

INTERNSHIP REPORT  
ON  
EMPLOYEE SATISFACTION



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## Letter of Transmittal

26<sup>th</sup> June, 2016

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**Subject: Submission of the Internship Report on “Employee satisfaction”**

Dear Mam,

I am here by submitting my report on "Employee satisfaction of Banglalink". While preparing this report, I have worked as an intern at Banglalink under the supervisor Ahmed Mashroof Al Mamun, Senior executive of the department of Government Relations & Regulatory Affairs.

I feel most lucky to be associated with an accomplished, proficient and proficient group in a standout amongst the most presumed Multinational Company in Bangladesh. I have attempted my best to make this report as useful, functional, dependable and significant as could be expected under the circumstances. In arrangement of this report, I have audited couple of sites of Banglalink from the web, and directed few meetings. I emphatically trust that this report will fulfill your prerequisites and desires.

Thank you.

Yours Sincerely,

Sadia Islam

ID: 10204077

BRAC Business School

BRAC University

## **Acknowledgement**

At the earliest reference point, I am seriously expressing gratitude toward the Almighty Allah. Fulfillment of anything requires bolsters from different sources. I am especially blessed to get the true direction and supervision from various experienced persons.

My genuine appreciation goes to Md. HumayunKabir, Senior Executive for giving me genuine direction and recommendations to finish the entire thing in a right way.

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Furthermore, Taimur Rahman, Senior Director, Corporate and Regulatory Affairs who have been so kind and helpful to me in the middle of my Internship period. It was a significant privilege to work with such kind, dedicated and supportive individuals.

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## Table Of Content

EXECUTIVE SUMMARY: .....	6
THE ORGANIZATION.....	7
Introduction .....	7
History.....	7
Service offering: .....	7
Pre-paid:.....	8
Banglalink Play Highlights .....	8
BanglalinkDesh Highlights.....	8
BanglalinkDesh Hello Package Highlights .....	8
BanglalinkDeshEk Rate Highlights.....	9
Banglalink Desh Ek Rate Darun Highlights .....	9
Banglalink Desh 10 FNF Highlights.....	9
Banglalink1 second pulse:.....	9
Nababi call rate money return:.....	9
Post- paid: .....	10
Banglalink Inspire.....	10
The Salient Features of the Banglalink SME Package are: .....	10
Benefits of Banglalinksme call & control .....	11
3G Internet:.....	11
Operational network program:.....	12
Management team: .....	12
Vision.....	13
JOB DESCRIPTION.....	14
Nature of the job:.....	14
Specific Responsibilities: .....	14
Different aspects of job performance:.....	15
PROJECT WORK.....	16
Summary:.....	16
Objective:.....	16

Methodology:.....	16
Limitations: .....	17
Project.....	17
Major elements/ Tools to find out the satisfaction level: .....	17
Chapter 1.....	18
MOTIVATION.....	18
Make Things Interesting: .....	18
Competition: .....	18
Encourage friendly .....	19
COMMUNICATION .....	20
Chapter 3.....	21
PERFORMANCE APPRAISAL.....	21
Better understanding of his role in the organization: .....	21
Compensation:.....	21
Improved working relationships with supervisors:.....	22
Chapter 4.....	22
RECREATION AND HEALTH ISSUE.....	22
Recreation and refreshment facility: .....	22
Health and safety facility: .....	23
Critical Observation and Recommendation: .....	24
Critical observation: .....	24
Motivation: .....	24
Communication:.....	24
Performance appraisal:.....	24
Recreation and Health issue: .....	25
Recommendation:.....	25
Conclusion:.....	26
Appendix: .....	27
References: .....	29

## **EXECUTIVE SUMMARY:**

This internship report represents the working experience on a telecommunication sector operated in Bangladesh named “Banglalink” as a part of completion for BBA Program. The main objective of the study is to get knowledge about the legal communication within various companies and also gaining the practical experience of corporate life and view the application of theoretical knowledge in the real life. Besides, it has provided me a chance to deal with some of the employees of different organizations. I have worked with the interconnection team. For that reason, I have focused on the activities of that team. Besides, I have presented my learning experience at Banglalink. I have discovered some positive and negative findings. On the basis of negative findings some recommendations are also given to improve the service quality of Banglalink. So far, from this report it can be said that it is one of the largest telecommunication company in the telecommunication industry in Bangladesh.

## THE ORGANIZATION

### Introduction

Banglalink Digital Communication is the second biggest telecom company in Bangladesh. Also, in under two centuries which is by December 2007, Banglalink surpassed Robi to wind up the second biggest company in Bangladesh alongside more than 7.1 million customers. Banglalink right now has 31.9 million supporters as of February 2016, representing a market share of 24.4%. Banglalink's development over the first years have been fuelled with imaginative items and administrations focusing on various business sector fragments, forceful change of system quality and devoted client care, making a broad circulation system over the country, and building up a solid brand that sincerely associated clients with Banglalink.

