



## **Internship Report On**

“Telesales Department of Banglalink”

### **Submitted to:**

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## **Letter of Transmittal**

9<sup>th</sup> June, 2014

Ms. Mahtab Faruqui

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**Subject:** Submission of internship report on “Telesales Department of Banglalink”

Dear Madam,

Here is the internship report on “Telesales Department 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,

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Sk Fahad Hossain

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## **Executive Summary:**

Banglalink was 1<sup>st</sup> know as Sheba Telecom which was a joint venture company with the merging of a Malaysian company. September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). It was acquired for US\$60 million. Recently Orascom sold their shares to Vimpelcom. it is a 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 2012.

Telesales is a type of telemarketing which uses Telecallers who call on the telephone to sell directly company's product or services. Banglalink has a Telesales unit within the Customer Care under Business Development and Customer Retention. The strength of Telesales is selling, customer acquisition and the emphasis is on customer holding. Telesales is made to sell connections directly to the customers and keeping them satisfied. 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 is one of the leading telecommunication company in Bangladesh so there is less to recommend. 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

After going through whole report, it can be conclude that Banglalink achieved a lot as they have been in the telecommunication market for a short time. It was only possible because of their working environment and their passion for achieving company goal. In addition their proper marketing strategy and better understanding of market situation helped to get customer attraction. Moreover, telesales unit plays a major role behind the achievements of Banglalink as they work hard to get communicate with customers directly and provide better services through direct sells which brought a great success in sales.

## **Introduction:**

Banglalink is the second largest telecommunication company in Bangladesh which is known for its providing services to all kinds of people. In 10<sup>th</sup> February 2005 Banglalink 1<sup>st</sup> enter the market of Bangladesh and they created a huge change over months by providing services and opportunities making mobile phone cost affordable to people of different income levels. By one year operation, with an unbelievable growth rate of 257% Banglalink became the fastest growing mobile operator. This breakthrough was accomplished with advanced and attractive products and services which targeted the different market segments; fast network quality improvement and committed customer care and creating a communication with customers and Banglalink involving emotion. As of March 2014, Banglalink has a subscriber base of 29.5 million. Subsequently, telesales part of Sales department considered to be one most achieving part of the corporation as they helped to brought new market shares. Being a 2nd largest telecommunication company with a huge competition in market, telesales was able to brought 150000 competition customers. Therefore, in the recent study, overall activates of Telesales department will be discussed like. How they sell SIM to competition customers and after sales process etc.



## **Objective of the study**

### **Over-all Objective**

The over-all objective of the study is to fulfill the partial obligation of the Graduation under the Bachelor of Business Administration program of BRAC University as per university policy.

### **Explicit Objective**

To be more explicit, this study entails the Telesales of Banglalink, how they operate and over-all processes,

- ❖ To identify how they demonstrate to their subscribers.
- ❖ To evaluate how they negotiate with the customer & commit a perfect sale over telephone.
- ❖ To analyze how they provide customer service after sales.
- ❖ Archiving the customer info data and verifying customers' identity.

## **Scope of the study**

Defining the scope of the study is a wide-ranging feature to be described. Yet the telesales department helped me with the report. On the other hand, due to some confidentiality was unable to provide information in the report.

## **Data Collection**

To complete this study two types of data have been used,

- ❖ Primary Data
- ❖ Secondary Data

Details are as follows-

**Primary Data:** to collect all this data I had to get in contact face to face with the employees of telesales who can give exact information regarding my study.



Secondary Data: As a secondary source, Website of Banglalink and Wikipedia was helpful gathering information and also organizational documents of Banglalink helped completing my study.

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### **Limitation of the study**

Preparing this kind of report requires some information which is confidential to a telecommunication company. The time of preparing this report had to go through some limitations and difficulty in case of gathering exact and in depth information that required in fulfilling my primary of objective of report. Still I managed to collect enough information to complete this report. As there was hindrance in collecting information because employees were unwilling to provide few information which was really important to be mentioned. So some information may not be accurate as I have to contact with third party sale officers and corporate clients whom they know very little about internal.

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### **Organizational Overview & Details:**

Banglalink GSM Ltd. is one of the leading mobile operating company in Bangladesh. It offers both prepaid and post-paid mobile connections with some value added services like call forwarding/divert, call waiting/call holding, call barring, caller line identification presentation, voice mail, short messaging, ring tone and logo downloads, conference call, picture messages, and instant recharge. The company was found in 1998 which is based in Dhaka, Bangladesh. In present time, Banglalink is the second largest cellular service provider in Bangladesh after Grameenphone with the subscriber of 12.99 million (as of November, 2009).

Banglalink had 1.03 million connections until December, 2005. The number of Banglalink users increased by 257 per cent and stood at 3.64 million at the end of 2006, making it the fastest growing operator in the world of that year. In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections. At the end of December, 2011, Banglalink got past the landmark of 23.753 million subscriber base.

## **Orascom Telecom: The First Owner of Banglalink**

ORASCOM TELECOM is one of the most vigorous telecommunications companies in the world. Orascom is basically based in Egypt and they are operating in 11 countries worldwide. Established in 1998, it is considered to be the largest capitalized company on the Cairo & Alexandria Stock Exchanges with the subscriber of over 11 million worldwide. It has grown to be one of the largest and most diversified GSM network operator in the Middle East, Africa and Asia.

September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). It was acquired for US\$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold. Afterward it was re-branded and launched its services under the “Banglalink” brand on February 10, 2005. Banglalink’s license is a nationwide 15-year GSM license and will expire in November, 2011.

In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name.

### **Banglalink—making a difference.**

Banglalink was previously known as Sheba Telecom which began operation in 1998. It was a joint venture between a Malaysian Conglomerate, Technology Resources Industries Berhad and a local firm named Integrated Services Ltd. (ISL). In 2005 Orascom Telecom Holding (OTH) acquired Sheba Telecom and gave a new trading name ‘Banglalink’.

### **Achievements**

Having started out a mere 7 years ago in March of 1998 [a shorter history than Grameen Phone, but greater achievement], Orascom Telecom has many achievements under its belt. Through the addition of valuable services to their operations, they have many managed to expand their subscriber base to around 15 million in a very short span of time.

## **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:

- ❖ 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":**

- ❖ Provides effective and truthful front line and back office customer care and support to provide a high quality service.

- ❖ Researching and resolving customer-highlighted issues and problems.
- ❖ Retain valuable customers for the company as well as generate revenue and increase company's profitability.
- ❖ Maintain a management culture of high performance and strong accountability.
- ❖ Treat customers with courtesy, respect and consideration at all times.

### **Slogan**

“Making a difference”



### **Numbering scheme**

Banglalink uses the following numbering scheme:

+880 19 N<sub>1</sub>N<sub>2</sub>N<sub>3</sub>N<sub>4</sub>N<sub>5</sub>N<sub>6</sub>N<sub>7</sub>N<sub>8</sub>

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.

N<sub>1</sub>N<sub>2</sub>N<sub>3</sub>N<sub>4</sub>N<sub>5</sub>N<sub>6</sub>N<sub>7</sub>N<sub>8</sub> is the subscriber number.

### **CSR (Corporate social responsibility):**

Banglalink focuses its CSR on the field of followings:

- ❖ 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

## **Organizational Overview by Year**

### **1989**

Banglalink was previously known as Sheba Telecom (Pvt Ltd.). Sheba telecom was a joint venture company with the merging of a Malaysian company. It was between a local firms named Integrated Services Ltd. (ISL) and a Malaysian Conglomerate named Technology Resources Industries (TRI). Sheba Telecom (PVT Ltd) was granted license in 1989 to operate in the rural areas of 199 upazilas and later they were also allowed to extend to cellular mobile radio-telephone services.

### **1996**

Later it obtained GSM license in 1996 to extend its business to cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture.

### **2004**

In July, 2004, it was reported that Egypt based Orascom Telecom is set to purchase the Malaysian stakes in Sheba Telecom through a hush-hush deal, as Sheba had failed to tap the business potentials in Bangladesh mainly due to a continual dispute between its Malaysian and Bangladeshi partners. In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). It was acquired for US\$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold.

### **2005**

Afterward it was re-branded and launched its services under the “Banglalink” brand on February 10, 2005.

