

**Internship Report On**

**Execution of Salesforce Automation: An Example from** **Robi Axiata Limited**

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Acknowledgement

Reporting on the successful completion of the internship is a very significant component of BBA. This report was assigned to represent my teaching and I express my appreciation to the following organizations and people with excellent enjoyment.

First of all, I would like to thank United International University and the UIU School of Business and Economics for enlightening me during my BBA. Because of all their teachings, every UIU School of Business and Economics teacher gets my biggest honour.

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My thanks go to Robi Axiata Limited for selecting me as an intern in their organization, which helped me learn a lot about corporate culture in a highly competitive market. I would like to thank Md. Anwar Asad, Manager, Channel Operations at Robi Axiata, who is also my line managers. I have to devote a great deal of reverence to my other team member, Md. Saiful Islam Tareq, Channel Operations Specialist. Since the day I joined, all of my line executives have been highly friendly, helpful and hopeful with my attempts and me. In addition, I would like to express my heartfelt appreciation to all the employees of the department of Channel Operations, Market Operations, who has always been very supportive of me and motivated me to operate creatively.

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August 26, 2019

Dr. Md. Shariful Alam

Associate Professor

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United City, Madani Avenue, Dhaka 1212

Subject: Submission of internship report on Robi Axiata Limited

Dear Sir,

This is to inform you that I have completed the report on “Execution of Salesforce Automation: An Example from Robi Axiata Limited” for the trimester of summer 2019.

I followed the guidance you gave me on your counselling hour in writing this report and also implemented appropriate ideas which I learned throughout my multiple academic marketing courses. In this study, I have described the implementation and outcomes of the findings and analysis. All the data given in this study is evaluated, although some data and references from distinct sources have been taken to improve this study.

Finally, I would like to convey my appreciation for your supportive ideas and kind consideration throughout the internship period.

Sincerely Yours,

\_\_\_\_\_\_\_\_\_\_\_\_\_

Aleya Sultana Alo

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Executive Summary

This report is originally meant to evaluate whether the application of Robi Axiata Limited's Salesforce Automation is an efficient step. Robi Axiata Limited, Bangladesh's leading supplier of telecommunications services, has always been at the forefront of innovation. Robi Axiata has chosen to take benefit of an automation system that is restricted in use in the nation in order to remain competitive in a difficult setting. With the assistance of an Android-based implementation, this instrument, known as Salesforce Automation, enables the sales process to be almost fully automated. The primary objective behind going forward with such a tool is to monitor Robi's sales teams and products and services performance. This tool also makes it possible for staff to be more productive, whether in the field, making sales calls or in the office, producing reports and making critical choices. The Sales Force Automation (SFA) tool is separated into three levels. They are the application, database, and server. All these three levels combined help the employees of Robi automate the marketing side of sales, reporting, and evaluation. SFA's success for Robi eventually relies on the company's staff accepting and adopting this technology. It is therefore essential that the various teams be carefully educated with regard to the use of the platform, as well as the advantages they and the organization as a whole can obtain from the correct use of such an innovative tool.

# Chapter 1: Introduction

This internship is a part of the Bachelor of Business Administration (BBA) program which provides students with on-the-job experience. The theoretical understanding is not the same theme as practical practice. When it can be used in the practical field, theoretical knowledge is satisfied. The objective of this internship is to use one's theoretical understanding of practice areas. Thus the internship is a pragmatic application of understanding and the realization of practical experience by participating in different and distinct job industries. That's why UIU School of Business and Economics of United International University, also includes the internship program in BBA's curriculum. At Robi Axiata Limited, I conducted my four-month internship. Bangladesh's telecommunications industry is one of the country's influential industries and Robi Axiata has made me understand many of the fundamental criteria needed to succeed in this business.

## 1.1 Origin of the Report

There are 123 credits in the BBA curriculum. The BBA student must join a formal workplace at the end of all the theoretical classes to finish the final three credits. The student is hired in a workplace for three/four months and imparts his / her theoretical company understanding in his / her duties and gathers professional data and practical experience. The student writes a report with his academic advisor on the basis of a previously decided subject at the end of the internship period and submits it to the adviser.

The selected topic for this report is the Execution of Salesforce Automation at Robi Axiata Limited, which was the project given to me at the beginning of my internship. The report is submitted to both Robi Axiata's supervisor and UIU's faculty member, overlooking the internship advisory.

## 1.2 Objective of the Report

In Bangladesh, Salesforce Automation is a relatively fresh technology to be introduced. The aim of this study is to analyze the unique elements of Salesforce Automation (SFA) and how Robi is incorporating such technology into the sales process that has already been established. The study describes factors such as

* The operational infrastructure of SFA
* The technology used to implement the new tool
* Training of sales staff to fully utilize SFA
* Internal strengths and weaknesses of Robi when implementing SFA
* External opportunities and threats when dealing with such a new technology

## 1.3 Methodology of the Report

The information gathered from a combination of major and minor resources to compile this report.

