

Report On
**Analyzing The Consumers' Increasing Usage of Internet to Make
Calls Through Mobile Apps Over Voice (Minutes) in Bangladesh**

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
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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

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Letter of Transmittal

Mahreen Mamoon
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

This is my pleasure to display my entry level position on Marketing Department, Commercial, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Mohammad Shad Haque
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BRAC Business School
BRAC University
Date: January 6th, 2019

Acknowledgement

Firstly, I would like to show my gratitude towards my Almighty for keeping me in good health throughout my internship tenure and enabling me to complete the internship report on time, an internship program is a mandatory requirement in order to pursue the Bachelor of Business Administration Degree, completing the course “BUS400” of BRAC University. I couldn’t be able to complete the report properly without the guidance and proper instructions of the people of my academic area as well as, the people of my job environment. I am very thankful to my internship supervisor and honorable faculty of BRAC University, Miss Mahreen Mamoon, Assistant Professor, BRAC Business School for providing me the guideline to write my internship report and complete my last report of my undergraduate life. I am really grateful to him for being available and supportive to me all the time during my internship period. I would also like to thank Md. Mashiur Rahman, Acquisition Manager, Marketing, Commercial Division, for selecting me as an intern of this department and I would also like to show my cordial gratitude to my colleagues of Banglalink Digital Communication LTD. for providing me the opportunity to work in the team. Without his guidance in every step, it would be impossible for me to write the report. Finally, I would like to give special thanks to the honorable faculty of BRAC University, I am also grateful to my family, my friends, colleagues, and well-wishers for having trust in me and supporting me every time.

Executive Summary

Internship is the opportunity to experience the practical work environment. The main objective of this report is to evaluate the Consumers increasing usage of Data to make call through mobile apps over Voice (Minutes) in Bangladesh. First of all, the report gives an overview of the Telecommunication sector in Bangladesh. Hereafter, it draws attention towards the literature review of the Telecom sector and the brief reason of more data usage for making calls and also helps to identify the scopes and challenges of the telecom operators. In the third part, the Job Overview is described in detail. Last but not least, the findings and analysis from the ‘user’ perspective have been shown regarding the effectiveness of the whole process as well as, finding the gap in the process. The report is prepared to find the Consumers increasing usage of Data to make call through mobile apps over Voice (Minutes) in Bangladesh, which is currently being trendy in our country.

Keywords: Usage of Data, Voice, Data, Subscriber, Call through mobile apps

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List of Acronyms

ILDTS	International Long Distance Telecommunications Services
ICX	Interconnection Exchange
IGW	International Gateway
GSM	Global System for Mobile Response System
CDMA	Code Division Multiple Access
USSD	Unstructured Supplementary Service Data
ROI	Return on Investment
MOC	Minutes of Consumption
MTD	Month Till Date
LMTD	Last Month Till Date
BTRC	Bangladesh Telecommunication Regulatory Commission
SIM	Subscriber Identity Module
VAS	Value Added Service

Chapter 1

Introduction

1.1 Problem Statement and Purpose of Study

The cell phone condition contributed 6.2% or around \$13 billion financial motivator to the GDP of Bangladesh in 2015. This figure is far reaching of the direct fiscal impact of flexible overseers and the broader natural framework similarly as the indirect impact and the profitability increment realized by the utilization of versatile advancements.

Close to the completion of 2017, Bangladesh transformed into the fifth greatest cell phone advertise in the Asia Pacific and ninth greatest on earth, with 85 million astounding cell phone endorsers. Supporters asserted a normal 1.7 SIM cards signifying a hard and fast 145 million associations and speaking to associations entrance of 87%. With expanding quantities of cell phone client telecom businesses likewise having a blasting supporters by diminishing the expense of SIM. After the presentation of 3G administration in 2014 and 4G administration in 2018, supporter measure of all telecom administrators have expanded altogether since 3G and 4G administration have begun to give better assistance of web which pulled in the majority of the clients. Before the presentation of 3G administration a large portion of the telecom endorsers were well-known to just talking and messaging messages, however nationwide reach of versatile administrator's system has opened up open doors for most clients to the utilization of web which likewise expanded the quantity of cell phone clients in Bangladesh. As characterized in the National Telecommunications Policy 1998 and International Long Distance Telecommunications Services (ILDTS) Policy 2007, every single portable administrator is to interconnect through Interconnection Exchange (ICX) and every universal

call to be taken care of by International Gateway (IGW) which is to be associated with the versatile and fixed administrators through the ICXs.

The Interconnection Exchange (ICX) will get all calls from the versatile and fixed administrators at whatever point the call is made to other system and will pass it to the goal organize if the call is neighborhood, and will go to the IGWs if the call is universal. ICX will likewise convey calls got from IGWs where the call is ordained. In this time of digitalization, cell phone is an appended piece of our regular day to day existence and telecom administrators like Grameenphone, Banglalink, Robi or Airtel is making it feasible for the endorsers of use cell phone at its best by giving various administrations. Cell phone assumes an extraordinary job to impart each other one spot to somewhere else. After the presentation of advanced mobile phones in the market, telecom administrators are not just giving administrations to making call or messaging messages to other people, yet additionally giving the chances to utilize web and all the web related applications. Such conceivable outcomes have given every one of the supporters of profit portable information to interface with web and make calls and send writings to various contacts utilizing versatile applications. But this has also reduced the use of regular voice offers or use of minutes with direct balance from the SIM which made the telecom operators into some tension since voice offers are one of the most important product of the telecom operators. However, customer satisfaction is most the important factor for the telecom operators due to which they are trying to balance out the use of internet and voice(minutes) by the users so that the revenue of the company stays in a stable position. The motive of this report is to find the reason behind the consumers' increasing usage of data to make calls through mobile apps over voice(minutes) in Bangladesh. This report is made under the supervision of Mahreen Mamoon, Assistant Professor, BRAC Business School, BRAC University and Md. Mashiur Rahman, Acquisition Manager, Marketing, Commercial Department, Banglalink Digital Communication Limited.

1.2 Origin

As a Bachelor in Business Administration (BBA) student, it is required to remain attached with an organization for a time-period of 3/4 month after completing all the courses. This is done to relate their academic curriculum to practical working atmosphere. The program is called Internship. As a mandatory part of my graduation, I took the opportunity to conduct my internship with one of the largest Telecommunication Company of our country, Banglalink Digital Communication Limited. With the help of my onsite supervisor Md. Mashiur Rahman, Acquisition Manager, Marketing, Commercial Department, I have prepared my internship report on “Analyzing The Consumers’ Increasing Usage of Internet to Make Calls Through Mobile Apps Over Voice (Minutes) in Bangladesh”. My academic supervisor Mahreen Mamoon, Assistant Professor, BRAC Business School, BRAC University also approved the topic & allowed me to prepare the report as part of the fulfillment of internship requirement as well as gave me appropriate guidelines time to time.