### **2006**

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

### **2008**

In March, 2008, Sheba Telecom (Pvt.) became Orascom Telecom Bangladesh Limited, matching its parent company name. In August, 2008, Banglalink has a subscriber 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 raised 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 most of the shares to Vimpelcom.

## 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.

## Banglalink's New Owner Vimplecom : 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 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.

## The Ownership Chain of Vimpelcom In Bangladesh



grameenphone

The Market Leader of Telecom Industry in Bangladesh and also a Leading Brand of Telenor



telenor

Owns 54% ownership of Vimplecom



VimpelCom

Owner Company of Banglalink

Owns

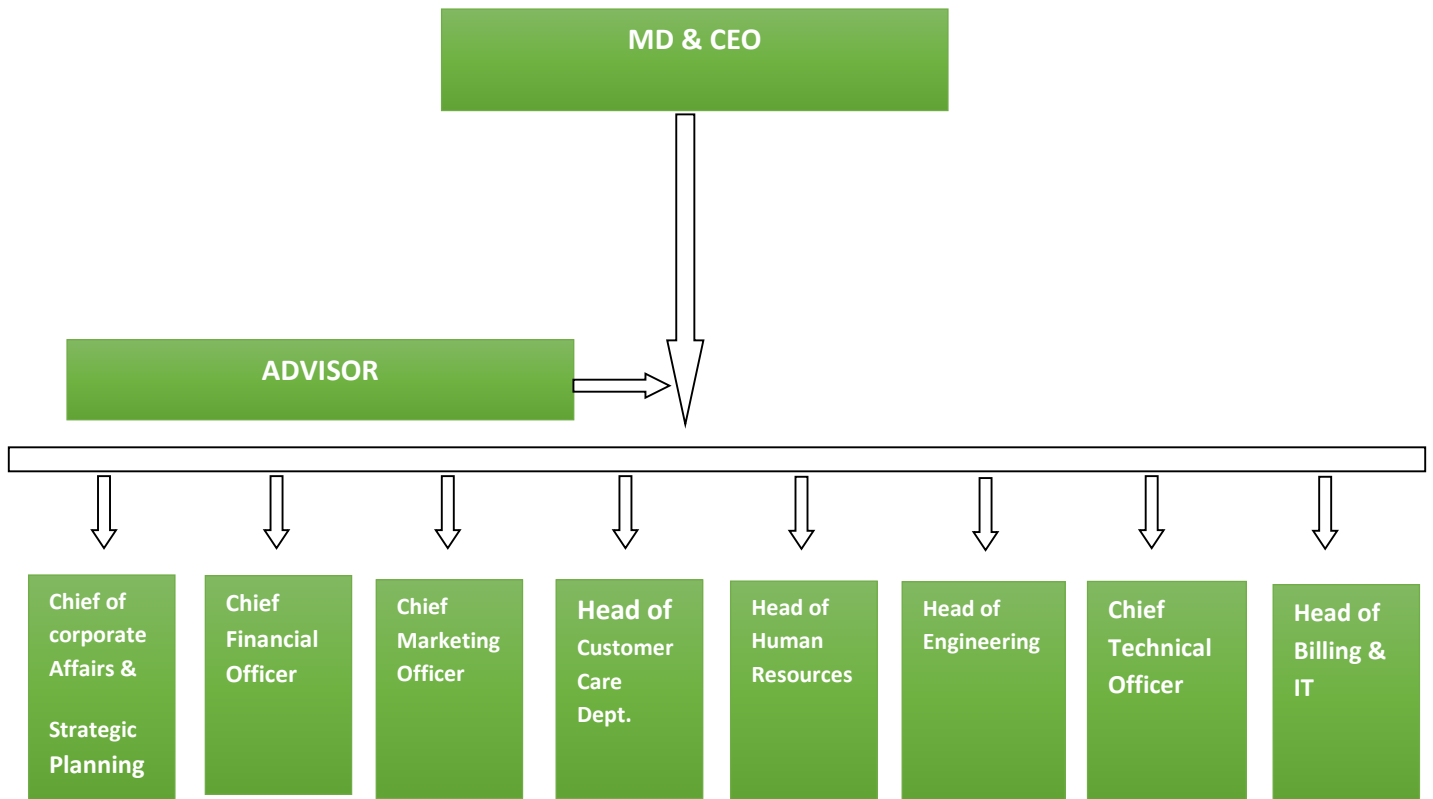


**bhangelink**<sup>TM</sup>

An ORDINARY TELECOM Company

## 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



Each department at Banglalink operates in different aspects but they are inter-related and complement each other. The main functions of these departments are shown 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 contains of several teams, which consist of 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 effort either to upsurge customer base or to upsurge ARPU. The VAS division is responsible for the continuously adding valuable services to provide a proper 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 in charge of 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 circulating internal communication to all users and in the process of developing reparation 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).

### **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 and Treasury divisions among many others.

## Telecom Industry : Current Situation & Analysis



Telecommunication Industry Scenario: The telecommunication sector is one of the largest organization earners of the economy experienced breakthrough growth where the tele-density reached at 24% with 35.55 million people having access to telecommunication facility. The background 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 guidance of this Act as an independent regulatory body. Since then, Bangladesh has experienced among the uppermost 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, signifying a Compound Annual Growth Rate (“CAGR”) of approximately 85.9%. Though, infiltration of telecommunications remains relatively low, with a mobile infiltration 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 granted 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 countrywide coverage. Within a very short period of time, it has covered 64 districts, 486 thanas the national highways and developed full-fledged customer care centers. Over 300 outlets are 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 (PBTL), Robi, Grameen Phone (GP) and Banglalink for providing more superior services to Banglalink’s consumers. Recognizing its tremendous

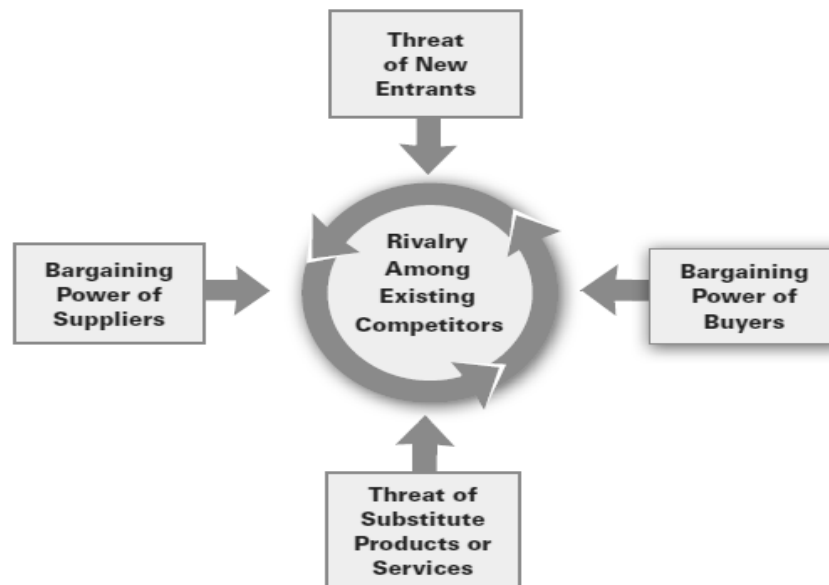
success (introducing web based lottery, self-employed virtual franchise, fastest coverage progress and price cut), BANGLALINK has been emerged a trend setter in mobile phone sector of Bangladesh. It got unique position for its special features that other players are not offering right now, such as, born 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.

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.

## Industrial Postion Analysis of Banglalink Using Different Theories

### Porter's five forces



The five forces analysis is done on the basis of the most important 5 driving forces of the industry.

- ❖ **Threat of New Entrants** - The easier it is for new companies to enter the industry, the more aggressive competition there will be. Issues that can limit the threat of new entrants are known as barriers to entry. As market is saturated there is very few chance for the new markets. Already Banglalink is in a challenger position and customer loyalty also there so threat of new entrants is very low. Airtel and Robi are the followers' .So if any new telecommunication company introduce themselves in this industry it will take time in becoming a threat for Banglalink.
- ❖ **Threat of Substitute products** – Today is the eve of mobile phone. Without sim or connection no one can avail a mobile. People can use land phone or walky-talky. But problems remain there as land phone is not portable and Walky-Talky has specific distances which create obstacles in immediate communication. These products cannot fulfill the purposes of the customers. So it is not easy to communicate without sim alongside mobile phone. So threat of substitute products is low for Banglalink.
- ❖ **Bargaining Power of Suppliers** - This is how much pressure suppliers can place on a business. If one supplier has a large enough impact to affect a company's margins and

volumes, then it holds substantial power. For Banglalink bargaining power of suppliers is very low. Because there are many suppliers who are eagerly ready to take a golden opportunity to deal with giant company like Banglalink.

