



start something new

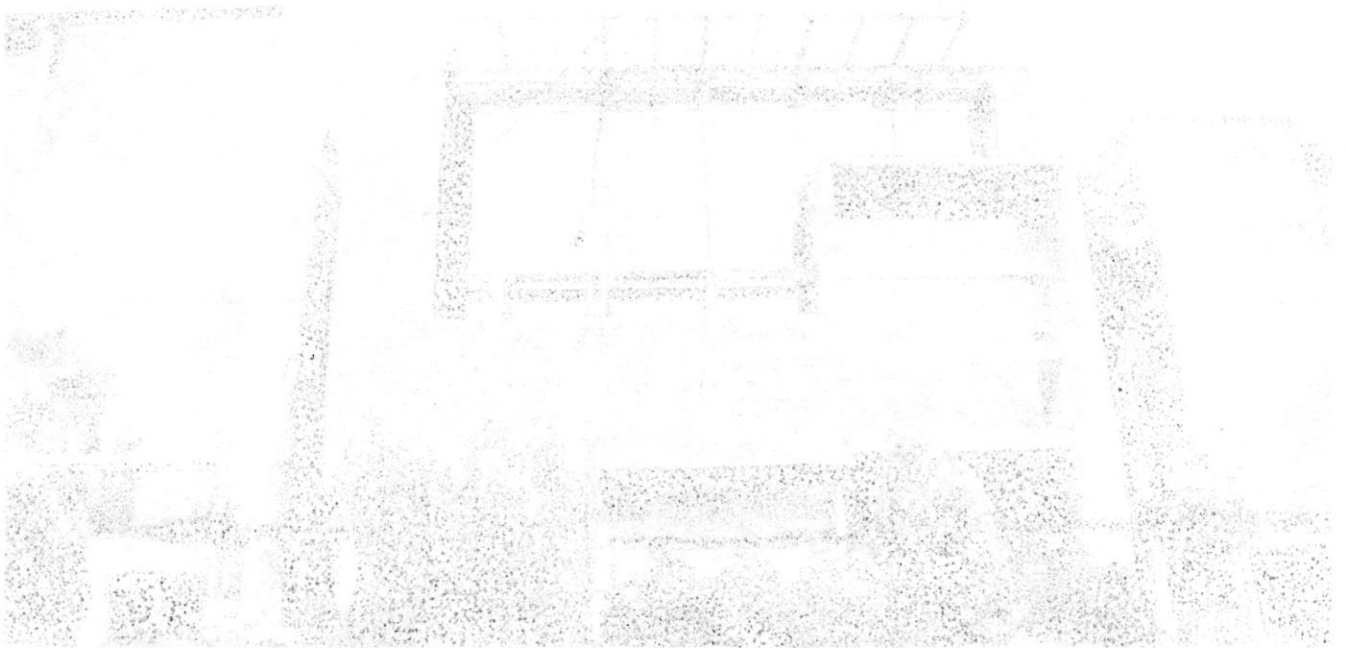
Shells
12/4/2016

An Analysis of HR Operations & Employee's Satisfaction Level in Banglalink





von gottfried hals



Internship Report on

An Analysis of HR Operations & Employee's Satisfaction Level in Banglalink



Submitted To:

Ms. Asheka Mahboob

Lecturer, BRAC Business School

BRAC University

Submitted By:

Fariya Ahsan

ID: 10204063

Date of Submission:

10th April, 2016

Internship Report on

HR Operations & Employee's Satisfaction Level in Bank



Submitted To:

Ms. Ashra Mabbub

Lecturer, BRAC Business School

BRAC University

Submitted By:

Fariya Ahsan

ID: 10204063

Date of Submission:

10th April 2016

Letter of Transmittal

10th April, 2016

Ms. Asheka Mahboob

Internship Supervisor,

BRAC Business School, BRAC University

Subject: A request for accepting my Internship Report for the fulfillment of BBA program

Dear Madam,

With due respect and humble submission, I, beg to state that for the completion of my BBA Program, I am presenting my report which describes an overall analysis of HR operations and employee's satisfaction level in Banglalink. Fortunately, I got a chance to carry my internship at Banglalink and successfully completed it. It is a matter of pride that I worked there as an Intern under HR Operations and the time period was three months. With an excellent corporate experience and proper implementation of theoretical knowledge, my skills and abilities are developed.

Moreover, my heartfelt thanks for your support and motivation. It is my pleasure to get the opportunity to work under your supervision and necessary guidance those are provided based on the related topic. As a result, I am able to submit this report which has been completed by following certain methods and techniques sequentially. In the light of the fact sated above, I hope that you will be pleased with my effort as well as my work.

Sincerely yours,

Fariya Ahsan

Fariya Ahsan

Acknowledgement

At the outset of my internship report, I would like to give my heartfelt thanks to the contributor who gave me motivation and enhanced my thinking power as well as willingness to prepare the report successfully. At first, my acknowledgement goes to Almighty Allah who is the supreme savior of the universe and with having a favor of Him; I am able to finish the report properly. Moreover, my gratefulness to Ms. Asheka Mahboob who works at BRAC Business School in BRAC University as Lecturer. Her valuable consultation hours, proper guidance and directions motivated me to make the report better. I want to express my earnest thanks to Tanjib Bin Helal who is the Senior Assistant Manager of HR Operations of Banglalink Digital Communications Ltd and all the team members of HR & Admin Operations for supporting me during internship period. Their given information and assistance during conducting the survey helped me a lot to make the report more authentic. For conducting the survey, a questionnaire was made by me and there were 30 respondents. Thankful gratitude to them as they gave their precious time in the survey. At last, my gratitude to my parents for all time their help and support.

Table of Contents

1. Chapter One: About the Organization	
1.1 Overview of Company.....	02
1.2 History of Banglalink.....	04
1.3 Mission, Vision, Goals & Values of the Company.....	05
1.4 Product & Service Offerings.....	06
1.5 Operational Network Structure.....	08
2. Chapter Two: Job Part	
2.1 Nature of the Job.....	11
2.2 Specific Responsibilities of the Job.....	11
2.3 Different Aspects of Job Performance.....	13
2.4 My Observations & Recommendations.....	14
3. Chapter Three: Summary of the Report	
3.1 Objective of the Report.....	16
3.2 Methodology of the Report.....	16
3.3 Limitations of the Report.....	18
3.4 Scope of the Report.....	19
4. Chapter Four: Project Part	
4.1 HR operations & its Activities.....	21
4.2 Key HR Operation Accomplished In Banglalink.....	22
4.3 Other Activities of HR Operations.....	24
4.4 Benefits to Gain Employee Satisfaction.....	25
4.5 Training & Development.....	29
5. Chapter Five: Analysis	
Analysis of the project.....	32
Recommendations	43
Conclusions	45
References	46
Appendix	48

Executive Summary

For any organization employee satisfaction is an essential and crucial factor to build a positive image in that particular industry. The number of using mobile phone is increasing dramatically not only for communication purpose but also for other uses like using internet package, mobile banking, business purpose, online chatting and other uses. The main reason lays behind the growth rate is rising day by day to a high level because of assigning the right people at the right place. However, Banglalink also holds a strong position in the industry by offering low rate call, offers innovative products and services, maintaining advance network and efficient management team. As there is an intense rivalry among the competitors so to survive and compete in the industry, Banglalink focuses on its HR operations and hiring efficient manpower at the right time at the suitable position. Through this report, I try to establish the factors which are influencing the satisfaction level of employees and how the HR practices are conducted at Banglalink. Based on the findings I can recommend or suggest the approaches by which Banglalink can retain the existing employees as well as make itself as an attractive job opportunity for the potential employees.

Chapter 1:

The Organization

Overview –Banglalink

HR Operations & Employee's Satisfaction Level in Banglalink

1.1 Overview of Company

Mobile phone is considered the most familiar and speedy system of communication which is using all over the world. With the development of equipment, almost every group of people has mobile phone with a SIM connection in our country. Thus, the ratio of the mobile phone subscriber is rising day by day.

Because of lower call rates, reduction of the handsets price and strong rivalry among mobile companies the growth rate of the mobile phone users expanding in a large scale.

In a general view, Bangladesh's leading mobile operators and the number of their users ratio is given below:

The users of mobile phone in numerical number are approximately 133.163 million according to the given report of BTRC in November, 2015 (Bangladesh Telecommunication Regulatory Commission, 2016).

Operator	Subscriber in Number
Grameen Phone Ltd.	56.477 (Millions)
Banglalink Digital Communications Ltd	32.956 (Millions)
Robi Axiata Limited	28.296 (Millions)
Airtel Bangladesh Limited	10.345 (Millions)
Pacific Bangladesh Telecom Limited	1.034 (Millions)
Teletalk Bangladesh Ltd.	4.057 (Millions)
Total	133.163 (Millions)

Table: Mobile Phone Subscribers November, 2015 in Bangladesh

Therefore, it is a matter of high concern to compete and capture the market share by applying the marketing mix and strategies to retain the customer satisfaction and hold the loyal customers. As to this survey, Banglalink stands the 2nd position in the telecommunication industry.

HR Operations & Employee's Satisfaction Level in Banglalink

About the Organization

As a public limited company, Banglalink registered as a Telecom company in Bangladesh under the Companies Act 1994. Over the foregoing years, the growth rate of Banglalink has been reached in a significant position by introducing its up to date packages and services, diverse market fragments, advanced network quality and committed customer care which build a widespread distribution association across the country. As a result, Banglalink itself achieves a positive image on customer's mind by ensuring a strong commitment and constructs brand preference to its loyal customers (Banglalink Digital Communications Ltd, 2015).

Banglalink Profile:

Parent organization	Global Telecom Holding
Category of the Company	Subsidiary
Business Type	Telecommunication
Website	www.banglalink.com.bd
Installation & Operating Date	February, 2005
Total Banglalink Subscriber	32.956 Million
Total Number Of Employees	About 7000
Coverage Area	66 Districts
Revenue (up to 2 nd quarter, 2015)	BDT 2,290 crore
Main office address	Banglalink Tigers' Den Plot 4, Gulshan Avenue Dhaka – 1212, Bangladesh

Overview of the Company:

- ❖ Banglalink started its operation and one million users in 2005
- ❖ Obtained the 2nd position in the telecom industry in 2007 till 2015
- ❖ Retained ten million customers which considered as a fastest growing telecom company in 2008
- ❖ With the extension of 25 million customers in 2012 with advanced technology
- ❖ Like other operators the company introduced 3G service in 2013 successfully
- ❖ For the 1st time, in 2014 Banglalink concerned with issuing bonds

HR Operations & Employee's Satisfaction Level in Banglalink

1.2 History of Banglalink (Banglalink Digital Communications Ltd, 2015)

Significant Day on Year Basis	Description of the Event
1989	At first, Banglalink was branded as Sheba Telecom which was a Bangladesh-Malaysia joint venture company, got certify to activate in the urban as well as rural areas
1996	Connected with GSM authorization to expand its dealing to cellular mobile and radio telephone services
1997	Launched the operation in the foregoing quarter of 1997 as a Bangladesh-Malaysia joint venture
2004	Because of a frequent disagreement between its Malaysian and Bangladeshi partners, Orascom Telecom Holdings acquired 100 percent of the shares of Sheba in this year during the month of September at the worth of US \$60 million along with 49,000 active users
2005	Altered the brand name and it started its operations as Banglalink in the month of February
2006	At first, for both the postpaid and prepaid connections, Banglalink offered incoming calls without any charge in the month of August
2008	For matching the same parent name, Sheba Telecom changed its name as Orascom Telecom Bangladesh Ltd.
2010	Recognized as a Fastest Growing Mobile Operator by the increasing of its users
2011	Orascom Telecom handed over the 51.92% shares to Vimpelcom and became the new owner
2013	In the month of July, the company altered the name as Banglalink Digital Communications Ltd.

HR Operations & Employee's Satisfaction Level in Banglalink

1.3 Motto of the Company: Start Something New

Vision of Banglalink:

For the improvement of the people and to make their life easier, Banglalink aims to identify the requirements of the people in the finest way and attempt to respond by building an advanced communication system.

