

Customer Satisfaction Factors in the Telecommunication Industry of Bangladesh

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Project Report on Customer Satisfaction Factors in the Telecommunication Industry of Bangladesh

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Letter of transmittal

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6 September ,2023

To

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Subject :Submission of term paper

Dear Ma'am ,

With due respect , I am the undersigned Student of your course :INT-4399 ,department of BBA at United International University. I have prepared a term paper on “Customer Satisfaction in The Telecom Industry of Bangladesh.”

Though

Lastly ,I would be thankful once again if you please give your valuable consideration to my effort. If you have any queries regarding the matter ,please feel free to contact me via email. I look forward to receiving your response.

Yours Sincerely ,

Md. Tausif Ashraf

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Acknowledgement

First , I want to thank the almighty creator. Who has given me strength and knowledge to complete this report successfully. Then , I want to thank the honorable faculty of mine , Dr. Seyama Sultana. Her advice and patience encouraged me to complete this report. She always gave me insight when there is confusion about a certain topic. Gave me her valuable time while preparing the term paper whenever I needed it.

In performing this report , I have taken information from online. I have read several newspaper articles. My friends also helped me so much to prepare this report and complete this survey. I want to thank all the students and alumni of my university who have filled my survey and gave their genuine response to the survey.

Lastly, I also want to show my deepest gratitude to everyone who helped me to complete this report successfully. Furthermore , I would like to thank Dr. Seyama Sultana ma'am who introduced me to the telecom industry. In the end , I thank all the people for their help directly and indirectly to complete my term paper "Customer Satisfaction Factors in the Telecommunication Industry of Bangladesh."

Executive Summary

In Bangladesh , the telecommunication sector has only recently begun to develop. The mobile telecommunication service has been doubling over the last few years. Now there are 5 telecom industries running in our country. These are Grameenphone , Robi , teletalk , Banglalink and Airtel. These five mobile operators are competing with each other. The goal of this report is to find what are the satisfaction factors that are affecting the customers. Customer care service is a big part for customer satisfaction. The more telecom companies focus on the factors of customer satisfaction , the more they become successful. I have done five chapters in this report . The first chapter is introduction , the second chapter is methodology , the third chapter is literature review ,the fourth chapter is data analysis and findings and the fifth chapter is conclusion and recommendations. In first chapter , I have introduced the topic ,defined the topic and talked about the objectives of the telecom industry. In the second chapter , I have written types of research design , statement , data collection method , questionnaire design , data analysis and reporting and limitation of the report. In third chapter , I have explained all the five companies which are Grameenphone , Banglalink ,Robi ,Teletalk and Airtel. And I have also explained briefly about customer satisfaction factors in chapter three .In fourth chapter. I have written about the findings. In the fifth chapter , I have written about conclusions and recommendations. If the telecom industry would pay attention to those satisfaction factors , they can have a very lucrative business. The ulterior motive of this report is to show what are customer satisfaction factors and analyze the survey. In this report , I have discussed many important topics.

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Chapter 1: Introduction

Customer satisfaction is the feeling of fulfillment that comes from receiving an alluring and meeting one's expectations and service. Customer satisfaction is the result of a company's product. Customer satisfaction is the main pillar of any business. Customer satisfaction helps the brands to increase customer loyalty. Many consumers have trust issues about the brand. Customer satisfaction can resolve this trust issue. Customer satisfaction is an amalgamation of total satisfaction, product repurchase and the word of mouth of the consumer.

Customer satisfaction can also be defined as satisfaction based on outcome or a process. Customer satisfaction is the end state resulting from the experience of consumption. This end state may be a cognitive state of reward, an emotional response to an experience or a comparison of rewards and cost to the anticipated consequences. It is based as a process, emphasizing the perceptual, evaluative and psychological processes contributing to customer satisfaction.

Satisfaction is not a universal phenomenon and not everyone gets the same satisfaction out of the same service expertise. The reason is that customers have different needs, objectives and past experiences that influence their expectations. Therefore it is important to gain a clear idea of the customer needs and objectives that correspond to different kinds of satisfaction. This necessitates the segmentation of the market, because no service or product can offer everyone the same degree of satisfaction.

