

# **REPORT ON BANGLALINK**

**INTERNSHIP REPORT ON BANGLALINK**

**TOPIC: “CUSTOMER SATISFACTION ON EMPLOYEES OF BANGLALINK”**

Prepared For:

Md. Tamzidul Islam

Senior Lecturer

BRAC Business School

Prepared By:

Nishat Kaisar

ID: 09264012

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**BRAC University**

**Md. Tamzidul Islam**

Senior Lecturer

BRAC Business School (BBS)

BRAC University

April, 16 2014

Subject: Submission of Intern Report on Banglalink

Dear Sir,

With much pleasure and contentment, I submit to you my report titled “*Customer Satisfaction on Employees of Banglalink*” as per the requirement of my internship. I have tried my best to follow your guidelines in every aspect on my report. I have collected what seems to be most important information to make my report as specific and coherent as possible.

The purpose of this report was for me to show the customer satisfaction level in Banglalink. The report greatly contributed in educating me about the Telecom industry, teaching me once again about the value of effective time management and of course, applying the theoretical aspects of management into a practical scenario.

I am thankful to you for your guidance, suggestions, and constructive criticisms during the preparation of this report that only impelled me further into excelling. I truly hope that you too would genuinely enjoy learning about the organization and its consumers besides merely evaluating me based on the grading criteria set for this assignment.

Sincerely Yours,

Nishat Kaisar

ID: 09264012

## ACKNOWLEDGMENT

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## EXECUTIVE SUMMARY

Banglalink is the second largest cellular service provider in Bangladesh after Grameenphone. In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). Afterward it was re-branded and launched its services under the “**Banglalink™**” brand on February 10, 2005. When Banglalink™ entered the Bangladesh telecom industry in February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments with innovative and attractive products and services targeting the different market segments; aggressive improvement of network quality and dedicated customer care; and effective communication that emotionally connected customers with Banglalink™. The Objective of the company is to ensure telecom facility for all people of Bangladesh with minimum cost.

The main function of Banglalink™ is to provide Mobile Telecom Product and Services to its valued customer including Voice Communication, SMS service and other Value Added Services (VAS). It also Provides Data & Fax services to its customers. Banglalink Customer Care” became a new era in the field of customer service with the help of a devoted and enthusiastic pool of customer care representatives. With a massive campaign of “Apnar Jonnoi Amra - Kotha Dilam” (We are there for you- We Promise), Banglalink reached to new heights of Customer service & created a positive impression within the industry. Banglalink delivers customer care using its call centers and customer care networks.

Since Banglalink unlike other mobile phone operators in the industry values their customers satisfaction level the most and they consider the key to their customer satisfaction is to attend customers with best customer service, we tried to analyze the satisfaction level through a survey and found out some recommendation for the company to improve more with the customer satisfaction.

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## 1. Empirical Part of the Report

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### 1.0 Introduction:

Good customer service is the lifeblood of any business. A company can offer promotions and slash prices to bring in as many new customers as it wants, but unless it can get some of those customers to come back, its business won't be profitable for long. The topic of my report is "The Customer Satisfaction on **Banglalink™** Customer Care". As I'm working in Customer Care Division of **Banglalink™**, I got the opportunity to complete my report there. As the name of the division implies, it deals with the customers after the sales occurs. Main activities of this division includes maintaining databases of the customers, preparing the bills, distributing bills, activating new connections, helpline service, providing various types of information regarding products and services, collection of bill through different banks all over the country, and the other after sales services.

As a member of **Banglalink™**'s Customer Care Division, my job is to provide different types of product information and services to our valued subscribers over telephone, which is the care line service. In other words, my job is to resolve customer's problems and ultimately satisfy the subscribers. In my dissertation report, I have tried to judge the satisfaction level of **Banglalink™** customers.



## **1.1. Background of the research:**

Telecom industry is service oriented and the customers are very much concerned about safety of their communication and other facilities. Customer service of the Banglalink starts right from the stairs of the customer care center. The guard at the door is the first person represents the Banglalink services.

Banglalink plays a crucial role in challenging communication environment and socio-economic changes of a developing country. In the past decade there has been a rapid change in the communication of Bangladesh leading to an increase number of Telecom industries. At the some time telecommunication area is becoming wider as well as services are becoming easier and faster.

Due to free market communication the rapid growth in competition among nationalized, foreign and private telecom industries in the field of operation results in attractive services to the retailer and wholesaler customers. So Banglalink need to measure the market position in the competitive telecom industry. It requires studying and comparing its customer satisfaction level, customer services or performance with that of similar telecom organization.

## **1.2. Origin of the report:**

As a partial requirement of MBA program I need to go for internship report to gather practical experience and need to submit the report regarding that practical knowledge. This report is originated to require completing the MBA program from Brac Business School. This report will definitely increase the knowledge of other students to know the telecom industry of Bangladesh, and the various services Banglalink is providing to be the premier customer satisfaction service in the country.



### **1.3. Objectives:**

#### **1.3.1. Broad Objective:**

The broad objective of this report is to measure the customer satisfaction level of Banglalink customer care.

#### **1.3.2. Specific Objectives:**

- To evaluate the customer service of Banglalink
- To find out the internal and external environment of Banglalink.
- To identify the customers attitude towards the customer service department.
- To identify the manpower of Banglalink regarding customer service.
- To identify the depth of knowledge of the employee who serve the customers.
- To identify the differences between existing and potential customers regarding attitude and perception.
- To find out the relationship between the customers and customer manager.

### **1.4. Scope of the Study:**

The scope of this study is to measure the success or failure of customer care department of GSM operators in Bangladesh and the study is limited to **Banglalink™** subscribers only overlooking other operators like Grameenphone, Robi, and Citycell. This proposal examines customer satisfaction models for assessing the relationship of customer service offered through Customer Care Division with the level of customer satisfaction. The author illustrates the approach by studying customer satisfaction in a semi structured questionnaire form and interviewing the customers from different parts of the country (geographic region), different age groups and different status.

### **1.5. Limitation of the report:**

While performing the research study I faced some problem for which this report has got limitations, these are being stated below:

Three-month time is not enough for such an extensive work of the study. It is very difficult to collect all the required information in such a short period.

Due to some legal obligation and business security **Banglalink™** restricts some data not to be published publicly. For this reason, the study limits only on the available and published data and certain degree of formal and informal interview.

The employees are very busy with their jobs, which lead to little time to consult with me.

**Problems of Quota Sampling:** Banglalink™ employee & the agency personnel might give biased information.

**Centralized study:** All the samples were the current customers of Banglalink but those who already switched to other GSM operators like Grameenphone, Citycell, and Airtel were not taken into consideration. But there is a possibility that those customers switched elsewhere due to their dissatisfaction or getting poor quality of service of BL.

Lack of concentration in filling up the questionnaire: Not enough time was there to fill up the questionnaire properly. Also the levels of knowledge of the samples were not adequate for every question.

**Time as a constraint:** Time was a constraint all the time it was quite difficult to continue the internship and continue the research work together.

Literature review could have been made better if I could spare more time on it.

## 1.6. Methodology of the Study:

**1. Population** : The population of this research project is defined as follow:

- a. Element : Existing all customer's of Banglalink
- b. Unit : Individual customer's of Banglalink
- c. Extent : Gulshan Branch in Dhaka City.

**2. Sample Frame:** Individual customer of Banglalink those who come to the Banglalink Care Centre (Gulshan Branch) for solving their different types of problem

**3. Sample Size:** To conduct this research I have taken my sample as a simple random sampling and the required sample size for conducting this research is 100, those who are using Banglalink connection.

### **4. Sampling Procedure:**

For conducting this research project the probabilistic sampling procedure was followed in order to select the sample which is Simple random sampling.

### **5. Data sources:**

The information and data for this report have been collected from both the primary and secondary sources.

#### **a. Primary Data Sources:**

- Face-to-face conversation with the respective care centre officers and staffs of the Gulshan branch and head office.
- Face-to-face conversation with customers visited at the customer care centre
- Practical work experience in the customer care
- Questionnaire.

#### **b. Secondary Data Sources:**

- Website of the Banglalink.
- Various book articles regarding general customer care services and functions.
- Annual report of CCD of Banglalink™.
- Newsletters, Brochures of Banglalink.
- Data Board of Care Centre of Banglalink Point & Service Point (BP & BSP).

## 6. Data collection Method:

Relevant data for this report will be collected primarily by direct investigations of different records, papers, documents, operational process and different personnel. The interviews were administered by formal and informal discussion. Structured questionnaire will be used. Information regarding office activities of the customer care centre has been collected through consulting and discussion with care centre personnel.

## 7. Data Processing:

The data has been collected from the respondents through structured questionnaire.

After that, data has processed through the following ways.

- ❖ At first the questionnaires has given a serial number
- ❖ Respondents' answers are categorized according to their personal information, present service centre situation, experience, preference, attitude, behavior, satisfaction level about Banglalink.
- ❖ After that respondents' answer are recorded numerical figure
- ❖ However, all the respondents' answer is put in the data matrix according to recorded arrangements.



## 2. Brief Information about Banglalink

### 2.0 Background and History of Banglalink™

Sheba Telecom (Pvt.) Ltd. was granted license in 1989 to operate in the rural areas of 199 upazilas. Later it obtained GSM license in 1996 to extend its business to cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture.



Tiger's Den (Banglalink's Headquarters) at Gulshan.

In July, 2004, it was reported that Egypt based Orascom Telecom is set to purchase the Malaysian stakes in Sheba Telecom through a hush-hush deal, as Sheba had failed to tap the business potentials in Bangladesh mainly due to a chronic feud between its Malaysian and Bangladeshi partners. An agreement was reached with Orascom worth US\$25 million was finalized in secret. The pact has been kept secret for legal reasons, considering financial fallout and because of the feud.



The main reason for the undercover dealing was the joint venture agreement between the Bangladeshi and the Malaysian partners, which dictates that if any party sells its Sheba shares, the other party will enjoy the first right to buy that.

Integrated Services Ltd. (ISL), the Bangladeshi partner, was being 'officially' shown as purchasing the shares held by Technology Resources Industries (TRI) of Malaysia for \$15 million. ISL then paid another \$10 million to Standard Chartered Bank to settle Sheba's liabilities.

In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited ("Sheba"). It was acquired for US\$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold. Afterward it was re-branded and launched its services under the "**Banglalink™**" brand on February 10, 2005. Banglalink's license is a nationwide 15-year GSM license.

In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name.

When **Banglalink™** entered the Bangladesh telecom industry in February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments. Within one year of operation, **Banglalink™** became the fastest growing mobile operator of the country with a growth rate of 257%. This milestone was achieved with innovative and attractive products and services targeting the different market segments; aggressive improvement of network quality and dedicated customer care; and effective communication that emotionally connected customers with **Banglalink™**.

**Banglalink™** is today the 2nd largest mobile operator in the country and recently Banglalink celebrated with 1 crore customers. This has been achieved in just three and a half years.

## Who is Behind of Banglalink

ORASCOM TELECOM is one of the most dynamic telecommunications powerhouses in the world. Orascom is based in Egypt and has operations in 11 countries worldwide. Established in 1998, it is today the largest capitalized company on the Cairo & Alexandria Stock Exchanges with over 11 million subscribers worldwide. It has grown to be one of the largest and most diversified GSM network operators in the Middle East, Africa and Asia.



## The Real Tigers Behind the Stripes

Employees, at Banglalink, believe that their teamwork is their greatest asset. Useful contributions made by each individual bring them that much closer to their goals. The Banglalink family is made up of a group of passionate individuals, uniquely qualified from diverse disciplines but working towards their vision.

