

Report On

Exploring Gamification Strategies: A Detailed Study on User Engagement and Customer Satisfaction on Banglalink's Digital Platforms, with a Focus on the 'My BL' App

By

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An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

Brac Business School

Brac University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Mr. Shihab Kabir Shuvo
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Subject: Submission of internship report on “Exploring Gamification Strategies: A Detailed Study on User Engagement and Customer Satisfaction on Banglalink's Digital Platforms, with a Focus on the 'My BL' App”

Dear Sir,

I am pleased to submit my internship report “Exploring Gamification Strategies: A Detailed Study on User Engagement and Customer Satisfaction on Banglalink's Digital Platforms, with a Focus on the 'My BL' App.” The "My BL" app is the main focus of my report's analysis where my main objective is to find the correlation between user ratings of gamification features, the frequency of app usage, and the likelihood of recommending the app to others.

I highly appreciate your consistent support and guidance throughout my entire internship and university life.

Sincerely yours,

Adil Ahmed
19304025
BRAC Business School
BRAC University
Date: 31 July, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Banglalink Digital Communications Ltd and the undersigned student at BRAC University, Adil Ahmed of avoiding and not including any kind of confidential or sensitive data from the organization while working as a Digital Business intern in Banglalink Digital Communications Ltd and making this report.

Abdullah Hill Nahian

Digital Gamification & Engagement Manager at
Banglalink Digital Communications Ltd

Date:

Adil Ahmed

19304025

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Date:

Acknowledgement

I want to express my heartfelt appreciation to Abdullah Hill Nahian, Digital Gamification & Engagement Manager of Banglalink Digital Communications Ltd, for his constant support and encouragement throughout my internship. His openness and trust allowed me to freely explore the organization, which enriched my learning experience.

I am really grateful to Mr. Shihab Kabir Shuvo, Senior Lecturer at BRAC Business School, BRAC University, for his guidance and mentorship throughout my internship.

I also grateful to Syed Navid Iqbal, Digital Engagement Executive - Digital Business at Banglalink Digital, for his help, guidance and appreciative attitude.

Finally, I am grateful to BRAC University for providing international standard education as well as the opportunity to complete this internship.

Executive Summary

In this internship report, the primary focus is on analyzing whether user ratings of gamification features are positively correlated with the frequency of app usage and the likelihood of recommending the app to others. The goal is to understand if gamification boost user engagement and increases customer satisfaction for MyBL super app. Using quantitative data from surveys and regression analysis, the report examine the relationship between user rating on gamification features, app usage frequency and recommendation likelihood. Finding clearly shows a positive correlation where higher user rating on gamification features, results in higher app usage frequency and higher recommendation likelihood of the MyBL super app. This means improving gamification strategies can enhance user engagement and recommendation likelihood.

Keywords: Gamification, Super App, User Engagement, App Usages, Recommendation Likelihood, Customer Satisfaction,

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List of Acronyms

BIP	BIP Messenger App
DAU	Daily Active Users
MAU	Monthly Active Users
GB	Gigabyte
MAU	Monthly Active Users
MyBL	My Banglalink App
RMSE	Root Mean Squared Error
UI	User Interface
UX	User Experience
VAS	Value-Added Services
VoD	Video on Demand
YOY	Year Over Year
Dev ops	Development Operation

Chapter 1

Overview of Internship

1.1 Student Information

Name: Adil Ahmed

ID: 19304025

Program: Bachelor of Business Administration

Major/Specialization: Computer Information Management

1.2 Internship Information

1.2.1 Company Information

Tenure: October 2, 2023 to December 31, 2023. (Total time period: 3 months)

Company Name: Banglalink Digital Communications Ltd

Department: Digital Business.

Team: Gamification Team

Address of the company: Tiger's Den, House 4 SW (H), Bir Uttam Mir Shawkat Sharak,

Gulshan 1, Dhaka 1212.

1.2.2 Internship Company Supervisor's Information

Name: Abdullah Hill Nahian

Designation: Digital Gamification & Engagement Manager

Company: Banglalink Digital Communications Ltd

1.2.3 Job Scope – Job Description/Duties/Responsibilities

During my internship at Banglalink, I worked on the Digital Business and Gamification Team in the Commerce Division. It was a totally new experience working in a corporate environment with so many exceptionally talented people.

Development of Gamification Strategy: I was given the opportunity to brainstorm new gamification initiatives ideas for the “MyBL” super app.

Content Creation and CMS Management: I was responsible for developing and uploading the content for already existing gamification-based campaign or games. The main focus was to create an enjoyable, engaging seamless experience for the users.

BL Lab Policy Development: I was also given the opportunity to work with BL Labs, one the new initiative by Banglalink. BL Lab is an incubator program, that aims to provide funding to startup companies that showed potential to grow. I conducted interviews with different company founders and research on incubator policy to create a complete policy for BL Lab.

Website Testing and Feedback: I was tasked with reevaluating the BL Lab website portal to identified potential issues and then collaborate with the development team to solve those issues. Based on my input changes were made to the portal’s user interface and functionality.

Cross-Functional Collaboration: I had the privilege of engaging in cross-functional collaboration with diverse departments, such as the technology and product development groups, which afforded me a comprehensive understanding of the digital operations conducted by a sizable telecommunications corporation. Throughout the final month of my internship, I was a member of the ideation team for a new product development, which generated and refined a product concept.

1.3 Internship Outcomes

1.3.1 Contribution to the Company

While working on the gamification team, the content I developed were live within a short time to the users of MyBL app. Additionally, I contributed to the VAS (Value Added Services) team by creating 72 reports that gives insights into data usage across different geographic locations **of 24 million userbase**. The report also detailed the user base segmented by different tiers. Furthermore, I created the manual for both the web portal of their official website and a portion of the MyBL app's manual, which will be continuously used by Banglalink employees until they change their admin panel completely.

1.3.2 Benefits to the Intern

This internship at Banglalink was more than just another internship. From the first day, I was treated as one of the parts of digital team rather than just another intern. It has been an amazing journey where I had the opportunity to see firsthand how a tele-communication giant like Banglalink operates and collaborate between cross-departmental teams. They gave me access to their entire team and the freedom to reach out to any department of the company if I wanted to join any team to gain experience or work on a project I was interested in. This level of freedom and access gave me the opportunity to see one of the leading telecom companies firsthand. They also included me in their weekly and monthly report meetings, where I had the opportunity to see how data-driven and innovative their digital team is, how they manage their goal setting and meet those goals, and in case of failure, how they take corrective measures and adjust their goals.

While working with the development team, I had the unique experience working on the MyBL App and website portal where I had monitored super admin access. This gave the opportunity

to look deeper into their system architect, digital product offerings and how they built the whole system centered around their users.

