

## **Internship Report On**

**Market Operations at ROBI AXIATA Ltd.**

**Submitted to:**

**ISLAMIC UNIVERSITY OF TECHNOLOGY**



**Submitted by:**

**I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.**

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**Date of Submission: 12 May 2023.**

## Letter of Transmittal

12 May 2023

Shobnom Munira

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Subject: Submission of Internship Report

Dear Ma'am,

I have successfully finished my twelve-week program at ROBI AXIATA Ltd. under your supervision and as part of my internship. As a result, I'm submitting my internship report on Market Operations' function studying Consumer Behavior.

The experience of working on this article was wonderful. I should note that despite the resources' restrictions regarding accessibility and document confidentiality, I did my best to give material pertinent to the requested field. I ask your forgiveness for any slight mistakes I made while compiling and analyzing my data.

Please accept this report as the product of my learning and use it to evaluate my progress toward achieving a bachelor's in business administration.

Sincerely,

Abrar Zahin Bin Saif

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## **Acknowledgment**

As a part of my internship at the Islamic University of Technology, I was handed this report to showcase my learning. I want to express my gratitude to the organizations and persons listed below.

I thank the Business and Technology Management Department at Islamic University of Technology for educating me throughout my Bachelor of Business Administration. My highest praise goes out to every Business and Technology Management Department faculty member for all the lessons they have taught me that have inspired me to be different. Also, I am grateful to ROBI AXIATA Ltd. for choosing me as an intern in a highly competitive industry and allowing me to work for one of Bangladesh's top telecom businesses and learn from management who are unquestionably professionals in their fields. The education has been really valuable and enlightening.

My line manager at ROBI AXIATA Ltd., Mr. Md. Faisal Imam, is the General Manager of the Loyalty & Rewards, CLM & IB Department in the Market Operations Division. Since working there, my line manager has been friendly, encouraging, and positive toward me and my efforts. Additionally, I express my sincere gratitude to all the Loyalty & Rewards members who have consistently supported me. They helped me and urged me to pick their brains for each task. Since the day I joined, they have all been incredibly friendly, encouraging, and positive about my efforts and me.

Finally, I must express my sincere gratitude to Mrs. Shobnom Munira, Assistant Professor at the Department of Business and Technology Management and my internship supervisor, on behalf of the Islamic University of Technology. Her optimism and belief in my abilities gave me confidence in myself and my job. She was in charge of my internship report's meticulous study and dissection. She helped me identify the data and carry out the analysis, which is largely responsible for the success of this report.

## **Executive Summary**

This report summarizes the three-month internship program designed to give me real-world professional experience. The essay describes my internship at Robi Axiata Limited's Market Operations Division.

This report focuses primarily on the project I was given, then on the various duties my line manager gave me, and finally on the company comparison study. The project's goal, customer onboarding and understanding consumer behavior, was to provide a framework for implementing effective customer experience strategies. To understand the entire Bangladeshi telecommunications industry and to determine ROBI's place in the market, many analyses of ROBI have been conducted, including market share analysis, performance analysis, PESTLE and SWOT analysis, and Porter's competitive advantage analysis.

Through this internship, I learned about and integrated myself into the corporate culture for three months. It expanded my knowledge of what it was like to work in a corporate setting, fostering both my professional and personal development. This has significantly impacted my professional aspirations. It demonstrated to me my areas of growth, learning, and contribution. This report thoroughly examines my responsibilities and obligations, my challenges, and how my academic background helped me overcome them.

This internship has provided valuable experience and allowed me to demonstrate my abilities and expand my skills. This experience will assist me in advancing professionally and updating my skill set, ultimately helping me pursue my dream job.

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## **Chapter 1: Introduction**



As a key prerequisite for our internship class, we must complete an internship and share our experiences and insights from our professional experience in the corporate world. As students in the **Department of Business and Technology Management** at the **Islamic University of Technology**, we must complete 150.75 credits for four years. This internship study is worth nine credits towards our graduation requirements. I completed my internship with Robi Axiata Limited to meet these graduation requirements this semester.

I began my internship with Robi Axiata Limited on **January 2, 2023**, as part of the first batch of interns for the following year. My internship concluded on **March 23, 2023**, after three months of hands-on experience in the **Market Operations** Division. During my internship, I supported the **Customer Lifecycle Management & International Business Department**, which focuses on segmenting, acquiring, and retaining customers to ensure a stable revenue base.

Additionally, the department facilitates roaming services that cover almost all countries worldwide, making Robi's roaming services the best in the country.

Leading mobile provider Robi Axiata Limited in Bangladesh has a long history of development and innovation. Robi Axiata, the second-largest cellular operator in the nation, is known for the quality of its services and customer care. By making the most of available resources and spotting new market opportunities, the Market Operations Division makes sure the business continues to succeed.

As a former intern of the Market Operations Division, my responsibilities included collaborating with various departments within the division, such as CLM & IB, Product & Pricing, Sales Operations, and Market Strategy & Planning, to improve the efficiency of the company's operations and to expand its revenue-generating base. My role was onboarding new partners, recommending new product and service offerings, and implementing strategies to optimize revenue streams.

This report provides an analysis as well as a breakdown of the events.

Furthermore, an example of how my academic background benefited in the internship period with tasks and responsibilities, allowing me to flourish in a corporate atmosphere while also making a difference on the team.

This internship opportunity was both a course assignment and a learning tool, allowing me to apply my academic knowledge to real-world scenarios. At the same time, I could learn more about the telecom business operations. On the other hand, it was my first direct exposure to the corporate world, a lesson in behaving professionally, and an opportunity to learn how to develop my sense of responsibility over time.

## **1.1 Objective**

### **1.1.1 Main Objective**

The main objective of this report is to know the functionalities of Robi and the position of Robi in the Telecommunication industry

### **1.1.2 Specific Objective**

- To concentrate on the overall state of Bangladesh's telecom industry.
- To understand ROBI AXIATA Ltd's position in the telecom sector regarding market share and earnings.
- To evaluate ROBI's performance.
- To determine ROBI's potential in Bangladesh's telecom industry.

## **1.2 Methodology of the Report**

### **1.2.1 Primary Source**

- Desk Task
- Remote Task
- Partnership Dealings visit
- Observations

### **1.2.2 Secondary Source**

- Websites
- Company Profile Section
- Different Reports, Publications & Articles

## **1.3 Scope**

Because Bangladesh is still a developing country and a sizable portion of the population does not yet have access to digital services, the potential for mobile connection is quite large. Bangladesh is a tiny country with a fast-growing online population. The availability and demand of internet connectivity for various ICT devices are expanding daily in Bangladesh. In this nation, utilizing a mobile device is far more common than using a broadband connection. Due to various factors, most Bangladeshis use a mobile service provider to access the internet for the first time. 90% of users in 2010 accessed the internet using their mobile phones, and that percentage is rising daily. More individuals will use mobile connectivity to access digital services as the nation develops economically and technologically. These would open up new commercial options for Bangladeshi telecom firms.

## **1.4 Limitations**

There were numerous restrictions when producing this study. The main restriction was the information's accessibility. Most of the information I had to do with my profession was private, so I always had to be cautious about what information I disclosed.

The other restriction was the project I was given to work on when I started working at ROBI as an intern; it was a tiny opportunity. Because of this, I could not provide any information on that project in this report. Instead, I had to go through a different project and ask my supervisor for the information, which was challenging because the other project also contained sensitive data.



## **Chapter 2: Company Overview**

## **2.1 Brief History of Robi Axiata Limited**

Sixty-eight percent of the publicly traded company Robi Axiata Limited is owned by Malaysia's Axiata Group Berhad. The public owns 10% of the equity, while Bharti Airtel of India controls 28.18%. On December 24, 2020, the firm debuted on the nation's twin stock exchanges in Dhaka and Chattogram.

The company was founded in 1997 as Telekom Malaysia International (Bangladesh) and went under the moniker Aktel. It launched a rebranding process and changed its name to Robi Axiata Limited in 2010.

Robi was Bangladesh's second-largest mobile network provider as of the end of the second quarter of 2022, with 54.5 million subscribers. Among them, 26.3 million (48%) were 4G customers, 65.1% of all data consumers. The company's data consumers account for the greatest industry-wide percentage (74.2%).

Robi Axiata Limited (Robi), the combined business that resulted from the merger with Airtel Bangladesh, began conducting business on November 16, 2016. The size of this merger is unprecedented for the country and is a first for the mobile communication sector in Bangladesh.

The company has launched several first-of-their-kind digital services nationwide to provide mobile financial services to underserved groups in rural and semi-urban locations. It is the first mobile service in Bangladesh to put out Voice over LTE on its 4.5G network and the only one to have completed a 5G trial run.

Robi has made significant contributions to socio-economic development, including founding the largest online school, Robi-10 Minute School, putting safe drinking water facilities in ten significant train stations, and collaborating with Aspire to Information (a2i) to create the National Call Center, 333, which was essential in battling the Corona pandemic.

Robi has also pioneered the market by introducing state-of-the-art digital solutions. My Sports, a sports entertainment app; Binge, a digital entertainment platform; My Health, a mobile-based health insurance digital service, My Robi; and Noor, the country's first all-encompassing Islamic lifestyle app, are a few examples. A complete audio-visual digital music platform is called Splash.

Robi's several networks provide widespread phone coverage and quick internet access. Additionally, services and goods are offered. This sample uses the numbering scheme 018\*\*\*\*\*. Robi is certain that it will succeed and empower digital lives for a better future for everybody. In January 2020, Robi released a new brand positioning statement intending to enhance the lives of its customers through cutting-edge digital goods and services.

Because the company strongly focuses on invention, it has developed a collaborative workplace atmosphere. Thus, Robi has emerged as an amazing industry pioneer using data analytics, AI, IoT, cloud services, and other digital technologies to restructure its business radically.

## **2.2 Logo and Tagline**



On January 15, 2019, Robi Axiata Limited changed its tagline to reflect its position as a fully-fledged digital brand. The new tagline, "Life-e notun experience," and a new look and feel at the Robi Corporate Office were unveiled by Mahtab Uddin Ahmed, the company's managing director and chief executive officer.

The company's long-term commitment to becoming a fully digital organization that aims to use digital innovation to promote a better future for everyone includes the release of the new tagline.

As the digital lifestyle spreads, more individuals use digital technology in numerous ways. The main driving force behind this is the need for novel experiences in life, made possible by technological advancements. Robi, a company prioritizing its customers, quickly adapted to the most recent market trend by introducing the new tagline "Life-e notun experience."

The use of Bangla and English in the tagline also indicates how society is developing and becoming more accustomed to speaking both languages simultaneously. As a result, the new motto aims to provide the company with a modern viewpoint that is in step with contemporary societal trends.

**The old slogan, "Jole Uthun Apon Shoktite,"** will be phased out now that Robi has adopted a new one. The former tagline represented a time when the company's major purpose was to enable people to realize their full potential by utilizing its mobile connectivity. However, now that the country has made significant strides toward creating a digital society, people's aspirations have evolved--the new tagline represents the people's new aspiration for a digital future.

Robi believes that the new motto would help the organization grow. Furthermore, given the company's leadership position in 4G service, the brand's new appearance and feel will help it create a closer bond with its customers.



## 2.3 Robi Elite Program

As an intern of the **Loyalty and Rewards** Team, I learned very closely about the Robi Elite Program, i.e., Robi's Loyalty program. Robi Elite Program was previously known as the Robi Dhonnobaad program.



At each level of your journey, Robi instills a customer-first culture. We constantly work to provide our customers with the greatest services because "customer centricity" is one of our core beliefs. As a result, Robi has become known through time as a company dedicated to giving you a novel experience.

For the benefit of our devoted customers, Robi Elite offers a single platform through which you may earn rewards from your preferred brands and delivery services. You will also get extra coins, exclusive rights, and regional discounts as a Robi Elite.

The average customer revenue must have exceeded \$300 over the previous three months to qualify as a Robi Elite.

Based on the average revenue generation, Robi Elite customers are divided into four categories:

- Select Elite
- Platinum Elite
- Diamond Elite
- Gold Elite.

Select Elite customers are the top-tier Robi Elites. In comparison, Gold Elite customers are the newly promoted Robi Elites.

## **2.4 Divisions of Robi Axiata Limited**

The divisions of Robi are organized into eight divisions, each with its own set of tasks and functioning on different floors of the corporate office. So that each individual can deal with their departmental crisis. I was an intern in the Market Operations Division.

- Market Operations
- Internal Audit
- Enterprise Business
- People and Corporate
- Finance
- Technology
- Corporate Strategy
- Digital Service

## 2.5 Organogram of ROBI:

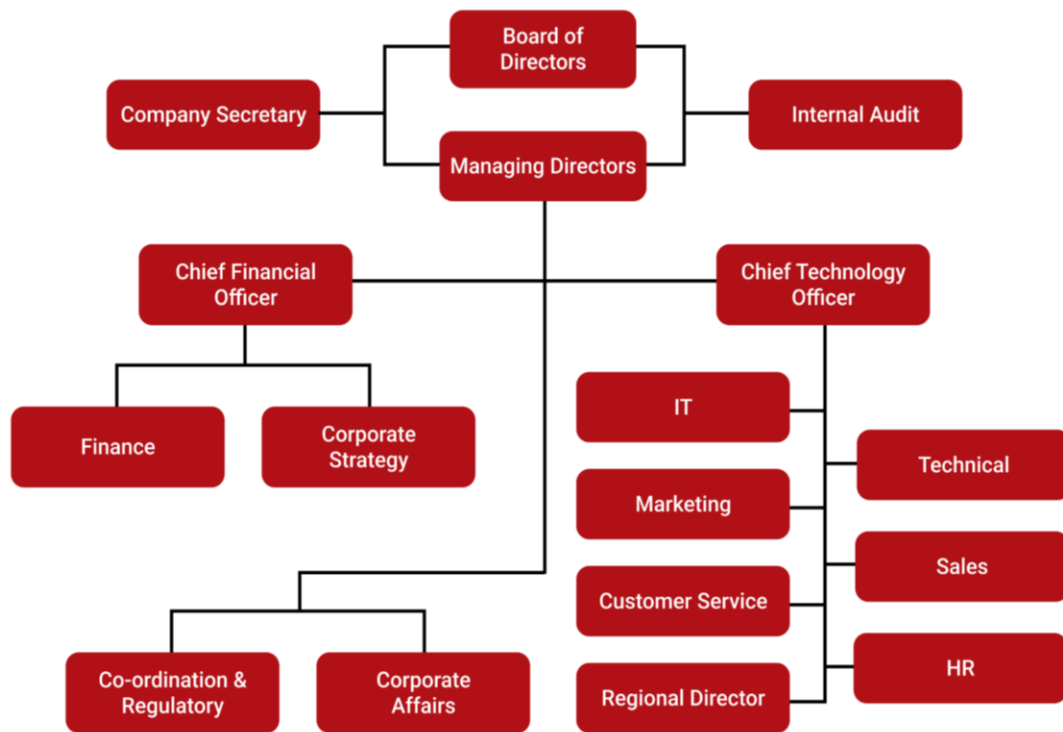


Figure 1: Organogram of Robi

## 2.6 Market Equity

Robi made its stock market debut on December 24, 2020. The Bangladesh Securities and Exchange Commission (BSEC) granted Robi regulatory clearance in September to raise Tk 5.2 billion from the capital market through the largest-ever IPO in the nation to finance network development. Investor applications were filed in November, and on December 10th, Robi staged a lottery draw. Robi's ownership was ultimately disclosed to investor accounts on December 20.

