



Internship report on

**“CRM through Partnership project activities management at
Banglalink Priyojon Program – the loyalty based platform”**



Inspiring Excellence

Internship report on

“CRM through Partnership project activities management at Banglalink
Priyojon Program – the loyalty based platform”

Course Code: BUS400

Submitted To:

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January 11, 2018

Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University, Bangladesh.

Subject: Submission of Internship Report.

Sir,

I am pleased to submit my report—CRM at Banglalink’s loyalty and partnership program which was approved by you during my internship period for the course, (BUS400). I have tried my level best to properly present all of the aspects of my assigned job. While preparing this report, I have learnt many things regarding partnership and loyalty of telecommunication sector and specially acquired sufficient knowledge about “BanglalinkPriyojon Program”.

In spite of these difficulties faced in preparing the report, I have tried to be as methodical as possible. Rather, in case of any further clarification or elaboration as to my report, I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Sincerely Yours,

Nirzhar Chowdhury

ID:13104180

Acknowledgement

At the very beginning, I would like to express my gratitude to Almighty God for enabling me to complete this report. To achieve the Bachelor of Business Administration Degree, under the course name BUS 400 of BRAC University, internship program is a mandatory part. Without the assistance and guidance of the people around my job environment and also of my academic surroundings, it would not be possible to complete the report productively.

First of all, I would like show my gratitude to BRAC Business School for illuminating me throughout the journey of my Bachelor in Business Administration and Banglalink Digital Communications Limited for recruiting me as a Project Support Manager in the Loyalty & Partnership department. I will be obliged to all the Honorable faculties of BRAC University for their utmost level of help during my University life and in my rest of the life. Besides, I will be thankful to Banglalink Digital Communications Ltd. as I have gathered an enormous deal of experience while working on the Priyojon Program of Banglalink.

I am also very grateful to my internship supervisor and honorable faculty of BRAC University, Mr. Hasan Maksud Chowdhury Sir who guided me to write my internship report and finish my last report of my undergraduate life accordingly. Whenever I asked for direction about the report he always came up with a helping hand. It would never have been possible for me to prepare this report without the support and instruction of my honorable teacher. Sir gave me suggestions to make this report as informative and constructive as possible.

I would also like to thank my line manager Mr. Nahin Ahmed Jisun, Loyalty & Partnership Manager and Mr. Khaledul Hasan, Head of Loyalty & Partnership for their help during my very beginning stage of my employment. From the very first day they guided me with proper direction. I could not have prepared this report without their help. I will never forget his kind help during my learning period. Last but not the least, I would like to thank, all the members of Marketing department who were very supportive during my employment. I also have taken help from my colleagues and other cross functional teams.

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Executive summary

Last four months at Banglalink Digital Communications Limited headquarter, Tiger's Den was a learning experience for me, a fresh graduate, who just got the taste of what partnership management activities at telecommunication industry are like. The working environment and the people all together helped me through to gain knowledge and experience as a tester for what's ahead of me in the future. I have been working under the Marketing Department in association with Loyalty & Partnership team.

There were numerous tasks that I had to complete. Here I have been managing field resources, investigating their daily reports, conducting interviews for new recruits, arrange database and logistic support for the field officers. I have gained the authorization to select and decide which partners will be taken onboard with Banglalink Priyojon Program. People here are very friendly, all the other departments' nature is diverse, and the behavioral patterns of people coming in for different background are different to each person. Being a part of this office, made me realize that education helps a person understand work, but experience lets one become efficient and productive towards a good output for the firm itself. My experience was very bright and educational as time goes on, I will learn even more and make my future working life a better place to strive in every situation.

Chapter 01

Company Profile

Banglalink was launched in February 2005, with over 30 million subscribers over a decade, Banglalink become the catalyst in making mobile phone low-cost alternative for customers in Bangladesh. The preliminary fulfillment of Banglalink becomes primarily based on an easy challenge: “Bringing cell telephony to the hundreds”, which turned into the cornerstone of Banglalink’s approach.

With customer festivities in being Banglalink’s middle focus, digitalization has turn out to be a need to update the manner clients have interaction, talk, function (Internally & Externally) and offer offerings from conventional way of business to digital/on-line. Objective of Banglalink is to enable its customers to get the satisfactory out of the digital destiny and create a real virtual ecosystem through presenting merchandise that fits the needs of customers.

