

## **Internship Report**

# **A Study on Organizational Structure, Business Process Current Clients of Digicon Technologies Limited**





**Submitted To:**

Mr. Noman Hossain Chowdhury  
Senior Lecturer  
BRAC Business School  
BRAC University

**Submitted By:**

MD. Amirul Islam  
ID: 12304003  
Semester: Fall 2016  
Major: Marketing  
Minor: E-Commerce  
Course Title: BUS-400  
Course Name: Internship

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## Letter of Transmittal

Noman Hossain Chowdhury

Senior Lecturer

BRAC Business School

BRAC University

Subject: **Submission of Internship Report.**

Dear Sir,

This letter is regarding the submission of my internship report, entitled “Organizational Structure and Internal Business Process with Current Clients of Digicon Technologies Limited”. Digicon Technologies Limited being the organization I was attached with during the period of my internship. The purpose of this report is to learn about the operations and the business process of Digicon Technologies Limited.

I have successfully completed my internship program at Digicon Technologies Limited and I worked there as an intern for four months. Working on this report was a great learning experience for me as I came to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Please feel free to contact me if you have any inquiries regarding this report. I would be very happy to provide you with any clarification regarding the project.

Yours Sincerely,

MD. Amirul Islam

ID: 12304003

BRAC Business School

BRAC University

Contact: +8801673913702

Email: [labyrinthine.lisan@gmail.com](mailto:labyrinthine.lisan@gmail.com)

## **Acknowledgement**

At the beginning of preparing my internship report, I would like to convey gratitude to the Almighty Allah for endless blessing. This whole internship report is an accrual of many people's effort. For this, I am thankful to a number of people who helped me to prepare and organize this report and for their kind opinion, criticism, suggestions, instructions, support and appropriate guidelines for this paper.

I have received endless support and guidance for preparing this report from numerous sources. I would like to take this opportunity to thank them all from the bottom of my heart.

First of all, I would like to thank my honorable internship supervisor Mr. Noman Hossain Chowdhury, Senior Lecturer of BRAC University for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Next, I would like to express my heartfelt gratitude to my organizational supervisor at Digicon Technologies Limited, Mrs. Tasnim Hossain, Assistant Manager, PR and Corporate Affairs, Digicon Technologies Limited. She directed me towards the right information. I would also express my heartfelt gratitude to Ms. Zafrin Alene (Manager of Business Development, Digicon Technologies Limited) and Mr. Nafees Mosharrof (Senior Executive, Digicon Technologies Limited) who always supported me in all ups and downs throughout the internship period.

I would also like to extend my gratefulness to the following persons: Mr. Kowsar Ahmed, Samia Sharmin Manjur for guiding me with the right procedure, process, policies of their departments and various information about Digicon Technologies. I also want to thank a few of my friends: Inzamam Azad, Reazul Islam Hridoy and Tasnim Haque for their continuous feedback to make this report even better. Their valuable contribution has facilitated the successful completion of this report to a great extent.

## **Executive Summary**

This report gives an overall view and prospect of Digicon Technologies Limited in BPO industry of Bangladesh. This report looks into the BPO (Business Process Outsourcing) industry in the Bangladesh, introduces Digicon Technologies and its internal business process, organizational structure and the clients.

Digicon Technologies Limited is one of the three business ventures of Digicon. The other two ventures of Digicon are Digicon Global Service and DigiLearn. Digicon Technologies Limited started its operations in Bangladesh in 2010 and within a very short span of time, has become popular in the BPO industry and to its existing and potential clients as well. Digicon basically provides services like Call Center, Payroll, and Manning (Manpower Hiring for Organizations). All these are definitely at a lower cost than the organizations can manage and that is what made Digicon Technologies famous among the business organizations.

The outstanding performance of Digicon made the BPO industry look attractive to the other investors and after a short period of Digicon's inception, a lot of new competitors have joined industry. This industry is now more competitive than ever and what can make Digicon survive with dignity is also mentioned in the report. Along with all the others information, the complete list of the clients of Digicon is given with the additional information like services that are being provided, timeline and a short description of the company.

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## Part A: The Organization

### 1.0: Introduction

Business sector is growing so fast now-a-days that it has become mandatory to not look at the process that a company is not good at and get those process outsourced to 3<sup>rd</sup> parties so that the company can focus on its core business. Here comes the question, what is Outsourcing? Well, Outsourcing is the process of getting jobs done by taking the help of third party. More theoretically, outsourcing is the practice of transferring portion of work to third parties that are good at specific tasks and the reasons behind it is to reduce cost and take less number of responsibilities. This process is a good way to save some cost if it is used in a proper way. Business process outsourcing is a subset of outsourcing that involves the contracting of some business operation like payroll management, call center management and so on with third parties that are doing well in this particular department to reduce cost.

*Digicon Technologies Limited* is such a Business Process Outsourcing (BPO) company that helps its clients to save some costs by outsourcing some department to Digicon Technologies Limited. Currently, in Bangladesh, Business Process Outsourcing (BPO) industry is the 2<sup>nd</sup> biggest industry after RMG sector. *Digicon Technologies Limited* is the biggest BPO firm of all existing BPO firms in Bangladesh, currently handling more than 25 national and international clients. A few of them are Coca-Cola, ASUS, Transcom, GrameenPhone, Airtel, and Samsung Bangladesh and so on.

Outsourcing sector is Bangladesh's second biggest sector and Digicon Technologies Ltd is the leading Business Process Outsourcing (BPO) Company. Our headquarter is in Dhaka, Bangladesh with excellent expertise in Customer Service through Contact Center, Telesales, HR Outsourcing, Payroll Processing, variety of back office and Technology Support Services. Digicon Technologies Limited was founded back in 2010 by a group of IT professionals educated in United States of America. The founders have extensive knowledge on technology management & technology sales expertise. They have worked for leading IT companies in the U.S.A. From managing Contact Centers for Microsoft to running sales of leading software companies in the U.S, the founders of Digicon's are poised to build the first-of-



its-kind BPO Company in Bangladesh. The founders of Digicon have more than 15 years of combined IT industry experience and have worked for large companies like Intel & Microsoft.

## **1.1: Objectives**

- To learn about the current operation model and business model of Digicon Technologies Limited.
- To learn about the internal process and organizational structure of Digicon Technologies Limited.
- To study the overall outsourcing process of Digicon Technologies Limited.
- To find out the problems they currently facing and possible solutions.
- To have an insight about how the Content Management department works and how it is related to E-commerce.
- To study the market prospects of Digicon Technologies Limited and evaluate in terms of its competitors.

## **1.2: Scope**

The title of the internship report is “A Study on Organizational Structure, Business Process and Current Client List of Digicon Technologies Limited”, where I have tried to put all the information I was able to collect from my internship experience while I was working in the organization for last four months. Primarily, most of the information given in this report is collected from my own experience of working in the organization and interviewing my colleagues, supervisor and others. The secondary sources of data are company’s legal documents, news, reports, and company’s database.

## **1.3: Methodology**

This report is prepared mostly based on the basis of my experience of working in the company as an intern. Though I have started as an intern for Public Relations and Corporate Affairs

department, but later I got lucky enough to work with Business Development department which has given me the chance of learning a lot more than I expected. Among all the information that I have added in the report, these are collected from two sources.

- a) Primary Source
- b) Secondary Source

**Primary Source of Data:** Primary source refers to the data that I have gathered myself directly interviewing others and going on field. The primary sources of the data that I have collected are from:

- Practical Work Experience
- Interviewing the employees and Head of different departments.

**Secondary Source of Data:** Secondary source of data means the data that are already stored and I have collected from those sources for the purpose of my report. The secondary sources of my data are mentioned below:

- Website: Digicon, Digicon Technologies Limited, Digicon Global Service Limited.
- Legal Documents of Digicon's Clients.
- News, Reports, Articles published in newspapers and magazines.

## 1.4: Limitation(s)

It is not that long since the first Business Process Outsourcing (BPO) firm has started their journey in Bangladesh. It is the year 2010 when the first BPO firm, Digicon has started working in field and became successful within a short period of time. Since then a lot of competitors has joined the industry. As a lot of competitors are here, all the information regarding clients and what type of services that a being provided to them is confidential. This is why a lot of information is not provided to me for my report. Yet I have managed a few to add in my report.