Robi had hoped to sell more than 523 million shares at a price of 10 takas each to raise far more money than the 5.23 billion takas. Instead, it raised Tk 1.36 billion by selling 136 million shares

to its employees. Public distribution was made of the 1.55 billion Tk value of remaining shares. Before the business deducts from the stock market, the agreement will be signed in DSE's Nikunja headquarters. The management of DSE and Robi will sign the contract.

## **2.7 Core Values and Principles**

### **2.7.1 Core Values**

To assure value creation and put the client first, Robi fully believes in Exceptional Performance and Uncompromising Integrity (UI EP).

### **2.7.2 Guiding Principles**

The following are the four guiding principles that act as a lighthouse to guide us as we become a leader in providing customer-centric data and digital services, keeping up with the nation's shifting digital landscape.

#### ***a. Be Agile***

- Encourage inquiries to elucidate
- Value data and analytics and share them to broaden your perspective.
- To identify possibilities and solutions, look for trends.
- For future success, learn from your mistakes.

#### ***b. Innovational Motivation***

- Pay attention to your customers to understand their problems and determine their desires.
- Innovate to guarantee consumer delight
- To achieve prompt customer service, procedures must continually be improved.
- create in people a sincere sense of purpose

**c.** *Fraternize to Provide*

- Interaction with customers and employees should be respectful
- Cultivate an environment of trust and openness in your conversation.
- Develop Inclusion and Diversity
- Cooperate and communicate with all parties to reach

**d.** *Functional Automation*

- Investigate employee suggestions to foster an entrepreneurial mentality.
- Put your finances on the line to promote innovation
- Recognize lessons from mistakes and failures for future success.
- Demand dependable quality

## **2.8 SWOT Analysis**

### **2.8.1 Strengths**

Let's look at the key components of Robi Axiata Limited's business that provide it with a competitive edge. Many factors, including a brand's intangible assets like brand value, human capital, the uniqueness of its goods, and financial stability, contribute to its strength. The strengths identified by Robi Axiata Limited's SWOT analysis are as follows:

- High Market share
- A large number of employees
- Massive Digitalization
- Strong R&D Department
- Higher price competitiveness
- Divided into many business segments

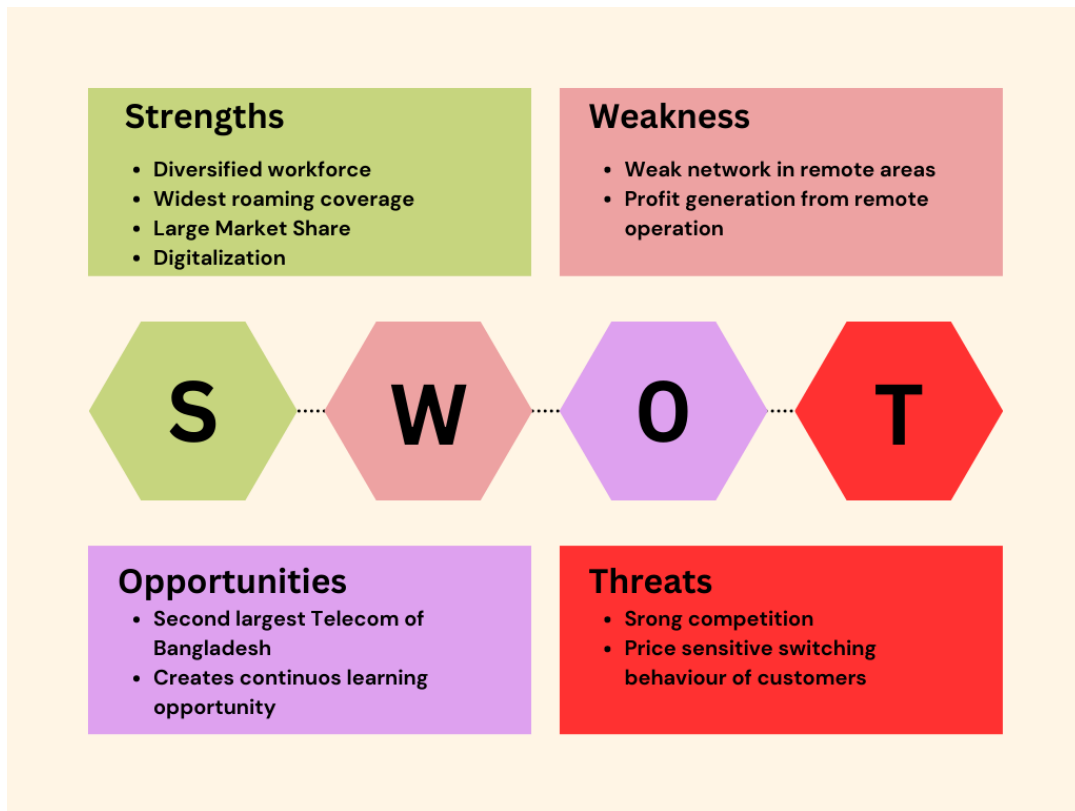


Figure 2: SWOT Analysis

## 2.8.2 Weakness

Network coverage is the first thing that comes to mind when considering flaws. The coverage of the ROBI network in the outlying areas could be better. Chittagong has the best coverage; however, there are numerous remote locations where ROBI's network needs to be improved to provide clients with high-quality service. The average subscriber life cycle revenue almost equals the SIM tax. As a result, it becomes incredibly challenging to turn a profit from the business.

### **2.8.3 Opportunities**

Opportunities come in various shapes and sizes, from the hardly perceptible to the drastically altering. If we know them, it will be easier for us to take advantage of and harness the opportunities a company encounters. This will also help better comprehend the challenges that other companies are dealing with.

In the telecom industry, Robi is now rated third in subscribers and second in revenue. After the merger with Airtel, the company might retain the second-place ranking in subscribers. Due to the strength of Robi's HR department within the company, innovative approaches to provide learning opportunities for the workforce may be developed. To demonstrate their proficiency in front of competitors.

### **2.8.4 Threats**

Robi faces fierce competition from Grameenphone and Banglalink regarding users and revenue. Those organizations employ numerous talents. These two businesses currently hold the top spots for those. It will be challenging to compete with them. Robi should always devise a backup strategy to take on these two formidable rivals. Additionally, ROBI faces a threat from customers who tend to switch to other operators, which could result in a loss of market share.

## **2.9 Porter's Five Forces**

Every firm uses Porter's Five Forces model to determine how they compare to other organizations and how competitive they must be in the market to succeed. Using this approach, a company may assess where it stands in the market and make the necessary improvements. Below is a description of Robi Axiata Limited's Porter's Five Forces Model:



*Figure 3: Porter's Five Forces*

### **Degree of Rivalry**

The four mobile telecommunication firms in Bangladesh are in fierce rivalry in the telecommunications industry. Every cell operator aims to grow market share and income by offering better services at lower prices. As a result, given the strength of their competition, there is intense competition among current competitors.

### **Threat of Substitutes**

The replacements for mobile telecom operators include broadband, modems, and telephones. Broadband was formerly more affordable than mobile internet, but now since cell providers host



the internet, anyone may readily access it anywhere. Additionally, there are few alternatives in this market. Therefore, mobile providers remain unaffected. The threat of replacements is, therefore, minimal.

### **Threat of New Entrants**

Due to the intense financial and resource requirements of all mobile businesses in Bangladesh and the fierce competition, these companies can readily create an entry barrier for those looking to enter the telecommunications market. Furthermore, because BTRC has several regulations regarding entry into the telecom business, it is difficult to get a radio spectrum license from BTRC. Therefore, there is little threat from new competitors in the telecom sector.

### **Bargaining Power of Buyers**

There are now four mobile telecom carriers in Bangladesh. Therefore, customers may easily move if there is an issue or another cell operator offers better service at a lower cost. As a result, buyers have very strong negotiating leverage in the telecom sector because all mobile providers always want to improve their offerings and draw in customers.

### **Bargaining Power of Suppliers**

There are just four mobile providers and a limited number of suppliers in the telecom industry. Because there are few rivals in Bangladesh's telecom market, the provider has less negotiation leverage.





## **Chapter 3: Industry Analysis**

As the top telecom provider in Bangladesh, ROBI must keep up with a dynamic market. The business has kept up with market changes and made the necessary adjustments to stay current. They have previously invested time and money to stay ahead of the competition. Network infrastructure modernization will make it possible to expand and accelerate the Internet's reach. The company with the second-highest revenue position is ROBI Axiata Limited. Both in terms of revenue and subscribers, it ranks in third place. Every year, ROBI moves closer to achieving success and a higher position in the telecommunications sector.

### 3.1 Industry Size and Growth Trends

<b>Operator</b>	<b>Subscribers (Millions)</b>
Grameenphone Limited.	80.30
Robi Axiata Limited & Airtel	55.57
Banglalink Digital Communications	41.39
Teletalk Bangladesh	6.63
<b>Total</b>	<b>183.89</b>

*Table 1: Telecommunications Industry Size*

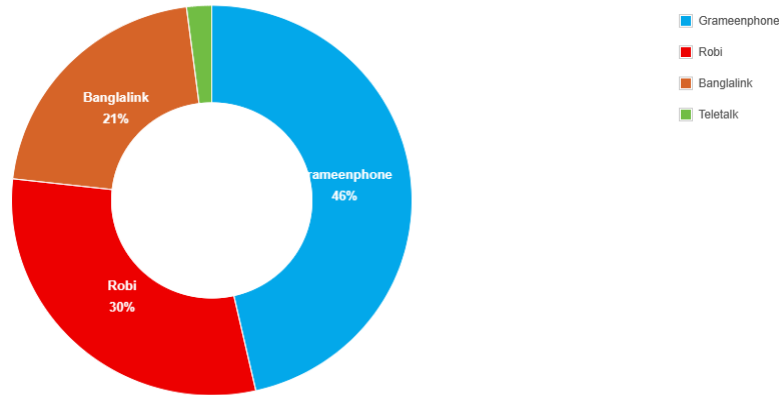


Figure 4: Market Share of Telecommunication Companies of Bangladesh

### 3.2 Factor Endowments

Porter distinguishes between basic and complex parts by highlighting hierarchies. Natural resources, climate, location, and population comprise basic features, whereas advanced qualities include communication networks, an educated and qualified workforce, research infrastructure, and technological know-how. The developed factor for a competitive edge is the most important component. The Bangladeshi telecommunications sector can lead to effective reforms, the creation of jobs, industrial growth, substantial spillover effects to other sectors, improved governance, and inclusivity. The industry has a substantial reservoir of constantly developed and deployed technical resources to fulfill demand. There is room for development, even while operators battle for qualified personnel and cutting-edge technology. One must advance themselves to outshine another player in the market.

### 3.3 Demand Conditions

Domestic demand impacts how competitive advantages are developed. The characteristics of locally manufactured items are significantly influenced by domestic demand, which pressures

them to be high-quality and inventive. A nation benefits when its consumers are wealthy and demanding, giving its businesses a competitive edge. Local enterprises can anticipate global trends with a robust local market that determines trends. Bangladesh's telecom industry is rising quickly, yet there is still more room for growth. The urgency of technological advancement, which will lead to a profoundly revolutionary change in people's living standards, accelerate economic growth, and strengthen ties between rural and urban areas, makes this a must.

### **3.4 Related and Supporting Industries**

Linking and supporting industries may invest in cutting-edge equipment, increasing a sector's competitiveness in the global market. The local competition encourages efficiency and innovation. This increases the pressure on regional service providers to perform better. Chip, hardware, and Internet businesses, among others, are growing in Bangladesh. All the hardware needed for running businesses is now affordable due to the support industry's surge and ample potential for expansion. Bangladesh has many call centers, each with a significant number of seats. Since 2007, the Bangladeshi Internet market has expanded rapidly. Since 2007, the introduction of high-speed Internet technologies and declining prices have been the main drivers of this rapid rise in Internet penetration. But since smartphones and 4G technology have taken over, its development is accelerating daily, and innovations are constantly being introduced.

### **3.5 Firm Strategy and Rivalry**

Porter makes two important observations in this passage. First, different management ideas in various nations can either support or obstruct the development of competitive advantages at the national level. The second conclusion is that maintaining a competitive advantage in a particular industry is closely related to engaging in strong domestic competition. Local rivalry drives businesses to go beyond inherent advantages. There are six operators in the Bangladeshi telecommunications sector. Mobile phones' remarkable rise in total investment, foreign direct investment (FDI), productivity levels, social cohesion, networking, and communication has severely impacted the economy. As new technologies and these operators' organizational structures evolve, healthy competition that produces domestic rivalry is encouraged.

### **3.6 The Government**

Politicians can improve or impair a nation's and industry's competitiveness by enacting laws and regulations at any level of government. A telecommunications sector will inevitably develop in Bangladesh. Early on, the government enacts many consistent policies, which unquestionably aids in a revolutionary change in this sector. Because it presents a chance to improve this industry, the government should concentrate on infrastructure development. To become a "Digital Bangladesh," government-defined infrastructure development is crucial. Thus, action must be made simultaneously to enhance by integrating unavoidable resources such as trained labor forces, administrative setups, policy formation, etc. Several things have been done to see 2015 as a medium-term and 2021 as a long-term plan. The government imposes a 15 percent VAT on Internet services, which is a high rate, but it plans to lower it to encourage more people to use the Internet.



## **Chapter 4: Description of Main Duties**



## 4.1 Department and Team

I started my internship with the **Loyalty and Rewards** team in the **Market Operation** Division's **Customer Lifecycle Management & International Business (CLM & IB)** unit.

The stages a consumer takes to consider, choose, use, and remain devoted to a product or service are called the customer lifecycle. Robi intends to increase revenue from its current clientele with the CLM while also appealing to bring in new clients. Robi carefully considers all those times the clients go through at every stage of their consumption because getting new customers is always more expensive than keeping and sustaining existing ones. Customers should always use caution when interacting with service providers. Robi gave CLM top priority to keep its clientele and for marketing purposes.

The CLM process at Robi begins with marketing and customer acquisition and concludes with the creation of churning, silent, or steady clients. Customers who are loyal to the business stay with them, while others who don't speak up change to a different operator or operator. Bounty hunters make up the majority of silent buyers since they search for deals and incentives. These are the clients that Robi's CLM process aims to keep. Robi builds interventions that gradually strengthen customer attachment to Robi and encourage win-backs using customer profiles and advanced analytics as inputs. To activate quiet SIMs, boost the loyalty of high-value groups (via incentive/loyalty programs), and market their international roaming service, CLM is responsible for creating and implementing campaigns and bottom-up initiatives.

