



Inspiring Excellence

Internship Report

On

“A descriptive Study to determine the customer satisfaction & current customer relationship status in newly launched products of Banglalink Digital Communications Limited”



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Presented To:

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30th August, 2018

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Subject: Submission of the Internship report on “A descriptive Study to determine the customer satisfaction & current customer relationship status in newly launched products of Banglalink Digital Communications Limited”

Dear Sir,

I am honored to inform you that I have successfully completed my internship at Banglalink Digital Communications Limited. My internship period was from 10th May, 2018 to 20th August 2018. Now I am delighted to submit my internship report with the title “**A descriptive Study to determine the customer satisfaction & current customer relationship status in newly launched products of Banglalink Digital Communications Limited**” for BUS200 course. I have learnt lots of things throughout my internship program and I tried to concentrate in all of those findings while making this report within the limits.

I am really obliged for getting all your kind co-operation, valuable advices and suggestions at the time of preparing this report. I hope that you will explore my hard works and efforts during my internship from the report. I have included all of my experiences and learnings in this paper which I have gained from working in this company.

With Regards,

Saadman Sakib

ID: 13104018

Acknowledgement:

I want to show my gratitude to all of those persons who have helped me and co-operated with me at the time of making this report. Without their supports, I would not be able complete this paper with such amount of information and insights.

First of all, I want to thank almighty Allah, the merciful, who made my efforts successful. While making this report many individuals from various wings of Banglalink Digital Communications Limited have helped me with lots of materials, which helped me to analyze the situation properly and make this paper an insightful one.

At the beginning, I want to thank my academic supervisor **Dr. Suman Paul Chowdhury** Sir, (Assistant professor of BRAC Business School), who has supported me with all his supervision and guidance with this report. I would also like to extend my gratefulness to **MD. Hasan Maksud Chowdhury (Assistant professor, coordinator of Internship management)** sir for his outstanding support throughout the program.

Secondly, I would also like to thank all the Territory Sales Officers, Zonal managers, Corporate Account managers along with especially my immediate supervisor **B2B SME product senior manager Sarwar Alam Khan** and the head of department of B2B Product & Marketing **Rafiq Ahmed** for assisting me and giving me guidance for the last three months. It was quite challenging for me to work in a product & marketing department as a fresh graduate but their suggestions and advices have helped me a lot to give my fullest potentials at my duty.

Furthermore, I want to thank my family members for their supports throughout the course of this internship.

Finally, I would also like to thank the **Office of Career Services and Alumni Association (OCSAR)** for providing me with the updated news and support to complete my internship report.

Executive Summary:

This report encloses a comprehensive study and evaluation of practical job experiences in one of the leading telecommunication company of our country, Banglalink. From the early time of their inception, Banglalink was able to grab the market, and still in recent times it is known as the as the fastest growing mobile operator in the telecommunication industry of Bangladesh. There are some certain strategies and internal practices that help this company to hold their constant position. With the colorful and youthful positioning and with the slogan of 'start something new' Banglalink always opts for doing something innovative. This strategy is carried out throughout the company. Working as a Marketing intern, this report of mine will cover details regarding B2B product & marketing practices in Banglalink. The works include a new marketing research project for the organization that can help to identify the flaws and status company's current customer relations, can lead to better quality outcomes through increased customer focus, and through the implementation of technology, it can obtain easier and user-friendly delivery. Also, it depicts an overall evaluation of the company and the work that has been done by me in the scope and sphere of my employment.

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PART 1: INTRODUCTION

Since the ancient period of time, people needed communication for survival and success. Over the course of past five hundred years of human history, communication became one of the cornerstones of modern society. At today's twenty first century, it has been completely digitalized with the introduction and implementation of groundbreaking technology like. As a result, in this millennial, telecommunication sector is going through a massive change of which Bangladesh is also a part.

Banglalink Digital Communications Limited has been one of the most significant multinational companies in the telecommunication industry of Bangladesh. As such, it has a rich history of operating profitably for a consistent amount of time. One of the reasons behind this massive success is their ability to run the basic operational divisions at an excellent level. They have set an example for other Bangladeshi companies in Finance, Marketing and Human Resource field. Specially, the company's marketing division has always been one of the most efficient division for the company.

In the report, we will be going to see the work procedure of Banglalink's marketing division in from managing their customer base to coming up with new product idea and implementing them. The structure of this division is as complex as an independent company. However, despite the complexity, the workflow and the capacity of the division is very diversified and expansive. It completes a tremendous amount of work every day and even the simplest of the tasks are done with great care and multiple levels of scrutiny.

1.1 OBJECTIVE OF THE REPORT:

The objective of this report is to document and analyze the workflow of the Marketing division (specially B2B marketing).

1.2 LAYOUT OF THE BODY OF REPORT:

This report basically consists of three parts, (apart from introduction) they are-

- Company Profile:

A detailed description of Banglalink Digital Communications Limited. This section consists of every significant information about the company history and internal structure and environment of the company.

- My Journey in Banglalink:

This section will include my duties and responsibilities along with the key insights and professional experience I have gained from working here for three months.

- Project Detail

This section will contain a brief descriptive detail of the marketing research that I was involved in while working for my internship.

Part 2

Company Profile



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2.1 COMPANY HISTORY

Banglalink Digital Communications Limited is fully owned by Telecom Ventures Ltd of Malta. (Bloomberg, 2018) And Telecom Ventures Ltd of Malta is a fully owned subsidiary of Global Telecom Holding which was previously known as Orascom Telecom Holding. (Banglalink, 2018) Orascom is an Egypt based company that was established in 1998. Orascom has grown to be one of the largest and most diversified GSM network operators in the Middle East, Africa and Asia and is also known as one of the most dynamic telecommunications powerhouses in the world.

In 1993, Bangladeshi company named Sheba Telecom (Pvt.) Ltd. gained license to operate in the rural areas of 27 districts. (Shebanet, 2018) After that in 1996 it also gained the GSM license to extend its business in the areas of cellular mobile and radio telephone services. It started its operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture. Orascom telecom Bangladesh limited ("Banglalink") that was fully owned by Orascom telecom Holding Egypt stated above. However, the ultimate parent company of this group is VimpelCom, the 6th largest mobile phone operator in the world. All the shares of Sheba Telecom (Pvt.) Limited ("Sheba") was purchased by Orascom Telecom Holdings in September 2004. In September 2004, the acquisition of Sheba Telecom (Pvt.) Limited was done with a cost of US\$60m as declared by Naguib Sawiris, Chairman and CEO of OTH. Sheba Telecom was the worst performing network operator in the industry as the company had only a base of 59,000 users, of whom 49,000 were regular when it was sold. To get rid of this image in February 10, 2005 after a complete overhaul and the deployment of a new GSM network, its telecommunication services were re-branded and relaunched under the brand name of Banglalink to give it a completely new image. In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name. The company changed the name for the second time to Banglalink Digital Communications Ltd in July 2013, following the ownership restructuring in the parent company. Banglalink is the latest addition to the GSM family of Orascom Telecom Holding. The operation in Bangladesh will further enhance Orascom Telecom's growth and leadership in mobile services. OTH intends to remain the leading emerging markets mobile services operator with a primary focus on investing in and developing core GSM operations in Algeria, Bangladesh, Egypt, and Iraq. The largest Foreign Direct Investment in the country at present is done by Banglalink by investing almost \$700 million in network development. (Nipa, 2018)