The primary source of data was interviewing members of the Channel Operations team who participated in the Sales Force Automation program. The majority of data came from the Channel Operations Manager, Md. Anwar Asad. He delivered comprehensive data about the technology being introduced and Robi Axiata's entire distribution strategy. He also specified the value at the moment of such a technology.

Other team members such as Md. Saiful Islam Tareq, Specialist, and Md. Anwar Asad, Manager, provided me with major application data. I had a positive perspective on the SFA project by interviewing them.

Secondary data on the Bangladesh telecommunications industry's sector and market structure, Bangladesh's general economic pattern were taken from the BTRC website, and Robi Axiata's history, products, and accomplishments were collected from the official Robi Axiata website.

## 1.4 Scope of the Report

Robi Axiata's market operations division is the company's big, multi-functional wing dealing with distribution, retailer management, sales, and many other activities. However, within the market operations division, the scope of this study was restricted to the channel operations department. This is where the subject at hand has been carefully monitored and applied. At this department, the team members had the strongest understanding of the subject matter and were able to provide appropriate data.

## 1.5 Limitations of the Report

Although the intention was to provide a flawless report, there were some constraints that led the report to lapse. Because of these constraints, the data given in this study and the research conducted are incomplete. The constraints of this report include the following:

* The project is carried out primarily by third-party suppliers so that data gaps exist
* Sensitive technology data has not been given since Robi operates in an extremely competitive sector
* Robi Axiata employees operate under extreme stress and are not always in a position to provide interns with adequate resources
* Sometimes the server gets down due to a heavy amount of data transfer

# Chapter 2: Overview of the Telecommunication Industry in Bangladesh

Bangladesh is a quickly emerging market-based economy and this nation still attracts a big pool of prospective investors, despite all the political and economic barriers. Bangladesh has experienced fast structural changes over the years and has greatly enhanced its infrastructural growth. The low tariff levels and the decreased entry and exit barriers in this nation have resulted in this tiny but quickly developing nation attracting many worldwide known investors. The mobile ecosystem contributed 6.2 percent to Bangladesh's GDP in 2017 or around $13 billion in economic value. This figure includes the immediate financial effect of mobile operators and the wider ecosystem, as well as the indirect effect and increased productivity resulting from the use of mobile technologies. Goldman Sachs and a D-8 member list Bangladesh in the Next-Eleven. These factors have contributed to the fact that many foreign investors are aiming at investing in Bangladesh's RMG, Infrastructure and Telecommunications sector. More than 760,000 people in Bangladesh also received formal and informal employment from the mobile ecosystem. It made a substantial contribution to public sector activity financing in 2017, surpassing $2 billion. Over 30 percent of employees have been established directly in the ecosystem, while the remainder has been produced indirectly in other industries as a consequence of input consumption produced by the mobile industry.

Bangladesh's majority of subscribers use their mobile phones primarily for fundamental voice and SMS services. Because of this low level of commitment, the nation produces one of the smallest ARPU subscribers in the globe at $2.9, considerably below the averages of $10.4 and $14.6 respectively for the Asia Pacific and the world, restricting operators ' capacity to make the necessary shift to mobile broadband techniques. However, Bangladesh's slow transition to mobile broadband technologies such as 3G and 4G was the consequence of timing delays. Both the 3G and 4G spectrum auctions were subject to various delays, which took place respectively in September 2013 and February 2018, making Bangladesh one of the last nations in South Asia to award technology permits.

Bangladesh's telecommunications industry is quickly evolving into a market hub complete of local and international investment opportunities. This industry is quickly increasing, unlike most other nations, and has not yet reached maturity level. At the end of 2017, with 85 million unique phone subscribers, Bangladesh became the third biggest phone market in the Asia Pacific and ninth biggest in the globe. Subscribers owned an average of 1.7 SIM cards for a total of 145 million connections and 87% penetration of connections.

Currently, there are four telecommunication companies in Bangladesh. These are:

1. Grameenphone/Telenor Bangladesh Ltd. Branded as Grameenphone.
2. Orascom Telecom Ltd. Branded as Banglalink.
3. Axiata Bangladesh Ltd. Branded as Robi
4. Teletalk Bangladesh Ltd. Branded as Teletalk.

After the merger of Robi (Axiata) with Airtel (Bharti Airtel), which produced the second-biggest carrier by the number of links, Bangladesh's mobile industry underwent its first significant expansion in the country in 2016. Grameenphone retained 46% of complete links at the end of 2017, followed by Robi (28%), Banglalink (23%) and Teletalk (3%). Since the final quarter of 2016, Citycell (Pacific Bangladesh) based in CDMA was efficiently closed; the BTRC suspended its working permit owing to non-payment of duties.

In Bangladesh, a low-consumption basket (500 MB of data)'s the complete cost of mobile ownership (TCMO) reflects 4.9 percent of those individuals ' monthly revenue within the bottom 20 percent revenue group, just below the 5 percent affordability limit proposed by the UN Broadband Commission (UNBC). Promoting and expanding connectivity has the ability to bring important social and economic advantages and address some of the problems as Bangladesh advances towards a digital society. Therefore, recognizing that the dynamics of the mobile sector have developed in latest years is essential for the regulatory and legal setting.