As an intern, **Md Faisal Imam, General Manager of CLM & IB**, supervised me. Additionally, I collaborated with **Sheikh Shahrukh Hossain, Specialist**, Market Operations division, and

**Tasnia Afrin, Manager**, Loyalty & Rewards. The loyalty and rewards team is made up of three people.

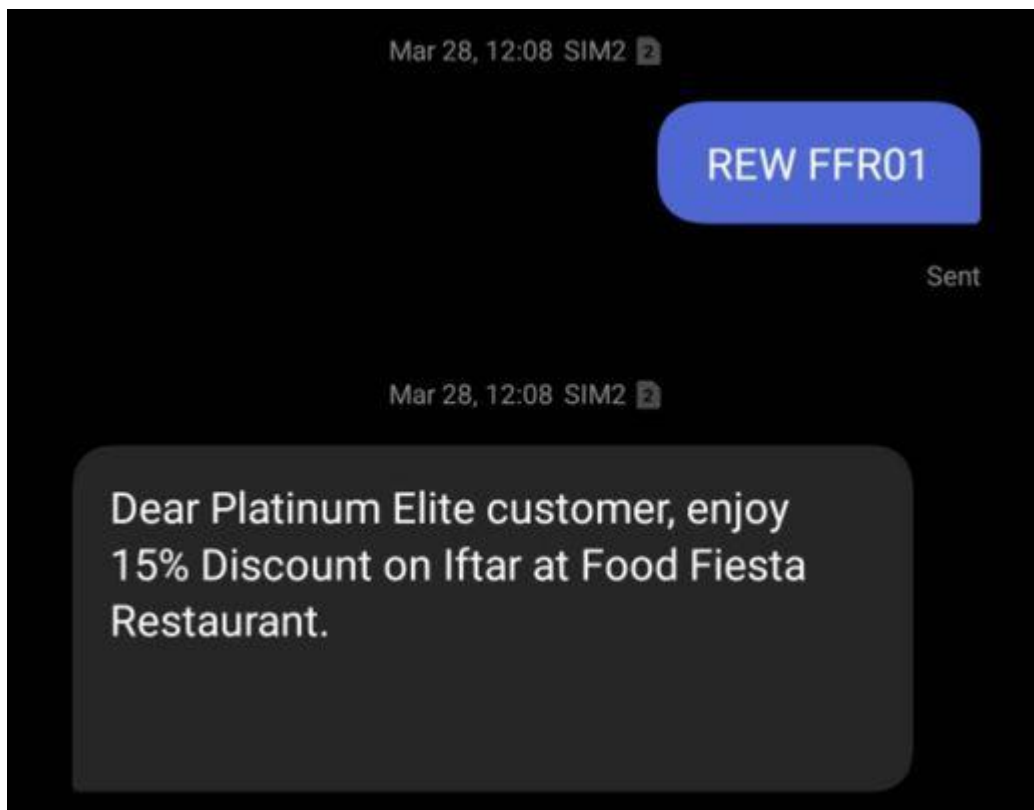
## 4.2 Task Summary

The key tasks as an intern include:

- Onboarding new partners in **LMS (Loyalty Management Software)**
- Scheduled promotional campaigns on **DnD** Software
- Writing **PR Articles** for different campaigns
- **Offer Page** creation for the Robi Elite section of the website
- **Push notifications** for promotional campaigns
- Collaboration with agency
- Meeting with agents
- **Secret code** creation for different campaigns
- Help the team in preparing Management Committee presentations
- Campaign brief writing
- Ramadan Gift basket for Ultra High-valued customers
- Daily campaign activity calculation
- Eid Greeting text configuration
- **WIC** gift allocation
- Daily, Weekly, and Monthly revenue calculations from Tableau
- Generate creative ideas that would create a **TOMA** (Top of the Mind Awareness) in customers' mind
- **ICMS** base download
- Airtel Communication Campaign ideation
- Competitor Analysis: Offer Mapping
- Focus Group Discussions

## 4.2.1 New Partner Onboard

The main function of the loyalty and rewards team is to provide lucrative rewards to the company's loyal customers. Rewards mostly include discount offers in various hotels, restaurants, and other business segments. Before providing the offer to the customers, the teams partner with the organization by signing MoU so that customers can enjoy their respective benefits. Robi **Loyalty Management Software** handles the partner details, including offer information, time and duration of the offers, offer details, selected customer base, etc. Before availing of the discount offers, eligible customers must dial **REW<space>XXX and send to 1213**. If they are eligible, they will get their desired offers. I was introduced to the **LMS** to handle the entire procedure so customers can smoothly claim rewards.



*Figure 5: Elite Customers availing their discounts from the offers crafted through LMS*

## 4.2.2 SMS & Push Notification

Scheduling SMS & Push Notifications in DND software and through e-mail communication was one of my key tasks as an intern. Throughout my internship period, I scheduled SMS for different regular and special campaigns. The campaigns include:

- Robi Elite Weekend Foorti Campaign SMS (Pizza Hut, Foodpanda, Apex Footwear)
- Robi Elite Eid Happiness campaign MS
- Monthly partner SMS
- Points Redemption SMS
- Eid Greetings special SMS for Robi Elite and Treat customers

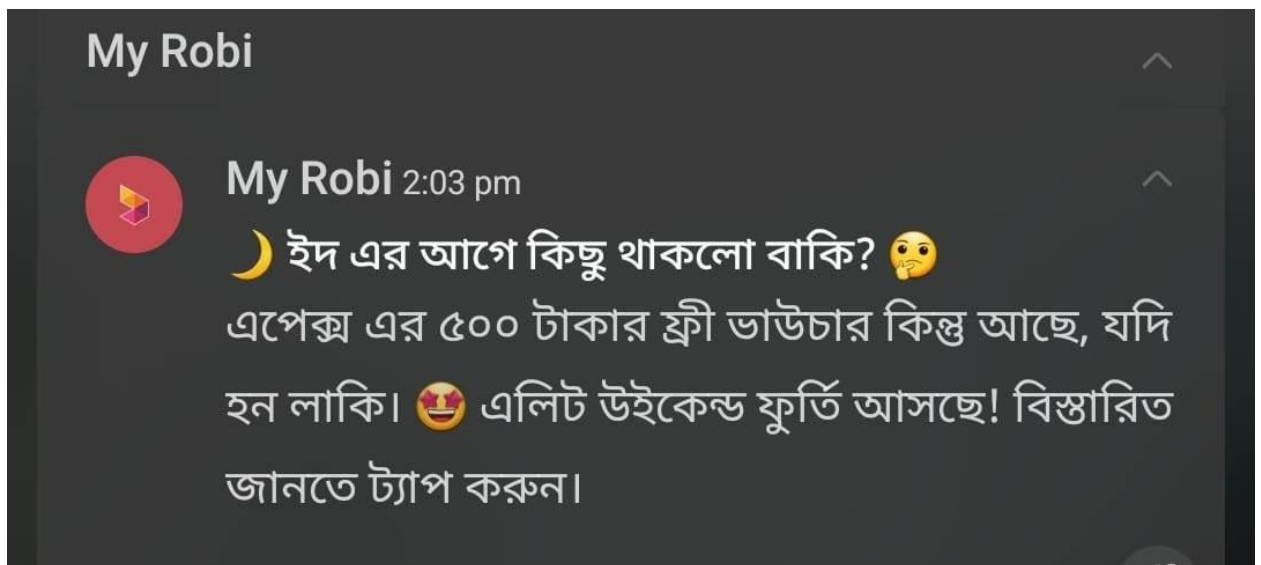


Figure 6: Sample Push Notification

### 4.2.3 PR Articles

PR Articles and Offer Pages both are important aspects of a campaign. PR articles are written in terms of communication aspects. This is to let the Management know what type of company we are partnering with and for what specific reason we choose them. Besides, the article briefly introduces Robi and the partnering company with detailed offers and benefits.

#### **Robi Elite is launching weekly campaign for the month of January**

Robi, the country's largest provider of digital services with more than 53 Mn subscribers has one of the most enriched loyalty programs known as "Robi Elite." Robi Elite is dedicated to its valued customers, allowing them to earn the rewards they desire — from favorite brands to favorite delivery places — all on one platform. Additionally, as a Robi Elite, customers will receive bonus coins, special privileges, and local offers. To leverage its opportunities, Robi Elite partnered with **four organizations in diversified industries throughout January**. These partnerships aim to launch **weekly contextual campaigns**, deliver maximum benefits to Robi's esteemed customers, and encourage loyalty.



As part of the partner offer, at [Bandbox Limited](#), country's leading dry cleaning and laundry services, subscribers will get 10% Discount on Total Bill at Bandbox Limited. To avail this offer, users need to Type REW BBX01 and send to 1213 then they will get via SMS, and customers need to show that on the payment counter.

[Bandbox](#)

[Grand Sultan Tea Resort & Golf](#), one of Bangladesh's most luxurious resorts and also the one & only Five Star resort in Sylhet region to give Robi Elite customers a premium experience on their day to day convenience and incomparable staying comfort respectively, subscribers will get up to 50% Discount on Room Rack Rate at Grand Sultan Tea Resort & Golf. To avail this offer, users need to Type REW GRS01 and send to 1213 then they will get via SMS.

[Grand Sultan Tea Resort & Golf](#)

With the partnership of [Star Tech & Engineering Limited](#), subscribers will receive up to 30% Discount on all products and 5% discount (maximum 500TK) on selected products at Star Tech & Engineering Limited. To avail this offer, users need to Type REW SRT01 and send to 1213 then they will get via SMS, and customers need to show that on the payment counter.

[Star Tech & Engineering Limited](#)

In the most recent elite offer, [Bio-xin Cosmeceuticals](#) is giving a 20% discount to all Robi elite customers on its Total Bill. To avail of this offer, users need to Type REW BXC01 and send it to 1213. Then, they will get it via SMS, and customers need to show that while making the payment.

[Bio-xin Cosmeceuticals](#)

Figure 7: Sample PR Article (Prepared for January)

## 4.2.4 Offer Page Content

On the other hand, Offer Page is website content. It is written to let the entire customer and non-customer segments know about Robi Elite's offer. I wrote offer pages for the Robi Elite Weekend Foorti, Eid Happiness, and other notable campaigns throughout my period.

### Elite Weekend Foorti with Apex Footwear!

Step up your shoe game with Apex Footwear Elite Discounts - to make every purchase to make your feet and wallet happy, Robi Elite brings you-

- Free coupon voucher for first 150 customers every weekend worth 500 BDT at **Apex Footwear**.

With Apex Footwear, Robi Elite also brings you-

- 5% discount up to 100 BDT (minimum value 1000 BDT) on **Apex Footwear**. Every Elite customer can avail the offer.

Don't miss out on this amazing opportunity to experience the best with Apex Footwear and Robi Elite. Grab your discounts today and elevate your everyday journey with Apex Elite offer!

**What is the offer?**

Apex is offering **free coupon voucher & discount**.

- The first 150 Robi Elite users will get a free voucher worth 150 Taka on Apex Footwear every weekend throughout the whole March.
- Customers who will miss the free voucher would get discounts. Every Elite users would also get a **5% Discount up to 100 Taka** (minimum order value 1000 Taka) on **Apex**.

**How to avail?**

There are two different codes for **Apex free voucher coupon** and **Apex discounts**.

1. For free voucher coupon, customers need to Type **Rew<space> Weekendapex01** and **send an SMS to 1213**.
  - Customer will see the offer SMS for free coupon. If the customer is eligible for the offer, he will get a secret code to avail his offer.
2. For Pathao food, customers need to Type **Rew<space> Weekendapex02** and **send an SMS to 1213**.
  - Customers would instantly receive a discount offer SMS.

**Terms & Conditions:**

1. Offer is Eligible for Robi Elites Only
2. Maximum Usage Limit:
  - Pathao Rides: 3
  - Pathao Foods: 2
3. Eligible customers will get an instant reply after sending SMS according to offer availing process; customers will receive promo codes accordingly.
4. Classic customers can become Instant Elite by recharging 599/899/1498 BDT and become Gold/Diamond/Platinum Elite instantly along with Minute and Data Combo packs.

Figure 8: Sample Offer Page (Prepared for Apex Footwear Limited)

## 4.2.5 Meeting with Agents

I have to meet with vendors and partners willing to work with Robi for the Elite offer partnership meetings. The terms and conditions of the partnership agreement were reviewed in that meeting by me and my team members. The aim of those meetings was the proposal of either contract renewals or onboarding new partners for old and potential partners, respectively.

My role was to note down the meeting minutes, highlight the key factors of the meeting, establish new points and logic about proceeding toward the partnership and suggest new offers in case of further negotiations.

#### **4.2.6 Revenue Calculation**

It was a vital part of my role as it was very important to determine how the existing campaigns performed. It gives the ability to forecast future results and restructure strategies if necessary. To calculate revenue, I mostly used advanced Excel. But to find the data, I used a user-friendly and interactive data visualization and business intelligence tool called Tableau, enabling users to connect, visualize, and exchange data. Tableau makes it easy for individuals to see and understand their data. I had to go through an extensive stage of Tableau usage to visualize and sort data among a complex set of information. By calculating the revenues, I gave my team regular updates and suggested new strategies.

#### **4.2.7 Ramadan Gift Basket for UHVCs**

During this Eid, Robi launched a high-budget campaign with utmost priority focusing on the country's ultra-high-value customers. The campaign aimed to reward the top loyal customers for maintaining customer satisfaction and loyalty. The campaign included tasks like deciding the gift items, communicating with the vendors and quotations, allocating gifts based on Loyal Revenue Generating Based in different parts of the country and checking samples to ensure no defective items were in the basket. Launching was a hectic campaign as the whole procedure was very complex, from finalizing gifts to distribution. I am glad my team and I could easily pull out of this campaign.



*Figure 9: Ramadan Gift Basket for Ultra High-Valued Customers*

#### **4.2.8 Agency Collaboration**

The agency members built a bridge between the mother and partner companies. Throughout the journey, I collaborated with several agency members for constant updates related to the LMS, offer correction or upgradation, SMS scheduling, and renewing old partner providers. Though most of the company's internal meetings were held in person, agency communication mostly occurred via Microsoft Teams, Phone Calls, or Whatsapp texts.



## 4.2.9 ICMS

The management and coordination of marketing campaigns across several channels, including email, social media, the web, and mobile, is done by marketing teams using an integrated campaign management system (ICMS), a software platform. The system often has tools for managing customer data, segmenting customers, and planning, executing, tracking, and analyzing marketing campaigns.

The key tasks I had to perform in ICMS were to play with various user logics and download the required customer base data. The required customer base was then used in the DnD software to send SMS to the target audiences. Through ICMS, we can easily determine the number of Robi users in each individual or integrated segment, making our promotional operations much easier.

## 4.2.10 Focus Group Discussion

Robi and Airtel combined in 2016, and Robi Axiata Limited was born. Since then, Robi Axiata Limited has run Airtel, and its marketing approach has remained the same. As a result, rival mobile providers are steadily gaining market share from Airtel. Recently, the Airtel team wanted to advertise its post-paid sim as part of operations, so they organized an FGD (focused group discussion) with all interns. In essence, the Airtel team has attempted to gather some useful information regarding market marketing and campaign idea. In addition, they intended to develop an entirely new marketing plan specifically for Airtel Post-paying customers. Following are some of the conclusions from that FGD:

- Target university students and run promotional programs on campuses
- Free trial program
- Massively Target crowd at once. For example, promotional programs in cricket matches or concert arrangements.

