



The Performance of the Customer Care Department of Banglalink

AN INTERNSHIP REPORT
ON
The Performance of the Customer Care Department of Banglalink



Submitted to:

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Program: BBA

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Date of Submission: 7th June, 2014

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Letter of Transmittal

7th June, 2014

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Subject: Submission of the Internship report on “The Performance of the Customer Care Department of Banglalink”

Dear Sir,

With due respect, I draw your kind attention that, I have prepared my internship report on *“The Performance of the Customer Care Department of Banglalink”*

I have tried my level best to follow your guidelines in every aspect of planning of this report. I have also tried to collect the most important information to make this report specific and relevant as possible. I am honestly thankful for your guidance during the preparation of this report. I hope you will appreciate my effort. I hope you will assess my report considering the limitations of the study.

Sincerely yours,

(Md. AkhlakHossain)

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Acknowledgement

First of all, i would like to give thank almighty ALLAH, who gave us the ability and strength to carry out this internship report.

I would like to express my deepest gratitude to myhonorable faculty **ProfessorM. MakarromHossain** for his valuable suggestion and guideline which helped me a lot to prepare this report in a well-organized manner.

I also like to thank my organization supervisor**ErshedHussain Khan** for helping me a lot to understand the official work and preparing the report. My colleagues also help me a lot. I also cannot ignore the participation of other departments who helped me with some extra information. So warm thanks to them for supporting me and give me adequate amount of data.



Declaration

I hereby declare that the report of internship namely “**The performance of the customer care department of Banglalink**” prepared and submitted by me after the completion of 3 months (3rd February to 3rd May 2014) of internship with Banglalink customer care department.

I also declare that this paper is my original work and I have prepared this only for academic purpose which is the part of my BBA program and will not be used for any other purposes.

Md. AkhlakHossain

ID: 102-11-1545

Program: BBA (Major in Finance)

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Letter of Acceptance

This is certify that the internship report entitled “ The performance of Customer Care Department of Banglalink”is prepared by Md. AkhlakHossainis a partial fulfillment of the requirement of Bachelors of business administration from the department of business administration,of Daffodil International University.

The report has been prepared under my guidance. In preparing this report he worked very hard and presented a good picture of the concerned organization. He possesses a good moral character and pleasing personality.

I wish his success at every step of his life.

M.MokarromHossain

Internship Supervisor

Professor,

Department of Business Administration

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Executive Summary

Banglalink is the third telecom operators in Bangladesh.. After launching telecom business in Bangladesh, Banglalink has become more strengthen among the telecom operators. Every companyis fighting to boost up its market share by offering new promotion and benefits to the customers.

Since, all of the operators are offering almost same categories of products it has become a big challenge to retain the existing subscribers and acquisition of new customers. At this moment Banglalink is trying to reach the customers with various promotional activities and is attempting to make good relationship with their customers. Through their significant advances in Bangladesh, Banglalink has moved ahead on the track to achieve their goals.

As a student BBA program, I got the opportunity to work complete my internship program in such a multinational telecom company. The internship program is the partial requirement of my BBA program and the duration of the internship program was 3 months. Though I have been working in theBanglalink Care Line still it is an internship program which is something new. The report has been prepared in align with my job responsibilities and experiences at Banglalink. I have collected information from senior executives and by observing Banglalink info. After that I have designed this report a descriptive way.

The report shows that there are several factors by those Banglalink Customer Care Department and how this department deals with their customers. Strong customer relationship management, better service quality, dividing customer in different segment,skilled human resource and accountability to the customers are the main factors by those Banglalink provide services through Banglalink Customer Care Department (CCD).

There are also some wayward factors which can badly affect customer service I also have tried to identify those factors and have given some possible ways to overcome those wayward factors.

However, it was a great experience for me to work in BanglalinkCustomer Care Department and prepare this report. I tried to give my best effort to make this report more relevant.

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Chapter - 1:

Introduction



1. Introduction

Mobile technology is presently providing various cheap solutions in people's daily life. The traditional thinking of connecting people through mobile phone is far behind in comparison with the present scenario. Information technology enables telecom companies to provide economic solutions with a very cheap and easily available access, which was earlier costly and not accessible to some extent.

In this age of modern civilization telecommunication sector is playing its impressive role to keep the technological development wheel moving. The co-operation of telecommunication sector has become essential in daily activity. Telecommunication sector is one of the most rising sectors also in Bangladesh at the present time. The basic function of telecommunication is to connect people through voice transfer and via Internet. Apart from this basic function, telecommunication has already started introducing some diversified areas with the help of its mobile network.

Telecommunication sector is not all about the technology, good customer services also very important in here. Strong customer service is one of the most significant tasks of every telecom operator. Every operator has some specialist to maintain customer service which is known as Customer Care Department. This Customer Care Department plays a vital role of creating customer satisfaction and customer retention.

The number of mobile user is increasing day by day in our country. It is a very attractive market for the mobile connection providers. Presently there are six mobile operators in our country. Each of them is trying to maintain and increase their market share. Banglalink is the second best company in this sector. The growth of Banglalink is very impressive among the telecommunication sector of our country. They are also going with strong Customer Care Department for gaining satisfaction of the customer and retaining their customers.



1.1 Origin of the Report

This report is an Internship Report which has been prepared as a requirement for the conclusion of the BBA Program. As per requirement of BBA program of Department of Business & Economics of Daffodil International University, after completing 122 credits a student has to complete a 3 months internship program. The primary goal of internship is to provide an on the job exposure to the students and an opportunity for translation of theoretical conceptions in real life situation. Students are placed in enterprises, organizations, research institutions as well as development projects. Although I am working in the Banglalink Customer Care from 4th July 2012 so it is not new experience for me. Thus this report has been prepared when I am continuing my job in Banglalink Care Line. After the completion of BBA program I started internship program under the guidance of my faculty supervisor M. Makarrom Hossain Sir. The duration of my organizational attachment is continuing from 2012 but my internship period has started from 2nd February 2014 and ends 2nd May 2014. I was placed in the Customer Care Department under the direct Supervision of Ershed Hussain Khan, Head of Careline. I have prepared this report in align with my assigned job responsibility.

1.2 Objective of the Report

The objective of the report can be viewed in two forms:

- General Objective
- Specific Objective

General Objective:

This internship report is prepared primarily to fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the Faculty of Business School of Daffodil International University.

Specific Objective:

More specifically, this study entails the following aspects:

- To give an overview of Banglalink.



- To focus on the products, services, work environment and facilities provided to customers of Banglalink.
- To know about the activities of the Customer Care Department of Banglalink.

1.3 Scope of the report

The main intention of the study is to find out the situation of customer service of Banglalink Customer Care through. The report covers details about the product and services, overview and also facilities provided by the company to maintain relationship with their customers. The main focus is on the analysis of the Performance of the Customer Care Department of Banglalink. However the study is only related to the Customer Care Department of Banglalink as I have gotten an opportunity to work only in this division.

1.4 Methodology

The most of the information for this report has been collected from brochures, web sites and personnel of Banglalink Customer Care Department. All the information incorporated in this report has been collected both from the primary sources as well as from the secondary sources.

Primary Source of Information

- Practical deskwork.
- Personal Observation.
- Conversation with customers by calling.

Secondary Sources of Data

- Relevant paper and published documents of Banglalink Customer Care.
- Different types of website.



1.5 Limitations

It is an uphill task to study the on the management. So the report was completed under certain limitation. Without these limitations the report would have been much better. Some of the constraints are given below:

- Lack of co-operation from the officials from confidential point of view.
- Lack of information due to inadequate telecom publications and journals.
- Extensive rashness with everyone's own work is an obstacle for me to gather information.
- There was very little time for preparing such a big report like this.
- There was also cost limitation.



Chapter - 2:

Bangladesh Telecom Industry

(Banglalink is the third Telecom Operators in Bangladesh)



2. Bangladesh Telecom Industry

2.1 Background of the Industries

Bangladesh was the first South Asian country to adopt cellular technology back in 1993 by introducing Advanced Mobile Phone System (AMPS). In fact, the first mobile license was issued back in 1989 but it took several years to launch the services. The network coverage and number of subscribers had remained very limited due to exorbitantly high subscription cost and call tariff.

In 1996, the then government led by Prime Minister Sheikh Hasina, considering the monopolistic environment prevailing in the sector, awarded three GSM licenses aimed at breaking the monopoly and making the cellular technology affordable to the general masses.

Since then, the country's cellular industry never looked back, now it has turned into the largest infrastructure provider during the last decade as a sub-sector within the telecom sector. This sub-sector has created new opportunities by generating employment, facilitating education and health services for common people.

The mobile communications sector in Bangladesh is one of the fastest growing industries and has helped boost the economic and social development in the country in three main ways:

- ◆ By providing value-added services and creating employment from direct/indirect firms in the telecommunications sector.
- ◆ Increased productivity in businesses as a result of mobile phone usage.
- ◆ Increasing the involvement and engagement of its population with news and current affairs.

