



Project Report on

# **Assessment of Satisfaction Level of AKTEL Subscriber**

**Prepared for:**

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**Submission Date: 15<sup>th</sup> December, 07**

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15th December, 2007

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**Subject: Submission of Project Report.**

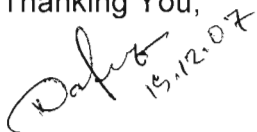
Dear Sir,

It is my great honor to submit the project report on "Aktel Customer Satisfaction" as part of my BBA degree requirement. I have tried my best to fulfill the requirement of the course.

Doing project on Aktel Contact Center you helped me to fulfill the requirement of preparing the project report & subsequent of this report is a very valuable experience for me as it helps to combine practical & theoretical knowledge.

I am very grateful to you because of your consideration regarding my report, which provided me the opportunity to do this project report. If you have any question or inquiry, please just make a call.

Thanking You,

A handwritten signature in black ink, appearing to read 'Nafeez', with the date '15.12.07' written below it.

Nafeez Imtiaz

Id: 2004-1-10-010

## **Acknowledgement**

At the very beginning, I thank our All Mighty Allah for guiding me to the right path, which helped me to complete my work successfully. I got support from our institution time to time as and when required. I convey my gratitude to my honorable Supervisor Mr. M Sayeed Alam, senior faculty of business administration department at East West University, for his guidance and co-operation, which helps me immensely to prepare this report.

I gratefully thank to Mr. Ramzan Ali, Assistant Manager, Customer Care Division, AKTEL, for always providing me a helping hand. I am also thankful to the wonderful personnel of the "Customer Care Division of "TM International (Bangladesh) Limited" for giving me their wholehearted support. I discussed my subject of report with my friends, who have all so helped me by giving different information. I am very much thankful to all of them.

Last but not the least I am not only thankful to my parents but I owe much to them for their moral support, which was very much necessary for me.

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## **Executive Summary**

To enhance the business prospect in one industry, one company must satisfy its current customer base efficiently and at the same time innovate and introduce dynamic service offers to attract new customer base. Here, in this report I have tried to seek out the services of AKTEL and customer responses about these. Thus, I have found out a significant chunk of customers are dissatisfied with some the services of AKTEL and with the rapid improvement of these weak areas AKTEL can easily make the current customer base stick solely to AKTEL. I had a survey among subscribers of AKTEL. MS EXCEL and SPSS have been used for tabulation and regression analysis of data and for other analyses as well as graphs.

Based on the findings from my research, I have recommended some options, which AKTEL should adopt to eliminate 'customer gap' which has come out from the research where 'customer gap' signifies the dissatisfaction level of AKTEL subscribers regarding its services. This will help AKTEL in the long run to realize more about the characteristics of the market and thus will be able satisfy the market accordingly and which in the end will assist AKTEL to expand its market to further level.

## **Background of AKTEL (TMIB)**

TM International (Bangladesh) Ltd. (TMIB), established in 1996, is a joint venture company between Telecom Malaysia Berhad (TM) and A. K. Khan & Co. Ltd. It operates under the brand name 'AKTEL', which is one of the most dynamic end-to-end countrywide GSM mobile communications solutions brands.

Under the stewardship of TM, AKTEL is one of the fastest growing mobile communication brands offering comprehensive range of solutions to more than six million subscribers nationwide. Today, AKTEL boasts of the widest International Roaming service in the market, connecting 440 operators across 185 countries.

By leveraging on TM's extensive expertise in the international communications implementation, AKTEL became the first mobile operator to connect Tetulia and Teknaf, which is the northern and southern most points of Bangladesh, and first to provide seamless coverage along the Dhaka-Chittagong highway.

With a network covering all 61 allowable districts of Bangladesh, coupled with the first Intelligent Network (IN) Prepaid Platform in the country, AKTEL is geared to provide a wide range of products and services to customers all over Bangladesh.

### **Vision:**

To be a leader as a Telecommunication Service Provider in Bangladesh.

### **Mission:**

AKTEL aims to achieve its vision through being number 'one' not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our budding nation.

### **Theme:**

AKTEL always strives to uphold the dictum 'Customer First'.

**Quality Policy:**

AKTEL is committed to achieving leadership in customer satisfaction by continually improving its processes, products and services to ensure they consistently exceed customers' requirements. We will develop and implement technology and infrastructure that enable us to be clearly ahead in Bangladesh and to enhance the mobility experience of our customers.



## 1.0 Introduction

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### 1.1 Origin of the Report:

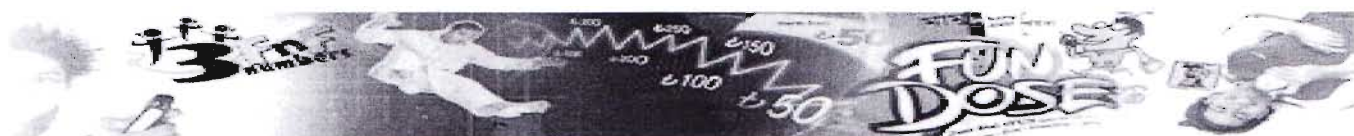
BBA four years academic program is the building up of the theoretical knowledge about business administration, which is the base of practical knowledge. One semester BBA project work is an attempt to provide business students an orientation to a business situation in which we can observe and evaluate the use and applicability of the theoretical concepts, which were taught in the classrooms.. This report “Assessment of satisfaction level of AKTEL subscriber” is the out come of my 1 year job experience in Aktel Customer Care division. I am working their as a **Part Time Executive** in contact center. During this period I was assigned with the job related to the Customer Database management System Project under Customer Care Division. I have prepared this project report with the mentioned topic, which was supervised by my academic supervisor Mr. M Sayeed Alam, senior faculty of business administration department at East West University.

### 1.2 Objectives:

- To determine whether subscribers are satisfied or not with AKTEL service.
- To examine the customers' consciousness regarding AKTEL's future offerings.
- Customer's expectation from AKTEL in addition to their current service and based on that what they want to suggest the company.

### 1.3 Significance of the Study:

The outcome of the research has provided a clear concept whether AKTEL needs to include any extra service; in other words, whether AKTEL needs to change its services according to the need of the customer. The study has also made the following significant contribution to AKTEL. (a) Identified the factors that influence customer to purchase AKTEL connection. (b) Explored the service related problems that the company has which has been directly generated from the customers' opinion and views. Thereby making the company aware of those so





that they might take more steps rather than their planned ones, to improve efficiency and successfully implement the decision they would make.

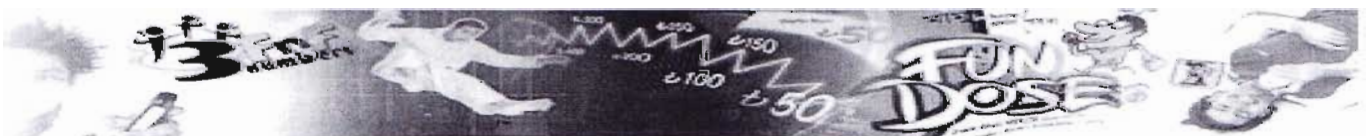
## 1.4 Hypotheses:

- There is significant relationship between easy application procedures and customer satisfaction.
- There is significant relationship between activation time and customer satisfaction.
- There is significant relationship between easy availability of card and customer satisfaction.
- There is significant relationship between scratch card duration and customer satisfaction.
- There is significant relationship between quality of network and customer satisfaction.
- There is significant relationship between cheaper call charge and customer satisfaction.
- There is significant relationship between billing system and customer satisfaction.
- There is significant relationship between superior customer care service and customer satisfaction.
- There is significant relationship between facilities and customer satisfaction.
- There is significant relationship between churn out ratio and customer satisfaction.
- There is significant relationship between value added services and customer satisfaction.

## 1.5 Methodology:

### 1.5.1 Data Collection methodology

For the purpose of the study data and information have been collected from both primary and secondary sources.



### 1.5.1.1 Primary Data Collection

Direct personal interview with the subscribers through a structured questionnaire consisting of both open and closed ended questions have been used to gather information. Subscribers have been chosen randomly from various clusters.

### 1.5.1.2 Secondary Data Collection

Secondary data has been collected from company booklets, brochures, annual reports, major publications, newsletters, journals of AKTEL and other existing documents relevant with the study, marketing books, and the Internet.

## 1.5.2 Variables

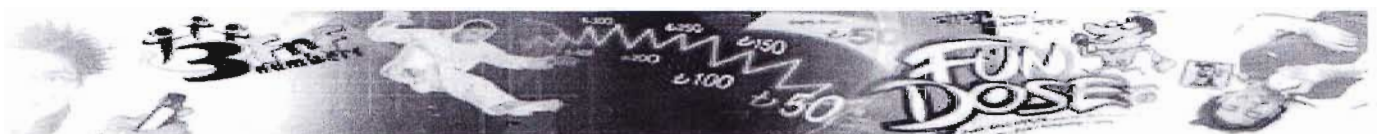
### 1.5.2.1 Dependent Variable

The dependent variable was “Subscriber satisfaction of AKTEL”.

### 1.5.2.2 Independent Variables

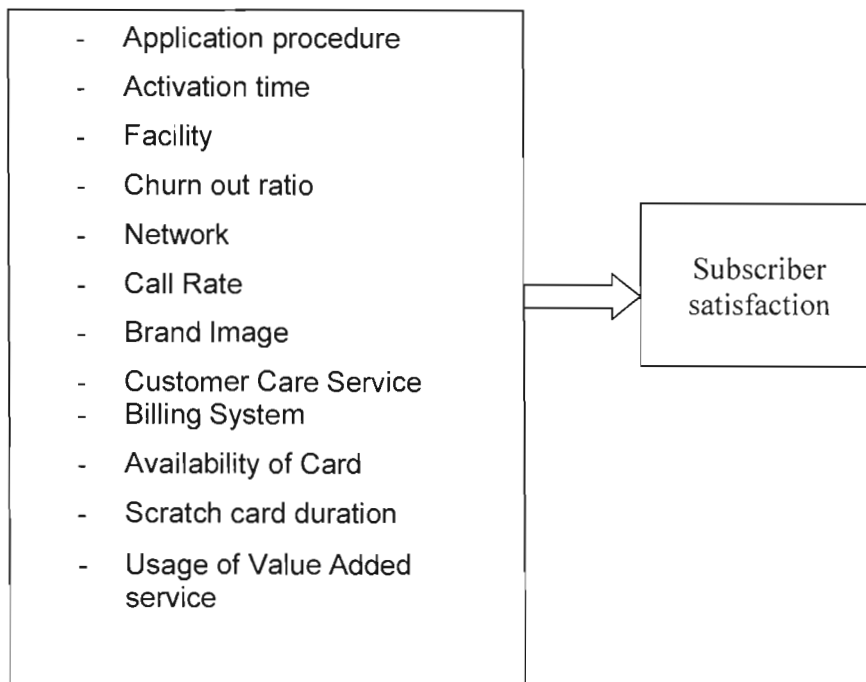
The independent variables are those whose effects are measured and compared upon the dependent variable. In light of my research, the independent variables were:

- Application procedure
- Activation time
- Kind of connection
- Facility
- Churn out ratio
- Quality of network
- Cheaper call rate
- Superior customer care service
- Flexible billing system
- Easy availability of card



- Scratch card duration
- Frequency of usage of AKTEL's Value Added service

### Conceptual Frame Work



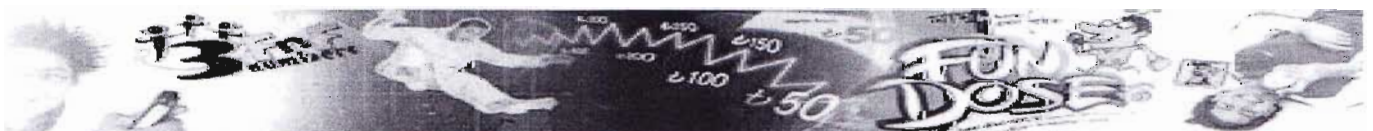
#### 1.5.3 Sampling

Simple random sampling technique has been followed to determine the sample population.

#### 1.5.4 Sample Profile

A survey of Aktel subscriber was done to assess the satisfaction level of AKTEL's subscribers. The total sample size was determined based on the following equations.

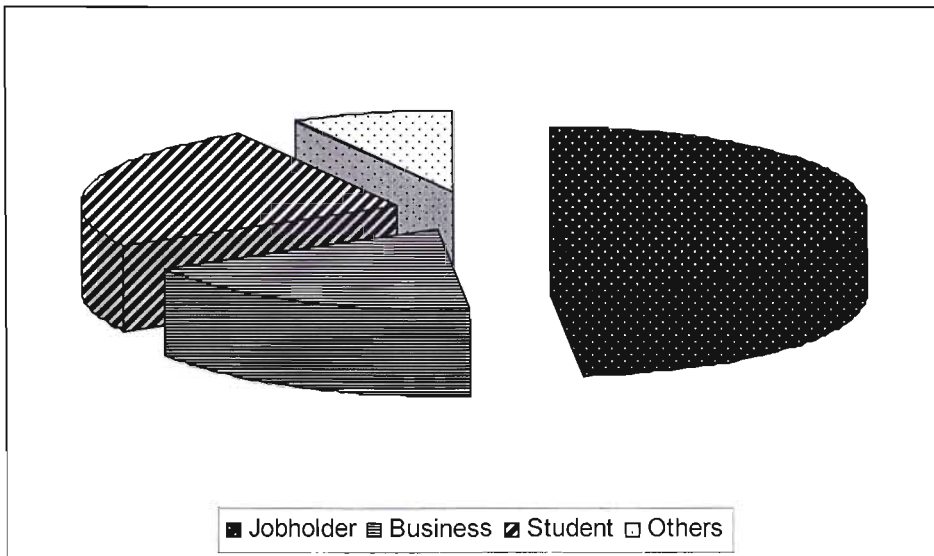
Confidence Interval	=	95%
Chi Square	=	3.841



Homogenous Response Possibility = 90%  
 Variable Response Possibility = 10%  
 AKTEL's subscriber of Dhaka = .4 Million

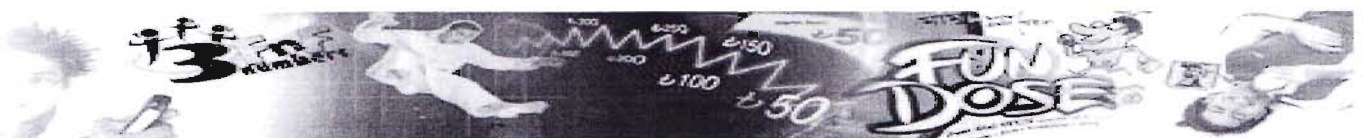
These people consisted of students, academicians and the employees of different companies. The composition, which is given below were based on convenience.

**Figure : Composition of sample**



Data Analysis Technique

The collected information has been presented through tables, graphs, and charts for numerical and graphical presentations. Gathered data has been analyzed and interpreted using different statistical tools such as regression, percentage, and frequency analysis.