Mobile users numbers are increasing day by day. The more customers a company has, the more successful they are. It helps to beat the competitor. The number of mobile users is now four times

more than the last decade. The subscriber base was 44 million by mid 2008 and was continuing to grow at an annual rate in excess of 50 %.

Individually ,Bangladesh leading mobile operator , Grameenphone has 81.89 million customers , Banglalink has 42.30 million , Robi has 56.82 million and teletalk has 6.47 million subscribers.And it will keep increasing in the future . No one could fail to see the factors of customer satisfaction. So , my goal is to show the satisfaction factors of the customers in the telecom industry and preference of different sim owner operators among multiple consumers.

1.1 Definition of report

Customer Satisfaction Factors in the Telecommunication Industry of Bangladesh.

1.2 Objectives

There are several objectives in this report , which are -

- 1.To find out what are the customer satisfaction factors in the telecommunication industry of Bangladesh.
- 2.Reasons for customer satisfaction in the telecommunication industry of Bangladesh.
- 3.To find out overall satisfaction level among consumers.
- 4.To identify customer brand preference.
- 5.Finding the idea of a current market.
- 6.Finding out the preferred brand of the consumers.
- 7.Measure the satisfaction of the users of mobile phones.

Chapter 2: Methodology

2.1 Research design

I have made this research design by doing a survey and then explaining them. In that way , I would show customer brand preference and what degree of satisfaction is influenced by various factors.

2.2 Statement

An expanding sector in Bangladesh is the mobile industry. Numerous service providers are available in the country and the telecom industry is fiercely competitive. There are many brands for the customers in the country. There are many factors that influence the consumers. So , my target is to measure customer satisfaction level and customer satisfaction factors of multiple consumers.

2.3 Data collection procedure

I did a survey of the various consumers of telecom industries in Bangladesh. Then I have read various newspapers and articles about this topic. I have also gone through many websites for this topic online.

2.4 Questionnaire design

I have gathered most of the information through the students and alumni of my own university. I have asked twelve questions. Two of them are direct questions expecting a brief answer and the rest are multiple choice questions.

2.5 Data analysis and reporting

To make this report I have used both google docs and ms word. For the survey , I have used google forms.

2.6 Limitation of the study

In the time of making this report , there were multiple limitations , which are -

1. There were very few times for the report making. There was a scarcity of time.
2. There was also a limitation of information for this industry. Not much information was not out.
3. I couldn't do anything physically by not going there on the telecom companies.

Chapter 3 : Literature Review

Telecom is the exchange of information over large distances. Long distance communication in our country is highly dependent on mobile phones. Grameenphone , Banglalink , Robi, Telataalk and Airtel are 5 telecom companies which are active now. They are now running the telecom industry. I am going to describe all of them briefly.

3.1 Grameenphone

Grameenphone is the biggest telecom phone company. It has the largest subscribers. Grameenphone is giving good services in both city and countryside simultaneously. Grameenphone is popular in every demographic. Consumers of every demographic use Grameenphone. It has more brand value than the rest of the telecom companies . It is advancing their telecommunication services over the years. Besides , Grameenphone subscribers are very happy with the services. It has also given many services like healthcare and education.

3.2 Banglalink

The second largest telecommunication company in our country is Banglalink. Banglalink's dream was to make communication accessible to the people.

Banglalink's impact was apparent right away after its introduction in February 2005. Mobile phones suddenly become an affordable choice for a variety of people amongst the consumers.

Banglalink wanted to bring telephones to the masses. This was their mission. They have become very successful by following this mission. For this mission people could know that , mobile is a necessity. It is not a waste of time nor a waste of money.

It has reached Bangladesh's general population and won over the hearts. In Bangladesh , the cell phone has come to represent progress. The purpose for which Banglalink is appropriately acknowledged has evolved into the company's corporate positioning and trying to make a difference by giving better days to the customers.

