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**"Managing Customer Churn By Designing Effective
Marketing Strategy"**

A Case Of Zong



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Appendix A

Certificate

(Certificate/Letter from the Organization/Client)

This is to certify that this project report, entitled "**Managing Customer Churn By Designing Effective Marketing Strategy (A Case Of Zong)**", by name of students and enrolment numbers:

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Submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of (2016-2017), is a confide record of work carried out under my permission and guidance.

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ACKNOWLEDGEMENT

Above all, we express our gratitude and affection to almighty ALLAH, who sanctified us with energy, determination, knowledge and ability to inclusive this report. Working on this project had been a nourishing experience and it provided us a great opportunity to learn a lot about a lot of things such as consultancy, identifying errors in strategies and overcoming threats like customer churn.

Working on this project has truly enhanced our pragmatic approach, learning-the goal was kept in mind at every step while working on the project. We are very thankful to all those helpful minds (Fellows, Family members and Friends) who gave us courage to learn, work and to finish this project willingly and with zeal.

We would like to thank our course facilitator, our supervisor Mr. Adil Hashmi, for his support and kind guidance at Bahria University Islamabad Campus. Without his excellent leadership and availability of modern education facilities, we would have been unable to work on this project.

We would also avail this opportunity to thank our external guide Mr. Arsalan Ahmed, Cluster Head at Zong Headquarters (Chak Shehzad), who helped us by providing all the necessary information for completing the tasks regarding this project.

Abstract:

Zong Pakistan is one of the most renowned mobile network operators in Pakistan. The company has recently expanded its services and now provides one of the fastest running internet services by using not only sim cards but many various types of devices like Mobile Broadband (MBB) Device. The launch of these Mobile Broadband Devices was a huge success but the company was still facing some issues which were minimizing the outcome and revenue that was being generated through them. We provided the much needed consultancy to Zong Pakistan by identifying one of the major problems, Customer Churn and providing appropriate strategies to overcome this issue.

Previously, a lot of work has been done to identify the reasons that cause customer churn, and to overcome this issue by eliminating those reasons. We studied some of them in detail and thought of new efficient ways to resolve this issue. To resolve problems like customer churn, we had to compare the problems that ZONG was facing with other major competitors like Telenor, Warid and PTCL. Things like, having numerous manufacturers for the MBB devices and giving unrealistic and unachievable targets to its franchises were the root causes of this problem that the company had been facing for quite a long time now. The MBB devices are manufactured by Huawei, FibreHome and ZTE. The design and quality of the device manufactured by one manufacturer is different from the rest. A single product having numerous types is the first reason why customer can think that the quality of the product might be compromised.

Customer churn was a problem that gave rise to some other problems as well, such as brand name being spoiled. To minimize customer churn and all the problems related to it, we presented

a comprehensive and efficient marketing strategy that would not only reduce the chances of customer churn but also enhance the revenue and improve the brand name of the company. We gave importance to social media as well, which is one of the rising and undeniable means of marketing. Furthermore, we focused on improvement of Sales Management within the company.

For finding all the relevant information to diminish customer churn, we contacted our external guide Mr. Arsalan and after a lot of research, several meetings and discussions, we were finally able to make an effective strategy to minimize the issue.

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