

**Internship Report on
Employee Satisfaction of Banglalink Digital Communications
Limited.**



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Employee satisfaction of Banglalink Digital Communications
Limited

Submitted To

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Subject:Submission of internship report.

Dear Miss,

I feel very honor to submit the internship report that prepared for the last three months in Banglalink Digital Communications Limited under the Human Resource and Administration department.The title of the report is “Employee satisfaction of Banglalink Digital Communication Ltd. ”This report is the reflection ofthe successful completion of my internship period at Banglalink Digital Communications Ltd.I am pretty much grateful for the guidance that you have provided me for the report.It will be asuccess for me if you find this report is educational enough to satisfy the necessities.

Thank You.

Yours sincerely,

Samaha Tabassum Arpa

Id:13104179

Acknowledgement

At first I like to thank Almighty ALLAH, without his mercy it was quite impossible for me to complete the report. There were also some people that I want to mention who helped me a lot to do this report, Despite of their busy life and work schedule they always provided their valuable time and effort to my work and I want to mention them. Firstly, I would like to thank and provide my appreciation to my supervisor at Banglalink Digital Communications Ltd. MdNuruzzamanHr shared service Lead specialist for his outmost support and help throughout the three months' period of Banglalink. Starting from the scratch to the very last moment they have taught me how the whole Hr shared service operates in Banglalink very gracefully. Secondly, I would also like to thank Ms. RahmaAkhtar, Lecturer of BRAC Business school. I am immensely grateful to her for the whole hearted supervision she provided during my internship period. It quite an honor to complete this internship period under her supervision.

Executive summary

As we all know, Banglalink digital Communication is one of the biggest telecom operators in our country. This organization is actually owned by a Telecom Ventures Ltd of Malta 100% owned subsidiary of “Global Telecom” holdings. It has started its journey in 2005 in Bangladesh telecommunication industry. Banglalink grown and its work became successful within a year in Bangladesh. From then it has become a popular among the people. By having best management and HR department it has always valued its employees, given them the knowledge they need and shown them the way to success. This report is about the satisfaction level of the employees about the welfare policies. This policy is always so important for just because it’s for the employee satisfaction and motivation. All of these policies have been discuss in this report very briefly in different segments. Moreover, this report also includes a descriptive information about the survey, in which I have gathered the information of employee satisfaction. At the very last, I have given some recommendations so that it might be helpful for further study of dissatisfaction level what arrived form the cafeteria services, training facilities etc. Along with the research my major responsibilities are included and an overview of Hr shared service. Therefore, Banglalink always believes in maintaining its standards of HR policies to achieve more high level of job satisfaction for their employees.

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Chapter 1 Introduction:

In this fast forwarding world, it's too much important for managing HR effectively and efficiently. Study has been shown that Investments in human assets are generally riskier than investments in physical assets because human assets are not owned by the organization. If the organization invest on its employers that it gives more outcome than investing on physical assets. The competitors can easily copy the physical assets by spending money but the knowledge and skills of employees are non-imitable and we can say it can be a competitive advantage for an organization. Managing human resource in the organization is difficult task. All the organizations do not value their human resource equally. Each organization has its own structure and culture hence the human resource management has to be integrated with the organization structure and culture. Banglalink is now one of the leading companies in Bangladesh. It has gained the second position in the telecom industry in Bangladesh within two years of its operation and also it is one of the fastest growing company in Bangladesh. One of the most valuable factors behind their success is that they manage their HR very well so that it has become one their strongest part. They always believe that this investment will help them to succeed in a longest run. As a result, they have maintained a very well employee welfare for their employees. On the other hand, they have also had some attractive benefit packages for the employees to lower the turnover rate.

As a part of internship recruitment this report has been a major scale to analyze the HR operations, the general policies and get ideas on how Hr shared services works and also determines that how satisfied the employees are for the welfare policies of Banglalink digital communications Ltd.