## Banglalink Ensures for the Tigers/Tigress:

- A friendly, professional and mutually supportive environment that encourages its people to develop their potentials to an optimal level.
- A true quality of professionalism that can be found in all world-class multinational companies
- Team oriented professionals, who contribute to the greater whole of the organization through their participation in decision making situations.
- A system which recognizes and rewards groups as well as individuals for their efforts and contributions to the company



## **Banglalink™ (An ORASCOM TELECOM Company.)**

(At a Glance)

Date of inauguration	February 2005
Date of operation	February 2005
Total no of Regions	7
Total Customers	12.1 Million
Total no. of employee	5000
Manager	12%
Executives	11%
Engineers	8%
Senior Engineers	5%
Zonal Sales Manager	4%
Zonal Customer Care Manager	12%
Others	48%
Male	90%
Female	10%
Website	<a href="http://www.banglalinkgsm.com">www.banglalinkgsm.com</a>
Coverage area	64 District
Revenue	US\$288 million (2008), 49.2% from 2007
Head Office:	Banglalink Tigers' Den Plot 4, SW (H) Gulshan Avenue Dhaka – 1212, Bangladesh





## **Banglalink's Shared Value**

Banglalink aims to understand peoples' needs best and develop appropriate communication services to improve peoples' life and make it simple. All members of the Banglalink family are highly passionate individuals, fully committed to achieving the vision of company. Banglalink customers' needs matter most to it- making their life simple and improving it is all it want. To ensure its vision is achieved, Banglalink have set themselves a few values, it want to be:

- Straight Forward
- Reliable
- Innovative
- Passionate


All the Banglalink<sup>TM</sup> family members have one thing in common- 'a passion to serve'. They want to go that extra mile, so that people can have the best possible service investing in the future of Bangladesh.

## **Making a difference**

The biggest barrier today for people is the cost of handsets. Company will strive to lower the total cost of owning a mobile. Banglalink are here to help make a difference in people's lives by providing affordable and reliable connectivity solutions. Company will strive to connect people and link their lives by listening to them and by understanding their needs. Banglalink are here to help people speak their language.



## 2.1. Profile of the Company (Banglalink™)

Name of the Organization	Orascom Telecom Bangladesh Limited.
Type of Business	Telecom Service Provider
Network Name	Banglalink™
Logo	
Technology	GSM 900
Motto	Making a Difference
Network Status	Live from September, 1998
Web Site	<a href="http://www.banglalinkgsm.com">www.banglalinkgsm.com</a>
Headquarters Address	Banglalink Tigers' Den Plot 4, SW (H) Gulshan Avenue Dhaka – 1212, Bangladesh
Phone No.	+880 8 821 256
Fax	+880 8 827 265

## 2.2. Management Team of the Organization

<b>Management Team</b>	
Managing Director and Chief Executive Officer	Ahmed Abou Doma
Chief Financial Officer	Mohamed Hassan Osman
Chief Technical Officer	Ahmed Fady
Chief Commercial Officer	Asher Yaqub Khan
Sales Director	Arif Mehmood Malik
Customer Care Director	Muhammad Arshad
Human Resources & Administration Director	Tarek Beram
Head of PMO & Supply Chain	Abdus Saboor
Regulatory and Legal Affairs Director	Zakiul Islam
IT Director	Nizar El-Assad
Marketing Director	Shihab Ahmad's



### **2.3. Mission of the Company**

Their mission is, therefore, to reduce the total cost of ownership of buying and using a mobile phone.

### **2.4. Vision of the Company**

The company aims to make a difference in the lives of the people. Its vision is to “Understand people's needs best and will create and deliver appropriate communication services to improve people's life and make it easier”. To achieve this vision, the company has established some values that it tries to instill in its employees. They want their employees and the company as a result, to be:

- Straightforward
- Reliable
- Innovative
- Passionate

### **2.5. Objectives of the Company**

The Objective of the company is to ensure telecom facility for all people of Bangladesh with minimum cost.

### **2.6. Products and Services of the Company**

The main function of Banglalink™ is to provide Mobile Telecom Product and Services to its valued customer including Voice Communication, SMS service and other Value Added Services (VAS). It also Provides Data & Fax services to its customers. Main Product and services are described below:

### **Prepaid Packages:**

Banglalink entered the market with a promise of making mobile phone affordable for people. This promise was kept and Banglalink was the first operator to introduce a flat rate for all calls (inside own network and to other operators) for the convenience and ease of customers.

Banglalink currently offers one prepaid plans. All the prepaid plans come in one phases—Standard (T&T incoming and outgoing with NWD and ISD). All connections provide GPRS to subscribers.

- **Desh:** Desh is the best prepaid package for making calls to any network. With the slogan Ek desh Ek Rate! (means one country one rate!), is one of the cheapest prepaid plans in the country by tariff. Users of desh can call any mobile operator at cheapest rate throughout the whole day at different time slot. It also has three FnF facilities to any operator. Desh package was launched on September 14, 2006.
- **Desh rang:** “**Desh rong**” has also been launched as a brand extension to enrich the brand of desh. “**Rong**” is a Bengali word that means "color" - the objective is to give customers a brand that they can refer to as colorful and lively. This package is beneficial for customers who mainly make calls to their own network and are heavy SMS users. It offers four on-net FnF numbers.
- **Ek rate darun**
- **Desh ek rate**
- **Regular prepaid** was the first package Banglalink had to offer. It is currently unavailable in the market.
- **ladies, first!**, with the slogan Shomporker Network (means network of relationships), was tailored for women. It was launched on September 3, 2005. It had introduced 1 second pulse for the first time in the prepaid market. It offered four FnF numbers. It is currently unavailable in the market.
- **be linked!** was launched on November 16, 2005. It was later taken over by desh package as all the be linked! customers were automatically migrated to desh.



### **Postpaid Packages:**

Currently there are three postpaid plans from Banglalink for its retail customers. These packages are known as enterprise personal, which is a subset of much larger Banglalink enterprise. All packages come with T&T local, NWD, ISD and connectivity.

- **Personal package 1**
- **Personal supplementary**
- **Personal call and control**

### **Loyalty Discount for postpaid packages**

Banglalink is providing “loyalty” discount according to the following table based on monthly usage and length of stay.

Length of stay	Monthly outgoing voice calls (Excluding BTTB charge, Roaming & VAT amount)		
	Tk.401-1500	Tk.1501-3000	Tk. 3001+
More than 2 years	10%	12%	15%
More than 1 years, Less than 2 years	8%	10%	12%
Less than 1 year	7%	8%	10%

Loyalty discount are providing monthly from May 2007.

The above loyalty discount will be applicable to only postpaid packages. If old postpaid package customers migrate to the postpaid packages then they will be eligible to get the discount and their length of stay will be considered on the date of activation.

The length of stay will be calculated from the date of activation with banglalink.

The discount amount for postpaid package 1 and 2 customers will be provided with the monthly bills

Postpaid package 2 customers will be provided discount even if their monthly commitment is lower than Tk. 1,000.

The discount amount for postpaid package 3 customers will be uploaded to their account by IT on a specific date of each month.

### Former Packages:

**upper class**, a postpaid platform, was launched on July 31, 2005. It was mainly targeting slightly upscale consumers. upper class was known for offering purple carpet treatment to its clients, giving special attention with separate counters at sales and customer care centers and a dedicated hotline. It had numerous packages under two different tariff plans—*tailor made* and *made to measure*. In addition to those, it introduced a hybrid product named **call and control** designed to offer the value of postpaid with the control of prepaid. Later enterprise personal took control of upper class.

### Other Postpaid Packages:

- **Postpaid New Bundle Offers**
  1. **Postpaid 1000**
  2. **Postpaid 500**

#### **Postpaid 1000**

Postpaid customers will be offered a bundle of **1300 minutes** to both on-net and off-net (excluding ISD, EISD) and **500 on-net SMS**, and **75 MB internet**, against a bundle fee of Tk.1000 (excluding VAT)

§After consumption of free minutes, flat rate of 0.85/min will apply.

#### **Postpaid 500**

Postpaid customers will be offered a bundle of **600 minutes** to both on-net and off-net (excluding ISD, EISD) and **100 on-net SMS**, and **25 MB internet**, against a bundle fee of Tk.500 (excluding VAT)

§After consumption of free minutes, flat rate of 0.90/min will apply.

#### **Details of both packages**

Bundle minutes and SMS can be used for 24 hrs

§Validity of bundle minutes, SMS and internet will be bill cycle bound.

§Customers cannot carry forward the minutes and SMS as the validity of the minutes and SMS will be bill cycle bound.

§Pulse will be 60 seconds flat.

§Bundle minutes, SMS and internet will be billed on a prorated basis.

## Package details

- There is no package price only TK. 1300 and TK 700 will be taken as security deposit.
- Credit limit will be 100% of security deposit.
- Customers can migrate to the new packages by increasing their security deposit to TK1300/700 if it is below TK 1300/700 or automatically if it is already TK1300/700 or higher.
- Migration fee of TK58 as per usual practice will apply.
- Migrations will be allowed only during bill cycle dates.
- Postpaid 500 and postpaid 1000 customers can add supplementary connections as per normal practice but CUG minutes will also have pulse of 60 seconds. (tariff will be 0.25/min)
- Loyalty discount is applicable to the bundle customers as well as BOI and Free MCA.
- Telesales discount is not applicable for these customers.
- New customers will be placed under 31st bill cycle.
- Auto debit is the most convenient method of payment and should be encouraged in order for the customer to remain connected at all times.
- CareLine can inform customers of the unused SMS/minutes/internet but it will not be real time.
- Migration to and from **Package 1/Postpaid Unlimited/Postpaid 500/Postpaid 1000** will be allowed. Other migration scenarios will be reviewed and decided upon in future.

- **Postpaid Unlimited Bundle Offer**

## Summary of the Package

### Offer

- Postpaid customers will be offered a bundle of **3000 minutes** to both on-net and off-net (excluding private PSTN, BTCL, ISD, EISD) and **5000 on-net SMS**, and **200 MB internet**, against a bundle fee of Tk.2000 (excluding VAT)
- Bundle minutes and SMS can be used for 24 hrs
- Validity of bundle minutes, SMS and internet will be bill cycle bound.
- Customers cannot carry forward the minutes and SMS as the validity of the minutes and SMS will be bill cycle bound.
- After the consumption of the free 3000 minutes, customers will enjoy flat rate of Tk.0.65/min tariff with 60 second pulse.
- Bundle minutes, SMS and internet will be billed on a prorated basis.

## Package details

### Details

- There is no package price only TK 2,500 will be taken as security deposit.
- Credit limit will be 100% of security deposit.
- Customers can migrate to the unlimited package by increasing their security deposit to TK2,500 if it is below TK2,500 or automatically if it is already TK2,500 or higher.
- Migration fee of TK58 as per usual practice will apply.
- Migrations will be allowed only during bill cycle dates.
- Unlimited Customers can add supplementary connections as per normal practice.
- Loyalty discount is applicable to unlimited customers as per normal practice.
- Telesales discount is not applicable for these customers.
- New customers will be placed under 31st bill cycle.
- Auto debit is the most convenient method of payment and should be encouraged in order for the customer to remain connected at all times.
- CareLine can inform customers of the unused SMS/minutes/internet but it will not be real time.
- Migration to only Package 1 will be allowed. Other migration scenarios will be reviewed and decided upon in future.

### **Banglalink enterprise packages:**

Targeting the corporate and SME segments, banglalink has launched "banglalink enterprise" with state of the art services including GPRS, corporate SMS broadcast, dedicated customer relationship management, and customized packages.

**Banglalink enterprise** offers a wide range of products and services to suit the needs of the business community. Companies under the enterprise package are provided with a dedicated enterprise relationship manager who provides them with personalized customer care round the clock. Other benefits of enterprise include customized packages with attractive call charges and connection price, enterprise SMS broadcast, enterprise short code, international roaming, missed call alerts, free voice mail retrieval, fax and data service, call conferencing, special offer for family members and many more. It was first launched in December, 2006.



The current packages are:

- **enterprise corporate**; targeted at the corporate segment
- **enterprise SME**; targeted at the SME segment
- **enterprise personal**

Prior to the launch of Banglalink enterprise, Banglalink served the business clientele through a similar platform named **Banglalink professional**.