3.3 Robi

Robi is a joint venture. Its GSM is built on a reliable network architecture and cutting-edge technology like Intelligent Network (IN) , which offers peace of mind solutions for sound quality , excellent network coverage on a national scale and a variety of foreign partners for international roaming. It connects 600 operators nationwide and provides Bangladesh's broadest international roaming coverage to more than 200 countries. Value Added Services (VAS) , excellent customer service , call centers with easy access , digital network security and adjustable tariff rates are some of its customer centric solutions. Robi is a company that is publicly traded . In the starting they were not very successful unlike other telecom companies. Robi always pursues quality and advanced technology. Robi's success depends mainly on the demographic of youth. As a company , Robi always focuses on the customer satisfaction factors.

3.4 Teletalk

Teletalk is a public limited company. It is the only company which is owned by the government. Teletalk's aim is to become a people's phone. They always try to say that it's their own. Teletalk offers a very affordable internet package. Teletalk has all the modern options that other telecom companies have. Teletalk did not let other companies monopolize the market. Teletalk gave the customers many services digitally. Its vision is to give all the customers affordable services.

Government is promoting digital Bangladesh through teletalk. Teltalk is very beneficial for the masses over the years. It always gives services of result giving and easily accessible internet.

3.5 Airtel

Airtel is a number 6 mobile provider in Bangladesh. In a very few times, airtel has become a household name. It is with India's Bharti Airtel. Airtel always celebrates friendship. From the very beginning, their target customer was the youth. Especially the students of college and university. Their ads are always youth centric. This telecom company is hugely popular in India also.

3.6 Customer Satisfaction Factors

Customer satisfaction is an important word that is commonly used in marketing. In a proportion of how Products and services provided by an organization meet or enhance client desires. In the telecommunication sector of Bangladesh, competition is getting immense. In order to retain customers, companies need to attract their customers by finding new pathways. It is a personal feeling of either pleasure or disappointment resulting from the evaluation of services offered by a company to a person in comparison to expectations.

Factors affecting customer satisfaction

Service quality has been the subject of considerable interest by both practitioners and researchers in recent years. It has many factors and is stated as follows :

1. Service innovativeness
2. Service Reliability
3. Service Competitiveness
4. Service Consistency
5. Network /Signal coverage
6. Pricing
7. Quality of Offering

8.Customer Demand

9.Value Added Service

10.Contribution for the Society

11.Brand Value

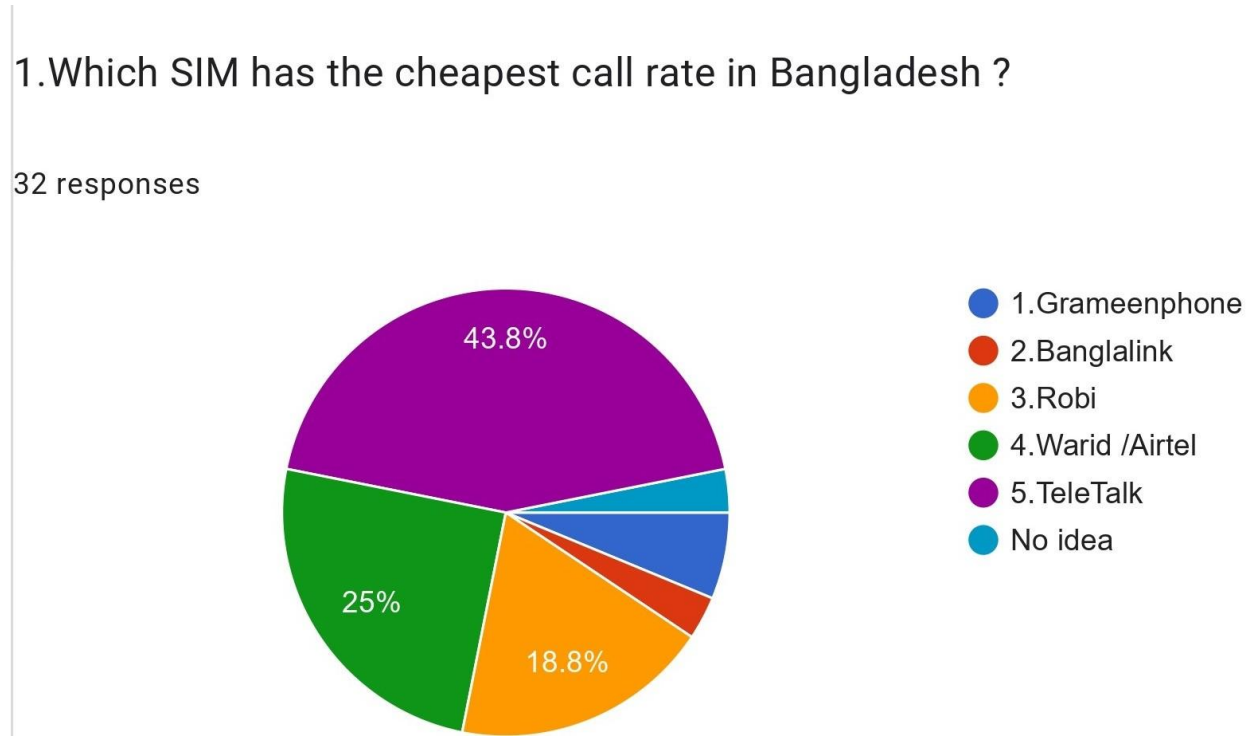
Also , currently mobile service provider's concern for providing value added service for promoting customer satisfaction , includes SMS , MMS , voice call service ,SMS alert , Information service etc.