This is borne out by key economic indicators. "The inflow of foreign direct investment (FDI) grew by 26 per cent with telecommunication sector making highest growth in the 2008-09 fiscal years over that of the previous fiscal. A total of around US \$ 430 million was invested in the country's telecommunication sector, particularly by fast-growing mobile phone companies in FY 09," a recent study of Bangladesh Bank reveals. Investment from this industry as of December 2008 stands around BDT 30,000 (Thirty Thousand) crore.



Contributions of mobile industry to the National Exchequer are worth more than BDT 20,000 (Twenty Thousand) crore, as of December '08. It has generated direct and indirect employment of 6, 75,000 (six lakh seventy five thousand) people till 2006-07 FY which has increased further in recent years.

The mobile phone sector has also made possible the availability of data enabling services across Bangladesh. Mobile internet has helped, and will likely continue, to bridge the digital divide between people with access to information and services, and those without paving the way for materializing the dream of "Digital Bangladesh". This is especially also given the greater mobile coverage reaching 97% of the population which extends into areas beyond the fixed-lines network.

The cellular industry has influenced everyday-life of the millions and made communication easier which has great impact on the economy of the country. As of today, the industry, all by itself contributes 8% of the National Revenue (2008) and invested highest amount of FDI (59%) as per the Bangladesh Bank report (2008).

Following are some highlights of the contributions of the telecom sector of Bangladesh:

Growth over a decade - from 1997 to July '09:

- ◆ Access to telecom was only four lac people, tele-density less than 0.4% in 1997.
- ◆ At present about 47.97 Million (4.7 crore) people have access to affordable telecommunication services and tele-density is more than 32%.

Telecom voice market in Bangladesh is dominated by Mobile phone sub-sector and its percentage is 97% while PSTN (land phone) is 3 % only, of which BTCL represents 2% and all private PSTN is 1%.

- ◆ Telecom Market Scenario (EoQ1 '08):
- ◆ Total Telecom Penetration is 26.73%
- ◆ Total Mobile Penetration is 25.95%

Improved life and business Support:

- ◆ Lifestyle includes stock/agri info, telemedicine, news update, utility bill payment, SMS & MMS etc.



- ◆ Business includes access to internet, mobile e-mail, data access, SMS banking, mobile fax, Edge/GPRS, International Roaming etc.

Providing services at affordable price:

- ◆ Call charges - one of the lowest in the world Total internet Penetration is 0.3% (2006).
- ◆ Low income group can now afford mobile phone services across the country.

Internet: the step forward is dependent on mobile industry

Internet penetration in Bangladesh is the lowest in the region.

Among the 6 million internet users, approx. 90% uses Mobile internet which means more mobile penetration will create more internet access for the people of Bangladesh.

Increased mobile penetration will help in upward access to Voice & Data, E-health service for 24 hours in remote areas. It opens the door for Medical advice, E-education - access to educational information, E-Governance, E-payment, E-banking and Agri-service - access to agriculture information.

Bangladesh was the first South Asian country to adopt cellular technology back in 1993 by introducing Advanced Mobile Phone System (AMPS). In fact, the first mobile license was issued back in 1989 but it took several years to launch the services. The network coverage and number of subscribers had remained very limited due to exorbitantly high subscription cost and call tariff.

2.2 Key Highlights

Bangladesh's mobile market passed 100 million subscribers in early 2013 as penetration reached 67%.

This had been preceded by a five-year period in which the country saw mobile subscriber numbers grow almost 20 times.

Among the mobile operators, GrameenPhone was far and away the leader, claiming 41 million subscribers, or 41% of the total mobile subscriber base, by end-2012, despite the best commercial efforts of its five competitors.



Airtel Bangladesh and RobiAxiata had both seen rapid growth in their respective mobile subscriber bases during 2012.

Coming into 2013, internet user penetration remained relatively low and internet subscription rates were even lower.

Although broadband internet remains almost non-existent in Bangladesh, following the granting of a number of WiMAX licences, there were early signs that the market was about to change as the new WiMAX services were rolled out and started to attract customers.

At the same time, mobile internet was playing a major role in providing online access to the nation, as mobile operators offered 2.5G-based services for connecting to the internet.

The fixed-line market experienced a major setback in the first half of 2010 when the regulator shut down five operators; the action had been taken as part of a major move against illegal VoIP services.

The market had effectively recovered from the setback by 2012 and a number of cancelled fixed-line licenses had been 'revalidated'.

The first 3G license in the country was awarded to the state-owned operator, Teletalk, which duly launched its 3G offering in September 2012.

The 3G licensing for private operators was expected to see an auction take place in early 2013.

2.3 Bangladesh - Key Telecom Parameters (2012 - 2013)



Category	2012	2013
Fixed-line services:		
Total No. of subscribers	1.6 million	1.7 million
Internet:		
Total No. of subscribers	400,000	500,000
Mobile services:		





Total No. of subscribers	99 million	112 million
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2.4 The Players:

<p>Grameenphone</p> 	<p>Widely known as GP, is the leading telecommunications service provider in Bangladesh. With more than 40.33 million subscribers (as of January 2013), Grameenphone is the largest mobile phone operator in the country. It is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor, the largest telecommunications company in Norway, owns 55.8% shares of Grameenphone; Grameen Telecom owns 34.2% and the remaining 10% is publicly held. With the slogan Go Beyond, Grameenphone promises its customers to bring the best of communication technologies so that they can Go Beyond.</p>
<p>Banglalink</p> 	<p>The second largest cellular service provider in Bangladesh after Grameenphone. As of April 2012, Banglalink had 1.03 million connections until December, 2005. The number of Banglalink users increased by 257% and stood at 3.64 million at the end of 2006, making it the fastest growing operator in the world of that year. In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections. On August 20, 2008, Banglalink got past the landmark of 10 million subscriber base.</p>

<p>Robi</p> 	<p>Formerly Aktel, is a joint venture between Axiata Group Berhad, Malaysia (70%) and NTT DoCoMo Inc, Japan (30%). Robi is one of the largest mobile phone operators in Bangladesh with more than 20 million subscribers as of August 2012. Robi boasts of the widest international roaming service in the market, connecting over 500 operators across 207 countries. It is the first operator in the country to introduce GPRS. Robi uses GSM 900/1800 MHz standard and operates on allocated 12.8 MHz Frequency spectrum.</p>
<p>Airtel</p> 	<p>A GSM-based cellular operator in Bangladesh. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and originally launched commercial operations under the brand name "Warid Telecom" on May 10, 2007. Warid Telecom International LLC, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's Bharti Airtel Limited for US\$300 million. Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own airtel brand from December 20, 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010. Bharti Airtel made a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company. Dhahi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company</p>
<p>Tele Talk</p>	<p>A GSM based state-owned mobile phone company in Bangladesh. TeleTalk started operating on 29 December 2004. It is a Public Limited Company of</p>

 <p>আমাদের ফোন</p>	<p>Bangladesh Government, the state-owned telephone operator. TeleTalk provided GPRS and EDGE internet connectivity and from 14 October 2012 HSDPA/3G which is the latest cellular information service. Teletalk is the first operator in the country that gave BTTB (now BTCL) incoming facility to its subscribers. Teletalk is the 6th mobile phone operator in Bangladesh with more than 1.897 million subscribers as of May 2013.</p>
<p>City Cell</p> 	<p>The first mobile communications company of Bangladesh. It is the only CDMA network operator in the country. As of 1 March 2008, Citycell's total mobile subscriber base is 1.56 million, up 137 per cent or 680,000 from two years ago, giving it the best growth rate of the company till date. Citycell is currently owned by Singtel with 45% stake and the rest 55% owned by Pacific Group and Far East Telecom. By the end of 2007</p> <p>Citycell had refurbished its old brand identity and introduced a new logo and corporate identity; the new logo is very reminiscent of the old logo. However the slogan has remained unchanged "because we care". As of April 2012, Citycell has 1.801 million subscribers.</p>

2.5 The Market Share:

According Bangladesh Telecommunication Regulatory Commission (BTRC) the total number of Mobile Phone subscribers has reached 113.784 million at the end of December 2013. It was just 45.21 million by the end of February 2009 and it was 90.636 million at the end of April 2012. The total number of mobile phone subscribers has been more than doubled within 4 years and it is still increasing significantly. Presently, the cell phone is an integral part of our daily life. Mobile phone operators are continuously offering more value added services to enrich the lives of the customers. At the same time the competition among the telecom companies has reached to the peak level. This situation is



compelling the one telecom operator providing the better quality services and keeping the call charge lower than the other operators.

Currently, the telecom industry is dominating by GrameenPhone with its 41.40% market share. Egyptian Orascom Telecom's Banglalink retained the second spot. The number of Banglalink users reached 28.838 million and holding 25.34% of total market share. Robi, formerly known as AKTEL, owned by Axiata (Bangladesh) Ltd, remained in the third position with 22.30% market share. The market's late entrant Airtel Bangladesh Ltd is obtaining the fourth position and its current market share is 7.27%. The state-run Teletalk jumped in the fifth spot with 2.822 million customers. Citycell, the country's first and only CDMA operator, now stands at bottom place with 1.365 million customers.

