

Report On
“Operations in the back office for sales force in
Banglalink Digital Communications Ltd”

By

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An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
2nd January 2020

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Dr. Md. Mamun Habib
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Subject: Submission of Internship Report

Dear Sir,

With humble Respect, I am submitting my internship report on “Operations in the back office for sales force in Banglalink Digital Communication Ltd.”. I feel really great to present this report before you. It was a 3 months period of internship, from 11th September to 10th December. I worked under the Enterprise Business Department. I have learnt the activities of the sales force in the back office and earned practical knowledge about various things through this internship period under the supervision of MD. Rafiqul Alam, the Head of Enterprise Operations. I worked very hard to go into the core part and into the depth of the topic which can help me to make the report more reliable and meaningful.

I sincerely hope that my effort will meet all your requirements and it would be an immense pleasure for me if you find this report useful and informative. I will be available at all times to provide further clarifications if needed. I would like to thank you for your guidance and cooperation.

Sincerely yours,

Syeda Aftina Kabari Mou
Student ID: 15304008
BRAC Business School
BRAC University
Date: 2nd January, 2020

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to Almighty Allah. Without his blessings I will not be able to submit this report successfully within the specific time duration. Furthermore, I am grateful to my parents for supporting me throughout my journey.

I would like to express my special gratitude to my academic supervisor Dr. Md. Mamun Habib, Associate Professor of BRAC Business School for providing me with the opportunity to do my internship under his guidance. I am grateful to him for his patience, support and guidance. Without his encouragement it would not have been possible to prepare this report.

Last but not the least my heartiest thanks towards MD. Rafiul Alam, Head of Enterprise Operations in Banglalink Digital Communications Ltd. I am grateful that he helps me to understand the activities of the organization and provide me the information which I need to complete my internship report successfully.

Executive Summary

One of driving Telecommunication Companies in our country is Banglalink Digital Communications Limited. It is a subsidiary of VEON which began its journey in 2005 and caught second most market share of the overall industry. Now Banglalink is in the third position. Among all contenders, Banglalink has demonstrated its fruitful position in the Telecommunication industry and has captured a large customer sector with its innovative products and services. In the organization all the employees have equal rights to share their values and ideas. In this report, I have explained about the organization outline concerning a brief depiction of the organization profile, different departments, its important parts and achievements. Afterwards, a general explanation about my exercises all through my internship period has been demonstrated. During my internship period I had to work with the back office team in the Enterprise Business Department and was assigned to support corporate sales team with all kind of help and information. My job was to find out SAF copies and had to reserve SIMs for CAMs. My contribution to their ERM project was also significant, where I had to arrange all the interview session and sorting out the candidates CVs. Apart from these, my assign works were to call for meetings and arrange the meeting room, organize events for contract signing ceremony, prepare presentation, and send any notice from BTRC to the CAMs. Then in the main part of my report, a brief discussion about the operations in the back office for the sales force is explained. This is basically an overall description regarding their way of conduction of the operations, their maintenance of a sequence in their work process and their activities which were related to the organization. Furthermore, the process of their dealing with the huge traffic and solve customers' problem quickly was decoded. Description about the BTRC project is explained briefly in my report. During my internship period I had noticed some problems in the back office team for which some recommendations for sorting out the problem were proposed by me. The back office should take into consideration and implement likewise.

Keywords: Operations; Back Office; Corporate Account Managers; BTRC; ERM Project.

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Chapter 1

1.1 Organizational Overview:

Parent Company

VEON is the parent company of Banglalink Digital Communications Limited. VEON, known as **Vimpel Com Ltd.**, located in **Amsterdam, Netherlands**. It has huge number of subscribers with 241 million customers and they secured ninth position as the largest mobile network operator in the world. Though more than half of the company's revenue comes from **Russia**, their main operations runs in the regions of **Asia, Africa and Europe**. Moreover, **Beeline, Kyivstar, Djezzy, JazzPakistan and Banglalink** etc are the prominent brands of VEON.

VEON has a target of making a better future for their clients, employees and networks. It gives essential communications and computerized services to 210 million clients in ten nations which have developing financial aspects, populations and dispensable salaries.

With the point of growing progressively productive supportive network, they are extending their system foundation, turning out new customer commitment stages and utilizing innovation to improve the client experience. Likewise, they are quickening local-based digital services to improve access and commitment for all.

So as to amplify their investor returns, they are moving to long haul development from capital investment by decreasing operating cost in their growing markets.

With the huge activities and obligations, VEON is focused on the supportability, safe tasks. Their worth based assistance attempts to pick up trust by building up a dependable and feasible business that advantages the clients, workers, networks and investors.

1.2 Banglalink Digital Communications LTD:

One of the biggest achievements for Bangladesh was declared as a developing country in 2018. In the last few years the telecom companies in Bangladesh has developed a lot. In the telecom industry of Bangladesh, Banglalink is the 3rd largest cellular service provider (Wikipedia). Firstly they named their company as Sheba Telecom (Pvt) Ltd. then they changed it to Orascom Telecom Bangladesh Ltd. At last they have fixed their name to Banglalink Digital Communications Ltd. (Wikipedia). Banglalink always target different market segments and has been launching revolutionary products and services from the outset. With time, they continue to improve their network quality and have generated broad distribution across the world. They have also been supported by their committed customer care service to achieve their targeted place and over time established a strong brand.

