

**A Study on
Service Level of
DIGICON
Technologies Ltd**

BUSINESS PROCESS
OUTSOURCING





Inspiring Excellence

A Study on Service Level of DIGICON Technologies Ltd

Submitted To:

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Letter of Transmittal

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Subject: Submission of Internship Report.

Dear Madam,

This letter is regarding the submission of my internship report, entitled “A Study on Service Level of DIGICON Technologies ltd”. The purpose of this report is to learn about the financial operations and the business process of DIGICON Technologies ltd.

I have successfully completed my internship program at DIGICON Technologies ltd and as an intern I worked there for three months. Working on this report was a great learning experience for me as it let me learn the differences between practical and theoretical work. I tried my level best to present the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and structured guidelines that have been provided. I would be very happy to provide you with any clarification regarding the project.

Yours Sincerely,
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Acknowledgement

At the beginning of preparing my internship report, I would like to express 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 Ms. Tanjina Shahjahan, Lecturer of BRAC University for her continuous guidance and assistance in preparation of this report. Her invaluable advice has helped me a lot in writing this report. I am immensely thankful to her for the support she has provided during my Internship period.

Next, I would like to express my heartfelt gratitude to my organizational supervisor, Mr. Moshiar Rahman, Manager, Finance and Accounts, DIGICON Technologies ltd. He directed me towards the right information. I would also express my heartfelt gratitude to Mr. Hasan Murad, Manager of Finance and Accounts 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. Omar Chowdhury Shobuj, Senior Executive and Mr. Roman Khan Rony, Executive, DIGICON Technologies ltd for guiding me with the right procedure, process, policies of their department and information regarding DIGICON Technologies ltd. Their valuable contribution has facilitated the successful completion of this report to a great extent.

Executive Summary

This report not only gives an overall view and prospect of DIGICON Technologies ltd covering from running business processes, organizational structure to the clients but also looks into the Business Process Outsourcing Sector. Besides it follows an in-depth analysis backed by survey which tries to reveal the service level of DIGICON technologies ltd.

DIGICON Technologies ltd can also be regarded as one of the three business ventures of DIGICON while the other two ventures of DIGICON are DIGICON Global Service and DigiLearn. Despite of starting its operations in Bangladesh in 2010, DIGICON Technologies ltd has become popular in the BPO industry within a very short span of time. Call Center, Payroll, and Manning (Manpower Hiring for Organizations) are the primary services of DIGICON. Here cost effective offering, better monitoring and better service are what made DIGICON Technologies famous among the business organizations.

On the other hand, the outstanding performance of DIGICON presented the BPO industry as an attractive sector to invest in as a result competition keeps rising like any other sector. Throughout this report it is precisely mentioned how DIGICON survived all the way with dignity along with the list of the clients with whom DIGICON is rolling the business. This report is also followed by a survey in order to assess the service, DIGICON is providing to two of its major clients e.g. Grameenphone and Airtel concentrating mostly on the customer service portion.

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Part A: The Organization Part

1.0: Introduction

While competition in this technology centric globalized business world becomes so fierce that it has become obligatory for a company to act efficiency and nurture the core advantage to keep the business exponentially growing with the substantial increase of customers. That is where third parties contribution or allocation comes to a meaning. By transferring the non-core surrounding business processes to those third parties so that the company can focus on further innovation and required research of related sector. For further information, Outsourcing is recognized when another company or any third party performs tasks, provides services or manufactures products on behalf of an individual or company, functions that could have been or is usually done in-house. Outsourcing is typically used by companies to save costs. More theoretically, outsourcing is the practice of transferring portion of work to third parties who are good at specific tasks in order to reduce cost and keep focused on more centric responsibilities which require further attention. Now a days payroll management, call center management and client management become popular outsourced functions in this sub content particularly.

Currently, in Bangladesh, Business Process Outsourcing (BPO) industry is the 2nd biggest industry after RMG sector. *DIGICON Technologies ltd* is the biggest BPO firm in the list of all existing BPO firms in Bangladesh, while successively handling more than 25 national and multinational clients. A few of them are Coca-Cola, ASUS, Transcom, GrameenPhone, Airtel, and Samsung Bangladesh and the list goes.

Outsourcing sector is Bangladesh's second biggest sector and *DIGICON Technologies ltd* is the leading Business Process Outsourcing (BPO) Company. The headquarter in Dhaka, Bangladesh directs and ensures client's demand through Contact Center, Telesales, HR Outsourcing, Payroll Processing, variety of back office and Technology Support Services. The initiative behind *DIGICON Technologies ltd* was persuaded by a group of IT professionals educated in United States of America. The founders' extensive knowledge on technology management & technology sales gave the company the desired edge and a solid ground to cut a smart figure from the business. By using more than 15 years' experience gathered by working for different leading IT companies like Intel & Microsoft in the U.S.A. and managing Contact Centers for Microsoft to running sales of leading software companies in the U.S, the founders of DIGICON get committed to build the first-of-its-kind BPO Company in Bangladesh.

1.1: Objectives

- To learn about the current operation model and business model of *DIGICON Technologies ltd.*
- To learn about the internal process and organizational structure of *DIGICON Technologies ltd.*
- To study the overall outsourcing process of DIGICON Technologies ltd.
- To have an insight about the service level of DIGICON Technologies ltd.
 - ✓ To find out the problems they currently facing and possible solutions.
 - ✓ To study the market prospects of *DIGICON Technologies ltd* and evaluate in terms of its clients concisely Grameenphone and Airtel.

1.2: Scope

The title of the internship report is “A Study on Service Level of DIGICON Technologies ltd” where I have tried to portray all the information gathered throughout my internship time while working in the organization for last three months. Primarily, most of the information given in this report collected from my own observation of working in the organization and interviewing my colleagues, supervisor and others directly. Apart from that, company’s legal documents, news, reports, and company’s database are used as the secondary sources. Throughout the process I got ample opportunities or scopes to know about this particular sector like how this sector is growing and who are players running the sector, apparently what are the key drivers behind the progress of business process outsourcing industry of Bangladesh.

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 Finance and Accounting Department, I also got opportunities to work with Business and Development Department.

Among all the information that I have added in the report, these are collected from two sources categorized generally as

- a) Primary Source
- b) Secondary Source

While coming to discuss about the **Primary Source of Data** 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 basically based on:

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

On the other hand, **Secondary Source of Data** is the data that are collected from various sources for the purpose of my report.

Those are mentioned below:

- i. Website: DIGICON, *DIGICON Technologies ltd*, DIGICON Global Service Ltd.
- ii. Legal Documents of DIGICON"s Clients.
- iii. News, Reports, Articles published in newspapers and magazines.

1.4: Limitation(s)

From the very beginning this particular outsourcing industry is remained extremely competitive and versatile compared to the other available industries due to easy access and presence of favorable and encouraging government initiatives. As a result, all the information regarding clients and what particular type of services is being designed are confidential which at the end of day bound me to limit the strength of this report. Yet with due permission I have managed a few to add in my report. Aside from that confidentiality issue, some other limitations that I have faced are listed below:

- Limited access to the source of necessary information.
- Limited access to company documents.
- Only three months of Internship is a very short time for gathering information on such a fast moving company.
- As the market is too competitive, I am bound not to disclose the financial information.

2.0: Company Background

DIGICON's potential is recognized at the "Digital World 2015", while DIGICON is awarded for its Outstanding Performance in BPO Industry. Although DIGICON Technologies Ltd operates their services from multiple project centers across Dhaka city, the main operation facility is at Nikunjo, Khilkhet where more than 1500++ employee are working 24/7 in different projects. Contact Center management has been regarded as unique strength of DIGICON Technologies Ltd where clients include country's one of the leading telecommunication service providers like Grameenphone, Airtel, Teletalk. Different multinational firms like Cocacola, ASUS, and Samsung Bangladesh have also outsourced their customer care and complain management department to DIGICON. When it question comes to service of DIGICON, it can be said that it provides turnkey technological and efficiency centric solutions to all the industries which are willing to outsource their Customer Care division, Data Entry, Back Office Support including IT in order to improve operational efficiency based on their assumed preference, from cost cutting to improving efficiency. DIGICON keeps finding the opportunities by delighting their customers through providing the estimated value, the client is searching for. Good quality comes as an outcome when DIGICON's Management tries to practice the world class approved systems and processes which further ensure client's satisfaction.

DIGICON aims to become the leader in the IT segment with a one-stop solution and services for both BPO willing enterprises as a result; clients can have all its requirements catered and redesigned or dimensioned for their own target market without knocking out any innovational core building thought. DIGICON Technologies provides both proprietary as well as open source solutions against BPO & IT Enabled Services' Demand. Further DIGICON's services include Call Center Solution, Complaint Management Service, Help Desk, and Ticketing, Image review, Document Digitization, Data Entry and HR Payroll solution. Depending on the client's requirements, DIGICON have a capable team to deploy and configure IT related proprietary solutions (i.e. Avaya, C-Zentrix). DIGICON Technologies also has extensive experience in developing and maintaining home grown solution. For supporting the growth of digitization across the country and business sectors and providing catered top-notch industry standard solution, DIGICON has partnered with different multinationals reputed organizations from the very beginning.

DIGICON along with other partners cater all kind of enterprise solutions which may include Advisory & Consulting, Software, Hardware as well as Networking. For software and to develop customized solution, it engages with both proprietary and other partners as per client's needs which may range from app developing to Database solutions. In case of hardware, it provides basic IT hardware to Servers and Data Storage solutions with its partners. Similarly for networking, DIGICON's IT team as well partners and OEM are capable to come up with one point solution for all sort of office network. DIGICON has an agreement with Microsoft Bangladesh to provide Microsoft's clients with enterprise solutions whenever is required.

When it comes to brands and organizations DIGICON Technologies Ltd. served includes Airtel Bangladesh Ltd, Teletalk Bangladesh Ltd, GrameenPhone, Samsung, Transcom, Ollo, First Security Islamic Bank Ltd, VU Mobile Ltd, Beximco Pharmaceuticals Ltd., Beximco Communication, Goldberg Mobile, Brac SAAJAN, Bangladesh Hi-Tech Park and many more from multiple operational locations across Bangladesh.

2.1: Mission

The mission of DIGICON Technologies Ltd is to be the most dynamic, efficient and trustworthy outsourcing partner for its clients by delivering the best of people, processes and technology and ensure maximum value creation indirectly or directly on its clients' business.

2.2: Vision

DIGICON Technologies Ltd.'s vision is to deliver comprehensive enterprise level, BPO solutions across the world which will encompass wide range of industries.

2.3: Strength

- a) Multimedia Call Centre Solution
- b) Three full time, 25 years of combined BPO industry experience of dedicated consultants appointed by DIGICON from Hinduja Global Solutions LTD (HGSL),
- c) Well-Equipped Data Center
- d) Space nearly over 76,000 square feet set up
- e) Operation Seating Capacity nearly 1800 Plus
- f) Man Power strength of more than 1200 employees
- g) 3 Layer Power Backup by On-line UPS and two Generators (500 kva & 250 kva)
- h) Disaster Recovery (DR) site

2.4: Strategic Focus

- a) Expansion in developing markets
- b) Wider and more detailed coverage of the marketplace
- c) Continued innovation in technology & service
- d) Integration of solutions for greater operational efficiency and client satisfaction

2.5: Best Practices

- a) Strive for providing global best practices
- b) Encourage unconventional thinking
- c) Stand on its integrity
- d) Believe in the power of collaboration
- e) Commit to client partnerships

2.6: Employee Benefits

- a) On Time Salary Payment
- b) Provident Fund & Gratuity
- c) Insurance Benefit including Group Life Insurance and Hospitalization
- d) Social & Cultural Activities
- e) Employee Recognition through different awards like Employee of the month, Financial Reward & Certificates to the winning employees & winning Team
- f) Extra Duty Allowance: Wages will be double of the basic pay
- g) Employee Relations Activity as 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 ltd

Being the first mover in business process outsourcing industry, Bangladesh DIGICON tried from the very beginning to reap the advantages and grow even faster than the competitors. Encouragement from the government itself and growing interest of investors generally initiate the companies to come in this particular sector. According to *Bangladesh Association of Call Center and Outsourcing, BACCO*, BPO firms that are direct competitors of DIGICON are given below:

- 1) Genex Infosys Ltd.
- 2) Service Solution Private Ltd (SSL).
- 3) Windmill Infotech Ltd.
- 4) Virgo Group Bangladesh.
- 5) Hello World Communications Ltd.
- 7) Impel Service and Solutions Ltd (ISSL).
- 8) Augmedix Bangladesh Ltd.
- 9) Softcall.
- 10) Kazi IT Center Ltd.
- 11) InGen Technology Ltd.

Among the 76 BACCO enlisted BPO firms, these are few that are directly competing against *DIGICON Technologies ltd*.

Part B: The Project Part

4.0 Organizational Structure and Internal Business Process

Within last 6 years starting its operation back in 2010, DIGICON Technologies ltd has gone a long way serving a lot of national and international clients and finally managed to become a leading BPO firm of Bangladesh. Though, DIGICON Technologies ltd is known in this sector mostly for Call Center outsourcing, DIGICON also accumulates the services given below:

4.0.1 Customer Support

- a. Inbound Call Centers
- b. Walk-in Centers
- c. Web Chat & Email
- d. SMS & Mobile Application
- e. Surveys & Data Collection

4.0.2 Sales & Distribution

- a) Appointment & Telesales
- b) Distribution Channel
- c) Online/ Ecommerce Sales
- d) Sales Advisory

4.0.3 Marketing & Promotion

- a) SMS & Mobile Apps Marketing
- b) Email Marketing
- c) Online & Social Media Marketing
- d) Export Promotion Advisory

4.0.4 Accounting & Back Office

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

4.0.5 Human Resource

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

4.0.6 Technology Outsourcing

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

4.0.7 Solution Deployment

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

4.0.8 IT Infrastructure Deployment

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

4.1 Organizational Structure of DIGICON Technologies Ltd

Despite of few changes in the structure of the overall organization here below is given the latest organogram of *DIGICON Technologies Ltd* updated is in the 3rd Quarter of 2016:

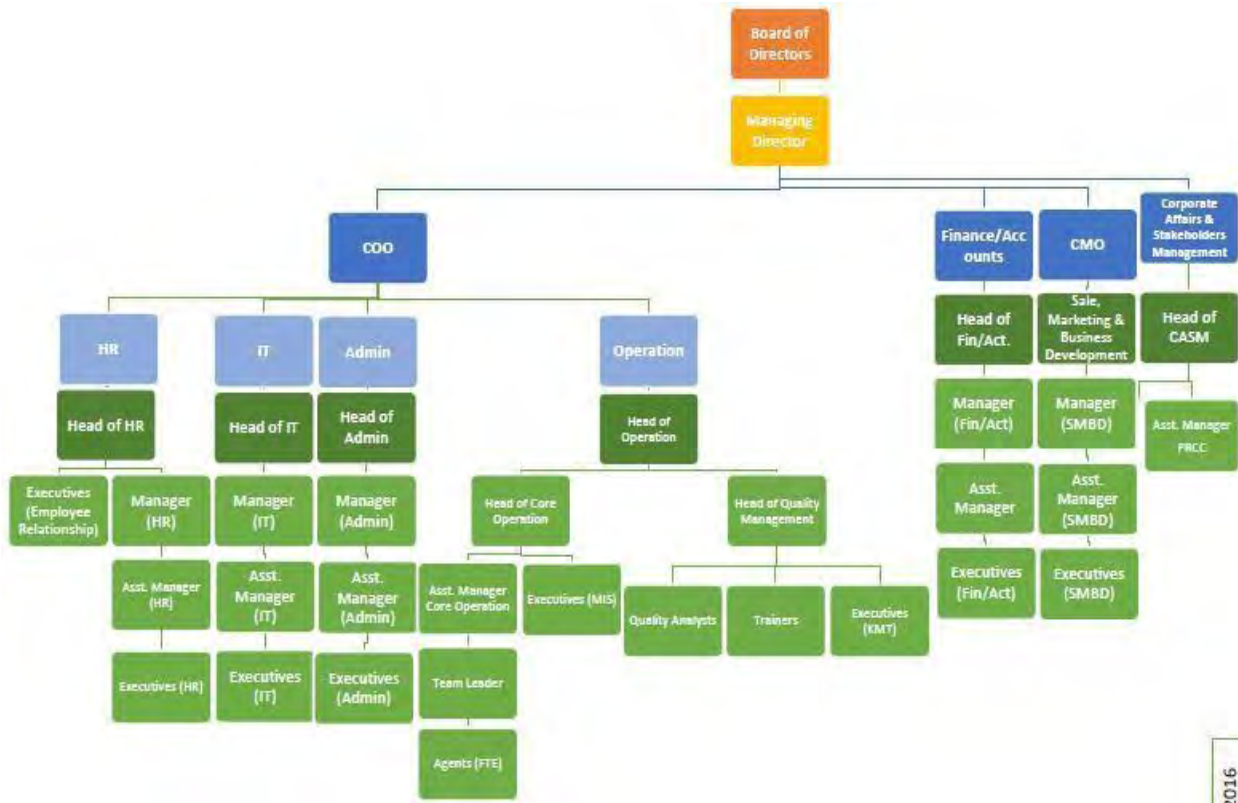


Figure 1: Organogram of DIGICON Technologies Ltd

4.2 Departments of DIGICON Technologies Ltd

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

- i. Finance and Accounts
- ii. Human Resource
- iii. Administration
- iv. IT
- v. Operation
- vi. Sales, Marketing and Business Development
- vii. Corporate Affairs and Stakeholder Management

Among the departments mentioned above, 4 departments like *Human Resource, IT, Administration and Operation Department* are under direct supervision of Chief Operating Officer (COO) of *DIGICON Technologies Ltd*. *Finance and 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). Again, at the beginning of 2016 in order to maintain a good relationship with all the existing clients of DIGICON, *Corporate Affairs and Stakeholder Management* is the newly added.