**Other New Business Packages:**

1. **BL SME C&C**
2. **SME Postpaid Package**

<b>SME Postpaid</b>
<ul style="list-style-type: none"><li>• Package price will be Tk.450 which will be taken as security deposit</li><li>• 50 FREE on-net minutes and 50 FREE on-net SMS per month</li><li>• Additional 1,000 SMS to any banglalink number which will be given within 30 minutes of activation with 30 days validity.</li><li>• 10 MB FREE internet per month (on demand)</li></ul>

3. **Distributor & Retailer Package**
4. **Commercial Packages (PCO)**
  - **PCO Postpaid**
  - **PCO Call & Control**

**Value Added Services (VAS):**

Banglalink also offers extensive range of value added services for its customers. The lists of the Value Added Services are given below:

- Azan Alert (4646)
- banglalink Advance
- Banglalink Babsha Jigyasha 7677

- Banglalink Billpay service
- Banglalink Easy Divert
- banglalink emergency Banglalink Golpo Chora Gaan (5432)
- Banglalink Messenger Service (8989)
- Banglalink Mobile Remittance Service
- Banglalink Music Station (5858)
- Banglalink Phonebackup
- Banglalink Timer SMS
- BBC Janala
- BL Stock info service 6464
- Blood bank (8008)
- Call Block Service (8181)
- Call Me Back
- Calling Options (Call Barring, Call Forwarding, Conference Calling Service, Caller Line Identification Presentation (CLIP), Call Waiting / Call Holding)
- CRBT “Amar Tunes”
- FnF
- Friend Finder (2424)
- GPRS
- Health Link (789)
- i'bubble
- i'Cook
- International SMS
- ISD Call Rate
- IVR Horoscope Service (Dial: 4466)
- Jiggasha 7676
- Junction 1313
- M Ticketing
- Mig33
- Missed Call Alert
- Namaz Alert
- News Service
- Power Menu \*789#
- Soft launch: Amar Tunes Express Copy
- Songs Dedication (4226)
- Voice Adda
- Voice Mail Service (VMS)
- Voice Portal 4848
- Yellow Page

**Free FnF Counter in a Calendar Year:**

SL	Package Name	No. of FnF	Operator	Free FnF Counter In a Year
1	Desh	3	Any Operator	12
2	Desh Rong	4	On-net Operator	12
3	Ladies First	4	On-net Operator	12
4	Personal Package 1	4	Any Operator	After every two months
5	Personal Package 2	5	Any Operator	After every two months
6	Personal Call & Control	3	Any Operator	24
7	Corporate Package 1	4	Any Operator	After every two months
8	Corporate Package 2	4	Any Operator	After every two months
9	Corporate Call & Control	4	Any Operator	24
10	BL SME Call & Control	4	Any Operator	24
11	SME Call & Control	3	Any Operator	24
12	Retailer Call & Control	4	Any Operator	24

**Note:**

1. FnF counter starts and ends within a calendar year (Jan to Dec).
2. After availing total Free FnF in a calendar year, 25 TK will be charged for each time afterwards (as many).
3. Free FnF counter availability in case of Prepaid package migration within the calendar year:

**Case 1:** Once a customer consumed all free FnF counter of his existing package and after that migrate to a new package where free FnF counter is higher than the previous package then customer will be eligible for remaining free FnF counter (already availed FnF counter from the previous package minus Free FnF counter offered in the new package) as per the migrated new package.

**Case 2:** Once a customer migrate to a new package where free FnF counter is lower than the previous package and customer already consumed number of free FnF counter available in the current package then customer will be charged for changing FnF.



**Fees of Services:**

<b>Applicable Services &amp; Charges for Pre-paid and post-paid Packages</b>			
<b>Service</b>	<b>Pre-Paid</b>	<b>Post-Paid</b>	<b>Charges (in BDT including VAT)</b>
SIM Replacement	Service Available	Service Available	75
Transfer of ownership	Service Not Available	Service Available	800
Number Change	Service Not Available	Service Available	FOC
Address Change	Service Not Available	Service Available	FOC
Reconnection from Termination	Service Not Available	Service Available	FOC
Call barring from Handset	Service Not Available	Service Available	FOC
Golden number charge	Service Not Available	Service Available	1000
Silver number charge	Service Not Available	Service Available	250
Platinum Number Charge	Service Not Available	Service Available	From 20,000 to 50,000
<b>Charges for pure Postpaid Packages who wants to avail Itemized Bill/E-Itemized Bill</b>			
<b>Service</b>	<b>Pre-Paid</b>	<b>Post-Paid</b>	<b>Charges (in BDT including VAT)</b>
Itemized Bill (On demand in CCC/BP)	Service Not Available	Service Available	100
E-Itemized Bill (On demand in CCC/BP)	Service Not Available	Service Available	30
Itemized Bill (Monthly in CCC/BP/Careline)	Service Not Available	Service Available	100

E-Itemized Bill (Monthly in CCC/BP/Careline)	Service Not Available	Service Available	<b>30</b>
Itemized Bill  (Monthly through ERM request by Corporate )	Service Not Available	Service Available	<b>Free</b>
Itemized Bill  (On demand through ERM request by Corporate)	Service Not Available	Service Available	<b>Free</b>
<b>Charges for pure Postpaid Packages who want to avail both IB/E-IB</b>			
Service	Pre-Paid	Post-Paid	Charges (in BDT including VAT)
IB & E-IB  (On demand in CCC/BP)	Service Not Available	Service Available	<b>130</b>
IB & E-IB  (Monthly in CCC/BP/Careline/BOS request)	Service Not Available	Service Available	<b>130</b>
IB & E-IB  (Monthly through ERM request by corporate)	Service Not Available	Service Available	<b>Free</b>
IB & E-IB  (On demand through ERM request by corporate)	Service Not Available	Service Available	<b>Free</b>

### **Notes: E-Bill & E-IB**

1. Only pure post-paid customers can get their monthly bill or Itemized bill through e-mail if they registered for our E-bill service. Customer of 21st bill cycle will receive bill by 24th of each month, and customers of 31st bill cycle will receive bill by 3rd of each month.
2. The courier bill by default will not be sent to the customers once s/he avails the e-bill /E-IB.
3. If the customers wish to receive both Bill & E-bill or Itemized bill & E-IB, then they need to inform through any of the BL contact points ( i.e. Care Centers, BP, Careline , ERM etc).
4. The requests of the customers on monthly e-bill/ e-IB/ IB will be applied from the next bill cycle onwards of receiving the requests.
5. Last one year's IB request can be entertained.
6. Only 4MB maximum can be sent through email.
7. Customers will not be charged for re-sending the E-IB, incase of those customers, who complain that they have not received the E-Bill/E-IB.
8. Those customers who get IB free (like PCO and Corporate Customers) will not be charged regardless Email or Courier delivery.
9. Customers need to pay at the care center/BP if they want to avail the on demand e-itemized bill and SLA is within 24 working hours.
10. Bill will be sent through an auto generated e-mail.
  - i. The e-mail will be sent from: banglalink
  - ii. E-mail address: ebill@banglalinkgsm.com
  - iii. Subject of email: banglalink e-bill for the month

## **Banglalink Care lines**



“Banglalink Customer Care” became a new era in the field of customer service with the help of a devoted and enthusiastic pool of customer care representatives. And this was possible because of its belief in 7 promises:

- 1) Greet with a smile
- 2) Listen attentively
- 3) Exceed expectations
- 4) Take responsibilities
- 5) Apologize sincerely
- 6) Appreciate opinions
- 7) Make a difference in service

With a massive campaign of “Apar Jonnoi Amra - Kotha Dilam” (We are there for you- We Promise), Banglalink reached to new heights of Customer service & created a positive impression within the industry. This would have never been possible without the dedicated tigers of Banglalink Customer Care- The Customer Care Representatives across the country.





**Hotline of Banglalink Care lines:**

<b>Banglalink Care lines</b>	
<b>Short Code:</b>	<b>Working Hour</b>
<b>121 (For all Banglalink Prepaid, Postpaid and Call &amp; Control Customers)</b>	<b>24 hours a day, 7 days a week and 365 days a year.</b>
<b>120 (For SMS call back Service - From Banglalink mobile only)</b>	
<b>2727 (For yellow page service - From Banglalink mobile only)</b>	
<b>175 (For E-Voucher retailer service - From Banglalink E-Voucher connection only)</b>	
<b>9126 (For BP/BSP Support – From Employee Phone of BP/BSP agent)</b>	
<b>BTCL Number:</b>	
+(88)02 9888370-1,	
+(88)02 9862325-6	
<b>Mobile Number :</b>	
01911 304121	
01912-999000 (SME Hotline)	
<b>Fax: +(88)02 8820594</b>	
<b>E-mail: info@banglalinkgsm.com</b>	





**Care Line Tariff Details**

Care Line Tariff Details			
Short Code	Package Details	Tariff	Pulse
121	All Banglalink Prepaid Packages	Tk. 1.00/ Min	30 sec
121	All Banglalink Postpaid Packages	N/A	N/A
121	Call & Control Packages	TK. 1.00/ Min	30 sec
175	E-voucher Package Only	N/A	N/A
2727	Yellow Pages (For all Banglalink)	Tk. 5.00/ Min	60 sec
9126	BP/BSP Agent Only	N/A	N/A
120	SMS & Call Back Service (For all Banglalink Subscribers)	Tk. 2.00/ Per SMS	N/A
1200	All Banglalink Prepaid & postpaid Packages Except retailer	TK. 1.00/ Min	30 sec
1200	E-voucher (Retailer) Package	N/A	N/A
Long Code			
1911304121	All Banglalink Prepaid and Call & Control Packages	TK. 1.00/ Min	30 sec
1911304121	All Banglalink Postpaid Packages	On-net charge	On-net
1912999000(SME hotline)	All packages	Tk. 2.00/Min	30 sec
Summary Note			
SL	Summary	Tariff	Pulse
1	All Prepaid	Tk.1.00/min	30 sec
2	All Call & Control	Tk.1.00/min	30 sec
3	All Post-Paid	FREE	N/A
4	NB: OG Barred and Disconnected (DISR/ DIAR) Postpaid customers can call at Care Line 121.		
5	NB: Disconnected (DISR/ DIAR) Prepaid and Call & Control customer can not call at Care Line.		
6	NB: The corresponding long code will now be '01911304121' instead of 01911304122 and 01911310900.		
7	NB: All charges are exclusive of vat.		



**Banglalink Sales and Care Centres Locations:**

Banglalink Sales & Care Centre with a trained team strives to guarantee customer - oriented service aiming to satisfy the subscribers with proactive attitude and efficient solution. Banglalink Customer Care Representative serves the customer with pleasure on the following issue.

