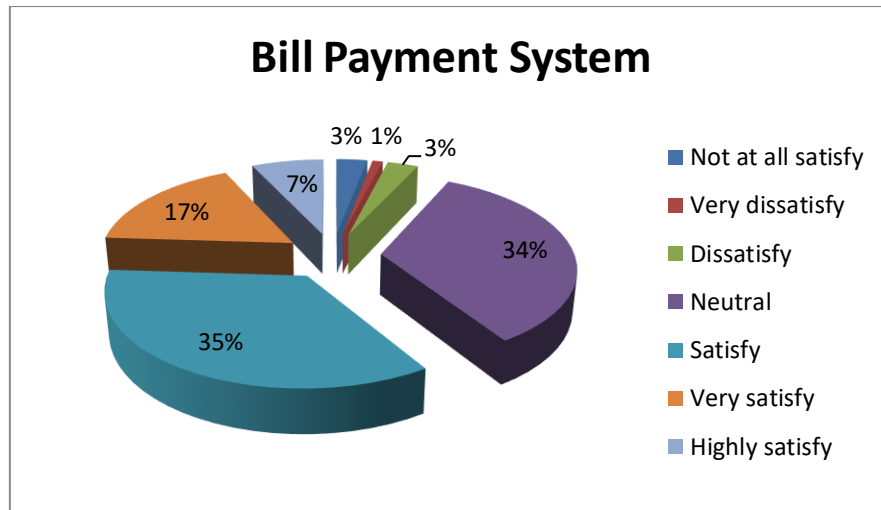


Figure 3.15: Bill Payment System

- Here the weighted average amount is 4.76, which is nearly 4 that indicates scale of factor neutral. From the pie chart we can see that maximum number (35%) of GP's subscribers of Dinajpur district are satisfied with the bill payment system. These two results indicate that customers are neither satisfied or neutral with the bill payment system of GP.

3.2 Characteristics of Respondents

Table 3.16: Profession

Student	37	37%
Private service	19	19%
Public service	15	15%
Business	14	14%
Other	15	15%
Total	100	