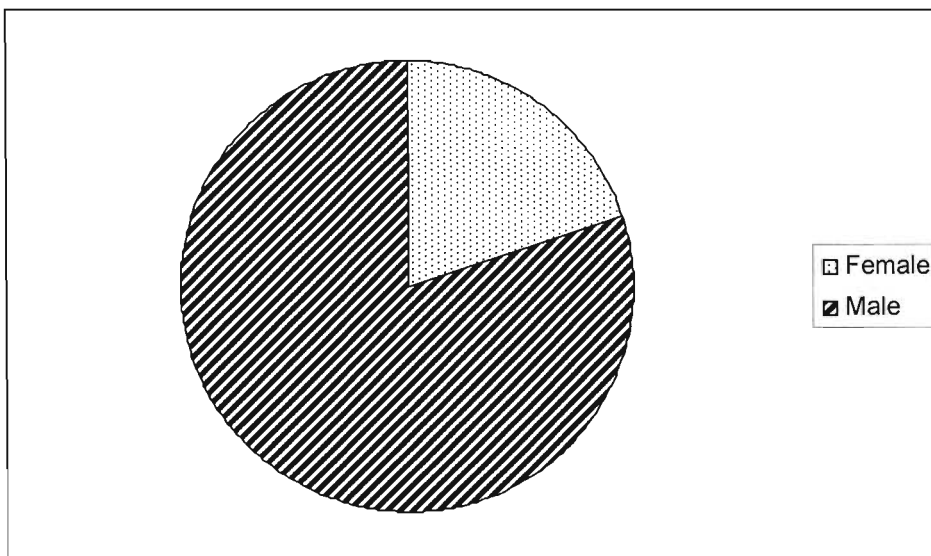


## 2.0 Findings

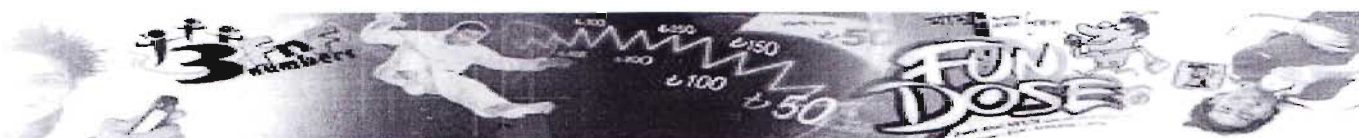
### 2.1 Findings – First Part (Both Pre-Paid and Post-Paid):

#### Characteristics of Sample Size

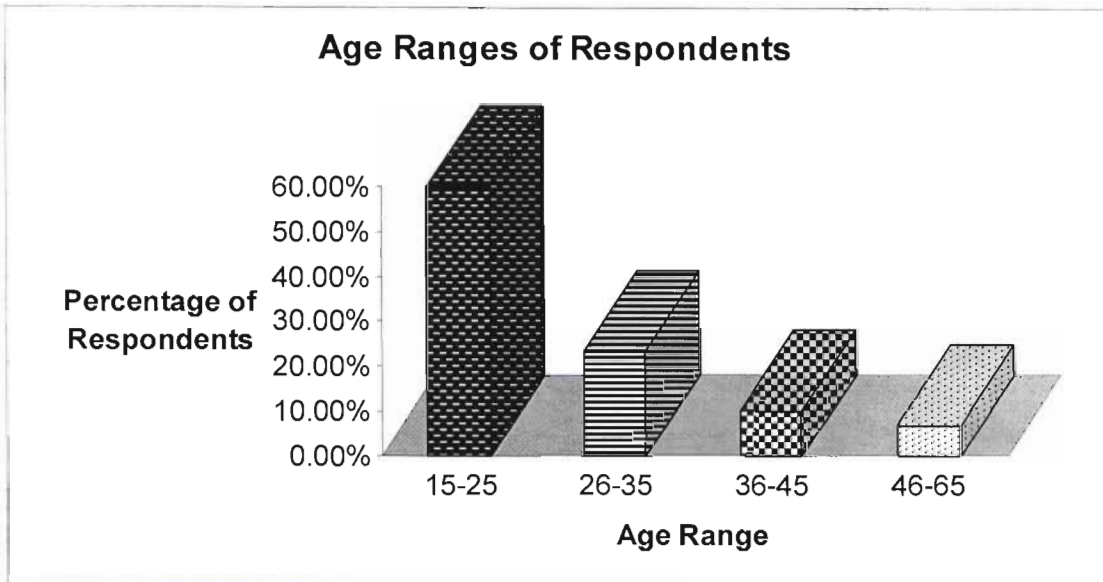
In this section, I have presented a graphical presentation of the sample size I have taken for my research. This has been done for the sake of seeking out a clear and concise research results and thus the clarity of the findings can be assessed. In addition, the sampling has been done on a random basis.



The pie above shows the percentage of male and female respondents. Out of the respondents 80% was male and 20% was female.

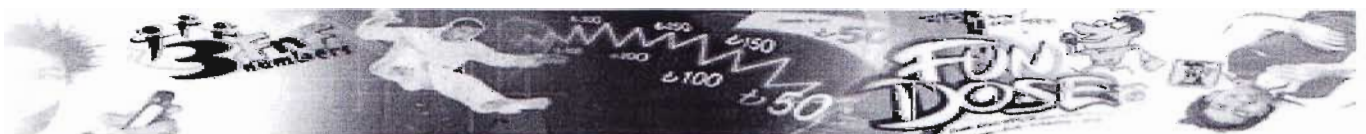
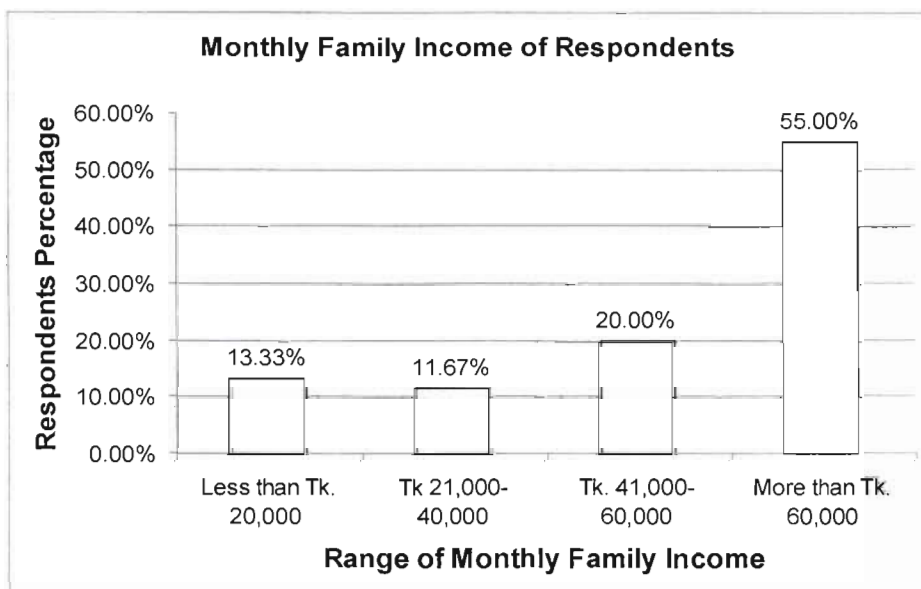


**Figure : Age Ranges of Respondents**



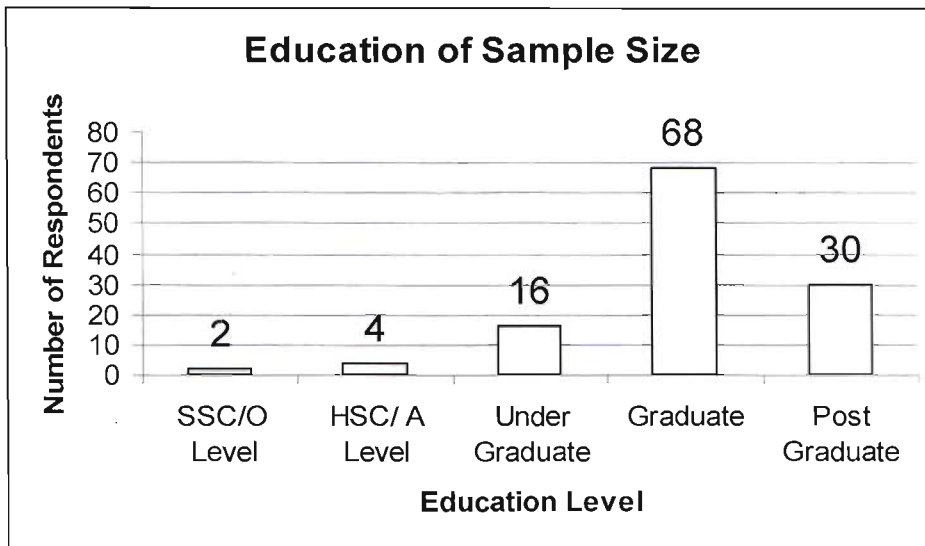
More than half of the respondents were between the age of 15 to 25. Among the rest of the respondents, more were between 26 to 35 and others were between 36 to 65.

**Figure : Monthly Family Income of Respondents**



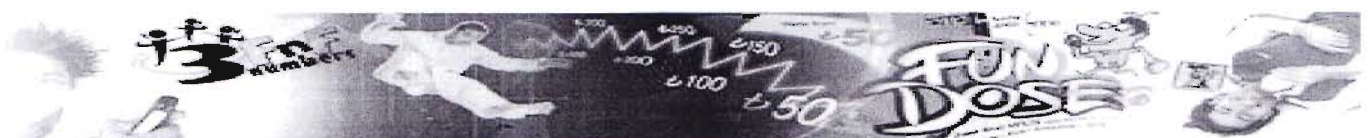
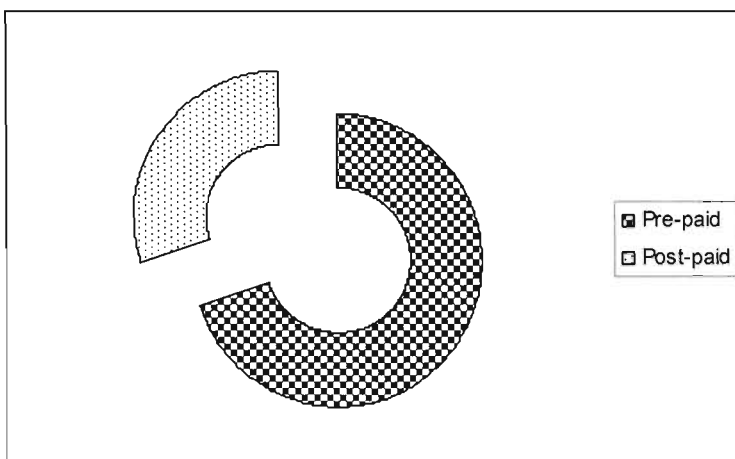
The monthly Income of the cell phone users have been presented in the above graph. It shows that more than half of the total sample has the monthly family income more than 60, 000.

**Figure : Education of Sample size**



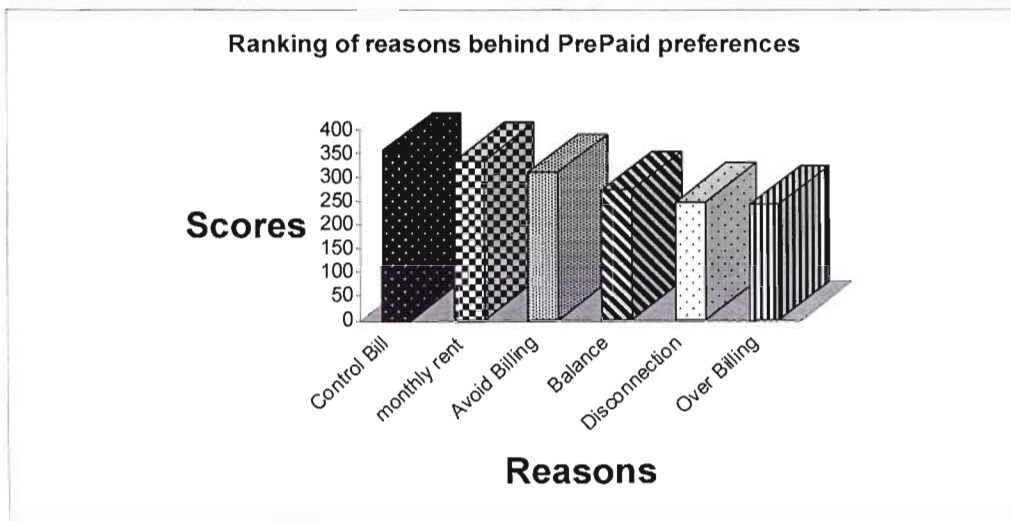
Most of the respondents of the sample size were either graduates or postgraduates and most of the rest were undergraduates.

Pre-Paid Vs Post-Paid: I have tried to find out the percentage of pre-paid subscribers and post-paid subscribers in the sample size. It has been found out that 70% of the sample is pre-paid users and 30% of the sample size is post-paid users. This is showed below with a pie graph.



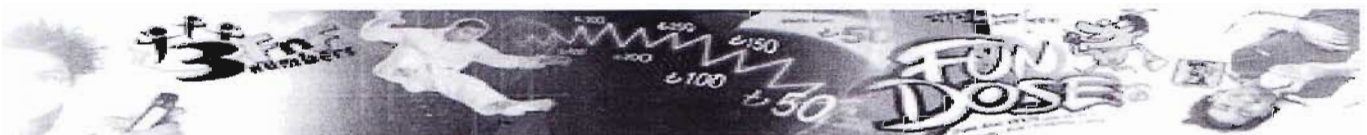
After finding out the percentages of pre-paid and post-paid subscribers, at my second step I searched out the reasons behind their pre-paid and post-paid preferences. To accomplish this task I asked them to rank down the reasons in ascending order so that it can be found out the most valued to least valued reasons for one's preference. The following graphs will show the comparison of the reasons behind subscribers' pre-paid and post-paid preferences.

**Figure : Ranking of Reasons Behind Pre Paid Preferences**



The result in this graph clearly shows the ranking of reasons behind people's preferences for pre-paid usage. The next part of this paragraph will tell us about the most preferred reasons to least preferred reasons behind the usage of pre-paid connection by subscribers of AKTEL. According to the graph, people use pre-paid connection of AKTEL because they can control the bill, there is no monthly rent, there is no hassle of billing, balance can be known at anytime, no disconnection and over billing are possible here.

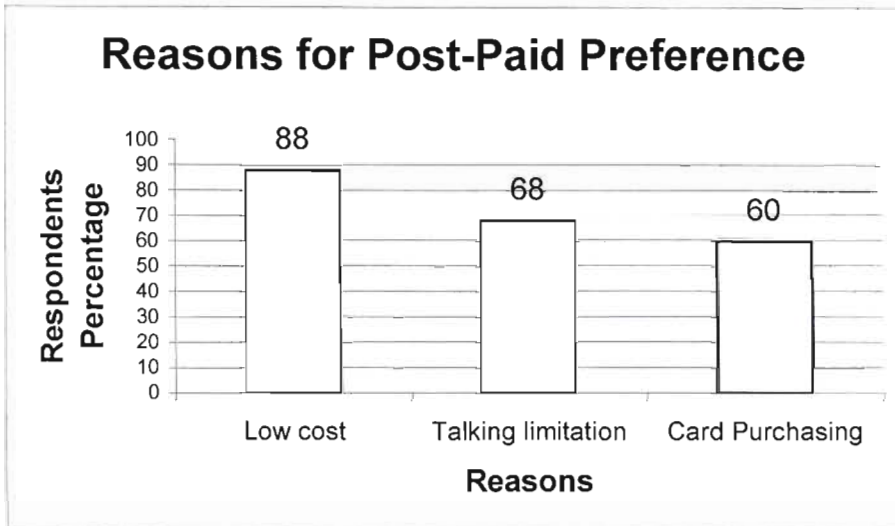
The next graph will show us the comparison of reasons for post-paid connection of subscribers of AKTEL. Here, the graph below clearly pin points that people use post-paid connection mostly because the lower cost offered with all post-paid services.





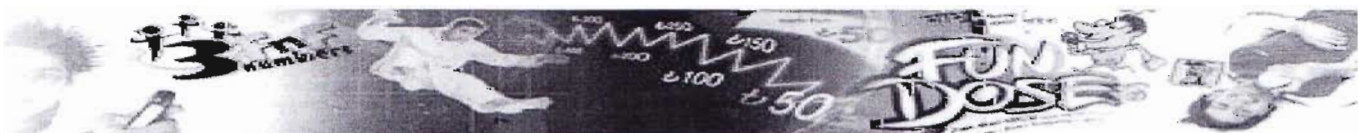
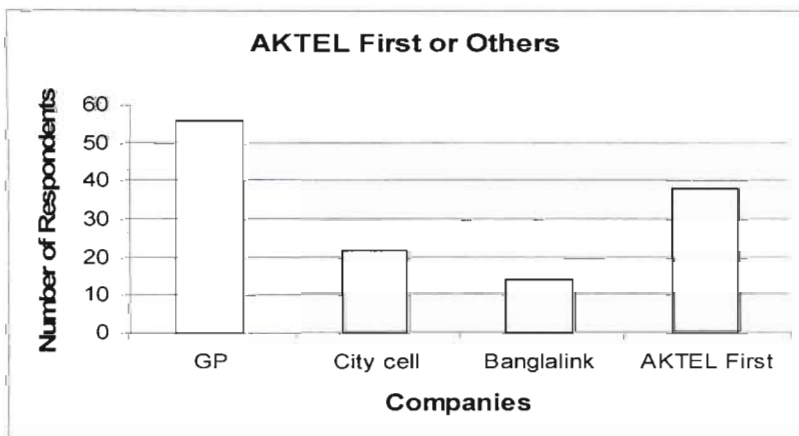
The preferred reason is there is no limitation in talking and the third reason is there is no hassle of card purchasing.