### **4.3 Key Learnings**

I learned a lot during my internship program at Robi. MS Excel was used for the majority of my tasks. I could use MS Excel at a proficient level. My MS Excel skills were enhanced with both supervisors' assistance. As I completed various chores, I discovered additional Excel applications.

I went to a lot of meetings throughout my internship program. Throughout this meeting, I intended to watch and learn how to conduct myself professionally. My boss constantly encouraged me to contribute to discussions and voice my opinions. It inspires me greatly and has taught me a lot.

The most significant benefit of working for this company is that Robi's corporate culture teaches me unconsciously how to behave professionally. I'm gaining rather than learning, and that's how I'm getting accustomed to the corporate culture. I also became acquainted with this large organization's daily schedule and procedures. I improved my punctuality and commitment to the assignment. The majority of the jobs in Robi had due dates. Thanks to the projects with deadlines, I planned and organized my work to finish it by the deadline. For me, this is a fantastic experience and accomplishment. I'm able to manage my work more effectively today as a result of this practice.

### **4.4 Difficulties Faced**

I never encountered any significant challenges while working as an intern at Robi. Additionally, my team and supervisors were very helpful and cooperative. Whenever I encounter a problem, I talk to my supervisor; they are always willing to lend a hand and find a solution. My other team members greatly aided me in problem-solving if the managers and my supervisors were absent.



## **Chapter 5: Analysis**

## **5.1 Company-Level Analysis**

In Bangladesh, ROBI is the second-largest mobile network operator, with a highly solid internal structure and culture. The separation of work across the departments allows for the centralization of all tasks and operations. Each division and department independently monitor duties and organizational components under full central surveillance.

Being an intern for the Market Operations Division, I can attest to the efficient execution of the organization's predetermined goals and objectives in the division's core business and daily tasks throughout. Following the central rules and objectives produce the most precise results from the divided studies.

### **5.1.1 Internal Process Performance**

I was acquainted with many internal company processes during my internship tenure. Some processes seemed exceptionally efficient, whereas others seemed inefficient, which could be improved. The efficient and the inefficient processes are briefly discussed below:

#### **Efficient Process**

- The HR department was very fast-paced while distributing the monthly allowance. Every intern would get their respective remunerations within a month's first few working days.
- The management was not rigid while determining the entry and exit times. The key focus was always on task completion.
- Every floor consisted of an arcade game and a coffee booth where employees could enjoy benefits like unlimited coffee, snacks, water filter, and freeze and oven facilities.
- Prayer room and rest room on the 6th Floor
- Access to the gym and swimming pool of Uday Tower with Intern ID Cards
- One-day remote job facility every week

## **Inefficient Process**

- Paperworks take more time than usual
- Laptop and Internet access distribution to interns are often slow
- Not offering fully subsidized lunch while competitors are doing so

## **5.2 Market Level Analysis**

### **5.2.1 Company's Competitive Position:**

As a member of the Loyalty and Rewards team, my duties were entitled to overlook and manage the functionalities related to **ROBI ELITE** program. Throughout the three months of my internship tenure, I was very close to the loyalty market and how the competitors allure their loyal customers with lucrative offers.

- **Product Promotion:** Robi Elite uses various media to promote its products and services to the general audience. They now sponsor nightly news headlines and television, print, and magazine advertisements. Of course, this is consistent with how they craft their advertising copy. Robi's simultaneous adoption of the PUSH & PULL techniques is essential. They have a division that handles internal marketing initiatives. They also work with advertising companies to manage their other big marketing projects.
- **Market-Scanning Strategy:** Robi provides services to others without focusing on one market. As a result, they now have the option to broaden their market penetration. To implement this multi-market approach, the company focuses on the market segments where it is most comfortable and can avoid competing with businesses that serve the whole

market. They are implemented through the sale of various items in various market categories.

- **Market Commitment Approach:** Robi uses a range of product, price, advertising, and distribution strategies to retaliate vehemently against challenges from rivals like Grameenphone and Banglalink for the top place in the market. To put it another way, the company makes every effort to defend its position since it has a substantial financial stake in the market.
- **Product Strategy:** The execution of the product strategy requires cooperation across several departments, including finance, research and development, the corporate staff, and marketing. This level of interconnectivity makes developing and implementing the product strategy difficult.
- **Market Positioning:** Process of placing a brand in the market where it will have a competitive edge over competing products. Due to Robi's single brand positioning benefits, they can control their primary market. By using this strategy, companies are free to recruit customers from markets outside their primary ones.

## 5.3 Professional Level Analysis

### 5.3.1 Influence on Future Career Plans

This internship has significantly influenced how I view my future career. As a BTM (Business and Technology Management) student, I aim to advance in the corporate sector by taking on leadership responsibilities and developing my skills.

I could gain detailed knowledge of the telecommunications industry and first-hand experience. Additionally, I updated my management and leadership skills thanks to this internship opportunity.

I was able to take the lead and make decisions that were in the best interests of the group as a whole.

### **5.3.2 Correlation with University Knowledge**

The predetermined idea from my academic background enabled me to assess the tasks and circumstances and reach the best conclusion possible when faced with difficult choices. I exhibited a strong skill set in the real world because of the abilities I learned about in the academic program.

Additionally, I am better positioned to deal with the technical part and its management and comprehend the technology and its requirements thanks to the technical knowledge I acquired from the engineering courses in the BTM curriculum.

My theoretical understanding of management enabled me to make choices and demonstrate effective leadership abilities. I analyzed the situation and looked for development chances thanks to the knowledge that was the foundation for developing my talents.

Theoretical knowledge allowed me to demonstrate my abilities while updating my skills, which helped me keep up with the job demands and activities.

### **5.3.3 Challenges Faced**

The time I spent as an intern was a great chance to gain first-hand knowledge. It allowed me to learn more and introduce myself to the business world. The atmosphere at ROBI is friendly and varied. Everyone I worked with gave me a lot of support and consideration. I could also work under pressure and step beyond my comfort zone, developing my abilities and knowledge.

I had to take some risks and overcome certain obstacles in addition to the chance to learn and better myself.



## **Chapter 6: Conclusion and Recommendations**



## 6.1 Conclusion

ROBI, a prominent player in the telecom sector of Bangladesh, operates in a competitive market. To be competitive in the market, the organization has kept up with trends and made necessary adjustments. They have made significant financial investments to expand their business and stay one step ahead of the competition.

By modernizing network infrastructure, it will be possible to extend the accessibility of and speed up Internet access. ROBI Axiata Limited is now ranked second in the market in revenue. Both in terms of revenue and users, it comes in second.

The Robi Elite program offers advantages to both its customers and its partners. They provide financial benefits to their customers through discounts at their partners' stores. However, they are also helping their partners.

A non-financial use is a promotion via SMS. Giving clients additional benefits to keep them as customers is the basic idea behind loyalty programs. It should have been stated how the use would be distributed. The organization can provide advantages by utilizing both its resources and those of others.

It is a blessing to work here and complete my apprenticeship with ROBI Axiata Limited is a blessing. The whole thing was stressful, but the support I received throughout my internship was quite beneficial. I had a fantastic trip and expanded my knowledge and skills while learning a lot.

## 6.2 Recommendations

- Robi, a legend in the telecommunications sector, has been doing what is necessary to keep organizational functions and activities up to date so that tasks and crucial activities are completed as intended. Working closely with others gave me a detailed grasp of the internal action plan and responsibilities. Robi is constantly trying to find methods to make the process better. Robi could train the vendor employees to maintain the Hub Sites and Data Centers appropriately and more efficiently. The results of this will be increased productivity and cost savings.
- Robi was doing okay up until last year. Thanks to Banglalink's new customer-focused network approach, the competition has been more heated. Customers in our country are very price concerned. Competitors' aggressive marketing and new, lower-priced product offerings have affected the firm. For example, the firm has grown slower than Grameenphone or Banglalink. In the past several years, Grameenphone has extended its market size by 2 million by introducing subsidiary brands like Djuiice and Skitto.
- Banglalink, on the other hand, is vigorously marketing and advertising its goods. They provide lower pricing that is readily available day and night. Robi must redefine itself within the industry to remain competitive and grow as intended. They should revamp their current marketing approach rather than merely replacing one.



## **Chapter 7: References**

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## **Appendices**



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 2nd January-5th January

1st Week  
December 2023

1. Orientation program
2. Introduction with team members
3. Understanding the units and functionalities of each team under CLM & IB Department
4. Sim card & Laptop collection
5. Monthly calendar preparation of live loyalty partners for the month of January
6. Robi Elite campaign data calculation
  - Amount spent on promotional activities on both Facebook and Google vs Reach & post engagement
7. Zero based loyalty campaign (Airtel & Robi; Quarterly)
8. Learned the use of LMS software
9. Few modifications to HVC acquisition slide
10. Learned the format of sending push notifications
11. Collected and Robi Elite campaign creatives to use them for CCO's feedback presentation
12. Learned to update daily loyal base target & revenue
13. Uploaded Airtel Treat partner codes on LMS
14. Learned to calculate growth from loyalty KPI graphs on YoY, MoM, QoQ basis.

### Terms Learned:

- LMS: Loyalty Management System
- HVC: High Value Customers



Company Supervisor

Academic Supervisor

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 8th January-12th January

2nd Week  
December 2023

1. Attended remote team meetings through Microsoft Teams
2. Introduction and communication with agency members to establish and maintain partnership dealings.
3. Daily revenue calculation (Schedule and Trigger campaigns)
4. Preparation of MC Deck presentation (December'22)
5. Uploaded Robi and Airtel partner information in LMS software
6. Calculate growth and declination rate from Loyalty KPI graphs on MoM, QoQ, and YoY basis
7. Learned to identify merged competition offer on a regional basis
8. Learned to calculate daily campaign activity for ICMS report
9. Allocated WIC gifts based on footfall rates
10. Created push notifications for Bandbox Limited
11. Learned to prepare a content brief

### Terms Learned:

- ICMS: Integrated Campaign Management System
- APPD: Average price per data
- APPM: Average price per minute
- MC: Management Committee



Company Supervisor

Academic Supervisor



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 15th January-19th January

3rd Week  
December 2023

1. Daily Revenue Calculation and data input to "Robi My Sharepoint" software
2. Prepare Airtel's communication strategy
3. Uploaded partner information to LMS software
4. Daily revenue calculation based on voice and combo offers
5. Wrote PR articles for Bandbox Limited and Grand Sultan Tea Resort & Golf
6. Meeting of interns with HR
7. MoU editing
8. Gained access to DnD software
9. Learned to upload secret codes into LMS software
10. Created push notifications for Star Tech & Engineering Limited.

### Terms Learned:

- ARPU: Average Revenue per User
- POSM: Point of Sales Matter
- Combo: Data+Talktime offer
- Voice: Talktime offer
- Deno: Price of each data/voice/combo pack



Company Supervisor

Academic Supervisor

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 22nd January-26th January

4th Week  
December 2023

1. Uploaded bulk campaigns in DnD software
2. Calculated daily campaign activity for the ICMS report
3. Calculated the APPM and APPD of competitors for their ATL and BTL campaigns
4. Prepared presentation for CCO deck
5. Learned the use of ICMS software
6. Prepared a presentation for competitors' quarterly campaigns
7. Uploaded the backlog partners' and January partners's information on LMS software
8. Learned uploading base SMS and creating single SMS in DnD software on an area and regional basis
9. Prepared inbox interface for the "Aarar Chattga Utshob" campaign
10. Wrote PR article for Star Tech & Engineering Limited
11. Prepared content brief
12. Created push notifications for Bio-Xin Cosmeceuticals

### Terms Learned:

- Churn rate: Customers who discontinue their journey within a given period
- ATL: Above the Line
- BTL: Below the Line
- TOMA: Top of the Mind Awareness



Company Supervisor

Academic Supervisor

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 29th January-2nd February

5th Week  
February 2023

1. Robi Elite-Pizza Hut February partnership campaign
  - Secret code creation using Voucherify
  - Offer page writing
  - Result and Translation of SMS text
  - Partner update in LMS software
2. Research and Analysis of Regional partner count for competitors using the Bar chart
3. Enlisting top brand associations through research
4. Regional cluster analysis using Line chart in Excel
5. Uploaded customer base and scheduled SMS packs on DnD software
6. Uploaded backlog and new partners in LMS software
7. Daily revenue calculation
8. Daily campaign activity calculation for ICMS report
9. Competitor analysis: Offer Mapping
10. Gift planning and cost breakdown per customer
11. Airtel Communication Campaign feedback collection

  
Company Supervisor

  
Academic Supervisor

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 5th February-9th February

6th Week  
February 2023

1. Robi Elite-Pizza Hut February partnership campaign
  - Secret code creation for 2nd week using Voucherify
  - Created push notifications
  - Partner offer update in LMS software
2. Sent churn SMS through DnD software targeting specific bases
3. Weekly meeting with the agency
4. Visited IT Support for a connectivity problem
5. Uploaded customer base and scheduled SMS packs on DnD software
6. Uploaded backlog and new partners in LMS software
7. Daily revenue calculation
8. Daily campaign activity calculation for ICMS report
9. Ramadan gifts ideation



Company Supervisor



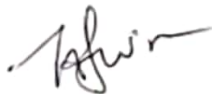
Academic Supervisor

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 12th February-15th February  
16th February: On leave

7th Week  
February 2023

1. Robi Elite-Pizza Hut February partnership campaign
  - Secret code creation using **Voucherify**
  - PR article writing
  - Result and Translation of SMS text
  - Partner update in LMS software
2. Basic idea about **Tableau** functions
3. Enlisted partners to be promoted for Falgun 1429
4. **Offer page** creation for Falgun partners
5. Campaign Renewal & upgradation in **ICMS** software
6. Uploaded customer base and scheduled SMS packs on **DnD** software for the Falgun campaign
7. Falgun Celebration
8. Uploaded backlog and new partners in **LMS** software
9. Daily campaign activity calculation for **ICMS** report (Loyalty & Rewards)
10. Daily campaign activity calculation for **ICMS** report (Base Management)
11. Greeting text ideation for Elite customers of the My Robi App
12. Calculation of Campaign Category wise summary (Weekly basis)



Company Supervisor



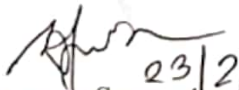
Academic Supervisor

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 19th February-23rd February  
21st February: International Mother's Language Day

8th Week  
February 2023

1. Robi Elite-Pizza Hut February partnership campaign (Elite Weekend Foorti Campaign)
  - Secret code creation using **Voucherify**
  - Scheduled promotional sms for different dates using **DnD** software
  - Transcom Beverages Limited. office visit
  - Construction of push notifications
2. Training on basic **Tableau** functions
3. LMS upload: Backlog partners
4. Attended Market Operations divisional Town hall
5. Churn sms scheduling
6. Meeting with **MSP** (Market Strategy & Planning) department regarding Elite Foorti's March campaign
7. Points redemption sms scheduling
8. **Pathao** campaign brief writing
9. **Ramadan Premium Elite** gift Campaign
10. **April's Hero Campaign** proposal ppt.
11. **CLM KPI** analysis (Excel)

