

**Internship Report on  
Service Experience Management and Customer Satisfaction: A  
Study on Banglalink's Mobile Network Service.**



الجامعة الإسلامية للتكنولوجيا  
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE  
ISLAMIC UNIVERSITY OF TECHNOLOGY  
DHAKA, BANGLADESH  
ORGANISATION OF ISLAMIC COOPERATION



**Submitted to:**

**Islamic University of Technology**

**in partial fulfillment of the requirements for the degree of BBA in Business  
and Technology Management (BTM)**

**Submitted by:**

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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**Internship Report on  
“Service Experience Management and Customer Satisfaction: A  
Study on Banglalink's Mobile Network Service”**



*Figure 1: Logo of Banglalink*

This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) for the course BTM 4800.

## **Letter of Transmittal**

April 30, 2023

S.M. Rakibul Anwar  
Assistant Professor,  
Department of Business and Technology Management  
Islamic University of Technology

**Subject: Submission of Internship Report at Banglalink Digital Communication Ltd.**

Respected Sir,

It is my honor to submit my internship report for your approval.

The title of my Report is "Function of Service Experience Management at Banglalink Digital Communication Ltd."

This report primarily focuses on my daily tasks and activities during my internship in the Service Experience Management department of Banglalink Digital Communication Limited. The study also portrays an in-depth analysis of my responsibilities, providing an overview of how the department functions. This 3-month program was filled with learning opportunities and experiences that will work as a stepping stone in the professional world.

I would be delighted to hear your feedback about this report anytime in the future.

Kind regards,



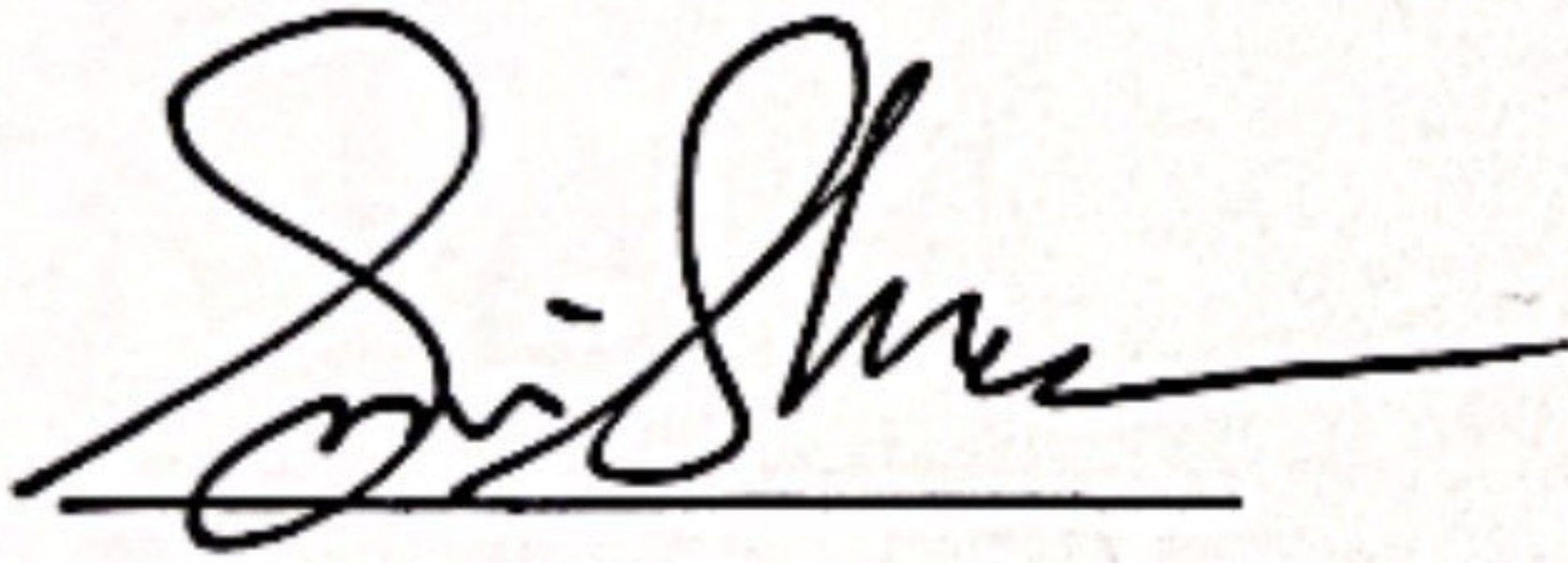
Samir Sharar  
Student, Department of Business and Technology Management (BTM)  
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Student ID: 180061126