The boom of Banglalink through the years have been fueled with progressive products and services concentrated on extraordinary market segments, aggressive development of community exceptional and devoted client care, creating an extensive distribution reach throughout the use and establishing a robust emblem that emotionally connected clients with Banglalink.

Banglalink affords same possibilities to employees and has constantly shown zero tolerance for any non-compliance interest. Banglalink’s HQ became the first licensed green workplace by way of global extensive Fund for Nature (WWF) in Bangladesh. The organization has rather fashioned a flat employer, Banglalink is now running relentlessly to carry digital global to each and every purchaser to build a real virtual Bangladesh.



The Tigers' Trail

2005	<ul style="list-style-type: none">• Banglalink launched• Achieved 1 million customers
2007	<ul style="list-style-type: none">• Banglalink became the 2nd largest operator
2008	<ul style="list-style-type: none">• Achieved 10 million customer base
2012	<ul style="list-style-type: none">• Exceeded 25 million customers
2013	<ul style="list-style-type: none">• Launched 3G service
2014	<ul style="list-style-type: none">• Banglalink Bonds issued• Exceeded 30 million customers
2015	<ul style="list-style-type: none">• Exceeded 32 million customers

In 1989, Sheba Telecom (Pvt.) Ltd. was approved license to operate within the rural areas of 199 upazilas. Later it obtained nationwide 15-12 months GSM license in November 1996 to increase its commercial enterprise to cellular mobile, radio cellphone offerings. Within the remaining quarter of 1997, Sheba Telecom(Pvt.) restrained had released its operation as a Bangladesh-Malaysia joint undertaking. However unfortunately Sheba did not havethe business potentials in Bangladesh and an Egypt primarily based telecom employer named Orascom Telecom become set to buy the Malaysian stakes in Sheba Telecom thru a hush-hush deal in July 2004. In a while, it turned into re-branded and released its offerings beneath the Banglalink brand onFebruary 10, 2005. To healthy with the call of the parent business enterprise in March 2008, ShebaTelecom (Pvt.) restricted changed its call as Orascom Telecom Bangladesh constrained. Once more inJuly

2013, the agency call modified for the second time to Banglalink virtual Communications Ltd. Banglalink had commenced its adventure with the slogan “creating a distinction” and attained 1 million subscribers through December 2005. To come to be the second biggest operator in Bangladesh, Banglalink overtook Aktel with greater than 7.1 million clients. As of September 2015, Banglalink has a subscriber base of 31.9 million with 24.4% marketplace proportion. Banglalink’s growth over the preceding years have been fuelled with innovative services and products focused on distinct market segments, aggressive improvement of community fine and committed customer care, creating an in depth distribution community across the country, and organizing a sturdy emblem that emotionally related customers with Banglalink.

Banglalink is an entirely owned subsidiary of Telecom Ventures confined of Malta that's 100% owned subsidiary of world Telecom protecting. In keeping with the business mixture of 2011, between Vimpelcom Ltd. and Wind Telecom s.p.a, Vimpelcom owns fifty one.92% stocks of globaltelecom retaining. Vimpelcom offers voice and information offerings via a range of traditional and broadband cell and glued technologies in exclusive countries like Russia, Italy, Ukraine, Uzbekistan, Kazakhtan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Bangladesh, Pakistan, Zimbabwe. In a while, Banglalink has changed its slogan from “creating a difference” to “begin something New” with the imaginative and prescient to be the quickest 3G network provider in Bangladesh. In order to set up a powerful stand in Bangladesh, they have brought Shakib Al-Hasan on board as their brand-ambassador. Shakib Al-Hasan will actively take part in Banglalink’s promotional sports and will paintings to spotlight the organization’s picture. Marketplace proportion of Banglalink Digital Communication constrained in contrast to other operators is proven underneath:

Mobile operators market share in Bangladesh: 2015

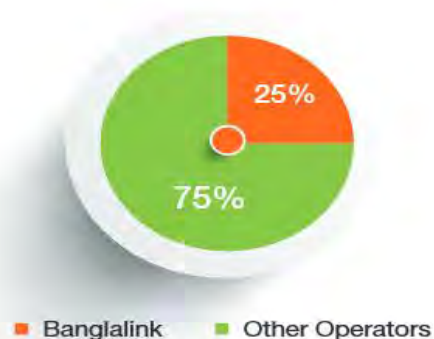
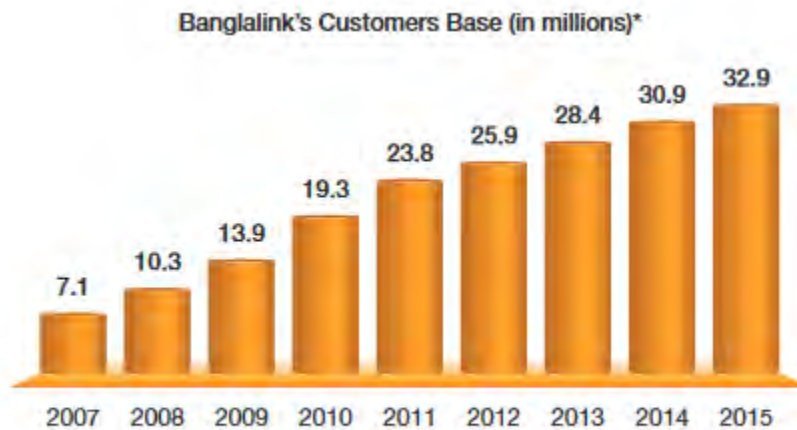


Figure: Market share of Banglalink (Source: Annual report of Banglalink)

In 2007, within less than two years after the re-launch, Banglalink achieved more than 7 million customers and became the 2nd largest operator in terms of customers. Banglalink reserved its strong 2nd position in the 6-player mobile telecommunication market in Bangladesh.

Banglalink's cost effective value proposition and innovative products stimulated Banglalink's exponential growth over the years in terms of customers and revenue. Since launching 3G services in October 2013, Banglalink has witnessed impressive growth in data revenue.



*As reported to the Bangladesh Telecommunications Regulatory Commission (the "BTRC").

Figure: Revenue performance. (Source: Annual report)

[Shareholders and parent company](#)

Banglalink is more than 99.99% owned by Telecom Ventures Ltd. of Malta, which is a fully owned subsidiary of Global Telecom Holding s.a.e of Egypt. Global Telecom Holding is traded on the Egyptian Stock Exchange under the symbol (GTH.CA), and on the London Stock Exchange its GDR is traded under the symbol (GLTD LI). Global Telecom Holding is a member

of the VimpelCom Group, one of the world's largest mobile telecommunications providers by number of customers.

VimpelCom is an international communications and technology company, headquartered in Amsterdam, and driven by a vision to unlock new opportunities for customers as they navigate the digital world. Present in some of the world's most dynamic markets, VimpelCom provides more than 200 million customers with voice, fixed broadband, data and digital services. VimpelCom's heritage as a pioneer in technology is the driving force behind a major transformation focused on bringing the digital world to each and every customer. VimpelCom offers services to customers in 14 markets including Russia, Italy, Algeria, Pakistan, Uzbekistan, Kazakhstan, Ukraine, Kyrgyzstan, Tajikistan, Armenia, Georgia, Laos, Zimbabwe and Bangladesh. VimpelCom operates under the "Beeline", "Kyivstar", "WIND", "Mobilink", "Telecel", "Djezzy" and "Banglalink" brands.

Vision

"To understand people's needs best and develop appropriate communication services to improve people's lives and make it simple."

Mission

Banglalink's initial success was based on a simple mission: "Bringing mobile telephony to the masses" which was the cornerstone of its strategy.

Banglalink changed the cell smartphone popularity from luxury to a need, brought mobile smartphone to the general human beings of Bangladesh and made an area in their hearts. The cellular smartphone is taken into consideration as a fantastic exchange in Bangladesh.

The brand slogan of "start something new" is in essence derived from Banglalink's promise of empowering human beings with low priced communication solution. In brief, the missions of Banglalink are-Segmented approach in terms of products and services is handing over advanced advantages in each section of the customer revel in developing superior shareholder fee.