Chapter 4: Data Analysis and Findings

To analyze customer satisfaction by using graphical data is very convenient. My report explains all the graphs very meticulously. I have built a questionnaire of 32 respondents to find out about the customer satisfaction of the telecom industry in Bangladesh. Through facebook group I collected all the responses of the respondents .

4.1 Findings

Now I am going to show you the findings of the report by using a pie chart.

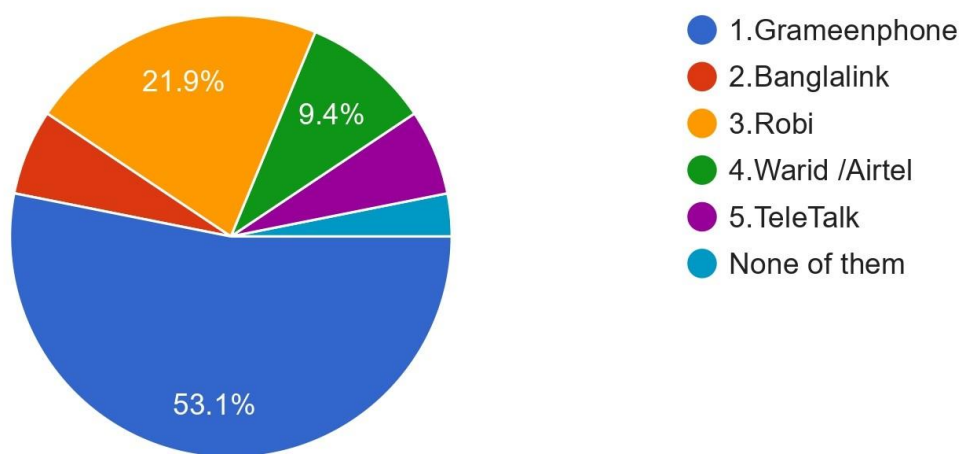


Interpretation :

Out of 32 respondents ,43.8% are telling that teletalk has the cheapest call rate ,25% are telling that Warid has the cheapest call rate and 18.8 % are telling that Robi has the cheapest call rate.

2.Which Mobile Internet is Best in Bangladesh?