Moreover, during my last month at Banglalink, I was asked to participate in a team for a new product development where I experienced how a new product is developed from ideation to a complete offering.

Additionally working with both VAS team and their dev ops team showed me how complex problem are solved in real time. This was not just about overserving rather I actively participated in solving complex problems, understanding system architectures, and contributing to discussions which impacted in real time change inside the admin panel and how they were making changes to the current admin panel. The changes they made based on my feedback by the tech team were instant.

1.3.3 Challenges Encountered

While working with multiple teams and sometimes collaborating between teams was a bit of challenge for me but it was growth opportunity for me which taught me valuable team collaboration skills.

1.3.4 Recommendation

The internship experience at Banglalink was amazing and gave me invaluable insights, responsibilities, and a genuine sense of belonging, their innovation, data driven approach and welcoming nature was valuable for my career growth as a whole. To further improve the experience of the internship I would recommend to improve the administrative process for maintaining a proper allowance disbursement time.

Chapter 2

Organization Part

2.1 Introduction

Banglalink Digital Communications Ltd is one of the leading telecommunication brands in Bangladesh and a subsidiary of VEON, they are mostly known for their innovative and customer centric approach. The company's headquarter is known as Tiger's Den located in Gulshan 1, Dhaka 1212, Bangladesh. The company was initially known as Sheba Telecom Private Limited and currently it is known as Banglalink Digital Communications Ltd after the company became a subsidiary of VEON. The company currently have a combined customer base of 43.5 million as of December 2023(*Dhaka Tribune*, 2024).

2.2 Overview of the Company

Being one of the leading telecommunication brands, Banglalink Digital Communication Ltd is now moving toward a new innovative digital approach where they are focusing more on the online userbase and engagement.

2.2.1 Vision and Mission

The company started with the simple mission of “Bringing mobile telephony to the masses”. (*About Banglalink | Best Mobile Network in Bangladesh.*) Now Banglalink's vision is to empower the masses to fully utilize the opportunities given to them by this digital era. They

have already launched and are still working on new products that encompass around the daily need of customers creating an comprehensive digital ecosystem.

2.2.2 Core Values

Banglalink's journey to this point has been guided by the same core value that strongly believe and uphold by their mother company Veon. (*About Banglalink | Best Mobile Network in Bangladesh*, n.d.)

1. Customer-obsession

Always putting consumer in the center of any product development effectively address customer's problems and needs with our solutions.

2. Entrepreneurialism

Always inspiring innovation and creativity within the organization to come up with new ideas and take action on them.

3. Innovation

Always actively exploring new ways to improve the customer experience and offering better solution with the help of cutting-edge technology

4. Collaboration

Encouraging cross departmental work both within the organization and with external partners to collaborate and deliver exceptional value to their customer.

5. Truthfulness

Banglalink promotes trustworthiness, transparency, and honesty with all of its customers, employees, and stakeholders.

2.3 Management and Operations

The MyBL App operates under the Digital Business Team, which is part of the Commercial Division. Banglalink follows a standard hierarchy structure, with the CEO leading the company and CXOs working directly with him. The commercial division is managed by the Chief Commercial Officer (CCO), while the digital business team is led and managed by a group of directors who focus on different aspects of the MyBL App and the digital portion of the business for Banglalink.

2.3.1 Compensation and Training

Banglalink has different level of compensation plans for different level of employees according to their hierarchy. They provide incentive for achieving certain KPI (Key Performance Indicator) and also, they have a profit-sharing model for certain level of employees. Each year the KPIs are set in January and mid-year review is done on July. On December the final assessment takes place and the compensation are given based on this assessment.

2.4 Strategic Marketing and Product Development

2.4.1 Marketing Strategies

Banglalink's uses a wide range of channels and technology putting focus on digital campaigns and using gamification to create user engagement. They focus on creating marketing strategies that maximize user interaction and brand loyalty while targeting a broad audience.

One of the most interesting parts of their marketing tactics is their use of gamification strategy in different campaign and promotional banner within the MyBL app. Where they not only promote their own products but creates a game like experience. This gamification system changes a user's normal interaction into an interactive engaging and rewarding experience.

This doesn't only make the overall user experience better but also builds stronger bond with the brand. Digital campaigns, leveraging social media, SMS marketing, and online advertising all play an important part in their marketing strategy. Examples of their gamification marketing experience within the app.

1. `BIP Quiz:

BIP Messenger App is one of Banglalink's products. They launched a campaign for BIP with the main objective of increasing BIP app installations. They set up the BIP quiz Game in a way that advertise “Win 1 GB Free data” and when users participate, they are given a simple quiz and if correct it results in winning 1GB of Data pack for using BIP exclusively. The users are then given the opportunity to get the app or get offer where both options lead to game option of installing the app.

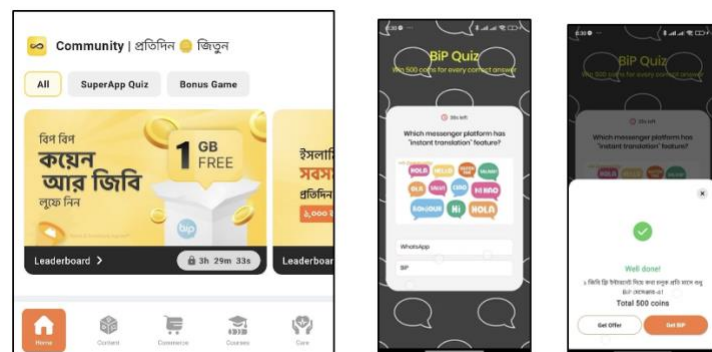


Figure 1: BIP Quiz

2. Daily quiz:

Daily quiz is a quiz campaign section to attract users to play the game to direct the users toward game section of the app. Where they have the opportunity to play games to earn exciting prize like iPhone and other attractive gifts.

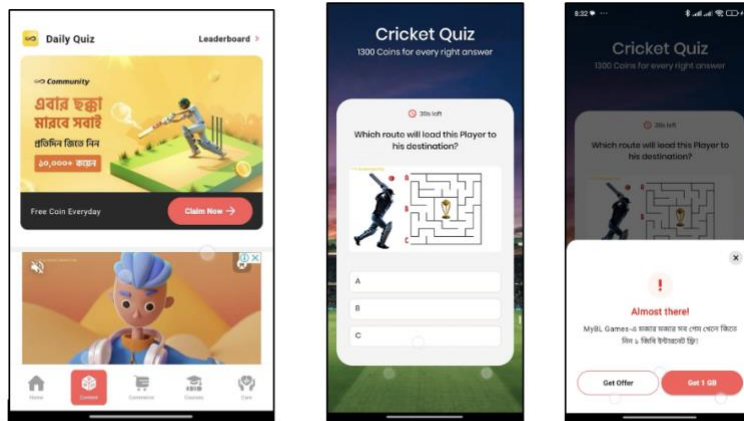


Figure 2: Daily Quiz

3. Cricket Trivia:

This game trivia is dedicated to cricket quiz. The highest scored which a specific time has the opportunity to win from a total prize pool of 1,35,000 BDT.