- ❖ **Bargaining Power of Buyers** - This is 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 hold 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 are high for Banglalink.
- ❖ **Competitive Rivalry** - This describes the intensity of competition between existing firms in an industry. Rivalry among existing competitors is very high.

The prime competitors

- ✓ Grameen Phone
- ✓ Robi
- ✓ Airtel

As far these competitors are concerned Banglalink is ranked above Robi and warid but grameenphone is serving them with tough competition and currently hold the prestigious position of the market leader .At this point in time Grameenphone captured the large portion of the Bangladeshi cellular market that makes Banglalink a challenger in telecom sector.

<u>Industry Analysis - At a glance</u>	
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

## SWOT Analysis

SWOT is the acronym for Strengths, Weaknesses, Opportunities and Threats. 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).

### Strengths

- ❖ 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 another strength.
- ❖ Effective decision making abilities of Banglalink is also another significant factor that enables them to survive the cut-throat competition of the industry.
- ❖ Huge 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.

### Weaknesses

- ❖ Network: The greatest weakness of Banglalink™ is its network. While the reception is quite clear when the user is out of doors, once inside, the reception breaks up. Banglalink is weak from the side of network coverage in rural areas and villages though its network is strong enough in towns.
- ❖ Bureaucracy: 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.
- ❖ Inadequate human resources: While many people drop off their CVs at the office on a regular basis, finding sufficient numbers of people, with the correct qualifications, has become hard to find. Hence, a handful of people are doing the work of many leading to back log of work.

### Opportunities

- ❖ Re-invent itself: As mentioned earlier, the company created a strong buzz when it entered the market. Previously an unknown entity, many people now know of the existence of Orascom Telecom. They have done their studies and know that OTH stands for success. Thus, the people are ready to see Banglalink™ as a total different entity from its predecessor and are willing to give it another chance to re-invent its image in the market; not an issue to be taken lightly by the company.
- ❖ Rural market: Still around 90% of Bangladeshies are not mobile users of which a great portion is living in rural areas. As 85% people of Bangladesh are living in rural areas, Banglalink™ has a great opportunity to capture a huge market share by



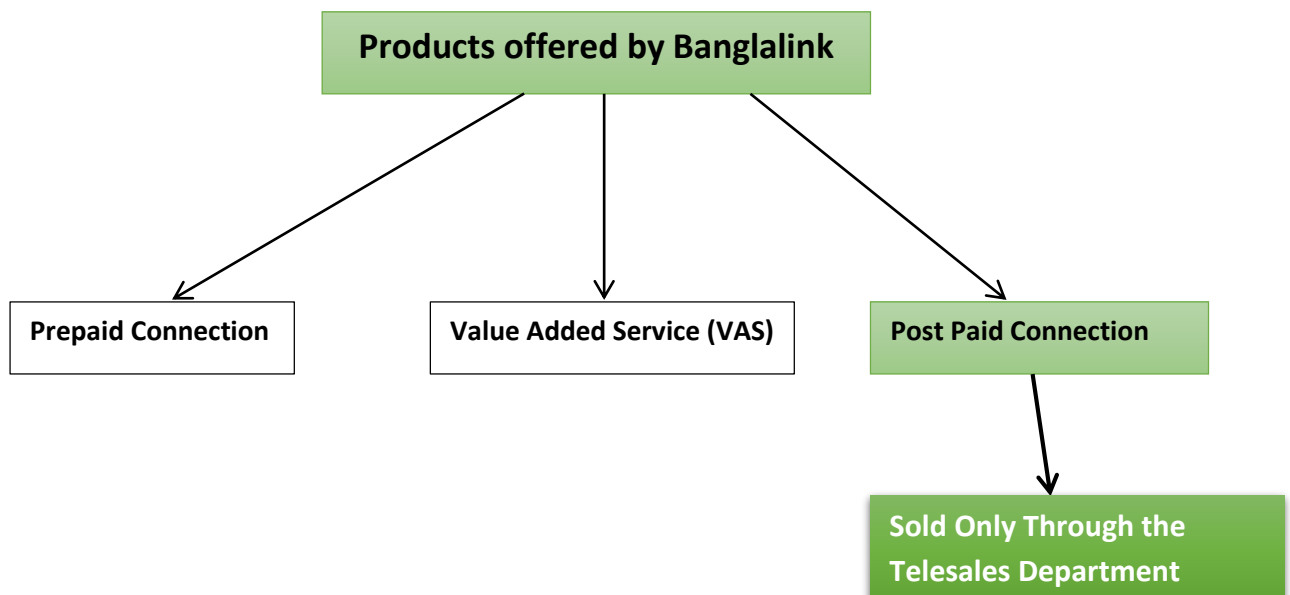
offering the highest reasonable price and spreading strong & effective network coverage.

### Threats

- ❖ Price wars: 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, Grameen has finally decreased its rates.
- ❖ Brand Wars: Robi has substantially developed a brand image these years which has the largest threat potential to banglalink.
- ❖ New comer : 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.

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### **Products of Banglalink**



## Pre-Paid Packages:

1. Banglalink Desh
2. Banglalink Desh Ek Rate
3. Banglalink Desh Ek Rate Darun
4. Banglalink Desh 7 Fnf
5. 1 Second Pulse
6. Banglalink Desh 10 Fnf

Prepaid Package details are as follows:

### Banglalink Desh

#### **10 Paisa/10 Seconds In Banglalink Fnf Numbers, 24 Hours**

Call Type	Time Window	Bdt/10 Sec
Banglalink-Banglalink	00:00-09:00	0.12
	09:00-17:00	0.22
	17:00-00:00	0.25
Banglalink Fnf	24 Hours	0.1
To Other Operators	00:00-09:00	0.2
	09:00-17:00	0.25
	17:00-00:00	0.29
Other Operator Fnf	24 Hours	0.17
Fnf	3 Fnf (Any Number)	



## Banglalink Desh Ek Rate

**18 paisa/10 second to all operators, 24 hours**

call type	time window	bdt/10 sec
banglalink to banglalink	24 hours	0.18
to other operators	24 hours	
fnf	n/a	

## Banglalink Desh Ek Rate Darun

**12 paisa/10 second to any number, 24 hours**

call type	time window	bdt/10 sec
banglalink to banglalink	24 hours	0.13
to other operators	24 hours	
fnf	n/a	

banglalink desh দেশের সেবা প্রিপেইড প্যাকেজ

আনন্দ উপসর্বে বাংলালিংক দেশ

যে কোনো অপারেটরে ৭টি FnF-এর সুবিধা

- এই প্যাকেজ উপযোগ করতে REG গিমে SMS করুন 2000 নাম্বারে
- বিস্তারিত জানতে কল করুন ১২১ অথবা ০১৯২১০০৪১২১ নাম্বারে

FnF প্যাকেজ

## Banglalink Desh 7 Fnf

**Lowest 10 paisa/10 second in 7 fnf numbers**

call type	time window	bdt/10 sec
banglalink to banglalink	00:00-09:00	0.15
	09:00-17:00	0.25
	17:00-00:00	0.25
banglalink fnf	00:00-09:00	0.1
	09:00-17:00	0.1
	17:00-00:00	0.15
to other operators	00:00-09:00	0.15
	09:00-17:00	0.25
	17:00-00:00	0.29
other operator fnf	00:00-09:00	0.1
	09:00-17:00	0.1
	17:00-00:00	0.15
fnf	7 fnf (maximum 3 fnf in other operators)	

## One Second Pulse

Banglalink has introduced 1 second pulse for its customers. The new 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.



All banglalink pre-paid customers can avail the new 1 sec pulse package

The summary of charges of the package are:

call rate to any operator 24 hours	tk. 0.02/sec
pulse to any operator	1 sec
sms rate to any operator	tk. 0.50

### 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)!



### ICON : a premium telecom brand of Bangladesh

#### Benefits

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).



