

**“An Analysis on negative comments of the Facebook contents of Banglalink Digital Communications”**



**BUS401: INTERNSHIP PROGRAM**

**BRAC BUSINESS SCHOOL**



**Topic: An Analysis on negative comments of the Facebook contents of Banglalink Digital Communications**

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Sub: Submission of Internship Report on Banglalink.

Dear Sir:

It is a great pleasure for me to submit the report on “An Analysis on negative comments of Banglalink's Facebook contents”. I am submitting this report as the part of my internship in Banglalink. This report aims to identify the pattern of negative comments on Banglalink’s Facebook page and ways to improve overall Facebook page performance by Banglalink.

This is an exploratory study in a complete form and I have tried my best to complete the study in proper format given.

I appreciate you will assess my report considering the limitations of the study. Your kind advice will encourage me to do further research in future.

Sincerely yours,

Tahmidur Rahman

## **Acknowledgement**

In the preparation and finish this internship report, I acknowledge the encouragement and assistance given by a number of people and institution. I am most grateful to the Banglalink PR and communication department to give me the opportunity to complete my internship in their organization.

I would like to express my gratitude to my Supervisor at BRAC University Mr.SaifHossain for providing me detailed feedback and advice on this report. He always gave me his suggestions in making this study as flawless as possible.

I also want to render my special thanks to Mr. Abdullah A Bakr, Assistant Manager, and others from PR & comm. Banglalink for providing all the supports in the organization.

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**Executive summary:**

Banglalink is the second largest telecom company in Bangladesh. PR and Communication is responsible for designing and developing all promotional materials for the marketing of any new product/package and any other activities. They coordinate and work directly with the advertising agency and other vendors. As a part of Banglalink's PR and Communication team I had access to Banglalink's social media pages. Social media especially Facebook now a days, is very effective medium for communication. Thus it is possible to identify what a customer wants from the company or what problems they are facing by analyzing the Facebook comments they make. This purpose of this report is to identify negative comments' patterns on Banglalink's Facebook page, the problems which are leading to negative comments and what should be done and how it should be dealt with. People only make negative comments because they are facing some problems. If these problems can be dealt with in an effective way, the number of comments will be fewer improving the customer experience which may lead to better performance of Banglalink's Facebook page. For this report I analyzed and discussed with senior managers in Banglalink to get necessary information I need to conduct my study. Judging from the comments it seems although there are above negative comments, the topic the users are complaining about mostly are as follows: network, internet speed and internet pack price. Other than that there are so many queries made on different value added services that Banglalink offers which are replied by the Customer Care Department (CCD) through Banglalink's official Facebook page. CCD can play a major role here to customer experience by replying to positive comments as well, currently they only reply to negative comments and queries. This will encourage the fans to make more positive comments. Network needs to be improved and more network related offers like "Minute back on Call Drops" should be introduced. Customers should be properly notified why the internet is not performing as expected and given incentives to improve customer experience. Banglalink could also introduce internet packs with lower speed and/or less validity which will allow them to charge lower prices for the internet and meet the customers' needs who are looking for more affordable internet.

## **Chapter 1**

### **Introduction**

Banglalink is the second largest telecom company in Bangladesh, very recently reached the landmark of 30 million subscribers. Before Banglalink was there, the mobile telephones were luxury only a handful of people could afford. Banglalink made it possible to bring the mobile telephones to the masses and thus once something which was a luxury, now has become a necessity. Since its launch Banglalink kept offering new products and services first of its kinds in Bangladesh. Very recently for the first time in Bangladesh they have introduced “bonus on pay as you go internet usage”, “Minute Back on Call drop” “Viber pack”; none of the other telecom companies have made any offer like this so far or at least not before Banglalink had. Although Grameenphone still remains the market leader but Banglalink is the company that keeps doing new things like the offers mentioned above. On the other hand, Facebook is getting really popular in country. There are so many businesses and online stores which are solely based on Facebook. People spend a substantial amount of time in Facebook. Thus promoting through Facebook has been crucial for organizations in recent times. Users can comment on contents that are published by a Facebook page. Analyzing these comments can identify the problems the users are facing and taking steps to resolve the problem as well as explaining the issues to the users properly is very important to create an impression of the brand through Facebook page. This report aims to identify problems analyzing Facebook negative comments on Banglalink’s official page and suggest steps to improve overall customer experience.

## **Chapter 2:**

### **Company Profile:**

In 1989, Sheba Telecom (Pvt.) Ltd. a joint venture of Bangladesh-Malaysia was granted license to operate in the rural areas of 199 upazilas. Upon obtaining GSM (Global System for Mobile) license in 1996 it expands its business to cellular mobile and radio telephone services. Suddenly in July, 2004 it was reported that Egypt based Orascom Telecom is set to purchase the TRI's (Technology Resources Industry, Malaysian partner) shares in Sheba for US\$25 million as Sheba had failed to keep the business potentials in Bangladesh due to disagreements between two partners. This purchase agreement was undercover as the joint venture agreement between ISL (Integrated Services Ltd., Bangladeshi partner) and TRI dictates that if any party sells its Sheba shares, the other party will enjoy the first right to buy that. Later on, Orascom could not finish the deal rather ISL pays the US\$25 million and bought the 100% ownership of Sheba.

However, in September, 2004 Orascom Telecom Holdings bought 100% ownership of Sheba Telecom with 59,000 user base for US\$60 million. Afterwards in February, 2005 it was rebranded and launched its services under the "Banglalink" brand with nationwide 15 years GSM license.

### **● About Banglalink**

Since Banglalink's launch in February 2005, its impact was felt immediately. Overnight mobile telephony became an affordable option for customers across a wide range of market segments.

Banglalink's success was based on a simple mission:

**"Bringing mobile telephony to the masses"**

This was the cornerstone of its strategy. With this mission on hand Banglalink changed the mobile phone status from luxury to a necessity and brought mobile telephone to the general people of Bangladesh thus making a place in their hearts. The mobile phone has become the symbol for the positive change in Bangladesh.



The mission that is quite correctly attributed to Banglalink, has become the corporate positioning of Banglalink and is translated in their slogan “making a difference” or “din bodol”. This slogan is not only applicable in the telecom industry, but also every other aspects through its products and services, to the lives of its customers. This corporate stance of “making a difference” has been reflected in everything Banglalink does.

### ● **New Slogan**

The telecom industry is fully saturated with different mobile operators. To keep hold of the market position and match with changing wave strategically, Banglalink has changed its slogan to “start something new” in October 4, 2013. The slogan was backed by the launch of 3G (third generation) mobile network.

### ● **Present Ownership**

In April 2011, again there has been a change in the ownership of Banglalink. Previously it was fully owned by telecom venture Orascom Telecom Holding (now, known as Global Telecom Holding) but as of the date Vimpelcom Ltd. bought 51.92% shares of banglalink digital communications limited. Vimpelcom is one of the world’s largest integrated telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Uajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Pakistan, Burundi, Zimbabwe, Central African Republic, Canada and Bangladesh. Vimpelcom is headquartered in Amsterdam, the Netherlands and listed as an ad on the New York stock exchange under the symbol “vip”.

## **Vision and Mission**

### ● **Vision**

‘To understand people’s needs best and develop appropriate communication services to improve people’s lives and make it simple’ – the strategic vision is developed with a purpose to saturate the whole telecom market. Make telephony available to mass people. Day by day Banglalink is expanding its business, establishing new networks, and connecting people thus building breezes towards successful vision.

○ **Mission**

Mission is a set of targets or tasks those are set by the organizational heads according to the market need and structure. Employees pursue those set of targets in order to sustain and compete in the market.

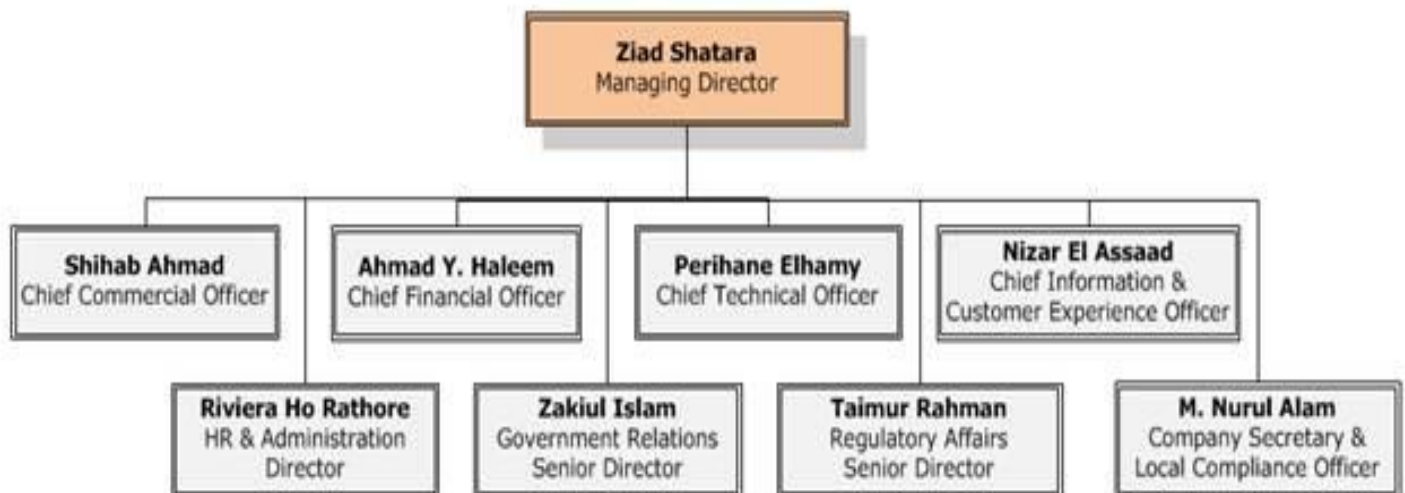
○ **Goal and Objective:**

- Achieve a leading position in the Bangladesh mobile market in terms of net additions and ARPM (Average Revenue Per Minute)
- Segmented approach in terms of products and services
- Delivering superior benefits in every purchase of the customers’ experience (before, during and after sale)
- Creating optimum shareholder value
- 