Operators	Active Subscribers (millions)	Percentage (%)
Grameen Phone Ltd. (GP)	47.110	41.40%
Banglalink Digital Communications Limited	28.838	25.34%
RobiAxiata Limited (Robi)	25.380	22.30%
Airtel Bangladesh Limited (Airtel)	8.269	7.27%
Teletalk Bangladesh Ltd. (Teletalk)	2.822	2.48%
Pacific Bangladesh Telecom Limited (Citycell)	1.365	1.20%
Total	113.784	100%



Chapter - 3:

Profile of Banglalink



3. Company Profile:

Today, it would be difficult to find a company that does not proudly claim to be a customer-oriented, customer-focused, or even-customer driven enterprise. Increasing competition is forcing businesses to pay much more attention to satisfy customers. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviors. Customer satisfaction can be earned through various ways. One of the most significant ways of them is maintaining the superior customer relationship. Through customer care service a company can easily maintain good relationship with their customers. For the telecommunication sector customer care service is much more important than other sectors. Banglalink always provide better customer care service than other telecommunication company. The objective of this study is to provide a more comprehensive understanding of the process of the performance of customer care service of Banglalink.

3.1 Banglalink Info:

Banglalink digital communications limited is fully owned by telecom ventures ltd. of Malta, which is a fully owned subsidiary of global telecom holding s.a.e. Following business combination in April 2011 between Vimpelcom ltd and wind telecom s.p.a, Vimpelcom owns 51.92% shares of global telecom holding s.a.e. Vimpelcom is one of the world's largest integrated telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Pakistan, Burundi, Zimbabwe, Central African Republic, Canada and Bangladesh. Vimpelcom's headquarter is in Amsterdam, the Netherlands and listed as an ads on the New York stock exchange under the symbol "vip".

Since Banglalink launch in February 2005, its impact was felt immediately; overnight mobile telephony became an affordable option for customers across a wide range of market segments.

Banglalink initial success was based on a simple statement "bringing mobile telephony to the masses" which was the cornerstone of its strategy. Banglalink changed the mobile phone status from luxury to a necessity, brought mobile telephone to the general people of Bangladesh and made a place in their hearts. The mobile phone has become the symbol



for positive change in Bangladesh. The brand slogan of “start something new” is in essence derived from Banglalink’s promise of empowering people with affordable communication solutions so that they can take new initiatives in life. The company believes that, it is through such new initiatives that positive change will occur for the overall betterment of the nation.

This positive change that is quite correctly attributed to Banglalink, has become the corporate positioning of Banglalink and is translated in their slogan “making a difference” or “din bodol”- “making a difference” not only in the telecom industry, but also through its products and services, to the lives of its customers. This corporate stance of “making a difference” has been reflected in everything Banglalink does.

Banglalink attained 1 million subscribers by December 2005 and 3 million subscribers in October 2006. In less than two years which is by December 2007, Banglalink overtook Aktel (which is Robi now) to become the second largest operator in Bangladesh with more than 7.1 million customers. Banglalink currently has 27.07 million subscribers as of June 2013, representing a market share of 25.7%.

Banglalink’s growth over the preceding years have been fuelled with innovative products and services targeting different market segments, aggressive improvement of network quality and dedicated customer care, creating an extensive distribution network across the country, and establishing a strong brand that emotionally connected customers with Banglalink.

3.2 Background of Banglalink

Global telecom holding s.a.e. is considered as one of the largest and most diversified telecom operators of GSM networks in high growth markets in the Middle East, Africa and Asia. Global telecom was having a total population under license of approximately 459 million with an average mobile telephony penetration of approximately 53% as of June, 2013. Global telecom operates GSM networks in Algeria (“djezzy”), Pakistan (“mobilink”), Bangladesh (“banglalink”), and has an indirect equity shareholding in globalive wireless Canada (“wind mobile”). In addition it has an indirect equity ownership in telecom Zimbabwe (zimbabwe) and through its subsidiary telecom globe. Global telecom also operates in Burundi and the Central African Republic. Global telecom had 86 million subscribers as of 30 June 2013. It is traded on the Cairo



& Alexandria stock exchange under the symbol “gth.ca”, and on the London stock exchange its gdr is traded under the symbol “glt d li”.

Following the combination of wind telecom and Vimpelcom in 2011, Vimpelcom owns more than 51% shares of global telecom holding.

Vimpelcom is one of the world’s largest integrated telecommunications services operators. Vimpelcom is providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Bangladesh, Pakistan, Burundi, Zimbabwe, central African republic and Canada. Vimpelcom’s operations around the globe cover territory with a total population of approximately 753 million people. During the first two quarters of 2013, Vimpelcom’s 71% operating revenue and 73% ebitda were generated from the emerging markets.

Vimpelcom provides services under the “beeline”, “kyivstar”, “wind”, “infostrada” “mobilink”, “leo”, “banglalink”, “telecel”, and “djezzy” brands. As of June 30, 2013 Vimpelcom had 215 million mobile subscribers on a combined basis.

Vimpelcom’s reporting structure is divided into five business units – Russia, Europe and north America, Africa and Asia, Ukraine and the commonwealth of independent states, all of which report to the company’s headquarters in Amsterdam.

Vimpelcom is traded on the Nasdaq global select market under the symbol “vip”.

In September 2004, global telecom holding s.a.e. purchased 100% of Sheba telecom limited in Bangladesh. Global telecom holding re-branded the newly acquired company and launched its services as “Banglalink” in February 2005. Immediately after the launch, global telecom holding started its aggressive plans to develop Banglalink as a major player in the local mobile industry by rapidly expanding its GSM Network to provide high quality communications services at affordable prices. Banglalink serves over 27.3 million subscribers with 25.5% market share as of July 2013.



3.3 Vision:

To understand people's needs best and develop appropriate communication services to improve people's lives and make it simple.

3.4 Mission:

- ◆ Segmented approach in terms of products and services.
- ◆ Delivering superior benefits in every phase of the customers experience (before, during and after sale)
- ◆ Creating optimum shareholder value.

3.5 Key people of Banglalink:

- ◆ Chief Executive Officer » ZiadShatara
- ◆ Chief Financial Officer » Ahmad Y. Haleem
- ◆ Chief Technical Officer » PerihaneElhamy
- ◆ Chief Commercial Officer » Shihab Ahmad
- ◆ Human Resources & Administration Director » Riviera Ho Rathore
- ◆ Regulatory & Legal Affairs Senior Director » Zakiul Islam
- ◆ Information Technology Director » Nizar El-Assaad
- ◆ Company Secretary » M NurulAlam