As a brand Banglalink is youthful, fun loving, down-to-earth, enterprising and very much Bangladeshi. The innovative products and services used to be the reason behind Banglalink's growth and success till 2016. However, At the end of the 2016, Banglalink faced a negative growth margin for the first time in their operation history of Bangladesh. To counter this crisis, the then top management was forced to take an array of decisions to tackle the situation. A massive scale of employee reduction and non-essential operating costs were among the notable decisions taken by Eric Aas, CEO of Banglalink. However, despite all these actions, in the first quarter of 2017 the company's earnings before interest and tax (EBIT) fell to around 10.11%. This loss was greater than 4.53% that was sustained at the end of 2016. To put things into perspective, in the same period of time the major competitor Grameenphone and Robi Axiata Ltd. have increased their net profit to 21.4% and 29.6% than their previous year. ((New Age Business, 2018)

After facing this disastrous consequences, Eric Aas had planned to take a long-term strategic reform to counter this negative growth and to reinvent Banglalink's market position in the ever-competitive telecommunication market of Bangladesh. To paraphrase himself, this plan was one of the most vital lifelines for Banglalink. Although a bit dramatic, this view was shared by most of the company's internal analysts because it was clear by then that unless something improves, Banglalink cannot sustain another year of heavy losses like this. The mother company Veon had also reached to similar conclusions as well. To sum up, the situation was very critical for Eric Aas and co. However, During the first months of 2018, the company's revenue had seen a positive growth of 0.7% in their earnings. While this does not suggest entirely that the crisis have been finally averted, it's an indication of things going towards the right direction. As Eric Aas had reflected, some growth is better than no growth. Nonetheless, sustaining this growth will be the hardest obstacles for Banglalink in the upcoming days.

2.2 VISION, MISSION AND COMPANY VALUES

The slogan of Banglalink is "din bodol" or "making a difference". Making a difference does not mean that they are making a difference in the telecommunication industry of Bangladesh only. Rather their motive is to make a difference in the lives of the people also. They want to bring a positive change in the lives of the people through its products and services (like mobile remittance and agriculture helpline), to improve the lives of its customers. This corporate stance of "making a difference" has been reflected in everything Banglalink does. Their new slogan is “start something new” or “notun kichu koro”. This slogan basically comes from Banglalink’s promise of empowering people with affordable communication solutions. They believe that if the communication process is improved or enhanced, people can take new initiatives in life. The company also believes that such new initiatives will bring positive change for the overall betterment of the whole nation. (Nipa, 2018)

Vision:

'To understand people's needs best and develop appropriate communication services to improve people's lives and make it simple'. (Organization Overview of Banglalink Digital Communications Limited, 2018)

Mission:

- Segmented approach in terms of products and services
- Delivering superior benefits in every phase of customer experience (before, during and after sales)
- Creating optimum shareholder value (Nipa, 2018)

Company Values:

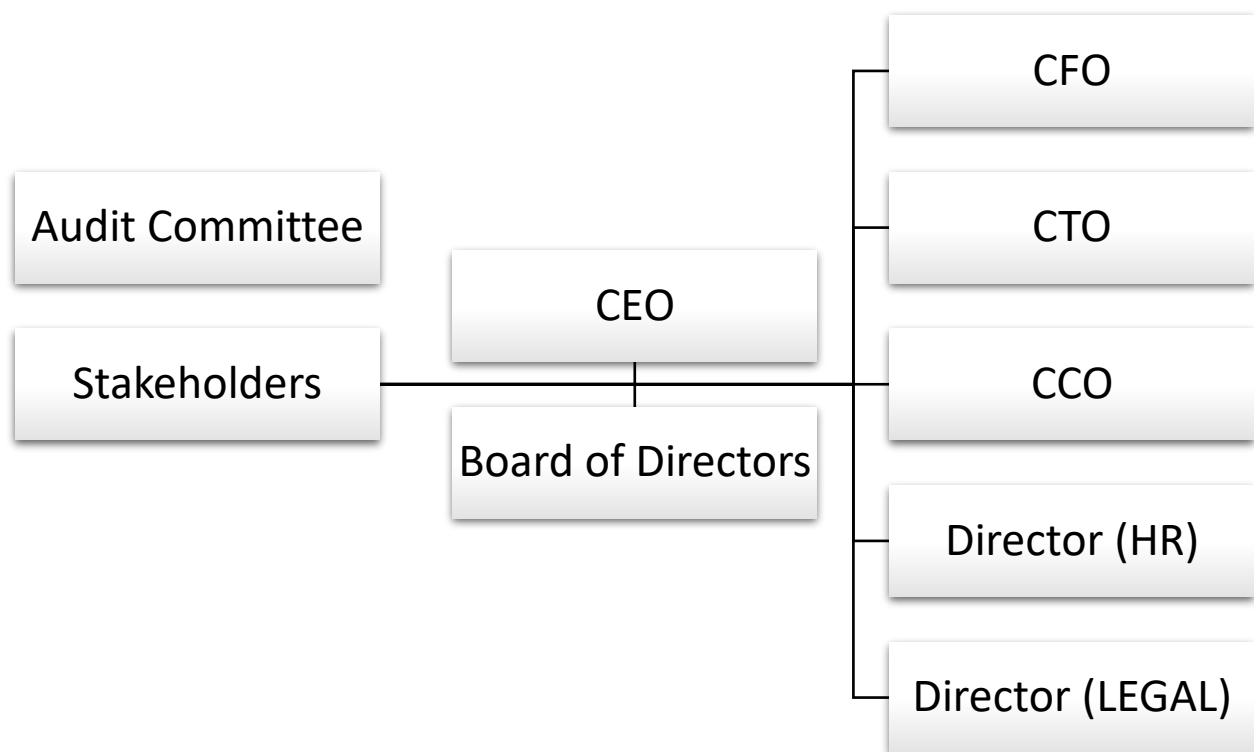
- Collaborative
- Innovative
- Truthful
- Entrepreneurial
- Customer Obsessed (Banglalink Values, 2018)

2.3 BANGLALINK ORGANIZATIONAL STRUCTURE:

Banglalink has a huge and complex network of operating structure. So naturally, its organogram is also very complicated in nature. The organogram shown below had been done according to the top management and power structure of Banglalink. This structure is somewhat vertical in nature. The detail of the structure is given below-

- **Stakeholders:** The investors of Banglalink, they take the most risk and therefore has the most power in influencing the organizational strategy and management.
- **Board of Directors:** Board of the key shareholders/strategic personnel. They have a direct influence in impacting company decisions. The CEO is usually liable to them.
- **CEO:** Chief Executive Officer. Responsible for running the company.
- **CFO:** Chief Financial Officer. Responsible for running the finance division. Works under CEO

Figure 1: Management Organogram of Banglalink¹



¹ Created by Author from: <https://image.slidesharecdn.com/internshipreportfinal-160916044508/95/strategy-of-capital-structure-decisions-of-banglalink-18-638.jpg?cb=1474001470>

CTO: Chief Technical Officer. Responsible for managing the technical aspects of the organization. Works under CEO.

CCO: Chief Compliance officer. Responsible for managing the compliance sector of the company. Works under CEO.

Director (Human Resources): Leads Human Resource department. Responsible for new recruitments and employee management. Works alongside CEO.

Director (Legal): Leads the legal division of the company that handles all sorts of relevant legal relations and tasks.

