

Report On

## **Customer Satisfaction of Triangle Services Limited**

By

Mohammad Saiful Islam

Student ID: 17104079

An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of

Bachelors of Business Administration

BRAC Business School

Brac University

May, 2022

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## Declaration

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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.

### **Student's Full Name & Signature:**

Mohammad Saiful Islam

**ID:** 17104079

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**Student Full Name**

Student ID

### **Supervisor's Full Name & Signature:**



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Ms. Ummul Wara Adrita

Lecturer

BRAC Business School

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## Letter of Transmittal

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Ms. Ummul Wara Adrita  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

**Subject:** Submission of Internship report

Dear Madam,

I sincerely deliver my internship report for Triangle Services Limited with great pleasure. Working on the country's fastest growing internet service provider for a 12-week internship program was an eye-opening experience for me since it introduced me to an extremely professional and challenging work atmosphere. "Customer Satisfaction" is the title of my report. The major goal of my research was to learn about Triangle Services Limited's customer satisfaction. I made every effort to gain access to the actual company activities.

Despite my best efforts, I hope you will consider any errors I may have committed in the report.

Sincerely yours,  
Mohammad Saiful Islam  
**ID:** 17104079  
BRAC Business School  
BRAC University  
May 20, 2022

## Non-Disclosure Agreement

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This agreement is made and entered into by and between Triangle Services Limited and the undersigned student at BRAC Business School, BRAC University.

Mohammad Saiful Islam

**ID:** 17104079

BRAC Business School

BRAC University

## Letter of Endorsement

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The Internship report titled “**Customer Satisfaction of Triangle Services Limited**” has been sent to Ms. Ummul Wara Adrita, Lecturer at BRAC University, in order to fulfill the requirements for the degree of Bachelor of Business Administration (BBA). Mohammad Saiful Islam, majoring in Marketing & HRM, has submitted the study with **ID:** 17104079. This report has been approved, and it will be evaluated by the Internship Defense Committee.

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Ms. Ummul Wara Adrita  
Lecturer  
Internship Supervisor  
BRAC University

## Acknowledgement

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In the name of Allah who is the most merciful and the most compassionate. It was because of his blessings and endorsements that I was able to complete this report. The report was successfully completed due to the guidance and inspiration of some person.

This project's success is due to the efforts of many individuals, particularly those who have contributed their time and energy to share their ideas, opinions, and expertise in order to enhance the report. To begin, I'd want to thank Almighty Allah for providing me with the strength and calmness necessary to complete the assignment on time. I'd also want to thank my academic supervisor, Ms. Ummul Wara Adrita, Lecturer, BRAC Business School, for providing me with the direction and assistance I required. This was a fantastic learning experience for me, and I appreciate her attempts to provide me with clear instructions from time to time. I'd also want to express my gratitude to Mr. Mizanur Rahman, Triangle Services Limited's HR Manager, for educating me the ropes and assisting me through each stage. Finally, I want to express my appreciation to all present Triangle Services Limited workers who supported me prepare the report by providing their ideas, facts, and industry experience.

Finally, I'd like to express my gratitude to the Office of Career Services and Alumni Relations (OCSAR) and BRAC University for assisting me in learning and reaching out to the real corporate world.

## Executive Summary

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The title of this internship report is "**Customer Satisfaction of Triangle Services Limited**". Triangle Services Limited is one of Bangladesh's first and most important ISPs. It has always given its clients the best and most unique customer service solutions for data connection services. Triangle Services Ltd. has a very devoted, up-to-date, and well-trained staff that always provides excellent customer service. It's a blessing to work with such an intelligent group and company.

This internship report is categorized into three chapters. The internship was described in detail in the first chapter. It reflected internship experiences along with key findings from the appointed company. Additionally, supervisor information such as name, department, and position; internship information such as period, department, and job tasks; and internship results such as student involvement, gains, challenges encountered, and recommendations.

The second chapter showed an audit of the company's strategy and an evaluation of how it works. It mostly has long explanations of things that are significant and pertinent to the organization, as well as an overview of the company, management practices, organizational structure, marketing practices, financial performance and accounting practices, operations management and information analysis, industry and competitive analysis, and some recommendations.

The third and last chapter described analysis of effectiveness of customer satisfaction in Triangle Services Limited. For in depth analysis, a survey has done with structured questionnaire. Data has been analysis on excel data sheet. After analysis, findings and recommendations also given on that. References, necessary tables and figures have also done while preparing information. There was no way I could have gathered as much information in three months from this renowned organization, but I did my best to produce a plagiarism-free document

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## List of Acronyms

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**ISP:** Internet Service Provider

**IP:** Internet Protocol

**VPN:** Virtual Private Network

**FTP:** File Transfer Protocol

**POP:** Point-of-Purchase

**TSL:** Triangle Services Limited

**MAN:** Metropolitan Area

**IT:** Information Technology

**STP:** Standard temperature and pressure

# Chapter 1

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## Overview of Internship

### 1.1 Student Information

**Name:** Mohammad Saiful Islam

**ID:** 17104079

**Program:** BBA

**Major:** Marketing

**Minor:** HRM (Human Resource Management)

### 1.2 Internship Information

#### 1.2.1 Internship Period

- 3 Months (February-April) Duration can be extended by 1 month if requested.

#### Company Name

- Triangle Services Limited

**Office address:** Wakil Tower 7th Floor, 131 Gulshan Badda Link Rd, Dhaka 1212

#### 1.2.2 Internship Company Supervisor's Information

**Company Supervisor:** Md. Mizanur Rahman

**Designation:** HR Manager

**Email:** mizan@triangle.com.bd

#### 1.2.3 Job Description

- ✚ Intern in the department of Client Service.
- ✚ Manage the "Triangle Services Limited" Facebook and Instagram pages.

- ✚ Answer client questions.
- ✚ Give customers information about the services and price.
- ✚ Give customers accurate information about where and when they can acquire a new connection.
- ✚ Provide detailed information about the packages.
- ✚ Make content plan for the page.
- ✚ Send customer complaints to the technical team.
- ✚ Make marketing plan to increase the organic reach of the Facebook and Instagram pages.
- ✚ Analyze the Facebook and Instagram page and create a proper report monthly regarding customer reach and engagement based on the contents.
- ✚ Examine your competitors' Facebook pages to see how much interaction they have.
- ✚ Prepare a monthly report on the quality and engagement of all Competitors' material.

### 1.3 Internship Outcomes

#### 1.3.1 Student's contribution to the company

- ✚ Make content plan (that is uploaded in Triangle Services Limited's Facebook & Instagram pages).
- ✚ Guide the creative team to make trendy contents.
- ✚ Make monthly competitor analysis and do necessary changes to stay ahead.
- ✚ Provide new marketing plan and campaign idea that will help the company to grow fast.

#### 1.3.2 Benefits to the student

It was a delight to work and learn so many things because I began my internship after the Covid-19 epidemic. I had prior experience working in a business environment, and it was a pleasure to work and learn so much. My supervisor and coworkers were kind and helpful, and they aided in

my rapid advancement. My supervisor and coworkers were kind and helpful, and they aided in my rapid advancement.

### **Communication Skills**

I worked immediately under my mentor, who kept a close eye on my progress. I approached him for advice every time I had an issue. Additional senior officials approached me if I was ordered to conduct additional duties. This taught me how to interact with the individuals I work with or under, which will be useful no matter where I work in the future.

### **Analyzing the contents of competitors and comparing with our content**

Every month at the start of the month, I had to compile an analytical report of the content uploaded by rivals on Triangle Services Limited's Facebook and Instagram sites over the previous month. I had to compare our page's reach and interactions to theirs. Making these reports taught me how to evaluate rivals (in digital marketing), what to look for, and how to get customers' attention.

### **Learn about the brands in depth**

To react to consumers, I needed to get familiar with both the brands and all of the existing Internet providers. I needed to learn about Ping and packet loss, as well as the benefits of reduced latency, in order to be able to answer all of their queries. I had to conduct some router research as well so that I can suggest the best possible connection that they can get in their current available device.

### **Working in pressure**

I had to work under duress since there was an overflowing of messages and comments to answer to at various periods of the day. Other tasks, such as writing reports or presenting a marketing plan or maybe a campaign proposal, was done on short notice and with an even shorter timeframe. As a result, I've worked under pressure before. I had to stay up late at night on occasion to fulfill deadlines.

### **Adaptability**

After accepting their internship offer, I immediately began administering both pages and replying to clients. As a result, I had to adjust quickly because I didn't have much time, and as a student at such a prestigious university, they have some standards of me that I needed to satisfy. I learnt how

to swiftly adjust in a professional setting by doing these, and to be honest, I believe it helped me a lot to prepare for the future.

### 1.3.3 Problems/Difficulties

As I began working after the Covid-19 epidemic, so I had the option to work in a real workplace, and I was fortunate to have a sympathetic boss and coworkers.