- Subscribing a New Connection
- SIM Replacement
- Transfer of Ownership
- Reconnection
- Change of Address
- Change of Number
- Itemized bill
- Bill payment through credit card
- Package Migration
- SIM is Lost
- Re-Registration
- Call Barring From Handset
- Reach to Sales & Care Centre

**Airport Customer Care Center Address:**

Location	Contact Number	Working Hour
<b>1. Airport Customer Care</b> Arrival Lounge Hazrat Shahjalal International Airport, Kurmitola Dhaka.		<b>24 hours / 7 days a week</b>

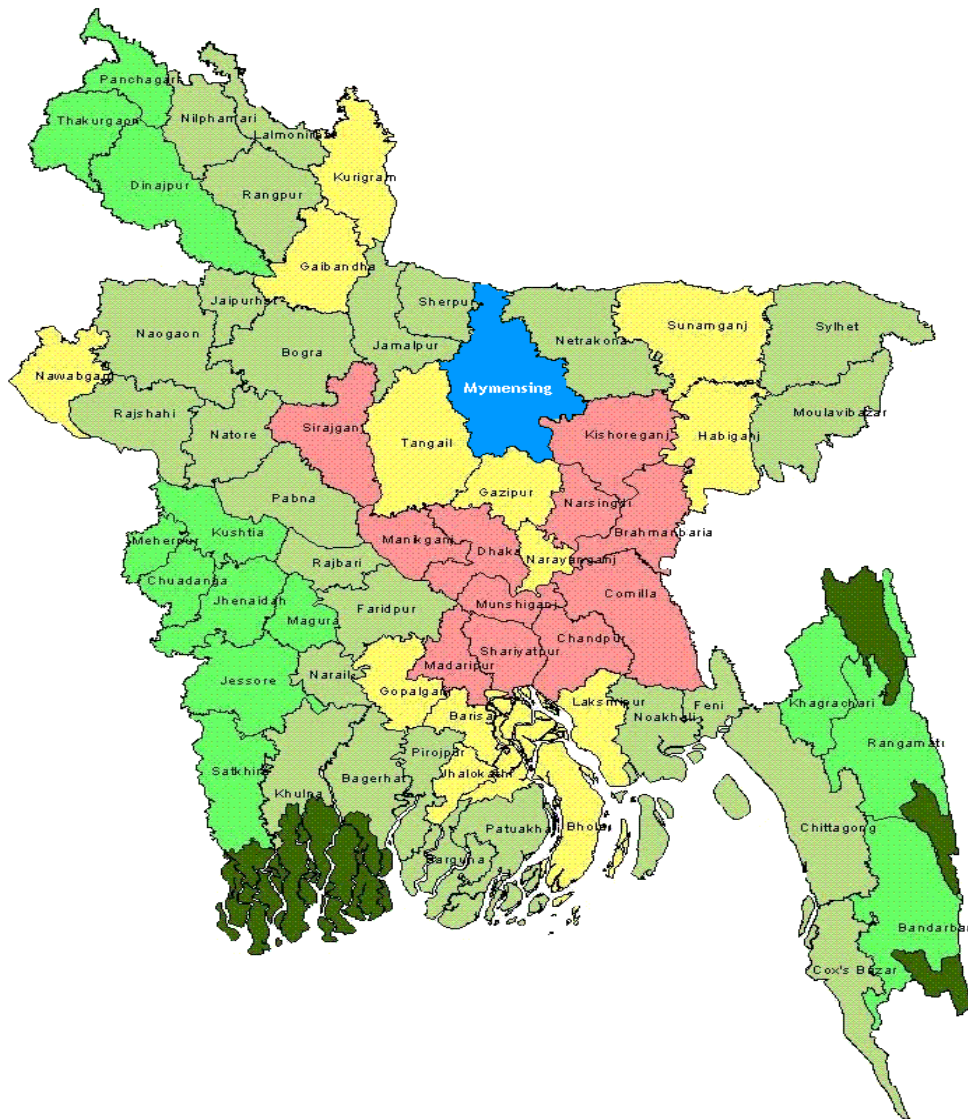
**Banglalink Sales and Care Centres Address:**

<b>Location</b>	<b>Contact Number</b>	<b>Working Hour</b>
<b>1. Dhaka CCC (Gulshan)</b> Rangs Arcade Ground Floor, South Side 153/A, Gulshan North Avenue Gulshan Circle - 2	<b>Fax: 02-9862607</b>	<b>9 a.m. - 8 p.m.</b> <b>Sunday -Thursday</b>
<b>2. Dhaka CCC (Motijheel)</b> Humayun Court Ground Floor, 21 Motijheel C/A Dhaka – 1000	<b>Fax: 02-9563638</b>	<b>9 a.m. - 6 p.m.</b> <b>Saturday 9 a.m. - 6 p.m.</b> <b>Friday</b>
<b>3. Chittagong CCC</b> Forum Central, Ground Floor 787/863, M.M. Ali Road, Golpahar Circle, Chittagong-4000.	<b>Fax: 031- 638864</b>	
<b>4 Sylhet CCC</b> Khairun Vabon, 1 <sup>st</sup> FL, MirboxTola,Chowhatta, Sylhet - 3100	<b>Fax: 0821-2830446</b>	<b>9 a.m. - 6 p.m.</b> <b>Saturday -Thursday</b>  <b>Friday Closed</b>
<b>5. Rajshahi CCC House #</b> 19A,Cantonment Road, Ground FL, Uttara Clinic More, Uposhahar, Rajshahi	<b>Fax: 0721-861322</b>	<b>9 a.m. - 6 p.m.</b> <b>Saturday -Thursday</b>  <b>Friday Closed</b>
<b>6. Khulna CCC</b> 69, K.D.A. Avenue, 1 <sup>st</sup> FL Khulna		
<b>7. Bogra</b> Plot # 8118, Holding # 173 Ward # 07, Ground FL, JaleswaritolaKalibari More, Bogra- 5800	<b>Fax:051-51545</b>	<b>9 a.m. - 7 p.m.</b> <b>Saturday -Thursday</b>  <b>Friday Closed</b>

**Banglalink Network Coverage:**

- Dhaka Division
- Chittagong Division
- Rajshahi Division
- Khulna Division
- Barisal Division
- Sylhet Division

**Network Coverage Map of Banglalink:**





## 2.7. Functions of the Customer Care Department (CCD)

Each and every year only because of increased demand of Service Points Banglalink™ increasing and opening new service outlets to reach its wide customer base. The table below shows the number of CC, BP & BSPs opened in each year (2005-2010) so far:

Year	Customer Care Center (CC)	Banglalink Point (BP)	Banglalink Service Poinr (BSP)
2005	03	-	-
2006	01	10	-
2007	02	20	200
2008	01	30	250
2009	-	16	400
2010	-	-	100
<b>Total</b>	<b>07</b>	<b>76</b>	<b>950</b>

**Source:** Annual Report of Orascom Telecom Ltd. (2009-2010)

### Services offered

Banglalink delivers customer care using its call centers and customer care networks. Currently Banglalink provides customer care services to its clients through:

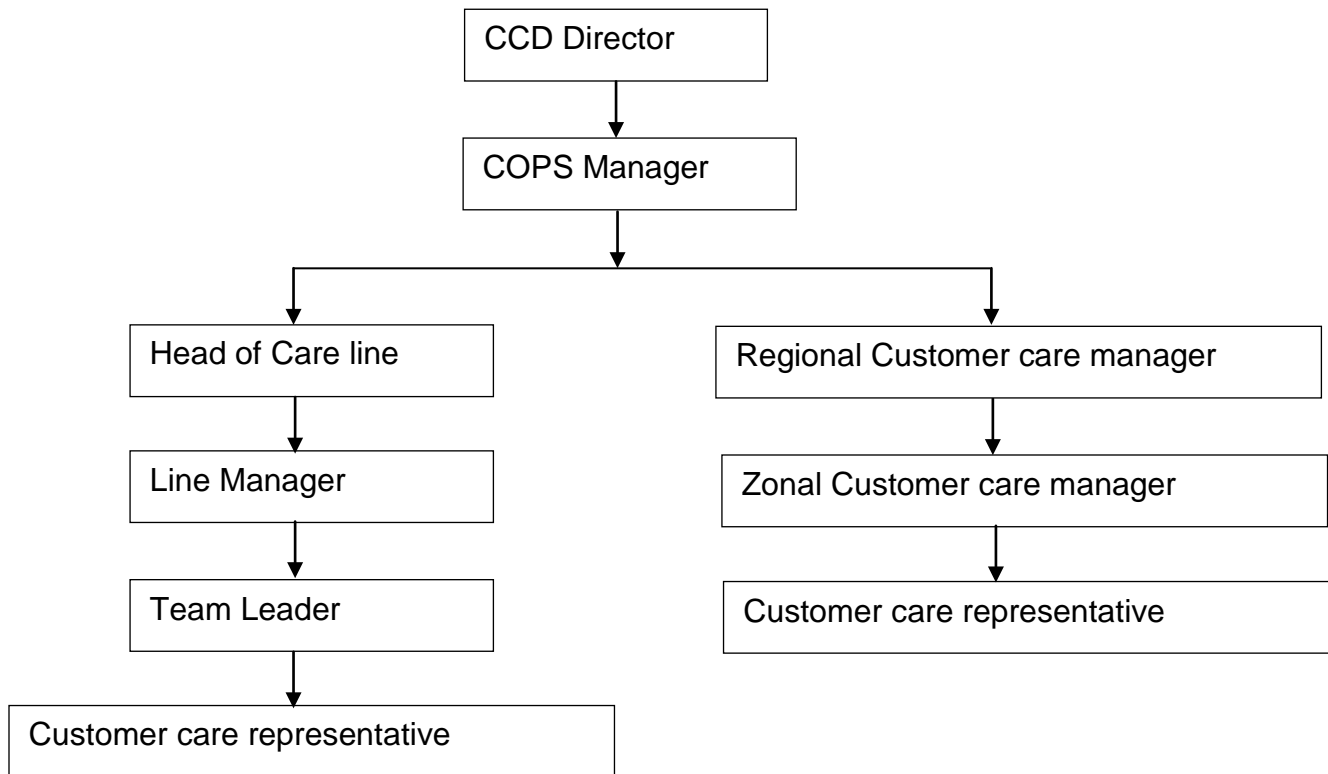
- **Banglalink Sales & Care Centres (CC)**
- **Banglalink Points (BP)**
- **Banglalink Service Points (BSP)**
- **Banglalink Care Lines** are call centers serving customers 24 hours 7 days a week with instant solutions.

### Services offered at Banglalink™ Service Points:

Customer Care Department provides all kinds of services regarding company Products. Like:

- SIM replacement
- iTop up
- New connection sale
- Value Added Service (VAS) activation
- International roaming info.
- Itemized bill request
- Bill pay & adjustment
- Transfer of ownership
- Package migration.
- Package upgradation.

## Organogram of Customer Care Department



### **Criticisms and Penalty**

In October, 2007, BTRC fined Banglalink Tk. 1.25 billion for its involvement in illegal call termination business. The then BTRC chairman major general (retd.) Manzurul Alam confirmed Banglalink's involvement in the illegal trade. Banglalink, however, in a statement said the company has agreed to make a one time fixed payment of Tk. 1.25 billion to the government as compensation for its loss in revenues.

Banglalink initially failed to expand its network keeping pace with increased numbers of subscribers. This is because Banglalink was the fastest growing mobile operator at that time in the whole world. However, Banglalink have invested heavily in 2007 and continued that in 2008 for improving network quality. Banglalink's network coverage and network quality improved considerably and is among the best in Bangladesh now. Especially Banglalink has the best international call quality in Bangladesh.

## 3. Literature Review

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### 3.0. Customer Service:

Customer service is the provision of service to customers before, during and after a purchase. According to Jamier L. Scott. (2002). "Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation."

Customer service is normally an integral part of a company's customer value proposition.

From the point of view of an overall sales process engineering effort, customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement.

Some have argued that the quality and level of customer service has decreased in recent years, and that this can be attributed to a lack of support or understanding at the Modern and precise definition of Customer Service:

**"Customer Service is a function of how well an organization is able to constantly and consistently exceed the needs of the customer."**

### 3.1. Customer Care:

Customer Care is the processing of meeting (and exceeding) your customer expectations of service.

#### **Objectives of Customer Care**

- create a culture of customer focus
- creating rapport and building loyalty
- achieving customer satisfaction
- Developing Customer Care strategies
- The choice of strategy will be dependent on
- ensuring general health and survival of the organisation
- increasing growth and prosperity
- ensuring an approach which is consistent and feasible

### **3.2. Customer Service Representative**

Customer service representatives interact with customers to provide information in response to inquiries about products and services. They also handle and resolve customer's complaints. Some customer service representatives assist individuals interested in opening accounts for various utilities such as electricity and gas, or for communication services such as cable television and telephone.

In many cases, they gather information by phone or in person. They receive orders for services to be installed, turned on, turned off, or changed. They may look into and resolve complaints about billings and service provided by phone, cable television, and utility companies.

