COOPERATIVE EDUCATION REPORT:
Optimizing Experience, One Interaction at a Time: My Ncell Internship

Written by:

Miss. Sudeshna Bista

Student ID: 6408040025

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Title: Optimizing Experience, One Interaction at a Time: My Ncell Internship

Written By: Sudeshna Bista

Department: Bachelor of Business Administration (Marketing)

Academic Year: 2021 – 2025

Academic Advisor: Dr. Cheol Je Cho

Oral Presentation Committees

(Dr. Cheol Je Cho)
Academic Advisor

(Mr. Sajeeb Kumar Tamrakar)
Job Supervisor

(Mr. Ashutosh Mishra)
Cooperative Education Committee

(Asst. Prof. Maruj Limpawattana)
Assistant President and Director of Cooperative Education

Title: Optimizing Experience, One Interaction at a Time: My Ncell Internship

Credits: 5

Written By: Miss. Sudeshna Bista

Advisor: Dr. Cheol Je Cho

Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

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ABSTRACT

This report presents an overview of my internship experience as a Customer Experience Intern at Ncell Axiata Limited, one of Nepal's leading telecom companies. The primary objective of the internship was to contribute to enhancing customer satisfaction through digital engagement initiatives and user-centered improvements. This role provided a valuable opportunity to understand how telecom services can be aligned with customer needs in a digital environment.

During the internship, my responsibilities included testing and evaluating the Ncell app and website for overall performance and functionality. I also collaborated with the team to draft responses for the website chatbot and create in-app notifications that improved user communication.

The insights gathered throughout this internship emphasized the importance of aligning digital communication with customer expectations. Moreover, ensuring consistency in service quality across all platforms is essential for maintaining a positive brand experience and meeting evolving customer demands.

In conclusion, this internship experience enabled me to bridge academic knowledge with real-world application. It strengthened my skills in digital strategy, customer insight analysis, effective communication, and teamwork. I gained a deeper understanding of how strategic planning and constant feedback loops contribute to building long-term customer loyalty in the telecom sector. This hands-on experience has been instrumental in shaping my professional growth and interest in customer experience management.

ACKNOWLEDGEMENT

I'm incredibly grateful to everyone who supported me throughout my four-month Co-op journey, it wouldn't have been possible without their help and encouragement.

First, I'd like to thank Siam University for offering me the chance to be part of the Co-op program. It truly helped bridge the gap between theory and practice, giving me the opportunity to apply what I've learned in a real work environment. I'm also thankful to Kathmandu College of Management for facilitating this opportunity and supporting me every step of the way. A heartfelt thank you goes to Dr. Cheol Je Cho, my academic advisor at Siam University, for his valuable guidance.

I'm especially grateful to my job supervisor, Mr. Sajeeb Kumar Tamrakar, for his consistent encouragement, and mentorship throughout my time at Ncell Axiata Limited. I'd also like to thank the entire team at Ncell, along with all my colleagues, for being so welcoming and helpful. Their support made this internship a truly rewarding experience.

Thank you

Sincerely,

Sudeshna Bista

6408040025

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CHAPTER: 1 INTRODUCTION

1.1 Company's Profile

Ncell Axiata Limited is a leading telecommunications service provider in Nepal, committed to enriching the lives of its customers through world-class mobile connectivity and digital services. Established in 2004 and operating under the Axiata Group Berhad, one of Asia's largest telecommunications groups. Ncell has played a pivotal role in transforming Nepal's communication landscape. Headquartered in Kathmandu, Ncell offers a wide range of services including voice, data, SMS, and enterprise solutions, catering to both individual and corporate customers across urban and rural areas. With a strong focus on innovation, customer satisfaction, and digital inclusion, Ncell has consistently invested in expanding its network infrastructure and enhancing service quality. Ncell's vision is to advance Nepal's digital future by delivering affordable, reliable, and accessible services to all segments of society. The company emphasizes sustainable growth, corporate social responsibility, and technological advancement, positioning itself as a key driver of digital transformation in the country.

Figure: 1 Company Logo

1.1.1 Purpose of the Company

"To help liberate people by inspiring everyone to grow together"

1.1.2 Vision of the Company

"To become the most innovative and valued company of Nepal by 2030."

1.1.3 Strategy of the Company

Ncell Axiata Limited is strategically focused on driving digital transformation in Nepal's telecommunications sector, aiming to establish itself as the nation's leading digital telecom service provider. The company's vision extends beyond traditional communication services, emphasizing the development and delivery of data-driven solutions that cater not only to individual consumers but also to enterprises seeking to operate more efficiently in an increasingly digitized economy.

A key element of this strategy is the strengthening and expansion of its nationwide 4G network, ensuring that high-speed mobile internet is accessible across urban and rural regions alike. This expansion is crucial in laying the groundwork for future advancements, particularly as 5G technology looms on the horizon. Ncell is actively preparing for this next-generation connectivity by enhancing its infrastructure, increasing network capacity, and working with regulatory bodies to secure the required spectrum for a successful and timely 5G rollout. This will enable faster, more reliable connectivity, which is essential for supporting smart cities, IoT (Internet of Things), and advanced business solutions.