## **PLACE/ DISTRIBUTION**

Banglalink has a proper distribution team and channel. It has already more than 92 dealers over the country. Besides, Banglalink is distributing its product by customer care, Banglalink points and sales and distributing officers and managers. Banglalink is struggling very hard to make its products available countywide.

The main objective of Banglalink's distribution channel is to provide Banglalink SIMs to every people of Bangladesh. Banglalink establishes its distribution channel in such a way so people of urban, semi-urban as well as rural can also be able to get their SIM.

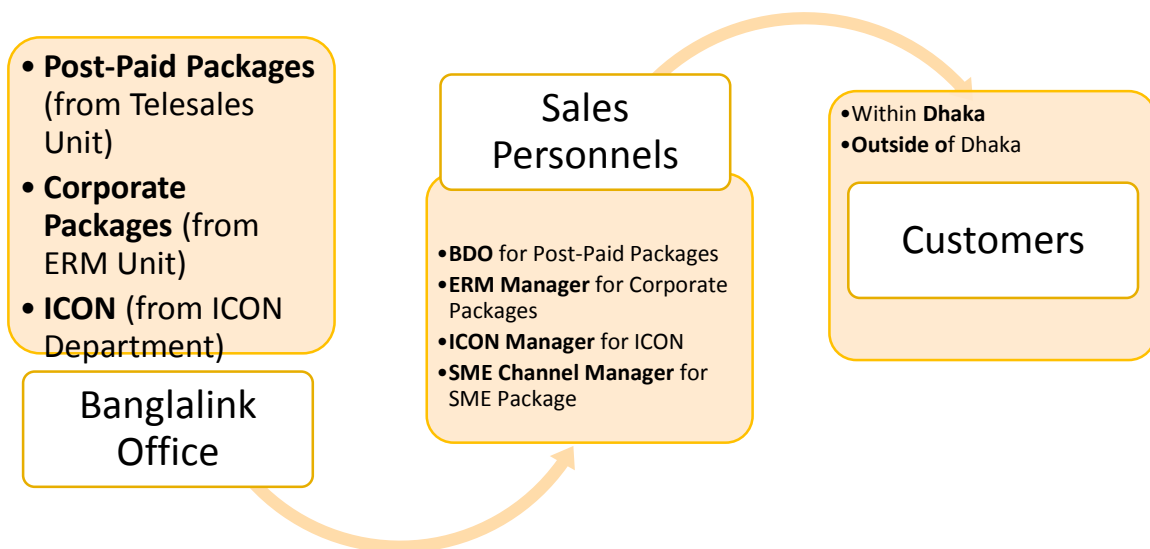


## The Distribution System of Banglalink

The distribution system of Banglalink Pre-Paid and Post-Paid packages is not same. For distributing both packages Banglalink maintains two separate distribution channels.

### For Post-Paid Packages

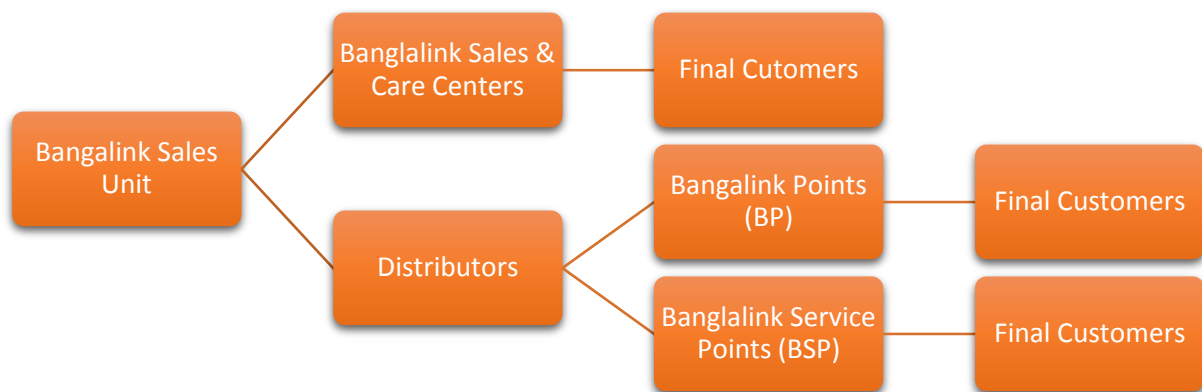
People cannot purchase the post-paid packages from the Banglalink Point or Customer Care Centers. The SIM of post-paid packages are directly distributed from the office of Banglalink to the Sales Officers and then these Sales Offices distribute the SIMs to the final customers. The distribution system of Post-Paid Package is:



*Fig: Distribution System of Post-Paid Packages*

### For Pre-Paid Packages

Banglalink Pre-Paid SIM is handled by Sales Unit. Sales Unit is under Marketing Department. The Sales Unit distributes the pre-paid SIM all over the country through their Sales and Care Center, and Retail Outlets. The distribution system of Pre-Paid Package is:



*Fig: Distribution System of Pre-Paid Packages*

## Job Responsibility

### Experience 1: Wide observation of the organization

I joined Banglalink as an intern in spring 2014 and I was fortunate enough to work in telesales when the telesales department was doing very good in achieving market position with current competition (Grameen Phone). My internship contract was 3 months base and in last 3 months I get to learn a lot about market and sales.

Banglalink has 3 main offices for different operations. Tigers Den which is located in Gulshan 1 is the head office, there is another part in Gulshan 2 at Land View tower where the whole telesales department works and the 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 1<sup>st</sup> 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. From the 2<sup>nd</sup> day I had started working in land view tower (telesales department). In 1<sup>st</sup> week me with my fellow colleague interns( there were other 4 interns at telesales) were given overall idea about telesales and the works we have to do for 3 months.

### May be an intern but worked as a telesales officer:

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 –



## 1. The Core Managerial Level

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

## 2. 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 3<sup>rd</sup> Party and are less privileged to have premium facilities)

I was lucky enough to work as same as telesales officer which is under the support level. . I was a part of the core of the telesales of office tracking sales and all the supporting stuffs.

### Time

In the telesales department all the callers have to enter the office by 9.30 and they have to work till 6.00pm but other officers and core managerial level have to work at least 9 hours starting from 9.00 to 10.00 am.

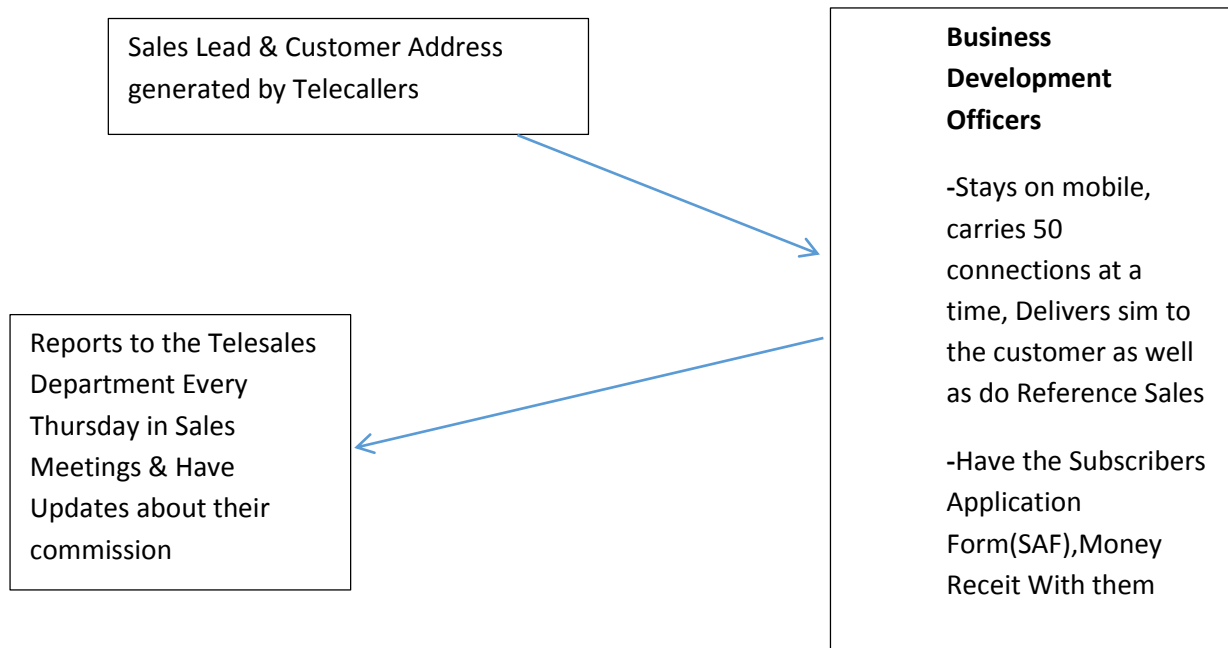
### Tele-caller

There are 65 Tele-caller works in telesales department. They collect other operator's numbers from the IT department and then offer a duplicate number or any special number with many attractive offers. If customers 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 (Business Development Officer)

The Telecallers generate **Sales Lead** based on the Data got by the 3<sup>rd</sup> party or company's own source. The Telecallers get text message each day about the leads that they need to serve. After getting the text message, they go to the original address with the connections that they have with them. Then after getting to the address of the customers, each time they activate the connection via text message.