Customer service representatives also may explain how to use equipment and solve any equipment problems. Others explain to users how to navigate an Internet site. Self-service Web sites and e-mail are providing more efficient and targeted customer service.

### **3.3. Customer Care Job:**

Answering phones to respond to orders, general customer inquiries, invoice questions, and customer complaints. Project a professional company image through phone interaction.

#### ***Primary Responsibilities:***

- Answering phones and responds to customer requests.
- Sell product and place customer orders in computer system.
- Provide customers with product and service information & Upsell.
- Transfer customer calls to appropriate staff.
- Identify, research, and resolve customer issues using the computer system.
- Follow-up on customer inquiries not immediately resolved.
- Complete call logs and reports.
- Research billing issues & misapplied payments.
- Recognize, document and alert the supervisor of trends in customer calls.
- Other duties as assigned.



***Additional Responsibilities:***

- Provide on-the-job training for new employees.
- Generate customer thank you letters.

***Knowledge and Skill Requirements:***

- Basic reading, writing, and arithmetic skills required. This is normally acquired through a high school diploma or equivalent.
- Computer literate with the ability to learn customer service software applications. Duties require professional verbal and written communication skills and the ability to type 30 wpm. This is normally acquired through one to three years of office experience.

### **3.4. Customer Satisfaction**

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase.

For example, it can refer to any or all of the following:

- Satisfaction with the quality of a particular product or service
- Satisfaction with an ongoing business relationship
- Satisfaction with the price-performance ratio of a product or service
- Satisfaction because a product/service met or exceeded the customer's expectations

Each industry could add to this list according to the nature of the business and the specific relationship with the customer. Customer satisfaction measurement variables will differ depending on what type of satisfaction is being researched.

***Customer Satisfaction Measurement Facts:***

- A 5-percent increase in loyalty can increase profits by 25%-85%.
- A very satisfied customer is nearly six times more likely to be loyal and to repurchase and/or recommend your product than is a customer who is just satisfied.
- Only 4 percent of dissatisfied customers will complain.
- The average customer with a problem eventually tells nine other people.
- Satisfied customers tell five other people about their good treatment.

***Objectives of a customer satisfaction surveying program:***

In addition to a clear statement defining customer satisfaction, any successful surveying program must have a clear set of objectives that, once met, will lead to improved performance. The most basic objectives that should be met by any surveying program include the following:

- Understanding the expectations and requirements of all your customers
- Determining how well your company and its competitors are satisfying these expectations and requirements
- Developing service and/or product standards based on your findings
- Examining trends over time in order to take action on a timely basis
- Establishing priorities and standards to judge how well you've met these goals

Before an appropriate customer satisfaction surveying program can be designed, the following basic questions must be clearly answered:

- How will the information we gather be used?
- How will this information allow us to take action inside the organization?
- How should we use this information to keep our customers and find new ones?

### **3.5. Service Quality vs. Customer Satisfaction**

#### **What is Service Quality ?**

Service quality is defined differently by different authors. Crosby (1984) defines it as 'conformance to requirements'. Other prominent definitions include 'fitness to use' (Joran, 1988) or 'one that satisfies the customer' (Eiglier and Langeard, 1987). As services are inherently and essentially intangible, heterogeneous, perishable and entailing simultaneity and inseparability of production and consumption, therefore, require a distinct framework for quality explication and measurement. In addition, as against the goods sector where tangible cues exist to enable consumers to evaluate product quality, quality in the service context is explicated in terms of parameters that large come under the domain of 'experience' and 'credence' properties and are as such difficult to measure and evaluate (Jain and Gupta: 2004:26 ).

One major contribution of Parasuraman et al. (1988:6) is to provide a terse definition of service quality. They define service quality as a 'global judgement, or attitude, relating to the superiority of the service, and explicated it as involving evaluations of the outcome and process of service.

Practitioners and writers in the popular press tend to use the term satisfaction and quality interchangeably, but researchers attempt to be more precise about the meanings and measurement of the two concepts, resulting in a considerable debate (Zeithaml, Bitner and Gremler, 2006:106-107). However, there is a consensus that service quality and satisfaction are distinct (Bitner, 1990; Bolton and Drew, 1991a). Service quality is described as a form of attitude, related but not equivalent to satisfaction (Bolton and Drew 1991a; Parasuraman, Zeithaml and Berry, 1988)

## 4. Analysis Part

### 4.1. SWOT Analysis:

SWOT is an acronym for the internal strength and weakness of a firm and the environmental Opportunity and Threat facing that firm. So if we consider Banglalink as a business firm and analyze its strength, weakness, opportunity and threat the scenario will be as follows:

#### **Strengths:**

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

#### **Weaknesses:**

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

#### **Opportunities:**

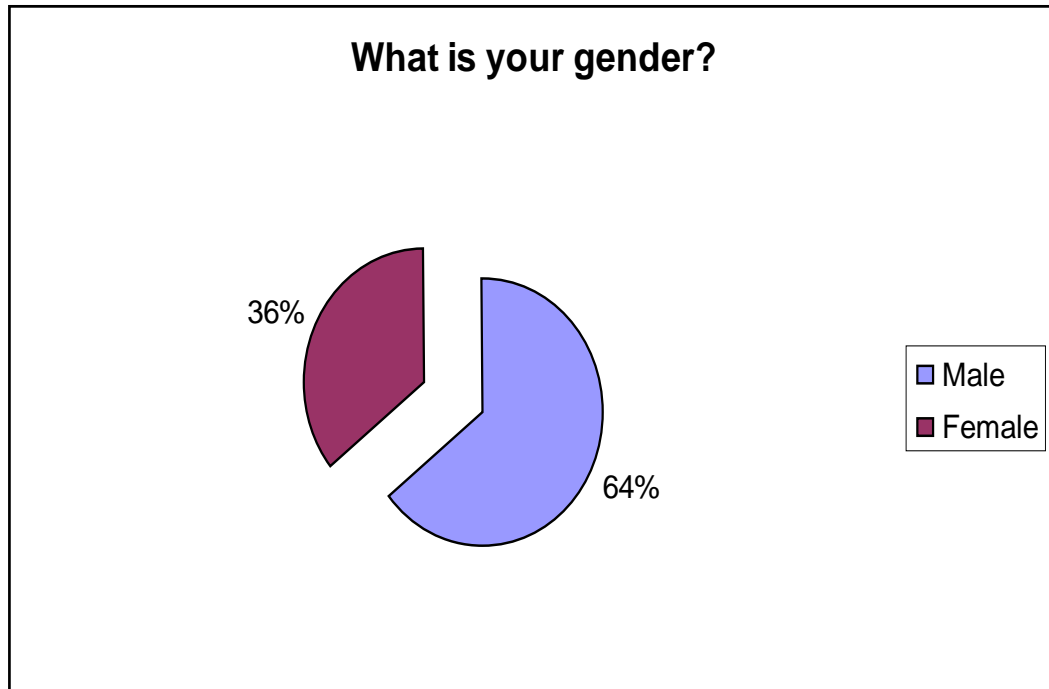
- ❖ Distinct operating procedures
- ❖ Launching new products and services
- ❖ Experienced managers and customer care representatives

#### **Threats:**

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

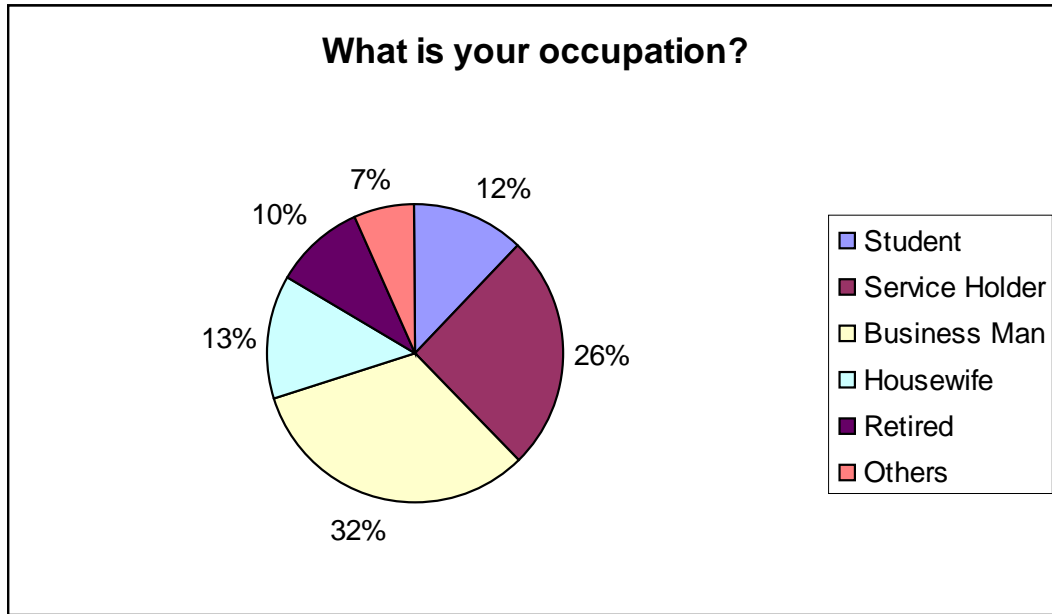
## 4.2. Customer's Data Analysis:

Figure 1: Distribution of gender of the respondent



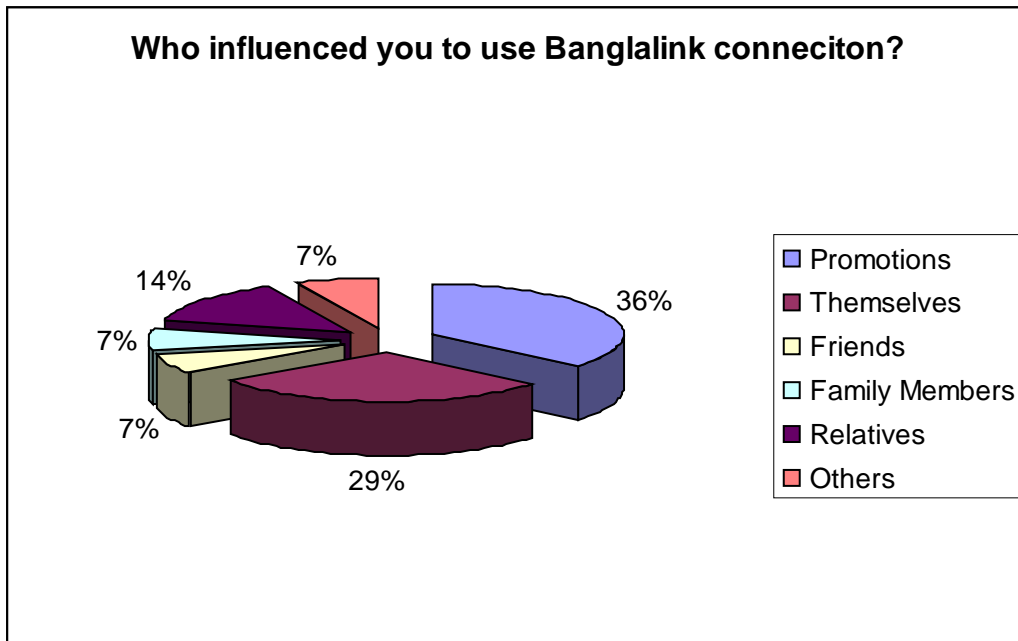
**Interpretation:** Above diagram shows that most of the respondent, whom has been conducted through personal interview were male, as 64% respondents were male. On other hand 36% respondents were female.