In tandem with network expansion, Ncell is also focused on digitizing its internal business processes. By adopting modern digital tools and automation, the company aims to streamline operations, enhance customer service, and deliver more seamless user experiences. Whether it's through mobile app innovations, self-service portals, or AI-driven customer support, Ncell is working to ensure its services remain responsive, efficient, and user-friendly.

Furthermore, Ncell is positioning itself as a trusted partner for Nepali businesses, offering a suite of enterprise solutions tailored to meet the needs of different industries. These include bulk data plans, secure communications, cloud-based services, and more designed to help businesses improve productivity, reduce costs, and embrace digital innovation.

Through these strategic efforts, network enhancement, technological readiness, digital process transformation, and a strong focus on enterprise solutions, Ncell is not only responding to current market demands but is also proactively shaping the future of telecommunications in Nepal. The company aims to be the first choice for customers and businesses alike, providing reliable, forward-thinking services in a digitally connected world.

1.2 Organizational Structure

The company is led by CEO and Managing Director Mr. Jabbor Kayumov, who sets the strategic direction of the organization. Supporting him is a Chief of Staff, Chief Communication Officer, Chief Regulatory and Legal Officer, Marketing Director, Chief Financial Officer, Chief Technology and Information Officer and more and they are known for bringing an international perspective and innovative mindset to leadership.

During my time there, I worked in the Customer Experience department, more specifically under the digital experience segment. This team is responsible for managing the Ncell app, website, chatbot, and other customer-facing digital services. My reporting lines included both the Digital Customer Experience & Project Manager and various specialists, who guided me through day-to-day tasks and projects.

My work involved not only supporting digital experience initiatives but also occasionally assisting other teams as needed. I collaborated with professionals across different departments, particularly when executing campaigns or coordinating between units. This cross-functional exposure helped me understand how diverse teams align to deliver consistent user experiences.

One of the most memorable takeaways from my internship was the company culture. Ncell fosters a collaborative, transparent, and performance-oriented environment. What stood out was how open the teams were to fresh ideas, regardless of one's title or role. Even as an intern, I felt my contributions were heard and appreciated. This inclusive and forward-thinking atmosphere made the experience deeply enriching, both professionally and personally.

1.2.1 Diagram of Organizational Structure

CEO and Managing Director

Chief of Staff

Digital Exp, B Office & Project Manager
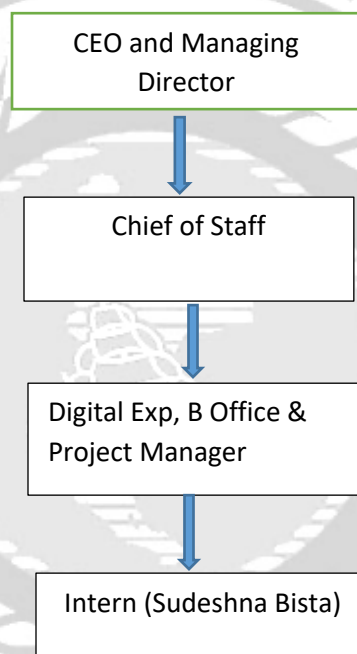
Intern (Sudeshna Bista)

Figure: 2 Organizational Structure

1.2.2 Job Position

Role Title: Intern, Customer Experience, Admin & Security

Company: Ncell Axiata Limited

Duration: 4 months (16 weeks)

Department: Digital Customer Experience

Reporting To: Mr. Sajeeb Kumar Tamrakar, Digital Exp, B Office &
Project Manager

Objectives of the Role: As a Digital Customer Experience Intern at Ncell Axiata Limited, my objective was to contribute to enhancing the overall digital journey for customers across platforms like the Ncell App and website. I aimed to support the team by creating clear and engaging customer communication through in-app notifications. I also worked on improving automated customer interactions by drafting and reviewing chatbot responses. In addition, I assisted in campaign planning and execution, data organization, and cross-functional coordination. My goal was to help deliver a seamless, user-friendly digital experience while gaining hands-on exposure to real-world customer engagement strategies within a leading telecom company.

1.2.3 Job Position in the Company's Organizational Structure

My job position in the company's organizational structure is Intern. I was positioned within the Digital Services and Customer Experience team, which plays a vital role in shaping how customers interact with Ncell's digital platforms such as the Ncell App, website, and automated services. This team operates under the broader Marketing & Digital Division, which focuses on driving digital transformation, enhancing user journeys, and boosting customer satisfaction through innovative solutions and seamless digital engagement.

In this role, I supported specialists, UX strategists, and project managers by assisting with, user engagement activities, and improving customer interactions i.e. chatbot of Ncell website. Although an intern, I collaborated closely with cross-functional teams including product development, and customer experience giving me valuable insight into how digital strategies are developed and implemented across departments. This experience allowed me to contribute to real

customer-facing projects and better understand how high-level strategic decisions are executed in practice, ensuring consistency and quality in Ncell's digital service delivery.

1.3 Intention and Motivation to choose the company

I chose Ncell for my internship because it's a company I've grown up hearing about and using almost every day. It's a big name in Nepal, and I was genuinely curious to see how things work behind the scenes. I wanted to experience the kind of work that goes into running such a large company, especially one that's so involved in people's daily lives. I felt that interning at Ncell would give me the exposure I needed not just to understand the professional world better, but also to see how teams collaborate, plan, and execute ideas on a bigger scale than what we study in college.