Grameenphone and Airtel are the two main competitor for Banglalink. With their profitable offers, Banglalink has captured a largest client sector and customer's satisfaction. All the delegated departments work for the company's continuous enhancements. Banglalink currently has more than 32,356 million subscribers. Banglalink 1st started their number series with "019" recently they have another different selection series that starts with "014." Furthermore, they have modified the thought of mobile from luxury to necessity. Moreover, Banglalink's company offices area situated around 62 districts where they follow all the code of conducts of VEON. The Head Office of Banglalink Digital Communications Ltd is called as Tiger's Den that's found at Gulsan one in capital of Bangladesh and there they have several departments to require care of their medium service promptly.

1.3 Vision of Banglalink:

To understand people's desires in an exceedingly higher method and develop applicable communication services to boost people's lives and build it easy." All their goals and methods have supported this vision. Banglalink persistently works for their customers to meet their desires and for a nonstop improvement for customers' higher experiences.

1.4 Mission of Banglalink:

Their main goal is made such a way, that they can achieve their vision. Every mission is separated into two sections, for investors and for clients.

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

1.5 Core Values:



Figure 1: Core Values of Banglalink

1.6 Product and Services:

Banglalink Digital communications LTD. have differentiated the product reckoning on the approach to life and social status. Banglalink and ICON are the two types of product of Banglalink Digital communications LTD. where ICON is for the premium customers and Banglalink is for the mass people.

- ❖ **ICON:** ICON is a telecom industry like other telecom industry, which is particularly for the high society individuals; who have high social class. The brand isn't advanced broadly in light of the fact that they are focusing on modest number of customer. Banglalink Digital communications LTD. has unique power to keep up this ICON administration. This ICON service begins from 3500tk every month and clients get additional benefits and limits.
- ❖ **Banglalink:** This is the fundamental offers of the organization, here customers get prepaid, postpaid, and offers of Priyojon program. All the Banglalink bundles can be tweaked relying upon the client request. Priyojon program is fundamentally the loyalty program. Clients who are with Banglalink for quite a while get this current program's facilities. Banglalink has few parts in the services, similar to Silver, Golden, and Platinum. Contingent upon the utilization client can pick their number and services.
- ❖ **Services:** Banglalink gives 4G, 3G, Internet, Value Added Service (VAS), Mobile Financing Service (MFS), International roaming client can remain associated anyplace in the world by this administration. Value Added Service has three pieces of use, Entertainment based; Information based and calls the board based. Mobile financing gives excellent transaction service. Value Added Service likewise gives the chance of mobile financing yet in extremely constrained manner. Mobile financing gives excellent transaction service.

1.7 Management Team:

Around 1300 permanent people and other contractual and vendors work under Banglalink Digital Communications Ltd where they maintain flat hierarchy layers to reduce bureaucracy. Eric Aas is the CEO of the organization, under him are CXO assigned to specific division. In Banglalink I was placed in the Enterprise Business Department, which is headed by Rubaiyat Islam, the head of director of Enterprise Business. Rafuqul Alam is the Director in that team also he was my line manager during my internship period. I also work with different team members for the BTRC project.