Goal

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

Core Values

All employees of Banglalink are expected to demonstrate the following core values in day-to-day activities to “Start Something New” in every area operations in the Banglalink way:

- **Collaborative**
- **Innovative**
- **Truthful**
- **Entrepreneurial**
- **Customer Obsessed**

Product and services

Packages

Pre-Paid

People generally use the pre-paid programs more regularly in comparison to different packages. So, it is the principle or core service supplying of Banglalink. Pre-paid packages are very flexible in nature. So, capitalizing the principle characters of pre- paid packages Banglalink is including various fee brought provider in continuous foundation. In line with their customer market they custom designed their pre-paid plans in this type of manner that every user can get excellent service. Amongst unique pre-paid services, there are Banglalink Desh Hello Package, Banglalink Desh Ek Rate Darun, Banglalink Desh, Banglalink Desh 10 FNF, 1 Second Pulse, Banglalink Play etc.

Post-Paid

Banglalink is aware that every customer has particular desires and utilization patterns. that is why it offers alternatives to the customers with a purpose to pick in accordance their need in place of imparting the same answer as anybody else. Banglalink publish-paid applications are tailored to serve the purchasers actual purposes and deliver them the satisfactory value for cash.

In phrases of post-paid plans Banglalink has a wide sort of programs. There are some easy guidelines and regulation consumers need to comply with to subscribe for the postpaid

Digital services

Banglalink Digital Services include many value added service like Call Block, Banglalink Local Radio, Voice Adda, Music Station, Magic Parrot, Banglalink Sports App, Mobile TV etc

Offers

To deal with the competitor brands, Banglalink present different offers time to time. Such as recharge offer, reactivation offer, internet offer, balance transfer offer

BanglalinkInternet

We offer different types of internet packages by studying the customers' demands and offerings of competitors. Variations are mainly based on tariff plan, recharge package and bonus offers.

Customer Care

To ensure the maximum convenience, sales raise and after sales support Banglalink has good number of customer care points around the country. To cover the remote areas, Banglalink focus on retailer coverages too.

E shop

Banglalink offers different types of gadgets with attractive call rate and internet packages which play vital role to generate a good amount of revenue.

Operational Organogram

The cause behind the success of Banglalink in Telecommunication sector is the large pull of experienced personnel who continuously giving their time and effort lead the company ahead. Their contribution to the

company has made Banglalink the second largest telecommunication company in Bangladesh within a very short period of time. A picture of these successful people of Banglalink is given below which shows the valuable management team:

Management Team

Chief Executive Officer: Erik Aas

Chief Compliance Officer: M Nurul Alam

Chief Corporate And Regulatory Affairs Officer: Taimur Rahman

Chief Marketing Officer: Mike Michel

Chief Digital Officer: Sanjay Vaghasia

Chief Financial Officer: Anton Landman

Chief Human Resources & Administration Officer: Monzula Morshed

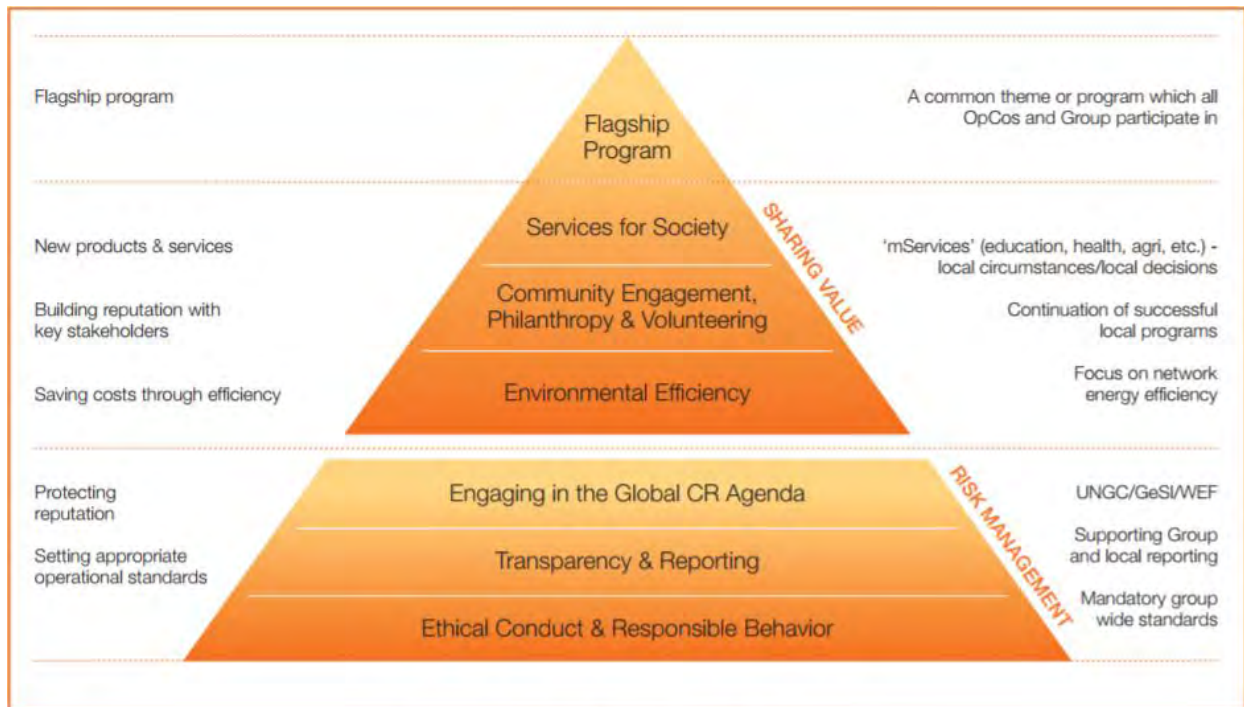
Chief Legal Officer: Jahrat Adib Chowdhury

Chief Sales Officer: Ritesh Kumar Singh

Chief Technology Officer: Pierre Boutros Obeid

Corporate responsibility

Banglalink Digital Communications follows the Corporate Responsibility (CR) strategy of its parent company. The company designs the strategies in such a way which will not only be beneficial for society but also enhances company's visibility and market share as well. Strategy framework of the plan is represented in the diagram below:



Banglalink CR Strategy Pyramid

At the top of the pyramid is the common theme which all of VimpelCom’s operating company and group participate in. “Make Your Mark” is the flagship CR program. The next three layers are the sharing value agenda: services for society, community engagement and philanthropy & volunteering, environmental efficiency. This area focuses on creating value for the business and for the society. This can be done by creating new product, or community engagement for climate change, or saving energy costs. The bottom of the CR pyramid focuses on risk management: engaging in the Global CR Agenda, transparency & reporting, ethical conduct & responsible behavior. Here main focus is on behaving as a good corporate citizen, by managing potential negative impacts on stakeholders, and being transparent about challenges and responses.

Make Your Mark

A nation-wide program called “Make your Mark” was launched by VimpelCom which aims to focus on assisting youths to shape their future. To continue this spirit in the market and to assist the Digital Bangladesh rhythm come in reality Banglalink signed a MoU with BHTPA of the ICT Division in Nov’15 of establishing a Digital incubation center.

Community Engagement, Philanthropy and Volunteering

International Coastal Cleanup Day: On September 2015, Banglalink observed the “International Coastal Cleanup Day” at Cox’s bazar, the largest sea beach of the world. A big number of volunteers joined this event. This is one of the largest voluntary events in Bangladesh.

Blood Donation: Banglalink organized blood donation campaign in association with Quantum Foundation on June 2015 for the employees at Tiger’s Den, the Banglalink headquarter with the participation of a large number of people.

Services for Society

Mobile Financial Services (MFS): Banglalink plays a significant role in financial inclusion by working with the major mobile financial services providers and banks to assist in wider network establishment and providers of distribution for their MFS. Those are controlled by the central bank and BTRC.

Mobile Agriculture Service: Banglalink provide a very helpful service for the farmers of Bangladesh. The supports include a specialist Call center named Krishi Jiggasha-7676 and a voice-based virtual agricultural market-place Krishi Bazar(2474) for buying and selling of produced elements. Krishi Jiggasha received about fourteen thousand calls in a month and Krishi Bazar received 480 monthly hits.