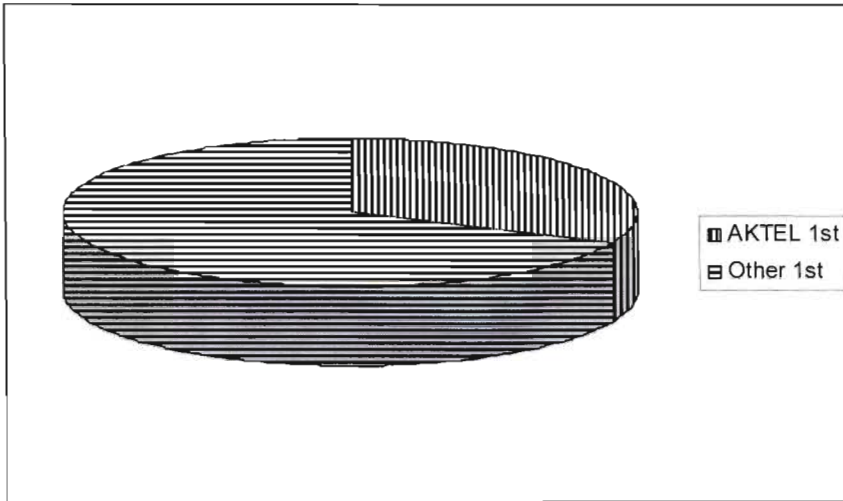
Figure : Reasons for Post paid Preference



Churn out from others to AKTEL :The following two graphs show us that 38% of the sample size took AKTEL for the first time as cell phone users and never switched to other competitors. At the other extreme, the rest of the 68% of current users of AKTEL had tried out other cell phone services and then they switched to AKTEL. In our 'Discussion on Results' section I will present some more profound analyses on this.

Figure : Churn Out Ratio to AKTEL

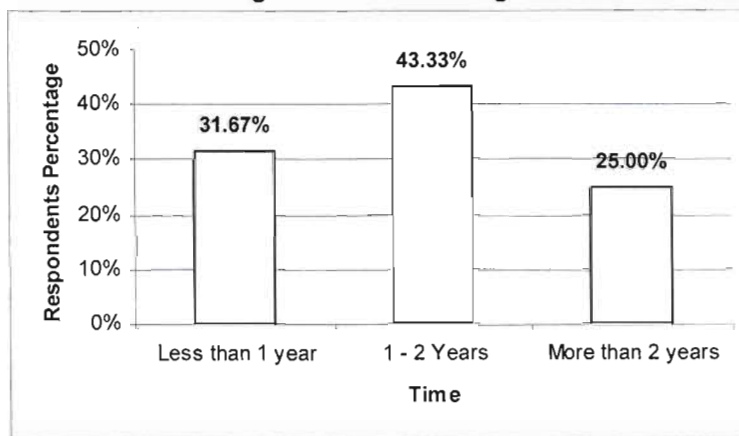




Usage Term

The following graph gives an idea that the greater portion of the current subscribers of AKTEL of the sample has been using this service for more than 1 year. This fact signifies, the greater satisfaction level of AKTEL consumers. I will present more analyses on this in the 'Discussion on Results' part.

**Figure : AKTEL Usage**





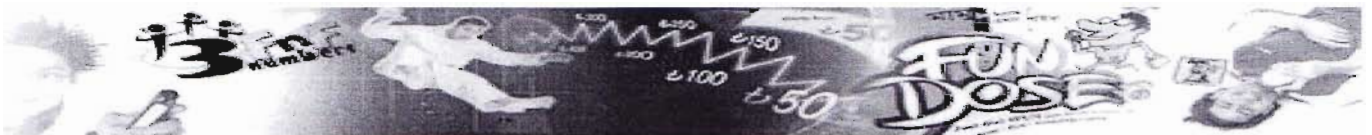
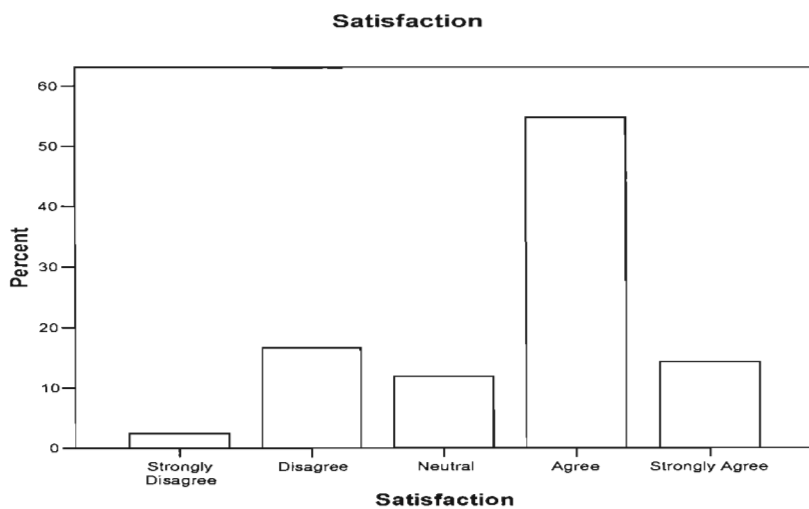
**2.2 Findings – Second Part:**

In this section I will again represent a graphical presentation of the responses of the respondents regarding the services of AKTEL. Accordingly, based on those responses I will qualify the satisfaction level of the AKTEL subscribers as per the hypotheses added. In part 'A' I have included the responses of the Pre-Paid subscribers and in part 'B' I have included the responses of the Post-Paid subscribers. In addition, to quantify the responses of the sample I have used 'Likert Scale'.

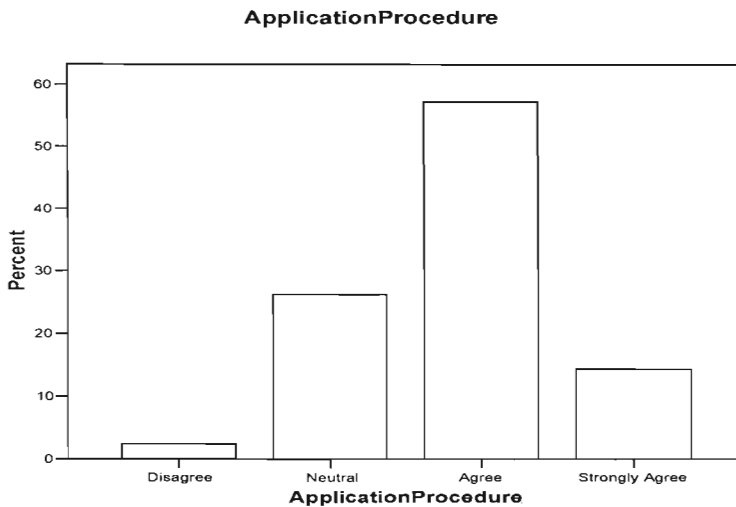
**2.2.1 Findings – Second Part A (Pre-Paid Only):**

Satisfaction

I have asked the respondents (Pre-Paid subscribers of AKTEL) to respond the statement according to the given 'likert scale' – 'I am satisfied with AKTEL services'. The following graph shows the findings explored from their responses. The graph clearly shows that more than 70% of the Pre-Paid subscribers has either agreed or strongly agreed upon the given statement. However, around 20% of the Pre-Paid subscribers in the sample size has either disagreed or strongly disagreed.



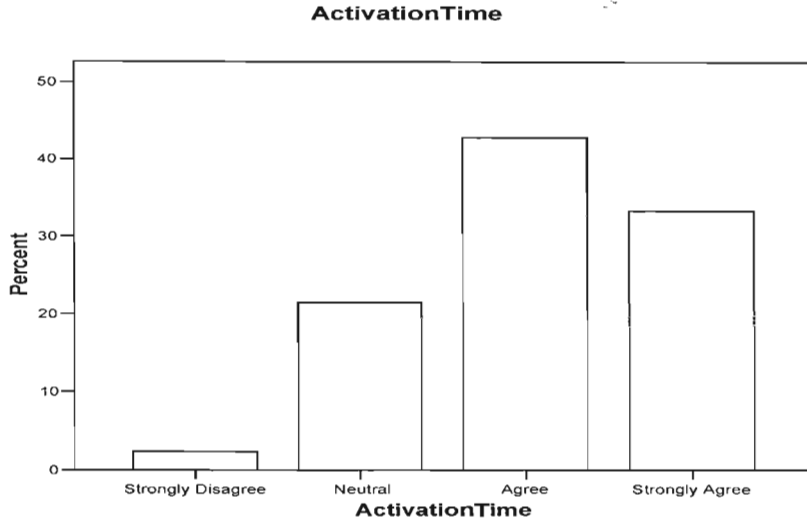
Following the 'satisfaction level query' I have asked the respondents about their responses about the application procedure of AKTEL. The respondents put their responses based on the statement – 'The application procedure for AKTEL subscription is simple'. According to the added graph below, more than 70% of the respondents has either agreed or strongly agreed upon the given statement and less than 2% of the respondents has disagreed.



Activation Time

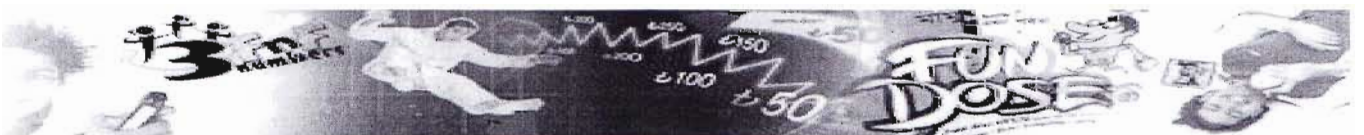
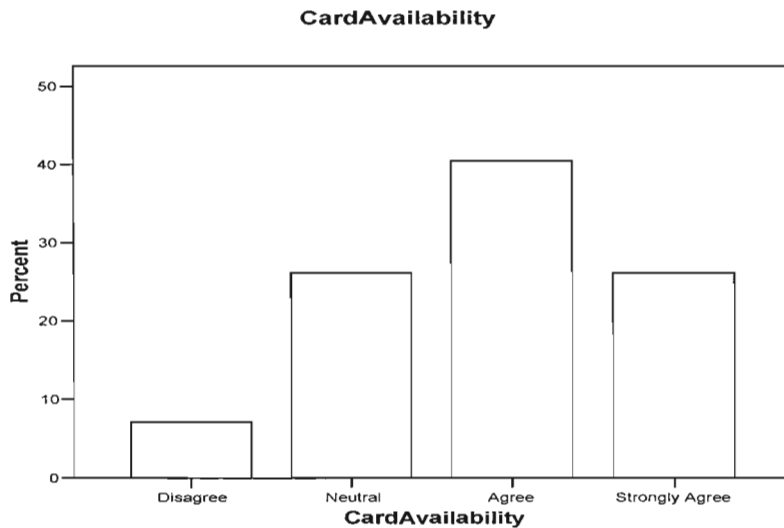
To assess the responses regarding activation time AKTEL subscription, I asked the respondents to give their responses considering this statement – 'Less time is required for the activation'. The following graph pinpoints the responses that more than 75% of the Pre-Paid subscribers of the sample has either agreed or strongly agree upon the given statement. However, a very insignificant portion (less than 1%) strongly disagreed.



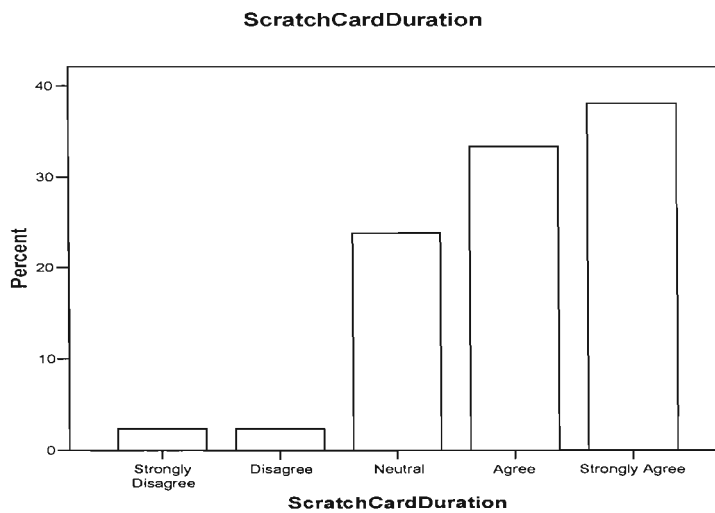


Card Availability

To know the responses regarding the recharge card availability of AKTEL, I asked the Pre-Paid subscribers of AKTEL in the sample size to put forward their responses considering this statement – ‘Scratch card is available when I need’. The graph below shows that the greater portion (around 70%) of the sample is satisfied with the card availability of AKTEL. However, 5% of the total sample is dissatisfied with the unavailability of scratch card for phone credit recharge.

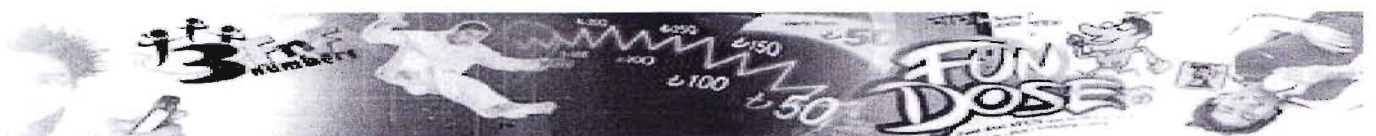


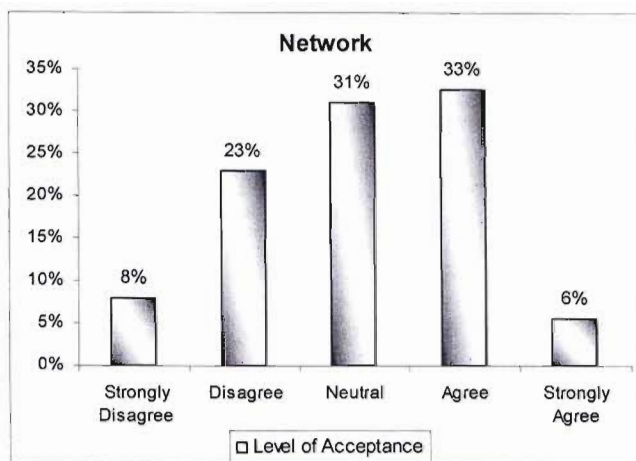
I asked responses against or for this statement - 'The duration for scratch card is adequate' According to the following graph, most of the people (75%) are either satisfied or highly satisfied with the scratch duration of AKTEL. However, like the previous graph around 5% of the total sample is either dissatisfied or still highly dissatisfied with the scratch duration of AKTEL.



Network

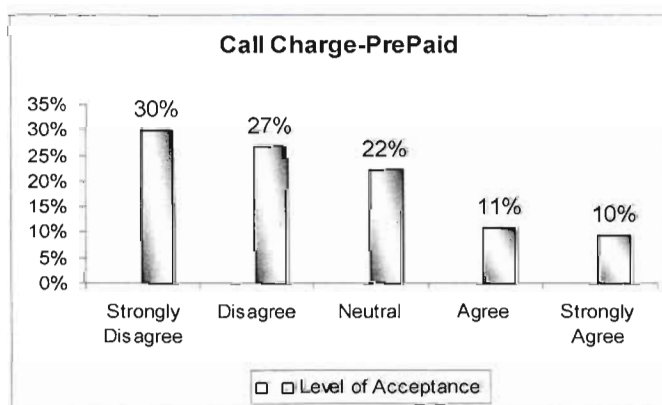
To know people's responses regarding I asked them about the accessibility of AKTEL to anywhere in Bangladesh, to other competitors' network and AKTEL's transmission quality. The following graph indicates the consolidated responses of people regarding these three features of AKTEL. It shows that 31% of the total respondents is either dissatisfied or highly dissatisfied with the network of AKTEL and 31% is reluctant to comment about it. At the other extreme, less than 40% of the respondents are either satisfied or highly satisfied with the network facilities provided by AKTEL. Here, this is quite clear that Network should be one of the prime concerns of AKTEL in assessing the reasons behind the dissatisfaction of AKTEL services.