Each and every department mentioned above is equally important to keep DIGICON on the right track of getting successful towards its mission and vision. Here in this report, the responsibilities of the most important departments of DIGICON like Human Resource, IT, Business Development is covered below:

4.2.1 Human Resource Department

It is not necessarily needed to explain how important the employees in an organization while it decides the rest of fate of an organization. Furthermore it requires more attention when it comes for service firm like DIGICON. As a BPO company, DIGICON is continuously dealing with handsome number of people in order to conduct different processes of different companies and at the same time thriving for the highest efficiency requirement of the prospective client. To ensure the optimum result it becomes important to choose the right one and deploy them at the right place and help them to walk towards its mission and vision accordingly. On the other hand, the time and cost related to that will go in vein.

The procedures behind recruiting in different positions of the organizations are given in the diagram below.

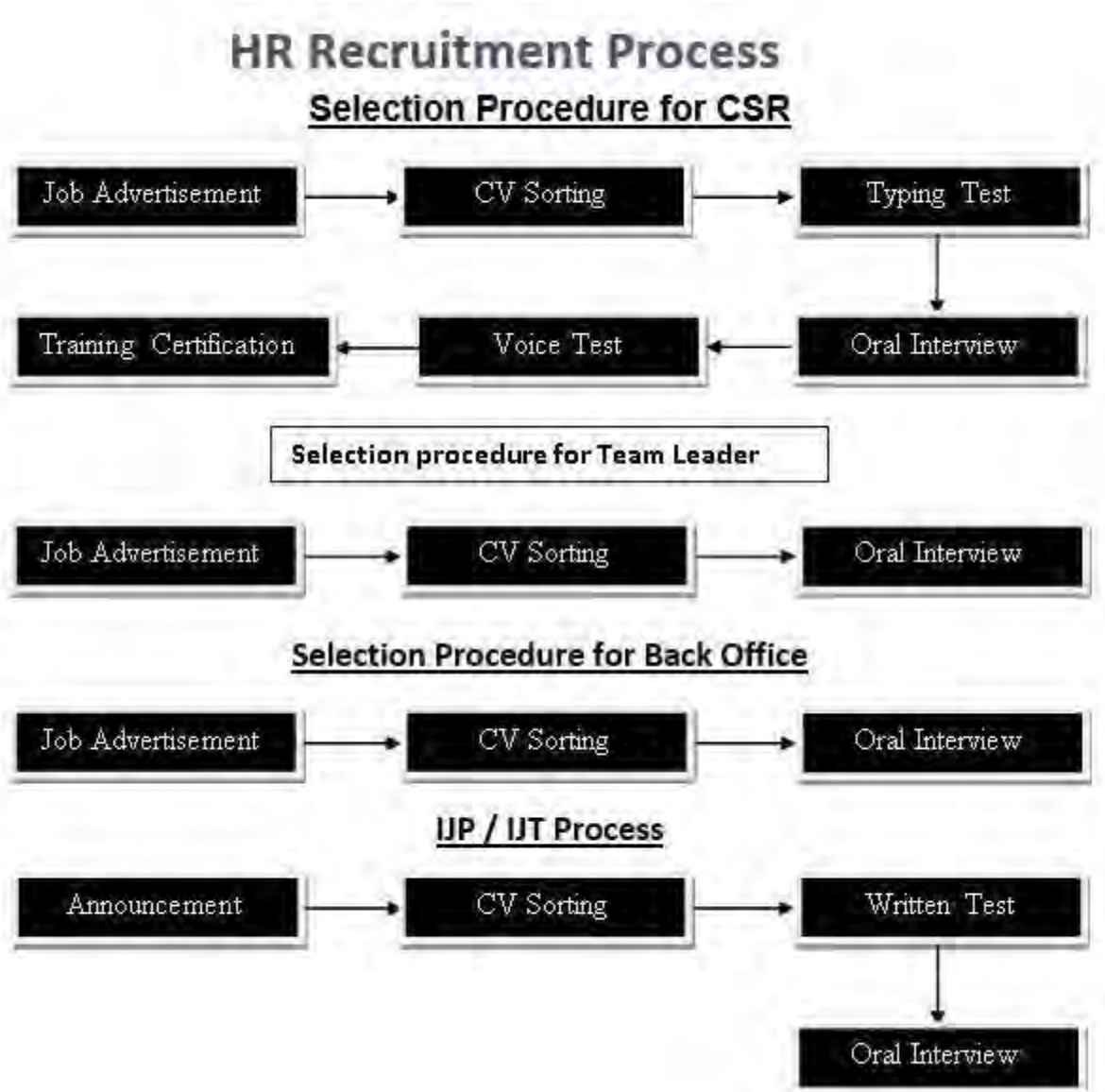


Figure 2: Recruitment Process

The processes showed above are followed every time whenever people need to be hired in the organization. Again mistakes in recruitment process will definitely have proportionate relation to the rate of employee turnover, employee satisfaction and ultimate internal efficiency of both ends as well.

Besides the recruitment process, Human Resource department also does the responsibilities mentioned below:

- Training and Development
- Performance Management
- Compensation or Remuneration Management

4.2.2 IT Department

In general IT department is responsible for all the technical support, DIGICON needs to run the processes throughout the company. As DIGICON is mostly known for taking care of call centers of different companies, IT Department plays crucial role from the very beginning. For example, Airtel Bangladesh Ltd, one of the clients is being served with Call Center support by DIGICON for last 5 years. DIGICON IT department is constantly giving support to the Airtel Bangladesh Call Center process for this whole time. Few of their own kind of responsibilities are mentioned below:

- Overcome technical problems like process system shutdown
- Setup new system and keep monitoring
- Deliver necessary specialized software, drivers needed for the PCs used in both DIGICON and processes running by it
- Setup Call Center Infrastructure as per client's requirement
- Cloud CRM Solution and Applications Development
- IT Help Desk
- Enterprise Energy Management

4.2.3 Sales, Marketing and Business Development

At the end of the day, it is always measured with money when the question comes to judge the success of every business. Sale, Marketing and Business Development team work hand in hand to get a business with full of financial opportunities. Being a B2B (Business To Business) DIGICON basically sells different types of services to other business organizations, sale and marketing strategy related to that expected to be a bit different than typical paths.

Based on the type of sector, clients of DIGICON can be generally regarded as two types:

- A. Government Clients
- B. Private Organization

Regardless of public or private company when the need arises for outsourcing any process or function to a third party, they announce it and ask for the proposals from different BPO companies. After the submission they try to evaluate the submitted proposals in terms of price versus service.

The whole process is given in the diagram below at a glance:

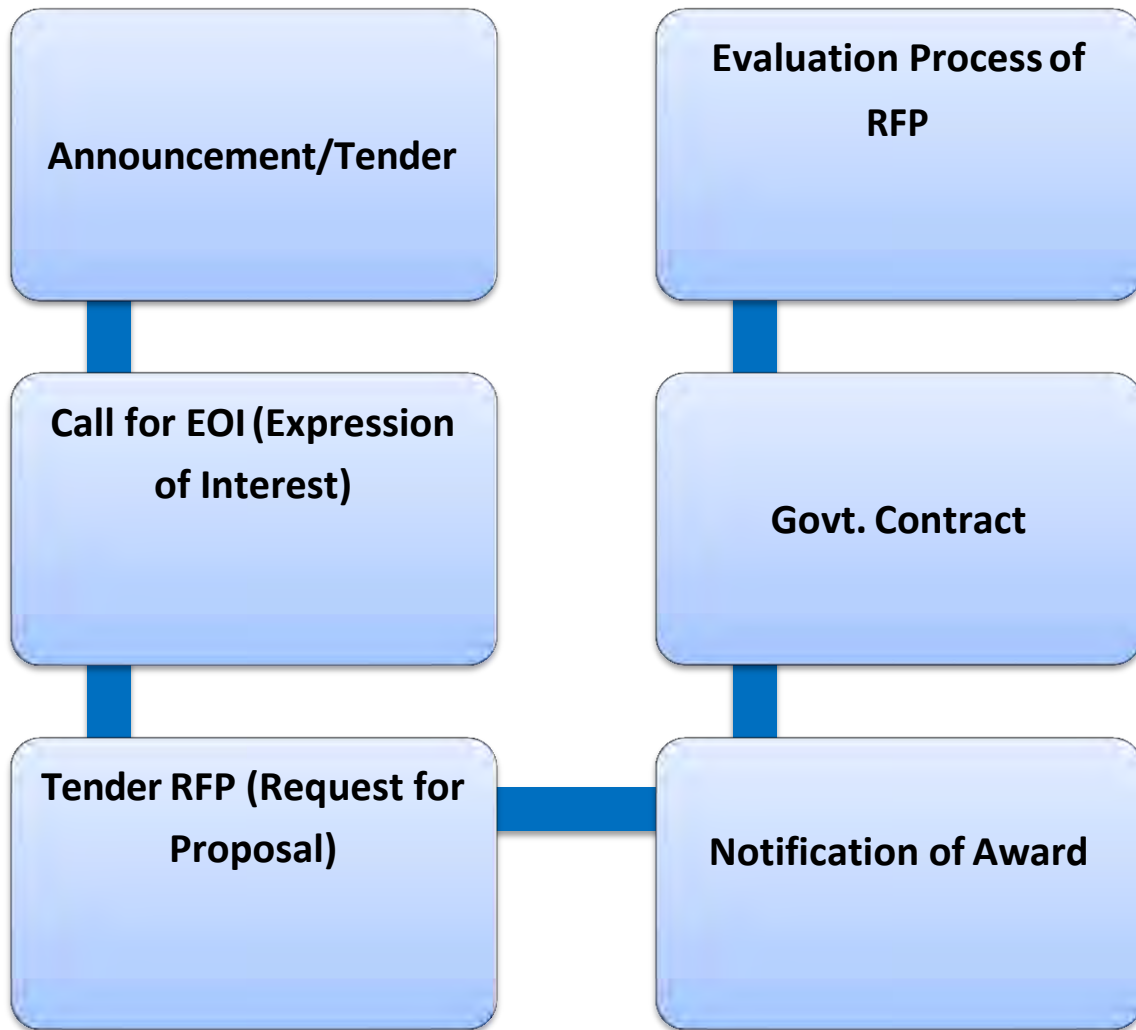
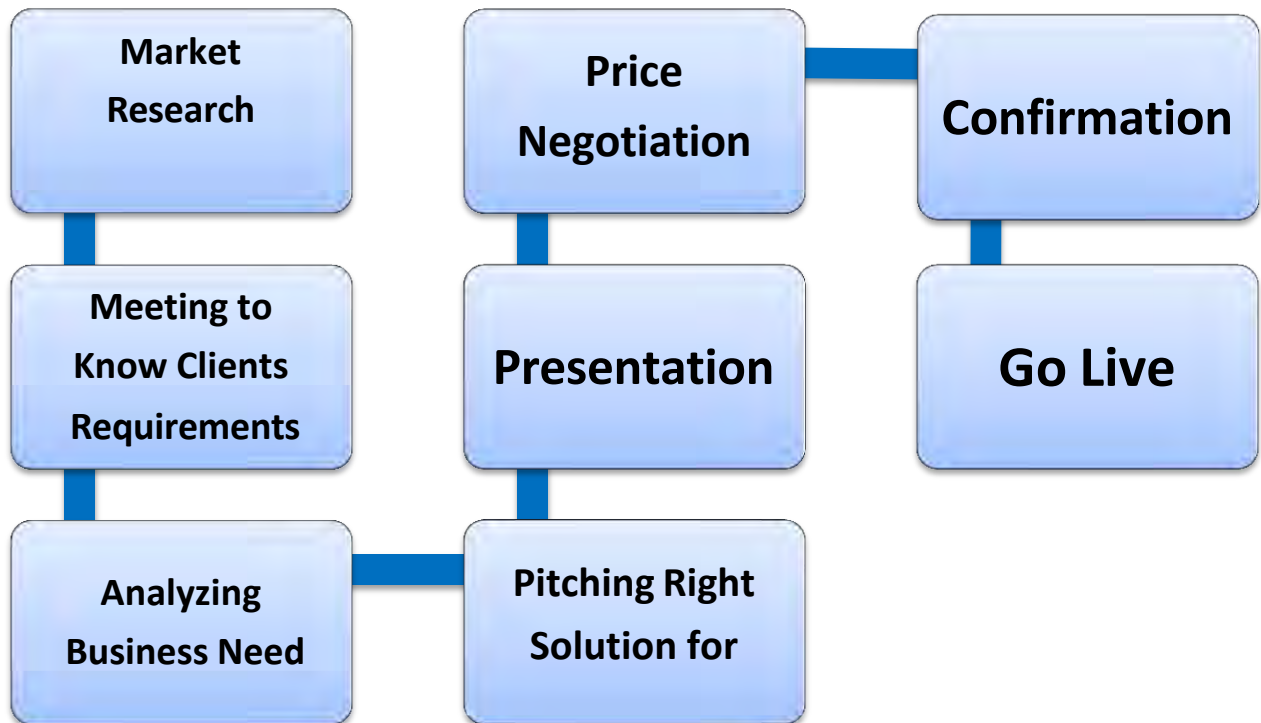


Figure 3: Process of Getting Government Contract

The diagram mentioned above narrates one way of approaching client regardless public and private organization.

Now covering the part when an organization does not feel the need of outsourcing due not to have proper view of outsourcing or have a clear idea of profit. But they need the assistance of third party in order to be better or to achieve their expected efficiency in limited edition of time. To get those potential clients, Sales and Business Development department work together to find the service loop holes or particular portion of regular work in their operation and prepare an approximate solution based on that issue. Based on the scenario, DIGICON approaches to 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:



5.0 Clients of DIGICON Technologies ltd

It took DIGICON almost a year to get its first client, Airtel Bangladesh Ltd which was only the start of its growth. Since then DIGICON has got more than 25 clients of both public and private sector including the foreign clients as well. It is a matter of proud that DIGICON is serving the most clients of present BPO sector of Bangladesh. In spite of being the first mover or the expert, the quality of service it provides and the healthy relationship with both the vendors and clients keeping DIGICON ahead in the business as usual. 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 in the next page with a short description of the company that outsourced its process(s) to DIGICON.



Figure 4: Valuable Clients of DIGICON

5.1 Airtel Bangladesh Ltd

Despite getting into Bangladeshi telecommunication industry since 2005, Warid Telecom launched its operation back in January 2007 as the sixth mobile operator in Bangladesh. In January 2010 Warid Telecom sold after 3 years of its operation in Bangladesh.

70% of its share went to Bharti Airtel Ltd 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 Ltd (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 3rd party so that it can concentrate more on its core business. Besides, outsourcing to the 3rd 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
Location: Dhaka
Solution: Avaya
Client Since: August 2011
Operation Status: Running

5.2 Teletalk Bangladesh Ltd

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 Ltd, 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 ltd* 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

5.3 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

5.4 Transcom Electronics Ltd

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

Transcom Electronics Ltd 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 3rd 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 Ltd's relationship with DIGICON Technologies.

Organization Type: Private
Service: Contact Center – Incoming
Solution: Digidial
Location: Dhaka
Client Since: June 2014
Operation Status: Running

5.5 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 Ltd (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 ltd* in the 1st quarter of the year 2015.