I had to conduct a lot of study in this sector since I had to advise the graphics designers in generating fresh unique stuff. I'd never done anything like this before, so I attempted to come up with the most fashionable ideas I could, and as a result, page reach and engagement rapidly grew.

Another issue was that there were defined work hours, yet I had to work after returning home. This was an issue for me since there were so many messages and comments throughout the day that I had to work about 14-16 hours a day to maintain the feed clear.

### 1.3.4 Recommendations

Managing two Facebook & Instagram pages with only one person is a lot of work, and it's quite challenging. To remove the cluster of alerts, I had to watch the pages for up to 15 hours a day. I had to work on weekends on occasion since there were simply too many messages and comments to respond to.

Because the page should be live 24 hours a day, they may have recruited additional workers and scheduled certain work shifts. Working hours would be more clearly defined, and clients would always receive a prompt response to their inquiries, even at odd hours.

## Chapter 2

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### Organization Part: Overview, Operations, and a Strategic Audit

#### 2.1 Introduction

##### 2.1.1 Origin

This chapter presents a holistic view of Triangle Services Limited where I have done my training program. This chapter also focused at Triangle's operational activities from a strategic point of view. This included the nature of the business, its management and marketing strategies, financial and accounting performance, its operation management, an analysis of the industry, competitive advantages, and how it used its IT systems. Analyzing each of Triangle Services Limited's operational practices was the focus of this chapter.

##### 2.1.2 Objectives

Evaluated the practices of entire management area of Triangle Services Limited-

- ✚ Present the concepts and conditions of the company's operations.
- ✚ Show the connection between theoretical knowledge and its practical application in the workplace
- ✚ Acknowledging the features of marketing in a real-world experience.
- ✚ Acquiring knowledge through experience

##### 2.1.3 Methodology

In order to make this chapter, I accumulated information from two sources:

###### **Primary sources**

- Communication with colleagues and superiors; Roles and responsibilities at work; Learning from the documents and files given

###### **Secondary sources**

- Organizational website; relevant articles posted on the online; Internet



#### 2.1.4 Scope

The supervisors have thoroughly reviewed and verified every detail of this report, which was based on data from the company itself. It is largest data and internet connection provider company in the capital of Bangladesh. It has 300 KM own optical fiber network and multi-network POP across in Dhaka city. From this paper, readers will get a clear conception that superior service quality is one of the most crucial elements in this industry along with to get customer satisfaction and loyalty. In addition, responsiveness and assurance are another two key components to survive strongly in this industry. Therefore, any organization has scope to enhance in those particular sectors if they want to get customer satisfaction.

#### 2.1.5 Limitations

This organization's primary shortcoming is its lack of accountability regarding financial performance and operational strategies. In addition, this company only shares common information while maintaining strict confidentiality. As internet service industry is still to be explored and most service providers are not concern to follow proper marketing and operational strategies, it is difficult to collect necessary information for this kind of research. Only having a look at the company's website and a few review papers is not enough to get a good idea of how it runs as a whole.

#### 2.1.6 Significance

The purpose of this internship was to gain practical knowledge and experience in a real business environment. This service-based company has an edge in this competitive industry because it knows the best practices for delivering and maintaining excellent customer service. Keeping a business alive in a service-based industry is extremely difficult because it relies so heavily on quality and ability to respond quickly. It's a real eye - opener to work with a company of this stature and learn about these factors and strategies for maintaining a strong market position. I'm hoping that the knowledge I've gained here will play a large role in my forthcoming strategic performances.

## 2.2 Overview of the Company

### 2.2.1 Nature of the business

The nature of Triangle Services Limited's business is primarily service-based. In Dhaka and Chittagong, it is the most well-known internet service provider. It has own optical fiber network connection and multi-network of POPs for its eminent customer pool. This organization's network has a proven track record in the IT and telecom sectors. It delivers data connectivity by efficient network management services including expert IT team, experienced customer service team, secured connection and flexible bandwidth.

### 2.2.2 About the Company

Triangle Services Ltd. has been in business since 1997. Since then, it has built a good reputation in the internet service industry by constantly improving its performance and giving its customers new ways to use the internet. It provides internet access to both residences and commercial offices.

Its own wide connection system incorporates a Metropolitan Area Network (MAN) circling Dhaka and other Bangladeshi divisions with a total length of more than 3000 kilometers. For this organization, this network serves as a backbone, enabling the delivery of an extensive coverage area of services, including high-speed internet and data services, triple play and other several connectivity options like VPN, to operational areas.

This organization provides a comprehensive array of web software development, design, hosting, email marketing, IT training and workshops, and consulting services. This company is always prepared to provide authentic services and the standard of service.

### 2.2.3 Products & Services

Triangle delivers fastest internet connectivity within affordable price range. It follows three key elements while offering its products and services, which are Performance, Affordability and Simplicity. The primary objective is to provide high data connection services with different packages at a reasonable rate and with distinctive benefits to reach more potential customers so that they can enjoy services based on their preference.

Triangle offers different packages both for residential and corporate clients, resulting they has 4 packages, named Ekush-2, Premium-2, SME package, and Ek Desh Ek rate based on pricing and internet connection speed and pattern.

### **Ekush-2**

It has 3 types of services under this package 80Mbps YouTube, BDIX & FTP server –

- **Bijoyee-2:** 1299 Tk / Month for 25 Mbps internet speed
- **Bonik-2:** 1699 Tk / Month for 60 Mbps internet speed with 30Mbps Download Speed
- **Cinebazz-2:** 2199 Tk / Month for 35 Mbps internet speed
- **Uttal-2:** 2699 Tk / Month for 40 Mbps internet speed

### **Premium-2**

It has 6 types of services under this package 80Mbps YouTube, BDIX & FTP server and real IP address –

- **Joddha-2:** 1499 Tk / Month for 25 Mbps internet speed
- **Uddokta-2:** 1999 Tk / Month for 60 Mbps internet speed with 30Mbps Download Speed
- **Movieraaz-2:** 2499 Tk / Month for 35 Mbps internet speed
- **Tufaan-2:** 2899 Tk / Month for 40 Mbps internet speed
- **Bondhon-2:** 3499 Tk / Month for 45 Mbps internet speed
- **Dolbol-2:** 4999 Tk / Month for 60 Mbps internet speed

### **SME package**

It has 3 packages regarding redundancy, Email and Free Hosting

- **SME-1:** 4700 Tk / Month for 20 Mbps internet speed, No redundancy, Email and Free Hosting
- **SME-2:** 6900 Tk / Month for 30 Mbps internet speed, No redundancy, 15 Email and 1 Free Hosting
- **SME-3:** 9000 Tk / Month for 40 Mbps internet speed, redundancy, 20 Email and 1 Free Hosting

## Ek Desh Ek rate (residential connection)

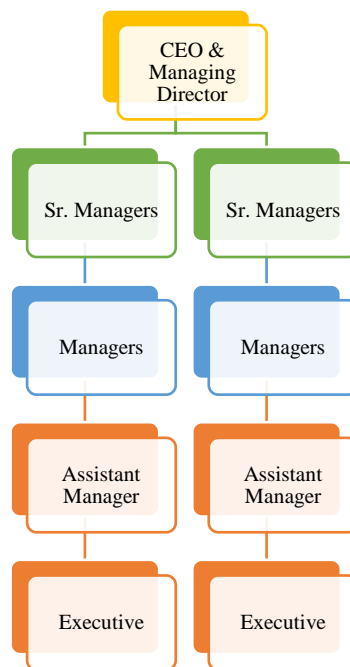
It has 3 types of connection including Youtube, Facebook, FTP, BDIX, private IP, and 1:8 Shared Bandwidth

- **PACKAGE-1:** 500 Tk / Month (Excluding Vat) for 5 Mbps internet speed
- **PACKAGE-2:** 800 Tk / Month (Excluding Vat) for 10 Mbps internet speed
- **PACKAGE-3:** 1200 Tk / Month (Excluding Vat) for 20 Mbps internet speed

For taking packages there has built-in option to register, customer have to fill the form and submit. Company's assigned team received the form and start to take next initiative to fill up customer's wants.

## 2.3 Management Practices

The CEO and Managing Director make up the top management team. Their instructions are directly followed by the Executive Director. Senior managers report to the Executive Director. Assistant Managers are instructed by Senior Managers. Finally, executives follow the orders of assistant managers.



**Figure:** Management Hierarchy

## 2.4 Marketing Practices / Branding

On Facebook and Instagram our branding team regularly posts new content regarding our business and package information and recently we have started to do branding on LinkedIn also.

There is different type of offers available in different times of the year, such as free new connection, referral discount, online payment discount, bank payment discount, 2x internet speed, free real IP, discount for gaming connections

There are some promotional events also such as every year on Eid we do a market campaign for example last year we had a competition where people had to send their pictures with the Eid chad and we randomly gave prizes. There are also some gaming events organized by us over the year. We also sponsor the internet in many educational events.