**Organogram**

**Organization chart**

Management Team of Banglalink



**Fig: 01**

**Currently Banglalink follows the following hierarchy:**

<b>Grade</b>	<b>Level #</b>	<b>Job Title</b>
<b>Grade 0</b>	L 0	Chief Officer
<b>Grade 1</b>	L 1	Deputy Chief Officer
	L 2	Senior Director
	L 3	Director
<b>Grade 2</b>	L 4	Deputy Director
	L 5	Senior General Manager
	L 6	General Manager
<b>Grade 3</b>	L 7	Associate General Manager
	L 8	Senior Manager
	L 9	Manager
<b>Grade 4</b>	L 10	Deputy Manager
	L 11	Associate Manager
<b>Grade 5</b>	L 12	Senior Assistant Manager
	L 13	Assistant Manager
<b>Grade 6</b>	L 14	Senior Executive/Engineer
	L 15	Executive/Engineer
<b>Grade 7</b>	L 16	Associate Executive/Engineer
	L 17	Junior Executive/Engineer

## **Products and services**

- **Prepaid packages**

Banglalink offers 8 pre-paid packages, each catering to specific customer needs. The packages are:

- banglalink play - banglalinkdesh - banglalinkdesh hello package - banglalinkdeshek rate - banglalinkdeshek rate darun - banglalinkdesh 7 fnf - banglalinkdesh 10 fnf - 1 second pulse

For details of the pre-paid packages, customers can visit:

<http://www.banglalink.com.bd/en/packages/pre-paid/pre-paid-packages>

Besides these pre paid packages, Banglalink constantly provides attractive offers for its subscribers. To find out details of this offers customers can visit:

<http://www.banglalink.com.bd/en/special-offers/pre-paid-current-promotion/>

- **Postpaid packages**

Understanding customer needs banglalink provides 2 tailored post-paid packages for subscribers:

- Banglalink inspire - Banglalink SME

For details of the post-paid packages, customers can visit:

<http://www.banglalink.com.bd/en/packages/post-paid/post-paid-packages/>

Regularly, banglalink offers attractive promotions for post-paid packages. Customer can visit:

<http://www.banglalink.com.bd/en/packages/post-paid/current-promotions/> for details of these offers.

- **Banglalink 3G**

Banglalink 3G allows its valued customers to surf the internet with fastest internet speed even on the move with the superior [HSPA+](#) connection. Banglalink 3G will bring to life the experience of mobile broadband on 3G mobile phone/device. With banglalink 3G it is possible to enjoy superior video streaming, download experiences, enhanced video calling, high-speed data transmission and accessing innovative 3G services on the mobile phones. In 2014, [Bangladesh Telecommunication Regulatory Commission](#) declared Banglalink's third-generation data service fastest in the country. Besides providing the fastest 3G internet, Banglalink is only the 2nd teleco in Bangladesh to cover 64 district headquarters.

- **BanglalinkPriyojon Program (loyalty program)**

Banglalink values its relationship with customer and strongly focuses on nurturing the bond. To show gratitude to its loyal customers, banglalink has launched “priyojon program” which is now more exiting. Through priyojon program customer can easily earn more points along with exclusive discounts in over 200 partner outlet across the country.

- **Banglalink customer care**

Banglalink has set the benchmark in customer care with its state-of-the-art call center, widest customer care touch points and a passionate and vigilant team always ready to serve you better.

- **Top Up Options**

Banglalink is constantly beefing up its efforts to ease its top up options. Customers can top-up their Banglalink connection from the convenience of their home, or from computer or mobile phone when you're on the go! You can top up via:

Online top up

Smart top up

Self-service kiosk top up

- Internet banking top up

Sms banking top up

Mobile banking top up

Customers can find details of top up options here: <http://www.banglalink.com.bd/en/customer-care/top-up-options/>

### **Chapter 3:**

#### **My Responsibilities at Banglalink:**

##### **Nature of the Job:**

My designation at Banglalink was PR and Communication Intern. Thus I had to work very closely with Banglalink's PR and Communication team. Before I discuss my role at Banglalink any further I would like to describe the activities of Banglalink PR and Communication team briefly.

The job of PR and Communication department of Banglalink is to bridge the relationship between the consumers with the company. The PR and Communication Department of Banglalink plays the key role of advertisement, public communication, promotion, event management, sponsorship, visibility and others.

PR and Communication is responsible for designing and developing all promotional materials for the marketing of any new product/package and any other activities. They coordinate and work directly with the advertising agency and other vendors.

Mr. Sharfuddin Ahmed is currently the head of PR and Communication department. Then then there are two PR and Communication senior managers, Mr. Nafees Anwar Chowdhury and Mr. Shehzad. S. Hossain who look after the entire PR and Communication team. The entire PR and Communication team is divided into sub teams. There is a team who looks after events, another team looks after the media (Billboards, newspapers, press etc.) and two more teams look after ATL (Above the Line) and BTL (Below the Line) communication respectively.

The PR and Communication team is responsible for all sorts of communications of the below activities:

Outdoor/Visibility
TV
Press and Publications
Events and Sponsorship
Radio Ad
Pos Materials
Gift Items
Web Based Communications

PR and Communication works with several advertising agencies to prepare and execute their marketing campaigns. The agencies share plans for different campaigns, develop the communication materials and carry out the whole campaign under close monitoring and supervision of PR and Communication team.

Top of Mind (Facebook page link: <https://www.facebook.com/topofmindbd>) has been working with Banglalink as its AOR agency. The key role of Top of Mind's is to collect plans and ideas from different agencies according to Banglalink's requirements and share them with Banglalink. Also they look after any problems that the team faces regarding communication. All the payments and negotiations with other agencies are also carried out by Top of Mind.

Carrotcom is an advertising agency (Facebook page link: <https://www.facebook.com/pages/CarrotComm/161578579650> ) who are working with Banglalink to make all the TVC s(TV Commercials), RDCs (Radio Commercials), Presses, Different product related contents for Banglalink's official website and social media promotion etc.



Then there is Analyzen (Facebook page link: <https://www.facebook.com/analyzen>), Softwindtech (Facebook page link: <https://www.facebook.com/SoftWindTech>) and Magnito Digital (Facebook page link: <https://www.facebook.com/magnitodigital>) providing online communication materials for different online campaigns, non-product contents etc.

Very recently Magnito Digital has been chosen as the dedicated digital agency for Grameenphone. From now on, Magnito Digital will be taking care of all of Grameenphone's online communications (Website, social media etc.). Thus Magnito Digital cannot continue working with Banglalink anymore.

My line manager was Mr. Abdullah A Bakr, PR and Communication assistant manager who works for the ATL team. My job was to look after all the social media that Banglalink has, which includes the following:

Banglalink's official website: [www.banglalink.com.bd](http://www.banglalink.com.bd)

Banglalink's official Facebook page: <https://www.facebook.com/banglalinkmela>

Banglalink's twitter page: <https://twitter.com/banglalinkmela?lang=en>

Banglalink's YouTube Channel: <http://www.youtube.com/user/banglalinkmela>

Banglalink's android app "My Banglalink" is available at Google Play Store.

### **Specific Responsibilities of the Job:**

I was the one who posted almost all the contents from Banglalink's Facebook page. If any new TVC, tutorial or any other videos arrived, I had to upload them on Banglalink's YouTube channel and the official website as well. Banglalink's twitter page is synced to Banglalink's

Facebook page thus anything that was posted from the Facebook page, was automatically posted from its twitter page as well. I also had to check on their official website on regular basis to check if there is anything to update or if anything is there that needs to be removed.

I make sure that all the contents that we need to publish from Banglalink's Facebook page, have arrived or not, if they have matched our requirements or not. Then after discussing with the team we provided necessary feedback and once the contents were approved by the team and in some cases the senior managers of the team, I published them from the Facebook page.

I also develop the weekly schedule of Facebook posting. I discuss with the entire PR and Communication team, they place their requirements and based on that I make the schedule and decide which post will be posted at what time for the next seven days. Of Course I have to submit the schedule to my line manager before I can go forward with it. Once I get the approval on the schedule, I go forward with it and make sure we get all the necessary contents in time.

Then there are Google banner ads for specific campaigns that Banglalink is running for the following links:

<http://www.thedailystar.net/>

<http://www.dhakatribune.com/>

<http://www.natunbarta.com/>

<http://en.prothom-alo.com/>

<http://bdnews24.com/>

<http://www.banglanews24.com/beta/index.php>

Currently Banglalink is promoting the Viber pack in the Google ads. More details about the Viber pack can be found here in this link: <http://www.banglalink.com.bd/en/special-offers/service-internet-current-promotion/internet-based-services-current-promotion/viber-pack/>

I also have to look after these banner ads, if they have arrived from the agencies as per our instruction and requirement and if they are running in all the websites previously mentioned.

One of the key tasks of mine was to directly communicate with the agencies via phone, email etc. and guide them towards preparing contents as per our requirements. We also used to discuss and share several ideas and thus we reached to a mutual point and then based on that the contents were prepared. Once approved by the Banglalink's team, we went forward with it.