Chapter 2.0 Company profile:

2.1 Overview of Banglalink:

Banglalink Digital communications ltd. is owned by the Malta Telecom ventures ltd. Again Malta telecom ventures ltd. is owned by subsidiary of global telecom holding. That is known by Orascom Telecom holding previously. Orascom's basis was in Egypt and it was established in 1998. It is one of the largest capitalized company in Cairo and Alexandria stock exchanges. It has over 11 million subscribers worldwide. Orascom has grown to be one of the largest and also diversified GSM network operators and Orascom has operations in 11 countries. Africa and Asia is also known as the one of the most dynamic telecommunications powerhouse in the world. Sheba Telecom Ltd. Achieved license to operate the rural areas in 199 upazilas in 1989. It also achieved the GSM license to extend the business in area of cellular mobile and radio telephone service in 1996. In 1997 it started its operation in the last quarter as Bangladesh-Malaysia joint venture. Orascom telecom Bangladesh is owned by the Orascom telecom holding Egypt and the Vimplecom is the parent company of the group. It is the sixth largest mobile phone operator in the world. In 2004 September, The total shares of Sheba Telecom Limited was purchased by Orascom telecom holdings. The acquisition of Sheba Telecom Ltd. completed with a cost of US \$60m. It was declared by Naguib Sawiris, Chairman and CEO of OTH Sheba Telecom it was the worst network operator as the company had the base of 59,000 users. From them 49,000 were regular when it was sold. In February 10, 2005 after a complete overhaul and also the deployment of GSM network the telecommunication services were relaunched and also it was re-branded and its new name was Banglalink. It gave a completely new image. In July 2013, Orascom Telecom Communication Ltd changed its name for the second time and it was Banglalink Digital Communications Ltd. GSM family of Orascom Telecom holding's latest version is Banglalink. The operation will enhance Orascom Telecom's growth and also the leadership in mobile operator services in Bangladesh.

Mission:

Banglalink Digital Communications Ltd, mission is "to bring mobile telephony to the masses."

Vision:

Banglalink knows what people's needs are and will plan to create the best and right communication benefits for the people to make their life easier.

Goal:

Banglalink's goal is to make the connection affordable to the people of every societal level with lower cost.

Objectives:

The main objectives of Banglalink is to give better network coverage to its users and improve their communication level.

Core department objectives to achieve Banglalink's mission and vision are:

- Provide effective and efficient services to ensure right product right services to right customer and user department.
- Ensure of cost efficiency.
- Maintain ethical and legal standard.
- Maintain a management culture of high performance and strong transparency.
- Treat vendors with courtesy.

Slogan: The slogan of Banglalink is “start something new”.

2.2 Subscribers of Banglalink:

Banglalink got around 1 million os customers in December 2005 and in October 2006 it became 3 million. Moreover, in less than 3 years it surpassed Aktel currently known as Robi and became 2nd largest operator in Bangladesh. Banglalink currently got around 31.9m users around Bangladesh has a Market share of 24.4% in term of their coverage. It is need to be mentioned that it is now 2nd largest in telecom company in Bangladesh.

2.3 Brand Value of Banglalink:

Banglalink always represent itself as youthful and also a Bangladeshi product. They have attached emotional appeal to its brand and services. Their innovative product and service designs are their main part in term of their success. They have always focus on its strong network, customer care and creating emotional appeal towards its customer. By doing so they have become one of the strongest brands among the customers.

A short overview of Banglalink is given below:

	Banglalink Digital Communications Limited
Type	Subsidiary
Industry	Telecommunication
Launch Date	February 10, 2005
Areas served	64 Districts and 504 Thanas
Products	Telephony, 3G
Parent	Global Telecom Holding
Slogan	Start Something New
Vision	To understand people's needs best and develop appropriate communication services to improve people's lives and make it simple.
Mission	<ul style="list-style-type: none"> • Segmented approach in terms of products and services • Delivering superior benefits in every phase of customer experience (before, during and after sales) • Creating optimum shareholder value
Core Values	Innovative, Straightforward, Reliable & Passionate
Strategies	<p>Functional Level Strategy: efficiency, quality, innovation and customer responsiveness</p> <p>Business Level Strategy: applies both Cost Leadership and Differentiation</p>

Table: Organizational Overview

2.4 Products and services:

Banglalink has various product and services. It also gives offers to both prepaid packages and postpaid packages to its users. Some of the packages are given below:

Prepaid packages:

Banglalink offers two prepaid plans and they are Desh and Banglalinkplany. They offer other prepaid packages such as Desh 7 FNF, Desh 10FNF, Desh Hello. These are packages with some changes.