Social media links-

- ✦ **Facebook:** <https://www.facebook.com/TriangleServicesLtd>
- ✦ **Instagram:** <https://www.instagram.com/triangle.services/>
- ✦ **Linkedin:** <https://www.linkedin.com/company/triangle-services-limited/>
- ✦ **Website:** <http://www.triangle.com.bd/>



Figure 01: Map of coverage areas

Right now, these are the areas that we cover right now and we are planning on covering the whole Bangladesh.

## 2.5 Financial Performance & Accounting Practices

The company does not wish to disclose its financial and accounting practices considering the fact that these are highly sensitive and confidential. It can say, these practices do not exist at all in this industry. However, Triangle always practices integrity and continuous development, it has online payment system which makes easy for both existing and new customer to deal any kind of financial deal. As well as the expert IT team has built automated software for billing system.

## 2.6 Operations Management and Information System Practices

### 2.6.1 Operations Management system

When Triangle get a new client through Facebook, Instagram or phone call or by referral the CRM team immediately informs the sales team and after that sales team informs the new connection setup team and they take further steps. Currently we have 14 teams with over 150 people all around the Dhaka city. The whole billing system is an automated software developed by us and it is named "ERP & Core Business Automation".

### 2.6.2 Information System Practices


Whenever Triangle get a new customer with all their detailed information, those store into company's ERP & Core Business Automation software so that company can use those when necessary. In this way, company team can reach them individually or can also reach them all together through SMS, and Email with the help of ERP & Core Business Automation. IT team continuously try to make easy and accessible option for making easier to do operational activities. An expert IT team constantly supports every kind of IT related issues in any time.

## 2.7 Industry and Competitive Analysis

As Bangladesh is now in faster and sky-rocketing growth stage of internet service industry, Triangle has also some worthy competitors, such as

 Carnival Internet

 Link3 Technologies Ltd

 Dot Internet

 Amber It Ltd

Almost all are much concern about their customer services, and careful to gain customer satisfaction. But triangle has a competitive edge regarding to its team. It has nearly 14 teams to operate areas effectively and efficiently which is a strong point undoubtedly. No other competitors have such organized teams right now in this industry. And this operational team is trained, experienced, expertise to handle any situations, prepared to respond any time effectively. Triangle has some both foreign and domestic renowned partners such as BTCL, Grameenphone, Huawei, CISCO. In addition, Triangle always offers excellent customer service which is another remarkable competitiveness in this industry.

Other competitors are right now become careful about delivery customer services to their respective users as this is expanding in a rapid way especially from starting of COVID-19 which made the world totally internet-based for the certain time and now people find comfortability to do activities through internet.

## 2.8 Summary and Conclusions

Triangle Services Limited is committed to providing its customers with superior internet connection that is dependable and as fast as possible. Superfast internet solutions are accessible to its customers. Because a large portion of their clients are from corporate entities, as they have discovered that Triangle is much more trustworthy than their competitors in the internet-based industry, based on the analysis of their business background.

Customer service is extremely important to Triangle, and they strive to provide the best possible experience for each and every one of their customers. Therefore, it ensures that every practice within its capabilities is suitable and flawless for its reputable customer pool. In order to increase customer satisfaction, they implemented a completely separate quality policy and a performance measurement system. This policy has always been successfully deployed by the company's other teams, who work together to attain the organisational objectives and constantly strive to better service quality.

Observing and correcting errors in service processes is a regular part of their quality policy, which mandates that they endlessly satisfy the needs of their customers. Another goal of quality policy is to secure an annual growth rate of around 10 percent. Thus, Triangle's performance development signifies that their services are provided in an efficient and effective manner that is both timely and accurate in order to produce the desired results.

## 2.9 Recommendations

In order to maintain a strong reputation in the industry, Traingle Services Limited strives to constantly improve its products and services. I'd like to suggest some changes to their strategies, services, and management.

- ✚ It should put more information about itself on its websites and put out yearly reports about how it helps the internet-based industry.
- ✚ Triangle should try to make its business more organized like other top companies.
- ✚ It should communicate about its products, services, and benefits on its website and social media channels.
- ✚ Many people are unaware of the organization's role in the internet service industry, so it is indispensable that it perceives its promotional activities and marketing strategies in detail.
- ✚ Since customers have several options, they tend to choose the organization that can respond quickly and take appropriate steps, which helps the service provider company achieve the desired level of success. Triangle has a great track record of using this strategy, and I recommend that they continue to do so in order to expand their customer base.



## Chapter 03

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### Customer satisfaction of Triangle Services Limited

#### 3.1 Introduction

My internship experience was reflected in this report. It was an attempt to put my theoretical knowledge into professional development so that I could gain more experience and become more skilled in the near future. Triangle Services Limited is one of the best internet service and largest data providers in Bangladesh for its fastest speed through optical fiber, affordable price, secured and authentic IP address, enrich FTP server and secured connection. It assures that its users get high-quality internet service and always gives great customer service than its competing firms. The goal of this firm is to maximize and keep customers happy. From this organization, I learned how to keep customers happy, especially by responding quickly to their requirements. My assigned department, supervisors, coworkers, and the beloved team always work together and help me learn these things well, which adds to my knowledge beyond what I learn in the classroom.

##### 3.1.1 Background

Compared to other countries in the developing world, Bangladesh has performed exceptionally well when it comes to adopting internet technology in recent years. Triangle Services Limited's customer satisfaction is the main purpose of the study. Speed, optical fiber network, dedicated services, 24/7 support, bandwidth fluctuation rate, prompt response of customer queries, affordable packages are some crucial facts which influenced strongly purchase decision along with continuation decision. In addition, Recurring sales, positive word-of-mouth, and enhanced customer all depend on these factors. Internet connection totally service-based industry and incessantly focuses on customer satisfaction, however, there has been conducted very little analysis on customer satisfaction of the internet service in Bangladesh. This paper tried to represent importance and effectiveness of customer satisfaction in internet service market of Bangladesh.

##### 3.1.2 Literature review

From the earliest stages of civilization, humans have attempted to develop diversified ways to communicate in order to engage with distant individuals. However, after the invention of the

Internet, its impact on human life was so profound and pervasive that it became an integral part of daily life. Efforts to develop efficient methods for accomplishing tasks and resolving problems are never-ending. Because of its rapid advancement in technology, the internet is now used for more than just communication. It became able to meet a diversity of needs because of its wide range of applications. The Internet has become an integral part of everyday life, and its effectiveness is immense. The online world has opened a spectacular realm to us that we could never have seen before. As a communication platform, the internet has become a data store, online media and promotional tool, digital market place, news websites, online sales as well as an internet games, movies and music as well as a combination of various media platforms such as Facebook, Instagram, WhatsApp, Viber and more. These things would not be possible without the internet, and now it is impossible to go a day without it (Ahmed, I., Nawaz, M., Usman, A., Shaukat, M., Ahmad, N., and Iqbal, H. 2010).

Al-hawari, M. (2008) stated that since the 1980s, lots of research has been conducted on services as connection between service value and customer satisfaction are interrelated. In recent decades, customer satisfaction has been recognized as a critical element of the service industry's success. Researchers found a strong correlation between customer satisfaction, customer loyalty, and the profitability of an organization. Customer satisfaction, loyalty, and profitability have all been linked in recent research studies.

Customer satisfaction is a measure of how happy a customer is with a product, service, or experience. It's a significant factor that a company can use to figure out what to do next or if they need to change anything about their products or services. In 1996, researcher Oliver stated that customer satisfaction is how users feel and what they think about how fulfilled they are. It shows how customers feel about how relevant products and services work together (Alom, M.J. and Neger. Meher, 2009).

According to Bei, L., and Chiao, Y. (2006), existence of a high degree of customer satisfaction offers numerous advantages. It promotes customer retention and customer lifetime value. It decreases the price sensitivity of users, minimizes customer turnover, enhancing the quality and performance of marketing, boosts the business image, and encourages consumer word-of-mouth. According to another study, service quality has a positive influence on customer satisfaction; therefore, maintaining quality is essential for retaining customer loyalty (Rahman, Md. Fazlur,

2011). To effectively manage quality, periodic surveys, ratings, and customer reviews must be conducted. It is necessary since it is less expensive to keep an existing customer than to attract a new one (Hamidur 2009).

According to research, satisfaction and loyalty are tightly intertwined, since customer satisfaction results in high levels of customer loyalty and engagement. In order to preserve customer loyalty, a business must establish a favorable relationship with customers by providing superior service (Butcher, K., Sparks, B., and O'Callaghan, F. 2001). Customer satisfaction is crucial for all businesses, but especially those in the service industry. Because this is the source of greater profitability, better word-of-mouth, growth in brand value, a reduction in additional operation costs, and the attraction of new leads. The greater the service quality, the greater the customer satisfaction and loyalty, which leads to a greater range of profits (Brown, T. J., Churchill, G. A. and Peter, J. P. 1993).

