



start something new

Banglalink Digital Communication Limited



Telesales Unit – Banglalink Digital Communication Limited



Internship Report On Telesales Unit – Banglalink

Submitted To

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Telesales Unit – Banglalink Digital Communication Limited

Letter of Transmittal

13th February, 2015

Sayla Sowat Siddiqui
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Subject: Submission of internship report on “Telesales Unit of Banglalink”

Dear Madam,

Here is the internship report on “Telesales Unit of Banglalink”, which you have assigned me to do as a part of my BBA program requirement. I have tried my best to gather all kinds of relevant information, which could give an overall idea on this topic. I have worked 3 months with Banglalink and have observed their work. I tried to gather information regarding report as much as possible. I hope that this report will meet the expected standard.

I have enjoyed preparing the report very much. Especially, the knowledge obtained from my BBA program and some Banglalink employees helped with the information which made my work a bit easier. I am submitting this internship report for your kind consideration and thanking you for your constant assistance and guidance.

Sincerely yours,

Md. Sabbir Rahman Bhuiyan
ID: 09204133

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Telesales Unit – Banglalink Digital Communication Limited

Executive Summary

Previously Banglalink was known as Sheba Telecom. It was a joint venture company with a Malaysian company. In October, 2004 Orascom Telecom Holdings purchased 100% share of Sheba Telecom Pvt Limited. Now Vimpelcom owns 51.92% Share of Global Telecom Holdings previously known as Orascom Telecom Holdings.

Telesales is a type of telemarketing which is considered as one of the major part of marketing now-a-days. As today's market is getting more and more competitive so to survive in this market telemarketing is must. Banglalink has a telesales unit which is under their Customer Care Department. Telesales unit of Banglalink now plays a vital role in the sales of the product of Banglalink. It has increased the total sales of Banglalink in a very short span of time. Telesales unit in Banglalink do the direct commination with the customer, tell them about the company's product and offering and by doing this they sell the product of Banglalink.

Banglalink is one of the leading mobile operator of our country. They are now the second largest mobile operator of our country. Banglalink is popular for its low call rate and the connection price. They focuses on postpaid sim which can be provided with home delivery system but there are many prepaid customer can be found whom can be young and loyal to company as a customer, So I think they can start home delivery system for some of their prepaid sim also. They need to improve their network in some specific area. About advertising, as a media they chose TV most of the time but they also focus on billboard and others media as billboard is one of the popular media for advertising



Acknowledgement

I, Md. Sabbir Rahman Bhuiyan, would like to express my heartiest gratitude to those who helped me all the way through to complete my internship report on Telesales at Banglalink. At the very beginning, I want to thank my internship supervisor Sayla Sowat Siddiqui, Lecturer, BRAC Business School, BRAC University for providing me all the necessary helps for the completion of this report. Thank you mam for guiding me to commence this report. Secondly, I would like to thank, Mr. Kashef Rahman , my on-site supervisor for helping me to prepare this report with correct information.

I would convey our special thanks to our parents whose inspirations have enabled us to complete this term paper of this particular course.

I also apologize heartily for any omitted name whose contribution was also complementary for any possible aspect. Lastly, I solemnly thank the Almighty.



Chapter 1: Introductory Part

1.1 Introduction

Banglalink Digital Communication Limited is fully owned by Orascom Telecom Ventures limited and Vimpelcom owns 51.92% shares of global telecom holding s.a.e (Previously Known as Orascom Telecom Ventures). Banglalink Digital Communication Limited has started their journey in Bangladesh on February 10Th, 2005. Since that time the overall scenario of telecom sector of Bangladesh has started to change, which became more beneficial for the customers rather than the mobile operators. By doing this Banglalink Digital Communication Limited their journey as a mobile operator in Bangladesh and this has helped them to grow faster than any other mobile operators in Bangladesh. Banglalink Digital Communication Limited achieved 257% growth rate within a year after they started their operation in Bangladesh. Now in 2014 Banglalink Digital Communication Limited has become the second largest mobile operator in Bangladesh. According to the last count which took place in June 2013, Banglalink got 27.07 million subscriber which is equivalent to 25.7% market share of our overall telecommunication industry. For achieving this success Banglalink has worked so hard as when they entered in to our market there was already some competitors with a very good condition in the market. So for achieving the success Banglalink has followed some strategies like, first they made the call rate very cheaper so that the mass people can afford the service, their main target was the mass people of our country and for that they improved their network in a very short span of time, not only this Banglalink has adopted so many different strategies to made this service affordable to the mass people of our country. When Banglalink was busy to achieve its desired goal the competitors wasn't sitting idle. So to keep their growth running and keep their position in the market they have started Telesales Unit. Telesales Unit is helping Banglalink to increase their market share and to hold their achieved position in the market. In this paper the factors has described which made the Telesales Unit one of the important departments in Banglalink Digital Communication Limited.



1.2 Origin of the Report

This report has been prepared to fulfill the requirement of my internship program. I have made this report on the basis of my working experience which I have gathered from my three month internship program. Throughout this internship program I have been supervised by our honorable faculty Sayla Sowat Siddiqui, Lecturer of BRAC Business School, BRAC University. She gave me approval to work on this topic.

1.3 Objective of the Report

General Objective

General objective of making this report was to full the requirement which is required to complete my Bachelor of Business Administration program under BRAC Business School of BRAC University as par university policy.

Specific Objective

To be more specific about this study, it entails the Telesales unit of Banglalink, how they work, their operation, and their own to approach their subscribers.

- To identify how telesales demonstrate to their subscribers.
- Evaluation of how they negotiate with the customer and execute a perfect sale over the telephone.
- Evaluation of their customer service after the sales is made

1.4 Methodology

I have used data collection method to for doing this report. Basically I have used two types of data`s for working on this report.

Firstly I have used primary data`s which I have collected from the sales persons directly so that the accuracy of the information`s that I have used preparing this report become more acceptable. It also increased the validity of my report.



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Secondly I have used secondary data's. I have gathered these data's mainly from the website and the supporting document's that I have managed for preparing this report.

1.5 Limitations

For preparing this kind of report a large scale of information is needed. While I was preparing this report I have faced so many problems which created a kind of barrier for me to go further but still I have tried my best to overcome those barriers and give the best output from those. The most common problems that I have faced while making this report was-

The information's that I really wanted to add in my report were mostly confidential and telesales unit is one of the most busiest units of Banglalink Digital Communication Ltd and for that most of the people was unable to give me my desired time to get information from them.

Another problem was as this units is basically does marketing and convinces their subscribers to get their connection so most of their strategies was confidential and for that I didn't get those information's.

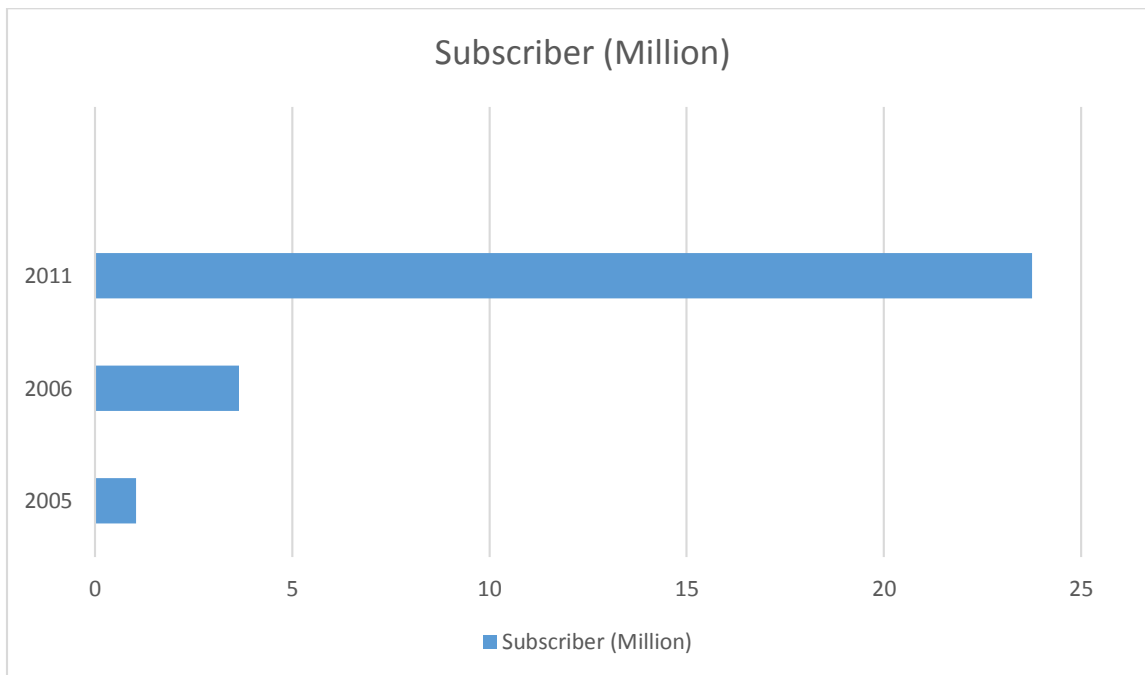
These are the several limitations that created barrier for me while I was working on this report.

As most of the data's I have used are collected from primary sources so there might be some information gap available in this report as there was many confidential information's which I couldn't get while preparing this report.

Chapter 2: Organizational Part

2.1 Organizational Overview

Banglalink GSM Ltd. is one of the giant mobile operators of our country. It is holding 25.7% of existing market. Banglalink GSM Ltd. Offers both pre-paid and post-paid connections. Along with this Banglalink GSM Ltd also offers different types of value-added services. Some of this value-added services are short messages, call block service, logo download, picture message, conference call, etc. Banglalink Digital Communication Limited first started journey in Bangladesh in 1998. After they started their journey in our country we seen that Banglalink started to create a position in the market and now in 2014 Banglalink Digital Communication limited has become the second largest mobile operator in our country. The growth rate of the customers of Banglalink Digital Communication Limited is very good and stable. This also helped them to reach in today's position. A graph showing Banglalink's growth rate is shown below:



From the graph we can see that Banglalink managed to get 1.03 million subscribers within December, 2005 but they have achieved a huge success by increasing their subscribers to 3.64 million by the end of 2006 which means their subscribers number has increased by 257%. After



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achieving this Banglalink didn't stop they have continued to grow more and for that within 5 years, it means by end of December, 2011 Banglalink became the second largest mobile operator of our country with 23.753 million subscribers. Now they are dreaming to become the largest mobile operator.

2.2 Orascom Telecom: The First Owner of Banglalink

Orascom Telecom is one of the giant companies in telecommunication sector of the world. Orascom telecom is mainly based in Egypt but they got their operations in 11 countries worldwide. Orascom Telecom started their journey in 1998. But if we look at them now we can that Orascom Telecom can be considered as one of the largest and diversified mobile operator in Asia, Africa and Middle East.



Orascom Telecom Holdings purchased 100% shares of Sheba Telecom Pvt Limited in 2004. In February 10, 2005 they and re-launched Sheba as Banglalink after re-branding it. In 2008, Sheba Telecom Pvt Limited changed its name to Orascom Telecom Bangladesh Limited. Another thing is Orascom Telecom Holdings is now called as Global Telecom Holdings.

Banglalink- making a difference

Previously Banglalink was known as Sheba. After Sheba Telecom Pvt Limited got acquired by Orascom Telecom they have renamed it to Banglalink. Banglalink has achieved a lot comparing



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to other mobile operators who operates in our country in a very short span of time. Banglalink is now the second largest mobile operator in our country and they have achieved this position in only 9 years which is a huge success. When Banglalink first entered in our market which is 9 years back from that time they wanted to change the scenario in our telecom sector and now after 9 years in 2014 we can see that Banglalink has successfully done the job. They successfully brought the mobile telephony to the mass people of our country and still they are trying hard and sole to go further.

2.3 Banglalink (Vision, Mission, Goal, Shared Values, Objective & Slogan)

Vision

"Banglalink understands people's needs best and will create and deliver appropriate communication services to improve people's life and make it easier"

Mission

‘To deliver innovative, customer focused products and to be the benchmark for customer service excellence

Their mission is, therefore, to reduce the total cost of ownership of buying and using a mobile phone. Moreover, to achieve this vision, the company has established some values that it tries to instill in its employees. They want their employees, and the company as a result, to be straight forward, reliable, innovative and, above all, passionate.