1.3 Objective

Telecom Operators have played a very significant role in the economic sector of Bangladesh by improving their services and also by implementing the 3G and 4G services throughout the country. Due to which people of Bangladesh are able to enjoy the finest quality of networks and are able to bring drastic change in their regular life by availing the internet services. The main objective of this report is to find the impact of data usage for making calls through mobile applications and reasons for using this service instead of regular call systems by using voice and if they are satisfied using the services being provided.

1.4 Research Question

A research question is the objective of a study or a problem to be solved through research. Choosing a research question is an essential element of both quantitative and qualitative research. For this research, we are going to look on to two different questions which we will try to find out the answer to.

- Why use data to make calls through mobile applications?
- Whether consumers are satisfied or not with voice services?

1.5 Methodology

Research methodology is a systematic way of collecting information and data for the purpose of doing research. My research topic is “Analyzing The Consumers’ Increasing Usage of Internet to Make Calls Through Mobile Apps Over Voice (Minutes) in Bangladesh”. For this research purpose I have collected both primary and secondary data.

Limitations

The general nature of the report could be vastly improved if there were no such challenges as underneath-

- Time limitation amid the arrangement of the report was a noteworthy hindrance to defeat.
- Unwillingness of the respondents to fill answer the survey questionnaire.
- An excessive number of papers on a similar theme and immense measure of data from where the real required data was hard to discover for the report.
- The survey for this report mostly done for the youth report.
- This survey was conducted only from online.

Primary Research:

Primary data is the original data that has been collected by the researchers themselves specially for the purpose in mind. I have collected primary data through the questionnaire. I have made a questionnaire for my research purpose. I have made a questionnaire for respondent. There is only one sample of respondent and information is obtained from this sample only once. This is called cross-sectional design. There are 102 respondents for this research. I also found out the dependent and independent variables for this research. Dependent variable is Consumers' communication method for making calls, and independent variables are data offers, voice offers, availability of networks, and quality of service. So, this research questionnaire measures all the independent variable factors which influencing consumers' dependency on internet for making calls.

Secondary Research

For the purpose of this study, data will also be collected from secondary sources. Research Design: Descriptive research (single cross-sectional Design) Research Method: Survey method

Research Instrument: Structured questionnaire

Sample size: 102

Sample area: Bangladesh

Sampling method: Convenience Sampling.

The research will be conducted in a single cross section design. That means there will be only one sample of respondents and information, which will be obtained from this sample only once. I asked 102 respondents with one sample and collecting information with that sample only once.

1.6 Literature Review

In this period of the digitalization, we cannot think about our lifestyle without technology and its offerings. To be more specific, mobile companies are playing an essential role within the digital revolution through presenting us diverse services consisting online entertainment, socialization, communication opportunities, cloud storage, mobile applications, etc. Digitalization offered telecom companies an opportunity to rebuild their market position and create innovative customer services among which 3G and 4G services have become an extraordinary tool for the telecom operators to let people communicate with each other more effectively and efficiently. Following that, telecom operators have started to give consumers more internet offers in affordable prices so that every customer who are eligible for 3G and 4G service in their mobile phones can communicate more frequently with other people. Due to modernization of technology people are becoming regular in internet for communicating purpose which can be making calls, but such changes reduced people from using SIM balance to make direct phone calls which have impacted the revenue of voice segment of telecom operators.

3G and 4G Service

3G is the third era of remote versatile broadcast communications innovation. It is the redesign for 2G and 2.5G GPRS systems, for quicker information move speed. This depends on a lot of norms utilized for cell phones and versatile broadcast communications use administrations and systems that conform to the International Mobile Telecommunications-2000 (IMT-2000) particulars by the International Telecommunication Union. 3G discovers application in remote voice communication, versatile Internet get to, fixed remote Internet get to, video calls and portable TV. 4G administration is the further developed broadband cell arrange innovation succeeding 3G giving all kind of administration as of 3G, however quicker and of higher caliber.

Internet

Internet usage has increased significantly after the introduction 3G and 4G service by the telecom operators. People are using internet for communicating, socializing, entertainment, business purposes and so on. Nowadays, people are becoming more regular in using internet to make phone calls through different mobile applications like Messenger, Viber, WhatsApp, Imo, etc. instead of calling directly by using their SIM balance.

Voice

Voice is a term used by telecom operators to indicate minutes consumed by people for talking by directly spending money from SIM balance or by using voice offers which is minutes offers after purchasing from SIM balance.

OPERATOR	SUBSCRIBER (MILLION)
Mobile Internet	93.793
WIMAX	0.038
ISP + PSTN	5.738
Total	99.569

Table 1: Mobile Internet User in Bangladesh (2019)

Chapter 2

The Organization

2.1 Telecommunication in Bangladesh

Bangladesh's telecommunications sector started with little strides in 1989 with the issuance of a permit to a private administrator. Bangladesh was the main South Asian nation to receive Cellular innovation in 1993 by presenting Advanced Mobile Phone System (AMPS). In spite of the fact that the permit was given in 1989 however it took quite a long while to dispatch the administrations. Back in the days, the system inclusion and number of supporters had stayed exceptionally restricted due to the higher Sim card/Subscription cost and furthermore the call duty was costly. (About BD, 2011) In 1996, government drove by Prime Minister Sheik Hasina, granted three GSM licenses in light of the fact that the market was particularly monopolistic because of which the membership cost and furthermore the call duty was high, accordingly making the phone innovation moderate to the mass individuals. The impetuses both from government and open parts have developed this segment. It is currently probably the greatest area of Bangladesh. Being a vigorously populated nation, it has pulled in numerous outside financial specialists to put resources into this division. (Portable Subscribers in Bangladesh,2019)

OPERATOR	SUBSCRIBER (IN MILLIONS)
Grameen Phone Ltd. (GP)	76.067
Robi Axiata Limited (Robi)	48.349
Banglalink Digital Communications Limited	35.049
Teletalk Bangladesh Ltd. (Teletalk)	4.706
Total	164.170

Table 2: Total Mobile Subscriber in Bangladesh (2019)

Cell phone is turning into an exceptionally normal proportion of correspondence in our nation. The quantity of versatile client is expanding step by step. As of now there are 164.170 million portable supporters all over Bangladesh. It is exceptionally appealing business sector for the versatile association suppliers. By and by there are four organizations in the market. Every one of them is attempting to keep up and increment their piece of the pie.