## **Declaration**

I, Samin Sharar, a Student of the Business and Technology Management (BTM) department at the Islamic University of Technology, hereby declare that the Report titled " Function of Service Experience Management at Banglalink Digital Communication Ltd." is an original piece of an article composed by myself under the supervision of S.M. Rakibul Anwar, Assistant Professor of Business and Technology Management (BTM) department at Islamic University of Technology.

This Report was not submitted to any other institution (school/college/university) for any academic qualification, and it fully satisfies the rules and regulations of the Islamic University of Technology regarding plagiarism and collusion.

**Student's Full Name & Signature:**



**Samir Sharar**

Student, Department of Business and Technology Management (BTM)

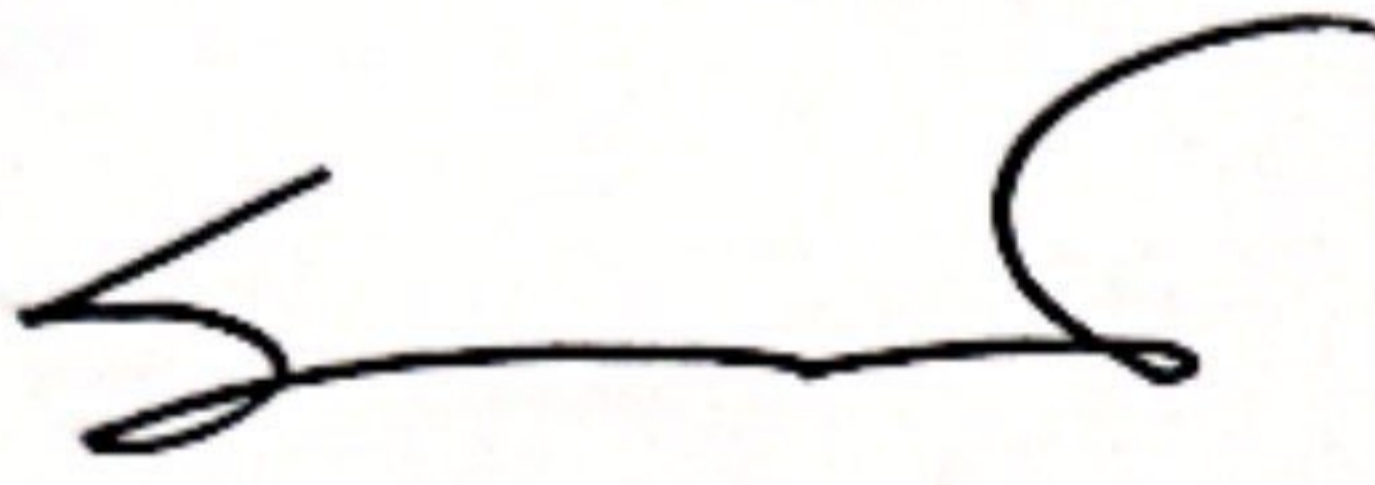
Islamic University of Technology

Student ID: 180061126

## Supervisor Certificate of Acceptance

**Samin Sharar, ID: 180061126** has accomplished an internship from **16 January 2023** to **15 April 2023** according to the regulations for internship for the degree program BBA in Technology Management under the Department of Business and Technology Management of Islamic University of Technology.

**Supervisor's Full Name & Signature:**



---

**S.M. Rakibul Anwar**

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

**Ref:** HR/TM/INT-EL/AIP 2301-31

**Date:** May 11, 2023

**TO WHOM IT MAY CONCERN**

This is to inform all concerned that **Samin Sharar** has successfully completed internship in **Service Assurance Management** department of Banglalink Digital Communications Limited from **January 16, 2023** to **April 15, 2023**.