## A BDO's Workflow -



## 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.

Whole telesales department in the following manner in the following Table

<b>Total Full Time Employees</b>	10
<b>Total Contractual Employees</b>	10
<b>Total Tele-callers</b>	65
<b>Total BDO</b>	140

BDOs were numbered as "TS XXX" . For Example, TS00061 was a BDO in the Gulshan Area of Dhaka Region.

Source: Yasir Arafat, Telesales Officer

## BDO Allocation

<b>Dhaka Division</b>	<b>41</b>
<b>Chittagong Division</b>	<b>28</b>
<b>Khulna Division</b>	<b>25</b>
<b>Rajshahi Divison</b>	<b>22</b>
<b>Sylhet Division</b>	<b>24</b>
<b>Total</b>	<b>140</b>

### Experience 2 : The Actual Job Tasks

#### Tracking Weekly Sales of Post-Paid Sim Inspire

The week starts on Sunday in telesales department and the BDO meeting takes place on Tuesday (part-timer BDO) and Thursday (full timer BDO). My duty was to collect each week individual sales lead & sales of BDO and Telecallers. 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 in my PC and I collect the sales of each week with the click of the mouse in every Sunday morning and save it in excel file.

Example

<b>Telecallers</b>			<b>BDO</b>		
Name	Sales Lead	Actual Sales	BDO Code	Sales	Reference Sales
Moushumi	15	13	TS00061	19	4
Nipa	19	17	TS00120	18	7
Akhi	13	12	TS00041	17	6

### **Attending weekly sales meeting and receiving documents of weekly sales of 140 BDO**

Each week on Tuesday and Thursday, For Tuesday the meeting is for the Part-time BDO officers and for Thursday the meeting is for the Full-time BDO officers. The weekly meeting held in Telesales office. The meetings started around at 5.00pm where 140 BDOs and the telecallers were present to discuss about the next week target sells. They submitted regularly 1500-2000 documents and money receipts of 1500-2000 sales each week. My job was to receive and organize it for further week long work process.

### **Checking & Finalizing the sales documents and preparing weekly sales database**

After receiving the forms, I had to check each one of them to see whether the documents filled correctly according to their rules and then create a list of the accepted ones' in excel sheet that will be send on a weekly basis to the Head of The Department Mr. Anm Atiqur Rahman.

After checking and finalizing all the SAF forms and money receipts, I had to make a weekly sales database of around 1500-2200 number like the following in a excel sheet.

S/L No.	TS Code	Sold Number	Money Receipt
1	TS00069	01917032327	Yes
2	TS00069	01914224567	Yes
3	TS00069	01917644567	Yes
4	TS00069	01917332277	No
5	TS00069	01917000234	No
6	TS00069	01917003256	Yes
7	TS00069	01917666870	Yes

Based on this database, BDO would get commissions and it's a lengthy and time-consuming process which takes time of 4-5 days. The usual number of SAF was 15-2000 per week but the numbers increased to 2500-3000 a week because of the huge sell.

**Prepare Reject List of Connections of BDOs**

After going through the SAF, there were many active numbers' SAF, which documents were not proper. I had to prepare the database of it on every Thursday so that I can brief the BDOs about their mistake and also can announce the amount of connections, whose papers they need to submit again.

	A	B	C	D	E	F	G	H	I
1		BDO Code	Total Rejected						
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						

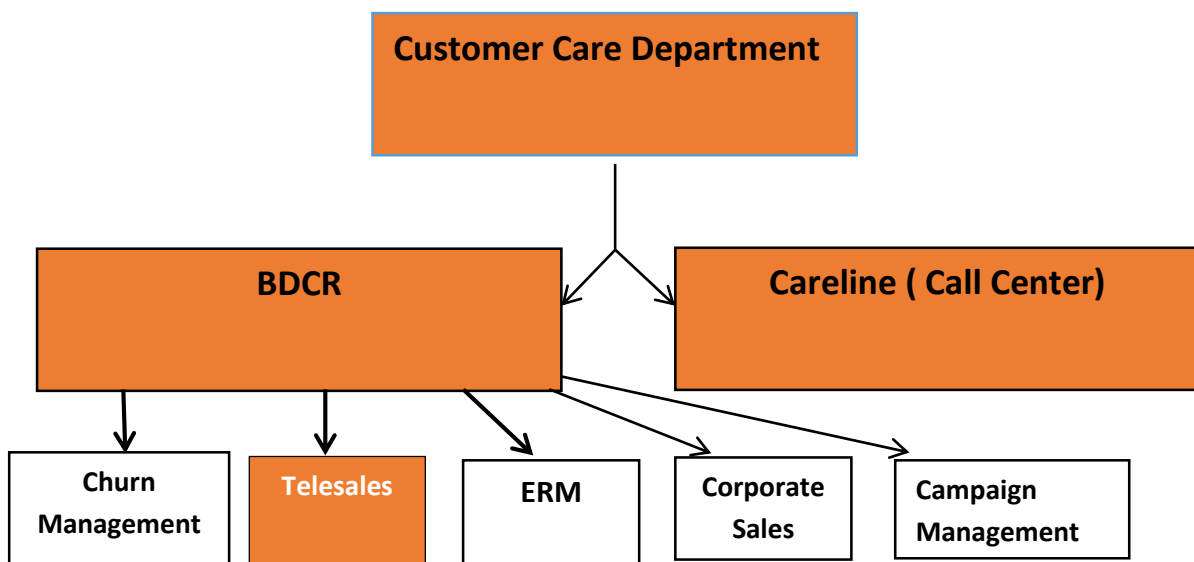
*(Example: Reject List)*

### Info update in the main system

After going through SAF checking and reject sorting i had to put the customer information into the system which is run under the oracle software. These info updates are very important in the department where all the customers' informations are updated and if any of the update misses the system disconnects the sim after 2 weeks. So its important to put every information on the system and do it correctly.

## Telesales Department in banglalink : General Overview

Telesales is one of the most important department of Banglalink of sells which falls under the Customer Care Department.