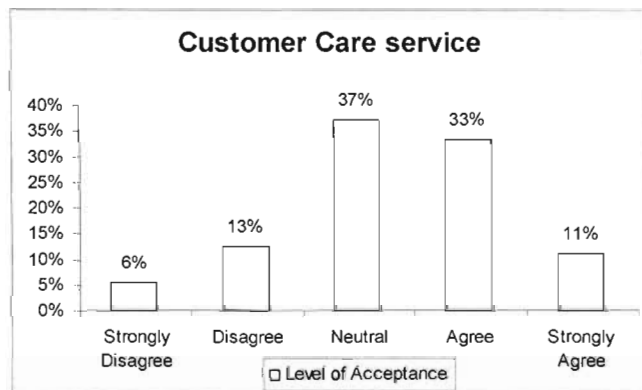
Call Charge

To quantify people's responses regarding call charge I asked them about call charge of AKTEL at mobile to mobile, fixed phone to mobile and mobile to fixed phone. Nevertheless, 57% of the respondents are either dissatisfied or highly dissatisfied with the call charge whereas 22% is neutral about it and only 21% has responded positive. This data clearly shows that call charge is another prime factor for AKTEL where they are losing customer satisfaction.



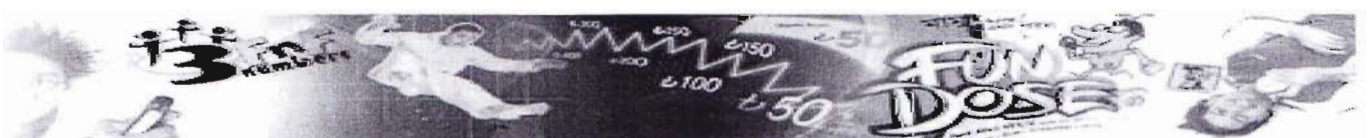
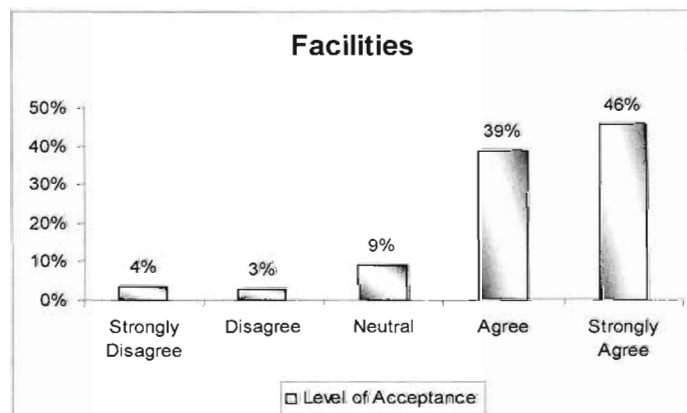
Customer Care Services

Regarding the cooperativeness, availability and effectiveness of customer care of AKTEL responses were assessed. The graph below explains that the greater portion of the respondents has expressed their positivity towards the customer care of AKTEL. However, 20% of the respondents have either expressed their dissatisfaction or strong dissatisfaction. Interestingly, around 37% has expressed their neutral attitude, which signifies that a big portion of the respondents never tried out the customer care services of AKTEL.



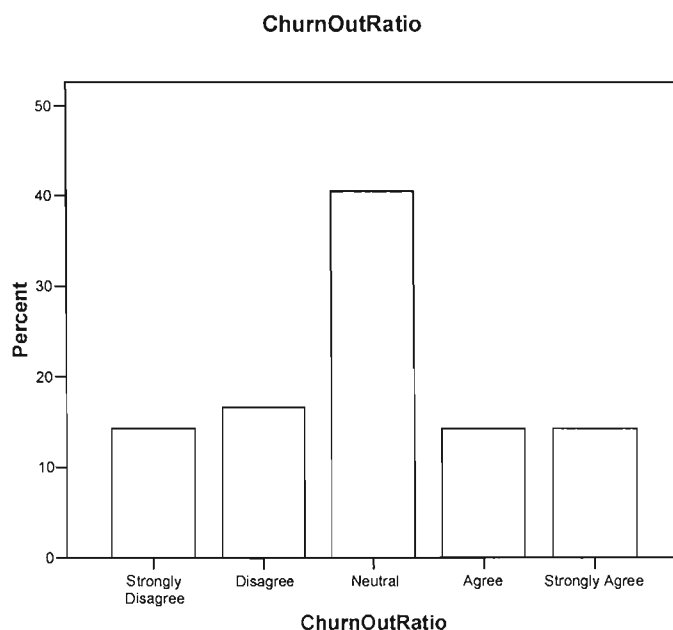
Facilities

In assessing the responses against or for the facilities given AKTEL to its subscribers 85% of the respondents has either expressed their satisfaction or their extreme satisfaction. The following graph pin downs this fact. In addition, responses were taken on facilities given by AKTEL like 'pulse', 'friends n' family' and 'off peak hour'.



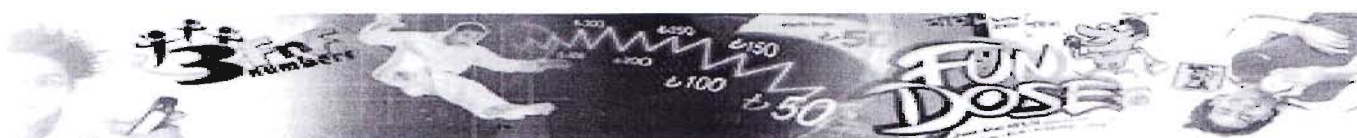


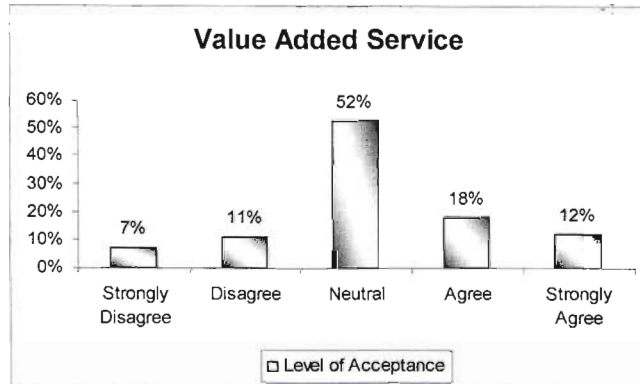
I asked the respondents to comment on – ‘I will switch to any of the other competitors in future’ as based on that I would be able to assess the churn out ratio (the possibility of switching one player to another player in the same industry). Accordingly, more than 30% of the respondents stated their negative comment whereas more than 40% has showed ‘undecided’ kind of attitude. At the other extreme, 30% of the respondents have answered positive that they will switch from AKTEL to other competitors in future.



Value Added Services

I have asked people’s opinion about the value added services provided by AKTEL like SMS, VMS and GPRS. The following graph shows that only 30% has expressed their positive attitude towards these services however a huge chunk of 52% is neutral about it which signifies that most of the people do not use these services. I will have a deeper analysis in the ‘discussion on results’ part about it.

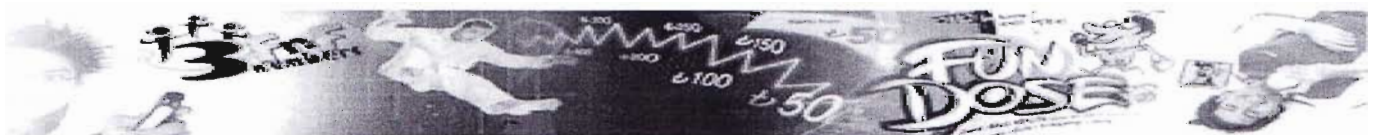
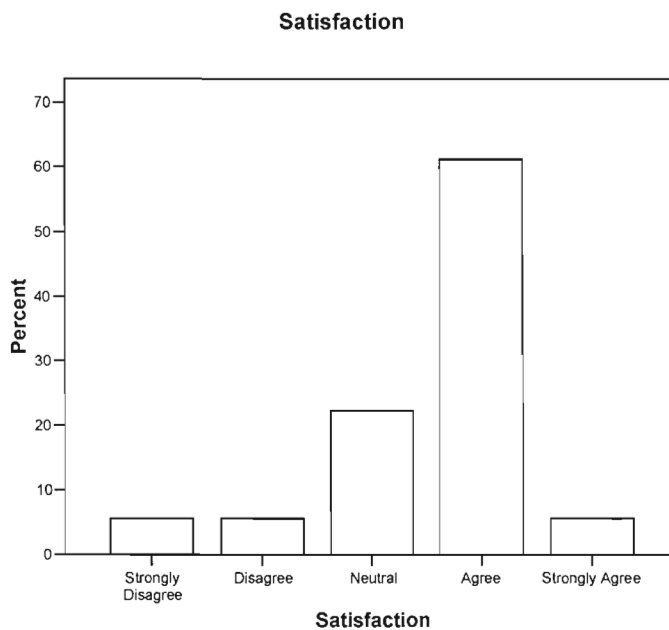




**2.2.2 Findings – Second Part B (Post-Paid Only):**

**Satisfaction**

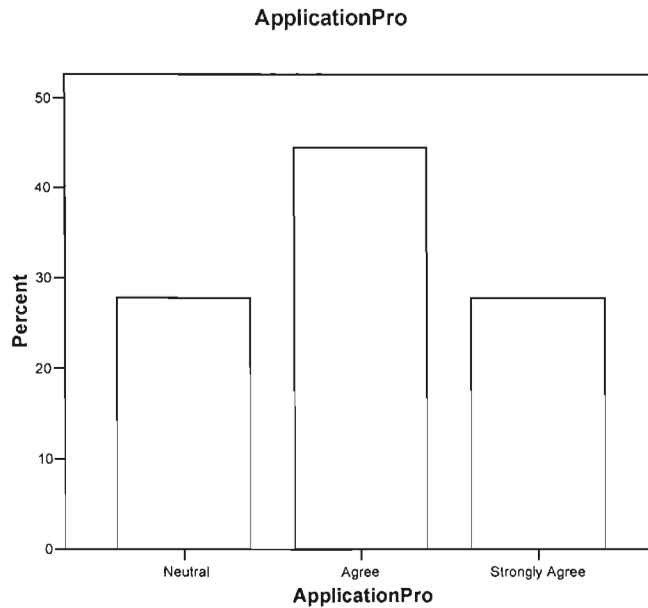
I have asked the respondents (Post-Paid subscribers of AKTEL) to respond the statement according to the given 'likert scale' – 'I am satisfied with AKTEL services'. The following graph shows the findings explored from their responses. The graph clearly shows that 70% of the Post-Paid subscribers has either agreed or strongly agreed upon the given statement. However, around 10% of the Post-Paid subscribers in the sample size has either disagreed or strongly disagreed.



Application Procedure

Following the 'satisfaction level query' I have asked the respondents about their responses about the application procedure of AKTEL. The respondents put their responses based on the statement – 'The application procedure for AKTEL subscription is simple'. According to the added graph below, more than 80% of the respondents has either agreed or strongly agreed upon the given.

**Figure : Application Procedure**

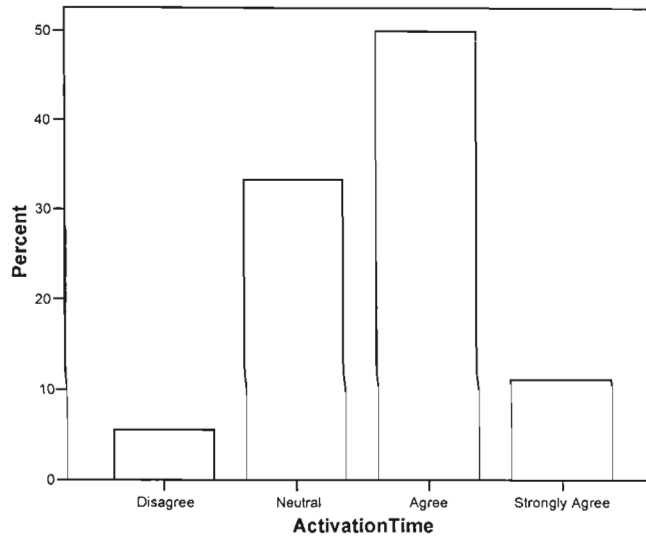


Activation Time

To assess the responses regarding activation time AKTEL subscription, I asked the respondents to give their responses considering this statement – 'Less time is required for the activation'. The following graph pinpoints the responses that more than 60% of the Post-Paid subscribers of the sample has either agreed or strongly agree upon the given statement. However, around 5% has disagreed.

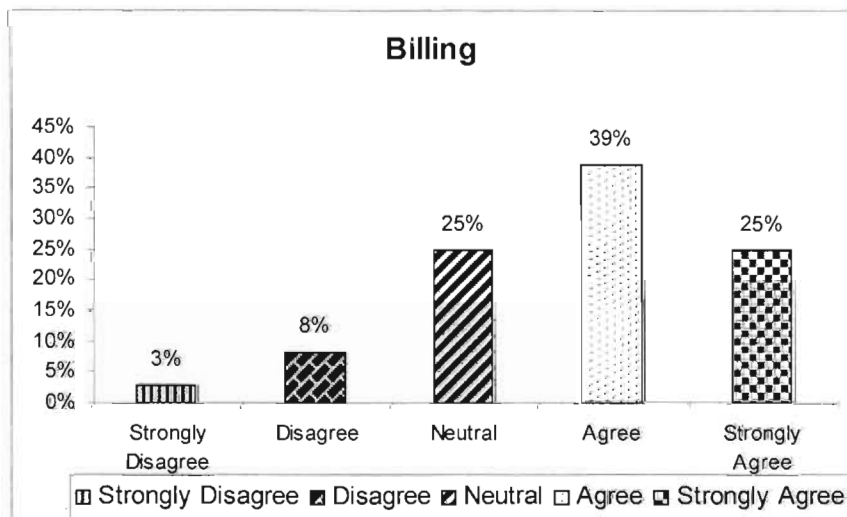


ActivationTime

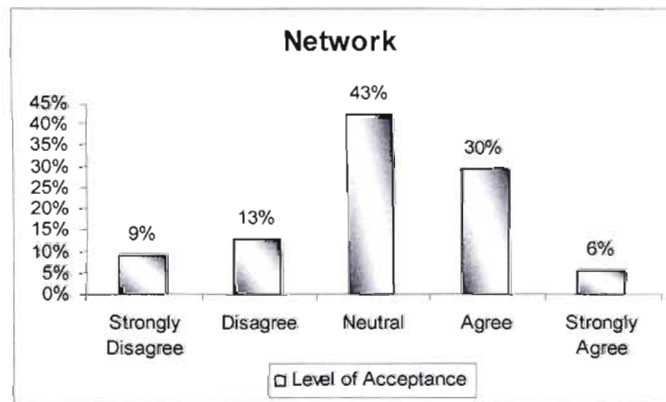


Billing

To assess the responses of the respondents regarding billing I asked them whether the bill notification is well-timed and whether the billing procedure is comfortable. Considering these two traits, I have got the following data from them. The graph below shows that 64% of the respondents has expressed their positivity about billing whereas 11% has expressed negativity.

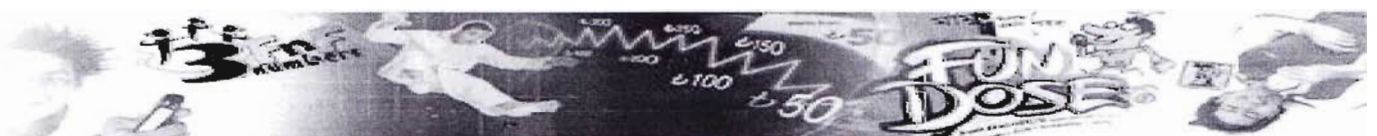


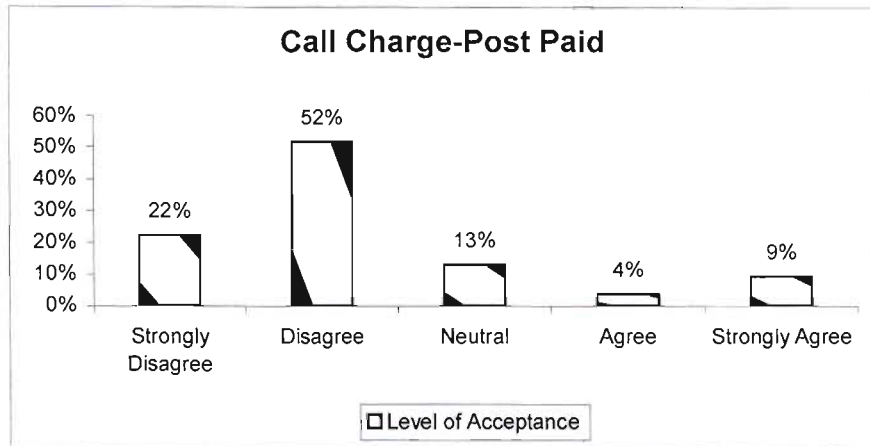
To know people's responses regarding I asked them about the accessibility of AKTEL to anywhere in Bangladesh, to other competitors' network and AKTEL's transmission quality. The following graph indicates the consolidated responses of people regarding these three features of AKTEL. It shows that 22% of the total respondents are either dissatisfied or highly dissatisfied with the network of AKTEL and 43% is reluctant to comment about it. At the other extreme, 36% of the respondents are either satisfied or highly satisfied with the network facilities provided by AKTEL. Here, this is quite clear that like the Pre-Paid subscribers' responses for Post-Paid subscribers, network should be one of the prime concerns of AKTEL in assessing the reasons behind the dissatisfaction of AKTEL services.