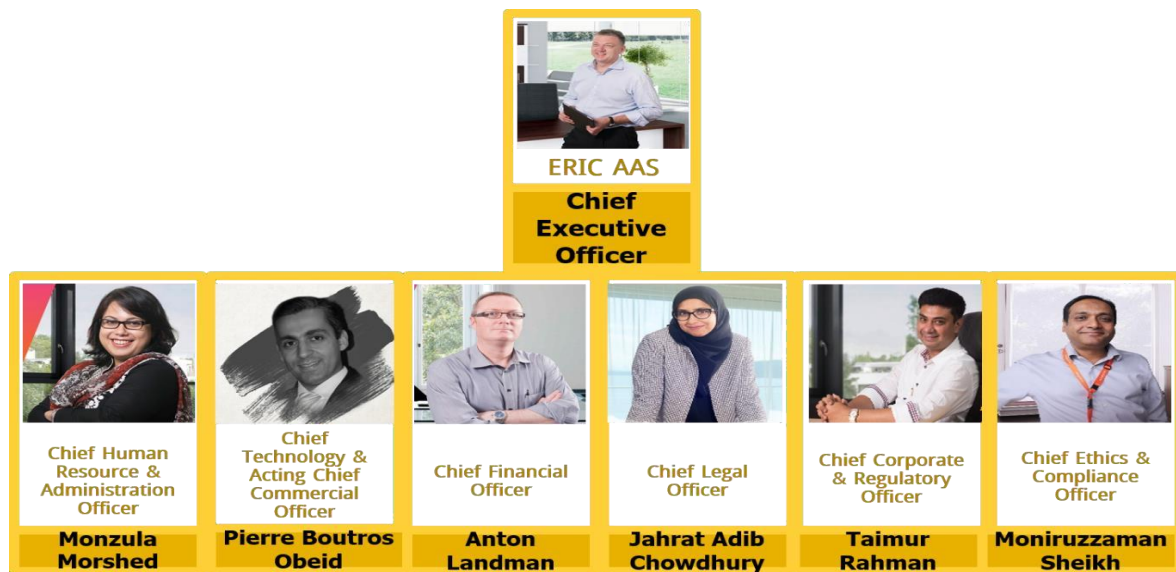


Figure 2 Management team of the organization

1.8 Milestone of Banglalink:



Figure 3 Milestone of Banglalink

1.9 Values:

Customers Obsessed:

- They have a passion for their clients, clients are at the core of all that they do.
- They can settle on troublesome decisions when they know it's in their client's eventual benefits.
- They watch out for their rivals yet the clients are constantly front of mind.
- They are driven by their client knowledge - all their computerized advancements are a result of customer's needs.

- They never stop. They are continually moving, searching for the following troublesome advanced thoughts.
- They are adventurous for attempting new things.
- They are constantly determined by a reasonable client need and they are quicker to put up new advanced service.
- They are energetic about making their own way.
- They have a proprietorship attitude, exhibiting passion and accepting duty of the business as though it their own.
- They are dynamic and like to push limits and investigate what's conceivable.
- They are not kept down by a dread of failure and are continually hoping to grow new things.
- They show others examples that they do what they state they will do.

Chapter2

2.1 Experiences in Banglalink Digital Communication:

Being an Intern in Banglalink Digital Communication Ltd., I got the chance to polish my skill and gain knowledge about communication and behavior process and have practical idea about corporate work life. On 11th September I have joined Banglalink Digital Communication Ltd. as an Intern and my journey last till 10th December, 2019. During this 3 months of internship journey my main work was to help the Enterprise Business (B2B) department with the “Back Office” team, their main work was to support the sales force. The situations which were created during my work was helped me to boost up my practical knowledge. In this department there are numerous works need to done when selling, my group was answerable for each one of those sort of works. My line manager (Mr. Rafiqul Alam) in the organization was the back office team head in Enterprise Business and the Head of director in Enterprise Business Department was Mr. Rubayat A Tanzeen both of them guided me in all type of circumstance. I explicitly worked with Mr. Shamim Ur Rashid-activity who was the arrangement senior manager.

My special contributed for the activity and arrangement in the back office for the sales force was significant. My work was to find out SAF (Subscriber Account Form) copies for the sales people every day from the system. Specific people were assigning for this task as it is not possible by all to access few systems in the organization. All the corporate customers' accounts have a record in the system called MSISDN and POS. So for any customer related query, sales people asked help to find out the customer information and for that I had to find out those SAF copies. Not only for the sales people need but also for research and updated records I had to find out 1000 corporate customers information and list down in an excel file.

Furthermore, every day by using different type of mother numbers and child numbers a large portion of number packets in the system were created by me. Corporate numbers are basically under one mother number- who is the main authority of taking the numbers for their company, other numbers are called as child number and these are the employees of that organization who use the number. This is a work to update the list of corporate account numbers that have in Banglalink Digital communication ltd.

Sales force sell the numbers then they give the number list to me , my work was to updated those numbers then send the list to the Data Management team for vetting the numbers. Only after

vetting the numbers, sales people get their payment percentage and bonus. Any mistake could lead to negative consequences for the sales people.