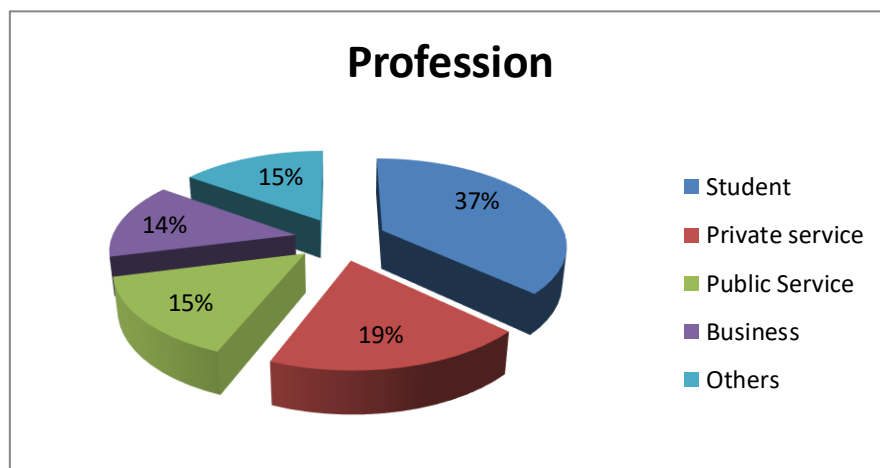


Figure 3.16: Profession

Table 3.17: Age of Respondents

Less than 25	30
25-29	38
30-34	12
35-39	10
40-44	5
45-49	3

Above 50	2
Total	100

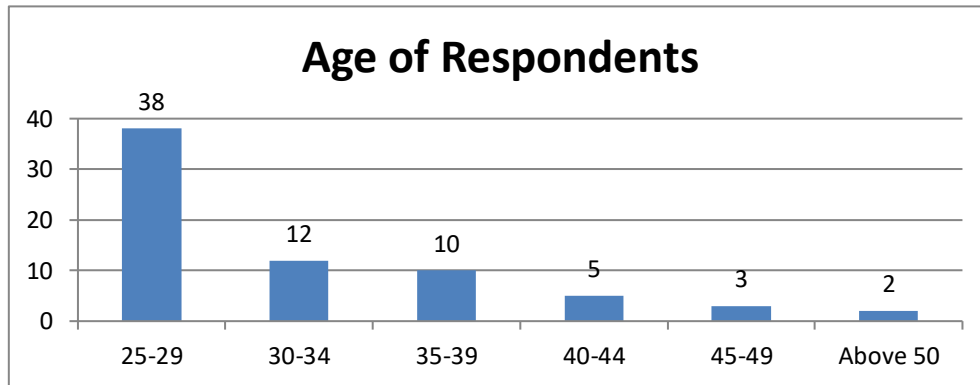


Figure 3.17: Age of Respondents

Table 3.18: Gender of Respondents

Male	78
Female	22
Total	100

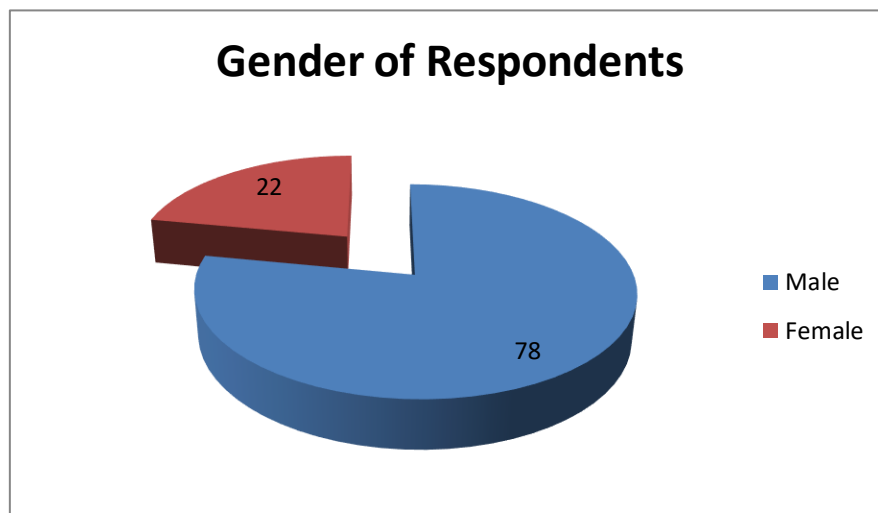


Figure 3.18: Gender of Respondents

Table 3.19: Monthly Income of Respondents

Less than TK.10000	25
TK. 10000-20000	39

TK.20000-30000	27
More than TK.30000	9

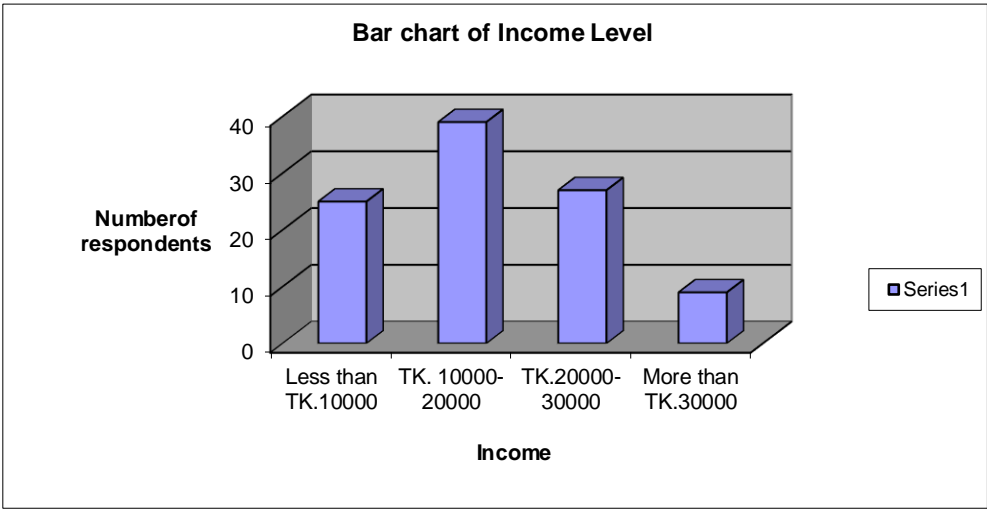


Figure 3.19: Monthly Income of Respondents

Table 3.20: Educational Level of Respondents

Primary School	4
High School	22
College	38
University	36

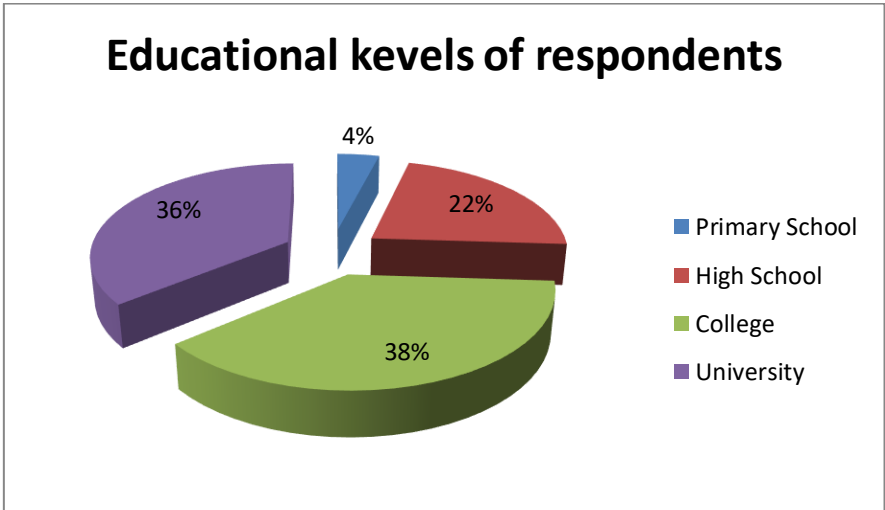


Figure 3.20: Educational Level of Respondents

Table 3.21: Respondents from (Division)

Dhaka	0
Chittagong	1
Rajshahi	1
Khulna	0
Sylhet	0
Barisal	0
Rangpur	98