Call Charge

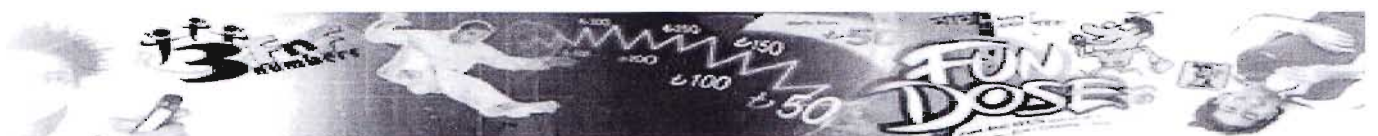
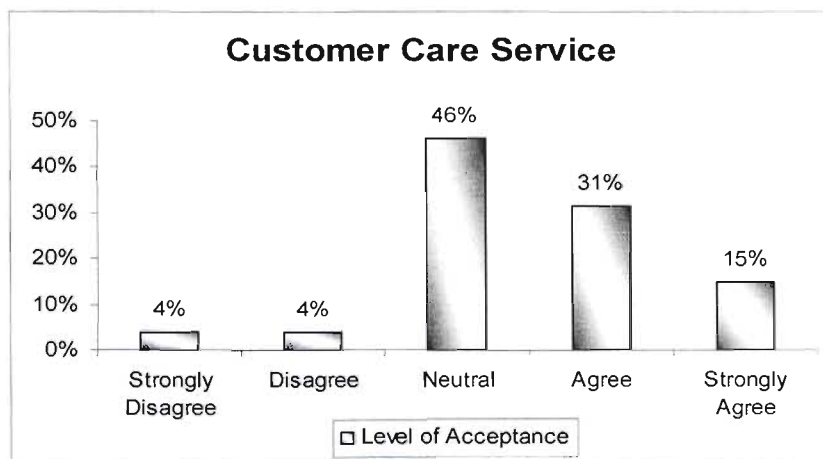
To quantify people's responses regarding call charge I asked them about call charge of AKTEL at mobile to mobile, fixed phone to mobile and mobile to fixed phone. Nevertheless, 74% of the respondents are either dissatisfied or highly dissatisfied with the call charge whereas 13% is neutral about it and only 13% has responded positive. This data clearly shows that call charge is another prime factor for AKTEL where they are losing customer satisfaction.



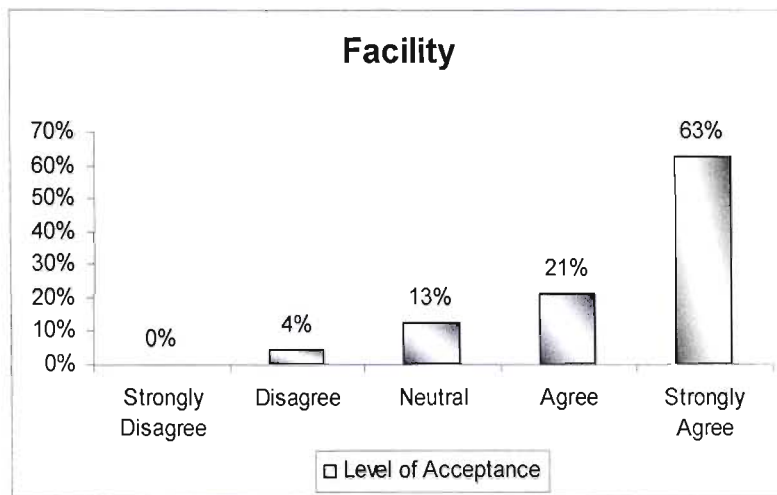


Customer Care

Regarding the cooperativeness, availability and effectiveness of customer care of AKTEL responses were assessed. The graph below explains that 8% of the respondents has either expressed their dissatisfaction or strong dissatisfaction. Interestingly, around 46% has expressed their neutral attitude which signifies that a big portion of the respondents never tried out the customer care services of AKTEL. At the other extreme, 46% has responded positive.

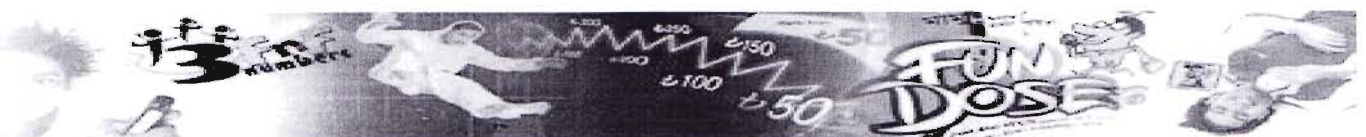


In assessing the responses against or for the facilities given AKTEL to its subscribers 84% of the respondents have either expressed their satisfaction or their extreme satisfaction. The following graph pin downs this fact. In addition, responses were taken on facilities given by AKTEL like 'pulse', 'friends n' family' and 'off peak hour'.

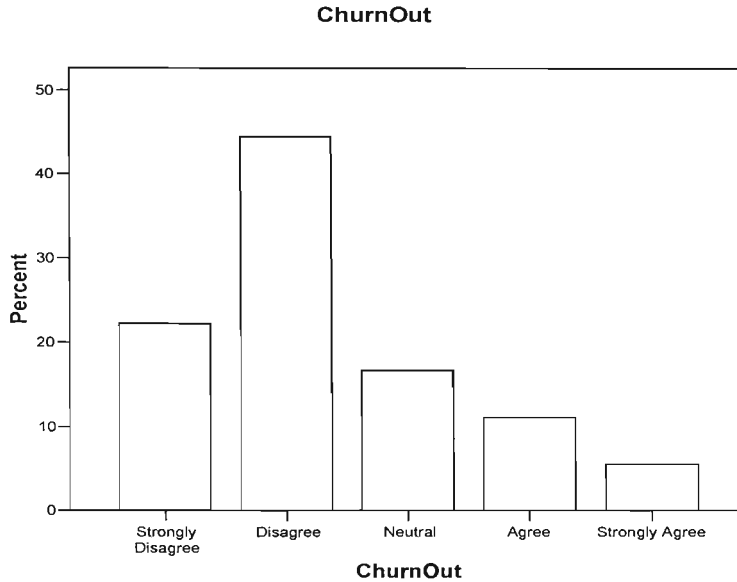


Churn Out Ratio

I asked the respondents to comment on – 'I will switch to any of the other competitors in future' as based on that I would be able to assess the churn out ratio (the possibility of switching one player to another player in the same industry). Accordingly, around 70% of the respondents stated their negative comment whereas more than 25% has showed 'undecided' kind of attitude. At the other extreme, 20% of the respondents have answered positive that they will switch from AKTEL to other competitors in future.

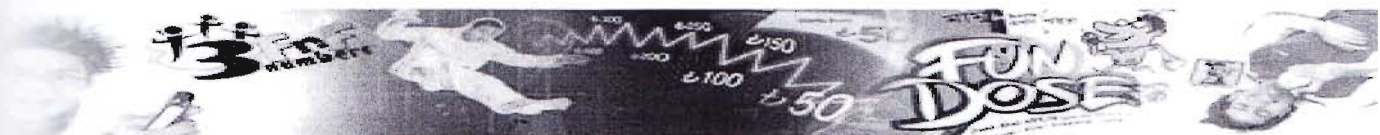
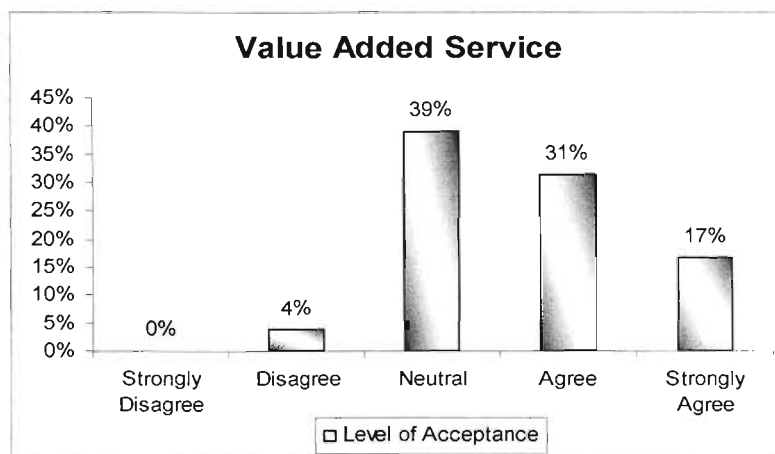


**Figure : Churn Out Ratio**



Value Added Services

I have asked people's opinion about the value added services provided by AKTEL like SMS, VMS and GPRS. The following graph shows that only 48% has expressed their positive attitude towards these services however a huge chunk of 39% is neutral about it, which signifies, that a huge number of people do not use these services. I will have a deeper analysis in the 'discussion on results' part about it.





Frequency of Usage of AKTEL's Value Added service (VAS)

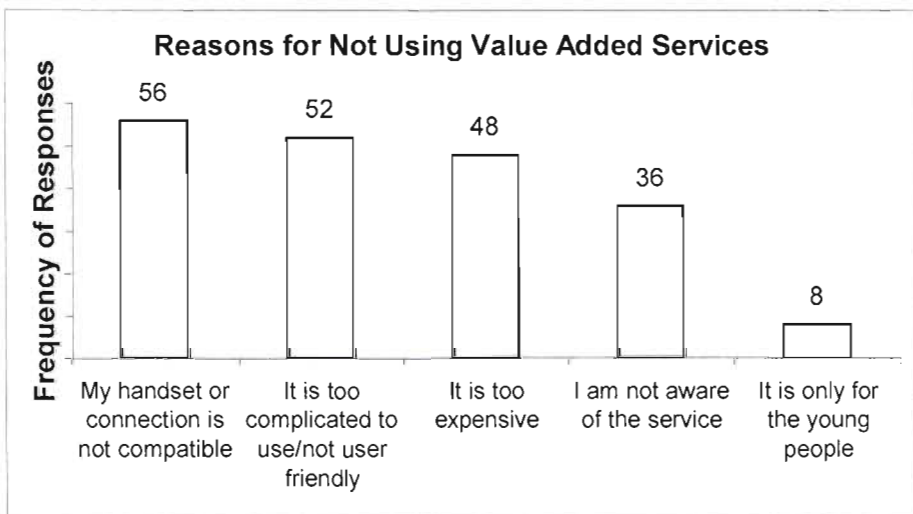
**Table : Frequency of Using VAS**

Value Added					
Services	Daily	15 days	30 days	Occasionally	Never Use
SMS	67%	22%	5%	5%	2%
VMS	0%	10%	0%	5%	85%
Fax and Data	0%	0%	0%	0%	100%
GPRS	5%	3%	0%	3%	88%

The table above shows us the frequency of Value Added Services (VAS) usage by AKTEL subscribers. The table clearly shows us that SMS is the most used VAS where as Fax and Data are the least used and in depth discussion on this has been provided in the Discussion part.

Reasons for Not Using Value Added Services

**Figure : Reasons for Not Using Value Added Services**



The figure above shows that most people stated that they do not use value added service(s) because their phone sets are not compatible with those



services and some people perceive that those services are complicated. Rest of the people consider the services as expensive and a very few people consider these services as for young people and not for aged people and in depth discussion on this has been provided in the Discussion part.



## 3.0 Discussion on Results For Both Pre-Paid and Post-paid

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### Satisfaction Vs Application Procedure:

For both Pre-Paid and Post-Paid, responses regarding application procedure at AKTEL were positive. Only a very negligible percentage of Pre-Paid subscribers in the sample have responded negative. Consequently, it shows that application procedure is one of the factors that have enhanced satisfaction level of AKTEL subscribers.

### Satisfaction Vs Activation Time

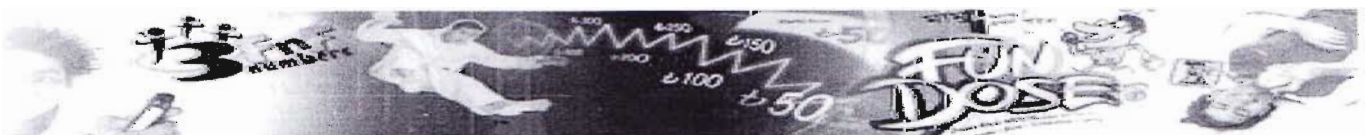
Like application procedure, both Pre-Paid and Post-Paid subscribers have stated their positive responses. This again signifies that activation time of AKTEL connection, which is hours, is another factor, which has assisted AKTEL to achieve greater customer satisfaction.

### Satisfaction Vs Network

I have already added that for a significant portion of both Pre-Paid and Post-Paid subscribers, Network of AKTEL has become one of the prime factors causing dissatisfaction. Now, I will present which factor in Network is basically responsible for this. This can be identified through the following three statements which I have asked people to put comment on them. The statements are given below.

- AKTEL can access easily to any part of Bangladesh
- AKTEL can access easily to other competitors' network
- I feel myself comfortable with the transmission quality.

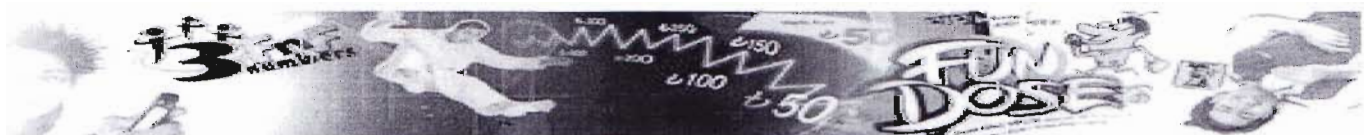
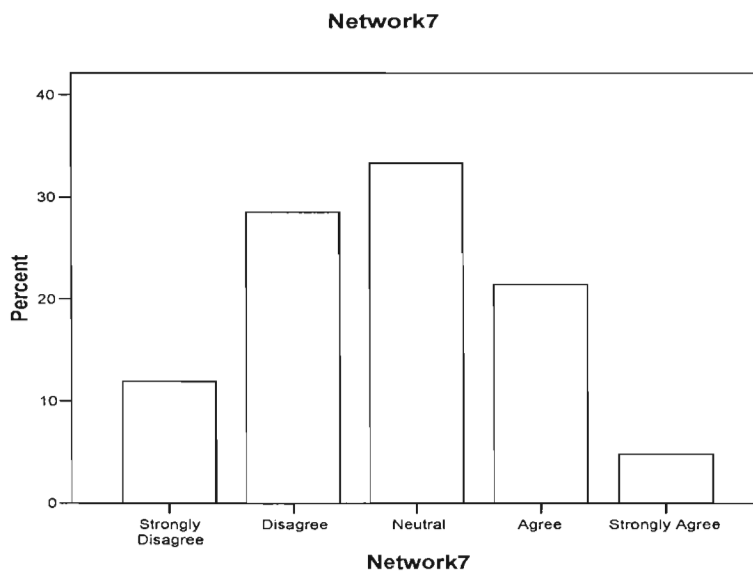
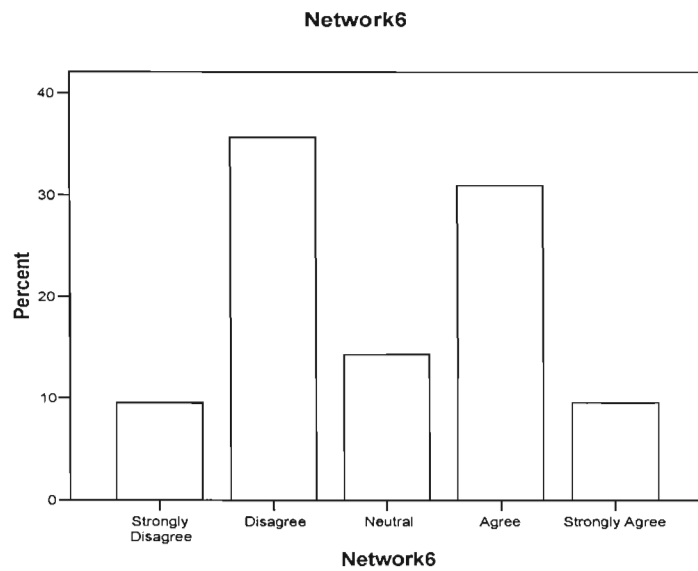
The responses of both Pre-Paid and Post-Paid subscribers are given below.