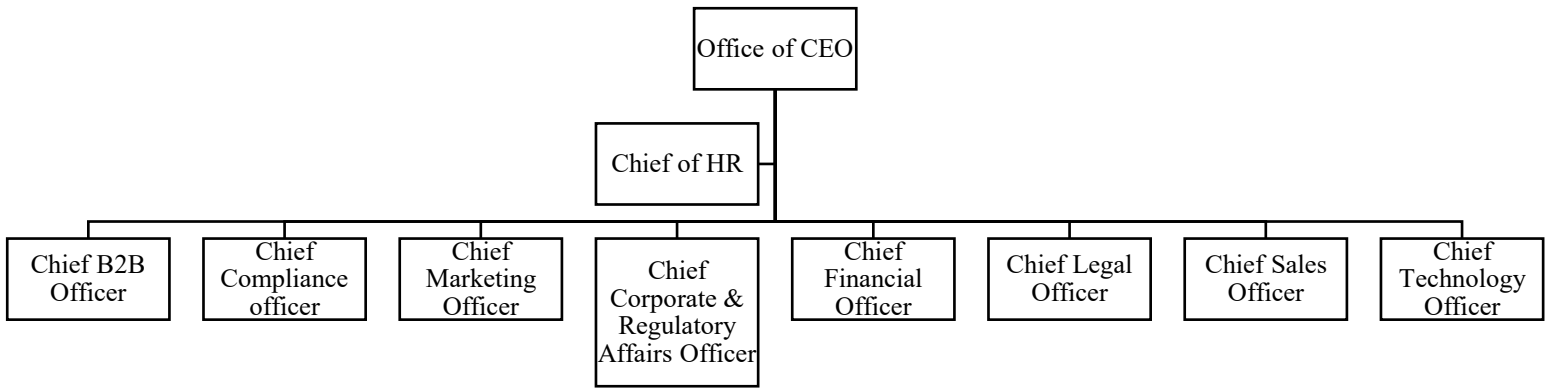
Audit Committee: An independent entity hired by the board of directors. Main task is to monitor and track the financial activities of all the department's and performing regular unannounced audit.

This was is basic structure of management (point to be noted here that this structure is not fully specified and should be taken as such) before 2017 crisis. However, after adopting the new strategic plan of Eric Aas, command structure had seen a major overhaul.

After the reformation in 2017, although Stakeholder and Board of Directors' functions remained the same the department structure under CEO had seen some exceptional expansion. Making the organogram flatter than before. This change enabled the managers to take decision more independently and also given top management more freedom from micro-management.

the current management roster under CEO level is provided below: (Banglalink Management, 2018)

Figure 2: New Banglalink Management Roaster (Under CEO Level)



List of the Names of Management Team:²

Chief Executive Officer: Erik Aas

Chief B2B Officer: Choukri Berghout

Chief Compliance Officer: M Nurul Alam

Chief Corporate and Regulatory Affairs Officer: Taimur Rahman

Chief Marketing Officer: Mike Michel

Chief Financial Officer: Anton Landman

Chief Human Resources & Administration Officer: Monzula Morshed

Chief Legal Officer: Jahrat Adib Chowdhury

Chief Sales Officer: Ritesh Kumar Singh

Chief Technology Officer: Pierre Boutros Obeid (Management Team, 2018)

² As of 2nd August, 2018

2.4 MARKETING DIVISION:

After the launch of Banglalink in February 10, 2005 the perspective of people towards telecommunication industry had changed overnight. Mobile phones, which was previously a luxury for the people of Bangladesh and only a few upper-class people could afford it, became a necessity for the people. It became an affordable option for customers across a wide range of market segments. Banglalink thought about the majority of people who live in the rural areas of our country. They cannot afford a high price which was the previous scenario of the telecommunication industry of Bangladesh but after the launch of Banglalink, the scenario completely changed. They based their success on their mission which is “Bringing mobile telephony to the masses” by bringing mobile phones to the general people of Bangladesh. They made a place in the hearts of the people by making mobile phones affordable and available. This strategy had given the company huge success. Increasing network accessibility along with the aggressive pricing made them very popular as a budget option among the people. As a result, it became the second largest mobile operator in the telecom industry and held that position till 2016. (Nipa, 2018)

At the end of the 2016, however Banglalink faced a crisis as their revenue growth had turned negative due to a combination of unforeseeable factors. This crisis made them the third largest company as Robi Axiata Ltd. took their position.

Banglalink’s marketing strategy was relatively simple in pre-2017 crisis timeline. They had followed the basic rule of marketing: giving relatively better service than their competitor; running significantly successful B2C marketing campaign and setting aggressively priced product for their consumers. Along with this they had developed a very good network by that era’s standard; which made them a really good contender to become the market leader.

However, this 2017 crisis was a rude awakening for the marketing division. They realized that the marketing meta in the telecommunication industry had shifted and in order to survive they will also need to change along with it. This realization was also evident in the company’s recovery masterplan. In the recovery plan, three realizations had been established-

- Banglalink did not possess the same technical advantage as they were used to before
- They are losing in traditional marketing campaign by their counterparts

- Their product pricing is failing to cope up with the industry trend

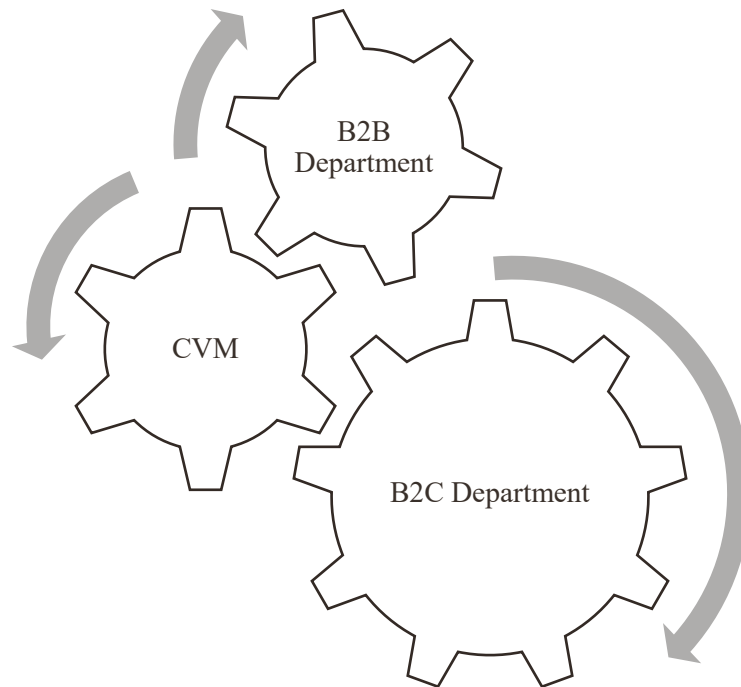
Basing on these three assumptions, the recovery plan has set some new objectives for the marketing division-

- Ensuring sustainability by finding the proper economies of scale
- Finding proper advertisement channel to ensure maximum impact
- Redefine their target consumer base
- Finding new markets
- Improving customer value management (CVM)

Significant restructuring had occurred to set the stage to achieve these objectives

After this grand reformation, structure of marketing division itself became as complex as if they had been an independent company themselves. However, despite the complexity, the workflow and the capacity of the division became more diversified and expanded accordingly. However, for the purpose of the discussion for this report, this structure will be presented in a much simpler form.

Figure 3: Simplified structure of the marketing division³



³ Created by author from own experience

As per the diagram, we can see that the whole division is primarily separated into two primary departments: **Business to Business marketing (B2B)** and **Business to Consumer marketing (B2C)** with another department called **Customer Value Management (CVM)** were set up as a support department to provide technical and data analysis support to both of the main departments.