Postpaid packages:

There are two postpaid packages of Banglalink and they are Banglalink S M and Banglalink Inspire.

Banglalink 3G:

Banglalink 3G is launched with the mission that it will bring to life the experience of mobile broadband on 3G mobile phone. It is more easier now to download any movies or videos, video calling, high speed data transmission, video streaming in the mobile phone. Banglalink is declared as the fastest data service in 2014 by Bangladesh Telecommunication regulatory commission. Banglalink 3G allows the customers to surf the internet with fastest internet speed with superior HSPA and connection. Lastly it can be said that it made our life easier.



Services are being offered:

Banglalink is providing so many services and the services are Friend Finder, Amar tune, Namaj alert, SMS, money transfer, call waiting, instant recharge etc. It has always been known as a market leader. They are adding something new for the customer convenience.

Banglalink network coverage:

Banglalink started its journey with nine districts but now they are in sixty four districts and 504 thanas.



Figure: Banglalink network coverage

2.5 Organizational structure of Banglalink:

Banglalink has seven major department such as sales, marketing, IT, Finance and accounts, administration, customer care and HR. Like the other company it has also the middle and first level management.

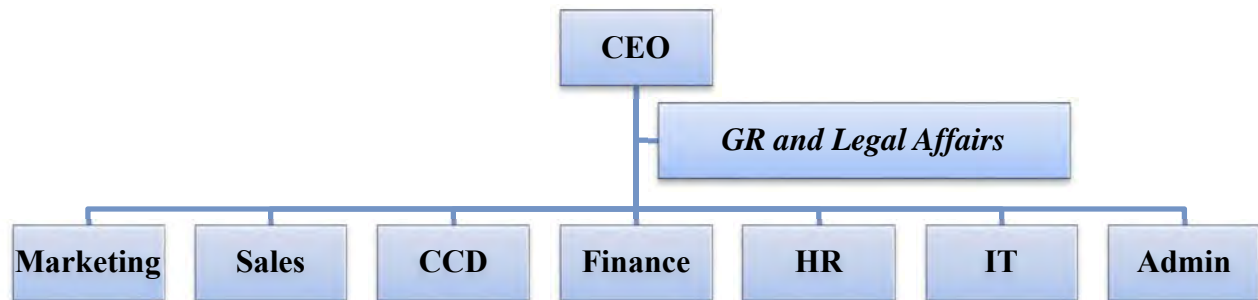


Figure: Organizational Structure of Banglalink

2.6 Analysis on Banglalink

Working Hour:

The office hour for the employees are from 9 am to 6 pm. Employees can go after completing 9 hours of their office time. Employees have to be present in between 8 to 9 and after completing the nine hours they can go. There are also overtime duties. If any employees do overtime they are being paid extra.

Probationary period:

The time for probationary period is six months. For the unsatisfactory performance it can be extended for extra three months. Employees are being monitored when they are in the probationary period.

Cafeteria service:

Cafeteria service is another subsidized benefit for the employee. There are varieties of menu that are being served in the cafeteria in Tiger's Den.

Mobile services:

All employees are benefitted by the mobile services. The expat, permanent, part timer as well as interns are also benefitted by the mobile services.