The android app "My Banglalink" had been launched very recently, changing its entire look and feel; I was the one who coordinated with the tech team and their vendors with our team and the digital agency.

Also during the World Cup football 2014, there was a month long event at Brazil Churrasco Dhaka, (Facebook page link: <https://www.facebook.com/brazilchurrascobd>) named "Football Fiesta". This was also covered in several mediums.

Dhaka Tribune, a leading online newspaper also published an article mentioning the event.

The screenshot shows a web browser window with the URL [www.dhakatribune.com/technology/2014/jun/17/telcos-cash-football-fiesta](http://www.dhakatribune.com/technology/2014/jun/17/telcos-cash-football-fiesta). The article title is "Telcos cash in on football fiesta" by Muhammad Zahidul Islam. The sub-headline reads: "The offers include bonuses, discounts, packages, and carnivals to be held during the football extravaganza". The article text is partially visible, mentioning that mobile phone operators are celebrating the FIFA World Cup 2014 with various offers to boost their business. It also mentions that operators like Grameenphone and Banglalink have introduced special offers and carnivals. The article is dated June 17, 2014. On the right side of the article, there is a "SHARING" section with buttons for Facebook Share (0), Tweet (0), Google+ (0), LinkedIn Share (0), ShareThis (38), and Email (0). Below the sharing section, there is a "Technology" tag and "TAGS" including "TELECOM OPERATOR" and "FIFA WORLD CUP 2014".

Snapshot of Football Fiesta covered in Dhaka Tribune, Link: <http://bit.ly/10xxzgz>

The whole event was a blast and it went really well as it surpassed all the expectation as a lot of people participated and had positive comments.

The entire event was planned, organized and cooperated by me and my line manager Mr. Abdullah A Bakr with the help of Magnito Digital. During my internship at Banglalink, these were the things I had to do in a nutshell.

**Critical observations and recommendations:**

Banglalink has an amazing PR and Communication team, very efficient and experienced in their fields. They definitely know how to conduct and carry out marketing campaigns and promote. However, during my internship there, one thing that I have noticed that Banglalink posts too many product posts from their Facebook page. The number of non-product posts is really not what it should be and most of the times there are not much thought about these either. This is the era of social media where Facebook, in our country, can play a massive role to attract new consumers. Non-product posts are the ones which are more likely to attract new fans if the posts were good enough. More fans means more chances to become a user. Thus without a doubt getting Facebook fans, is important now a days.

However, a lot times, Banglalink doesn't get enough support from their digital agencies for non-product posting and as a result the kind of non-products posts that are posted, don't perform very well either compared to their other competitors, specially Airtel . In our country effective Facebook communications can give a brand that "cool" vibe which is needed for a brand to survive and expand their customer base and Banglalink is missing out on this.

So I would suggest posting more Non-product Facebook posts, which are of good quality, taking into account the recent trend and circumstances, making it "cool" and entertaining and putting more effort and investment on these because these are important for the kind of time we are in and the kind of market Banglalink targets as well.

## **Chapter 4:**

### **Description of the Project:**

As a part of Banglalink's PR and Communication team, one of my tasks was to look after their social media pages specially Facebook page. Banglalink's official Facebook page is named "BanglalinkMela". The Facebook page link is as follows:

<https://www.facebook.com/banglalinkmela>

I had access to all of their social media accounts. Thus for this report I was asked to conduct a study on the negative comments that people make on Banglalink's Facebook posts. I was asked to identify the pattern of such negative comments, the possible reasons behind all these negative comments, the common problems most people are facing because people make negative comments only because they are facing problems and also what can be done to better deal with the situation which meets both ends.

Banglalink posts 3 to 4 contents on Facebook everyday on average. These posts consist of both product and non-product posts. Whenever a new TVC or an offer arrives, Banglalink posts on its Facebook page as well. As so many people are using Facebook these days, it has become an effective and very important medium of communication.

There are so many comments in each post that Banglalink publishes from its page. For this report I had looked and read all the comments that were made on Facebook posts of Banglalink's Facebook page, published from 9<sup>th</sup> October to 15<sup>th</sup> October, 2014. I read and analyzed the comments and figured out the common problems everyone is talking about and also I discussed possible reasons behind all those negative comments and problems and suggested steps to be taken as well.

**Objective of the project:**

The objectives of this study are the following:

- To identify the pattern of negative comments on Banglalink's Facebook page.
- To identify possible reasons behind the negative comments.
- To identify the problems most people are facing because people facing problems are making negative comments.
- To suggest steps to be taken that help the people who are making negative comments with their problems and also improves overall performance of Banglalink's Facebook page.

**Methodology:**

To conduct this study I simply had to read all the comments. I gathered secondary information from Banglalink's official website and also visited websites of other major telecom companies in Bangladesh to get further secondary information. I had interviewed my line manager Mr. Abdullah A Bakr, assistant manager of PR and Communication, who was very cooperative and provided me with necessary information that I needed to conduct this study. Observing various organizational procedures also helped getting necessary information.

**Limitations:**

Time was a constrain all the time it was quite difficult to continue the internship and continue the research work together. Getting my line manager for the interviews were bit difficult too as he also has a tight schedule and had very little time for anything else. Due to lack of time I was only able to conduct this study on negative comments for 7 days Facebook post, thus the outcome of this report may not be generalized.



## Chapter 5:

### Analysis of the Negative Comments:

October 9

Post 1: Transcom offer: <http://on.fb.me/1vIDVxn>



The image shows a Facebook post from 'banglalink mela'. The main content is a promotional advertisement for Transcom Electronics. The ad features a silver Samsung refrigerator, a red Whirlpool refrigerator, a white Transtec air conditioner, and a white Transtec microwave. Text in Bengali promotes a 'Priyojon' (special offer) with up to 10,000 BDT discounts. A yellow tag says '১০,০০০ টাকা পর্যন্ত ছাড়' (Discount up to 10,000 BDT). The ad includes logos for Samsung, Whirlpool, and Transtec, and a 'DIGITAL' logo. A small orange box with 'banglalink' and 'নতুন কিছু করে' (Doing something new) is also present. The Facebook interface shows the post was made on October 9, has 992 likes, and 25 shares. The user 'Tahmid Rahman' posted it, and it was shared with a custom audience. A 'Boost Post' button is visible.

**প্রিয়জন**  
ডায়াল #6000#  
www.banglalink.com.bd/priyojon

**মাত্র ৮৩৯৯ রিচার্জে**  
**প্রিয়জনদের জন্য নির্দিষ্ট**  
**ট্রাস্টেকম পণ্যে**

**১০,০০০ টাকা**  
**পর্যন্ত ছাড়**

**SAMSUNG** | **Whirlpool** | **TRANSTEC**

নতুন কিছু করে  
banglalink

Like Comment Tag Photo

From: banglalink mela's Photos in Timeline Photos  
Posted by Tahmid Rahman [P]  
Shared with: Custom

Boost Post

Tag This Photo  
Edit Location  
Change Date

and 992 others like this.  
25 shares

Write a comment

The post was posted from Banglalink's Facebook page on 9<sup>th</sup> October, 2014. This post communicates that, Priyon subscribers (prepaid subscribers who spend at least Tk. 150 on mobile usage every month) are eligible to get up to Tk. 10,000 discount from Transcom electronics. The details of this offer can be found in Banglalink's official website in this link: <http://bit.ly/XW0aeK>

This particular post has got 995 likes, was shared by 25 fans and 164 people commented on it.

Interestingly out of 164 comments, most of the comments were queries and feedback and most of them were not about the offer communicated in the above Facebook post.

The queries are all answered from Banglalink's page by customer care department and fans are asked to contact customer care department directly to place their complaints.

In this particular post, most people asked how they can be priyojon subscribers and how they can get this offer. This indicates a lot of users still do not fully understand what priyojon is and how it can be used to get gifts and other benefits.

As part of my research, I have looked at Banglalink's Facebook ads of last 6 months and it seems, even though Banglalink promotes a lots of Priyojon offers on regular basis, still they do not really talk about what Priyojon actually is and what are the benefits of being a Priyojon subscribers, unless a fan has made a query directly in the comments, only then Banglalink explains it to that particular user on the comment, thus it doesn't get highlighted enough and users do not get the clear idea. Thus it's a common query fans make like they made it in this posts.

There were a few negative comments as well. A few labeled the offer as "Faltu", some said the offer wasn't good enough for them.

Studying the fans who made such comments, revealed that those particular fans were looking for different offers, as in more 3G data offer, lower call rates and cheaper internet packs etc. as they made comments on others posts demanding those offers. Thus such Priyojon offer is not attractive to them as they do not seem to be interested in purchasing electronic products for the time being.

Post 2: Movie: The Equalizer: <http://on.fb.me/1o7gjuh>



The image shows a Facebook post from the page 'banglalink mela'. The main visual is a movie poster for 'The Equalizer' featuring Denzel Washington. The poster shows a man from behind, wearing a dark jacket, with the text 'DENZEL WASHINGTON THE EQUALIZER' at the bottom. A small 'banglalink' logo is visible in the bottom right corner of the poster. Below the poster, the post text reads: 'In mood for an action packed thriller movie? Then you will definitely love Denzel Washington's latest 'The Equalizer!''. Below the text, there are buttons for 'Like', 'Comment', 'Share', 'Edit', and 'October 9 · Edited'. There are also buttons for 'Boost Post', 'Tag This Photo', 'Edit Location', and 'Change Date'. The post has 1,030 likes and 2 shares.

Like Comment Tag Photo

**banglalink mela**  
In mood for an action packed thriller movie? Then you will definitely love Denzel Washington's latest 'The Equalizer!'