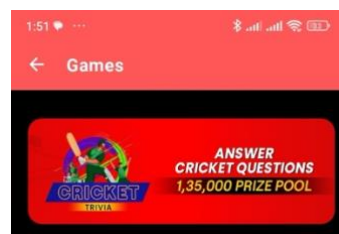


Figure 3: Cricket Trivia

2.4.2 Product Development

At Banglalink, product development is a user-centric process, delivering digital solutions that meet the needs of its customers. The journey of a new product from ideation to a finalized product strongly depends on team collaboration, innovation, and continuous improvement based on feedback from the product's target user group. The initial stage of product development involves ideation and brainstorming among team members. After listing all the potential ideas, these ideas undergo a comprehensive analysis that ranges from market research to competitive benchmarking, ensuring only the most viable and impactful ideas move to the next stage of prototyping. In prototyping, potential ideas are user tested, and based on the feedback, the product either receives recommendations for improvement or is canceled altogether. This product development phase at Banglalink, based on innovation, diversification, and a user-centric approach, ensures each product or service is the right fit for their intended customers.

2.5 Financial Insights and Performance

Banglalink Digital Communications Limited has shown significant growth throughout 2023. According to the report of 2023 (Q3) performance, where revenue increased by 15.1% to Tk 1,588 crore (Unb, 2023). Overall, 14.4% increase in revenue year-on-year, reaching Tk 61.5 billion by the end of the year 2023 (Issue-I, 2024).

The company's growth is the result of its several strategic initiatives. Rapid expansion of its network infrastructure, including a significant increase in its 4G subscriber base are one of the key factors behind this growth. By the end of 2023, the company's 4G user base grew by 24.5% reaching almost 20 million subscribers (Issue-I, 2024) with over 16,000 network towers.

Beside the infrastructure improvement, Banglalink's digital products and services has played a significant role in the growth, the MyBL app and Toffee both has rapidly growing use bases.

MyBL has achieved a 36.4% year-on-year growth in monthly active users by the fourth quarter of 2023 (Issue-I, 2024) and Toffee user base grew by 72.2% year-on-year (Unb, 2023).

2.6 Industry and Competitive Analysis

2.6.1 Porter's Five Forces Analysis

Threat of New Entrants:

In the telecommunications industry, the barriers to entry are difficult due to heavy capital requirements and government regulatory issues. But in the digital sector of Banglalink threat of new entrants is relatively high due to the fact that, it has less obstacle and no regulatory limitations.

Buyer Power:

Buyer power in the telecom industry is moderate. Users have complete control over which operator they are using. The pricing for different offer and services are mostly competitive due to a few companies controlling the whole industry. Banglalink's loyalty program and services like MyBL super app

Supplier Power:

Supplier power against companies like Banglalink is relatively low. From equipment, technology to infrastructure development, Banglalink has to work with different suppliers. As the company is one the leading brand in the industry and there are plenty of suppliers available in the market, Banglalink can get favorable deals from suppliers.

Threat of Substitutes:

The threat of substitutes for Banglalink is moderate. Although the threat of complete substitution by another operator do exist but with strong network coverage and digital offerings like Toffee and the Banglalink Super App give Banglalink an edge over others.

Competitive Rivalry:

Competitive Rivalry is intense for Banglalink in the tele-communication industry. Operators like Grameenphone, Robi, Airtel creates high level of competition in the market.

2.6.2 SWOT Analysis for Banglalink

Strengths

i. Strong Brand Presence:

One of the leading tele-communication brands in Bangladesh with over 20 million userbase.

ii. Innovative Digital Solutions:

Banglalink offers customer-centric digital solutions like MyBL super app, Toffee and BIP messaging app impacting everyday customer needs.

iii. Wide Network Coverage:

With over 16,000 towers Banglalink has recently doubled their network coverage (Issue-I, 2024).

iv. Award-Winning Speed:

Banglalink has won the Ookla® Speedtest Award™ for the “Fastest Mobile Network” in Bangladesh consistently for the last 4 years.

Weaknesses

i. Market Competition:

Tele-communication market is highly competitive and dominated by handful of brands.

ii. **Perceived Service Disruptions:**

Any kind of service disruptions can have negative impact toward customer satisfactions. Especially if it is not fixed right away.

iii. **Dependence on Telecommunications Revenue:**

Although Banglalink is moving toward a digital business segment but still a heavy portion of the revenue comes from tele-communication sector of Banglalink.

Opportunities

i. **Digital Transformation:**

The growing need for digital products creates a big opportunity for Banglalink to launch more innovative solutions in the market.

ii. **Market Expansion:**

Opportunity to expand into rural area with digital product.

iii. **5G Technology:**

With the power of 5G Technology

Threats

i. **Regulatory Changes:**

Any government policy or compliance requirements changes can impact the tele-communication industry massively.

ii. **Technological Advances by Competitors:**

Any technological advancement by Banglalink's competitors possess a heavy threat if not address immediately.

iii. **Cybersecurity Risks:**

As Banglalink is now working with digital solutions which handles millions of users with detailed profile data, cyber security is also a big threat to consider.

2.7 Summary and Conclusions

2.7.1 Summary

Banglalink Digital Communications Ltd is one the leading tele-communication brand in Bangladesh and a subsidiary of VEON. The company is known it's customer-centric approach and innovative solutions. With a customer base of 43.5 million Banglalink is moving toward a digital business segment launching innovative solutions like MyBL super app and Toffee.

2.7.2 Conclusions

Banglalink's approach toward digital business solutions using gamification in MyBL Super app has significantly increased customer engagement for users. With already existing and growing user base of 43.5 million users the company is in the right position to expand their digital product range.

2.8 Recommendations/ Implications

For any company to become an industry leader they need to do a lot of things right and Banglalink is no exception. They have been providing excellent service to their customers. With all the great features and strategies, one thing Banglalink can improve is providing personalize user experience using data analytics to give each user more trailered experience increasing brand loyalty and customer satisfaction

Chapter 3

Project Part

3.1 Introduction

In this internship study the main focused is on analyzing user ratings of gamification features are positively correlated with frequency of app usage and likelihood of recommending the app to others. The main goal of the study is to see how Banglalink uses gamification to boost user engagement resulting in increased customer satisfaction and loyalty.