With the assistance of media transmission industry, Bangladesh Government needs to move towards digitalization through the task which is known as "Computerized Bangladesh". By this undertaking government needs to make a stage where item buy and administrations can be given through advanced media, and everything began with the presentation of submarine link and in particular the 3G and 4G organize for all the telecom organizations. As we are moving towards digitalization, organizations likewise attempting to stay in contact with their clients by giving administrations through web. (BTRC, 2019)

2.2 The Company Overview

Banglalink is one of the biggest telecom specialist organizations in Bangladesh, which is totally claimed by Telecom Ventures Ltd. It began its activity in February 2005 and came to more than 30 million endorsers over 10 years. Its principle point was to give an assistance which will be reasonable and available to the significant populace of Bangladesh. They thought of a straightforward mission of “Bringing mobile telephone to the masses”. Banglalink is presently concentrating on their advanced offices and they are moving endlessly from the conventional versatile administrator towards a tech industry and are contributing in making a computerized Bangladesh. Starting at 2019, Banglalink acquires a piece of the overall industry of 21% which is third in the position rivaling Grameenphone who has a piece of the pie of 46% and Robi who has a piece of the overall industry of 29%.

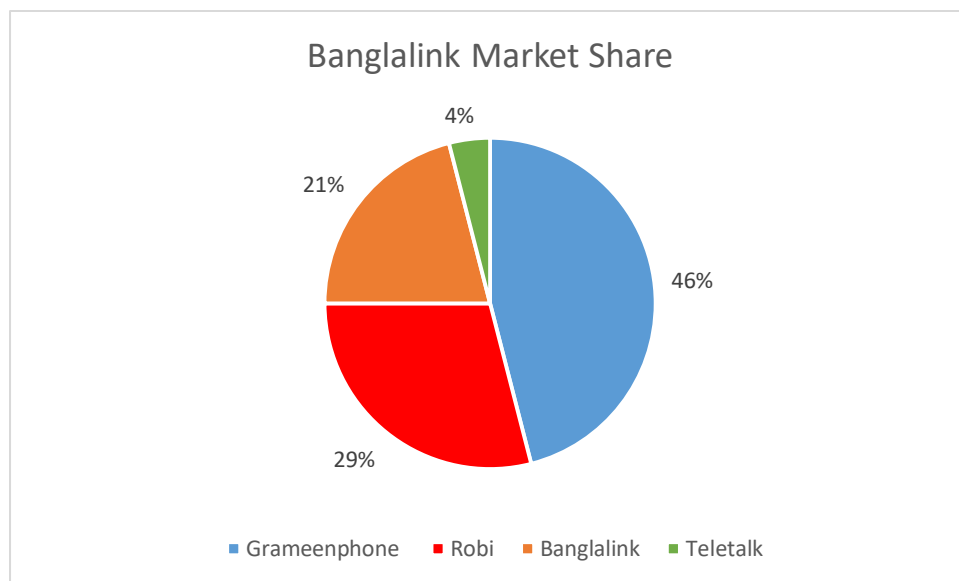


Figure1: Banglalink Market Share

Powered with the solid center estimations of Customer-fixated, Entrepreneurial, Innovative, Collaborative and Truthful, Banglalink is currently working determinedly to convey digital world to every last client to construct a genuine advanced Bangladesh, moving far from the customary cell phone operator to a tech organization.

With customer experience being Banglalink's middle focus, digitalization has transformed into a need to revive the manner in which customers associate with, examine, work (inside and remotely) and offer administrations from traditional technique for business to Digital/Online. Banglalink expects to engage its customers to get the best out of the advanced future and make a veritable automated framework through giving the administrations that suit the solicitations of customers.

The advancement of Banglalink during the time have been controlled by creative item and administrations concentrating on different market segments, compelling difference in framework quality and committed customer mind, making an expansive dispersion reach the country over finished and setting up a strong brand that genuinely connected customers with Banglalink.

Banglalink gives equivalent opportunities to its delegates and has constantly demonstrated zero obstruction for any resistance activity. Banglalink's HQ turned into the primary ensured Green Office by World Wide Fund for Nature (WWF) in Bangladesh. The association has commonly a level affiliation which enables staffs to collaborate and work nearer over the association. Banglalink is working perseveringly to pass on advanced world to each and every customer to assemble a certified Digital Bangladesh.

Banglalink Digital Communications Limited is a completely possessed organization of Telecom Ventures Ltd. which is a 100% claimed backup of Global Telecom Holding. VEON possesses 51.9% portions of worldwide telecom holding following a business blend in April 2011, between VEON ltd. (at that point VimpelCom) and wind telecom s.p.a. VEON is a NASDAQ and Euronext Amsterdam-recorded worldwide supplier of availability, with the desire to lead the individual web upset for the 235 million+ clients it at present serves, and

numerous others in the years to come. It offers services to customers in 13 markets including Russia, Italy, Algeria, Pakistan, Uzbekistan, Kazakhstan, Ukraine, Bangladesh, Kyrgyzstan, Tajikistan, Armenia, Georgia, and Laos. VEON operates under the “Beeline”, “Kyivstar”, “WIND”, “Jazz”, “banglalink”, and “Djezzy” brands. Banglalink Digital Communications Ltd is a leading brand in Bangladesh. The company started its operation in Bangladesh in 2005, and since then it has been successfully doing business. It is the 3rd in position with 21% market share right after Grameen Phone which has a market share of 46%. Banglalink entered Bangladesh with a hope of providing a service that would be available to the mass number of people in Bangladesh. Banglalink offers multiple services such as phone SIMS, various internet packages and a lot more. They came up with their own App in the market named aa Toffee.

Organizational Structure

The structure of the company is very flat. As an intern, I was allowed to report directly to the head of the department, who would later talk to the CCO of the company. A congenial relation between the employers and employee improves the efficiency of the company and it enables the company to share innovative ideas and develop more.