  
23/2/23  
Company Supervisor

  
Academic Supervisor

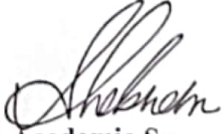
## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 26th February-2nd March

9<sup>th</sup> Week  
February-March 2023

1. Robi Elite-Foodpanda March **Elite Foorti** campaign
  - Scheduled different sms for different dates using DnD software
  - Offer Page Creation
  - Test code creation
  - Sms writing and translation
  - Partner update in LMS software
  - Push notification construction
2. Creation of campaign launch mail
3. LMS upload: Backlog partners
4. WIC text creation (\*123#)
5. Churn sms scheduling
6. Points Redemption sms scheduling
7. Uploaded backlog and new partners in **LMS** software
8. Airtel communication campaign idea modification
9. Ramadan gift basket for **UHVCs**
10. Campaign Renewal on **ICMS**
11. Attended agency meeting

  
Company Supervisor

  
Academic Supervisor

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 5th March-9th March  
March 8: Lailatul Barat Holiday

10th Week  
February 2023

1. Robi Elite-Foodpanda February partnership campaign
  - Secret code creation using Voucherify
  - PR article writing
  - Offer page content
  - Result and Translation of SMS text
  - Partner update in LMS software
2. WIC Gift Distribution
3. Assisted team in preparing managerial presentations
4. Campaign Renewal & upgradation in ICMS software
5. Airtel Communication Strategy
6. Attended departmental lunch
7. Uploaded backlog and new partners in LMS software
8. Categorizing Active Redemption Offers
9. Daily campaign activity calculation for ICMS report (Base Management)

  
Company Supervisor

  
Academic Supervisor



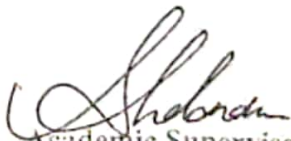
## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 12th March-16th March

11th Week  
February 2023

1. Robi Elite-Foodpanda February partnership campaign
  - PR article writing
  - Offer page content
  - Result and Translation of SMS text
  - Partner update in LMS software
  - Sent reminder SMS based on target base areas
2. Offer page Creation: *Pathao*
3. Crafted promotional SMS for Binge & Loyal Base customers
4. Ramadan Gift Allocation to UHVCs (Ultra High Valued Customers)
5. *Team Huddle*- Meeting with HR on ongoing and potential issues
6. Assisted team in slide beautification
7. Crafted Points Redemption text for Robi Chatbot
8. Script-writing for UHVCs (Ramadan gifts)
9. Daily campaign activity calculation for ICMS report (Base Management)

  
Company Supervisor

  
Academic Supervisor


## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Date: 19th March-23rd March  
20-22 March: Casual Leave

12th Week  
February 2023

1. Robi Elite-Foodpanda February partnership campaign
  - Weekly offer reminder SMS
  - Partner update in LMS software
  - Secret code upload
  - Crafted push Notifications
2. Identifying offer page error (**Pathao**) and suggested solutions
3. Prepared Final script file for Robi and Airtel Gifts Distribution
4. Ramadan Gift Allocation to UHVCs (Ultra High Valued Customers)
5. Robi Elite- Le Meridien Ramadan Deal
  - Partner code update in LMS
  - Crafted offer reminder SMS
6. Daily campaign activity calculation for ICMS report (Base Management)

  
Company Supervisor

  
Academic Supervisor

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**41** **Internship Report On**

**Market Operations at ROBI AXIATA Ltd.**

**Submitted to:**

**ISLAMIC UNIVERSITY of TECHNOLOGY**



**Submitted by:**

I know that the Islamic University of Technology's BBA in Business and Technology Management program will record the final report I filed as part of the program. I hereby consent to distribute my final report to anyone, as evidenced by my signature below.

**Abrar Zahin Bin Saif**

**ID: 180061109**

**2** **Department of Business and Technology Management**

**Academic Institution: Islamic University of Technology (IUT)**

**Approved by:**

**Shobnom Munira**

**Assistant Professor**

**2** **Department of Business and Technology Management**

**Islamic University of Technology**

**Date of Submission: 12 May 2023.**

# Letter of Transmittal

12 May 2023

Shobnom Munira

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Subject: Submission of Internship Report

Dear Ma'am,

I have successfully finished my twelve-week program at ROBI AXIATA Ltd. under your supervision and as part of my internship. As a result, I'm submitting my internship report on Market Operations' function studying Consumer Behavior.

The experience of working on this article was wonderful. I should note that despite the resources' restrictions regarding accessibility and document confidentiality, I did my best to give material pertinent to the requested field. I ask your forgiveness for any slight mistakes I made while compiling and analyzing my data.

Please accept this report as the product of my learning and use it to evaluate my progress toward achieving a bachelor's in business administration.

Sincerely,

Abrar Zahin Bin Saif

---

ID: 180061109

Department of Business and Technology Management

Islamic University of Technology

## Acknowledgment

As a part of my internship at the Islamic University of Technology, I was handed this report to showcase my learning. I want to express my gratitude to the organizations and persons listed below.

I thank the <sup>2</sup> Business and Technology Management Department at Islamic University of Technology for educating me throughout my Bachelor of Business Administration. My highest praise goes out to every Business and Technology Management Department faculty member for all the lessons they have taught me that have inspired me to be different. Also, <sup>20</sup> I am grateful to ROBI AXIATA Ltd. for choosing me as an intern in a highly competitive industry and allowing me to work for one of Bangladesh's top telecom businesses and learn from management who are unquestionably professionals in their fields. The education has been really valuable and enlightening.

My line manager at ROBI AXIATA Ltd., Mr. Md. Faisal Imam, is the General Manager of the Loyalty & Rewards, CLM & IB Department in the Market Operations Division. Since working there, my line manager has been friendly, encouraging, and positive toward me and my efforts. Additionally, I express my sincere gratitude to all the Loyalty & Rewards members who have consistently supported me. They helped me and urged me to pick their brains for each task. Since the day I joined, they have all been incredibly friendly, encouraging, and positive about my efforts and me.

Finally, I must express my sincere gratitude to Mrs. Shobnom Munira, Assistant Professor at the Department of Business and Technology Management <sup>16</sup> and my internship supervisor, on behalf of the Islamic University of Technology. Her optimism and belief in my abilities gave me confidence in myself and my job. She was in charge of my internship report's meticulous study and dissection. She helped me identify the data and carry out the analysis, which is largely responsible for the success of this report.

## Executive Summary

This report summarizes the three-month internship program designed to give me real-world professional experience. The essay describes my internship at Robi Axiata Limited's Market Operations Division.

This report focuses primarily on the project I was given, then on the various duties my line manager gave me, and finally on the company comparison study. The project's goal, customer onboarding and understanding consumer behavior, was to provide a framework for implementing effective customer experience strategies. To understand the entire Bangladeshi telecommunications industry and to determine ROBI's place in the market, many analyses of ROBI have been conducted, including market share analysis, performance analysis, PESTLE and SWOT analysis, and Porter's competitive advantage analysis.

Through this internship, I learned about and integrated myself into the corporate culture for three months. It expanded my knowledge of what it was like to work in a corporate setting, fostering both my professional and personal development. This has significantly impacted my professional aspirations. It demonstrated to me my areas of growth, learning, and contribution. This report thoroughly examines my responsibilities and obligations, my challenges, and how my academic background helped me overcome them.

This internship has provided valuable experience and allowed me to demonstrate my abilities and expand my skills. This experience will assist me in advancing professionally and updating my skill set, ultimately helping me pursue my dream job.

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## **Chapter 1: Introduction**

As a key prerequisite for our internship class, we must complete an internship and share our experiences and insights from our professional experience in the corporate world. As students in the **Department of Business and Technology Management** at the **Islamic University of Technology**, we must complete 150.75 credits for four years. This internship study is worth nine credits towards our graduation requirements. I completed my internship with Robi Axiata Limited to meet these graduation requirements this semester.

I began my internship with Robi Axiata Limited on **January 2, 2023**, as part of the first batch of interns for the following year. My internship concluded on **March 23, 2023**, after three months of hands-on experience in the **Market Operations** Division. During my internship, I supported the **Customer Lifecycle Management & International Business Department**, which focuses on segmenting, acquiring, and retaining customers to ensure a stable revenue base.

Additionally, the department facilitates roaming services that cover almost all countries worldwide, making Robi's roaming services the best in the country.

Leading mobile provider Robi Axiata Limited in Bangladesh has a long history of development and innovation. **Robi Axiata, the second-largest cellular operator in the nation, is known for the quality of its services and customer care.** By making the most of available resources and spotting new market opportunities, the Market Operations Division makes sure the business continues to succeed.

As a former intern of the Market Operations Division, my responsibilities included collaborating with various departments within the division, such as CLM & IB, Product & Pricing, Sales Operations, and Market Strategy & Planning, **to improve the efficiency of the company's operations and to expand its revenue-generating base.** My role was onboarding new partners, recommending new product and service offerings, and implementing strategies to optimize revenue streams.

This report provides an analysis as well as a breakdown of the events.

Furthermore, an example of how my academic background benefited in the internship period with tasks and responsibilities, allowing me to flourish in a corporate atmosphere while also making a difference on the team.

This internship opportunity was both a course assignment and a learning tool, allowing me to apply my academic knowledge to real-world scenarios. At the same time, I could learn more about the telecom business operations. On the other hand, it was my first direct exposure to the corporate world, a lesson in behaving professionally, and an opportunity to learn how to develop my sense of responsibility over time.

25

## **1.1 Objective**

### **1.1.1 Main Objective**

The main objective of this report is to know the functionalities of Robi and the position of Robi in the Telecommunication industry

### **1.1.2 Specific Objective**

- To concentrate on the overall state of Bangladesh's telecom industry.
- To understand ROBI AXIATA Ltd's position in the telecom sector regarding market share and earnings.
- To evaluate ROBI's performance.
- To determine ROBI's potential in Bangladesh's telecom industry.

## **1.2 Methodology of the Report**

### **1.2.1 Primary Source**

- Desk Task
- Remote Task
- Partnership Dealings visit
- Observations

### **1.2.2 Secondary Source**

- Websites
- Company Profile Section
- Different Reports, Publications & Articles

## **1.3 Scope**

Because Bangladesh is still a developing country and a sizable portion of the population does not yet have access to digital services, the potential for mobile connection is quite large. Bangladesh is a tiny country with a fast-growing online population. The availability and demand of internet connectivity for various ICT devices are expanding daily in Bangladesh. In this nation, utilizing a mobile device is far more common than using a broadband connection. Due to various factors, most Bangladeshis use a mobile service provider to access the internet for the first time. 90% of users in 2010 accessed the internet using their mobile phones, and that percentage is rising daily. More individuals will use mobile connectivity to access digital services as the nation develops economically and technologically. These would open up new commercial options for Bangladeshi telecom firms.

## **1.4 Limitations**

There were numerous restrictions when producing this study. The main restriction was the information's accessibility. Most of the information I had to do with my profession was private, so I always had to be cautious about what information I disclosed.

The other restriction was the project I was given to work on when I started working at ROBI as an intern; it was a tiny opportunity. Because of this, I could not provide any information on that project in this report. Instead, I had to go through a different project and ask my supervisor for the information, which was challenging because the other project also contained sensitive data.





## **14 Chapter 2: Company Overview**

## 2.1 Brief History of Robi Axiata Limited

Sixty-eight percent of the publicly traded company Robi Axiata Limited is owned by Malaysia's Axiata Group Berhad. The public owns 10% of the equity, while Bharti Airtel of India controls 28.18%. On December 24, 2020, the firm debuted on the nation's twin stock exchanges in Dhaka and Chattogram.

The company was founded in 1997 as Telekom Malaysia International (Bangladesh) and went under the moniker Aktel. It launched a rebranding process and changed its name to Robi Axiata Limited in 2010.

Robi was Bangladesh's second-largest mobile network provider as of the end of the second quarter of 2022, with 54.5 million subscribers. Among them, 26.3 million (48%) were 4G customers, 65.1% of all data consumers. The company's data consumers account for the greatest industry-wide percentage (74.2%).

Robi Axiata Limited (Robi), the combined business that resulted from the merger with Airtel Bangladesh, began conducting business on November 16, 2016. The size of this merger is unprecedented for the country and is a first for the mobile communication sector in Bangladesh.

The company has launched several first-of-their-kind digital services nationwide to provide mobile financial services to underserved groups in rural and semi-urban locations. It is the first mobile service in Bangladesh to put out voice over LTE on its 4.5G network and the only one to have completed a 5G trial run.

Robi has made significant contributions to socio-economic development, including founding the largest online school, Robi-10 Minute School, putting safe drinking water facilities in ten significant train stations, and collaborating with Aspire to Information (a2i) to create the National Call Center, 333, which was essential in battling the Corona pandemic.

Robi has also pioneered the market by introducing state-of-the-art digital solutions. My Sports, a sports entertainment app; Binge, a digital entertainment platform; My Health, a mobile-based health insurance digital service, My Robi; and Noor, the country's first all-encompassing Islamic lifestyle app, are a few examples. A complete audio-visual digital music platform is called Splash.

Robi's several networks provide widespread phone coverage and quick internet access. Additionally, services and goods are offered. This sample uses the numbering scheme 018\*\*\*\*\*. Robi is certain that it will succeed and empower digital lives for a better future for everybody. In January 2020, Robi released a new brand positioning statement intending to enhance the lives of its customers through cutting-edge digital goods and services.

Because the company strongly focuses on invention, it has developed a collaborative workplace atmosphere. Thus, Robi has emerged as an amazing industry pioneer using data analytics, AI, IoT, cloud services, and other digital technologies to restructure its business radically.

## 2.2 Logo and Tagline



On January 15, 2019, Robi Axiata Limited changed its tagline to reflect its position as a fully-fledged digital brand. The new tagline, "Life-e notun experience," and a new look and feel at the Robi Corporate Office were unveiled by Mahtab Uddin Ahmed, the company's managing director and chief executive officer.

The company's long-term commitment to becoming a fully digital organization that aims to use digital innovation to promote a better future for everyone includes the release of the new tagline.

As the digital lifestyle spreads, more individuals use digital technology in numerous ways. The main driving force behind this is the need for novel experiences in life, made possible by technological advancements. Robi, a company prioritizing its customers, quickly adapted to the most recent market trend by introducing the new tagline "Life-e notun experience."

The use of Bangla and English in the tagline also indicates how society is developing and becoming more accustomed to speaking both languages simultaneously. As a result, the new motto aims to provide the company with a modern viewpoint that is in step with contemporary societal trends.

**The old slogan, "Jole Uthun Apon Shoktite,"** will be phased out now that Robi has adopted a new one. The former tagline represented a time when the company's major purpose was to enable people to realize their full potential by utilizing its mobile connectivity. However, now that the country has made significant strides toward creating a digital society, people's aspirations have evolved--the new tagline represents the people's new aspiration for a digital future.

Robi believes that the new motto would help the organization grow. Furthermore, given the company's leadership position in 4G service, the brand's new appearance and feel will help it create a closer bond with its customers.