During the mid-2000s, the sector began to experience fast development in the number of subscribers and special subscribers, and as the cost of mobile devices and call rates fell, the number of unique subscribers increased.

# Chapter 3: Robi Axiata Limited – The Organization

## 3.1 Introduction

Robi Axiata Limited (Robi) is a Malaysian-based subsidiary of the Asian telecommunications giant, Axiata Group Berhad. Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc. are other shareholders in the organization. As of the end of December 2018, Robi is Bangladesh's second-largest mobile network operator with 46.88 million subscribers. The business began operating with the brand name ' Aktel' as Telekom Malaysia International (Bangladesh) in 1997. It was rebranded as' Robi' in 2010, and its name was changed to Robi Axiata Limited.

Robi Axiata Limited (Robi) launched its commercial operation on 16 November 2016 following the merger with Airtel Bangladesh. As of now, this is the country's largest-ever combination and the first-ever combination in Bangladesh's mobile telecom industry.

Robi was the country's first operator to introduce GPRS services and 3.5 G services. It is the first company to launch 4.5 G service throughout the country's 64 districts. Indeed, on the first day of Robi's commercial launch of the service on 20 February 2018, this landmark milestone was accomplished. By the end of 2018, Robi established the country's largest 4.5 G network with almost 7,400 locations covering 99% of the country's locations.

## 3.2 History

As a joint venture between Telekom Malaysia and AK Khan and Company, Robi Axiata Limited began. It was previously known as Telekom Malaysia International Bangladesh Limited, which began activities with the brand name ' AKTEL' in Bangladesh in 1997. AK Khan and Company exited the company in 2008 by selling their 30 percent stake for US$ 350 million to Japan's NTT Docomo.

'AKTEL' was rebranded as ' Robi ' on March 28, 2010, meaning Sun in Bengali. It also took Axiata Group's parent business logo, which in 2009 also underwent a significant rebranding. After a five-year existence in 2013, Docomo decreased its ownership by 92% to 8% for Axiata.

It was announced on January 28, 2016, in the first quarter of 2016, Robi Axiata and Airtel Bangladesh were merged. To serve about 40 million subscribers coupled by both networks, the merged entity will be called Robi. Axiata Group owns 68.3% of the share, while Bharti Group owns 25% of the share. NTT Docomo will own the remaining stocks. Lastly, on November 16, 2016, Robi and Airtel merged and Robi set sail as the merged business.

## 3.3 Product and Service offerings

Robi provides a broad variety of products that include prepaid and postpaid packages that provide flexibility for clients to choose one that fits their preferences.

Recently, Robi has streamlined its prepaid offer to make it easier for its clients to select a package that best suits their requirements. The prepayments offered by Robi are mentioned below.

For its post-paid package, Robi offers two universal packages, which simplify things, even more for its customers. Along with individual sim-card offerings, Robi is able to customize its post-paid packages for corporate contracts to better suit company-specific needs.

Along with these mobile packages, Robi is the first company to launch GPRS 3.5 G and 4.5 G service throughout the country's 64 district offices. Indeed, on the first day of Robi's commercial launch of the service on 20 February 2018, this landmark milestone was accomplished.

Robi has a riches of digital services portfolios. Starting with the services of mobile banking, it offers many mCommerce services such as online ticketing platform-bdtickets.com, online shopping platform-shop.robi.com.bd, Robi Cloud Service, Vehicle Tracking System-Tracker, digital publicity platform-adjustment, online recharge platform-recharge plus. The organization also hosts the leading platform for digital advertising sharing of knowledge- re.con.

The company has introduced numerous first of its kind digital services in the country and has invested heavily in mobile financial services for underserved rural and semi-urban communities. Supported by a powerful corporate governance structure, its staff tackle every challenge with ' I can, I will ' attitude and ' uncompromising honesty ' while placing ' client ' at the core of all its business.

In addition, Robi offers many value-added services (VAS) for its customers such as

* SMS and Messaging
* Goon Goon (caller ring back tone)
* Circle - a unique, mobile-centric, SMS-based social network
* Balance Transfer – Both, prepaid and postpaid customers can transfer a balance from their Robi account to any Robi number
* BIMA Life Insurance – Robi prepaid subscribers can register for BIMA Islamic Life Insurance and can earn insurance coverage depending on their airtime usage.

## 3.4 Operational Network Organogram

Robi Axiata Ltd. has a meticulously structured tall organogram, which allows each division to work independently within the guidelines set by the top management.