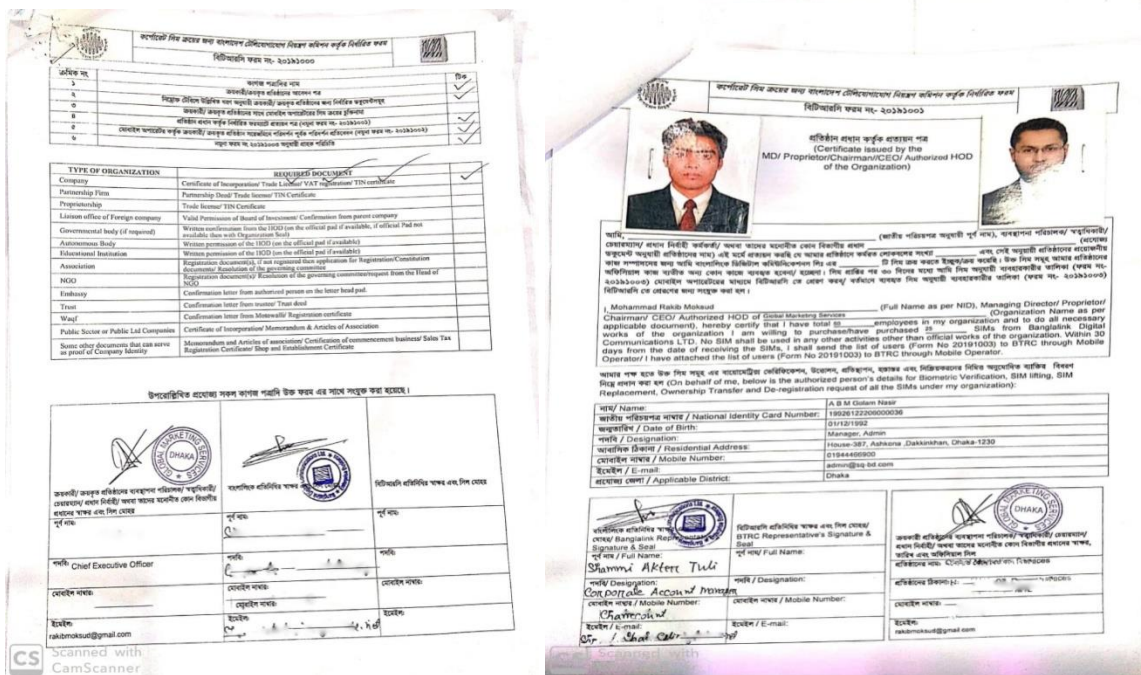


Figure 1 BTRC Documents

All the Corporate Account Managers submitted their BTRC registration to me and after listed down all the information in the tracker and noted down the informations my team helped me to send those documents to the CORA team which is located in the 7th floor of Tigers' Den. After check back when CORA team send those documents back to the back office, I send those documents to BTRC for the final submission.



Figure 5 SIM Before Distribution

As being the only intern to that department, there was huge pressure of works. Not only these works but also my work was to make reports before any particular meetings of Back Office. My main responsibility was to help my supervisor with all the works he does. Every day a bulk amount of SIM numbers and SIM serials was provided by me to the sales force and the activation team; after my reservation, activation team activated the numbers.

Before conducting any meeting of my team my work was to find to the availability of the meeting rooms and book those rooms for meeting. Moreover, I had to call sales people for any further query of corporate customers and vice versa they also called me for any query. Later I was assigned as a volunteer for the final stage of Ennovators 3.0 – Banglalink’s flagship Digital Ideation Competition, a career building opportunity for young minds of Bangladesh. Three teams were selected for the final round and top two teams will be allowed for direct entry to the third stage of the SAP program.



Figure 6: Final Round Ennovators 3.0

Chapter 3

3.1 Background of the report

The telecom industry encounters quick development regarding number of endorsers and remarkable subscribers. Toward the finish of 2017, Bangladesh has become the fifth biggest versatile market in the Asia Pacific and ninth biggest in the world, with 85 million remarkable mobile subscribers. Supporters owned an average 1.7 SIM cards adding up to an all-out 145 million associations and representing connections penetration of 87%. It is normal that throughout the following ten years, improving affordability (driven by falling cell phone costs, more noteworthy system inclusion and technology advances (through the dispatch of 4G services) would empower Bangladesh's change to mobile broadband advances to accelerate out to 2025.

The challenge among significant Telco organizations is ascending at a more prominent rate. All these requires a proceeded with investment and maintenance of the mobile operators. Undertaking new and effective strategies and upkeep and controlling of the present condition is additionally significant. Both present and future procedures need inside and out perception and supervision.

No other departments can contribute much than Sales department. If sales department did not complete their task properly than the overall working process will be declined. If sales decrease the profit line will also get harmed by the situation. In order to maintain a proper sequence in the sales activity, the back office always keeps supporting the sales team with their operation. So coordinating in the work process in the back office is very important for having a upwards profit line.

3.2 Origin of the Report

I have prepared this report for BUS400 Internship which is the very last course of BRAC Business School. It was my pleasure that I have successfully completed my three months of internship journey under one of the largest telecommunication companies- Banglalink Digital Communications Limited. In this report I am going to give an overview about the operations

which is done in the back office for the sales force in Banglalink Digital Communications Limited.

3.3 Objectives of the report

The objective of the report is to analyze how the back office in the sales force help Banglalink to have a smooth work process in the sales activities and how their activities help Banglalink to have a upward profit line.

3.4 Methodology

In order to complete my final internship report based on my three months internship experience I have used two types sources for gather data. Those are:-

Primary Source: Primary source is very essential because it helps to have the real information from the experts. I have collected information from my line manager. I have completed my internship under his guidance. Furthermore, I have used my own desk work experiences and internal Server of Banglalink.

Secondary Source: For any report the secondary source is as vital as the primary source. I have used Banglalink Digital Communication and VEON website also I have used data from different articles which is based on the activities of the back office of any telecom industry. These sources gave me a clear idea about my topic.

3.5 Scope of the Study

Banglalink gave me a total image of the organizational structure and culture. Without a doubt, it is fun and an immense learning opportunity meeting new individuals and knowing their experience there. While working in the back office for the sales force in the Enterprise Business Department helped me enlighten to so many new things. Every single experience made a noteworthy effect on me and molded my attitude and conduct. Additionally, the soft skills I have gained by working there will most likely help me developing effectively as a knowledgeable individual and help me in my upcoming profession life. This work experience has helped me to all the more likely comprehend what working in an office-based condition resembles.