3.6 Organogram of Banglalink:

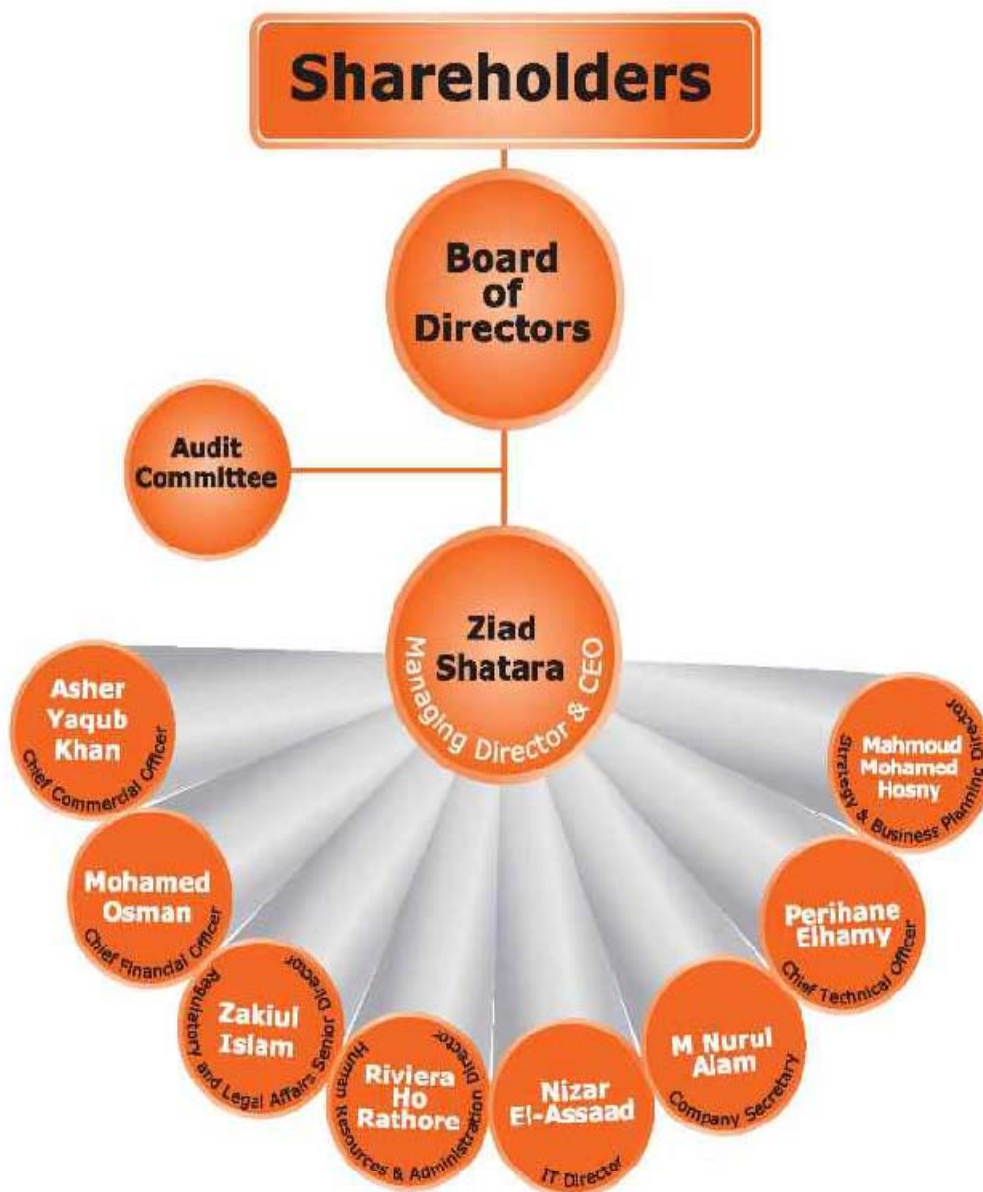


Figure: Organogram of Banglalink



3.7 Numbering Scheme

Banglalink uses the following numbering scheme: +880 19 N₁N₂N₃N₄N₅N₆N₇N₈

Where, 880 is the ISD code for Bangladesh and are needed only in case of dialing from outside Bangladesh. 19 is the prefix for Banglalink as allocated by the government of Bangladesh.

Omitting +880 will require using 0 in place of it instead to represent local call, hence 019 is the general prefix.

N₁N₂N₃N₄N₅N₆N₇N₈ is the subscriber number.



Chapter: 4

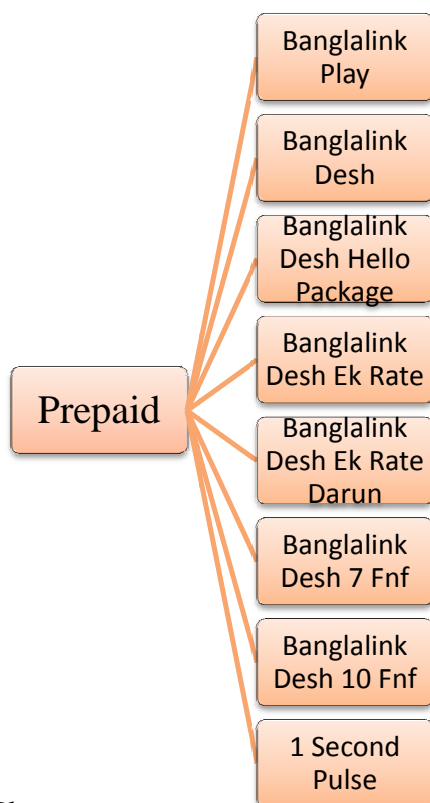
Products and Services Provided by Banglalink



4.1 Products and Services Provided by Banglalink

Different people love different things. Someone likes to talk for longer period of time, some people love to talk for seconds, some customers make calls more frequently on a day, and some users talk only on few specific numbers. To cater to all customers needs, Banglalink offers both prepaid and postpaid connection to its customers. Moreover Banglalink also offers massive value added services to its subscribers.

Prepaid Package of Banglalink:



Banglalink Play:

Banglalink play is a package for the young guns. To keep you connected, the package offers 16 fnf to all operators, the best rate 4.17 paisa/10 sec to a special Banglalink number. Type “p” & send free SMS to 9999 and start playing.

Banglalink play highlights:

- ◆ 16 fnf (any operator) with best fnf rates in the market
- ◆ One special fnf @ 4.17 paisa/10 sec
- ◆ SMS to fnf and special fnf number:29p/SMS
- ◆ MMS to all banglalink number: 29p/mms



- ◆ Special SMS pack-100 SMS @ 99paisa/day
- ◆ Special data pack-5 MB @ tk. 2/day
- ◆ Data pack gifting between members of this package

BanglalinkDesh:

- ◆ 10 paisa/10 seconds in Banglalinkfnn numbers, 24 hours
- ◆ *Migration:* dial *999*1*143# (free).

BanglalinkDesh Hello Package:

Banglalink presents desh 'hello' package with the lowest tariff: 4.17 paisa/10 sec in one Banglalink number & 10 paisa/10 sec in other operators. To migrate, type 'h' & send a free SMS to 9999.

Package highlights:

- ◆ All Banglalink pre-paid customers (except e-voucher) can migrate to this package.
- ◆ Customers will be able to change this package every 7 days.
- ◆ To set special fnn, dial: *166*7* Banglalink number #.
- ◆ Customers can change the special fnn once every 7 days. To change special fnn,
- ◆ Dial: *166*8* old Banglalink number * new Banglalink number #.
- ◆ Tariff for all Banglalink number except the special fnn will be 20 paisa/10 sec, 24 hours.
- ◆ Except for raaterkotha, other special tariffs are not applicable in this package.
- ◆ These tariffs are not applicable for isd call &SMS.

BanglalinkDeshEk Rate

- ◆ 18.5 paisa/10 second to all operators, 24 hours
- ◆ *Migration:* dial *999*1*141# (free).

BanglalinkDeshEk Rate Darun

- ◆ 14 paisa/10 second to any number, 24 hours
- ◆ "Ek Rate Darun" will be the default package for all new connections.
- ◆ *Migration:* dial *999*1*146# (free).



BanglalinkDesh 7 Fnf

- ◆ Lowest 10 paisa/10 second in 7 fnf numbers
- ◆ *Migration:* dial *999*1*148# (free).

BanglalinkDesh 10 Fnf

To accommodate your big list of friends, Banglalink presents 10 fnf packages. Now you can enjoy 4.5 paisa/10 seconds to one special Banglalink number than and as low as 9 paisa/10 seconds to 9 fnf (any operator).

- ◆ All pre-paid customers (excluding e-voucher) can migrate to this package by dialing *999*1*112# (free).
- ◆ “Special fnf” package customers will automatically start enjoying the new package.
- ◆ To set fnf, type adds<space>number and sends SMS to 3300. Example: add 0191xxxxxxx send SMS to 3300.
- ◆ To know current fnfs type ff and send SMS to 3300.
- ◆ To replace one fnf with another type ch<space>old number<space>new number and send SMS to 3300.
- ◆ To delete fnf type rem<space>number and send SMS to 3300.
- ◆ To set special fnf number dial *166*7*desired number#. To change special fnf number dial *166*8*old number*new number#

1 Second Pulse

Banglalink has introduced 1 second pulse for its customers. The new BanglalinkDesh 1 second package provides customers 1 second pulse to any operator any time of day. This means customer’s will now only pay as much as they talk and the charge is only 2 paisa/sec any time in any local number.

- ◆ All Banglalink pre-paid customers can avail the new 1 sec pulse package
- ◆ To avail the new package eligible customers need to dial *999*1*111# absolutely free of charge.

Post-Paid Packages:

At Banglalink, we understand that your needs and usage patterns are unique. This is why we believe in giving you choices so you can pick what you need. Rather than offering you the same solution as everyone else, our Banglalink post-paid packages are tailored to serve your exact purposes and give you the best value for money.

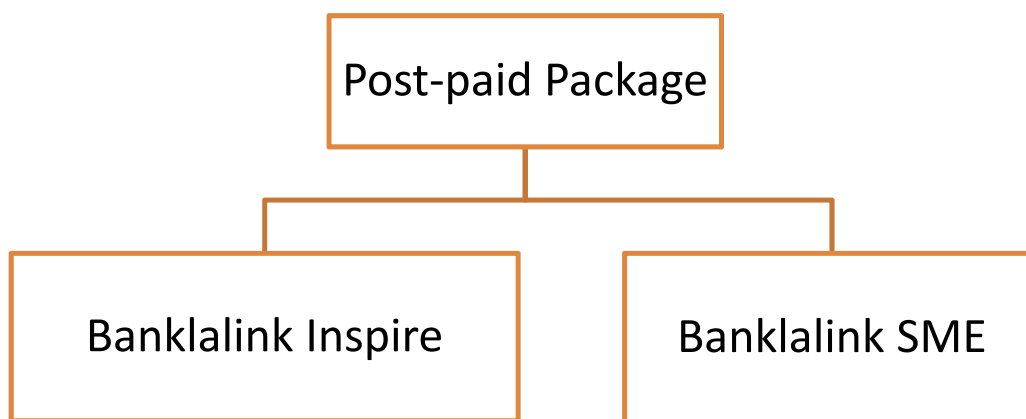


Figure: Banglalink Post-Paid Package.