Are you looking forward to watch it in the theatres? — with [\[redacted\]](#) and [\[redacted\]](#)

Like · Comment · Share · Edit · October 9 · Edited

[\[redacted\]](#) and 1,030 others like this. Top Comments

2 shares

From: banglalink mela's Photos in Timeline Photos  
Posted by Tahmid Rahman [?]  
Shared with: Custom  
Boost Post  
Tag This Photo  
Edit Location  
Change Date

The post above was posted from Banglalink's Facebook page on 9<sup>th</sup> October, 2014. This post is one of Banglalink's non-product Facebook contents, posted on regular basis every week in order

to improve Facebook engagement. This particular post got 1,033 likes, were shared by 2 fans and 98 fans commented on it.

While a few of the comments made by the fans were related to the above post, most of them were about different services and other offers from Banglalink. A lot of fans asked what to do with their Priyojon points. There were a number of negative comments about Banglalink network as well, where people said they were not happy with the network and they demanded Banglalink network to be better. There were also a number of fans who suggested that Facebook should be made free.

As mentioned before while Banglalink promotes their Priyojon offers on regular basis, still they haven't so far explained the basics of Priyojon program in last 6 months from their Facebook page. Although there was a tutorial video on Priyojon program, posted on 31<sup>st</sup> August this year, still it seems the fans are unable to understand the program properly. One of the reasons behind this is, the tutorial when watched it feels like it was done in a rush and it looks more like a TVC, rather than a tutorial video. So people in doubts keep asking the basics of the Priyojon program.

A lot of fans said they can't get the proper network coverage even after Banglalink's claim that they have covered all over the country.

I have talked to a few of their executives and managers and thus I was able to figure that they indeed have their network coverage to almost 99% of the country. People from very remote places might not get the full network coverage but the rest are doing fine. That's what the Banglalink officials claimed.

While the truth is, since there are a lot of network related complaints, it's quite impractical to assume that all of them are from remote places of the country. What it means is, since there are a lot of network complaints, these people are genuinely facing the problem and thus being not happy with it, they make their complaints on the Facebook page. I myself did have some network problems as well with the Banglalink connection I was given from their office but it was quite rare though. However I have asked people who have been using Banglalink and yes their


network is not the best, compared to its competitor Grameen Phone as there are interruptions at times. These are the reasons behind all the negative network comments.

Fans have made comments and they have requested to make Facebook free for them as very recently Grameenphone had made a similar offer where customers will be able to access Facebook without any data charge from 12am (midnight) till 6pm every day, on all devices (Source: Grameenphone's official website, link: <http://bit.ly/1uu7RY2>).

At the moment there is a version of Facebook which is free for Banglalink subscribers, however that version is only text based and after Grameenphone's recent Facebook offer, where GP users can browse full-fledged Facebook, Banglalink customers' demands are getting stronger. That's the reason behind the Free Facebook comments.

October 10:

Post 1: Banglalink Store: <http://on.fb.me/1w6hWaB>



Like Comment Tag Photo

**banglalink mela**  
Now get any song instantly to suit your mood and the ambience you're in!

Introducing banglalink Store with unlimited entertainment through apps, games, music and videos!

Want to get there right now? Simply visit [www.banglalink.com.bd](http://www.banglalink.com.bd) from your Banglalink mobile now! — with ~~Rafiq Chowdhury, Mahabub Chowdhury, Rafiq Chowdhury, Saikat Ahmed, Md. Adil Hossain, and Wilton Chowdhury.~~

Like · Comment · Share · Edit · October 10 · Edited

1,443 others like this.

17 shares

From: banglalink mela's Photos in Timeline Photos  
Posted by Tahmid Rahman (7)  
Shared with: Custom

Boost Post

Tag This Photo  
Edit Location  
Change Date

Open Photo Viewer  
Download

This post above got 1446 likes, was shared by 17 fans and 142 fans commented on it. This post communicates about Banglalink mobile portal, which they are calling “Banglalink Store”. Users can download games, videos, music, apps etc. by visiting [www.banglalink.com.bd](http://www.banglalink.com.bd) from their Banglalink mobile phones.



On this post also, most of the comments were not about the topic the above post is communicating at all. Most of the comments were queries about other services and offers from Banglalink. On this particular post, most people suggested that Facebook should be free.

Grameenphone launched their Free Facebook offer for all from 12:00 am to 6:00 pm on 15<sup>th</sup> September, 2014 (Source: Grameenphone's official website, link: <http://bit.ly/1uu7RY2>).

Seeing that, Banglalink users started demanding from Banglalink to do the same. Thus a lot of comments were made where they said they wanted Facebook for free. Although Banglalink launched a campaign where they are offering free Facebook and WhatsApp on internet pack purchase of Tk. 10 or more but there, users cannot use Facebook and WhatsApp anymore once the validity of the internet pack expires. So to get free Facebook and WhatsApp again the customers need to purchase the internet pack again. This is where Grameenphone's offer is different from Banglalink's, as there is no condition to fulfill to get free Facebook from Grameenphone. That's why a lot of Banglalink users are not happy and expressing that in the Facebook comments as well. Some comments went like this "faltu" (not good enough), "banglalinkvondo" (Banglalink is a fraud) which express that those customers are not happy with the Banglalink Store. One of the reasons could be, most of the people are always looking for free things and while there is a "Free Zone" in Banglalink store from where users can download free contents but still not all contents are free. Users have to buy them, which might be the reason why some users made such negative comments.

**Post 2: Evolution of Cricket: <http://on.fb.me/1xRJEsY>**



This post was posted on 10<sup>th</sup> October 2014. This is one of the non-product Facebook posts, published by Banglalink’s Facebook page on regular basis.

This post got 3230 likes, shared by 91 fans and 385 fans commented on it. On this particular post users were asked, against which country Pakistani fast bowler Shoaib Akhtar bowled the fastest ball in the cricket history. While a lot of users participated in answering the question, most of the comments in this particular post, were complaints about too many promotional SMS.

To stop promotional SMS, all users have to do is write “OFF” and send it to 6121. However it seems most of the users are unaware of this information. Too many SMS now and then, often annoy the customers. Thus not knowing what to do to get rid of it, users make such queries and negative comments on Banglalink’s Facebook posts. Banglalink doesn’t promote all the details of their various services from their Facebook page very often, thus such situation arises, and customers get annoyed. That’s why such negative comments are made.



**Post 3: No Call Drop:** <http://on.fb.me/ZDr4cd>



The above post was published on 10<sup>th</sup> October, 2014 from Banglalink’s official page. This particular post got 1,673 likes, was shared by 19 people and 155 comments were made.

This post communicates that Banglalink understands how call drops can be harmful for relationship. Thus they have built an ultra-modernized network where customers usually do not experience call drops. However, if the call does drop, Banglalink gives them away a minute back to compensate. More details of this offer can be found here: <http://bit.ly/1plnnyf>

Out of 155 comments that were made on this particular post, most were queries. Surprisingly a lot of people asked what “Call Drop” actually is. Then a lot of people complained that they had experienced call drops but however, they didn’t receive one minute talk time. Thus a lot of people were unhappy and thus the negative comments were made.

Call drops happen when calls, due to technical reasons, were cut off before the speaking parties had finished their conversation and before one of them had hung up.

Although it happens in our country more or less in every telecom companies, still it's possible that a lot of users are unaware of the term "Call Drop". Judging from the comments they have made on Banglalink's Facebook page, a lot of users simply label it as "Network problem". Thus being unaware of the term, a lot of users wanted to know what call drop actually is.

Even though Banglalink says they give away one minute free on each call drops, this one minute can only be used from Banglalink to Banglalink number. However, from the no call drop communications that have been communicated so far, Banglalink didn't promote that piece of information prominently. Banglalink only said they would give a minute back if the call drops on their Facebook ads, however, if you visit their website and read all the details of the offer, only then it can be fully understood that the bonus minute can only be used from Banglalink to Banglalink number. Unfortunately most people have no patience to go through Banglalink website and read all the details. They look at the Facebook ads and they assume that they can use the bonus talk time in any number, which is actually not the case. Thus they get dissatisfied because they feel cheated on and post negative comments to express their dissatisfaction.

October 11

Post 1: Salman Khan's birthday: <http://on.fb.me/1FV0Z9M>



The post above was posted from Banglalink's Facebook page on 11<sup>th</sup> October. With this post Banglalink wishes Salman Khan, the founder of Khan Academy, a happy birthday.

This particular post was liked by 1924 people, 7 people shared it and 146 comments were made.

A lot of people wished him birthday but still most of the comments were queries. A lot of fans wanted to know how to activate or deactivate multiple vas services, provided by Banglalink and once again there were a lot of network complaints.

Banglalink doesn't usually promote their vas services very often from their Facebook page hence so many queries were made about them. As mentioned earlier, although the Banglalink officials claim to have 99% of the country under their network coverage, the truth is, there are still problems with the network. How strong the network is, varies from places to places. Not all

places have the same strong network coverage. Thus there are network interruptions hence the so many network related negative comments. “Banglalink is constantly working on it to improve its network and deliver what is expected”, said by a senior marketing manager of Banglalink.

Post 2: PLAY Symphony Offer: <http://on.fb.me/1uiXsOG>

**banglalink mela**  
Posted by Tahmid Rahman [?]  
Liked · October 11 · Edited · ✨

Banglalink subscribers, get the fastest 2 GB 3G internet free with these new 3G smartphones of symphony explorer- w15i, w21 and w31.

More details are here: <http://bit.ly/1nQSI0D> (pc)  
<http://bit.ly/1pDz2rg> (mob) — with [redacted] and [redacted]

Tag Photo Add Location Edit

Like · Comment · Share

Top Comments  
[redacted] and 1,407 others like this.