B2B and B2C itself has numerous wings and small teams within themselves. The key wings that can be found in both departments are: PR & Communications service, Data and MFS (Metropolitan Fiber System), Business Strategy and Strategic Projects, Mass Market, Loyalty & Partnership and Devices Business, B2B & High Value Market Development or Marketing Finance units, B2B/B2C product and marketing, B2B/B2C backchannel support office. (Banglalink Carrer/where-do-you-fit, 2018)

After setting up the system, each wing started to work toward achieving their goals. The B2C department had launched an expensive advertising campaign in the mainstream media; as well as a digital marketing campaign in internet space. The B2B department had penetrated some new markets. Their “Small office Home office” (SoHo) package had gained strong popularity among the consumers.

Both segments had also redefined their product pricing. Since the third quarter of 2017, Banglalink had the best pricing among the competitors on some of their offers. This move has seen a positive rise in gaining new consumers. Also, along with the voice call and SMS segment; data pack user base has significantly grown during these times.

At the year end of 2017, B2C and B2B segment’s investment to earnings ratio was 0.93 and 1.07 accordingly. B2B gained an impressive amount of market over its competitor. Overall, the market share of Banglalink had risen 1.3% for the first time in last 18 months.

However, although things are looking better, the marketing division has a lot of challenges to get over. The hardest challenge of them is to retain the customer they have gained. The churn rate of the customers had been very high over the course of 90 days. So, tougher battles are waiting to be fought for marketing division in 2018.

2.5 PRODUCTS AND SERVICES OF BANGLALINK

As mentioned before, the marketing division of Banglalink is basically divided into two parts; B2B and B2C marketing. Both segments provide services of their own. These services are divided into two parts: **rate plans and bundles**.

Bundles:

Banglalink provides a lot of bundles or packs that specialized to meet targeted needs for a shorten amount of time. These packs are the backbone of any rate plans for both of the segments. These bundles can be activated dialing a certain number (known as USSD string bundles) or by recharging a certain amount of Tk. (known as Electronic Voucher or EV bundles)

The details of segment wise rate plans are given below-

B2C Segment:

The product of this segment is termed as ‘above the line’ (ATL) product, meaning that these products get advertised through indirect media channels like mass media, print media, electronic media and digital media. This is the biggest product segment of Banglalink.

In 2017, the company had merged its previously scattered rate plans into a unified plan to simply the understanding of the consumers. After the redesigning the offered products are divided into 3 basic rate plans depending on the billing method and consumer base. They are-

- Prepaid
- Postpaid
- PROpaid

Prepaid:

This is the primary cash cow for the segment which has the largest base. This is the default package for all new prepaid connections. This package is known as “Ek desh ek rate”. (Banglalink Packages, 2018). The base rate plan of this product is given below-

Call type	Time window	Paisa/10 second
Banglalink-Banglalink	24 hours	22
Banglalink-Another Operator	24 hours	22

Figure 4: 'Ek Desh Ek Rate' Call plan

Postpaid:

The postpaid plan is known as “Banglalink Inspire”. This plan is billed monthly and Banglalink advertise this plan as having a ‘remarkably low call rate’. It also offers a special call rate for other inspire numbers.⁴ (Banglalink Inspire, 2018)

The rate plan is given below-

Banglalink inspire		
Tk. 0.0750/10 sec to any inspire professional group		
Call type	Time	Tariff/pulse (tk.)
Banglalink-Banglalink FNF (10 sec pulse)	10:00 pm – 08:00 am	0.1
	08:00 am – 04:00 pm	0.1
	04:00 pm – 10:00 pm	0.1
Banglalink-Banglalink non-FNF (1 sec pulse)	10:00 pm – 08:00 am	0.0165
	08:00 am – 04:00 pm	0.0165
	04:00 pm – 10:00 pm	0.0205
To other operators FNF (10 sec pulse)	10:00 pm – 08:00 am	0.14
	08:00 am – 04:00 pm	0.14
	04:00 pm – 10:00 pm	0.14
To other operators non-FNF (10 sec pulse)	10:00 pm – 08:00 am	0.165
	08:00 am – 04:00 pm	0.165
	04:00 pm – 10:00 pm	0.205
CUG professional (10 sec pulse)	24 hours	0.075

Figure 5: Banglalink Inspire Rate Plan

⁴ Known as Community User Group (CUG)

This package also has a loyalty program. The monthly loyalty discount amount is calculated based on the length of stay with Banglalink and usage per month as shown in the following table:

Length of stay with Banglalink	Monthly outgoing voice calls		
	Tk. 501 – 1500	Tk. 1501 – 3000	Tk. 3001 +
More than 2 years	7%	9%	11%
Less than 2 years, more than 1 year	5%	7%	9%
Less than 1 year	4%	5%	7%

Figure 6: Loyalty plan (*SD, VAT and SC applicable)

PROpaid:

Banglalink advertise PROpaid to be designed for the professionals of new generation. Which makes it only B2C product targeting a professional customer base specially. It provides the best value in voice and internet bundle; partnership offers and flat pay-as-you-go (PAYG) rate which makes life convenient. This Worry-free connection empowers the professional customers to seize the opportunities over challenges in daily life.

They have two types of rate plan basing on the price in this package and they are: **PROpaid 222 & PROpaid 333** (Banglalink PROpaid, 2018)

B2B Segment:

This segment's product is known as 'below the line (BTL) product. Which means these products are advertised and sold through direct communication. Banglalink has established a well networked sales force to accomplish this direct communication. This network is consisted of

Corporate Account Managers (CAM) / Channel Managers (depending on the division) and Business Development Officers (BDO) working in the grass root level under them.⁵

This segment primarily provides three types of packages basing on the customer base. They are:

- Banglalink SME
- Banglalink SoHo (Small office Home office)
- Banglalink Corporate

Each of this segment is also divided into two rate plans: **CnC (call and control) & Postpaid**. CnC is paid instantly while Postpaid has a monthly bill rate.

Banglalink SME:

Mainly targeted towards the small organizations having 10-30 persons usually. It offers one most competitive call rates in the market. It also offers special call rate for it's community users (CUG) which makes it a very attractive feature for intra businesses communication. There are also a lot of highly discounted bundles available for the customers in these segments.

Banglalink SoHo:

SoHo targets the startups and small shops around the country that consists of 1-10 people at the most. This is also the only packaged B2B product that can be sold individually. However, the individuals must need to show a trade license or any other official proof of having a business.

Like SME, SoHo also have very similar bundle plans.

Banglalink Corporate:

This segment provide tailor made rate plans and offers according to a specific company need. The company however will need to be large enough to be willing to compensate enough to go through the customization process. Almost all of the bundle plans of SME and SoHo is also applicable for the Corporate segment.

⁵ The actual sales network is more levelized; only the relevant part is mentioned here.

Part 3

My Journey in Banglalink



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3.1 TEAM BACKGROUND:

After getting selected in the Banglalink Advanced Internship Program (AIP), I got assigned to the B2B product and marketing team. This team is an integral part of the B2B department.

The team's primary responsibilities are given below-

- Coming up with new and innovative products for the B2B segment
- Working as a bridge between sales team and top management team
- Analyzing the market position of B2B products in the market on a constant basis
- Dictate the general pricing strategy of B2B segments
- Crafting a marketing strategy to promote said products

As stated above, this team's responsibilities are very strategic in nature and thus the pressure of working here is significantly more challenging to manage than in general. However, there are some very competent managers from whom I have learnt a lot.