Code of conduct:Code of conduct is mainly the guideline that every company should follow. Banglalink also has a standard guideline of Vimplecom that all employees, suppliers as well as the customers should follow these

2.7 Key responsibilities during internship

HR shared service is one of the department that is growing day by day and being sought out in many organizations. It can help to reduce the costs through economies of scale. It also can bring to better quality outcomes by customer focus and the implementation of of the technology.

Shared service is a systematic process in where the involved activities available. It is also a process which is shared among the number of parties. This is worked with the common services that are being operated in the company. There are varieties of activities are involved in this shared service team such as recruitment, all kind of administrative works, providing information, providing the professional support etc.

There are three main drivers that leads the shared service team and they are:

- 1) Cost
- 2) Quality
- 3) Organizational changes

The shared service team can reduce cost by cutting down the employee number for achieving the economies of scale and it is believed by many organizations. Banglalink is now mainly focuses on reducing the cost by cutting down the employee number to minimize the cost. The shared service team has been improved their overall quality and has made the company customer focused. This concept can also bring professionalism, can achieve more consistency and more accuracy for completing the work with specific budget. It also helps to collect the information and process the information in time.

Duties and Responsibilities:

My duties and responsibilities as an intern was on the project named vss(voluntary separation scheme) and system migration. This project was a part of Banglalink restructuring process. I had prepared the soft copy of employee file. It was known as Masterfile in Excel. This was with the synchronization of data from HITS and keep it in the system. My responsibilities are given below:

- Employee file auditing

- Data entry from employee personnel file.
- Prepared the employee personnel file with the checklist.
- Made the appointment letter and provided to the new joiners.
- File archived in the system.
- Soft copy uploaded in the system.
- Helped my line managers with the vss program.
- Data deletion and data input in HITS.

I was responsible for the VSS project which was the process that employee leave the organization willingly with a good amount. With the help of my line manager I prepared the process so that the process is hustle free. I also worked with the other department. I worked with B2B sales which is also known by corporate sales. I have learned so many things while working there. As an intern I got to chance in many activities and learned many things.

Chapter 3: project part

3.1 Introduction of the project

For running an organization it needs the support from other departments. The HR department and the administration department is called the heart of the organization department. They are skilled, they have enough resources, they create the rules and the policies and these actually helped them for being the heart of the organization. The HR department is called as the core of the organization as HR plays an important role in the organization and also it sets the standard policies of Banglalink Digital Communications Ltd. In this term paper I will focus on the policies of Banglalink Digital communications Ltd. and the satisfaction level of the employees regarding the employee welfare policies of Banglalink. HR department always support the employees welfare policies and always deals with the problem of employees. If any employee is dissatisfied with their job it is the duty of the organization and for being the core of the organization the HR department is to support their employee betterment, career growth and physical wellbeing.

For increasing the employee satisfaction company is making new policies and always trying to improve them to increase the level of employee satisfaction and also retain them and decrease turnover rate in devoting additional resources to chase new ones. The objective of this research is to find out the employee satisfaction level regarding the welfare policies of the company. For this research I have conducted the survey which is held in Tigers Den and it is collected from the employee. The questions of the survey was the satisfaction level of the employee regarding the ambience or cleanliness, taste and quality of the food, the leave policy, the environment of work etc.

3.2 Problem statement

My main work for this project was to determine the employee satisfaction level regarding the welfare policies of Banglalink.

3.3 Purpose of the project

The main purpose of this study is to find out the employees satisfaction level regarding the welfare policies of Banglalink and to determine the policies of Banglalink , their role in the employeestenture. To find out the satisfaction level of the employee a brief analysis has dicussed in the profile of the organization and to measure it a survey has been created and discussed. The objectives of the report are:

- Find out the HR policies
- Find out the employee satisfaction level regarding the policies of the organization.