19 shares

[redacted] ০ দিয়া ডিস্ট ব্রাউজার  
ফেইসবুক ইউজ করা যাবে না কেন  
?????????  
Like · Reply · 3 · October 11 at 5:31pm  
8 Replies

[redacted] banglalink Thake  
balance Transfar kora jay .kivaveeee  
ploxozzz tellllkk meeeeee  
Like · Reply · October 12 at 10:00am

Write a comment...

This post was published from Banglalink’s Facebook page on 11<sup>th</sup> October, 2014. This post communicates that Banglalink subscribers will get 2 GB 2G internet free with these new smartphones from Symphony Explorer: w15i, w21 and w31. More details on this offer can be found on this link: <http://bit.ly/1t8x0EA>

This particular post got 1410 likes, was shared by 19 people and 118 comments were made on it.

A lot of comments were unrelated, a lot of queries were asked about different offers, value added services and internet packs etc., a lot of commented that they did not understand the offer and there were a lot who expressed that they were not happy with the internet pack prices that Banglalink charges. They feel the price should be lower.

If we compare Banglalink's internet pack prices with its closest competitor Grameenphone, Banglalink's internet pack prices actually seem to be lower. Bnglalink has a 3 MB internet pack at Tk. 1, 5 MB pack at Tk. 2.5, 75 MB at Tk, 30, 1 GB pack at Tk. 275, 2 GB pack at Tk. 350 and so on, while Grameenphone offers a 4 MB pack at Tk. 2, 75 MB pack at Tk. 50, 1 GB at Tk. 300, 2 GB at Tk. 400 etc.

Below is a table which shows the different internet packs and their prices of four major telecom companies: Banglalink, Grameenphone, Robi, Airtel and also Teletalk.

Telecom companies	Banglalink	Grameenphone	Robi	Airtel	Teletalk
Internet pack details	3 MB at Tk.1	4 MB at Tk. 2	4 MB at Tk. 2	15 MB at Tk. 15	5 MB at Tk. 2
	75 MB at 30	75 MB at Tk.50	100 MB at Tk. 40	100 MB at Tk. 50	100 MB at Tk. 50
	250 MB at Tk.99	250 MB at Tk.99	500 MB at Tk. 175	250 MB at Tk. 100	300 MB at Tk. 100
	1 GB at Tk. 275	1 GB at Tk. 300	1 GB at Tk. 275	1 GB at Tk. 350	1 GB at Tk. 320
	2 GB at Tk. 350	2 GB at Tk. 400	2 GB at Tk. 347	2 GB at Tk. 450	2 GB at Tk. 425

All the information of the above table were taken from the following links:

<http://www.banglalink.com.bd/en/services/3g/3g-packages/> (Banglalink)

<http://www.grameenphone.com/personal/internet-3g-2g/3g-internet/packages> (Grameenphone)

<http://www.robi.com.bd/en/3.5g/3.5g-packages> (Robi)

[http://www.bd.airtel.com/commonpage.php?cat\\_id=178](http://www.bd.airtel.com/commonpage.php?cat_id=178) (Airtel)

[http://www.teletalk.com.bd/cpoint/3G/3g\\_data\\_plan.php](http://www.teletalk.com.bd/cpoint/3G/3g_data_plan.php) (Teletalk)

From the table it appears that the price that Banglalink charges for its internet packs are relatively lower than what Grameenphone and Airtel are charging for similar internet packs. While Robi is charging Tk. 175 for 500 MB internet against Banglalink's 250 MB at Tk. 99 pack, they both charge Tk. 275 for their 1 GB pack and against Banglalink's 2 GB pack at Tk. 350, Robi offers 2 GB pack at Tk. 347.

Now Banglalink has designed all these internet packs and their prices after they have conducted a market research taking into account who their majority of users are and what the majority of users demand from them. It was found that the majority of users prefer purchasing smaller internet packs with lower prices and in terms of price only, Banglalink charges the lowest for most of its internet packs compared to its competitors. But again there are a lot of users who prefer larger packs; there are a lot of users who prefer 100 MB at Tk. 40 instead of Banglalink's 75 MB at Tk. 30, or 300 MB at Tk. 100 instead of Banglalink's 250 MB at Tk. 99; these users do not want to switch from Banglalink either because Banglalink internet is providing them value or performing the way they expect it to except for being less priced. Then there are users who think the price is too much considering the speed and network connectivity and the overall price should be lowered. These are the users who made comments expressing their thoughts that the internet pack prices should be lowered.



Post 3: IQ Saturday: <http://on.fb.me/1up7AWW>



This particular post was published from Banglalink’s Facebook page on October 11. This is one of the non-product posts that Banglalink publishes on regular basis.

IQ Saturday is a non-product post that is posted on every Saturday, where a question is asked to users, simply to test their IQ, hence the name IQ Saturday.

This post was liked by 799 people, was shared by only 1 and there were 154 comments on it.

On this post, the users were asked how many books they can put in an empty backpack. The answer is one, since the bag doesn’t remain empty anymore after one book is put there.

AS usual, there were a lot of queries, mostly about various value added services that Banglalink provides. Then there were queries about certain internet packs, how to activate or deactivate them etc. Although all these information can be found on Banglalink's official website (<http://www.banglalink.com.bd>), users post their queries here on the Facebook posts to avoid going through the website and find them themselves as almost each queries are answered by the customer care department through Banglalink's Facebook page.

The product related negative comments in this post were mostly about internet speed. Users said although Banglalink claims to provide the fastest internet, they find the internet speed to be quite slow on their devices, compared to the competitors.

Currently Banglalink is providing 1 MBPS (Megabyte per Second) speed on average for all their 3G packs. According to a report in Dhaka Tribune, published on 2<sup>nd</sup> September, BTRC (Bangladesh Telecommunication Regulatory Commission) declared Banglalink's third-generation data service to be fastest in the country. (Source: <http://www.dhakatribune.com/technology/2014/sep/02/btrc-banglalink-fastest-all-other-operators-3g-data-service>)



today's paper >> business >> published: 03:11 september 2, 2014

# BTRC: Banglalink fastest of all other operators in 3G data service

Muhammad Zahidul Islam

## Grameenphone fixed its 3G data speed at 512 Kbps and 1 Mbps, while Banglalink, Robi and Airtel offer an uncodified speed limit

The telecom regulator has found Banglalink's third-generation data service fastest in the country though the mobile company is at the bottom of the pyramid in terms of the fastest data users' numbers.

According to the regulator, Grameenphone is the most popular mobile operator holding the apex of 3G users' numbers, but hardly offers better data transfer services.

The GP has more than 19 lakh active 3G subscribers though the company offers less than 1 Mbps (megabyte per second) speed for data transfer on its network.

Grameenphone fixed its 3G data speed at 512 Kbps and 1 Mbps, while Banglalink, Robi and Airtel offer an uncodified speed limit.

The telecom watchdog found Banglalink's 3G data speed more than 2 Mbps in most areas while Robi's speed ranges around 1.9 Mbps and Airtel around 1.2 Mbps on an average.

Bangladesh Telecommunication Regulatory Commission (BTRC) has collected these data through physical monitoring of the 3G mobile data services offered by the four private mobile operators across the country.

We have observed that Grameenphone hardly offers better speedy data services to its clients though its has subscribers higher than those of the other three, a member of BTRC inspection team told the Dhaka Tribune last week.

SHARING

- Facebook Share 356
- Tweet 13
- Google + 2
- LinkedIn Share 6
- ShareThis 698
- Email 0
- Print

Technology

TAGS

- BTRC

### Snapshot of the Dhaka Tribune article

However, still there are users, who do not get their desired internet speed with Banglalink, thus such negative comments are made expressing their dissatisfaction towards the Banglalink internet speed.

The internet speed depends a lot on the type of devices used. Each phone has a limit after which it cannot take any more speed. Usually the lower end phones, since they have very limited resources, fail to provide any faster speed than their resources allow them to. Judging from the user comments, it seems, most people are unaware of the fact. They look at the ads, where Banglalink always communicates to be the fastest in terms of speed, thus the users' expectation

rises. Then when they do not get the desired speed because their phones do not allow them to do so, the users get dissatisfied and post negative comments.

Also after the user has used 90% of its internet pack volume, Banglalink reduces the speed from 1 MBPS to 128 KBPS (Kilobyte per second) to avoid a bill shock, so that the users get a heads up, that they are almost running out of internet data. Some users are not aware of this either, and they are the ones post all the negative comments about the internet speed.

October 12

Post 1: Online Internet Pack Purchase: <http://on.fb.me/1uq0IbH>

The image is a composite of two parts. On the left is a five-step guide for purchasing an internet pack from Banglalink. Step 1: Go to [www.banglalink.com.bd](http://www.banglalink.com.bd). Step 2: Scroll down and click on "Internet Package Activation". Step 3: Click on "Purchase". Step 4: Enter the required fields and go to Next Step. Step 5: Enter the token number from the SMS you just received and click "Go". On the right is a Facebook post from 'banglalink mela' posted by Tahmid Rahman. The post text says: 'Banglalink subscribers can purchase internet packages right from our website! Just follow these simple steps. 1. Go to: [www.banglalink.com.bd](http://www.banglalink.com.bd)...'. The post has 1,136 likes, 13 shares, and 7 replies. One reply says 'kivabey pabo..plz' and another says '30 point er binimove'.

This post was published from Banglalink's Facebook page on 12<sup>th</sup> October 2014. This post was liked by 1,139 people, 13 people shared it and 271 comments were made on it.

This post communicates that now Banglalink customers can buy internet packs right from Banglalink's official website ([www.banglalink.com.bd](http://www.banglalink.com.bd)). The steps to buy the internet packs in such ways were shown in this particular post.