The B2B product and marketing team's structure is given below

- Head of B2B product and marketing – Rafiq Ahmed
- SME Senior Product Manager – Sarwar Alam Khan
- Corporate Product Manager – Nayeem Reza
- SoHo Product Manager – Shafiqul Islam
- ICON & MNA Product Manager – Fida Habib
- B2B Pricing & CVM Manager – Abdullah Ibn Hossain
- B2B Data & Device Product Manager – Tashmim Islam
- Market Communications Manager – Rifat Mahzabeen

During my course of the internship, I have had the chance to work with all of them.

3.2 MY RESPONSIBILITIES:

As an intern of B2B product and marketing team, below are the responsibilities that I have had to perform during my stay:

- **Conducted User Acceptance Test for all upcoming products:**

User Acceptance Test is the last step of a product launching. In this test, I have had to put the designed product under many controlled scenarios to check the performance of the product. This test was needed to be done in both pre-live and post live phase of the product.

In order to perform this test, I had to keep continuous coordination with two of the company's teams. One of them is IN House operations team that were responsible for the implementation of the product concept into network system; And the other team was Revenue and Fraud Management (RAFM) team of the finance department who were responsible for vetting my test result and giving the final go ahead towards launching a live product into the market.

- **Worked at a Marketing Research Project:**

I have also worked at a marketing research project for SME products that was aimed to finding out customer satisfaction of their newly launched products. More details about this project will be discussed in the third part of the report.

- **Worked in the experimental B2B Telemarketing Project:**

I have worked in a B2B telemarketing project that was aimed to gain more connectivity and raise more awareness with our consumers. My primary responsibility here was to contact the customers through phone and make them aware of our running products.

- **Worked in CVM data analysis:**

This was one of my most interesting tasks where I have gained a lot of insights. I have worked with the customer value manager and assisted him in making detailed monthly analysis reports. I was also tasked with finding new discrepancies in the data by doing

detailed analysis and coming up with possible solutions. This role helped me to connect my theoretical understandings to the practical real-life scenario.

- **Miscellaneous Tasks:**

I have also prepared monthly bills for various ICON products from time to time. Also, I have done various data entry tasks.

3.3 EXPECTATIONS VS. REALITY:

I anticipated that it would be difficult for me to keep up with an MNC, as I never had any prior experience. However, in reality even though some tasks were somewhat challenging, it was quite easy for me to adjust to an MNC environment smoothly.

I expected that most of the important things related to Marketing have been taught in the courses I did for my Marketing major. After this experience I understood that There is no end to learning, as I had learnt numerous things here which I did not from any course.

I expected that I need to implement theoretical knowledge of Marketing and that most of the processes are as per the textbook theories we learnt in our courses. In reality, Theories are not applied in practical situations; however, the approaches which are more suitable to the organization are applied far more widely than those given in textbooks.

I had expected the organizational culture to be very formal and strict. To my astonishment, the culture was culture extremely friendly and informal, with a much flatter organizational structure.

Lastly, I thought that I would not learn much from an Internship, as most people say that repeatedly. However, I have learnt immensely from this Internship. I have learnt the culture and how they work, among other things, as I was treated mostly like an employee.

3.4 LESSONS LEARNT FROM THIS INTERNSHIP:

At the end of my three months Internship program at Banglalink Digital Communication Limited, I can say that it has influenced my career plan significantly. Prior to my Internship, I was somewhat confused about which career path to follow, as Marketing has a vast area of work and opportunity. However, after doing my Internship in the B2B Business Department at Banglalink, I am eager to make a successful career in Marketing and Sales. Doing the Internship here has also shown me that Marketing is actually an increasingly important part of an organization, and its demand is growing.

I have done my major in marketing because, I have always had interest in the marketing side, never thought I would have this fun working in B2B Business of Banglalink. I have realized that I can perform at a higher level than I had ever imagined. So, to sum up, I have learnt here a lot how a company compliance, ethics and brand value have played an indivisible part in overall business of any commercial organization in this time. Their working pattern abiding the company policies has helped me a lot to learn how to work ethically. This will obviously play a vital role in developing my upfront career life. Their respect for people and value proposition has taught me a lot in developing an effective career life.

Part 4

My Project: A Study to find out the customer satisfaction of newly launched Banglalink Product

4.1 RATIONALE OF THE STUDY:

Customer satisfaction is a frequently used terms that measures the customer expectation of any given product. ((Customer Satisfaction, 2018). After the introduction of new B2B products in 2017, there was no specific customer survey conducted. As a result, we could not determine the customer views on our specific products. Hence, a decision of conducting a marketing research was taken within a timeline of two weeks. This study is mostly descriptive in nature and will be written as such,

4.2 STATEMENT OF THE PROBLEMS:

After launching a batch of new products at the third quarter of 2017 and at the first quarter of 2018, analysis team had found that although the new customer acquisition number had increased at the beginning of every month in the both quarters; eventually net customer percentage had fallen significantly at the end of each quarter. The analysis team's conclusion was that Banglalink cannot retain the acquired customers.

In order to find a way to make the newly acquisitioned customers stay with the brand. A descriptive marketing research is needed.

4.3 SCOPE AND DELIMITATION OF THE STUDY:

The study was done on general accounts⁶ sold at 27th May, which was in the second quarter of 2018. The Scopes and Delimitations of the study is given below-

⁶ sim numbers (MSISDN)

Scope of the study:

A total of 450 samples were taken out of over a population of 1200 accounts using simple random sampling. A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. It is also considered to be an unbiased representation of the group. (What is Simple Random Sampling?, 2018) The market research will be done on these 450 sample to determine the reason behind customer's falling rate from a new product.

Delimitations of the Study:

For the purpose of this study, all MSISDNs were taken from only one single day to maintain a similar time period of 30-45 days. For the record, the study was conducted from 27th June to 11th July.

4.4 OBJECTIVE OF THE STUDY:

The objective of this study is to find the causes behind latest the customer fallout trend and determine the current status of relationship between the Banglalink and its customers.

4.5 LITERATURE REVIEW:

According to Galetto, Customer retention refers to the activities and actions companies and organizations take to reduce the number of customer defections. The goal of customer retention programs is to help companies retain as many customers as possible, often through customer loyalty and brand loyalty initiatives. It is important to remember that customer retention begins with the first contact a customer has with a company and continues throughout the entire lifetime of the relationship. (Galetto, 2018)

Relationship marketing theory and customer equity theory says that customers' perceptions of the intrinsic quality of the relationship (i.e., strength of the relationship) and customers' evaluations of a supplier's offerings shape customers' behavior in the relationship. (Garbarino, Ellen, & Mark, 1999)

The Survey method is the technique of gathering data by asking questions to people who are thought to have desired information. A formal list of questionnaire is prepared. Generally, a non-disguised approach is used. The respondents are asked questions on their demographic interest opinion. (Survey Method, 2018)

List of a research or survey questions asked to respondents, and designed to extract specific information. It serves four basic purposes:

- (1) collect the appropriate data,
- (2) make data comparable and amenable to analysis
- (3) minimize bias in formulating and asking question, and
- (4) to make questions engaging and varied. (Business Dictionary, 2018)

Scaling involves creating a continuum upon which measured objects are located. Nominal scaling is just used for the identification of the variables. This scaling does not have any quantitative value in terms of magnitude. Numbers used here are mutually exclusive and collectively exhaustive. (Basic Marketing Research: A Decision Making Approach, 2002) Cross sectional designs involve the collection of data from any given sample of population elements

only once. In single cross sectional design, there is only one sample of respondents and information obtained from every sample only once. (Basic Marketing Research: A Decision Making Approach, 2002)

Descriptive research is a predetermined and structural type of research design from where the researcher can get statistically inferable data for the problem. The main concept for using this research is to understand the opinions, thoughts, and attitudes held by a group of people on a given topic. In this research, responses are grouped and scheduled at the questionnaire for getting a statistically measurable finding. It is a conclusive type of research. (Team, 2018)

4.6 METHODOLOGY OF THE STUDY:

Single cross sectional designs were used to collect the data from the 450 samples taken out of a population of 1200. The data collection was conducted by making live phone calls to the customer.