### History

Banglalink Digital Communication Ltd. (previously orascom telecom bangladesh limited) is fully owned by telecom ventures Ltd. (previously orascom telecom limited) of malta, which is a 100% owned subsidiary of global telecom holding. Following business combination, in april 2011, between vimpelcom ltd. and wind telecom s.p.a, vimpelcom owns 51.92% shares of global telecom holding. vimpelcom is one of the world's largest integrated ltd. telecommunications services 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, zimbabwe and bangladesh. vimpelcom is headquartered in amsterdam, the Netherlands and acquired Orascom's share in 2011. Banglalink began strolling in 2005 with the motto, "Making a difference" where their central goal was to achieve the masses amid the time when mobile phones were measured as lavishness. It take long for Banglalink to bounce from 1 million supporters of 3 million endorsers, turning into the second biggest telephone operator of the nation. Newly Banglalink has changed its Slogan "Making a difference" to "Star something new" for becoming the fastest 3G network supplier in Bangladesh.

### Service offering:

Banglalink provide two types of mobile service; pre-paid and post- paid. In spite of giving the call service they also provided internet service through 3G;



## Pre-paid:

Banglalink offers seven pre-paid packages. They are given below:

1. Banglalink play,
2. One second pulse,
3. Banglalinkdesh,
4. Banglalinkdesh Hello package,
5. Banglalinkdesh 10 FNF,
6. Banglalinkdeshak rate and
7. Banglalinkdeshak rate darun (Banglalink).

### Banglalink Play Highlights

- 18 FNF (any operator) with best fnf rates in the market
- One special FNF @ 0.5 paisa/sec
- SMS to FNF and special fnf number: 29p/sms
- MMS to all banglalink number: 29p/mms
- Special data pack-9 MB @ tk. 3/day
- Data pack gifting between members of this package
- Subscribers can now enjoy 9 MB at tk. 3 by purchasing 3G starter pack
- To activate the daily starter pack at tk. 3 and get 9 MB internet, dial \*5000\*513#

### BanglalinkDesh Highlights

- 3 FNF to any operator
- 10 second pulse
- As low as 10paisa/ 10 second to BanglalinkFNF numb

### BanglalinkDesh Hello Package Highlights

- Lowest 11.33 paisa/10 second call rate to other operators

- 1 special fnf at only 5 paisa/10 second
- 10 second pulse

#### BanglalinkDeshEk Rate Highlights

- Simple tariff plan
- Flat rate to all operator
- 10 second pulse

#### Banglalink Desh Ek Rate Darun Highlights

- default package for all new connections
- simple tariff plan
- flat rate to all operator
- 10 second pulse
- 30p/min (12am-4pm) in 1 sfnf number

#### Banglalink Desh 10 FNF Highlights

- 9 fnf to any operator
- 1 special fnf at lowest 6 paisa/10 second
- As low as 11 paisa/10 second to any fnf
- 10 second pulse

#### Banglalink1 second pulse:

- 1 second pulse to any operator.
- Lowest tariff per second.

#### Nababi call rate money return:

In this package customers get back an amount of money after re-connecting their sim card.

Source:

home. 2016. *pre-paid packages*. [ONLINE] Available at:

<http://www.banglalink.com.bd/en/packages/pre-paid/pre-paid-packages/>. [Accessed 27 June 2016].

## Post- paid:

### Banglalink Inspire

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

This exclusive post-paid connection includes:

- No security deposit is required for auto bill pay subscribers.
- Every new connection comes with 300 sms/month to any operator, 500 mms/month, 100 mb/month internet, amar tune subscription and news service subscription free for the first 3 months.
- Enjoy your banglalink inspire connection with zero line rent (without any conditions).
- Up to 11% loyalty discount on usage.
- 7 fnf numbers to any mobile operator: 60 paisa/min to banglalink fnf numbers and 84 paisa/min to other operators' fnf numbers.
- All FNF rates have 10 second pulse.
- Only 42 paisa/minute on 2 supplementary numbers.
- Only 45 paisa/minute for 24 hours within the same professional group.
- Attractive call rates for 24 hours.
- Customer also can get this info from \*121#

The Salient Features of the Banglalink SME Package are:

Flexibility to choose from 2 packages:

Banglalinksme post-paid and Banglalinksme call & control

- Best call rates 24 hours with 1 second pulse
- Field force locator service
- Closed user group (cug)
- Attractive bundle package
- Best rates in 5 fnf numbers
- Bonus on recharge.

- Bonus on incoming

#### Benefits of Banglalink's me call & control

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

Source:

home. 2016. *post-paid packages*. [ONLINE] Available at:

<http://www.banglalink.com.bd/en/packages/post-paid/post-paid-packages/>. [Accessed 27 June 2016].

#### **3G Internet:**

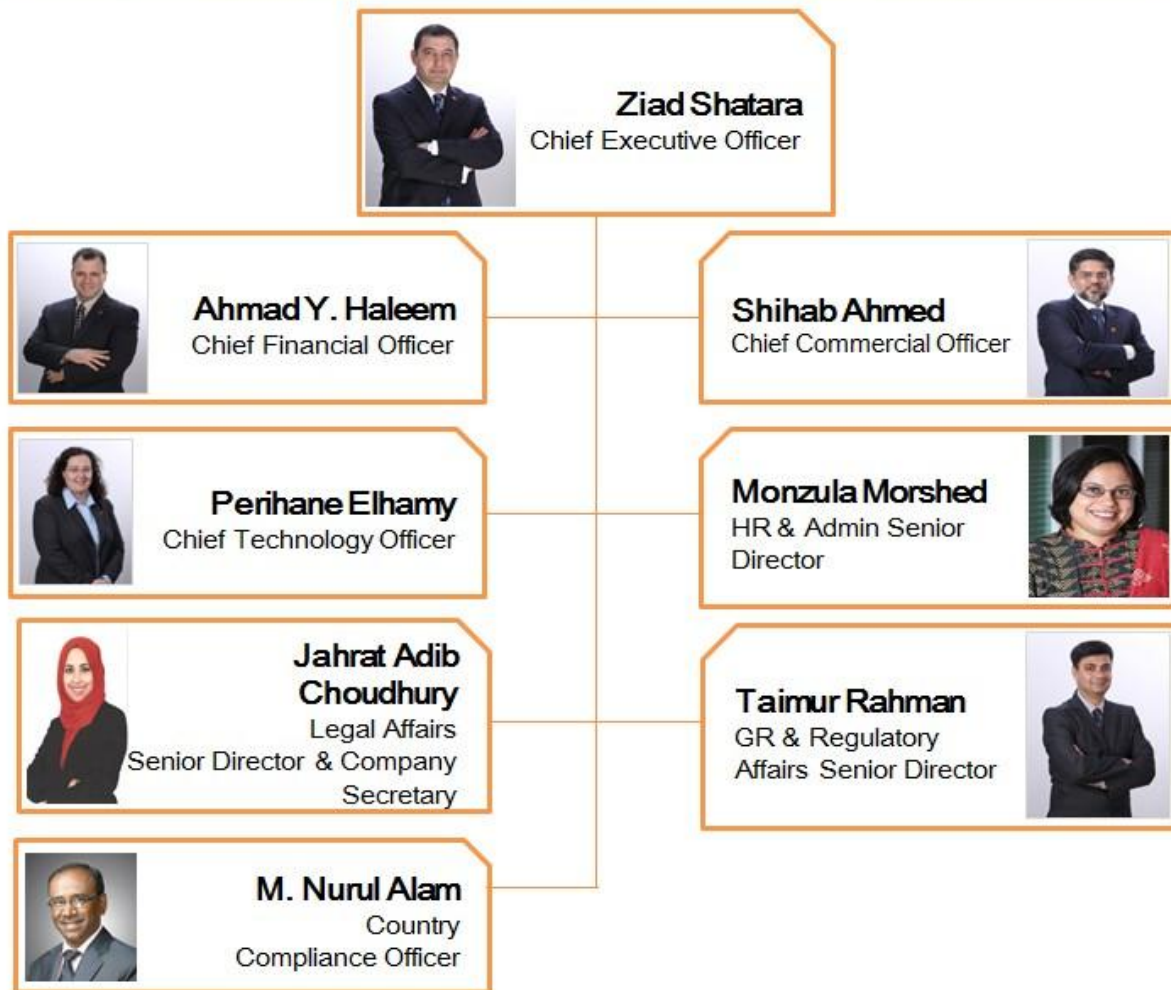
3G for all! 3G is the third generation of mobile telecommunications technology. Banglalink 3G will allow valued customers to surf the internet with faster data speed even on the move with the superior HSPA connection. Banglalink 3G will bring to life the experience of mobile broadband on your 3G mobile phone/device. With banglalink 3G you can enjoy superior video streaming, download experiences, enhanced video calling, high-speed data transmission and accessing innovative 3G services on the mobile phone that will make your life smarter, exciting and efficient so you can do more on the go.

Source:

home. 2016. *3G coverage*. [ONLINE] Available at: <http://www.banglalink.com.bd/en/services/banglalink-internet/3g/3g-coverage/>. [Accessed 27 June 2016].

## Operational network program:

### Banglalink Management Team



## Management team:

- Managing director and CEO: **Erik aas**
- Chief technology officer : **Sanjay vaghasia**
- Chief commercial officer : **Shihabahmed**
- Human resources & administration senior director : **Monzulamorshed**
- Legal affairs senior director and company secretary : **Jahratadibchowdhury**

- Government relations & regulatory affairs senior director : **Taimurrahman**
- Country compliance officer : **M nurulalam**

## **Vision**

Banglalink's vision is to maintain the communication through their services and the main motto is to achieving the leading position in Bangladesh. Their current Slogan is "Start something new" by which they are serving the highest network facility to the whole country .Moreover their vision is to understand people's need best which helps to keep them closer to the mass population. Delivering superior benefits to every customer and creating optimum shareholders value.

Banglalink always maintain some values and every employee are encouraged to follow this. At the early stage of my internship period, the senior vaiya ,apu always said to maintain those value which reflects this organization.

**1. Straight Forward:**

**2. Reliable**

**3. Innovative.**

**4. Passionate**

## **JOB DESCRIPTION**

### **Nature of the job:**

I started my journey at banglalink from the 1<sup>st</sup> February as an intern. After that I learnt so many things under doing my job Ahmed Masroor and Humayun kabir. I got to know what are ANS, ICX, and ICW. The meaning of ANS is that kind of organization which is providing the service to the public for using their network. There are 6 ANS in Bangladesh like Banglalink, Grameenphone, Teletalk, Airtel, Robi, Citycell. There are 26 ICX and 29 ICW. There is also oversees by which the ICW can connect with the other network. ICX are connected with the ANS by international link which means they are physically linked up with them and ICX also have the link with ICW. By using POP ICX sets up the switching centre and transmission centre to deliver service. Summing in total ICX means switching system which provides interconnection among the telecommunication of ANS and IGW operators. As an ANS Banglalink is maintain so many relations with other organizations. These relations are maintained by the interconnection team under the corporate and regulatory affairs. The interconnection group maintain the connections with BTRC, BTCL and others operators. Before maintain the connections banglalink have done an agreement with each of the organizations according the ILDTS policy. The nature of my job was to communicate with the ICX to collect the agreement papers which was made between Banglalink and ICX by Microsoft Outlook.

### **Specific Responsibilities:**

My specific work was to communicate with various companies over phone and collect the information was needed by my supervisor. I have to write up many letters according to company policy for submitting the letters to BTCL and BTRC.

### **Different aspects of job performance:**

The corporate and regulatory affairs have different team. Interconnection team, Government and regulatory affairs, LIC team, Wholesale team, Legal team, corporate team. They are connecting with each other. Each team maintains their own responsibilities. As an intern I got some opportunity to communicate with them. I worked with the interconnection group and each and every department are bound to inform each and every details of their activity to the department. Most of the times we had to participates meeting arranged by BTCL and BTRC. Government and regulatory affairs team are always engage to communicate with the every ministration, top government employee and so many other respective persons. LIC team are remain busy to keep the record of the signal to find out the criminal for the police, Rapid action Battalion. All of the team plays a very important role to maintain the department.



## **PROJECT WORK**

### **Summary:**

In a nut shell this report is about to communication and motivation when talking about job satisfaction with the employee. The report will contain the attractiveness of the working environment when recruiting the employee and how leadership is related with job satisfaction. I will also include that what can be the relationship between the performance appraisal and job satisfaction.

### **Objective:**

Employees are the heart of an organization and their each and every support has a great impact on their institute. The main target of an organization is to complete their task according to their demand by their employees. Most of the cases employee work under pressure without getting proper support from their organizations and they become unsatisfied. For that causes so many unsuccessful stories. In this report my main goal is to find out that the satisfaction level of Banglalink's employee.

### **Methodology:**

To make this report more informative and satisfactory, both Primary and Secondary sources of information were utilized broadly. I have gathered much information by using the survey to the employees of Banglalink.

- **Primary Data:** Primary data is used in this report is basically collected from the employees of the organization of different department from junior executive to senior manager.
- **Secondary Data:** Secondary data was collected from the website of Banglalink,

### **Limitations:**

Gathering Information was difficult and had to be dealt with many employees while preparing this report. Most of them were not interested to talk in this issue. As an intern I had no excess to talk in many issue according to their policy.

### **Project**

Job satisfaction is determined by the balance between the inputs and outputs. When an employee has the outputs equal to the inputs that make the employee satisfy. Career dreams are one thing and practical working pressure is absolutely another thing. People are not always work for only money; there is other thing which makes them more enthusiastic, more authentic, and more dedicated to their work. The heart of the job satisfaction is the attitude and expectation and it is more how we approach our job than the actual duties we perform. If organization can successfully measure which factors influence job satisfaction they may strengthen employees' morale and provide positive feedback to their employees.

### **Major elements/ Tools to find out the satisfaction level:**

1. Motivation
2. Communication
3. Leadership
4. Performance Appraisal
5. Working Environment

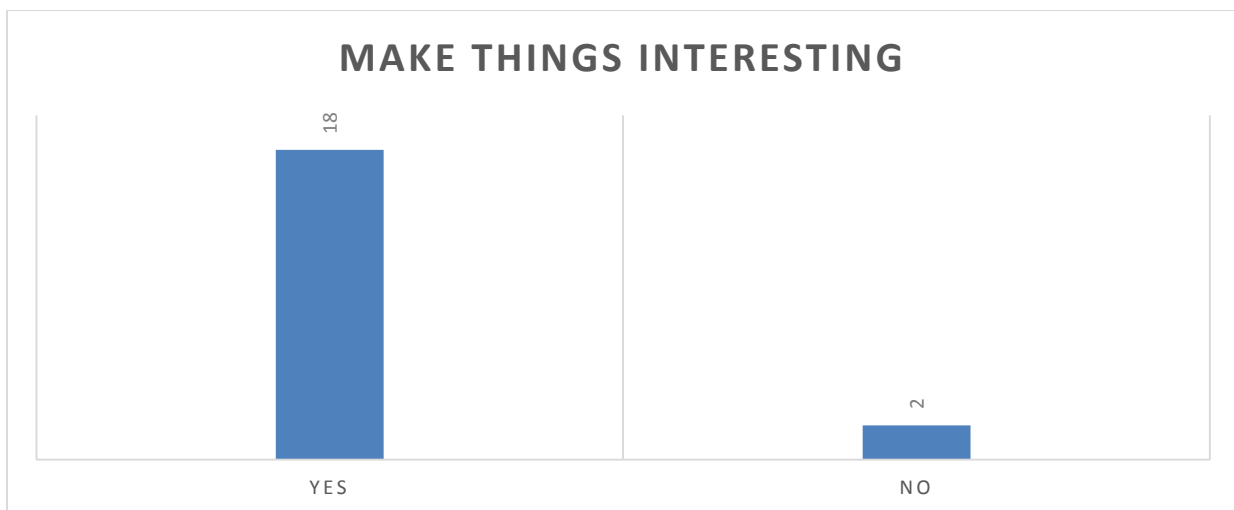
## Chapter 1

### MOTIVATION

#### Make Things Interesting:

The role of facilitating the employee quality in terms of subordinate-superior communication at various levels makes them a positive contribution to their morale. Offering employee a chance to raise their concerns and put across their points regarding various aspects of their job, as well as, supplying them with the feeling of engagement and appreciation can make an employee motivated. Every year Banglalink arrange Football tournament, Cricket tournament which gives refreshment for the employee. Farther more, they organize picnic almost every year which helps them to enjoy the moment. Over all, make thing interesting helps employee to be motivated.

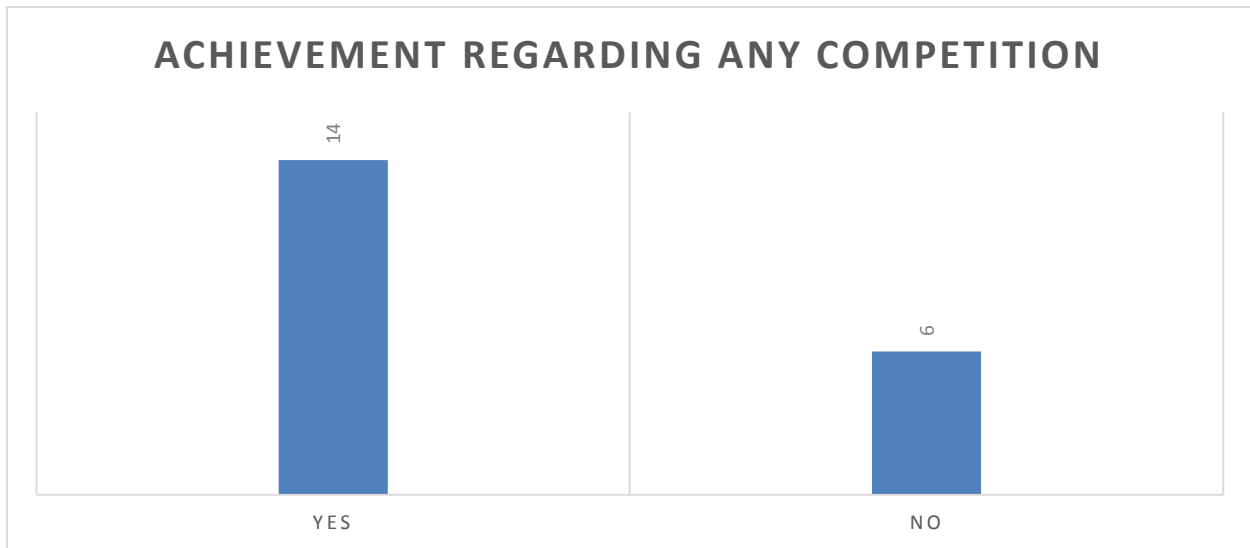
I have surveyed 20 employee of different department in Banglalink. The results are given after every factor with a graph:



#### Competition:

Offering training and development program can contribute the personal and professional growth that is another employee motivational strategy. Alternative working tools such as job-rotating, job sharing and flexible working time can also make motivated to the employee. As more

employee are getting involved to their work, as they feel to be the best among them all. For this, they have a Competition among them. Many organizations are left behind from benefiting from such opportunities. Self-motivation is also needed to some superior members who maintain the high level in order to engage in effective motivation of their subordinates.



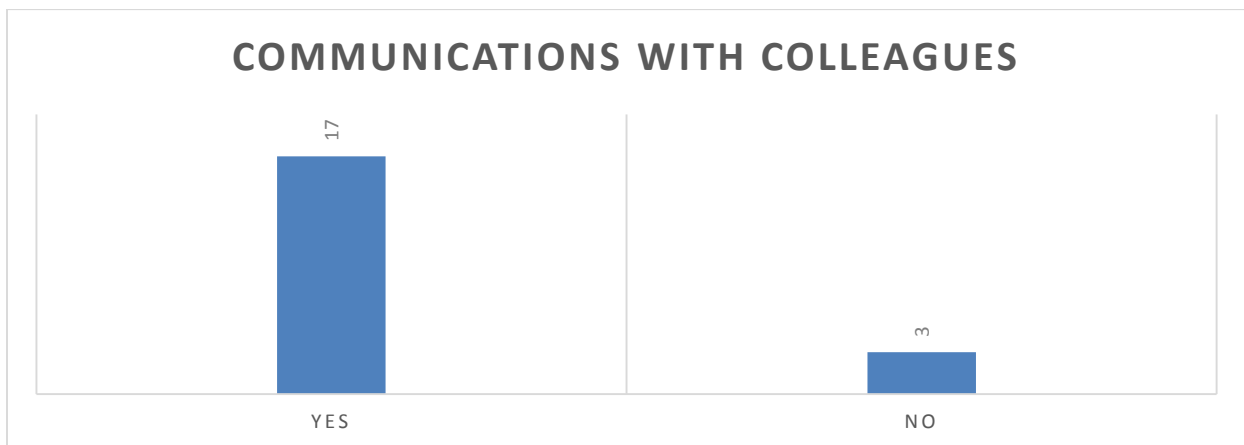
### Encourage friendly

In Banglalink employee can get motivated by their superior and those superior managers are always try to get self -motivated. The whole banglalink team is just like a family. If any person has done any brilliant success or gets promotion then the whole team appreciates him/her for their success. Furthermore, celebration of birthday and other important dates are also celebrating by the whole team.



## COMMUNICATION

Communication is that tools which help the employee to get engage their work more actively. I talked with many employee of Banglalink and the surprising fact is that they maintain good relationship with their colleagues. This situation only can possible for their communication skill. They conduct to the upper level manager so nicely and also appreciate the new comers. After completing my survey I originate that, by a good behavior they are associated with each other. By using this behavior they pushed the employee to carry out the decision to get a result to gaining the maximum level of engagement from the employee. Enough communication reduce less confusion. Less confusion only happens when an employee have a good communication with their colleagues or supervisor. By using a good conversation they can even clear about their own work which makes a better result in their task.



## Chapter 3

### PERFORMANCE APPRAISAL

#### Better understanding of his role in the organization:

Understanding the task is the main part to understand the role in the organization. Clear Understanding of his strengths & weaknesses to develop himself into a better performer in future makes the employee more accurate to his or her job.



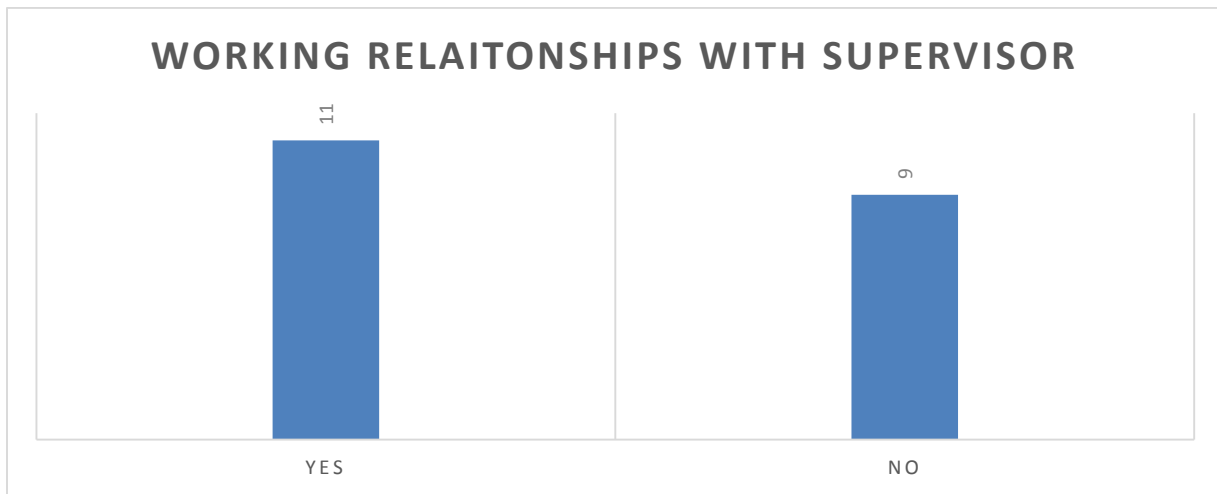
#### Compensation:

Compensation is not only the salary, but also the direct and indirect rewards and benefits the employee is provided with in return for their contribution to their organization.



### Improved working relationships with supervisors:

As an employee a good relationship with his/her supervisor forwards him or her into better working environment. Strong and healthy relationship helps the employee to feel comfort and comfort helps the employee to work better. If an employee has a good relation with his or her supervisor that mean is he is quite confident what actually he is doing.

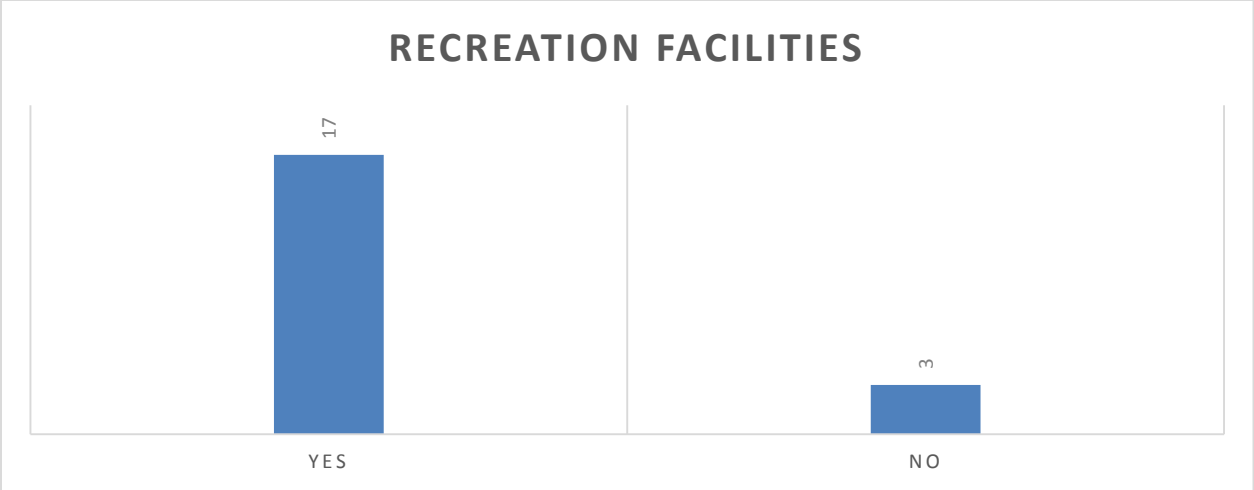


## Chapter 4

### RECREATION AND HEALTH ISSUE

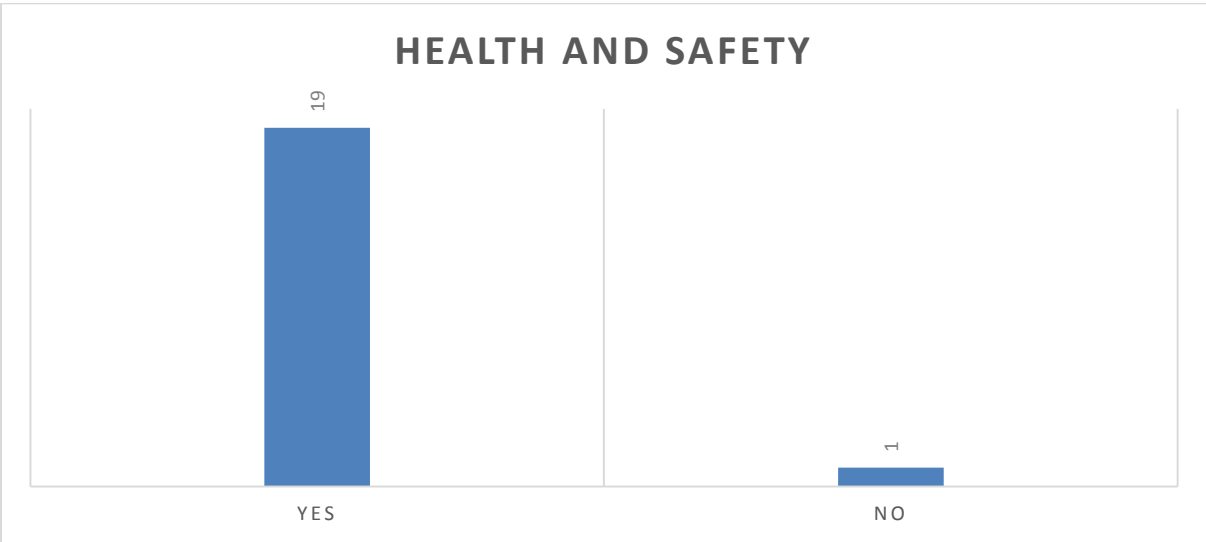
#### Recreation and refreshment facility:

Employee feels monotonous if they do not able to get any refreshment. In Banglalink, there is a culture to get together in cafeteria at evening and talk with each other. As an intern I got the opportunity to talk with those senior Brother and Sister who gave us much suggestion according to our future career and for this we felt encouragement enough. They also celebrate many memorable days like Pohela Boishak. They arrange mehedi festival, photo session with celebrities for the employee. I was lucky enough to be able to participate in womens day's program.



**Health and safety facility:**

Health safety is very important thing because it feels secure to the employee. Banglalink has two downstairs for leave the employee in emergency like fire alarm. The whole area of Banglalink is under the CCTV camera and they have the control over it by having the record. There is no chance to do any harmful act inside the Banglalink.





## **Critical Observation and Recommendation:**

### **Critical observation:**

#### **Motivation:**

After analyzing all the tools I come up with one point and that is the employees of Banglalink are very satisfy according to my observation. Banglalink gives to the employee proper motivation which enables them to be enthusiastic, more optimistic according to their task. Different interesting things facilitated them to be energetic. I surveyed over 20 employees and most of the employee gave me the positive feedback. 18 employees were agreed that they have enough things to feel things interesting and rest of them were not satisfied to this question. Achievement regarding any competition is satisfactory enough to the employee because 14 out of 20 answered yes. The employee answered 12 as a positive feedback for the point of friendly encouragement. Along with the tool motivation it is proved that employee are satisfy enough.

#### **Communication:**

Communication gap is the most awful situation because it increase many unwanted issue and make things clumsy. From the survey I saw that 17 of the employee answered yes about the tool communication .

#### **Performance appraisal:**

The employees of Banglalink have a better understanding of his role in the organization and the amount is12 but rest of them maybe they are not satisfied enough. Regarding the topic of compensation there are 15 employees have the positive feedback out of 20.there are 11 employee who have an improved working relationships with supervisors and the left 9 persons are not contented to their supervisor . According the result the employees are satisfy enough to their performance appraisal.

### Recreation and Health issue:

Recreation helps everyone to be productive in their work and 17 employees are enjoyed the recreation and refreshment facility out of 20. There was almost everyone to agree in the point of health issue that is perfect and the amount is 19.

In sum of the result I can say that the employees of Banglalink are satisfied enough.

### **Recommendation:**

1. In my survey I observed that there are some people who are not comfortable with their supervisor. In that case more meeting can arrange for the employee and should make environment friendly enough so that everyone can express their thoughts.

2. There are few of them who are not satisfied to their compensation. In this situation company can change compensation management which helps the employee to be motivated. In their compensation system Banglalink can add up house rent facility which can encourage their employees.

## **Conclusion:**

As I was expecting, the internship was an experience that helped me to learn a lot, grow as a person and provide me with valuable knowledge beyond those that I could have obtained from the books. Thus my experience in Banglalink Digital Communication Ltd was one of the valuable experiences of my life. After completing my internship and this research, I can say that Banglalink is the country's leading telecommunication company with huge number of diversified services to its customers. They have a good brand position in Bangladesh and their most of the sales promotional campaigns are helping them to achieve a great benefit. Finally I can say that, on average the employees of Banglalink are satisfied as the company itself managed its recreation and other facilities in such a way that employees hardly think of switching their jobs and look for alternatives. The company utilizing their tools for satisfying their employees efficiently and even if there is any miscommunication or problem arises; the weaknesses are to be addressed with effective solution. This way Banglalink Digital Communication Ltd can uphold its position as the best brand in the market.

## Appendix:

### Survey question on Employee satisfaction

**Name of participant:**

**Department:**

**Age:** 1. 22-30

**Salary:**

1. 20000-30000

2. 31-40

2. 31000-50000

3. 41-Above

3. 51000- Above

Q.1: Do Banglalink encourage you friendly?

1. Yes

2. No

Q.2: Do you get any achievement regarding any competition which makes you feel good?

1. Yes

2. No

Q.3: Do you feel your task is interesting?

1. Yes

2. No

Q.4: Did your colleague celebrate your birthday or any memorable dates?

1. Yes

2. No

Q.5: Do you face any confusion while working with your Superior manager?

1. Yes

2. No

Q. 6: Are you fare enough to your work?

1. Yes

2. No

Q.7: Do your organization sets priorities and goals?

1. Yes

2. No



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