The organogram hierarchy is as follows:

**Managing Director & CEO**

**MR. Mahtab Uddin Ahmed**

**CCO**

**MR. Pradeep Shrivastava**

**CFO**

**MR. Roni Tohme**

**CHRO**

**Md. Faisal Imtiaz Khan**

**CTO**

**MR. Medhat El Husseiny**

**Executive Vice Presidents**

**Country Heads**

**Vice Presidents**

**Assistant Managers**

**General Managers**

**Managers**

**Specialists**

**Senior Assistants**

**Junior Assistants**

**Senior Officers**

**Junior Officers**

## 3.5 Principles & Purpose

Robi Axiata Ltd. is guided by three guiding principles. These principles define the company’s purpose and direct its employees in the right direction. The three principles are as follows:

**Uncompromising Integrity**

* We will be legally, ethically, and morally correct.
* Our conduct will be fair and honest.
* We will listen, seek understanding and encourage open dialogue.
* We will be passionate about pursuing our beliefs
* We will treat others with dignity, valuing and benefiting from diversity
* We will be accountable for our actions and behaviours on fellow employees, customers, shareholders, and the communities in which we operate.
* We will be courageous in sharing our work and bold to learn and improve from our
* mistakes
* We will adhere to our Code of Conduct, protect and uphold it.

**The Customer at the Centre**

* We will be customer-centric delivering their needs in terms of value, quality and satisfaction.
* Our customer focus will be unrelenting in creating a positive experience, at every point of interface, sale and post-sale.
* Simplicity will be the key for the customer to learn about us, buy from us, and get support from us whenever, wherever.
* We will strive for continuous innovative solutions in every sphere of our work.
* We will engage with the customers to know their demands and design our actions to care for them better than our competitors can.
* We will not be distracted from creating and providing value for our customers.

**I Can, I Will**

* Ensure our efforts produce desired results.
* Seize opportunities at the right time and execute them on time.
* Go beyond our scope, strive for and achieve excellence.
* Do what it takes to ensure delivery of results not waiting for delegation.
* Go that extra mile, setting ambitious goals to ensure our efforts bring success.
* Have the courage to say and do what it takes in order to ensure success

# Chapter 4: Job Overview

## 4.1 Designation - Intern at Channel Operations (Market Operations)

I was appointed as an intern in the Channel Operations Division, part of the Market Operations Division, which is responsible for managing the distribution and retail distribution of all Robi Axiata products, both tangible and intangible. This department deals with the Bangladesh-wide distribution of HUBs and distributors, ensuring clients have access to all Robi Axiata products. Essentially, the department of Channel Operations is the cornerstone of the whole organization. This department deals with the distribution of HUBs and distributors across Bangladesh to ensure that customers have access to all Robi Axiata products. Essentially, the channel operations department is the cornerstone of the organization as a whole.

## 4.2 Specific Responsibilities

The department to which I was assigned had many tasks, there at all times kept everyone on their toes. By the end of my internship, I was able to cover many of the smaller assignments in the Channel Operations department that took up a lot of time from the experts. The duties I was given were as follows:

* Registering distributors in all areas–Requests from fresh stores that wished to become retailers selling Robi's goods like scratch cards, simple load recharge, information cards and sim cards would be available every day. Information from the distributors has been updated in an internet sales tracking software called the STS Online. I was consigned to verify the validity of the request by checking the data provided by each retailer, such as national ID information and trade license. To get them to begin their activities, it was my duty to approve all the applications.
* Retagging more than 7,000 distributors into fresh HUB distribution – As Robi is a rapidly increasing business, it was necessary to break down current HUB distribution into smaller HUBs. For this reason, the fresh distribution routes had to retag all its distributors. I retagged over 7,000 distributors with 3 other experts from my department to these new HUBs using the STS Online Server. It took the whole process a month to finish.
* Conduct surveys for different purposes – I have been assigned to conduct telephone and field surveys to obtain assorted data. For the following reasons, some of these studies were:
* Find out why some badly performing regions compared to a wise month comparison – I was in charge of calling 120 area executives to evaluate why specific thana's performed badly in their region.
* Evaluate how well distributors coordinated with the DSR (Distribution Sales Representative) to attain objectives for certain campaigns, such as the Uthsob+ campaign – I had to call 300 distributors and ask them if they knew about the campaign and if they tried hard enough to accomplish their goals.
* Evaluate how the goods of Robi were doing on the market – conducted field studies, asking distributors about the demand for various telecom service suppliers.
* Remove Easy Load choices from certain numbers–Area executives from various areas would send numbers lists to remove the Easy Load loan transfer option. The quantity would be 500 on average. I would receive the list and use the Robi Easy Load server to delete it. It would take about an hour to delete a hundred alternatives for figures. I reduced the time to 25 minutes by the end of my internship period.

## 4.3 Different Aspects Of Job Performance

Since the distributors of Robi are working continuously during office hours, it was essential to finish as rapidly as possible every job allocated to me. There was always a time limit for each assignment for this purpose. For example, I had to first suspend a phone number when deleting the Easy Load option in order to convert that number to a regular sim without the Easy Load option. I had to calculate the amount of time it would take for the Easy Load dump server to suspend and transfer the numbers. If I suspended too many numbers at once, reactivating without the Easy Load option would take a lot of time for many of those numbers. I had to operate in a timely way to maintain activities smooth, which meant not only acting fast but also calculating the precise quantity of job that had to be performed.