Responses of Pre-Paid Subscribers

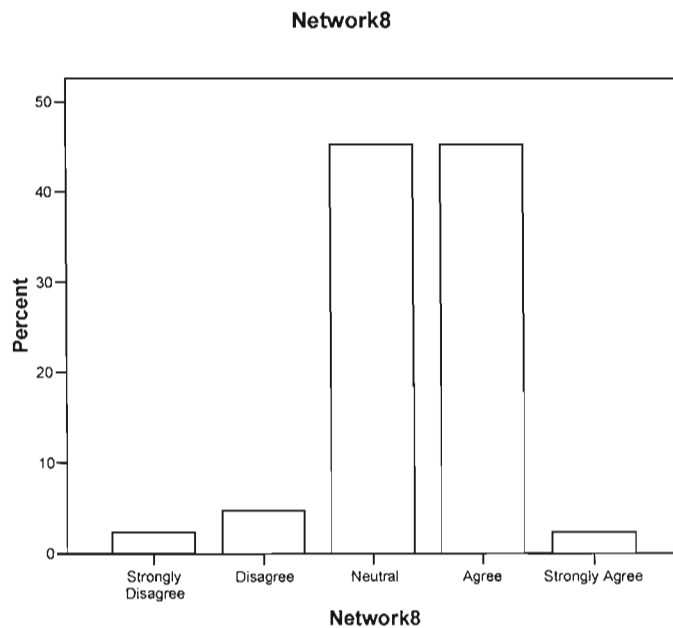
The responses of Pre-Paid Subscribers regarding the statement – ‘AKTEL can access easily to any part of Bangladesh’ has been given below. The following graph shows that around 50% of the Pre-Paid subscribers is either dissatisfied or highly dissatisfied about this.

**Figure : Network**



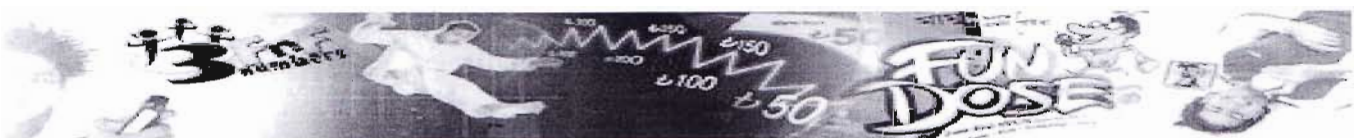
The responses of Pre-Paid Subscribers regarding the statement – ‘AKTEL can access easily to other competitors’ network’ has been given below. The following graph shows that around 45% of the Pre-Paid subscribers are either dissatisfied or highly dissatisfied about this.

The responses of Pre-Paid Subscribers regarding the statement – ‘I feel myself comfortable with the transmission quality’ have been given below. The following graph shows that less than 10% of the Pre-Paid subscribers are either dissatisfied or highly dissatisfied about this.



From the above discussion, it can be identified dissatisfaction of AKTEL subscribers regarding Network has been caused because of the following reasons.

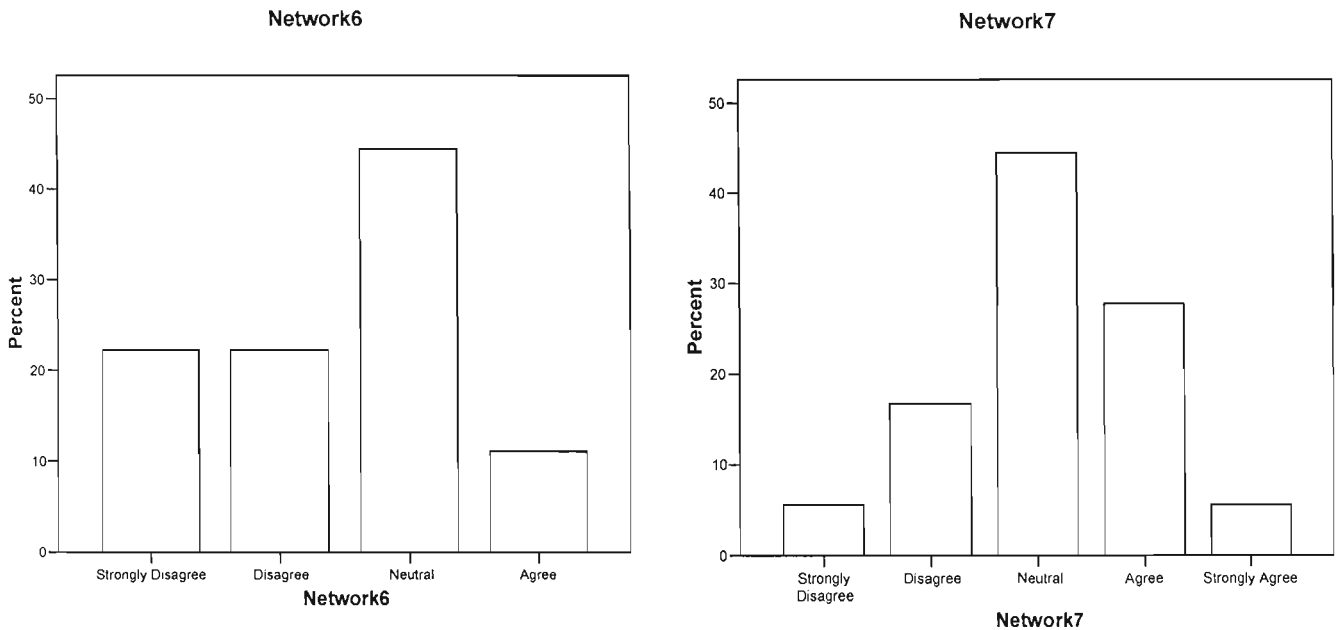
- A significant amount of AKTEL Pre-Paid Subscribers states that AKTEL cannot access any part of Bangladesh because of its limited coverage in 61 districts.
- A significant amount of AKTEL Pre-Paid subscribers states that AKTEL cannot access easily to other competitors’ network because of inefficient network sharing with other competitors.



Responses of Post-Paid Subscribers

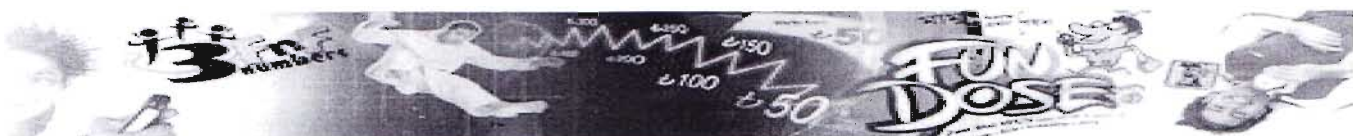
The responses of Post-Paid Subscribers regarding the statement – ‘AKTEL can access easily to any part of Bangladesh’ has been given below. The following graph shows that around 50% of the Post-Paid subscribers is either dissatisfied or highly dissatisfied about this.

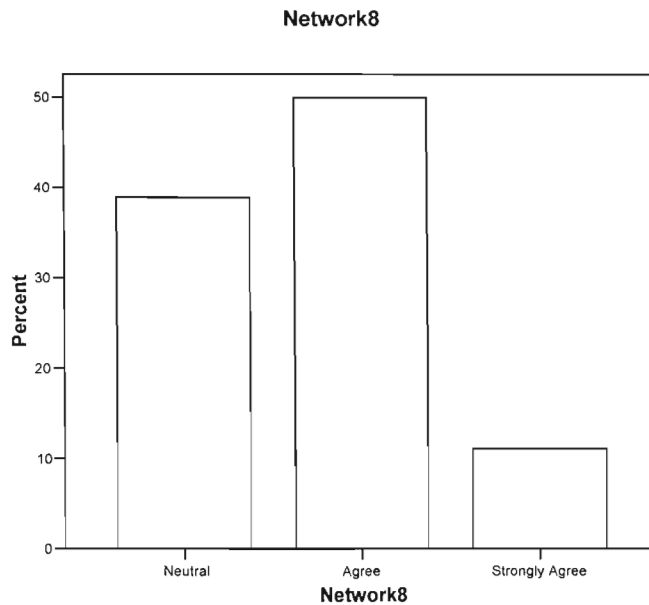
**Figure : Network**



The responses of Pre-Paid Subscribers regarding the statement – ‘AKTEL can access easily to other competitors’ network’ has been given below. The following graph shows that around 30% of the Pre-Paid subscribers is either dissatisfied or highly dissatisfied about this.

The responses of Post-Paid Subscribers regarding the statement – ‘I feel myself comfortable with the transmission quality’ have been given below. The following graph shows that none the Post-Paid subscribers is either dissatisfied or highly dissatisfied about this.





From the above discussion, it can be identified dissatisfaction of AKTEL subscribers regarding Network has been caused because of the following reasons.

- A significant amount of AKTEL Post-Paid Subscribers states that AKTEL cannot access any part of Bangladesh because of its limited coverage in 61 districts.
- A significant amount of AKTEL Post-Paid subscribers states that AKTEL cannot access easily to other competitors' network because of inefficient network sharing with other competitors.

#### Satisfaction Vs Customer Care

It has been found out from the findings part that for both Pre-Paid and Post-Paid around 45% of the respondents has either agreed or strongly agreed with the positivity of the customer care of AKTEL. However, in both cases around 40% respondents have positioned themselves as neutral. This signifies that a big chunk of the respondents is unaware of the features of customer care as they never tried it out.



### Satisfaction Vs Facilities

To find out the responses of the respondents I have asked them regarding the following four facilities provided by AKTEL to its pre-paid and post-paid subscribers.

- Pulse
- Off-peak hour
- Roaming facility
- Friends n Family Option

It has been found out that only an insignificant portion (7%) of the pre-paid respondents has either disagreed or strongly disagreed. In case of post-paid subscriber respondents, only 4% disagreed with the positivity of the facilities offered by AKTEL.

### Satisfaction Vs Churn Out Ratio

Regarding switching to other competitors' services, only around 15% of the post-paid respondents has either agreed or disagreed where the greater portion is in favor of not switching to anyone in future. Nevertheless, 30% of the pre-paid respondents has either agreed or disagreed in favor sticking to AKTEL services. Consequently, AKTEL should have a considerate look in this arena of its subscriber base.

### Satisfaction Vs Value Added Services

To assess the satisfaction level regarding the value added services, I have asked the pre-paid subscribers about SMS and VMS. At the other extreme, I have asked the post-paid subscribers about SMS, VMS and GPRS services offered by AKTEL. It has been further discussed on the next page. The statements based on which I tried to assess customer reaction has been given below.

- I am satisfied with the advanced SMS service provided by AKTEL
- I am satisfied with the distinctive VMS service provided by AKTEL
- I am satisfied with the distinctive GPRS service provided by AKTEL

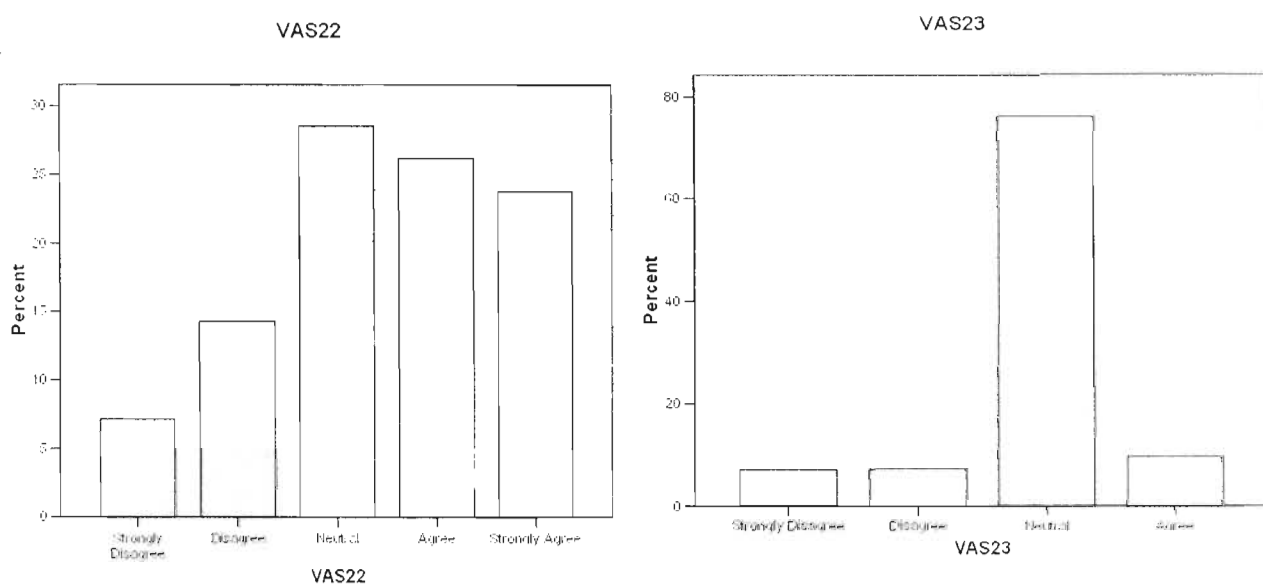




Responses from Pre-Paid Respondents

The graph (VAS 22) below shows that only 25% of the respondents are either dissatisfied or strongly satisfied with the SMS services provided by AKTEL. However, more than 50% of the respondents are either satisfied or strongly satisfied with the SMS services provided by AKTEL. Besides, a chunk of around 30% is neutral about this service as they never tried it out.

**Figure : value Added Services**



The graph above (VAS 23) shows that unlike SMS, people have responded about VMS services of AKTEL in a different way. It shows that only 10% of the respondents has agreed with positivity of the VMS services. Conversely, 80% of the respondents have positioned themselves as neutral since they never tried the VMS services as this is too complicated to operate.

Responses from Post-Paid Respondents

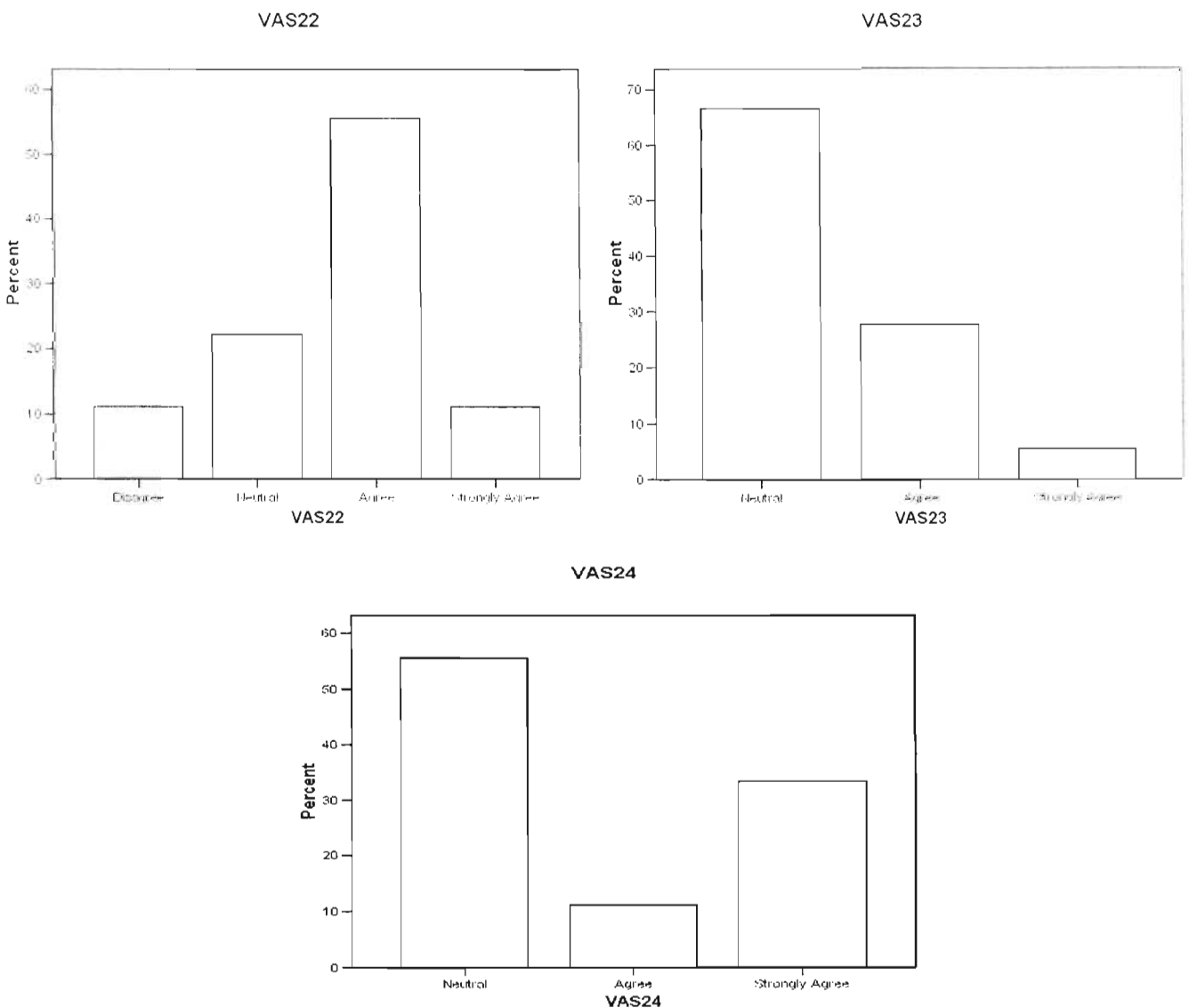
The following graph shows us that post-paid subscribers are very much satisfied with the SMS services as more than 70% of the respondents has either showed their positive response or strong positive response. At the other extreme, around 10% respondents have showed their dissatisfaction. Besides, like pre-paid subscribers, post-paid



subscribers have showed their huge neutral response regarding VMS which once again shows that they infrequently or never tries this service provided by AKTEL.