3.4 Limitation:

The research is limited in some criteria such as management activities, the environment, cafeteria services, facilities, training, compliance, leave policies etc. This is done in the middle of the year and there are some limitation which is given below:

- The information of the company were so confidential that it was difficult to collect the information about the company. The company could not provide enough information because it was very confidential.
- The time period of this research were not enough for me. I could not get enough time for the research so the information that I found through my study was not sufficient enough. This is the another limitation.
- The focus on my research was limited because I had to work a lot during my internship report so I did not get enough time for my report.
- Lastly, the major limitation was the participant number. As it is very confidential so the employee were not allowed to provide all the information of the company. So I did not get any help from them but they tried to give the information. That was the major limitation of my research.

3.5 Significance of the study

The findings and the result of the research is beneficial enough and it also can be used in HR department and the administration department of the company. It is also beneficial to the students and for the future research. The company can take decisions and know the level of employees satisfaction and also can know the lackings. HR department can also review them to fulfill the gap. So the study is very much beneficial to the company as well as future research.

3.6 Literature review

Literature review means an indication of related articles, journals, books. Literature etc. In this paper I have also used related journals, articles for fulfilling my purpose.

Theoretical framework:

There are so many theories that can measure the jon satisfaction level but among them the popular Fredrick's Herzberg's two factor theory describes how job satisfaction can be measured. This theory is named as motivation- hygiene theory. There are two factors to measure the job satisfaction level of employees one of them are motivation factor and the other one is hygiene factor. The two factors are described below:

Motivators: Motivation factors are those when employees are motivated enough to their work. These factors are named as the inner force that drives the individual to attain their goals.

Hygiene: Hygiene factors are those factors like pay system, management practices, working conditions, policies of the company. When these conditions are okay then it will create the employees satisfaction level in the company. And if these conditions are not okay then it will increase the level of employees' dissatisfaction.

Review of related literatures:

There are many articles, journals and documents that have been created on satisfaction of employee welfare services. Among them I will be discussing some in this paper. A study by Kumar and Yadav(2002) described that satisfaction level from employee welfare scheme in sugar factories in Gorakhpur division. There the employees ranked their satisfaction level on the housing scheme, medical scheme followed by pay system of that factory. Thus satisfaction level of employee varies from organization to organization.

Briken (2011) in another study described that job satisfaction of an employee depends on some factors such as the nature of work, salary, advancement opportunities, management work groups and work conditions.

Another journal of Nisar,et al (2017) described that the main purpose of this paper was to find out that whether the pay system influence the job satisfaction or not. In this research it is considered that there are three major factors such as pay system, work environment between pay scale and job satisfaction. From the research it has been found out that the job satisfaction of the university teacher is related with their pay satisfaction. Thus work environment also can directly affect to an employees satisfaction.

Thus, in many journals, articles it is said that the employee job satisfaction actually depends on some of the factors and it varies to the organization. Some organization are satisfied with the good wage and some are satisfied with the other facilities.

3.7 Methodology

In this chapter it presents the methods of the research and also the subject of this study. My major focus was to find the employees satisfaction level regarding the employee welfare policy. So I have conducted a survey according to my descriptive research. I have made the survey questionnaire and it became easy to find out the answers through the survey. The outcome has found through the questionnaire so the information that I needed I easily got it from the survey. There were two data collection mode and they are:

Primary data:I collected the primary data from the questionnaires.

Secondary data: The secondary data was collected from the journals, the books, documents and the articles.

3.8 SWOT analysis

Every company has its strength, weakness, opportunity and threats. Banglalink has also the same and these are given below:

Strength:

- The network service is faster than the other networks in Bangladesh
- It is one of the fastest growing telecom company in Bangladesh.
- Customers are satisfied with the services.
- The call rate is flexible comparing to the other telecom company.
- The customer relationship is strong.
- Banglalink has created a good image on consumers mind.
- Banglalink is very much flexible to its employees regarding the employee welfare services.
- It has the transportation services as well as a good cafeteria service.
- It is popular for its efficient performance.

Weakness:

- There are not enough marketing activities.
- Some employees are not capable enough.
- Lack of the training process
- Lack of motivation in the employees.

Opportunity:

- There are some experienced employees who are capable enough to run the organization.
- Many new products and services are launching.

