

Ptcl report

Business



1.

Introduction Pakistan Telecommunication Company Limited (PTCL) is a mega corporation and a leading telecommunication authority in the State of Pakistan. The corporation provides and enforces policies for the telephonic services nation-wide and is the backbone for country's telecommunication infrastructure despite arrival of a dozens other telecommunication corporations, including Telenor Corps and China Mobile Ltd. The corporation managed and operates around ~2000 telephone exchanges across the country, providing the largest fixed line network.

Data and backbone services such as GSM, CDMA, Broadband Internet, and IPTV, wholesale are an increasing part of its business. From the beginnings of Posts ; Telegraph Department in 1947 and establishment of Pakistan Telephone ; Telegraph Department in 1962, PTCL has been a major player in telecommunication in Pakistan. Despite having established a network of enormous size, PTCL workings and policies have attracted regular criticism from other smaller operators and the civil society of Pakistan.

Pakistan Telecommunication Corporation (PTC) took over operations and functions from Pakistan Telephone and Telegraph Department under Pakistan Telecommunication Corporation Act 1991. In 1995, Pakistan Telecommunication (Reorganization) Ordinance formed the basis for PTCL monopoly over basic telephony in the country. The provisions of the Ordinance were lent permanence in October 1996 through Pakistan Telecommunication (Reorganization) Act.

The same year, Pakistan Telecommunication Company Limited was formed and listed on all stock exchanges of Pakistan. PTCL launched its mobile and data services subsidiaries in 2001 by the name of Ufone and PakNet respectively. None of the brands made it to the top slots in the respective competitions. Lately, however, Ufone had increased its market share in the cellular sector.

The PakNet brand has effectively dissolved over the period of time. Recent DSL services launched by PTCL reflect this by the introduction of a new brand name and operation of the service being directly supervised by PTCL.

We can write your case study right now! Just order the form!

1. 1 Vision To be the leading Information and Communication Technology Service Provider in the region by achieving customer satisfaction and maximizing shareholders' value'. The future is unfolding around us.

In times to come, we will be the link that allows global communication. We are striving towards mobilizing the world for the future. By becoming partners in innovation, we are ready to shape a future that offers telecom services that bring us closer.

1. 2 Mission To achieve our mission by having:

An organizational environment that fosters professionalism, motivation and quality

- An environment that is cost effective and quality conscious
- Services that are based on the most optimum technology
- " Quality" and " Time" conscious customer service

- Sustained growth in earnings and profitability

4. SERVICES OF PTCL

Pakistan Telecommunication Company Limited not only Provides Conventional telephone facilities, it also offers optical fiber services to the private sector.

We will briefly discuss below the product lines being offered by the PTCL.

Basically PTCL divide their services into two parts.

1. Services for consumers
2. Services for corporate customers

4. 1 Services for Consumers

These services are basically for the common users (Individual/home users) those use telephone in their home/work place and they are basically non business users. a) New Telephone Connections: As mentioned earlier, PTCL is presently the only telecom company, who provided fixed-line telephony in the country.

So whenever, any Private business concern or any individual needs a new telephone connection for provision of telephone service.) Value Added Services: CLI (Caller's Line Identification) Caller Line Identification (CLI): Calling line Identification (CLI) allow customers to identify the caller before picking up the phone receiver. To subscribe to CLI services, customer needs a telephone set with display capability or a CLI device attached to the phone. Thereby generating an account on I/N platform and any call made from that

telephone will be charged to this account. The service will provide state of art technological facilities to the subscribers.

5. CUSTOMER CARE & CUSTOMER SERVICES DEPARTMENT

PTCL has established its Customer Services Department at different levels the overview of the said department is as follows.

Corporate Customer Care Center Operation Region Level

Customer Services Centers Tensile Level

Toll Free Help Lines for Complaint & Enquiry now we briefly introduce the functions of these: Corporate Customer Care Center to facilitate Corporate Customers PTCL has established Corporate Customer Care Centers at all Operation Regional Head Quarter Level, in all the meager cities countrywide. The Corporate Customers can get their problems resolved under one roof in a one window environment by dialing UAN 111-20 20 2. Also read an example of Relation Theory Case

The Customer Relation Officers register the complaints & forward these to the related office. Customer Services Centers to facilitate consumers PTCL has established Customer Services Centers at all Tensile Level cities/offices.

Here the consumers can use Fax Facility, Voice Telephony for Local/NWD/ISD dialing. On divisional Offices Level duplicate phone bills may also be obtained from C. S. C's. Toll Free Help Lines PTCL offers state-of-the-art call center network to its all type of valued customers for convenient frequently asked Questions, Complaints regarding their services, T/No enquiry.

The following three Toll Free T/Numbers are available for this purpose.

a) 1236 (Service Activation) This toll free No is used to change the tariff packages of land line, WLL (V-fone), v PTCL phone n net service activation, ; for Broad Band customers. The service activation is electronically ordered ; activated within 24 hours through concerned department) 1217 (Telephone Directory)This facility is also Toll Free ; is used to obtain the telephone numbers of some specific subscribers (College, Govt. offices, Private offices etc.).

This is centralized ; is being used as Telephone Directory) 1218 (Land Line Complaints

6. Projects and Assignments

During Internship I was assigned to submit the daily market visit report to the consultant officer in which I had to find out the new costumers as well as to write down the complaints of the costumers regarding the products they use or any suggestions were always welcomed.

Also I was assigned to meet at least 15 prospects and make them aware about Products and services like BB, Evo, IPTv, D-SET, H-set, Pstn, and Tab For this publicity I was trained for one week to make right publicity about the organization. . Recommendations: * Pakistan Telecommunication Company should Increase Publicity and Advertisement Activities. * Recruitment and selection opportunities should be increased. * Free Seminars should be organized.

* They should not only focus on metropolitan cities but also should take close attention to the rural areas and small towns. * They should improve their

Customer care services. * To increase their sell activities they should create better strategies.