Regarding GPRS, the graph shows that around 35% respondents have strongly satisfied with this particular service of AKTEL. However, the majority is neutral about it. This signifies that subscribers who have used GPRS are strongly satisfied about it, nevertheless most of the respondents have never tried this out and consequently have positioned themselves as neutral.

**Figure : Value Added Services**



The above discussion shows that customer satisfaction of AKTEL is significantly dependant on SMS services however, probably because of lower promotional campaign regarding VMS, AKTEL subscribers are almost unaware of this service and consequently are not used to it. Besides, though GPRS has become able to create a strong position among the post-paid subscribers due to the easy access and intensive promotional campaign enhanced by AKTEL.

#### Satisfaction Vs Scratch Card Availability (Pre-Paid)

It has been found out that the Pre-Paid respondents are satisfied with the availability of scratch cards except a very negligible portion (5%) of the sample. The graph of this result has been added in the 'Findings Section'. This signifies that Scratch Card availability is another arena where AKTEL has succeeded to gain positive reaction.

#### Satisfaction Vs Scratch Card Duration (Pre-Paid)

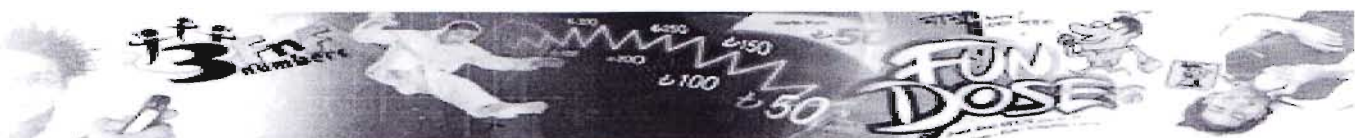
Like Scratch Card Availability, scratch card duration is another sector where AKTEL has made the customers happy. The graph is showed in the findings section. Consequently, Scratch Card Duration is also factor behind the customer satisfaction of AKTEL.

#### Satisfaction Vs Billing (Post-Paid)

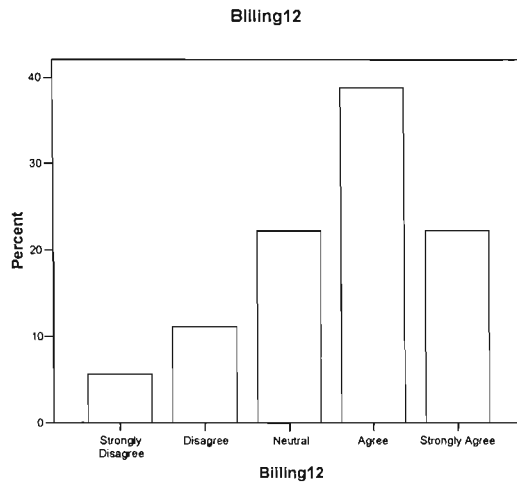
To assess the satisfaction level of post-paid subscribers of AKTEL, I asked put forward their responses regarding the following two statements.

- The bill notification procedure is well timed.
- The billing procedure is comfortable for me.

The greater portion of the respondents has responded positively about the statements above. However, around 15% of the respondents has either disagreed or strongly disagreed with the bill notification procedure. The following graph shows us that. According to them, it is not well-timed. Consequently, it might be said this is a minor arena where AKTEL is losing satisfaction of its post-paid subscribers.



**Figure : Billing**

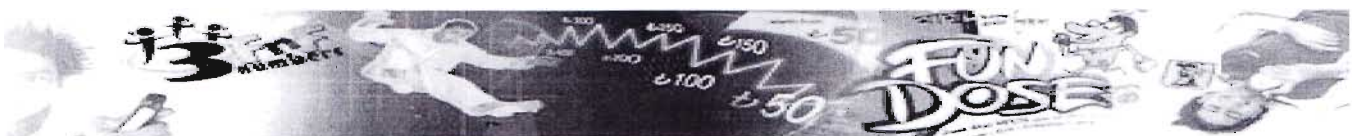
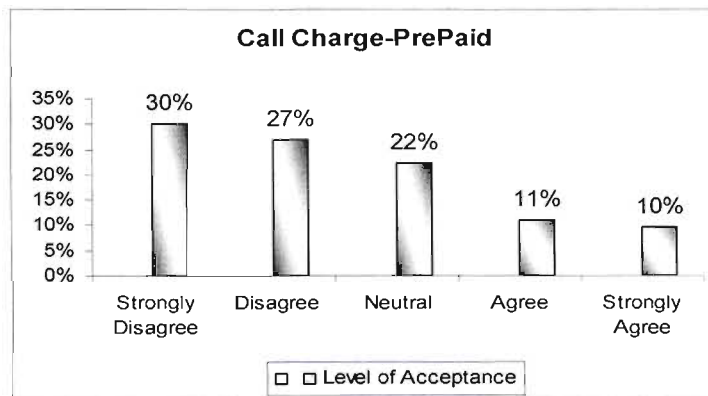


Satisfaction Vs Call Charge

I have already discussed in the 'Findings Section' that for pre-paid and post-paid subscribers of AKTEL, call charge is the most important factor, which is creating dissatisfaction. To assess the satisfaction level, I asked for responses regarding the following statements.

- The call charge from mobile to mobile (outgoing) is low.
- The call charge from mobile to Fixed Phone (outgoing) is low.
- The call charge from Fixed phone to Mobile (Incoming) is low.

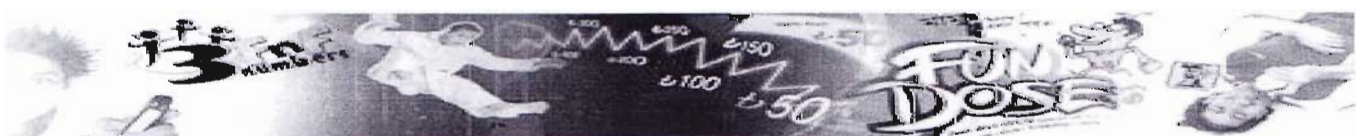
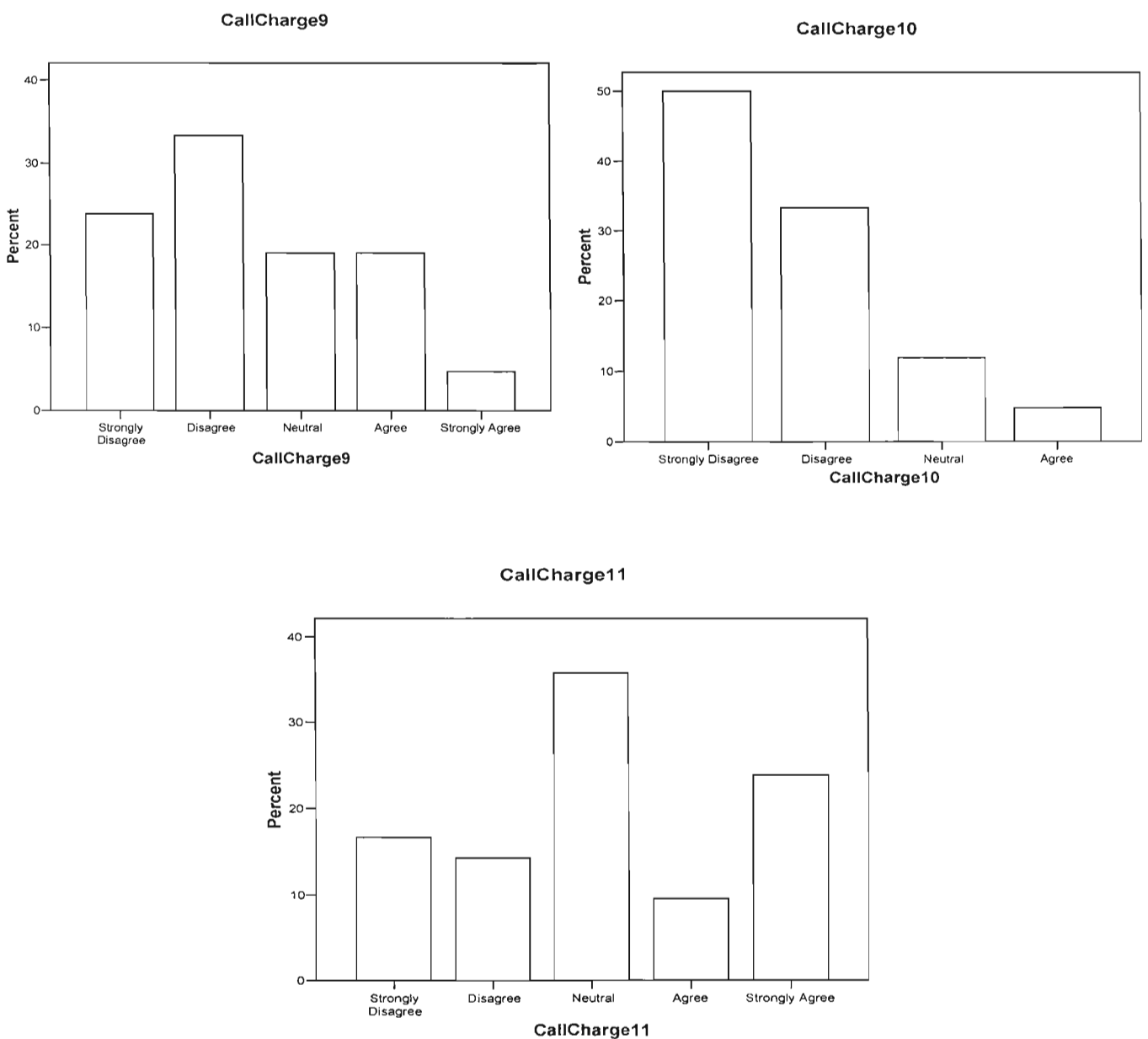
Let us have a look on the responses regarding the statements above.



Responses from the Pre-Paid Subscribers

The following graph (Call Charge 9) shows the responses regarding the statement – ‘The call charge from mobile to mobile (outgoing) is low’. The graph signifies that more than 50% of the respondents are either dissatisfied or strongly dissatisfied with the call charge from mobile to fixed phone.

**Figure : Call Charge**



The 'Call Charge 10' graph above shows the responses regarding the statement – “The call charge from mobile to Fixed Phone (outgoing) is low”. It is certain from the graph that more than 80% of the respondents has either disagreed or strongly disagreed with that given statement. As a result, it can be said this is prime arena where satisfaction level of pre-paid subscribers has gone down.

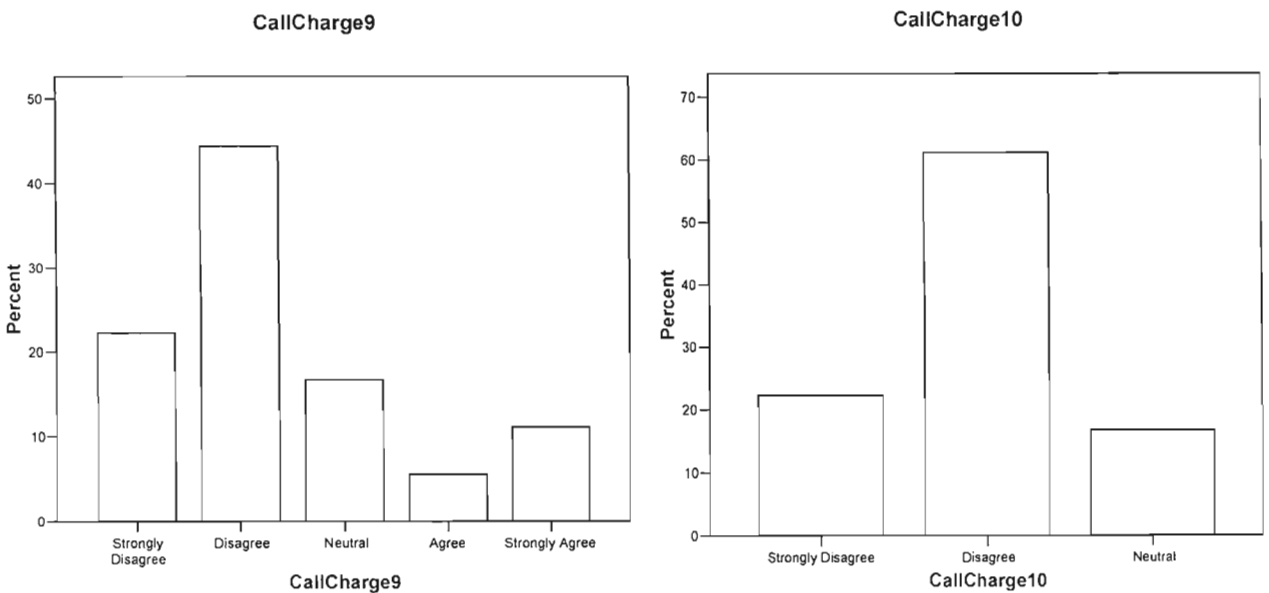
At the other extreme, the right graph above (call charge 11) shows that around 35% of the respondents has either agreed or strongly agreed with the statement- The call charge from Fixed phone to Mobile (Incoming) is low, however 25% has either disagreed or strongly disagreed.

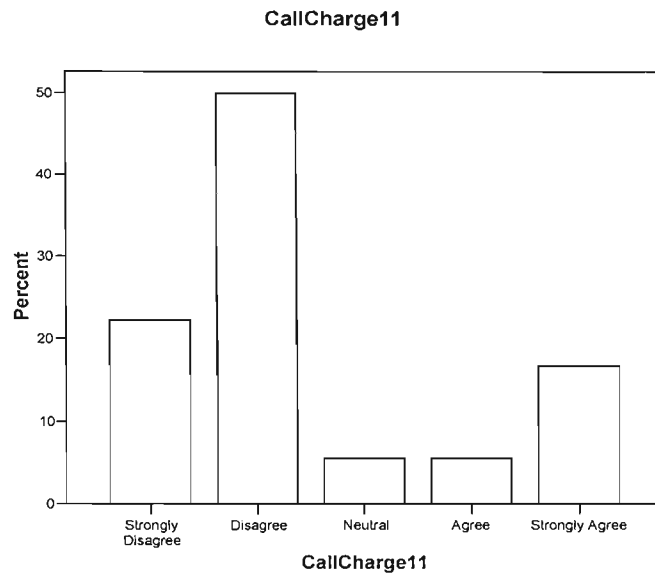
Responses from the Post-Paid Subscribers

For Post-Paid subscribers all the three statements I have given got mostly either disagreement or strong disagreement. The following graph shows us these facts.