What really motivated me was the opportunity to learn from experienced people in a fast-paced and creative environment. I wanted to push myself out of my comfort zone and try new things, whether that meant helping with campaigns, writing content, or working with data. I believed Ncell could give me that platform. More than anything, I was excited to be part of something impactful and to see how the work I contributed to could actually reach and influence real users. This internship was a chance for me to grow, learn, and figure out more clearly what kind of work I enjoy doing.

1.4 Strategic Analysis of the Company

To gain a clearer understanding of Ncell Axiata Limited's competitive standing and the environment in which it operates, I have utilized three essential strategic analysis tools: the SWOT Analysis, Porter's Five Forces Framework, and the PESTLE Analysis. These methodologies offer valuable insights into both the internal strengths and weaknesses of the company, as well as the

external factors and industry forces that may impact its performance and strategic decisions within Nepal's dynamic telecommunications landscape.

1.4.1 SWOT Analysis

Strengths	Weaknesses
1. Strong market presence in Nepal. 2. Comprehensive service offerings (voice, data, mobile banking, entertainment). 3. Continuous innovation and network expansion. 4. Active corporate social responsibility initiatives.	1. Dependence on the Nepali Market 2. Intense competition within the telecom industry. 3. Limited global reach. 4. Challenges in maintaining rural connectivity.
Opportunities	Threats
1. Expansion of 4G/5G services. 2. Growth in mobile financial services. 3. Corporate partnerships and collaborations. 4. Strengthening CSR initiatives for brand loyalty.	1. Regulatory changes in the telecom sector. 2. Intense competition from other telecom providers. 3. Economic instability in Nepal. 4. Technological disruptions from new players.

Table 1: SWOT Analysis of Ncell Axiata Company

1.4.2 Porter's 5 forces

1. Threat of New Entrants – Low to Moderate

High Capital Investment Required: Entering the telecom industry requires significant investment in infrastructure, licensing, and technology, which acts as a barrier to entry.

Strong Brand Loyalty: Established players like Ncell already have a loyal customer base, making it hard for new entrants to gain traction.

Regulatory Barriers: Strict government regulations and licensing procedures further reduce the chances of new competitors entering easily.

The threat of new entrants is relatively low, but not entirely negligible due to possible future tech-based disruptors.

2. Bargaining Power of Suppliers – Low

Multiple Equipment Suppliers Available: Ncell can choose from a range of network and infrastructure equipment providers, reducing supplier power.

Standardized Equipment: Most telecom equipment is standardized, limiting the uniqueness or dominance of individual suppliers.

Suppliers have limited influence over pricing and terms, giving Ncell more control.

3. Bargaining Power of Buyers (Customers) – High

Low Switching Costs: Customers can easily switch between service providers, especially with number portability and prepaid services.

Price Sensitivity: Nepali consumers are highly price-conscious, forcing telecom providers to compete on pricing and packages.

Customers hold strong bargaining power, pushing Ncell to maintain competitive pricing and service quality.

4. Threat of Substitutes – Moderate to High

Alternative Communication Platforms: Free internet-based services (e.g., WhatsApp, Messenger, Viber) offer voice and video communication, reducing reliance on traditional calls/SMS.

Wi-Fi and Fixed Internet Providers: In urban areas, affordable Wi-Fi can replace mobile data use.

Substitutes are growing with internet penetration, posing a moderate to high threat.

5. Industry Rivalry – High

Few but Strong Competitors: The telecom market in Nepal is mainly dominated by Ncell and Nepal Telecom, creating intense competition for market share.

Price Wars and Promotions: Frequent offers, discounts, and new data packs increase rivalry.

Limited Differentiation: Services offered by telecom companies are often similar, leading to competition on price and customer service.

Industry rivalry is strong, and Ncell must continuously innovate and differentiate to stay ahead.
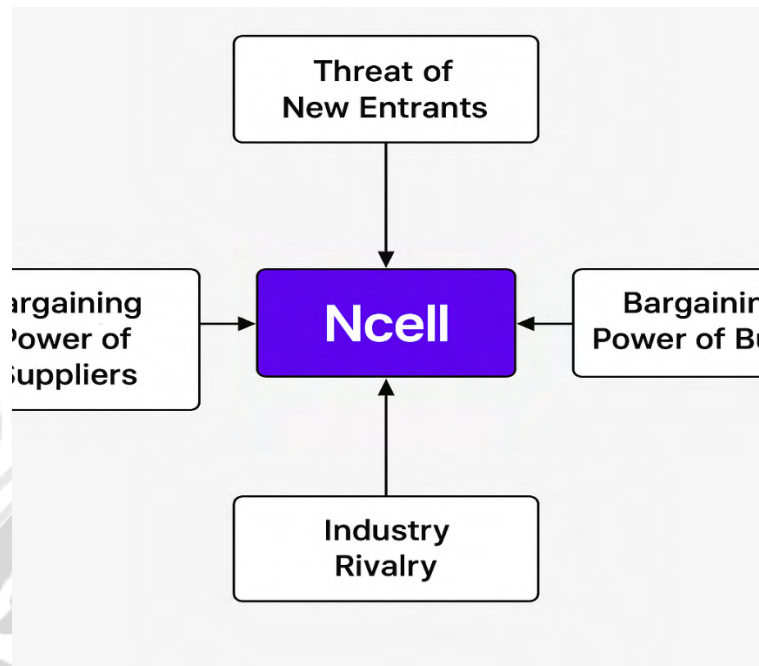
Figure: 3 Porters 5 forces

1.4.3 PESTLE Analysis

P – Political Factors

Regulations and Licensing: The telecom industry in Nepal is regulated by the government through entities like the Nepal Telecommunications Authority (NTA). Ncell must comply with national laws regarding spectrum allocation, data privacy, and pricing.