**Figure 2: Occupation of the respondent**



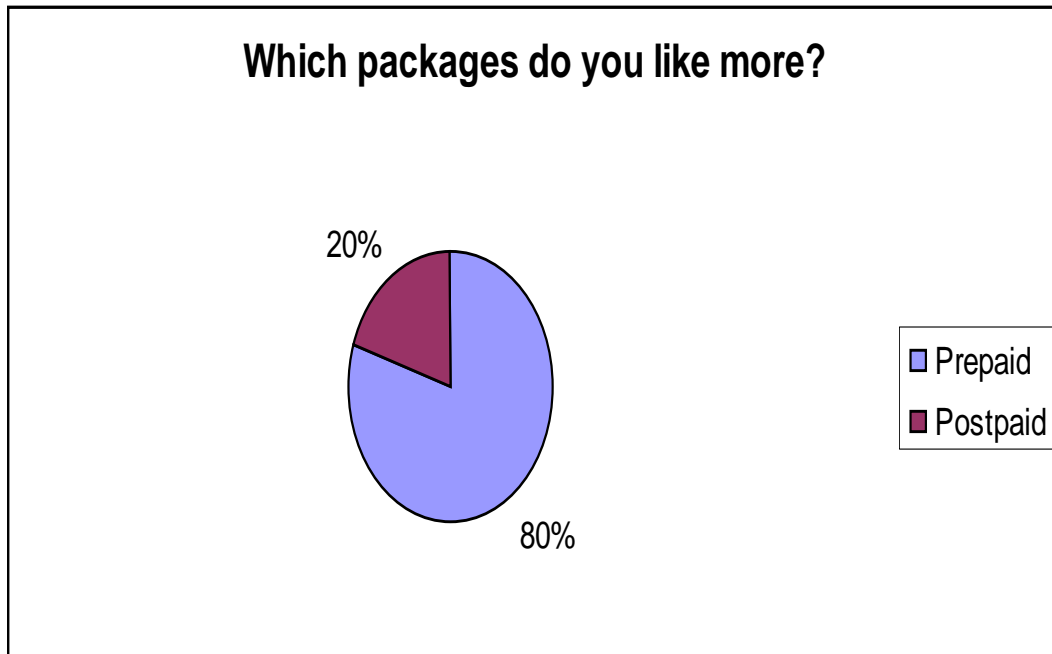
**Interpretation:** Above diagram shows that most of the respondent occupation was business man 39% of research. On other hand 23% respondent occupation was service holder, 12% was housewife, 11% was students, 6% of the respondents were others and rest of the respondent occupation was retired.

**Figure 3: Factors influenced respondent to use Banglalink**



**Interpretation:** From the above diagram 36% respondents use Banglalink by influence by the promotions of Banglalink, 29% respondents influenced by themselves, 14% respondents influenced by relatives, and rest of respondents were influenced by friends, family members and others.

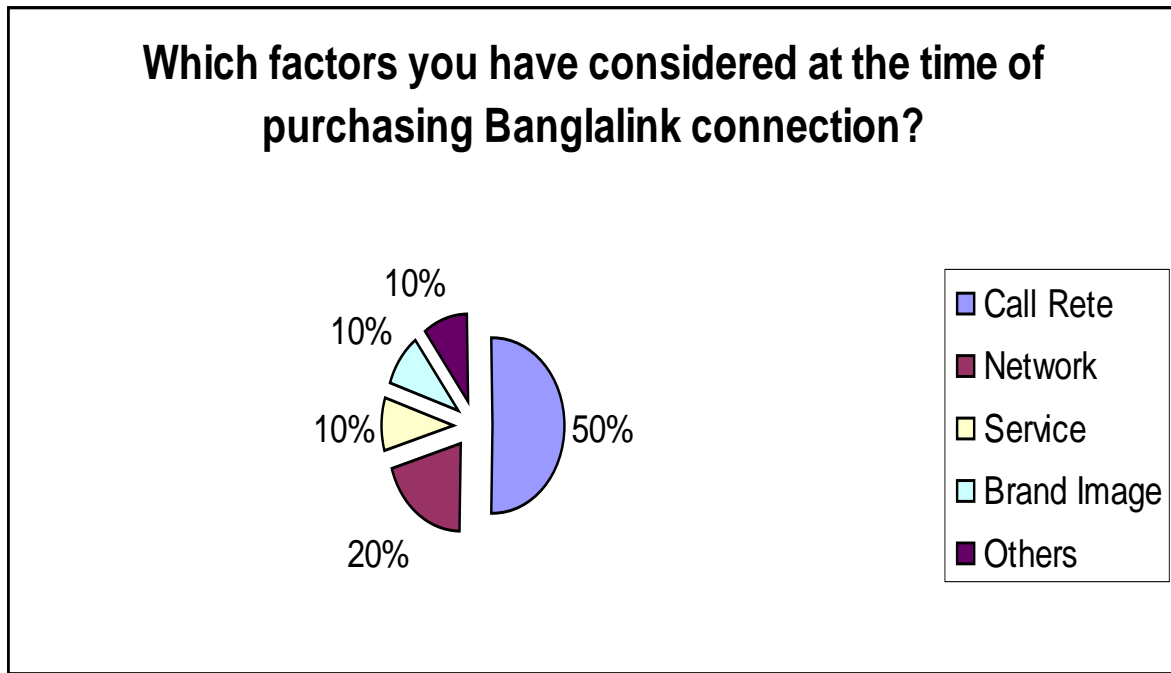
**Figure 4: Package preferred by the respondent**



**Interpretation:** Above graph shows that most of the respondents have use prepaid connection that is 80%, on the other hands post paid connection at second position that is 20%.

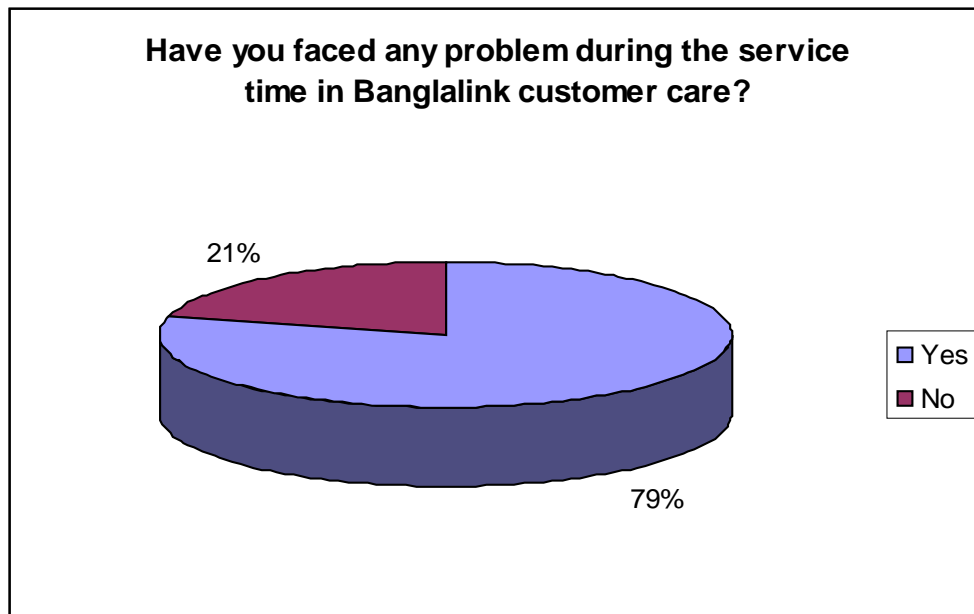


Figure 5: Factors considered at the time of purchasing Banglalink connection



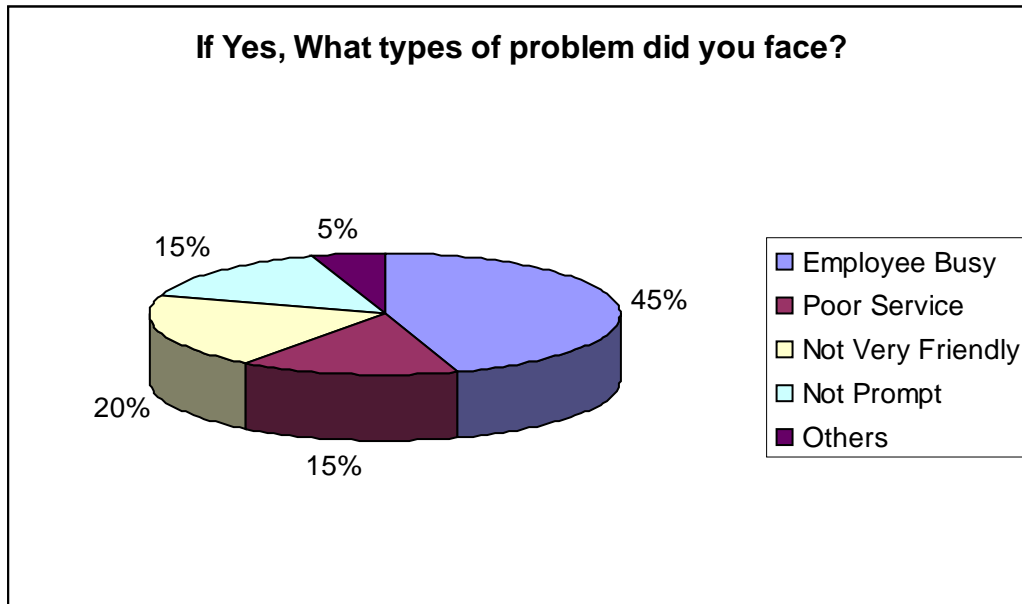
**Interpretation:** From the above diagram 50% respondents rating Banglalink in terms of call rate for purchasing connection, 20% think about the network facilities of Banglalink and rest of them think service, brand image and others factors.

**Figure 6: Problem faced during the service time in Banglalink customer care**



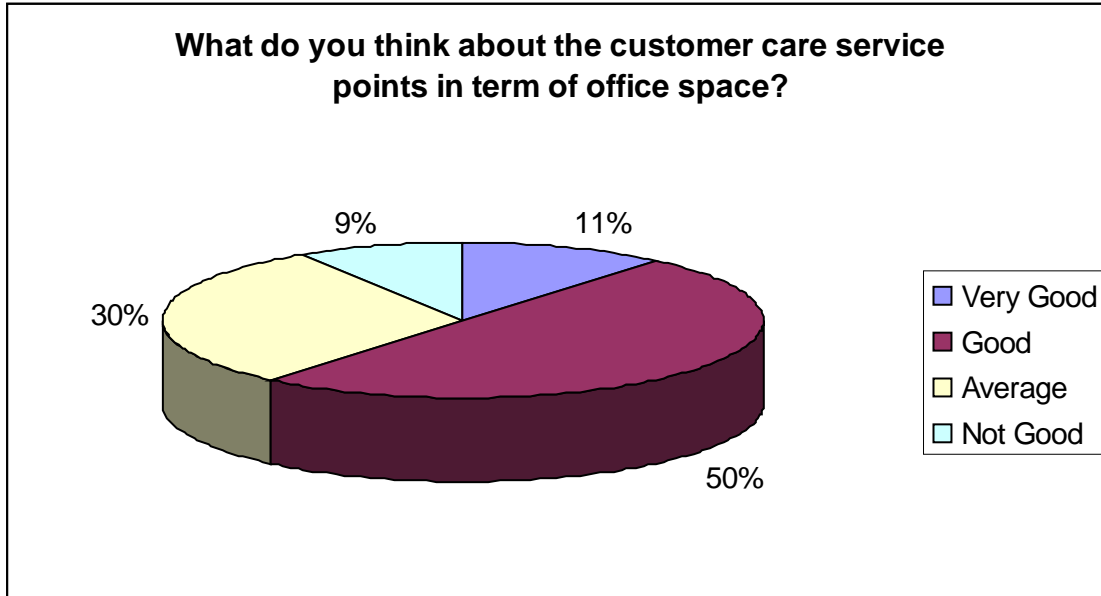
**Interpretation:** From above graph 79%t of the respondents said yes and others said no.