My executives emphasized the significance of time during my time at Robi Axiata. This is due to the nature of the department's job. That's why it was essential for me to always get into the office before 10:00 am and leave well after 6:30 pm, which was Robi's standard working hours.

## 4.4 Critical observations and recommendation

As an intern at Robi, I had the opportunity to look deeply into the activities of the company from the view of an outsider. What I noticed during the four months I was there was that while the human resources are working hard to attain the company's goals, technology does not allow them to function at a constant rate. I have observed many times that tasks can not be finished due to the maintenance of the server.

If Robi redesigned its software to allow tasks to be carried out in batches rather than separately, it would be useful for its staff. This would save a lot of time and enable team members to accelerate the entire process of working.

Another part of the job noticed in Robi was the obsolete use of electronic gadgets. For example, most laptops were still running as their default browser Windows 7 and Internet Explorer. Robi is attempting hard to push its retailers with fresh techniques but is not supplying its own staff with the recent technology. It would be better if Robi were able to provide their staff with recent technology.

Microsoft's software presently used for internal communications is Lync, which is based on an obsolete Instant Messaging Platform. Instead, Robi could begin to use BaseCamp, a leading, open-source project management and collaboration tool that enables quicker communications.

It would be wise for Robi to update its newly established mobile app R-Hive to monitor employee performance, allowing its staff to not always rely on a laptop computer to perform duties like email correspondence, file transfer, download reports, etc.

# Chapter 5: Project – Sales Force Automation

## 5.1 Overview

Sales Force Automation (SFA), abbreviated SFA, is a software method used to automate sales company duties, including order processing, contact management, data sharing, inventory monitoring and control, order tracking, customer management, sales forecast analysis and employee performance assessment. SFA is frequently used interchangeably with CRM, but CRM does not necessarily mean sales task automation.

Salesforce automation (SFA) software helps the businesses to keep track of the customers as well as the retailers. Through this software, the interaction is improved. The software is often called the Sales Automation System or Customer Relations Management. The SFA system of Robi plays a significant role in keeping records of all the customer and retailer information.

SFA packages typically include Email Package, Customizable package and Web-based database. This helps to reduce the programming demand of the client by the three-tiered architecture system. Users can customize their package by a User-based Module System.

Oracle released a free CRM software package in August 2001, OracleSalesOnline.com which makes information - such as contacts. Performance tracking, schedule available online that is made up into the database. The package is designed for the mobile workforces ranging from medium to high. Online Staff training is also included in Oracle.

## 5.2 Objectives of the Study

In this competitive market arena, it is important to stay updated on what other competitors are doing. The telecom industry in Bangladesh is booming now, so it is important for Robi to track other competitors movement so that they can stay ahead of the competition. Tracking is important in three main sectors. They are:

1. Sales Transactions –Robi’s sales operation is highly responsible for understanding the product condition in the market; how the product is doing basically in the market. SFA of Robi allows the team to take a quick overview of the overall sales transaction and makes it easier to track information. By doing this SFA is making life easier for both the retailer and distributor along with the management. The need for manual records are reducing day by day.
2. Performance – Robi is continuously developing its product according to the demand and needs of their target customers. It is necessary to keep on track of the products if any alteration is needed or not. SFA plays a significant role to track the performances of this product.
Distributor and retailers performance evaluation are also required to identify the product performance. SFA allows the management to download the report of the retailers and distributors and give a look at the overall market condition.

As throughout the year, many campaigns are launched from Robi so it is also important to look after those campaigns as well. SFA gives the management that authority to check the progress of those campaigns also.

1. Market Survey –While the DSR’s are on the market visit, the SFA software of Robi allows the management to look after the DSR visiting. These include- any changes in consumer behaviour, product availability issue or any sort of information regarding the products. Managers are able to get a real-time checking through the software SFA which made their life easier.

## 5.3 Methodology of the Study

A platform for Sales Automation is being created at first to carry out the whole process. A third party looks after into this matter. The software has three tiers to it. 1) The Server, 2) the Database, and 3) the Application. The server is referred to a platform which is web-based that links the app to the database, which gives the real-time update.

Let’s look at Robi’s supply chain to get a better understanding of the whole process. A diagram is shown below:



Robi

Distribution HUB

DSR

Route

Retailers

All of the products of Robi including both the tangible and intangible are sent to the different distributor's HUB from where the product is collected by the DSR’s and those are distributed among the retailers all over the country. The DSR is the key person here because he creates the link between the Robi and the retailers.

All the DSR’s of the Robi are assigned with daily, weekly and monthly target depending upon the condition of the market. DSR’s are responsible for collecting products of Robi such as- scratch cards, sim cards, data packs and all. A single distribution HUB has 5 distributor sales representatives who are responsible for managing 20 retailers each. Based on the proximity of the retailers, they are divided into different routes. It is difficult to visit each of the areas daily once, so to make it easy they visit the stores on a route basis. It can be on a daily basis, or weekly once or twice basis.

