

Satisfaction Level of

Pre-Paid Subscribers

OF.....



GrameenPhone

Acknowledgement

First of all I would like to thank to the almighty Allah for blessing me with his blessing of which I could complete this report in a healthy and sound mind.

I could not have completed this report without the help of a number of people. Special thank to those persons like Mr. Mohsin Ashraf, The Executive of GrameenPhone and others who have given their valuable time to answer my questions regarding this report. Not to forget, a hurtful thanks to my honorable faculty M Sayeed Alam who has supported me in every moment of my work has solved my problems whenever I had.

I also thank my family and friends who have guided me to this stage in my life and who have always supported me all the time when I needed help.

Letter of Transmittal

21 December 2006

M Sayeed Alam
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Dear Sir

Letter of Transmittal

I am very happy to state that The Project Work on “Satisfaction Level of Pre-Paid Subscribers of GrameenPhone” is completed and ready for your viewing.

I am glad to submit it as part of completion of the requirements for my Project Work (BUS498) with you.

I have tried my best to put up a good report with as much information as I could gather during the short time span allotted for preparing this report.

Thank you for your kind support and help throughout the semester, I remain.

Sincerely yours

Hossain Md. Ahad



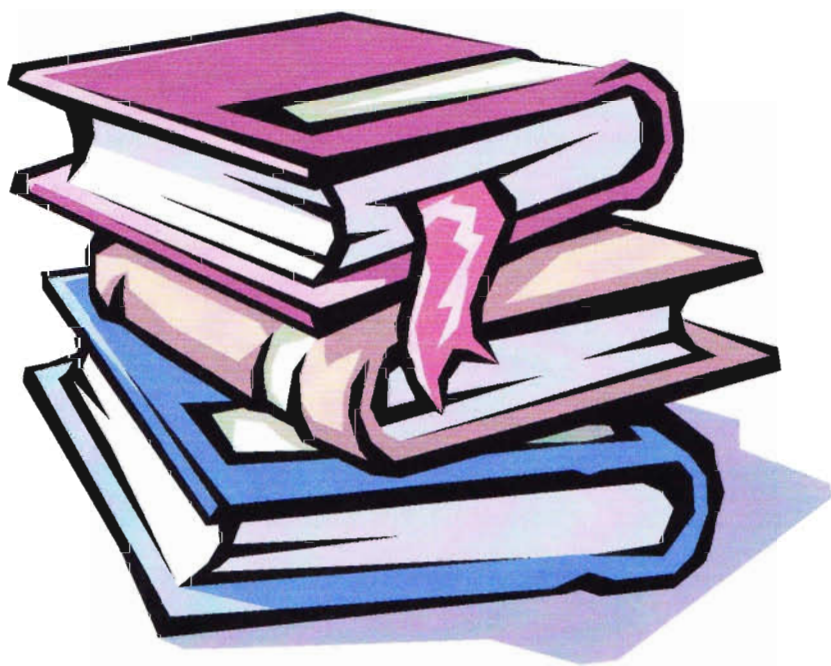
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Executive Summary

GrameenPhone endeavors to provide services to all people in the country, irrespective of their location. Grameenphone has always been a pioneer in introducing new products and services in the local market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. Grameenphone is now the leading telecommunications service provider in the country with more than 10 million subscribers as of November 2006. Presently, there about 15 million-telephone users in the country, of which, a little over one million are fixed-phone users and the rest mobile phone subscribers. GP is also the first operator to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. GrameenPhone's basic strategy is coverage of both urban and rural areas. The Company has devised its strategies so that it earns healthy returns for its shareholders and at the same time, contributes to genuine development of the country. In short, it pursues a dual strategy of good business and good development. Presently GP is having Post Paid and Pre-Paid these two categories of products. Through this study it is found GrameenPhone is having a strong network system and it also found majority customers are really satisfied of their service. Again GrameenPhone is presently leading the telecommunication market through their high coverage facility. But in the case of tariff GP should charge the users the least amount, as its intention should be in long-range economies of scale. Hotline service of GrameenPhone is more active compare to any other telecommunication company. As a result customers are really getting the best service to solve any sorts of problem. The day becomes change. No one needs to dial more than one time to connect with others. GrameenPhone proved they are really able to keep their promise. Finally comes the satisfaction of the subscribers.

INTRODUCTION



Background of the Study

Grameenphone has always been a pioneer in introducing new products and services in the local market. GP is the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. Grameenphone is also the first operator to introduce the pre-paid service in Bangladesh in September 1999. The Pre-Paid service of GrameenPhone is the improved mechanism of paying bill of mobile phone. Pre-Paid means pay before the service is taken. So paying, before getting the service should have some benefits some special features for the consumers like easy billing, move around the whole country with the mobile, low charge for the long distance calls, etc as the mobile phone service is being concern. This service should provide as the GrameenPhone is taking the bills in advance having more liquid cash before providing the service. On the other hand the customers are loosing the interest of every month as they are paying the bill in advance. Through arrangements with Grameen Telecom, the telecommunications arm Muhammad Yunus's famous Grameen Bank. Under the scheme, local entrepreneurs buy a mobile handset and cellular connection from GrameenPhone, and then resell capacity to villagers, who pay low per-minute charges to make and receive calls. GrameenPhone focused on providing cellular to rural people, primarily to women, to create employment opportunities and empower them socially and politically.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 193,000 in 2000, 471,000 in 2001, 775,000 in 2002, 1.16 million in 2003, 2.4 million in 2004 and it ended 2005 with 5.5 million customers. And finally after almost 10 years of operation, Grameenphone has over 10 million subscribers. Grameenphone is now the leading telecommunications service provider in the country with more than 10 million subscribers as of November 2006.

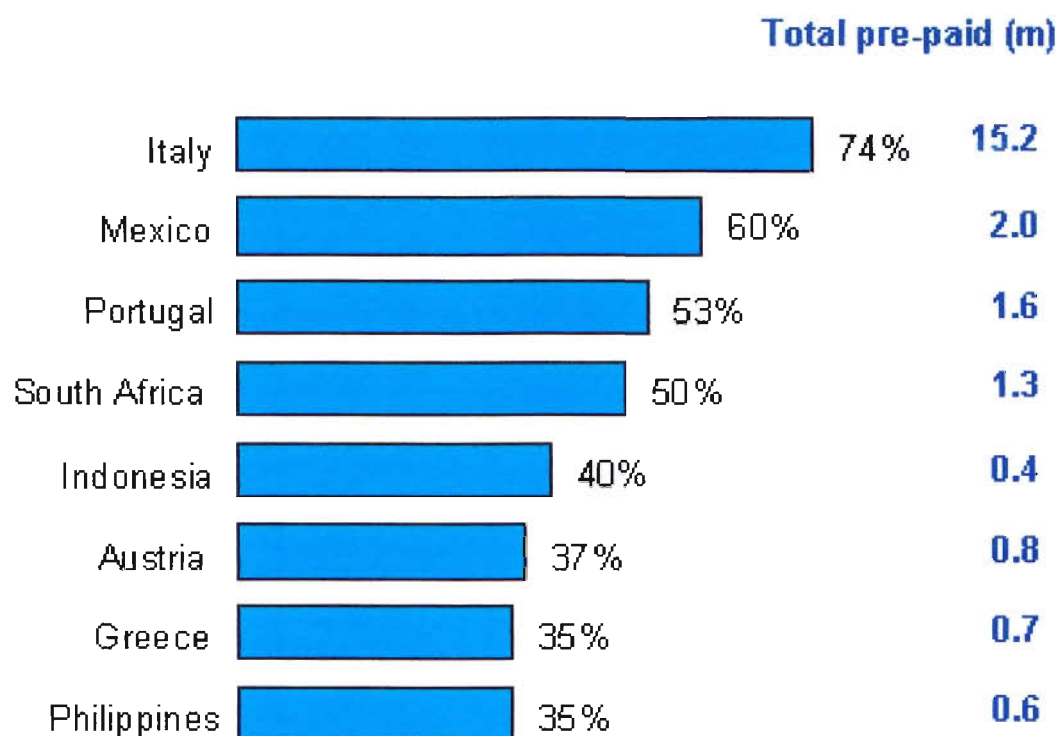
By enabling local people to set up as community phone centers, Grameen Phone is helping promote much-needed access to telecommunications in small communities around the country, while at the same time helping families establish profitable and sustainable businesses. They have introduced the pre-Paid service named Easy Pre-Paid service that appreciated home and abroad. Grameen Phone's EASY Pre-Paid Service is another development of mobile telephony in Bangladesh. This service helps the subscriber to control costs. It frees the subscriber from the hassles of paying bills, security deposits, and line rents. But it contains nearly all services available in other GP products. Some special features of the Easy pre-Paid service are as follows:

EASY Features

- ❖ No Monthly Bills
- ❖ Flat rate of 4.80 Taka per minute
- ❖ No Security Deposits
- ❖ No Monthly Access Fees
- ❖ No Waiting for Activation
- ❖ Instant Connection
- ❖ EASY Voice Mail Service, free of monthly rents
- ❖ EASY Cards of Four Different Values
- ❖ National Roaming Facility
- ❖ GSM Features like Caller ID and Call Divert to Voice Mail Service



The figure of distribution of Pre-Paid subscribers by region and top 8 countries by share of Pre-Paid subscribers is given below.