- Call charge from mobile to mobile (outgoing) is low - graph call charge 9
- Call charge from mobile to Fixed Phone (outgoing) is low - graph call charge 10
- Call charge from Fixed phone to Mobile (Incoming) is low - graph call charge 11

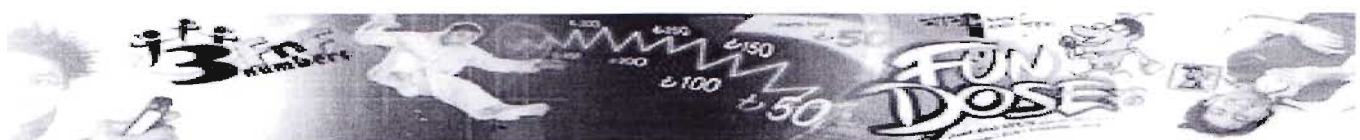
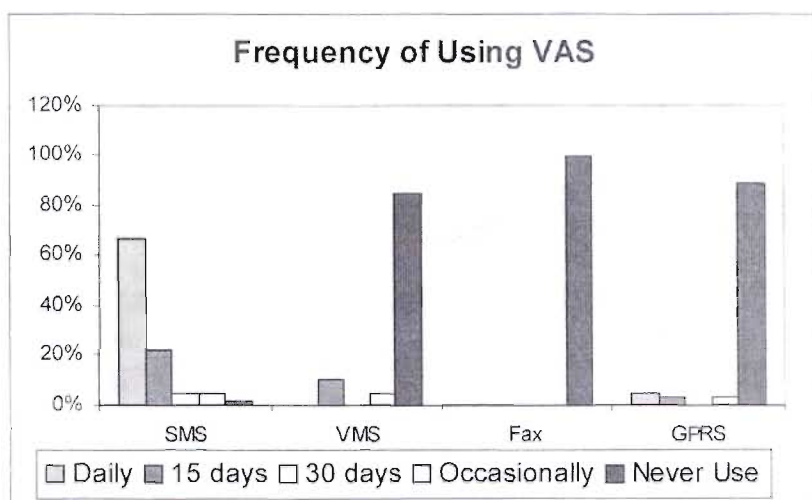
**Figure : Call Charge**





Frequency of Usage of AKTEL's Value Added service

The next question was developed in order to know the popularity about various Value Added Services provided by AKTEL. The four value added services (SMS, VMS, Fax and Data, and GPRS) were in the list and respondents were asked to tick each of them according to their usage frequency.



### Short Message service (SMS)

From the above figure, it is apparent that SMS is the most popular and frequently used value added service among all the VAS. Only 2% of the respondents were found who does not use this service. 67% of the respondents use this service everyday, which is most frequent than any other value added services. People of almost all age group use this service. Cheap cost also makes it popular among users of all type.

### Voice Mail Service (VMS)

Surprisingly this service has got a very low respond though no extra charge is required to activate this service. This service can be easily activated by making a simple phone call at AKTEL's customer care service and request for activation. But people who do not use that have a misperception that this service is available only to handsets with special features or they have to pay a monthly fixed rent to enjoy it. This service did not become that popular as expected and probably the problem lies with AKTEL for not promoting and communicating its features to the customers properly.

### Fax and Data

There was no user found for this specific service from the given sample set as this service is used by companies. Special permission is required which is issued, if any individual wants to use Fax and Data Service.

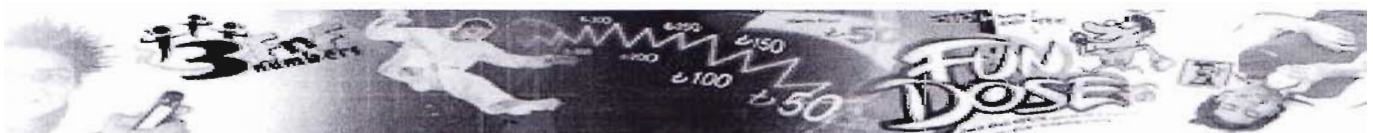
### GPRS

In the case of GPRS, 88% of the respondents do not use this service. Only 5%, 3% and 3% of the respondents used this service daily, 15 days, and occasionally respectively as this service is only available for Post-Paid connection and it is very expensive to browse the Internet through mobile phone.

### Reasons for Not Using Value Added Services

Asking the people regarding the reasons for not using AKTEL value added services, the followings came out upon which people have submitted their opinions.

- My handset or connection is not compatible.





- It is too complicated to use/not user friendly.
- It is too expensive.
- I am not aware of the service.
- It is only for the young people.



## 4.0 Regression Analysis

As the sample size is small, may be all variables have not been come out as part of result. The whole regression analysis has been added to the Appendix II at the end of the report. In the regression analysis, the hypotheses (except which are not possible due to the small sample size) added in the first part of the report have been proved.

**Table : Regression**

Variable	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
Application Procedure	0.233	0.076	0.170	3.062**
Scratch card Duration	0.150	0.067	0.311	2.240*
Network	0.149	0.028	0.362	5.318***
Call Charge	-0.091	0.022	-0.236	-4.108***
Billing Procedure	0.115	0.024	0.437	4.696***
Churn Out Ratio	-0.210	0.049	-0.262	-4.293***
Value Added Service	0.095	0.024	0.272	3.943***

Constant 2.87

$R^2$  .34

$\Delta R^2$  .27

F 5.146

N 120

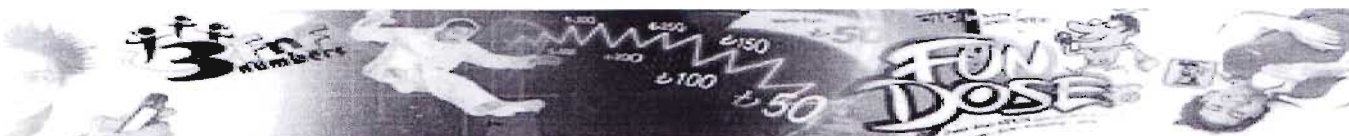
Note :

\*\*\* P<.001

\*\* P< .01

\*P < .05

Application procedure has been found statistically significant and positively related with subscribers' satisfaction ( $B = 0.17$ ,  $P < .01$ ). The table further indicates that 1 unit change of application procedure, there is a 0.17 unit change in subscribers'



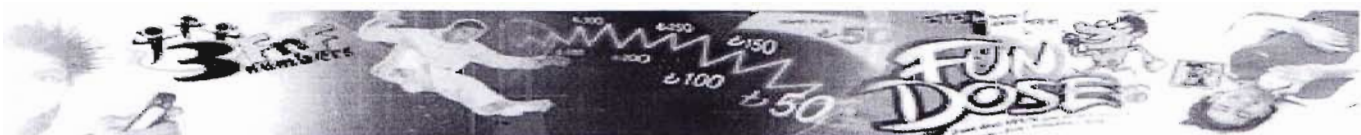
satisfaction. On the basis of the result, AKTEL should improve application procedure a bit to achieve more subscribers' satisfaction. Since there is a significant relationship between application procedure and subscribers' satisfaction that means the hypothesis has been proved.

Scratch card duration has been found statistically significant and positively related with subscribers' satisfaction ( $B = 0.31$ ,  $P < .05$ ). The table further indicates that 1 unit change of scratch card duration, there is a 0.31 unit change in subscribers' satisfaction. On the basis of the result, AKTEL should keep scratch card duration as currently it is or increase it to achieve more subscribers' satisfaction. Since there is a significant relationship between scratch card duration and subscribers' satisfaction that means the hypothesis has been proved.

Network has been found statistically significant and positively related with subscribers' satisfaction ( $B = 0.36$ ,  $P < .001$ ). The table further indicates that 1 unit change of network, there is a 0.36 unit change in subscribers' satisfaction. On the basis of the result, AKTEL should enhance its network a lot to achieve more subscribers' satisfaction. Since there is a significant relationship between network and subscribers' satisfaction that means the hypothesis has been proved.

Call Charge has been found statistically significant and negatively related with subscribers' satisfaction ( $B = -0.24$ ,  $P < .001$ ). The table further indicates that 1 unit change of call charge, there is a  $-0.24$  unit change in subscribers' satisfaction. On the basis of the result, AKTEL should reduce the call charge furthermore (though it has decreased its call charge recently) to achieve more subscribers' satisfaction. Since there is a significant relationship between call charge and subscribers' satisfaction that means the hypothesis has been proved.

Billing procedure has been found statistically significant and positively related with subscribers' satisfaction ( $B = 0.44$ ,  $P < .001$ ). The table further indicates that 1 unit change of network, there is a 0.44 unit change in subscribers' satisfaction. On the basis of the result, AKTEL should improve its billing procedure a bit more to achieve more subscribers' satisfaction. Since there is a significant relationship between billing procedure and subscribers' satisfaction that means the hypothesis has been proved.



Churn Out Ratio has been found statistically significant and negatively related with subscribers' satisfaction ( $B = -0.26$ ,  $P < .001$ ). The table further indicates that 1 unit change of churn out ratio, there is a -0.26 unit change in subscribers' satisfaction. On the basis of the result, AKTEL should reduce the churn out ratio. Since there is a significant relationship between churn out ratio and subscribers' satisfaction that means the hypothesis has been proved.

Value Added Service has been found statistically significant and positively related with subscribers' satisfaction ( $B = 0.27$ ,  $P < .001$ ). The table further indicates that 1 unit change of value added service, there is a 0.27 unit change in subscribers' satisfaction. On the basis of the result, AKTEL should work on value added services more to achieve more subscribers' satisfaction. Since there is a significant relationship between value added services and subscribers' satisfaction that means the hypothesis has been proved.

However, there is no significant relationship found in activation time, card availability, customer care, and facilities. So the hypothesis for the variables has not been proved. AKTEL should not worry about those variables in order to achieve more subscribers' satisfaction.



## 5.0 Recommendations

From the analysis I have come to the following conclusive recommendations, which might assist AKTEL to improve the customer satisfaction regarding its products and services. Here, a close look on the recommendation is important because, 30% of the pre-paid respondents and 25% of the post-paid respondents have either agreed or disagreed in favor of sticking to AKTEL services. Consequently, AKTEL should have a considerate look in this arena of its subscriber base.

- As it has been found out that a significant amount of AKTEL Pre-Paid and Post-Paid Subscribers cannot access any part of Bangladesh through AKTEL, it is necessary for AKTEL to increase its coverage and network stability to enhance the satisfaction level of its customer base.
- Besides, a considerable amount of AKTEL Post-Paid and Pre-Paid Subscribers cannot access easily to other competitors' network because of inefficient network sharing of AKTEL with other competitors. Consequently, AKTEL should have a depth look in this arena as well for the enrichment of the satisfaction level of its customer base. To solve that I recommend the following actions-

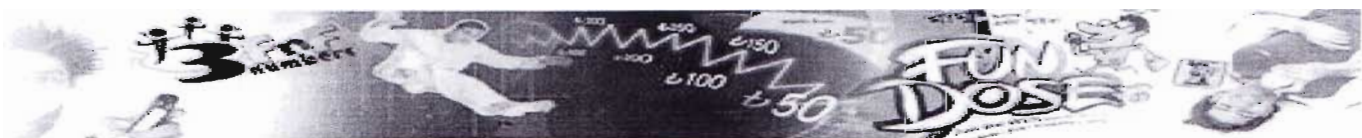
- **Develop network**

Must pay attention to develop their network further that will ensure smoother accessibility to other company mobile.

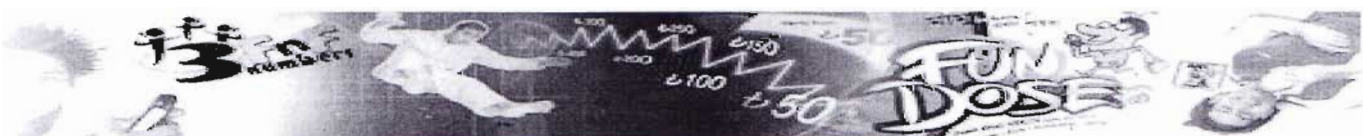
- **Strategic collaboration with the other companies**

AKTEL should try to create a strategic collaboration and good relationship with other mobile companies so that AKTEL can ensure smooth access of its mobile connection with other company mobiles.

- As around 40% of the respondents of both pre-paid and post-paid subscribers have positioned themselves as neutral regarding the customer care services provided by AKTEL. Therefore AKTEL should promote its customer care facilities more intensively so that people become informed about it.



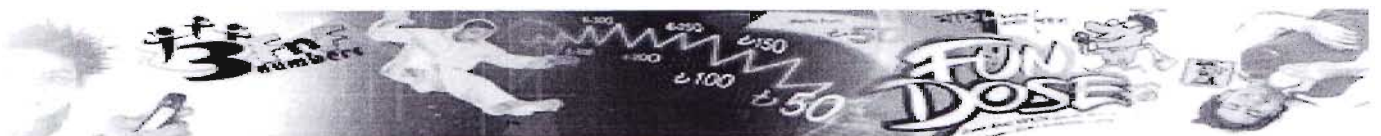
- As a huge portion of the respondents has positioned themselves neutral regarding the GPRS and VMS services of AKTEL due to their ignorance regarding their usage, application and operations, AKTEL should promote the 'know how' of these service to make these services much more user friendly to the customers. Certainly, this will have a positive effect on the satisfaction level of the customer base.
  
- The prime arena where AKTEL is losing its customer satisfaction is the call charge from mobile to mobile (outgoing), call charge from mobile to Fixed Phone (outgoing) and call charge from Fixed phone to Mobile (Incoming). This is certain that if AKTEL does not go for slashing down the call charge furthermore (though AKTEL has reduced the call charge recently), the intensity of the higher customer dissatisfaction will continue to rise and which might in turn lead lower market share of AKTEL in the long run. Thus, AKTEL should have a careful look on its call rate. Besides, I recommend them to further increase their subscriber number especially in the rural areas. As they had already established towers in all over the Bangladesh so no further capital investment is required to provide service in rural areas. If they can increase their subscriber number then it will reduce their fixed cost per customer (by achieving economies of scale) and will help them to charge low to the customers.
  
- Besides the factors added above, the other factors directly or indirectly are the reasons for AKTEL for gaining positive customer satisfaction, which are required by AKTEL to keep them up at the current level.



## 6.0 Limitations of the Study

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- The findings of the survey will be based on customer's response within the Dhaka City only. The results may not reflect the same for other division of AKTEL outside Dhaka.
- Since this project has started later due to some inconveniences, the sample size has to be restricted to few subscriber only.
- I tried my level best to maintain accuracy and un-biasness in every phase of the survey research, yet some errors may exist because of my limited knowledge in wide spectrum of consumer research.
- Limitation of time was one of the most important factors. Due to time constraint many aspect could not be discussed in the present study.



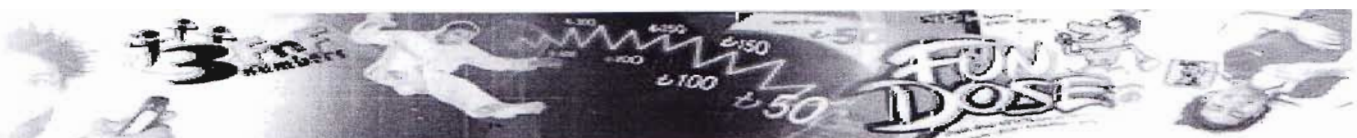
## 7.0 Conclusion

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As AKTEL is the second market leader in the cell phone industry of Bangladesh, seeking out the weaknesses of its services and resolving them through swift and corrective measures are vividly important for AKTEL. This is because, by doing so AKTEL will be able either enhance or stabilize the satisfaction level of current customer base. Consequently, at the same time AKTEL will be able to expand its customer base and ultimately it might lead AKTEL to the zenith of the cell phone industry in the long run.

From the analysis of the whole project I have come up with some clear differences between the services provided by AKTEL and customer satisfaction regarding those. Consequently, a significant amount of 'customer gap' has been found. Therefore, for the betterment of AKTEL considering its services, AKTEL is supposed to step on fast with a constructive flair towards enhancement.

Thus, with responsive attitude, exclusive empathy towards customers and developing more efficient and effective work force will be able to take AKTEL to the ultimate position in the industry.





## 8.0 Bibliography

- ✓ <http://www.aktelbd.com>
- ✓ <http://www.aktel.com>