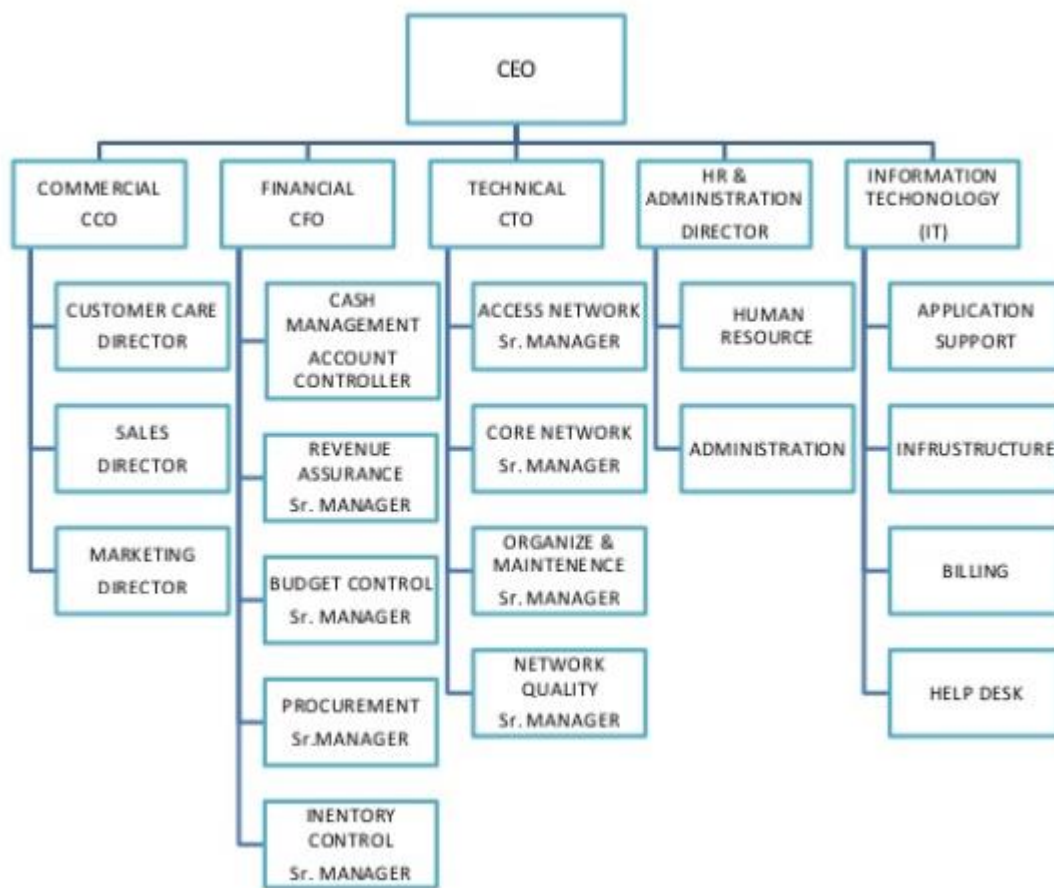


Table 3: Organizational Structure of Banglalink

2.3 Product and Offerings

Banglalink offers a various range of products and services to give the customers opportunity to choose one that suite their likings. It offers wide range of value added products and services such as SMS, MMS, GPRS, EDGE, 3G/4G, International Roaming, SMS Banking, Mobile Banking, Caller Ring Back Tone, Welcome Tunes, Voice Greeting, Call Blocking and Bengali SMS. Banglalink also has the widest International Roaming coverage among all the operator in Bangladesh.

Banglalink mainly offers two types of product based on the subscription category for the common subscribers and they are:

1. Prepaid Package and

2. Postpaid Package

✓ **Prepaid Package:**

Banglalink offers to its customers the most affordable benefits and associated values to provide the best mobile experience in Bangladesh with superior OCS network. It has recently simplified its prepaid offerings so that packages can be more convenient for its subscribers to choose a package that suites their needs best. There are:

Voice Offers:

- i) 515 minutes @ 297 taka for 30 days
- ii) 235 minutes @ 137 taka for 30 days
- iii) 80 minutes @ 47 taka for 7 days

Data Offers

- i) 1.5 GB @ 99 taka for 7days
- ii) 1 GB @ 76 taka for 7 days
- iii) 2 GB @ 89 taka for 5 days

✓ **Postpaid Packages:**

All the postpaid users have to pay their bills at the end of the month and they can track their expenditures and accumulated bills through My Banglalink app in their mobile.

Although postpaid users have the advantage of paying at the end of month, Banglalink still gives them offers so that customers can feel that Banglalink also cares for them.

There are some offers of postpaid users which are:

- i) 1GB @ 119 taka for 30 days
- ii) 3GB @ 76 taka for 7 days
- iii) 6GB @ 129 taka for 7 days

2.4 Marketing Mix Strategy of Banglalink

Banglalink has a set of controllable tactical marketing tools and strategies which they use to achieve the response they want from the target market. In short Banglalink is not scared to try anything to influence the demand for their product. Banglalink focus on the main 7Ps of marketing mix. Marketing mix or 7Ps of marketing mix are combination of product or service, price, place, promotion, packaging, positioning and people. As customers demand and product markets are changing rapidly, Banglalink must revisit the 7Ps frequently to make sure they are on track and achieving maximum results for them:

- **Product:**

Banglalink have varieties of products for different segment of consumers. Since people are becoming more focused on data usage, Banglalink has been able to grab that market by bringing new data offers to consumers. Such introduction of new data offers has increased the revenue of Banglalink significantly.

- **Price:**

Pricing of products is a very big challenge for Banglalink, since they have to monitor customers' demands and needs and also see the competitors pricing of products. Banglalink check customers' behavior with past records and doing frequent market visits to know the actual demand and what price consumers will be able to give.

- **Place:**

Geographical location plays an important role in Banglalink's offerings. According to Banglalink, most of their data user are located in the urban areas whereas most of the voice users are located in the rural areas. Due to which their data revenues have increased significantly over the voice offers.

- **Promotion:**

Most of the promotion of different products of Banglalink are done through text messages and sponsored events and also through television advertisement with the help of different agencies.

- **Packaging:**

Since Banglalink is telecom operator, their products are mostly given in digital methods which is text messages. Only physical product is the SIM tool kit of Banglalink which is given in different sizes to fit customers' mobile phones.

- **Positioning:**

Banglalink uses patriotic taglines with their products to reach customer's heart and also use celebrity to launch product and urge people to use Banglalink products.

- **People:**

Banglalink's one of the core value is that they are customer obsessed which means that their most primary focus is the need of customers and what they want. They give their full priority to any customer related issues.