Health Services: Banglalink launched a service named “Healthlink Service” in 2008 and the number of customers of this service is about 130,000. Response is so upright that, about 6500 calls are received on average of which 30% calls are repeat customers.

Environmental Efficiency: Banglalink recycles non-biodegradable plastic flex sheets and turning them into school bags. Banglalink distributed more than 1500 recycled school bags among primary school children across Bangladesh by the end of 2015.

Chapter 2

Introduction

Rational of the study

I proposed this study because this is relevant to my course of study and this is as well included in my course structure (BUS 400). I have been working as a Project Support Manager which is a full-time contractual position. I report directly to my line manager, the Loyalty and Partnership Manager along with the Head of Department. I get an opportunity to learn the categories of work and having experience to work with an organization and fortunately able to apply my academic knowledge. Whenever I'm working with an organization as a student of BRAC University, the organization gets a preface about the university. As well experience achieved from this 3 months long program I can apply to my real life work place, community and business. The main principle of the program is to expose the students to the professional life.

Objectives of the report

Broad Objective

- To know more about the functions of Project Management Operations and how does it work in Banglalink Digital Communications Ltd.

General Objectives

- To give an idea about my learning throughout the internship period.
- To know more about the Operations activates of Banglalink.
- Finally, to give some recommendation based on my findings.

Methodology

This study is based on secondary sources. From literature review, Banglalink website and different published paper, I have collected information and write the paper.

Scope and limitation of the Study

Since I have to present an Internship report to BRAC University, that's why from the beginning of my internship I have tried to accumulate relevant information for my report. However, I faced some problem because Banglalink has their own policies for contractual full-time employees. According to their policies I had restrictions to present some of the information. So, some information's I got by officers support and sometime I failed to collect whereas the information's are confidential. For preparing this report some problems and limitation have encountered which are as follows-

- I was restricted to go through all the information of the Organization.
- Employees was so busy to cooperate with the information sometime.
- I had to depend on secondary data for the report.
- The time of Internship was very limited.

Literature review

The method organizations follow to approach their customers is changing day by day. The difference in business approaches are of two types: product orientation & customer orientation. Being customer oriented is more emphasized by companies as it helps to improve customer relationships. This not only helps to achieve goals in short term but also serves purposes in long term (Chen & Popovich, 2003).

Generating a customer orientated company that maximizes long term organizational profitability and customer value is the principle objective of CRM (Zablah et al, 2004; Shah et al, 2006; Chen & Popovich, 2003).

Business is capable of treat its customers on a distinct and unique basis with a CRM method (Bose, 2002). Companies increase relationship management applications to improve relationships with their customers (Campbell, 2003). Internal organizational factors needed to be involved and improved to accomplish those programs successfully (Keramati et al, 2010; Zablah et al, 2004; Lindgreen et al, 2006).

A company can enjoy better potentials to target more lucrative customers, incorporated offerings through channels, adapted marketing messages, better customer relationships along with increased profit (Richard & Jones, 2008; Ko et al, 2008).

The benefits of customer relationship management can be divided into two groups. Firstly, it increases the company's knowledge level over their client and provides understanding of why the purchase was made. Secondly, customer relationship management enhances the efficiency and effectiveness of sales and marketing, which in return increases the overall profitability of marketing. However, increasing the efficiency of sales and marketing does not happen by itself but with determined customer-oriented operation model and process development (Mäntyneva, 2001).

CRM methods assisted many companies to deal with increased rivalries, expanding markets and rising expectations of the customers (Richard & Jones, 2008).

Long-term customer loyalty, fulfillment and retention can be developed by better serving the customers (Chen and Popovich, 2003; Chang, 2007)