**Figure 7: Factors that lead to creates dissatisfaction for the respondents**



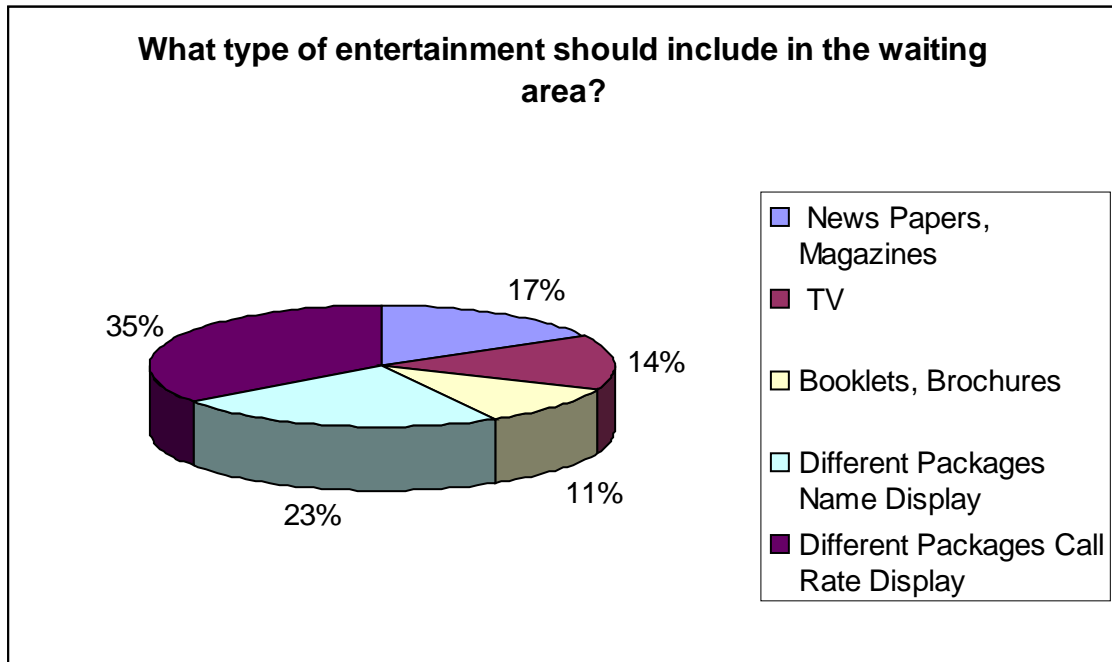
**Interpretation:** Above illustration shows that a major 45% respondent said that employee busy, 20% said that not very friendly, 15% said that poor service, 15% said that not prompt and rest of the 5% faced other problems.

**Figure 8: Respondents view about customer care service points in terms of office space**



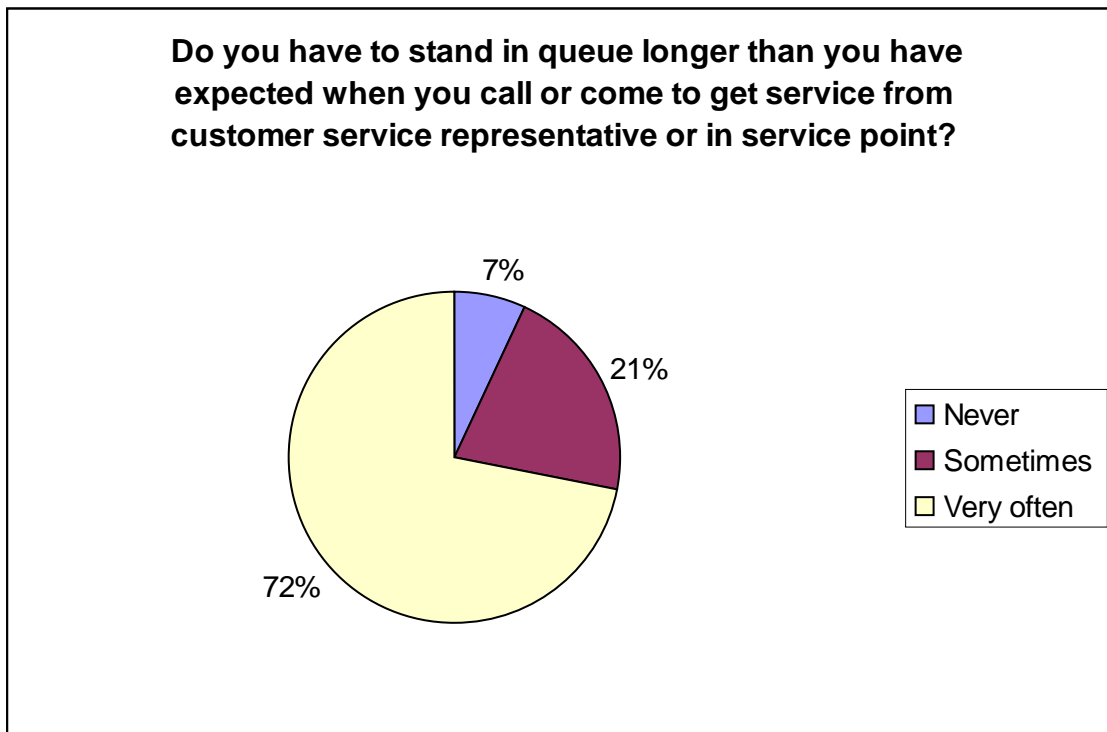
**Interpretation:** Above illustration shows that 50% respondents was feeling good, 30% respondents was average, 11% respondents was very good, and 9 % respondents said not good about Banglalink customer care service points office space.

**Figure 9: Respondents view regarding entertainment facility at waiting area**



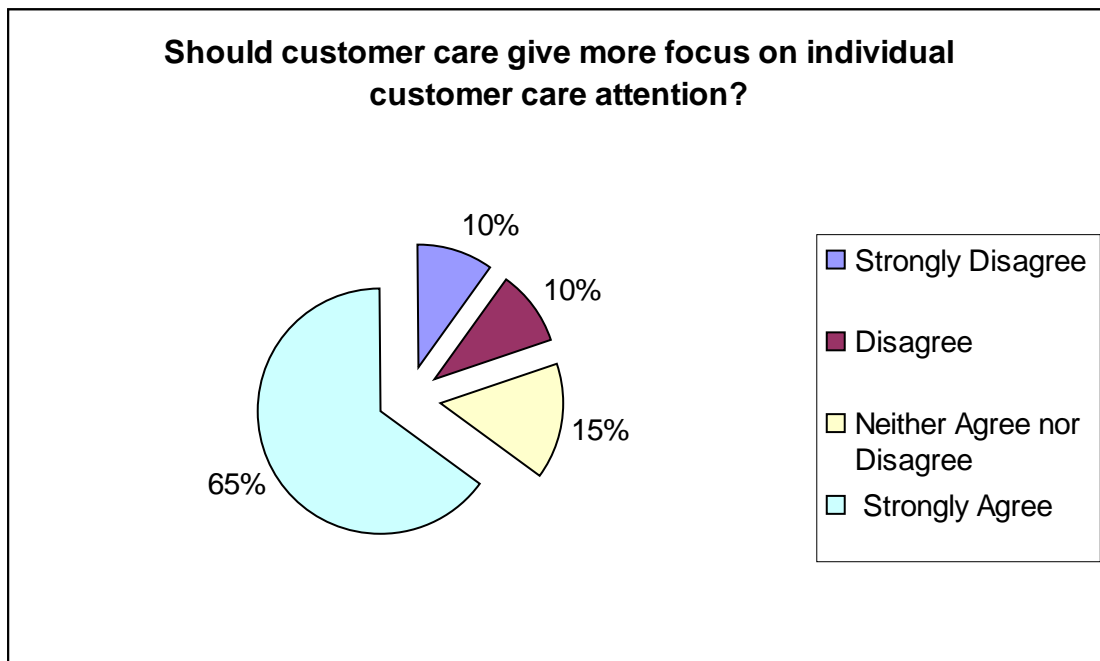
**Interpretation:** According to the above diagram out of all respondents, 35% respondents said different packages call rate display is very much important at waiting area, 23% said different packages name display should include, 17% respondents said news papers, magazines need for entertainment and rest of respondents said TV and booklets, brochure are need to include in the waiting area.

**Figure 10: Respondent view towards the service that they got from customer service representative or in service point**



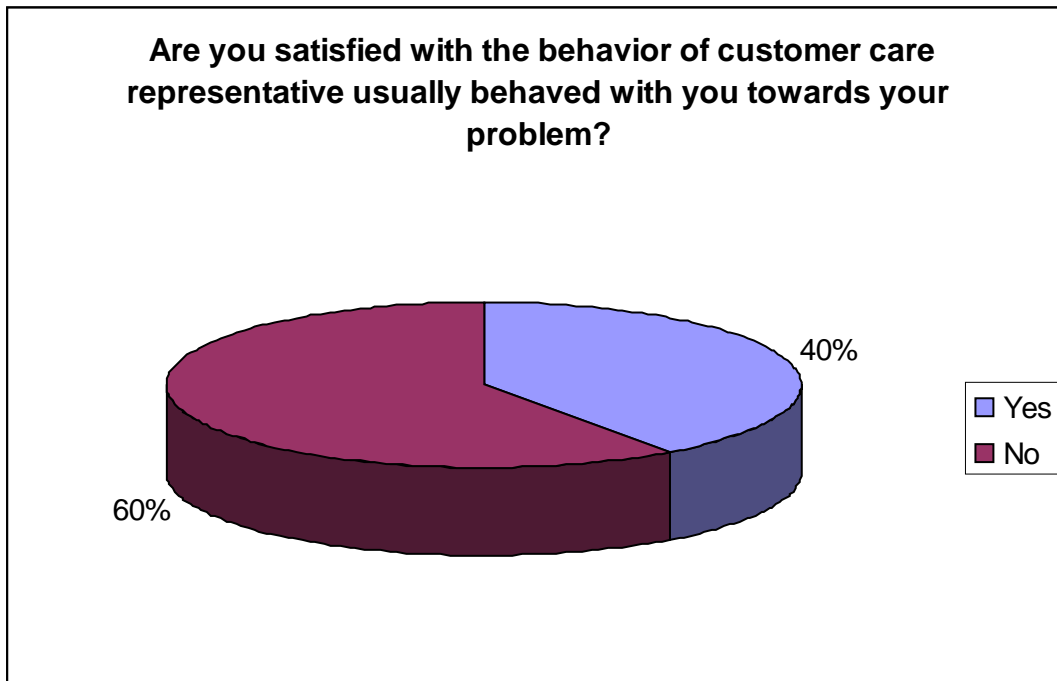
**Interpretation:** Above illustration shows that 72% respondents was stand at queue longer than expected time for getting service, 21% respondents said some times and rest of them never stand longer than expected time at queue for solve their problem.

**Figure 11: Respondents opinion towards individual customer care attention at customer care**



**Interpretation:** It has been depicted from the above findings that 65% respondents said strongly agree, 10% respondents said strongly disagree, 10% respondents said disagree and rest 15% respondents said neither disagree nor agree regarding the opinion towards individual customer care attention at customer care.