Aside from that confidentiality issue, some other limitations that I have faced are given in the next page:

- Limited access to information.
- Limited access to company documents.
- Only 4 months of Internship is a very short time for gathering information on such a big company.
- As the market is too competitive, I am forbidden to disclose financial information.

## 2.0: Company Background

Founded in 2010, Digicon Technologies Limited has established itself as a leading IT and ITES/BPO firm in Bangladesh. Digicon's contribution to BPO industry is recognized at the Digital World 2015, Dhaka for Outstanding Performance in BPO Industry. Digicon Technologies Limited operates their services from multiple project centers across Dhaka city and with the main operation facility at Nikunjo, Khilkhet with manpower strength of more than 1500 and counting. Digicon's operation center is equipped with state-of-art infrastructure. Contact Center management is one of the prime services and unique strength of Digicon Technologies Limited with clients includes some major telecommunication service providers and other multinational firms. Digicon provides turnkey solutions to all the industries that outsource their Customer Care division, Data Entry, Back Office Support including IT for improving operational efficiency so that they can concentrate more on their core business. Digicon prefers to work the way their clients want it to and that is the prime reason of its success in BPO industry. Digicon's Management practices, systems and processes - everything succeeds when the services provider works with the client, bringing new processes and systems, new performance enhancing techniques and skills.

Digicon aims to become the leader in the IT industry with a one-stop solution and services for BPO and enterprise IT solutions, where clients can have all its requirements catered. Digicon works with its partners to provide state-of-art solution and ensure all categories of IT services being available. Digicon Technologies provides its service to its clients through both proprietary as well as open source solutions for BPO & IT Enabled Services. Digicon's services are Call Center Solution, Complaint Management Service, Help Desk, Ticketing, Image review, Document Digitization, Data Entry and HR Payroll solution. Among the solutions depending on the client's requirements, Digicon have a capable team to deploy and configure proprietary solutions (i.e. Avaya, C-Zentrix). Digicon Technologies have extensive experience in developing and maintaining home grown solution (Open Source based) as well for the BPO and IT Enabled Services. For Document Digitization, Digicon have partnered with an international reputed organization to provide top-notch industry standard solution for document archiving and digitization.

Digicon Technologies Limited have partnered with reputable organizations to provide enterprise

solutions, which may be either on specific solution or turn-key basis. We along with our partners cater all kind of enterprise solutions: Advisory & Consulting, Software, Hardware as well as Networking. For software solutions, we engage with both proprietary as well as developing partners to develop customized solution as per client's needs. From app developing to Database solutions can be provided as per requirements. For hardware, we provide basic IT hardware to Servers & Data Storage solutions with our partners. Similarly for networking, with our IT team as well partners and OEM, Digicon can provide one point solution for all sort of office network to IPTSP & Optical connectivity. Digicon have an agreement with Microsoft's principal in Bangladesh to provide Microsoft's enterprise solutions for clients when required.

Digicon Technologies Ltd. is served brands and organizations like Airtel Bangladesh Limited, Teletalk Bangladesh Limited, GrameenPhone, Samsung, Transcom, Ollo, First Security Islamic Bank Limited, VU Mobile Ltd, Beximco Pharmaceuticals Limited., Beximco Communication, Goldberg Mobile, Brac SAAJAN, Bangladesh Hi-Tech Park and many more from multiple operational location of Dhaka city with more than 1200 of our current man power strength.

## **2.1: Mission**

The mission of Digicon Technologies Limited is to be the most dynamic, efficient and trustworthy outsourcing partner for its clients by delivering the best of people, processes and technology to ensure maximum value creation on its clients' business. Alongside, Digicon is dedicated to develop long term relationships with its clients by giving the best effort to create a positive experience by delivering the best people, best processes and best technology.

## **2.2: Vision**

Digicon Technologies Limited's vision is to deliver comprehensive enterprise level BPO solutions across the world, encompassing coverage of industries, small or large, local or multinational companies, and working in wide range of industries.

## 2.3: Strength

- Multimedia Call Centre Solution.
- 3 Full time, dedicated consultants appointed by Digicon from Hinduja Global Solutions LTD (HGSL), who have more than 25 years of combined experience in the BPO Industry,
- State of the Art Technical Solution.
- Well-Equipped Data Center.
- Space (over 76,000 square feet set up).
- Operation Seating Capacity (1800 Plus).
- Man Power strength of more than 1200 employees.
- 3 Layer Power Backup by On-line UPS and two Generators (500 kva & 250 kva).
- Disaster Recovery (DR) site.

## 2.4: Strategic Focus

- Continued Expansion in developing markets.
- Wider and more detailed Coverage of the marketplace.
- Continued technology & service Innovation.
- Integration of solutions for greater operational efficiency and client satisfaction.

## 2.5: Best Practices

- Strive to provide global best practices.
- Encourage unconventional thinking.
- Stand on its integrity.
- Believe in the power of collaboration.
- Commit to client partnerships.

## 2.6: Employee Benefits

- On Time Salary Payment.
- Provident Fund & Gratuity.
- Insurance Benefit (Group Life Insurance & Hospitalization).
- Social & Cultural Activities.
- Employee Recognition (Employee of the month, Financial Reward & Certificates to the winning employees & winning Team).
- Extra Duty Allowance: (Wages/Payment will be double of the basic pay).
- Employee Relations Activity (Celebrations in different occasions like EID Days, Birthday Celebration, New Year, Bangla New Year, Victory Day, Christmas, Movie Time, Daily/ Weekly Gaming activity & Refreshments for all Employees.

## 3.0 Competitors of Digicon Technologies Limited

It is not that long ago since the first time an outsourcing firm has started doing business in Business Process Outsourcing (BPO) industry. Before Digicon entering in this market there was no other BPO firm operating in Bangladesh. This was a competitive advantage for Digicon which helped it to grow faster and get big. The success of Digicon in this field got a lot of investors interested in this industry and within short period of time, Digicon has got a lot of competitors in the field. To be a part of Business Process Outsourcing (BPO) industry, all the outsourcing firms have to register under *Bangladesh Association of Call Center and Outsourcing (BACCO)*, and some of the BACCO enlisted BPO firms that are direct competitors of Digicon are given below:

- 1) Genex Infosys Limited.
- 2) Service Solution Private Limited (SSL).
- 3) Windmill Infotech Limited.
- 4) Virgo Group Bangladesh.
- 5) Hello World Communications Limited.
- 6) Impel Service and Solutions Limited (ISSL).

- 7) Augmedix Bangladesh Limited.
- 8) Softcall.
- 9) Kazi IT Center Limited.
- 10) InGen Technology Limited.

Among the 76 BACCO enlisted BPO firms, these are few that are directly competing against Digicon Technologies Limited.



## **Part B: The Project Part**

### **4.0 Organizational Structure and Internal Business Process**

Digicon Technologies Limited, a B2B (Business 2 Business) company, has started its operation back in 2010. Within last almost 6 years, starting from scratch, company has gone a long way serving a lot of national and international clients and became a leading BPO firm of Bangladesh. Though, Digicon Technologies Limited is known in the market mostly for Call Center outsourcing. But aside from those, Digicon also provides the services given below:

#### **1) Customer Support**

- Inbound Call Centers
- Walk-in Centers
- Web Chat & Email
- SMS & Mobile Application
- Surveys & Data Collection

#### **2) Sales & Distribution**

- Appointment & Telesales
- Distribution Channel
- Online/ Ecommerce Sales
- Sales Advisory

#### **3) Marketing & Promotion**

- SMS & Mobile Apps Marketing
- Email Marketing
- Online & Social Media Marketing

- Export Promotion Advisory

#### **4) Accounting & Back Office**

- Cloud Accounting System
- Accounting & Finance Advisory
- Cloud Valt Accounting & Advisory
- Receivable Management
- Payable Management
- Data Entry & Document Management

#### **5) Human Resource**

- Head Hunting
- HR Compliance Advisory
- Cloud Payroll & Compensation
- Training Outsourcing

#### **6) Technology Outsourcing**

- Head Hunting
- HR Compliance Advisory
- Cloud Payroll & Compensation
- Training Outsourcing

#### **7) Solution Deployment**

- Both OEM and Open Source Software Deployment
- ERP, CRM and BI solutions
- Customized Software Solution

## 8) IT Infrastructure Deployment

- Total IT Infrastructure
- Network Infrastructure
- Server & Storage Solutions
- Surveillance & Security Solutions

### 4.1 Organizational Structure of Digicon Technologies Limited

Digicon has gone through a few changes in the structure of the whole organization for a few times. The last time the organogram has updated is in the 3<sup>rd</sup> Quarter of 2016. Here is given the latest organogram of Digicon Technologies Limited.