Source: ITU World Telecommunication Indicators Database

Problem Statement

As I have chosen the research topic "**Satisfaction Level of Pre-Paid Subscribers of GrameenPhone**", by measuring the importance of the topic I have to identify the problems regarding the Pre-Paid service of GrameenPhone. As an important Telecommunication Media, "Cellular Mobile" with the effective payment mechanism Pre-Paid service has already taken place in the world of Economy. So the satisfaction measurement of the Pre-Paid user should be identified correctly as my research topic is concerned. In this regard the Service offered by the service provider (GrameenPhone) is the key problem of my research project. Actually Pre-Paid service means the service is not received or the paying before getting the service. So the Service should be up to the mark as the Pre-Paid users makes advance payments for getting the service.

Objective of the Study

Broad Objective

Analyzing the present status of the Pre-Paid service & the satisfaction level of the Pre-Paid subscribers in Dhaka City.

Specific Objective

The research is aimed at fulfilling the following objectives:

- ❖ To describe the "pre-paid service" and Services that GrameenPhone provide.

- ❖ To find out the problems behind the services offered by the pre-paid Service provider (GrameenPhone) with regards to the customer's expectation.
- ❖ To compare the service offered by the GrameenPhone with regards to their customer's expectation.
- ❖ To analyze whether the service is demandable for the Mobile market.
- ❖ To determine whether the GrameenPhone is enjoying their monopoly business in the mobile market after introducing the Pre-Paid service.
- ❖ To determine that the special feature that differentiates Pre-Paid service from others.

Scope of the Study

- GrameenPhone is the first pre-paid Service provider of the country in Mobile phone company.
- It is the leading Mobile Company in Bangladesh.
- There is a huge demand for "Easy Pre-Paid service" of GrameenPhone in the mobile market of Bangladesh.
- GrameenPhone has maximum number of information booth as their Dealer or agent in the Dhaka city as well as most of the city.
- Major numbers of pre-paid users are in the Dhaka city.
- Grameen pre-paid users are more ambitious than others to enjoy "Easy Pre-paid service."
- The research work has done within the Dhaka Zone.



Hypothesis of the Study

The hypothesis of the research is whether the customers are not satisfied with the pre-paid service of the Grameen phone. This result will come after the statistical methods applied with the data collection of the Pre-paid service user.

Assumption: Customers are aware of the level of satisfaction.

Limitations of the Study

- ❖ Grameen pre-paid service has spread out into the whole country. The data are from only Dhaka city due to the resource constrains.
- ❖ The data collection from pre-paid user is not easy because of the unavailability of pre-paid users.

Analytical Framework

Customer Value

More than 35 years ago, Peter Drunker insightfully observed that a company's first task is 'to create customers'. However, creating customers can be a difficult task. Today's customers face a vast array of product and brand choices, prices, and suppliers. In this situation the company must determine a key factors, the factors by which a customer make choices.

The key factors are that customers make their choices by the marketing offer that gives them the most value. Customers are value – maximizes, within the bounds of search costs and limited knowledge, mobility, and income. They form

expectations of value and act upon them. Then they compare the actual value they receive in consuming the product or service to the value expected, and this affects their Satisfaction and re – attraction or re – purchase behavior.

Customer Satisfaction

Customer's satisfaction with a purchase depends on the product or service's performance, relative to the buyer's expectations. A customer might experience various degrees of satisfaction. If the product or service's performance falls short of expectations, the customer is dissatisfied, if the performance expectations matches the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted.

Usually, buyers form their expectations – based on the customers past buying experience, the opinions of friends and associates, and marketer and competitor information and promises. Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fails to attract enough customers.

Customer Delivered Value for the “EASY Pre-Paid” Service of GrameenPhone

The total customer costs minus the total customer value shows the total customer delivered value. Hence, as per the research requirements, the customer delivered value has been designed according to the “EASY pre-Paid services” of GrameenPhone in order to meet the objectives of the research. Finally the analysis of the research will meet the delivered value that the GrameenPhone are giving.

Methodology

The following methodological procedure should follow to accomplish the objective of the research.

Research Design

❖ Data Instruments

As the raw data is being collected by questionnaire (enclosed with the research) from the pre-paid users, it was analyzed by the spreadsheet program EXCEL '2000. The excel program was also used for the table & graphical presentation. Beside these, the universal report writing software MICROSOFT WORD '2000 was used to process all necessary research writing, charts, graphs, & tables.

To formulate the research problem have to constitute the following steps:

Sampling

The sources of data or information divided into two parts that are:

- Primary sources
- Secondary sources

❖ Primary Data

In the primary source, data are collected directly from the Grameen "EASY pre-Paid users. And the Grameen phone itself, by interviewing their Managers, Directors, and other related personnel. The pre-paid users give their opinion of Grameen pre-paid service through the questionnaire; customers were also interviewed to determine the responding factors that are extremely related with 'satisfaction' and other necessary parts of the sample.

❖ Secondary Data

In the secondary source, data's are collected through the different textbooks and journals relating to the theoretical framework of the project was accessed to define and to determine satisfaction. Furthermore, annual report, company projects profile, related data, brochures had been collected from the GrameenPhone and also the web page relating GrameenPhone are also been used as our source of secondary data.

❖ Population

The customers who use pre-paid phone for the basis of their age, income and occupation and the GrameenPhone is the specific population considered for the research study.

Conceding the research study, the population is the raw Pre-Paid users who are expecting to have the better service from GrameenPhone.

Customer satisfaction is shortly varies from person to person within the sample because of different service and features of GrameenPhone are offered to the users, so that some user is satisfied as they limit their monthly bills, most of the users are satisfied, as they don't have any hassles of paying bills and getting an account.

❖ Sample Units

Customers: From the pre-paid Customers that have considered in the research study based on their age, occupation and income are the sampling units from the customer.

❖ Sample Size

In my research study I have provided questionnaire to 80 Pre-Paid users as a result for that the determination of sample size was based on time limitation and resource constrains

❖ Sample Frame

Consumers Occupation

Occupation	Sample allocation
Service	19
Business	39
House hold	4
Student	18
Others	0
Total	80

❖ Data Collection Method

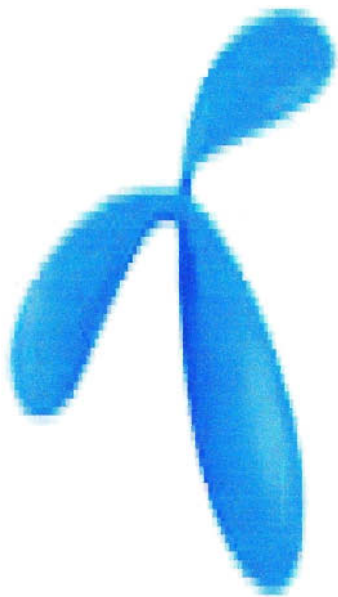
Data collection of the research was done randomly in different Age, income level, and occupation of the Prepaid users.

Limitations & Constraints

The present study suffered from certain limitations noted below:

- ❖ As there is time limitation, all aspects of consumer behavior could not be touched.
- ❖ While interviewing someone, sometimes the answer varied depending on the background of the pre-paid users and the interest he/she took in it.
- ❖ Many of the respondents did not disclose their actual income.

Portrait on the Organization



grameenphone



GrameenPhone

GrameenPhone (GP) has been established to provide high-quality GSM cellular service at affordable prices. GrameenPhone has dual purposes:

- To receive an economic return on its investment
- To contribute to the economic development of Bangladesh where telecommunications can play a critical role.

At a Glance

November 28, 1996

Grameenphone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications

March 26, 1997

Grameenphone launched its service on the Independence Day of Bangladesh

November 16, 2006

After almost 10 years of operation, Grameenphone has over 10 million subscribers.

Historical Background

GrameenPhone endeavors to provide services to all people in the country, irrespective of their location. GrameenPhone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications on November 28, 1996. The Company launched its service on March 26, 1997, the Independence Day of Bangladesh.

In 1996, Bangladesh was preparing to auction off private cell phone licenses to four companies. So at the behest of Dr. Muhammad Yunus (Grameen Bank's founder) but completely independent of Grameen Bank, a *not-for-profit* private company called Grameen Telecom was created. Grameen Telecom, in turn, created a *for-profit* company called Grameen Phone, found a foreign partner, and put in a bid; Grameen Phone received one of the four licenses. Grameen Phone's total capitalization was US\$120,000,000, including around US\$50 million from IFC/CDC, and the Asian Development Bank (ADB). It also received US\$60 million in equity from the four Grameen Phone private partners. These were the Norwegian Telenor with a 51% share, Marubeni of Japan with a 9.5% share, and the American Gonophone at 4.5%. Grameen Phone's fourth partner is Grameen Telecom (with 35%), and Grameen Telecom borrowed US\$10.6 million from the Open Society Institute to set up Village Phone.