DSR’s receive target for each of the period. The target is to sell products in a minimum number or unit. According to the target, the DSR’s make their strategy to fulfill those targets.

Things were very complicated before the implementation of SFA software. Everything was done manually. But the introduction of SFA made it easier for the parties.

## 5.4 Limitations of the Study

Robi's Sales Force Automation scheme has a working model. The model is not yet ideal to some extent and Robi is working hard to recognize design faults and to get rid of them rapidly. Robi's Sales Force Automation program's significant restriction includes:

* Sales staff reluctant to change – Sales Force Automation is a relatively new technology in Bangladesh and is very different from what the sales staff has been used to for so many years. The adoption of this technology will be slow, which could limit the program to reach its full potential.
* Reliability of the network – Data-intensive SFA alternatives. A number of distinct tables sometimes join queries and reports, which can tax database and server applications. If not fitted with enough Internet bandwidth, systems can be slow. Slow response time is intolerable from their view, particularly in the sector for a salesperson, and will hamper sales attempts. Robi's network coverage is powerful. There are still places, though, where coverage is weak. This means that, due to a lack of Internet connectivity, there may be times when information can not be recorded.
* Android Operating System Dependency – The app that was created for Robi's SFA only runs on Android OS 4.4 and above, meaning that anyone needing access to it will be able to access a relatively fresh smartphone running the operating system must be used for this application. If this is forced on sales staff, their budget could take a toll.
* Lack of training – Since this is a totally fresh sales technique for employees, they may encounter problems while making a sales call on the ground. This could hamper and demotivate sales in order to attain their goal.

# Chapter 6: Automation of the Robi Salesforce

## 6.1 The Application

Robi created an Android app to implement SFA. The sales representative can inspect objectives with this app installed on the smartphone of a DSR; decide on paths and process transactions. The app's interface is straightforward, where the DSR can log into their account by typing their mobile number and password allocated to them.

Once logged in, the DSR can select from a variety of alternatives such as regular objectives, routes, inventory of distributors, retailer list, etc. It will be the course of action. The app enables DSR to obtain real-time information on certain items including Periodic Targets

* + Distribution HUB inventory
	+ Total sales completed at any given period

The app eliminates the need for manual invoicing as the entire process is done through the software. NFC technology is used to record products collected from the Distribution HUBs and sold to retailers.

### 6.1.1 NFC – Communication close to the field

NFC stands for Near-Field Communication, enabling phones, tablets and laptops to share information with other devices equipped with NFC. The technology developed from the technology of RFID. In contrast to Bluetooth, To transfer information, NFC does not involve any type of manual pairing or device discovery. When another NFC device enters that four-inch range, a link is beginning automatically with NFC. The two phones interact and send prompts to the user instantly once in range. NFC has enormous potential.

## 6.2 SFA Process

The DSR can perform many duties throughout the day through the app. A typical DSR day with the Robi Sales Force Automation app will look like this:

* A notification will come on the mobile device of the DSR, which will give it the day's aim.
* Upon arrival at the Distribution HUB, it will be able to physically retrieve the goods and record all of them using NFC technology in the software. The DSR will have to take its smartphone to the product range of NFC tags. This will allow him to record in his account the allocated inventory.
* The DSR will be able to see from the mobile app what path to visit that day and the list of distributors along that path.
* Once with a retailer, the DSR scans the NFC tag on the retailer's ID card to collect all retailer data, beginning with transaction history, prior stock documents, complete sales to point and proposed goods for sale.
* Sales will also take place via the app. After recognition of the distributors NFC tag, the DSR will navigate to the sales transaction choice. Then he will insert sums next to each of the products that he will sell to that specific retailer, all of which will be reported to the database in real-time.
* As the DSR passes from distributor to distributor, with each purchase, it will be able to see its sales goal for the period and also how near it is to it. This will motivate the DSR to continue moving forward until the goal is reached.

### 6.2.1 Identifiable sales force management processes

* Setting targets and objectives based on inputs (usually via a command center)
* Assigning factors responsible for achieving objectives
* Control processes for ensuring objectives are being achieved within
* a given time frame
* a given constrained context (customers and/or markets)
* System management to handle uncertain environments

Usually, the method begins with particular sales objectives. The command center analyzes the inputs and outputs from a modelled method of control and the sales force. The control method allows the sales force to set performance norms, measure real performance, compare measured performance to set norms, and take corrective action. Based on the general process, sales executives adjust their behaviour.

The following metrics are introduced apart from the control phase:

* Time management – Accurately measures the tasks and the fraction of time needed for each task.
* Call management – Plan for customer interaction accounts for the fraction of command center reps that comply with the process and have successful calls.
* Opportunity management – if the process is followed correctly then a sales opportunity exists. The fraction of command center reps that use the tools, comply with the objective are all measured.
* Account management – For multiple opportunities with a customer the account is measured by the tools, process, and objectives.
* Territory management – For monitoring the account, the territory is measured by the number of account reps and prospective versus active customers.
* Sales Force management – Process includes training, IT systems, control, coaching, and is shared across several people and departments.