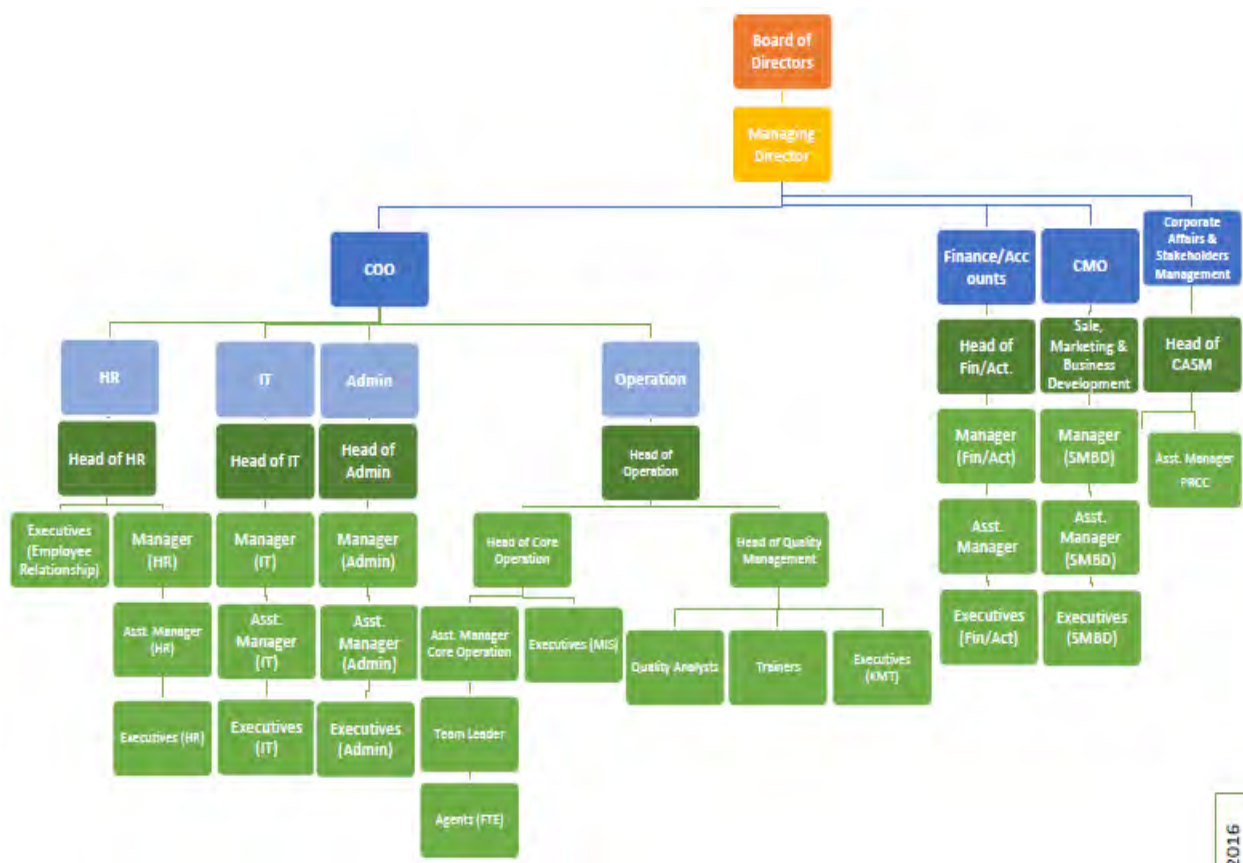


Figure 1: Organogram of Digicon Technologies Limited

## 4.2 Departments of Digicon Technologies Limited

According to the organogram given above, there are apparently 7 departments that are:

- Human Resource
- IT
- Administration
- Operation
- Finance/Accounts
- Sales, Marketing and Business Development
- Corporate Affairs and Stakeholder Management

Among the departments mentioned above, 4 departments (*Human Resource, IT, Administration and Operation Department*) are under direct supervision of Chief Operating Officer (COO) of Digicon Technologies Limited. *Finance/Accounting* and *Corporate Affairs & Stakeholder Management* both departments are under the supervision of *Managing Director* and the lastly *Sales, Marketing & Business Development* department is under the supervision of Chief Marketing Officer (CMO). Among all these departments, *Corporate Affairs and Stakeholder Management* is the new addition that happened at the beginning of 2016 to mostly deal with all the existing clients of Digicon and maintain a good relationship.

Each and every department mentioned above is equally important to help a company achieve success and run towards its mission and vision. But for the sake of this report, I am only going to describe the responsibilities of the most important departments of this organization like Human Resource, IT, Business Development.

### 4.2.1 Human Resource Department

For the success of a company it is necessary to take a bit of time on recruiting the right person for the company. Besides, as a BPO company, to run different processes of different companies, it is always going to the process of manning for different organizations. It is important to choose the right who will work for the company to achieve its mission and vision. If the right person is not chosen, the whole recruitment process and the time and cost after it will go in vein. No

matter if the manpower is needed for the client or Digicon itself, Digicon goes through the some procedures. The procedures for different positions of the organizations are given in the diagram below.