Grameen Phone launched service in urban Dhaka on March 26, 1997. It makes its profits by serving wealthier urban customers. But from the point of view of the Grameen family and its strong anti-poverty mission, the *for-profit*, urban-only Grameen Phone exists for only one reason: To fund, with its profits, the extension of cell phones into rural Bangladesh in order to provide entrepreneurial opportunity to Grameen Bank members through Village Phone. As Dr. Yunus puts it, "Grameen Phone is merely what we need to do Grameen Telecom Village Phone."

Three important and interesting structural aspects of operation on the largest scale are:

First, that the not-for-profit Grameen Telecom actually owns the for-profit Grameen Phone. The reason for this structure is that Grameen wants Grameen bank members-- impoverished women who borrow from Grameen Bank-- to become owners of the profit-making Grameen Phone.

Second, once GP becomes profitable, GT will sell its GP shares to GB members.

Third, is an understanding-- not made explicit in any legally binding contract but arrived at in the shareholders' agreement-- that after 6 years of GP operation, Telenor and GT will actually switch ownership positions: Grameen Telecom will sell its 35% share to Telenor and Telenor will sell its 51% share to Grameen Telecom, which will thus become the dominant partner and true manager of the system. Grameen Phone is thus an unofficial, non-traditional form of Build, Operate, and Transfer.

The Present Scenario

Grameenphone is now the leading telecommunications service provider in the country with more than 10 million subscribers as of November 2006.

Presently, there about 15 million-telephone users in the country, of which, a little over one million are fixed-phone users and the rest mobile phone subscribers.

Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone has come a long way. It is a joint venture enterprise between Telenor (62%), the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries, and Grameen Telecom Corporation (38%), a non-profit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank.

Over the years, Grameenphone has always been a pioneer in introducing new products and services in the local market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. The technological know-how and managerial expertise of Telenor has been instrumental in setting up such an international standard mobile phone operation in Bangladesh. Being one of the pioneers in developing the GSM service in Europe, Telenor has also helped to transfer this knowledge to the local employees over the years.

Grameenphone is one of the largest private sector investments in the country with an accumulated investment of BDT 5200 crore up to December 2005. Grameenphone is also one of the largest taxpayers in the country, having contributed nearly BDT 5000 crore in direct and indirect taxes to the Government Exchequer over the years. Of this amount, BDT 1670 crore was paid in 2005 alone.

GP is also the first operator to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 193,000 in 2000, 471,000 in 2001, 775,000 in 2002, 1.16 million in 2003, 2.4 million in 2004 and it ended 2005 with 5.5 million customers.

From the very beginning, Grameenphone placed emphasis on providing good after-sales services. In recent years, the focus has been to provide after-sales within a short distance from where the customers live. There are now more than 600 GP Service Desks across the country covering nearly all upazilas of 61

districts. In addition, there are nine GP Customer Centers in all the divisional cities and they remain open from 8am-8pm every day including all holidays.

GP has generated direct and indirect employment for a large number of people over the years. The company presently has more than 3,000 full, part-time and contractual employees. Another 70,000 people are directly dependent on Grameenphone for their livelihood, working for the GP dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others.

In addition, the Village Phone Program, also started in 1997, provides a good income-earning opportunity to more than 200,000 mostly women Village Phone operators living in rural areas. The Village Phone Program is a unique initiative to provide universal access to telecommunications service in remote, rural areas. Administered by Grameen Telecom Corporation, it enables rural people who normally cannot afford to own a telephone to avail the service while providing the VP operators an opportunity to earn a living.

The Village Phone initiative was given the "GSM in the Community" award at the global GSM Congress held in Cannes, France in February 2000. Grameenphone was also adjudged the Best Joint Venture Enterprise of the Year at the Bangladesh Business Awards in 2002.

Grameenphone considers its employees to be one of its most important assets. GP has an extensive employee benefit scheme in place including Gratuity, Provident Fund, Group Insurance, Family Health Insurance, Transportation Facility, Day Care Center, Children's Education Support, and Higher Education Support for employees, in-house medical support and other initiatives.

Objectives of GrameenPhone

GrameenPhone's basic strategy is coverage of both urban and rural areas. The Company has devised its strategies so that it earns healthy returns for its shareholders and at the same time, contributes to genuine development of the country. In short, it pursues a dual strategy of good business and good development.

Serving the mass market is one of GP's primary goals. By serving the general public as opposed to niche markets, the Company plans to achieve economies of scale and healthy profits. At the same time, service to the general public means connectivity to a wider population and general economic development of the country. 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. In addition, GP has positioned itself to capitalize on the declining prices of handsets, making its goal to serve the general public realistic.



GrameenPhone Organgram



Products of GrameenPhone



The products of GrameenPhone can be characterized as:

- ❖ Post Paid
- ❖ Pre-Paid



Post Paid

GP Regular

Benefits at a Glance

- Post-paid product with BTTB (Local, NWD and ISD) connectivity
- Flexible credit policy
- Can avail all the GSM features (Caller ID, Call divert, Call barring, Call Hold, and Call waiting).
- Can avail all the value added service (SMS, EDGE, Welcome Tune, Voice Mail, Voice SMS)
- Both way BTTB connection
- ISD connection
- International Roaming facility
- Super Off-peak hours
- Reduced rate on three F&F numbers
- Thank You discount

Anytime 500

Benefits at a Glance

- Post-paid product with BTTB (Local, NWD and ISD) connectivity
- Enjoy first 500 minutes (billed duration) of talk-time per month free of charge.
- 1 second pulse from the very first minute.
- No monthly access charge



Tariffs and Charges

- All tariffs are subject to change without assigning any reason
- 15% VAT applicable to all Airtime charges, monthly fees & BTTB charges

GP Regular

Monthly Fee	Outgoing						Incoming		Friends & Family (24 Hrs.)
	Mobile to Mobile			Mobile to BTTB			From Mobile	From BTTB	
	Peak 8am-3pm	Off-Peak 8pm-11pm	Super off-peak 11pm-8am	Peak 8am-8pm	Off-Peak 8pm-11pm	Super off-peak 11pm-8am			
Tk. 150	Tk. 4	Tk. 3	Tk. 2	Tk. 4/min. + BTTB Local/ NWD/ ISD charge	Tk. 3/min. + BTTB Local/ NWD/ ISD charge	Tk. 2/min. + BTTB Local/ NWD/ ISD charge	Free	1st 5 min. free & Tk. 1/min. from 6th min. onwards	Tk. 1.5/min. for 3 GP nos.

- 30 sec pulse in the 1st min
- 15 sec pulse after 1st min
- During Friday, 24 hours Off-Peak rate applicable
- For ISD & NWD calls: BTTB's Peak (8am - 10pm) & Off-peak (10pm - 8am) rate will be applicable for BTTB charge



Anytime 500

Outgoing			Incoming	
GP to any mobile after first 500 min	Mobile to BTTB		From Mobile	From BTTB
	Within 1st 500 mins	After 1st 500 mins		
Tk. 3/min	Tk. 0/min + BTTB Local/ NWD/ ISD charge	Tk. 3/min + BTTB Local/ NWD/ ISD charge	Free	1st 5 min. free & Tk. 1/min. from 6th min. onwards

- No Monthly Access fee
- 1 sec pulse from the 1st min
- During Friday, 24 hours Off-Peak rate applicable (after 1st free 500 mins.)

Pre-Paid

Easy

Benefits at a Glance

- Uninterrupted services through scratch card/flexi-load
- Avail all the GSM features (Caller ID, Call divert, Call barring, Call Hold, Call waiting)
- Avail all the value added service (SMS, EDGE, Welcome Tune, Voice Mail, Voice SMS)
- Real time balance
- Real time account check
- Reduced rate during Easy hour (Off-peak)

- Reduced rate on one My Easy number
- Reduced rate on My Time and My Choice
- Continue to get the incoming call facility from mobile phones even when there is no balance remaining (up to 7 days of the end of the validity period of the card e.g. 31 days for Easy Card worth of Tk. 300 or 62 days for Easy Card worth of Tk. 600)
- Balance is carried forward to the next Easy Card recharge even after the validity period of an Easy card expires (31/62 days).
- Thank you bonus

Easy Gold

Benefits at a Glance

- Pre-paid product with BTTB (Local, NWD and ISD) connectivity
- Uninterrupted services through scratch card/flexi-load
- Avail all the GSM features (Caller ID, Call divert, Call barring, Call Hold, Call waiting)
- Avail all the value added service
- Real time balance
- Real time account check
- Reduced rate during Easy hour (Off-peak)
- Reduced rate on one My Easy number
- Reduced rate on My Time and My Choice
- Continue to get the incoming call facility from mobile phones even when there is no balance remaining (up to 7 days of the end of the validity period of the card e.g. 31 days for Easy Card worth of Tk. 300 or 62 days for Easy Card worth of Tk. 600)
- Balance is carried forward to the next Easy Card recharge even after the validity period of an Easy card expires (31/62 days).
- Thank you bonus