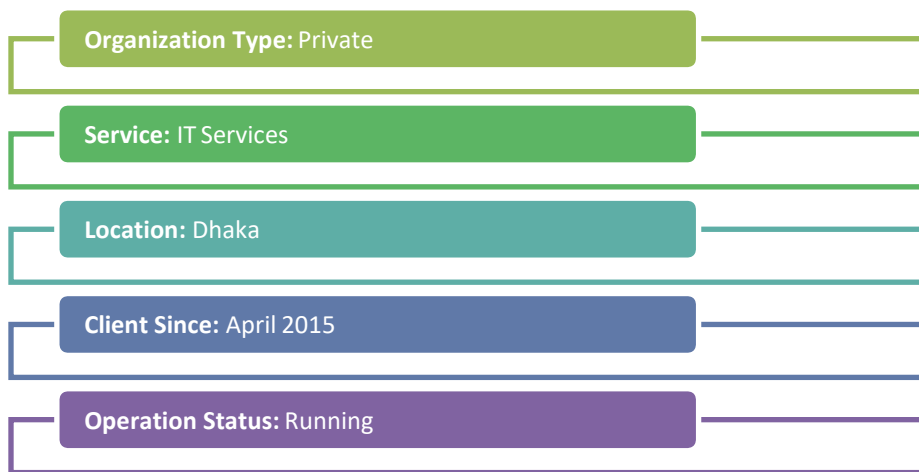
Summary is given below:

Organization Type: Private
Service: Call Center – Inbound & Outbound
Solution: Digidial
Location: Dhaka
Client Since: February 2015
Operation Status: Running

5.6 BRAC Saajan Exchange Ltd

BRAC Saajan is a money exchange company incorporated as a private ltd company on 10th January 2008. Saajan is one of the enterprises of BRAC and headquartered in England. Previously, BRAC Saajan was known as Saajan Worldwide Money Transfer Ltd. The group structure of BRAC Saajan Exchange is owned by BRAC Bank Ltd (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 ltd* to provide necessary IT support needed. The agreement started in April 2015.

Rest of the information is given below.



5.7 VE Commercial Vehicle Ltd (VEVC)

VE Commercial Vehicles Ltd is a joint venture between the Volvo Group (Volvo) and Eicher Motors Ltd (EML) formed in the month of July, 2008. In this partnership, each of those companies own 50% shares of VE Commercial Vehicle Ltd. It is a partnership that brings together Global leadership in safety, quality, environmental care, and technology along with the understanding of the Indian Commercial Vehicle (CV) market and deep knowledge.

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 Ltd.

This agreement took place on June 2015 between VEVC and *DIGICON Technologies ltd*.

Summary is given below.

Organization Type: Private
Service: Contact Center –Incoming
Solution: Digidial
Location: Dhaka
Client Since: June 2015
Operation Status: Running

5.8 Well Food

Well Food is a subsidiary company of Well Group which started operating in Chittagong initially and within a short period of time, it has become the largest food chain in Chittagong. Later, it has started operating in Dhaka and got pretty competitive market. 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 Food (Well Group) and *DIGICON Technologies Ltd* 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

5.9 Beximco Pharmaceuticals Ltd

Beximco Pharma is a leading medicine manufacturer and exporter in Bangladesh. Initially it started as an importer and distributor of products from MNCs and later started manufacturing and distributing under licensing agreement.

Back in September 2015, Beximco Pharmaceuticals and DIGICON Technologies signed an agreement in order to handle incoming calls from customers, clients and so on.

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

5.10 Bangladesh Internet Exchange Ltd (Ollo)

On November 21st Bangladesh Internet Exchange Ltd popularly known as Ollo got license to provide the first ever 4G LTE service to the people of Bangladesh. The aim was to exceed the customers' expectation being the first 4G internet provider as well as help implementing Electronic Government, Mobile Banking Initiative and Bridge other digital initiatives in Bangladesh.

In August 2016, Ollo has outsourced its Call Center for both incoming and outgoing calls to *DIGICON Technologies ltd.*

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

5.11 National Credit and Commerce Bank Ltd (NCC Bank)

In 1985, NCC Bank was founded as a private limited investment company named as NCL. Later in 1993 it became a commercial bank and started with the mission of mobilizing financial resources within and in abroad focusing mainly on agricultures, industry and socio-economic development of Bangladesh.

NCC Bank partnered with *DIGICON Technologies ltd* to have 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

5.12 International Beverage Private Ltd (Coca-Cola)

International Beverage Private Ltd (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. Apart from this, so it is also engaged in producing the products of Pran Dairy.

IBPL has outsourced its Incoming Call Center segment to *DIGICON Technologies ltd* 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

5.13 Beximco Communications Ltd (Real VU)

RealVU brought the first ever Direct-To-Home (DTH) Satellite TV Service in Bangladesh, back in 2013. It was a joint venture between Beximco Communications Ltd and General Satellite Group AG. Though it incorporated in 2013, it launched officially 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 on the go.

Just after 2 months of its launch, RealVU has decided to outsource its Incoming Call Center to *DIGICON Technologies ltd* signing an agreement on June 2016.

Other additional information is given below.

Organization Type: Private
Service: Contact Center – Incoming
Solution: C-Zentrix
Location: Dhaka
Client Since: June 2016
Operation Status: Running

5.14 Rancon Motor Bikes Ltd

Japanese brand Suzuki is not directly selling its products in Bangladesh. Therefore, it is selling through Rancon Motorbikes Ltd as the only authorized distributor of Suzuki Motorbikes in Bangladesh. Rancon Motorbikes Ltd commercially launched in May 2014. Since then, it has been successfully doing its business and Rancon is planning to expand its distribution channels and plan to reach the maximum number of customers against the increasing demand of motorbikes.

On June 2016, Rancon Motor Bikes Ltd signed an agreement with DIGICON Technologies Ltd in the purpose of outsourcing 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

5.15 Doctorola Ltd

Doctorola Ltd, a private ltd company founded in 2014 introduced the first ever idea of booking appointments online to meet a doctor in Bangladesh. This platform will not only provide booking appointment online, but also provide real time information of doctors. Another impressive service is the record of queries, appointments and visits of patients. 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

5.16 ASUS Global Private Ltd

In the laptop or computer market, ASUS is a renowned brand for a very long time. It is not only one of the top three brands of laptops but also recently joined the smartphone industry. ASUS Global Private Ltd does not have direct business in Bangladesh, yet it has outsourced its Call Center for handling customers’ incoming calls to *DIGICON Technologies ltd* in March 2016.

Some of other information is presented below:

Organization Type: Private
Service: Contact Center – Incoming
Solution: Digidial
Location: Dhaka
Solution: Digidial
Operation Status: Running

5.17 GrameenPhone Ltd

With over 6 Crores subscribers, GrameenPhone is the top operator among the telecommunication operators in Bangladesh. Widely abbreviated as GP, it has started as a private ltd company back in 1997 and it was joint venture between Telenor, the largest telecommunication company of Norway and Grameen Telecom Corporation, a non-profit sister concern of Grameen Bank. Telenor owns 55.8% share of GrameenPhone while 34.2% goes to Grameen Telecom Corporation and rest is publicly held.

After a long time, GP changed its mind and decided to outsource this process to 3rd parties, DIGICON is one of them. Operation 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

5.18 Kaliakoir Hi-Tech Park

Kaliakoir Hi-Tech Park is going to be regarded as one of the IT Villages or Software Technology parks in Bangladesh. It will cover nearly 20 acres land. In order to deliver trained and skilled manpower for the hi-tech park, the authority partnered with DIGICON for training and development. This agreement has signed on March 2016.

Basic information is given below:

Organization Type: Government
Service: Training and Development
Solution: Not Applicable
Location: Dhaka
Client Since: March 2016
Operation Status: Running

5.19 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. On this regard, there's a website went live on December 2016 to deliver information regarding VAT. To make information more accessible, NBR signed agreement with DIGICON Technologies to give Call Center support. People can dial 16555 to know and ask anything regarding VAT.

Additional Basic Information is given below:

Organization Type: Government
Service: Contact Center – Incoming
Solution: Digidial
Location: Dhaka
Client Since: May 2016
Operation Status: Running

5.20 Bangladesh Police

In Bangladesh, in case of emergency and any such kind of regard citizens need the help of police, they have to go to police station and go through a lot of procedures which take a lot of time as well. To avoid most of these and sure the process running efficiently, Bangladesh Police has partnered with *DIGICON Technologies Ltd* on July 2016 to develop a mobile application for Bangladesh Police. Mobile application will help citizens of Bangladesh to have emergency help from Bangladesh Police like information about police station, GD, cybercrime, give information regarding crime and so on. All of these are just one tap away from citizens' mobile devices due to this app.

Basic Information is shared below:

Organization Type: Government
Service: App Development
Solution: Not Applicable
Location: Dhaka
Client Since: July 2016
Operation Status: Running

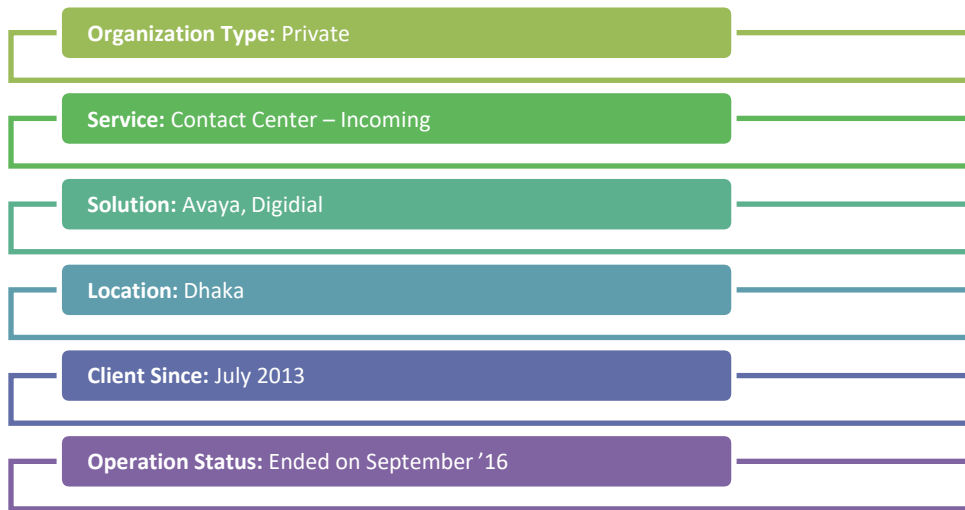
5.21 Samsung India Electronics Private Ltd

Samsung India Electronics Private Ltd 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 cameras, monitors, multifunction products, and; camcorders, printers, 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 covers, cases and batteries chargers, headphones, and memory and power products. The company also provides system air conditioners, semiconductors, compressors, fiber optics, LEDs, and. 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. Ltd 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.

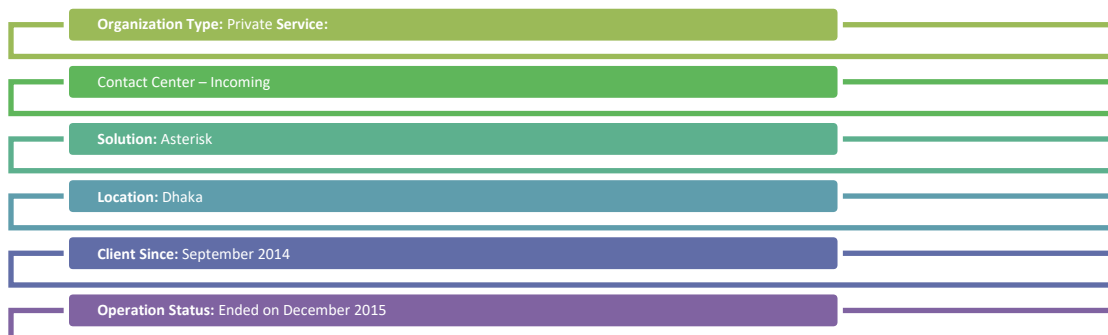


5.22 VU Mobile

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.



5.23 Reckitt Benckiser

Reckitt Benckiser is a British multinational public ltd 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 15th day of April, 1961. Back then, it was operated under the name of Robinson's Food (Pakistan) Ltd. After the liberation war in 1971, the name was changed to Robinson's Food (Bangladesh) Ltd. 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 Ltd came to an agreement with *DIGICON Technologies ltd* 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 on February 2015

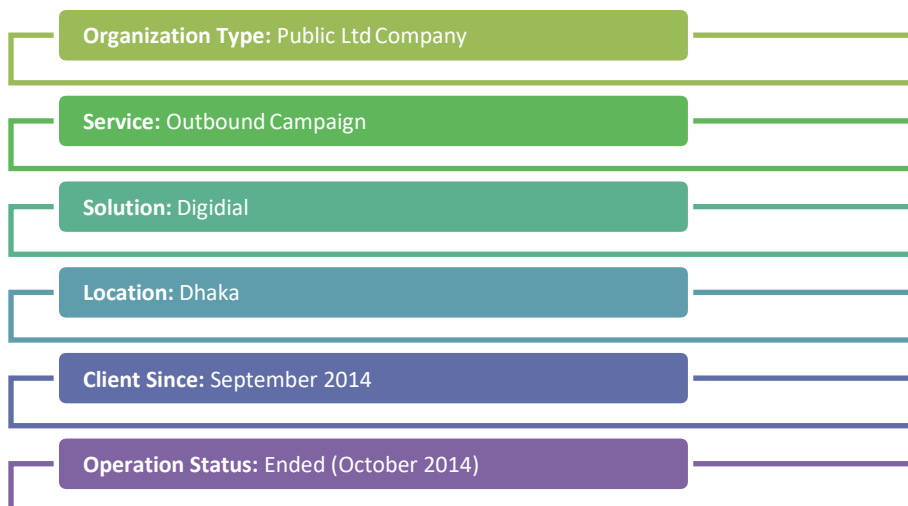
5.24 First Security Islami Bank

First Security Islami Bank Ltd (FSIBL) was incorporated on August 29th, 1999 under the law of Company Act 1994 as a banking company and obtained its permission to carry on its banking business on 22nd September 1999, just after 23 days of its incorporation. Though it has started as a private ltd 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.



5.25 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 5th 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 ltd* 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 on December 2015

5.26 Westin

From 1930, Westin Hotels & Resorts is an American upscale hotel chain operating with more than 192 hotels and multiple countries across the world. This hotel chain is owned by Marriott International. The Westin Dhaka has started its business in Bangladesh as a luxurious hotel back in 2006. It is one of the tallest hotels in South Asia; it has got 24 storied building with no less than 235 rooms along with 5 restaurants.

The Westin Dhaka signed an agreement with *DIGICON Technologies ltd* to provide SMS Service back in July 2015 in order to notify their clients and customers about latest offers, notices

Additional basic information is given below:

Organization Type: Private
Service: SMS Service
Solution: Not Applicable
Location: Dhaka
Client Since: July 2015
Operation Status: Ended on December 2015

5.27 Goldberg Mobile

Goldberg Mobile is a sister concern of Khanson’s Group formed in 2014. Goldberg Mobile is a High-Tech Company helping Bangladesh to be the next big business hub in the infrastructure area. Aside from that, it is the first ever company in Bangladesh that is launching competitive smartphones and tablets along with market winning technology to serve the growing youth generation of Bangladesh.

Goldberg Mobile had outsourced to DIGICON Technologies in order to handle queries from customers. The agreement was signed in June 2015, and gracefully fulfilled on 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 on June 2016

5.28 Learning and Earning Development Program (LEDP)

Since 2008, in order to fulfill the „Vision 2021: Digital Bangladesh“ Bangladesh Government 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 is to train 55,000 people and which will eventually contribute to the number of skilled manpower which will not only help the IT sector of Bangladesh but also fulfill the job requirements in various global online markets.

On this regard, Learning and Earning Development Program (LEDP) partnered with DIGICON in order to provide training and develop people into skilled manpower for the IT and ICT industry. The agreement was signed in March 2015 and the process ran about 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 on December 2015

Part C: Job Responsibilities as an Intern

Back in January 2017, I got the opportunity to work as an intern in *DIGICON Technologies Ltd.* I was recruited by the Manager of Accounts and Finance, Mr. Md. Moshir Rahman for his department. Later I also got the chance to work with Business Development department as well. Throughout the internship my colleagues and supervisor tried their level best to let me grow within and learn enough about this particularly growing sector of Bangladesh.

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 Accounts and Finance:

My job responsibility while working for Accounts and Finance Department of DIGICON Technologies Ltd is given below:

- Preparing and printing the check
- Preparing invoice for different daily transactions
- Clearing check and withdrawing cash from different banks
- Checking different bank transactions
- Checking Learning and Earning Development Program(LEDP) as well as Admin monthly expense Bill
- Rechecking the updated payable list
- Assisting in the reconciliation of bank transactions
- Communicating with clients, vendors during the handover of check
- Filing the daily expense, challan, pending payment documents of different vendors

These were pretty much my daily job responsibilities as Accounts and Finance Department Intern.

7.0 Business Development

Apart from the Accounts and Finance Department activities I got several opportunities to work in different projects of Business Development department. Ms. Shama Alam gave me the chance to work for this department which rendered different aspects to know about several upcoming and ongoing projects of DIGICON technologies ltd.

The projects I got chance to work in:

- ✓ Emergency Number 999
- ✓ Tourist Guideline
- ✓ Border Management App
- ✓ Green Waste Disposal System
- ✓ Digitalization of Bangladesh Road Transport Authority (BRTA) Department

Again this internship in DIGICON Technologies has not only given me the opportunity to learn a lot of real tasks but also taken me through the general day to day tasks done by full-time employees like photocopying, printing, stapling, filing which are seemed as Intern's Job in many reputed organizations of Bangladesh.