### 6.2.2 Components of sales-force automation systems

Automation systems for sales-force differ in their capacity. Depending on the data an organization requires, they can differ. The implementation also has consequences depending on the size, organization rollup, fresh system request, sales procedures, and a number of customers of an organization.

Services may fall into one of two classifications, depending on demands:

* on-premises software
* on-demand (hosted) software

The client manages and purchases the application using on-site software. Software on-site has certain benefits and disadvantages. The on-premises disadvantage is the software's greater cost along with maintenance. For some who use extra procedures outside of the ordinary box solution, customization is also required. Time is a consideration as well. Many implementations of on-site software take longer-along with countless sessions of testing and training. The general benefit of on-site software is general investment return. It becomes more cost-effective to use the request for three to five years. Another benefit may rely on the quantity of information. Data limitations are based on the storage size of local hardware with on-demand constraints, but with on-premises.

CRM is a system that manages in a single container all the information of its customers, customers and other company associates. CRM with cloud computing enables companies to maintain their customers ' stature from every corner.

Several instruments can help automate sales. Salesforce.com, Microsoft Dynamics CRM, SAP AG, Oracle are the biggest suppliers

### 6.2.3 Mobile sales force automation application

There are always a lot of sales executives on the go. Smartphone development has reignited the development of automation systems for the mobile sales force. Most IT departments are conscious of the need for comprehensive testing to adopt fresh skills. Despite the time it takes to test such a new product, the sales department will pay off in the future. Smartphones appeal to salespeople as they are simple to perform and simple to use, display attractive interface design, touch screens and quick wireless network capabilities. By 2011, more than 55 percent of the global 2000 organization will implement mobile SFA project, and new smartphone platforms, such as Apple's iOS and Google's Android, point to a future of growing device selection and sales force support diversity. When implementing the mobile sales force automation application or during the first phase of the life cycle of systems development, project teams will need to assess how forward-looking solutions include mobile devices, software and support infrastructure. carrier services are packaged to deliver optimal system usability, manageability and integrative abilities, as well as scalability, reliability and performance.

### 6.2.4 Advantages

#### 6.2.4.1 Marketing manager

* Understanding an industry's financial framework Identifying market segments.
* Target market identification.Location of the best customers.
* Marketing research on the development of key customer profiles (demographic, psychographic and behavioural)
* Understanding rivals and their products.
* Development of fresh products.
* Establish processes for environmental scanning to identify possibilities and threats.
* Understanding the strengths and weaknesses of one company.
* Auditing a brand's customer experience in
* Developing marketing strategies for each of the products using price, product, distribution and promotion variables in the marketing mix.
* The sales function is coordinated with the other portion
* Create a competitive advantage that is sustainable.
* Understanding where brands are supposed to be in the future and offering an empirical foundation for frequently writing marketing plans to assist get there.
* Entering feedback systems to support the monitoring and adjustment of the process

#### 6.2.4.2 Strategic

Automation systems for sales power can also generate competitive benefit:

* Productivity can improve, as stated above. Sales employees can make more efficient and effective use of their time. The sales manager can be more effective and efficient (see above). This enhanced productivity can generate a competitive advantage in three respects: it can lower expenses, boost income from sales, and boost market share.
* Field sales employees can send more frequently their data. Typically, after each sales call, data can be sent to management, not daily or weekly. This offers present data to leadership that they can use while it is more useful. Response time for management can be significantly decreased. The business can become more agile and alert.
* If used with wisdom, these schemes could improve customer satisfaction. If the data acquired and analyzed with the system is used to produce a product that meets or exceeds client expectations, and the sales employees use the system more expertly and diligently to serve clients, then clients should be more satisfied with the business. This can provide a competitive advantage as customer satisfaction leads to higher customer loyalty, lower client procurement expenses, lower demand price elasticity, and enhanced profit margins.

Robi SFA will allow to quickly, easily and efficiently capture orders and sales data using low-cost mobile devices and web technologies, thereby increasing the performance of your field force and the overall performance of the organization.

Benefits of SFA in Robi:

* Robi SFA will enhance efficiency as well as reduce paper, printing and information entry operator costs.
* It will provide you with quicker interactive reporting in real-time, enabling you to understand the general order, supply and inventory status.
* Users can view information from a variety of perspectives such as Nationwide, Distributors, Brandwise, Products, Districtwise, Thanawise etc.