Tariffs and Charges

Easy Pre-Paid

Outgoing			Incoming	My Easy (24 Hrs.)	My Time 6am-9am or 1pm-4pm
Peak 6 am-12 am	Easy Hour 12am - 6am				
GP to GP	GP to other mobiles		Free	Tk. 3/min. to 1 GP no.	Tk. 3/min. to any GP no.
Tk. 4.40	Tk. 4.80				

- 30 sec pulse in the 1st min
- 20 sec pulse after 1st min

Easy Gold

Outgoing						Incoming		My Easy (24 Hrs.)	My Time 6am-9am or 1pm-4pm
Mobile to Mobile		Mobile to							
Peak 6am-12am	Easy Hour 12 am-6 am	BTTB Local/ISD		BTTB NWD		From Mobile	From BTTB	Tk. 3/min. to 1 GP no. Tk. 3/min. to 1 GP no.	Tk. 3/min. to any GP no.
GP to other mobiles		Peak 8am-12am	Easy Hour 12am-6am	Peak 8am-12am	Easy Hour 12am-6am				
Tk. 4.80	Tk. 3	Tk. 4.80/min. + BTTB charge	Tk. 3/min. + BTTB charge	Tk. 4.80/min. + BTTB charge	Tk. 3/min. + Tk. 3/min. (Flat)	Free	Tk. 2/min. from 2nd min. onwards		

- 30 sec pulse in the 1st min
- 20 sec pulse after 1st min. (for mobile to mobile)
- For BTTB outgoing (ISD) the pulse is 30 sec after the 1st minute. For NWD calls pulse is 60 sec after 1st min.
- For ISD calls: BTTB's Peak (8am - 10pm) /Off-peak (10pm - 8am) rate will be applicable for BTTB charge.

My Choice

Type of call	Tariff/min in BDT for Easy and Easy GOLD	
	Peak Hour(8am to 12 am)	Easy Hour(12 am to 8am)
GP to GP calls	4	2
GP to other mobile operator calls	4.8	2
Incoming from mobile	Free	Free
GP to BTTB local and ISD	4.8 + BTTB charges	2+ BTTB charges
GP to BTTB NWD	4.8 + flat 3/min	2+ flat 3/min
Incoming from BTTB	2 (after first minute)	2 (after first minute)

- 30 sec pulse in the 1st min
- 20 sec pulse after 1st min. (for mobile to mobile)

Validity of Easy Scratch Card

Validity of an Easy scratch card and flexi-load-refill depends on the value of that scratch card. For instance, a Taka 300 scratch card has a 31-day validity period and a Taka 600 scratch card has 62-day validity period after recharge. When the validity period is over, your mobile will be inactive for making and receiving calls. But you will be able to recharge your account.

Scratch Card & Refill

Range	Validity	Grace period (Incoming only)
Tk. 50-99	3 days	None
Tk. 100-149	10 days	None
Tk. 150-199	15 days	None
Tk. 200-249	20 days	None
Tk. 250-299	25 days	None
Tk. 300-599	180 days (6months)	7 days
Tk. 600-10000	365 days (1yr)	7 days

Thank U

Introduction

A Grameenphone connection is not just simply a mobile connection; it is the beginning of a new relationship. Since the start of our operations in 1997, we believe that a special relationship is formed with each new connection – a time-nurtured attachment that deepens with every call you make and receive.

Thank you is our way of expressing our gratitude, because not only has your loyalty touched us but has also made us the preferred mobile operator. Our Thank you program provides you with a number of rewards that will make your mobile phone experience with us even more satisfying.

Terms & Conditions

- ❖ If you are an EASY, EASY Gold & djuice subscriber, you can enjoy thank you bonus talk- time.
- ❖ Pre-paid subscriber will enjoy bonus talk-time after every three months (in April, July, October and January).
- ❖ The quarterly Pre-paid bonus talk-time will have a validity of 30 days, and can be used to call any GP number.
- ❖ You can get up to a maximum of Tk.1000 worth of quarterly Pre-paid bonus talk-time.
- ❖ This gift is applicable to both scratch card and Flexi load users.
- ❖ Conditions apply.

Djuice

Djuice is a pre-paid mobile-to-mobile product. In addition to the basic cellular options, it has some additional lifestyle benefits, specially tailored for the target segment.



Tariff & Pulse

Tk 0.80/pulse

With 20 sec pulse throughout djuice offers improved affordability

- Call any djuice number during Peak hours only @ Tk 0.80/pulse
- Call any mobile during Peak hours only @ Tk 1.55 /pulse
- Call any mobile during Off-Peak hours only @ Tk 0.66 /pulse.

Peak hours – 6 am to 12 am, Off-peak hours – 12 am to 6 am

SMS only @ Tk.1

- Djuice to djuice or djuice to GP @ Tk 1/SMS
- Push Pull content- Tk 1.5/SMS
- Premium Content- Ring tone and Logo @ Tk 10
- Aktel, CityCell & Banglalink @ Tk 1.5/SMS

Also enjoy first **50 SMS** to any djuice or GP number absolutely free.

- All tariffs are subject to change without assigning any reason
- 15% VAT applicable to all charges



GSM Features of GrameenPhone

GrameenPhone subscribers enjoy the following GSM features without bearing any additional costs:

- ❖ **Caller ID:** Display of the phone number of an incoming call in your handset before the call is answered.

- ❖ **Call Waiting:** While talking to the first caller, you will hear a special tone informing you about the second call on the line. At that moment you can put the first caller on hold and talk to the second caller.

- ❖ **Call Conference:** Receiving calls from multiple callers can be supplemented by joining these multiple callers so as to enable them to talk to each other. You will be able to communicate with a group consisting of maximum five callers.

- ❖ **Call Divert:** Call Divert lets you redirect or re-route your call to another GrameenPhone mobile or any other fixed (if you have BTTB connectivity) or mobile phone.

- ❖ **Call Barring:** Enables you to restrict certain types of calls to be made from your mobile. This feature is especially important for security purposes

Value Added Services

Subscribers can use their mobile phone for many other purposes than making voice calls. With GrameenPhone's VAS, you can use your mobile phone to:

- Send and receive text messages, picture messages, voice messages
- Download ring tones, logos, wallpapers
- Obtain news updates, cricket score updates
- Browse the Internet and also send and receive e-mails
- Transfer data and send fax
- Participate in competitions and vote for your opinions

Subscribers will be able to use all these services whenever you need them, wherever you are. All you need is to have a GP mobile phone to get these services.

- Messaging Services
- Information Alerts
- Data Transfer
- Fax
- Entertainment Services
- Browsing the Internet
- Send and receive e-mails
- Download Contents
- Customize Your Handset
- Participate in Competitions
- Vote your Opinions

GP International Roaming

In March 1999, GrameenPhone introduced this premium service for the first time in Bangladesh and now provides International Roaming service to its own subscribers traveling abroad as well as to foreign operators' subscribers traveling in Bangladesh. For the first time in Bangladesh in July 2006, GrameenPhone launched Roaming Services (both GSM and EDGE/GPRS) with CAMEL Phase II for Pre paid In-bound subscribers.

GrameenPhone has unique 'One to One' relationship with all its International Roaming partner operators. As of Sep 2006, GrameenPhone has 315 GSM partner operators in 115 countries in 6 continents and 44 EDGE/GPRS partner operators in 16 countries.

GP International Roaming Services

With GP International Roaming, you will be able to:

- ❖ Use All Voice & SMS Based Services (GSM Roaming Services - Voice & SMS)
- ❖ Browse Internet, Check Email, Send MMS, Download Contents & many more (EDGE/GPRS Roaming Services - Internet, Email, MMS)

Village Phone



The internationally acclaimed Village Phone Program (VPP) continued to grow rapidly during 2006, providing telecommunications services in rural areas all over Bangladesh, covering even the remote off-shore islands in the Bay of Bengal.

Managed by Grameen Telecom in cooperation with Grameen Bank and GrameenPhone, the VPP further expanded to add nearly another 100,000 new VP subscribers, with the total year-end figure standing at around 191,000 in 2005.

As of today, there are more than 260,000 VP operators in over 50,000 villages in 439 Upazilas (sub-districts) of the country. Amongst GP subscribers, VP operators yielded the highest average revenue per month.

Commencing its operation in March 1997, the VPP is a unique initiative to provide telecommunications facilities in remote, rural areas where no such service was available before. It has brought about a quiet revolution in mobile telephony in Bangladesh, by putting cell phones in the hands of the rural poor, many of them women, who had never seen a telephone before.

The Village Phones work as an owner-operated pay phone. It has created a good income-earning opportunity for the VP operators, mostly poor women who are borrower members of Grameen Bank. Typically, a member of Grameen Bank takes a loan to buy a handset and a GP subscription and Grameen Telecom trains her on how to operate it.

VPP has received many international awards while it has also been extensively featured in the international media over the years and documented by researchers both at home and abroad. The GSM Association at the GSM Congress in Cannes, France gave the “GSM in the Community Award” it in February 2000. It also received the “Commonwealth Innovation Award” in 2003 and the “Petersburg Prize” awarded by the Gateway Foundation in 2005.

The Village Phone Program has also been replicated in a number of countries including Uganda and Rwanda in Africa.