Part D: Findings and Recommendations

8.0 Findings

Firstly I got 41 responses from the survey named “Survey on Grameenphone Customer Care Service” in order to determine the service level of DIGICON Technologies Ltd. Thereafter, I have successfully managed to draw certain outcomes which mainly concentrate on how the customer care center’s people are giving backup to their day to day complains of customers. All the graphs related to findings are added in appendix part.

Firstly when respondents are asked whether they get the service or not whenever they call to Grameenphone call centers, it can be easily said that Grameenphone has achieved customer satisfaction in this area as among the 41 respondents only 2 are not satisfied with the statement whereas rest 39 people are found satisfied.

Again, 35 respondents have shown satisfaction when the question concentrates on the duration taken in case of the activation of new service or product and the network coverage of GP has got satisfactory level according to 33 respondents.

Meanwhile respondents have shown third highest disagreement towards the statement like Provider fulfills their need with the current product and service while customer managers of call centers are seemed well behaved according to the 35 respondents based on counting both responses of Strongly Agree and Agree.

Subscribers have shown satisfaction towards the attitude of customer managers as they are seemed listening carefully to the problem of subscribers and able to provide the customers with the right information as according to the survey 39 and 36 customers are found satisfied accordingly. Customer care centers are there to serve GP subscribers and ensure increasing satisfaction level.

Though they have shown their satisfaction level in several statements regarding network, question related to the price of GP’s different packages is regarded as second highest disliked by the respondents whereas question related to the affordability of call rates of GP Hotline got the highest negative response from the 41 respondents. Furthermore it is seen that 37 of them found the GP hotline helpful.

Not only they recognized the call rate of Grameenphone as high but also they are being informed on the availability of new services or products while the highest neither agree nor disagree came from this statement as well.

At the end, they do show their satisfaction when the survey comes with the questions related to service quality of Grameenphone and appeal of the offered packages of Grameenphone. As customer’s satisfaction towards the call center level is there, GP needs to find out future prospects and any way to keep delighted. When the last question stops at whether they will be there with GP or not if any other provider comes with same offers, majority decides to be with GP.

Now moving forward to critical discussion, Grameenphone hotline is producing optimum result according to the majority of respondents not in terms of service rendered by the customer managers as well as

duration taken behind the service is also at the satisfactory level. DIGICON technologies ltd is concerned for not only recruitment of customer care personnel but also takes care of the major portion of customer care. As subscribers of GP are finding helpline helpful and fast it clearly indicates the success of DIGICON technologies ltd.

On the other hand we can see that different Grameenphone attributes like high call rate and affordability of different packages keep the disagreement high among the subscribers. As a result it can be said that Grameenphone can think of their offers as telecom market has become more competitive after the merger of robi and airtel while both of the providers are also being taken care of by the same BPO Company, DIGICON Technologies ltd. On that note, it is easy to understand Grameenphone needs to think in their side what will create ultimate possibility though majority are deciding to be there with them in spite of availability of better price or offer or the same.

Again, Grameenphone has gained advantage on its core attributes like concentration on quality as well as network coverage. Out of 41, 33 respondents agreed on the statement regarding the network coverage whereas 36 respondents believe that GP concentrates on quality service. To make the experience more viable GP needs to be more communicative towards its subscribers though majority of the respondents agreed on the note saying that they are notified on the availability of new service or product.

In service related organization like Grameen phone, customer satisfaction is very important and majority portion of GP helpline is being taken care of DIGICON. When the question rolls down to see how DIGICON Technologies Ltd is performing at the back there are several points coming on the table like behavior of customer care managers, duration of rendering the service, whether the personnel can generate right information to the subscribers or not and when new packages or services come whether the subscribers are notified or not. Based on the survey result, subscribers are satisfied in all the four functions. As a result, it can be said that DIGICON Technologies ltd is functioning properly.

Contingency Plan: is concerned about how further customer satisfaction can be increased.

Keeping the disagreement in head in the area of call rate and affordability of different packages concerned authority need to analyze the market in a regular basis in order to find out preference of the targeted subscribers as competition is supposed to go further due to merger between Robi and Airtel. On that note different segments can be brought to build a sufficient pool of future sustainable revenue.

From the very beginning it is clearly seen that adoption rate is low in the rural site of Bangladesh due to communication with the customer. Most of the time notification related messages are written in English while due to low rate of education, SMS, voice service in Bangla as well as off pick hour toll free number in order to know the available service or small bundle offer with no hidden charge will definitely help the awareness rate going up. On the other hand, cable TV or internet could not able to cover the vast portion of the country while most of the subscribers watch BTV and listen radio which can be targeted to air the advertisement which will help certainly increase customer satisfaction.

Grameenphone has been enjoying positive image in case of advertising from the very beginning which should be triggered in the real time experience by catering different packages and offers so that people find themselves eased up to get the services. Moreover How Grameenphone treats their loyal customer or Star customers that should be portrayed in the advertisement as well without just telling this much which make one Star customer and they have so many offers and so.

By 2017 4 million of people of Bangladesh will have smartphone devices and most of the time one will find a SIM service portion which keeps unused while that can be used as single platform to have various services without knowing any dial code.

Now assessing, second one of the major clients of DIGICON Technologies Ltd, Airtel Bangladesh Ltd which is got into merger with Robi Axiata Ltd recently. Here also 41 same questions have been asked in order to assess the service level of DIGICON Technologies Ltd. Second highest satisfaction came for the first question whether they get the desired service whenever they call Airtel Helpline or not. Majority of the respondents have shown positive attitude towards the customer service of Airtel Bangladesh Ltd which is taken care of DIGICON from the very beginning of the business cycle. Out of 41 responses, 38 responses go to in favor of Airtel Helpline which is pretty impressive while third highest satisfaction came in case of activation of different services where 37 responses go in favor of Airtel Helpline.

Airtel network coverage is at the satisfactory level according to 35 respondents while 3 of the total respondents chose “Neither Agree or Disagree” option. Due to merger this particular attribute is expected to be stronger and more competitive in near future. In the fourth question dissatisfaction hits the second highest when they are asked about the offered product or service and their appeal. 12 respondents think that provider does not fulfill their need with the current product and service.

On the other hand, crucial reaction came up that the customer manager does not behave well according to 10 people who are the second highest negative reaction from the survey though majority like 31 respondents did not find this kind of reaction.

Airtel Helpline got the highest satisfaction according to 39 respondents which is pretty good as it plays or remarks one of the major attributes of customer care like whether the customer manager listens or gives attention to the subscriber’s need and problems. Again in case of providing the right information to the subscriber is moderate like 33 respondents feel that they have the right information whenever they call Airtel Helpline.

Meanwhile majority like 36 of the 41 respondents feel that Airtel Helpline is able to provide them with desired service quickly which is good for both Airtel and customers. Furthermore, they also think that price of Airtel’s different packages is affordable.

Another crucial insight came up while 31 of the respondents think that call rate of Airtel Hotline is reasonable though highest dissatisfaction like 10 respondents don’t find this reasonable like the majority. Thereafter when the question rolls down to ask about whether Airtel Helpline is helpful or not in case of mitigating queries and needs or not, 37 respondents agreed on the statement.

Same as Grameen phone hotline Airtel Helpline is failed to acquire the awareness of available service or products among the targeted customers though on day to day basis bundle of bulk sms service is going on. According to the survey, highest dissatisfaction counting as 17 feel that they are not been contacted when a new product or service come to the market.

When it comes to meet the preference by different packages it is seen that majority like 36 respondents found out their preference from the different packages offered by the Airtel Bangladesh while 35 respondents think that Airtel Bangladesh concentrates on quality services though externally they are known for following cost leadership strategy and targeting the youth segment from the beginning of the

business cycle.

Finally if another company comes up with same offer as Airtel Bangladesh ltd, Majority counting as 35 respondents will find their provider worthy to be continued with.

Now concentrating on the critical analysis of the survey, Airtel Bangladesh has recently went on merger with Robi Axiata Limited where Robi Axiata Limited took 51% of the total authority and aiming to be best provider in terms of network and product offering. From the very beginning they have outsourced their call center to the BPO Company DIGICON Technologies Ltd. Now in order to assess DIGICON we need to focus on several attributes like service duration, quality of service, generating right information against queries, activation of different desired services, customer manager's attitude and so on.

Among the all the measuring attributes, only one part Airtel Helpline falls apart when highest dissatisfaction throughout the survey comes out like customer manager does not behave well though in case of generating right information against queries is moderate as well as service duration and quality of service are liked by majority of the subscribers or respondents of the survey.

As Airtel Bangladesh ltd is part of service industry it is not necessary to mention how crucial the customer care center and associated personnel's roles are. On an average, it can be said that DIGICON Technologies ltd is successful in backing up the outsourced customer care service efficiently.

Contingency Plan: is concerned about how further customer satisfaction can be increased.

Firstly Airtel Bangladesh ltd has been focusing the youth segment of Bangladesh from the very beginning of business cycle but a problem is quite noticeable that they are charging the youth of Bangladesh with the same offering of Indian youth though there is a fine line of reaction difference between Indian and Bangladeshi youth. So in order to increase the reaction of this particular growing segment concerned authority needs to think more vitally in terms of product or service offering and further association

Secondly charging low price cannot be a viable solution always rather it sometimes gives a negative vibe about the quality of service. Again it is seen that communication is informal sometimes as "Apni" is preferred in Bangladeshi culture if the person who is trying to say something to the subscriber where as "tume" is not a viable option according to the majority of Bangladeshi people. As a result many of the elderly corporate people do not find this viable to some extent for many existing business. After all, image and attitude is something that simply runs the whole service industry.

Thereafter on the arrival of new service or product Airtel should judge some viable ways to knock their targeted customers while they send 4 to 6 bulk SMS to each user on daily basis which does nothing but create annoying or disturbing feeling among the subscribers. To some extent it is seen that these types of texts are seemed as spam and unnecessary. Ultimately this expense has gone in vein which could be used in research of understanding where the targeted subscriber's preference is moving.

8.1 Recommendations: Grameenphone Hotline:

Following these recommendations, Grameenphone can eliminate the dissatisfactions and thus earn a sustainable distinct competitive advantage to continue their market leadership.

- Either DIGICON technologies ltd or Grameenphone itself should search some non-core official work related to final cost of the service so that they can have flexibility to think of reducing the call rate and increase the affordability considering customer's end while it should be noted that the merger of two competitors will definitely create certain pressure over Grameenphone.
- Charges related to any service or product should be up front and no hidden charges should be there in order to keep the process transparent and more reliable.
- Offers and packages should be concentrated keeping the vast population of rural people and their mindset should be analyzed in order to be successful in any campaign.
- Subscribers should be educated regarding different essential features of mobile phone.

8.2 Recommendations: Airtel Helpline:

- As DIGICON Technologies ltd is taking care of the customer care center of Airtel Bangladesh ltd, they should be given the task of generating the feedback against the bulk SMS through voice call or text in order to assess the preference of different packages.
- Different offer should not only focus the existing segment but also try to find the communication loop holes of corporation so that they can tap the gap to generate different sources of revenue
- Airtel Bangladesh should find out the focus point of the rural people and their mindset as this population till now does not act as the urban people. Different programs according to their taste should be arranged in order to assess their need so that they get themselves in a comfort zone to get the service.

Finally it can be said that Service provided from the end of DIGICON Technologies ltd is quite satisfactory

Conclusion

DIGICON Technologies Ltd, the market leader of BPO industry, is definitely a good company in the sense that it creates ample opportunities for an intern or a fresher to show his or her potential to grow. As the sector grows, the company is trying to acquire more impact on the economy of country. On the other hand list of satisfied companies is growing at a satisfactory rate. Due to be the early mover, its experience along with contribution of the talented employees in this industry is setting itself apart and helping to remain in the journey towards its vision. Therefore, it is the only company to work with so many government projects and ministries as well. Focusing on the long term relation along with the attention towards retaining the most motivated employees will make the company get more and more opportunity to serve more clients effectively and delight them with excellence which does not negotiate with premium quality of service, necessary efficient innovation across the business process outsourcing, BPO industry.

Through the survey, it has already come to an assumption that DIGICON Technologies Ltd. is performing at the satisfactory level in handling both the major clients, Grameenphone Ltd. and Airtel Bangladesh Ltd. which further indicates the prospect of upcoming clients.

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Appendix:

Both the questionnaires have been attached below:

Survey on Grameenphone Customer Care Service

1. When you call to GRAMEENPHONE helpline you always get the service
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

2. When you buy a new service it does activated quickly
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

3. You satisfied with the network coverage of the provider
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

4. Provider fulfills your need with the current product and service
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

5. The customer manager behaves well to you
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

6. The customer manager carefully listens /gives attention to your problem?
- Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree
7. The customer manager provides the right information to you
- Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree
8. You get the service quickly
- Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree
9. Price of GRAMEENPHONE's different package is affordable
- Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree
10. Call rate of GRAMEENPHONE hotline is reasonable
- Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree
11. GRAMEENPHONE helpline is very helpful in meeting my queries and other needs
- Strongly Agree
 - Agree
 - Neither Agree nor Disagree

- Disagree
- Strongly Disagree

12. Your provider contact you when a new product or service will come to market

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

13. Different packages offered by GRAMEENPHONE match with your preference

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

14. GRAMEENPHONE concentrates on quality services

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

15. If another company comes up with same offer, you would still be with GRAMEENPHONE

- Yes
- No

Survey on Airtel Bangladesh Customer Care Service

1. When you call to AIRTEL helpline you always get the service
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

2. When you buy a new service it does activated quickly
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

3. You satisfied with the network coverage of the provider
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

4. Provider fulfills your need with the current product and service
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

5. The customer manager behaves well to you
 - Strongly Agree
 - Agree
 - Neither Agree nor Disagree
 - Disagree
 - Strongly Disagree