32 responses

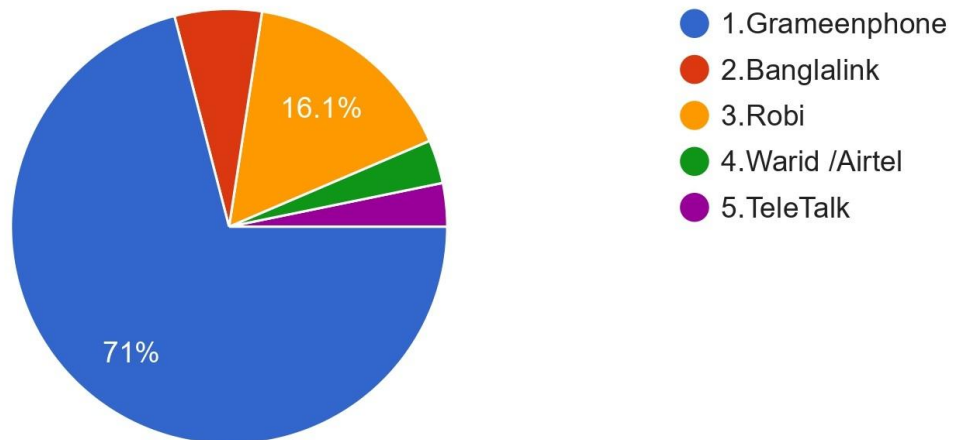


Interpretation

Out of 32 respondents , 53.1% are telling that Grameenphone has the best mobile internet ,21.9% are telling that Robi has the best mobile internet and 9.4 % are telling that Airtel has the best mobile internet.

3. Which sim is best for network in Bangladesh

31 responses

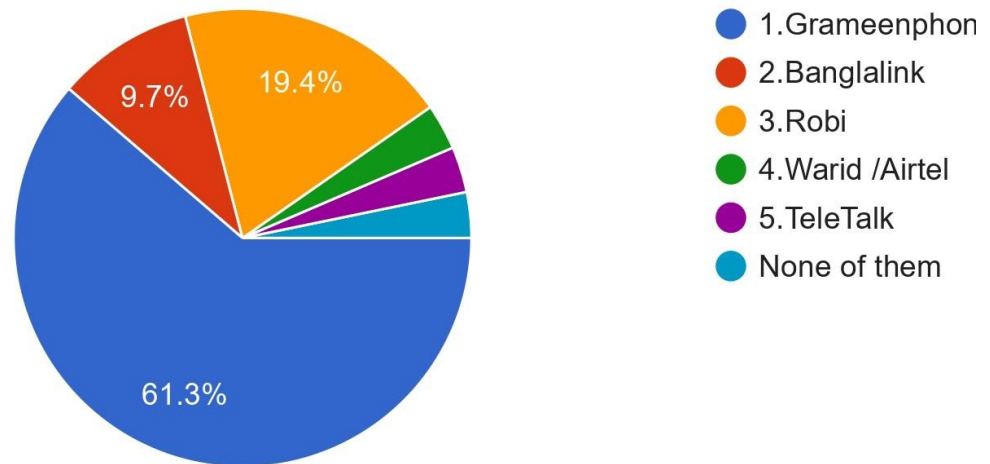


Interpretation

Out of 31 respondents, 71% are telling that Grameenphone is best for the network in Bangladesh, 16.1% are telling that Robi is best for the network in Bangladesh.

4. Which 4G sim is best in Bangladesh?

31 responses

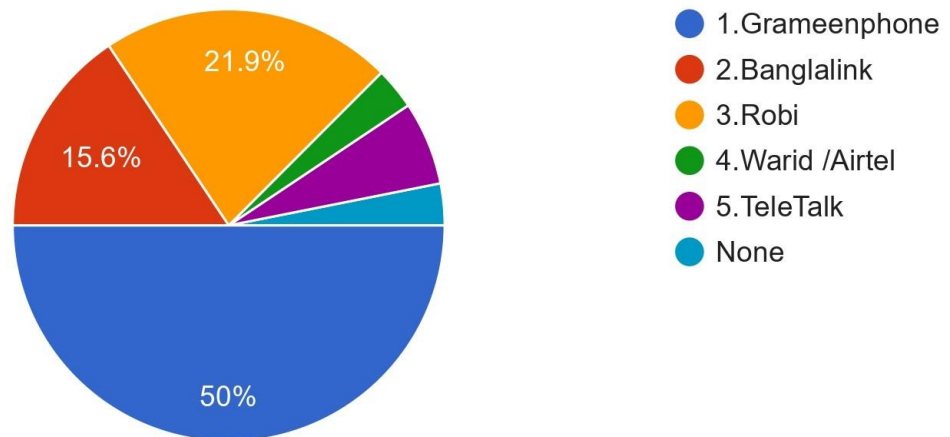


Interpretation :

Out of 31 respondents , 61.3% are telling that Grameenphone is the best 4G sim in Bangladesh ,19.4% are telling that Robi is the best 4G sim in Bangladesh and 9.7% are telling that Robi is the best 4G sim in Bangladesh.