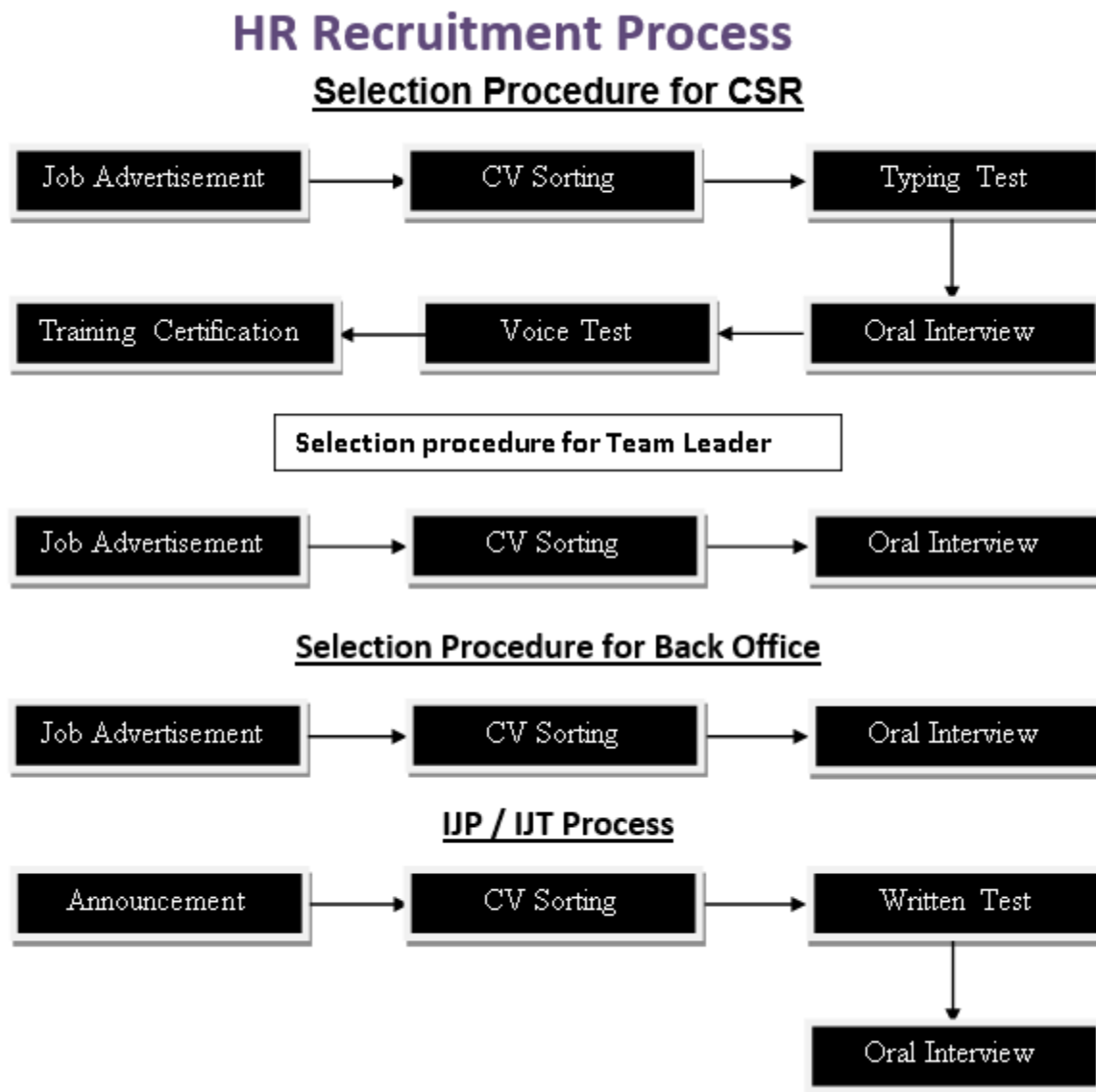


Figure 2: Recruitment Process

The processes showed above are followed every time there is need of people in the organization. Not choosing the right at first will both increase the rate of employee turnover, time of recruitment and cost of recruitment as well.

Aside from the recruitment process, Human Resource department also does the responsibilities mentioned in the next page:

- Training and Development
- Performance Management
- Compensation (Remuneration) Management

#### **4.2.2 IT Department**

As the name says, IT department is responsible for all the technical support of whole Digicon and the processes running by the company. As the company is mostly known for and runs call center of different companies, IT Department plays crucial and one of the most important roles. Every time there is a need of a call center, IT Department comes in and helps as long as the process runs. For example, Airtel Bangladesh, one of our clients is being served with Call Center support by Digicon for last 5 years. Digicon's IT department is constantly giving support to the Airtel Bangladesh Call Center process for this whole time. Few of their responsibilities are mentioned below:

- Overcome technical problems like process system shutdown.
- Setup new system.
- Deliver necessary specialized software, drivers needed for the PCs used in both Digicon and processes running by it.
- Call Center Infrastructure.
- Cloud CRM Solution and Applications Development.
- IT Help Desk.
- Enterprise Energy Management.

#### **4.2.3 Sales, Marketing and Business Development**

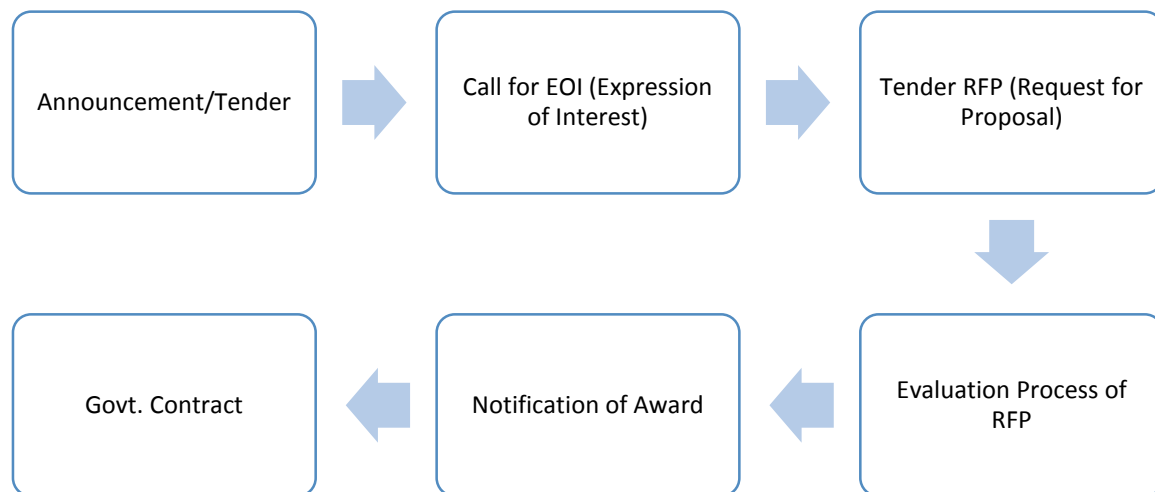
Success of every business, always, is measured with money. To bring money for business, Sale, Marketing and Business Development team has to work in harmony all the time. Digicon is a

B2B (Business To Business) company that basically sells different types of services to other business organizations. As the target market is different than other consumer goods, sale and marketing strategy for these products are a bit different than typical paths. Among the businesses Digicon market its services to, there are basically two types of clients:

A. Government Clients

B. Private Organization

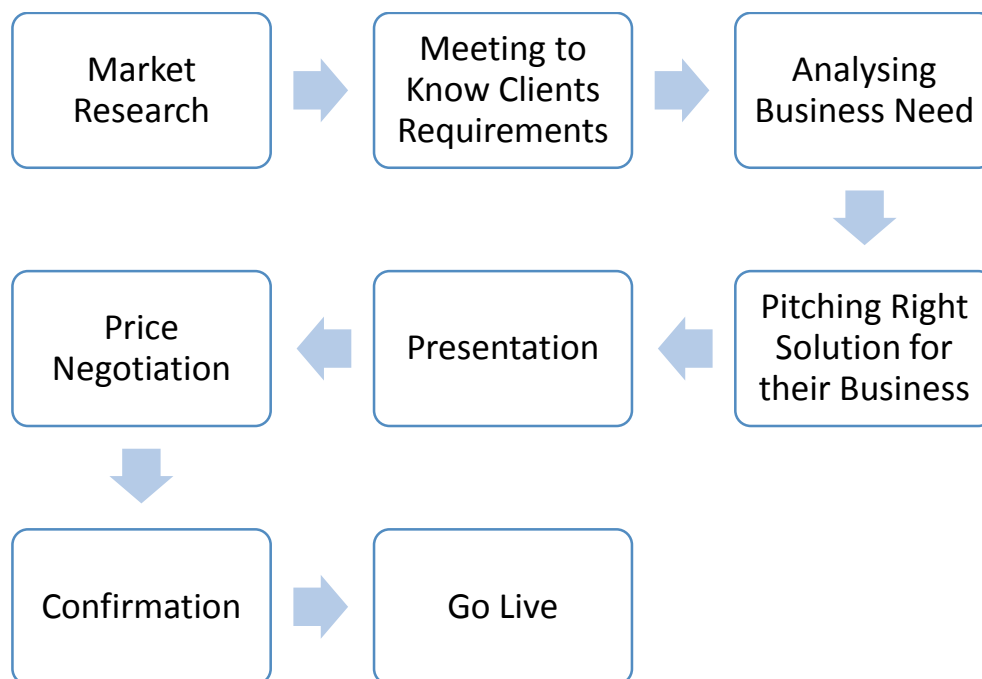
There are some ways that are pretty common for both types of companies in order to get their process outsourced to BPO companies. One is, when a public or private limited company is in need of outsourcing their process to third party, they announce the need of it and then BPO companies submit their proposals to that company. Then comes the point where the company, which is in need, evaluates the submitted proposals to get the best deal and finally sits and talks to chosen ones. The whole process is given in the diagram below is it becomes easier to understand at a glance.



*Figure 3: Process of Getting Government Contract*

The diagram mentioned above is one way of approaching clients of both public and private organization. The benefit here is companies itself invite the other firms to submit their offerings for the organization.

The previous diagram was for the time when client speak up for their need. What if the organization does not feel the need of it, yet it needs the assistance of 3<sup>rd</sup> party to provide something better than what they are currently offering? To get those potential clients, Sales and Business Development department works together as a team to look for the service holes in their operation and make a better solution based on that issue. These all are homework before finally approaching the client with the proposal. To give a bird's eye view of the whole process, here goes another diagram on how to get those clients.