Threats:

- So many competitors as it is one of the fastest growing company.
- There are similar products that are being offered by the other telecom company.
- There are some governmental rules and regulations.

3.9 PESTEL Analysis

Political:

Political environment increase the government policies.If the government of our country introduce any kind of law that increases the price of call rate then Banglalink promised service may hampered. Banglalink may not provide the services they have promised. Another example can be included in this topic, few months ago Government declared to do the biometric

registration for every sim card owner. Those who did not do the bio metric their sim automatically had stopped working. So every mobile operator company hampered for this decision. This was held because of the political reason.

Economical:

Economical factors related with the political factor. If Government increase the tax of the sim card then Banglalink has to increase the price of their sim card as well as their call rate. The promise may broke because of the decision of Government. So economical factor is related with the political factor.

Social:

Banglalink always represents the young generation. In every kind of add we can see that Banglalink only present the young people and also in every kind of add it shows the respect of all tradition and for the Bangladeshis. Banglalink means they are socially connected with the customer.

Technological :

Bangladesh has a motto that It would be digital within 2021. Banglalink also devoted motto. They have 3G services and few days back they have brought the 4G services. In future they will add new things which surely makes it digital.

Environmental :

Banglalink supports always in any kind of disaster. The company always showed their support of any kind of occurrence.

Legal :

Banglalink follows the code of conduct strongly. If anyone break the rules then he or she will be warned immediately. Banglalink is very much strict about their laws and which makes them one of the largest company in Bangladesh

3.10 Finding and analysis:

My major focus was to conduct a survey on job satisfaction of employees in Banglalink and for that I selected 50 employees and asked them questions randomly. Thus I prepared my survey and finally find out that how many employees are actually satisfied with the welfare policies. Here I prepared some table that how many employees agreed or disagreed with the services.

Table 1: satisfaction level of transportation facilities:

Options	Respondents
Very satisfied	5
Satisfied	32
Neutral	11
Dissatisfied	2
Very dissatisfied	0

From the survey it is found that for the transportation service there are 32 employees who are satisfied and 5 employees who are very much satisfied with the service.

Table 2: Satisfaction level of the cafeteria service:

Options	Respondents
Very satisfied	0
Satisfied	5
Neutral	13
Dissatisfied	21
Very dissatisfied	11

From the survey it is clear that 21 employees are dissatisfied and 11 employees are very dissatisfied with the foods that are being served in the cafeteria. So steps should be taken regarding this service.

Table 3: Satisfaction level regarding medical facilities:

Options	Respondents
Very satisfied	8
Satisfied	21
Neutral	11
Dissatisfied	6
Very dissatisfied	4

It is clearly shown that only 6 employees are dissatisfied with the medical services. So it can be said that Banglalink's employees are very much satisfied with the medical services that is being provided to them.

Table 4: Does Banglalink maintain proper hygiene:

Options	Respondents
Very satisfied	12
Satisfied	29
Neutral	4
Dissatisfied	5
Very dissatisfied	0

From the survey it can be said that banglalink takes care of work place cleanliness because 29 employees voted on the cleanliness of it.

Table 5: Satisfaction level of work environment:

Options	Respondents
Yes	46
No	4

It is clearly shown in the survey that 46 employees are satisfied with the work culture and the environment so it can be said that the environment of Banglalink is good.

Table 6: Does Banglalink give proper training:

Options	Respondent
Very satisfied	6
Satisfied	17
Neutral	10
Dissatisfied	15
Very dissatisfied	2

From the survey it is shown that the satisfaction level and dissatisfaction level of employees regarding training is similar which means Banglalink needs to improve the level of their training.

Table 7: Satisfaction level of career planning opportunity:

Options	Respondents
Yes	38
No	12

Satisfaction level regarding career planning opportunity is higher than the dissatisfaction level.

Table 8: Satisfaction level of daycare facility

Options	Respondents
Very satisfied	20
Satisfied	30
Neutral	0
Dissatisfied	0
Very dissatisfied	0

So Banglalink employees are very much satisfied with the day care facility the survey is saying that. It is beneficial to the employees.