Goal

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

Shared Value

To ensure their vision is achieved, they have set themselves a few values, they want to be:



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- ✓ Straight Forward
- ✓ Reliable
- ✓ Innovative
- ✓ Passionate

Objectives

The main objective of Banglalink is to serve better network & coverage its valuable subscribers & improve their communication level.

Core departmental objectives to achieve “Banglalink Vision”:

- Retain valuable customers for the company as well as generate revenue and increase company’s profitability.
- Researching and resolving customer-highlighted issues and problems.
- Maintain a management culture of high performance and strong accountability.
- Provides effective and truthful front line and back office customer care and support to provide a high quality service.
- Treat customers with courtesy, respect and consideration at all times.

Slogan

Banglalink is using such a slogan which clearly spreads out the message of their thoughts and what they really want to do. Their slogan is – **“Making a Difference”**. If we look at their history then we can see that they have already a difference in our telecom sector and still they are continuing it. As a result they have successfully launched 3G service in our country and here they have used their new corporate slogan- **“Start Something New”**.





2.4 Numbering Scheme

Banglalink uses the following numbering scheme:

+880 19 N₁N₂N₃N₄N₅N₆N₇N₈

Where, 880 is the ISD code for Bangladesh and is needed only in case of dialing from outside Bangladesh.

19 is the access code for Banglalink as allocated by the Government of Bangladesh. Omitting +880 will require using 0 in place of it instead to represent local call, hence 019 is the general access code.

N₁N₂N₃N₄N₅N₆N₇N₈ is the subscriber number.

2.5 CSR (Corporate Social Responsibilities) by Banglalink

Banglalink is engaged in doing different types of CSR activities but of them Banglalink focuses for doing CSR on the following fields:

- ❖ Bengali tradition and culture
- ❖ City and town beautifications
- ❖ Official sponsor of Bangladesh Tourism Corporation.
- ❖ Has done volunteering campaign in Cox's Bazar to keep the beach clean. .
- ❖ Has provided Trolley for the passengers of Zia International Airport

2.6 Organizational Overview by year

1989

Sheba Telecom Pvt Limited which is presently known as Banglalink started their journey in our country 1989. When Sheba started in our country the Sheba Telecom Pvt Limited was a joint venture of Bangladeshi and Malaysian company. The name of the Bangladeshi company was



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Integrated Services Ltd. (ISL) and the name of the Malaysian company was Technology Resources Industries (TRI). In 1989 Sheba Telecom Pvt Limited was granted license to operate in the rural areas of 199 upazilas. Later they were also allowed to extend to cellular mobile radio-telephone services.

1996

Sheba Telecom managed to get GSM license in 1996 and after that they extend their business to cellular mobile, radio telephone services. Sheba Telecom launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture.

2004

Orascom Telecom purchase the Malaysian stakes in Sheba Telecom in July, 2004 as the Sheba was failing continuously failing to do the business in Bangladesh. As a result a conflict has created between two partners. In September, 2004 Orascom Telecom Holdings purchased the 100% share of Sheba telecom Pvt Limited and became the full owner of Sheba.

2005

After getting the full ownership of Sheba telecom Pvt Limited, Orascom Telecom Holdings re-branded it as Banglalink and launched its services on February 10, 2005. At this span of time a new era in telecom sector of our country began.

2006

In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections.



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2008

In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name. In August, 2008, Banglalink has a subscriber base of more than 10 million.

2010

Banglalink had 1.03 million connections until December, 2010. The number of Banglalink users increased by more than 253 per cent and stood at 3.64 million at the end of 2010, making it the fastest growing operator in the world of that year.

2012

In April 2012, Banglalink has a subscriber base of 25 million. And Orascom Telecom sold the shares of

2013

According to BTRC, Banglalink has total 2 core 58 lac 48 thousands subscribers till the February of 2013. And till May 2013, Banglalink has gain 2 core 65 lac 74 thousands subscribers.

2.7 Banglalink's New Owner Vimpelcom: From Orascom Telecom to Banglalink Digital Communications Limited



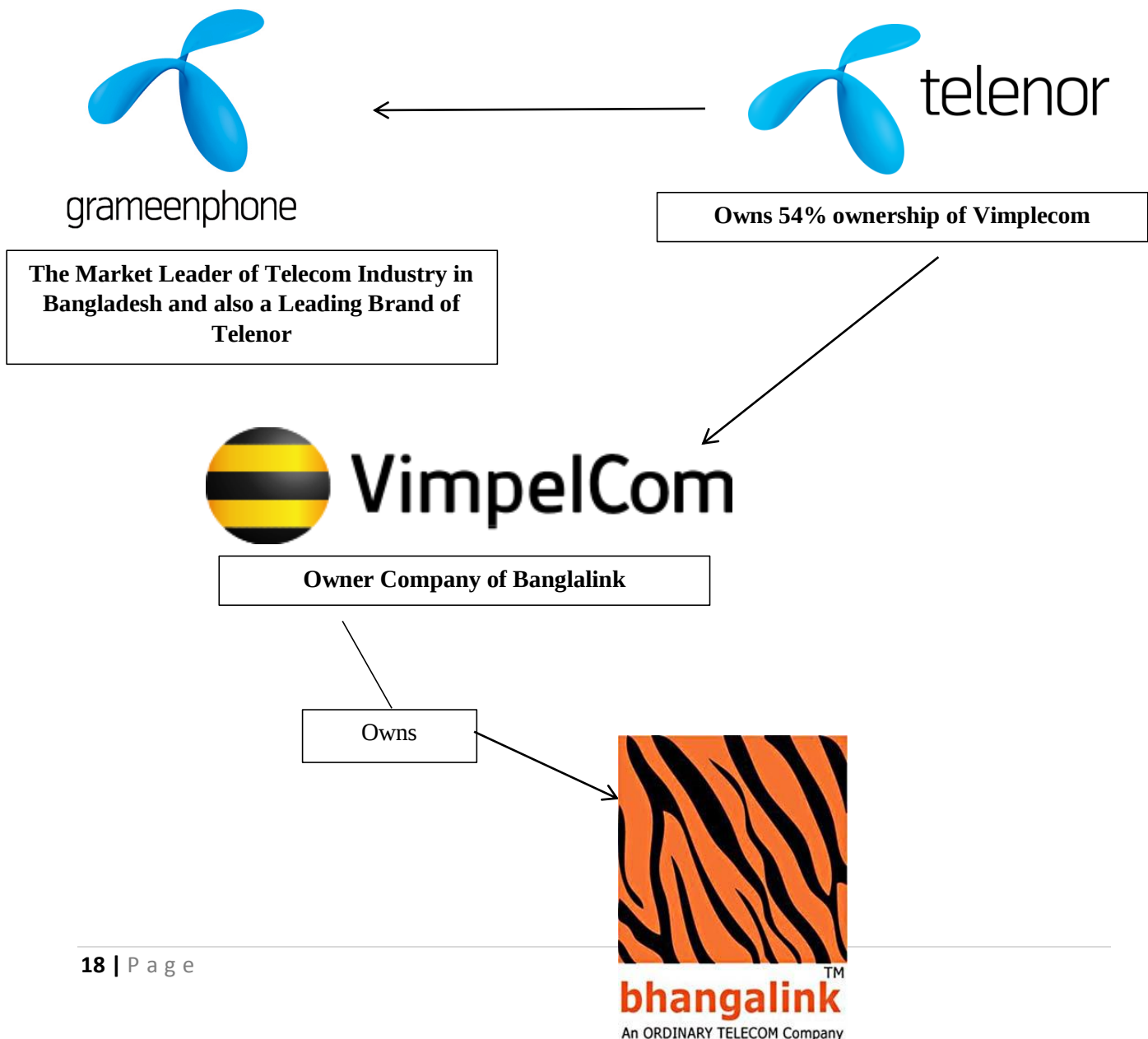
Norwegian-Russian telecom firm Vimpelcom acquired a majority stake in Banglalink's owning company Orascom Telecom, by this they created the world's fifth largest mobile operator in late



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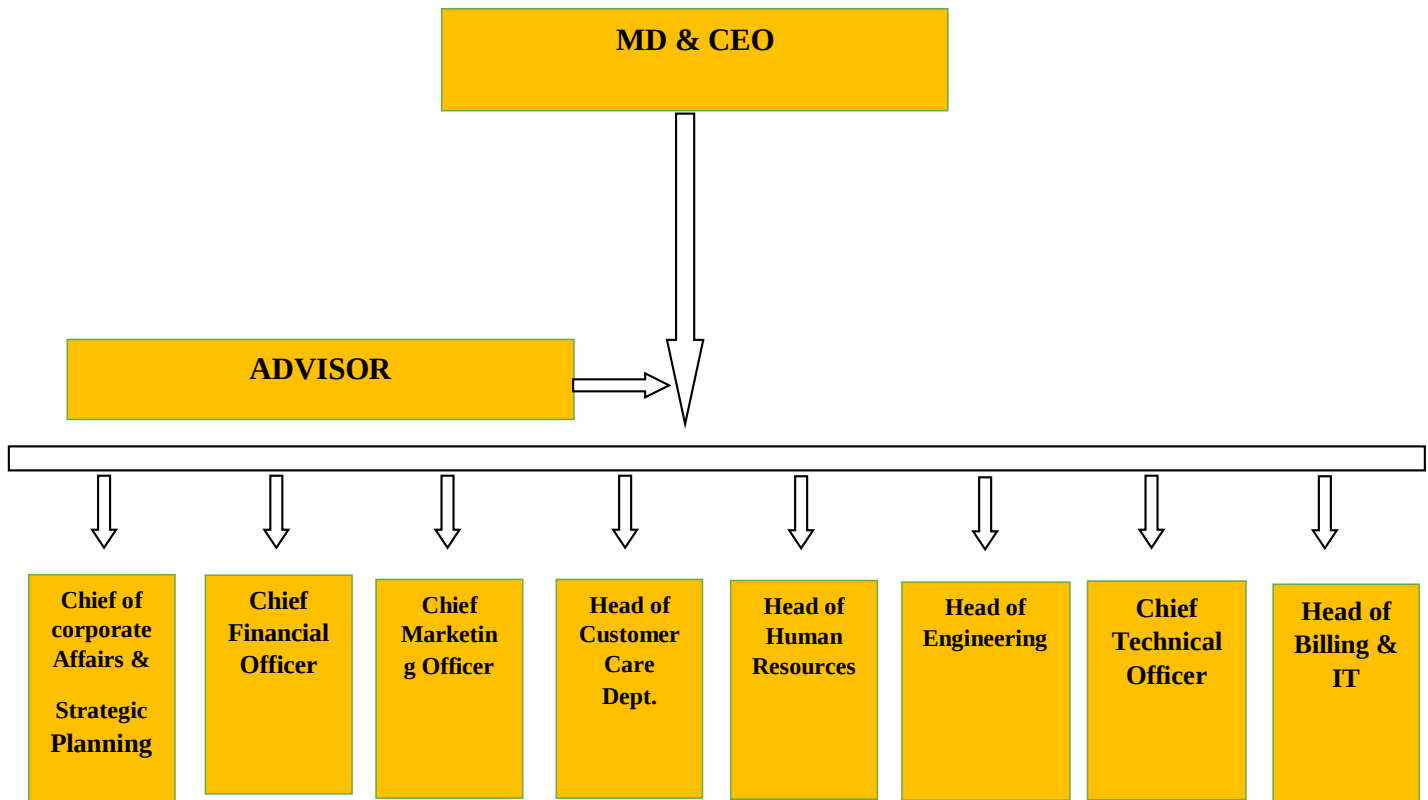
2012.Vimpelcom on signed a multi-billion dollar deal with Egyptian billionaire Naguib Sawiris' holding firm Weather Investments. At the closing of the deal, Vimpelcom owned, over Weather, 51.7 percent of Orascom Telecom Holding and 100 percent of Wind Italy, Vimpelcom said in a statement. The cash and shares transaction also includes a \$1.8 billion payment in cash. However, Vimpelcom is a joint venture of Norwegian telecoms firm Telenor and Russian banking group Alfa Group.