**Samin Sharar** has demonstrated excellent performance and a very good level of commitment during the internship period at Banglalink.

We wish the incumbent success in future endeavors.

With Regards,



---

**Barru Tahsin**

Talent Acquisition Lead  
Specialist Human Resources &  
Administration  
barru.tahsin@banglalink.net

*Copy to: Personal file*

## Acknowledgment

I would like to express my sincere thanks to Allah Almighty for completing this Report within the given time frame. Pursuant to the requirements for achieving a BBA in Technology Management from the Islamic University of Technology, it is mandatory to participate in an internship program. Therefore, the preparation of this internship report was a crucial undertaking that necessitated the unwavering assistance and cooperation of numerous individuals. This formidable task would have been impossible without their profound expertise and steadfast support.

First of all, I would like to thank the **BTM Department, Islamic University of Technology**, for enlightening me throughout my BBA in Technology Management and **Banglalink Digital Communications Limited** for compelling me as an intern in the Service Assurance Management department. I will be obliged to all the Respectable faculties of the Business and Technology Management department for their highest level of assistance during my university life for the rest of my life. Furthermore, I want to thank Banglalink Digital Communications Ltd. for providing me an exceptional opportunity to gain valuable experience while working in the Service Experience Management Division.

Firstly, I would like to thank my honorable advisor, **S.M. Rakibul Anwar**, Assistant Professor of Islamic University of Technology, for constantly guiding me throughout my internship tenure. I am grateful to my honorable teacher, who always offered her guidance and support whenever I needed direction while preparing this Report. Without her assistance, it would have been impossible for me to complete this task. She provided me with insightful suggestions, enabling me to create an informative and constructive report.

My utmost thankfulness goes to my line manager **Ahmad Sarfaraz Nur**, Service Experience Senior Manager, Service Assurance Management Division at Banglalink Digital Communications Ltd., for providing me an in-depth knowledge, suggestions, and supervision about the daily activities of the passive part of a telecommunication company. From the day I joined, my line manager and team members were amiable, helpful, and encouraging. Lastly, I want to express my appreciation to all the members of the Service Assurance Management Division who provided me with exceptional support during my internship.

I consider myself fortunate for the support of these amazing people, and I enjoyed their company thoroughly while working on the Report.

## Executive Summary

The flowing internship report details my experience and the set of tasks that I have completed during my time as an Advance Internship Program- Banglalink Digital Communications Ltd. in the telecommunication industry of Bangladesh. And the experience discussed here, which I received in the Internship period of 3 months, started on January 16, 2023, and continued until April 15, 2023, in the Service Experience and Management Division. This Opportunity allowed me to enhance my skills and knowledge as well as gave me a first-hand experience in the corporate environment along with the telecommunication industry.

The detailed breakdown of activities dictates the activities and responsibilities I had during the Internship tenure, and further analysis dictates the challenges mentioning how my academic knowledge helped over the internship tenure.

Banglalink Digital Communications Limited is an outstanding and active player in the telecommunication sector of Bangladesh. Its entry into the industry in February 2005 caused a rapid transformation as mobile telephony became an affordable and convenient means of communication for people from all walks of life. I was honored to intern in this telecommunications company's Service Assurance Management department, previously called Sheba Telecom (Pvt.) Limited and is currently the third-biggest cellular operator in Bangladesh.

This internship course allowed me to not only get experience but also provided me with a great opportunity where could demonstrate my capabilities and take my skills to a better level. This experience will be a thrive in building my career and update my skillset further ahead, assisting me to get my dream career fulfilled.