3.6 Limitations

Data on the telecom business is rare and therefore difficulties have to be dealt with while writing this report. As Banglalink has confidentiality policy I did not have access to all the files and folders and I have very limited scope to reveal much information in this report. Secondly, I was not allowed to be participating in the confidential work in the back office. For the security purpose they hide much information from me. For that reason I could not add all the information regarding the activities of the sales force. On the other hand, there is not available information in the website with reference to this topic as the Telco industry does not reveal how they work. Therefore, this emerged as a big challenge to conduct the collection processing of information and report writing.

Chapter 4

4.1 Literature Review

Telecom industries in Bangladesh are facing a big change in their market role. Customer's behavioral patterns are changing because of all the facilities including the advancement in the technology and good broadband coverage. Customers are adopting new services and different ways of communication offered from the Web world, which is not possible to provide from traditional telecom networks. All the telecom industry in our country want to do better in the telecom field than others. For that reason they come up with better idea and increase the service quality for their customers. Back office productivity and benefit regularly go connected at the hip, particularly for telecommunications organizations, a considerable lot of which are responsible for serving a huge number of business clients, at the same time exploring irregular industry shifts.

Over the coming years, the telecommunications sector will encounter a few significant shifts, most strikingly the solidification of wearable innovation and the internet facilities. To get ready, transporters should tighten their foundations to deal with expanded assistance requests and a deluge of new devices. Those that can eventually make the essential back office changes and embrace progressively automated systems are in for genuine development.

Fortunately, there is an assortment of accessible arrangements that permit telecom organizations to actualize progressively effective back office procedures and make enhancements in operational regions key to supporting expanded customer volumes and device support needs. Back office in Enterprise business department at Banglalink Digital Communications Ltd. connect all other departments and support them to make their work process facile.

4.2 Activities in the back office

The work of the back office in Enterprise business department at Banglalink Digital Communications Ltd. is very important to maintain a good workflow in the sales activity. Back office mainly supports the sales team. They perform different type of tasks. For instance IR Bill/Activation, Auto Bill Activation, Sim Replacement, Sim Inventory, Corporate Activation (Support), Virtual Contact Issue maintain, Handset Due Follow Up, Icon Migration, Corporate

Migration, Sim Distribution (Support), Handset Due Follow Up, Problem Solving & Corporate Query, Test SIM Activation, MNP Activation, Pool Phone Activation, Corporate Activation (Data, POS), Icon Activation, Corporate SD/ Limit Update, IUC Virtual Update, Gift maintain, Event Related Task, Corporate IR Bill, SME & SOHO Query, Locker maintenance, Stationary Maintain, Dispatch, Compactor Maintain, Cash Management, Biometric Device Related Issue Solving, Team Claim (SME, Corporate, SOHO), User Access for SME/ Email Creation, Database maintain, New Joiner access, HR Related Task (Database, Line Manager & Others), Email Group Creation, Compliance Department, Commission, Handset Due Follow Up, Corporate Activation (Support) etc. In the Enterprise business department they have divided their employees into four groups so that they can divide all the works among four groups and have less work pressure to the team. All the teams play their role perfectly. The name of the first team is the BTRC Documentation teams another one is the ACTIVATION team, third one is the Service Solution team and the last one is the Device Distribution team. Each team follows a different work process for fulfill their task. Each week they have submit a weekly report to **Mr. Rubayat A Tanzeen** who is the head of the Enterprise business department.

BTRC Documentation Team:

All the customers have high level of confidence in their telecom industries. In order to provide a secure transaction and a standard service Government gave notice to all the telecom industry to have all the recordings of not only the POC but also all child numbers. Enterprise Business Department made all the portfolios of the Corporate Account Managers (CAMs) and assigns them with different organizations. After that CAMs visit to their selected organizations and convince them to choose Banglalink Digital Communication LTD. instead of other telecom industries.

When any company successfully convinced and decide to use Banglalink's Sim for their organization then CAMs send their ERO or ERM to collect all the details of the POC and all the child numbers. With the dial list they also collect other documents like the NID of the POC, Value Added Tax, Income Tax, Trade License of the organization and the agreement between Banglalink Digital Communication LTD. and the organization. In the very first page there is a check list where CAMs give tick sign in the right place. In the first page mainly there has different types of company name and the name of all the supporting documents and in the last part of that page there has section for the details of CAMs and the POC of the organization.

Moreover, in the top side of third page information like the company name , number of employee and number of sim cards mentioned. One person cannot take more than 5 numbers and if there has any repetition of any data then BTRC team delete that data from the list.