6. The customer manager carefully listens /gives attention to your problem?

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

7. The customer manager provides the right information to you

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

8. You get the service quickly

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

9. Price of Airtel's different package is affordable

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

10. Call rate of AIRTEL hotline is reasonable

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

11. AIRTEL helpline is very helpful in meeting my queries and other needs

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree

Strongly Disagree

12. Your provider contact you when a new product or service will come to market

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

13. Different packages offered by AIRTEL match with your preference

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

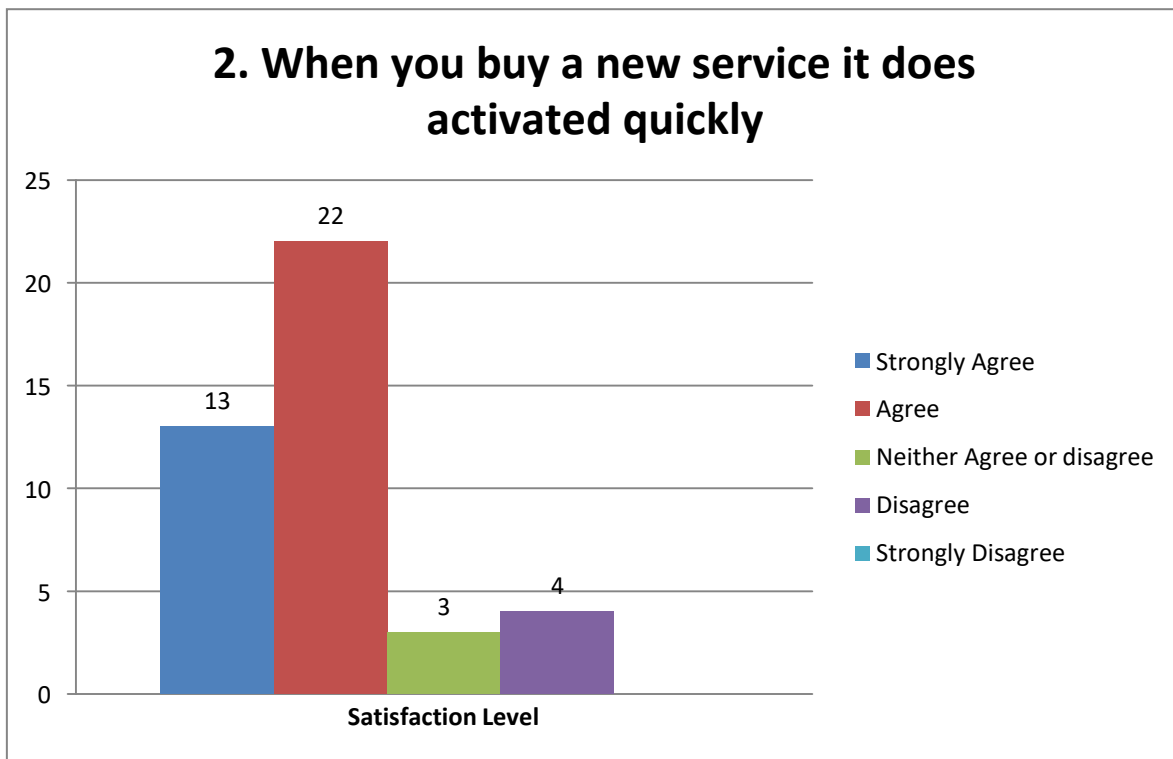
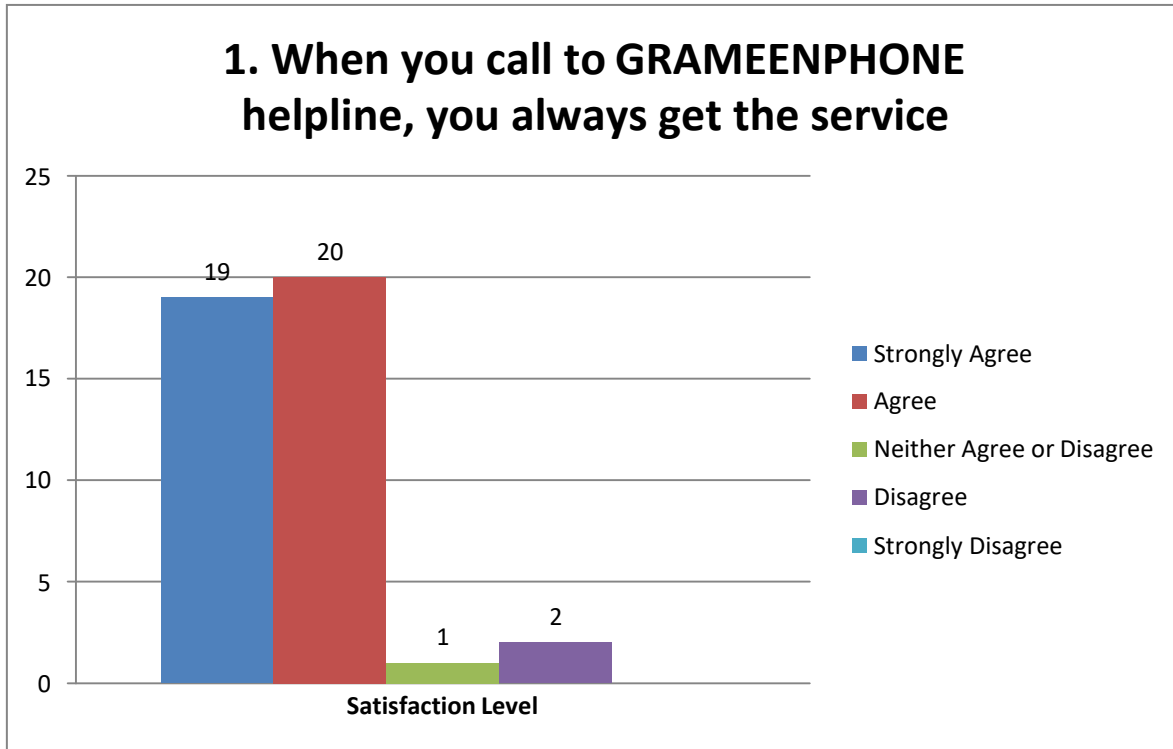
14. AIRTEL concentrates on quality services

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

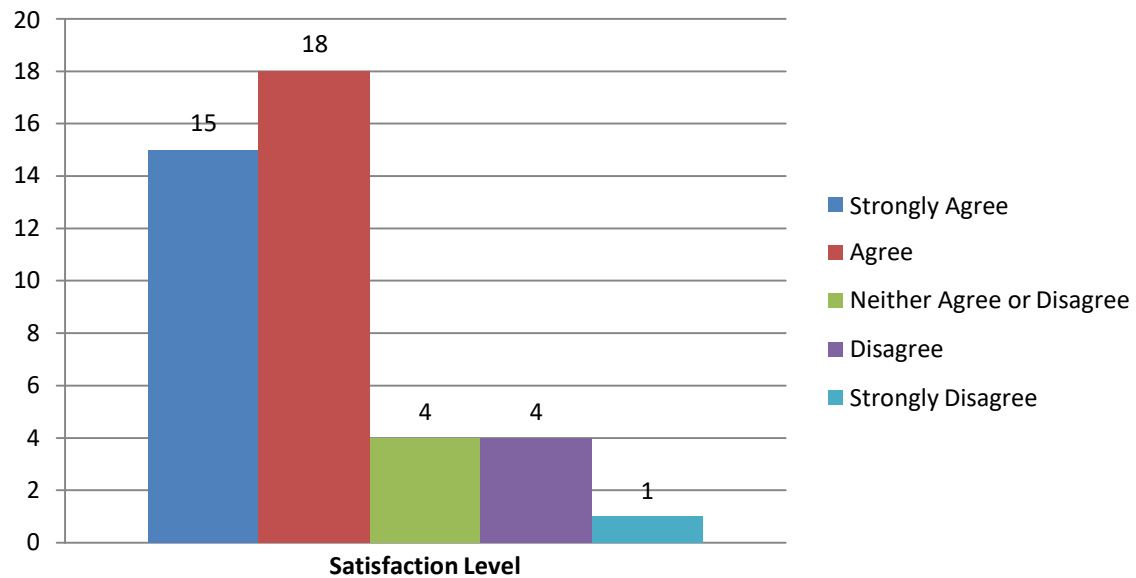
15. If another company comes up with same offer, you would still be with AIRTEL

- Yes
- No

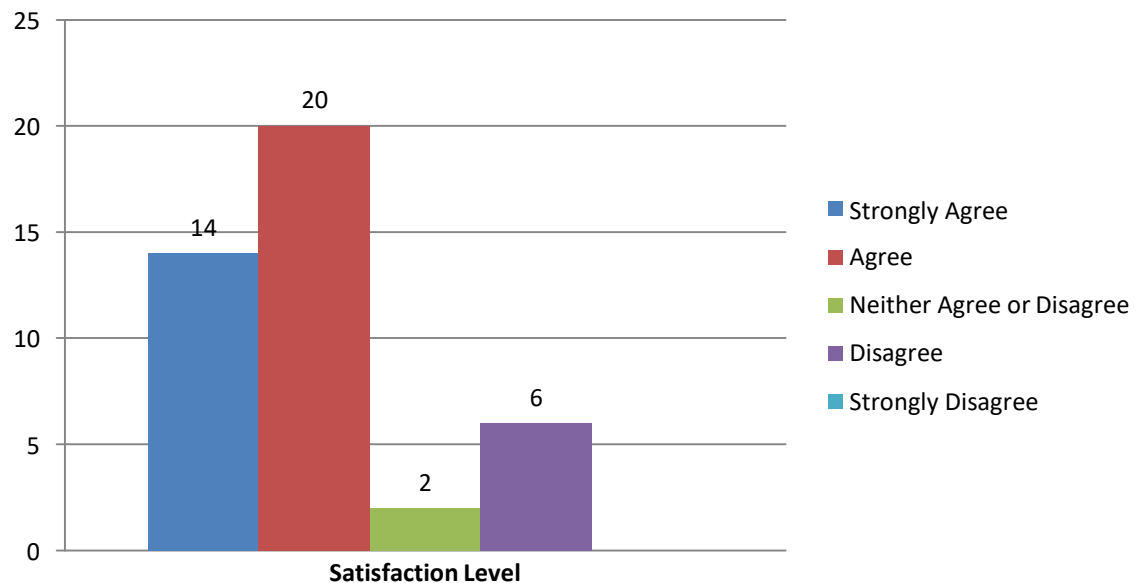
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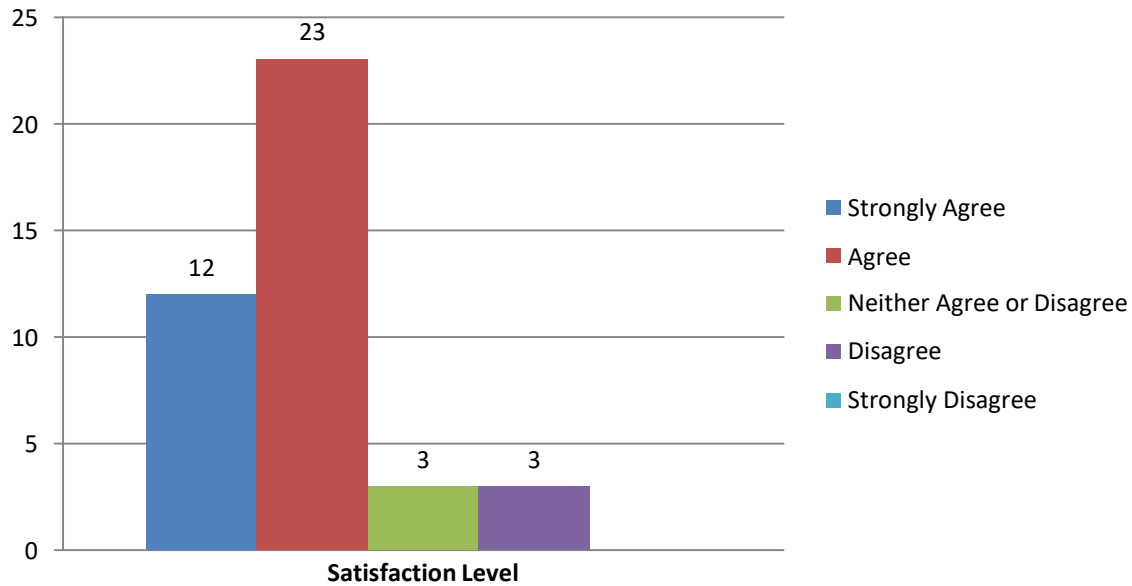
3. You satisfied with the network coverage of the provider



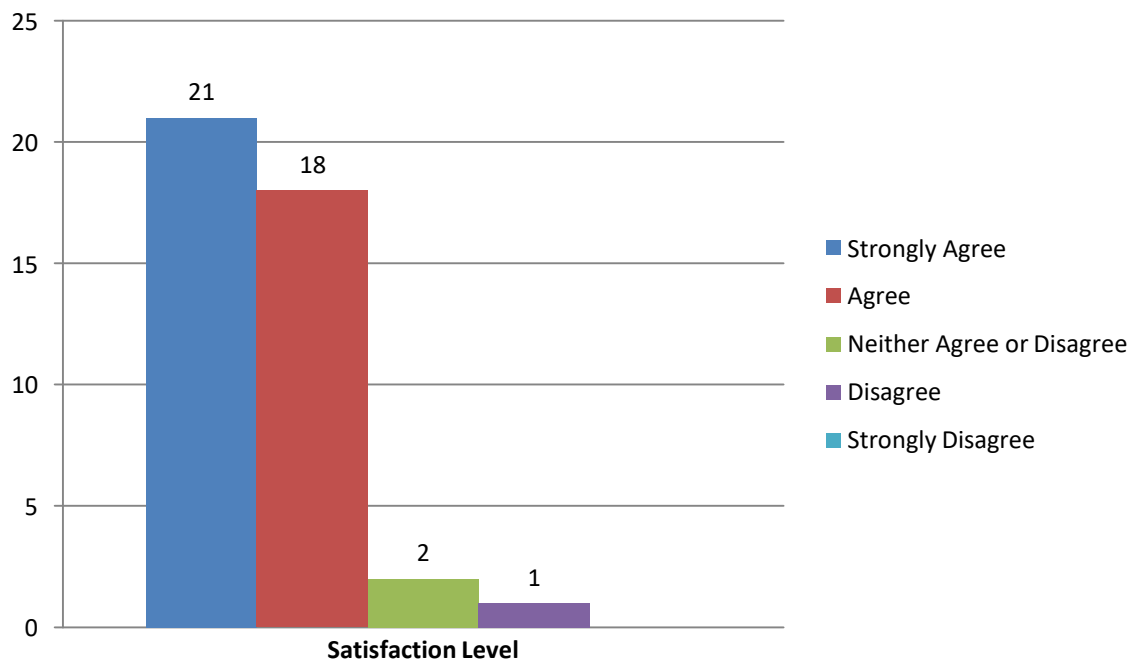
4. Provider fulfills your need with the current product and service

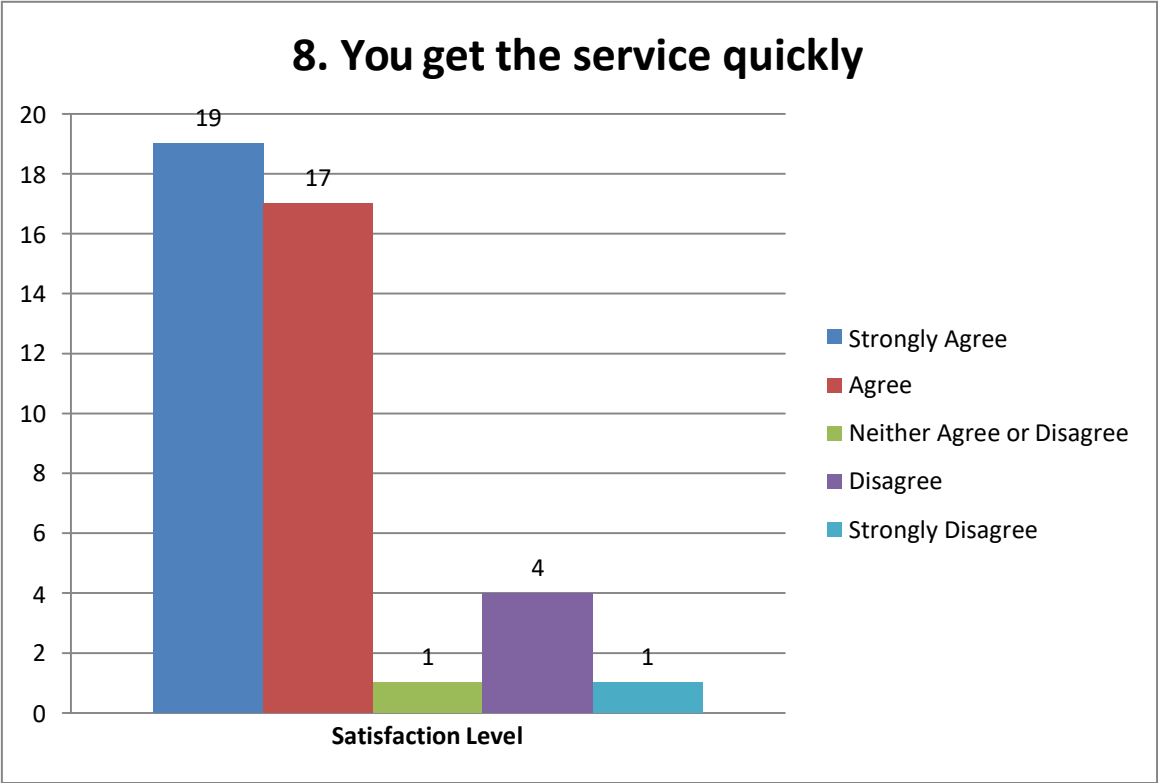
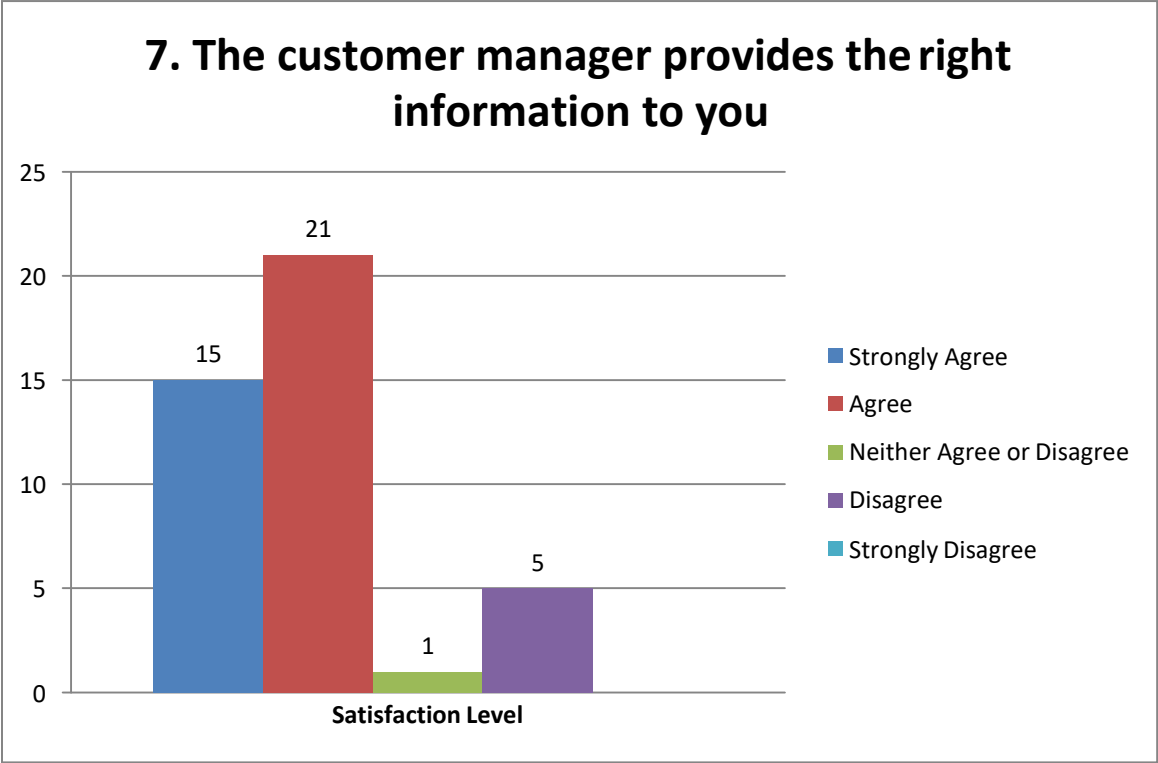