## Table of Contents

<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Declaration.....</b>	<b>iv</b>
<b>Acknowledgment .....</b>	<b>vii</b>
<b>Executive Summary .....</b>	<b>viii</b>
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>1</b>
<b>1. Introduction .....</b>	<b>2</b>
<b>1.1 Background of the Report .....</b>	<b>3</b>
<b>1.2 Origin of the Internship Report.....</b>	<b>3</b>
<b>1.3 Primary Purpose of the Internship Program .....</b>	<b>3</b>
<b>1.4 Objective of the Internship Report.....</b>	<b>4</b>
<b>1.4.1 Generic Objectives: .....</b>	<b>4</b>
<b>1.4.2 Specific Objectives: .....</b>	<b>4</b>
<b>1.5 Methodology .....</b>	<b>5</b>
<b>1.5.1 Data Collection Method:.....</b>	<b>5</b>
1. Primary Data: .....	5
2. Secondary Data: .....	5
a)Observation:.....	5
b)Discussion: .....	5
c)Internet research: .....	5
<b>1.6 Significant .....</b>	<b>6</b>
<b>1.7 Limitations.....</b>	<b>6</b>
<b>CHAPTER 2: COMPANY OVERVIEW .....</b>	<b>7</b>
<b>2.1 Introduction to Banglalink.....</b>	<b>8</b>
<b>2.2 About VEON .....</b>	<b>9</b>
<b>2.3 History .....</b>	<b>9</b>
<b>2.4 Objective .....</b>	<b>11</b>
<b>2.5 Mission &amp; Vision .....</b>	<b>12</b>
<b>2.6 Core Values of Banglalink.....</b>	<b>12</b>
2.6.1 Customer Obsessed.....	12
2.6.2 Collaborative.....	13
2.6.3 Innovative .....	14
2.6.4 Entrepreneurial .....	14
2.6.5 Truthful .....	14
<b>2.7 Banglalink Logo &amp; Slogan .....</b>	<b>15</b>
<b>2.9 Organizational Structure.....</b>	<b>16</b>

<b>2.9.1 Head Office .....</b>	<b>16</b>
<b>2.10 Organizational Development and Employer Branding .....</b>	<b>17</b>
<b>2.11 Marketing Practices of Banglalink .....</b>	<b>18</b>
<b>2.12 Marketing Strategies of Banglalink.....</b>	<b>19</b>
2.12.1 Segmentation: .....	19
2.12.2 Differentiation:.....	19
2.12.3 Branding: .....	19
2.12.4 Partnerships: .....	19
2.12.5 Customer-centricity: .....	19
2.12.6 Innovation: .....	19
<b>2.13 Product and Service Mix .....</b>	<b>20</b>
<b>2.14 Platforms of Banglalink.....</b>	<b>21</b>
<b>2.15 Entry in the Share Market .....</b>	<b>22</b>
<b>2.16 Division of Banglalink.....</b>	<b>23</b>
<b>2.16.1 Technology:.....</b>	<b>23</b>
a)Network Service Management: .....	23
b)Technology Financial Management.....	23
c)Infrastructure Services Management: .....	24
d)Service Assurance Management:.....	24
e)Business Service Management: .....	24
f)Technology Governance & Cyber Security Management:.....	24
<b>2.16.2 Commercial: .....</b>	<b>24</b>
a)Digital Business:.....	24
b)Marketing Operations:.....	24
c)Commercial Strategy & B2B Marketing: .....	24
d)Customer Experience & Service: .....	25
e)Enterprise Business.....	25
<b>2.16.3 Enabler:.....</b>	<b>25</b>
a)Finance: .....	25
b)Human Resources & Administration:.....	25
c)Corporate & Regulatory Affairs: .....	25
d)Legal Affairs & Company Secretariat: .....	25
<b>2.17 Service Assurance Management (SAM).....</b>	<b>26</b>
2.17.1 Service Experience Management (SEM).....	27
2.17.2 Service Performance Management (SPM): .....	28
2.17.3 Service Benchmark & Reporting (SBR):.....	28