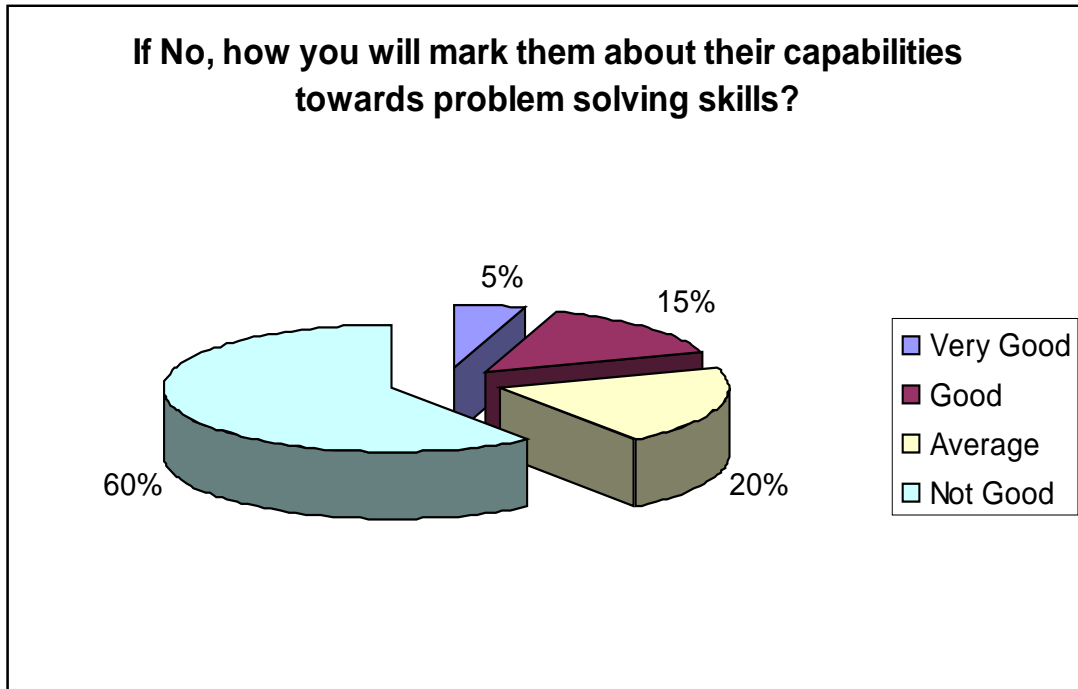
**Figure 12: Satisfaction level of respondents regarding behavioral issues of customer care representatives**



**Interpretation:** It has been depicted from the above findings that 60% respondents are not satisfied with the behavior of customer care representative and 40% respondents are satisfied.

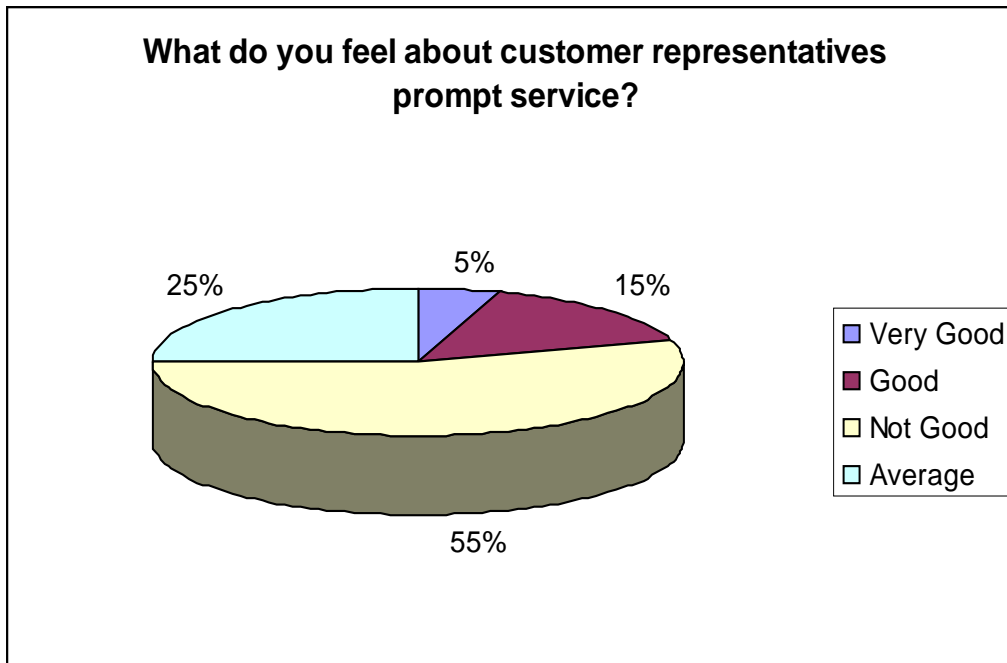


**Figure 13: Respondents view about customer care representative’s problem solving skills**



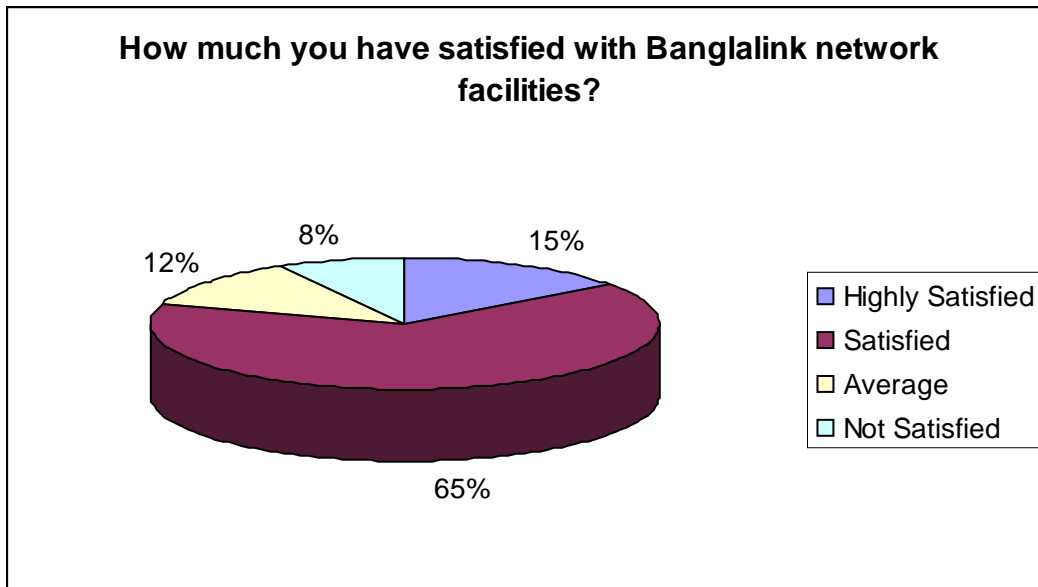
**Interpretation:** Above illustration shows that 60% respondents said that customer care representative are not good regarding problem solving matter, 20% respondents said average, 15% respondents said good and rest of the 5% said very good about problem solving capabilities of customer care representatives.

Figure14: Respondents opinions about customer representatives prompt service



**Interpretation:** It has been depicted from the above findings that maximum 55% respondents are not feeling good about customer representatives prompt service, 25% said average, 15% said good and rest of the 5% said very good on prompt service.

**Figure 15: Respondents view towards level of satisfaction with Banglalink network facilities**



**Interpretation:** Above illustration shows that 65% respondents was satisfied with Banglalink network performance, 15% respondents was highly satisfied, 12% respondents was average, and 8% respondents was not satisfied with Banglalink network facilities.

## 5. Ending part of the Report

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### 5.1. Findings of the Report:

- I found by analyzing the customer's that most of the respondents are male like 64%.
- Most of the customer's occupation is Businessman like 32% and Service holder like 26%.
- Most of the respondents 29% were influenced to use Banglalink by themselves and other 36% by the promotion.
- In Banglalink a certain number of customers have the prepaid connection.
- I found from respondents that some times they have faced some problem during the customer care service
- Respondent's problems like employee are busy, not very friendly, and services are slow.
- Respondents are not satisfied with the customer care office space.
- In waiting room area respondents wants to have the displays facilities of different packages name and call rate, TV, Magazine, Newspapers etc. for their entertainment.
- Employees of the Banglalink customer care not giving more focus on individual customer's attention.
- Most of the respondents are satisfying with Banglalink network facilities.
- By analyzing the data I also found that customers are comment in good range result for caring customers.
- Customer's preference is adequate about Banglalink

## **5.2.Recommendations:**

To make a positive impact of Customer Care Service on the overall performance of Banglalink™ and to improve the service quality I would like to suggest the following points to be taken into active consideration:

- In addition, with the present services they should include more services. It is badly needed to provide more services to the customer in order to compete in the market.
- Need to improve network availability.
- Management should arrange appropriate training facilities to their staff to be always helpful, courteous, and knowledgeable.
- Greet every Customer with Friendly tone, appropriate greetings, good body language and eye contact, Whenever possible use customer name.
- Answering Customers' phone courteously with empathy.
- Listening to customers actively & attentively with a participatory approach.
- Should deal with complaints accurately & effectively.
- CC representative should not make promises unless they will be able to keep them.
- Always ready to find out best solutions for customers which exceed their expectations.
- Take the customer's problem as their own responsibility to solve quickly or contact those who can solve it and personally follow up to make sure the customer is satisfied.
- Apologize personally when the customers are not satisfied with our service, regardless of any fault.
- Thank & wish all customers and encourage them to give us their feedback.
- Make a difference by setting examples and going out of the way to help the customer.

- Customer Care Representatives should provide clear message along with very attractive and cordial voice

### **5.3. Conclusion:**

Good customer service is the lifeblood of any business. A company can offer promotions and slash prices to bring in as many new customers as it wants, but unless it can get some of those customers to come back, its business won't be profitable for long.

The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue.

In my report I tried to figure out how banglalinkgsm is dealing with its customers to make a long-term relationship through its customer care department. As true secret of good customer service: “A company will be judged by what it does, not what it promises.”

The mobile industry in Bangladesh is still facing an oligopoly competition. In order to be competitive in this industry in future, the only option is to build up a strong brand image is by creating unique product offerings with special features and make a competitive market.

Banglalink™ has successfully managed to introduce perfect competitions among the mobile operators. The competitions are so vast that that the connection price as well as the airtime rate is falling down day by day. In this changing environment based on this research, Banglalink™ should take consideration against mentioned recommendations suggested for the improvement of customer care division. These recommendations will definitely improve the overall company image if implemented efficiently.

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## 6. Appendix Part

### 6.1. Bibliography

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## 6.2. Questionnaire Form

### Questionnaire Part (All answers are confidential)

**Dear Respondent,**

I am Nishat Kaisar, student of (MBA) program, in **Brac University**. I am doing my internship report in Banglalink (An Orascom Telecom Bangladesh Ltd.) and conducting a survey topic on **“The Customer Satisfaction on Employees of Banglalink Customer Care.”** as a partial fulfillment of the MBA program.

Your honest opinion is valuable for me to complete the research project and will be kept confidential.

**Instruction:** Please put (√) tick in the specified boxes and write down your comments in the specified space.

**1. What is your gender?**

- Male  Female

**2. What is your occupation?**

- Student  Service holder  Business man  Housewife  Retired  Other

**3. Who influenced you to use Banglalink connection?**

- Yourself  Friends  Family members  Relatives  
 Employee of the company  Others

**4. Which packages do you like more?**

- Prepaid  Post Paid

**5. Which factors you have considered at the time of purchasing Banglalink connection?**

- Call rate  Network  Service  Brand image  Others

**6. Have you faced any problem during the service time in Banglalink customer care?**

- Yes  No

**7. If Yes, What types of problem did you face?**

- Employee busy  Poor service  Not very friendly  Others

**8. What do you think about the customer care service points in term of office space?**





- Very good
- Good
- Average
- Not good

**9. What type of entertainment should include in the waiting area?**

- News Papers, Magazines
- TV
- Booklets, Brochures
- Different packages name display
- Different packages call rate display

**10. Do you have to stand in queue longer than you have expected when you call or come to get service from customer service representative or in service point?**

- Some times
- Very often
- Never

**11. Should customer care give more focus on individual customer care attention?**

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Strongly agree

**12. Are you satisfied with the behavior of customer care representative usually behaved with you towards your problem?**

- Yes
- No

**13. If No, how you will mark them about their capabilities towards problem solving skills?**

- Very good
- Good
- Average
- Not good

**14. What do you feel about customer representatives prompt service?**

- Very good
- Good
- Not good
- Average

**15. How much you have satisfied with Banglalink network facilities?**

- Highly satisfied
- Satisfied
- Average
- Not satisfied

In your point of view what additional issues should be included for developing customer care satisfaction level?

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**Personal Information**

**Name** : \_\_\_\_\_

**Contact Number** : \_\_\_\_\_

**Address** : \_\_\_\_\_

Thank you for giving me your valuable time with keeping patient to help me by answering your constructive and useful comments.