2.8 Chain of ownership in Bangladesh of Vimpelcom



2.9 Functional Departments in Banglalink

Organogram of Banglalink



Functional Departments of Banglalink

Banglalink consist of seven major departments. Those are as follows:-

- Sales
- Marketing
- Human Resources
- Customer care
- T & billing
- Administration
- Finance



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Each and every department of Banglalink Digital Communication Limited operates differently but all of them are inter-related and works together. The functions of these departments are given below:

Sales

One of the most important links in the chain, the sales department is responsible for all the sales activities of the organization. The department, led by Mr. Hassan Samy, Director Sales, is divided into four divisions: Direct Sales, Corporate Sales, Distribution Sales and Sales Support.

Marketing

The Marketing team also consists of several teams, which includes PR & Communications, VAS, Loyalty & Retention and International Roaming. The teams all report to Omer Rashid, the Marketing Director.

The Loyalty & Retention team is responsible for the designing of the special offers launched from time to time in an attempt either to increase customer base or to increase ARPU. The VAS division is responsible for the continuously adding valuable services to provide a complete solution to existing customers, for example, for making conference calling & ring tone/logo downloads possible. These two teams together are in charge of making the customers experience with our network more satisfying.

PR & Communication is responsible for designing and developing all promotional materials for the marketing of any new product/package and any other activities. They coordinate and work directly with the advertising agency and other vendors. While other companies have an entire department for promotions and branding, at Banglalink™ this division, consisting of only a handful of people is responsible for this task.

Although Banglalink™ does not have any International Roaming facility now, this team is working on developing the service soon for post-paid subscribers.



Human Resources

Aside from recruiting and training employees, the HR department is also responsible for disseminating internal communication to all users and in the process of developing compensation packages for its employees, such as medical insurance under the group plan, life insurance and running several activities such as the Vaccination Program for all.

Training activities are continuously taking place to develop and hone the skills & knowledge of the personnel, such as the English Language & MS Project Courses for selected employees and conducting a GSM Orientation session for all employees, especially the Sales, Marketing & Customer Care Departments who have to deal with customers.

Customer Care

Rumana Reza, the only female director in the organization, is the head of the Customer Care department. This too is segmented, consisting of the Customer Care division itself, and then there is Care Line, Credit Management Unit and the Support Services Unit. They are responsible for handling customer queries and providing solutions to any problems faced by the subscribers.

While the above departments are all located in the headquarters in Gulshan 2, the Customer Care people are divided between the head office and the Call Center (Star Tower) between Gulshan-1 and Gulshan-2.

IT & Billing

The IT & Billing department, as is evident from the name, is in charge of all the hardware, software and program requirement of the other departments. They also generate the bills for the company subscribers (post-paid).



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Administration

Apart from the Administration division, the department also consists of the Legal division and the Project Management Office.

Finance

The finance department is the largest department at the head office with an entire floor devoted to their needs. They consist of the Procurement & Cash Management divisions among many others.



2.10 Telecom Industry: Current Situation and Analysis

The telecommunication sector being one of the largest infrastructure providers of the economy experienced milestone growth where the tele-density reached at 24% with 35.55 million (mn) people having access to telecommunication facility. The framework for telecommunications sector development in Bangladesh was established in 2001 under the Bangladesh Telecommunication Act, 2001. In 2002, the Bangladesh Telecommunication Regulatory Commission (“BTRC”) was established under the aegis of this Act as an independent regulatory body. Since then, Bangladesh has experienced among the highest subscriber growth rates in the world. According to BTRC, the total number of mobile subscribers in Bangladesh increased from 9.3 mn as of December 31, 2005 to 43.7 mn as of June 30, 2008, representing a Compound Annual Growth Rate (“CAGR”) of approximately 85.9%. However, penetration of telecommunications remains relatively low, with a mobile penetration rate of approximately 31.1% as of June 30, 2008.



Private sector participation in the Bangladesh telecommunications industry began in 1990 with PBTL being the first operator to be offered a cellular license. Market competition further developed in 1996 once mobile cellular licenses were issued to GP, Sheba Telecom (now Banglalink) and TM International Bangladesh (AKTEL) now Robi. Currently there are six mobile operators in the market – GP, Banglalink, Robi, PBTL (City Cell), Teletalk and Airtel. Banglalink is a newly emerged Govt. mobile service operator in country’s cell phone service market with nationwide coverage. Within a very short period of time, it has covered 64 districts, 486 thanas the main national highways and developed full-fledged customer care centers.



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Over 300 outlets are being working to distribute Sims and Scratch cards in the country. Banglalink has gone into interconnection agreement with all four private cell phone service providers named City cell (PBTCL), Robi, Grameen Phone (GP) and Banglalink for providing more superior services to Banglalink's consumers. Recognizing its tremendous success (introducing web based lottery, self-employed virtual dealership, fastest coverage progress and price-cut), BANGLALINK has been emerged a trend setter in mobile phone sector of Bangladesh. It got unique position for its special features that other players are not offering right now, such as, born out of commitment. To make profit but not at the cost of customer, nationwide transmission backbone support, professional excellence, transparent financial transaction, all transaction through Bank, fewer Packages, no tricks: customer Confidence, no incoming Charge, all Package has BTTB incoming and outgoing, 100% ISD and EISD facility.

The most remarkable success of Banglalink is the slump in Tariff Structure. As soon as Banglalink announced its tariff the long-lasting oligopoly between other private mobile operators were shattered. Healthy competition came into the mobile market causing almost 50%, if not more, reduction in price both in terms of SIM price and usage rate. The slump in price made mobile phone affordable even for the low-income group of people. Using a mobile phone soon became a necessity; it's no more a luxury. The strength of Banglalink was the confidence of the subscribers in the government institution. On the other hand it's being the part of government, is probably the biggest weakness from operational perspective of Banglalink, which will be understandable as we go through this article. At a time when people were desperately searching the way out to get rid of the oligopoly of a few operators, Banglalink started its operation with big bang of response. People became frenzy to get a Banglalink SIM. Another good reason for that craze was its flexibility in connectivity with the other operators. It's the only SIM, which has such a, versatility of connections having ISD, Economy ISO service along with both incoming and outgoing connectivity with any of the land phones. The biggest weakness was a premature entrance in a mature market. As soon as anyone could catch hold of a Banglalink mobile, he started comparing it with the services of Grameen Phone, Banglalink or Robi.



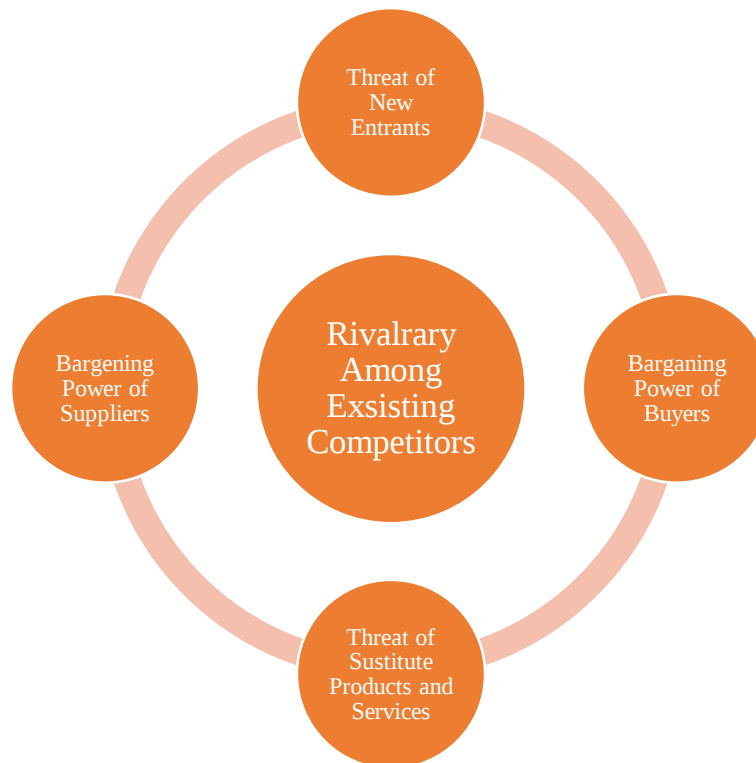
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Above all the interfacing with other operator at present it is possible to stand beside Grameenphone as a challenger. It was a nightmare for the Banglalink subscribers to use a Banglalink mobile. But now it covers about 90% population in Bangladesh.

2.11 Industrial Position Analysis of Banglalink Digital Communication Ltd in aspect of different theories

Porter's five forces model and SWOT analysis plays a very important rule in the success and other factors that got impacts on huge companies like Banglalink Digital Communication Limited. Without considering and creating awareness in different industrial forces a company like Banglalink could not have been able to move on in the market place like they are doing it now. Not only this the organization's like Banglalink Digital Communication Limited also analyses their strength, weakness, opportunities and threats before entering into a market. It also helps them to create a strong position in the market and increases the durability of the success of the organization.

2.11.1 Porter's five forces model





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Porter's five forces model analysis is done on the most important five forces that got an effect on an organization. Porter's model helps huge organization's like Banglalink Digital Communication Limited to get information about the market that they have selected to operate their business. It also gives an overview about the competitors, products, services, bargaining power of the both the seller and supplier.

➤ **Threat of New Entrants:**

There are some industries exists where new companies can enter in to the market very easily. The new organization's don't have to face too much difficulties. In this case new organizations like very much to enter into this kind of industries where the risk is low but on the other hand the number of competitors increases which changes the market into aggressive in the most of the cases. In short it can be said that the easier it is for new companies to enter the industry, the more aggressive competition there will be. The factors which can be used for reducing the number of new entrants are known as barriers to entry. The telecommunication industry is very saturated so the chance of the entrance of new competitors are very low and Banglalink Digital Communication Limited holds the position of the challenger. It is the second largest mobile operator in our country. As a result if there is a new company enters in our telecommunication that company will have to wait a long time and have to make a successful long journey to become a competitor of Banglalink Digital Communication Limited.

➤ **Threat of Substitute Products and Services:**

Now-a-days a new era of mobile telephone has begun. The popularity of mobile is increasing day by day. People can use a cordless phones or walky-talky as a medium of their desired communication. But mobile is different from the above two. A customer can easily use it, carrying a mobile phone is not so hard. As a result Banglalink Digital Communication Limited got a very good advantage of not having a high performance substitute products and services.

➤ **Bargaining Power of Supplier:**

This indicates the ability or the power of the suppliers that how much pressure they can create on the company. For holding enough substantial power on a company the suppliers must have



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a large impact on the company's margin and volume. In the case of Banglalink Digital Communication Limited the bargaining power of the suppliers is very low. As they got many suppliers are waiting in a row to become a supplier of Banglalink Digital Communication Limited.

➤ **Bargaining Power of the buyer:**

This indicates how much pressure customers can place on a business. If one customer has a large enough impact to affect a company's margins and volumes, then the customer holds substantial power. For Banglalink bargaining power of buyers is high. Because they have option to switch company. If they find that Banglalink is serving their customer very well then they want particular product from Banglalink. But if they find that their competitor is giving more value added services or good network coverage then they switch their company or they decrease their using rate. So in that case bargaining power of buyers is high for Banglalink.

➤ **Competitors Rivalry:**

This describes the intensity of competition between existing firms in an industry. Rivalry among existing competitors is very high. The prime competitors of Banglalink:

- ✓ Grameen Phone
- ✓ Robi
- ✓ Airtel

Banglalink is ranked above Robi and Warid but Grameenphone is serving them with tough competition and currently holds the position of the market leader. At this point Grameenphone captured the large portion of the market that makes Banglalink a challenger in the telecom sector.

Industry Analysis - At a glance

Forces	Position
Threat of potential entry	Very low
Threat of substitute products	low
Bargaining power of the suppliers	Very low
Bargaining power of the buyers	high
Rivalry among the competitors	Very High

2.11.2 SWOT Analysis

The full form of SWOT is Strength, Weakness, Opportunities and Threat. It is an analytical framework to help summarize in a quick and concise way the risk and opportunities for any company across the value chain. A good SWOT should look into internal and external factors affecting the issue at hand.

Factors pertaining to the internal environment of the company. These are usually classified as Strengths (S) or Weaknesses (W).

Factors that pertaining to the external environment of the company. These are classified as Opportunities (O) or Threats (T).