Once again most of the comments were queries; a few users thought purchasing internet packs from Banglalink's website is interesting and a nice addition.

There were negative comments on Banglalink's internet speed. As mentioned earlier, the internet speed depends a lot on the types of devices used. Each phone has limitations after which it cannot take any more speed. Usually the lower end phones, since they have very limited resources, fail to provide any faster speed than their resources allow them to. Also after the user has used 90% of its internet pack volume, Banglalink reduces the speed from 1 MBPS to 128 KBPS (Kilobyte per second) to avoid a bill shock, so that the users get a heads up, that they are almost running out of internet data. Users, being unaware of such issues, make negative comments about Banglalink's internet speed.

There were negative comments on Banglalink network as well. As discussed earlier, Banglalink officials claim to have 99% of the country under their network coverage, the truth is, and there are still problems with the network. How strong the network is, varies from places to places. Not all places have the same strong network coverage yet. Thus there are network interruptions from places to places hence so many network related negative comments. Banglalink is constantly working on it to improve its network to provide its customers with a better experience. The Banglalink officials claimed.

**Post 2: Hugh Jackman's birthday: <http://on.fb.me/1tXct7v>**



This post was published from Banglalink's Facebook page on 12<sup>th</sup> October 2014. This post was liked by 2,058 people, 16 people shared it and 134 comments were made on it.

Hugh Michael Jackman is an Australian actor and producer who is involved in film, musical theatre, and television.

Hugh Jackman has won international recognition for his roles in major films, notably as action/superhero, period and romance characters. He is known for his role as Wolverine in the X-Men series, as well as for his leads in Kate and Leopold, Van Helsing, The Prestige, and Australia. Jackman is a singer, dancer, and actor in stage musicals, and won a Tony Award for his role in The Boy from Oz.

(Source of Hugh Jackman bio: <https://www.facebook.com/HughJackman/info>)

This particular Facebook post wishes Hugh Jackman for his birthday and asks the users to comment their favorite Hugh Jackman movies other than X-Men for which he is mostly known for.

There were a lot of queries as usual and a lot of people wished Hugh Jackman for his birthday in the comments. They also commented what other movies they like of him. One of the good things is, there really were not much negative comments in this particular post. Most comments were either queries or birthday wishes for Hugh Jackman. There was only one complaint about customer care center in Mongla, Bagerhat. The user complained that they do not do their jobs properly and also suggested that their behavior with customers should be better. Banglalink, through its Customer Care Department replied and they apologized for such inconvenience and also they had said they were going to take necessary steps to resolve the issue.

I had asked one of the senior managers of Customer Care Department, who actually, is in charge of the customer care center located in Gulshan 1. He informed me with confidence that they select employees only after they have passed a number of tests and proved themselves. Thus such incidents are highly unlikely to occur. However, he also admitted that everyone is human and it's in the nature to lose patience and make mistakes sometimes but that cannot be an excuse to allow such incident because that leads to the negative comments and impression towards Banglalink's Customer Care Department.

Thus they do take necessary steps to prevent such incidents and sincerely apologize to the customers. In some cases they give away gifts, offer them free internet bonus etc. as well.



**Post 3: Unlimited Facebook and WhatsApp: <http://on.fb.me/1wwpUfI>**



This post was published from Banglalink’s Facebook page on 12<sup>th</sup> October 2014. This post was liked by 2,532 people, 46 people shared it and 667 comments were made on it.

This post communicates that Banglalink users are eligible to get unlimited Facebook and WhatsApp for 24 hours once they have purchased an internet pack of Tk. 10 or more. More details about this offer can be found on Banglalink’s official website, in this link:

<http://bit.ly/1vrbACo>

As usual, there were a lot of queries and a lot of fans urged to make Facebook free without any condition and then there were some who again complained about Banglalink network.

A lot of fans said they can’t get the proper network coverage even after Banglalink’s claim that they have covered all over the country.

As discussed earlier in this report, after talking to a few of their executives and managers I was able to figure that they indeed have their network coverage to almost 99% of the country. People from very remote places might not get the full network coverage but the rest are doing fine. That's what the Banglalink officials claimed.

While the truth is, since there are a lot of network related complaints, it's quite impractical to assume that all of them are from remote places of the country. What it means is, since there are a lot of network complaints, these people are genuinely facing the problem and thus being not happy with it, they make their complaints on the Facebook page. I myself did have some network problems as well with the Banglalink connection I was given from their office but it was quite rare though. However I have asked people who have been using Banglalink and yes their network is not the best, compared to its competitor Grameen Phone as there are interruptions at times. These are the reasons behind all the negative network comments.

Fans have made comments and they have requested to make Facebook free for them as very recently Grameenphone had made a similar offer where customers will be able to access Facebook without any data charge from 12am (midnight) till 6pm every day, on all devices (Source: Grameenphone's official website, link: <http://bit.ly/1uu7RY2>). At the moment there is a version of Facebook which is free for Banglalink subscribers, however that version is only text based and after Grameenphone's recent Facebook offer, where GP users can browse full-fledged Facebook, Banglalink customers' demands are getting stronger. So the negative comments are there as customers who browse Facebook a lot, are not happy.

October 13

Post 1: No Call Drop: <http://on.fb.me/1oj6dq7>



The above post was published on 13<sup>th</sup> October, 2014 from Banglalink’s official page. This particular post got 1,519 likes, was shared by 36 people and 327 comments were made.

The above post communicates that Banglalink has built an ultra-modernized network where customers usually do not experience call drops. However, if the call does drop, Banglalink gives them away a minute back to compensate because they care about their customers. More details of this offer can be found here: <http://bit.ly/1plnnyf>

There were lots of queries about different value added services that Banglalink provides and there were also a lot of negative comments about the network and the internet speed. A lot of comments went like these; “Faltu network” (Bad network), “Bhua network” (Bad network),”Kocchopermotogoti” (As fast as a turtle, referring to Banglalink’s internet speed) etc.

As discussed earlier in this report, Banglalink network is still not perfect. Even though according to Banglalink officials, they indeed have their network coverage to almost 99% of the country. People from very remote places might not get the full network coverage but the rest are doing fine. That’s what the Banglalink officials claimed.



While the truth is, since there are a lot of network related complaints, it's quite impractical to assume that all of them are from remote places of the country. What it means is, since there are a lot of network complaints, these people are genuinely facing the problem and thus being not happy with it, they make their complaints on the Facebook page. I myself did have some network problems as well with the Banglalink connection I was given from their office but it was quite rare though. However I have asked people who have been using Banglalink and yes their network is not the best, compared to its competitor Grameen Phone as there are interruptions at times. Then again, even though Banglalink officials claimed to be working on it continuously, the network connectivity and how strong the network is, vary from places to places. Thus some people face network problems and make all these negative network comments.

As mentioned earlier, the internet speed depends a lot on the types of devices used. Each phone has limitations after which it cannot take any more speed. Usually the lower end phones, since they have very limited resources, fail to provide any faster speed than their resources allow them to. Also after the user has used 90% of its internet pack volume, Banglalink reduces the speed from 1 MBPS to 128 KBPS (Kilobyte per second) to avoid a bill shock, so that the users get a heads up, that they are almost running out of internet data. Users, being unaware of such issues, make negative comments about Banglalink's internet speed.

Post 3: Maximus Handset Offer: <http://on.fb.me/1tg2THO>

banglalink mela  
Posted by Tahmid Rahman (?)  
Liked · October 14 · 🌟

Get 160 MB free internet along with 160 SMS with Maximus M505m & M313s handsets.

Find more details here: <http://bit.ly/1wC6e88> (PC).  
<http://bit.ly/1qkGszD> (mob) — with

Tag Photo Add Location Edit

Like · Comment · Share

Top Comments -  
and  
1,528 others like this.

39 shares

priz point ar  
mayad sas hoi na agai kaita nai kano?  
Like · Reply · 🗨️ 4 · October 14 at  
12:06am

11 Replies

বাংলাসিমে সারা মাস  
Unlimited Internet দাম কত বলবেন plz???

Write a comment...

The above post was published on 13<sup>th</sup> October, 2014 from Banglalink's official page. This particular post got 1,531 likes, was shared by 39 people and 387 comments were made.

This post communicates that Banglalink subscribers will get a special price of 1,625 BDT for Maximus M505m and M313s handsets, along with 160 MB of free internet, 160 SMS and other benefits. More details about this offer can be found in Banglalink's official website in this link: <http://bit.ly/1sj2Yv7>

There were, as usual a lot of queries about different internet offer and other value added services. There were a lot of queries and negative comments about Banglalink's Priyojon programs as a lot of subscribers do not fully understand it yet.

As discussed before while Banglalink promotes their Priyojon offers on regular basis, still they haven't so far explained the basics of Priyojon program in last 6 months from their Facebook page. Although there was a tutorial video on Priyojon program, posted on 31<sup>st</sup> August this year,

still it seems the fans are unable to understand the program properly. One of the reasons behind this is, the tutorial when watched it feels like it was done in a rush and it looks more like a TVC, rather than a tutorial video. So people in doubts keep asking the basics of the Priyojon program.

Even though Banglalink promotes a lots of Priyojon offers on regular basis, still they do not really talk about what Priyojon actually is and what are the benefits of being a Priyojon subscribers, unless a fan has made a query directly in the comments, only then Banglalink explains it to that particular user on the comment, thus it doesn't get highlighted enough and users do not get the clear idea. Thus it's a common query fans make like they made it in this posts.