- The above table is showing us that only one respondent is from outside of Rangpur and the rest 100 respondents are from Rangpur division because this study is constrained in Dinajpur district only.

3.3 General Information Related to Mobile Phone Services in Bangladesh

- How strongly do you believe that good inanimate environment of customer care service station enhance the image of the company?

Table 3.22: General Information Related to Mobile Phone Services in Bangladesh

Factors	No. Of respondents
Very strongly believe	15
Strongly believe	22
Believe	23
Neutral	20
Disbelieve	9

Strongly disbelieve	6
Very strongly disbelieve	5
Total	100

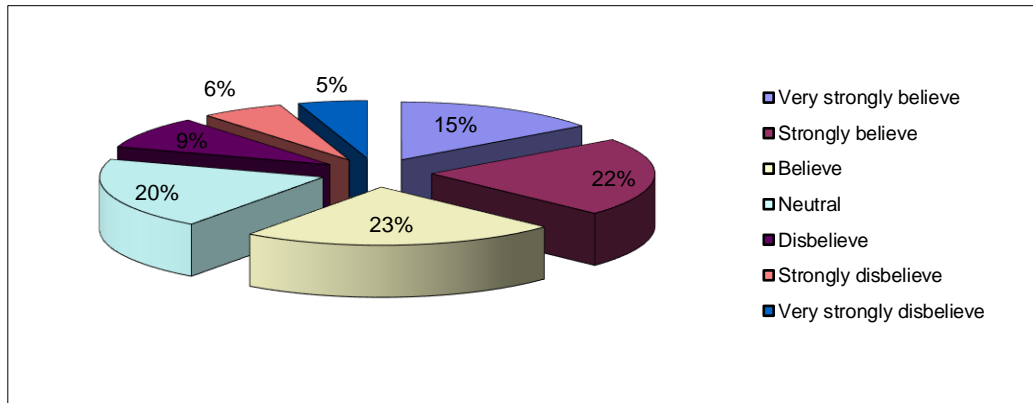


Figure 3.21: General Information Related to Mobile Phone Services in Bangladesh

At the above pie chart we can see that about 23% of people neither believe nor strongly believe that not so, good inanimate environment customer care service station enhance the image of the company.