Strength

The prime strength that can also be perceived as the most competitive advantage of Banglalink is their current market share in the telecom industry. Secondly the company under which they are operating is the Egyptian telecom giant Orascom. So when they first invaded the market in 2000 their prospect customers were having a positive image. Their ability to deliver the innovative and customers focused services at the right time is also their another strength. Market segment in Asia is price sensitive. By following this trend Banglalink serves its customers with New and attractive pre-paid alongside Post-paid packages. Customer care department of Banglalink is rated as among the most efficient in the business can also be considered strength. Effective decision making abilities of Banglalink are also another significant factor that enables them to survive the cut-throat competition of the industry. Huge



Telesales Unit – Banglalink Digital Communication Limited

financial base of Banglalink enables to extend its operations. Tight control over sales process: Many people in the industry do not know the sales process, since it is dealt by their distributors and dealers. However, with the Direct Sales Booth, the people involved know the sales process intimately and are responsible for achieving the sales target and project implementation, thus giving the company a strong control over the process. Low cost provider regarding its competitor. Moreover its contribution to our economy can be notable.

Weakness

One of the core weakness of Banglalink Digital Communication Limited is their network. Their network is good enough in the town's but in the rural areas the quality of the network is very poor. They must overcome this problem otherwise the close competitors will take advantage of this problems. Next another problem is the number of employees. Banglalink should take care of this problem. They must allocate sufficient number of employees in each of the departments. The new management is trying to create a system where each individual is responsible and accountable for his duties. While it is a good idea, it has also created a bottleneck at the administrative & financial level, where work gets stuck and stays stuck until all papers are properly signed and taken care of.

Opportunity

Banglalink entered into our market with a strong buzz. Previously when Banglalink was not present in our market the mobile phone call rate was very high but after Banglalink entered in our market they took the first step towards reducing the price. 85% of the population in our country lives in rural areas and here creates a huge opportunity for Banglalink. If they can create a strong network coverage in the rural areas and make the call rate according to the people then there is a chance to capture a huge market.



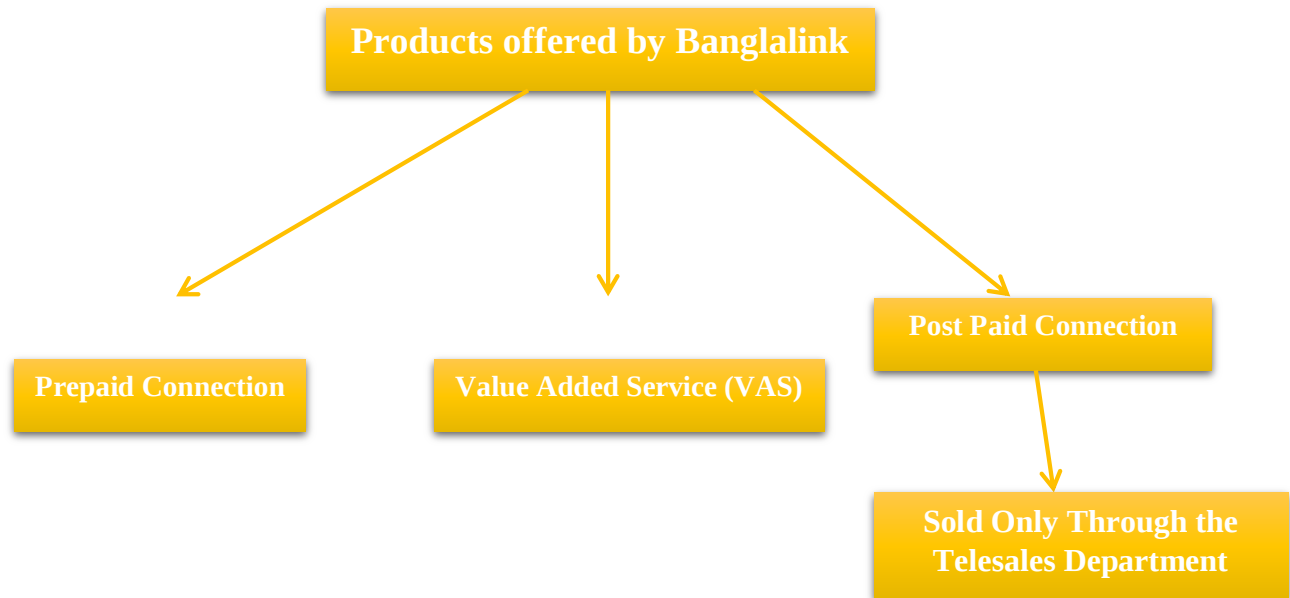
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Threats

While in the true sense it had been Banglalink who started this price war with its M2M package, it has created a series of price cuts that many operators failed to afford. After eight years of high call charges, Grameenphone has finally decreased its rates. Robi has substantially developed a brand image these years which has the largest threat potential to Banglalink. A threat not only for Banglalink but also for all other operators is new foreign investors are coming soon in the mobile industry of Bangladesh with huge capital and latest technologies who can develop country wide network over one day through satellite system.

2.12 Products of Banglalink

A chart is given below which is showing the products that are offered by Banglalink Digital Communication Limited.



Information's about products offered by Banglalink Digital Communication Limited is given below:

Pre-Paid Packages:

- ❖ Banglalink Play
- ❖ Banglalink Desh
- ❖ Bsnglalink Desh Hello Package
- ❖ Banglalink Desh Ek Rate
- ❖ Banglalink Desk ek Rate Darun
- ❖ Banglalink Desh 7 fnf
- ❖ Banglalink Desh 10 fnf
- ❖ 1 Second Pulse



Banglalink play is a package for the young guns. To keep you connected, the package offers 16 fnf to all operators, the best rate 4.17 paisa/10 sec to a special Banglalink number. Type “p” & send free sms to 9999 and start playing!



Call Rate

call type	time window	paisa/10 sec (excl. vat)
banglalink to banglalink	12 am to 5 pm	15
	5 pm to 12 am	25
banglalink fnf	12 am to 5 pm	4.83
	5 pm to 12 am	5.33
banglalink special fnf	24 hours	4.17
to other operators	12 am to 5 pm	15
	5 pm to 12 am	25
other operator fnf	24 hours	10

sms type	time window	paisa/ sms (excl. vat)
fnf and special fnf	24 hours	29
other local sms	24 hours	50

mms type	time window	taka/ mms (excl. vat)
banglalink (with fnf and special fnf)	24 hours	0.29
other operators	24 hours	5

Banglalink play highlights

- ✓ 16 fnf (any operator) with best fnf rates in the market
- ✓ one special fnf @ 4.17 paisa/10 sec
- ✓ sms to fnf and special fnf number: 29p/sms
- ✓ mms to all Banglalink number: 29p/mms
- ✓ special sms pack-100 sms @ 99paisa/day
- ✓ special data pack-5 mb @ tk. 2/day
- ✓ data pack gifting between members of this package



Telesales Unit – Banglalink Digital Communication Limited

Banglalink Desh

Enjoy the best prepaid package with `Banglalink Desh`, which gives you 10 paisa/10 second to all Banglalink fnf numbers, all day long. To avail this package customers need to dial *99*1*148#.



Banglalink Desh highlights

- ✓ 3 fnf to any operator
- ✓ 10 second pulse
- ✓ only 10paisa/ 10 second to Banglalink fnf number

Call Rate

call type	time window	paisa/10 sec (excl. vat)
banglalink to banglalink	12 am to 9 am	12
	9 am to 5 pm	22
	5 pm to 12 am	25
banglalink fnf	24 hours	10
to other operators	12 am to 9 am	20
	9 am to 5 pm	25
	5 pm to 12 am	29
other operator fnf	24 hours	17

sms type	time window	paisa/ sms (excl. vat)
all local sms	24 hours	50

mms type	time window	taka/ mms (excl. vat)
other operators	24 hours	5



Telesales Unit – Banglalink Digital Communication Limited

Banglalink Desh Ek Rate

For those who prefer a hassle-free call rate, enjoy a flat rate for all numbers with `Banglalink smart package'. You will be able to talk to any operator number at a flat rate of 18.5 paisa/10 second. For free migration just dial *999*1*141#.



Banglalink Desh Ek Rate highlights

- ✓ simple tariff plan
- ✓ flat rate to all operator
- ✓ 10 second pulse

Call Rate

call type	time window	paisa/10 sec (excl. vat)
banglalink to banglalink	24 hours	18.5
to other operators	24 hours	
sms type	time window	paisa/ sms (excl. vat)
all local sms	24 hours	50
mms type	time window	taka/ mms (excl. vat)
other operators	24 hours	5



Telesales Unit – Banglalink Digital Communication Limited

Bsnglalink Desh Hello Package

For those who want to talk to friends in other telephone operators, Banglalink Desh presents ‘hello’ package. Enjoy 10 paisa/10 seconds only in other operators, and 4.17 paisa/10 sec in one Banglalink number. To migrate, type ‘h’ & send a free sms to 9999.



Bsnglalink Desh Hello Package highlights

- ✓ lowest 10 paisa/10 second call rate to other operators
- ✓ 1 special fnf at only 4.17 paisa/10 second
- ✓ 10 second pulse

Call Rate

call type	time window	paisa/10 sec (excl. vat)
banglalink to banglalink	24 hours	20
to other operators	24 hours	10
special fnf	24 hours	4.17

sms type	time window	paisa/ sms (excl. vat)
all local sms	24 hours	50

mms type	time window	taka/ mms (excl. vat)
other operators	24 hours	5



Telesales Unit – Banglalink Digital Communication Limited

Banglalink Desk Ek Rate Darun

The default package for all new connections, `Banglalink Desk Ek Rate Darun` gives you the opportunity to make any local voice calls, with a call rate of 14 paisa/10 second. For free migration just dial *999*1*146# and enjoy `Banglalink Desk Ek Rate Darun`.



Banglalink Desk Ek Rate Darun Highlights

- ✓ default package for all new connections
- ✓ simple tariff plan
- ✓ flat rate to all operator
- ✓ 10 second pulse

Call Rate

call type	time window	paisa/10 sec (excl. vat)
banglalink to banglalink	24 hours	14
to other operators	24 hours	
sms type	time window	paisa/ sms (excl. vat)
all local sms	24 hours	50
mms type	time window	taka/ mms (excl. vat)
other operators	24 hours	5



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Banglalink Desh 7 fnf

Talk to your friends and family at lower call rates with the 7 fnf number facility of ` Banglalink Desh 7 fnf'. This package gives you low tariff rate of only 10 paisa/10 second for fnf numbers. For free migration just dial *999*1*148#.



Banglalink Desh 7 fnf Highlights

- ✓ 7 fnf to any operator
- ✓ lowest 10 paisa/10 second in 7 fnf numbers
- ✓ 10 second pulse

Call Rate

call type	time window	paisa/10 sec (excl. vat)
banglalink to banglalink	12 am to 9 am	15
	9 am to 5 pm	25
	5 pm to 12 am	25
banglalink fnf	12 am to 9 am	10
	9 am to 5 pm	10
	5 pm to 12 am	15
to other operators	12 am to 9 am	15
	9 am to 5 pm	25
	5 pm to 12 am	29
other operator fnf	12 am to 9 am	10
	9 am to 5 pm	10
	5 pm to 12 am	15

sms type	time window	paisa/ sms (excl. vat)
all local sms	24 hours	50

mms type	time window	taka/ mms (excl. vat)
other operators	24 hours	5



Telesales Unit – Banglalink Digital Communication Limited

Banglalink Desh 10 fnf

To accommodate your big list of friends, Banglalink presents 10 fnf package. Now you can enjoy 4.5 paisa/10 seconds to one special Banglalink number than and as low as 9 paisa/10 seconds to 9 fnfs (any operator)!



Banglalink Desh 10 fnf Highlights

- ✓ 10 fnf to any operator
- ✓ 1 special fnf at lowest 4.5 paisa/10 second
- ✓ lowest 9 paisa/10 second in Banglalink fnf and 10 paisa/ 10 second in other operator fnf
- ✓ 10 second pulse

Call Rate

call type	time window	paisa/10 sec (excl. vat)
banglalink fnf	12 am to 5 pm	9
	5 pm to 12 am	15
other operator fnf	12 am to 5 pm	10
	5 pm to 12 am	15
special fnf	12 am to 5 pm	4.5
	5 pm to 12 am	6
other local operators (excluding fnf)	24 hours	25
any banglalink number (excluding fnf and special fnf)	24 hours	25

sms type	time window	paisa/ sms (excl. vat)
all local sms	24 hours	50

mms type	time window	taka/ mms (excl. vat)
other operators	24 hours	5



Banglalink Desh 1 second package provides customers 1 second pulse to any operator any time of day. This means customer's will now only pay as much as they talk and the charge is only 2 paisa/sec any time in any local number.