Chapter 3

Job Overview

3.1 Designation

Before starting internship, I thought of gaining new experiences and taste of corporate life through internship and Banglalink has provided me that opportunity. After joining Banglalink as an intern, so far I have experienced that the environment of Banglalink is so friendly and people with whom I have been working with are the friendliest. Being an intern, I was not given with many works at first. They have taught me how to work in a team and handle different work related situations. I was trained to work in different types of software which later turned into my regular works. Gradually my work pressure increased since I was becoming accustomed to their way of works and I was ready to take new challenges. Most of my work was kind of desk job, since I did not get the opportunity for any kind of market visits or attending any sponsored event of Banglalink. I did not have any idea about Telecom Industry and how they are operated, but after joining Banglalink, I have started to gain knowledge about Telecom Industry. Since the day I joined in Banglalink, I have started to gain a new sense of professionalism and a clearer view of what it meant to be in the professional world. I am learning to work more professionally in Microsoft Excel, Microsoft Powerpoint, became more punctual about timing, learning to communicate and have started to build networking with different people related to work. Banglalink has been a good experience and hope that my experiences with Banglalink will give me good opportunities to build a professional character in me and also use the gained experience to apply in my future job and build a successful career.

3.2 Core Responsibilities

As an intern, I was assigned to different types of work in Banglalink, but there were some core works that I had to do every day. These are the works I was given directly to me by my line manager which were later presented to the head of the team. I was selected for the Voice and Base Management Team. This team's main work was to give customers voice offers regularly and also giving them regular updates regarding future offers. Here, some list of my work, which I did under this team:

- Customer Management System(CMS)
- Bulk SMS Tool
- Offer Attach Tool
- Micro Strategy Tool
- Hourly MOC and Recharge Report
- Bundles and Rate Cutters Report
- Regional Sales of Recharge Report
- Regional MOC
- MTD vs LMTD Report

Customer Management System(CMS):

Customer Management System is a software which is used by Banglalink Digital Communication Ltd. for sending text messages to specific amount of consumers. There are two types of text given to customers among which one is usual text and the other one is usual text with special offer and such text messages with special offer needs to be delivered through CMS for example Bonus Offers. CMS is also used for launching different types of weekly campaigns like Weekly Droppers which contain special offers only for specific customers. I used to launch different campaigns through CMS twice in a week and also send texts to consumers under the guidance of my seniors.

Bulk SMS Tool:

Bulk SMS Tools is also a software which is used for sending text messages to large amount of customers by Banglalink. Most of the employees in marketing department are familiar to this software and since I am an intern in marketing department, I also had to learn to use this software. This software is also used for sending text messages, which can be regular text or texts with special offers. I used Bulk SMS Tool regularly and broadcasted text which are to be delivered to the customers.

Offer Attach Tool:

Large amount of customer mobile numbers is collectively called bases. Each base falls under different segments and for which they also receive different offers from Banglalink. To make such thing happen Offer Attach Tool is used to attach each numbers in the bases with

specific offer IDs. I was given with lots of bases with different IDs which I used to sort and upload in the Offer Attach Tools for processing. I had to do this work twice or thrice in a month.

Micro Strategy Tool:

Micro Strategy Tool is a software which contain all types of data of Banglalink. Data related to consumer, products, regional information, consumption of products, recharges and so on can be retrieved using Micro Strategy Tool. I used to collect information from here on a regular basis to make regular reports and pass them to my team leader for analysis. While using this software, I always have to be very careful since wrong information might ruin the whole report.

Hourly MOC and Recharge Report:

Hourly MOC (Minutes of Consumption) means the amount of minutes consumed by all the Banglalink user per hour throughout the country. I used to collect data from Micro Strategy Tool and make report of Minutes of Consumption for 24 hours throughout all the region of Banglalink. I have to update the graphs and then analyze and compare the current data of MOC with the past data and passed them to the head of the team and all the members of the team.

Hourly Recharge means the amount of recharge being done per hour throughout the country. In here, like the Hourly MOC, I had to do collect data from Micro Strategy Tools and make report on Recharge being done in 24 hours throughout the region of Banglalink. I updated different graphs and analyzed them and passed them to the head of the team and other members of the team.

Bundles and Rate Cutters Report:

Bundles and Rate Cutters are two of the products of Banglalink. There are different segments of these products; like Bundle have two segment which are Mixed Bundle and Voice Bundle. I have to track the regular uptakes or purchase of bundles and rate cutters by consumers and keep record of them for analysis for future changes required in the products.

Regional Sales of Recharge Report:

Banglalink have different regions throughout the country and there are different retail points of Banglalink in these regions who sale recharges to customers. In this, report I accumulate the total sale of recharges in these regions on a daily basis to find out which region performing well and which region needs to be taken care. After analyzing the information, I pass the report to my line manager who then contact with the regional managers of the regions which are performing bad.

Regional MOC:

In this report, I have to keep track of Minutes of Consumption by users throughout the 15 regions of Banglalink in the country. Here I have to gather specific data on each region and sum them up to see the percentage of growth and compare them with past records. If the difference between present and past shows a negative percentage then that specific region needs attention. And if the gross total percentage is negative then I have to find which is impacting for such negative results. As usual I have to I have to use the Micro Strategy tool to gather data and give those data as input in excel and prepare report.

MTD vs LMTD Report:

Here MTD means Month till Date and LMTD means Last Month till Date. Banglalink's IT team provide all the employee with Daily Life Cycle regularly which contain the gross total of all the important factors of Banglalink. For example: Total Revenue, Total Recharge Amount, Gross New Users, Total Amount of Deactivation, Total Amount Bundle Taken, Sums of Postpaid Payment, etc. There are more than 50 factors like these in Daily Life Cycle among which I was given some specific or selected factors necessary for the Voice and Base Management Team. I regularly collected data from the Daily Life Cycle and summed them. After summing up, I have to compare the total values of the days passed in the current month with exact number of total values of days passed in the last month and then find the percentage of difference and make report on those results.

Chapter 4

Findings

After doing survey and searching through different report from BTRC, I have found that most of the user like to use data for making calls through mobile in Bangladesh. The survey was conducted among 102 respondents with a fixed questionnaire and acquired responses. I have got those responses through online survey. The main purpose of this survey was to find the reason for using Data to make calls through mobile apps instead of Voice (Minutes). With the survey questionnaire, I have given some reasons in the questionnaire for using data on making calls through mobile apps and after surveying I have found the result and the most impactful reasons for using mobile apps to make calls. Since most of the young people are more used to in using smartphone and mobile apps, most of the respondents are between the age of 21 to 25. The questionnaire was designed based on demographic question and Likert scale-based question where the respondent had to answer how strongly they agree or disagree on the reasons.

Do you like to make call through mobile apps using data?

