



going beyond THE LINE OF DUTY

Grameenphone is a pioneer in spreading mobile telephony in Bangladesh. The company has been chosen by around 5 crore customers as their communication service provider over the years. Let's check why and how Grameenphone maintains enviable position among the mobile phone users in this country. Starting its operations from March 26, 1997, Grameenphone was the first operator to introduce GSM Technology in this country. Before Grameenphone's inception, the phone was dedicated for a selected urbanized few, a luxury and a flouting accessory for the elites. Grameenphone then pioneered the breakthrough initiative of mobile to mobile telephony and became the first operator to cover 99% of the country's population with network coverage. With an increasing impact on people's lives, responsibilities also increased. Grameenphone had pioneered a large scale customer centric operation in Bangladesh, and is constantly looking at new avenues to improve dialogue with the customers in order to meet their needs.

As Grameenphone celebrates Customer First Day today, along with all Telenor Group companies around the world, let's look at how some of the unsung heroes of the company deal with day-to-day customer needs.

Breaking communication barriers in the unconventional way



Being inspired by the quote of Mark Twain "Kindness is the word which the deaf can hear and the blind can see", Ziaur Rahman Milton is working in a GPC with a different aim in mind. Out of passion and empathy for his clients, Ziaur Rahman goes beyond his job duty and learns some sign languages on his own initiative to understand his customer properly in line with 'Bangladesh Association of Sign Language Interpreters'. As a result, he becomes their favorite Customer Manager.

Ziaur realizes that like normal people, his special client base has great interest about technology and mobile communications has the potential to be a vital part of their daily life to mitigate their communication challenges. Effective use of different lifestyle mobile services like SMS, MMS, video chatting and others could turn them into power users and more efficient citizens of the society.

Understanding their need and interest, GPC Mirpur organized a session for this group of physically challenged people who cannot speak & hear to educate them about the relevant products and services. The session also covered how they can use 3G features and services. Moreover, E-charge service was also demonstrated to enable them self recharge without speaking to retailer and without any extra payment for the service.

Ziaur believes that unlike normal people, they cannot speak and express themselves through voice calls over mobile phone. Rather they use SMS, MMS and video calls for expressing themselves and communicating with other people. Through such an activity, Grameenphone has taken the lead in introducing new technologies for these less fortunate individuals by breaking the existing barriers for them.



Built around the customers

Understanding the undeniable need among customers of having an affordable mobile communication with a control on expenditure, Grameenphone was the first telecommunication operator in Bangladesh to introduce the prepaid service in September 1999 for the customers. Keeping the growing needs of personalizing their mobile usage in mind, GP was the first to launch Welcome Tune Service, SMS, Voice Message, International Roaming Service, WAP etc. Since then, customers' needs have changed and today, Bangladesh is moving towards the internet era. With its ambition to provide "Internet for all", Grameenphone is again looking for ways to help its customers embrace the new technology in a safe and effective way.

Duty comes first

On the last day of Ramadan, with Eid the very next day, a GP Network engineer Md. Shah Jamal, the youngest son of his mother, was about to start for his home Rosulpur village of Sylhet District to celebrate Eid. Jamal and his colleagues working in the Regional Operations, Technology, planned to have the last iftar of this Ramadan together and then set off in their individual directions for celebrating Eid. But that did not quite happen as just 45 minutes before the iftar a network link went down. "The best network in the country must reach to every household" - with this thought, Shah Jamal immediately left for Chatak, a place bordering the Indian State of Meghalaya.

He reached the site and got busy in work. Jamal's sister called but he could not receive it. He was working - just to make sure that all the sisters can reach their brothers around the country. Sacrificing his happiness to provide happiness to the customers pleased Jamal. He realized from his heart that how sometimes a profession can be so humane and become larger than life.

Jamal spent the night at Chatak. On the morning of Eid day, Jamal woke up late by his mother's call. Both mother and son felt that the celebrations were incomplete; they felt sad and gloomy with all the celebrations around them in two different places. But by the end of the day the picture changed. He realized that he could provide his services to millions of people and his happiness equals to their happiness combined. His gloomy self became joyful again. He had done justice to his commitment to serve the customers and ensure that GP's network experience was the best!



Easy access round the clock

To complement its strong and reliable network, Grameenphone also established a nationwide distribution and customer care system.



Grameenphone established the first 24-hour Call Center in the country, to cater customer queries, which is now supported by the first-ever virtual agent 'Neel' to help customers with necessary information on its products and services whenever the customers need. This Call Center is manned by more than 1600 customer managers. Apart from the Call Center, the company also has E-care, a 24/7 online service which has taken customer care at the fingertips of tech savvy users.

But the presence of Grameenphone Customer service is not limited to cyber space. There are 2000+ service centers across the country covering nearly all upazillas of all the districts and 93 Grameenphone Centers in all the divisional cities. These centers are providing both customer and sales service to walk-in customers.

Recharging a Grameenphone mobile account is even easier, there are more than 324,000 recharge points around the country so that customers can recharge their mobile account anytime, anywhere.

GP has also launched a special mobile application for its employees to make it easier to serve the customers anytime, anywhere without even having to rely on the existing touch points.

With a pledge to continuously transform based on the customers' feedback, GP engages in product enhancement activities on a regular basis. Some examples of activities which were widely appreciated by GP customers are:

- > Making easy internet balance check options
- > Simplified internet activation process and handset settings
- > Introduced mini and affordable internet packages
- > A world class corporate website incorporating the feedback of the valued customers

A friend in need is a friend indeed



With all those modern and technologically advanced system and establishment, Grameenphone serves its customer but the dedicated people behind the machines matter the most.

Grameenphone's employees work relentlessly to resolve customer issues, be it a network problem or a query, going beyond regular duties to serve every need of the customers. Followings are some true stories of these dedicated heroes who would go to any length to satisfy the customers.

On Eid-ul-fitr, every individual desires to share happiness with their near and dear ones. During the end of last Ramadan while both the customers and the Customer Managers of Grameenphone were making plans for the upcoming Eid vacation, an anxious person rushed to GEC Grameenphone Center at Chittagong with a hope that Grameenphone will help him recover his lost train ticket which

would have took him to his family. He believed that Grameenphone will be able to help him any way to get his train ticket re-printed. He was informed that a printed ticket cannot be re-printed from anywhere. He became very much disappointed and asked a Customer Manager Piplu Barua whether there is any chance to get the ticket back as he had heard that GPC agents can print railway tickets. But in GPCs, tickets purchased through GP Connection can only be printed once.

In addition, that person was not a Grameenphone customer who did not have any GP connection to purchase again. Other option was to buy a new connection but he did not have the necessary papers to buy one. Understanding the reality, his only son asked him in a gloomy face, "Baba amra Eid er chuti te bari jete parbo na?" (Shall we not be able to go home in Eid vacation, father?). He became so disheartened that he could hardly speak as it was the only option for him to go back to his village home with family for Eid. The Customer Manager Piplu, a passionate employee of Grameenphone, went beyond his job responsibility as a Customer Manager to help this customer. He tried to purchase ticket from his own mobile and luckily got it on the desired date of that customer. After coming back from Eid vacation, he revisited GEC Grameenphone Center and thanked Customer Manager Piplu Barua for his extra ordinary help. Today, he is a GP customer and a strong promoter of GP Brand.