Banglalink inspire

Banglalink inspire brings special new features for post-paid subscribers with remarkably low call rates, along with the lots of fnf numbers and many other services and facilities!

This exclusive post-paid connection includes:

- ◆ No Security Deposit Is Required For Auto Bill Pay Subscribers.
- ◆ Every New Connection Comes With 300 SMS/Month To Any Operator, 500 Mms/Month, 100 Mb/Month Internet, Amar Tune Subscription And News Service Subscription Free For The First 3 Months.
- ◆ Enjoy Your Banglalink Inspire Connection with Zero Line Rent (Without Any Conditions).
- ◆ Up To 15% Loyalty Discount On Usage.
- ◆ 7 Fnf Numbers to Any Mobile Operator: 60 Paise/Min to BanglalinkFnf Numbers and 84 Paise/Min to Other Operators' Fnf Numbers.



- ◆ All Fnf And Cug Rates Have 10 Second Pulse.
- ◆ Only 42 Paisa/Minute on 2 Supplementary Numbers.
- ◆ Only 45 Paisa/Minute for 24 Hours within the Same Professional Group.
- ◆ Attractive Call Rates for 24 Hours.

Banglalink SME

BanglalinkSME package offers attractive tariffs and a complete package customized to suit the needs of small and medium enterprises. It is very simple packages that will help your business flourish by minimizing the cost of your communication.

The salient features of the BanglalinkSME package are:

- ◆ Flexibility to choose from 2 packages: BanglalinkSME post-paid and BanglalinkSME call & control.
- ◆ 1 second pulse to Banglalink numbers.
- ◆ Best call rates during business hours.
- ◆ Best rates in 5 fnf numbers.
- ◆ 10% bonus on incoming calls from other operators. to enjoy this bonus, go to message option, type 'start' and send the SMS to 2007 (for call & control) and postpaid customer will send it to 8765

BanglalinkSMEorjon package

- ◆ Enjoy attractive call rate of 6.7 paisa / 10 second when talking to numbers in the same SME group.
- ◆ For the first three months, enjoy 50 minute talk-time and 200 SMS to any number, with 10 MB data, every month!
- ◆ Also enjoy 3 free song download from amar tune, and field force locator, news service and namaj alert subscriptions, for the first 6 months!
- ◆ Zero connection price, with only a security deposit required in taking a new connection.

Benefits of BanglalinkSME call & control:

- ◆ Attractive connection price and special start up offers.
- ◆ Easy account recharge through scratch card or i'top-up.
- ◆ Zero monthly fee.



- ◆ Attractive flat call rate.
- ◆ Upto 5 fnf numbers.

Banglalink 3G:

3g is the third generation of mobile telecommunications technology. Banglalink 3g will allow valued customers to surf the internet with faster data speed even on the move with the superior hspa connection. Banglalink 3g will bring to life the experience of mobile broadband on your 3g mobile phone/device. With Banglalink 3G you can enjoy superior video streaming, download experiences, enhanced video calling, high-speed data transmission and accessing innovative 3G services on the mobile phone that will make your life smatter, exciting and efficient so you can do more on the go.

package name	suitable device	package price (tk)	quota (volume)	validity (in days)	activation code
mini player	feature+	15	15 mb	2	*5000*502#
player	feature+	30	50 mb	5	*5000*501#
browser	feature+	100	200 mb	7	*5000*503#
super browser	feature+	200	350 mb	10	*5000*504#
surfer	feature+, smartphone	250	500 mb	15	*5000*505#
cool rider	feature+	275	1 gb	30	*5000*511#
smart surfer	smartphone	350	2 gb	30	*5000*506#
downloader	smartphone	750	3 gb	30	*5000*508#
crazy downloader	smartphone, tab	950	5 gb	30	*5000*509#
mega downloader	dongle	1600	10 gb	30	*5000*510#

Figure: Banglalink 3G internet Packages



Value Added Services of Banglalink

Banglalink classified their VAS into five categories. These are:

1. Mobile Financial Service.
2. Call Management Service.
3. Entertainment Based Service.
4. Informational Based Service.

1. Mobile Financial Service

a. Mobile cash Internet recharge service:

Now Ollo and Qubee **pre-paid** internet users will be able to recharge their accounts from selected "**Banglalink mobile cash point**" marked outlets. Banglalink subscribers will have an exclusive option to recharge their internet accounts directly from their Banglalink mobile phones using mobile cash balance. They will simply need to dial *777# and follow an easy, step-by-step USSD menu to recharge anytime from anywhere.

b. Mobile cash remittance with Western Union

Banglalink in collaboration with Dhaka Bank Ltd (DBL) jointly launched mobile remittance through western union, the first ever for Bangladesh as well as for south Asia. This service is a highly secured, convenient, reliable, fast and cost-effective remittance system.

c. Mobile cash electronic money order with BPO

Banglalink partners with the Bangladesh Post Office (BPO) to launch the first ever Electronic Money Order (EMO) service through the post office branches all across the country. This service enables to send money all across the country almost instantly which used to require 7 to 10 days. So far approx. 1,200 post offices brought under the service and more post offices are in the process of integration.

d. Mobile cash bill pay with BPDB

Mobile bill pay service offers a simple and convenient method for you to pay your electricity bills. Now you can easily pay your electricity bills from your Banglalink mobile phone, at any time, 7 days a week, as well as the nearest bill-pay point that has



been authorized by Banglalink. This electronic process automatically updates the paid bills of BPDB consumers of Mymensingh and Rangpur zone.

e. Mobile cash bill pay with DESCO

Now Banglalink subscribers can pay their electricity bill of all **DESCO Zones** directly from their mobile phone. Non-Banglalink subscribers and non-mobile users can also pay their DESCO bill from "**mobile cash point**" marked outlets. "USSD" technology is used for this service which is more cost and time efficient and highly secured. Side by side customers can also pay bill just by typing a simple SMS.

f. Mobile cash bill pay with Qubee

Now Banglalink subscribers can pay their internet bill of all **Qubee zones, both in Dhaka and Chittagong**, directly from their mobile phone. Non-Banglalink subscribers and non-mobile users can also pay their Qubee bill from "**mobile cash point**" marked outlets. USSD technology is used for this service which is more cost and time efficient and highly secured. Side by side customers can also pay bill just by typing a simple SMS.

g. Mobile cash bill pay with WASA

Now Banglalink subscribers can pay their water bills of Chittagong water and sewerage authority **CWASA**, directly from their mobile phone. Non-Banglalink subscribers and non-mobile users can also pay their CWASA bill from "**mobile cash point**" marked outlets. USSD technology is used for this service which is more cost and time efficient and highly secured. Side by side customers can also pay bill just by typing a simple SMS.

h. Mobile cash train ticket

Banglalink has launched mobile train ticket service in joint collaboration with CNS limited and Bangladesh railway. Through this service, railway passengers now will be able to purchase their train ticket from their own Banglalink mobile phone as well as from approximately 1500 "**Banglalink mobile cash points**" located at Dhaka, Chittagong, Rajshahi and Sylhet. Railway passengers now don't have to rush to the stations and wait in the long queue for purchasing their train tickets.

i. Mobile cash remittance service

Banglalink in collaboration with Dhaka Bank LTD (DBL) and Eastern Bank LTD (EBL) jointly launched mobile cash remittance service, the first ever for Bangladesh as well as



for south Asia. This service is a highly secured, convenient, reliable, fast and cost-effective remittance system.

j. Mobile cash insurance pay with JBC

Now Banglalink subscribers can pay their JibanBima Corporation insurance policy premium directly from their mobile phone just by dialing USSD short code *777#. Non-Banglalink subscribers and non-mobile users can also pay their JBC insurance premium from "mobile cash point" marked outlets. USSD technology is used for this service which ensures the cost efficient, secured and convenient transaction.

2. Call Management Services

a. Banglalink easy divert

Since its inception, Banglalink has always tried to be in the forefront with its innovative basket of products and services. In line with such efforts, **for the first time** in the country, using its own technical resources, Banglalink has launched **Banglalink easy divert**.