In this diagram, it is apparent that the whole process is a bit different than the previous diagram. In this case, a BPO itself does homework on its potential clients in order to get their process outsourced. Once any service hole is found, focusing on that, BPO firms approach and offer better solution and service for them and try to convince to take the service. Once the potential client is convinced enough, they show their interest in it and the rest is shown in the diagram.



## 5.0 Clients of Digicon Technologies Limited

Since the launch of Digicon Technologies Limited, it has been almost 6 years of its operation in Bangladesh. It took Digicon almost a year to get its first client which was Airtel Bangladesh Limited. It was only the start of its growth. Since then, in last 6 years, Digicon has got more than 25 clients of both public and private sector, and more importantly it has foreign clients as well. Among the BPO firms currently operating in Bangladesh, Digicon is serving the most clients. Definitely it was not only the name or the expertise it has, the success of the company relies on the quality of service it provides, and the relationship it maintains with the clients. Expertise in different processes, quality service delivery and at the end maintains good relation with both existing and potential clients took Digicon on the top of the BPO industry. As of now, Digicon has served in total of 28 clients. The services Digicon is providing to its clients, duration of service and other information are given below with a short description of the company that outsourced its process(s) to Digicon.



Figure 4: Valuable Clients of Digicon

### 5.01 Airtel Bangladesh Limited

Warid Telecom was the sixth mobile operator in Bangladesh. It launched its operation back in January 2007, though it was working on getting into Bangladeshi telecommunication industry since 2005. After 3 years of its operation in Bangladesh, in January 2010, Warid Telecom sold

70% of its share to Bharti Airtel Limited and gave management control to Airtel (Airtel Bangladesh, 2016). That is when Airtel Bangladesh born. Later in March 2013, Warid sold its remaining 30% share to Bharti Airtel's Singapore-based concern Bharti Airtel Holdings Pte Limited (Warid Bangladesh, 2016).

Almost a year after starting its operation in Bangladesh, Airtel Bangladesh has decided to outsource its Call Center, both Incoming and Outgoing, to 3<sup>rd</sup> party so that it can concentrate more on its core business. Besides, outsourcing to the 3<sup>rd</sup> party experts also lessens cost and increase efficiency as well. Here goes a summary of its relationship with Digicon.

**Organization Type:** Private

**Service:** Contact Center – Incoming and Outgoing

**Solution:** Avaya

**Location:** Dhaka

**Client Since:** August 2011

**Operation Status:** Running

## **5.02 Samsung India Electronics Private Limited**

Samsung India Electronics Private Limited is a subsidiary part of Samsung Electronics Co. Ltd. that provides consumer electronic products in both India and Bangladesh. It offers all types of mobile devices and accessories. Besides, it also provides televisions, audio and video products, and related accessories. Not only in mobile phone industry, Samsung has a good reputation and big market for its home appliances such as refrigerators, cooking appliances, washing machines, microwaves, air conditioners, and vacuum cleaners. The company also provides monitors, printers, and multifunction products; camcorders, cameras, and lens; SSD products, portable SSD products, memory cards, and USB flash drives; mobile applications; solid state and optical disk drives. In addition, it offers mobile accessories that include batteries, cases and covers,

chargers, headphones, and memory and power products. The company also provides system air conditioners; and industrial components, such as compressors, LEDs, semiconductors, ODD products, and fiber optics. It serves education, finance, government, healthcare, hospitality, logistics and transportation, and retail industries. The company was founded in 1995 and is based in Gurgaon, India (Company Overview of Samsung India Electronics Pvt. Ltd., 2016).

Samsung India Electronics Pvt. Limited only outsourced its Call Center for incoming call where people call for information regarding Samsung products and complain and all. Here goes a summary of its relationship with Digicon.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Avaya, Digidial

**Location:** Dhaka

**Client Since:** July 2013

**Operation Status:** Ended (September '16)

### 5.03 Teletalk Bangladesh Limited

Among all the telecommunication operators we have in Bangladesh, Teletalk is the one and only government owned telecommunication operator that provides mobile telephone services in Bangladesh. Teletalk Bangladesh was incorporated back in 2004 (Company Overview of Teletalk Bangladesh Limited, 2016). As of now, it has almost 4 million subscribers around Bangladesh (Organization Structure, 2016). It offers prepaid, postpaid, corporate packages alongside all the other facilities and similar packages other operators offer.

Teletalk Bangladesh became a client of Digicon Technologies Limited in April 2014. It has outsourced its Call Center process to Digicon for handling both incoming and outgoing call;

incoming calls from customers are basically for information and complain, and outgoing calls are mostly for telemarketing purpose. Here goes a summary of its relationship with Digicon.

**Organization Type:** Government

**Service:** Contact Center – Incoming and Outgoing

**Solution:** Huawei

**Location:** Dhaka

**Client Since:** April 2014

**Operation Status:** Running

#### **5.04 Bangladesh Hi-Tech Park Authority (EIP)**

The Government of Bangladesh has declared its Vision 2021 way back in 2008/2009, where our honorable prime minister shared her target to make Bangladesh a middle income country within 2021. Aside from that Honorable Prime Minister also mentioned her dream of making Digital Bangladesh. To achieve that goal and make her dream come true, it is inevitable to focus more on technology infrastructure improvement. This is why Government of Bangladesh has been planning to make a few Information and Technology (IT) Villages or Software Technology Parks (STG) to improve IT infrastructure of Bangladesh; and to boost up those Hi-Tech Industries, Bangladesh Hi-Tech Park Authority is the official body which was established in 2010 (Mission & Vision, 2010).

The purpose of this authority is to make provision for the establishment and expansion of Hi-Tech industry for creation, management, operation and development of hi-tech park within the country; and to meet this goal and make it a success, strong, trained manpower is the most important factor. For this Training and Development, Bangladesh Hi-Tech Park Authority has made an agreement with Digicon Technologies in April 2014, where Digicon will be responsible

for Training and Development of the manpower needed for Information and Technology Villages or Software Technology Parks. Here goes a summary of its relationship with Digicon.

**Organization Type:** Government

**Service:** Training and Development

**Solution:** Not Applicable

**Location:** Dhaka

**Client Since:** April 2014

**Operation Status:** Running

#### **5.05 Transcom Electronics Limited**

Transcom Electronics Limited is a subsidiary of Transcom Group Limited. Transcom Group is one of the oldest and biggest companies of Bangladesh which initially started in 1885 as a Tea Plantation Company.

Transcom Electronics Limited started its business in Bangladesh by acquiring Philips Electronics and Lighting business in Bangladesh back in 1993. Since then, it is one of the leading electronic and electrical companies in Bangladesh marketing and distributing consumer lighting, electronics, home appliances of renowned brands through its extensive distribution channel and strong retail network all around Bangladesh (Transcom - About Us , 2016).

Transcom has its expertise in marketing and distribution, but not in customer support. So it has decided to focus more on its core business process and give the hassle of handling customer support to expert 3<sup>rd</sup> party. So Transcom Electronics made an agreement back in June 2014 to outsource its Call Center for incoming calls to Digicon Technologies. Since then, it has been two years now and the process is still running under Digicon Technologies. Here goes a summary of Transcom Electronics Limited's relationship with Digicon Technologies.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** June 2014

**Operation Status:** Running

### 5.06 VU Mobile

In mobile advertisement and mobile entertainment industry, VU Mobile is a renowned name since 2005. It has been making mobile advertisement and building entertainment products since the inception of the company and has over 4 million subscribers around the world (About VU Mobile, 2010).

The company has come to an agreement in September 2014 to outsource its call center for incoming calls to meet queries and deliver information to its customers. Here goes a summary of VU Mobile's relationship with Digicon Technologies.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Asterisk

**Location:** Dhaka

**Client Since:** September 2014

**Operation Status:** Ended (December 2015)

### 5.07 Reckitt Benckiser

Reckitt Benckiser is a British multinational public limited consumer good company formed back in 1999, headquartered in England. Both Reckitt and Benckiser were two different companies used to operate independently. Benckiser was founded back in 1823 and Reckitt & Sons was founded in 1840. In the year 1938, Reckitt & Sons merged with J&J Colman and named itself Reckitt and Colman. Later in the year 1999, Reckitt & Colman merged with Benckiser and started operating as Reckitt Benckiser. The company basically produces health, hygiene and home products (Reckitt Benckiser, 2016).