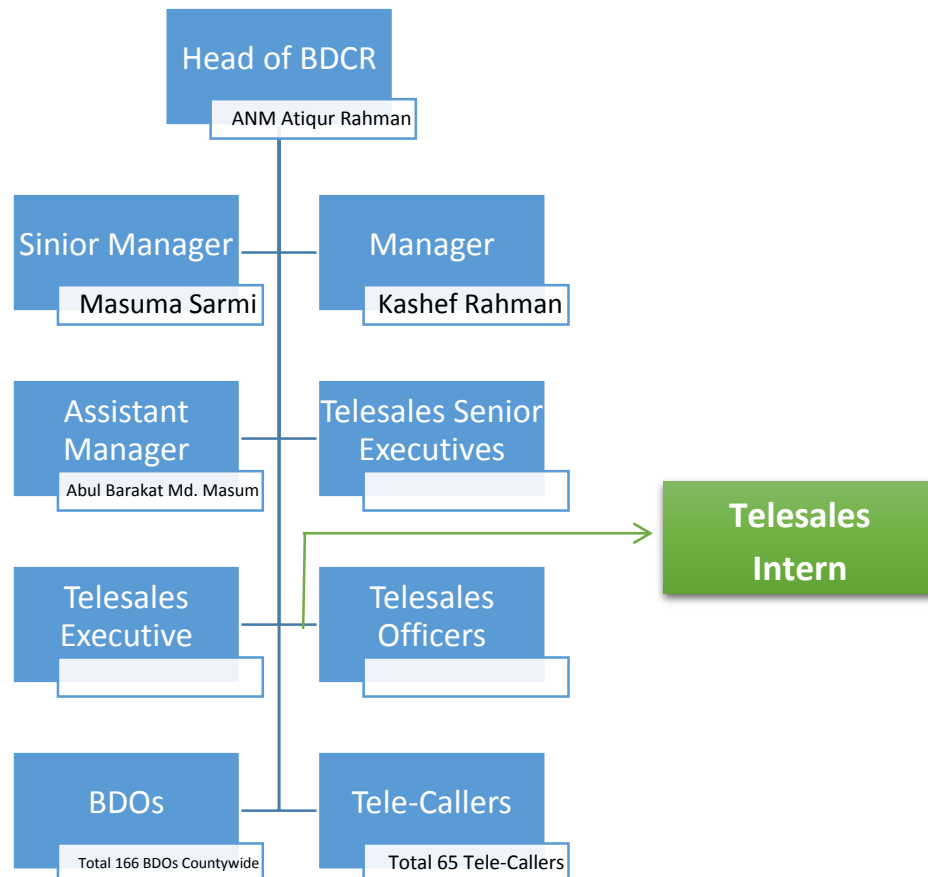


Telesales is a type of telemarketing which uses Telecallers who call on the telephone to sell directly company's product or services. Banglalink has a Telesales unit within the Customer Care under Business Development and Customer Retention. The strength of Telesales is selling, customer acquisition and the emphasis is on customer holding. Telesales is made to sell connections directly to the customers and keeping them satisfied. 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.

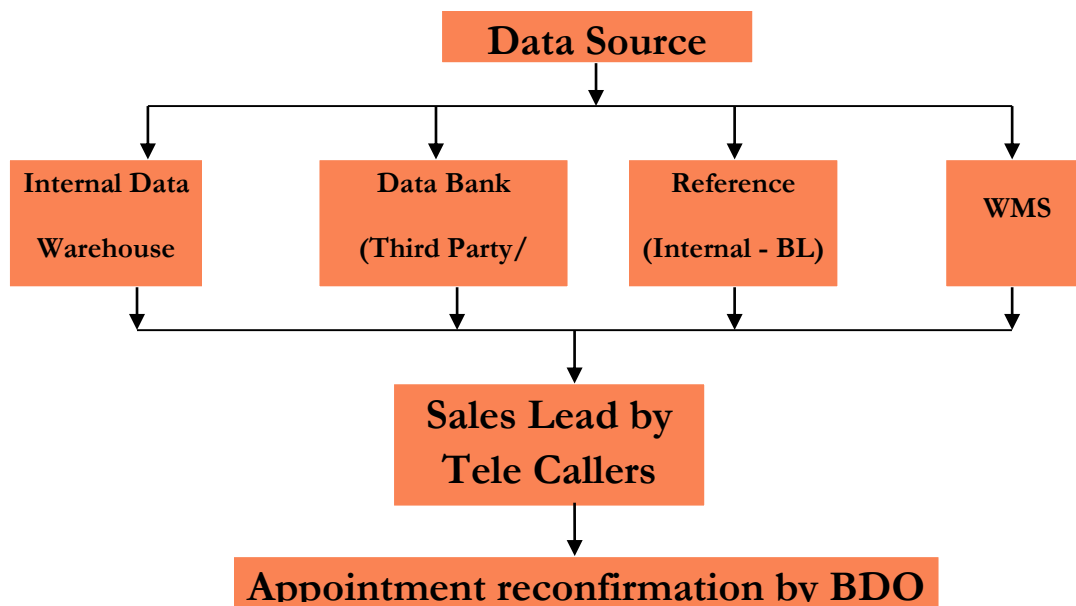
Some talented employees and telecallers are recruited for this department to achieve its goal. They are working hard to meet up different sales target over the time depending on the business needs. They organize sales competition from time to time to boost up the sales. They regularly update sales report to evaluate the performance. Furthermore, they are in regular interaction with the management in order to bring new breadth within the organization.

Telesales is already running its operation in 4 districts (Dhaka, Chittagong, Sylhet, Khulna) including Gazipur, Savar, Narayangong, Norsinghdi, Comilla, Kushtia, Jhenidah, Chuadanga and Munshigonj with Business Development Officers and covered most of the district with around 450 Banglalink Service Points (BSP). At present 45 Callers and 60 BDOs are working. Telesales have a team of highly trained and experienced telemarketers 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 centre technology designed to meet their goal to help Banglalink succeed.

**Telesales Hierarchy**



### Tele Sales Flowchart:



### Telesales Prospect of Banglalink

There is no doubt that in recent market telesales is a key component to any successful marketing initiative. Telesales is a way to let customer know the valuable offers to them directly. Telesales prospect of Banglalink is really outstanding. They had only target of 45, then 65 and now this unit has a target of 100 sales individually in one month which shows a great success. All telecallers are overcoming their target with great gratification. Customers are now can get their connections, sim in front of them. There are some Business Development Officers who are responsible to reach the connections to the customers at Dhaka, Comilla, Chittagong and a portion of Norshingdhi. 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 to improve where it needs. They are zealous about providing a high-quality Telesales service. 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.

### **Benefits of telesales**

- ❖ Increased sales and profits
- ❖ Reduced costs per sale
- ❖ Maximum phone productivity
- ❖ Increased number of appointments
- ❖ Increased 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

## **Telesales Products**

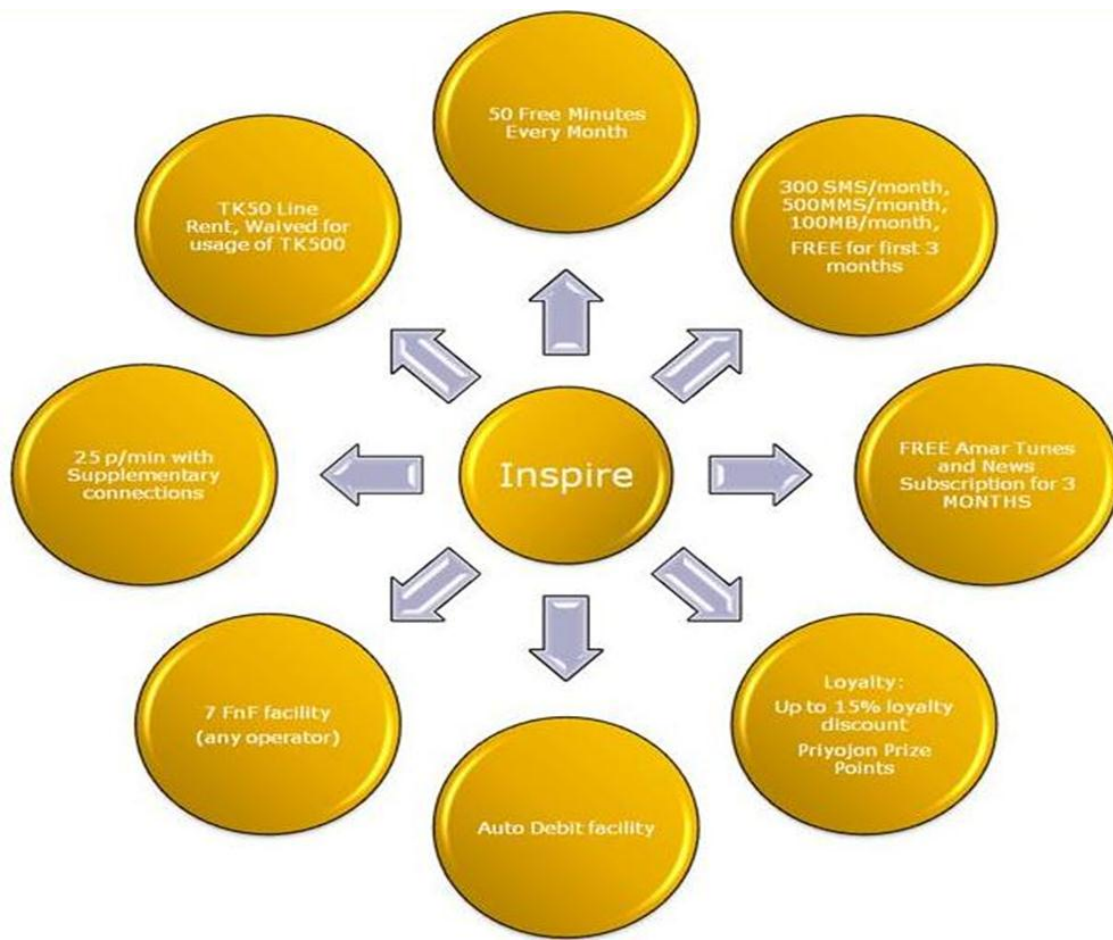
### **Products offered in Telesales unit:**

#### **The Inspire Package: The Main product of Telesales Department**

Actually telesales department do not offer the prepaid sim to customers. They offer only Post-paid packages.