Charges: tk. 2 per SMS (excluding vat).

b. Voice message

Banglalink launches for the first time in Bangladesh voice message. Through this service, Banglalink customers may send a message as voice instead of text. Subscribers will be able to record voice messages and send it. This will eliminate the typing interface problem used in text-based SMS and replace it with a fast and easy-to-use voice based interface. Moreover, it will overcome the language barrier of SMS.

c. Call block

Do you often see yourself taking calls you don't want to? Well, you can now block all unwanted callers with Banglalink call block service.

d. Call me back

Using this service all pre-paid customers of Banglalink can send request to another Banglalink number (pre-paid and post-paid) to call him back if he/she has low balance in mobile account.



e. Missed call alert (MCA)

Missed call alert service will notify you about all the calls made to you when your mobile phone is unreachable or due to any of the below reasons,

- handset switched off
- out of network or coverage area
- battery exhaustion
- phone is busy or not answered;
- When you switch on your mobile phone or get back on our service area, you will receive notification of missed calls via SMS. The SMS will contain information of calling party's mobile number, time & date when the call was made.

f. Conference Call

Talk with your friends together...wherever, whenever. Conference call service enables Banglalink's pre-paid and post-paid subscribers to call more than one person in one call (including the initiator) at the same time. All the parties in a conference call will be connected together and they can talk to each other through the party originating the call.

3. Entertainment Based Services

a. Banglalink Local Radio

Banglalink Local Radio" service provides opportunity to Banglalink subscribers of a specific community to express their feelings, share their thoughts & opinion with people of same interest.

b. BBC Bangla

BBC Bangla is a multimedia service, offering news and current affairs, sports, science, and cultural features to the Bangla-speaking community. So far these programs are primarily broadcasted on SW & FM (from Bangladesh Betar). BBC in Bangladesh has a weekly audience base of over 10 million.



c. Banglalink Timer SMS

Using this service, Banglalink subscribers will be able to plan and schedule their SMS at a future date and time of their choice. Thus, making sure that they never miss sending that special SMS when it matters the most.

d. Amar Tune

Amar Tune that means CRBT (Customized Ring Back Tone) is the value added service where customer can choose from a wide range of Bangla, Hindi and English songs.

e. Song Dedication

For the first time in Bangladesh, Banglalink launched song dedication service over ivr (interactive voice response). Through this service, any Banglalink customers may dial a short number **4226** (gaan), browse and select a song from the list of available category of songs and send it to any mobile number immediately or in a specific time and date. This dedication is sent without any additional cost- only browsing charge is applicable. A customer may also add his/her personal voice message for 15 seconds to be sent with the song.

f. Banglalink Music Station

Through the Music Station service subscriber can listen more than 20,000 full songs from more than 22 different categories of music channels - Bangla classical music to pop & rock, Bollywood hits and popular English tracks. One can also create their own playlist of favorite songs and listen to them anytime they wish.

g. Voice Portal

Banglalink voice portal 4848 service with interactive voice response (IVR) & SMS based subscription options that will allow Banglalink users to dial the short code **4848** and get the updated information on sports, fun, devotional and infotainment categories.

4. Information Based Services

a. Islamic & Hajj Portal

Banglalink Islamic & Hajj portal a unique Islamic value added service umbrella particularly formulated to make proper Islamic knowledge available to hajj pilgrims & the



remaining Muslims of Bangladesh. You can listen to Banglalink Islamic & hajj portal by simply dialing 2200 from your Banglalink mobile.

b. Krishi News

Banglalink subscriber can dial **3646** to listen to the widely popular channel i krishi news, which is broadcasted every day afternoon. So everyone who misses the show or doesn't own a television can get the most benefit out of **Banglalink channel i krishi news**.

c. Bibaholink

Bibaholink is an automatic alert based classified service addressing the needs of those looking for suitable brides and grooms. Bibaholink sources the best matching potential bride and grooms, as per the registration preference, and sends a SMS to the registrar as per the match.

d. Yellow Page

This value added service enables you to access Bangladesh yellow pages through your Banglalink mobile phone. You can access information of airlines, banks, hospitals, embassies, restaurants, trains, travel offer, etc. by just dialing **2727**. Please ask for your desired information to the operator and you will get the information within a few moments.



Chapter - 5:

Performance of Banglalink Customer Care Department



5. Performance of Banglalink Customer Care Department:

5.1 Customer care:

Customer Care is the processing of meeting (and exceeding) your customer expectations of service. Customer care department is very important department for every telecommunication business. Banglalink is really conscious about their customer service. They always try to provide best quality service to their customers.

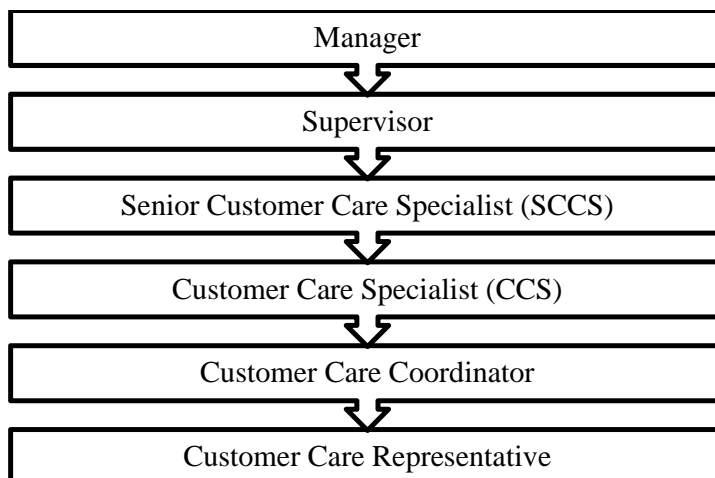
5.2 Core Departmental Objectives:

Provides effective and accurate front line and back office customer care and support to provide a high quality service:

- ◆ Researching and resolving customer-highlighted issues and problems.
- ◆ Overseeing direct sales at the CCC (Customer Care Centre).
- ◆ Retain valuable customers for the company as well as generate revenue and increase company's profitability.
- ◆ Maintain a management culture of high performance and strong accountability.
- ◆ Treat customers with courtesy, respect and consideration at all times.

5.3 Organogram of Banglalink Customer Care Department:

Muhammad Arshad, is the director of the Customer Care department. This department is responsible for handling customer queries and providing solutions to any problems faced by the subscribers. Organogram of Banglalink Customer Care Department has been given below:



5.4 Administrative Issues:

Administrative Issues are the most vital issues in any organization. As like as other department Banglalink Customer Care Department (CCD) also need to deal with those administrative issue.

Types of Form:

In the Banglalink Customer Care Department they need to deal with different types of common issue which has been given below in a diagram:

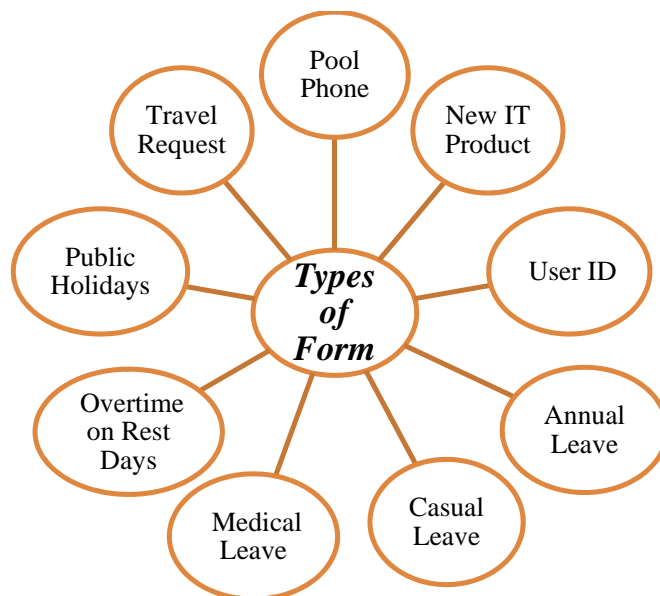


Figure: Types of Form

Dress Code (7 days/week)

Male	Formal Trouser	Female	Well Outfit
	Formal Shirt		Avoid, see through dress and jewelries like: fancy ear ring, fancy chain, excess bangles
	Tie		
	Only Shoes		
	Thursday: Official Casual Day - Smart Jeans Allowed		

5.5 Customer care department of Banglalink:

Among the all telecommunication company Banglalink has established the most effective Customer Care Department. They designed their customer care department in such a way as if their customers become delighted rather than satisfied. Banglalink have divided their Customer Care Department (CCD) in four individual units. Such as –

- a) Customer Care Centre (CCC)
- b) Investigation & Research Unit (IRU)
- c) Care Line (Call Center)
- d) Credit Management Unit (CMU)

A chart has been given below which is showing the different units of Banglalink customer care department (CCD):

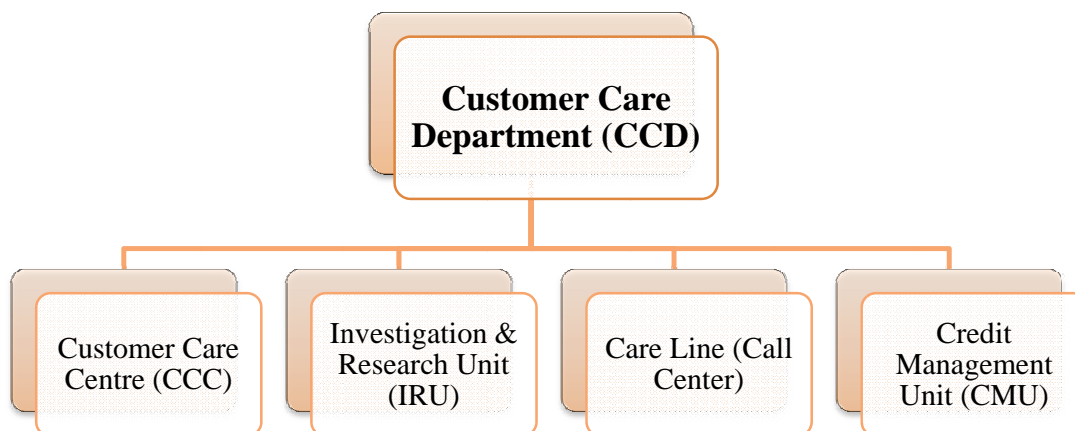


Figure: Customer care department of Banglalink.



a) Customer Care Center (CCC):

Customer Care Center is the most vital unit in the Customer Care Department. It is vital because here has the chance to get involved with the customers directly. From the Customer Care Centers Banglalink Executives directly provide service to the customer very friendly.