### 6.2.5 Disadvantages

* Sales Force Management Systems ' main disadvantages are:
* difficulties in implementing the system
* Too much Data Entry time
* Loss of private contact in the automation process
* The laborious process of ongoing maintenance, data updating, data cleaning and system upgrades
* Sales Force Automation and Maintenance costs,
* Integration difficulties with other management information systems

## 6.3 Database and Report Generation

As the DSR moves from retailer to retailer, he will be able to see his sales target for the period and also how close is he moving towards it with each sale. This will motivate the DSR to keep pushing forward until the target is achieved As the DSR moves from distributor to distributor, it will be able to see its sales target for the period and also how near it moves with each purchase toward it. This will motivate the DSR to continue pushing forward until the goal is reached.

### 6.3.1 EBIS – Business IT

The database can be accessed from Robi’s servers using a web-interface known as EBIS, which is essentially a report generation tool that allows key personnel to download reports. These reports can be categorized in different manners such as

* Region-wise
* Area wise
* RSP wise
* DSR wise

This allows management to view each DSR’s performance and can also get a quick national summary if one wishes to. The reports can be further specified to include particular amount Easy Load sold, to help identify headway of certain ongoing campaigns. For instance, currently, Robi has a campaign titled ‘Uthshob+’ which promotes an Easy Load recharge of BDT 39 and BDT 79. The Business IT software has a criteria scale to specify particular amounts of recharge made over a period of time. This gives managers a snapshot view of the performance of the campaign.

The web-interface also allows managers to observe the performance of the different products in different regions. One can choose to view the sales figures of, for example, data cards activated over a period of time, giving them an idea about overall demand for internet packs.

## 6.4 Analysis

To better comprehend the success rate of Robi Axiata's Sales Force Automation instrument, a SWOT Analysis was conducted to assess positive and negative internal and external impacts. On the next page, the analysis will be discussed in more detail.

## 6.5 Discussion

### 6.5.1 Strengths

The Sales Force Automation tool enables the management of Robi to obtain information in real-time, resulting in an up-to-date compilation of information. This enables management to comprehend changes in real-time market behaviour and to modify policies to better represent those changes.

SFA's reporting end also acts as a force for Robi. The vibrant reports that the system can generate save time and give managers the capacity to concentrate on faster decision-making.

The reports lead not only to market knowledge but also to the market performance of sales officials and products. To boost productivity and income, this is a significant component.

### 6.5.2 Weaknesses:

Ultimately, with all its strengths, SFA's success relies on the sales team's adoption rate and how effectively they can use the software. If the sales team is not responsive to the instrument, it could result in reduced sales, and if these sales representatives are not supplied with appropriate training, sales may drop and market conditions may be misrepresented.

It is also necessary to keep in mind the costs connected with the Sales Force Automation scheme. The initial costs of designing the software and providing compatible smartphones to the DSR are important for something that was done without them before the software was implemented.

### 6.5.3 Opportunities:

The SFA software opens different doors that seemed impossible in the past for Robi Axiata. Real-time information generation gives Robi the chance to behave according to the industry, which is constantly evolving. It's an enormous prospect for Robi to have this resource in such an extremely competitive telecommunications industry.

This could lead to greater income from Robi by taking complete advantage of market circumstances before its competitors can even recognize that there is even such an opportunity. To make better use of these market circumstances, products and services could be tailored.

### 6.5.4 Threats:

A certain quantity of vulnerability arises with each piece of fresh technology. Hackers are always on the prowl to exploit system defence weaknesses. The delicate data of Robi Axiata will now be accessible on the Internet, albeit behind firewalls. But we all understand that there may be holes in firewalls.

This data can also reach the hands of Robi's rivals, which can take benefit of it by these rivals. They might begin to mirror Robi's services in fields where Robi is not doing well and take over that specific industry in turn.

The last risk Robi could face is the most deadly of all of them due to Sales Force Automation. If the sales representatives enter inaccurate information into the database, leading to misinterpretation of the data by management, choices to go ahead with a specific approach could lead to a loss of income. This is the most deadly because Robi's leadership will find it very hard to comprehend why the specific approach did not function when the data given in the records provide the go-ahead.

# Chapter 7: Conclusion

Robi Axiata Ltd. is a big player in Bangladesh's telecommunications sector. A market that is undergoing constant modifications. The business has applied to the trends and made adjustments that it thought were essential to remain ahead on the market in order to remain competitive on the market. In the past, they have invested heavily in improving its network infrastructure in order to create room for wider coverage and quicker Internet access. Another such development is SalesForce Automation, which Robi Axiata hopes will keep them ahead of the contest. For many years now, SFA has been a strong instrument on the worldwide market, but it was launched only in Bangladesh. Robi Axiata has gone into investing in its tailored Sales Force Automation platform, hoping to be one of the main players in Bangladesh's evolving economy. This platform will enable Robi to better deliberate on the market performance of its staff and services. This method will also assist the business to assess the real-time choices it requires and remains ahead of the altercations contest at the correct time.

Robi's greatest challenge to ensure the achievement of such innovative technology is to properly train and guide the teams using this tool. If there is a gap between the goals of management and the focus of sales teams, Robi may miss a great opportunity to capitalize on it. It will all result in this automation tool being acceptable and adaptable.

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