Mission Statement of the Company:

Banglalink has 3 diverse mission statements and those are given below:

- ✓ Segmentation of products and services to respond the market accordingly
- ✓ Ensuring the most excellent services at every step from the buying of the services to after sale services
- ✓ Building a long lasting relationship with its shareholder by adding value

Goal:

The main goal of Banglalink is to ensure the efficient communication means to the customers end at reasonable price.

Values of the Employees:

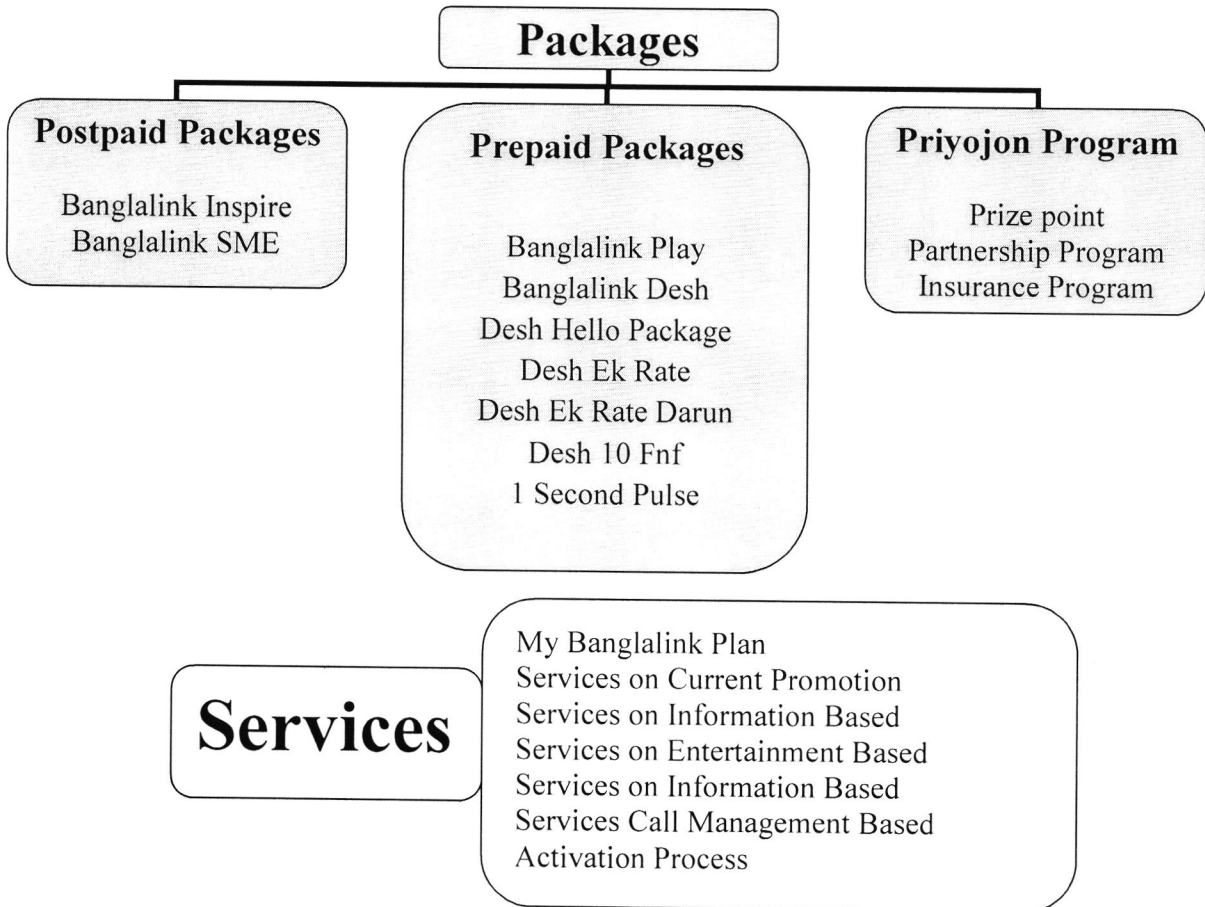
The values of Banglalink are comprised of 4 adjectives such as-

1. Straight Forward: Employees will do properly that they said to do for the customers.
 2. Reliable: Promises should be kept by the employees.
 3. Innovative: Innovative products and services should be introduced for the customers.
 4. Passionate: Employees should be passionate about their given work to satisfy customers
- (Banglalink Digital Communications Ltd, 2015).

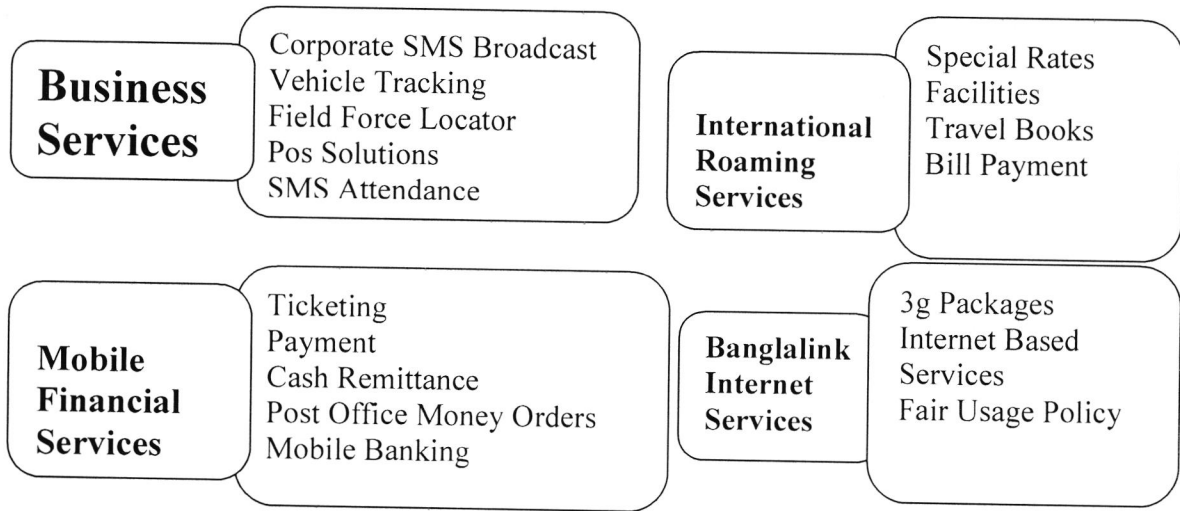
HR Operations & Employee's Satisfaction Level in Banglalink

1.4 Product & Service Offerings:

Banglalink has a variety of products and services which enhanced its day to day operations efficiently and effectively. Based on the consumer responsiveness as well as market demand Banglalink designed the products and services. Actually, the main aim is to offer products and services those are related with the telecommunication means so that the customers can connect with each other through voice communication system, short message services, data & fax services as well as other value added services. As per the company (Banglalink Digital Communications Ltd, 2015) all the packages or program as well as services which are currently by Banglalink are given below:



HR Operations & Employee's Satisfaction Level in Banglalink



Moreover, Banglalink introduced VAS system for the customers by which they can fulfill their essential needs as well as can experience different entertainment means such as Azan & Namaz awareness alarm, stories, songs, buddy finder, tune, share market information, query, call building block, voice-adda, missed-call alert, song attachment, quotes, jokes, email, immediate recharge system and money-transfer etc.

HR Operations & Employee's Satisfaction Level in Banglalink

1.5 Operational Network Structure

Reforming the whole structure of the company, Banglalink abolished the old hierarchy and established a new one. At first, Banglalink had 6 departments and now they have 8 departments along with its subdivision. There are mainly 2 aims to reform the new structure and those are:

1. Direct decision making from the top management level
2. Reduction the management level as it was time consuming and costly

Thus, Banglalink follows flatter chain of command and maintains horizontal hierarchy in all branches in Bangladesh. The organization chart of Banglalink is given below:

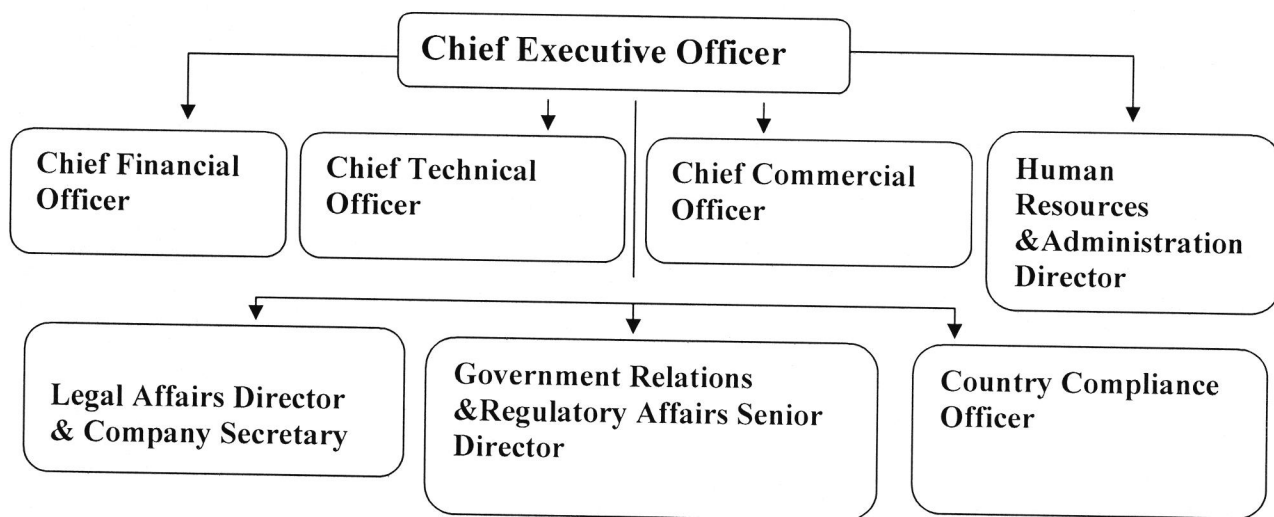


Table: Horizontal Hierarchy Organization Chart

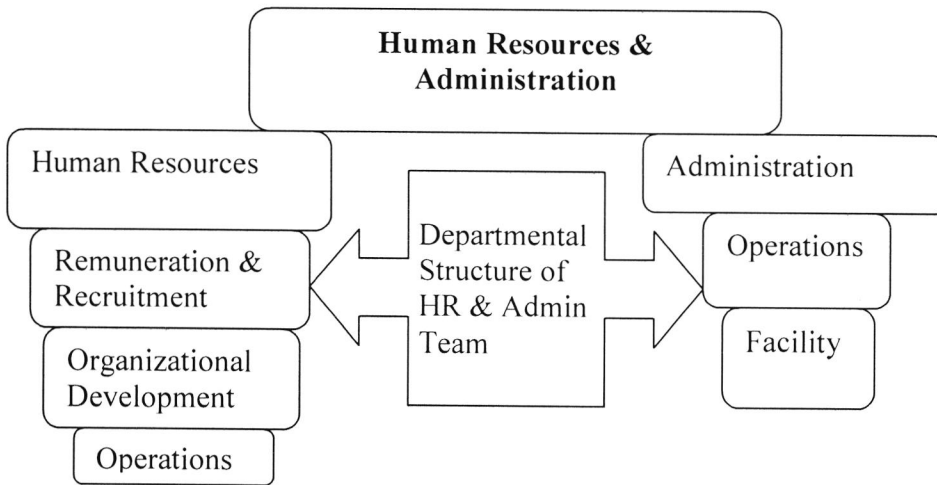
Key Persons of Banglalink:

Position	Name
CEO (Chief Executive Officer)	Erik Aas
CFO (Chief Financial Officer)	Ahmad Y. Haleem
CTO (Chief Technology Officer)	Perihane Elhamy
CCO (Chief Commercial Officer)	Shihab Ahmad
Human Resources & Administration Senior Director	Monzula Morshed
Legal Affairs Senior Director & Company Secretary	Jahrat Adib Chowdhury
Government Relations & Regulatory Affairs Senior Director	Taimur Rahman
CCO (Country Compliance Officer)	M Nurul Alam

HR Operations & Employee's Satisfaction Level in Banglalink

Department Chart:

As I worked at Human Resources & Administration department so I would like to share the structure. Whole the department has 2 wings; one is Human Resources and another one is Administration department. The subdivision of this department is given below:



Chapter 2:

Overview of Job Performance at Banglalink

HR Operations & Employee's Satisfaction Level in Banglalink

Nature of the Job:

Like many other organization, Banglalink does not treats its interns just as a ordinary trainee, juniors or less important part of the company, but Banglalink treats interns as important as employees of the organization. Moreover interns of Banglalink get the opportunity to capitalize their analytical knowledge and practical experience and also can relate their skills with critical situation of real business world.