Research studies have found that the introduction of Village Phones has made a “tremendous” social and economic impact in the rural areas, creating a “substantial consumer surplus” for the users. It directly increases the household income of the Village Phone operator.

Findings showed that this modern technology has increased the social standing of the Village Phone Lady. The various studies have found that one of the most important contributions of Village Phones was to make market information accessible to all. It has also substantially empowered the women from the rural households, who can now access numerous services provided by the government and non-government organizations through a simple telephone call from her village.

Corporate Social Responsibility

An Integral Part of GP

The shareholders of GrameenPhone believe that “Good development is good business”. Since its inception, GrameenPhone has always considered Corporate Social Responsibility (CSR) as an important function of the company.

Thus, CSR is an integral part of GrameenPhone. The goal of a good CSR program is to make the company a good corporate citizen of the country it operates in. The aim is to initiate or support social development programs, which have a direct impact in the development of the society, thus making a company socially responsible.

Along with providing telecommunication services to more than six million people, providing direct income-earning opportunities to more than 200,000 people and being one of the top corporate taxpayers in the country, GrameenPhone takes its CSR activities quite seriously.

An independent organization called 'Ideas & Insights' conducted a survey late last year, among people from different walks of life, on the CSR activities of different companies. CSR was the central issue of this survey. According to the survey, GP has been recognized as among the most socially responsible companies in the country.

Other Activities

- In March 2001, GrameenPhone signed an agreement with UNICEF, under which GP contributed towards some UNICEF assisted projects devoted towards improving the quality of primary education in Bangladesh.
- As a socially responsible company, GrameenPhone supports a number of national socio-cultural activities including sponsoring the National Book Fair (Ekushey Boi Mela), National Poetry Festival, children's art competitions, major art exhibitions and other events.
- It actively participates in the development of cricket in the country and is presently the official sponsor of the Bangladesh National Cricket Team. It has also sponsored the National Under-17 team, Premier Cricket League and the Corporate Cricket League. GrameenPhone also sponsors the President's Cup Golf Tournament and other sports events.

- GrameenPhone takes an active interest in spreading IT education through both urban and rural schools. Over the years, GP has donated more than 100 computers to a number of mostly rural schools, benefiting thousands of poor students.
- During the floods of 2004, GP was very actively involved in supporting flood victims by donating and supplying medicine, drinking water and arranging health camps.
- GP also donated more than BDT10 million toward the 'School Rebuilding Program' of UNICEF for Tsunami affected areas of Sri Lanka and the Maldives.
- GrameenPhone donated BDT 10 million to the recent earthquake affected people of Pakistan
- GrameenPhone actively participates in the city beautification program initiated by Dhaka City Corporation and also supports improvement of the traffic systems in major cities.
- GrameenPhone also supports the Acid Survivors Foundation and a project for autistic children by providing support for their education and improvement of learning ability.

GP launched the EDGE technology earlier last year, which will enable its subscriber's access to high-speed data and Internet services. This will also help bridge the existing digital divide to some extent by allowing people in the rural areas access to the Internet or information highway.



Customers Satisfaction Through The Prism of Findings



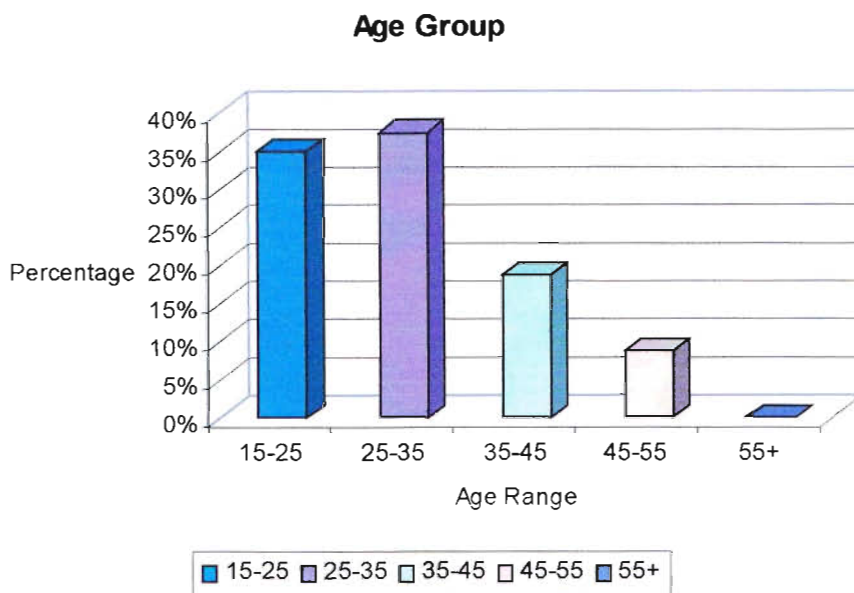
Analysis of the Customer Features

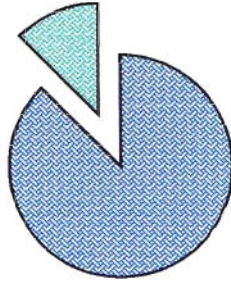
In this part the analysis of the Grameen “EASY” Pre-Paid Service users age, income level, and the choices as well as the preferences will take place.

Age Group of the Consumers

From the total sample of 80, pre-Paid customers have responded as their Age are:

- 35% respondents age were found between 15years – 25years
- 38% pre-Paid users age is between 25years – 35years.
- 19% customers age is between 35years – 45years.
- The age between 45-55 are 9%
- And the percentage of the 55+ years were found 0%



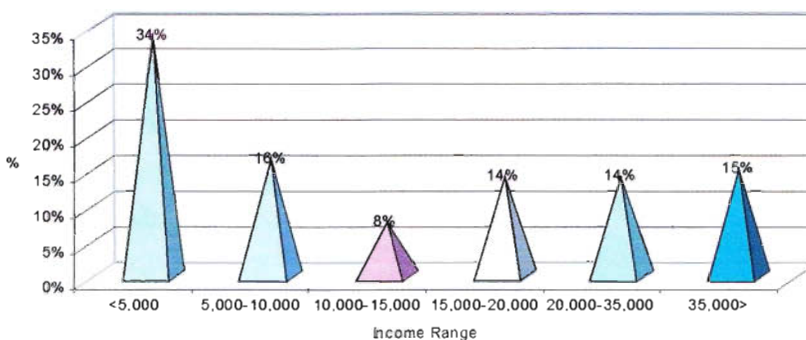


The EASY pre-Paid users prefer the pre-paid service and post-Paid service consecutively as 87% and 13%.

Income Level of the Pre-Paid Users

The monthly income levels of the pre-Paid customers as they responds their monthly income to be:

- 34% Pre-Paid users income is less than 5000taka income
- 16% pre-Paid users income is between 5000taka – 10000taka.
- 8% customers income is between 10000taka – 15000taka.
- The income between 15000taka – 20000taka is 14%
- The percentage between the income 20000–35000 taka were found 14%
- The income more than 35000taka of the pre-Paid users are found as 15%



Occupation Group of the Pre-Paid Customers

From the analysis of the customer response the EASY pre-paid users have the different occupation that are as follows:

- 23% pre-Paid users occupation is Service.
- 49% Business person is uses pre-Paid phone.
- Household uses 5% pre-Paid phone.
- Student uses 23% of pre-Paid service.
- Others use 1%.

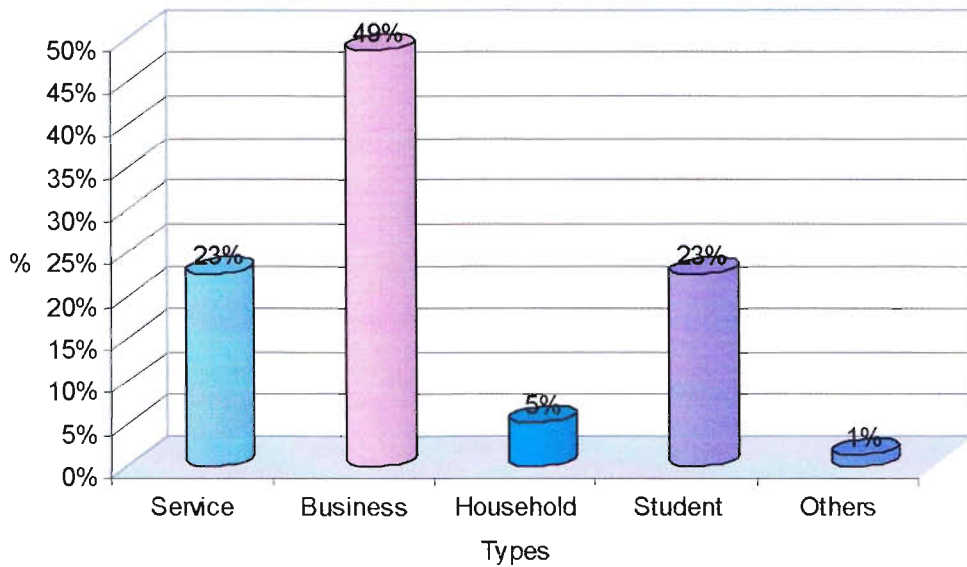


Figure: Occupation Group of “EASY” pre-Paid user.