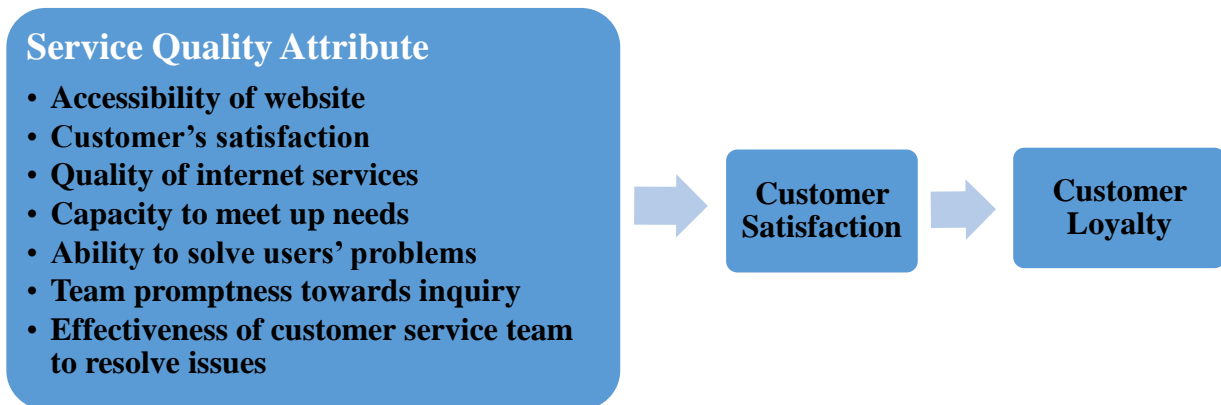
In order to avoid a bad reputation, researchers recommend that businesses have a deep understanding of the essential components that preserve customer satisfaction, especially for service-based enterprises. This includes regular surveys, feedback, improvement, and acceleration of service quality (Bolton, R., and Drew, J. 1991).

### 3.1.3 Statement of problems

The purpose is to “**Determine the effectiveness of customer satisfaction of Triangle Services Limited**”.

Internet is the vital element of everyone's daily life. Without internet recent life is impossible as every little thing done via internet. It is most powerful medium to connect with others people across the world from any corner of the world, and currently Covid-19 increased usage of internet and almost all kind of works are done through online, resulting people want best internet service provider who will give them a best service and uninterrupted connection. Therefore, customer satisfaction is must to get strong loyalty and sky-rocketing growth in the industry.

Hence, it is mandatory to recognize which factors impact customer satisfaction in this industry.



**Figure 02: Research Model**

### 3.1.4 Objectives

**i) Broad objective:** To evaluate effectivity of customers satisfaction for maintaining growth of Triangle Services Limited.

**ii) Specific objectives:** This report has analysis on specific objectives as well, such as,

- To explore key factors which strongly impact on user's satisfaction
- To measure user's attitude towards these factors
- To evaluate importance of customer satisfaction in internet service sector
- To provide recommendations to bring improvement regarding customer satisfaction for the progression of this industry
- To know the most or least important factors
- To evaluate whether customer satisfaction impact the overall growth of this industry

### 3.1.5 Significance

**i) Industry learning:** This report worked on the effectiveness of customer satisfaction of Triangle Services Limited. It will help to deliver a clear conception about the importance of customer

satisfaction in the internet service sector. Ensure customer satisfaction is the only motto of this industry and which vital factors are working behind to maintain this motto consistently is another learning. As an industry learner, it is important to know how Triangle services limited assure customer satisfaction by offering competitive and industry standard services which made it industry renowned internet service provider in Bangladesh.

**ii) Academic Learning:** Students will have the opportunity to use this report as secondary resources for further findings. I intend to conduct detailed research on this project in order to produce a potent research paper.

### 3.2 Methodology of the report

I have conducted exploratory research for making this paper in which I have selected some key factors which have relationship with customers satisfaction. As well as I have conducted a survey based on those factors to evaluate effectiveness of customer satisfaction of Triangle Services Limited.

#### 3.2.1 Data Collection & Analysis

I have obtained primary data on random basis using a structured survey questionnaire. The sample size is 100. For data analysis, I have used excel data sheet and made necessary charts and tables which represented with explanation in analysis part.

### 3.3 Customer satisfaction of Triangle Services Limited

Triangle Services Limited is one the renowned internet and data service provider across Dhaka and Chittagong. It completely emphasizes on customer satisfaction. This company has many prominent both multinational and domestic clients, only because it delivers a trustworthy satisfied internet and data solution in Bangladesh.

Some of key factors this company maintains cautiously to keep its customer satisfaction and loyalty as it has many corporate clients along with residential users, are given below:

#### **Optical Fiber network**

This organization has almost 300 km of subway lines and possesses an optical fiber network which spreads throughout Bangladesh. It also has 10,000 km of aerial lines that have acquired optical

fiber networks. It works with 100 Gbps of speed through optical fiber and 1 Gbps of speed through a wireless ring. It has a number of point-of-presence networks all over the city of Dhaka.

#### **Expertise IT team**

Regardless of the size of the business, this company provides proven solutions to ensure customer satisfaction. Professional IT staff, knowledgeable customer service representatives, and direct support are all on assuring that reputed clients receive the best possible service.

#### **Complete range of network solutions**

The company supplies Internet connection, data channel, network security services, and a cloud server as part of its complete network solutions. As an example, it provides Internet Telephony, World-renowned networking, and office equipment as value-added services.

#### **Two distinctive types of connections**

Two types of connections are available towards the company's customers: one for its homes and one for its corporate offices. Buffer-free streaming, lag-free gaming, and a high-speed internet connection are all facilitated for users' convenience at home. When it comes to business connectivity, they offer fiber optic connections, dedicated connections with full security and flexibility, Wi-Fi Hotspots, secure IP addresses, and POP wireless backup in real time.

#### **Prompt customer solution**

TSL treats its customers as family members, and as a result, whenever a customer experiences connectivity issues, our expert team responds quickly to identify the underlying causes and takes action to correct the situation immediately. The vast majority of users admit they are satisfied with the speedy resolution of their problems.

#### **Focused customer service team**

TSL's customer service representatives have a depth of knowledge and are available 24/7 to address any issues individuals may have. This group has the ability to handle any situation. As part of its overall contribution to corporate growth, TSL also provides incentives to appreciate and reward employees who go above and beyond for their clients.

### **Different packages based on customers criteria**

A good range of internet packages are available from TSL, so customers can pick the one that best serves. Packages and benefits have different price ranges depending on what is included. Depending on the client's specific needs, distinctive packages offer a variety of different solutions.

### **Regular customer feedback**

TSL regularly seeks customer feedback in order to facilitate its performance by implementing corrective action if necessary. It conducts a monthly survey to determine customer satisfaction and its position in industry relative to its competitors.

### **Ensure security**

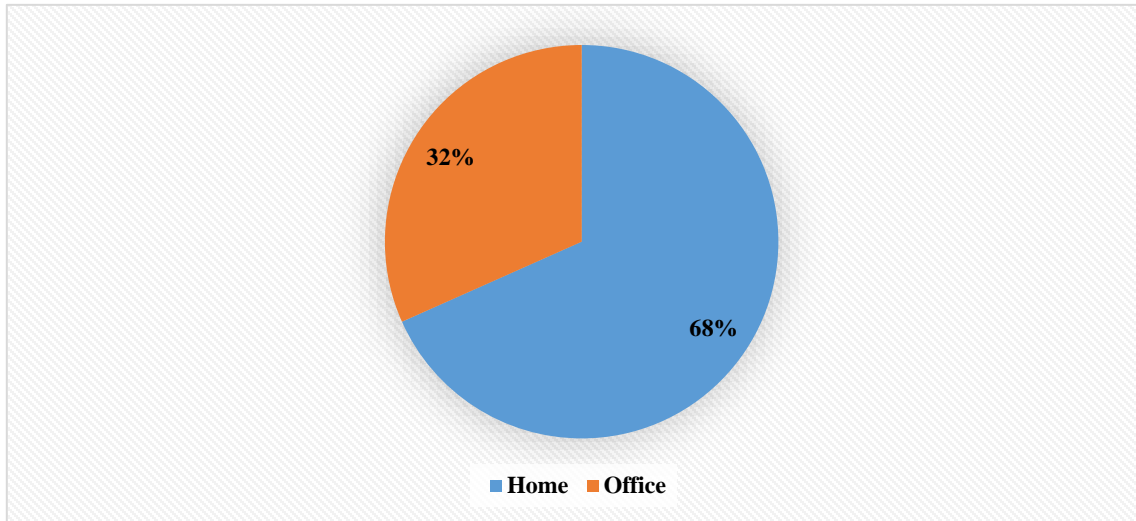
Triangle implements the latest security features such as high-security firewall to block spam for both outbound and inbound office, high protection from harmful malware and viruses, DDoS Protection solutions as an add-on to key services and a secure and private tunnel to make sure a problem-free online experience.