Gamification is a termed first introduce by Nick Pelling back in 2002. Gamification is turning non-gaming environment into a game-like experience to increase user engagement and satisfaction by making the overall experience fun for the users (Prakash & Rao, 2015). The MyBL super app is a perfect example of implementing gamification strategy into a digital platform to boost overall engagement and customer satisfaction as well as promoting other digital products and services. This study will help in understanding the importance of gamification in increasing user engagement and satisfaction.

3.2 Research Objectives

The main objective of this study is to find the correlation between user ratings of gamification features, app usage frequency, and recommendation likelihood.

Specific objectives:

1. To measure the frequency of MyBL app usage among users.
2. To assess user satisfaction levels with the gamification features of the MyBL app.
3. To evaluate how often users recommend the app based on their likeability.

4. To analyze the relationship between user satisfaction with gamification features and how these influence overall app engagement and recommendation behavior.

3.2 Research Framework

This research framework's aim is to identify the correlation between user ratings of gamification features, app usage frequency, and recommendation likelihood.

H1: Positive user ratings of gamification features in the MyBL super app are correlated with higher frequency of app usage.

H2: Positive user ratings of gamification features in the MyBL super app are correlated with a higher likelihood of recommending the app.

Independent Variable:

1. User ratings of gamification features in the app.

Dependent Variables:

1. Frequency of app usage.
2. Likelihood of recommending the app.

Data Collection Method

Collecting online survey data using Google Form, distributed through Social Media to people using MyBL app users.

3.3 Methodology

This research is done using quantitative data using surveys with regression analysis to test the main hypotheses. This research uses both primary and secondary data source. The primary data has been collected using Google Form. Total of 54 people were selected based on their digital preferences and both direct/indirect connection with Banglalink. 50 of those users where the targeted audience for the survey who are using or have used MyBL app. Moreover, the qualitative and quantitative data was collected via a secondary data collecting method and Banglalink also provided data on four of their running gamified features. We would be using SPSS software for data analysis.

3.4 Findings and Analysis

Out of 54 Responses, 50 were from users of the MyBL super app. We will be working on those 50 responses.

Of those 50 responses, 32 (64%) are male and 18 (36%) are female.

Among those respondents, majority of them were from age range of 18-24 years with 27 people (54%). This group of people are the young generation either in university or started their career. Next largest group of people are from age range of 25-34 years with 20 people (40%). This group represent the young professionals who started their career within the last 10 years. Next group of people are from age range of 45-54 years with 2 people (4%). The group represents the middle-aged people. The last group of people are from age range of 55+ representing the old age people.

From the above it is clear that all of the respondents are of legal age and most of them are either young university students or professionals.

30% of the respondents were daily active users of MyBL app. 32% and 16% of the respondents were active either several times a week or weekly respectively. Only 22% of the respondents were occasional users.

Most of the respondents (60%) were aware of the rewards and gifts they can get from play games within MyBL.

Most of the people who used MyBL app showed positive response about MyBL app's gamification features and they felt more connected because of it. Data collected on user's likeability of gamification features, their usages and if they would recommend MyBL app to others. Also, secondary data was provided by Banglalink's Digital team on the active user base during Oct-Dec, 2023 on 5 different Gamified Campaign.

Name	Date	DAU	MAU
Cricket World Cup 2023	October	29100	513545
Games Campaign	November	25021	495881
Course Campaign	November	23932	489623
Victory Day	December	50355	466832
BIP Fest	December	41072	568259

Table 1: Gamification Campaign Data from Oct to Dec 2023

3.4.1 Regression Analysis

This regression analysis is done for finding the relationships between user ratings of gamification features, app usage frequency, and the likelihood of recommending the MyBL app. The analysis would aim to prove the following hypothesis

H1: Positive user ratings of gamification features in the MyBL super app are correlated with higher frequency of app usage.

H2: Positive user ratings of gamification features in the MyBL super app are correlated with a higher likelihood of recommending the app.

Independent Variable:

1. User ratings of gamification features.

Dependent Variables:

1. Frequency of app usage.
2. Likelihood of recommending the app.

Hypothesis 1

To prove our Hypothesis 1, we have done a linear regression analysis with "Frequency of App Usage"(Freq_Usage_Num) as the dependent variable and "User Ratings of Gamification Features" (Rating_Gamification_Features) as the independent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495 ^a	.245	.229	.992
a. Predictors: (Constant), Rating_Gamification_Features				

Table 2: Model Summary (H1)

The model summary shows positive correlation ($R=0.495$) between user ratings of gamification features and the frequency of app usage. The R Square value is 0.245 which means 24.5% of the variance in app usage frequency can be explained by user ratings of gamification features. Even though the Adjusted R Square value 0.229 is little lower but it indicates that the model explains a significant portion of the variance.

Dependent Variable: Freq_Usage_Num					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.290	1	15.290	15.546	<.001
Residual	47.210	48	.984		
Total	62.500	49			

Table 3: The ANOVA table (H1)

The ANOVA table is clearly showing strong relationship between the independent variable (user ratings of gamification features) and the dependent variable (frequency of app usage)

because F-statistic is 15.546, and a p-value is <.001. which is less than 0.05 meaning the data is a good fit.

Model	Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.
Constant	1.791		3.554	<.001
Rating_Gamification_Features	.513	0.495	3.943	<.001

Table 4: Coefficients Table (H1)

In the coefficients table constant (intercept) is 1.791, which represents the expected value of the dependent variable (frequency of app usage) when the independent variable (user ratings of gamification features) is zero. The unstandardized coefficient for the independent variable represents if one unit of user rating is increased, frequency of the app uses would be increased by 0.513.

Interpretation and Implications:

This analysis clearly shows hypothesis 1 has a strong positive relationship between the two variables. When “user ratings of gamification features” increases, the frequency of app usages also increases. It means if gamification strategy and initiative improve, it would be more engaging for the customers.

Hypothesis 2

To prove our Hypothesis 2, we have done a linear regression analysis with "Likelihood to Recommend"(Recommend_Num) as the dependent variable and "User Ratings of Gamification Features" (Rating_Gamification_Features) as the independent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.388 ^a	.150	.133	.873
a. Predictors: (Constant), Rating_Gamification_Features				

Table 5: Model Summary (H2)

The model summary shows positive correlation ($R=0.388$) between user ratings of gamification features and likelihood of recommending the app. The R Square value is 0.150 which means 15% of the variance in likelihood of recommending the app can be explained by user ratings of gamification features.

Even though the Adjusted R Square value 0.133 is little lower but it indicates that the model explains a significant portion of the variance.