100 responses

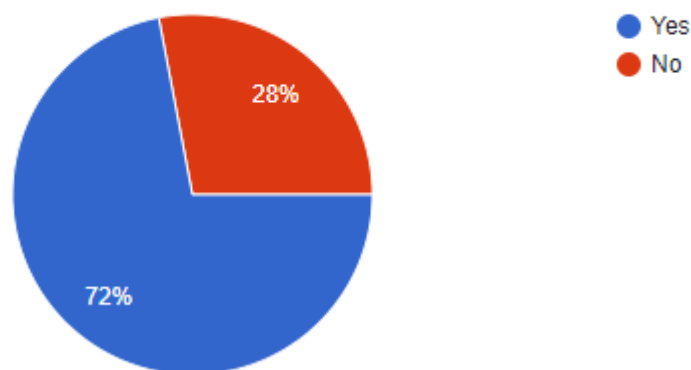


Figure 2: Interest of the respondents to make call through mobile apps

4.1 Analysis and Result

Demography

In this part of the survey, we are going to see how many of the respondents belong to the demographic groups mentioned in the survey and what is the number of respondents and how they differ from each other.

Gender

102 responses

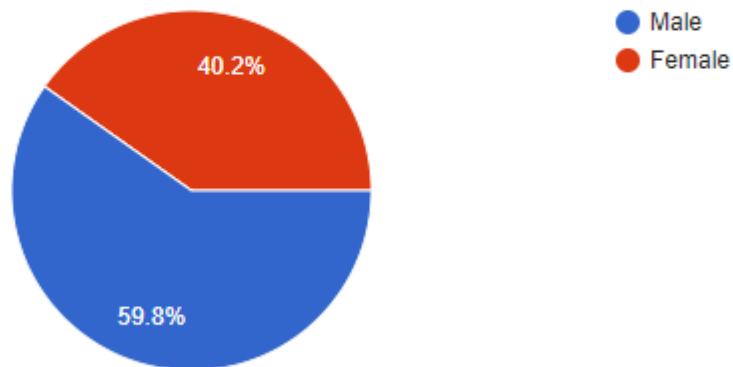


Figure 3: Gender ratio of the respondents

As mentioned, the in limitations, the survey was conducted mostly with male. Among the all 102 people, there are 59.8% are male and 40.2% are female.

Age

102 responses

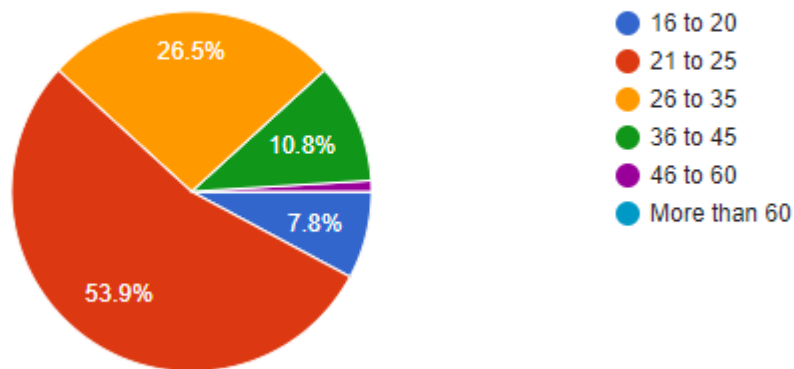


Figure 4: Age group ratio of the respondents

The age group of the respondents are notable as most of them are of young age and most of the young people are more used to in using smartphone and mobile apps. Here in the survey, we can see 7.8% of the respondents are from the age group of 20 years or below. 53.9% of the respondents are from the age group of 21-25 years, 26.5% people are between the age 26 to 35 and 10.8% people are between the 36 to 45, mostly adults. Through this age variations, we can understand why most people choose to make calls with mobile apps using data because they want to reduce their expenses.

Profession

102 responses

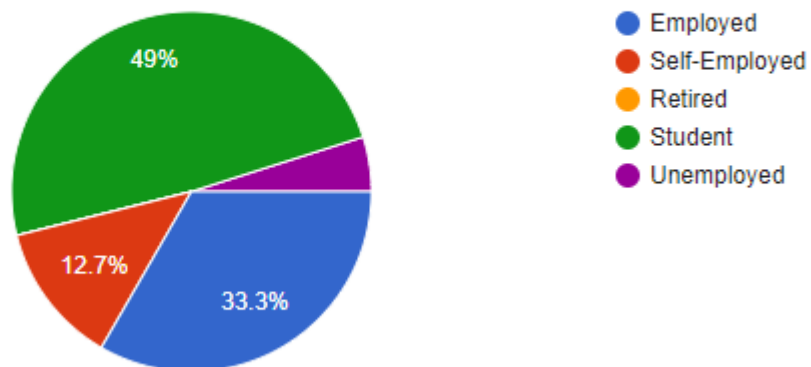


Figure 5: Profession background ratio of the respondents

Since most of the respondents are between the age of 21 to 25, it is supposed to be that most of them are students and according to the survey result, the profession level is respective to the age group. Here the survey result shows that 49% of the respondents are student, 46% respondents are either employed or self-employed and 5% are unemployed.

Income Status

102 responses

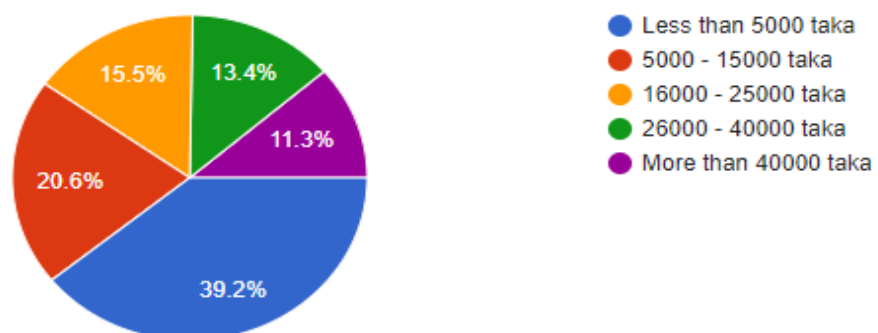


Figure 6: Monthly income ratio of the respondents

Here, the result shows that the income status of 39.2% respondents are less than 5000 taka which is due to the profession of the respondents, since most of the respondents are students. 20.6% respondents are having an income of 5,000 taka to 15,000 taka, 15.5% respondents are having an income of 16,000 taka to 25,000 taka, 13.4% people have income level of 26,000 taka to 40,000 taka and 11.3% people have income level of more than 40,000 taka. The income status of respondents is necessary because this will show the tendency of people's purchase of Data and Voice offers.