দেশের দেবী প্রিপেইড প্যাকেজ





banglalink



উজ্জ্বল উজ্জ্বল
বাংলালিংক দেশ

যে কোন অপারেটরে
১ সেকেন্ড পালস-এ কথা বলার সুবিধা

● এই প্যাকেজটি উপভোগ করতে REG শিখে SMS কমন 1732 নাম্বারে।

● বিতরিত স্থানান্তর কাল কার্যকর ১২১, ০১৯১১৩০৪২১ নাম্বারে



সেকেন্ড
স্ট্রোক



banglalink

দিন বদলের চেয়ে
বাংলালিংক

Banglalink 1 second pulse highlights

- ✓ 1 second pulse to any operator
- ✓ lowest tariff per second

Call Rate

call type	time window	paisa/1 sec (excl. vat)
banglalink to banglalink	24 hours	2
to other operators	24 hours	

sms type	time window	paisa/ sms (excl. vat)
all local sms	24 hours	50

mms type	time window	taka/ mms (excl. vat)
other operators	24 hours	5



Telesales Unit – Banglalink Digital Communication Limited

Post-Paid Package:

Banglalink Digital Communication Limited understand the need of their clients. For this they have customized their post-paid packages in a different manner so that they can easily satisfy the demand of their customer. There are different types of post-paid packages are present in Banglalink. Like:

- ❖ Banglalink SME
- ❖ Banglalink Inspire
- ❖ ICON

Banglalink SME

Banglalink sme package offers attractive tariffs and a complete package customized to suit the needs of small and medium enterprises. it is a very simple package that will help your business flourish by minimizing the cost of your communication.

The salient features of the Banglalink sme package are:

- ✓ Flexibility to choose from 2 packages: Banglalink sme post-paid and Banglalink sme call & control.
- ✓ 1 second pulse to Banglalink numbers.
- ✓ Best call rates during business hours.
- ✓ Best rates in 5 fnf numbers.
- ✓ 10% bonus on incoming calls from other operators. to enjoy this bonus, go to message option, type 'start' and send the sms to 2007 (for call & control) and postpaid customer will send it to 8765

Banglalink sme orjon package

- ✓ Enjoy attractive call rate of 6.7 paisa / 10 second when talking to numbers in the same sme group.



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- ✓ For the first three months, enjoy 50 minute talk-time and 200 sms to any number, with 10 mb data, every month!
- ✓ also enjoy 3 free song download from amar tune, and field force locator, news service and namaj alert subscriptions, for the first 6 months!
- ✓ Zero connection price, with only a security deposit required in taking a new connection.

Benefits of Banglalink sme call & control

- ✓ Attractive connection price and special start up offers.
- ✓ Easy account recharge through scratch card or i'top-up.
- ✓ Zero monthly fee.
- ✓ Attractive flat call rate.
- ✓ upto 5 fnf numbers.

SME bundle pack

SME post-paid customers can now enjoy special bundle packs at attractive prices!

package	price* (tk)	bundle min	sms	internet (mb)	validity
bundle 300	261	300	100	300	one bill cycle
bundle 100	87	100	50	50	one bill cycle

- ✓ bundle minutes and sms can be used to any operator, 24 hours a day
- ✓ 10 second pulse is applicable for the talk-time
- ✓ to get bundle 300: type “**b300**” and send to **7260**
- ✓ to get bundle 100: type “**b100**” and send to **7260**
- ✓ Prices are excluding vat



Telesales Unit – Banglalink Digital Communication Limited

Banglalink Inspire

Banglalink inspire brings special new features for post-paid subscribers with remarkably low call rates, along with the lots of fnf numbers and many other services and facilities!



This exclusive post-paid connection includes:

- ✓ No security deposit is required for auto bill pay subscribers.
- ✓ Every new connection comes with 300 sms/month to any operator, 500 mms/month, 100 mb/month internet, amar tune subscription and news service subscription free for the first 3 months.
- ✓ Enjoy your Banglalink inspire connection with zero line rent (without any conditions).
- ✓ Up to 15% loyalty discount on usage.
- ✓ 7 fnf numbers to any mobile operator: 60 paisa/min to Banglalink fnf numbers and 84 paisa/min to other operators' fnf numbers.
- ✓ All fnf and cug rates have 10 second pulse.
- ✓ Only 42 paisa/minute on 2 supplementary numbers.
- ✓ Only 45 paisa/minute for 24 hours within the same professional group.
- ✓ Attractive call rates for 24 hours.
- ✓ For home delivery of Banglalink inspire please dial 01912999000*.
- ✓ All previous inspire subscribers already enjoy the new tariff plan as shown above.
- ✓ Current Banglalink post-paid subscribers can migrate to Banglalink inspire by typing “i” and sending it through sms to 797

Call Rate

banglalink inspire & inspire 2 tk. 0.0750/10 sec to any inspire professional group		
call type	time	tariff/pulse (tk.)
banglalink-banglalink fnf (10 sec pulse)	12 am – 09 am	0.1
	09 am – 05 pm	0.1
	05 pm – 12 am	0.1
banglalink-banglalink non-fnf (1 sec pulse)	12 am – 09 am	0.0165
	09 am – 05 pm	0.0165
	05 pm – 12 am	0.0205
to other operators fnf (10 sec pulse)	12 am – 09 am	0.14
	09 am – 05 pm	0.14
	05 pm – 12 am	0.14
to other operators non-fnf (10 sec pulse)	12 am – 09 am	0.165
	09 am – 05 pm	0.165
	05 pm – 12 am	0.205
cug professional (10 sec pulse)	24 hours	0.075

Loyalty Discount

You can reduce your mobile expenses through our loyalty discount program. the monthly loyalty discount amount is calculated based on your length of stay with Banglalink and usage per month as shown the following table:



Telesales Unit – Banglalink Digital Communication Limited

length of stay with Banglalink	monthly outgoing voice calls (excluding btcl charge, roaming and vat)		
	tk. 401 – 1500	tk. 1501 – 3000	tk. 3001 +
more than 2 years	10%	12%	15%
less than 2 years, more than 1 year	8%	10%	12%
less than 1 year	7%	8%	10%

This means the longer you have stayed with Banglalink, the more discount you will receive. The loyalty discount is our way of expressing gratitude toward you, because your loyalty means that Banglalink is your preferred and trusted mobile operator.

ICON

This is a premium telecom brand of Bangladesh. ICON packages have carry forward facility of all monthly freebies such as Minutes, SMS, Data and ISD talk time for 1 month or bill cycle. For example, if a customer uses 2000 minutes out of 3000 in February, for March, s/he will have free minutes of 4000 (3000 regular + 1000 carried forward).





2.13 Place and Distribution

Banglalink Digital Communication Limited uses a proper distribution channel which they have developed in such a manner that this distribution channel got the capability to satisfy their needs. As a part of this distribution channel they got over 92 dealers throughout the country. Banglalink also distributes its products through Banglalink Points, sales executive, distributing officers and managers, etc. in the past Banglalink has suffered a lot to make its products available throughout the country but with their current distribution system they have successfully overcome the problem.

The main motive behind creating such kind of distribution channel is to cover each and every place of Bangladesh, from urban to rural to semi-rural place. So that anyone can get their product anytime anywhere in the country. They know that today's market is full of competition and if they want hold their current position and increase it also they must give best service to their customers because in today's market better service is not good enough. That's why Banglalink Digital Communication Limited has made such kind of distribution system through which their customers can have their desired products at their desired place at their desired time.

2.13.1 Distribution System of Banglalink

As Banglalink Digital Communication Limited offers both the pre-paid and post-paid packages that's why they have to make sure that their customers can get their desired packages without facing any kind of difficulties. Banglalink don't use same kind of distribution system for its pre-paid and post-paid packages. Their distribution system is different for both the products. Pre-paid sim's are widely available in local shops but on the other hand post-paid connections need more security that's why it is directly sold from Banglalink office through sales personnel's. Different post-paid packages are also sold by different type of marketing officer and they are assigned by the department.

2.13.2 Distribution System for Post-Paid Packages

like pre-paid sim, post-paid sim`s are not sold in Banglalink Point`s. Post-paid sim`s are directly sold from Banglalink office through sales officers. Here tele sales department which basically deals with the post-paid connections first sell`s the sim to the customers then the sales officers delivers the sim to the customers. The distribution system of Banglalink Post-Paid connections are shown below:

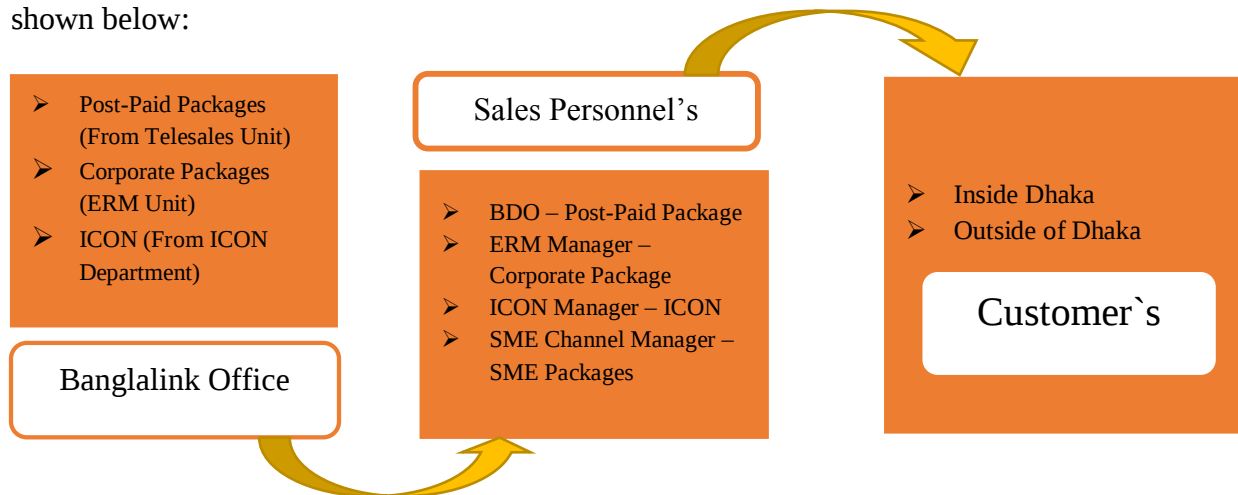


Fig: Distribution System for Post-Paid Packages

2.13.3 Distribution System for Pre-Paid Packages

Banglalink pre-paid packages are fully handled by the sells team of Banglalink Digital Communication Limited. Marketing department of Banglalink. The pre-paid sim is distributed through Banglalink Point`s, Customer care center retail outlets, etc. The distribution system of Pre-Paid Package is shown below:

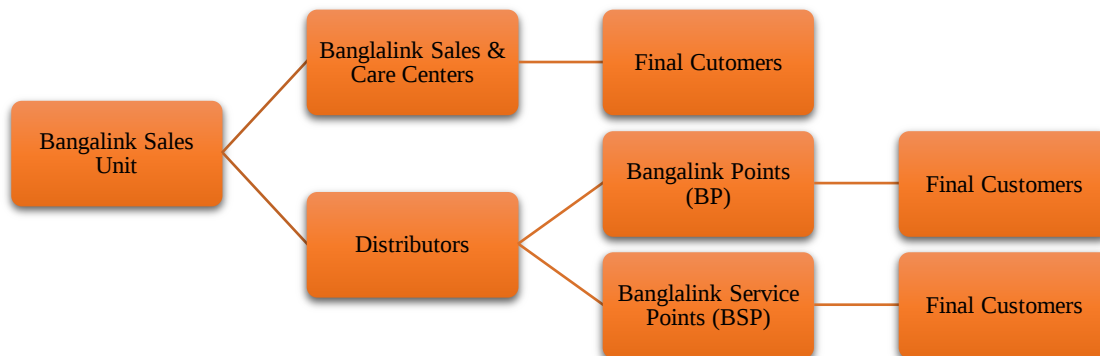


Fig: Distribution System for Pre-Paid Packages



Chapter 3: Project

3.1 Job Responsibility

Previously Experience 1: Observation of the Organization

I have joined Banglalink Digital Communication Limited on spring 2014 as an internship. I worked there on a contract of three months in Telesales Unit which is under Customer Care Department. Telesales unit is one of the main driving force which is helping Banglalink Digital Communication Limited in achieving current market position in today`s competitive market.