We had used nominal scaling system to measure the data. Each number was connected with these below factors-

- Reach Status: Reachable=1; Non-reachable=2; didn't agree to the survey= 3; switched off =4; not received =5
The status of the calls.
- Awareness of the sold package: Yes= 1; No=2
This factor checked whether the customer knew they are using a B2B product.
- Purchase knowledge: CAM/BDO=1; Individual=2; Other= 3
How did they come to know and bought this package?
- Product Detail: yes=1; no=2; don't remember =3; other=4
Whether the customers know the detailed offer of the products.
- Usage of extra Banglalink Sim in last ninety days: yes=1; no=2)
Whether the customer used any other Banglalink sim or not in last ninety days.

- Daily average call count:
Number of calls that are made every day using the newly launched sim

After the collection of the data, necessary calculations were made using Microsoft Excel.

4.7: QUESTIONNAIRE SCRIPT:

Assalamu Alaikum Sir/Madam,

I am calling from Banglalink. Could I talk to you for a moment? We are running a survey to increase the satisfaction of our customers. If possible, we would like to ask you some questions regarding it.

(If the consent is given, the below questions should be asked)

1. Sir, are you aware that you are using SME package? (determining “Awareness of the sold package”)
2. How did you come to know about this package? (Determining “Purchase knowledge”)
3. Did the salesperson / Point of Contact give you any detailed information regarding the offer? (Determining “Product Detail”)
4. Did you use any other Banglalink sim in past 3 months? (Determining “Usage of extra Banglalink Sim in last ninety days”)
5. Since the day of activation, approximately how many calls do you make on a daily basis? / How frequently do you make calls? (Determining “Daily Average Call Count”)

Thank you very much for your patience. We are grateful for your cooperation.

4.8 ANALYSIS AND INTERPRETATION OF THE DATA:

The data found from the survey after doing the computation is give below-

Reach Status:

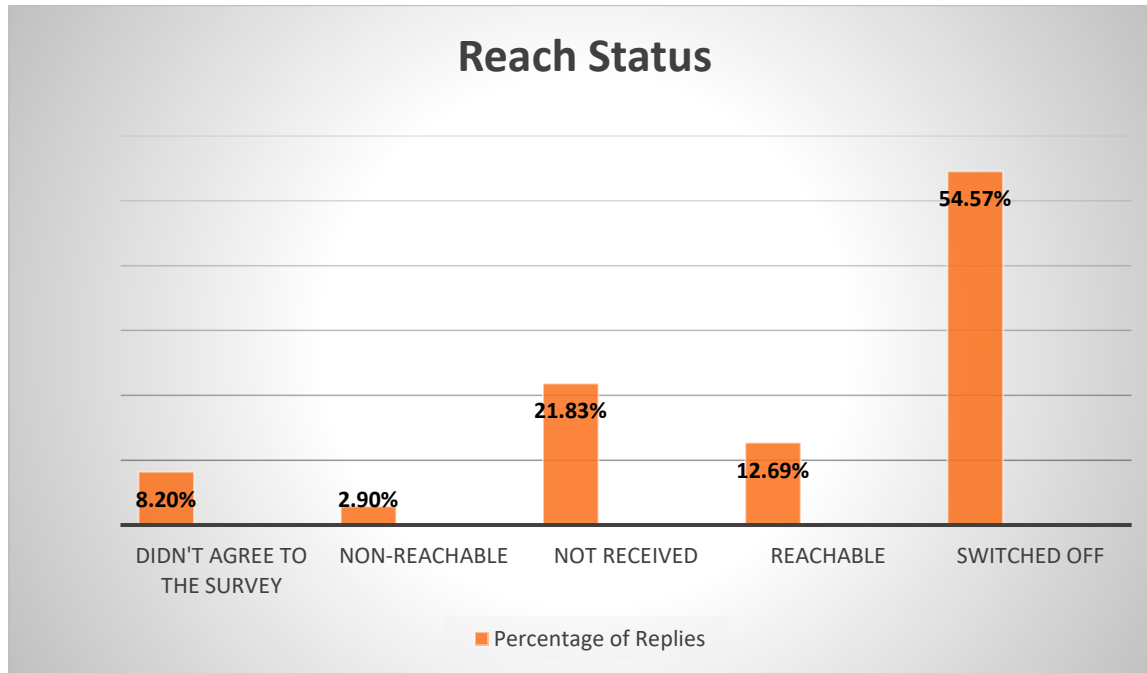


Figure 7: Reach status of the phone calls

As per the provided data, we can see that, 12.69% calls were reached and agreed to take part in the survey while 8.20% did not agree. 23.9% calls were not received and more than 54.57% calls were switched off.

Interpretation:

More than 50% users are likely falling from the package within 30 days.

Awareness of the sold package:

In the survey out of the reached calls 70% of the samples said that they are aware of the packages that have been sold to them. In other words, 70% of the customers at least knew what sort of Banglalink sim they are using.

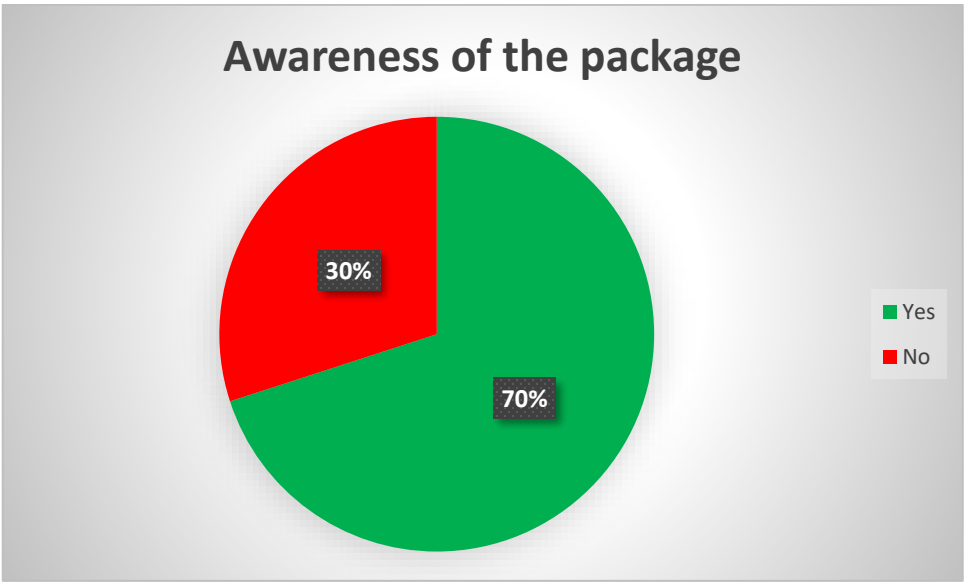


Figure 8: Awareness of the package among the samples

Interpretation:

This outcome ensures that the root level sales force (CAM/BDO) are accomplishing their basic objectives.