5. Which sim is fastest in Bangladesh?

32 responses

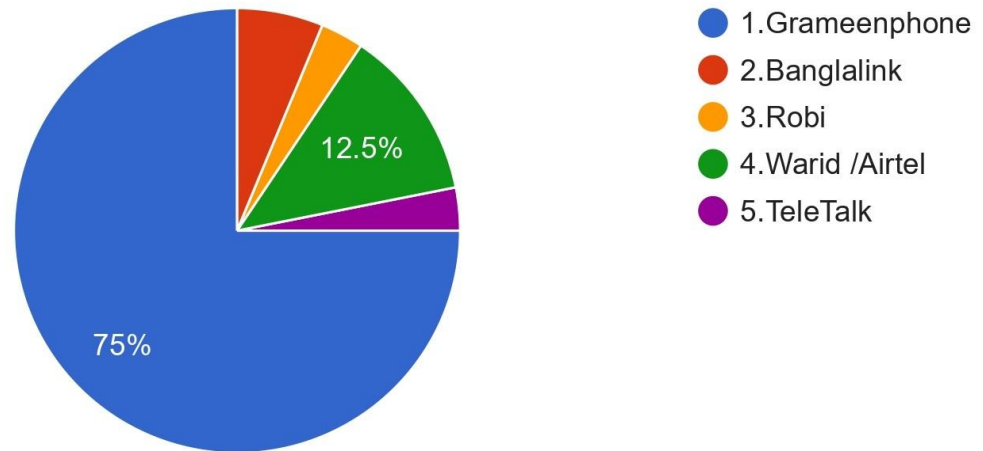


Interpretation :

Out of 32 respondents , 50% are saying that Grameenphone is the fastest sim in Bangladesh. 21.9 % are saying that Robi is the fastest sim in Bangladesh and 15.6% are saying that Banglalink the fastest sim in Bangladesh.

7. Which is the most used sim card ?

32 responses

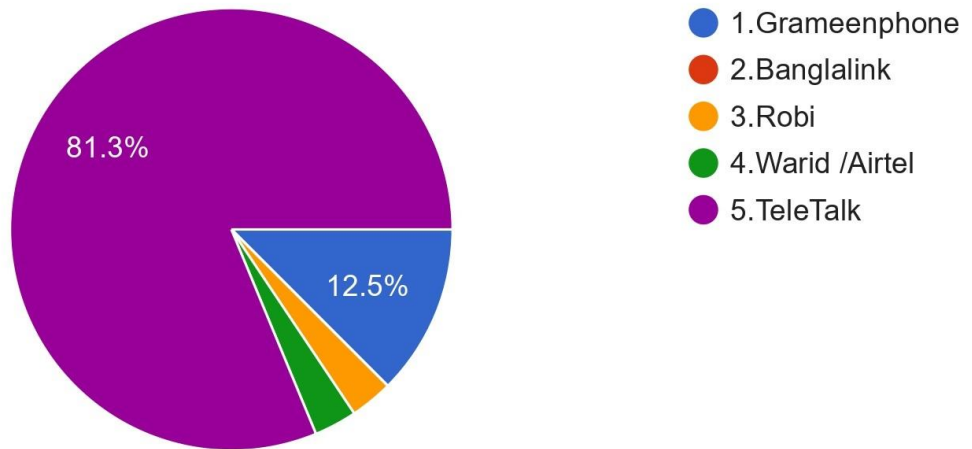


Interpretation :

Out of 32 respondents , 75% are saying that Grameenphone is the most used sim in Bangladesh and 12.5% are saying that Warid /Airtel is the most used sim in Bangladesh.