Banglalink Digital Communication Limited got 3 main different offices to operate their operations. First Tigers Den it is the head office of Banglalink and it is situated in Gulshan 1 (Opposite Shooting Club). Second is the office situated in the Land View Tower in Gulshan 2, here the Telesales Unit is situated and last one is in Mohakhali (Medona Tower) where the Sales Department is situated and all the corporate sales and SME sales are controlled over there. At the 1st day of internship I have to stay at head office for orientation where they gave us a brief idea about over all Banglalink and for some paper works. On my very first day at Banglalink I attended my office in Tigers Den but from the second day I joined my permanent office in Land View Tower, Gulshan 2.

There are two level of job holders in Banglalink whom are working in the organization and they have their different responsibilities. The two levels are explained below –

i. The Core Managerial Level

Consists of incumbents like CEO, Director, and Senior General Manager. General Manager , Assistant General Manager , Senior Manager , Manager , Deputy Manager, Assistant Manager , Senior Executive , Executive , Junior Executive. (Permanent Positions, promotion depending on previous experience, they years spent in an organization and are privileged to have premium facilities).



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ii. The Support Level

Officers, Junior Officers, Support Level 4, 3, 2, 1. (Totally Contractual Positions , over the years the contracts are renewed time-to-time, Most of them are managed by 3rd Party and are less privileged to have premium facilities).

I have worked as telesales officer which is under the support level. I got the opportunity to work in the core level of the telesales, there I have worked on office tracking sales and all the supporting stuffs. In the telesales unit all the callers have to do duty from 9.30 am to 6.30 pm, but managerial level and other officers have to be present at office between 9.00 am to 10.00am and be present at the office at least for 9 hours. But if there is too much work load then they have to work more than 9 hours. As I have worked as telesales officer so I was under 9 hours' time schedule.

In telesales unit there are more than 65- tele callers working continuously. They were provided with numbers of the clients of the other operators, there work is to convince them and divert them to a Banglalink customer. In this case the customer gets a duplicate number of any special number with special offers. If a customer want to get a new connection they just write down the name and address of the customer and put it down in software. By this software delivery officers get a text message with this information in their cell phone.

BDO it means business development officer basically they delivers the sim to the customers. After tele caller confirms the sell and software generated sms is send to the BDO`s. The BDO`s then get their daily lead. The customers that a BDO need to serve is given in the daily lead. After getting that they go to the original address with the connections that they have with them. Then after getting that they start to the address of the customers, each time they activate the connection via text message.

A customers A Customer is anyone who uses our products or service either for himself/herself or for the purpose of converting it into further value addition to be passed on to someone else.

The total number of people working in telesales unit is shown in the below table:

Telesales Unit – Banglalink Digital Communication Limited

Total Full Time Employees	10
Total Contractual Employees	10
Total Tele-callers	65
Total BDO	140

Each and every BDO who works under telesales unit got different TS Code by which they are identified easily. This TS Code also contains the information about the area of the BDO is working in. TS Code looks like “TS XXXX”. For Example TS00061 it is a TS Code when the officers sees this code they can easily identify the BDO. Like the above given TS Code represents Yasir Arafat, Telesales Officer, Gulshan 2 area.

Banglalink got a huge number of BDO`s currently working for them. All of them are not located in a same region, they work in different areas so that everyone can get a good service. The allocation of BDO`s in different locations are shown below:

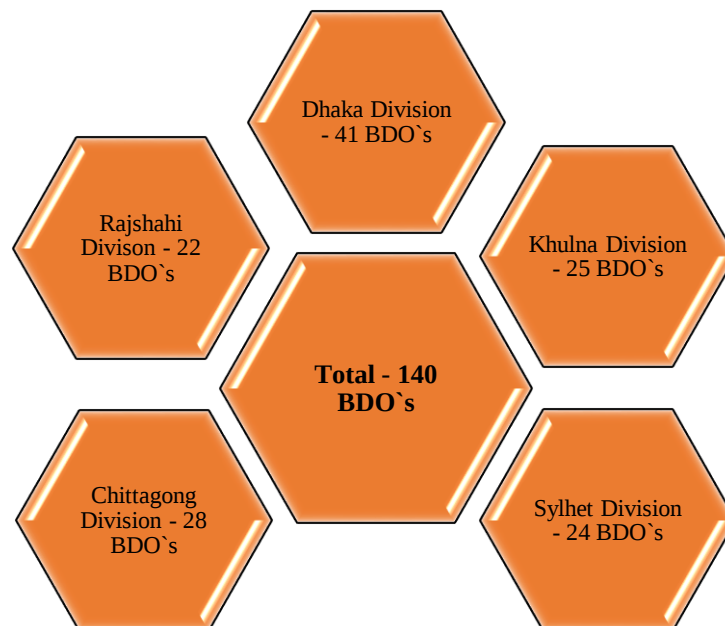


Fig: BDO Allocation



Telesales Unit – Banglalink Digital Communication Limited

Experience 2: The Actual Task

2.1 Tracking Weekly Sales of Telesales Unit

My main duty was tracking sales. For doing this I need to collect each weeks individual sales lead, sales of BDO and Tele-callers. I have to collect sales lead and sales from Part-time BDO on every Tuesday as their weekly meeting takes place at that time and from the Full-time BDO's I have to collect them on Thursday as their weekly meeting takes place then. In telesales unit we always start our week on Sunday. Banglalink has developed the **POS version 2.03** for themselves where every sales are collected in that software. I didn't have direct access but my colleagues would open the POS tab for me whenever I needed and after that I collected the sales of each week from there in every Sunday and do the rest of the job. A demo cart of information is given below:

Tele-Callers			BDO		
Name	Sales Lead	Actual Sales	BDO Code	Sales	Reference Sales
Kona	17	15	TS00061	17	4
Shejuti	18	14	TS00120	18	5
Bithi	14	11	TS00041	14	2

2.2 Collecting Weekly Documents From BDO's

Every week on Tuesday and Thursday the BDO meetings are being held. This weekly meeting takes place in Telesales office. After that meeting I have to collect around 2000 documents regarding the weeks sell. After collecting those I have to sort those documents and get it ready for the further process.

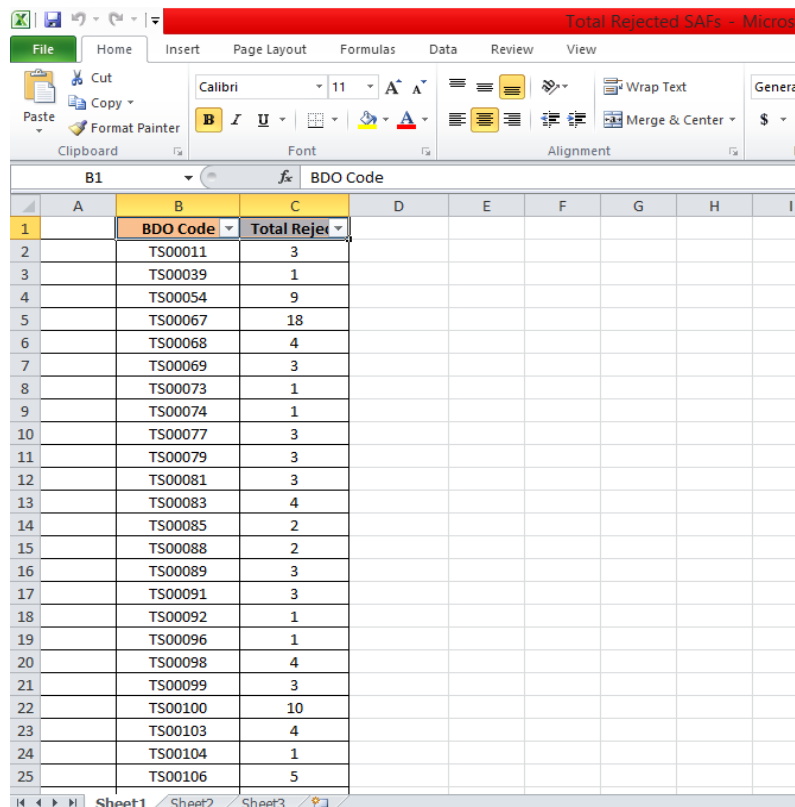
2.3 Processing weekly sales documents

After collecting the sales documents from the BDO's, I had to check each of that documents to see whether they are properly done or not, if they are not properly done then I had to process them in a different way. When I had done with my accepted SAF processing and rejected SAF processing then then I had to make a report on them. When I am done with all the work then I had

to send those prepared report to my immediate boss Tanjina Zahid. This is a lengthy process it takes a week time to process all those SAF`s and make report on them.

2.4 Preparing Reject List

after checking all the SAF`s finally I get the rejected SAF`s which needed to be done properly again. So I had to short the rejected SAF`s according to the BDO`s and count them. Then I had to make report on them and send it back to the BDO`s for correction. A sample of rejected SAF report is given below:



	A	B	C	D	E	F	G	H	I
		BDO Code	Total Rejected						
1									
2		TS00011	3						
3		TS00039	1						
4		TS00054	9						
5		TS00067	18						
6		TS00068	4						
7		TS00069	3						
8		TS00073	1						
9		TS00074	1						
10		TS00077	3						
11		TS00079	3						
12		TS00081	3						
13		TS00083	4						
14		TS00085	2						
15		TS00088	2						
16		TS00089	3						
17		TS00091	3						
18		TS00092	1						
19		TS00096	1						
20		TS00098	4						
21		TS00099	3						
22		TS00100	10						
23		TS00103	4						
24		TS00104	1						
25		TS00106	5						

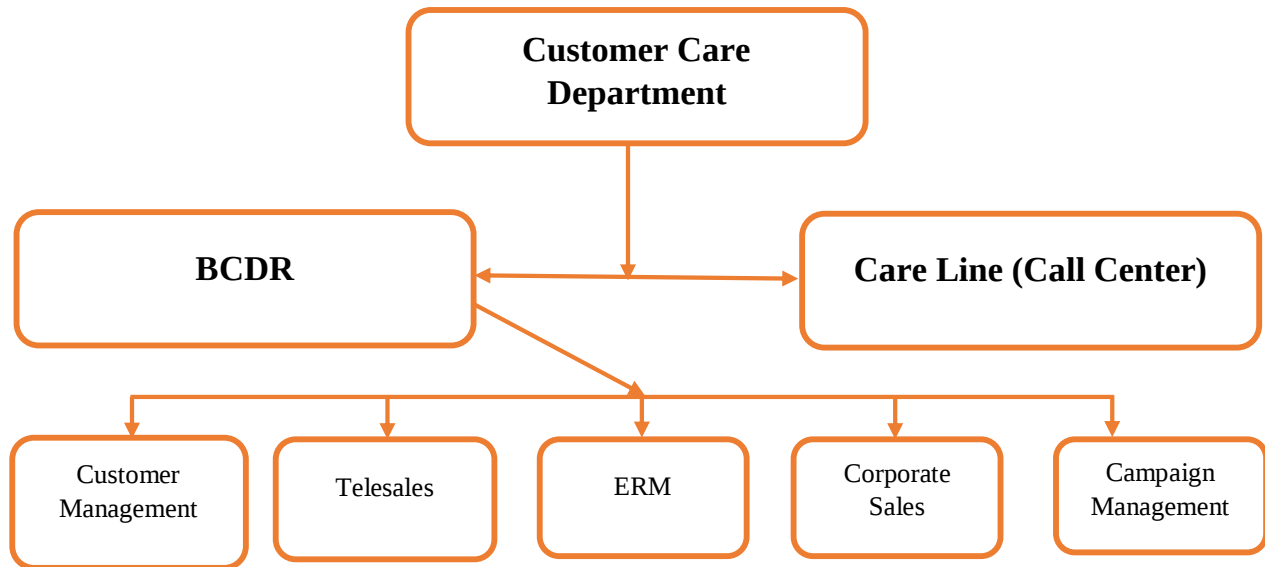
Pic: Sample of Rejected SAF reporting

2.5 Info Update in the System

After completing the SAF`s work I had to update the information of the customers in the main system which is a part of Oracle Software. Updating info is very important as if anything goes wrong then the customers line will be deactivated within 2 weeks which creates a huge problem. So it is a very important task which needed more attention to accomplish so that the problem do no arise.