## 3.4 Findings and Analysis

### 3.4.1 Data Analysis

To know the customer's satisfaction of our company, I have done research through online with a structured questionnaire. Based on the response, I have demonstrated whole research findings with the help of data analysis is given below with proper charts, and tables to make the research more understandable.

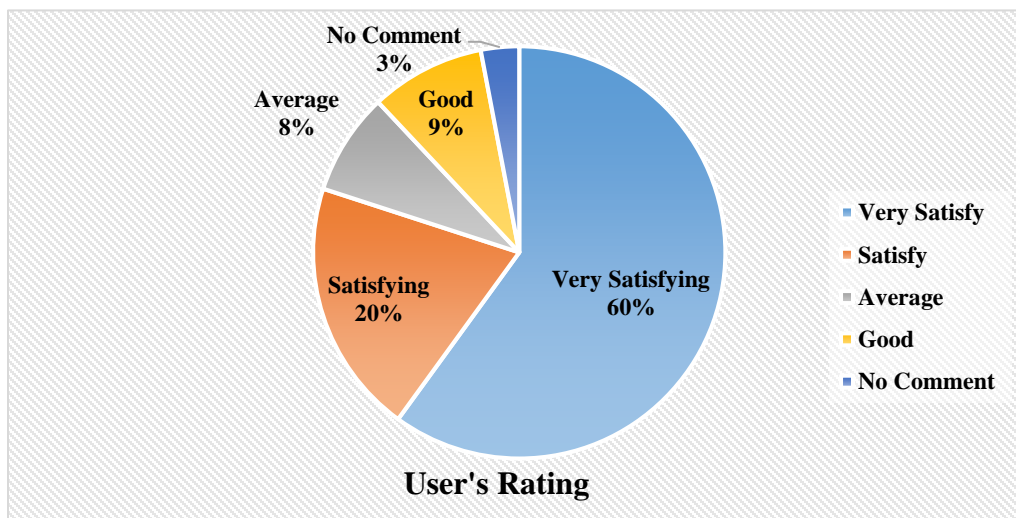
## Types of connection



**Figure 03: Types of connection**

Our company mostly provide internet connection to the corporate offices. Nearly double than connection in homes. This is because, our company is situated in commercial area where offices are existed more than residential buildings. Therefore, different companies are taking connections based on our types of excellent services. Triangle Services Ltd. offers much benefits especially for corporate offices and make sure a very good speed for continuing official activities uninterruptedly.

## Customer's satisfaction

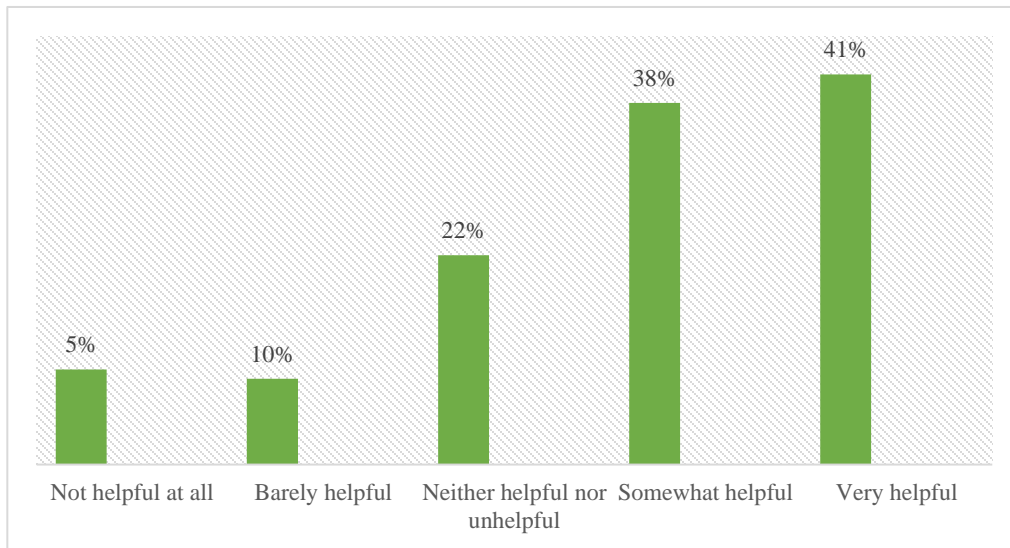


**Figure 04: Customer's satisfaction**



Our most users are happy with our services. Nearly 60% users mentioned that they are very satisfy with our services and about 20% stated they are satisfied. There has been seen a close reaction between good and average ratings, 9% and 8% respectively. Only 3% reacted nothing. So it is clear that more than half of our users are satisfied with our services.

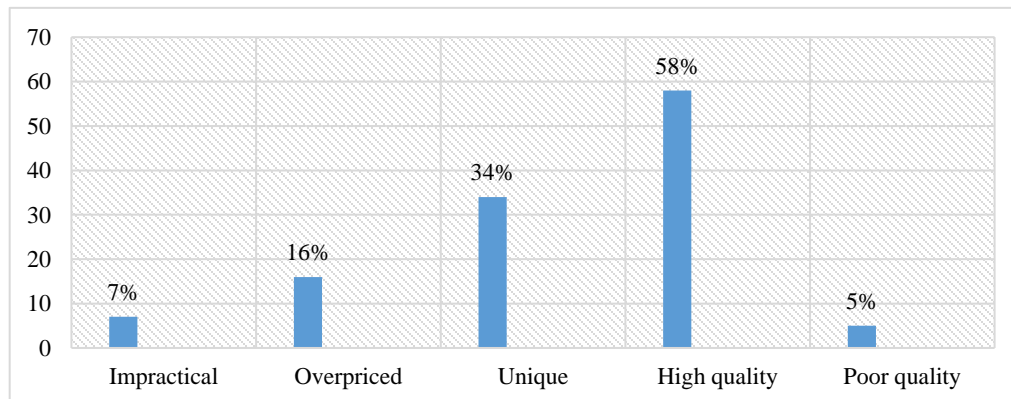
### Accessibility of website



**Figure 05: Accessibility of website**

It is noticeable that maximum customers are found our website helpful. 41% agreed that it is very helpful to find out their necessary information through the website. 38% respond somewhat helpful and in this category, most of them are residential customers. 22% respond neutrally, who usually don't surface website rather prefer calling if facing any problem. 10% stated barely helpful and 5% claimed not helpful at all.

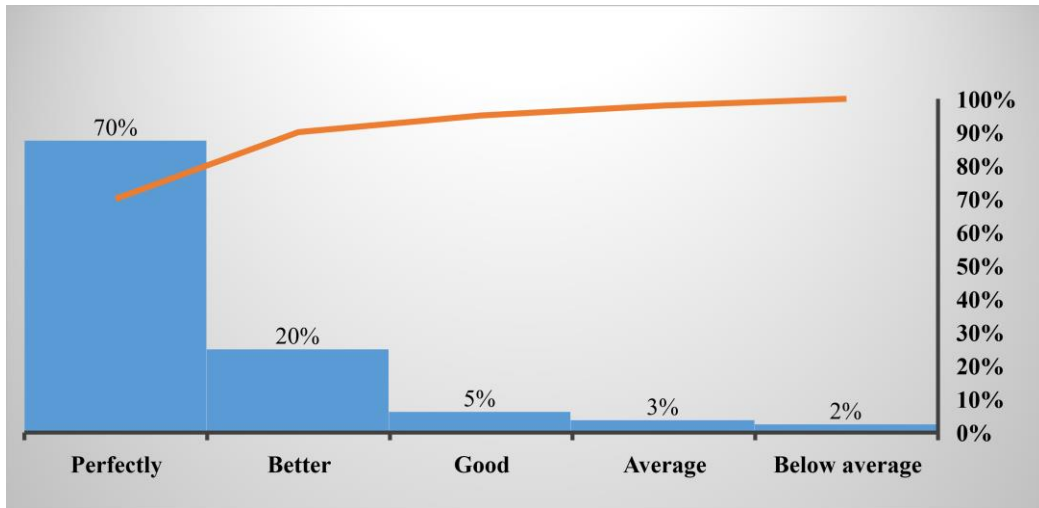
### Quality of internet services



**Figure 06: Quality of internet services**

58% stated that our internet service is holding high quality. 34% respond as unique whereas 16% thought that we charge overprice. 7% found it unnecessary to reply it and only 5% claimed poor quality.