8. Which is the only government owned sim operator ?

32 responses



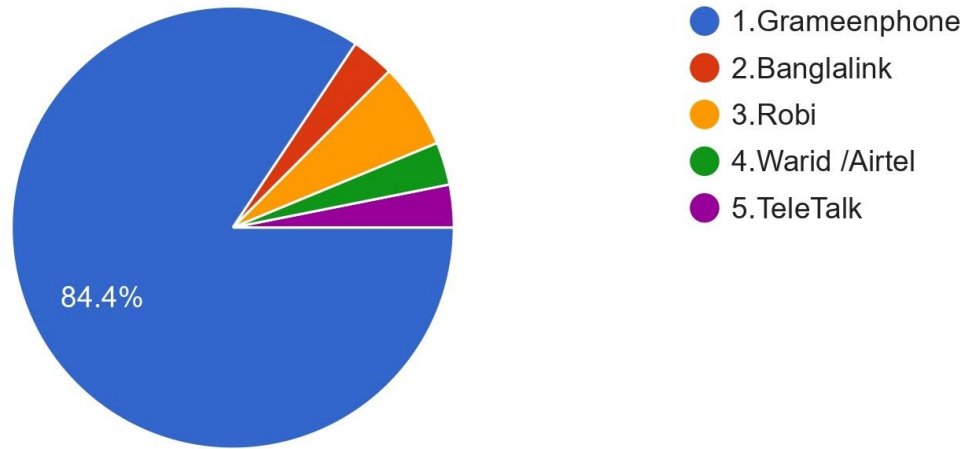
Interpretation :

Out of 32 respondents , 81% are saying that Teletalk is the only government owned sim operator.

Rest are incorrect.

9. Which sim company has the largest operator in Bangladesh ?

32 responses

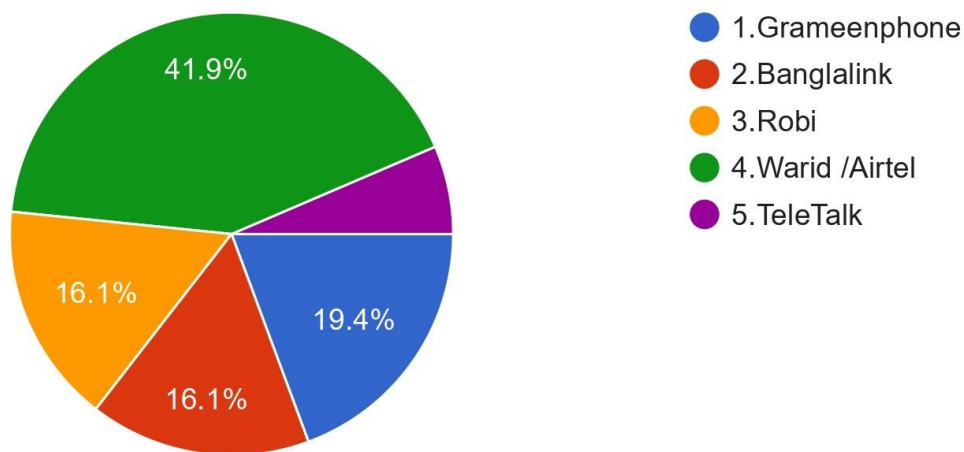


Interpretation :

Out of 32 respondents , 84.4%% are saying that Grameenphone is the largest operator. Rest are incorrect.

10. Which is the most favorite brand of youngsters ?

31 responses



11. How can we improve customer satisfaction in the telecom industry ?

22 responses

By talking with customers about what they want.

Understand Customer Expectations.

By ensuring a better network all across the country.

By increasing the speed and charging less for buying internet packs.

Improving the network and providing data at a lower price.

Enhance network connectivity By following Jio's path.

Increase customer loyalty and satisfaction.

By providing cheaper and better internet packages as it's a daily need.

By giving the customer a cheaper call rate.

No idea.

I don't know.

Reducing net price with proper internet speed.

Cheaper offers.

Providing the best rate and network service.

Increase more networks.

By better customer service, lower call rate and faster internet service.

By providing a better network.

Increasing Better communication systems.

To provide better network service and a cheap call rate.

By strengthening 4G, 5G to the remote areas of the country.

Reduce service cost.