ক্রমিক নং	ডায়েরী নম্বর	ব্যক্তিগত নাম	পদবী	ফোন নম্বর	পদবী
১	01944469000	A B M Golam Nasir	Manager, Admin	190061222000030	
২	01944469001	Ms. Shariful Alam	Asst. Manager, Distribution	1902261323000037	
৩	01944469002	Ms. Hasibur Rahman	DDM, Operation	0120804118000	
৪	01944469003	Ms. Rajat Hossain	Territory Sales Executive	1903191091000109	
৫	01944469005	Ashim Kumar Mito	Manager, Accounts	8210757833793	
৬	01944469006	Burton Chandra das	Manager	2056827767390	
৭	01944469010	Ms. Masud Rahn	Regional Sales Manager	1918418182452318	
৮	01944469011	Ms. Ishay Mia	Asst. Manager	1910512287185	
৯	01944469012	Ms. Saikat Hossain	Territory Sales Executive	2011038708824	
১০	01944469013	Jahara Hahn	Area Sales Manager	1900461849000107	
১১	01944469016	Abdulah Al Mamun	Territory Sales Executive	19004114785000206	
১২	01944469018	Ms Zubair Hossain	Territory Sales Executive	19148824359	
১৩	01944469020	Chaman	Team	8022027188	
১৪	01944469026	A B M Golam Nasir	Office Hotline	19006122200000036	
১৫	01944469028	Ms. Rajen Mah	Territory Sales Executive	505544028	
১৬	01944469030	Ms. Zakara Hossain	Territory Sales Executive	2852091093	
১৭	01944469031	Ms. Tanjuda	Area Sales Manager	1910811801930	
১৮	01944469032	Jahedul Islam	Office Assistant	181402000799	
১৯	01944469033	Rhynul Islam	Area Sales Manager	821136080209	
২০	01944469034	Ms. Nazim Islam	Area Sales Manager	1900081292627446	
২১	01944469035	Binul Tekader	Service, Engineer	190351952000037	
২২	01944469036	Ms. Mahtabul Islam	Area Sales Manager	5618711778281	
২৩	01944469037	Ms. Islamul Hossain	Area Sales Manager	1901851730000116	
২৪	01944469038	Ms. Aabuzzaman	Area Sales Manager	1810781791819	
২৫	01944469039	Muhammad Nasrul Islam	GM, Sales	2405682338	

Figure 9: BTRC Document Page 20191003

After that CAMs attached all the supporting documents with the BTRC main doc. collecting all the documents EROs and ERMs give those documents to their CAMs and CAM go through those documents and check whether all papers were collected or not.



Figure 10: BTRC Supporting Document (NID of POC)

Then CAMs submit those documents to the back office BTRC documentation team. The Interns and the supporting employees of the BTRC documentation team received those documents and check whether all information was there or not. Some members in this team input the details of the entire BTRC document in the Tracker.

Company Name	TL	CAM	Filled up BTRC Form (20191000,20191001,20191002) (Ready/On)	VAT Registration (Ready/Not Ready)	Trade License (Ready/Not Ready)
BKASH LIMITED	4437896	AJM Saleh Akram	Afzal Khan Rasel	YES	
MATRICHAYA PROPERTIES LTD	12124176	Md Murad Ul Hasan	Md Julkamain Chowdhury	YES	
AB ELECTRONICS		Md Murad Ul Hasan	Md Julkamain Chowdhury	YES	
Bengal Airtel Limited		Md Mirajul Islam	Md Shaheduzzaman	YES	
Credit rating information and services limited	3941957	Md Murad Ul Hasan	Md. Tanvir ibna Harun	YES	
M. RAHMAN & BROTHERS		Sharif Md Abid	Shams Rahman Sazeeb	YES	
BO FINANCE CAPITAL HOLDINGS LIMITED	7370979	Md Murad Ul Hasan	Yeamin Hossain	YES	
SPEEDWAY LOGISTICS	4467270	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	NO YES
SHAH AMANAT TRADERS	10503124	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	NO YES YES
SHAFI MOTORS LTD.	5602603	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES YES
MARINE VEGETABLE OILS LTD	3934312	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	NO YES YES
M&M TRANSPORT AGENCY	12189044	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	NO YES YES
K.K. AUTOMOBILES	4523257	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	NO YES YES
K & T LOGISTICS LTD.		Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	NO YES YES
BISMILLAH TRANSPORT AGENCY	5954864	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	NO YES
BLUE SKY ENTERPRISE	8333156	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES
BSA GROUP	4934304	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES
BUSHRA MARKETING AND DISTRIBUTION	6660718	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES
CLIFTON GROUP	2165527	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES
ECONOMIC SHIPPING CORPORATION	2293366	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES
IMPETUS MANAGEMENT LIMITED	#N/A	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES
IMS GROUP	3645244	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES
KARNAPHULI LIMITED	1710641	Syed Salahuddin Israr	Abu Saly Mohammad Shanur	YES	YES YES

Figure 11 Tracker of BTRC Documents

After input all the records in the Tracker the BTRC team send those documents to the CORA team. CORA team is responsible for all the legal works in Banglalink Digital Communication LTD. CORA team then again check all the BTRC documents and make a final list of the documents which were perfectly ready to send in the BTRC. All the documents must be in a sequence like the page like the page number 20191000 should be in the top then 20191002 and 20191003. Then all the supporting documents including VAT, TRADE LICENSE, INCOME TAX and AGREEMENT. Then back office help CORA team to send all the final documents to the BTRC. Then BTRC check those documents and enlist those documents in the process.