Which telecom operator do you use?

102 responses

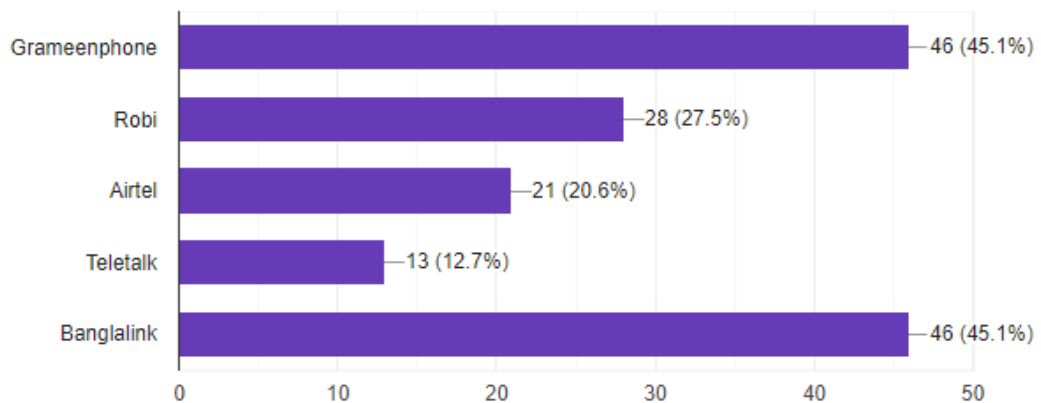


Figure 7: Telecom operator user ratio of the respondents

Here, the statistic shows that 154 users of telecom operators since some of the respondents are user of more than one operators. According to the result, most of the respondents are Grameenphone and Banglalink users, followed by Robi.

Reasons of consumers' usage of data to make calls

In this part of the survey, the analysis of the results will be based on the consumers' reasons behind the increasing usage of data to make call through mobile apps instead of voice.

Happy with telecom operator's offers

102 responses

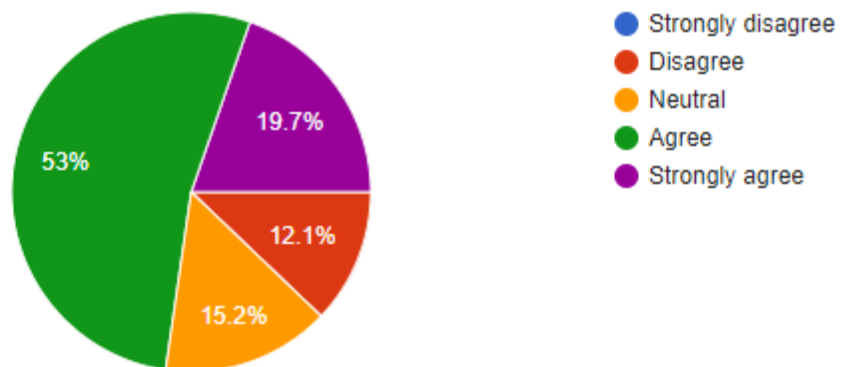


Figure 8: Acceptance of Telecom operator's offers by the respondents

Majority of the respondents which is 53% are happy with offers they are getting from the telecom operators which has a significant effect on the consumers' purchase and usage of data. As operators are giving affordable offers of data to the consumers, usage of data is increasing by the users and for which most of the respondents are happy their telecom operators.

Calling through mobile apps by using data is less expensive

102 responses

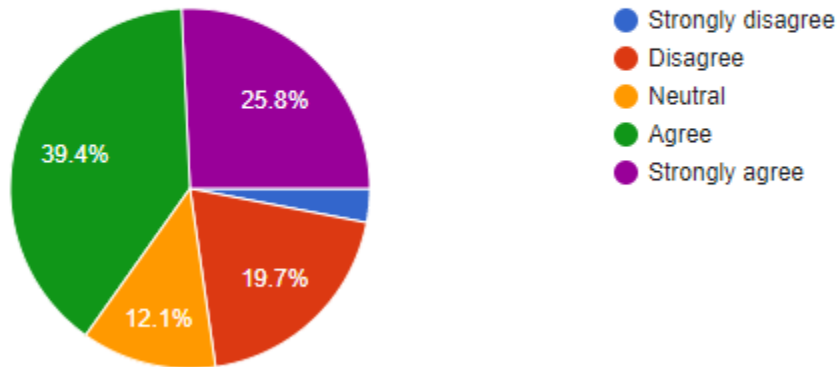


Figure 9: Ratio of respondent who thinks use of data is less expensive

Here, the statistics shows that 12.1% of the respondents strongly agree with the reason that calling through mobile apps by using data is less expensive than calling directly with SIM balance. 39.4% agrees to the reason that making call is less expensive using data whereas 19.7% of the respondents believe that making call mobile apps using data is expensive.

Data is used to make call through apps Due to low balance in SIM

102 responses

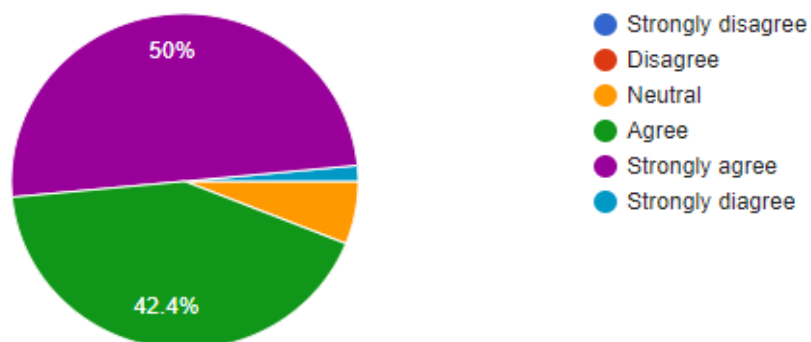


Figure 10: Respondents who use data to make call due to low SIM balance

Here, the result shows that 50% of the respondents strongly agrees with the reason that data is used to make call with mobile apps due to low balance in SIM. 42.4% agrees with the reason and believes that low balance in SIM might be the reason of making call through mobile apps using data, but not always.