In the telesales unit they offer 3 post-paid packages.

- ❖ Inspire 1 (500tk)
- ❖ Inspire 2 (1000tk)
- ❖ Icon



### The Product Buying Credentials

Whenever the customer buys the sim, he has to deposit 500 taka as deposite and will get upto 500 taka limit of talk time plus above mentioned facilities. After that he can recharge any amount of money as itop up to use the connection. To get a special number he can pay an additional charge ranges from BDT 1000-BDT 2000 if the number is available.

Events during buying a sim –

- ✓ 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

## Inspire 1 and 2 Connection Details:

মানুষের দিন বদলেই  
যাদের অনুপ্রেরণা

এমন সব পেশাজীবীদের জন্য বাংলালিংক নিয়ে এলো -

**banglalink**  
**inspire**  
পোস্টপেইড প্যাকেজ

**banglalink inspire** কাদেরকণব দিচ্ছে:

- একই নামের সিরিজ-এর অন্যান্য পেশাজীবীদের সাথে কথা বলার জন্য **৳ ০.৪৫/মিনিট** কলরেট\*
- প্রতিমাসে সংযোগ ব্যবহারের উপর **১৫%** পর্যন্ত লায়ালিটি ডিসকাউন্ট
- ১ সেকেন্ড পালস** প্যাকেজ
- প্রতিমাসে **৫০ মিনিট** ফ্রি টেকসাইম\*\*
- সিকিউরিটি ডিপোজিট নেই (অটো বিল-পে সার্ভিস-এর ক্ষেত্রে)

খরচ বণ্ডে **banglalink inspire**  
সেভে-ডাউন-কলেক্ট

**০১৯১২ ৯৯৯ ০০০**

**নতুন সংযোগে থাকছে**

- ✓ ৩০০ SMS/বাস\*\*
- ✓ ৫০০ MMS/বাস
- ✓ ২০০ MB ইন্টারনেট/বাস
- ✓ আমার টিউন শার্কিঙ্গল
- ✓ গিটক সার্ভিস শার্কিঙ্গল

গ্রন্থ ও মূল সামগ্রী ফ্রি!

সিএম ডিভিশন  
বাংলালিংক

Banglalink inspire presents special new features for postpaid subscribers with remarkably low monthly line rent and call rates, along with the lots of fnf numbers and many other services and facilities! From now, customers can be enjoy 1sec pulse to any banglalink numbers & 30sec pulse to other operator numbers on 'Inspire Package-1' during 24hrs a day.

To purchase or migrate this package, customers need to visit their nearest banglalink customer care center or banglalink point with 2 copy passport size photos, National ID Card photocopy, Utility Bill Copy & Referral Person ID number (his/her contact details)

N.B-For home delivery, customers need to Call 01912999000 & submit your request. A Business Development Officer (BDO) will be delivered their SIM to their given address.

This Package is designed especially for professionals like Doctors, Engineers, Lawyers and Teachers. Exciting subscribers in banglalink postpaid package-1 customers can be migrate into Inspire package-1 by typing 'i' and send an SMS to 7979 (free of charge) and exciting subscribers in banglalink postpaid package-1 or Inspire package-1 customers can be migrate

into the Inspire package-2 by typing '60' and send an SMS to 7979 (free of charge) N.B- Inspire package-2 subscribers will be able to return back into Inspire package-1 after 1 bill cycle.

Please be informed that, TK50.00 will be applicable as monthly line rent, when customers are not used TK500 (excluding VAT) & if their monthly airtime charges are TK575 (including VAT), then TK50 will be waived.

**Inspire package-1 details & features are given below:**

- ❖ Connection Price: BDT 649
- ❖ Security Deposit: BDT 500
- ❖ Migration Charge: BDT 557.50

1. 300MB GPRS up to 90days.
2. 900 FREE SMS up to 90days.
3. 1500 FREE MMS up to 90days.
4. 50 FREE Min in Every month.
5. FREE Amar Tune Service Subscription up to 90days.
6. FREE Missed Call Alert Service in every month.
7. FREE News Service Subscription up to 90days.
8. 7FnF(s) – Any Operators.
9. 2 Supplementary Connections @ TK0.25/min.
10. Professional Tariff: TK0.45/min to any banglalink numbers during 24hrs.

**Inspire package-1 tariff is given below:**

12:00am – 05:00pm:

banglalink – banglalink: TK0.99/min.

banglalink – other numbers: TK0.99/min.

Pulse: banglalink numbers: 1sec & other numbers: 30sec.

05:00am – 12:00pm:

banglalink – banglalink: TK1.15/min.

banglalink – other numbers: TK1.15/min.

Pulse: banglalink numbers: 1sec & other numbers: 30sec.

7FnF (any operators):

banglalink fnf: TK0.45/min.

others fnf: TK0.79/min.

Pulse: banglalink numbers: 60sec & other numbers: 60sec.

#### **SMS Charges:**

banglalink – banglalink: TK0.50/SMS

banglalink – others number: TK0.50/SMS

International numbers: TK2.50/SMS.

#### **Inspire Package-2 details & features are given below:**

- ❖ Connection Price: BDT 649
- ❖ Security Deposit: BDT 500
- ❖ Migration Charge: BDT 557.50

1. 300MB GPRS up to 90days.
2. 900 FREE SMS up to 90days.
3. 1500 FREE MMS up to 90days.
4. 50 FREE Min in Every month.

5. FREE Amar Tune Service Subscription up to 90days.
6. FREE Missed Call Alert Service in every month.
7. FREE News Service Subscription up to 90days.
8. 7FnF(s) – Any Operators.
9. 2 Supplimentary Connections @ TK0.25/min.
10. Professional Tariff: TK0.45/min to any banglalink numbers during 24hrs.

**Inspire package-2 tariff is given below:**

12:00am – 05:00pm:

banglalink – banglalink: TK0.89/min.

banglalink – other numbers: TK0.89/min.

Pulse: banglalink numbers: 60sec & other numbers: 60sec.

05:00am – 12:00pm:

banglalink – banglalink: TK1.10/min.

banglalink – other numbers: TK1.10/min.

Pulse: banglalink numbers: 60sec & other numbers: 60sec.

7FnF (any operators):

banglalink fnf: TK0.45/min.

others fnf: TK0.79/min.

Pulse: banglalink numbers: 60sec & other numbers: 60sec.