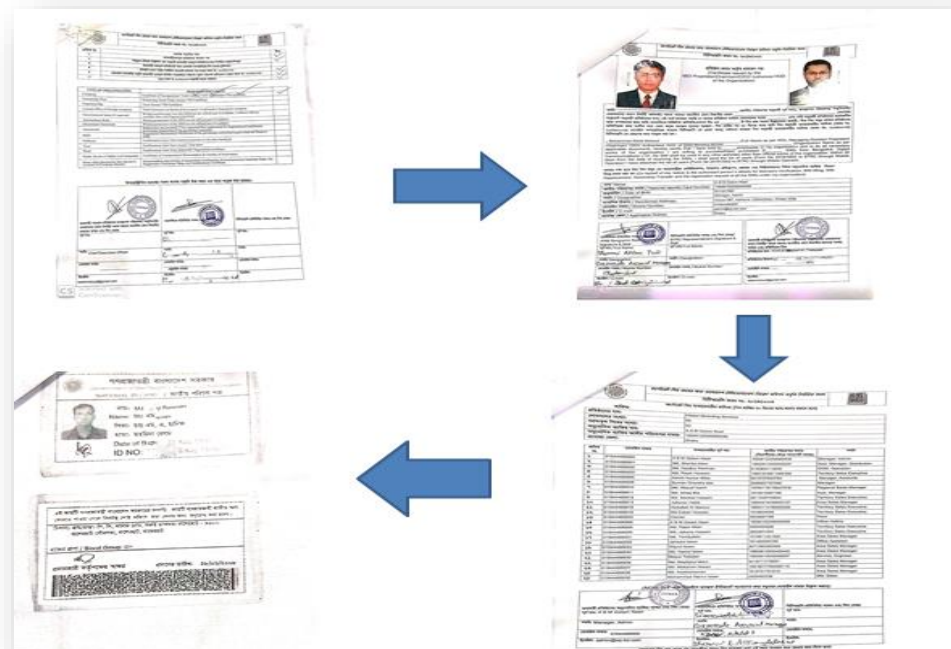


Figure 12 Sequences of BTRC Documents

SIM Activation Team:

In the back office of Enterprise Business Department sim activation team plays a vital role because if any mistake happened in the activation process then it can have a bad impact on the sales of the organization. The sim activation team mainly activates Sims for UP-SALE and NEW SALE.



Figure 13 Sim Cards for Corporate Account Managers

NEW SALE:

For new sale CAMs convince new organizations to use Banglalink's sim cards for their employees and sometimes CAMS give some special discount to the organization just for sell the sim cards. Then organizations who were convinced and not a customer of Banglalink send a mail to the head of the Enterprise Business Department mentioning the number of sim they need for their organization. Enterprise Business Department forwards that mail to the sim Activation Team. Then sim Activation Team provides the sim cards and the sim serial numbers to the CAMs. Before giving those sim cards to the organizations CAMs collect some data to fill-up the form which is given by the back office. In that form CAMs give data like the number of virtual account, company name, contact person name, bill cycle, address, alternative contact number, customer category, sales man code, BDO code, executive code, package name, package code, mobile number, sim number, credit limits, security deposit, Itemized bill, group billing, individual billing, CU applied, remarks, trade license number, sim category, ISPOC, child number, department of the child number and current number of the child numbers. After that sim Activation Team check all the information and activate all the new number of the new sale.

UP-SALE:

In order to activate Sim cards for up-sale the organizations send a mail to the head of the Enterprise Business Department and mention how many new child numbers they need for their organization. After receiving the mail department send that mail to the sim activation team and to the CAMs. Meanwhile CAMs visit to those existent organizations and collect data like name,

department, contact person, previous number, account type, account number, offer type etc. of their new child numbers. Then CAMs submit those documents to the sim activation team of the back office. Afterwards Sim activation teams check the documents and give activation to the new numbers of the existing company.

Service Solution Team:

Service solution team members are mainly given solutions to all service related problems. They mainly look after all the after sales services and ensure that customers are enjoying those services. If any customer had objections about anything, service solution team tries to solve that problem as soon as possible. For example: Internet activation, new data activation, new number activation service or close any user number. They also ensure that customers are having proper billing service and find out whether customers are facing problems like inaccurate or deceitful rates, unexpected rate hikes, missing renewal or new-service discounts, continued billings after the stop-bill date, fees on third-party adds and charges for not received services.



Figure 14 Customer Service Center

Service solution team focus on the poor customer services and try to solve and determine telecom company issues. In Banglalink Digital Communication Ltd. poor client support service can decrease the customer satisfaction level which can lead to loss the loyal customers. That is why Service solution team focuses on the problems like

- ❖ Long client care hold or hold up times
- ❖ Surprising rate climbs
- ❖ Obscure or misleading responses to account-related inquiries

- ❖ Computerized or robo-created reactions to client support telephone calls, messages, online visit boxes and social media posts.