Reckitt Benckiser started operating in Bangladesh on 15<sup>th</sup> day of April, 1961. Back then, it was operated under the name of Robinson's Food (Pakistan) Limited. After the liberation war in 1971, the name was changed to Robinson's Food (Bangladesh) Limited. Later, when the parent company finally merged with Benckiser in 1999, the name has changed to Reckitt Benckiser (Bangladesh) Ltd. (Reckitt Benckiser Bangladesh, 2014)

Reckitt Benckiser Bangladesh Limited came to an agreement with Digicon Technologies Limited back in September 2014 for an outbound campaign. Here is a summary of that short-term relationship between Reckitt Benckiser and Digicon Technologies:

**Organization Type:** Private

**Service:** Outbound Campaign

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** September 2014

**Operation Status:** Ended (February 2015)

### 5.08 First Security Islami Bank

First Security Islami Bank Limited (FSIBL) was incorporated on August 29<sup>th</sup>, 1999 under the law of Company Act 1994 as a banking company and obtained its permission to carry on its banking business on 22<sup>nd</sup> September 1999, just after 23 days of its incorporation. Though it has started as a private limited company, later in the year 2008, it went for public issue and its shares are listed with Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE). Initially, FSIBL used to operate in traditional banking method, but later it has converted into Islamic Banking based on Islami Shariah (First Security Islami Bank Ltd., 2015).

The relationship between FSIBL and Digicon Technologies was started for an outbound campaign which is started on September 2014 and campaign ran for 2 months. The summary of that short-term agreement is given below.

**Organization Type:** Public Limited Company

**Service:** Outbound Campaign

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** September 2014

**Operation Status:** Ended (October 2014)

### 5.09 Bashundhara Group

Among the group of companies operating business in Bangladesh, Bashundhara Group is one of the largest business groups. It started back in 1987 as a real estate company venture under East West Property Development Limited (EWPD). The quick success of EWDP helped the company grow faster and now it has over 20 concerns throughout Bangladesh.



Bashundhara Group outsourced its Call Center for both inbound and outbound call to Digicon Technologies Limited in the 1<sup>st</sup> quarter of the year 2015. Summary is given below.

**Organization Type:** Private

**Service:** Call Center – Inbound & Outbound

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** February 2015

**Operation Status:** Running

#### **5.10 BRAC Saajan Exchange Limited**

BRAC Saajan is a money exchange company incorporated as a private limited company on 10<sup>th</sup> January 2008. Saajan is one of the enterprises of BRAC and headquartered in England. Previously, BRAC Saajan was known as Saajan Worldwide Money Transfer Limited. The group structure of BRAC Saajan Exchange is owned by BRAC Bank Limited (Brac Saajan Exchange Ltd - Endole, 2016).

BRAC Saajan, as a money exchange company operating worldwide, it needed IT Support and this is why it has come to an agreement with Digicon Technologies Limited to provide necessary IT support needed. The agreement started in April 2015. Rest of the information is given below.

**Organization Type:** Private

**Service:** IT Services

**Solution:** IT Services

**Location:** Dhaka

**Client Since:** April 2015

**Operation Status:** Running

### **5.11 Bangladesh Computer Council (National Data Center)**

Back in 2008, when Bangladesh Awami League won the election and came into governance, since then it has been promised that within 2021, Bangladesh will be transformed into Digital Bangladesh. To make that happen, the government of Bangladesh took necessary steps to build a hi-tech national data center to speed up the flow of information. As said by ICT Minister Zunaid Ahmed Palak, this data center will be the 5<sup>th</sup> biggest data center of the world that can be situated at Kaliakoir Hi-Tech Park in Gazipur, Dhaka. It will be equipped with cloud computing and G-Cloud technologies (World's 5th Largest Data Centre to be in Bangladesh, 2015).

Data Centers are all about storing huge amount of data in a large group of networked computer servers for processing or distribution of large amounts of data. So, in order to upgrade software used in the National Data Center, Bangladesh Computer Council made a contract with Digicon Technologies Limited for National Data Center Software Upgradation which started in June 2015 and ended in December 2015. Rest of the information is summarized below.

**Organization Type:** Government

**Service:** National Data Center Software Upgradation

**Solution:** DMX Everest, Logryth & Balabit

**Location:** Dhaka

**Client Since:** June 2015

**Operation Status:** Ended (December 2015)

### 5.12 VE Commercial Vehicle Limited (VEVC)

VE Commercial Vehicles Limited is a joint venture between the Volvo Group (Volvo) and Eicher Motors Limited (EML) formed in the month of July, 2008. In this partnership, each of those companies own 50% shares of VE Commercial Vehicle Limited. It is a partnership that brings together Global leadership in technology, quality, safety and environmental care, along with the deep knowledge and understanding of the Indian Commercial Vehicle (CV) market. VE Commercial Vehicles Limited. (VECV) owes its inception to the compelling intent of driving modernization in commercial transportation, in India and other developing markets (VE Commercial Vehicle Limited, 2015).

Though VE Commercial Vehicle is an Indian company operating its business in India, yet it has decided to outsource its Call Center for Incoming calls to meet queries and deliver information regarding the products of VE Commercial Vehicles Limited. This agreement took place on June 2015 between VEVC and Digicon Technologies Limited. Summary is given below.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** June 2015

**Operation Status:** Running

### 5.13 Well Food

Well Food is a subsidiary company of Well Group. Initially Well Food started operating in Chittagong and within a short period of time, it has become the largest food chain in Chittagong. Later, Well Food has started operating in Dhaka and facing pretty competitive market in here. Well Food also represents worldwide market leader of ice-cream and frozen drinks, Baskin-

Robbins. Another successful venture of Well Food is known as SugarBun which has become one of the leading and most innovative Quick Service Restaurants (Well Group - Food, 2016).

Well Food (Well Group) and Digicon Technologies Limited signed an agreement on June 2015 where Digicon Technologies agreed upon providing Burst SMS Service to the customers of Well Food. Other information is summarized below.

**Organization Type:** Private

**Service:** SMS Service

**Solution:** Not Applicable

**Location:** Dhaka

**Client Since:** June 2015

**Operation Status:** Running

## 5.14 Westin

Westin Hotels & Resorts is an American upscale hotel chain, founded in 1930, operating more than 192 hotels and multiple countries across the world. This hotel chain is owned by Marriott International (Westin Hotels & Resorts, 2016).

The Westin Dhaka has started as a luxurious hotel back in 2006. It is one of the tallest hotels in South Asia; it is a 24 storied building with no less than 235 rooms along with 5 restaurants (The Westin Dhaka, 2016).

The Westin Dhaka signed an agreement with Digicon Technologies Limited to provide SMS Service back in July 2015. It was burst SMS Service for the clients and customers of The Westin Dhaka where they notify the customers about latest offers, notices and so on. Little additional information is given below.

**Organization Type:** Private

**Service:** SMS Service

**Solution:** Not Applicable

**Location:** Dhaka

**Client Since:** July 2015

**Operation Status:** Ended (December 2015)

### **5.15 Beximco Pharmaceuticals Limited**

Beximco Pharmaceuticals Limited, also known as Beximco Pharma is a leading medicine manufacturer and exporter in Bangladesh. Incorporated in 1976 and started its operation in the year 1980. Initially it started as an importer and distributor of products from MNCs and later started manufacturing and distributing under licensing agreement (Beximco Pharmaceuticals Limited - About, 2005).

Back in September 2015, Beximco Pharmaceuticals and Digicon Technologies signed an agreement where Beximco Pharma has outsourced its Call Center for incoming calls from customers, clients and so on. The operation is still running and the rest of the information is summarized below.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** September 2015

**Operation Status:** Running

### 5.16 Goldberg Mobile

Goldberg Mobile is a sister concern of Khanson's Group which was formed in 2014. Goldberg Mobile is a High-Tech Company providing Bangladesh the infrastructure and support to be the next big business hub. Aside from that, it is the first ever company in Bangladesh that is launching luxurious, state-of-art smartphones and tablets along with cutting edge technology to serve its target market which is youth. With the collection of Smartphones and third party accessories, Goldberg Limited is all set to give its customers and consumers a unique experience that enriches their lifestyle to the fullest (Goldberg Mobile, 2014).