12. Why is Grameenphone so successful ?

22 responses

Because of the offers they provide.

Better services, coverage area expansion, and lucrative offers.

As it has a stronger network than others.

Because of its brand name.

Because of their network.

Strong network connection all over the country.

The network.

Promotion, Customer engagement.

Because of their good network and brand image.

No idea.

I don't know .

Strong network from anywhere in Bangladesh .

Good service .

Because of better quality services.

Because of the high Network.

For their customer satisfaction.

Because people are not wise.

Fast Networking system .

Yes.

They ensure better network service.

Because of their fastest growing network.

Best Network.

Chapter 5: Conclusion and Recommendations

5.1 Conclusion

Nowadays we cannot think of our life without mobile phones. Thanks to technology the world is today a global village. First , mobile communication was launched in August 1993 and 70 million people used it. There are many people in our country who are having bread and butter by working in the telecommunication industry. Customer care service is a big part for customer satisfaction. The more telecom companies focus on the factors of customer satisfaction , the more they become successful.If the telecom industry pays attention to those satisfaction factors , they can have a very lucrative business. The ulterior motive of this report is to show what are customer satisfaction factors and analyze the survey. There is no other way that the telecom companies will be benefitted. So the telecom companies must take care of the satisfaction of the customers. These factors have great importance to mobile service providers . If they concentrate on these factors , that would increase their profit. In the end , I want to say that this report could help telecom industries to develop their service for their customers.

5.2 Recommendations

Telecom industry has come a long way. It is one of the most successful industries in our country. There are five active telecom companies in our country. In this report I have shown all the customer satisfaction factors and the findings of my survey. But there are also several things I would like to recommend for the telecommunication industry. So for the benefit of the telecom industries in Bangladesh, I would like to recommend several things that will enhance customer satisfaction. The recommendations will be given below :

- a. For any business, relationship with the customers is very important. Telecom operators should take the customers' opinion by calling and messaging them. It would really benefit their business. They would know directly from the customers what is right or what is wrong.
- b. Emergency balance should be increased. Emergency balance of all the companies is very less.
- c. There should be an alert message if the balance is less than 10 tk.
- d. In our country, whatsapp and messenger are giving tough competition to the telecom industries. I think the messaging system of the sim card companies should be more fun.
- e. Now a days internet has become a necessity for many people. They should reduce the price of the internet rate.
- f. Everybody knows that commercials can influence the audience. Telecom industries should make catchy and meaningful ads rather than doing boring and cringy ads.
- g. If they want to survive the competition they should make the call rate as low as possible.
- i. They should do surveys on the customers. By doing this, they will get to know customers' likes and dislikes, and their advantages and disadvantages.

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Appendix

Questionnaire :

1. Which sim has the cheapest call rate in Bangladesh ?

-Teletalk

-Robi

-Airtel

-Banglalink

-Grameenphone

2. Which mobile internet is best in Bangladesh?

-Teletalk

-Robi

-Airtel

-Banglalink

-Grameenphone

3. Which sim is best for networks in Bangladesh ?

-Teletalk

-Robi

-Airtel

-Banglalink

-Grameenphone

4. Which 4G sim is best in Bangladesh ?

-Teletalk

-Robi

-Airtel

-Banglalink

-Grameenphone

5. Which sim is fastest in Bangladesh ?

- Teletalk
- Robi
- Airtel
- Banglalink
- Grameenphone

6. Which sim has 5G in Bangladesh ?

- Teletalk
- Robi
- Airtel
- Banglalink
- Grameenphone

7. Which is the most used sim card in Bangladesh ?

- Teletalk
- Robi
- Airtel
- Banglalink
- Grameenphone

8. Which is the only government owned sim operator ?

- Teletalk
- Robi
- Airtel
- Banglalink
- Grameenphone

9. Which company has the largest operator in Bangladesh ?

- Teletalk
- Robi

- Airtel
- Banglalink
- Grameenphone

10. Which is the most favorite brand of youngsters ?

- Teletalk
- Robi
- Airtel
- Banglalink
- Grameenphone

11. How can we improve customer satisfaction in the telecom Industry ?

12. Why is Grameenphone so successful ?