Suggestions given by the subscribers to improve the services of Grameenphone, specially in Dinajpur district in Bangladesh.

- ✓ Improve the network service in the rural areas.
- ✓ Increase the number of service stations.
- ✓ Increase the team speed and recruit more smart people at service stations.
- ✓ Establish Grameenphone service center in the remote areas.
- ✓ Introduce special package for the farmers.

CHAPTER 4

RECOMMENDATION

4.1 Recommendation

There is a tuff competition in the telecommunication industry of Bangladesh. Customers have a variety of alternative option to choose among the operators. Every operator is trying to give their best services and innovating new techniques to sustain their existing customer and attract the new customers. GP can adopt these following recommendations in order to improve.

- **Network coverage:** Network coverage is one of the most important factors behind choosing an operator. From the findings of this study we can see that 36% of customers of Dinajpur district are satisfied with the network coverage. But in the remote areas network is weak.
- **Call Rate:** Customers are not satisfied with the call charge of GP. This is perhaps the main reason behind customers' switching to other mobile operators. So GP should reduce its call charge.
- **Pulse facility:** GP should focus on its pulse facility also to compete with others as we found from this study, people of Dinajpur are neutral about this facility.
- **T&T facility:** Many customers have land phone also. So to satisfy them GP can improve their connection with land phone also.
- **Friend & Family Number:** Other operators providing more F&F numbers than GP .So, it should focus on that.
- **Internet & GPRS connection:** Internet & GPRS connection of GP service is not so good. The speed of this service is also good. Maximum customer are satisfied.
- **SMS and Voice Mail Services:** These services should be increased, especially for students.
- **Flexi load and Balance Transfer Facility:** GP should work on the flexiload and balance transfer facility of Dinajpur district.

- **Image of the company:** Image of the company depends on the companies overall performance. When the mobile operators of the entire world are introducing new techniques to satisfy customers; GP should keep abreast with them by providing services like, TV and Radio facility, ring tone, logo, screen saver download facility etc.
- **Free talk time and bonus facility:** Customers of Dinajpur are not satisfied with the free talk time and bonus facility of GP. Other operators are providing customers with these facilities and they easily attract customers. Therefore GP may loose their customer, if they do not take necessary steps.
- **Service station** of GP should be increased in the Dinajpur district. The customer care people should be more cordial and efficient in proving service at less time.

4.2 Conclusion

The customer is the main stream of sales oriented services. The success of such companies largely depends on the on satisfaction of customers. At present in Bangladesh , customer satisfaction is the main factor to choose the best alternative and increase the market share in the complex business environment of mobile phone. This study has been conducted for measuring customer satisfaction towards existing attributes of Grameenphone in Dinajpur district of Bangladesh. This model has been applied for fifteen factors or attributes for each. The customers have shown maximum satisfaction on the network coverage of Grameenphone. Average subscribers are also satisfied with the customer care service, image of the company, and price of the SIM card of Grameenphone. Maximum customers are neutral at the other attributes measured at this study. Dissatisfaction factors are call charge and free talk time and bonus facility. So, Grameenphone should give much effort on the dissatisfaction factors and neutral factors to sustain as a market leader in the telecommunication industry.

REFERENCES

Bangladesh Telecommunication Regulatory Commission (BTRC). htm

Divisional Annual Report (Customer Management Division); Grameenphone Ltd. March – 2015.

Gupta, S.P. and Gupta M.P. 2007. Business Statistics, fourteenth edition, 2006-2007.

Hossain, Enayet, 2005. "Measuring customer attitude for high involvement product: A look at the impact of brand attributes." *Journal of Business Administration*, 31: 1&2.

Kotler Philip & Armstrong Gary, 2004. Principles of Marketing, Pearson Prentice Hall, 10th edition.

Mittal, Vikas, Willium T. Toss, Jr. and Patrick M. Balasare, 1998. "The Asymmetric Impact of Negative and Positive Attribute Level Performance on Overall Satisfaction and Repurchase Intentions," *Journal of Marketing*, 2(5): 25-27.

Nuruzzaman and Kalam Abul, 2008. Measuring customer satisfaction towards the mobile phone services in Bangladesh- A comparative study between Grameenphone and Banglalink, Global academy of business and economy research in Thailand.