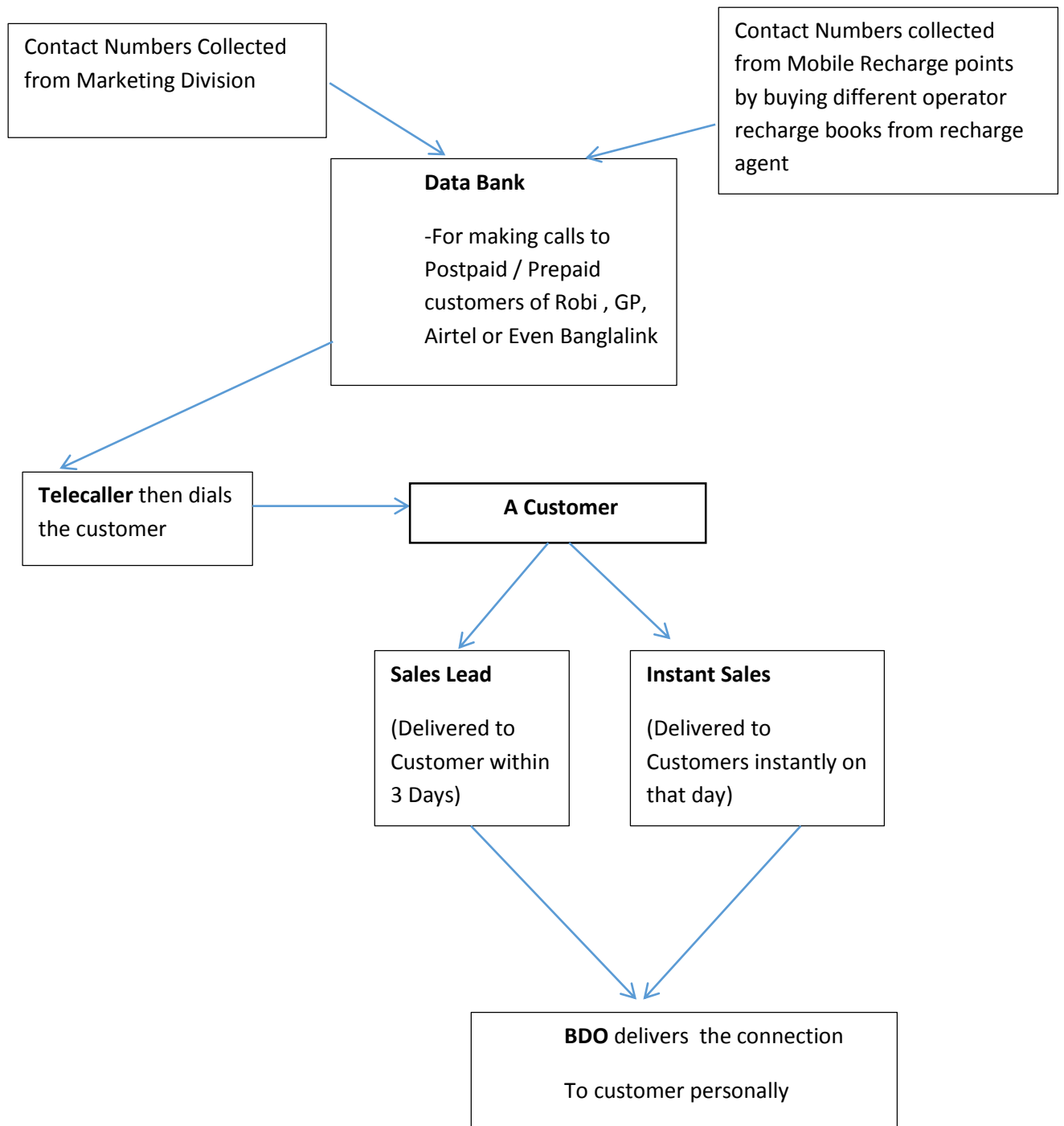
**SMS Charges:**

banglalink – banglalink: TK0.50/SMS

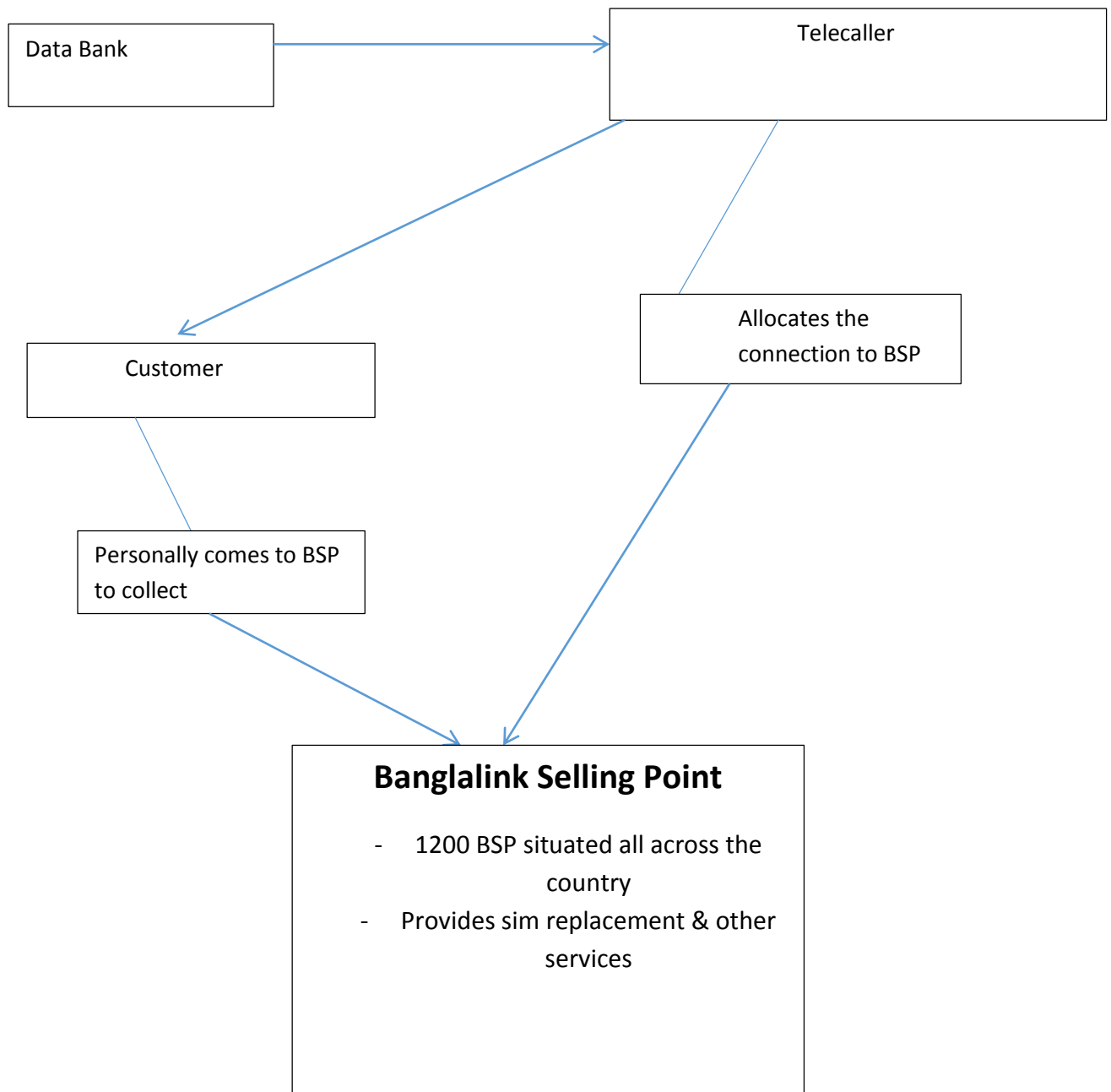
banglalink – others number: TK0.50/SMS

International numbers: TK2.50/SMS.

**The whole Telesales Process Chart (If The Customer is within the allocated range of a BDO)**



**Process Chart 2 : If the Customer stays in far corner of the allocated map of Telesales**





## **Challenges in Telesales**

Telesales of Banglalink is one of the successful department among all other departments yet there are some challenges can be found in the department. Their working environment is friendly but the area is a bit less quiet as the telecallers are talking over the phone all the time, some of them talk loudly and it is a bit tough to concentrate on other work like info update, SAF check, reject sorting in this environment. Though employees got used to it. Managing BDOs' are bit tough too when they come for sim and Reject collection. All of them come all at once to single person for sim which creates a huge pressure for the employee at that particular time.

## **Recommendation**

Banglalink is one of the leading telecommunication company in Bangladesh so there is less to recommend. 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. There are Some more recommendations given below

- ❖ 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.
- ❖ 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

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## **Conclusion**

After going through whole report, it can be conclude that Banglalink achieved a lot as they have been in the telecommunication market for a short time. It was only possible because of their working environment and their passion for achieving company goal. In addition their proper marketing strategy and better understanding of market situation helped to get customer attraction. Moreover, telesales unit plays a major role behind the achievements of Banglalink as they work hard to get communicate with customers directly and provide better services through direct sells which brought a great success in sales.

## **References:**

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- ❖ <http://en.wikipedia.org/wiki/Banglalink>