3.2 Telesales Unit of Banglalink- General Overview

Telesales unit can be considered as a very important and essential part of Banglalink Digital Communication Limited. Telesales unit plays a vital role in Banglalink's sale. Telesales Unit is a part of Customer Care Department.



Telesales is a kind of telemarketing. Where telecallers call the customers and sell company's products and services. In Banglalink Telesales is unit which works under Customer Care Department of Banglalink Digital Communication Limited. Banglalink uses telesales to sell their connections by directly communicating with the customers. In today's market competition is very high so to survive in this market it is the best way to convince customers by communicating directly so that the seller could get a chance to convince the customer by telling about the company's products and services features and other facilities offered with it. The objective is to build the framework in customer service regarding inbound and outbound selling, and to acquire competition customer offering duplicate dial. If a customer wants to get this connection they can get it any time in office hour delivered to their home.

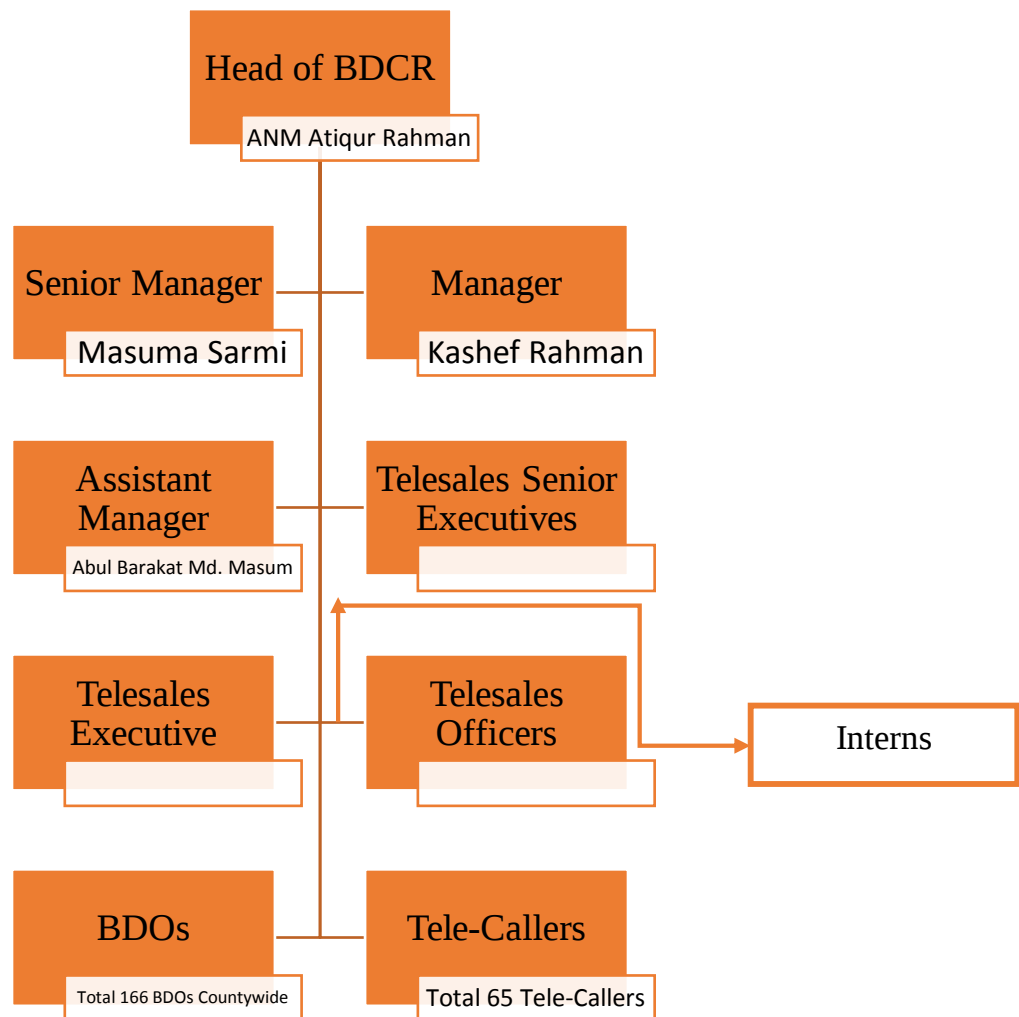
Banglalink has recruited some very talented employees and callers for this department to achieve its desired goal. They are working hard and soul to achieve the targeted sales desired by the organization. Their hard work, knowledge and clear admission helping telesales unit to achieve new height.



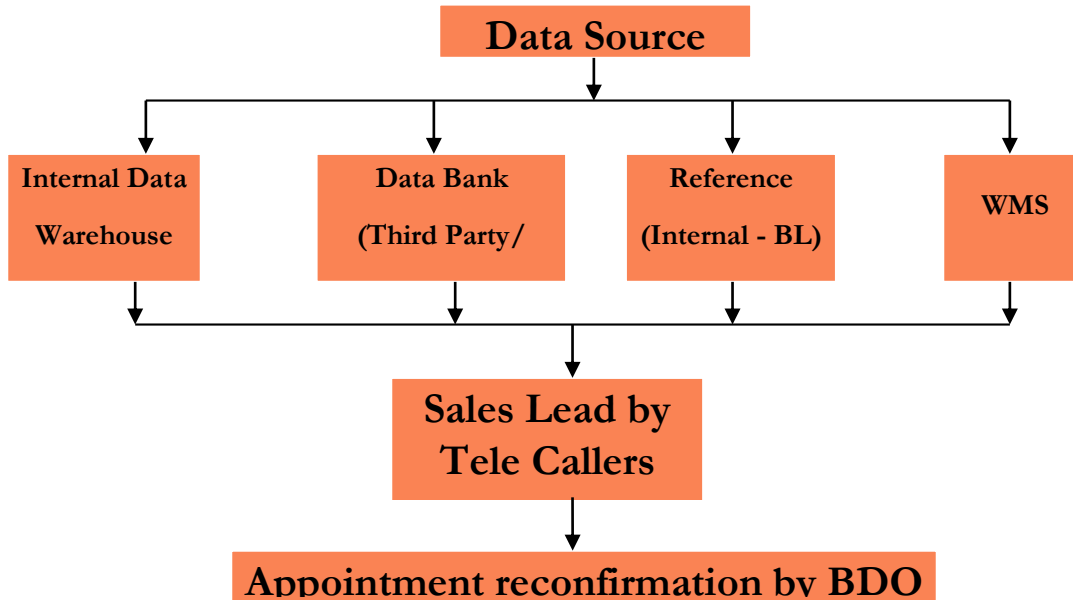
Telesales Unit – Banglalink Digital Communication Limited

Banglalink has already successfully operating telesales unit's operation in 5 divisions of our country. They covering the whole area with 450 Banglalink service point (BSP). At present 65 callers and 140 BDO's are working for this unit. Telesales unit got highly experience and trained telemarketers by which they are achieving their desired destination in a very fast speed. Their office highly equipped with latest technologies designed to meet their goal to help Banglalink succeed.

3.2.1 Telesales Hierarchy



3.2.2 Tele Sales Flowchart



3.2.3 Telesales Prospect of Banglalink

In today's competitive market telesales is very important thing to grab the attention of the desired customer towards company's products and services. Telesales is a very fast and effective way to let the customers know about the valuable products that the organization offers to its customers. Telesales is very important unit for Banglalink. Telesales prospect in Banglalink is very outstanding. When they started their journey they have started with a target of 45, then they managed to increase to 65 and now this department got a target of 100 sales individually in a month. The most amazing thing is that all the callers are successfully achieving their given target. The customers can get their sim at their desired place now. The BDO's are working hard continuously to provide their customers a better quality service. Banglalink is earning a huge amount of revenue from this Telesales department. Banglalink's revenue rose by 27 percent to \$126 million in the first quarter of 2011, compared to the same period last year. Bangladesh's second largest mobile phone operator reached a subscriber base of 22.13 million, 42 percent more than the same quarter of the previous year. Telesales not only for selling products through software, this unit also helps in achieving information about the position of Banglalink and also



Telesales Unit – Banglalink Digital Communication Limited

to improve where it needs. They use effective ways of achieving objectives and delivering the needed results keeping in mind the desires of their clients. They have a team of highly trained and experienced agents who are experts in leading a non-scripted, two-way conversation with customers to reaching great results. Their offices are equipped with the latest Contact Center technology designed to meet their goal to help Banglalink succeed.

3.2.4 Benefits of Telesales

- Increase in sales
- Increase in Profit
- Reduce the per unit sale cost
- Increase number of appointments
- Increase customer base
- Increased lead generation
- Higher number of qualified leads
- Higher number of closed sales
- Better customer retention
- More immediate feedback
- Better results through test marketing
- Increased local, regional, or national market share

3.2.5 Telesales Products

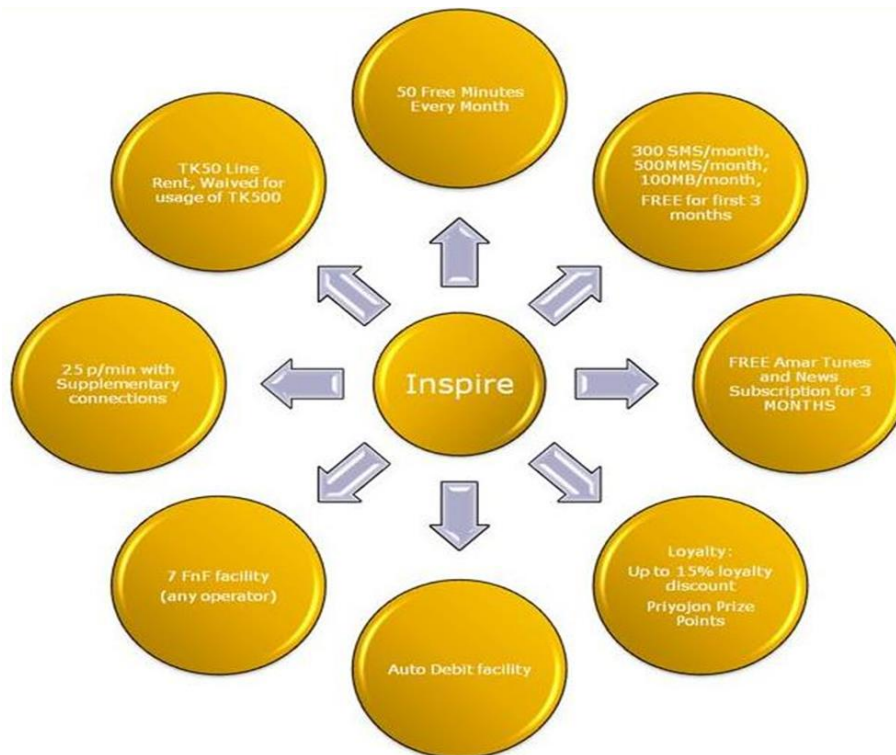
Inspire Package: The main product of telesales unit

Telesales unit of Banglalink Digital Communication Limited when they first started their journey they only offered post-paid sim. But now they have started to sell pre-paid sim also. The post-paid packages offered by telesales unit is given below:

- ✓ Inspire 1 (500ATK.)
- ✓ Inspire 2 (1000TK.)
- ✓ Icon

3.2.6 The Product Buying Credentials

When a customer wants to by the post-paid sim, he/she must has to despise 500 taka and in return he/she will get that 500 taka as credit limit and all the facilities of the post-paid package. After that the customer can enjoy the connection like any other pre-paid connection but with the post-pad facilities. The special facilities offered by Banglalink Inspire is shown in a chart which is given below:



The customer can also get a special number by paying additional charges started from 1000TK to 2000TK if the number is available.

The customer needs to do the following things while getting a new connection, they are

- The customer will deposite 500 taka as talktime limit+the price of the connection
- The customer will fill up the subscriber application form (SAF)
- Will paste Two Copies of Passport Size Photographs
- Will Attach National or Any Valid ID Card



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Information about Inspire 1 & 2 packages are already given in the previous part of this report. So now I am going to talk about the Icon.