Purchase Knowledge:

According to the respondents 68.42% of them come to know and bought this package from their CAM/BDO for business purpose. Other 28.07% of the respondents come to know and bought this package individually and other 3.51% don't remember that at all.

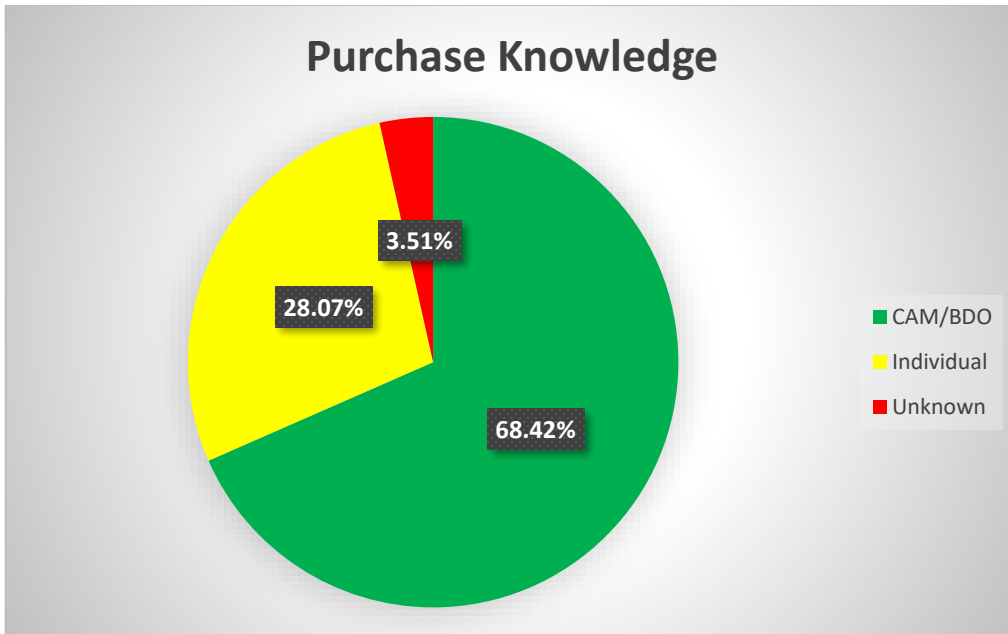


Figure 9: Purchase Knowledge regarding the origin of the product

Interpretation:

This result determines two things:

- Whether the BDO/CAMs are doing their jobs successfully &
- Whether the sims are being bought for individual or business purpose.

Here, the sims that are being sold by the BDO/CAMs themselves or people applying individually to BDO/CAMs has the most chance of being used for business purpose as intended.

According to the result data, we can come to the conclusions that at least close 97% of the sims are being sold through following proper channels. 3% of the sims however, are likely being sold against company policy to boost up sales numbers by the sales force.

Product Detail:

When asked if they had known the full details of packages specifically designed for B2B sims that they are using. 67.86% of the sample has said yes, with 23.21% no and rest 8% with not knowable and other reasons.

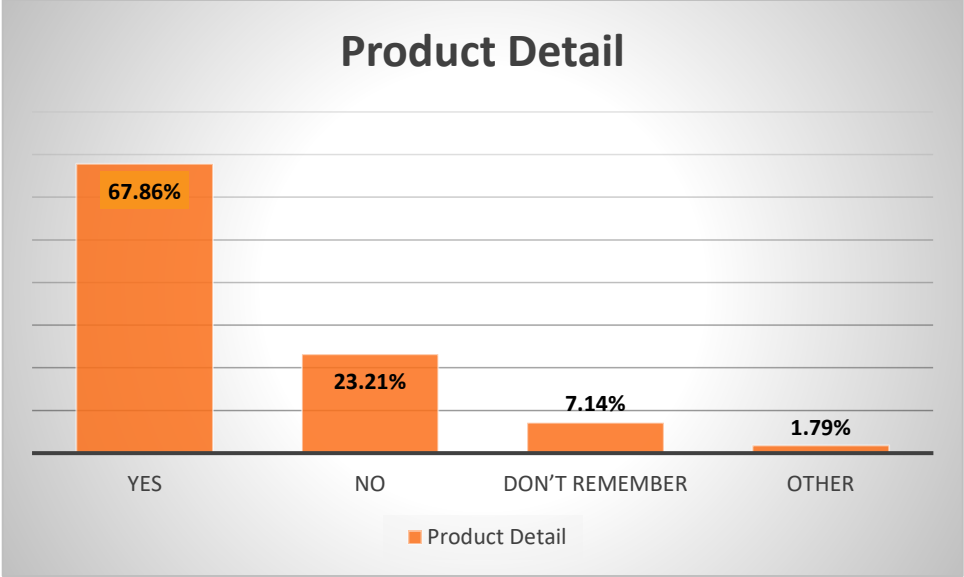


Figure 10: Product detailed knowledge among the new customers

Interpretation:

About 23% of the users still are not aware of the extra benefits of the packages. This is reducing the potential market reach for the bundles and packages that are made for the B2B segments. More marketing steps are needed to reduce to decrease this gap.

Usage of extra Banglalink Sim (Last 90 days):

This question was asked to check the popularity of Banglalink sims apart from B2B segments. Almost 51% had said that they didn't use any other Banglalink sim other than the new ones in last ninety days.

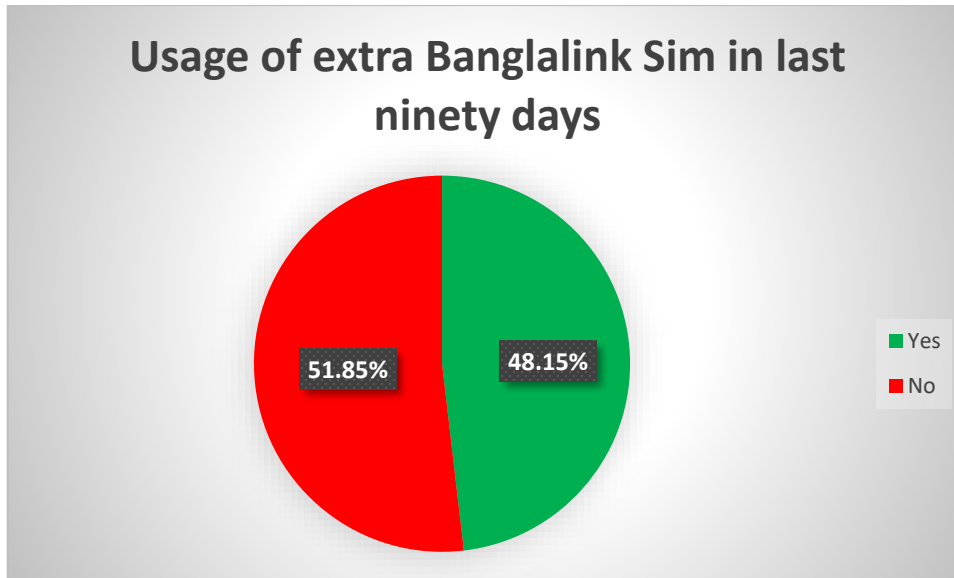


Figure 11: Usage of extra Banglalink sim among the customers in last 90 days

Interpretation:

This analysis indicates the lack of Banglalink's popularity outside its B2B segments. Basing on the outcome, Banglalink should also design their next packages giving off-net calls and SMS more flexibility as clearly the market makes more off-net calls than on-nets.