October 14

Post 1: 1GB 3G pack: <http://on.fb.me/1GsRIWv>

**1GB 3G**  
সবচাইতে fast  
মাত্র ২৭৫ টাকা  
অ্যাক্টিভেট করতে ডায়াল  
**\*5000\*511#**  
নতুন কিছু করো

**banglalink mela**  
Posted by Tahmid Rahman [?]  
October 14 · 🌟

Get 1 GB 3G pack at Tk. 275. Dial \*5000\*511# to activate.

You can also activate the 3G pack from here:  
<http://bit.ly/1retdHh> (pc) or <http://bit.ly/1Bbky8o> (mob)  
— with [redacted] and [redacted]

Tag Photo Add Location Edit

Like · Comment · Share

and  
2,120 others like this.

45 shares

[redacted] sob ceye fast na... Sob ceye last. Internet ekdom slow...  
Like · Reply · 👍 5 · October 14 at 3:22pm  
8 Replies

[redacted] vhai normal sim k kivhabe 3g korbo?  
Like · Reply · October 14 at 9:43pm

Write a comment..

The above post was published on 14<sup>th</sup> October, 2014 from Banglalink's official page. This particular post got 2,123 likes, was shared by 45 people and 465 comments were made.

This post promotes the 1 GB 3G pack that Banglalink offers. More information about Banglalink 3G packs can be found on Banglalink's official website in this link:

<http://www.banglalink.com.bd/en/services/3g/3g-packages/>

In this post, most of the negative comments were about Banglalink's internet speed. A lot of users said that even though Banglalink claims to be the fastest, they are not.

As discussed earlier, the internet speed depends a lot on the types of devices used. Each phone has limitations after which it cannot take any more speed. Usually the lower end phones, since they have very limited resources, fail to provide any faster speed than their resources allow them to. Also after the user has used 90% of its internet pack volume, Banglalink reduces the speed from 1 MBPS to 128 KBPS (Kilobyte per second) to avoid a bill shock, so that the users get a heads up, that they are almost running out of internet data. Users, being unaware of such issues, make negative comments about Banglalink's internet speed.

**Post 2: Network Post (Shatkhira): <http://on.fb.me/1x6st9Q>**



The above post was published on 14<sup>th</sup> October, 2014 from Banglalink's official page. This particular post got 2,549 likes, was shared by 47 people and 351 comments were made.

This particular post communicates that Banglalink has their ultra-modernized network all over 56 thousand square mile of the country including Shatkhira.

Most of the negative comments were about Banglalink network and their internet speed.

As discussed earlier in this report, Banglalink network is still not perfect. Even though according to Banglalink officials, they indeed have their network coverage to almost 99% of the country. People from very remote places might not get the full network coverage but the rest are doing fine. That's what the Banglalink officials claimed.

While the truth is, since there are a lot of network related complaints, it's quite impractical to assume that all of them are from remote places of the country. What it means is, since there are a lot of network complaints, these people are genuinely facing the problem and thus being not happy with it, they make their complaints on the Facebook page. I myself did have some network problems as well with the Banglalink connection I was given from their office but it was quite rare though. However I have asked people who have been using Banglalink and yes their network is not the best, compared to its competitor Grameen Phone as there are interruptions at times. Then again, even though Banglalink officials claimed to be working on it continuously, the network connectivity and how strong the network is, vary from places to places. Thus some people face network problems and make all these negative network comments.

The internet speed depends a lot on the types of devices used. Each phone has limitations after which it cannot take any more speed. Usually the lower end phones, since they have very limited resources, fail to provide any faster speed than their resources allow them to. Also after the user has used 90% of its internet pack volume, Banglalink reduces the speed from 1 MBPS to 128 KBPS (Kilobyte per second) to avoid a bill shock, so that the users get a heads up, that they are almost running out of internet data. Users, being unaware of such issues, make negative comments about Banglalink's internet speed.



**Post 3: Shadow of Mordor: <http://on.fb.me/1z1TB7N>**



The above post was published on 14<sup>th</sup> October, 2014 from Banglalink's official page. This particular post got 2,011 likes, was shared by 17 people and 148 comments were made.

Middle-earth: Shadow of Mordor is an action-packed adventure-RPG inspired by J.R.R. Tolkien's The Hobbit and The Lord of the Rings (Source: IGN).

Most of the negative comments were made by the users who were not happy with Banglalink's current Facebook and WhatsApp offer (Information about this offer can be found here: <http://bit.ly/1vrbACo>) and suggested to make Facebook free without any condition.

Since Grameenphone launched their Free Facebook offer for all from 12:00 am to 6:00 pm on 15<sup>th</sup> September, 2014 (Source: Grameenphone's official website, link: <http://bit.ly/1uu7RY2>) Banglalink users started demanding from Banglalink to do the same. Thus a lot of comments were made where they said they wanted Facebook for free. Although Banglalink launched a campaign where they are offering free Facebook and WhatsApp on internet pack purchase of Tk. 10 or more but there, users cannot use Facebook and WhatsApp anymore once the validity of the

internet pack expires. So to get free Facebook and WhatsApp again the customers need to purchase the internet pack again. This is where Grameenphone's offer is different from Banglalink's, as there is no condition to fulfill to get free Facebook from Grameenphone. That's why a lot of Banglalink users are not happy and expressing that in the Facebook comments as well.

**October 15**

**Post 1: MesutOzil's Birthday: <http://on.fb.me/10tH2G1>**



The above post was published on 15<sup>th</sup> October, 2014 from Banglalink's official page. This particular post got 3,448 likes, was shared by 48 people and 301 comments were made.

This post wishes, MesutÖzil, a German professional footballer who plays for English club Arsenal and the German national team, for his birthday.



Most of the comments were queries and there were a lot of negative comments about Banglalink's internet speed. The users complained that the internet is not as fast as they expect it to be. As discussed before, the internet speed depends a lot on the types of devices used. Each phone has limitations after which it cannot take any more speed. Usually the lower end phones, since they have very limited resources, fail to provide any faster speed than their resources allow them to. Also after the user has used 90% of its internet pack volume, Banglalink reduces the speed from 1 MBPS to 128 KBPS (Kilobyte per second) to avoid a bill shock, so that the users get a heads up, that they are almost running out of internet data. Users, being unaware of such issues, make negative comments about Banglalink's internet speed.

**Post 2: 4.5 paisa/10 seconds call rate: <http://on.fb.me/1xl7AnT>**



The image shows a promotional advertisement for Banglalink. It features two men standing side-by-side. The man on the left, wearing a light blue shirt, holds a smartphone displaying the Banglalink logo and the text 'পয়সা প্রতি ১০ সেকেন্ডে' (4.5 paisa per 10 seconds). The man on the right, wearing a yellow shirt, holds a smartphone displaying '৪.৫ পয়সা প্রতি ১০ সেকেন্ডে' (4.5 paisa per 10 seconds). Above them is a banner with the text 'বাংলালিংক-এর রেন্ট সবার চেয়ে সবসময় সেরা' (Banglalink's rent is always better than everyone else's). The Banglalink logo and the slogan 'নতুন কিছু করো' (Do something new) are visible at the bottom right of the image.

The screenshot on the right shows a Facebook post from 'banglalink mela' posted by Tahmid Rahman. The post text reads: 'বাংলালিংক - এর রেন্ট সবার চেয়ে সবসময় সেরা! এখন ৩৬ টাকা রিচার্জেই পাচ্ছেন ৪.৫ পয়সা প্রতি ১০ সেকেন্ড কলরেটে।' (Banglalink - its rent is always better than everyone else's! Now you can get 36 Tk recharge for 4.5 paisa per 10 seconds call rate). The post has 3,750 likes, 65 shares, and 17 replies.

The above post was published on 15<sup>th</sup> October, 2014 from Banglalink's official page. This particular post got 3,753 likes, was shared by 65 people and 941 comments were made.

This post communicates that now Banglalink subscribers will get 4.5 paisa/10 seconds call rate if they make a recharge of Tk. 36.

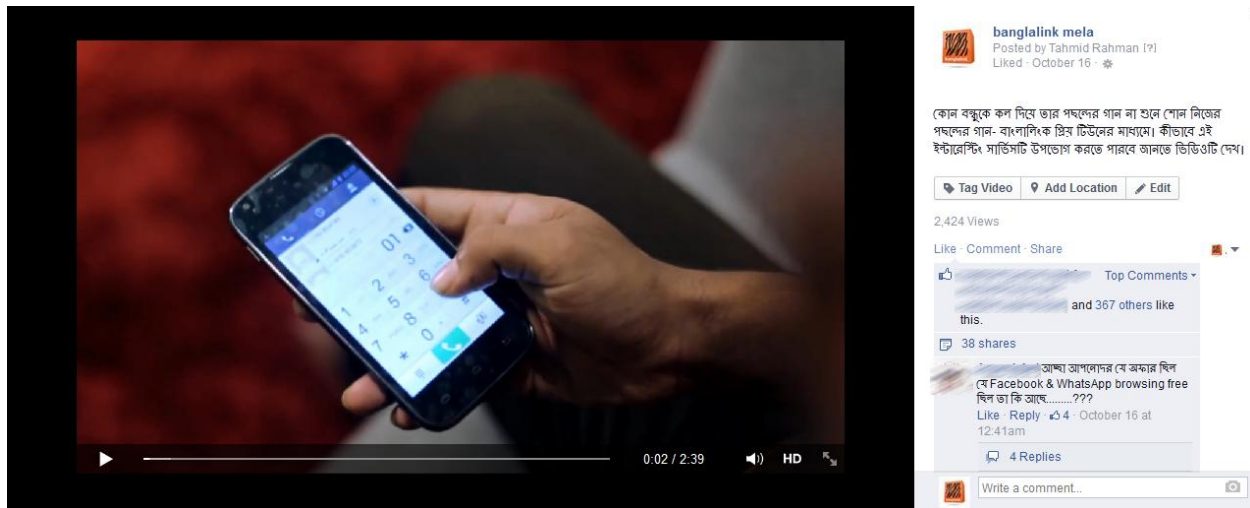
Again, there were a lot of queries. It seems people really do not know much information about a lot of the value added services from Banglalink. Some of the common queries that users make are about offers on new or inactive SIM (Subscriber Identification Module) card, activating or deactivating missed call alert, activating or deactivating specific internet pack, call block etc.