Dependent Variable: Recommend_Num					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.597	1	6.597	8.661	<.005
Residual	37.325	49	.762		
Total	43.922	50			

Table 6: The ANOVA table (h2)

The ANOVA table is clearly showing strong relationship between the independent variable (user ratings of gamification features) and the dependent variable (likelihood to recommend) because F-statistic is 8.661, and a p-value is <.005. which is less than 0.05 meaning the data is a good fit.

Model	B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	3.127	.440		7.102	<.001
Rating_Gamification_Features	.332	0.113	.388	2.943	.005

Table 7: Coefficients Table (H2)

In the coefficients table constant is 3.127, which represents the expected value of the dependent variable (likelihood to recommend) when the independent variable (user ratings of gamification features) is zero. The unstandardized coefficient for the independent variable represents if one unit of user rating is increased, Likelihood to Recommend the app would be increased by 0.332.

Interpretation and Implications:

This analysis clearly shows hypothesis 2 has a strong positive relationship between the two variables. When “user ratings of gamification features” increases, “likelihood of recommend” also increases. It means if gamification strategy and initiative improve, customers are more likely recommend the app to their friends.

3.5 Limitations

This study has several limitations.

1. Sample size:

Sample size of only 54 participants doesn't completely represent Banglalink's complete userbase. A larger sample size would have given more accurate data on the user base.

2. Self-Reported Data:

The study relies on self-reported data from surveys which can be biased or influenced by external factors.

3. Cross-Sectional Design:

The study employs a cross-sectional design, capturing data at a single point in time. Doing the study over a longer period of time could get more accurate result.

4. Measurement of Variables:

The study uses a limited set of variables to measure user engagement and satisfaction.

3.6 Conclusion

The study was done to find the correlation between user rating of gamification features, app usage frequency and likelihood of recommending the MyBL app. Using regression analysis we have reached the following conclusion.

H1 & H2: There is a strong positive correlation between user ratings of gamification features and both the frequency of app usage and likelihood of recommending the app. This means higher user satisfaction with gamification features will lead to more app recommendation and frequent use of the app. The 24.5% of the variance in app usage frequency and 15% of the

variance in and likelihood of recommending the app, suggesting that gamification features play a strong role in driving user engagement and satisfaction.

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Appendix A.

Questionnaire



Section 1 of 2

My BL Super App: A Study on User Engagement & Gamification

B I U  

As part of my internship project, I'm gathering insights on the 'My BL' app, focusing on its unique gamification features such as point earnings, leveling up, and data rewards from games and app installations like BIP. This brief survey aims to collect your valuable feedback to analyze the impact of these features on user engagement and retention for my report.

Filling this survey will take approximately 5-7 minutes. Your responses will be confidential and we do not share any kind of identifying information such as your name, email addresses to any third party. The results of this study will be used for a internship report.

Your kind participation in this research study is voluntary and we highly appreciate everyone who is participating.

If you have any questions about the research, please email at email address adil.ahmed@g.bracu.ac.bd

This form is automatically collecting emails from all respondents. [Change settings](#)

Personal Information

This Personal Information data is purely for validating the responses. This data will not be publish in anyplace or any third party will not have access to individual data. This part will be removed from the published report

Name *

Short answer text

Phone Number *

Short answer text

Did you ever used or currently using MyBL Super App ? *

☐ Yes

☐ No

After section 1 Continue to next section

Questionnaire Picture 1

Section 2 of 2

About you

Description (optional)

Age Group: *

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55 or older

Gender: *

☐ Male

☐ Female

☐ Prefer not to say

How long have you been exploring the 'My BL' app? *

☐ Less than 6 months

☐ 6-12 months

☐ 1-2 years

☐ Over 2 years

Your Usage Patterns

Description (optional)

Questionnaire Picture 2

How frequency do you use MyBL App? *

- ☐ Daily
- ☐ Several times a week
- ☐ Weekly
- ☐ Occasionally

Main Uses for 'My BL' App (Select all that apply): *

- ☐ Checking balances
- ☐ Buying packages
- ☐ Bill payments
- ☐ Playing games for rewards
- ☐ Installing recommended apps for exclusive data (e.g., BIP)
- ☐ Other...

Fun Features, Rewards, & App Installations

Description (optional)

Did you know you could win bonuses by playing games or leveling up in the app? *

- ☐ Yes
- ☐ No

Name your favorite Game or Reward Feature: *

Write NA if nothing specific comes to mind

Long answer text

Rating your experience with Fun and Rewarding Features in the App *

- Lowest 1 2 3 4 5 Highest
- ☐ ☐ ☐ ☐ ☐

Questionnaire Picture 3

The image shows a screenshot of a questionnaire with three questions, each in a separate white box with a light orange border. The first question asks if the user has ever downloaded apps like BIP because of suggested rewards, with 'Yes' and 'No' options. The second question asks if the user feels more connected to the Banglalink brand due to gamification features, with four options: 'Yes, much more connected', 'A little more connected', 'No change', and 'Less connected'. The third question asks if the user would recommend the 'My BL' app to friends or family based on their experience with gamification features, with five options: 'Definitely', 'Probably', 'Not sure', 'Probably not', and 'Definitely not'. Each question has a red asterisk indicating it is a required question. There are three small dots between the second and third question boxes.

Have you ever downloaded apps like BIP because we suggested it and promised rewards *

☐ Yes

☐ No

Do you feel more connected to the Banglalink brand because of the interactive gamification features in the app? *

("Through games and challenges, we hope to make your experience with us more memorable. Does it work?")

☐ Yes, much more connected

☐ A little more connected

☐ No change

☐ Less connected

Would you recommend the 'My BL' app to friends or family based on your experience with these gamification features? *