Table 9: Does Banglalink provide maternity leave?

Options	Respondents
Yes	50
No	0

From the survey it can be said that banglalink provides the female employees the maternity leave and the employees are satisfied with it.

Table 10: satisfaction level of working hours

Options	Respondents
Very satisfied	11
Satisfied	29
Neutral	7
Dissatisfied	3
Very dissatisfied	0

From the survey it can be said that the employees are satisfied with the nine hour working hours because here it is shown that 29 employees among 50 employees are satisfied.

Table 11: Does employee are satisfied with the medical insurance policy

Options	Respondents
Very satisfied	11
Satisfied	30
Neutral	6
Dissatisfied	3
Very dissatisfied	0

So the satisfaction level of medical insurance policy is high because the satisfied employee is 30 among the 50 employees.

Table 12: satisfaction level of leave policy

Options	Respondents
Very satisfied	8
Satisfied	29
Neutral	5
Dissatisfied	8
Very dissatisfied	0

Satisfied employees regarding leave policy are 29 so Banglalink is actually doing do regarding the employee welfare services.

Table 13: Does the company have safety measure?

Options	Respondents
Yes	48
No	2

So Banglalink takes safety measures for the employees because 48 employees agrees with it.

Table 14: Does Banglalink follow standard compliance policy?

Options	Respondents
Yes	47
No	3

So the company maintains the compliance policy the amount of agreed respondents said that.

Statement 15: Satisfaction level of welfare services

Options	Respondents
Very satisfied	11
Satisfied	32
Neutral	7
Dissatisfied	0
Very dissatisfied	0

After the analysis it can be said that 32 employees among 50 employees are satisfied with the overall welfare services.

Chapter 4.0 Recommendation

Recommendation is an important part of any research paper. The research paper is incomplete without the part of recommendation. It serves as a medium of further analysis of a report. Some recommendations are given below:

- Firstly, from the survey result, it has been found that most of the employees are dissatisfied with the cafeteria service so the service should be improved. From the survey we can see that maximum number of employees are dissatisfied only few of the employees mark it as satisfactory so Banglalink should improve the cafeteria services. Necessary steps should be taken to improve the employee satisfaction level. For example Banglalink can serve more than the menus are being served to the cafeteria so that employees can choose from different varieties and that is how they can be satisfied with the cafeteria service. The cafeteria services actually plays an important role to increase the level of employee satisfaction. If Banglalink can change the menu and provide different varieties of food then employee can be satisfied.

- The second recommendation is that the training that is provided in the organization is not sufficient enough and that is found in the primary data. From the survey it has been found that 15 employees out of 50 employees are dissatisfied with the training that is being provided by the organization. Training is an important factor to increase the satisfaction level of employee . To increase the satisfaction level of the employee regarding the training facility the management should review the training material as well as the tools and provide sufficient on the job training. There can be the arrangement of monthly training session by reviewing the requirement of training of every department. There can be the arrangement of off the job training for different department and these training will increase the efficiency level of the organization.
- Thirdly, Banglalink should improve their insurance policy. From the survey It has been found that majority of the employees are satisfied with the insurance policy only some employees are dissatisfied and have given their opinion that the parents should be included in the medical insurance policy.
- Another recommendation can be the employee engagement system. Banglalink should increase the employee engagement system so that it will help the employee to keep a good relation with his line manager as well as his co-workers. If the organization increase the employee engagement system this will also help them to keep a good relation with the other department. Employees can be engaged with the goal of the organization.
- The career planning opportunity should be increased because from the survey I have found that 12 employees out of 50 employees are dissatisfied with this. So Banglalink should improve their career planning opportunity to increase the level of customer satisfaction.
- Lastly, Banglalink should maintain the daily working time. They should be more flexible in their working time. For example: if any employee comes in the office at 8.30 or 8 am they should leave in the 5 or 5.30pm after completing the nine hours in Banglalink. Banglalink is flexible in the working time but they should be more flexible.