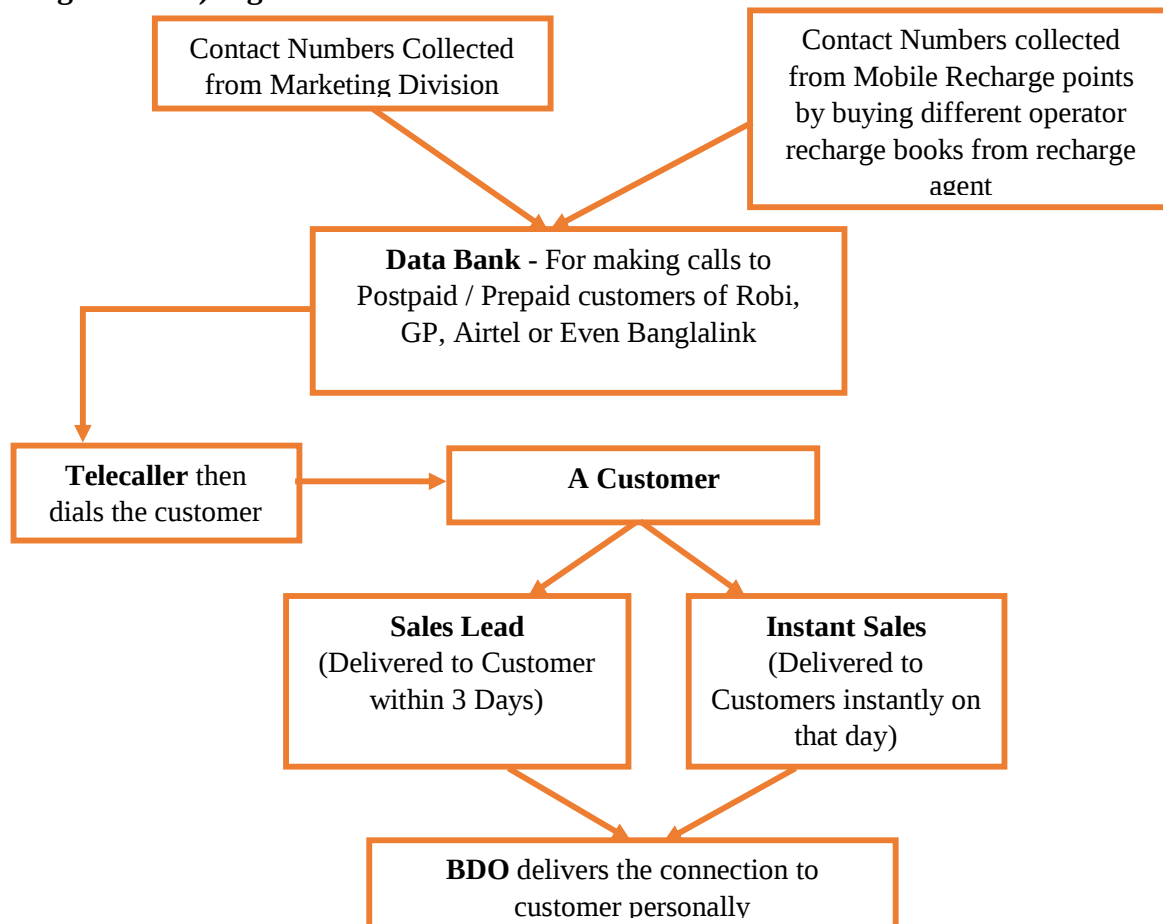
ICON is a premium brand of Banglalink. It is a special type of connection which comes with huge facilities but as ICON is a premium Brand it is only offered to a selective range of customers. The benefits of ICON Customers are discussed below:

ICON packages have carry forward facility of all monthly freebies such as Minutes, SMS, Data and ISD talk time for 1 month or bill cycle. For example, if a customer uses 2000 minutes out of 3000 in February, for March, s/he will have free minutes of 4000 (3000 regular + 1000 carried forward). ICON customers also enjoys discount in various places and outlets. The list of those places and outlets are given below:

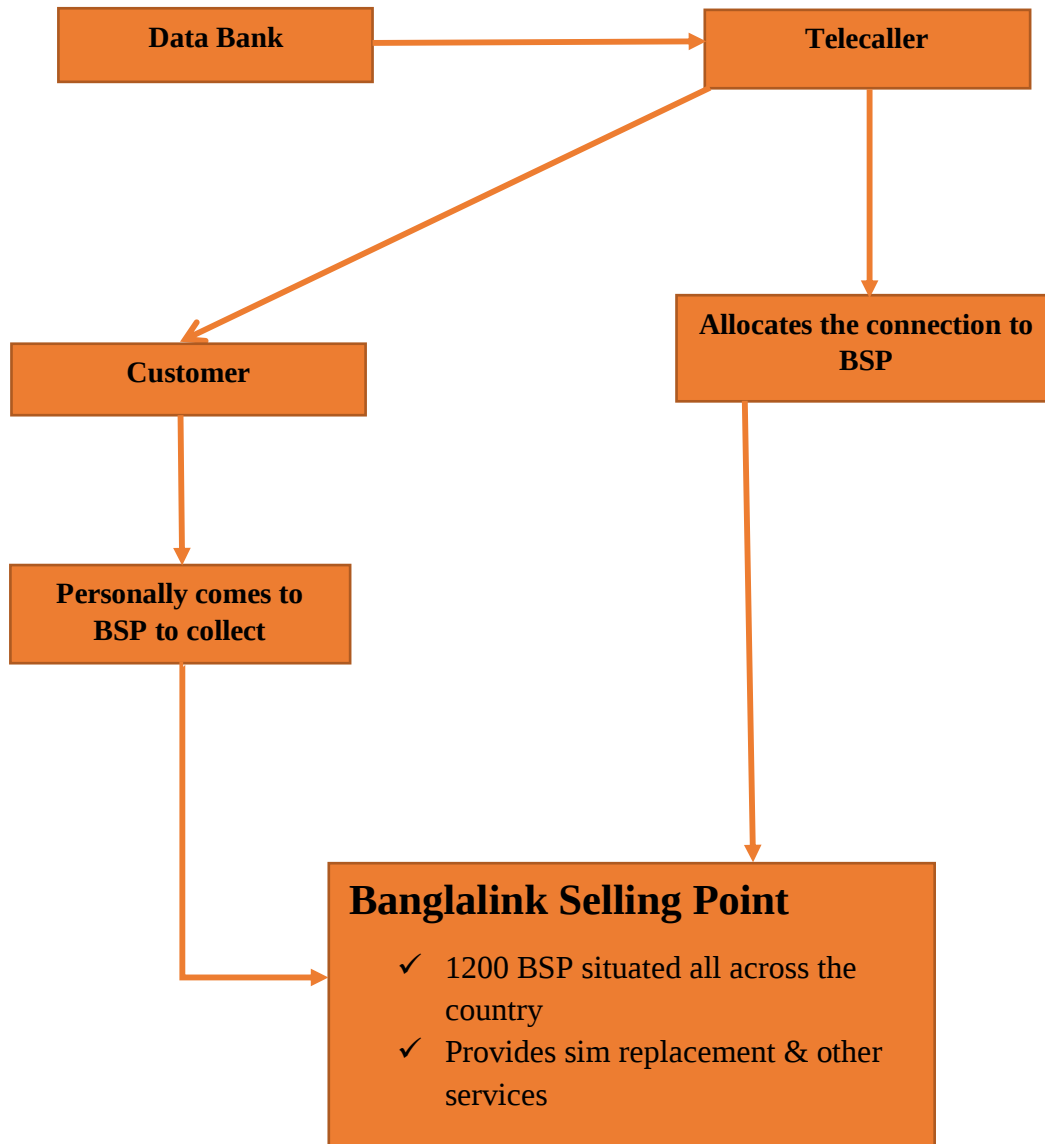
- I. Westin
- II. Regent Airways
- III. Galaxy Holidays
- IV. Guide Tours
- V. Toyota (Navana Limited)
- VI. Mermaid Eco Resort
- VII. Ambrosia
- VIII. Nazimgarh Resorts Ltd.
- IX. Rose View Hotel (Syleth)
- X. Hotel Star Pacific (Syleth)
- XI. Foy`s Lake Resort (Chittagong)
- XII. Motel Atlantis
- XIII. Spicy (Syleth)
- XIV. Studio 45
- XV. EI Toro
- XVI. Saltz
- XVII. EBL
- XVIII. Hotel Royal (Khulna)

- XIX. Club Thirty3
- XX. Sugar Bun (Chittagong)
- XXI. Well Park Residence (Chittagong)
- XXII. Tava (Chittagong)
- XXIII. Country Lounge (Khulna)
- XXIV. Woondaal King Kebab (Syleth)
- XXV. Naz Garden (Bogra)
- XXVI. Siesta (Bogra)
- XXVII. Orchid Business Hotel (Chittagong)
- XXVIII. Artisti (Nationwide)
- XXIX. Ocean {Paradise Hotel (Cox`s Bazaar)

3.2.7 A chart containing Telesales Process (Applicable if the customer is located within the range of BDO) is given below:



3.2.8 A chart containing Telesales Process (If the Customer stays in far corner of the allocated map of Telesales) is given below:





Telesales Unit – Banglalink Digital Communication Limited

3.2.9 Challenges in Telesales Unit

Telesales unit is one of the most important unit of Banglalink Digital Communication Limited. This unit is important because of its continuous success. Telesales unit is a part of Customer Care Department. Though telesales unit is very successful yet there are some challenges are found in this unit. The working environment in telesales is very friendly but the environment is full of noise as the callers are continuously talking over the phone with the customers. Though the working environment is friendly but the noise creates problem for other employees in concentrating on their work. Then the BDO's, the main problem about the BDO's is they are very hard to handle. When they to telesales office for collecting sim or collecting their rejected SAF they come in a group which is pretty much hard to handle. Then another challenge in working in telesales unit is normal officers and the callers work in a same open place which is pretty hard for the officers to do their work in a proper way as there is a difference in a formal office environment and a call center environment.

3.3 Recommendation

We know that Banglalink Digital Communication Limited is one of the leading organizations of our telecommunication sector. Banglalink has achieved this position in the market because of their low call rate than any other mobile operators operating currently in the market. Currently Banglalink's bestselling product is their post-paid connection. Because Banglalink offers a huge range of facilities in this product, like they have home delivery service for their post-paid sim but they don't have this kind of facility for their pre-paid sim. I think Banglalink should start home delivery service for their pre-paid sim's also because it will help them to increase customer loyalty which is a very important factor for mobile companies. Some recommendations are given below which I think will be helpful and beneficiary for Banglalink.

- ✓ Should improve and make stronger network system
- ✓ Should more careful about customers privacy
- ✓ Should provide more facilities to their high users.
- ✓ Attractive promotional items are necessary to satisfy the corporate clients as telesales is only focusing on Personal Packages.



Telesales Unit – Banglalink Digital Communication Limited

- ✓ Network facilities should be wide.
- ✓ They should develop new competitive packages for the corporate customers.
- ✓ Increase the value added services
- ✓ Should monitor the existing customer and provide better service.
- ✓ The complexity of the GPRS facility should be reduced
- ✓ BANGLALINK GSM should have enough part timers to reduce the pressure of the full time employees.
- ✓ BANGLALINK GSM should maintain a fully structured human resource department.
- ✓ Space in office for the employees should be wide.
- ✓ Though the job security is high, but they should hire more permanent employees instead of contractual.
- ✓ Employees except telecallers should get a specific area for work to avoid the voices of callers around them which will help to concentrate on their work better
- ✓ BDO officers should get more training about SAF filling and about overall telesales

Chapter 4: Conclusion

If we go through the whole report then we can see that Banglalink Digital communication Limited has achieved a lot in a very short span of time. Their good marketing strategy, planning capability, understanding the customer demand, etc. helped them to become the second largest mobile operator of our country. For achieving all this success all departments of Banglalink had worked so hard. Telesales unit is not different from those departments. Telesales unit played a very important role in achieving Banglalink`s desired achievement as they always works hard to communicate with the customers directly to provide better services. And this better service results to great customer satisfaction which is very important in telecommunication sector. Telesales unit increased Banglalink`s sell than before through direct communication with the customers and also by providing a quality service to the customers. So behind the success of Banglalink telesales unit got a very big contribution.



References

- I. www.banglalink.com.bd
- II. <http://en.wikipedia.org/wiki/Banglalink>