However, during my internship I worked in HR and Administration department of Banglalink, specifically I used to work in Operation unit of HR department. It was a great experience for me to work in this team because it's related with my theoretical knowledge what I learned in my HR major courses.

Designation	Intern
Team Name	Operations
Department Name	HR & Administration
Duration	15th September - 15th December, 2015

Basically in Banglalink HR operations team includes the post selection activities, day-to-day operations of employees and mainly my team members performed as the core level administrators.

2.2 Specific Responsibilities of the Job

I worked at Banglalink Digital Communication during 15th September 2015 to 14th December 2015, during this three month I worked under the operation division of Banglalink HR department. First of all, there is no specific job responsibilities provided to me when I started to work, but during 3 months I used to do all the duties that usually done by other employees of operation team in Banglalink HR department.

HITS Update:

Mostly, I used to work for in a digitalized project where I had to update all the employees' personal records in Human Recourse Information System which is known as HITS and also stored the scan files in specific folders where employee's information are recorded. This is a regular task I had to do every day; I assigned to update minimum 20 employees' data per day.

Preparing NOC & Experience Letter:

HR Operations & Employee's Satisfaction Level in Banglalink

Another task I did regularly that is to make NOC or No Objection Certificates transfer certificates and experience letter for the employees, and also used to inform them to collect those by sending SMS towards their contact numbers.

Work as an Assistant Interviewer & Presenter:

The next job of mine is to attend the joining of new joiner of permanent employees on a specific day where our team organizes an introductory program and give a presentation of overview of Banglalink Company to the new joiners. My task is to collect the bunch includes all educational certificates, experience letters, medical certificates and other important papers of that new employee.

Verification of the Documents:

I had also verified the educational background of new employees immediately after their joining. For this I used to prepare a letter motioning the new joiners CGPA and also attached the copy of their educational certificates and sent it to their particular universities. After receiving the response letter from their universities, it would record and updated in HITS. Furthermore I was also assigned to maintain HRIS system or updating leave record, attendance record, profile update and other regular issues.

Conducting the Occasional Events:

Moreover, I was also responsible to take a part of employee engagement program. I used to make the total list of employee's birthday on next coming month, and give them birthday card where there was a VISA card contained 2500 taka. On the first day of a month, I had to submit all the birthday cards of that particular month to all the department coordinators. After getting that cards employees got motivation to do their jobs properly.

Besides those duties, I assisted the HR department by scanning important documents, did photocopy of necessary papers and composed important letters by using Microsoft word & Microsoft excel as well.

HR Operations & Employee's Satisfaction Level in Banglalink

2.3 Different Aspects of Job Performance:

As I was the intern of operation division of Banglalink- HR department so I had to do many other things besides my main duties those I considered as a value adding experience during my internship period. The main aspects of job performance are given below:

1. Every day I had to communicate with different employees of different units and departments for signing the documents as well as to deliver important files to the specific location.
2. Moreover, I had to go to the Company Doctor to verify the medical reports of employees for taking leave or absent purpose. In case of providing facilities to the family members of any former employee of Banglalink, I had to verify the death certificates by Company Doctor as well.
3. I am also assigned to go to warehouse of Banglalink digital Communication which is located at Mohakhali to collect many different stationeries needed for office works and also assemble Banglalink T-shirts, caps, bad, ball and others for Banglalink Cricket teams and others stuffs.
4. Furthermore, as an assistant representative of HR department, I had to go with my team members to different field visits for SIM registering project. Moreover I had also gone to some universities like East-west, North-South, BRAC and IUB for attending workshop and job fairs.

Besides, to expand my personal experience and build my communication skill better, I also worked for Remuneration and Requirement Division, HR department of Banglalink Digital Communication Ltd.

HR Operations & Employee's Satisfaction Level in Banglalink

2.4 My Observations & Recommendations:

It is very common to face so many difficulties in any project work. Though I did not face any big criticality during my internship period but I had to face some little difficulties to while performing my tasks and responsibilities.

As far I remember the common problem I faced in Banglalink is the transportation problem. When I had to go warehouse or any other outside work then no transport is available that time. Another difficulty I faced when any of my team member is absent, the work pressure increased and mismanagement held for that.

Generally, Banglalink is very strict to maintain their time schedule. Sometimes I faced difficulties for that as I had to fulfill 9 hours so I had to work longer period if I came late in office.

From my experience, my recommendations can be Banglalink authority has to more focus on their transportation system and make an efficient management team so that they can overcome their existing lacking and also they need to motivate the employees to get better productivity and prosperity.

Chapter 3:

Summary of the Report

HR Operations & Employee's Satisfaction Level in Banglalink

3.1 Objective of the Report:

Actually, the report serves 2 types of objectives; one is general and another is specific objectives. General objective identifies the reasons for which I undertake the project and specific objectives defines the purposes which I want to find out or desire to accomplish through the report.

General Objectives:

The general objective of the report is to find the satisfaction level of the employees of Banglalink. Through this report my main objective is to establish the factors which are influencing the satisfaction level of the employees. Moreover, I try to give an overview on how the day to day operations are conducted by the employees of HR Department.

Specific Objectives:

1. Define the activities those are performed by the employees of HR department
2. Pinpoint a relationship between the subordinates and the supervisors
3. The satisfying factors those influenced the employees to stay with Banglalink
4. Determine the employees' viewpoint or behavior towards the facilities of Banglalink
5. The motivating factors which influence the employees to perform better
6. Identify the approaches how can Banglalink retains the existing employees to build a long lasting relationship

3.2 Methodology of the Report:

At first, for preparing the report reliable and get the desired information, I made a questionnaire and based on that I collected information. The way I have done is given below in a process:

Set up the Population:

As we know that there are two types of population such as target and accessible population so in our case the target population is Banglalink employees of Bangladesh. However, among them with whom I can easily reach such as my colleagues, supervisors and departmental heads are the accessible population.

Sample Frame:

Sample frame means the list of the employees of Banglalink those who are doing their job at workplace.

HR Operations & Employee's Satisfaction Level in Banglalink

Sample Size:

In this case, based on the sample frame I chose 30 Banglalink employees for conducting the survey. At that time, I chose them based on random selection as well as my convenient.

Types of Sampling:

According to the project, I decided to take Non-Probabilistic Sampling because if I chose probabilistic sampling then there is a chance of every customer who has no or little information about offerings and packages. As a result, it will be time consuming and costly.

Sampling Method:

Purposive Sampling Method is more suitable than others because I need those employees who have good knowledge about Banglalink and its operations. Moreover, there is a limitation of time frame.

Survey Methods:

For collecting data from the respondents, both the primary and secondary sources are used.

Primary Sources:

1. Questionnaire
2. Personal Interview:
 - a) Face to face conversations with respondents at office as well as reachable area.
 - b) First hand experience during working hours at Head Office.

Secondary Sources:

1. Banglalink & other website
2. Several articles and journals on telecom industry
3. Reference and Text books of related topics
4. Annual report of Banglalink-2014

For collecting data, I directed both the formal and semi-formal discussion. As there are pre-determined open ended and close ended questions so Structured Questionnaire is used to collect the data.

After collecting all the data, I need to process those by following the steps such as- firstly, I set a number on the questionnaire. Secondly, I placed all the collected information in a MS Excel

HR Operations & Employee's Satisfaction Level in Banglalink

sheet and put all those according to its number. Finally, from those I can make the relevant graphs and find the relationship so that my interpretation and recommendations reflect the accurate information.

3.3 Limitations of the Report:

From the beginning to the end, I encountered with certain difficulties for the completion of the whole report so that some limitations are notable and those are given below:

Inadequate Time Frame:

As I had a contract with Banglalink only for three months so I could not get enough time to apply my all institutional expertise and knowledge. For the shortage of the time period, it is impossible to gain overall notion about an organization.

Restraints of Data Collection:

Most of my colleagues and supervisors remained busy with their working schedules though they wanted to support me in every aspect. For the data collection, I had to find and take a visit the Banglalink users and sometimes they were not interested to share their information with me due to time issue.

Excessive Pressure:

I had to work at Banglalink for 10 hours with a huge work pressure. As a result, I did not get enough time to work on my given report.

Confidential Issues of the Company:

As Banglalink is a multi-national company so they always maintain their own privacy policy. Moreover, they do not disclose any data to an intern like me. That is why; if I need interviews or reports on a particular topic then they were not concerned to provide information.

Chance of Biased Information:

Samples are taken from the existing employees of Banglalink to identify their satisfaction level. However, there are few customers who already switched to other organizations so that I could not take their view point or satisfaction level on Banglalink.

HR Operations & Employee's Satisfaction Level in Banglalink

3.4 Scope of the Report:

Regarding the objectives and methodology, it serves only the satisfaction level of the employees. However, there is a scope of working on dissatisfying factors which can play an important role to measure the level. Besides, the sample of the population focuses on the Banglalink employees though there is a possibility of conducting the survey on other employees so that their attitudes towards to Banglalink can be determined accurately.

Moreover, the survey designed in a structured way and the mainly focus on the employees who have good knowledge on its operation. As a result, the overall perspective cannot be identified properly.

Chapter 4:

Main Body Part of the Report

HR Operations & Employee's Satisfaction Level in Banglalink

4.1 HR operations & its Activities

HR department is a strong efficient part of Banglalink Digital Communication Ltd, includes the thinking, structure and process following people issues which helps to bring organization success. HR department is like the way of internal strength for which today Banglalink stand in a standard position. Basically in Banglalink HR department includes several division like HR operations, HR recruitment and remuneration, organization development (Akanda, October, 2013)

In HR operations, employees performed as core level administrator. However company's daily activities and day-to-day important employment issues interrelated with HR operation. From hiring a new employee to close his/her files when they exit, every activities of employee life cycle done by HR operations division.

Generally HR operation division is responsible for day-to-day activities as like to meetings the need of employees in the organization, regular matters of requirements of employees, any legal necessities of the organization. Moreover it is an active part of the organization thus the stuffs of operation team has to focus on daily activities which is the enduring need of an organization. These contains some basic key job such as hiring employee, joining of new employee, implement rules and regulations, updating employee's personal data on HITS, maintaining law requirements and other essential duties which make the whole organization alive (Ellis & Sorensen, 2007)

The Total Number of Employees as To Its Classification (Banglalink Digital Communications Ltd, 2015):

Classification	Number Of Employees
Number Of Stable Employees (Local)	3073
Number Of Provisional Employees	72
Number Of Part Time Employees	53
Number Of Expat Employees	10
Ratio Stands On Male & Female	9:2

HR Operations & Employee's Satisfaction Level in Banglalink

4.2 Key HR Operation Accomplished In Banglalink:

As recruitment division responsible for all the activities of employee hiring and selections related works, HR operation team is mainly start from the post selection activities. Here I would like to highlight the key task that HR operation team dealing in Banglalink.

On Entering Formalities:

After final selection, when new joiners successfully passed all medical tests recruitment team provides a joining bunch of all the forms/documents for doing joining formalities and also inform him/her to come on a specific day for joining. There are employee particular form, pool phone requisition form, declaration form, post-employment reference check form, bank account form and acknowledgement of the code of conduct are includes in the joining bunch which they have to bring on the day of joining (Nasrullah, August, 2015).

Positioning Formalities:

Then the next job HR operation do is to organize an introduction program known as Joining of new employee, wherever HR operation team member's give an clear overview through a power point presentation. They warmly welcomed the newly joined employees for permanent position in Banglalink family and provide a brief overview of organization, its rules and regulations, benefits and facilities and other objects; mainly they represent an overall image of the working process and environment. After all this formalities HR operation opened a new file for the new employee where they attach all his documents during his/her employment life cycle, and also update his/her personal data on HITS which is known as Personal Database management which will describe letter part (Akanda, October, 2013).