Furthermore, Service solution team look after the DBBS project which is digitization project. The service solution team finds out the customer satisfaction level and compare with the previous statistics. If they find out any side that is not perform well then immediately they took necessary steps to solve that problem.



Figure 15: New DBBS Project 2019

The service solution team helps to organized different types of events for the whole department. They also maintain the

Device Distribution Team:

The device distribution team mainly distributes Biometric devices to the corporate account managers and their team members. This biometric device mainly used to take the finger print of the POC of each organization.



Figure 16: Finger Print Section

All the corporate account managers including their ERO and ERM get individual devices. Before give any device the Device Distribution team in the back office, take all the information from the CAMs and their team members. For instance they took information like name, designation, team leader name, work zone, device number and date. Then they put all the information in the tracker. Tracker is the main source where back office store and save all the information about the distributed device.

	A	B	C	D	E	F
1	CAM NAME	Team Leader Name	IMEI	Required Quantity	Device status (Condition)	
2	Mofizul Haque Chowdhury	Md Mirajul Islam		Request for Device		
3	Syed Hasan Ruhi	Md Mirajul Islam		Request for Device		
4	Md Julkarnain Chowdhury	Md Murad Ul Hasan		Request for Device		
5	Md Tanvir Ibna Harun	Md Murad Ul Hasan		Request for Device		
6	KAZI REFZWAN SHAFIQ	Md Didarul Islam		Request for Device		
7	Md. Ashraful Alam	Md Didarul Islam		Request for Device		
8	Md Zakir Hossain	Md Didarul Islam		Request for Device		
9	Yasir Arafat	Md Didarul Islam		Request for Device		
10	Sajjad Mahmud	Md Didarul Islam		Request for Device		
11	Shammi Akter Tuli	Md Murad Ul Hasan		Request for Device		
12	Rajib Kumer Saha	Md Murad Ul Hasan		Request for Device		
13	Tamim Ehsan	Md Murad Ul Hasan		Request for Device		
14	Md Shaheduzzaman	Md Murad Ul Hasan		Request for Device		
15	Yeamin Hossain	Md Murad Ul Hasan	353555070017484		Charging port Misplaced	
16	Mohammad Delwar Hossain	Md Toumim	353555070286865		Need Replaced	
17	Yasir Arafat	Md Didarul Islam			Biometric device not working	
18	Sajjad Mahmud	Md Didarul Islam	3533361090920380		Newly Distributed	
19						

Figure 17: Tracker for Device Distribution

Moreover, the team installs the system app to each of the device before handover any device. So that CAMs can do their work without any disturbance. Even after few days if any CAM complains about their device the Device Distribution team try to solve that problem or they replace that device instantly. Before replacing any device the team changes the device number and put the new device number in the tracker so that team can have a clear idea about how many device they have and how many they have distributed.



Figure 18: Bio-metric Device

Through this biometric device CAMs collect fingerprints of the POC of each company so that Banglalink Digital Communication Ltd. have records of the users. As some data sims are used to do a large number of transaction, this biometric process helps to have a secure transaction of money every time.

Chapter 5

5.1 Conclusion

Banglalink Digital Communication Ltd. ensures their position in the top three of the telecom companies in Bangladesh with millions of subscribers. They know very well how to adjust with the changing customer needs. In order to grab a mass customer segment they always bring new ideas and offers for their customers. Banglalink Digital Communication Ltd. is contributing to the digitization project where the Government of Bangladesh aims to become a fully digitalized nation by 2021. Moreover, to stay in the race of the telecom industries in Bangladesh, Banglalink Digital Communication Ltd. have to maintain the coherence between the departments and also have to maintain a standard work process to each department. The commercial division should focus more on the Enterprise Business department of Banglalink Digital Communication Ltd. They should provide more necessary facilities to the back office so that they can give their hundred percent to their work. As back office performs a big responsibility, Commercial division should keep motivating the employees of the back office so that they can contribute more to the success of Banglalink Digital Communication Ltd. If the entire department gives their best for the success of Banglalink then the organization will be able to contribute more to the dream project of our country.

5.2 Recommendation:

During my three months of internship period I have experienced many events and activities of the back office in Enterprise Business Department. As I have collected data from face to face conversation with my line manager and through my work experience I have come up with some recommendation which can have a positive impact on the work process of the back office in Enterprise Business Department at Banglalink Digital Communication Ltd.

Back office not only performs their own department task but also they do work for other departments too. They should hire some contractual employees or hire more interns to have a smooth workflow in the department. As I was the only intern and my task was to help all the departments in the back office, sometimes I felt a huge work pressure and often I had to have late

lunch. This thing would never happen if Enterprise Business Department hires more part time employees as their helping hand.

In the Enterprise Business Department they maintain two trackers. One is for all the BTRC documents and another is for tracking the device distribution list. All the members in the team had the access to the trackers. This was a concerning fact because sometimes data might be missing from the tracker. As these two trackers were the only source for recording the data, they should assign a fixed person whose task will be only maintaining the tracker. Otherwise during the final report submission time they will not have an accurate result to show to their head of the department. That time not only the department head but also the whole team will be in a big trouble.

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