Analysis of Customer Satisfaction

After getting all the data from the Grameen "EASY pre-Paid customers" we have analyzed through the statistical tools to find out the satisfaction level of the customers. Mainly we have used the popular tools for measuring satisfaction of the customer is 'Likert Scale'.

Determination of Factors

As the research topic is "Satisfaction Level of Pre-Paid Subscribers of GrameenPhone", so I have conducted some theoretical study and literature review as well as the statistical approach, and taken the following terms straightly associated with the satisfaction or dissatisfaction of the Pre-Paid Customers. My questionnaire is associated in that manner that the consumers can easily understand and reply frequently.

On this regard, in the research study I used 'Likert Scale' to measure the factors. To study satisfaction or dissatisfaction it is directly countered with 5 (Five) major factors, and each factors reflects a combination of attributes. The satisfaction determination factors are as follows:

- ❖ **Network Availability**
- ❖ **Coverage**
- ❖ **Charge (tk.)**
- ❖ **Hotline**
- ❖ **Availability of Connection**

Each of the factors covers the following attributes, according to the nature of the factors:

1 Network Availability

- While Roaming
- When Natural calamity arises
- In home
- When in a dynamic position, like car

2 Coverage

- Every where in the country

3 Charge (tk.)

- Is it fare enough
- Should it be reduced

4 Hotline

- Is they response to the users friendly
- Is it an important for the Pre-paid service.

5 Availability of Connection

- Quick response to the other mobile

Process of the Analysis

In this concern, by using the 'Likert Scale' query to evaluate the respondents I have found, the consumers marked the "EASY pre-paid Service" as they have experienced and is expecting from it.

Factors (showing the Customer's Response marking of Service in a 5-1 scale)

Table for Customers

Point distribution have been done by Likert Scale's low to high:

In every question, customers answered according to their experience.

Factors:	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH
Weight:	1	2	3	4	5

The result of marking the determinant Pre-paid users showed their expectation from the GrameenPhone.

In this concern the variance between the Grameen Easy pre-Paid Service users expectation with their response in one particular factor will be the surplus or deficit. $(\text{Response} - \text{Expectation}) = \text{Variance}$ [surplus or deficit]. That will show the condition of the GrameenPhone in that particular factor.



Analyzing the (Five) Factors

- **Network Availability**

Figure A-1 and A-2 shows the total number of Pre-Paid users Response and Expectation respectively in Network Availability.

Pre-Paid users Response

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Network Availability	0	0	6	54	20	80
Factor	1	2	3	4	5	
Result*	0	0	18	216	100	334
Customers Response of Network Availability: Result/80 user						4.175

* Result= Network Availability (Survey Figures) * Factor

Figure A-1

Pre-Paid users Expectation

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Network Availability	0	0	11	63	6	80
Factors	1	2	3	4	5	
Result*	0	0	33	252	30	315
Customers Expectations of Network Availability: Result/80 user						3.937

* Result= Network Availability (Survey Figures) * Factor

Figure A-2

So, the variance is = $(4.175 - 3.937) = 0.238$ [Surplus]

Here the variance shows that, the Grameen EASY Pre-Paid service has great network available to the users in regards to their expectation. The variance difference is appreciated result for GrameenPhone as it is a surplus figure and they have to keep it up to lead the market in the long run.

- **Coverage**

Figure A-3 and A-4 shows the total number of Pre-Paid users Response and Expectation respectively in Coverage.

Pre-Paid users Response

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Coverage	0	0	4	41	35	80
Factor	1	2	3	4	5	
Result*	0	0	12	164	175	351
Customers Response Coverage: Result/80 user						4.387

* Result= Coverage (survey Figures) * Factor

Figure: A-3

Pre-Paid users Expectation

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Coverage	0	0	0	63	17	80
Factor	1	2	3	4	5	
Result*	0	0	0	252	85	337
Customers Expectation Coverage: Result/80 user						4.212

* Result= Coverage (survey Figures) * Factor

Figure: A-4

So, the variance is = $(4.387 - 4.212) = 0.175$ [Surplus]

Here the variance shows that, the coverage of the GrameenPhone is high than the users expectation. The variance shows that the difference is a surplus figure that reflects considering the coverage expectation of the subscribers, GrameenPhone become successful to satisfied its customer.

- Charge (Tk)**

Figure A-5 and A-6 shows the total number of Pre-Paid users Response and Expectation respectively in Charge (tk.), for accumulating the charge users ranks the parameter as the 5-1 Scale [(1= high Charge (dissatisfied), 5=Low charge (satisfied))

Pre-Paid users Response

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Charge (tk.)	39	10	16	7	8	80
Factor	1	2	3	4	5	
Result*	39	20	48	28	40	175
Customers Expectation Charge (tk.): Result/80 user						2.18

* Result= Charge (tk.) (survey Figures) * Factor

Figure: A-5

Pre-Paid users Expectation (expecting to be low charge=5)

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Charge (tk.)	5	9	15	10	41	80
Factor	1	2	3	4	5	
Result*	5	18	45	40	205	313
Customers Expectation Charge (tk.): Result/80 user						3.98

* Result= Charge (tk.) (survey Figures) * Factor

Figure: A-6

So, the variance is = (2.18 – 3.98) = – 1.8 [Deficit]

Here the variance shows that, at present the users has much experienced about using the Grameen EASY Pre-Paid service and come to that stage that the per minute charge of pre-Paid service of GrameenPhone is very high than their expectation. The variance difference has a high gap that should be covered up immediately. The total gap (deficit) in between is most likely unfavorable for GrameenPhone. So it can say that in the Charge of GrameenPhone is too high in regards to the customers Expectation.

- **Hotline**

Figure A-7 and A-8 shows the total number of consumer's Response and Expectation respectively in Hotline.

Pre-Paid users Response in Hotline:

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Hotline	0	2	9	51	18	80
Factor	1	2	3	4	5	
Result*	0	4	27	204	90	325
Customers Expectation Hotline: Result/80 user						4.062

* Result= Hotline (survey Figures) *Factor

Figure: A-7

Pre-Paid users Expectation Hotline:

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Charge (tk.)	0	0	26	32	22	80
Factor	1	2	3	4	5	
Result*	0	0	78	128	110	316
Customers Expectation Hotline: Result/80 user						3.950

* Result= Hotline (survey Figures) *Factor

Figure: A-8

So, the variance is = $(4.062 - 3.950) = 0.112$ [Surplus]

Here the variance shows that, at present users has a surplus output in the case of Hotline service of the Grameen EASY Pre-Paid service. That means that the users are satisfied with the service in this particular field and they are getting the service as promised. Finally the result is very favorable for GrameenPhone.

- **Availability of Connection**

Figure A-9 and A-10 shows the total number of consumer’s Response and Expectation respectively in Availability of Connection

Pre-Paid users Response in Availability of Connection:

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Availability Of Connection	0	3	9	25	43	80
Factor	1	2	3	4	5	
Result*	0	6	27	100	215	348
Customers Expectation Availability of Connection: Result/80 user						4.350

* Result= Availability of Connection (survey Figures) * Factor

Figure: A-9

Pre-Paid users Expectation in Availability of Connection:

	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
Availability Of Connection	0	2	32	38	8	80
Factor	1	2	3	4	5	
Result*	0	4	96	152	40	292
Customers Expectation Availability of Connection: Result/80 user						3.65

* Result= Availability of Connection (survey Figures) * Factor

Figure: A-10

So, the variance is = $(4.350 - 3.65) = 0.70$ [Surplus]

Here the variance shows that, the users get the connection to the other side in one dialup. That means the users do not need to dial more than one time, which leads to favorable consequence for GrameenPhone.

General Findings

In this study I provided questionnaire to 80 "EASY Pre-Paid" subscribers as I mentioned earlier. The major findings from the questionnaire are as follows:

The frequency distributions of age occupation and income of the pre-Paid customers are:

Age			Occupation			Income		
Frequency (In years)	No. of respond	%	Frequency	No. of respond	%	Frequency (in Taka)	No. of respond	%
15 - 25	28	35	Service	18	23	<5,000	27	34
25 - 35	30	38	Business	39	49	5,000-10,000	13	16
35 - 45	15	19	Household	4	5	10,000-15,000	6	8
45 - 55	7	9	Student	18	23	15,000-20,000	11	14
55+	0	0	Others	1	1	20,000-35,000	11	14
						35,000+	12	15
Total Sample = 80 100%				80	100%		80	100%

Findings From the Pre-Paid Users View Point

Service Preferred			Problems Faced			Problem Types		
Frequency	No of	%	Frequency	No of	%	Frequency	No. of	%
(Service)	Response			Respond		(Problems)	Respond	each
Pre-Paid	70	87	No	74	93	Poor Connection	3	4
Post-Paid	10	13	Yes	6	7	Main line fault	4	5
						Communicating problem	7	9
						Network fail	13	17
						Network Busy	19	23
						Others	21	26

After analyzing all the responds to the Grameen EASY pre-paid users we come the following findings:

Findings of the Expectations From Pre-Paid Service of GrameenPhone

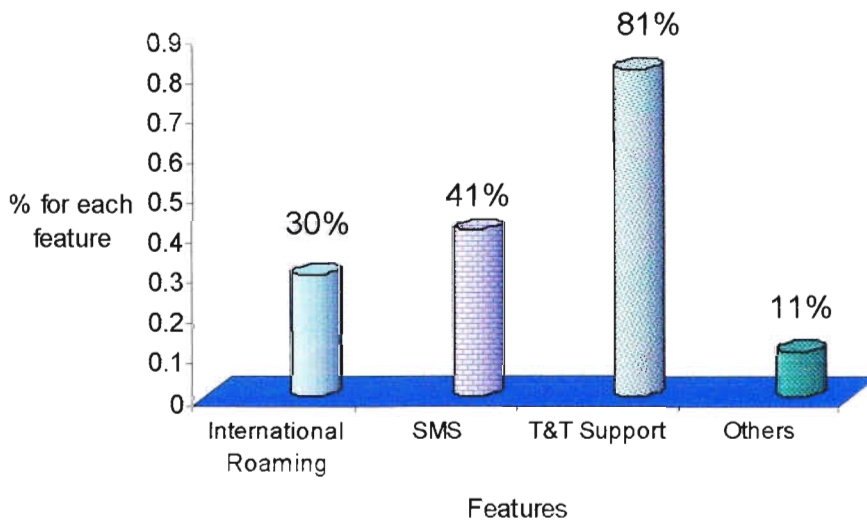
About GrameenPhone the Customers expectation is to believe about service delivery that functions as standards or reference points against which performance is judged. To understand the gaps in the services of GrameenPhone, the actual service delivery of the company was compared with an analysis of the questions listed by the respondents.

One of the findings of the analysis is that GrameenPhone subscribers hold different types of expectations about the services that they want to receive.

Their desired services, those are:

- Their 'wished for' service is they want uninterrupted service of their phones.
- Problem free network, sites and connection, to be able to dial and reach at first try
- To be able to talk long distance (Nationwide), long hours and all these for reduced airtime than what GrameenPhone is presently charging, because most of the pre-paid user like their features.
- From the pre-Paid Users response they like to have the more features from the pre-Paid service of GrameenPhone, like
 1. 30% user wants International roaming.
 2. 41% users want to have SMS (Short Message Service)
 3. 81% users mostly want T&T service included in pre-paid service.

Most Wanted Features



Ultimate Result of the Study



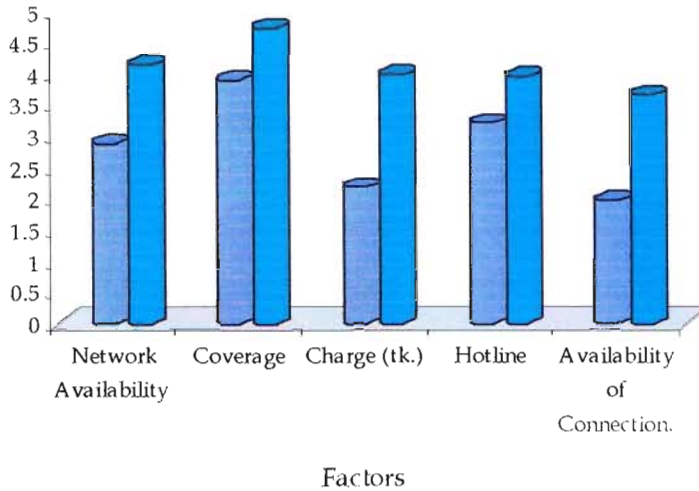
For the convenience of the research study, the findings and recommendation would be made according to the “Easy pre-Paid Service” of GrameenPhone. The ultimate findings of the study on “The Satisfaction Level of Pre-Paid Subscribers of GrameenPhone” that are shown in table and graphical atmosphere.

As I have defined the hypothesis assumption of the study, whether the customers of Grameen “Easy pre-Paid Service” are satisfied or not. Here it can easily determine the factors where Customers are having satisfactory or dissatisfactory. The below table shows all the factors related to the Research Study:

FACTORS	CUSTOMER'S RESPONSE (%)	CUSTOMER'S EXPECTATION (%)	(+) SURPLUS OR (-) DEFICIT (%)
Network Availability	4.175	3.937	0.238
Coverage	4.387	4.212	0.175
Charge (tk.)	2.18	3.98	-1.8
Hotline	4.062	3.950	0.112
Availability of Connection.	4.350	3.65	0.70

According to the findings of the analysis of Customers response and expectation we can put the decision in such way the customers are satisfied by the “EASY Pre-Paid service” of GrameenPhone.

Comparison Between Consumer Response & Expectation



Overall Findings

When the signs of trouble started about Pre-paid service of GrameenPhone, Like, Problem with access of scratch card, methods of use, congestion, and most of all problems with network and with easy connection. GrameenPhone's mistake was in the huge publicity; due to this people expectations soared. They expected smooth connection and service even when this system is still in an experiment stage even in the world market. GrameenPhone should have been able to perceive that they were increasing the level of customers' expectation and that they won't be able to match with it. Have tried to influence the controllable factors in marketing, the explicit service promises. They should have made realistic and accurate promises that reflect the service actually delivered rather than an ideal version of the service. Even bigger mistake was not accepting and admitting to its customers that problems do exist. Though the company internally knew and bought experts to modify and upgrade the system, they did not communicate this to their subscribers. Complaints poured in but since the company refused to acknowledge any, and considering their past experience and reputation of

GrameenPhone, sales of pre-paid services continued. This intensified the problems of connections, and congestion and when the situation was in the verge of collapse did the company meekly admitted to problems in its service and that they were doing everything to sort it out. A formal announcement or apology would have gone a long way in restoring public's confidence in the company.

Even than GrameenPhone did not stop the sale of this service, instead they bought out a new alternative 'GP-GP National' (post-paid), and tried their best to influence people to buy that. The commendable thing here is that GrameenPhone provided the "EASY" subscribers' option of migrating free of cost to this new product. Incentive to do that included non-payment of the access fee for the three month long period in which the company promised the services of pre-paid would restore to normal.

Here, the main problem in the services of GrameenPhone was not only in the services of its products. But the gaps existed in that the company was not able to anticipate and understand their customers' expectations. They did not understand that the customers expected uninterrupted service. Such as instant connections, not to bar connections even if they are behind in payments or haven't paid at all. To bar/unbar and solve any problems related to handset or coverage over a telephone call.

The company made the mistake in understands the level of desired and adequate service. They perceived that to satisfy customers less than the desired service won't be enough. Where as, customers would have been adequately satisfied with disconnected lines only if they are informed before. Happy subscriber's would be they who is informed to pay the unbilled amount to avoid barring. Those who are personally informed of the new credit policies of disconnection; that customer's who do not have to come to the info. Centers are personally to reconnect for any miss-communication over telephone.

All these factors help in providing customer gap. Gap in the company's perception, that their customers will accept any shortcomings in the delivery of its services. Even in the services that the company itself promised of providing. Gap exists in GrameenPhone design of service (pre-paid service to name one) and delivery that is, the performance of the product. Over-promising and over exposure in advertising gave rise to high expectations that GrameenPhone was not able to match. The company should have made sure of the accuracy of the promises of advertising and personal selling and then communicate to its customers.

Customers perception of services are all about how they assess whether they have experienced quality service, whether they are satisfied, and whether they receive good value or not. It must be mentioned here that since perceptions are always relative to expectation, it changes over time, from person to person, from customer to customer. Factors such as service encounters, evidence of service, Image of the company and the pricing; all these affect how customers perceive GrameenPhone and its services.

Service encounters are business-to-business customer experiences during the purchase of mobile phones and use of it. Sales contact, delivery, activation, billing, servicing and the ultimate after sales service. In each of these encounters a customer of GrameenPhone makes up his/her mind about the company and its services. As direct interaction usually are limited on the time of purchase, mistakes or problems that occur at this early stage are critical as failure in one point results risk of dissatisfaction in ensuring levels. And since service delivery is not only limited to the GrameenPhone information centers but through authorized dealers and outlets, the company need to be careful in its dealings. Gap occurs when a dealer or sales outlet provides unclear or incomplete information about a new subscriber. Activation gets delayed resulting in a breaking of GP's policy of connection within 24 hours. The new subscriber, dissatisfied, contacts with customer service that does not have any information

before activation. Both parties are helpless if service encounters are not taken seriously.

In situations like this, be it face to face or over hotline, GrameenPhone should try to recover the situation. They should acknowledge the problem, admit the fault (which it did not in the case of pre-paid), explain the cause (system failure, network problem etc), apologize. Lay out options (like free migration to 'GP-GP national') and take responsibility (instead of showing excuses like for scratching the card too forcefully or dialing ☐☐☐ too many times as cause of barring).

Problems occur when payments are made and informed, but not posted thus lines are barred. Miscommunication results in 'FRUA' (fraud customers) and customer have to personally come to the info. Centers. Bill formats are ambiguous and not self-explanatory which results in a lot of misunderstanding. All the factors make the customers of GrameenPhone feel they are stuck with the company and its services only because there is no better alternative in the market. All these small things provide a gap between the company. GrameenPhone has to change these negative perceptions by being more adaptable, spontaneous in its service, and by coping; with genuine difficult/problem ('FRUA') customers by listening, being patient explaining and at last, if there is no other way to satisfy, let them go.