HITS System:

According to (Akanda, October, 2013), Banglalink digital communication introduces its own human resource information system (HRIS) which they named as HITS and maintaining it appropriately. Basically HITS used for updating personal profiles of employees and keeping record of leave and attendance. So another main job of HR Operations is to maintain HITS. HITS include the main task such as:

- Update personal profile of all the employees
- Keep record of leave
- Verification of leave record
- Maintain attendance record through 'late in' and 'Early out' process

HR Operations & Employee's Satisfaction Level in Banglalink

- Keep records of overtimes
- Preparation for different departments

Employment Amplifications:

Another main duty of HR operation is to ensuring employment clarification concerning different necessary condition of employees. When any employee officially requested for travelling for any official or unofficial tour, higher study or any other personal reasons, HR operation provide them NOC or No Objection Letter and VISA Forwarding letter regarding the request of VISA extension. HR Operation is also responsible for any kind of clarification of all official issues.

Individual File Management:

One of the most significant jobs of HR Operation division is to uphold personal database management where they preserve all the documents and personal information into a personal file. Personal database management contains each file for each employee, which is recognized by the employee ID, name, department mentioned on the top of the each file. Operations team members are highly responsible to prepare, arrange and update employee files, they also maintain a particular file room to keep all the files according to the serial numbers of ID.

HR Practice and Execution:

Introducing and maintaining the HR policy according to Labor Code 2006 Bangladesh, is another main responsibilities of HR Operation division in HR department of Banglalink. There are several policies such as leave apply policy, attendance policy, hartal policy etc. are strictly implemented by operation team (Arefin, June, 2014).

Departure Procedures:

Like other MNC's Banglalink follow the labor code to complete the exit formalities basically it's a systematic process of leaving or quitting from the temporary or permanent both position of an employee. Completing these formalities is another main job of operation team.

Management of Disciplinary Issues:

As far Banglalink HR department is now at a strong stage, the reason behind these is to strictly implement the rules and discipline according to labor law. HR operations maintain the compliance and non-compliance of company policy under disciplinary issue management efficiently (Akanda, October, 2013).

HR Operations & Employee's Satisfaction Level in Banglalink

The main job under this is can divided into tree sequential parts. These are:

Explanation:

If any employee involve in misconduct or non-compliance activities, HR operation send them a particular explanation letter to show the reasons behind their misconduct such as absence, continuous Late-In or Early-Out, taking leave without approval etc.

Evaluation:

The next job is after getting the reply from employee where he/she show the causes of their misconduct, HR Operation investigate the particular circumstance to find out whether he/she guilt or not.

Actions:

According to the result of investigation the management takes the final decision whether they would take action or just warn him/her. After proper investigation if authority finds him/her as innocent then HR Operations send a warning letter, and if they can find the fault then operation team takes disciplinary action towards him/her.

4.3 Other Activities of HR Operations:

Beside these major job, HR operation also involve in doing some other key responsibilities such as performance appraisal, transfer, promotion, confirmation etc. (Akanda, October, 2013)

Transfer:

Operation team is responsible for the transition of employees to different locations or departments. It's held depends on two conditions, either employee's request for their personal benefits, or initiated by management team. All the formalities of transfer including decision taking or issuing approve letters are performing by HR Operations.

Justification:

The next job of HR Operation is to complete confirmation procedure. They are focusing on the performance appraisal of each employee on a specific time period. If they ensure 100% or above of performance appraisal then that employee will get the confirmation of permanent position, and if the performance appraisal is not reach 100% expectation management team extend his/her probation period.

HR Operations & Employee's Satisfaction Level in Banglalink

4.4 Benefits to Gain Employee Satisfaction

According to my own experience of three months of internship, I must say Banglalink HR department always works for satisfying employees. Basically Banglalink has excellence working environment and efficient rules is inspiring employee to do their best effort towards the organization.

According to my own research and my practical observation, here I would like to represent some key factors of Banglalink HR department specifically HR Operation division which can seem successful to reach the level of employee satisfaction.

Excellent Corporate Culture:

First of all Banglalink maintain a brilliant corporate culture which is very friendly and comfortable for its employee. It's one of the most effective positive factors for employees. So far in this sense Banglalink can reach the satisfaction level of employee through maintaining excellent office environment.

Equal Employment Opportunity:

Banglalink has been well known for equal opportunity of employment, where the employment decision is based on education, qualification, experience, skills and abilities, not depending on race, color, gender, age, nationality and other factors like this. It will consider as an attractive feature for the candidate who choose Banglalink for applying job.

Internal Job Placement Policy:

Moreover Banglalink provides internal job placement for their employees. It is considered as an opportunity for internal growth of employees. Banglalink management team gives more priority to their current employees to apply on a position they are interested and qualified for when a new vacancy occurs.

Performance Management:

Basically Banglalink HR department conduct performance management program to evaluate all permanent or confirmed employees against their set objectives and competency Matrix. Like other MNC's Banglalink also set particular objectives as an annual process, and through performance management they relate their performance with the objectives to find out the actual

HR Operations & Employee's Satisfaction Level in Banglalink

image. This procedure helps them to find the areas they need to improve which bring the organization towards its goals.

Working Hours:

Banglalink follows a tight schedule of standard working hours from 9am to 6pm, they maintain 9 working hours each day with one hour lunch break. According to Banglalink management rules employee get flexibility on their working hours, they must report between 9am to 6pm which they have to required minimum 9 hours a day. Moreover there are extra facilities paid for overtimes which can consider as motivation toward work.

Leave Facilities:

There are several kind leave facilities provided to the employees. Generally main types leave are mostly perceived in Banglalink. These are:

Annual Leave:

Annual leave is the basic mandatory leave applicable for only confirmed or permanent employees, where total 21 working days of annual leave in a calendar year entitled to permanent employee. The annual vacation determined by the department head and after considering the working pressure by team members, but the final decision taken by company.

Casual Leave:

According to the labor law, Banglalink also provides total 10 days of casual leave per year to all the employees. Banglalink consider the unwanted absent of employees as casual leave for their necessity or in case of emergency, but the leave will not forward to next calendar year or will be forfeited.

Half Day Leave:

Half day leave is one of the most significant benefits Banglalink affords. Employees might have personal problem or any emergency issues to complete during working days such as doctor appointment, bank related issues, bill payment or other important personal problems, in these cases company permits them to take half day leave. So Company considers casual leave for first half or second half of normal working days.

HR Operations & Employee's Satisfaction Level in Banglalink

Maternity Leave:

Banglalink is very flexible in terms of maternity leave. The leave is counted based on the criticality of the patient. Generally, six months leave with payment for the mother and an extra fixed amount which is known as maternity allowance.

Paternity Leave:

For the father of the baby, Banglalink offers paternity leave which is only for seven days with payment.

Overtime Scheme:

Overtime is another factor which can work as motivation toward the employees. All the employees of Banglalink including permanent and temporary are allowed to receive overtime payment whoever works beyond their working hours. The employees who are up to deputy manager level can apply for overtime through HRIS and respectively line manager approve or reject the applied overtime request by the system.

Bonus for Occasions:

Furthermore Banglalink motivates employees by giving them festival bonus on each year and give them opportunity to enjoy particularly on two major festive of Eid-UI-Fitr and Eid-UI-Azhas of each year. Company provide 50% of gross salary as festival bonus on each festive.

Prudent Fund:

All permanent staff gets the benefit of provident fund in Banglalink. Basically employee have to contribute the sum equal to 10% of their basic salary and that amount will be deducted by the company from the staff at the time of payment and deposit forthwith into the specific PF's bank account.

HR Operations & Employee's Satisfaction Level in Banglalink

Promotion:

Promotion is one of the effective ways to motivate employee toward their responsibilities. Generally there are two kind of promotion provided to the employees of Banglalink.

Normal Promotion:

Normal promotion held twice a year based on the performance of employees. The effective way is to submit the minimum number of the years at the previous grade at the date of promotion, otherwise company normally identify the talent once a year for providing promotion. For normal promotion employee have to attain 100% of ME which states Meet Expectation and complete 100% objectives of the last year.

Special Promotion:

There also special promotion provided to the employee. Basically its happens in the case of vacancy required replacement and internal resource is available, a special promotion allowed despite of minimum service of promotion quota provided to that employees whoever accomplish 100% ME and that there is a change in role profile.

Transfer:

Another effective factor of employee satisfaction is to provide transfer as an opportunity to deliver professional growth when an employee bears to work within various location or departments. However Banglalink serve two kind of transfer. A transfer initiated by the company management team which is based on the business need, and another kind of transfer is originated with the request of any employee for their personal need.

Day Care Facility:

Banglalink always works for their employees to make the corporate environment more comfortable. Another noteworthy facility Banglalink provides to the employees specially women stuffs is day-care facilities. It's very effective benefit for the employee who helps to reduce their tension for their kids and focus on their performance significantly.

Transportation Facility:

Banglalink also provide transportation system for their stuffs which is known as 'pick-up' and 'drop-in'. Those employees who live far from office, transportation facility make their life easier and they are able to come at office at appropriate time.

HR Operations & Employee's Satisfaction Level in Banglalink

Canteen Facility:

Another strong positive side of Banglalink is it's always takes care of all the employees working for the organization. Canteen facility is one of the services which represent that. Employee can have healthy hygiene food as lunch by a little amount which cut from monthly salary. Moreover canteen service also provides snacks, soft drinks and other fast food too in a well environment.

Prayer Room Facility:

Company also takes care of employee's values and religious. At every floor and at every particular department there is prayer room for men and for women there is a particular well-furnished prayer room which is located at second floor of tiger's den. Additionally there are also so many religious book including Holy Quran is also available at prayer rooms.

Other Refreshments:

As a refreshment company organize tea or coffee corner named as 'Pantries' where various kind of tea and coffee are available. Employees can get tea or coffee and can having gossip with their colleagues at working breaks which helps to reduce their work stress and also encourage performing with full energy.

Safety:

Banglalink maintain the safety workplace through promoting awareness and giving training to use dangerous equipment and harmful chemical. Such as organizing fire grill, arranging workshop to increase awareness etc. however Banglalink believes a safe workplace is motivated employees and encourages them to engage properly in the organization.

4.5 Training & Development

Banglalink HR provides various training program to train their employees properly which is helps to improve their professional skills, motivated toward their job and make them confident to go ahead. According to (Kaisar, 2014) the most common types of training held in Banglalink are given below:

Local Training:

The mostly noticeable training program held on Banglalink is the local training, which training program held locally through local vendors. Basically this kind of training arranged in training rooms of Banglalink office, local confidence/ seminar halls or vendor premises.

HR Operations & Employee's Satisfaction Level in Banglalink

Global Training:

As Banglalink always follows update technique to run their organization, the company also arranges international training for their employees. According to the need Banglalink serve international training through several training programs, workshop, seminars and conferences which held outside of Bangladesh.

Technical Proficiency Program by Vendors:

For competing with other MNCs Banglalink have to attain new technology and increase the use of high technical equipment, so company organize technical know-how programs in order to provide technical know-how to the employee the related equipment and work with the concerned job.

Internal Training:

However Banglalink always focus on employee internal growth and expecting outstanding output from them, so most of time HR department organize several in-house training program through hiring some in-house trainer who have excellent knowledge and practical experience to handle such training programs. Company hires those special trainers whoever delivers effective, qualitative, modify and cost effective training according to the requirement of company. These are very useful for employees for their individual improvement which may encourage dedicating their best performance and making them self-confident to face the organization challenges (Akanda, October, 2013)

Disciplinary Committee:

Like other MNC's Banglalink has particular precise their code of conduct for its employees which provides an elevated standard to deal with agents, customers, suppliers, political entities and other sectors however it's the responsibilities for all the employees and affiliates as a condition of continued employment.