Objectives of Customer Care Center:

An objective of Banglalink Customer Care Center is to provide service directly to the customer and get direct feedback from customers.

Key Functions of Banglalink Customer Care Center:

- ◆ Providing package tariff
- ◆ SIM Replacement
- ◆ Selling New SIM
- ◆ Providing VAS Related Information
- ◆ Activation of VAS
- ◆ Deactivation of VAS
- ◆ Bill Payment Services
- ◆ Recharge Service
- ◆ International Roaming Service
- ◆ Handset Configuration Services
- ◆ Internet Activation
- ◆ Internet Deactivation
- ◆ Providing Internet tariff
- ◆ 3G Related Services



Locations of Banglalink Customer Care:

Location	Jumma Prayer Break	Working Hour
Dhaka CCC (Gulshan) Rangs arcade ground floor, south side 153/a Gulshan North Avenue GulshanCircle-2	1 p.m. – 2 p.m. Friday	9 a.m. – 8 p.m.
Dhaka CCC (Motijheel) Humayun court ground floor, 21 Motijheel c/a Dhaka-1000		Sunday – Thursday 9 a.m. – 6 p.m. Friday 9 a.m. – 6 p.m. Saturday
Chittagong CCC Forum central, ground floor 787/863, M.M. Ali road Golpahar circle Chittagong-4000		
Sylhet ccc KhairunVabon, 1st floor Mirboxtola Chowhatta Sylhet -3100	Friday closed	9 a.m. – 6 p.m.
RajshahiCCC 19a,Cantonment Road, ground floor Uttara clinic more Uposhahar Rajshahi		Saturday – Thursday Friday closed
Khulna CCC	1 p.m. – 2 p.m. Friday	9 a.m. – 6 p.m.



69, K.D.A. Avenue, 1st floor Khulna		Sunday -Saturday
Tigers' Den CCC plot 4 (swh), BirUttam Mir ShawkatSharak, Gulshan-1, Dhaka-1212		
Jamuna Future Park CCC level: 4, block: c, shop no: 015 Kuril, Pragati Ave, Dhaka	1 p.m. – 2 p.m. Friday	11 a.m. – 8 p.m. Thursday – Tuesday Wednesday closed
Bogra CCC plot # 8118, holding # 173 ward # 07, ground floor JaleswaritolaKalibari more Bogra-5800	1 p.m. – 2 p.m. Friday	9 a.m. – 8 p.m. Sunday – Thursday 9 a.m. – 6 p.m. Friday 9 a.m. – 6 p.m. Saturday
Airport Customer Care Arrival lounge HazratShahjalal International Airport, Kurmitola Dhaka.		24 / 7 days a week

b) Investigation & Research Unit (IRU)

Investigation & Research Unit (IRU) is a core unit in CCD which provides all the support to the other units of the department to achieve the objective of the department.

Objective of IRU:

To provide prompt and effective services to all the Banglalink customers in order to achieve their satisfaction.



Vision of IRU:

To participate in company's growth by satisfying customers needs in order to retain loyal customers and increase subscribers base for company's profitability.

Mission of IRU:

To support the other units of CCD to work closely as a team and also individually to achieve highest customer satisfaction.

Key functions of IRU

Communication with customers:

- ◆ Bill related complaints
- ◆ Termination
- ◆ Other issues

Bill Distribution Management:

- ◆ Monitoring Couriers
- ◆ Follow up of courier reports
- ◆ On line reports from courier
- ◆ Handling complaints passed through CL/CCC
- ◆ Verifying courier bills

Online Report Format from couriers:

- ◆ Service (Mobile) Number
- ◆ Bill Group
- ◆ Received By
- ◆ Relationship
- ◆ Delivery Date

Reports:

- ◆ Consolidated reports and documentation



- ◆ Weekly Report / Reconciliation - of Fresh/Re registration, SIM Swap/TOS/Num Change/SD increase/Package migration

IRU Work Flow:

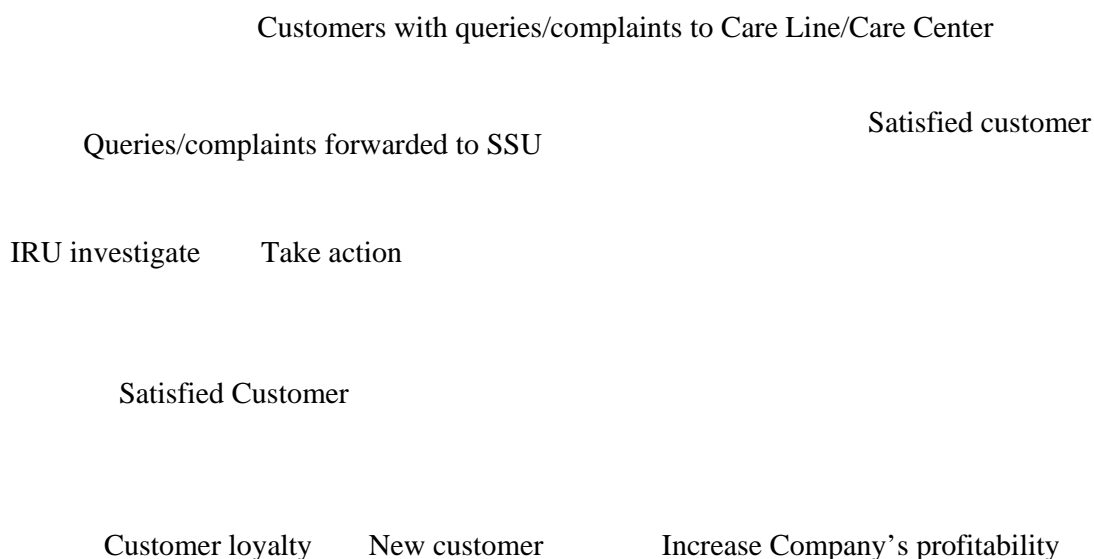


Figure: IRU work flow

c) Care Line (Call Center):

Care Line or Call Center is an entity where calls are placed or received for the purpose of telemarketing, sales, customer support, or other business related activity. It may be connected to data network-Communication facilities operated by companies, or third parties on behalf of companies, that handles a high volume of inbound calls, using specialized staff.

Care Line is another vital unit of Banglalink Customer Care Department (CCD). Through Care Line Banglalink provides service to their customers using verbal method. Here has no direct interaction with the customers. They just contract with the customers via calling.



Objectives of Banglalink Care Line:

The main objective of Banglalink Care Line is to provide service to the customer through Phone Call in a very short time.

Basic hardware of Call Center

- ◆ IVR: Interactive Voice Response (n/a)
- ◆ ACD: Automatic Call Distribution (Ericsson)
- ◆ IP : Internet Protocol (Web Based) (n/a)
- ◆ PABX System (n/a)
- ◆ Extensions: (phone set)
- ◆ Wallboard Display (n/a)
- ◆ Reporting software : Business Phone

Care Line Executives function

- ◆ Care Line Executives is called CCR-Customer Service Representative
- ◆ Care Line Executives receive calls from customers assigning them with their queries. At times may be through the use of specialized software/equipment. This is called an Inbound campaign-when you receive calls from clients
- ◆ Care Line Executives sometimes required calling out to customers informing them of information and attempting to acquire them as new clientele. This is called an Outbound campaign
- ◆ There will be supervisors on the floor to guide you at all times
- ◆ Care Line opens 24/7
- ◆ Day off : 2 days in a week (may not fixed or consecutive)

Organogram of Care Line

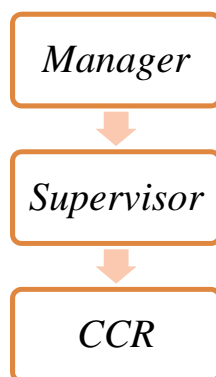


Figure: Organogram of Care Line

Types of Banglalink Care Line:

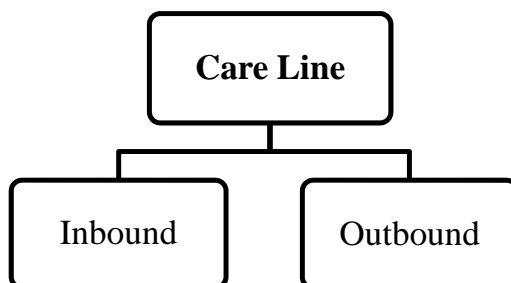


Figure: Types of Banglalink Care Line

Functions of Banglalink Care Line:

- ◆ Receiving Calls from customers.
- ◆ Giving Information on various queries.
- ◆ Providing suggestions to select products and services.
- ◆ Educating customers to properly use our services.
- ◆ Escalating important issues.
- ◆ Complaint resolution.
- ◆ Calling the customers.
- ◆ Providing feedback.