While a lot of users appreciated such offer from Banglalink, a lot of users still were not happy as they made negative comments. The negative comments in this post were mostly about network. According to the users, they are face network problems, call drops are there etc.

As already discussed earlier in this report, Banglalink network is still not perfect. Even though according to Banglalink officials, they indeed have their network coverage to almost 99% of the country. People from very remote places might not get the full network coverage but the rest are doing fine. That's what the Banglalink officials claimed.

While the truth is, since there are a lot of network related complaints, it's quite impractical to assume that all of them are from remote places of the country. What it means is, since there are a lot of network complaints, these people are genuinely facing the problem and thus being not happy with it, they make their complaints on the Facebook page. I myself did have some network problems as well with the Banglalink connection I was given from their office but it was quite rare though. However I have asked people who have been using Banglalink and yes their network is not the best, compared to its competitor Grameenphone as there are interruptions at times. Then again, even though Banglalink officials claimed to be working on it continuously, the network connectivity and how strong the network is, vary from places to places. Thus some people face network problems and make all these negative network comments.

**Post 3: Priyo Tune Tutorial: <http://on.fb.me/10B5cP4>**



This is a video that was published on 15<sup>th</sup> October, 2014 from Banglalink’s official page. This particular video got 379 likes, was shared by 38 people and 69 comments were made.

This is a tutorial video showing users the way to use the “Priyo Tune” service. With this service Banglalink users can set and listen to tunes of their own choice while waiting for their calls to be answered. More details can be found about this service can be found on Banglalink’s official website in this link: <http://www.banglalink.com.bd/en/services/services/entertainment/priyo-tune/>

There were negative comments about Banglalink’s internet speed. The users expressed that they find the internet speed of Banglalink to be the slowest. As discussed before, the internet speed depends a lot on the types of devices used. Each phone has limitations after which it cannot take any more speed. Usually the lower end phones, since they have very limited resources, fail to provide any faster speed than their resources allow them to. Also after the user has used 90% of its internet pack volume, Banglalink reduces the speed from 1 MBPS to 128 KBPS (Kilobyte per second) to avoid a bill shock, so that the users get a heads up, that they are almost running out of internet data. Users, being unaware of such issues, make negative comments about Banglalink’s internet speed.

## **Chapter 6:**

### **Findings and Recommendations:**

I have looked at and read over thousand comments of Banglalink's Facebook posts from 9<sup>th</sup> October to 15<sup>th</sup> October 2014. Although there were so many comments, but the topic that the fans commented about were mostly about network, Internet speed, Internet price, along with so many queries about different value added services, to be specific missed call alerts, call block, Priyo tune, etc. and internet packs and offers on inactive SIM card.

Network and internet speed were the most negatively talked about topics among others already mentioned. I have already discussed in detail in my "Analysis" part explaining why there had been so many negative comments about network, internet speed and other issues. So in this part of my report, I will try to discuss what should be done and what shouldn't be done and recommend and suggest a few things which are likely to reduce the number of negative comments.

### **Queries and the Role of CCD**

First of all, as mentioned earlier, all the queries that are made by the fans are answered by the CCD (Customer Care Department) through Banglalink's Facebook page. However, often the replies made by CCD are not clear enough as they write so many things that the fans probably do not feel very thrilled to read it all. Instead of that, queries should be answered in a short sentence. Every question should be read, before answering and the answers must be the question specific so that, that helps the fans to find the answer they are looking for.

Also although the queries are all answered, but the comments where fans appreciate Banglalink or comment something positively relevant to the Facebook posts, are not often liked or replied by Banglalink's Facebook page. Showing gratitude for appreciation will definitely make the fans delighted, which creates better chances to improve overall page engagement.

Banglalink is making tutorial videos about its different services one by one. They are all there in Banglalink's official websites in this link: <http://www.banglalink.com.bd/en/customer-care/online-tutorials/>

So far, there have been eight tutorial videos published, more are on the way. The topics of the tutorial videos are the following:

1. Activating pre-paid connection
2. Activating Banglalink internet
3. FNF tutorial
4. My Offer tutorial
5. Priyojon tutorial
6. Amar tune tutorial
7. Priyo Tune tutorial
8. Banglalink Online Service tutorial (BOS)

However, these videos were only posted once and never promoted afterwards. To avoid queries and negative comments, these tutorial videos should be promoted more than once, repeatedly as it will educate Banglalink users about different services which will reduce the queries, negative comments creating a positive impression in the users' minds. Also the services, users make most queries about, for example, missed call alert, call block etc. should be *prioritized* and tutorial videos should be made on those first. Also all these value added services should be promoted more

### **Network:**

There were so many negative comments about Banglalink network. Most of the negative comments from 9<sup>th</sup> October to 15<sup>th</sup> October were about Banglalink network. Most of the users complained that they face severe network problems, call drops, no network signal and so on.

Recently Banglalink is heavily promoting its network. There have made a TVC communicating that Banglalink now has built an ultra-modernized network.

(TVC link: <http://www.banglalink.com.bd/en/banglalinks-ultra-modernized-network/>)

They also have introduced a “Minute Back on Call Drop” offer where Banglalink gives a minute back if the call drops. This is the first time any telecom company has offered something like this.

More details about this offer can be found in Banglalink's official Facebook page in this link: <http://bit.ly/1pw6Q0u>

There were also a press conference, TVC (link: <http://www.banglalink.com.bd/en/minute-back-on-call-drop/>) and a series of Facebook posts and Google banner ads promoting this offer heavily. Judging from the Facebook comments, the TVC got a massive positive response from the users. This shows that more network related offers like this should be made where the users get compensated had they face any network problem. Also the communication approach should be similar to the way it was done in the Call Drop campaign's TVC, very casual and natural that mass people can understand and relate.

Of course improving the network should be the first priority before everything else.

### **Internet Speed:**

After network, internet speed is the topic, most users complained about. As already discussed that internet speed depends on the devices used by the users, however, judging from the comments, it seems most of them are unaware of the fact.

CCD (Customer Care Department) can play a major role here. Whenever a negative comment about internet speed is made, CCD through Banglalink's Facebook page only apologizes for the inconvenience and asks the users to inbox their numbers, names and other details in the Banglalink's Facebook page. A lot of users, again what it seems from the comments, do not get any help really, even after inboxing the details they were asked to.

Thus instead of asking users to inbox their details, CCD should explain first that the speed also depends on the kind of phone/devices they are using to access internet and then ask the users to comment the type and the model of the phones/devices the users are using.

The CCD should use those devices first and check the limit of speed they each allow and then they should let the users know that with the devices they are using, it's not possible to get any faster speed after a certain limit. They could make a list of all the phones that are commonly used by the users and the maximum speed they each allow so that CCD can reply faster more effectively.

Then again the internet speed also depends on the network connectivity. If the network connectivity is weak, it's more likely to have a slower speed.

If the speed appears to be slow than what it should be, considering the type of phones/devices, Banglalink should compensate the customers with a certain data of free internet or some other benefits, the way it was done in “Minute Back on Call Drop” campaign, giving a minute back each time a call drops.

Also Banglalink reduces the internet speed to 128 KBPS from 1 MBPS once a user has used 90% of the internet data of the pack. Before doing that, the users should be notified through a message (SMS) explaining the reason properly, thus the level of dissatisfaction will reduce as well as the number of negative comments.

### **Internet Pack Prices:**

There were lot comments expressing dissatisfactions of the users because they think internet pack prices should be lowered. I have already discussed the reason in the “Analysis” section and here I would like to suggest some things which would possibly be helpful to reduce the negative comments, satisfying the users.

Reducing the price is not an option; however Banglalink can do something else. Currently Banglalink provides 1 MBPS speed to all its internet packs. Banglalink could also introduce similar internet packs at 512 KBPS. As the speed gets lower, that allows them to charge lower price. For example at 1 MBPS speed Banglalink charges Tk. 275 for 1 GB internet pack. Similarly if the speed is brought down to 512 KBPS, they can charge the same 1 GB internet pack at somewhere around Tk. 135. Either that or they could lower down the price, reducing the number of days the internet pack remains valid. For example the 1 GB internet pack at Tk. 275 has 30 days validity. If they offer this same internet pack with 10 days or 15 days validity with a price somewhere around Tk. 130, that too would meet a lot of customers' needs.

This will meet the needs of the customers who are looking for more affordable internet packs and feel okay with a little less speed than 1 MBPS or fewer number of days before the internet pack expires.

The bottom line is, customers have to be given more options to choose from. They should be able to choose their speed, validity, price etc. The more options are there, the better the chances are to meet most of the customers' needs and if that happens, the number of negative comments will be a lot less as well.

## **Chapter 7:**

### **Conclusion:**

There is no denying that Facebook has become an effective medium of communication in modern times. Thus the comments that are by made here have to be taken seriously and measures should be taken to improve overall Facebook page engagement. Otherwise in the future it's more likely to miss out on even a larger customer base.

Therefore, from this study Banglalink can get the indications on which of the issues they have to pay more attention to improve overall Facebook page performance and therefore customer experience.



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