Chapter: 5

Analysis of the Project

HR Operations & Employee's Satisfaction Level in Banglalink

In general, employee happiness describes whether employees are satisfied with their organization so that they can achieve the organizational goals by their efficient performance. Mainly, employee satisfaction is the dimension in which we can measure the amount or ratio of satisfied workers. In a number of studies it is defined that employee satisfaction is an aspect for motivating employees, focuses on their achievements and hold optimistic employee self-esteem in the organization (Alam, Rafat, & Puja, September-October 2012).

There are numerous measurements those are responsible for employee satisfaction such as company progress aspects, job safety issues, strategies for reward or remuneration and facilities which ensure satisfaction to employees.

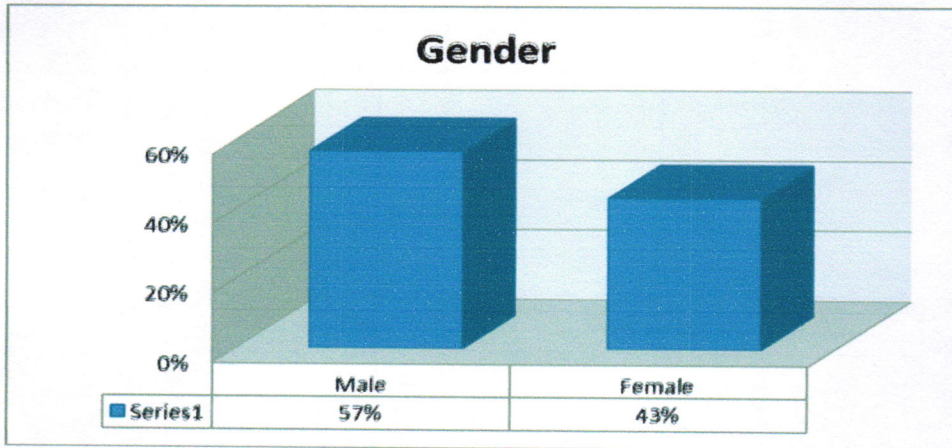
There is several significant importance of employee happiness which helps the organization to achieve its organization goals nada objectives such as enriched employee retention, developing employee's efficiency, minimizing the rate of turnover, reducing the recruiting, and training costs, enhanced customer satisfaction, develop team collaboration and supplied more productive employees (Ellis & Sorensen, 2007).

Moreover, by ensuring all of these, an organization like Banglalink can retain huge benefits such as they can get the dynamic employees who maintain the quality of the given work can build and distribute superior value to the customer and they can show their full dedication to the organization. By doing all these, the employees put their faith on the company and consider that organization as their own. It will help to build a long lasting relationship between the company and the employees (Markos & Sridevi, December 2010).

Accoring to The factors which are influencing the satisfaction level of the employees are given below:

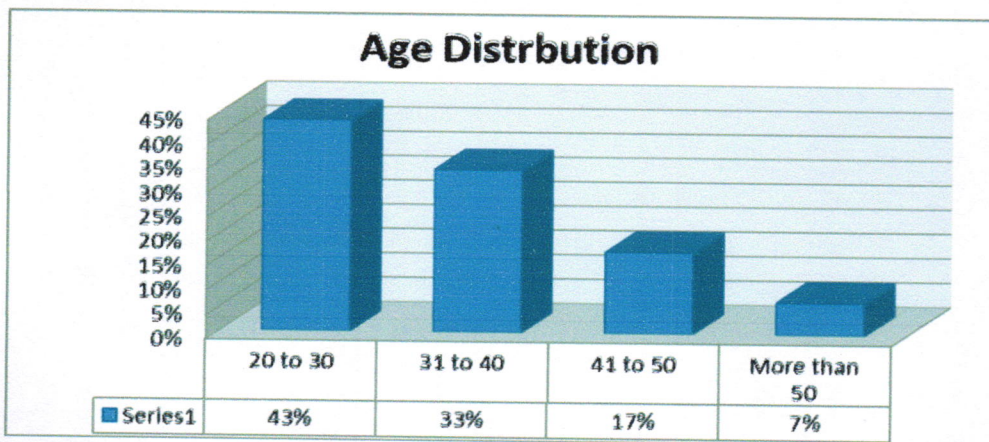
The gender of the staffs plays a significant factor of employee satisfaction. Most of the study shows that by having in the same position, female are more likely to be satisfied than their male.

HR Operations & Employee's Satisfaction Level in Banglalink



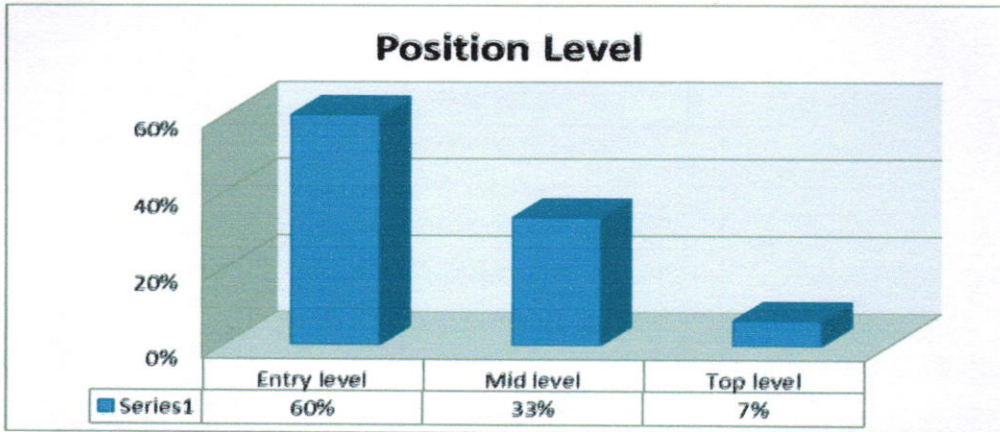
In the above graph, it shows that the portion of male and female is so close which proves that inequality and gender discrimination is inapparent at Banglalink. Besides, it can be said that females are more satisfied than males.

Age is one of the significant factors of employee satisfaction. As a young age employee has higher dynamism and physical ability to perform a task whereas an old age employee cannot be like him. There are some considerations such as young age people are more satisfied than old age employees because they do not have any extra demand as do old age employees. If there is a practice of advanced technology and for the old employees it takes time to adopt the new system. However, as young employees are more enthusiastic so among them there is a trend of job switching.

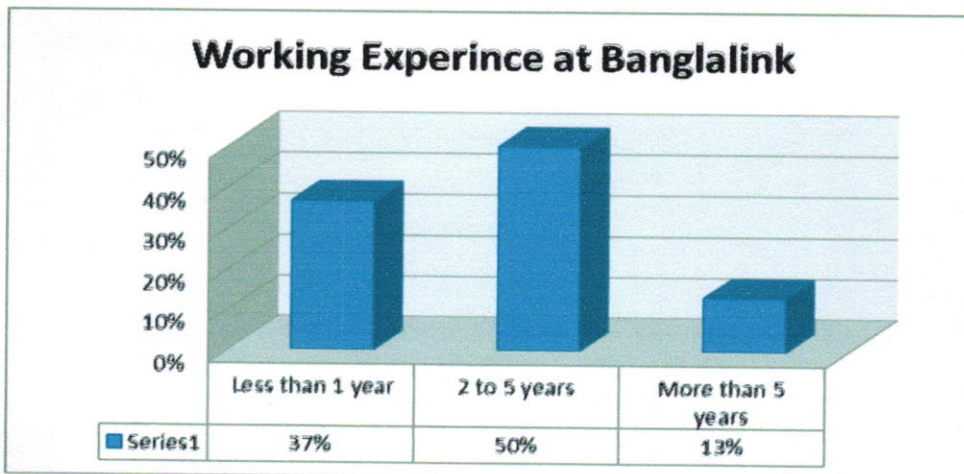


In my survey, age of 20-30 employees are 43% who are more satisfied than the age of 31-40 whereas age of 41-50 and more than 50 employees percentage is little who are also satisfied with their position and other facilities though they are highly experienced.

HR Operations & Employee's Satisfaction Level in Banglalink

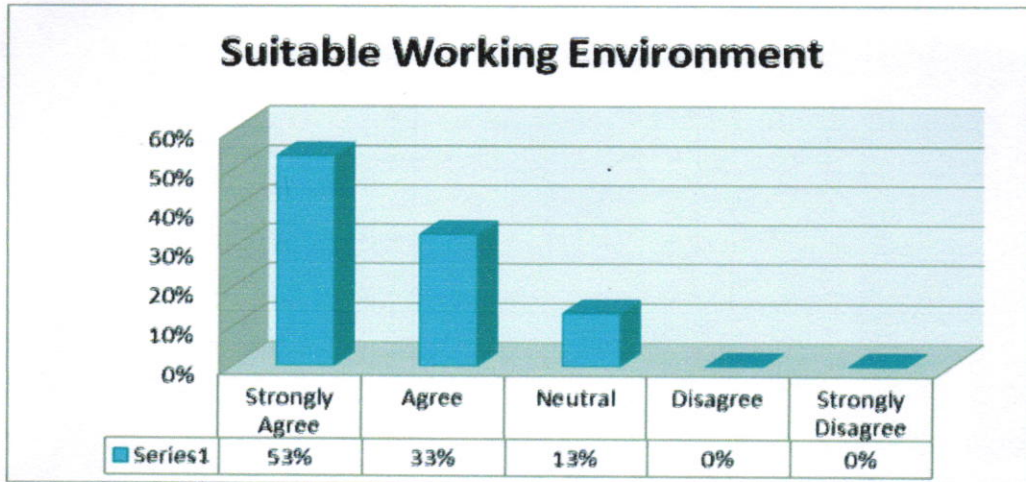


The position level of the employees differ the satisfaction level of the employees because the entry level people are more interested and work hard than others as they want to get promotion and try to reach the upper level. For the mid-level managers, they want to reach the upper level so that they can experience the facilities of upper level managers. In this case, form 30 respondents 60% are entry level, 33% are mid-level and the rest are top level managers. The position levels are divided based on company's given rank such as CFO, CEO, CTO are top level managers, senior and assistant managers are considered as mid-level managers and executives and interns are considered as entry level managers.

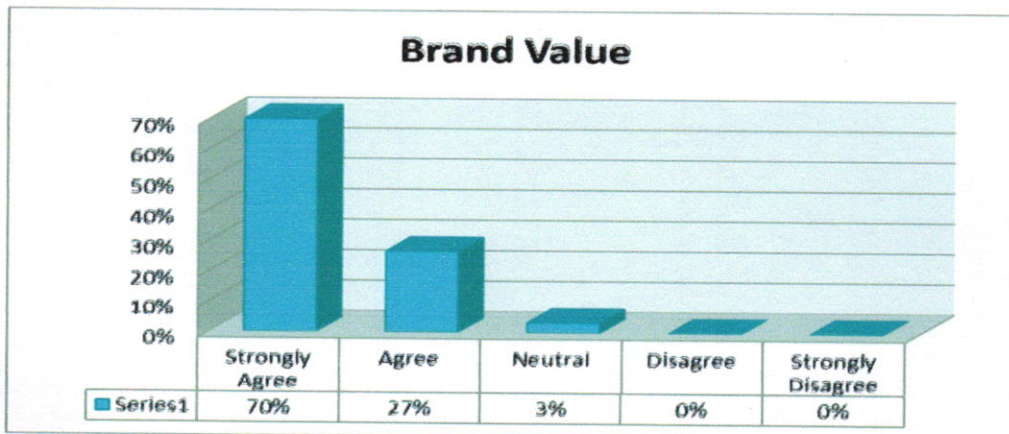


The experienced employees are more satisfied than the fresher. In the above graph, it shows that most of the respondents are the employees who have an experience of 2 to 5 years and also more than 5 years. In Banglalink, the experience ones are more satisfied because they are staying at here and cope up with the environment and their given tasks. Only 37% have less than 1 year experience who are also more or less satisfied towards their job.