Recommendation

After all the analysis and the findings regarding the pre-Paid service of GrameenPhone, the recommendation as below:

The main problem factors of the GrameenPhone as I have noted earlier, the main recommendation will be based on those factors regarding the pre-Paid service.

- 1 **Network Availability:** It is found GrameenPhone is having a strong network system and it also found majority customers are really satisfied of their service. To keep it continues GP should increase their technical support to ensure the users to enjoy full fledged of networks. By the time they have to consider the customers expectation as well as their promise that they made to the customer.
- 2 **Coverage:** GrameenPhone is presently leading the telecommunication market through their high coverage facility. GP is now all over in the country. From the analysis it is found customers are really delighted for their appreciated coverage facility they hope GP will keep their promise like this way.
- 3 **Charge:** This is the only factor in this study in where majority customers are not satisfied. GP should charge the users the least amount, as its intention should be in long-range economies of scale.
- 4 **Hotline:** Hotline service of GrameenPhone is more active compare to any other telecommunication company. As a result customers are really getting the best service to solve any sorts of problem and the final findings is they are satisfied. As Hotline service is an effective part of service so GP should continue this service as active as present.
- 5 **Availability of Connection:** The day becomes change. No one needs to dial more than one time to connect with others. GrameenPhone proved they are really able to keep their promise. Finally comes the satisfaction of the subscribers.

Other problems like some time unavailability of Pre-Paid cards specially for some specific card and the validity period should be optimum.

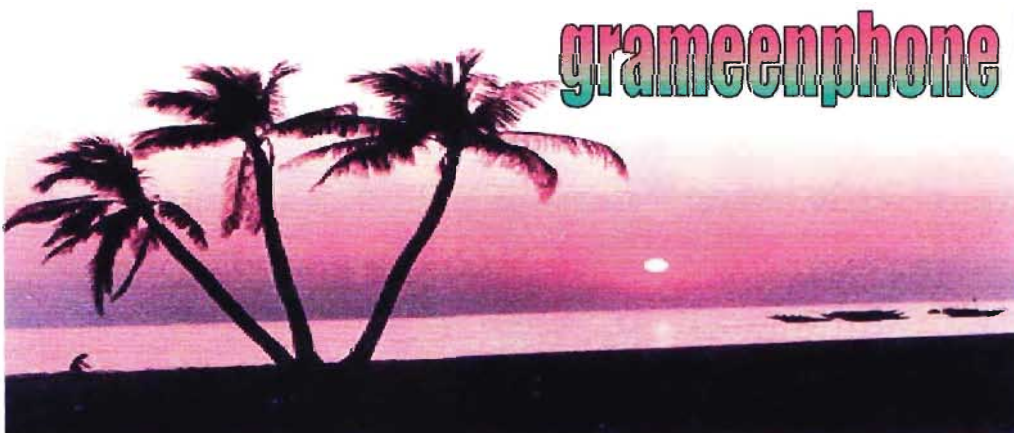
Conclusion

GrameenPhone has a positive image in the Mobile market. Due to its various innovative products and wide market coverage, strong network, at cheap rate with various service centers and its value added services, it is the market leader in the telecommunication industry and its competitors are far behind. The new process has the huge market demand, as they are the only one to provide with the service at the moment. The people, process and physical evidence of its services builds the image and demand of GrameenPhone. By people it is meant the contact employees who interact with the customers directly, and the company's customers. Gaps in physical evidence occurs when customer's have problems with their SIM (lost SIM, blocked, card error etc), handset, or any other problem regarding connection that takes place due to the customer's own fault. As subscriber's has to pay for any replacement in part, SIM, TOF (transfer of ownership), they feel these hassles and costs could have been avoided if GrameenPhone wished. These factors give rise to problems in tangible communication that the company can avoid by educating their customers on the proper producers of handling phones, by providing training on handsets, informing them of the rules and regulations of the company individually as value added service.

Appropriateness of technology in the context of a poor economy is not an issue, the appropriateness of institutions is. Institutions need to be developed that can deliver the technology to the common people so that they themselves can harness its power. Just as aspirin lowers fevers in both adults and children but children need syrups while adults can handle tablets, special delivery mechanisms may need to be developed for growing needs of the technology. GrameenPhone has not created any new technology, but it has established a new way, compatible with economic and social circumstances in rural Bangladesh, to provide access to telephones for the rural people in Bangladesh.

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Annexure (Questionnaire)

The Satisfaction Level of Pre-Paid Subscribers of GrameenPhone

This questionnaire has been developed to organize a survey on “The Satisfaction Level of Pre-Paid Subscribers of GrameenPhone in Dhaka,” for the requirement of the course “BUS498 - Project Work ”. It will appreciate your valuable time & support in filling the questions.

All information collected will be kept strictly confidential and shall only be used for academic purpose only.

1. What do you prefer?

- Pre-paid
- Post-paid

2. How long are you using your Grameen Pre-paid Phone?

----- Days ----- Months

3. What purpose do you use your Pre-Paid Phone mainly?

- A. Regular Use B. Long distance calls C. Nationwide Roaming

4. How much did you pay for the Grameen Pre-paid Phone? [In Taka]

----- Taka

5. Do you face any problem to use Grameen Pre-paid Phone?

- A. Yes B. No

6. If yes, what are the problems?

- A. Poor Connection B. Frequent line fault C. Communicating problems
D. Network fail E. Network Busy F. Scarcity of Pre-paid card

If other please specify

7. How many times it will take to get connection with other Mobile Phone?
A. Once B. 2-5 times C. 5-10 times D. More than 10 times
8. What do you do if the problem arises?
A. Call 123 (Help Line) B. Contact with dealer
If other please specify _____
9. Are you satisfied with the pre paid services of the Grameen Phone?
A. Yes B. No
11. How much do you pay for your Pre-Paid phone every Month? [Approx.]
----- Taka
12. Which pre-paid Card do you frequently prefer?
A. 50 Taka B. 100 Taka C. 300 Taka D. 600 Taka
14. Do you have any problem about availability of the Pre-Paid Card?
A. Yes B. No
15. If yes, which Pre-Paid Card is unavailable to you most?
A. 50 Taka B. 100 Taka C. 300 Taka D. 600 Taka
16. Which number you frequently Call to know about your Pre-Paid account position?
A. 566 B. 555
17. Do you roam with your Pre-Paid Phone?
A. Yes B. No
18. If Yes, how many times you roam with your Phone in every Six-month?
A. Less than 5 times B. 5-10 times C. 10-15 times
If more please specify _____

19. Do you have any problem about Nationwide Roaming?

- A. Yes
- B. No

20. If yes, what are the problems?

- A. Network Busy
- B. Unavailability of Network
- C. Communication Problem

21. Whom do you go most of the Problems of your Pre-paid Phone?

- A. Authorized Dealers
- B. GrameenPhone Center

If other please specify _____

22. Do you think per minute charge is much more than the services offered by the GrameenPhone Pre-Paid Service?

- A. Yes
- B. No

23. If yes, what will be your Suggestions?

24. Do you think the Pre-paid Phone should have more Features?

- A. Yes
- B. No

25. If yes, what should be that features?

- A. International Roaming
- B. Short Messaging(SMS)
- C. T&T Support
- D. Call Waiting
- E. Call forwarding

If other please specify _____

26. What do you use if need of other way communication rather than mobile?

- Personal TNT phone
- Pay phone

27. For your daily communication in what percentage you do in mobile phone?

----- %

28. Do you have any T&T Phone?

- A. Yes
- B. No

29. How do you feel to use mobile phone Service prepaid/ postpaid?

- Highly Satisfied
- Satisfied
- Moderate
- Dissatisfied
- Highly Dissatisfied

30. How you measure its quality by using it? [Network, bill, Serviceability etc.]

- A. Very good B. Good C. Moderate D. Poor E. Very Poor

31. Do you think it is a good way of communication?

- A. Yes B. No

32. Quality of the service you received [response to call, attitude of the service provider]

- Highly Satisfactory
- Moderate
- Highly Dissatisfactory

33. Please rank the following parameters of mobile phone in a 1-5 scale:

	5	4	3	2	1
Network availability					
Coverage					
Charge (Tk)					
Hotline					
Media of communication					
Availability of connection					

34. Customer Expectation: [Please use tick mark]

	5	4	3	2	1
Network availability					
Coverage					
Charge (Tk)					
Hotline					
Media of communication					
Availability of connection					

General Information

Name:

Address:

Age of the respondent (in years)

- 15-25
- 25-35
- 35-45

Occupation

- Service
- Business
- House Hold

Monthly Income

- <5,000
- 5,000-10,000
- 10,000-15,000

Subscriber Type: A. Corporation B. SME C. Personal D. Village Phone

Grameen Phone Type: A. GP REGULAR B. GP-GP REGULAR C. PRE-PAID

Pre-Paid Phone Number:

Subscribing Zone:



THANK YOU