Government Stability: Political stability affects policy consistency. Any major shifts in government could lead to changes in telecom regulations or taxation, which can impact Ncell's operations.

Foreign Investment Policy: As a foreign-invested company, Ncell's growth is influenced by government policies on FDI and repatriation of profits.

E – Economic Factors

Economic Growth: Nepal's developing economy impacts consumers' purchasing power. Affordable pricing is crucial, as most customers are price-sensitive.

Exchange Rates & Inflation: As part of an international group (Axiata), Ncell may be affected by currency fluctuations when dealing with imported equipment or profit repatriation.

Employment & Income Levels: Increased employment and rising income levels can boost demand for data services, smartphones, and premium telecom packages.

S – Social Factors

Digital Inclusion: Increasing smartphone usage and digital literacy across urban and rural areas creates opportunities for market expansion.

Changing Lifestyles: Younger generations demand fast internet and digital services (like mobile banking and entertainment), pushing Ncell to innovate.

Population Demographics: A growing and youthful population in Nepal offers a large customer base for mobile and data services.

T – Technological Factors

Rapid Technological Advancements: The demand for 4G and 5G networks is growing. Ncell must continually invest in upgrading infrastructure and services to remain competitive.

Mobile App Ecosystem: The use of apps for customer service, mobile money, and entertainment is expanding, requiring constant development and improvement.

Cybersecurity: As mobile data usage grows, so does the risk of cyber threats. Ncell must ensure strong data protection measures are in place.

L – Legal Factors

Compliance Requirements: Ncell must follow telecom laws, tax laws, and consumer protection laws. Non-compliance can result in fines or reputational damage.

Intellectual Property Rights: Ensuring protection of its own technology and respecting others' IP rights is important as it deals with digital products and services.

Data Protection Laws: With growing concerns about user privacy, Ncell must comply with data protection regulations.

E – Environmental Factors

Sustainable Operations: There is increasing pressure for companies to operate sustainably. Ncell is expected to manage e-waste, reduce carbon footprint, and use energy-efficient infrastructure.

Natural Disasters: Nepal is prone to earthquakes and floods, which can damage telecom infrastructure and disrupt services, requiring robust disaster recovery planning.

1.5 Objectives of this Co-operative study

The objective of this cooperative studies report is to analyze, and reflect on the practical experiences and knowledge I acquired during my 16-week internship at **Ncell Axiata Limited**. This report acts as a connection between my academic foundation in marketing and the real-world professional environment, showcasing how theoretical concepts in digital marketing and client communication were applied in a leading telecommunications company.

The significance of this report lies in presenting the insights gained while contributing to various digital initiatives, app promotion strategies, and customer-focused campaigns. Throughout the internship, I was actively involved in tasks such as drafting notifications, testing app and website functionality, brainstorming app promotion strategies for events like Holi and Women's Day. These responsibilities deepened my understanding of how a telecom company operates in a competitive and rapidly evolving digital landscape.

I chose this internship because of my strong interest in marketing, digital platforms, and customer engagement. The opportunity to work closely with Ncell's digital services team allowed me to explore these interests in depth and apply my academic knowledge in a meaningful way. This experience not only enhanced my practical skills but also helped clarify my career direction by reinforcing my passion for the digital and communications sector.

CHAPTER 2: CO-OP STUDY ACTIVITIES

2.1 Job Description

My internship as a customer experience intern at Ncell Axiata Limited, I was actively involved in enhancing the overall user experience across digital platforms and customer touchpoints. My responsibilities included creating and scheduling in-app notifications to promote relevant products and offers, ensuring clear and timely communication with users. I was also responsible for testing the functionality of the Ncell website and mobile app to ensure a seamless user journey, and I contributed to improving automated support by reviewing and drafting chat bot responses. My role also involved preparing visual presentation to communicate findings. I also communicated with various news portals and online media outlets to explore opportunities for collaboration. I managed internal and external follow-ups via email and ensured coordination.

2.2 Job Responsibilities and Work Duties

As a Customer Experience Intern at Ncell, my primary responsibility was to support initiatives that enhance the overall customer journey, improve digital interactions, and ensure service satisfaction across various platforms. My key duties included:

2.2.1   **Creating In-App Notifications:** I was responsible for drafting and scheduling in-app notifications within the Ncell app. These notifications informed users about offers, reminders, events, and updates aimed at increasing product awareness and customer engagement.

2.2.2   **Testing App and Website Functionality:** I conducted regular testing of the Ncell mobile application and website to identify bugs, inconsistencies, or user experience issues. This helped ensure the platforms were running smoothly and providing a positive experience to users.

2.2.3 **Drafting and Reviewing Chatbot Responses:** I helped design, draft, and review chatbot scripts to ensure that customer queries were answered effectively and accurately through automated assistance

2.2.4 **Collaboration and Coordination**: I communicated with various news portals and online media outlets to explore opportunities for collaboration. I managed internal and external follow-ups via email and ensured coordination.

2.3 Activities in coordinating with co-workers

I had the opportunity to closely collaborate with several team members across different functions, which helped me gain a deeper understanding of Ncell's digital services and improved my ability to work in a professional environment.

In the beginning, I worked under the guidance of a specialist from the Customer Experience department, who introduced me to the internal process of creating in-app notifications and walked me through how the Ncell app, chat bot, and website function. He provided me with a foundational understanding of how digital communication tools are used to enhance customer engagement. After receiving the initial brief, I took the initiative to explore these platforms myself, using the app, testing the chat bot, and navigating the website to better understand their functionalities and identify areas for improvement from a user's perspective.

Later, I collaborated with product team that was working on the Nepal Super League (NSL) campaign. My role involved drafting SMS content and Interactive Voice Response (IVR) messages to promote the campaign and engage customers. I also helped in preparing the Go-to-Market (GTM) calendar, which outlined the timeline for when and how campaign content would be released.

Additionally, I worked alongside a specialist focused specifically on the chat bot system. With this team, I helped draft and refine chat bot responses to ensure they were clear, helpful, and aligned with the company's tone. This task required attention to detail and an understanding of common customer queries to make the bot as user-friendly as possible. Working across teams not only strengthened my communication and coordination skills but also gave me valuable insights into how different departments at Ncell collaborate to create a seamless customer experience.
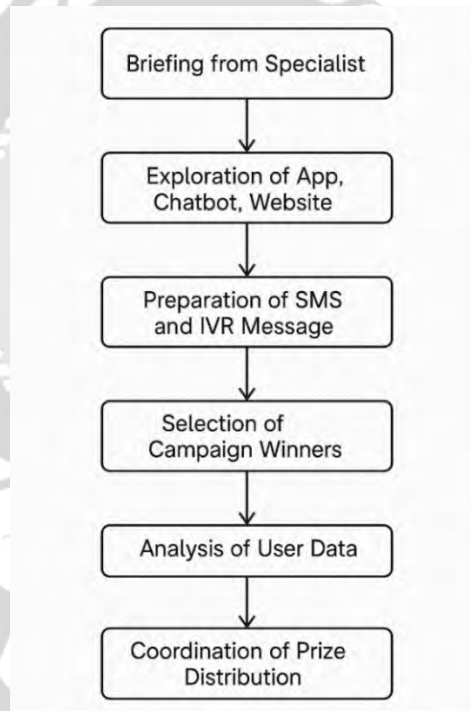
2.4 Job Process Diagram

Figure: 4 Job Process Diagram

2.5 Contribution as a Co-op student in the company

During my internship at Ncell Axiata Limited, I contributed to several areas within the Customer Experience department by assisting with few tasks.

2.5.1   One of my main responsibilities was drafting in-app notifications. These were short, informative messages sent to customers to update them about new offers, events, and ongoing campaigns. I learned how important it is to keep communication clear and concise, especially when dealing with a large audience.

2.5.2   I was involved in campaigns such as Women's Day and the Nepal Super League **(NSL)**, where I helped prepare content and assisted in tasks like selecting winners and supporting the prize distribution process. This gave me hands-on experience in how campaigns are managed and executed on a large scale.

2.5.3   At the beginning of my internship, I worked closely with a specialist who introduced me to the Ncell app, chat bot, and website. With their guidance, I started using these platforms myself to better understand their features and customer experience. This helped me when I was later tasked with reviewing the chat bot and preparing response templates. I also worked with the chat bot team to help draft basic customer responses. This was a learning experience in understanding what kind of questions customers usually ask and how automated replies are structured to be helpful and clear.

2.5.4 For the NSL campaign, I prepared communication materials like SMS messages and helped create a Go-To-Market (GTM) calendar that outlined when and how the campaign activities would be executed. This taught me the importance of planning and timing in campaign execution.

2.5.5 I supported some data-related tasks such as extracting and organizing user data into simple formats. This wasn't overly technical, but it helped the team in some way.
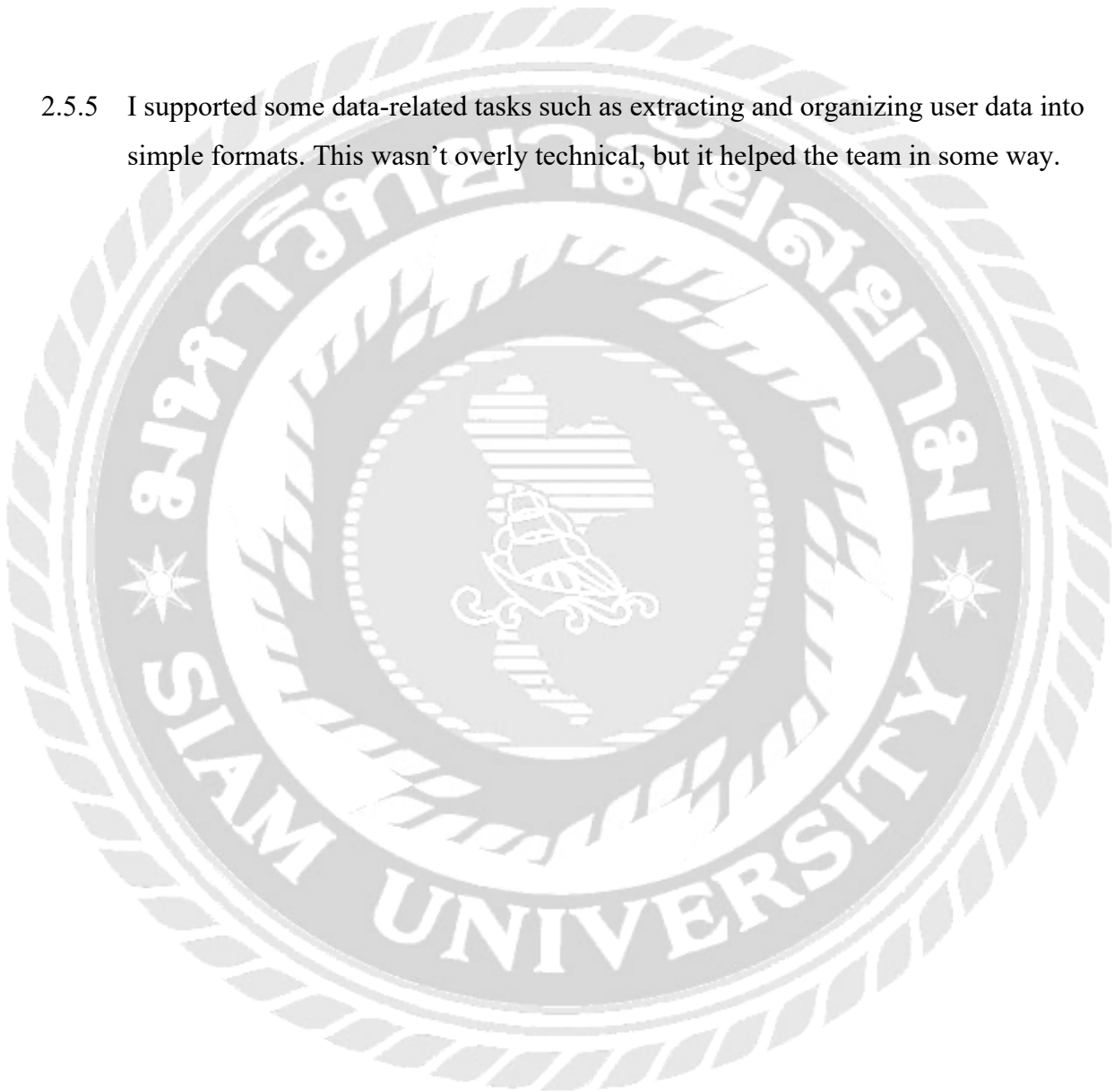
CHAPTER: 3 LEARNING PROCESS

3.1 Problems and Issues of the Company

I encountered several challenges related to customer experience. These included frequent customer complaints, limited access to real-time data for interns, technical issues within the app and chatbot, and negative public perception. These insights provided a deeper understanding of the complexities involved in managing customer satisfaction in a large telecom company.

3.1.1 Customer Complaints and Service Expectations: I saw that customer service teams had to deal with a lot of complaints, especially related to app functionality, network issues, or unclear offers. Meeting customer expectations consistently is clearly a challenge in such a large organization.

3.1.2 Limited Real-Time Data Access for Interns: During my internship, access to detailed or real-time data was limited, possibly due to privacy policies. While understandable, this sometimes made it difficult to analyze in depth or contribute more meaningfully.

3.1.3 Technical Limitations of the App and Chat bot: While working on chat bot responses and app content, I noticed that certain features were still developing or had limitations. Improving the app interface or chat bot flexibility could help enhance customer experience.

3.1.4 Public Perception Challenges: Based on social media feedback and internal discussions, I sensed that some users had negative perceptions about Ncell, either due to past controversies or network-related concerns. Rebuilding trust takes time and consistent effort.

3.2 Solving the problem

To improve customer communication, I'd start by making messages clearer and easier to understand. During my internship, I saw that users sometimes got confused by offer details or instructions. To fix this, I would use plain language, and double-check content with the team before sending it out. I'd also suggest updating the FAQs and chat bot answers to match common customer questions. These small changes can make a big difference in helping users feel more informed and supported.

3.3 Recommendation to the Company

One area where I believe Ncell can make further improvements is in customer communication and clarity of offers. While working on in-app notifications, SMS content, and chat bot responses, I observed that some users faced confusion regarding certain offers, their validity, or activation processes. This often led to increased inquiries and, at times, dissatisfaction.

To address this, I recommend that Ncell adopts a more simplified and user-centric communication approach. This includes using straightforward language in all promotional and informational messages, and ensuring consistency across all customer touchpoints: such as the app, website, chat bot, and SMS.

Additionally, investing in proactive customer education efforts like brief tutorials, FAQs, or interactive guides, could help customers better understand how to use various services and features. Making information more accessible and easy to understand would likely reduce confusion, improve customer satisfaction, and reduce pressure on customer support teams.

3.4 Learnings during the Co-op studies

During my internship at Ncell, I got to understand how internal teams function and how tasks are carried out in a structured corporate environment. I learned how to communicate professionally while coordinating with different teams and following up on tasks. I got hands-on experience in content creation for app notifications, SMS, and chat bot messages, which helped me improve how I convey information clearly and simply.

Working with real data taught me how to organize insights, and I also became more confident using tools like Excel. I understood how customer engagement works through campaigns and how even small things like timing and message clarity make a difference. I also realized the importance of planning, teamwork, and being detail-oriented in every task assigned.

Overall, this internship helped me build both technical and soft skills and gave me a clearer picture of what it's like to work in a fast-paced digital environment.

3.5 Applying knowledge from coursework

During my internship, I was able to apply several concepts from my marketing and business courses. For example, while working on app notifications and SMS content, I used what I had learned about customer behavior and effective communication to write messages that were clear, targeted, and engaging.

While preparing GTM calendars and campaign content, I used planning and strategic thinking skills from my marketing management classes. My understanding of branding and audience segmentation also helped me better align messages with different user groups.

Overall, I got to see how theories and classroom discussions play out in actual work settings, especially in areas like customer engagement, campaign strategy, and team coordination.

CHAPTER 4: CONCLUSION

4.1 Summary of Highlights of Co-op Study

My 16-week co-operative internship at Ncell Axiata Limited as a Customer Experience Intern was an insightful and meaningful experience that helped me bridge the gap between academic learning and real-world corporate work. Throughout the internship, I was involved in several activities that exposed me to the practical side of customer communication, campaign planning, digital engagement, and internal coordination in a large organization.

One of the key highlights of my internship was working on content creation for various digital communication platforms. I drafted in-app notifications to inform and engage users about different offers, events, and campaigns. These tasks helped me understand how to communicate effectively with customers and how small details: like tone, timing, and clarity can influence user behavior and engagement.

I also had the opportunity to work on chatbot responses, where I contributed to drafting customer-friendly replies and ensuring that the flow of information made sense and met the users' needs. Collaborating with the team responsible for chatbot development helped me see how automated tools are managed and improved based on user feedback and queries.

On the collaboration front, I worked closely with multiple departments. I reached out to news portals and explored possible media partnerships to increase outreach. Internally, I regularly communicated with my team and other team members to stay aligned on tasks and follow-ups. These interactions taught me the importance of clear communication, teamwork, and taking initiative in a fast-paced environment.

Data management and analysis were also part of my responsibilities. Breaking down large datasets into helped me improved my skills in using Excel and other organizational tools.

Overall, the internship gave me hands-on experience in areas I was genuinely interested in, such as digital communication, customer experience, and campaign planning. I applied

knowledge from my coursework in marketing and communication and developed a deeper understanding of how a major telecom company like Ncell connects with and serves its customers. This experience not only helped me grow professionally but also gave me clarity about my interests and future career direction.

4.2 Evaluation of the Work Experience

My internship experience at Ncell Axiata Limited was both valuable and eye-opening. It allowed me to step into a professional setting where I could apply what I've learned in my academic courses while also gaining new skills that can only be learned through hands-on experience. Working as a Customer Experience Intern, I had the opportunity to contribute to various ongoing projects and campaigns, which gave me a broader understanding of how customer communication, digital content, and coordination function in a large-scale organization.

One of the most positive aspects of my experience was the level of trust and responsibility I was given. I was able to work on real tasks such as writing app notifications, helping plan campaign timelines, and contributing to chatbot responses. This made me feel that my contributions mattered and gave me a sense of accountability.

I also appreciated the team environment. My co-workers were supportive and open to sharing feedback, which helped me improve and learn from my mistakes. I learned the importance of asking questions, taking initiative, and managing my time efficiently to meet deadlines. The practical knowledge I gained in planning, executing, and reviewing customer-facing content helped me build confidence in my abilities.

At the same time, the experience also showed me areas where I can grow. For instance, I realized the importance of being detail-oriented, especially when drafting communication that reaches thousands of users.

Overall, my time at Ncell helped me understand how theoretical concepts apply in practice, taught me how to handle responsibility in a professional setting, and showed me how every small

task contributes to a larger business objective. It was a learning experience that pushed me out of my comfort zone and helped me grow both personally and professionally.

4.3 Limitations of Co-op Study

As an intern, I wasn't involved in key decision-making meetings or high-level planning processes, which limited my understanding of how broader company strategies are developed and implemented. Due to confidentiality and company policy, I had limited access to certain internal data and analytics. This sometimes made it difficult to gain deeper insights into campaign performance or customer behavior beyond surface-level information.

With the internship lasting only 16 weeks, there wasn't always enough time to fully immerse myself in long-term projects or see the complete results of the campaigns. Most of the tasks I handled required supervision or approval, which is common in internships, but it limited my ability to take independent initiative.

4.4 Recommendation for the Company and Co-op studies

During my time as a co-op intern at Ncell Axiata Limited, I noticed a few areas where the internship experience could be improved for future students. One of the main challenges I faced was the limited access to internal data and results. Although it's understandable that sensitive information must be protected. But later I did get access to the required data.

For the co-op program itself, I believe students should be encouraged to regularly reflect on their internship activities and challenges. This makes it easier to connect what's learned in the classroom to what happens in the workplace, and also helps with writing the final report. It would also be helpful if the expectations and scope of the internship were clearly explained by both the academic institution and the host company at the start. Personally, one challenge I faced was not receiving feedback on my report draft from my academic supervisor. For future students, timely feedback could greatly support their confidence and the quality of their final report. Overall, with a few improvements, the co-op experience can become even more valuable and practical for students stepping into the professional world for the first time.

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APPENDICES

Appendix: A Weekly Report

Week: 1

Monday	Tuesday	Wednesday	Thursday	Friday
Orientation and familiarization with the Ncell ecosystem and team. Assigned initial responsibilities and briefed on customer experience and digital experience.	Introduced to the chatbot and website systems for testing and review.	Began brainstorming ideas for promoting data pack.	Gained understanding of Ncell's brand tone and communication strategy.	Introduced to the chatbot and website systems for testing and review..

Week: 2

Monday	Tuesday	Wednesday	Thursday	Friday
Continued developing push notifications for app users.	Brainstormed on strategy development for promoting data packs.	Participated in discussions and meetings related to the firm and app development.	Started initial review of Ncell's website and chatbot	Enhanced digital marketing knowledge, especially in mobile engagement.

Week: 3

Monday	Tuesday	Wednesday	Thursday	Friday
Proposed ideas for the Holi campaign.	Actively worked on identifying improvements for the chatbot's responses. Improved problem-solving and attention to detail.	Holiday: Maha Shivaratri	Enhanced digital marketing knowledge, especially in mobile engagement	Conducted systematic checks on website and app functionalities.

Week:4

Monday	Tuesday	Wednesday	Thursday	Friday
Started developing quality assurance and evaluation skills.	Actively worked on identifying improvements for the chatbot's responses.	Gained hands-on experience in app and website testing procedures.	Tested improvements to chatbot and app features.	Contributed feedback on website navigation and structure.

Week: 5

Monday	Tuesday	Wednesday	Thursday	Friday
Collaborated with other departments. Enhanced collaboration and communication skills.	Tested improvements to chat bot.	Gained insights into integrated digital customer experience.	Fagu Purnima Holi (Pahad)	Fagu Purnima Holi (Terai)

Week: 6

Monday	Tuesday	Wednesday	Thursday	Friday
Created special app notifications for events like Women's Day.	Attended team meetings for discussions.	Gained insights into integrated digital customer experience	Enhanced communication skills through team collaboration.	Tested improvements to app.

Week:7

Monday	Tuesday	Wednesday	Thursday	Friday
Extracted data and began file breaking	Gained experience in writing based content.	Enhanced communication skills through team collaboration.	Getting better in excel and its functionalities.	Attended team meetings for discussions.

Week: 8

Monday	Tuesday	Wednesday	Thursday	Friday
Participated in brainstorming sessions to generate promotional ideas	Initial responsibilities and briefed on customer experience and digital experience.	Collaborated with team members to contribute ideas for the internal campaign.	Gained exposure to chatbot logic customer interaction.	Collaborated with team members to contribute ideas for the internal campaign.

Week:9

Monday	Tuesday	Wednesday	Thursday	Friday
Drafted responses for the chat bot.	Prepared presentations and graphs.	Drafted responses for the chat bot.	Enhanced attention to detail while drafting chatbot content.	Improved presentation making skills.

Week:10

Monday	Tuesday	Wednesday	Thursday	Friday

Nepali New Year	Strengthened ability to collaborate across teams.	Drafted responses for the chat bot.	Gained technical adaptability	Participated in meetings and discussions

Week: 11

Monday	Tuesday	Wednesday	Thursday	Friday
Participated in meetings related to packs offerings and upcoming plans.	Participated in internal planning meetings for marketing strategy.	Improved coordination during discussions.	Strengthened formatting skills.	Reviewed and refined chat bot replies.

Week:12

Monday	Tuesday	Wednesday	Thursday	Friday
Practiced teamwork and creative thinking.	Learned improvement for chatbot functionality.	On Leave (Personal Reason)	Labor Day	Continued chatbot testing.

Week:13

Monday	Tuesday	Wednesday	Thursday	Friday
Assisted with chatbot testing for performance and language.	Learned more improvement for chatbot functionality.	Improved collaboration with other teams.	Supported cross-department coordination.	Sick Leave

Week: 14

Monday	Tuesday	Wednesday	Thursday	Friday
Sick leave	Sick leave	Learned real-time adjustment of chat bot functionality and app functionality	Suggested in-app notification for upcoming	Prepared icons but it didn't meet the criteria.

Week: 15

Monday	Tuesday	Wednesday	Thursday	Friday
Participated in review meetings.	Conducted systematic checks on website and app functionalities.	Tested improvements to chat bot.	Initial responsibilities and briefed on customer experience.	Participated in meetings and discussions

Week:16

Monday	Tuesday	Wednesday	Thursday	Friday
Assisted with chatbot testing for performance and language.	Participated in review meetings.	Tested improvements to chat bot.	Prepared Internship report and presentation	Wrapped up and handover

Appendix B: Ncell ICON

Appendix: C Work Desk

Appendix: D In-App Notification that I prepared

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