HR Operations & Employee's Satisfaction Level in Banglalink

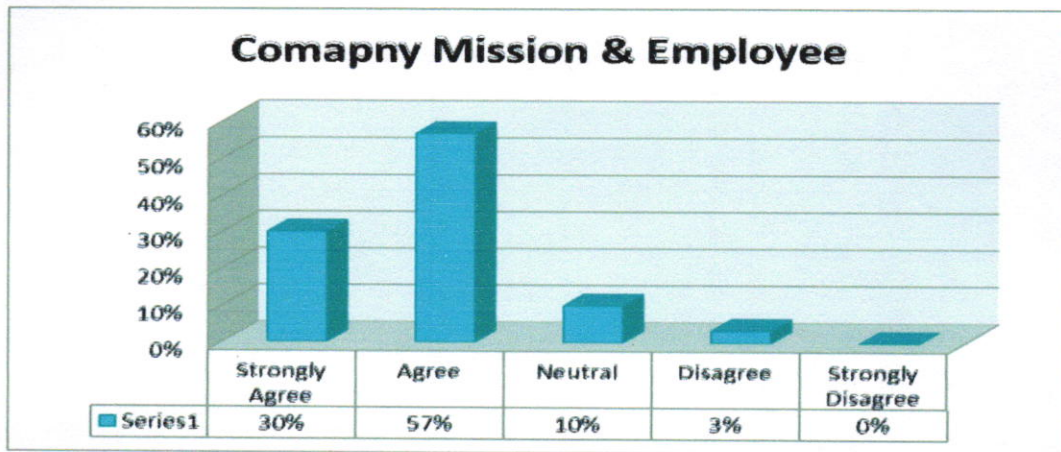


Employees are vastly inspired with suitable working environment because they want a safety and comfortable place. However, horrible working condition or environment causes dissatisfaction in employee's mind. To get more productivity of the employees, the environment of the workplace must be ensured. In Banglalink, the employees are satisfied with their workplace because the above study shows that the employees feel safe and like the office environment. If we see the graph the satisfaction rate is 86% as Banglalink provides sufficient safety protectors, parking space, healthy ventilated room with proper lights and air- condition, neat and clean office room and relaxation area & toilets.

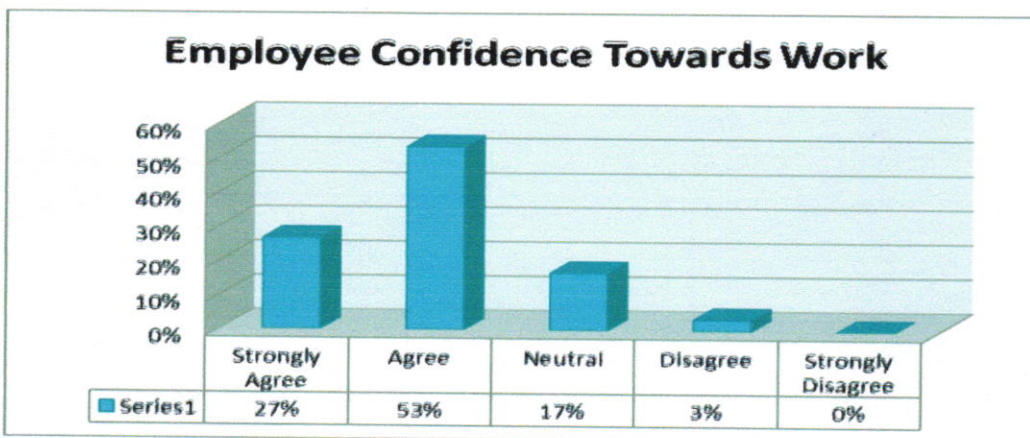


Brand value is one of the motivating factors for the employees. If the brand is well known then an employee eagerly wants to give more productive work and stay with the company. In telecom industry, Banglalink is well known and holds a brand value. In our country the multi-national companies are attractive place for the job seekers and Banglalink is considered as one of the renowned multi-national companies in Bangladesh. As a result, the survey shows that most of the employees are strongly agreed that they are satisfied in terms of brand value.

HR Operations & Employee's Satisfaction Level in Banglalink

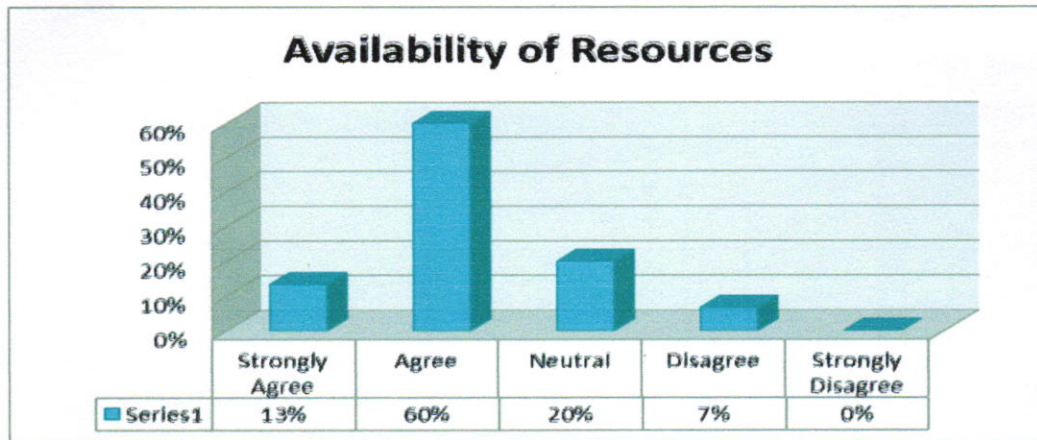


Above the graph, it shows that the employees of Banglalink understand the company mission and perform their work as to the given mission statement. The output shows that 30% are strongly agreed and 57% are agreed that they understand the mission which is given from their supervisors. If the employees do not understand properly then there will be huge gap between the company and the employees and they cannot perform their act accordingly.

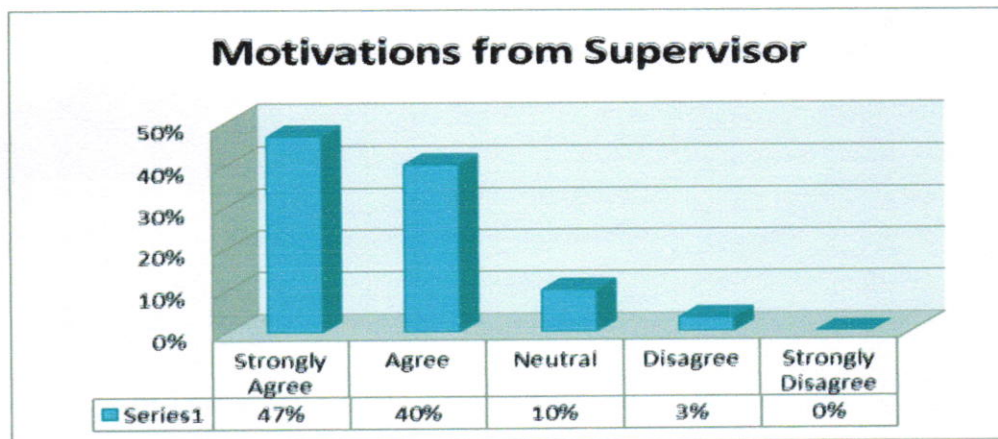


If the employees are not confident towards their work then their productivity will be less and the goals and objectives those are given from the supervisors cannot be accomplished. In case of Banglalink, 80% of the employees are confident their work which is assigned for them. Every employees work under a team and as they have the proper instructions to do a work so it is easy for them to complete the tasks efficiently.

HR Operations & Employee's Satisfaction Level in Banglalink

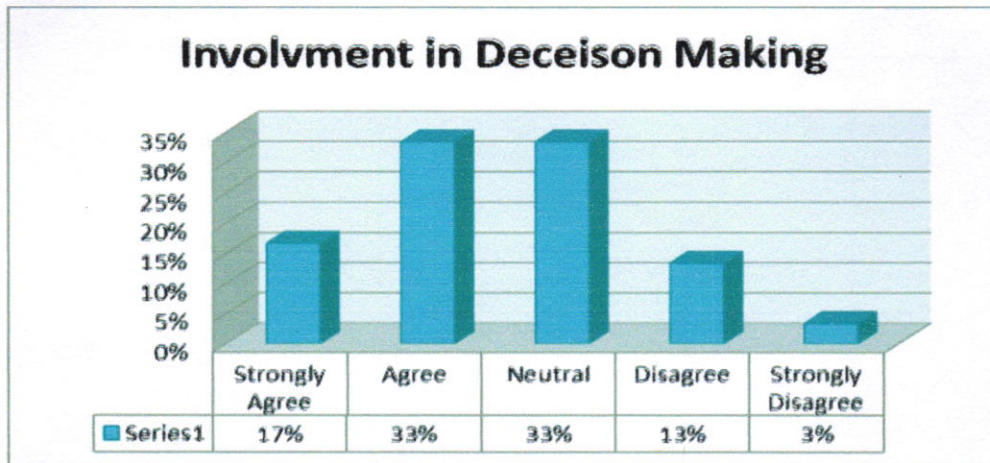


To perform a job properly, an employee needs the resources such as capitals, tools, equipment, updated software, human force, vehicles and spaces and in this case Banglalink provides all types of resources to the employees. When they need them they make a list, make a report to the HR managers and at the due time all the stationaries, t-shirts, caps, mugs, cards, tools as well as all resources are delivered from the warehouse. Therefore, the result indicates that 73% of respondents are satisfied with the availability of the resources.

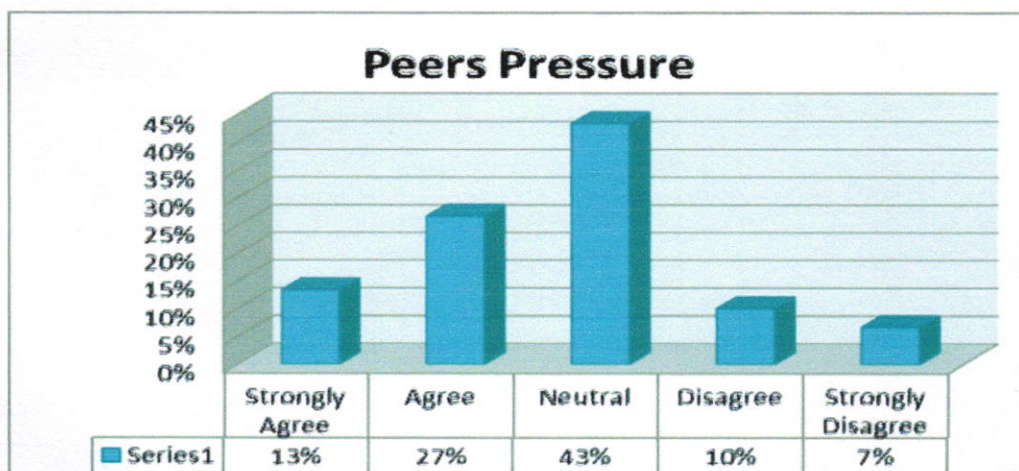


The motivation level of the employees of Banglalink is higher though 3% of the respondents are dissatisfied. The satisfied employees feel that when they perform a job, before that the supervisors properly instruct the steps. After the tasks are done, they provide some feedbacks for the improvement of the employees and if they fail to do then relevant suggestions are delivered to the employees so that they can organize themselves and do their tasks confidently.