5. The customer manager behaves well to you

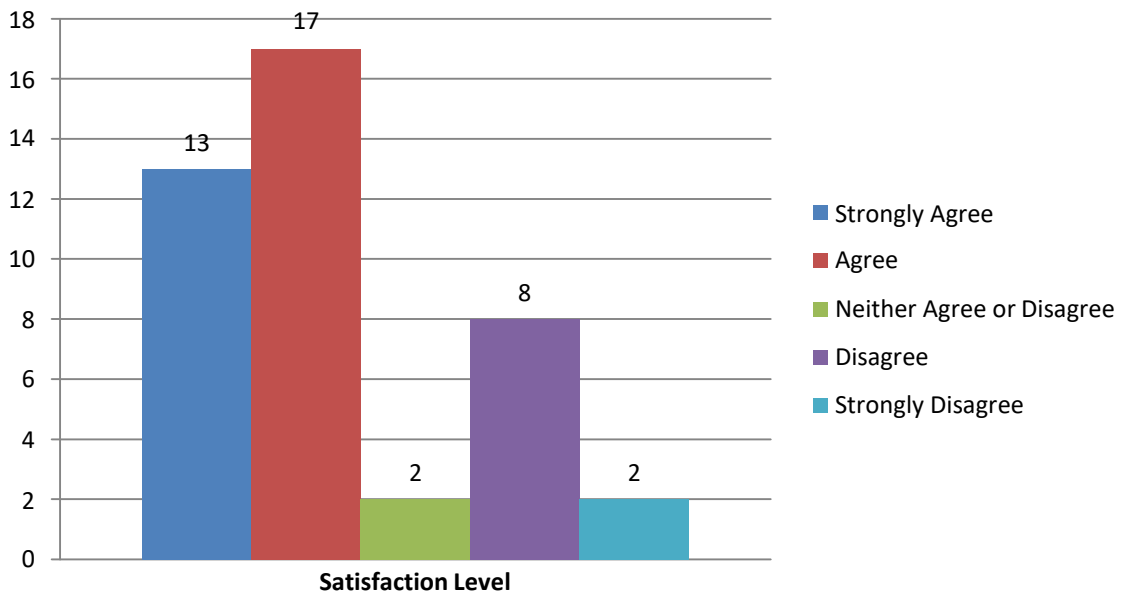


6. The customer manager carefully listens /gives attention to your problem

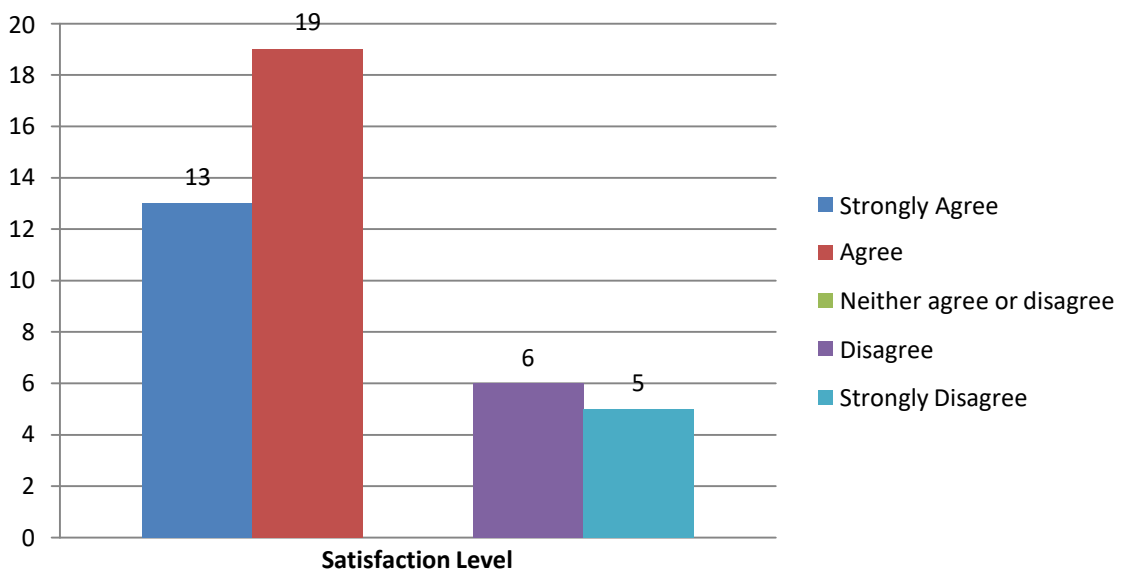




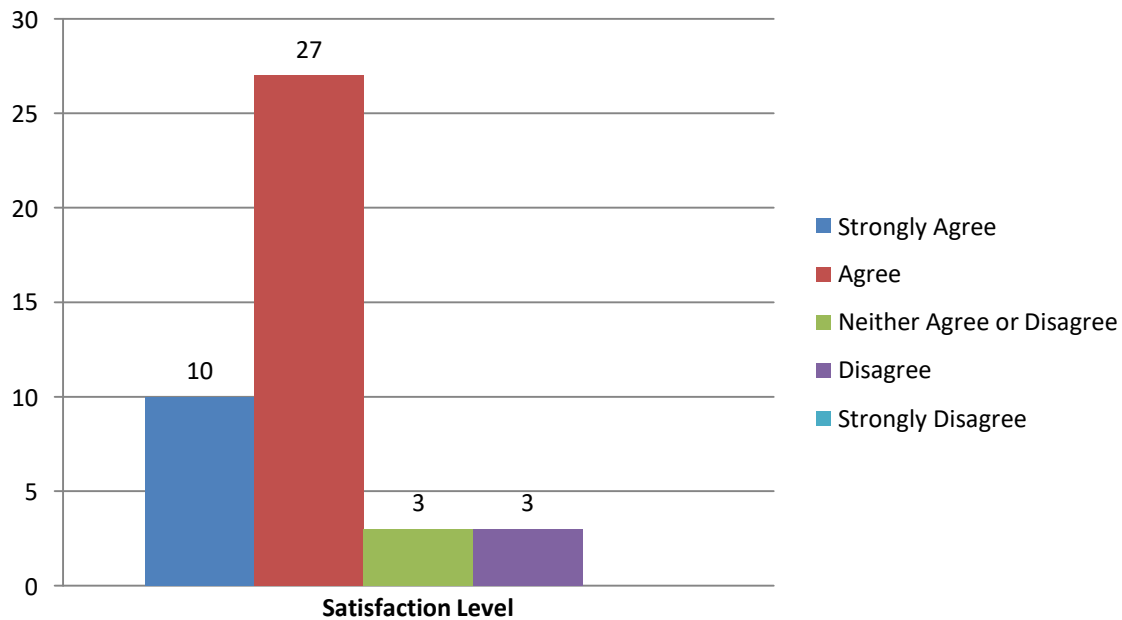
9. Price of GRAMEENPHONE 's different package is affordable



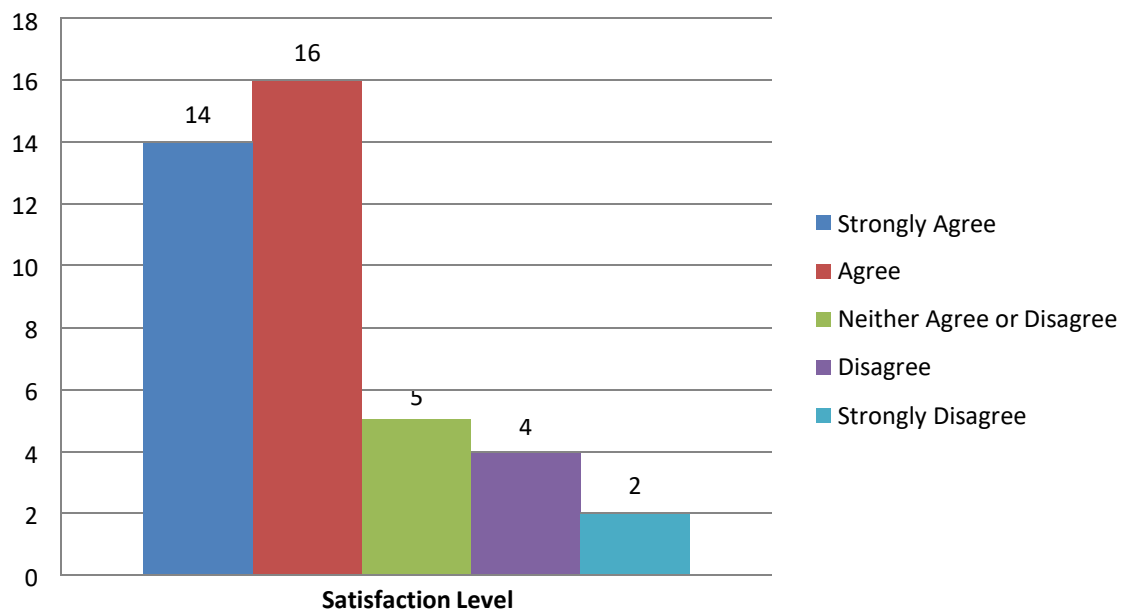
10. Call rate of GRAMEENPHONE hotline is reasonable



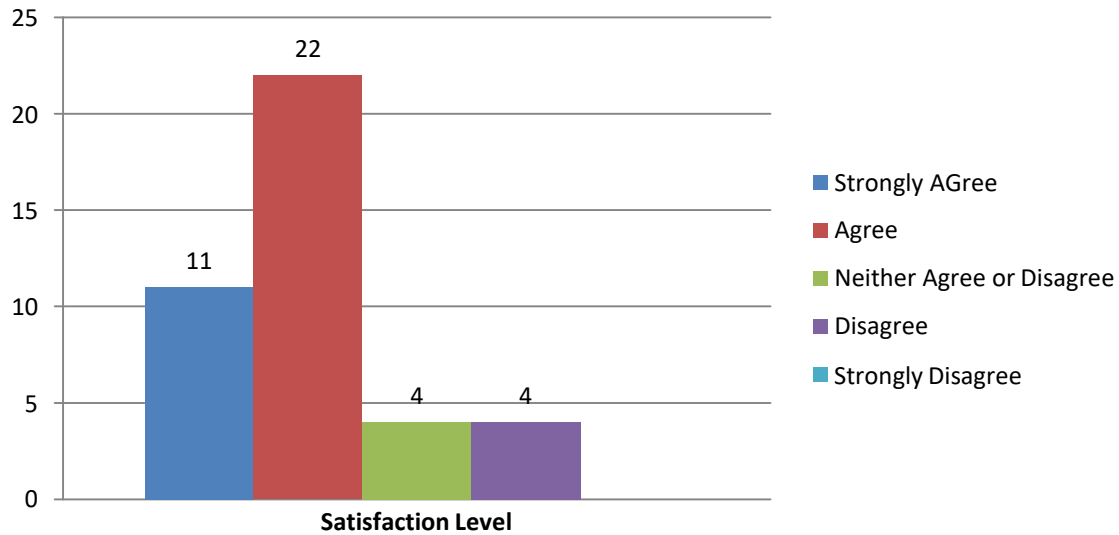
11. GRAMEENPHONE helpline is very helpful in meeting my queries and other needs



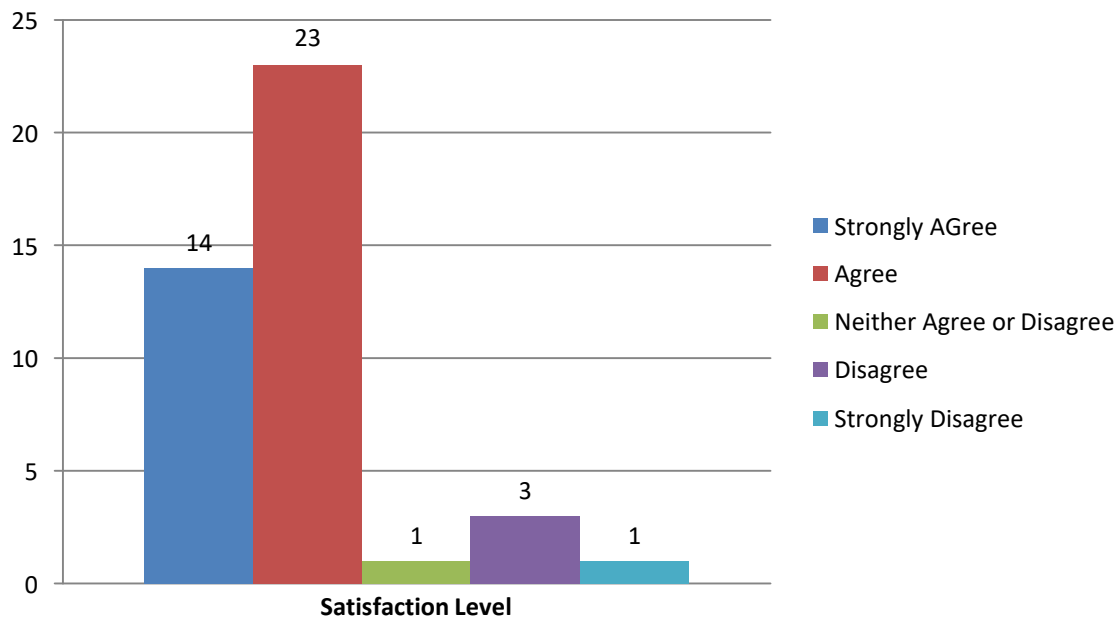
12. GRAMEENPHONE contact you when a new product or service will come to market



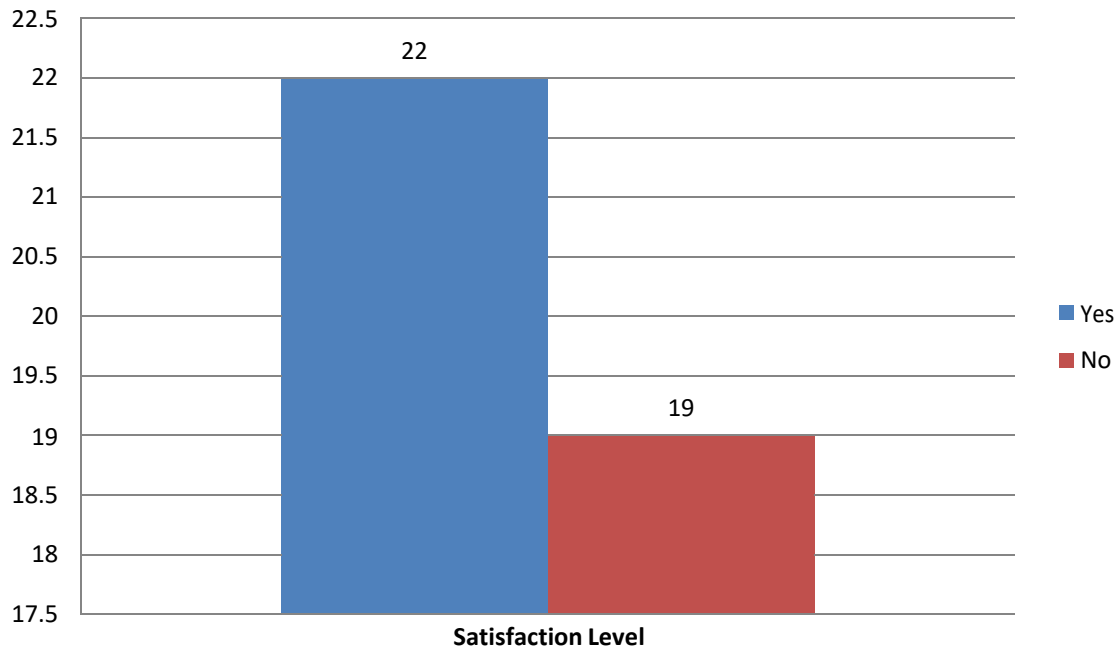
13. Different packages offered by GRAMEENPHONE match with your preference