Newsletter of Grameenphone Ltd.

Websites:

- <http://internet.grameenphone.com/>
- <http://internet.grameenphone.com/information>
- www.thefinancialexpress-bd.com
- www.enterpriseinnovation.net
- www.marketresearch.com
- <http://sundaytimes.lk/090712/FinancialTimes/ft323.html> [accessed 30 April 2010]
- <http://www.chemonics.com/projects/content/GCash.pdf> [accessed 13 Jun 2010]
- www.philadelphiafed.org/pcc/papers/2008 [accessed 10 May 2010]
- www.iiste.org ISSN 2224-5758 (print) ISSN 2224-896X (online) Vol.1, No.6, 2011
- <http://www.thedailystar.net/newDesign/news-details.php?nid=195176>
- http://externo.casafrika.es/aeo/pdf/english/overview_part_2_09_aeo_09.pdf
[accessed 30 March 2010]

Sample questionnaire

Dear Respondent,

I am going to conduct a study on "Measuring the customer satisfaction level towards existing attributes of Grameen Phone (A study on Dinajpur District). The findings of the study will help me as well as marketing practitioner to identify the factors that satisfy or dissatisfy the customer. Your participation is extremely important to assess the general issues related to mobile phone services. The answer will only be used for my academic purpose.

With the Best Regards

Md. Mosharaf Hossain

MBA (Evening)

Faculty of Postgraduate Studies

HSTU, Dinajpur

Personal Information (Please tick/write where it's Necessary)

1. Your Profession: (a) Student, (b) Private Service, (c) Public Service, (d) Business, (e) Others.
 2. Your age: (a) Less than 25 (b) 25-29 (c) 30-34 (d) 35-39 (e) 40-44 (f) 45-49 (g) Above-50.
 3. Gender: You are; (1) Male (2) Female
 4. You/your parents monthly income: (a) Less than Tk. 10,000 (b) 10,000-20,000 (c) 20,000-30,000 (d) More than 30,000
 5. Education: (a) Primary school (b) High school (c) College (d) University
- You are from (Division): (a) Dhaka (b) Chittagong (c) Rajshahi (d) Khulna (e) Sylhet (f) Barisal (g) Rangpur

General information Related to mobile phone services in Bangladesh

1. Which mobile operators generally do you use?

(a) GP (b) Banglalink (c) Aktel (Robi) (d) City cell (e) Tale talk (f) Others

2. Please mention some mobile operators in Bangladesh.

.....

3. How strongly do you believe that good inanimate environment of customer care service station enhance the image of the company?

Very Strongly Believe Strongly Believe Believe Neutral
 Disbelieve Strongly disbelieve Very strongly disbelieve

4. What is your opinion about the customer care service station of Grameen Phone in Dinajpur Town?

Extremely Good Very Good Good Neither Good nor Bad
 Bad Very Bad Extremely Bad

5. Please give any suggestion to improve the services of Grameen phone in Dinajpur District in Bangladesh.

Do you use the Grameen Phone? Yes No

If your answer is yes then please mention your satisfaction level towards the below factors of Grameen Phone carefully by using tick (✓) mark:

Factors / Attributes	Not at all	Very	Dissatisfy	Neutral	Satisfy	Very	Highly
	Satisfy	Dissatisfy				Satisfy	Satisfy
1. Good Network Coverage							
2. Low Call Rate							
3. Pulse Facility							
4. T& T Facility							
5. Friends & Family Number (F&F)							
6. Internet and GPRS Connection							
7. SMS and Voice Mail Service							
8. Flexi load and Balance Transfer Facility							

Factors / Attributes	Not at all	Very	Dissatisfy	Neutral	Satisfy	Very	Highly
	Satisfy	Dissatisfy				Satisfy	Satisfy
9. Image of the Company							
10. TV and Radio Facility							
11. Customer Care Service							
12. Ring tone, Logo and screen saver down Load facility							
13. Low Price of Sim Card							
14. Free Talk Time and Bonus Facility							
15. Bill Payment System							

.....

Thank you, very much for your cordiale cooperation.

Respondents Signature