☐ Definitely

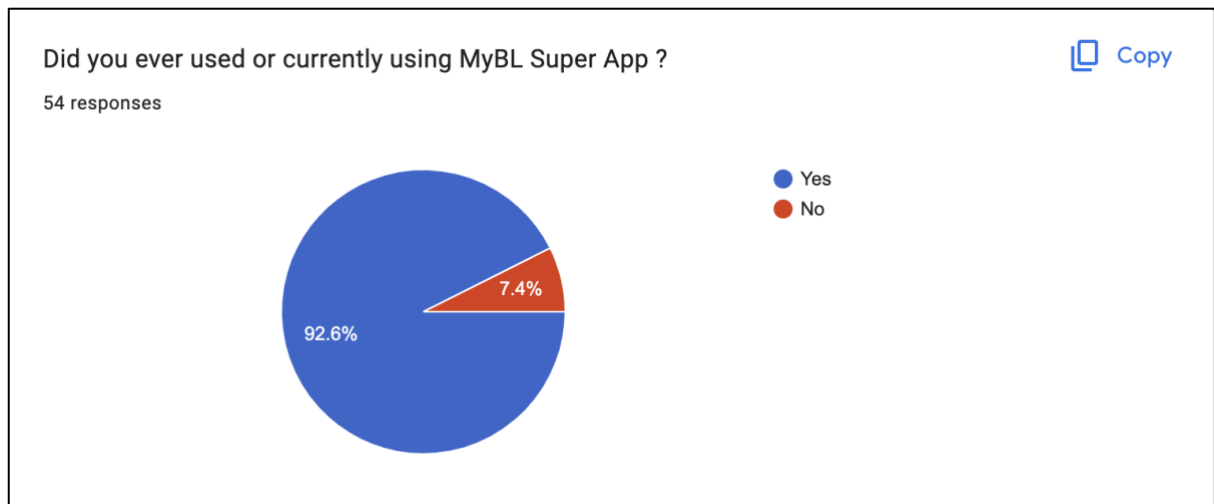
☐ Probably

☐ Not sure

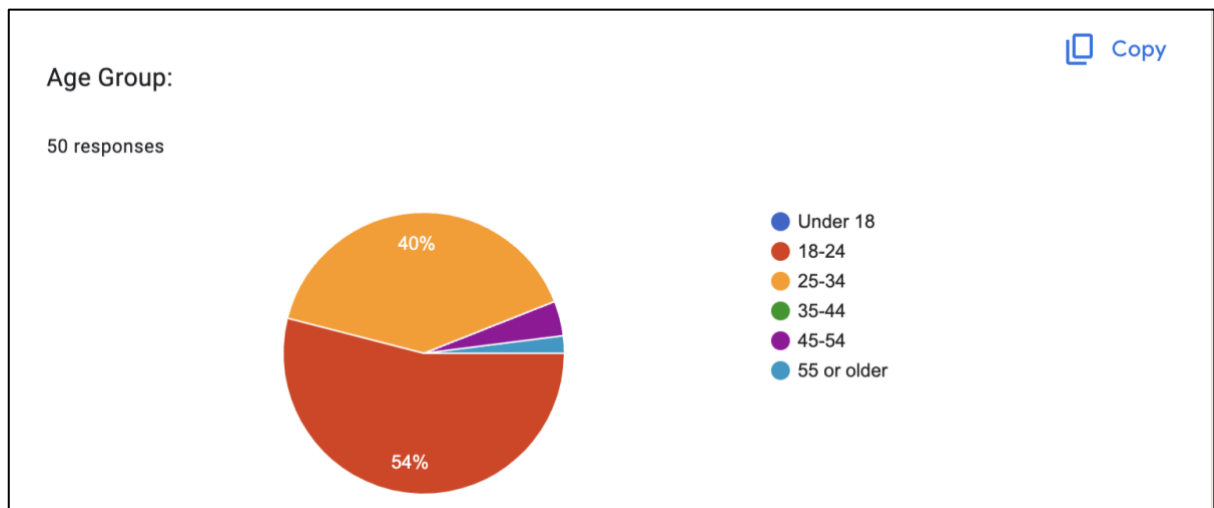
☐ Probably not

☐ Definitely not

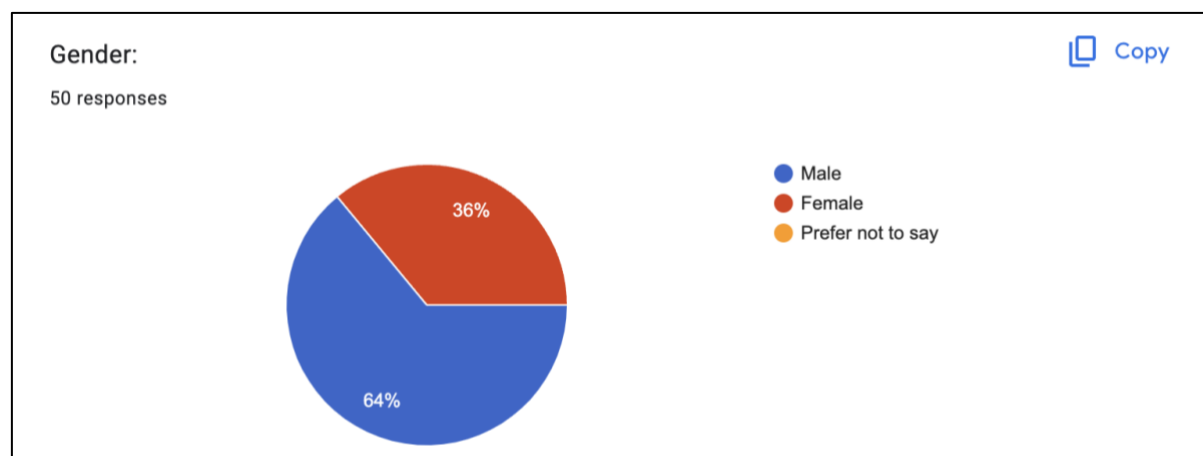
Questionnaire Picture 4



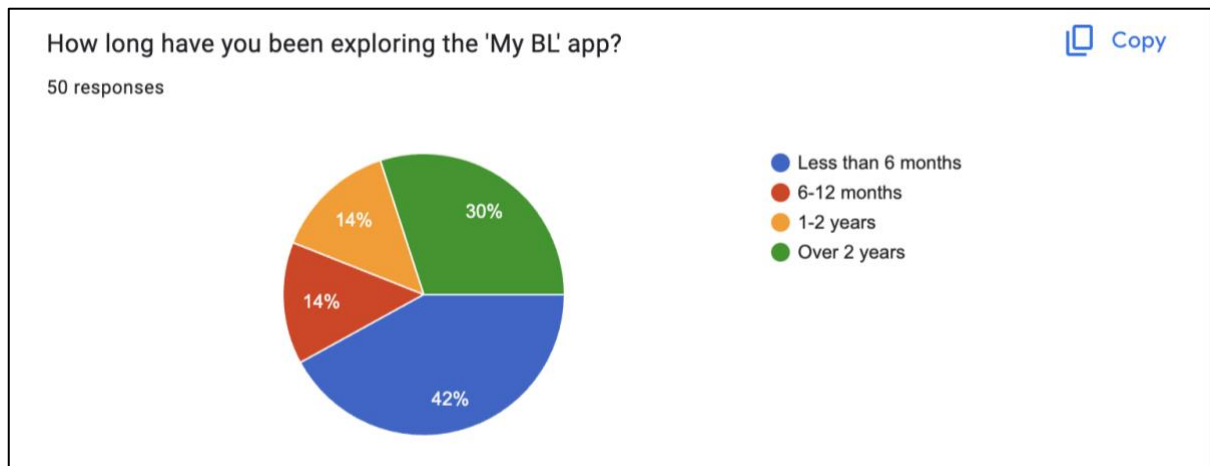
Questionnaire Response 1



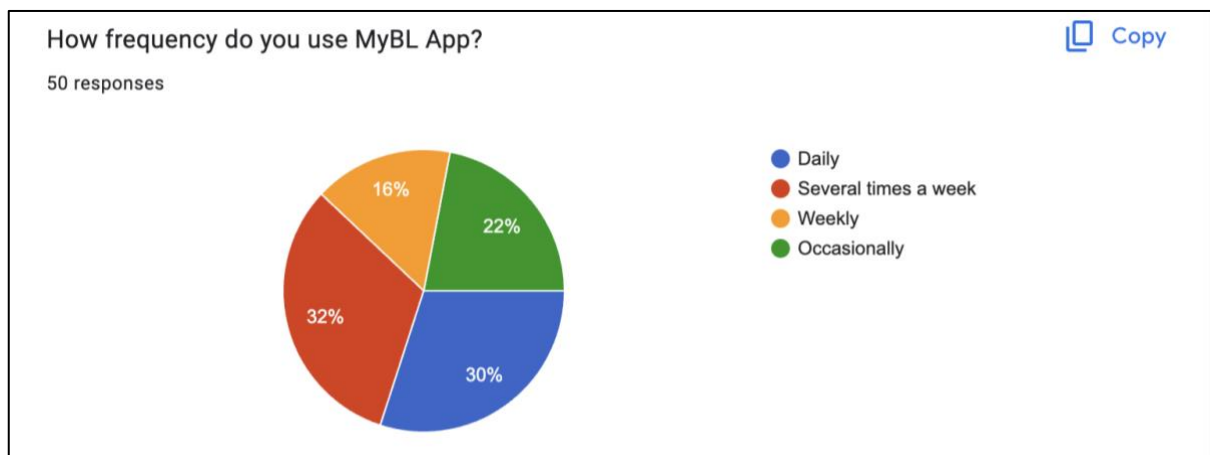
Questionnaire Response 2