## 2.3 Robi Elite Program

As an intern of the **Loyalty and Rewards** Team, I learned very closely about the Robi Elite Program, i.e., Robi's Loyalty program. Robi Elite Program was previously known as the Robi Dhonnobaad program.



At each level of your journey, Robi instills a customer-first culture. We constantly work to provide our customers with the greatest services because "customer centricity" is one of our core beliefs. As a result, Robi has become known through time as a company dedicated to giving you a novel experience.

For the benefit of our devoted customers, Robi Elite offers a single platform through which you may earn rewards from your preferred brands and delivery services. You will also get extra coins, exclusive rights, and regional discounts as a Robi Elite.

The average customer revenue must have exceeded \$300 over the previous three months to qualify as a Robi Elite.

Based on the average revenue generation, Robi Elite customers are divided into four categories:

- Select Elite
- Platinum Elite
- Diamond Elite
- Gold Elite.

Select Elite customers are the top-tier Robi Elites. In comparison, Gold Elite customers are the newly promoted Robi Elites.

## 2.4 Divisions of Robi Axiata Limited

The divisions of Robi are organized into eight divisions, each with its own set of tasks and functioning on different floors of the corporate office. So that each individual can deal with their departmental crisis. I was an intern in the Market Operations Division.

- Market Operations
- Internal Audit
- Enterprise Business
- People and Corporate
- Finance
- Technology
- Corporate Strategy
- Digital Service

## 2.5 Organogram of ROBI:

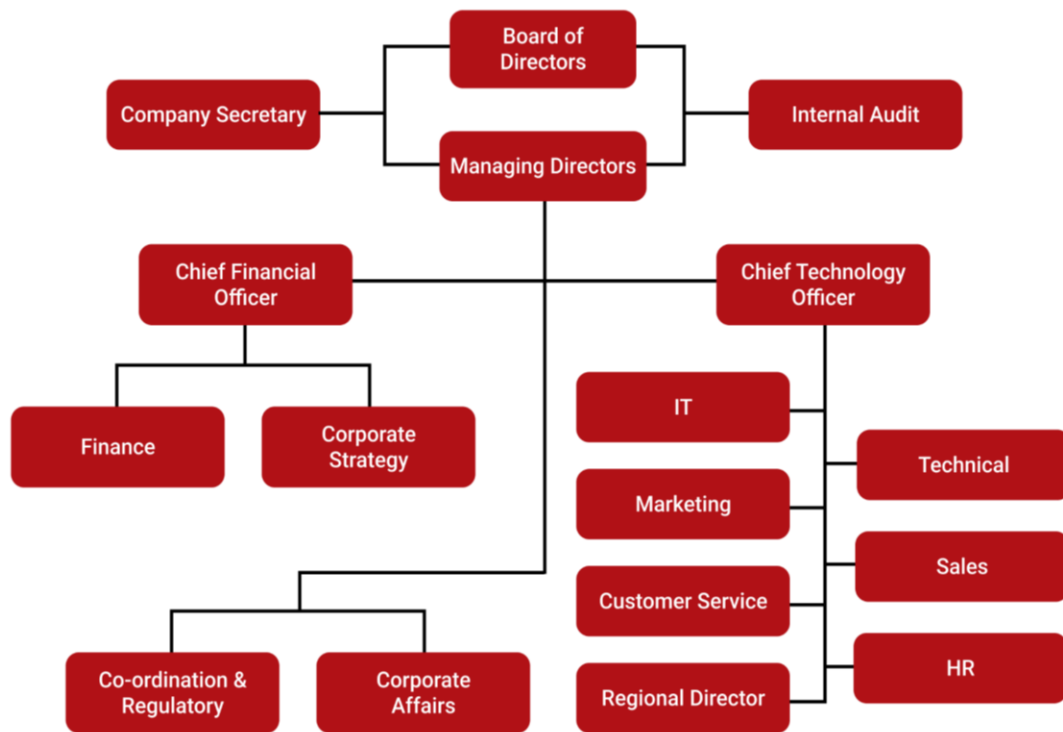


Figure 1: Organogram of Robi

## 2.6 Market Equity

Robi made its stock market debut on December 24, 2020. The Bangladesh Securities and Exchange Commission (BSEC) granted Robi regulatory clearance in September to raise Tk 5.2 billion from the capital market through the largest-ever IPO in the nation to finance network development. Investor applications were filed in November, and on December 10th, Robi staged a lottery draw. Robi's ownership was ultimately disclosed to investor accounts on December 20.

Robi had hoped to sell more than 523 million shares at a price of 10 takas each to raise far more money than the 5.23 billion takas. Instead, it raised Tk 1.36 billion by selling 136 million shares

to its employees. Public distribution was made of the 1.55 billion Tk value of remaining shares. Before the business deducts from the stock market, the agreement will be signed in DSE's Nikunja headquarters. The management of DSE and Robi will sign the contract.

## 2.7 Core Values and Principles

### 2.7.1 Core Values

To assure value creation and put the client first, Robi fully believes in Exceptional Performance and Uncompromising Integrity (UI EP).

### 2.7.2 Guiding Principles

The following are the four guiding principles that act as a lighthouse to guide us as we become a leader in providing customer-centric data and digital services, keeping up with the nation's shifting digital landscape.

#### a. <sup>10</sup> Be Agile

- Encourage inquiries to elucidate
- Value data and analytics and share them to broaden your perspective.
- <sup>14</sup> To identify possibilities and solutions, look for trends.
- For future success, learn from your mistakes.

#### b. *Innovational Motivation*

- Pay attention to your <sup>8</sup> customers to understand their problems and determine their desires.
- Innovate to guarantee consumer delight
- To achieve prompt customer service, procedures must continually be improved.
- create in people a sincere sense of purpose



**c. *Fraternize to Provide***

- Interaction with customers and employees should be respectful
- Cultivate an environment of trust and openness in your conversation.
- Develop Inclusion and Diversity
- Cooperate and communicate with all parties to reach

**d. *Functional Automation***

- Investigate employee suggestions to foster an entrepreneurial mentality.
- Put your finances on the line to promote innovation
- Recognize lessons from mistakes and failures for future success.
- Demand dependable quality

**16** **2.8 SWOT Analysis**

**2.8.1 Strengths**

Let's look at the key components of Robi Axiata Limited's business that provide it with a competitive edge. Many factors, including a brand's intangible assets like brand value, human capital, the uniqueness of its goods, and financial stability, contribute to its strength. The strengths identified by Robi Axiata Limited's SWOT analysis are as follows:

- High Market share
- A large number of employees
- Massive Digitalization
- Strong R&D Department
- Higher price competitiveness
- Divided into many business segments

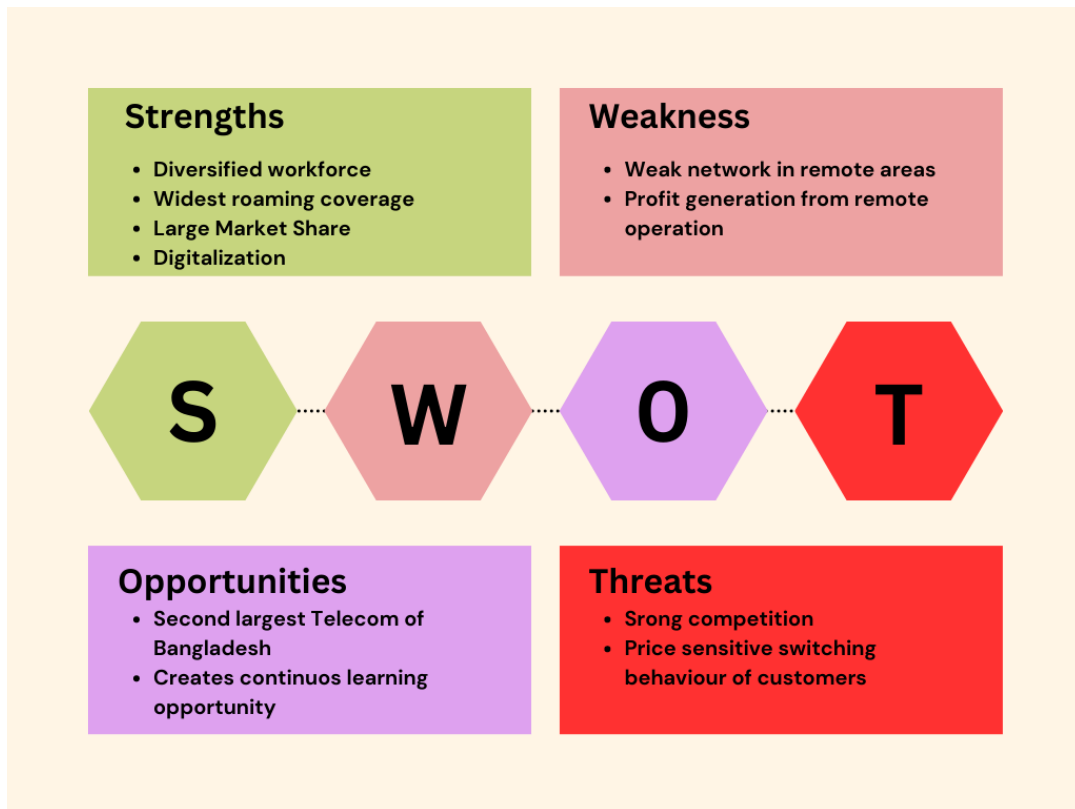


Figure 2: SWOT Analysis

## 2.8.2 Weakness

Network coverage is the first thing that comes to mind when considering flaws. The coverage of the ROBI network in the outlying areas could be better. Chittagong has the best coverage; however, there are numerous remote locations where ROBI's network needs to be improved to provide clients with high-quality service. The average subscriber life cycle revenue almost equals the SIM tax. As a result, it becomes incredibly challenging to turn a profit from the business.

### 2.8.3 Opportunities

5 Opportunities come in various shapes and sizes, from the hardly perceptible to the drastically altering. If we know them, 5 it will be easier for us to take advantage of and harness the opportunities a company encounters. 5 This will also help better comprehend the challenges that other companies are dealing with.

In the telecom industry, Robi is now rated third in subscribers and second in revenue. After the merger with Airtel, the company might retain the second-place ranking in subscribers. Due to the strength of Robi's HR department within the company, innovative approaches to provide learning opportunities for the workforce may be developed. To demonstrate their proficiency in front of competitors.

### 2.8.4 Threats

Robi faces fierce competition from Grameenphone and Banglalink regarding users and revenue. Those organizations employ numerous talents. These two businesses currently hold the top spots for those. It will be challenging to compete with them. Robi should always devise a backup strategy to take on these two formidable rivals. Additionally, ROBI faces a threat from customers who tend to switch to other operators, which could result in a loss of market share.

## 35 2.9 Porter's Five Forces

Every firm uses Porter's Five Forces model to determine how they compare to other organizations and how competitive they must be in the market to succeed. Using this approach, a company may assess where it stands in the market and make the necessary improvements. Below is a description of Robi Axiata Limited's 2 Porter's Five Forces Model:



*Figure 3: Porter's Five Forces*

### **Degree of Rivalry**

The four mobile telecommunication firms in Bangladesh are in fierce rivalry in the telecommunications industry. Every cell operator aims to grow market share and income by offering better services at lower prices. As a result, given the strength of their competition, there is intense competition among current competitors.

### **Threat of Substitutes**

The replacements for mobile telecom operators include broadband, modems, and telephones. Broadband was formerly more affordable than mobile internet, but now since cell providers host the internet, anyone may readily access it anywhere. Additionally, there are few alternatives in this

market. Therefore, mobile providers remain unaffected. The threat of replacements is, therefore, minimal.

### **Threat of New Entrants**

Due to the intense financial and resource requirements of all mobile businesses in Bangladesh and the fierce competition, these companies can readily create an entry barrier for those looking to enter the telecommunications market. Furthermore, because BTRC has several regulations regarding entry into the telecom business, it is difficult to get a radio spectrum license from BTRC. Therefore, there is little threat from new competitors in the telecom sector.

### **38 Bargaining Power of Buyers**

There are now four mobile telecom carriers in Bangladesh. Therefore, customers may easily move if there is an issue or another cell operator offers better service at a lower cost. As a result, buyers have very strong negotiating leverage in the telecom sector because all mobile providers always want to improve their offerings and draw in customers.

### **Bargaining Power of Suppliers**

There are just four mobile providers and a limited number of suppliers in the telecom industry. Because there are few rivals in Bangladesh's telecom market, the provider has less negotiation leverage.





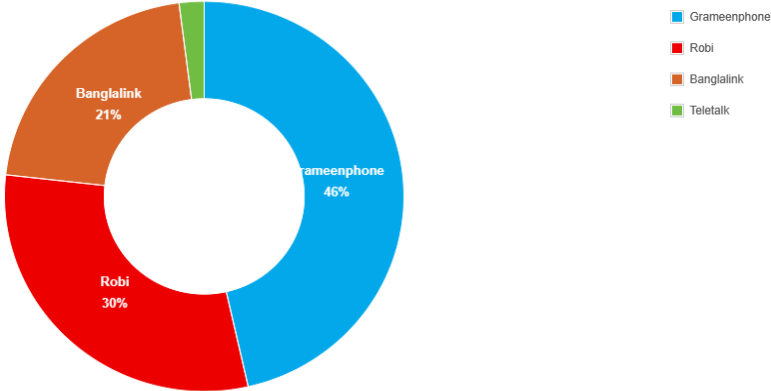
## **Chapter 3: Industry Analysis**

As the top telecom provider in Bangladesh, ROBI must keep up with a dynamic market. The business has kept up with market changes and made the necessary adjustments to stay current. They have previously invested time and money to stay ahead of the competition. Network infrastructure modernization will make it possible to expand and accelerate the Internet's reach. The company with the second-highest revenue position is <sup>20</sup>ROBI Axiata Limited. Both in terms of revenue and subscribers, it ranks in third place. Every year, ROBI moves closer to achieving success and a higher position in the telecommunications sector.

### 3.1 Industry Size and Growth Trends

Operator	Subscribers (Millions)
Grameenphone Limited.	80.30
Robi Axiata Limited & Airtel	55.57
Banglalink Digital Communications	41.39
Teletalk Bangladesh	6.63
<b>Total</b>	<b>183.89</b>

*Table 1: Telecommunications Industry Size*



*Figure 4: Market Share of Telecommunication Companies of Bangladesh*



## **3.2 Factor Endowments**

Porter distinguishes between basic and complex parts by highlighting hierarchies. Natural resources, climate, location, and population comprise basic features, whereas advanced qualities include communication networks, an educated and qualified workforce, research infrastructure, and technological know-how. The developed factor for a competitive edge is the most important component. The Bangladeshi telecommunications sector can lead to effective reforms, the creation of jobs, industrial growth, substantial spillover effects to other sectors, improved governance, and inclusivity. The industry has a substantial reservoir of constantly developed and deployed technical resources to fulfill demand. There is room for development, even while operators battle for qualified personnel and cutting-edge technology. One must advance themselves to outshine another player in the market.