Chapter Three

Activities Undertaken

1. Managing resources: While working as a Project Support Manager at Banglalink Priyojon Program, I have been managing 12 resources who work as field supervisors in each division. I am the line manager of these 12 resources and I am assigned to lead them as per plans of the management team to strengthen the partnership network of Banglalink Priyojon Program. The designations of them are basically Relationship Officer & Assistant Relationship Officer. The divisions and occupied numbers of resources are:
 - Dhaka (2 Relationship Officers)
 - Chittagong (1 Relationship Officer & 1 Assistant Relationship Officer)
 - Barisal (1 Relationship Officer)
 - Khulna (1 Relationship Officer)
 - Rangpur (1 Assistant Relationship Officer)
 - Rajshahi (1 Relationship Officer)
 - Mymensingh (1 Relationship Officer)
 - Faridpur – Dhaka Outer (1 Assistant Relationship Officer)
 - Comilla (1 Assistant Relationship Officer)
 - Sylhet (1 Relationship Officer)
2. Daily reports compilation: The Relationship Officers and Assistant Relationship Officers send their daily visit reports to me and I go through the reports to see whether they are working properly according to the demand of the company or not. For partnering, we target the fixed priced reputed shops and retail outlets only. The field forces send the pictures of the outlets and the required information about the partners. After the verification processes, I present these to my line manager and the Head of Loyalty & Partnership. After regular team meetings and feedback collections from the management team, I drive the field forces as per plans.

3. MoU Preparation & vetting: When the management team finalizes a potential business to partner with the 1st step is to collect their updated trade license copy. Then we prepare a draft of Memorandum of Understanding (MoU) and send that to the Legal & Compliance team by attaching the updated trade license copy via internal emailing. The compliance team goes through the drafts and necessary papers and release by mentioning the requirements of modifications. After completing the necessary modifications, the paper is counted as vetted and ready to be proceeded for signing processes.
4. The MoU Signing process: After the completion of the vetting process, I print out the papers and get that signed from the Head of Customer Lifecycle Management or Head of Loyalty & Partnership. Then my line manager signs as witness from the end of Banglalink. The paper is then sent to the hand of the partner through the officer. Two copies of the MoU are sent to the partners. They revert us back a copy and keep the othercopy for future reference.
5. The MoU receiving, verification and adding to database: The signed copy of MoU is verified over phone call with partner by checking the names on received trade license. Then my team talk to the partner and inform when the committed promotions are scheduled to be started. The signed copy is scanned and added to the MoU stack album we maintain with proper reference code so that it can be found and accessed anytime needed. Besides, the copy is scanned and the scanned copy is stored on online database (Division-wise) and shared with the whole team for ease of access. I am also responsible for the total database management. My used referencing system for MoU sorting is “Initial of Partner Name – Serial Number in Stack – Initial of the Division name.”
6. POSM Requirement check, production & distribution: The POSM (Point of Sales Materials) are needed to be placed in the partner outlets to ensure brand visibility and information for target customers. The requirements of POSM are checked by the resources and the designs are communicated to the vendors for production and

distribution. After that, I ask the resources to visit the outlets to check the final products & proper placements. The total result is then presented to the management team.

Challenges and Proposed Course of Action for Improvement

Observed in the Organization:

- The field officers are often technologically challenged. Managing the resources with whom I never interacted face to face were really interesting.
- The balancing of logistics support, demand of management body and partners demand are often hard to tackle at a time.
- The deliverance of the committed communications to the potential partners are often delayed due to dependence on cross functional teams.

Academic Preparation

- As it has been an enrollment at a full-time job, it was not possible to sit with the report preparation on weekdays.
- For the tight schedules of line managers, partner meeting and field visits, it was hard for me to discuss about my report with my honorable internship supervisor

Lessons Learned from the Internship Program

Implications to Organization

- From the very beginning of my employment, I could create a reliable position in my team, For instance, I had the privilege to manage 3 resources at my 1st week of job. After seeing the progress, gradually now I am managing all the field officers of this program
- I formed some internal platforms, created new reporting formats, established online-offline database methods which made the process smoother.

Implications to University's Internship Program

- I learned how to relate my real life experiences can be presented based on the knowledge I gathered in my academic life, take decisions accordingly and present with proper references
- Multitasking has been an important term to note in this term. Balancing the work loads of corporate life and tendency to meet the deadline of report submission taught me an important lesson.

Conclusion

Loyalty & partnership program is an important initiative which is directed towards a customer base which is very much profitable. Different factors determining loyalty have been discussed in the project paper. I worked with several notions to come into a feasible decision. Loyalty based program can create positive impact only when other aspects of telecom services are satisfactory to the customers. Careful management of the program with maintenance of other services can ensure satisfaction, retention and ultimately commitment by which we mean sustainable loyalty.

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