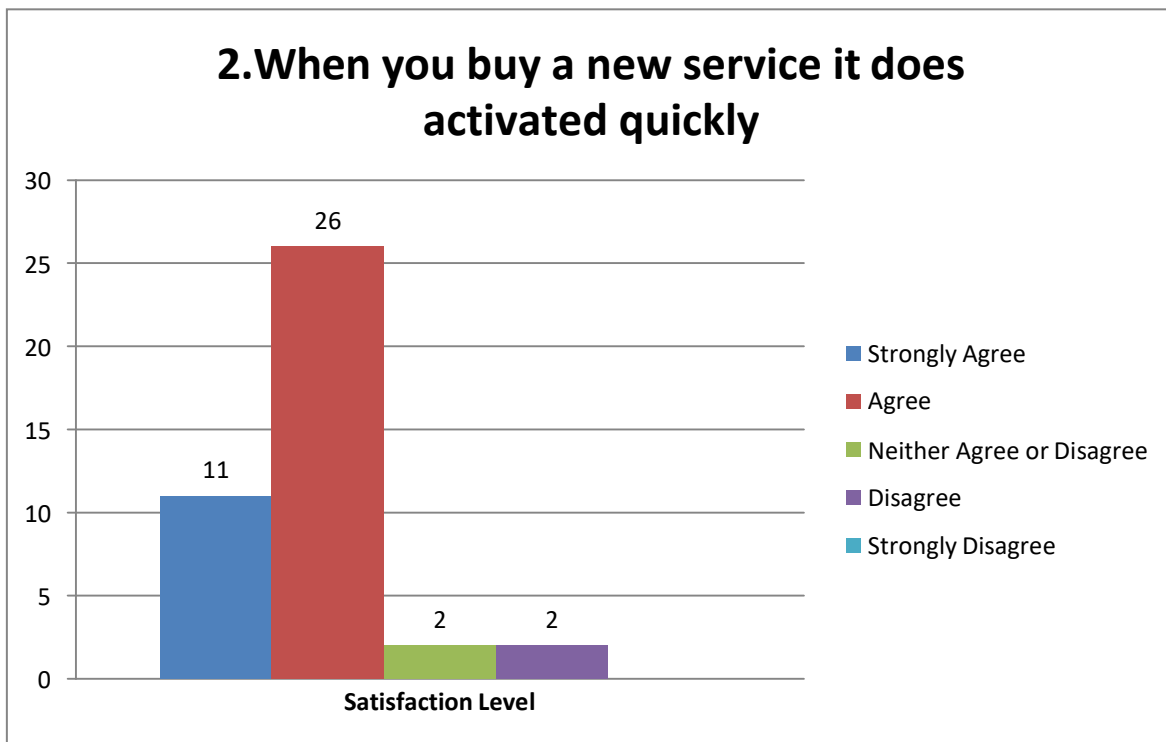
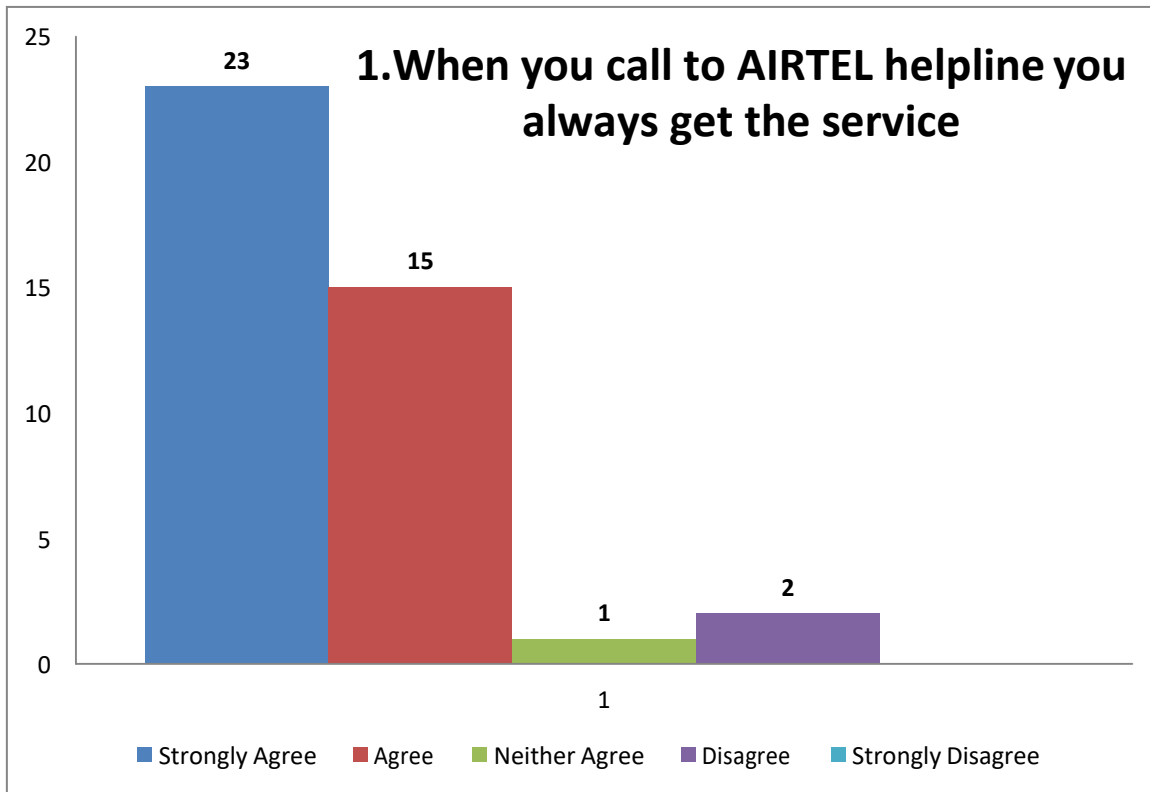
14. GRAMEENPHONE concentrates on quality services



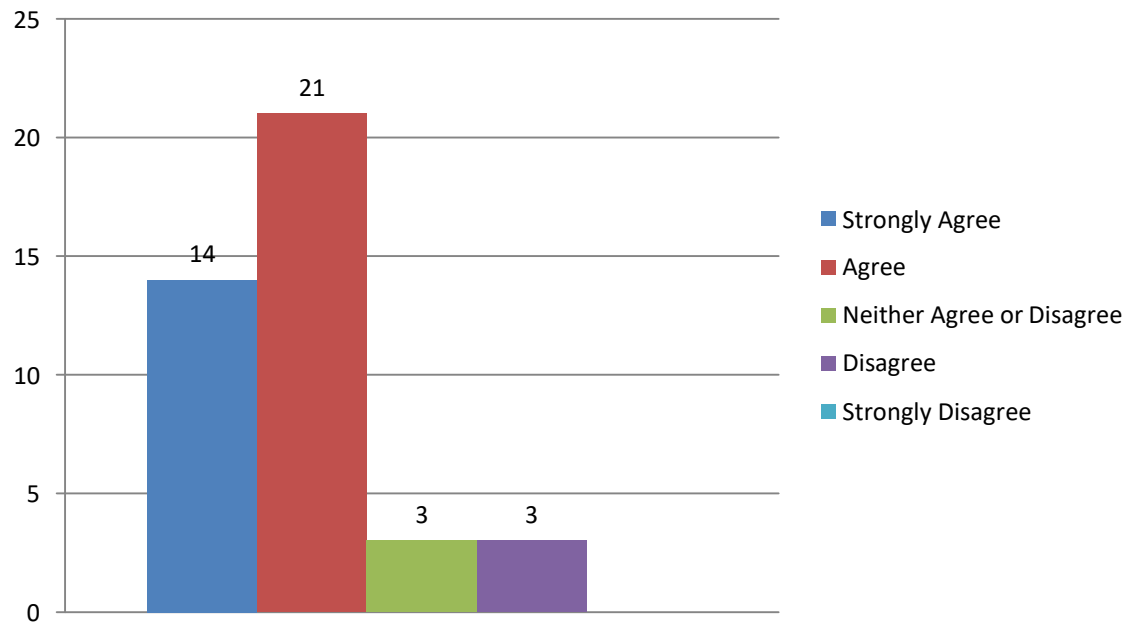
15. If another company comes up with same offer, you would still be with GRAMEENPHONE



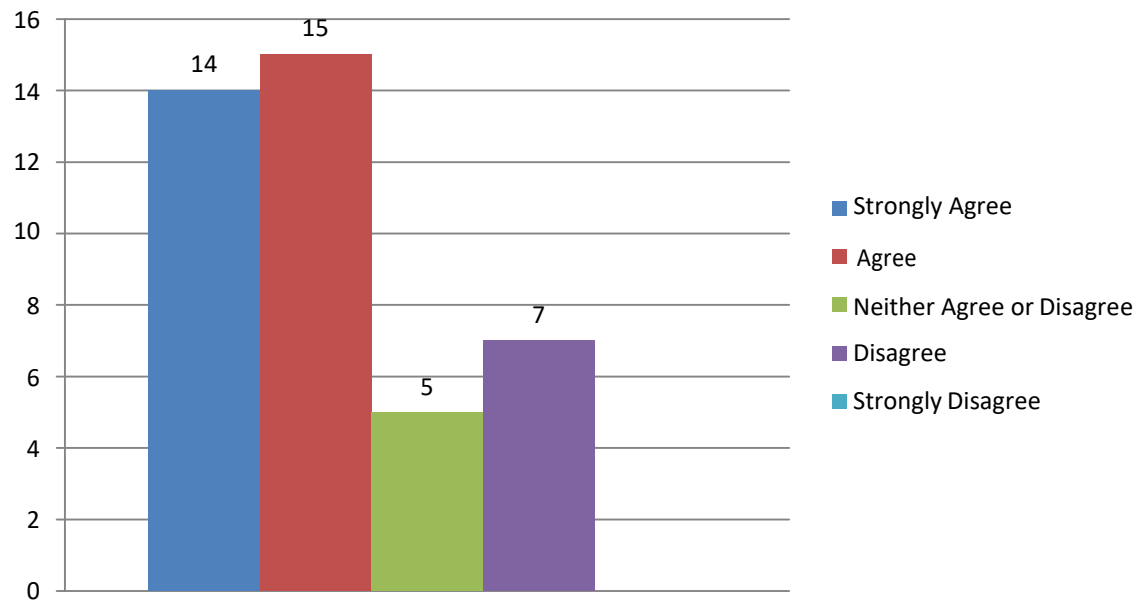
Graphical Presentation of Survey on Airtel Customer Care Service



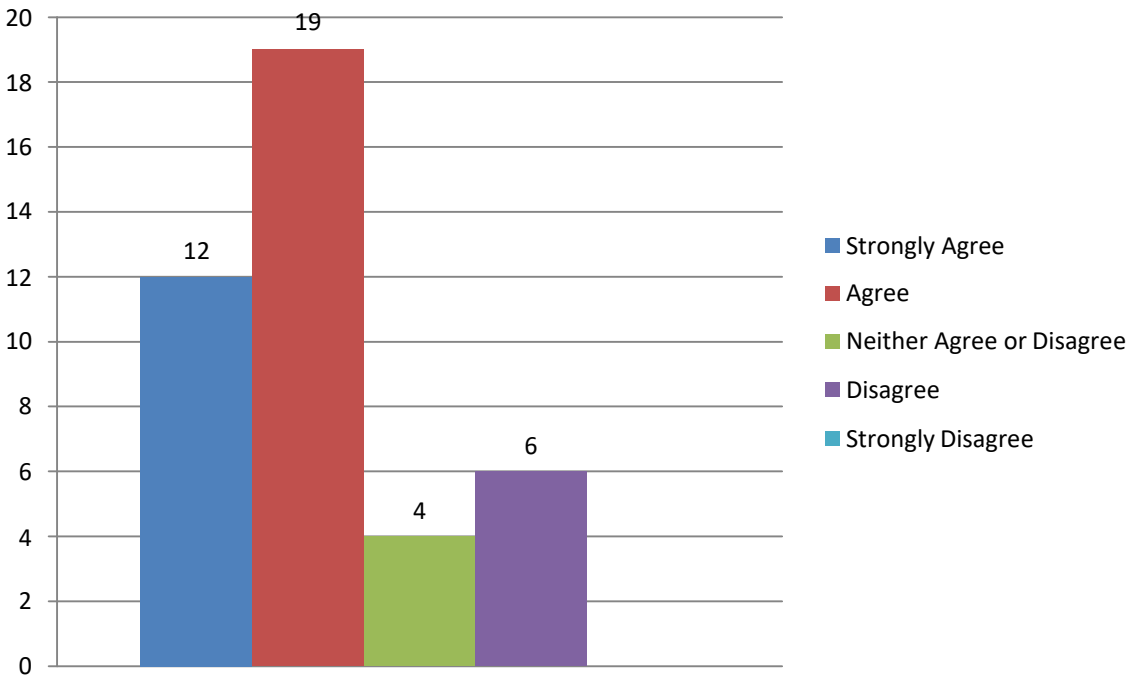
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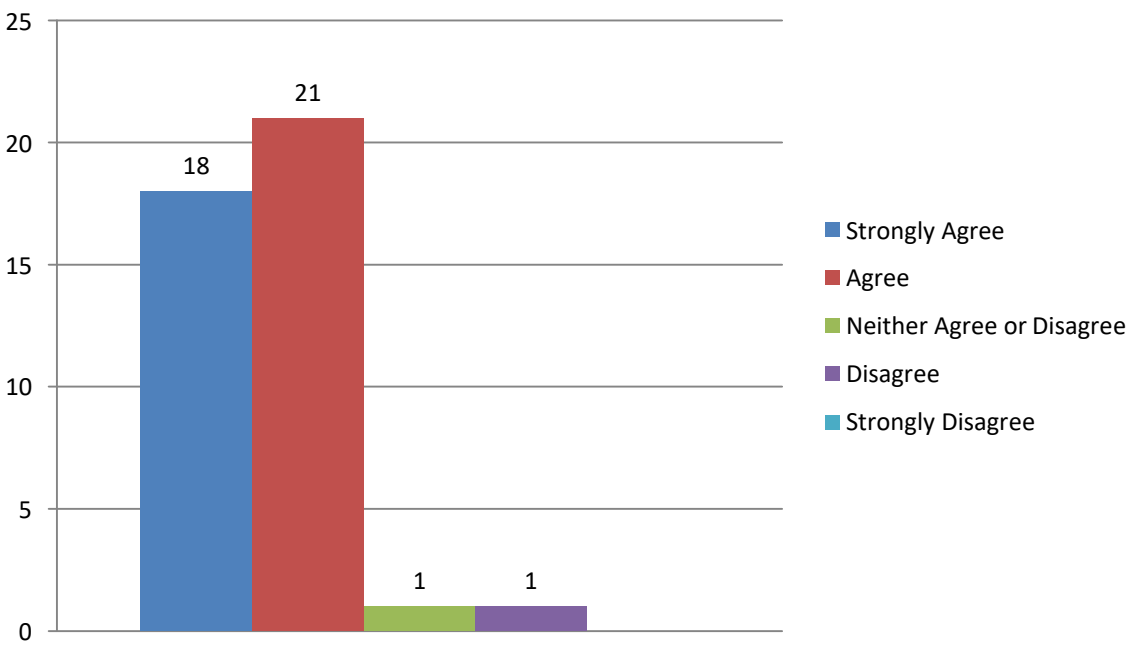
4. Provider fulfills your need with the current product and service



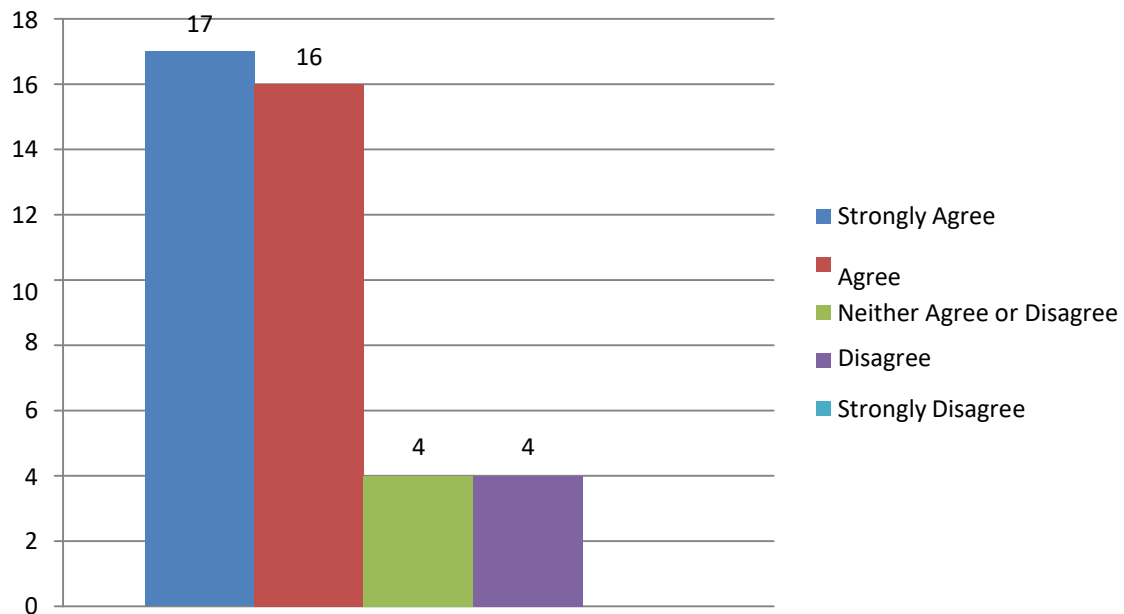
5. The customer manager behaves well to you