Goldberg Mobile had outsourced its Call Center for incoming calls to handle queries from customers to Digicon Technologies. The agreement was signed in June 2015, and lasted till June 2016. Additional information is mentioned below.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** June 2015

**Operation Status:** Ended (June 2016)

### 5.17 Learning and Earning Development Program

Since 2008, Bangladesh Awami League has mentioned its 'Vision 2021: Digital Bangladesh', and as a part of that, the Government of Bangladesh has approved a project named 'Learning and Earning Development Project' under the ICT Division of Ministry of Posts, Telecommunications and Information Technology. The goal of this project was to train 55,000 people to turn them

into skilled manpower so that they can be freelancer in the IT or ICT industry. Also, this project would create job facilities in the global market and improve national awareness at all levels (Learning & Earning Development Project, 2015).

To make this happen, Learning and Earning Development Program (LEDP) partnered with Digicon for the purpose of training and developing people into skilled manpower for the IT and ICT industry. The agreement was signed in March 2015 and the process ran for 9 months. Some additional information is given below.

**Organization Type:** Government

**Service:** Training and Development

**Solution:** Not Applicable

**Location:** Narshingdi and Jessore

**Client Since:** March 2015

**Operation Status:** Ended (December 2015)

### 5.18 Bangladesh Internet Exchange Limited (Olo)

Bangladesh Internet Exchange Limited licensed on November 21<sup>st</sup> to provide 4G LTE service to the people of Bangladesh. Most people know the brand by its brand name which is Olo, claims to be the first ever 4G LTE (Long Tern Evolution) service provider in Bangladesh. It has started with the aim to exceed the customers' expectation, as well as help implementing Electronic Government, Mobile Banking Initiative and Bridge Digital in Bangladesh (About Olo LTE, 2014).

To focus in its core business, Olo has outsourced its Call Center for both incoming and outgoing calls to Digicon Technologies Limited in August 2016. Additional Information is given below/

**Organization Type:** Private

**Service:** Contact Center – Incoming and Outgoing

**Solution:** Ameyo

**Location:** Dhaka

**Client Since:** August 2016

**Operation Status:** Running

### **5.19 National Credit and Commerce Bank Limited (NCC Bank)**

In 1985, NCC Bank was founded as a private limited investment company in the name of NCL, later became a commercial bank after receiving permission from the central bank of Bangladesh in 1993. It started with the mission of mobilizing financial resources from within and abroad to contribute to agricultures, industry and socio-economic development of the country (National Credit and Commerce Bank Limited, 2015).

NCC Bank partnered with Digicon Technologies Limited to provide Call Center service for both incoming and outgoing calls. The process has been outsourced to Digicon Technologies and the agreement was signed in the month of September 2016 and the process is still running successfully under the supervision of Digicon Technologies. Here goes the summary of the process.

**Organization Type:** Private

**Service:** Contact Center – Incoming and Outgoing

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** September 2016

**Operation Status:** Running



### **5.20 International Beverage Private Limited (Coca-Cola)**

International Beverage Private Limited (IBPL) is a subsidiary of Coca-Cola Company. It is a part of Coca-Cola Company's Bottling Investment Group and it is engaged in sales and distribution of beverages under the trademarks of the Coca-Cola Company. As it is a sales and distribution company, so it has no manufacturing unit which led them to produce the products from Pran Dairy.

IBPL has outsourced its Call Center for Incoming call to Digicon Technologies Limited in July 2016 and the process is still running under the supervision of Digicon. Here goes some other information regarding this agreement.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** July 2016

**Operation Status:** Running

### **5.21 Beximco Communications Limited (Real VU)**

RealVU said to be the first Direct-To-Home (DTH) Satellite TV Service provider in Bangladesh, incorporated in 2013. It was a joint venture of Beximco Communications Limited and General Satellite Group AG. Though it has incorporated in 2013, it has officially launched for consumers in April 2016 with hundreds of SD TV channels. Currently along with other SD channels, they are providing only 5 HD channels but promised to add more in the list later (Real VU, 2016).

After only 2 months of its launch, RealVU has outsourced its Call Center for Incoming Calls to Digicon Technologies Limited signing an agreement on June 2016. The process is still running under the direct supervision of Digicon and other additional information is given below.

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** C-Zentrix (Call Center), Custom Developed for Complain Management System and KBS

**Location:** Dhaka

**Client Since:** June 2016

**Operation Status:** Running

## **5.22 Rancon Motor Bikes Limited**

Japanese brand Suzuki is not directly selling its products in Bangladesh. Instead, it is selling through Rancon Motorbikes Limited which is the only authorized distributor of Suzuki Motorbikes in Bangladesh. Rancon Motorbikes Limited commercially launched in May 2014. Since then, it has been successfully doing its business and for the increasing demand of motorbikes, Rancon is planning to expand its distribution channels and plan to reach the maximum number of customers (Rangs Group - Rancon Motorbikes Limited, 2014).

On June 2016, Rancon Motor Bikes Limited signed an agreement to outsource its Call Center for both Incoming and Outgoing calls. Additional information is given below.

**Organization Type:** Private

**Service:** Contact Center – Incoming and Outgoing

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** June 2016

**Operation Status:** Running

### 5.23 Doctorola Limited

The idea of booking appointments online to meet a doctor is new for Bangladesh. Doctorola Limited, a private limited company founded in 2014 introduced this idea to the people of Bangladesh. This platform not only provides booking appointment online, but also provides real time information of doctors. Another impressive service is the record of queries, appointments and visits of patients (Company Overview of Doctorola Limited, 2014).

This new company has outsourced its Call Center process to Digicon Technologies on July 2016. Information regarding this is given below.

**Organization Type:** Private

**Service:** Contact Center – Incoming and Outgoing

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** July 2016

**Operation Status:** Running

### 5.24 ASUS Global Private Limited

In the laptop or computer market, ASUS is a renowned brand for a very long time. It is one of the Top Three brands of laptops and recently joined the smartphone industry.

ASUS Global Private Limited is foreign company that does not have business in Bangladesh, yet it has outsourced its Call Center for Incoming calls to Digicon Technologies Limited. ASUS Global Pvt. Ltd. is a client of Digicon since March 2016. Some other information are:

**Organization Type:** Private

**Service:** Contact Center – Incoming

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** March 2016

**Operation Status:** Running

### 5.25 GrameenPhone Limited

Among the telecommunication operators in Bangladesh, GrameenPhone is the top operator based on the number of subscribers it has, over 6 Crores. Widely abbreviated as GP, it has started as a private limited company back in 1997 and it is joint venture between Telenor and Grameen Telecom Corporation (a non-profit sister concern of Grameen Bank). Telenor, the largest telecommunication company of Norway owns 55.8% share of GrameenPhone, Grameen Telecom Corporation owns 34.2% and rest are publicly held.

GrameenPhone has been looking after its call center for a very long time. But in last couple of years, it has changed its mind and decided to outsource this process to 3<sup>rd</sup> parties. Among the 3<sup>rd</sup> parties GP has outsourced its Call Centers to, Digicon is one of them. Call Center for GrameenPhone has started from February 2016. Rest of the information is given below.

**Organization Type:** Private

**Service:** Contact Center – Incoming and Outgoing

**Solution:** Huawei

**Location:** Dhaka

**Client Since:** February 2016

**Operation Status:** Running

### **5.26 Kaliakoir Hi-Tech Park**

Among the IT Village or Software Technology parks that were planned by the government of Bangladesh, Kaliakoir Hi-Tech Park is one of those. It has been planned to set-up this hi-tech park on a 20 acres land which is one of the biggest in Bangladesh.

In order to deliver trained and skilled manpower for the hi-tech park, the authority has partnered with Digicon for training and development. This agreement has signed on March 2016.

**Organization Type:** Government

**Service:** Training and Development

**Solution:** Not Applicable

**Location:** Dhaka

**Client Since:** March 2016

**Operation Status:** Running

### **5.27 VAT Online Project, National Board of Revenue (NBR)**

To get any information regarding VAT, documents, process and so on, the government of Bangladesh took the initiative to bring it online so people can access information faster than ever before. There's a website went live on December 2016 to deliver information regarding VAT. To

make information more accessible, NBR has signed agreement with Digicon Technologies to give Call Center support. People can 16555 to know and ask anything regarding VAT.