Chapter 5.0 Conclusion

In the conclusion, it can be said that Banglalink is indeed a successful and reputed company. They gained the second position in telecommunication industry because of their strategy and they maintained their strategy from the beginning to the end. Within two years they have maintained their position which made them successful and gained the second position. They believe in the valuation of human assets. They believe in innovative work and the job seekers and the external people found the company very attractive. The new project of HR shared service will make the company more efficient in the work and it will add the revenue for sure. Banglalink always highly appreciate their employees to be more innovative to their work. There are also some lacking's which I have mentioned in the findings and analysis part. I have conducted a survey and found out that few of the employees are dissatisfied with some factors. If Banglalink concentrates more on the employees demand then it will surely have no lacking's and employees will be satisfied and will be motivated towards their work. Lastly the way this company is following their strategy and conducting work it is sure that it will do well in the market.

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Appendix

Employee satisfaction level regarding the employee welfare services of Banglalink Digital Communications Ltd.

Section 1

1. How satisfied are you with the services are being provided in the cafeteria?
 - Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very satisfied

2. How satisfied are you with the transportation services?
 - Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied

3. Banglalink provides enough medical services
 - Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied

4. Banglalink provides proper hygiene at the work place
 - Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied

5. Are you satisfied with the day care facility services?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

6.Are you satisfied with the training provided in the workplace?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

7. Please rate about the leave policy of Banglalink

- Highly satisfactory
- Satisfactory
- Neutral
- Dissatisfactory
- Very dissatisfactory

8. Are you satisfied with the working hour policy of Banglalink?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

9. Banglalink provides the medical insurance policy

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

10. Rate the overall service that is being provided in the organization

- Very satisfactory
- Satisfactory
- Neutral
- Dissatisfactory
- Very dissatisfactory

Section 2: Please answer with an yes/no

11. Does Banglalink provide the proper work environment and culture?

- Yes
- No

12. Does the company follow the compliance policy?

- Yes
- No

13. Does the company measure safety?

- Yes
- No

14. Does Banglalink provide maternity leave?

- Yes
- No

15. Does Banglalink give the opportunity for your planning of the career?

- Yes
- No

Section 3:

16. Please indicate age

- Less than 25 years
- 25 years and above
- 30 years and above
- 40 years and above

17. Please indicate your gender

- Male
- Female

18. Please mention your designation

Designation:

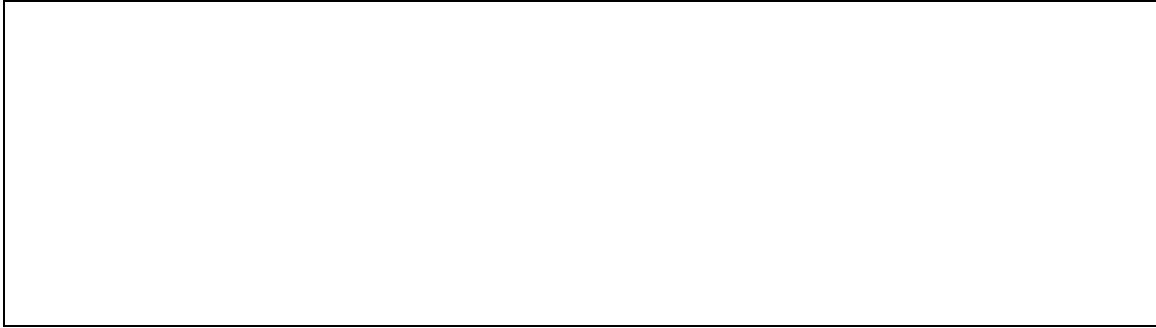
19. Please mention your department

Department:

20. How many years are you in the company?

- 0 to 5 years
- 6 to 10 years
- 11 years and above

21. Any suggestion you want to add in the welfare policies of Banglalink Digital Communications Ltd?



Thank you for your time and participated in this assessment.