HR Operations & Employee's Satisfaction Level in Banglalink

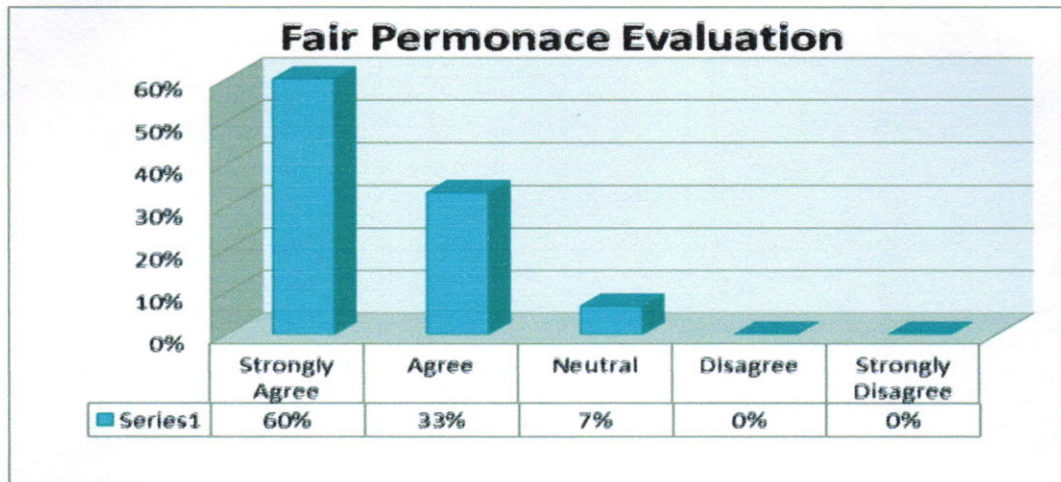


As Banglalink has their own privacy and they never disclose their corporate secrecy so sometimes it is not possible to involve everyone in decision making. However, their opinions are warmly accepted from any level and there is a suggestion box at every floor in which employees put their feedbacks on different issues. As per the most asking common suggestions, the necessary steps are taken from the mid-level and top level managers. If it is necessary to take the decision immediately then the employees need to report it their supervisors. In the graph, 16% respondents are dissatisfied and 33% are neutral as they know the company policy in terms of confidentiality though they want to participate in decision making.

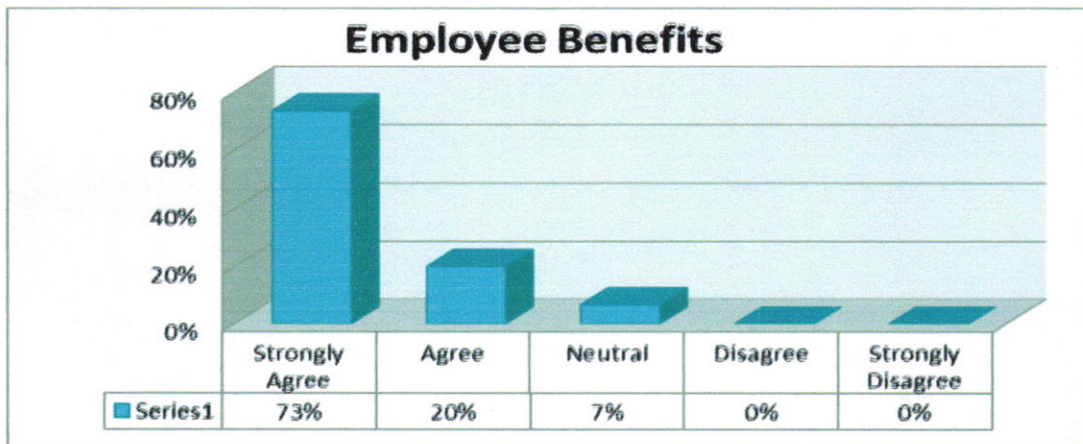


in Banglalink, there is a little pressure from the associates though 40% of the respondents feel that they do not face any pressure from their supervisors. There are 43% respondents who stated that they are neutral in this issue. However, 17% respondents face a little pressure from the team. As all the given tasks executed within a team so to get the job done in proper time, one team member put some pressure on others so that they can meet the deadline of the assigned tasks.

HR Operations & Employee's Satisfaction Level in Banglalink

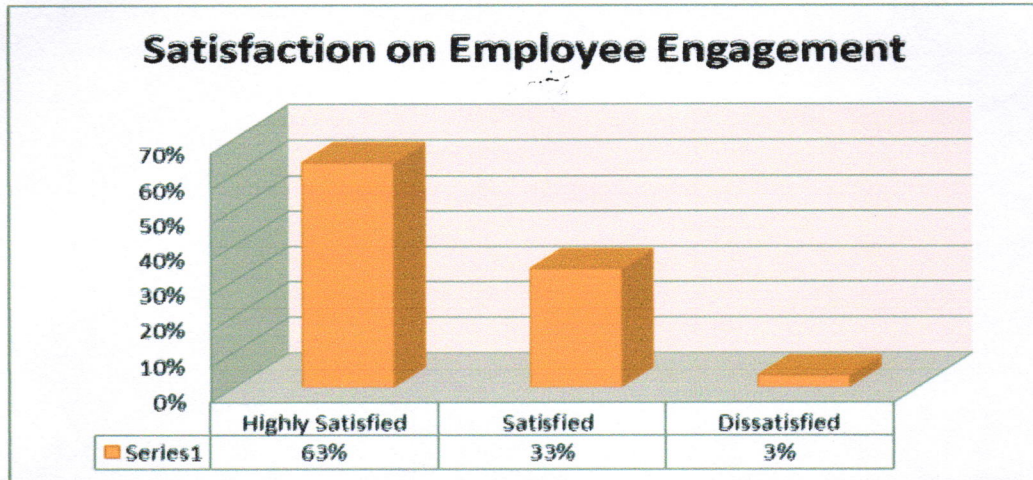


Considering the age, gender, position of the employees, Banglalink's performance evaluation system is fair and most of the respondents are highly satisfied with it. As Banglalink has a performance managing committee so they conduct their operations and no biasness has occurred during the evaluation period. Each and every employee is treated equally and no gender discrimination can take place at the office premises.

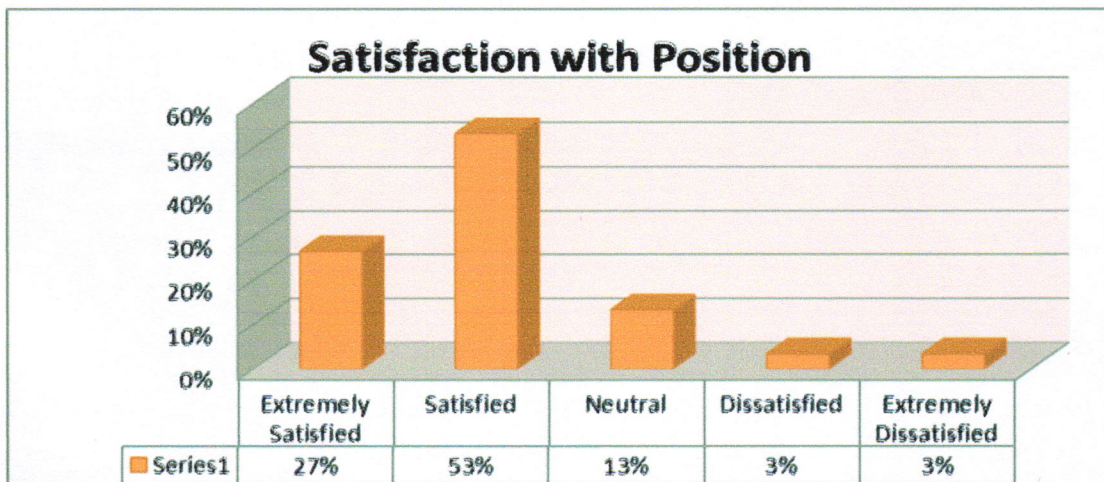


Both the financial and non-financial benefits those are given from the Banglalink to its employees is much satisfactory and the graph shows that 93% respondents are strongly agree that the employee benefits such as reward system, compensation, appraising method, employee health issue, transportation facilities, canteen facilities, discount cards, extra privileges, suitable working environment and so on keep them happy to work at Banglalink.

HR Operations & Employee's Satisfaction Level in Banglalink

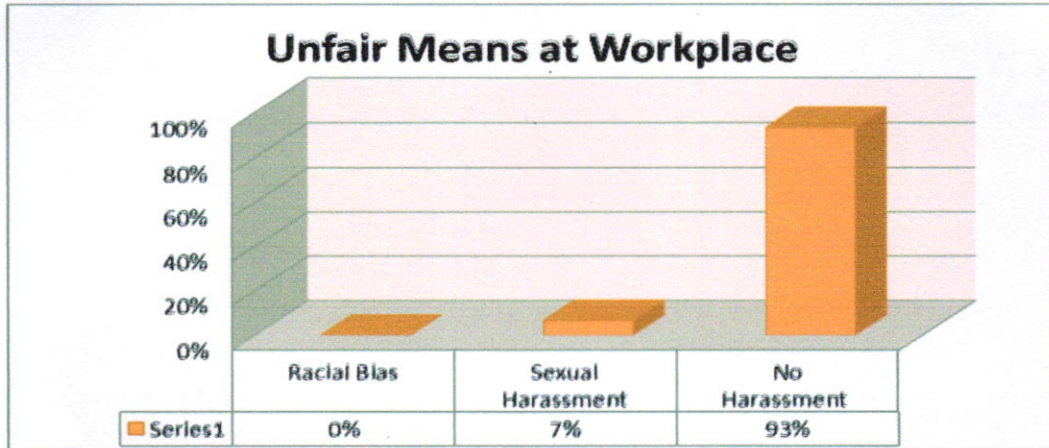


There are 63% respondents who are highly satisfied and 33% of the respondents who are satisfied with involvement of the employees. As most the employees have to participate at every department meetings so engagement at every sections are ensured. Besides, the temporary or contractual employees are treated as like permanent employees so form every position, employees have to engage in all activities.

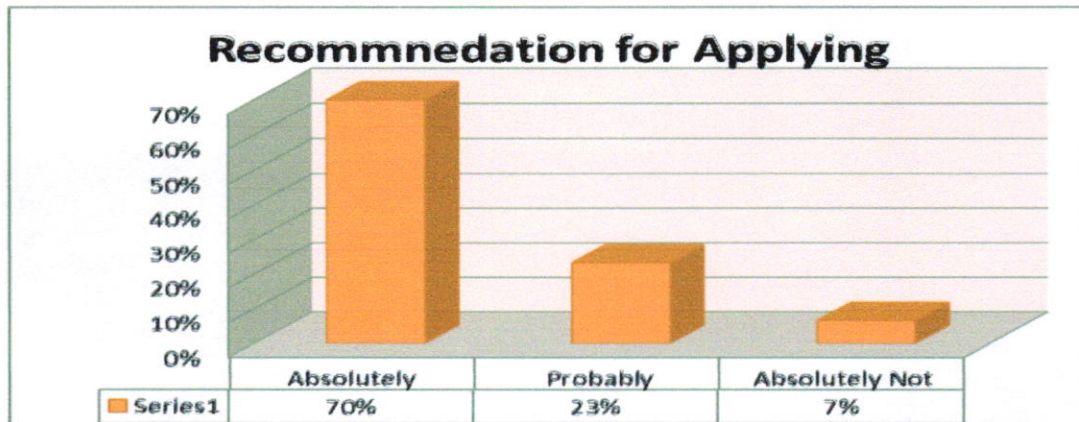


There are only 6% respondents who are not satisfied with their position. 13% are neutral because of the recent decision of the management committee to restructure the position of all executives and managers. As a result, based on performance some employees need to transfer to other branches. This transfer casues the dissatisfaction of the respondents.

HR Operations & Employee's Satisfaction Level in Banglalink

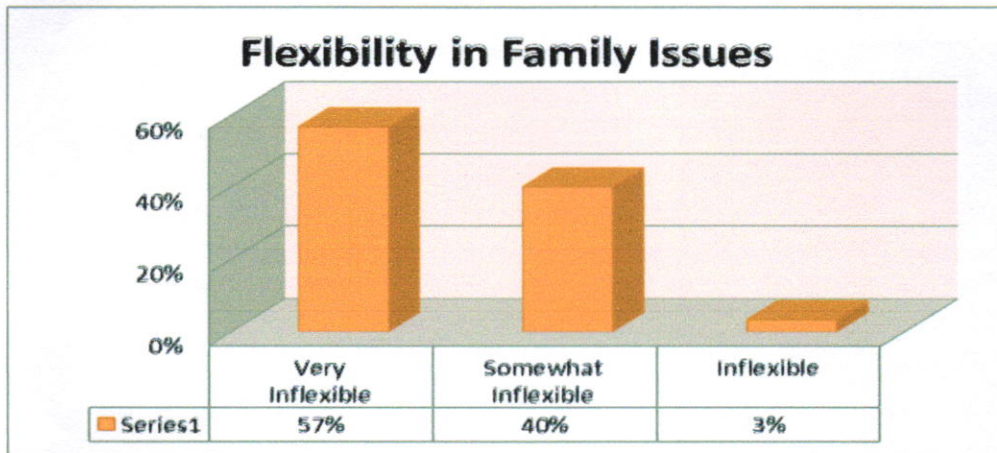


Unfair means such as racial biasness or sexual harassment cannot take place at Banglalink. There is a code of conduct at office so that every employee has to maintain it properly. Banglalink maintains zero tolerance in any kind of harassments and discriminations. However, some unfair means can be occurred and to control those problems, management committee under take the necessary actions against the offenders.