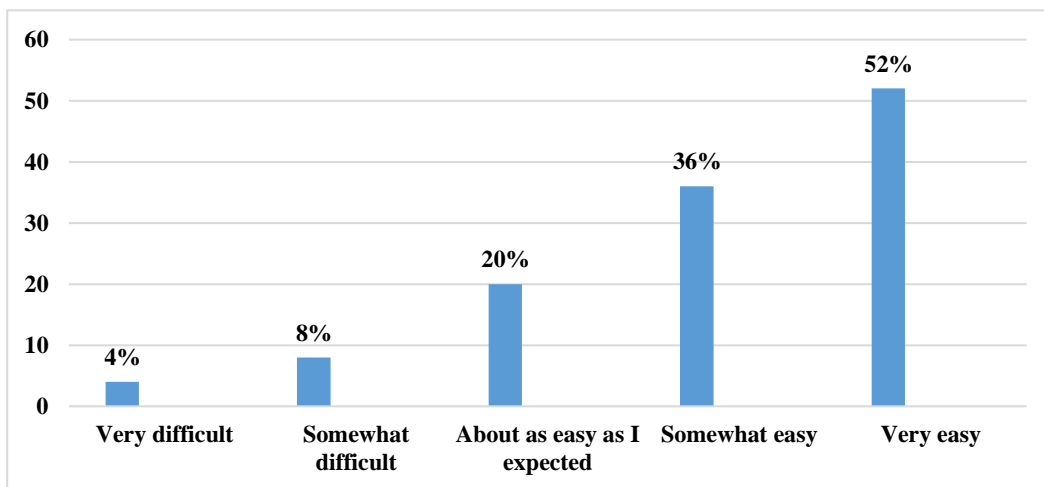
### Internet services capacity to meet up needs



**Figure 07: Internet services capacity to meet up needs**

Nearly 70% customers claimed that our internet services meet their needs perfectly. 20% marked better and 5% considered it is in good position. Percentage are almost nearer, 3% and 2% respectively those who selected average and below average

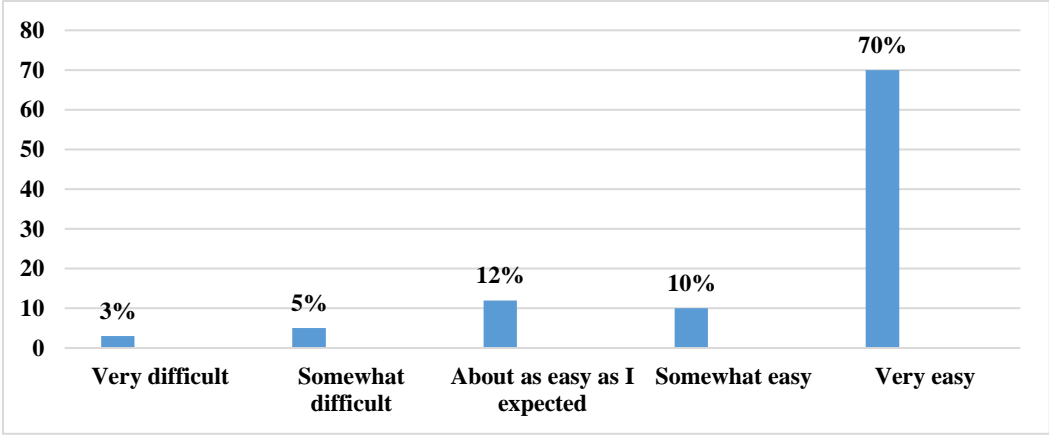
### Ability to solve users' problems



**Figure 08: Ability to solve users' problems**

52% found it very easy the way we solve their problems. 36% stated that they found it somewhat easy. 20% said that they got their solution the way they expected. 8% found it somewhat difficult and 4% claimed they found very difficult during getting solutions of their problems.

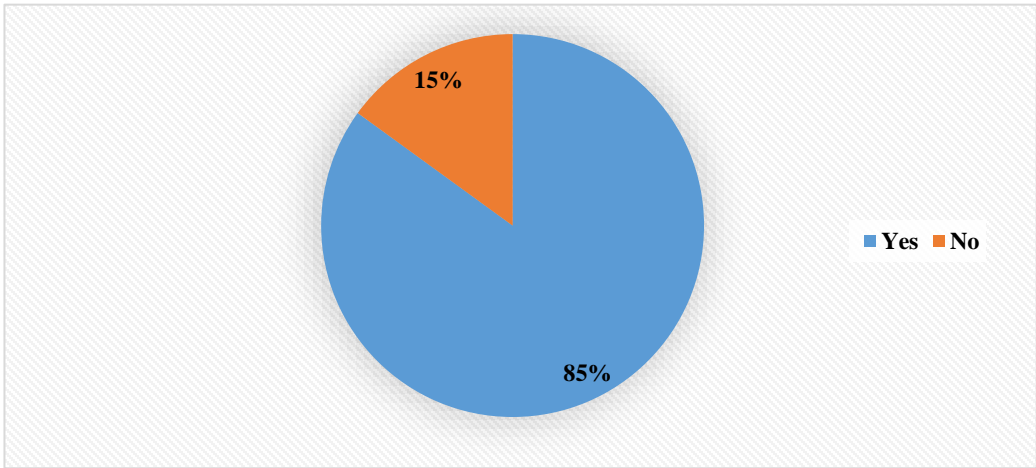
**Navigation of website**



**Figure 09: Navigation of website**

I asked this question as company website updated time to time and deliver almost all kind of information regarding products, services and relevant queries. About 70% respondent agreed it is easy to navigate our website. 10% stated somewhat easy and 12% found it as they expected. About 5% people found it kind of difficult to navigate, however, only 3% respondent claimed very difficult.

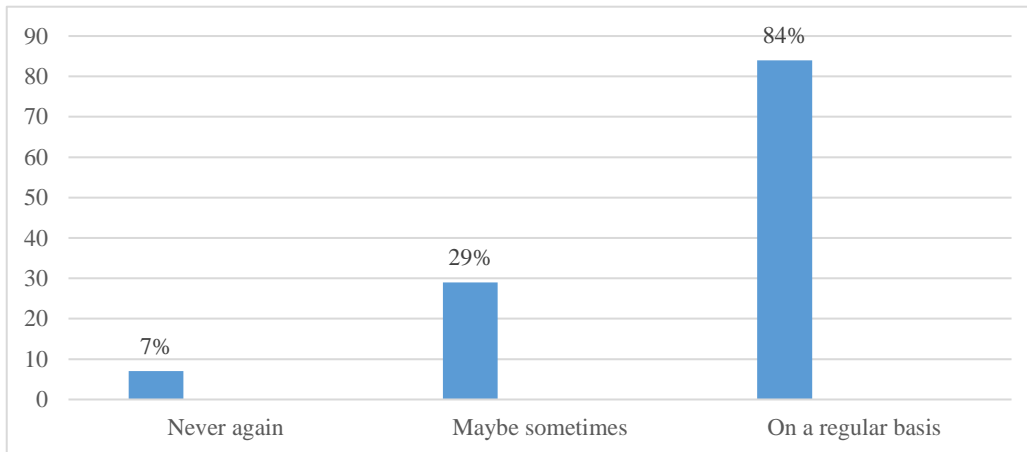
**Team promptness towards inquiry**



**Figure 10: Team promptness towards inquiry**

Around 85% respondent agreed that they got prompt response to their queries. On the other hand, 15% respondent felt that they did not get necessary solution of their queries.

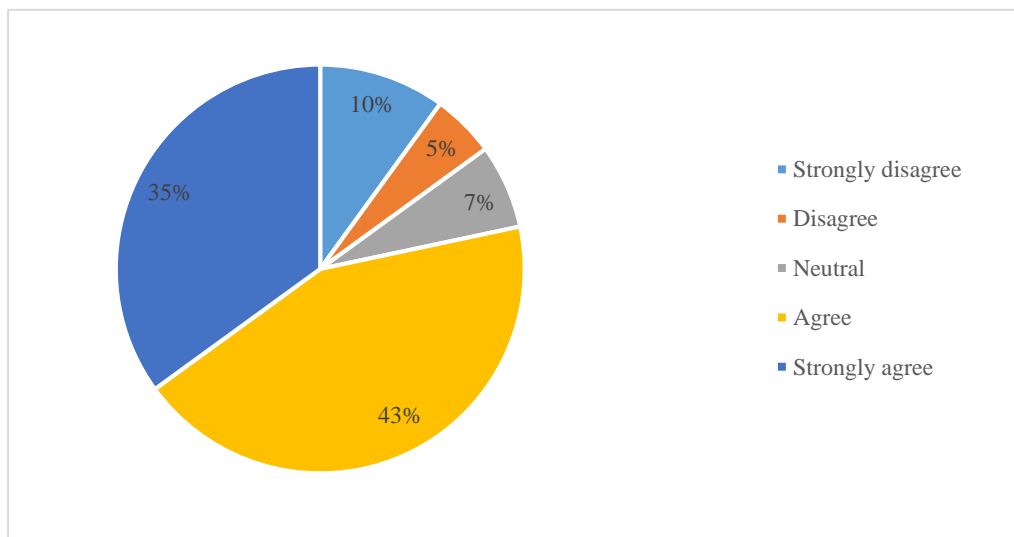
### Frequency of purchasing



**Figure 11: Frequency of purchasing**

84% respondent claimed that they want to buy services from us on a regular basis. About 29% people stated that they would buy based on necessary but 7% claimed not again.