Calling through mobile apps give high privacy

102 responses

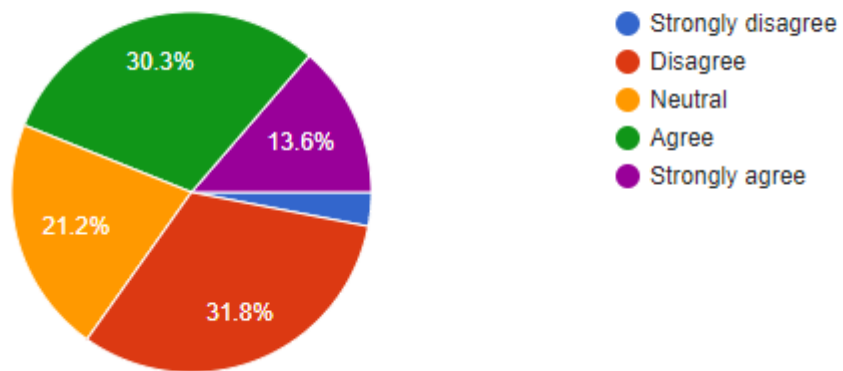


Figure 11: Response ratio regarding high privacy in calling through mobile apps

In here, the result shows that 30.3% of the respondents agrees to the reason that calling through mobile apps give high privacy whereas 31.8% disagree with the reason. 21.2% of the respondents are not sure about whether calling through mobile apps give high privacy or not and 13.6% of the respondents strongly agrees that there is privacy level is high while calling through mobile apps. Majority of the respondents are contradicting regarding privacy in making calls through mobile apps.

Calling through mobile apps gives higher voice quality

102 responses

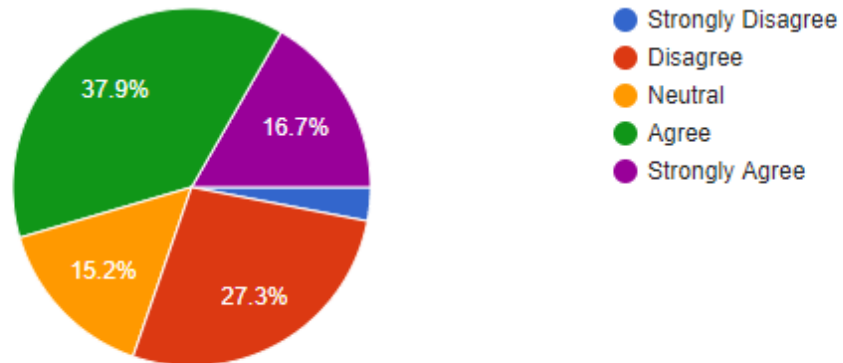


Figure 12: Respondent ratio regarding voice quality in calling through mobile apps

Here, the ratio of respondents shows that 16.7% people strongly agree that calling through mobile apps using data gives higher voice quality. 37.9% people agree that calling through mobile apps using data gives higher voice quality, but they also believe that sometimes the quality varies since they are not strongly agreeing. On the other hand, 16.7% people disagree with the term higher voice quality and 15.2% people are not sure about the voice quality.

Recommendations

According to the findings from the study and data analysis the following recommendations can be made:

- Since most of the people are getting used to in using data, price of the data offerings should be brought into more affordable prices.
- Most of the data users are in developed part of the country, so the telecom operators should focus on making data available in an affordable price to the people of the rural areas.

- Voice offers are mostly being used by the rural people, so operators must bring the price of voice offers in such level that people will get more service in less price,
- Providing fast response towards the customer.
- Improve network strength, so that users can have a good voice quality while making call using data through mobile apps.
- Increase the number of customer care centers in rural parts of the country.
- Introduce more campaigns and giving more benefits to Voice offers since it is at risk.

Conclusion

Telecom operators should grab the opportunity of the current trend in Bangladesh which is consumers increasing usage of data for making calls through mobile apps and increase their sale of data products by bringing the price of data offers in more affordable range. They should also understand that they are losing the market of voice offers in most of the developed part of the country which is also an opportunity for them to increase the market of voice offers in rural parts of the country since they are not yet not depended on data. Telecom operators should launch more marketing campaigns in rural parts of the country to improve the voice market. The internship is the bridge between theoretical and professional learning. It has helped me to enhance my knowledge of professional attitude. Being a fast learner, the internship has created a great opportunity for me to learn how the MNCs work and how, in this case, the telecommunication system functions. This has also taught me about the organizational culture and how they run. I learned how to behave professionally and accustom myself with different professional environments. In addition, I also got to learn about professional and organizational documentation and paper works. To suffice, the learning phase at Banglalink

Digital Communications Ltd was exclusively resourceful, enriching in terms of practical knowledge and worthy of the time spent.

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Appendix A.

1. Gender

- Male
- Female
- Other

2. Age Group

- 16 to 20 years
- 21 to 25 years
- 26 to 35 years
- 36 to 45 years
- 46 to 60 years
- More than 60 years

3. Profession

- Employed
- Self-Employed
- Retired
- Student
- Unemployed

4. Income Status

- Less than 5000 taka
- 5000 - 15000 taka
- 16000 - 25000 taka
- 26000 - 40000 taka
- More than 40000 taka

5. Which telecom operator do you use?

- Grameenphone
- Robi
- Airtel
- Teletalk
- Banglalink

6. How much amount of data do you consume in a week?

- Less than 1GB
- 1GB
- 2GB
- 3GB
- More than 3GB

7. How much money do you spent on data in a month?
- 150 - 200 Taka
 - 200 - 400 Taka
 - 400 - 600 Taka
 - 600 - 800 Taka
 - More than 800 Taka
8. What type of Data packages do you buy the most?
- Daily
 - Weekly
 - Monthly
9. Among the below options, which one do you use the most to make calls?
- Messenger
 - Viber
 - WhatsApp
 - IMO
 - Directly using SIM balance
 - Others
10. If you want to buy Minutes offers of any Telecom operator, how much will you want to spent among the given options?
- 515 mins for 297 taka
 - 340 mins for 197 taka
 - 235 mins for 137 taka
 - 165 mins for 97 taka
 - 80 mins for 47 taka
 - 40 mins for 24 taka

- 24 mins for 14 taka
- None

11. Estimated amount of Minutes consumption in a week

- 60 mins - 120 mins
- 120 mins - 180 mins
- 180 mins - 300 mins
- 300 mins - 500 mins
- More than 500 mins

12. Happy with telecom operator's offers

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. Do you like to make call through mobile apps using data?

- Yes
- No

14. Calling through mobile apps by using data is less expensive

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

15. Data is used to make call through apps Due to low balance in SIM

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

16. Calling through mobile apps give high privacy

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

17. Calling though mobile apps gives higher voice quality

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree