

Internship Report

On

The Correlation between Satisfaction of the Value Added Services and Customer loyalty of Banglalink Digital Communication Ltd.

Submitted by:

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Submitted to:

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Letter of Transmittal

September 15, 2014

Mr. Tahsan Khan

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Submission of internship report.

Dear Sir,

I would like to take the opportunity to thank you for the support and guidance you have provided me during the course of this report. This report would have been impossible to complete without your help. With deep gratitude, I also acknowledge the help provided by the VAS team of Banglalink Digital Communication Limited for providing me utmost supervision during my internship in the organization.

To prepare the report, I collected what I believe to be the most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavour will serve the purpose. I believe, the practical knowledge and experience gathered during my report preparation will immeasurably help in my future professional life.

I would be grateful if you enlighten me with your thoughts and views regarding the report. Also if you wish to enquire about an aspect of my report, I would gladly answer your queries. Thank you again for your support and patience.

Yours sincerely

Razia Sultana

ID: 10104059

BRAC Business School



Letter of Endorsement:

This internship report entitled 'The Correlation between Satisfaction of Value Added Services and Customer Loyalty of Banglalink' has been submitted in partial fulfilment of the requirements for the degree of Bachelor of Business Administration, Major in Marketing, BRAC Business School on 15th September, 2014 by, Razia Sultana, ID: 10104059. The report has been accepted and may be presented for evaluation.

.....
Tahsan Rahman Khan

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Acknowledgement

The preparation of this report involves invaluable assistance and cooperation of a number of people, without capitalizing on whose knowledge, the formidable task of completing this assignment could not have been accomplished. To start off with heartiest thanks to Miss Irum Ikbal, Head of VAS, kazi Nurus Sofa, Senior Assistant Manager of VAS & Data and Dina Tanzina Rahman, Assistant Manager of VAS & Data for allowing me to steal a portion of their valuable time and catering to my barrage of questions. In addition, I must acknowledge the contribution of my dear parents for their support and encourage. Last but not the least; my gratitude extends to my course instructor, MD. Tahsan Rahman Khan, why not only relentlessly guided and advised me throughout my journey of analyzing the customer satisfaction level of Banglalink.

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Executive summary:

Banglalink is the second largest cellular provider in Bangladesh after Grameenphone. In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (PVT.) Limited (Sheba). Afterwards it was rebranded and launched its services under the 'Banglalink' brand on February 10, 2005. When Banglalink entered the Bangladesh Telecommunication Industry in February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments with innovative and attractive products and services targeting the different market segments, aggressive improvements of network quality and dedicated customer care; and effective communication that emotionally connected customers with Banglalink. The objective of the company is to ensure telecom facilities for all people of Bangladesh with minimum cost.

The main function of Banglalink is to provide Mobile Telecom product and services to its valued customer including Voice services and other value added services. It also provides data and Fax services to its customers.

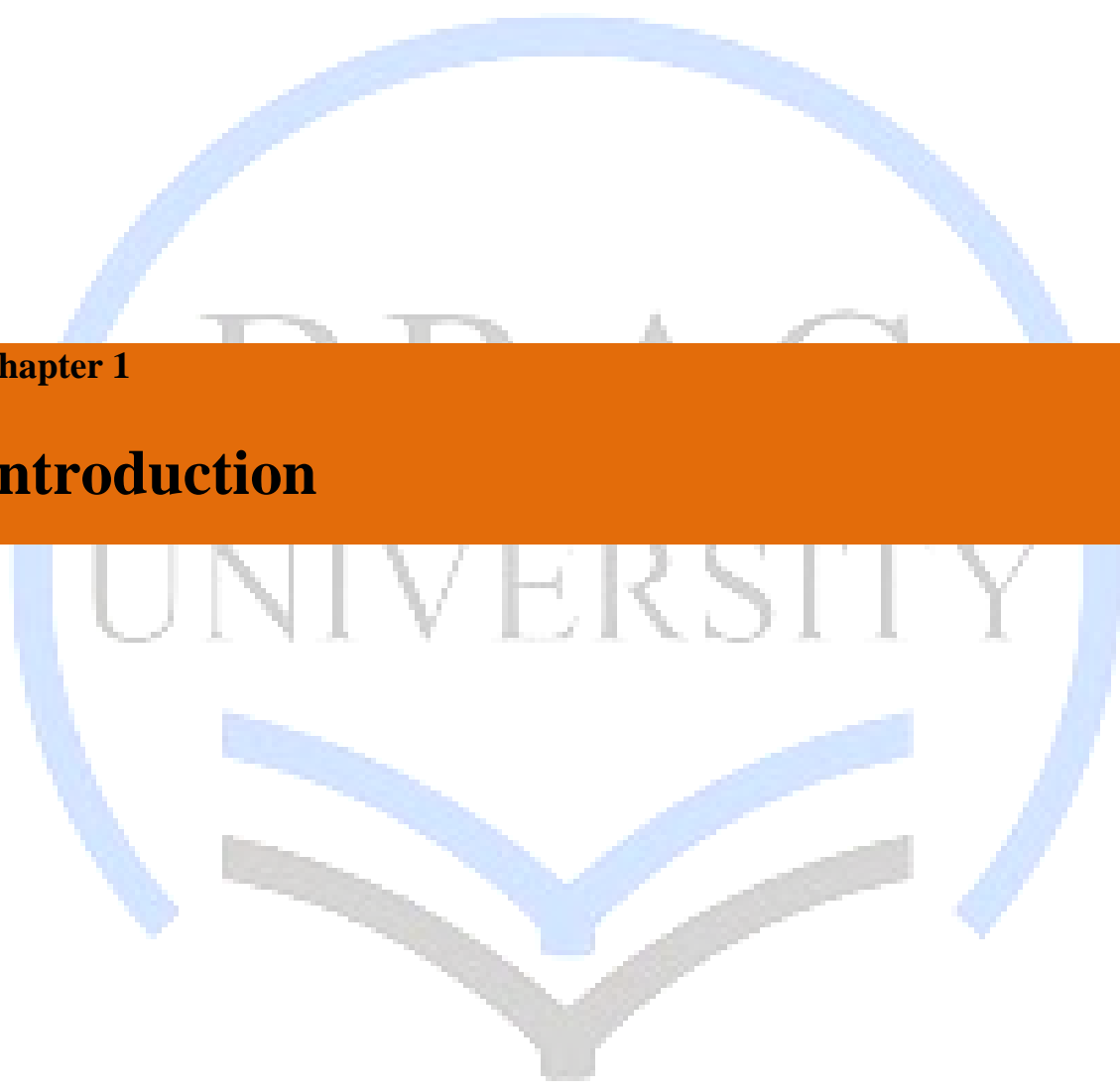
The report will take a closer look on the operations of Banglalink- the company's different functions, its strengths, weaknesses, opportunities and threats. The report will focus on the learning that I have got from the company as an intern. The report will delve into studying the factors like value added services, their quality and affectivity that affects the customer loyalty. The main purpose of the report is to see the relationship of the dependent and independent factors through the mathematical calculation by using correlation. It is to analyze whether the dependant and independent factors have a positive or negative relationship with each other, through analysis of primary and secondary data. The report will interpret the data presented, their effectiveness and their relative importance for Banglalink, as an organization and what the numbers imply for the general people. A tactful conclusion will then be brought up to summarize the findings of the report as a whole

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Chapter 1

Introduction



1.1 Introduction:

The telecom sector of Bangladesh, after its liberalisation began with small steps in 1989 with the issuance of a license to a private operator for the provision of inter alia cellular mobile service to compete with the previous monopoly provider of telecommunications services the BTRC (Bangladesh Telecommunication Regulatory Commission), has since never looked back. Significant changes in the number of fixed and mobile services deployed in Bangladesh occurred in the late 1990s and the number of services in operation has subsequently grown exponentially in recent years.

The incentives both from government and public sectors have helped to grow this sector and it is now one of the biggest sectors of Bangladesh. As a populous country, its huge market has attracted many foreign investors to invest in this sector- and Banglalink is only the most recent one to step into the market.

The project was conceived from the idea to overlook the subscriber's opinions (satisfaction levels and dissatisfaction levels, if any) about the value added services of Banglalink. Much of the work has been based on first hand experiences and the customer's feedback, as collected in the survey are also looked and studied upon with much importance.

1.2 The Industry:

Background of the Study:

Growth of Customers:

Bangladesh, with its burgeoning population, has an enormous need for telecommunication services. Such high population means that the telecommunication sector can really play a big role to boost and improve the economy and social level of people. This has been further brought to fore through the emergence of cellular phones, that has quite drastically changed the lives of businesses and individuals alike.



The rise in the number of village people changing their professions and occupations has meant that the importance of mobiles far supersede the requirements of only the affluent and well-offs. Following the government's decision of deregulating the telecommunication sector, the overall efficiency of business has increased tremendously- a feat that was previously missing since the sector functioned only as a state monopoly since 1980.





The telecom industry, only one of the technical industries to have benefitted from the introduction growing business needs. This is one of those industries that has intense competition among the players in the market and the fact still remains that majority of the players in the market are multinational subsidiaries- with vast finances at disposal. The Bangladeshi people's plan intent of caring more than one subscription (in most cases, catering to subscription from different service providers), coupled with huge population (roughly around 200 million) have always given the service providers a strong base to provide for. While the early years saw the domination of Pacific Bangladesh Telecom Limited (Citycell), primarily because of the failure of Sheba Telecom to gain market share because of poor infrastructure, customers were denied of benefits as Citycell ran a monopoly market, with the sole intention of profit maximization. However, the introduction of Grameenphone and Aktel into the scene meant that call rate experienced drastic falls- with Grameenphone acquiring a greater market share through improved coverage and better customer service. The introduction of Orascom (which brought off Sheba Telecom) followed soon after and the company was then renamed Banglalink- triggering a price war never seen before in the Bangladesh telecom market. This resulted in huge drop in registration and call rates.



December 2004 saw the introduction of Government owned Teletalk BD Ltd. While its slogan to ‘Keep your money in your country’ created some buzz, it waned soon after. The company was the first to give BTTB (now BTCL) facility to its subscribers. Later, Warid Telecommunication International LLC, an Abu Dhabi based consortium, entered the market- the sixth entrant- and since its introduction, it has sold a majority 70% stake in the company to India’s Bharati Airtel Limited. A look at the competitors in the market will reveal the following companies-

The Players:

Company	Brief Introduction
	<p>This is the leading telecommunication service provider of Bangladesh, widely known as GP. Grameenphone is the largest mobile phone operator in the country with more than more than 40.33 million subscribers (as of January 2013). It is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor is the largest telecommunication companies in Norway, owns 55.8% shares of Grameenphone. Grameenphone owns 34.2% and the remaining 10% is publicly held. Grameenphone promises its customer to bring the best of communication technology with the slogan ‘Go Beyond’ so that they can go beyond.</p>
	<p>Banglalink is the second largest cellular service provider in Bangladesh after Grameenphone. As of April 2012, Banglalink has 1.03 million connections until December, 2005. The number of Banglalink users has increased by 257% and stood at 3.64 million at the end of 2006, thus Banglalink became the fastest growing company to provide free incoming calls from BTTB both for prepaid and postpaid connections. On August 20, 2008, Banglalink go past the landmark of 10 million subscriber base.</p>
<p>Robi</p>	<p>Robi, formally known as Aktel, is a joint venture between Axiata group Berhad, Malaysia (70%) and NTT DoCoMo Inc, Japan (30%).</p>

	<p>This is the third largest mobile phone operator of Bangladesh with more than 20 million subscribers as of 2012. Connecting over 500 operators across 207 countries, Robi boasts of the widest international roaming services in the market. Robi introduces GPRS first in the country. Robi uses GSM 900/1800 MHz standard and operates on allocated 12.8 MHz frequency spectrum.</p>
<p>Airtel</p> 	<p>Airtel, a GSM-based cellular operator, is the sixth mobile phone carrier to enter the Bangladesh market. It firstly launched its commercial operations under the brand name 'Warid Telecom' on May 10, 2007. Warid Telecom international LLC, an Abu Dhabi base consortium, sold a majority 70% stake to India's Bharti Airtel Ltd for US\$300 million. Bharati Airtel Ltd, rebranded the company's service under its own Airtel brand from December 20, 2010. Bharati Airtel made a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom to have the control of management and board. It was the largest investment of an Indian Company in Bangladesh. Dhavi group continues as a strategic partner retaining 30% shareholding and some nominees on the board of the company.</p>
<p>Teletalk</p> 	<p>Teletalk is a GSM based state-owned company in Bangladesh, started operation on 29 December 2004. It is a state owned Public Limited Telephony Company of Bangladesh. It provides GPRS and EDGE internet connectivity and also HSDPA/3G from 14th October 2012 which is the largest cellular information service. Teletalk is the sixth largest mobile phone operator in Bangladesh with more than 1.879 million subscribers as of May 2013. This is the first operator in the country that gave BTTB (now BTCL) incoming facility to its subscriber.</p>
<p>Citycell</p> 	<p>It is the first mobile communication company and only CDMA network operator of Bangladesh. Citycells total subscriber base is 1.57 million as of 1 March, 2008. Citycell is presently owned by Singtel with 45% stake and the rest 55% is owned by Pacific Group and Far East Telecom. Citycell has 1.801 million subscriber as of April 2012.</p>



The Total number of Mobile Phone Active Subscribers has reached 95.0 million at the end of July, 2012. The Mobile Phone subscribers are shown below:

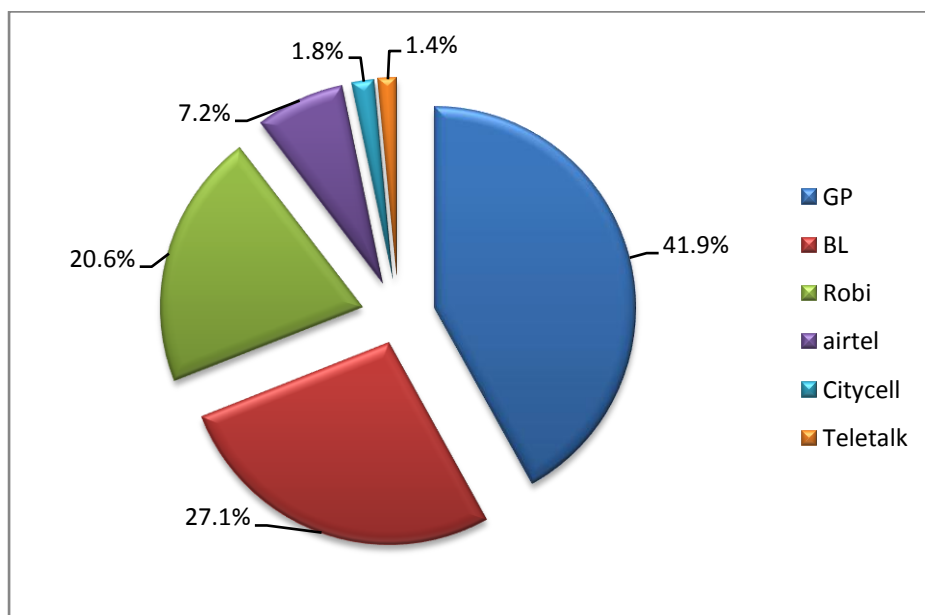
Operators	Active subscribers
Grameen Phone Ltd (GP)	39.8
Orascom Telecom Bangladesh Ltd (Bangladesh)	25.7
Robi Axiata Limited (Robi)	19.5
Airtel Bangladesh Limited (Airtel)	6.8
Pacific Bangladesh Telecom Limited (Citycell)	1.7
Teletalk Bangladesh Ltd. (Teletalk)	1.4
Total	95.0

Market Share Analysis:

In starting of the analysis of the companies in the telecommunication sector in Bangladesh, Let's take a look of the percentage of the market share of each of the company. The market share of the various mobile phone operators are displayed in the following figure, based on the information provided by the 'Bangladesh Telecommunication Regulatory Committee (BTRC)'.

Brand	Market Share
GP	41.93%
Banglalink	27.1%
Robi	20.6%
Citycell	7.2%
Teletalk	1.8%
Airtel	1.4%

Graphical Representation:



1.3 The Organization:

Company Overview: Banglalink Digital Communication Ltd.

Banglalink Digital communication Ltd is fully owned by Telecom ventures Ltd of Malta which is a fully owned subsidiary of global telecom holding s.a.e (formerly known as Orascom Telecom Holding s.a.e). Between Vimplecom Ltd and wind telecom s.p.a, Vimplecom owned 51.92% shares of global telecom holdings in April 2011. Vimple com is one of the world's largest integrated telecom service operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Pakistan, Burundi, Zimbabwe, Central African Republic, Canada and Bangladesh. Vimplecom is headquartered in Amsterdam, the Netherlands and listed as an ad on the New York stock exchange under the symbol 'VIP'

Before the inception of Banglalink, Sheba Telecom (Pvt.) Ltd. was granted license in 1989 to operate in the rural areas of 199 upazilas. Later it obtained GSM license in 1996 to extent its business to cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture.



Banglalink Digital Communications Ltd.

Type	Subsidiary
Parent	Vimpelcom-Russia
Founded	1999
Headquarters	Tiger House, House # SW(H)04, Gulshan Avenue, Gulshan Model Town, Dhaka, Bangladesh
Area served	62 districts and 447 thanas
Industry	Telecommunication
Products	Telephony
Slogan	Start something new
Website	http://www.Banglalinkgsm.com

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 potential in Bangladesh mainly due to a chronic feud between its Malaysian and Bangladeshi Partners. An agreement was reached with Orascom worth US\$25 million was finalized in secret. The pact has been kept secret for legal reasons, considering financial fallout and because of the feud.

Since Banglalink's launch in February 2005, its impact was felt immediately. Mobile telephony became an affordable option for customers across a wide range of market segments overnight. The success of Banglalink was based on a simple mission 'bringing mobile telephony to the masses'. With this strategy, Banglalink changed mobile phone status from luxury to a necessity and made a place in the heart of the general people by this positive change in Bangladesh.

'Change' that is correctly attributed to Banglalink, became the corporate positioning of Banglalink and was translated in their slogan 'making a difference' or 'din bodol'. The corporate stance of 'making a difference' has been reflected in everything Banglalink does.

Banglalink attained 1 million subscribers by December 2005 and 3 million by October, 2006. By December, 2007, Banglalink overtook Aktel to become the second largest operator in



Bangladesh with more than 7.1 million customers. Representing a market share of 25.7%, Banglalink presently has 27.07 million subscribers as of June 2013.

Banglalink's growth over the preceding years have been fuelled with innovative products and services targeting different market segments, aggressive improvement of network quality and dedicated customer care, extensive distribution network across the country and a strong brand value that has emotionally connected customers with Banglalink.

1.4 Vision & Mission:

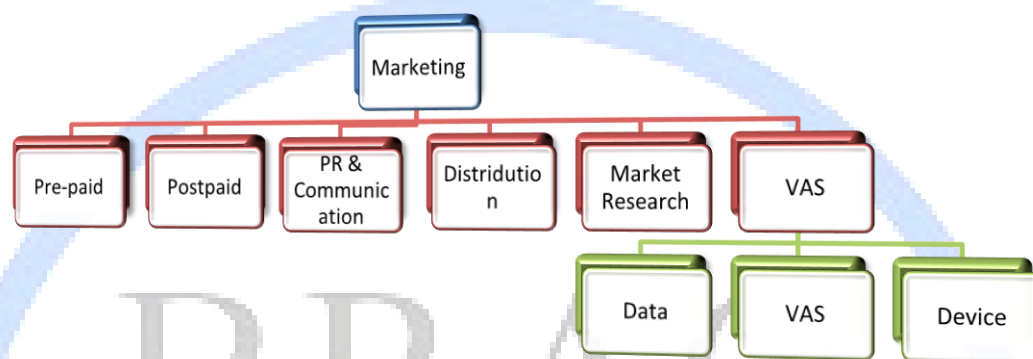
Mission	Banglalink understands customer needs best and will create and deliver appropriate communication services to improve people's lives And make them easier.
Vision	To become one of the world's leading telecom operators providing The best quality services to our customers.

Core Values:

All employees of Banglalink demonstrate the following values in their day-to-day activities to ensure "making a difference" in every area of operations

Straightforward	We say what we do & we do what we say
Reliable	A promise made is a promise kept
Innovative	Whatever we do will be useful and useable
Passionate	We always deliver with honesty and passion

1.5 Functions of Marketing Department:



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1.7 SWOT Analysis

Here, we can see the SWOT analysis has many strength and opportunities that Banglalink can use to build more innovative and strategies for the stability of the company's operations. From these points, many strategies can be introduced-

Strength	Weakness
<ul style="list-style-type: none"> • Low call rate • Aggressiveness • Large network coverage • Large investment • Low SIM rate • Good number media partner 	<ul style="list-style-type: none"> • Bad reputation (Sheba) • Network Coverage
Opportunity	Threat
<ul style="list-style-type: none"> • Good amount of reinvestment • Good support from mother company • High technological networking system • Large number of customer • Can develop new product • Possibility of having good profit margin • Ability of getting deals from good suppliers 	<ul style="list-style-type: none"> • Existing competitors • Impact of legislation • Increase of SIM tax • Risk of existing core business distribution

1.8 The Job Description:

As an intern of Banglalink Digital Communication, I worked under the supervision of Kazi Nurus Sofa, Senior Assistant Manager of Value Added Services.

Value Added Services Activities:

By constantly giving different sorts of Value Added Services to the subscriber, VAS (Value Added Services) functions to improve customer satisfaction. Every service other than voice call falls under VAS in telecom industry, so, the VAS team always has to do brainstorming about the new value added services and execute them properly along with keep tracking with existing ones. Most of the services are outsourced to different content and service providing organizations.

Designing the services, assuring the quality of the value added services and company's and subscribers benefits out of it, closing the commercials with the vendor, initiating and preparing the agreements, configuring the new services with the system and network, testing and retesting the services and finally launching the services are the tasks those are done for the new services.

And for the existing services, regular revenue tracking, analysing, regular service checking, problems finding and resolving, complains resolving, health check of the regular services, required additions making etc are the usual works.

The ATL tools such as print advertisements, radio endorsement, television commercials etc are done by PR and communication team, the VAS team has to ensure the language of the message in order to deliver the proper message to the target group of customers. For the BTL promotions, the entire plan is done by the VAS team that includes the OBDs (Outbound dialers), bulk SMS, ECNs (End Call Notification), USSD messages (Unstructured Supplementary Service Data) etc. To design and plan for the promotions is also a part of VAS's responsibility. In short, VAS team has to run all the necessary steps to provide the subscribers with services that add value to their life and network experience.

1.9 Duties and Responsibilities:

Internship Details:

Company	Department	Joining Date	Exit Date
Banglalink Digital Communications Ltd	HR & Administration	21st January, 14	15th March, 14
	Marketing , Value Added Services	15 th March, 14	22 st May, 14

Coordinating different tasks of Banglalink Customer Experience Center at Jamuna Future Park:

Banglalink has recently launched a customer experience centre at Jamuna Future park. Before the launching of this experience centre, there were many coordinating tasks for the renovation and branding works of the experience center which were assigned to me for follow up. Every week, at least twice I had to visit the spot and summarize vendors work. On each day's observation on the renovation work of this customer experience center at Jamuna Future Park, I had to prepare report for high management.



USSD messages:

Every telecom company has to send different kind of messages, USSDs (Unstructured Supplementary Service Data) every day to their subscribers to let them know about their services and processes of activation and deactivation. So, as an intern, I was sometimes assigned to write those messages in a creative way to grab customer's attraction.

Maintaining daily revenue tracking report:

I had to get raw data from BO (a Banglalink Source) and divide the total revenue among Internet usage, 3G usage, dongle usage, all the VAS usage. Then, I had to input the data and compile the report in MS EXCEL. Preparing this report, I had to send that to high management every day. As an intern of the Value Added Services Department of Banglalink Digital Communication Ltd, I had been given the responsibility to prepare Daily revenue report on 2g & 3G internet usage, dongle usage and VAS usage. I was given access in SAP (or BO, a Banglalink source), from where I used to download the raw data on usage of all the VAS services and based on that, I had to calculate daily revenue from each value added services including internet, dongle, SMS, caller tune, friend finder, call block usage and so on in MS Excel. After that, I had to send that revenue tracking report to the top management everyday so that they can take right decision by properly tracking the revenue situation.

Preparing weekly & Monthly report:

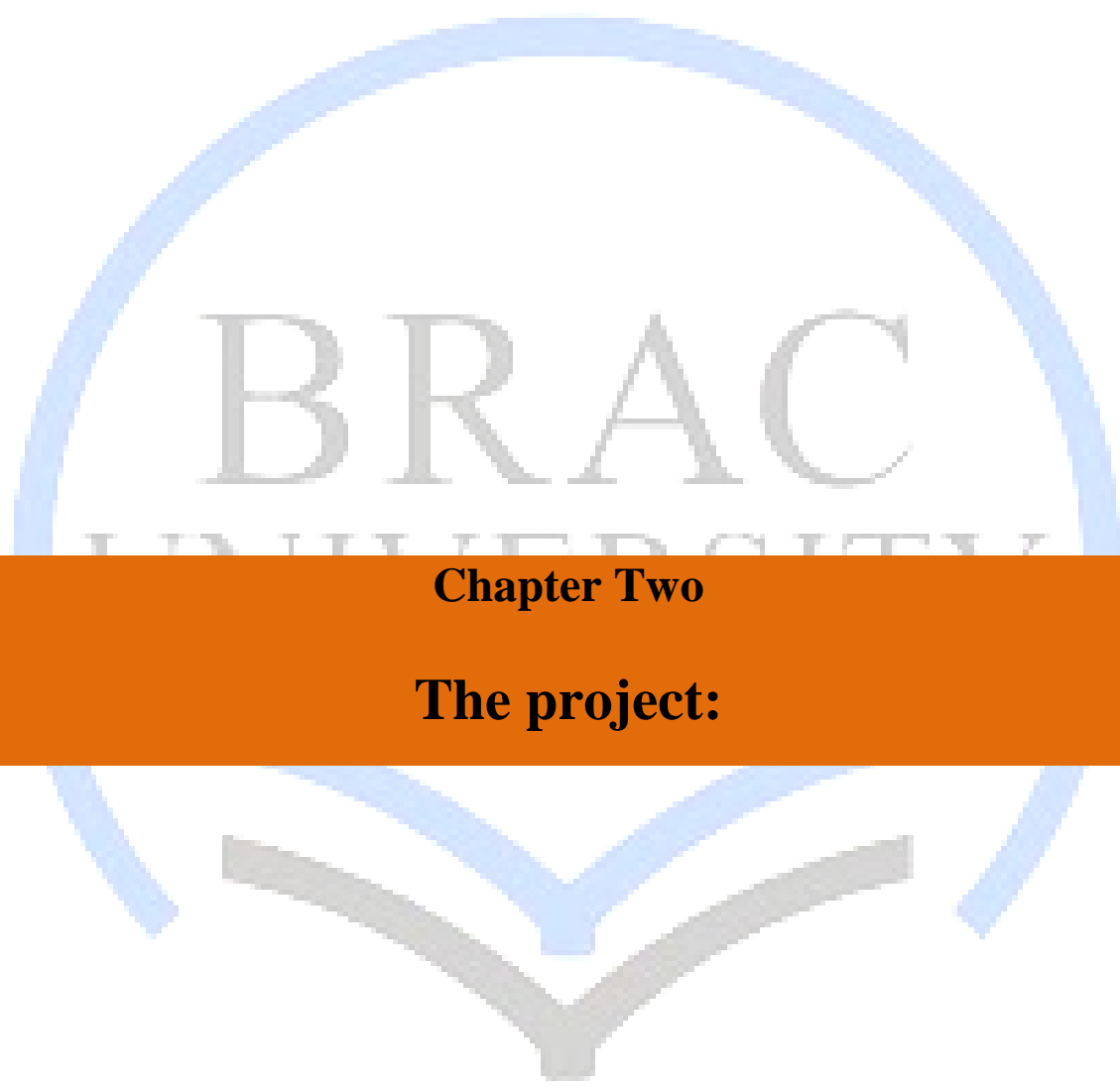
Like daily report, I had to get raw data of a week from BO (a Banglalink Source) and divide the total revenue among Internet usage, 3G usage, dongle usage, all the VAS usage. Then, I had to input the data and compile the report in MS EXCEL. Then the report was sent to high management.

User Acceptance tests:

I had to do the User Acceptance tests for the new or upcoming services. These tests include the tariff, time duration, service quality check and finding out the problems in



the service. UATs are done again and again unless the services are perfectly ready to launch. Once all the aspects related to a service is Okay, the nodes get approval and the service is ready to be lived.



Chapter Two

The project:

2.1 Background of the study:

Internal researches are done on a regular in all the telecom companies all over the country in order to cope up with recurrent changes in the technologies and demand of the users. But, not much marketing research papers have been published on Telco due to confidentiality issues.

As an intern of the Value Added Services Department of Banglalink Digital Communication Ltd, I had been given the responsibility to prepare Daily revenue report on 2g & 3G internet usage, dongle usage and VAS usage. I was given access in SAP, from where I used to download all the usage data and based on those data, I had to calculate daily revenue from each value added services including internet, dongle, SMS, caller tune, friend finder, call block usage. Then, I used to send that revenue report to top management so that they can take right decision by properly tracking the revenue situation. I also had to prepare a Weekly Report recurrently by interpreting all the data of value added service's usage.

By taking survey of 100 people, I have prepared my accomplished my internship report.

The project is to analyze the impact of the quality of VAS on customer retention. The main purpose of the report is to see the relationship of the dependent and independent factors through the mathematical calculation by using correlation and to analyze whether the dependent and independent variables have any relationship with each other and if they have, then the type and strength of the relationship as well.

We know that the consumers want the product and services that they get, worth the price they pay. They want the providers to be honest and sincere and provide them with quality product as promised. While subscribing to a value added service (like caller tune, miss call alert etc) a consumer always keeps the quality in mind and their features that come along. They would not like any sort of problem while using the product. They need the service to be user friendly and to add value to their mobile using experience.

As in the case of the telecom sector, consumers select their type of connection considering the experience, network quality and other additional services that they will be getting. The company has to have a proper service quality assurance and churn control (retention) program to enhance the customer loyalty towards their operator. And analyze the market to

find out what people are looking for in their product and make rearrangement in that sector to get new customers

2.2 Methodology:

Type of Research: the type of research that has been used in this report is descriptive in nature. Through this descriptive research, the answer to why, what, where and How question of Banglalink user and their experiences has been drawn.

Type of Data: To prepare the paper, both primary and secondary data had to be used.

- ✚ **Primary Data:** Raw Data had been collected via direct survey among only the Banglalink subscribers since the project was to assess their satisfaction of VAS. For that purpose, I had to keep the questions easily communicable.
- ✚ **Secondary Data:** In the industry, a huge number of secondary data has been used as well. The secondary data has been mostly collected from the internal database and the website of Banglalink Digital Communication Ltd and BTRC.

Questionnaire Design:

Sampling: Randomly 100 respondents gave their responses for this survey

Data Collection: for collecting primary data, I made phone call and did direct survey.

Data analysis: I compiled the processed and collected information with the aid of MS excels SPSS computer software. Detailed explanation, analysis and future projections incorporated through graph, frequency table, percentage, ANOVAs and cross tab in this report.

2.3: Primary data analysis:

A comprehensive questionnaire has been developed in order to determine some of the demographic characteristics of the Banglalink users and the correlation between the qualities of the value added services and customer's satisfaction towards the brand. The whole questionnaire has been divided in three parts. The first part of the questionnaire consists of identification information that includes a few demographic questions like age, gender, and occupation. From this I can find whether there is any relation between demographic profiles and the choice or satisfaction of the service of the subscriber.

The second part contains the basic information about their current idea and usage of value added services and the satisfaction level as well and the last part was asked to know about their perception of Banglalink Promotions and need from them. The main focus of the questionnaire is to find:

- ✚ The demographic status of the user of Banglalink?
- ✚ Which factors influence the subscribers to switch their brand?
- ✚ The most effective media that build awareness
- ✚ What is the satisfaction level towards value added services?
- ✚ Whether the satisfaction or dissatisfaction affect their brand loyalty or not?

Secondary Data Analysis:

The secondary data were collected from different indirect channels like newspaper, magazines articles and internal information sources of Banglalink. The data and other information that are related to the topic were also adopted from books different relevant text book of market research. The charts, graphs and the market share amount were collected from BTRC websites and verified by the internal sources and with the help of MS excel and other applications the data were analysed and demonstrated.

Sample:

I have conducted my survey through Google doc. All the Banglalink subscribers are my theoretical research population, as my research is to find out the correlation between the satisfactions of value added services and subscriber's loyalty. In order to complete the purpose, survey is the most convenient way and I conducted a survey to get the appropriate result.

Objective of the report:

General Objective: To find the 'Correlation of satisfaction of Value Added Services and subscriber's loyalty at Banglalink.'

Specific objective:

- 🐾 To find out the demographic condition of the of the Banglalink user.
- 🐾 To discover what are the consumer's level of satisfaction



- 🐾 To know what are their opinions towards Banglalink brand
- 🐾 To know the success/failure of Banglalink activities to their subscribers in the country
- 🐾 What is the impact on the consumer buying preference and how do the promotional activities help
- 🐾 To find out what value added services have to do with customer loyalty towards Banglalink

2.7 Expected findings & hypothesis:

Various types of services are being provided by different telecom and ISP companies for its subscribers but if the subscribers do not get what they are expecting from the providers it will be fruitless. Dissatisfaction may cause loss of customers. Under the above circumstances, the expected finding is to find the relationship between satisfactions of value added services and customer loyalty. Thus, based on their feedbacks about current subscribers of Banglalink, it intends to analyze if the relationship is positive or negative for Banglalink Digital Communication Ltd. So, in my research I will focus on **the correlation between Satisfaction of the Value Added Services and Customer Loyalty.**

Null Hypothesis: customer loyalty and their satisfaction of VAS are related with each other

Alternative Hypothesis: customer loyalty and their satisfaction of VAS are not much related with each other.

A large, light blue watermark of the BRAC logo is centered on the page. It consists of a semi-circle at the top, the letters "BRAC" in a serif font in the middle, and a stylized V-shape at the bottom. The V-shape is composed of two curved lines, one light blue and one grey.

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Chapter: three

Data Preparation and Analysis:

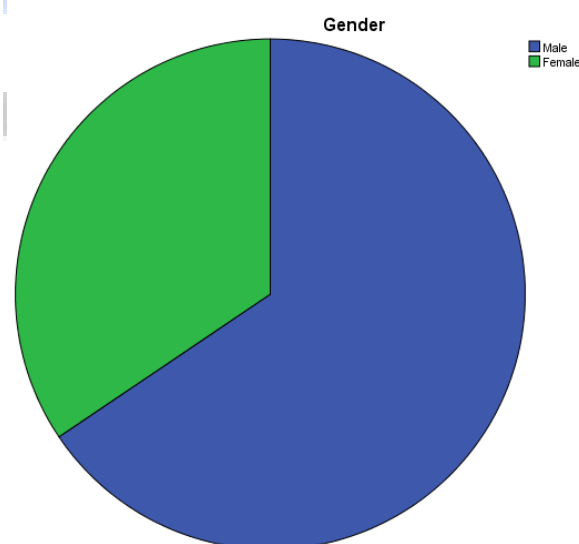
The whole data is done based on the normal distribution which is the basic criteria of Data analysis and interpretation. It is tested through SPSS test statistics and the graphs are prepared in Microsoft Office Excel

Gender:

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	59	65.6	65.6	65.6
Valid Female	31	34.4	34.4	100.0
Total	90	100.0	100.0	

Interpretation: The above table shows the statistics of the samples gender. Here among 90 respondents, 59 are male and rest of the 31 are female which clearly states that 65.6% of is male and 34% of is female. Both of the genders have been considered here to assess their satisfaction of value added services

Graphical Representation:



Age:

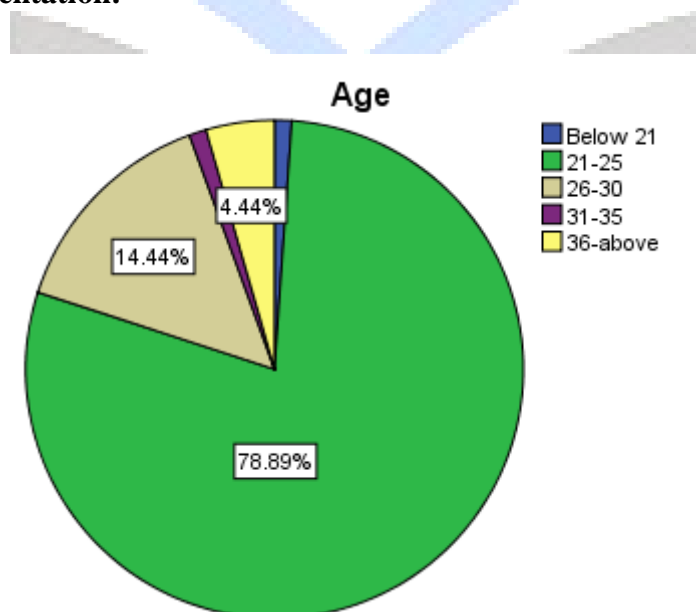
Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 21	1	1.1	1.1	1.1
21-25	71	78.9	78.9	80.0
26-30	13	14.4	14.4	94.4
31-35	1	1.1	1.1	95.6
36-above	4	4.4	4.4	100.0
Total	90	100.0	100.0	

Interpretation: From the above table, it is clearly seen that among the 90 respondent, 1 was below 21, 71 of them have their age between 21-25, there are 13 respondents are in age between 26-30. 1.1 percent of the respondent belongs to 31-35 and 4.4% respondent is above 36.

It can be said from the above statistics that most of the respondent belong to the age group of 21-30 from which it can be inferred that young aged respondent of this survey use Banglalink than the middle aged respondent.

Graphical representation:



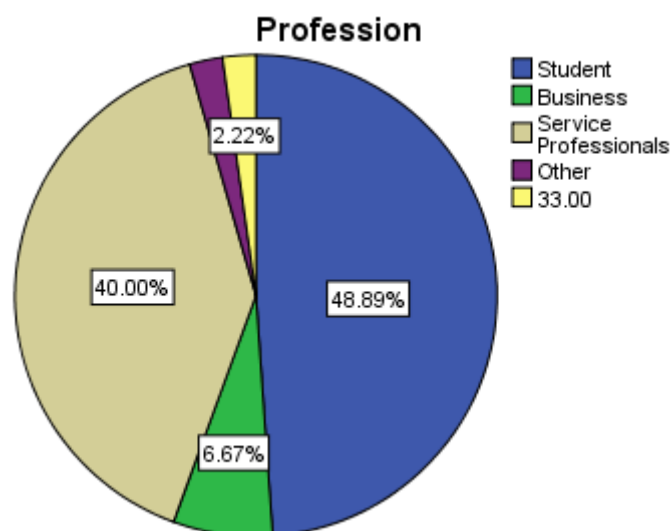
Profession:

Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	44	48.9	48.9	48.9
Business	6	6.7	6.7	55.6
Service Professionals	36	40.0	40.0	95.6
Teacher	2	2.2	2.2	97.8
Others	2	2.2	2.2	100.0
Total	90	100.0	100.0	

Interpretation: the categories in profession were student, business, service professionals, teacher and others. From the study, it has been found that 48.9% of the respondent is student, 6.7% do business, 40% are involved in service profession, 2.2% are teacher and rest of the 2% have other occupation.

Graphical representation:



Monthly Income

Monthly income

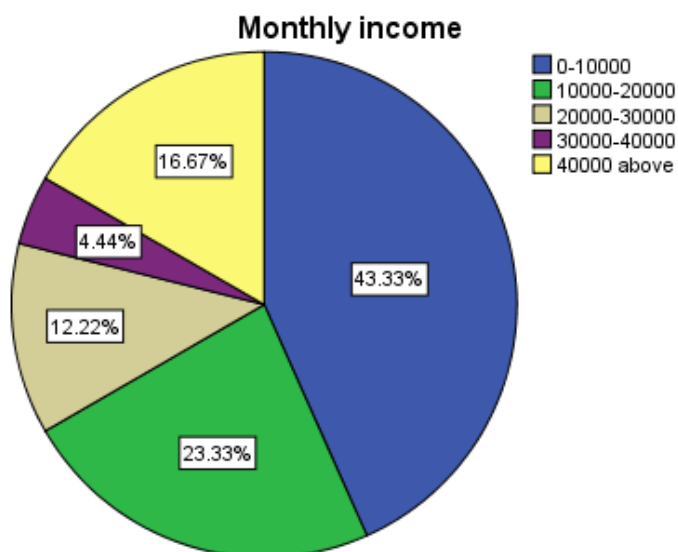
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-10000	39	43.3	43.3	43.3
10000-20000	21	23.3	23.3	66.7
20000-30000	11	12.2	12.2	78.9
30000-40000	4	4.4	4.4	83.3
40000 above	15	16.7	16.7	100.0
Total	90	100.0	100.0	

Interpretation:

The above table shows the economic demography or monthly income of the subscribers. From the table, it is seen that the largest group of subscribers have a monthly earning of BDT 0-10,000 (43.3% of the total sample), 23.3% of respondent have monthly income in the income group 10000-20000, 11 of them in the next group (20000-30000), in the group of 30000-40000, there are 4 respondent and the rest of 16.7% fall in the group of 40000 and above monthly income.

The above table gives us an obvious support that; Banglalink has all walks and types subscriber in Bangladesh. However, respondent having a lower income in this project prefer a Banglalink connection than those who have a higher monthly income. Usage among 10000-20000 income people and 40000 above income people is also noteworthy.

Graphical representation:



Monthly expenditure on mobile phone:

Monthly expenditure for mobile billing

	Frequency	Percent	Valid Percent	Cumulative Percent
0-500	39	43.3	43.3	43.3
500-1000	23	25.6	25.6	68.9
1000-1500	11	12.2	12.2	81.1
1500-2000	4	4.4	4.4	85.6
2000 above	13	14.4	14.4	100.0
Total	90	100.0	100.0	

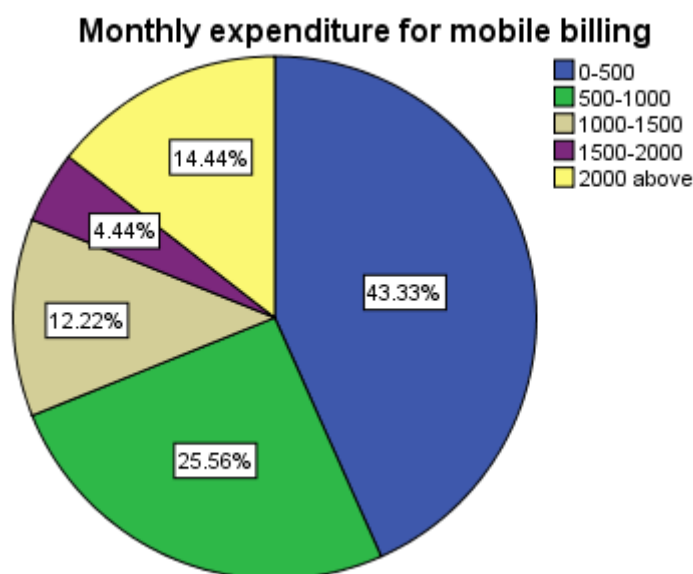
Interpretation:

There are five category of mobile expenditure for mobile billing to understand the usage pattern of the telephone services. The result in this section shows that 43.3% of the total respondent spends 500 or bellow for mobile phone usage every month. Then, 25.6% respondent has their expenditure between 500 and 1000. 12.2% respondent has mobile phone usage in the range of BDT 1000-1500. Only 4.4% of the respondent spends between BDT 1500-2000 and surprisingly 14.4% of the respondent spend BDT 2000 and above on their mobile phones every month.

To get 14.4% respondent using above 2000 and above on the mobile phone connection is very positive, the probable reason behind this is the regular follow ups and the campaigns

among the corporate to ensure a standard usage and also the wide range of value added services that boost up the usage of the subscribers.

Graphical representation:



Banglalink User:

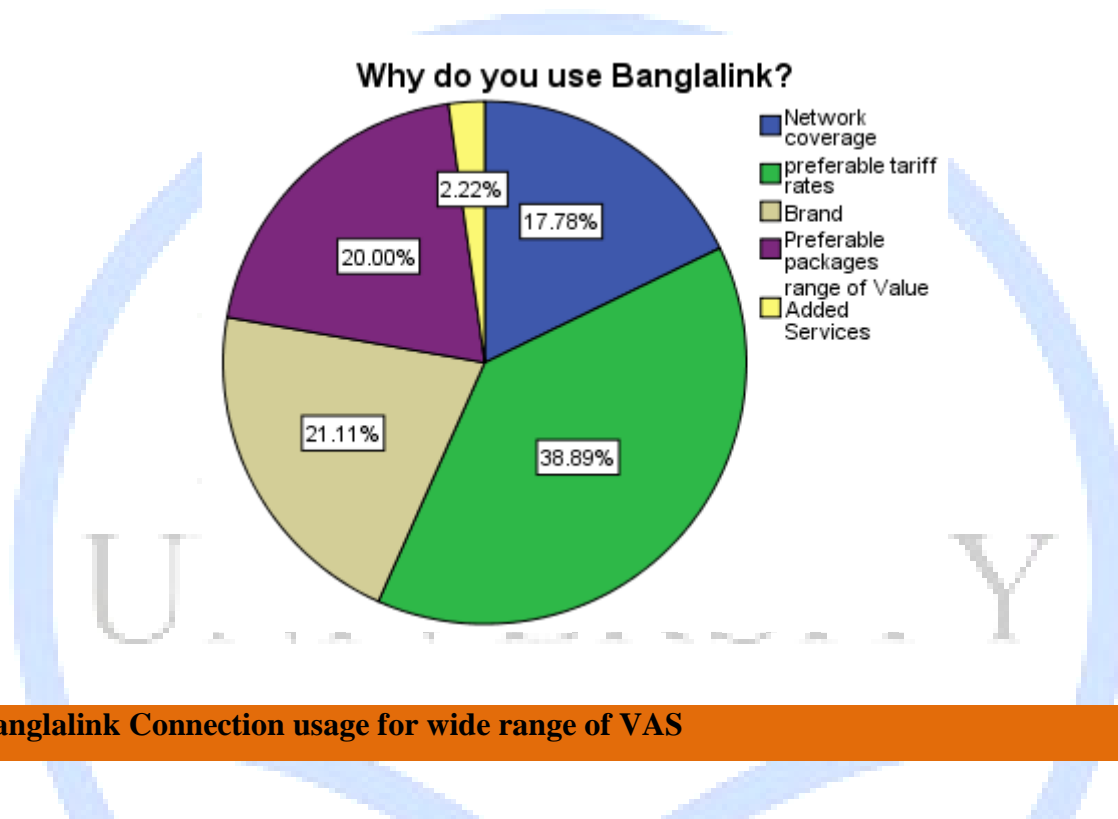
Why do you use Banglalink?

	Frequency	Percent	Valid Percent	Cumulative Percent
Network coverage	16	17.8	17.8	17.8
preferable tariff rates	35	38.9	38.9	56.7
Brand	19	21.1	21.1	77.8
Preferable packages	18	20.0	20.0	97.8
range of Value Added Services	2	2.2	2.2	100.0
Total	90	100.0	100.0	

Interpretation: table represents the reasons behind using Banglalink connection. It has been clear from this survey that 38.9% use Banglalink for preferable tariff rates. 21% of the respondents use the Banglalink connection for the brand name. 20% uses for preferable packages. Only 2.2% of the respondent prefers Banglalink for its wide array and diversity in the Value Added Service. And for 17.8% of the respondent, network is the reason behind using Banglalink connection.

So, analyzing the above table, it can be said that, Banglalink is more in use for the preferable tariff rates. Only few respondent use Banglalink for wide range of Value Added Services.

Graphical representation:



Banglalink Connection usage for wide range of VAS

Do you use an Banglalink connection for the wide range of Value Added Services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	23	25.6	25.6	25.6
Valid No	38	42.2	42.2	67.8
Valid sometimes	29	32.2	32.2	100.0
Total	90	100.0	100.0	

Interpretation:

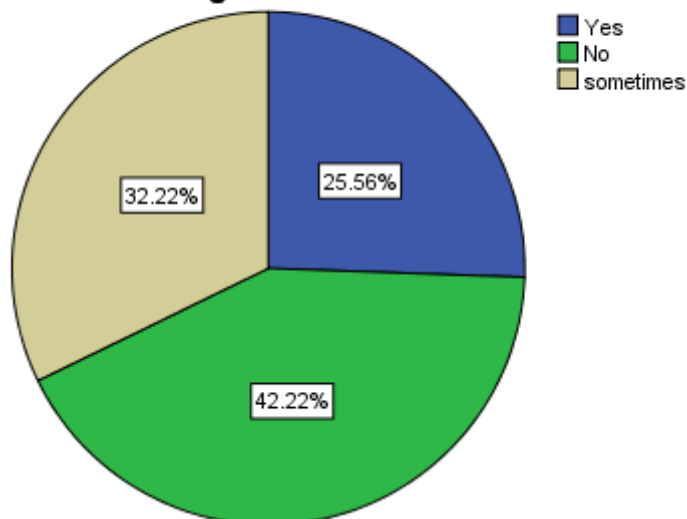
Banglalink provides with the highest range of Value Added Services among all the telephone operators. So, it was also a part of the study to assess whether the Value Added Services has satisfactory impact on the purchase decision and usage of Banglalink connections or not.

From the above table, as we can see 32 of the total 90 sample negatively responded which means, they do not use the Banglalink connection for the VAS and only 25.6% of them said that they use it

for the variety of services offered by the operators. 32.2% respondents sometimes avail the value added services and use the connections for that purpose.

Graphical representation:

Do you use an Banglalink connection for the wide range of Value Added Services?



Use Banglalink Connection as:

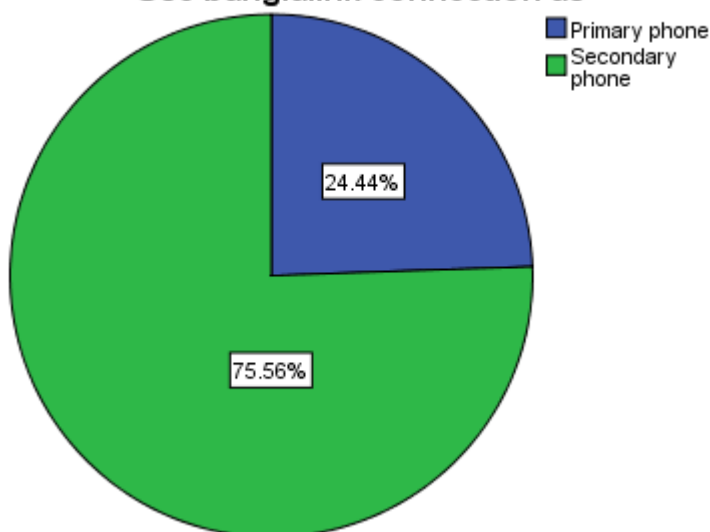
Use banglalink connection as

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary phone	22	24.4	24.4	24.4
Valid Secondary phone	68	75.6	75.6	100.0
Total	90	100.0	100.0	

Interpretation: : it is seen from the above table that 75.6% of the total sample use the Banglalink connection as their secondary SIM or connection and 24.4% use it as the primary SIM cards. While conducting the survey, 6% respondents did not give any response in this particular section.

Graphical representation:

Use banglalink connection as



Likeliness of switching the service provider:

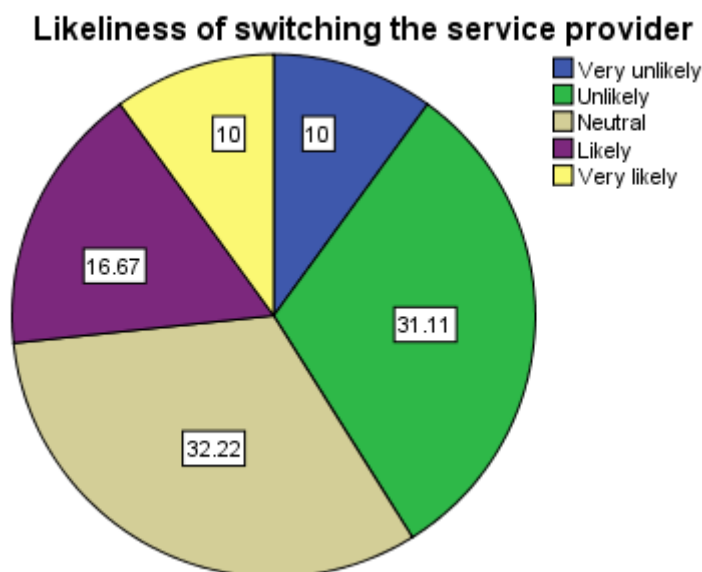
Likeliness of switching the service provider

	Frequency	Percent	Valid Percent	Cumulative Percent
Very unlikely	9	10.0	10.0	10.0
Unlikely	28	31.1	31.1	41.1
Neutral	29	32.2	32.2	73.3
Likely	15	16.7	16.7	90.0
Very likely	9	10.0	10.0	100.0
Total	90	100.0	100.0	

Interpretation:

10% of the respondents has very low possibility for switching the service provider, 31.1% respondents has unlikely opinion of switching the operator, 32.2% of them have neutral opinion about switching the brand, 16.7% respondents are likely to switch brand and the rest 10% respondent is very likely to switch the service provider or operator. The reason is explained with the cross tabulation which is shown later in this report.

Graphical representation:



Major influences that influence the decision to purchase a SIM card:

Major influences that swing the decision to purchase a SIM card:

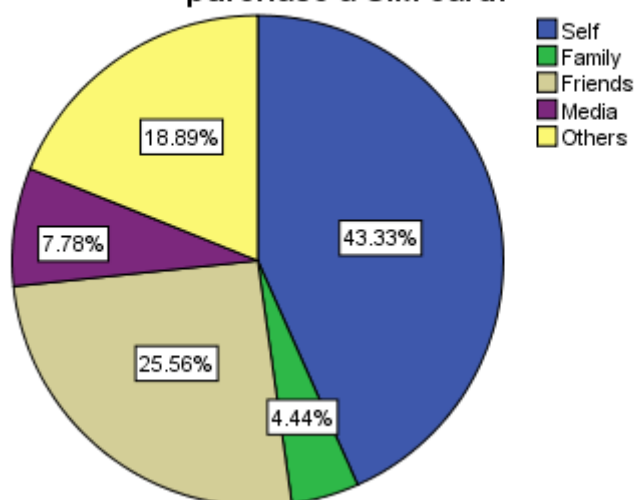
	Frequency	Percent	Valid Percent	Cumulative Percent
Self	39	43.3	43.3	43.3
Family	4	4.4	4.4	47.8
Friends	23	25.6	25.6	73.3
Media	7	7.8	7.8	81.1
Others	17	18.9	18.9	100.0
Total	90	100.0	100.0	

Interpretation:

Consumer’s buying behaviour is influenced by many factors. Some of those common options are assessed here. There are 39 respondents who stated that they took the decision of buying an Banglalink connection by themselves., 4 respondents have said that their family is the reason behind purchasing an Banglalink SIM, 23 respondents have affirmed that friends are the reason behind purchasing an Banglalink SIM, 7 respondents have purchased an Banglalink SIM because of the media exposures and 17 respondents have other reasons for purchasing the SIM.

Graphical representation:

Major influences that swing the decision to purchase a SIM card:



What do you think about the quality of the value added services?

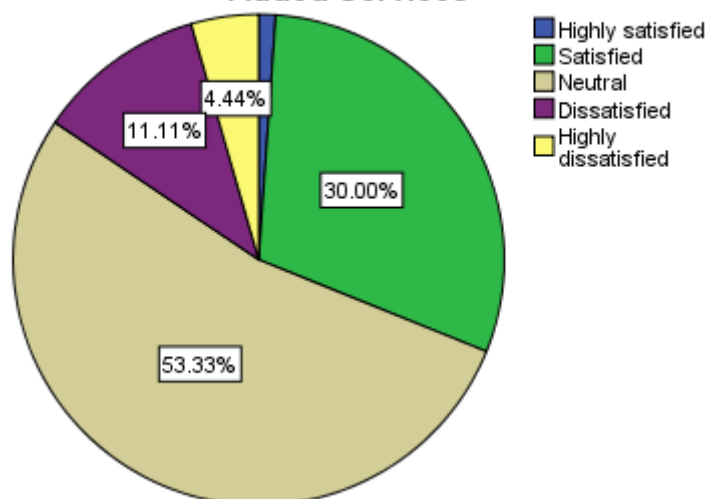
What do you think about the quality of Value Added Services

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	1	1.1	1.1	1.1
Satisfied	27	30.0	30.0	31.1
Neutral	48	53.3	53.3	84.4
Dissatisfied	10	11.1	11.1	95.6
Highly dissatisfied	4	4.4	4.4	100.0
Total	90	100.0	100.0	

Interpretation: Here are the real data, stating the real opinion about the Value Added Services experiences of the subscribers. According to the above table data, 1.1% of the respondent is highly satisfied with quality of the Value added Services, 27 respondents (30%) are satisfied with the Value added Services, and 48 respondents (53.3%) remained neutral about the opinion. 10 respondents (11.1%) who are dissatisfied about the quality of the Value added Services, 4 respondents (4.4%) who are highly dissatisfied So here we see that there are only 15 unsatisfied customers out there including the highly dissatisfied customers with the Value added Services of Banglalink.

Graphical representation:

What do you think about the quality of Value Added Services



How many value added services do you use?

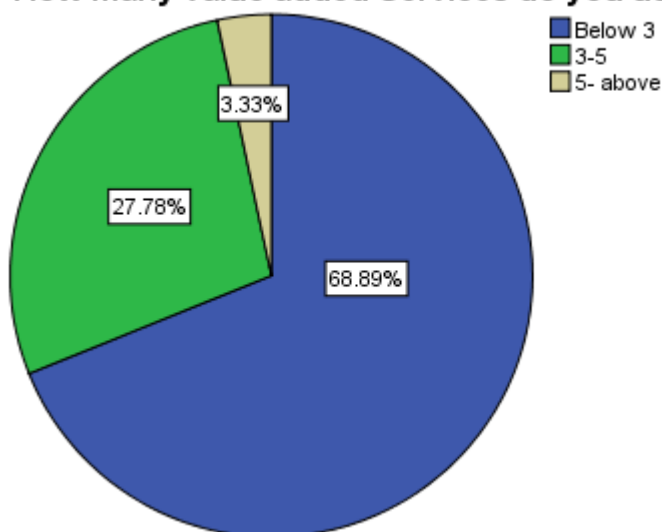
How many value added Services do you use?

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 3	62	68.9	68.9	68.9
3-5	25	27.8	27.8	96.7
5- above	3	3.3	3.3	100.0
Total	90	100.0	100.0	

Interpretation: Here we can see that, 62 of the total 90 respondents use no Value Added Services or a very nominal Value Added Services (0-3); 27.8% uses 3-5 value added services and 3.3% of the total respondents uses 5 or more Value Added Services.

Graphical representation:

How many value added Services do you use?



How often do you use value added service?

How often do you use a value added Service?

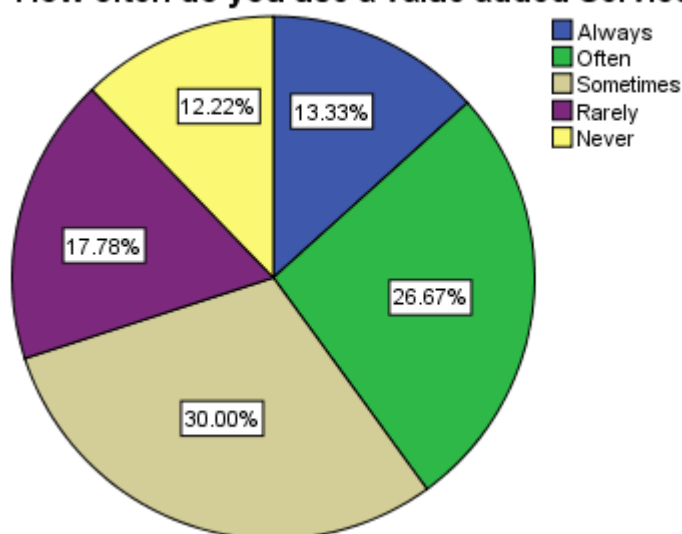
	Frequency	Percent	Valid Percent	Cumulative Percent
Always	12	13.3	13.3	13.3
Often	24	26.7	26.7	40.0
Sometimes	27	30.0	30.0	70.0
Rarely	16	17.8	17.8	87.8
Never	11	12.2	12.2	100.0
Total	90	100.0	100.0	

Interpretation:

13.3% respondents fall into the category of always using the VAS of Banglalink; 26.7% of them often use the VAS, 30% sometimes use the Value Added Services. 17.8% of the total sample rarely use the Value added Services and 12.2% never uses any of the services.

Graphical representation:

How often do you use a value added Service?



Do the value added services attract you?

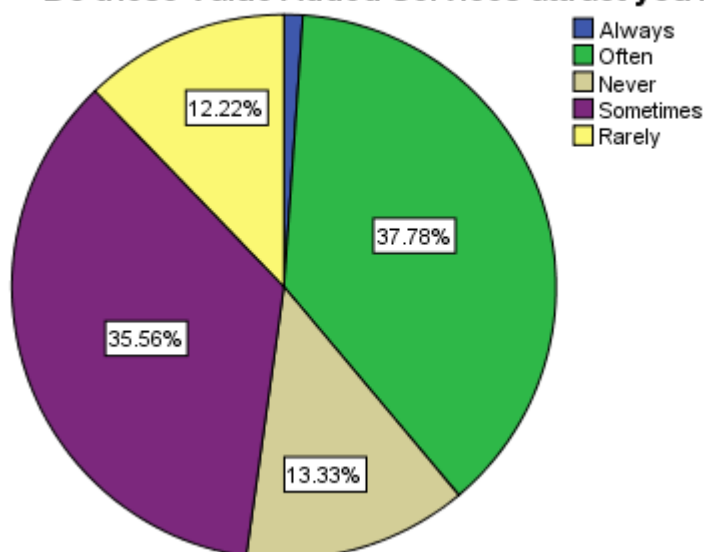
Do these Value Added Services attract you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	1	1.1	1.1	1.1
Often	34	37.8	37.8	38.9
Never	12	13.3	13.3	52.2
Sometimes	32	35.6	35.6	87.8
Rarely	11	12.2	12.2	100.0
Total	90	100.0	100.0	

Interpretation: the above table is to show the attractiveness of the VAS of Banglalink. 1.1% of the respondents always find the services very attractive; for 37.8% respondents the services are often attractive and 35.6% find them attractive sometimes. Among the 90 respondents, 12.2% think that the services are rarely attractive and according to the rest of the 13.3%, the services are never attractive.

Graphical representation:

Do these Value Added Services attract you?



How satisfied are you with the price charged for the value added services?

How satisfied are you with the price that you pay for the services?

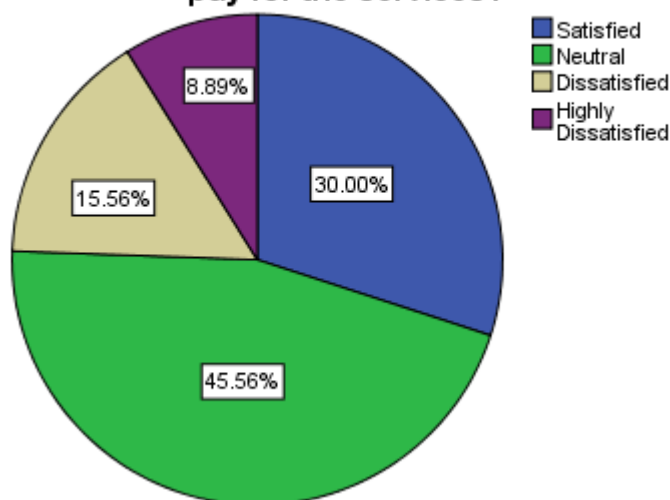
	Frequency	Percent	Valid Percent	Cumulative Percent
Satisfied	27	30.0	30.0	30.0
Neutral	41	45.6	45.6	75.6
Valid Dissatisfied	14	15.6	15.6	91.1
Highly Dissatisfied	8	8.9	8.9	100.0
Total	90	100.0	100.0	

Interpretation: Majority of the consumers are price sensitive in nature in most of the cases. As an operator, it is therefore very important to verify the current price-sensitivity of the existing and potential customers. This will help to make to services more worthwhile every time.

Here, in this study, it has been seen that, the bigger portion of the sample (45.6%) is neutral with the price offered for the services. 30% very much satisfied. Only 8.9% of the total population is highly dissatisfied with the current charging and 15.6% are dissatisfied.

Graphical representation:

How satisfied are you with the price that you pay for the services?



How relevant the value added services for you?

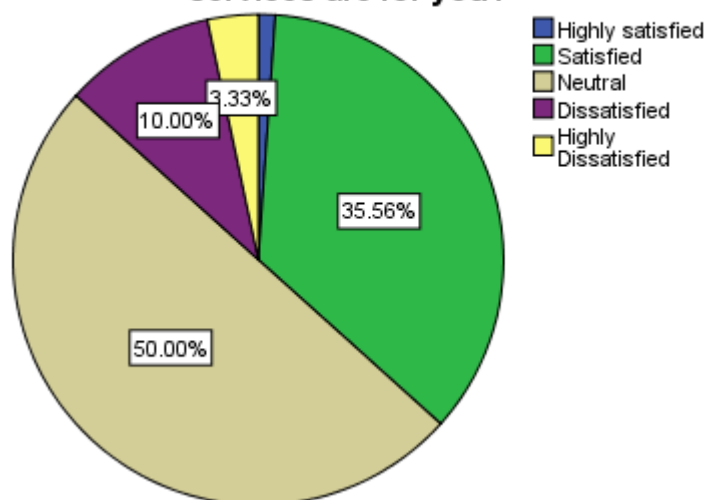
How relevant and innovative the Value added services are for you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	1	1.1	1.1	1.1
Satisfied	32	35.6	35.6	36.7
Neutral	45	50.0	50.0	86.7
Dissatisfied	9	10.0	10.0	96.7
Highly Dissatisfied	3	3.3	3.3	100.0
Total	90	100.0	100.0	

Interpretation: the relevance of the VAS in the subscribers' regular life largely influences the satisfaction level of them. 1.1% of the total sampled subscribers are highly satisfied with the relevance of the VAS, 35.6% are satisfied, and 50% of the respondents are neutral about the relevance. Total 10% respondents are not satisfied with the relevance of VAS among which 3.3% are just dissatisfied and the rest of the 9% respondents are highly dissatisfied.

Graphical representation:

How relevant and innovative the Value added services are for you?



Ease of activation and deactivation of value added services?

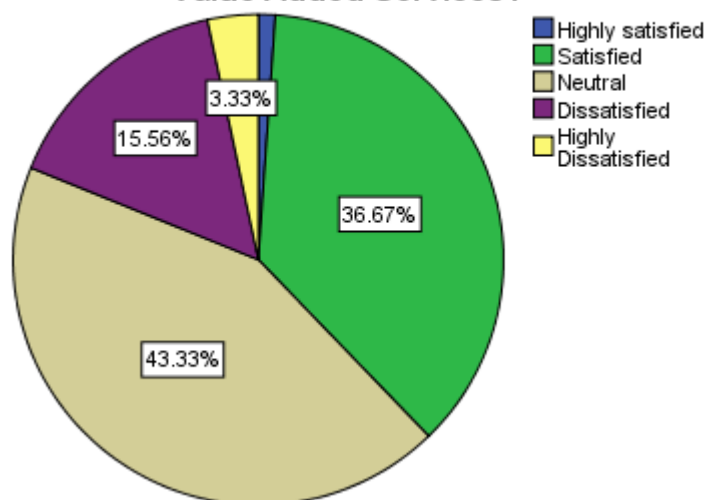
How easy is it to activate or deactivate the Value Added Services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	1	1.1	1.1	1.1
Satisfied	33	36.7	36.7	37.8
Neutral	39	43.3	43.3	81.1
Dissatisfied	14	15.6	15.6	96.7
Highly Dissatisfied	3	3.3	3.3	100.0
Total	90	100.0	100.0	

Interpretation: 1 of the total 90 respondents are highly satisfied with the ease of activation and deactivation of the services which means, they find perfect ease in the subscription and un-subscription process; 33 of them are satisfied; 39 respondents are neutral, 14 of the total 90 respondents are not satisfied with the existing activation or deactivation methods and modes and the rest of the 3 respondents do not find any ease at all.

Graphical representation:

How easy is it to activate or deactivate the Value Added Services?



How well informed the promotions are?

Are the Banglalink's promotions about the Value Added Services well informed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	6	6.7	6.7	6.7
Satisfied	42	46.7	46.7	53.3
Neutral	31	34.4	34.4	87.8
Dissatisfied	9	10.0	10.0	97.8
Highly Dissatisfied	2	2.2	2.2	100.0
Total	90	100.0	100.0	

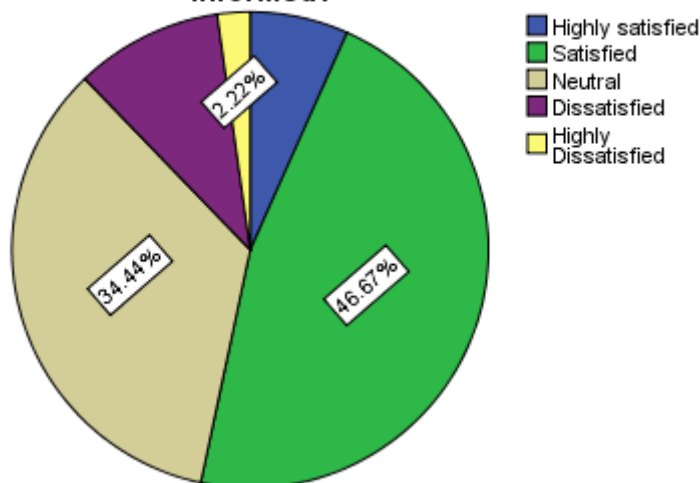
Interpretation: without promotions, the services barely can persuade their goals; no matter how relevant or innovative or effective the services are. Only well-informed promotional tools can grasp the customers' attention well enough to avail the services.

From the customers' feedback drawn in the survey, it has been seen that only 2.2% of the sample is highly dissatisfied with the information in the promotional activities and 10% of them are dissatisfied. And 34.4% of the respondents neither have any problems nor are very happy about the services. Majority of the sample means 42% respondents are satisfied and 6% are highly satisfied.

So, this pointer says that Banglalink is effectively and efficiently communicating with their customers about their offerings or promotions...

Graphical representation:

Are the Banglalink's promotions about the Value Added Services well informed?



How often do you complain to the customer care regarding the VAS?

How often do you need to complain to the Customer care regarding the Value added Services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	4	4.4	4.4
	Weekly	1	1.1	5.6
	Monthly	9	10.0	15.6
	Sometimes	52	57.8	73.3
	Never	24	26.7	100.0
	Total	90	100.0	100.0

Interpretation: customer solutions are to facilitate the subscribers with all the necessary information of all the services and to resolve any problems while using any service or to activate or deactivate the service. Therefore, the frequency of seeking help to the customer care can give us the view of customer's ease and thus the satisfaction of the VAS.

Here, as we can see that, only 4% of the total sample has to complain

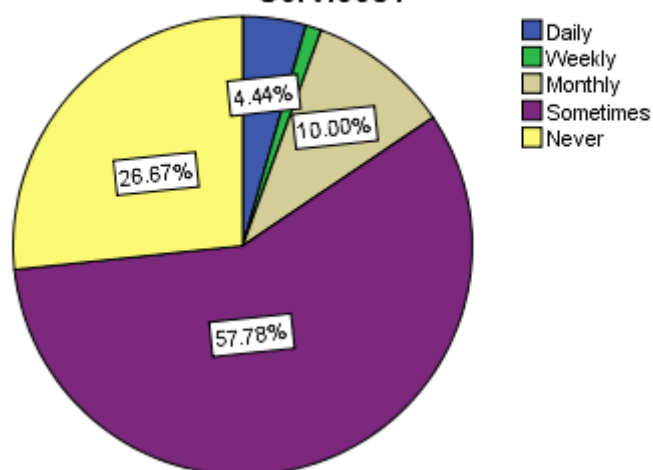
Regarding any service; only 1% has to complain once in a week; 10% of them complain in monthly and 57.8% of the total respondents has to call to the customer care sometimes for

variety of query regarding the services which is the largest group of all. And 26.7% of the respondents never had to complain about any of the Value Added Services.

It gives a clear evidence of the consistency of the service quality of Banglalink.

Graphical representation:

How often do you need to complain to the Customer care regarding the Value added Services?



Which according to you is the most preferred service provider in Bangladesh?

Which according to you is the most preferred service provider in Bangladesh?

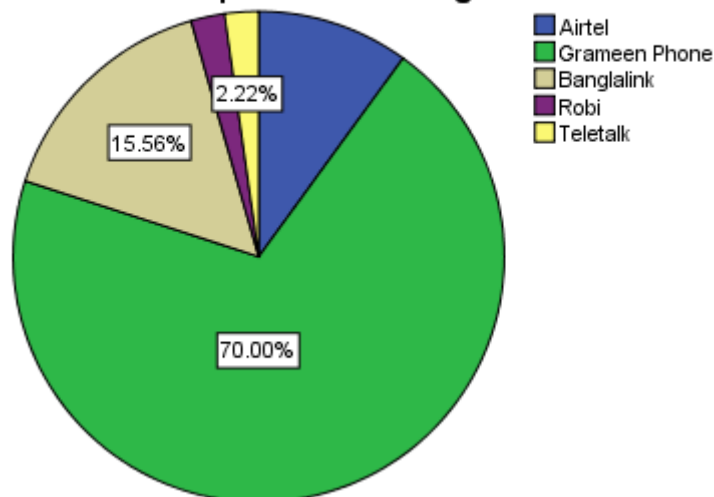
	Frequency	Percent	Valid Percent	Cumulative Percent
Airtel	9	10.0	10.0	10.0
Grameen Phone	63	70.0	70.0	80.0
Banglalink	14	15.6	15.6	95.6
Robi	2	2.2	2.2	97.8
Teletalk	2	2.2	2.2	100.0
Total	90	100.0	100.0	

Interpretation: Based on the survey conducted over the phone, 15.6% of the sampled Banglalink subscribers prefers Banglalink as the best service provider in the country; the biggest portion of the subscribers still prefer Grameen phone as the most preferred service

provider; 10% goes with Airtel and 2.2% with Robi as the most preferable service provider of Bangladesh. Only 2.2% prefers Teletalk.

Graphical representation:

Which according to you is the most preferred service provider in Bangladesh?



Which operator's internet service is best in your view in Bangladesh?

Which operator's internet service is best in your view in Bangladesh?

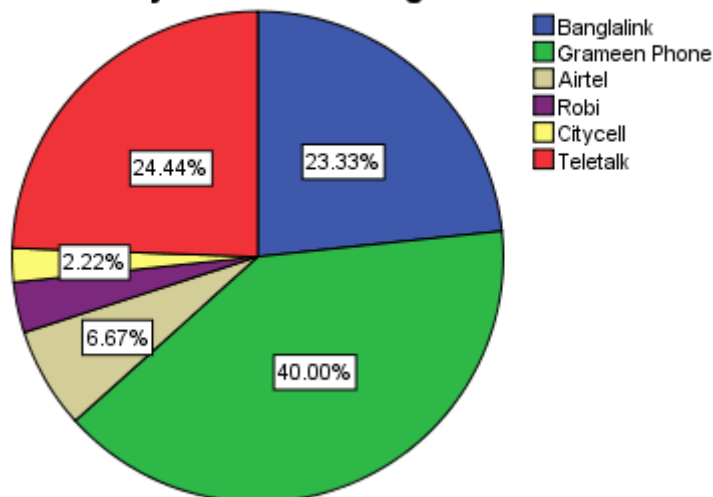
	Frequency	Percent	Valid Percent	Cumulative Percent
Banglalink	21	23.3	23.3	23.3
Grameen Phone	36	40.0	40.0	63.3
Airtel	6	6.7	6.7	70.0
Valid Robi	3	3.3	3.3	73.3
Citycell	2	2.2	2.2	75.6
Teletalk	22	24.4	24.4	100.0
Total	90	100.0	100.0	

Interpretation: Based on the survey conducted over the phone, 23.3% of the sampled Banglalink subscribers prefers Banglalink as the best internet service provider in the country; the biggest portion of the subscribers still prefer Grameen phone as the most preferred internet service provider; 6.7% goes with Banglalink and 3.3% with Robi as the most

preferable service provider of Bangladesh. 2.2% of the total sample prefers Citycell and 24.4% prefers Teletalk the most surprisingly.

Graphical representation:

Which operator's internet service is best in your view in Bangladesh?



Which operator has fewer problems during internet browsing?

Which operator has fewer problems during internet browsing?

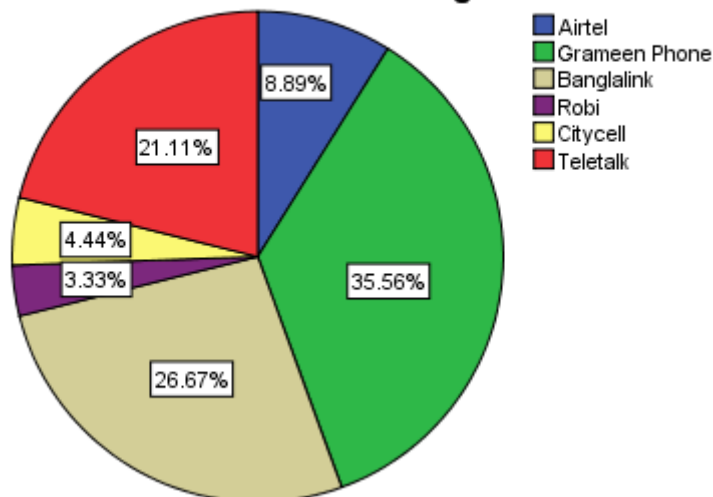
	Frequency	Percent	Valid Percent	Cumulative Percent
Airtel	8	8.9	8.9	8.9
Grameen Phone	32	35.6	35.6	44.4
Banglalink	24	26.7	26.7	71.1
Valid Robi	3	3.3	3.3	74.4
Citycell	4	4.4	4.4	78.9
Teletalk	19	21.1	21.1	100.0
Total	90	100.0	100.0	

Interpretation: Based on the survey conducted over the phone, 26.7% of the sampled Banglalink subscribers prefers Banglalink as having fewer problem while internet browsing in the country; the biggest portion of the subscribers still prefer Grameen phone as the most preferred service provider; 8.9% goes with Airtel and 3.3% with Robi as having fewer

problem in internet browsing. 4.4% of the total sample prefers citycell and 21.1% prefers Teletalk the most.

Graphical representation:

Which operator has fewer problems during internet browsing?



How much you like Banglalink's internet browsing?

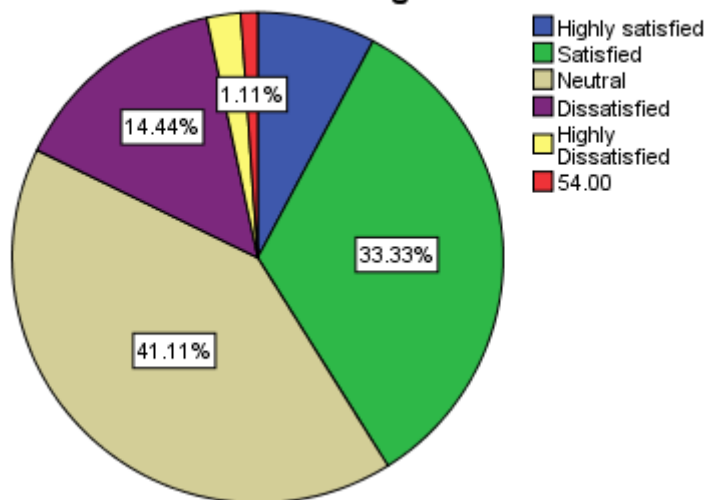
How much you like Banglalink's internet browsing?

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	7	7.8	7.8	7.8
Satisfied	30	33.3	33.3	41.1
Neutral	37	41.1	41.1	82.2
Valid Dissatisfied	13	14.4	14.4	96.7
Highly Dissatisfied	2	2.2	2.2	98.9
54.00	1	1.1	1.1	100.0
Total	90	100.0	100.0	

Interpretation: From the customers' feedback drawn in the survey, it has been seen that only 2.2% of the sample is highly dissatisfied with Banglalink network browsing and 14.4% of them are dissatisfied. And 41.1% of the respondents neither have any problems nor are very happy about the services. Only 33.3% respondents are satisfied and 7.8% are highly satisfied.

Graphical representation:

How much you like Banglalink's internet browsing?



Cross tabulation:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Likeliness of switching the service provider * What do you think about the quality of Value Added Services	90	100.0%	0	0.0%	90	100.0%

Likeliness of switching the service provider * What do you think about the quality of Value Added Services Cross tabulation

Count

		What do you think about the quality of Value Added Services					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Likeliness of switching the service provider	Very unlikely	0	6	2	1	0	9
	Unlikely	0	10	16	2	0	28
	Neutral	1	3	21	4	0	29
	Likely	0	6	7	0	2	15
	Very likely	0	2	2	3	2	9
Total		1	27	48	10	4	90

Interpretation: Here, in the above table, the cross tabulation between the loyalty of the customers (defined by the unlikeliness to switch the Brand) and the effect of the VAS experiences has been shown.

Here, it is seen that the largest portion of the respondents (29 out of 90) are neutral about switching operator and in this group, no one is highly dissatisfied about the Value Added Services and 4 respondents are dissatisfied. Only 2 respondents of the neutral people are satisfied with the standard of the VAS of Banglalink. Again, 9 respondents are very likely to migrate to another operator or very vulnerable subscribers. Among these people, 2 respondents are satisfied with the VAS and 2 respondents are highly dissatisfied. It gives clear support that; the brand loyalty of Banglalink somehow depends on the quality of the VAS that they offer.

Furthermore, it is seen from the table that, 10 persons of the total dissatisfied respondents, only 3 of them are likely to switch the operator while 4 are neutral about the operator. As VAS quality were the determinant, the likeliness of switching the SIM card is proportionate with the dissatisfaction of the excellence of VAS; which can be seen here.

Correlation:

Correlations

		Likeliness of switching the service provider	What do you think about the quality of Value Added Services
Likeliness of switching the service provider	Pearson Correlation	1	.308**
	Sig. (2-tailed)		.003
	N	90	90
What do you think about the quality of Value Added Services	Pearson Correlation	.308**	1
	Sig. (2-tailed)	.003	
	N	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

it is clearly seen that , the Pearson's r statistic in the top of each box. The Pearson's r for the correlation between the Likeliness of switching service provider and quality of Value Added Service variables is .308. when Pearson;s r is close to 1, this means there is a strong relationship between two variables. This means, we can conclude that Likeliness of switching service provider and quality of Value Added Services is strongly correlated.

**Chapter Four****Conclusion**

4.1 Conclusion:

Regular Market survey and analysis is a fundamental part of the marketing department of any organization. It is really important to analyze the problems and expectations of the current subscribers especially in the telecom industry. These studies facilitate the operator with the planning of new subscriber acquisition. I carried out this study in order to assess the turn over and VAS satisfaction relationship of the subscriber as part of the regular market survey.

A number of notable findings were in the study. For instance, male subscribers use more value added services compared to the female subscribers and the churning tendency is also higher among the male subscribers.

The principal topic of this project was to find out the correlation the satisfaction of the VAS of Banglalink and the loyalty of the subscribers. It has been shown with the cross tabulation that in spite of being satisfied with the quality of VAS, ----% respondents are very likely to switch the operator. On the other side, ---% respondents are indifferent about migrating to other operator. So, evidently, Value Added Services are not the determinants of the retention or loyalty of the subscribers.

And from the correlation analysis, it is obvious that, there is positive correlation between the two variables even though the relation is weak

On the whole, it can be said that, VAS have influence over the loyalty of the subscribers; therefore the company should be more considerate about the VAS in order to facilitate them with more benefits and privileges than the other network provider.

4.2 Limitations:

Inspire of trying my best to ensure the most up to date and accurate presentation of information in this project report, I had to face a number of limitations for which I was unable to present the report to the extreme level of accuracy. The limitations are as follows-

- 🐾 **Time constraint:** I needed more time to make this report more accurate and up to date. As this project is mainly based on the primary data, it was a big challenge to collect the data from 100 respondents within such a short span of time.
- 🐾 **Unavailability of Data:** a lot of information is required for such a descriptive research. However, much information could not be revealed due to confidentiality issue of the organization.
- 🐾 **Fallacies:** the respondents were not willing to spend much time for the survey while conducting the survey moreover; respondents neutrally gave comments or opinions in answer to most of the questions which led the survey to bias.
- 🐾 **Inadequate Knowledge:** though I tried to cover the theories of research, the classification of the research type, variable, data, process of research preparation and presentation, the detailed way of working with the data in different software were never studied. So, it was a big problem and time consuming while preparing this project paper.
- 🐾 **Scarcity of previous report:** It was fairly difficult to work on such a topic without enough prior information and evidence on it. It was not easy to find some previous works on this similar topic. In fact, no other research work had been found on core marketing let alone on VAS.

4.3 Recommendation:

Based on the analysis of data and information of the survey, some recommendations can be given on this topic:

- 🐾 The value added services should be promoted more and the promotions have to be informative enough.
- 🐾 Besides innovation in the value added services, the modalities to activate and deactivate them are very important for user friendliness and attracting more consumers
- 🐾 Have to take the first mover's advantage for leading in the highly competitive industry by promoting more and more innovative and unique services
- 🐾 In order to boost up usage volume and revenue stream, regular users of value added services should be given more importance.
- 🐾 The bellow line promotions should be more target segment oriented, irrelevant BTLs may lead to consumer's dissatisfaction.
- 🐾 In the official website of the organization, the new and exciting unique services should be highlighted more
- 🐾 Churned subscribers should be checked on regularly so that they can be retrieved solving their temporary service problems
- 🐾 Too many modalities of activation and deactivation can be misleading.
- 🐾 In order to grab new users, ATLS should be increased
- 🐾 Existing consumers should get as much extra benefits as possible and this should get importance than acquiring new consumers
- 🐾 The usage volume of the current subscribers in the service that they are already subscribed to should be tried to amplify to increase the revenue.

Appendix

Hello, I am Razia Sultana, a former intern of Banglalink Digital communication Ltd. For assessing your satisfaction and also the problems, I am conducting a market survey. The survey will be focusing **the Correlation of your Brand Loyalty and Satisfaction of the Value Added Services**. It will take very few minutes of your time. Your response will be of great help in accomplishing the study. However, the study is for the organizational and academic purpose and will not be disclosed elsewhere, keeping in mind the sensitivity of the topic. Would you please be able to give me the time now?

Questionnaire:

1. **Gender :** a) Male b) Female
2. **Age :** a) Below 21 b) 21-25 c) 26-30 d) 31-35 e) 36-above
3. **Profession :** a) Student b) Business c) Service Professionals d) Teacher
e) Other
4. **Monthly income:** a) 0-10000 b) 10000-20000 c) 20000-30000 d) 30000-40000 e) 40000 above
5. **Monthly expenditure for mobile billing:** a) 0-500 b) 500-1000 c) 1000-1500 d) 1500-2000
e) 2000 above
6. **Do you use a Banglalink connection for the wide range of Value Added Services?**
a) Yes b) No c) sometimes d) other
7. **Why do you use Banglalink?**
a) Network coverage b) preferable tariff rates c) Brand d) Preferable packages
e) range of Value Added Services
8. **use your banglalink connection as-**
a) Primary phone b) Secondary phone
9. **Likelihood of switching the service provider:**
a) Very unlikely b) Unlikely c) Neutral d) Likely e) Very likely
10. **Major influences that swing the decision to purchase a SIM card:**
a) Self b) Family c) Friends d) Media e) Others _____

11. **What do you think about the quality of Value Added Services?**



- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly dissatisfied

12. How many value added Services do you use? (such as

- a) Below 3 b) 3-5 c) 5- above

13. How often do you use a value added Service?

- a) Always b) Often c) Sometimes d) Rarely e) Never

14. What do you think about the quality Value Added Services?

- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

15. Do these Value Added Services attract you?

- a) Always b) Often c) Never d) Sometimes e) Rarely

16. How satisfied are you with the price that you pay for the services?

- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

17. How relevant and innovative the Value added services are for you?

- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

18. How easy is it to activate or deactivate the Value Added Services?

- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

19. Are the Banglalink's promotions about the Value Added Services well informed?

- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

20. How often do you need to complain to the Customer care regarding the Value added Services?

- a) Daily b) Weekly c) Monthly d) Sometimes e) Never

21. Which according to you is the most preferred service provider in Bangladesh?

- a) Airtel b) Grameen Phone c) Banglalink d) Robi e) Citycell
f) Teletalk

22. Which operator's internet service is best in your view in Bangladesh?

- a) Airtel b) Grameen Phone c) Banglalink d) Robi e) Citycell
f) Teletalk

23. Which operator has fewer problems during internet browsing?

- a) Airtel b) Grameen Phone c) Banglalink d) Robi e) Citycell



f) Teletalk

24. How much you like Banglalink's internet browsing?

- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

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Links: <http://www.banglalinkgsm.com>.

www.google.com

Survey Link:

https://docs.google.com/forms/d/17yWsVnkTDrpHS-9IAjhVHw_1-gTR4UxHpb41PhnT_sA/viewform?c=0&w=1