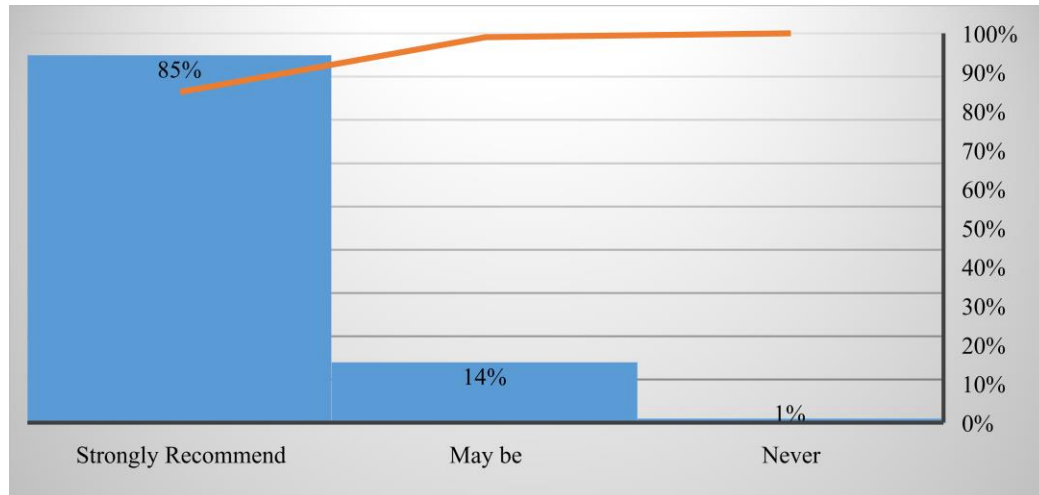
### Effectiveness of customer service team to resolve issues



**Figure 12: Effectiveness of customer service team to resolve issues**

Between 35-43% respondent strongly or somewhat agreed that they got effective customer service for solving any kind of issues. On the other hand, 7-10% respondent disagreed or somewhat disagreed. 7% people showed neutral at this point.

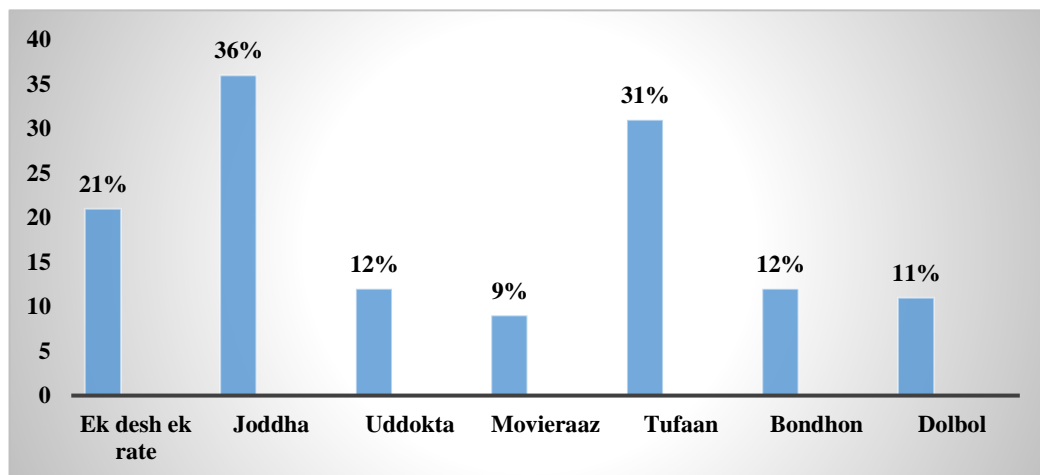
### Recommendation to others



**Figure 13: Recommendation to others**

85% of customers chose that they will strongly recommend our services to their friends and colleague. And 14% stated that they are not sure but may be recommend. However, still 1% expressed that they will not recommend, but we considered it as positive sign for us as percentage is pretty low.

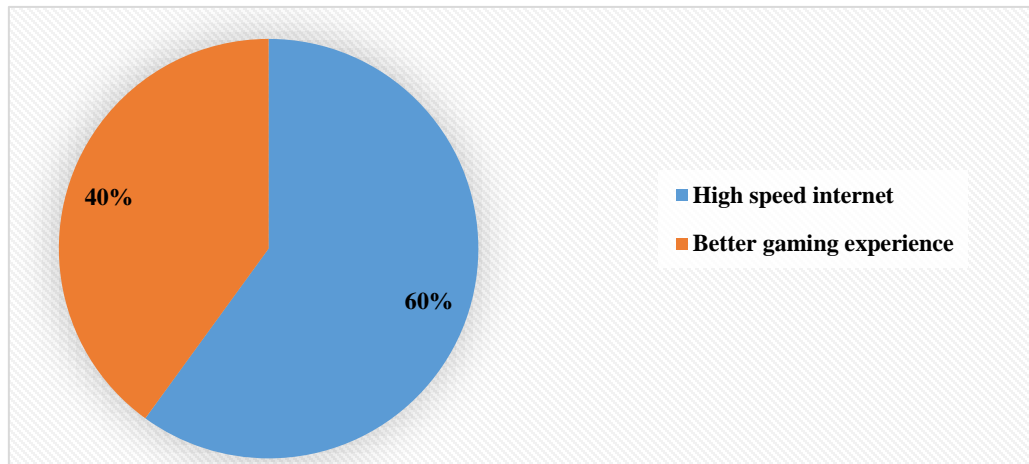
### Favorite packages



**Figure 14: Favorite packages**

36% respondent chose Joddha package based on internet speed, payment, authentic FTP server and IP address. As well as 31% respondent chose Tufaan another package which require almost same aspects but in different payment. These packages are offer for corporate offices and it has shown that our corporate clients are much satisfied with our services. 21% customers gave vote on Ek desh ek rate and this package especially made for residential connections. Other packages got vote between 9-12%.

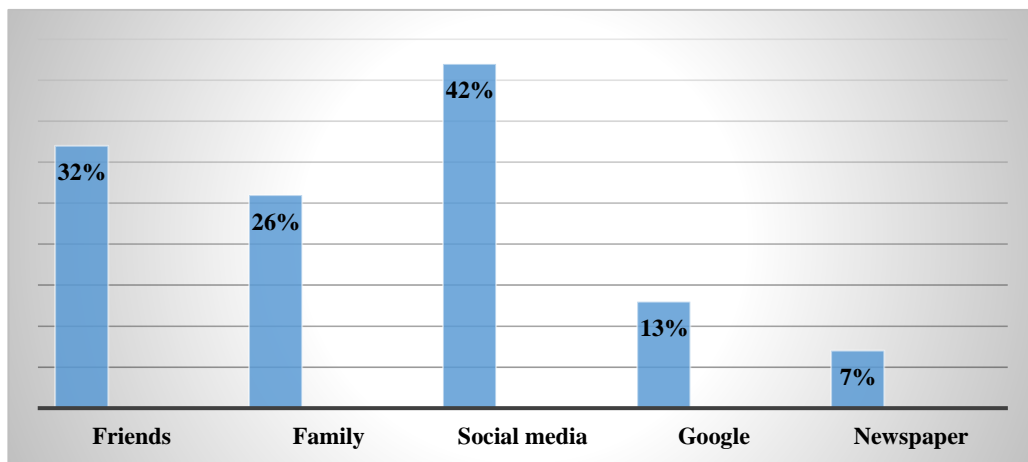
**Experience of Home connection**



**Figure 15: Experience of Home connection**

Almost 60% customers chose high speed internet option as in Covid-19 lockdown most of the people have to do work from home, resulting needs high speed connections with no buffering. Rest 40% stated they also got better gaming experience.