- ◆ Making follow up calls.
- ◆ Informing highly important issues.
- ◆ Credit reminders.
- ◆ Telemarketing.
- ◆ Market Survey.

How customers get Help:

- ◆ Call from Banglalink mobiles (121)
- ◆ Call from any other mobile + Banglalink (0191-310900, 0191-610900)
- ◆ Call from PSTN (Land Phone) (9888370-1, 9862324-6)

Flow Chart:

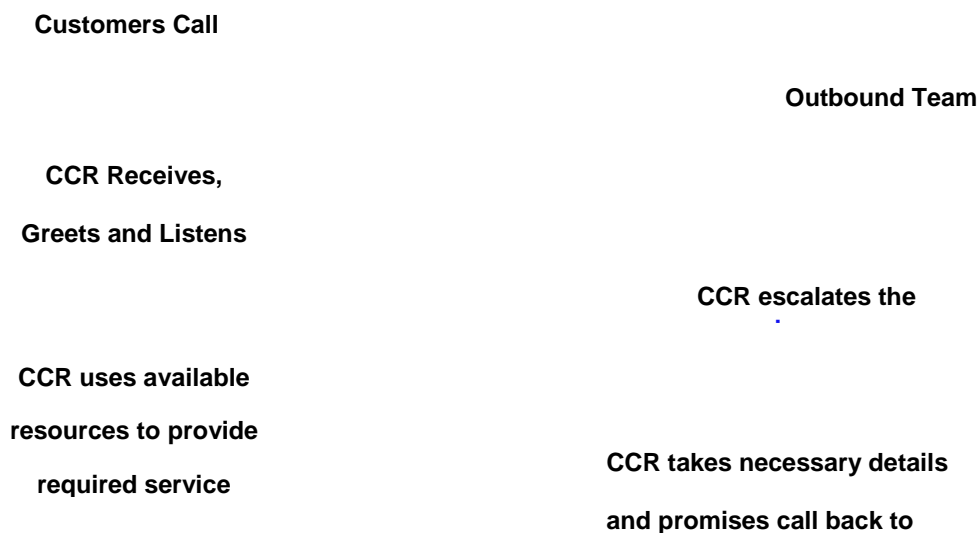


Figure: Flow Chart of Care Line Task

d) Credit Management Units:



What is CMU?

- ◆ It's an intelligent device
- ◆ It's speak of revenue which is ultimate Goal of the company
- ◆ It's based on a Credit policy as well as rational judgmental procedure
- ◆ Basic Guidelines

Three Major Key Functions:

Credit Management Units (CMU) has 3 major functions. Such as –

- ◆ Credit Operation
- ◆ Collection
- ◆ Recovery

Credit Operation:

- ◆ Ensure regular credit follow-up action & necessary prerequisites before credit actions
- ◆ Execute Credit Action's (Call bar/Disconnection) after completion of above activities.
- ◆ Strictly observe that all activities are as per set Credit Policy of the company.
- ◆ Reconciliation & verification of all Credit functionalities at every level & ensure all functionalities are in right track as to secure company's revenue.
- ◆ Recording of any problems related to Credit actions & adopt appropriate measures.

Collection:

- ◆ Ensure that receivables of the company are entered in the billing system timely & accurately.
- ◆ Performance monitoring of the collecting agent for Banglalink
- ◆ Close interaction with Operation Unit & to ensure right indication to them in case of any irregularities for updating payment. Customers shouldn't suffer from any wrong /unjustified Credit Action
- ◆ Monthly reporting to Finance.



Recovery:

- ◆ Ensure all routine follow-up action (At Primary Level – Reminder letters, Secondary reminders- Contact over phone /physical if possible.
- ◆ Analysis on Recovery Trend & decides on next course of action (whether legal action can be taken)
- ◆ Recovery performance report
- ◆ Role/involvement with other Department



Chapter - 6:

SWOT Analysis



6.1 SWOT Analysis

SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, limitations, opportunities, and threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

Strengths:

- ◆ Strong customer relationship
- ◆ Create good image on customer mind
- ◆ Give better service
- ◆ Flexible call rate
- ◆ Efficient performance & enthusiastic workforce
- ◆ Fastest network service
- ◆ Fastest growing mobile operator

Weaknesses:

- ◆ Lack of skills of some employees
- ◆ Absence of strong marketing activities
- ◆ Scarcity of innovative products
- ◆ Lack of proper motivation, training and job rotation for employees

Opportunities:

- ◆ Distinct operating procedures
- ◆ Launching new products and services
- ◆ Experienced managers and customer care representatives

Threats:

- ◆ Increase competitive other telecom customer service in the market
- ◆ Similar products are offered by the other telecom company
- ◆ Industrial downward trend due to failed to gain customer from competitor company
- ◆ Government rules and regulations



Chapter - 7:

Findings, Conclusion and Recommendation



7. Findings, Conclusion and Recommendation

7.1 Findings

1. Banglalink offers many prepaid and postpaid packages.
2. They launched 3g internet service, which helps high speed internet service and provide video call to communicate
3. Banglalink provides some important services like payment of Electricity bills which is known as BPDB, Qubee internet bill payment etc. Through their telecom services, customers collect their train ticket from their own mobile by using Banglalink.
4. Banglalink offers many value added services like music station, local radio, song dedication voice portal, timer sms, amar tune services etc.
5. They also provide information base services like Islamic & hajj portal, krishi news, bibaholink and another mos important is Yellow pages, through which customer gets any type of important information on airlines, banks, hospitals, embassies, restaurants travels etc.
6. In care carecentre they provided sim replacement, selling new sim, value added service, bill payment, hadset related services, international roaming services etc.
7. Investigation & Research unit (IRU) is a core unit in CCD which provides various supports to the units of the department. Their key function is to communicate with customers like bill related complaints online reports, follow up customers problem sim swap and other types of services.



7.2 Conclusion:

Banglalink is a telecom service providing company where customer satisfaction is both goal and marketing tool. They believe that Customers are main assets of any business and their presence is an opportunity to correct immediate problems. It is a great chance that Banglalink is getting a huge amount of customer to provide service and getting their touch by their Customer Care Department. In addition, they frequently provide constructive ideas for Customer Care Department. Banglalink can interact with their customer and also can learn how to recover from mistakes. A good recovery can turn angry, frustrated customers into loyal ones. Banglalink recognize the importance of responding fairly and efficiently to the customer in the marketplace. It also established effective and innovative system for resolving consumer complaints. Within others mobile company Banglalink trying puts a positive philosophy and a reputation for fair customer relationship through Banglalink Customer Care Department.



7.3 Recommendation:

Recommendation means to offer some propositions on some specific issues. However, as a BBA student, it is very complicated for me to give any suggestion or advice to Banglalink who is the second best company in the telecommunication sector of Bangladesh. Still I want to recommend them some aspects which can be adopted to smooth the functions of Banglalink Customer Care Department:

- ◆ Adding more Value Added Services (VAS) to its line-up, such as WAP, Data & Fax, etc. will be more preferable to their subsidiaries. The young generation, professional group is slowly also on the rise and heavy users like them would prefer services that would help them stay connected everywhere they go.
- ◆ Some BanglalinkCCR-Customer Service Representative does not behave well with the customers when they provide services. Banglalink should focus on this topic.
- ◆ Banglalink Care Line recently shifted to the third party. It is the worst decision of Banglalink Customer Care Department. Here has the chance to fall the service quality.
- ◆ Banglalink should also improve their system software which might be more updated version.
- ◆ Corporate politics are present in Banglalink Customer Care department which may hamper the service quality and efficiency of the Customer Service Representative in the Care Line.
- ◆ Banglalink have very well organized working place where every employee can work with great pleasure. They should maintain this wonderful working place for better outcomes from employees.
- ◆ For my observation I have find Banglalink Customer Care department copy the decision of the market leader or others telecom operator in most of the case. They should innovate more new idea from their own which can make good impact on the mind of the customers.



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