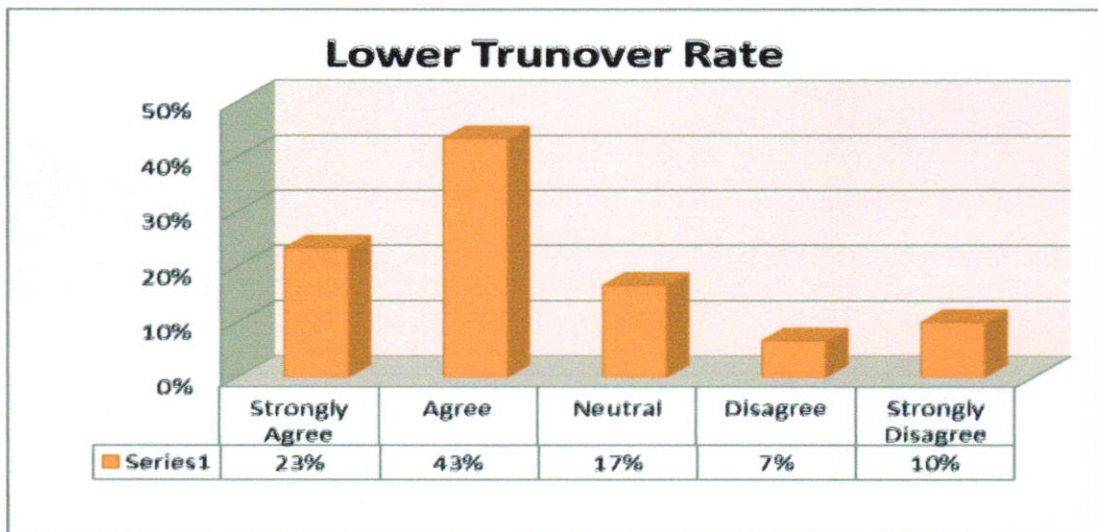


Considering the benefits, brand value and facilities, the employees of Banglalink suggest or recommend their friends and family members to apply at Banglalink. There are 70% of respondents who think the same; however 23% may be recommend and 7% will not because they think that comparing other companies, Banglalink offering less or the brand value is not so high comparing to the market rival- Grameen Phone.

HR Operations & Employee's Satisfaction Level in Banglalink



In term of family issue, Banglalink is very flexible because 57% think that they are getting day care services, maternity and paternity leave, emergency leave, medical allowances for family, discounts cards for family shopping, resorts facilities and so on. There are 40% respondents who think there is a scope of improvement or they can increase more facilities for the employees' family such as Insurance or Education facility.



By analyzing all the factors of Banglalink, it is easy to find out the relationship between the employee satisfaction level and the employee turnover rate. Form the graph, we can say that 43% respondents agreed that the turnover rate is lower and 23% respondents are strongly agreed in this equivalent matter. However, 7% of the respondents are disagreed and 10% are strongly disagreed. They consider that the rate is higher because of the restructuring process that happened at every branch which causes employees dissatisfaction.

HR Operations & Employee's Satisfaction Level in Banglalink

Recommendations on Findings:

❖ Place Trust On Employees:

A practice can be introduced such as if there is an opportunity for the subordinates to express opinions along with the supervisors permission then subordinates can gain more motivation from the office and their engagement will be successful. The board of director or senior level managers can take initiative for the junior's in certain cases as it is not possible for giving the whole decision making opportunity to a temporary employees or intern so they have to report or inform about the decisions to the supervisor immediately. Thus, Banglalink need to place faith on its existing employees so that the company can be gains more productivity form an employee.

❖ Support From Supervisors:

Support form departments and supervisors can undertake the required steps to lessen the gaps between the managers and interns or temporary employees. For example, the full access of interns in main HR operations which is not favorable for the company. From my given analysis, it can be stated that in most cases (20% - 40%) employees form the whole respondents feel that they are more likely to not taking sides which means that they are not clear or have some uncertainty with certain factors. As a result, we can say that Banglalink has some gaps in giving support for developing a subordinate.

❖ Classification of Given Benefits:

By analyzing the data, it can be noted that the entry level and mid-level employees do not receive adequate encouragement from their supervisors and in some cases, interns are not fully satisfied with the attitude of their supervisors which creates a poor impression to employees' mind as well as office environment. If we consider the recent dynamic trend which is shared workplace, is more preferable so in this case, my recommendation will be increasing more facilities to attain the competitive advantages, comparing to other companies, Banglalink needs to provide more financial benefits to its entry level managers and mid-level managers. On the other hand, they can offer non-financial benefits for the top level managers to accomplish the same purposes.

❖ Upgraded Technology For Communication:

There is a need of effective, swift and reliable communication among the departments and an updated version must be established at workplace. It is one of the core responsibilities for HR

HR Operations & Employee's Satisfaction Level in Banglalink

department to circulate and communicate with the employee in an understandable manner so they need upgraded technology.

❖ Supply of Adequate Manpower:

Besides, due to lack of manpower, the loaded HR activities those are performed by the assigned employees are getting hampered and they face great difficulties because of this issue. If we compare the whole number of the employees of Banglalink and the HR department, the proportion is not enough to support the operational activities and my suggestion will be to set up a HR facilitated Reception Desk which will help the department to lessen the trouble.

❖ Establishment of Computerized System:

Nowadays hi-tech methods are used in most of the telecommunication companies and they are utilizing to do their tasks perfectly. However, there is a manual trend system in Banglalink for the purpose of performing any documentation and in this case to reduce the extensive paper-work, my recommendation goes for shifting manual paper work to computerized system which will help them to complete the tasks easily.

❖ Developing Recruitment System:

In terms of recruitment process, Banglalink takes longer period comparing to other companies because from the interview session to the first working day and also at the time of exits, employees have to pass a couple of time-consuming hours for the whole processing. Therefore, they can introduce different tests such as debate session, online interview system or puzzle test which can be a new set-up during the recruitment period.

❖ Suitable Training Facilities:

In few cases, some new employees cannot understand the short term or long term objectives of the company. Banglalink's mission statement, objectives and longer vision need to go through by supervisors to check whether the subordinates clearly know about those and if not then offer them the proper directions.

As business world is dynamic so to enhance the employees' knowledge, Banglalink training department should increase compulsory tutoring and training individually or in a team so that the employees can improve their skills and abilities.

HR Operations & Employee's Satisfaction Level in Banglalink

Conclusion:

If we consider the renowned telecommunication companies in our country then Banglalink is considered one of them. To retain its trustworthy customers and generating more profits, it is a compulsory obligation for them to recruit the right employees for the suitable posts at the right time because they perform most of the activities of a company.

The analysis of the report state that both the view point from the employee's end and the main objectives of the company must be same as well as they are interrelated so it can be recommend that Banglalink need more focus on new application system, manpower, recruitment formalities, training facilities and keep trust its employees. Banglalink- HR department is responsible and organized different types of well-being steps for the employees of the company and undoubtedly, the employees of HR department plays an important role to conduct its day to day operations. Besides, this department is accountable for employees' satisfaction level of the company so that more commitment from the employees can be gained. However, some employees have several complaints against decision making and the less involvement in the workplace.

Because of having a structured and excellent HR department, Banglalink's employee engagement as well as fulfillment rate is satisfactory which promote a place where both the employees and the company shared a mutual understanding. As a result, when employees need motivation, they already self motivated by feeling that they are getting more importance from the management level and the company is concerned about them. Finally, it can be said that the HR department of Banglalink is very much well-structured as they give effort every possible ways to conduct HR activities in their organization smoothly and effectively.

HR Operations & Employee's Satisfaction Level in Banglalink

References:

Akanda, N. J. (October, 2013). *Comprehensive Analysis of HR Operations and Employee*

Engagement Activities of Banglalink. Dhaka: BRAC Business School.

Alam, S., Rafat, A. D., & Puja, M. (September-October 2012). Identification of Variables

Affecting Employee Satisfaction and Their Impact on the Organization. *OSR Journal of*

Business and Management, 5(1), 32-39.

Arefin, M. A. (June, 2014). *The Advance Employment Process of Banglalink Digital*

Communication Ltd. . Dhaka: BRAC Business School .

Ellis, C. M., & Sorensen, A. (2007). Assessing Employee Engagement: The Key to Improving

Productivity. *Perspectives*, 15(1).

Kaisar, N. (April 16, 2014). *Customer Satisfaction on Employees of Banglalink*. Dhaka: BRAC

Business School.

Markos, S., & Sridevi, M. S. (December 2010). Employee Engagement: The Key to Improving

Performance. *International Journal of Business and Management*, 5(12).

Nasrullah, T. (August, 2015). *Operational Excellence in HR Services in Banglalink* . Dhaka:

BRAC Business School .

HR Operations & Employee's Satisfaction Level in Banglalink

Banglalink Digital Communications Ltd. (2015, December 26). Annual Report, 2014. Retrieved

From Banglalink Digital Communications Ltd: <http://www.banglalink.com.bd/en/media-center/annual-report/>

Bangladesh Telecommunication Regulatory Commission.(2016, January 2). Mobile Phone

Subscribers in Bangladesh November, 2015. Retrieved From the Bangladesh

Telecommunication Regulatory Commission: <http://www.btrc.gov.bd/content/mobile-phone-subscribers-bangladesh-november-2015>.

HR Operations & Employee's Satisfaction Level in Banglalink

Appendix:

Survey Topic:

A Study of HR Operations & Employee Satisfaction of Banglalink

As I am assigned to make report on the given topic so this survey is conducted among the employees of Banglalink. Thanks a lot for your cooperation. All the privacy will be kept and all the information will be used for the academic purposes only.

Name:

Designation:

Total Respondents: 30				
Gender	Male	Female		
Age	20 to 30	31 to 40	41 to 50	More than 50
Level position wise	Entry level	Mid-level	Top level	
Working for Banglalink	Less than 1 year	2 to 5 years	More than 5 years	

**Based on Scale of 1 to 5

Questions	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied
Employees confident enough to do the assigned tasks					
To complete the tasks properly, the resources are provided from the company					
Have support from the team as well as supervisor for the completion of any task					
Individually, opinions are considered					

HR Operations & Employee's Satisfaction Level in Banglalink

to supervisor					
Get suggestions, feedbacks, motivation & back-up from the supervisor					
Working environment of the workplace					
Banglalink is free from colleague's pressure at the workplace					
There is no gender discrimination at Banglalink					
Treat every employee as equal and fair performance evaluation of the employees					
Banglalink offers adequate training, coaching and mentoring to develop skills and abilities					
Both financial & non-financial incentives are given for good performance					
The facilities given from the company are satisfactory for the employees					
Banglalink transfers its vision among the employees accordingly					
Banglalink has a brand value which creates optimistic reflection to others					
The rate of turnover is low at Banglalink					

**Based on scale 1-3

Satisfaction level in terms of employee engagement activities	Highly Satisfied	Satisfied	Dissatisfied
Is it necessary to enhance more Employee Engagement	Very Necessary	Necessary	Not Necessary

HR Operations & Employee's Satisfaction Level in Banglalink

Banglalink is flexible with in term of family issues	Very Inflexible	Somewhat Inflexible	Inflexible		
You recommend your friend for applying at Banglalink	Absolutely	Probably	Absolutely Not		
Any types of unfair or annoyance at the workplace	Racial Bias	Sexual Harassment	No Harassment		
Satisfaction with the existing position at Banglalink	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

Please mention any types of feedback that can improve the employee satisfaction level of Banglalink

Please mention if any area for the improvement of the company