**Organization Type:** Government

**Service:** Contact Center – Incoming

**Solution:** Digidial

**Location:** Dhaka

**Client Since:** May 2016

**Operation Status:** Running

## 5.28 Bangladesh Police

In Bangladesh, we kind of try to avoid dealing with police department because it sometimes harasses more than it helps getting rid of problems. This is why we, Bangladeshi citizens, mostly avoid police. Moreover, when we must need their help, we have to go to police station and go through a lot of procedures which takes a lot of time as well.

To avoid most of these, Bangladesh Police has partnered with Digicon Technologies Limited on July 2016 to develop a mobile application for Bangladesh Police. Through that mobile application, citizens of Bangladesh can get emergency help from Bangladesh, can get information regarding nearest police station, and do GD, seek help on cybercrime, give information regarding crime and so on. All of these are just one tap away from citizens' mobile devices.

**Organization Type:** Government

**Service:** App Development

**Solution:** Not Applicable

**Location:** Dhaka

**Client Since:** July 2016

**Operation Status:** Running

These are the number of clients that have been and are being served by Digicon Technologies Limited. To give a birds-eye-view on the companies that are taking Call Center service from Digicon Technologies, a diagram is given below:



Figure 5: Companies that Outsourced Call Center to Digicon

## **Part C: Job Responsibilities as an Intern**

Back in September 2016, I got the opportunity to work as an intern in Digicon Technologies Limited. Though I was recruited by the Head of Public Relation and Corporate Affairs, Mrs. Razia Mansur for her department, but later I became lucky enough to get the chance to work with Business Development department as well. So, in this internship I have learned a lot more than what I was expecting to learn.

As I have worked with two different departments, my job responsibilities were different for both of the departments. For that reason, I am going to describe my job responsibilities according to the departments below.

### **6.0 Public Relation and Corporate Affairs**

My job responsibility while working for Corporate Affairs and Public Relation Department is given below:

- Communicating with clients, vendors through email, phone and other communication mediums.
- Choosing worthy vendors to revamp the official website of Digicon Technologies Limited.
- Branding of the company by designing branded stuffs.
- Choosing and deciding Corporate Gifts for our valued existing and potential clients.
- Designing stall of Digicon Technologies on events like VAT Online on VAT Day and BPO Summit.
- Attending minutes with officials of different corporations.
- Filling up agreement forms.
- Keeping legal documents.
- Writing letter to ministries.

These were pretty much my job responsibilities as Public Relation and Corporate Affairs intern.



## 7.0 Business Development

After working as a PR and Corporate Affairs Intern for almost a month, Manager of Business Development department, Ms. Zafrin Alene, has given me the chance to work for her department which was a great opportunity I got before even asking for it. So, as an intern, the job responsibilities that I had are given below:

- Market research for potential clients and their service gap.
- Writing concept papers for potential clients.
- Preparing proposals for potential clients.
- Proposing different types of services that would be good for our potential client(s).

This internship in Digicon Technologies has given me the opportunity to learn a lot of real tasks that are done by full-time employees every day along with photocopying, printing, stapling which are considered as 'Intern's Job' in most of the organizations of Bangladesh.

## **Part D: Findings and Recommendations**

### **8.0 Findings**

It has been roughly 4 months since the day of the start of my internship in Digicon Technologies Limited. To know a company, its work process, internal matters and policies – 4 months is good amount of time to analyze and understand the organization.

The time when Digicon Technologies Limited started its operation in Bangladesh, the competitive advantage it had was lack of competitors it had. Moreover, the idea of outsourcing a process to third party was kind of new to the businesses of Bangladesh back then. Having that competitive advantage helped the company to grow and make a big impact in the business industry which attracted a lot of investors. Gradually the number of competitors was increase and now there are more than 70 outsourcing companies are in the BPO industry.

Increasing number of competitors in the market now made it harder for Digicon to get clients as it used to. The more competitors enter into the market, the more creative companies need to become to get clients and it is not a matter of cost cutting any more. As there are a lot of BPO firms in the industry right now, so there are a lot of options for clients to choose from. As a result, companies now-a-days focus more on service quality and number of facilities clients are getting for what they are paying.

Moreover, for the standard of service by the BPO firms, this industry has got a lot of attention of businesses and this has led those to outsource their process, which they cannot handle, to outsourcing companies and outsourcing companies are doing their job excellently.

Considering the present competition, the future of Digicon Technologies will not be that easy once it used to be. To compete with the other companies, Digicon needs to be more creative, efficient and definitely need to develop some good strategy to get the potential clients and delight them with the quality of service, maintain good relationship and innovation as well.

## 9.0 Recommendations

As I had the opportunity to work with organization closely for four months, I have seen how the organization operates, the behavior of the employees, work process, approach towards clients and all, I have some recommendations based on my experience. The recommendation given are not meant to offend anyone, these are just my opinion based on my perspective. My recommendations for Digicon are:

- The recruitment process for the head-office is not organized. All on a sudden the upper management decides to hire people takes interview of the candidates and mostly recruits based on the degree they have, from where they have studied and outlook; and a few months later they make them resign because the recruited ones are not worthy enough. This should not be the process of recruitment. There should be proper and more organized way. From such a big companies like Digicon, it is not expected at all.
- The power distance between upper-level employees and entry-level employees are way too high. So high that higher official do not even bother to talk directly to the entry-level employees. This creates hesitation among the entry-level officials which leads to information gap. Moreover, the attitude towards the employees change based on, again, the posts they are in, outlook and where they have studied and their connections. But all employees should be treated equally no matter the employee is of entry-level or mid-level or upper level. Every company is like a family and every member of the family should be treated equally.
- The upper management tends to give importance less to their decision and more to third party. Also, a few of them are kind of dominating, does not care about others opinion. But, in order to work in an organization, everyone must have that mentality to consider everyone's point and give a second thought. Dominating mentality most of the times lead to a wrong decision. Also, lack of compromising mentality and bad behavioral practice is present in the organization which ultimately leads to not have a good relation with the co-workers.
- As a BPO firm, the strategy is to cut the cost of the client which ultimately affects the employee's salary as well. But the problem here is the difference between the salaries of an Executive and an Assistant Manager, an Assistant Manager and a Manager. Amount

of salary always affects the output of the officials. But sometimes, giving lower salary can be justified or at least make it look justified by giving facilities like giving transportation, providing lunch, recreation and other benefits.

- The way Digicon tries to maintain relationship with its clients is, I do not think, the right way. From my point of view, spending after maintaining good relationship with the clients is not loss of money, it is investment for the future. But in here, Digicon higher official are so close-fisted that they are not willing to spend much on corporate gifts which are given only a few times in the whole year, approximately 2-3 times a year. So my recommendation in this case to not give even less corporate gifts and instead give those less number of Corporate Gifts arranging a new year party at the end of the year or in a dinner party with all the higher officials of existing and potential clients. Only twice a year, but the impact of that would remain in the mind of those officials year long.
- In the 4 months period of my internship, I found that there is always lack of appreciation and motivation from upper-management. Among all the people I worked with - Executives, Senior Executives, Assistant-Manager and Managers appreciate others' hard work. But the upper-management do not appreciate at all. I do not know if they believe in negative motivation or positive motivation, they are never happy with the performance of the employees. It is proven that positive motivation improves performance more than negative motivation does.

So, these are some of the recommendations I have for Digicon Technologies Limited. Again, these are not meant of offend anyone. These are just my thoughts on how, I think, things should be based on my little knowledge and experience I had in the organization.

## Conclusion

Digicon Technologies Limited, the market leader of BPO industry, is definitely a good company with a lot of potential to grow and make more impact on the economy of country and serve more and more companies of the country. Digicon has the most experience in this industry and some of the most talented employees of the market that can help the company to run towards its vision. It is the only company to work with so many government projects and ministries as well. Keeping good relation with them will make the company get more and more opportunity to serve more clients and delight them with excellence, quality of service, innovation and become known name and icon for the BPO industry of the whole world.

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