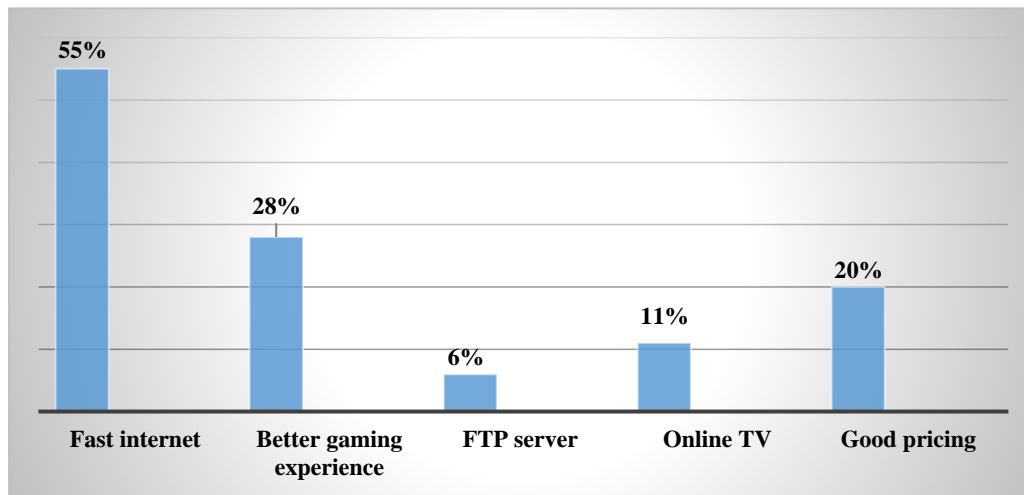
**Sources to find out**



**Figure 16: Sources to find out**

42% respondent stated that they found us through social media when they search a very good internet service provider for better and fast internet connections. Between 26-32% respondent claimed that they found us by friends and families who already took our services. 13% are found by Google surfing and rests 7% from newspaper.

### **Favorite features**



**Figure 17: Favorite features**

55% respondent stated that they like our fast speed internet connections, 28% claimed that they are enjoying better gaming experience as well. 20% Corporate clients expressed that pricing are reasonable and affordable based on offers, benefits they are getting. 6% people like our real FTP server and 11% for online TV feature as some offices are need online Tv services for their official activities.

### **3.4.2 Findings**

Service customers are very often taking attempt to measure and evaluate service delivery and quality as they are much concerned about their needs and wants. In this paper that is why conducting a survey to measure effectiveness of customer satisfaction of TSL. What I find out after conducting survey and analysis the outcome that service quality strongly impacts customer satisfaction level in service-based industry. Service quality is the most important factor towards maintaining customer satisfaction level, and position of level strongly ups and downs based on this factor.

Customer services promptness another factor of impacting customer satisfaction level. When customers get their solutions and replies promptly, quickly and smoothly after queries or facing difficulties it accelerates customer satisfaction level. Good and expert customer service team is an asset of keeping customer's satisfaction and loyalty. The better the customer services, the higher the satisfaction level. Triangle is careful about this aspect in a very maintained way.

Affordability is another factor especially for internet service industry as home connection usually prefer a low budget internet connection as high bandwidth connection does not necessary but during Covid-19 it has changed its impact level and after introducing WFH pricing would not be a strong fact for connectivity.

Differentiation of packages kind of influence customer satisfaction level as home and corporate office prefers different benefits so it should have distinctive internet connection packages to choose smoothly. It is good option to choose packages accordingly. Customer find it friendly and authority's concern towards customers conveniency. Triangle almost enjoy hundred percent satisfaction of its employees, customers and others.

It has found that almost all the respondents will recommend to their take services from Triangle. Assurance influences customers satisfaction level as they are believing that service will be standard level and maintain competency to supply. Generally, if company do not show assurance, then customers do not show high satisfaction. It has positive relationship with customer satisfaction level and one of the most important factors of creating customer loyalty as well. Reliability also other factors which have strong impact on satisfaction level.

### 3.5 Summary and Conclusion

This paper represented that services quality highly influenced customer satisfaction level as well as purchase experience, usage of services, promptness, assurance, reliability and affordability. Little level of raising customer satisfaction level accelerate customer loyalty as both have positive correlation with each other. Company should have depth knowledge about customers satisfaction level along with key factors which have influence on customers. It increases profitability which will bring opportunities to expand the business in the industry.

It can say that service quality is strongly interrelated with each other. Quality impacts customer satisfaction in a powerful way. So, it can say superior quality services is the main factors to hold



up customer satisfaction. Usually there is no much research paper on this specific industry which create information shortage during conducting research. In this case, package's features are the least important factors.

It can say assurance, prompt responsiveness, superior customer services and high-quality services strongly impact customer satisfaction, and loyalty. Effectiveness of customer satisfaction leads to bring improvement within organization. Triangle's brand value is high because of high customer satisfaction level. Moreover, all dimensions of service quality meet the needs of customers and form a strong interlinkage with other quality attributes that emphasize all dimensions of service quality in maintaining and enhancing the quality of service they provide. It has found out from thorough research that triangle has profound knowledge on customer satisfaction. By maintaining these qualities Triangle hold customers attention all of these years. Thus, it can say evaluate the relevant factors regarding effectiveness of customer satisfaction cannot deny and for service-based industry it is must to maintain interrelation of these factors.

### 3.6 Recommendations

#### **Keep Ping & Packet loss**

From research, it has seen there has still lag happened during online gaming. It should be as low as possible so that they can provide low latency which will attract gamers. Currently from teenage to office goer almost all age of people loves to play games especially PUBG and other popular online games. As a big portion of home connections belongs teenager so this is significant issues to solve.

#### **Maintain 24/7 customer support**

Already triangle incessantly try to provide high customer service and because of this, users are showing satisfaction and loyalty. Therefore, this feature should be maintained well to keep customer happy and satisfy to lead customer loyalty. It is significant point which strongly recommend to keep consistency to ensure customer satisfaction.

#### **Training session for newcomers**

Triangle should provide some especial training programs for newcomers or who have interest to deliver services in this industry regarding how ISP industry works. Because of lack of proper

knowledge newcomers cannot survive this industry so as a market leader Triangle could help to grow them by providing proper knowledge and guidance.

#### **Maintain the quality of internet**

Triangle should maintain high quality of the internet service remaining like this as it is one of the influential factors to hold customer satisfaction level. Triangle is popular for its high quality and superior internet connectivity with safe and security among both home and corporate users.

#### **Regular new campaigns must**

Generally, Bangladesh internet service industry does not concern about promotion and advertising among common people, resulting people takes long time to find out a good internet service provider. If internet service provider company does regular basis campaign it would easy to reach more potential customers.

#### **Introduce new packages regularly**

Triangle should introduce or bring modification among their packages which will bring a differentiation in their industry. As users have so many options to choose or switch if any service seems better than recent one, so triangle should be more careful about their customer's preferences by conducting survey or feedback session.

#### **Monthly telephoning to customers**

To bring improvement or to know the current state of internet connection, triangle should introduce a monthly telephoning customer service to know how state of connectivity. If necessary, triangle could take necessary steps to bring modification in its services and packages. In this way, they can hear customer's feedback, or any kind of complain or difficulties during streaming and many more. Customer interaction is must but in Bangladesh this step avoid for unknowing reason. Triangle could initiate this step.

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<http://www.triangle.com.bd/>

## Questionnaire

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**1. Connection type?**

a) Home B) Office

**2. On a Scale of 1-5 rate how happy are you with our services?**

a) 1 b) 2 c) 3 d) 4 e) 5

**3. How helpful do you find our website?**

a) Not helpful at all b) Barely helpful c) Neither helpful nor unhelpful d) Somewhat helpful e) Very helpful

**4. Which of the following words would you like to describe our internet services?**

a) Impractical b) Overpriced c) Unique d) High quality e) Poor quality\

**5. One a scale of 1-5 rate how well does our internet services meet your needs?**

a) 1 b) 2 c) 3 d) 4 e) 5

**6. How easy did we make it to solve your problem?**

a) very difficult b) Somewhat difficult c) About as easy as I expected d) Somewhat easy e) Very easy

**7. On a scale of 1-5 how easy is it to navigate our website?**

a) 1 b) 2 c) 3 d) 4 e) 5

**8. Did you feel that our team answered your inquiry promptly?**

a) Yes b) No

**9. How likely are you to purchase again from us?**

a) Never again b) Maybe sometimes c) On a regular basis

**10. Do you agree or disagree that our customer service team effectively resolved your issue?**

a) Strongly disagree b) Disagree c) Neutral d) Agree e) Strongly agree

**11. How likely are you to recommend our services to a friend or colleague?**

a) 1 b) 2 c) 3 d) 4 e) 5

**12. Which internet package you enjoy the most?**

a) Ek desh ek rate b) Joddha c) Uddokta d) Movieraaz e) Tufaan f) Bondhon g) Dolbol

**13. Which one do you prefer?**

a) high speed internet b) Better gaming experience

**14. How did you find us?**

a) Friends b) Family c) Social media d) Google e) Newspaper

**15. Which of the following feature you like the most about our internet service?**

a) Fast internet b) Better gaming experience c) FTP server d) Online TV e) Good pricing