## **3.3 Demand Conditions**

Domestic demand impacts how competitive advantages are developed. The characteristics of locally manufactured items are significantly influenced by domestic demand, which pressures them to be high-quality and inventive. A nation benefits when its consumers are wealthy and demanding, giving its businesses a competitive edge. Local enterprises can anticipate global trends with a robust local market that determines trends. Bangladesh's telecom industry is rising quickly, yet there is still more room for growth. The urgency of technological advancement, which will lead to a profoundly revolutionary change in people's living standards, accelerate economic growth, and strengthen ties between rural and urban areas, makes this a must.

### 3.4 Related and Supporting Industries

Linking and supporting industries may invest in cutting-edge equipment, increasing a sector's competitiveness in the global market. The local competition encourages efficiency and innovation. This increases the pressure on regional service providers to perform better. Chip, hardware, and Internet businesses, among others, are growing in Bangladesh. All the hardware needed for running businesses is now affordable due to the support industry's surge and ample potential for expansion. Bangladesh has many call centers, each with a significant number of seats. Since 2007, the Bangladeshi Internet market has expanded rapidly. Since 2007, the introduction of high-speed Internet technologies and declining prices have been the main drivers of this rapid rise in Internet penetration. But since smartphones and 4G technology have taken over, its development is accelerating daily, and innovations are constantly being introduced.

### 3.5 Firm Strategy and Rivalry

Porter makes two important observations in this passage. First, different management ideas in various nations can either support or obstruct the development of competitive advantages at the national level. The second conclusion is that maintaining a competitive advantage in a particular industry is closely related to engaging in strong domestic competition. Local rivalry drives businesses to go beyond inherent advantages. There are six operators in the Bangladeshi telecommunications sector. Mobile phones' remarkable rise in total investment, foreign direct investment (FDI), productivity levels, social cohesion, networking, and communication has severely impacted the economy. As new technologies and these operators' organizational structures evolve, healthy competition that produces domestic rivalry is encouraged.

## **3.6 The Government**

Politicians can improve or impair a nation's and industry's competitiveness by enacting laws and regulations at any level of government. A telecommunications sector will inevitably develop in Bangladesh. Early on, the government enacts many consistent policies, which unquestionably aids in a revolutionary change in this sector. Because it presents a chance to improve this industry, the government should concentrate on infrastructure development. To become a "Digital Bangladesh," government-defined infrastructure development is crucial. Thus, action must be made simultaneously to enhance by integrating unavoidable resources such as trained labor forces, administrative setups, policy formation, etc. Several things have been done to see 2015 as a medium-term and 2021 as a long-term plan. The government imposes a 15 percent VAT on Internet services, which is a high rate, but it plans to lower it to encourage more people to use the Internet.



## **3 Chapter 4: Description of Main Duties**

## 4.1 Department and Team

I started my internship with the **Loyalty and Rewards** team in the **Market Operation** Division's **Customer Lifecycle Management & International Business (CLM & IB)** unit.

The stages a consumer takes to consider, choose, use, and remain devoted to a product or service are called the customer lifecycle. Robi intends to increase revenue from its current clientele with the CLM while also appealing to bring in new clients. Robi carefully considers all those times the clients go through at every stage of their consumption because getting new customers is always more expensive than keeping and sustaining existing ones. Customers should always use caution when interacting with service providers. Robi gave CLM top priority to keep its clientele and for marketing purposes.

The CLM process at Robi begins with marketing and customer acquisition and concludes with the creation of churning, silent, or steady clients. Customers who are loyal to the business stay with them, while others who don't speak up change to a different operator or operator. Bounty hunters make up the majority of silent buyers since they search for deals and incentives. These are the clients that Robi's CLM process aims to keep. Robi builds interventions that gradually strengthen customer attachment to Robi and encourage win-backs using customer profiles and advanced analytics as inputs. To activate quiet SIMs, boost the loyalty of high-value groups (via incentive/loyalty programs), and market their international roaming service, CLM is responsible for creating and implementing campaigns and bottom-up initiatives.

As an intern, **Md Faisal Imam, General Manager of CLM & IB**, supervised me. Additionally, I collaborated with **Sheikh Shahrukh Hossain, Specialist**, Market Operations division, and **Tasnia Afrin, Manager**, Loyalty & Rewards. The loyalty and rewards team is made up of three people.

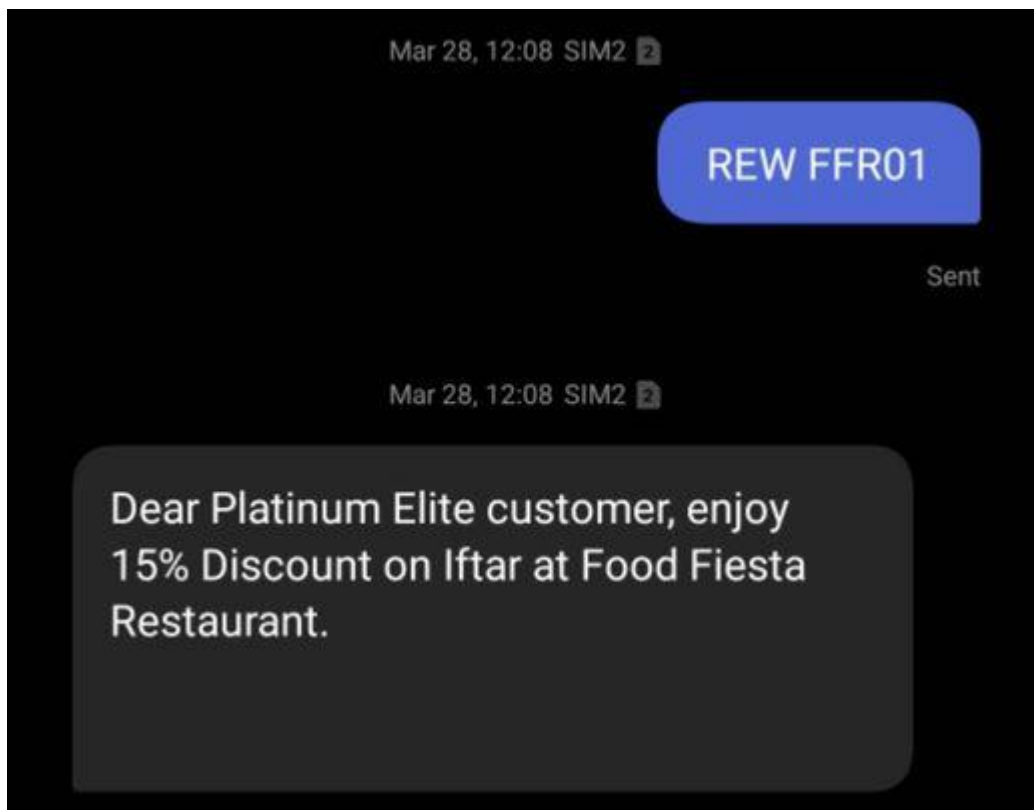
## 4.2 Task Summary

The key tasks as an intern include:

- Onboarding new partners in **LMS (Loyalty Management Software)**
- Scheduled promotional campaigns on **DnD** Software
- Writing **PR Articles** for different campaigns
- **Offer Page** creation for the Robi Elite section of the website
- **Push notifications** for promotional campaigns
- Collaboration with agency
- Meeting with agents
- **Secret code** creation for different campaigns
- Help the team in preparing Management Committee presentations
- Campaign brief writing
- Ramadan Gift basket for Ultra High-valued customers
- Daily campaign activity calculation
- Eid Greeting text configuration
- **WIC** gift allocation
- Daily, Weekly, and Monthly revenue calculations from Tableau
- Generate creative ideas that would create a **TOMA** (Top of the Mind Awareness) in customers' mind
- **ICMS** base download
- Airtel Communication Campaign ideation
- Competitor Analysis: Offer Mapping

## 4.2.1 New Partner Onboard

The main function of the loyalty and rewards team is to provide lucrative rewards to the company's loyal customers. Rewards mostly include discount offers in various hotels, restaurants, and other business segments. Before providing the offer to the customers, the teams partner with the organization by signing MoU so that customers can enjoy their respective benefits. Robi **Loyalty Management Software** handles the partner details, including offer information, time and duration of the offers, offer details, selected customer base, etc. Before availing of the discount offers, eligible customers must dial **REW<space>XXX and send to 1213**. If they are eligible, they will get their desired offers. I was introduced to the **LMS** to handle the entire procedure so customers can smoothly claim rewards.



*Figure 5: Elite Customers availing their discounts from the offers crafted through LMS*

## 4.2.2 SMS & Push Notification

Scheduling SMS & Push Notifications in DND software and through e-mail communication was one of my key tasks as an intern. Throughout my internship period, I scheduled SMS for different regular and special campaigns. The campaigns include:

- Robi Elite Weekend Foorti Campaign SMS (Pizza Hut, Foodpanda, Apex Footwear)
- Robi Elite Eid Happiness campaign MS
- Monthly partner SMS
- Points Redemption SMS
- Eid Greetings special SMS for Robi Elite and Treat customers

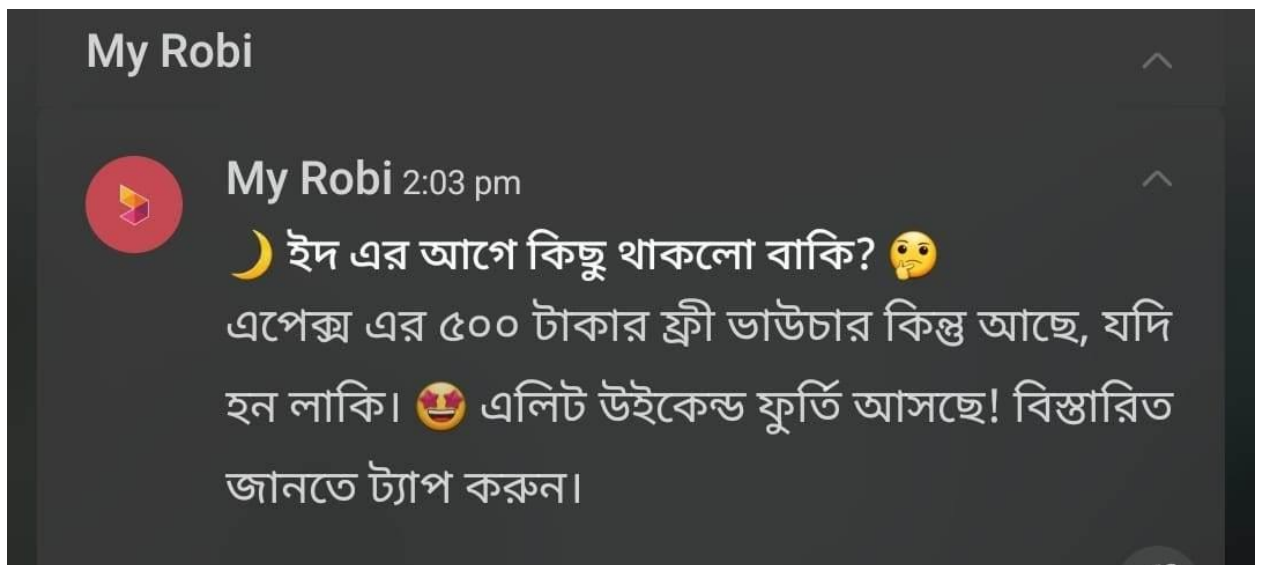


Figure 6: Sample Push Notification



### 4.2.3 PR Articles

PR Articles and Offer Pages both are important aspects of a campaign. PR articles are written in terms of communication aspects. This is to let the Management know what type of company we are partnering with and for what specific reason we choose them. Besides, the article briefly introduces Robi and the partnering company with detailed offers and benefits.

#### **Robi Elite is launching weekly campaign for the month of January**

Robi, the country's largest provider of digital services with more than 53 Mn subscribers has one of the most enriched loyalty programs known as "Robi Elite." Robi Elite is dedicated to its valued customers, allowing them to earn the rewards they desire — from favorite brands to favorite delivery places — all on one platform. Additionally, as a Robi Elite, customers will receive bonus coins, special privileges, and local offers. To leverage its opportunities, Robi Elite partnered with **four organizations in diversified industries throughout January**. These partnerships aim to launch **weekly contextual campaigns**, deliver maximum benefits to Robi's esteemed customers, and encourage loyalty.



As part of the partner offer, at [Bandbox Limited](#), country's leading dry cleaning and laundry services, subscribers will get 10% Discount on Total Bill at Bandbox Limited. To avail this offer, users need to Type REW BBX01 and send to 1213 then they will get via SMS, and customers need to show that on the payment counter.

[Bandbox](#)

[Grand Sultan Tea Resort & Golf](#), one of Bangladesh's most luxurious resorts and also the one & only Five Star resort in Sylhet region to give Robi Elite customers a premium experience on their day to day convenience and incomparable staying comfort respectively, subscribers will get up to 50% Discount on Room Rack Rate at Grand Sultan Tea Resort & Golf. To avail this offer, users need to Type REW GRS01 and send to 1213 then they will get via SMS.

[Grand Sultan Tea Resort & Golf](#)

With the partnership of [Star Tech & Engineering Limited](#), subscribers will receive up to 30% Discount on all products and 5% discount (maximum 500TK) on selected products at Star Tech & Engineering Limited. To avail this offer, users need to Type REW SRT01 and send to 1213 then they will get via SMS, and customers need to show that on the payment counter.

[Star Tech & Engineering Limited](#)

In the most recent elite offer, [Bio-xin Cosmeceuticals](#) is giving a 20% discount to all Robi elite customers on its Total Bill. To avail of this offer, users need to Type REW BXC01 and send it to 1213. Then, they will get it via SMS, and customers need to show that while making the payment.

[Bio-xin Cosmeceuticals](#)

Figure 7: Sample PR Article (Prepared for January)

## 4.2.4 Offer Page Content

On the other hand, Offer Page is website content. It is written to let the entire customer and non-customer segments know about Robi Elite's offer. I wrote offer pages for the Robi Elite Weekend Foorti, Eid Happiness, and other notable campaigns throughout my period.

### Elite Weekend Foorti with Apex Footwear!

Step up your shoe game with Apex Footwear Elite Discounts - to make every purchase to make your feet and wallet happy, Robi Elite brings you-

- Free coupon voucher for first 150 customers every weekend worth 500 BDT at **Apex Footwear**.

With Apex Footwear, Robi Elite also brings you-

- 5% discount up to 100 BDT (minimum value 1000 BDT) on **Apex Footwear**. Every Elite customer can avail the offer.

Don't miss out on this amazing opportunity to experience the best with Apex Footwear and Robi Elite. Grab your discounts today and elevate your everyday journey with Apex Elite offer!

**What is the offer?**

Apex is offering **free coupon voucher & discount**.

- The first 150 Robi Elite users will get a free voucher worth 150 Taka on Apex Footwear every weekend throughout the whole March.
- Customers who will miss the free voucher would get discounts. Every Elite users would also get a **5% Discount up to 100 Taka** (minimum order value 1000 Taka) on **Apex**.

**How to avail?**

There are two different codes for **Apex free voucher coupon** and **Apex discounts**.