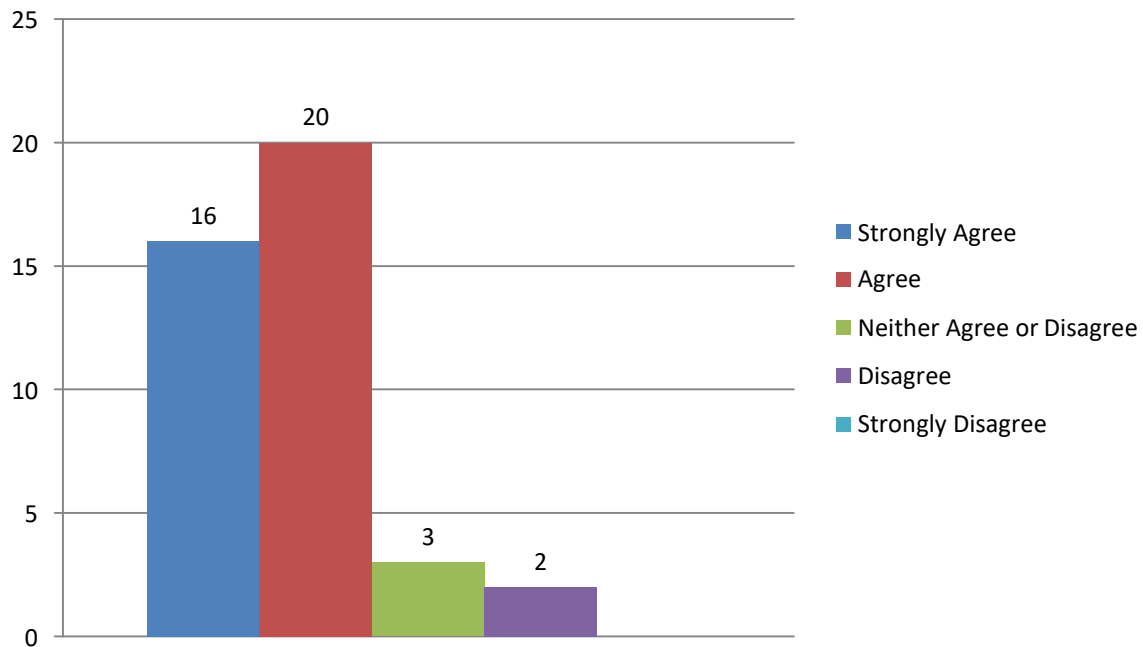
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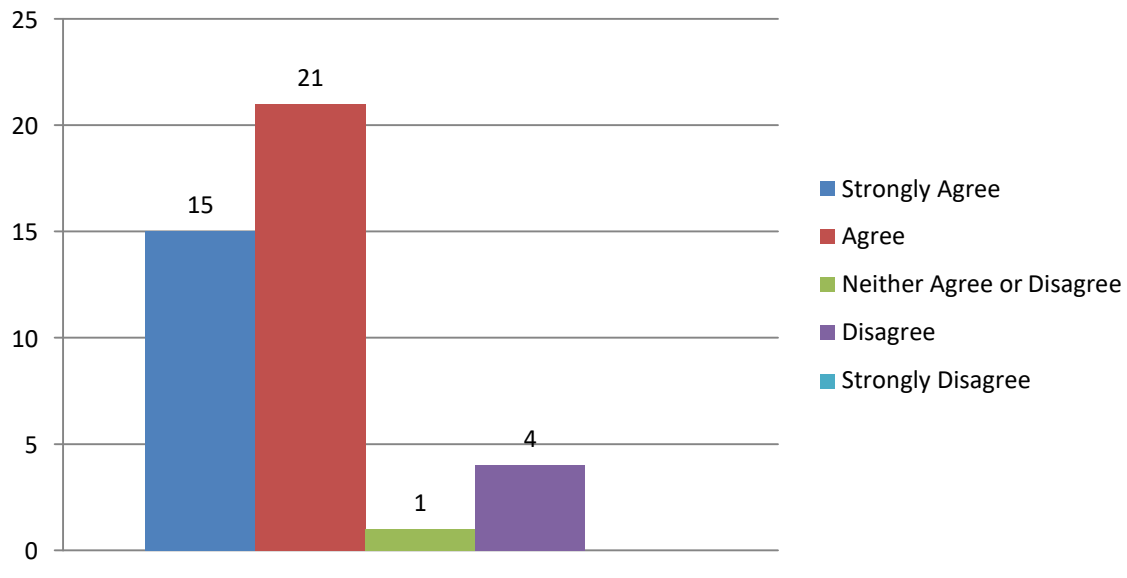
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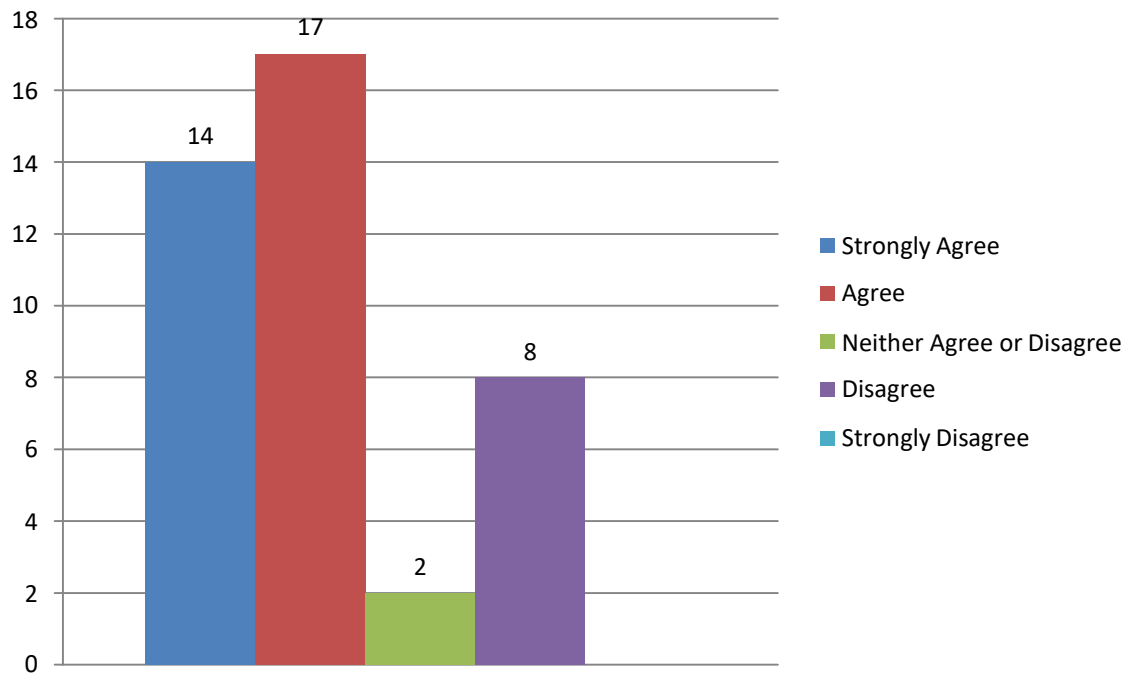
8. You get the service quickly



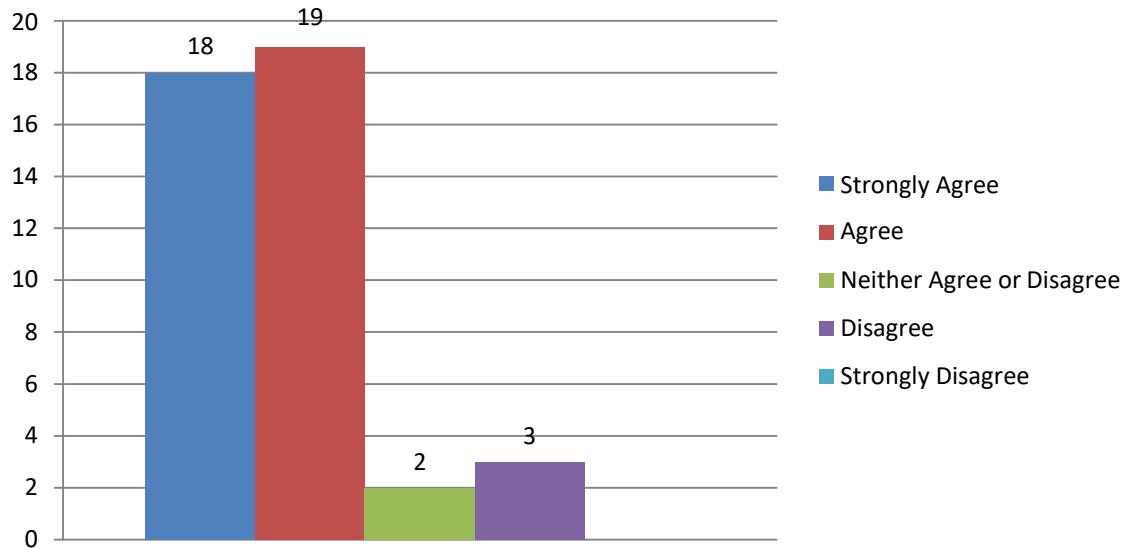
9. Price of Airtel's different package is Affordable



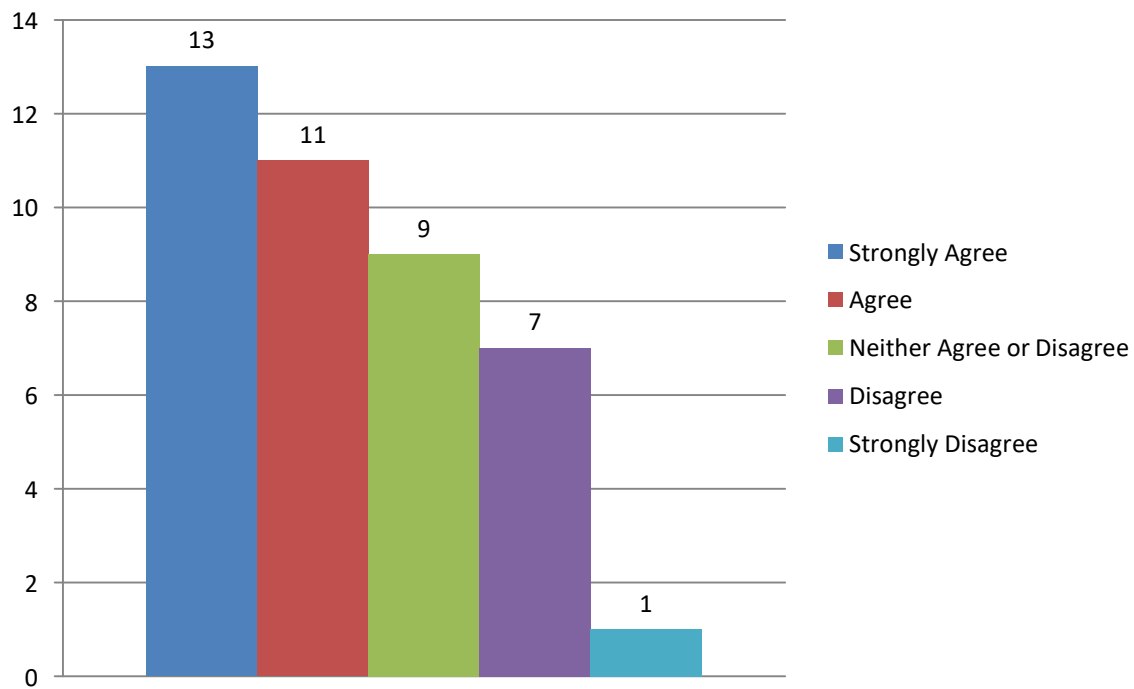
10. Call rate of AIRTEL hotline is reasonable



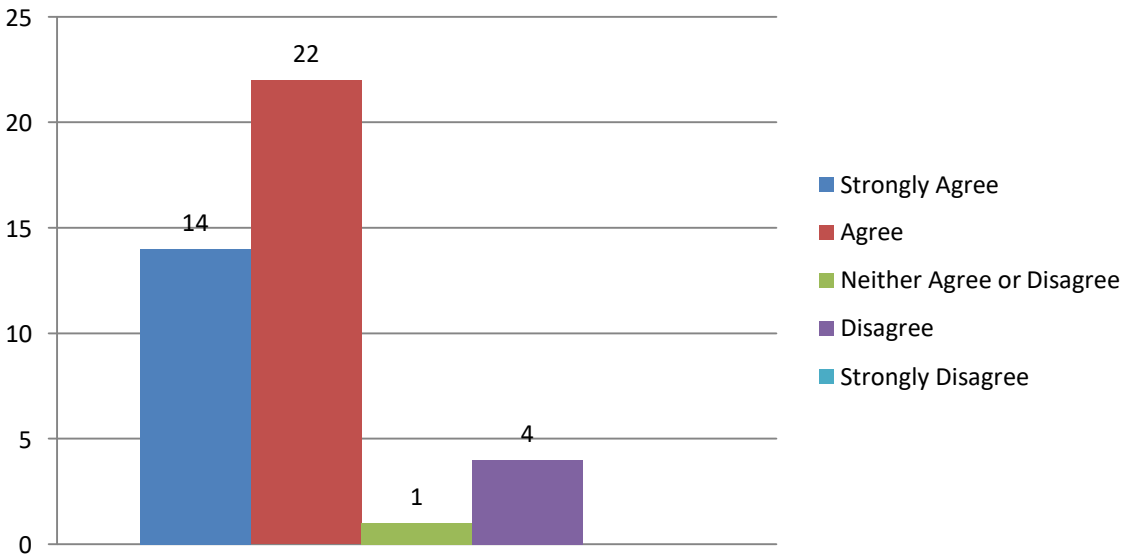
11. AIRTEL helpline is very helpful in meeting My queries and other needs



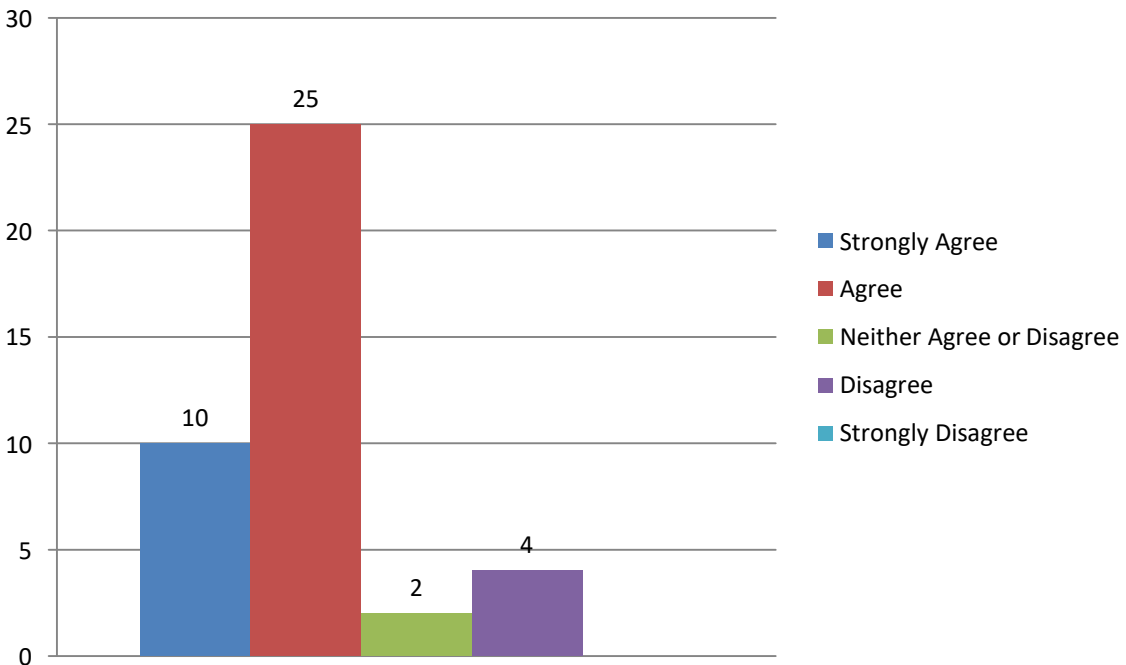
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