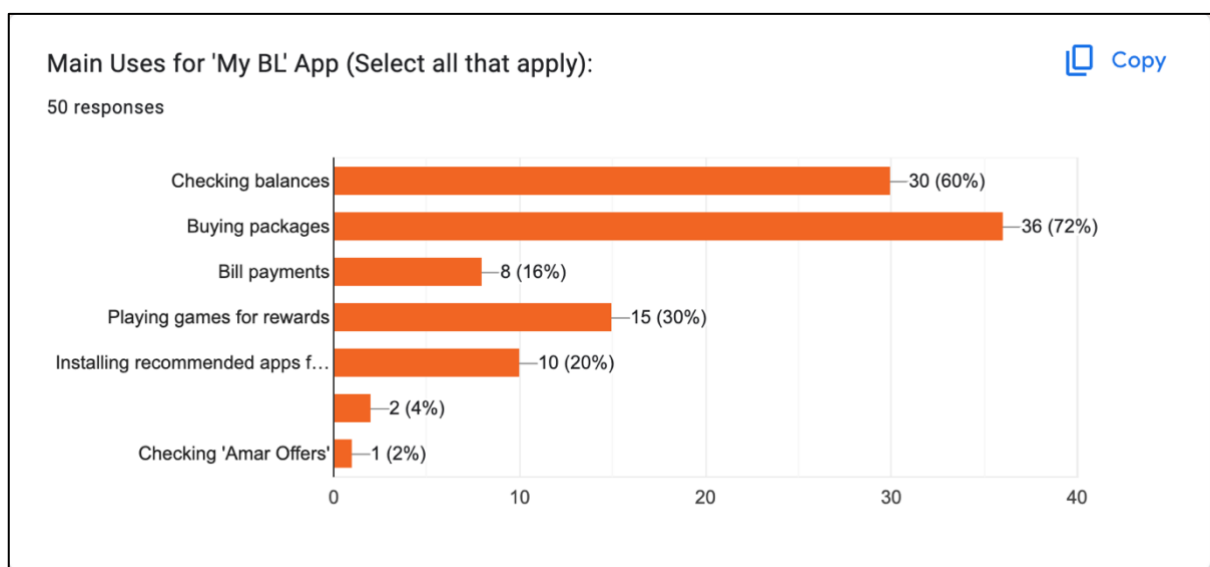
Questionnaire Response 3



Questionnaire Response 4



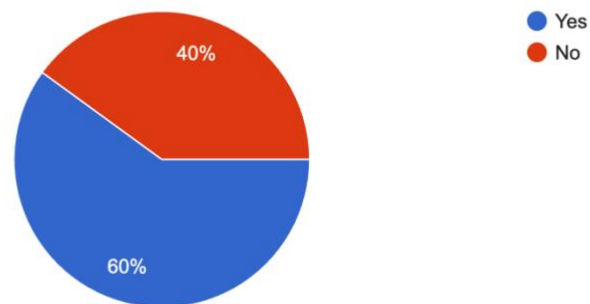
Questionnaire Response 5



Questionnaire Response 6

Did you know you could win bonuses by playing games or leveling up in the app?

50 responses



Questionnaire Response 7

Name your favorite Game or Reward Feature:

50 responses

NAME

N/A

Daily Quiz

Snake Flakes

Listening to live radio

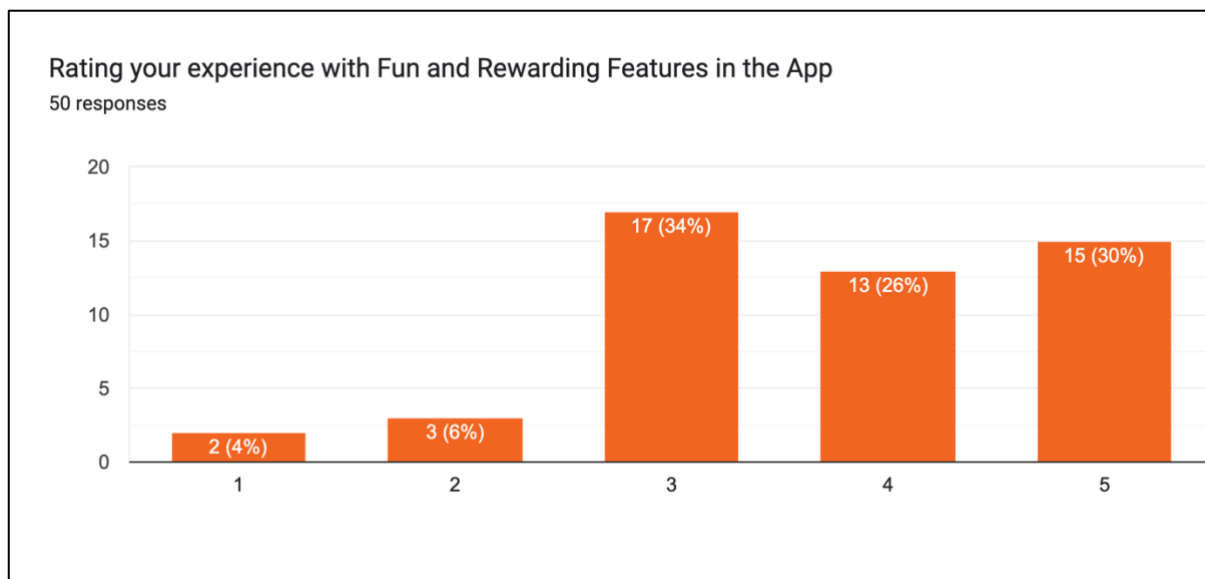
Quiz games

The spin wheel is pretty unique idea that really made impression on my as i use all the other operator app only mybl really tried to implement gamification which really amkes them stand outf

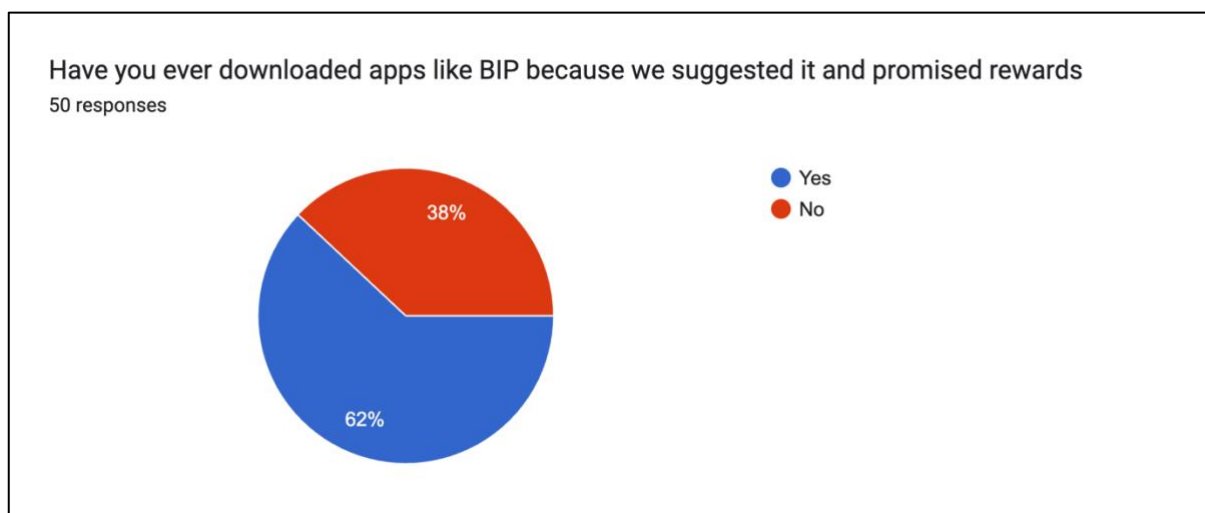
Orange club coins

Reward system is good. Can get prize for many things through it

Questionnaire Response 8



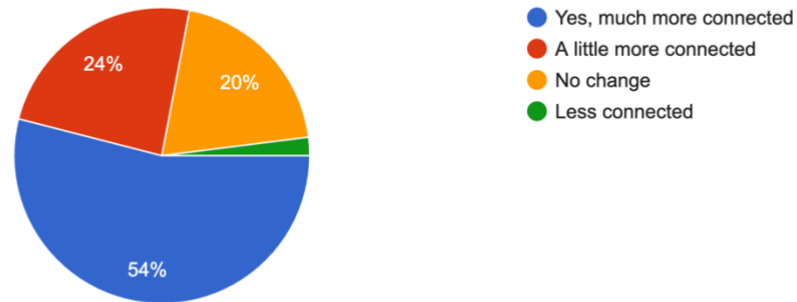
Questionnaire Response 9



Questionnaire Response 10

Do you feel more connected to the Banglalink brand because of the interactive gamification features in the app?

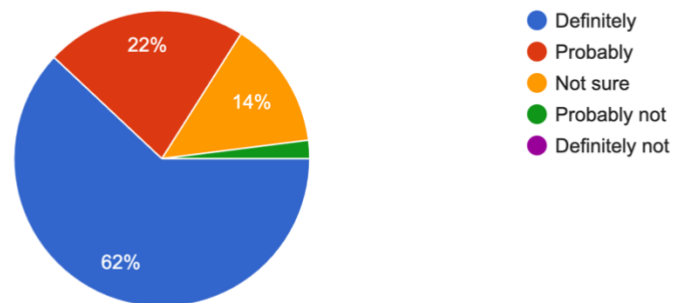
50 responses



Questionnaire Response 11

Would you recommend the 'My BL' app to friends or family based on your experience with these gamification features?

50 responses



Questionnaire Response 12

H1 Regression Analysis

Regression

[DataSet1] /Users/adilahmed/Documents/Report /survey data/SPSS File Internship report .sav

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Rating_Gamification_Features ^b	.	Enter

a. Dependent Variable: Freq_Usage_Num

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495 ^a	.245	.229	.992

a. Predictors: (Constant), Rating_Gamification_Features

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.290	1	15.290	15.546	<.001 ^b
	Residual	47.210	48	.984		
	Total	62.500	49			

a. Dependent Variable: Freq_Usage_Num

b. Predictors: (Constant), Rating_Gamification_Features

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.791	.504		3.554	<.001
	Rating_Gamification_Features	.513	.130	.495	3.943	<.001

a. Dependent Variable: Freq_Usage_Num

SHOW

System Settings

Keyword	Description	Setting
LOCALE	country and character set	en_US.ISO_8859-1:1987 (English)

SHOW

System Settings

Keyword	Description	Setting
LOCALE	country and character set	en_US.ISO_8859-1:1987 (English)

H2 Regression Analysis

➔ Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Rating_Gamification_Features ^b	.	Enter

a. Dependent Variable: Recommend_Num

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.388 ^a	.150	.133	.873

a. Predictors: (Constant), Rating_Gamification_Features

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.597	1	6.597	8.661	.005 ^b
	Residual	37.325	49	.762		
	Total	43.922	50			

a. Dependent Variable: Recommend_Num

b. Predictors: (Constant), Rating_Gamification_Features

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.127	.440		7.102	<.001
	Rating_Gamification_Features	.332	.113	.388	2.943	.005

a. Dependent Variable: Recommend_Num