1. For free voucher coupon, customers need to Type **Rew<space> Weekendapex01** and **send an SMS to 1213**.
  - Customer will see the offer SMS for free coupon. If the customer is eligible for the offer, he will get a secret code to avail his offer.
2. For Pathao food, customers need to Type **Rew<space> Weekendapex02** and **send an SMS to 1213**.
  - Customers would instantly receive a discount offer SMS.

**Terms & Conditions:**

1. Offer is Eligible for Robi Elites Only
2. Maximum Usage Limit:
  - Pathao Rides: 3
  - Pathao Foods: 2
3. Eligible customers will get an instant reply after sending SMS according to offer availing process; customers will receive promo codes accordingly.
4. Classic customers can become Instant Elite by recharging 599/899/1498 BDT and become Gold/Diamond/Platinum Elite instantly along with Minute and Data Combo packs.

Figure 8: Sample Offer Page (Prepared for Apex Footwear Limited)

## 4.2.5 Meeting with Agents

I have to meet with vendors and partners willing to work with Robi for the Elite offer partnership meetings. The terms and conditions of the partnership agreement were reviewed in that meeting by me and my team members. The aim of those meetings was the proposal of either contract renewals or onboarding new partners for old and potential partners, respectively.

My role was to note down the meeting minutes, highlight the key factors of the meeting, establish new points and logic about proceeding toward the partnership and suggest new offers in case of further negotiations.

#### **4.2.6 Revenue Calculation**

It was a vital part of my role as it was very important to determine how the existing campaigns performed. It gives the ability to forecast future results and restructure strategies if necessary. To calculate revenue, I mostly used advanced Excel. But to find the data, I used a user-friendly and interactive data visualization and business intelligence tool called Tableau, enabling users to connect, visualize, and exchange data. Tableau makes it easy for individuals to see and understand their data. I had to go through an extensive stage of Tableau usage to visualize and sort data among a complex set of information. By calculating the revenues, I gave my team regular updates and suggested new strategies.

#### **4.2.7 Ramadan Gift Basket for UHVCs**

During this Eid, Robi launched a high-budget campaign with utmost priority focusing on the country's ultra-high-value customers. The campaign aimed to reward the top loyal customers for maintaining customer satisfaction and loyalty. The campaign included tasks like deciding the gift items, communicating with the vendors and quotations, allocating gifts based on Loyal Revenue Generating Based in different parts of the country and checking samples to ensure no defective items were in the basket. Launching was a hectic campaign as the whole procedure was very complex, from finalizing gifts to distribution. I am glad my team and I could easily pull out of this campaign.



*Figure 9: Ramadan Gift Basket for Ultra High-Valued Customers*

#### **4.2.8 Agency Collaboration**

The agency members built a bridge between the mother and partner companies. Throughout the journey, I collaborated with several agency members for constant updates related to the LMS, offer correction or upgradation, SMS scheduling, and renewing old partner providers. Though most of the company's internal meetings were held in person, agency communication mostly occurred via Microsoft Teams, Phone Calls, or Whatsapp texts.

## **4.2.9 ICMS**

The management and coordination of marketing campaigns across several channels, including email, social media, the web, and mobile, is done by marketing teams using an integrated campaign management system (ICMS), a software platform. The system often has tools for managing customer data, segmenting customers, and planning, executing, tracking, and analyzing marketing campaigns.

The key tasks I had to perform in ICMS were to play with various user logics and download the required customer base data. The required customer base was then used in the DnD software to send SMS to the target audiences. Through ICMS, we can easily determine the number of Robi users in each individual or integrated segment, making our promotional operations much easier.

## **4.3 Key Learnings**

I learned a lot during my internship program at Robi. MS Excel was used for the majority of my tasks. I could use MS Excel at a proficient level. My MS Excel skills were enhanced with both supervisors' assistance. As I completed various chores, I discovered additional Excel applications.

I went to a lot of meetings throughout my internship program. Throughout this meeting, I intended to watch and learn how to conduct myself professionally. My boss constantly encouraged me to contribute to discussions and voice my opinions. It inspires me greatly and has taught me a lot.

The most significant benefit of working for this company is that Robi's corporate culture teaches me unconsciously how to behave professionally. I'm gaining rather than learning, and that's how I'm getting accustomed to the corporate culture. I also became acquainted with this large organization's daily schedule and procedures. I improved my punctuality and commitment to the assignment. The majority of the jobs in Robi had due dates. Thanks to the projects with deadlines,

I planned and organized my work to finish it by the deadline. For me, this is a fantastic experience and accomplishment. I'm able to manage my work more effectively today as a result of this practice.

#### **4.4 Difficulties Faced**

I never encountered any significant challenges while working as an intern at Robi. Additionally, my team and supervisors were very helpful and cooperative. Whenever I encounter a problem, I talk to my supervisor; they are always willing to lend a hand and find a solution. My other team members greatly aided me in problem-solving if the managers and my supervisors were absent.



**27 Chapter 5: Analysis**

## 5.1 Company-Level Analysis

<sup>6</sup> In Bangladesh, ROBI is the second-largest mobile network operator, with a highly solid internal structure and culture. The separation of work across the departments allows for the centralization of all tasks and operations. Each division and department independently monitor duties and organizational components under full central surveillance.

Being an intern for the Market Operations Division, I can attest to the efficient execution of the organization's predetermined goals and objectives in the division's core business and daily tasks throughout. Following the central rules and objectives produce the most precise results from the divided studies.

- **Vision and Objective:** Provide superior service that fosters flourishing commercial operations and constructive societal growth. Robi is a customer-focused information communications corporation. Robi views the pursuit of perfection as a never-ending adventure.
- **Services:** Robi Axiata Limited provides various mobile network services, including mobile data, voice plans, digital solutions, OTT platforms, software solutions, and more.
- **Target Market:** Broad consumer base across the nation and corporate enterprises. The business has worked with customers in many sectors, including e-commerce, RMG, healthcare, hotels, and finance.
- **Competitive Edge:** Concurrently emphasizing distinctiveness, cost control, and cost leadership. <sup>13</sup> Robi was the first telecommunications company to provide GPRS and entertainment bundles like Fun Dose. Another indication of their distinct focus is their endeavor to create a <sup>1</sup> "CLUB MAGNET" for their loyal customers with exclusive offers from them and affiliated companies.



- **Management and Team:** Robi comprises seasoned business, IT, and telecommunications experts. To provide its customers with high-quality services, the firm employs over 5000 people, including business professionals, software developers, network designers, and project managers.
- **Financial Summary:** Robi has consistently seen increased revenue and profitability due to the increased demand for mobile network services in Bangladesh over the past few years. Additionally, through increasing online activity, the COVID-19 pandemic made a substantial contribution to revenue growth.
- **Corporate Social Responsibility:** Robi is committed to giving back to society and has started initiatives supporting important issues, including healthcare, education, and environmental sustainability. <sup>1</sup>As a devoted corporate citizen of Bangladesh, Robi provides annual scholarships to talented and financially strapped Bangladeshi students pursuing Bachelor's degrees at Multimedia University in Malaysia.

Robi has established a solid reputation as a trustworthy supplier of telecommunications and solution services in Bangladesh by emphasizing innovation, customer experience, and social responsibility.

### 5.1.1 Internal Process Performance

I was acquainted with many internal company processes during my internship tenure. Some processes seemed exceptionally efficient, whereas others seemed inefficient, which could be improved. The efficient and the inefficient processes are briefly discussed below:

## **Efficient Process**

- The HR department was very fast-paced while distributing the monthly allowance. Every intern would get their respective remunerations within a month's first few working days.
- The management was not rigid while determining the entry and exit times. The key focus was always on task completion.
- Every floor consisted of an arcade game and a coffee booth where employees could enjoy benefits like unlimited coffee, snacks, water filter, and freeze and oven facilities.
- Prayer room and rest room on the 6th Floor
- Access to the gym and swimming pool of Uday Tower with Intern ID Cards
- One-day remote job facility every week

## **Inefficient Process**

- Paperworks take more time than usual
- Laptop and Internet access distribution to interns are often slow
- Not offering fully subsidized lunch while competitors are doing so

## 5.2 Market Level Analysis

To evaluate a market's potential and allure, market analysis entails looking at market dynamics and trends. Follow these procedures to conduct a market-level analysis:

- **Market-Scanning Strategy:** Robi provides services to others without focusing on one market. As a result, they now have the option to broaden their market penetration. To implement this multi-market approach, the company focuses on the market segments where it is most comfortable and can avoid competing with businesses that serve the whole market. They are implemented through the sale of various items in various market categories.
- **Geographic Market Plan:** The company started with a national marketing plan to serve the Bangladesh market. They steadily expanded the network until it encircles every country area.
- **Market Commitment Approach:** Robi has a sound market commitment strategy. Telecom Malaysia and the AK Khan group were instrumental in helping the firm make large market investments. Thanks to the firm commitment approach, the company can function optimally in a market by attaining economies of scale in promotion, distribution, and other areas. Robi uses a range of product, price, advertising, and distribution strategies to retaliate vehemently against challenges from rivals like Grameenphone and Banglalink for the top place in the market. To put it another way, the company makes every effort to defend its position since it has a substantial financial stake in the market.
- **Product Strategy:** The execution of the product strategy requires cooperation across several departments, including finance, research and development, the corporate staff, and marketing. This level of interconnectivity makes developing and implementing the product strategy difficult.

- **Positioning:** Process of placing a brand in the market where it will have a competitive edge over competing products. Due to Robi's single brand positioning benefits, they can control their primary market. By using this strategy, companies are free to recruit customers from markets outside their primary ones.
- Robi adopts a penetration pricing strategy for their new goods to enter the market at a low starting cost and increase their market share. Due to the strong price elasticity of demand, they are employing this strategy. They may also take advantage of economies of scale, thanks to it.
- **Pricing Plan for Well-Known Products:** Robi uses a discounted pricing strategy for its well-known prepaid and postpaid goods. All current prepaid and postpaid services are subject to the corporation's lower price. According to the experience curve idea, expenditures across the board decrease by a predefined percentage every time experiences double. It may also be categorized as an aggressive technique driven by consumer wants. As a result, the marketing strategy may center on the consumer's demands, with all other marketing characteristics being developed in line with that. Cost reduction might occasionally become a need for spurring market expansion.

By appropriately combining the three different types of advertising, companies may create a promotional perspective that is both balanced and effective. Robi uses various media to promote its products and services to the general audience. They now sponsor nightly news headlines and television, print, and magazine advertisements. Of course, this is consistent with how they craft their advertising copy. Robi's simultaneous adoption of the PUSH & PULL techniques is essential. They have a division that handles internal marketing initiatives. They also work with advertising companies to manage their other big marketing projects.

## 5.3 Professional Level Analysis

This internship has significantly influenced how I view my future career. As a BTM (Business and Technology Management) student, I aim to advance in the corporate sector by taking on leadership responsibilities and developing my skills.

I could gain detailed knowledge of the telecommunications industry and first-hand experience. Additionally, I updated my management and leadership skills thanks to this internship opportunity. I was able to take the lead and make decisions that were in the best interests of the group as a whole.

The predetermined idea from my academic background enabled me to assess the tasks and circumstances and reach the best conclusion possible when faced with difficult choices. I exhibited a strong skill set in the real world because of the abilities I learned about in the academic program.

Additionally, I am better positioned to deal with the technical part and its management and comprehend the technology and its requirements thanks to the technical knowledge I acquired from the engineering courses in the BTM curriculum.

My theoretical understanding of management enabled me to make choices and demonstrate effective leadership abilities. I analyzed the situation and looked for development chances thanks to the knowledge that was the foundation for developing my talents.

Theoretical knowledge allowed me to demonstrate my abilities while updating my skills, which helped me keep up with the job demands and activities.

### 5.3.1 Challenges and Risks

3 The time I spent as an intern was a great chance to gain first-hand knowledge. It allowed me to learn more and introduce myself to the business world. The atmosphere at ROBI is friendly and

varied. Everyone I worked with gave me a lot of support and consideration. I could also work under pressure and step beyond my comfort zone, developing my abilities and knowledge. I had to take some risks and overcome certain obstacles in addition to the chance to learn and better myself.

### **5.3.2 Diversified Co-workers**

Throughout my internship, I was required to collaborate with several senior colleagues. They were all welcoming and friendly. However, the environment was difficult since this was my first experience working in a corporate setting. Although I had to work with a diverse workforce, it was enjoyable.

### **5.3.3 Focus Group Discussion**

Robi and Airtel combined in 2016, and Robi Axiata Limited was born. Since then, Robi Axiata Limited has run Airtel, and its marketing approach has remained the same. As a result, rival mobile providers are steadily gaining market share from Airtel. Recently, the Airtel team wanted to advertise its post-paid sim as part of operations, so they organized an FGD (focused group discussion) with all interns. In essence, the Airtel team has attempted to gather some useful information regarding market marketing and campaign idea. In addition, they intended to develop an entirely new marketing plan specifically for Airtel Post-paying customers. Following are some of the conclusions from that FGD:

- Target university students and run promotional programs on campuses
- Free trial program
- Massively Target crowd at once. For example, promotional programs in cricket matches or concert arrangements.



## **44 Chapter 6: Conclusion and Recommendation**

## 6.1 Conclusion

ROBI, a prominent player in the telecom sector of Bangladesh, operates in a competitive market. To be competitive in the market, the organization has kept up with trends and made necessary adjustments. They have made significant financial investments to expand their business and stay one step ahead of the competition.

By modernizing network infrastructure, it will be possible to extend the accessibility of and speed up Internet access. ROBI Axiata Limited is now ranked second in the market in revenue. Both in terms of revenue and users, it comes in second.

The Robi Elite program offers advantages to both its customers and its partners. They provide financial benefits to their customers through discounts at their partners' stores. However, they are also helping their partners.

A non-financial use is a promotion via SMS. Giving clients additional benefits to keep them as customers is the basic idea behind loyalty programs. It should have been stated how the use would be distributed. The organization can provide advantages by utilizing both its resources and those of others.

It is a blessing to work here and complete my apprenticeship with ROBI Axiata Limited is a blessing. The whole thing was stressful, but the support I received throughout my internship was quite beneficial. I had a fantastic trip and expanded my knowledge and skills while learning a lot.

## 6.2 Recommendation

Robi, a legend in the telecommunications sector, has been doing what is necessary to keep organizational functions and activities up to date so that tasks and crucial activities are completed



as intended. Working closely with others gave me a detailed grasp of the internal action plan and responsibilities. Robi is constantly trying to find methods to make the process better. Robi could train the vendor employees to maintain the Hub Sites and Data Centers appropriately and more efficiently. The results of this will be increased productivity and cost savings.

Robi was doing okay up until last year. Thanks to Banglalink's new customer-focused network approach, the competition has been more heated. Customers in our country are very price concerned. Competitors' aggressive marketing and new, lower-priced product offerings have affected the firm. For example, the firm has grown slower than Grameenphone or Banglalink. In the past several years, Grameenphone has extended its market size by 2 million by introducing subsidiary brands like Djuice and Skitto.

Banglalink, on the other hand, is vigorously marketing and advertising its goods. They provide lower pricing that is readily available day and night. Robi must redefine itself within the industry to remain competitive and grow as intended. They should revamp their current marketing approach rather than merely replacing one.



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