Daily Average call count:

This factor indicates the daily average call each sold sims make. This will help the product managers to get a good idea to determine how many minutes the potential customers make each day. We have found that around 61% persons make 1-10 calls on average per day while 3% makes more than 40 calls and almost 15% makes no calls daily on average at all.

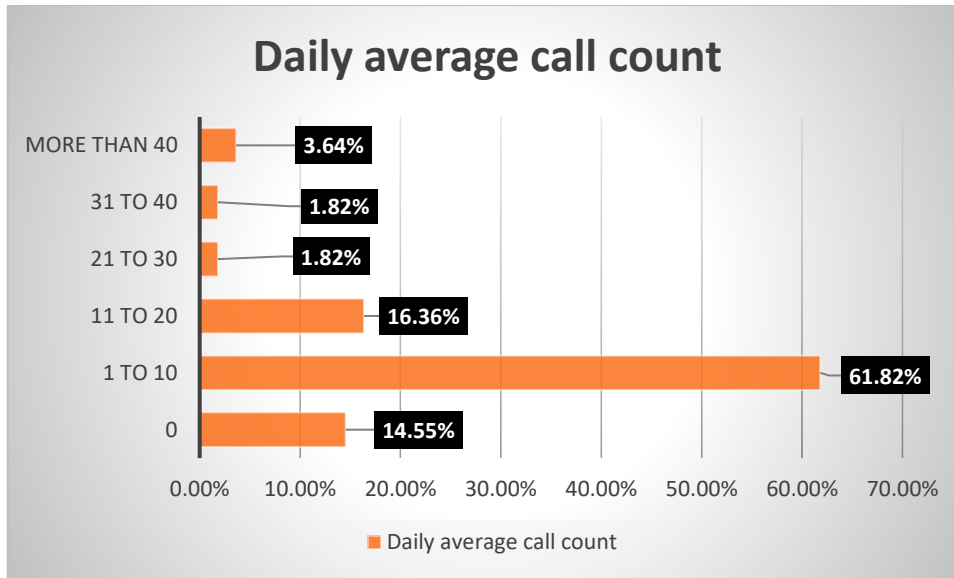


Figure 12: Daily average call count from each sold sim

Interpretation:

From this data we can identify the average, moderate and heavy users of Banglalink sims. the average 61% customers make 1-10 calls a day whereas the around 3% heavy users make 40+ calls. And the moderate customers make up for 3.6% of the whole base making 21-40 calls on average. Depending on this value. Banglalink can segment their offers targeting these separate user classes.

Also, the 15% of samples that makes less than 1 calls on average daily has been tagged as primary data users. Deeper investigations have shown that most of people on this group have purchased the sim for using data as a cheaper price. Separate segments of products can also be made for this class.

4.9 FINDINGS OF THE STUDY:

As stated before, the one of the main objectives of this study is to find out the proper reason behind the latest customer fallout of B2B segment by finding out the reasons in a survey among the new customers. The key findings to determine a decision fulfilling this objective is detailed below-

- From reach status we have seen that at least 50% of the customer is leaving Banglalink at the end of first thirty days. This proves that the customer fallout trend is still very strong and therefore a large number of the sold sims have already failed to create sustainable customers. This confirms that the current retention rate of Banglalink is significantly poor and needs urgent attention.
- The root sales force consisting of BDOs and CAMs is doing their job fairly well. Considering that the sims that have been able to retain their customers are usually well taught about the details of the sim type and product detail in average as we can see that around 70% of the customers are well aware of the details. However, this also brings the performance of the product team into the question because although having a good awareness of the product details the customer is not attracted enough to them to use them as required.
- This gap between understanding the customer needs and company designed products can be reduced by the analysis of factors like daily average call count and usage of extra Banglalink sims. To exemplify, based on the findings on these factors the product manger can design their product of allow for more off-net calling and setting proper minutes counts in the bundle for it's average, moderate and heavy call users.

Lastly, basing on these primary findings further exploratory researches can be undertaken to understand these identified issues in a deeper level. Such studies will further improve the customer understandings of Banglalink and therefore improve its customer retention rate.

4.10 RECOMMENDATIONS:

Firstly, from the survey, it is found that the numbers which are not in service or switched off mostly varied on a region basis. There are some regions where their customers might not be satisfied with the product. Banglalink should try to find out the reason behind dissatisfaction of their customers and they should try to solve if there is any problem found regarding the calling network issue or even the data connection problem.

Secondly, it has been found from the survey result that most of their customers were well aware of the package that they using but still there were significant number of customers who do not have the purchase knowledge. Banglalink should increase their advertisement for their B2B product so that their potential customers will be aware of the package (B2B product).

The Third recommendation is that the salesperson/point of contact should inform the product detail properly to their customers regarding the offer and bundle details they are getting with the product. So, their customers would be able to decide which bundle they are going to use considering their usage amount. Banglalink should take this point into their active consideration.

Another recommendation would be Banglalink should focus more on how they are going to retain their existing customer rather than acquiring new customers. According to the survey it has found that Banglalink successfully acquire large customers group who are not using any other Banglalink sim for last couple of months. They need to retain these customers by introducing exciting regular offers and bundles.

Lastly, Banglalink should put their careful consideration regarding the SME internet data packages. Because it has been found from the survey that some of their customers are using this SME product only for internet purposes, as was seen in the daily average calls. So, to retain those customers Banglalink need to introduce new bundles and offers with extensive data pack.

5. CONCLUSION:

Banglalink Digital Communications Limited is one leading telecom companies in Bangladesh. They have earned this reputation in the market by providing premium quality of products and services. Lately, the journey has not been very smooth for Banglalink Digital Communications Limited as they are struggling to gain greater market share in the industry. Currently they are just focusing to build strong 4G network in some prominent cities of Bangladesh and Dhaka metro, which clearly states that they have lots of works to do for making their business sustainable in Bangladesh. On the brighter side the sales force of Banglalink Digital Communications Limited is becoming stronger gradually. Banglalink Digital Communications Limited is a very compliant company and follows all the rules and regulations of the telecom law of Bangladesh. Within the barriers of those rules and regulations Banglalink Digital Communications Limited is engaging more and more with mass people and trying to communicate with them by conducting numerous similar projects as was described in this report. The premium segment of mobile phone user has deliberately started to switch from other brands to Banglalink Digital Communications Limited. It trying to provide a great experience to their customers.

Personally, for me the opportunity of doing my Internship at Banglalink Digital Communication Limited has proved to be an amazing experience for me and has definitely given a shape to my career plans. This has allowed me to achieve a hands-on experience about the different Marketing tools, strategies and has helped me to get familiarized to a Multi-National Company's culture. While working at Banglalink, I developed my communication and interpersonal skills, and had the chance to know individuals from different designations, departments and divisions, and learned about professional etiquettes as well, which is far beyond the contents of text books. This Internship program has enabled me to clearly recognize the differences between the theories I had learned and the practical approaches that are utilized. The overall experience has also helped to develop my practical knowledge and assisted in personal growth. The lessons, encouragement, advice and the friendly approach of my superiors have made me feel like a part

of the organization and motivated me to work harder. To be a part of the Banglalink family has been a great and welcome opportunity for me.

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