2.17.4 Service Operations Center (SOC):.....	28
2.17.5 Site Quality Management (SQM):.....	28
<b>2.18 Organizational Chart of Service Assurance Management.....</b>	<b>30</b>
<b>2.19 PESTEL Analysis .....</b>	<b>31</b>
<b>2.19.1 Political Factors:.....</b>	<b>31</b>
<b>2.19.2 Economic Factors:.....</b>	<b>31</b>
<b>2.19.3 Sociocultural Factors:.....</b>	<b>31</b>
<b>2.19.4 Technological Factors:.....</b>	<b>31</b>
<b>2.19.5 Environmental Factors:.....</b>	<b>31</b>
<b>2.19.6 Legal Factors: .....</b>	<b>31</b>
<b>2.20 SWOT Analysis .....</b>	<b>32</b>
<b>Strengths: .....</b>	<b>33</b>
<b>Weaknesses: .....</b>	<b>33</b>
<b>Opportunities: .....</b>	<b>33</b>
<b>Threats: .....</b>	<b>33</b>
<b>2.21 Porter's Five Forces .....</b>	<b>34</b>
2.21.1 The threat of new entrants: .....	34
2.21.2 Bargaining power of suppliers:.....	34
2.21.3 Bargaining power of buyers:.....	34
2.21.4 The threat of substitutes:.....	34
2.21.5 Rivalry among existing competitors: .....	34
<b>CHAPTER 3: INDUSTRY ANALYSIS.....</b>	<b>35</b>
<b>3.1 Industry Size and Growth Trends.....</b>	<b>36</b>
<b>3.2 Maturity of the Industry.....</b>	<b>36</b>
<b>3.3 Key Factors Affecting Banglalink's Operations and Performance .....</b>	<b>37</b>
3.3.1 Market Trends:.....	37
3.3.2 Competition: .....	37
3.3.3 Regulatory Environment:.....	38
3.3.4 Technological Developments: .....	38
<b>3.4 External Economic Factors and Their Effect on the Industry .....</b>	<b>39</b>
3.4.1 GDP growth:.....	39
3.4.2 Foreign exchange rates: .....	40
3.4.3 Inflation: .....	40
3.4.4 Regulatory environment: .....	40
3.4.5 Technological advancements:.....	40
<b>3.6 Technological Factors .....</b>	<b>41</b>

3.6 Seasonality .....	41
3.7 Contribution of Banglalink in the Telecommunication Industry .....	42
3.8 Industry Competitors.....	44
Grameenphone: .....	44
Robi: .....	44
Teletalk: .....	44
3.9 Key Industry Trends.....	45
3.9.1 Increasing Mobile Phone Penetration: .....	45
3.9.2 Shift Towards 4G and 5G Networks: .....	45
3.9.3 Expansion of Digital Services: .....	45
3.9.4 Increasing Focus on Customer Experience:.....	46
<b>CHAPTER 4: DESCRIPTION OF MAIN DUTIES .....</b>	<b>47</b>
<b>4.1 Internship Information.....</b>	<b>48</b>
<b>4.2 Period, Company, Department and Address.....</b>	<b>48</b>
<b>4.3 Interaction with Company Employees .....</b>	<b>48</b>
<b>4.4 Job Roles and Assigned Tasks .....</b>	<b>49</b>
<b>4.4 Internship Outcomes.....</b>	<b>58</b>
4.4.1 My Contribution to the Company .....	58
4.4.2 What experiences I have gained.....	58
<b>CHAPTER 5: ANALYSIS.....</b>	<b>60</b>
<b>5.1 Company Level Analysis .....</b>	<b>61</b>
Efficient Processes: .....	61
Inefficient Processes: .....	61
<b>5.2 Market Level Analysis .....</b>	<b>62</b>
<b>5.3 Professional Level Analysis .....</b>	<b>63</b>
<b>5.4 Challenges and Risks .....</b>	<b>64</b>
Working with immense data: .....	64
Diversified co-workers:.....	64
Attending various cases: .....	64
Arranging the interview schedule: .....	64
<b>CHAPTER: 6: RECOMMENDATIONS &amp; CONCLUSION .....</b>	<b>65</b>
<b>6.1 Recommendations .....</b>	<b>65</b>
<b>6.2 Conclusions .....</b>	<b>66</b>
<b>References .....</b>	<b>68</b>
<b>Acronyms and Abbreviations .....</b>	<b>69</b>
<b>Appendix .....</b>	<b>70</b>

## Table of Figures

<b>Figure 1: Logo of Banglalink .....</b>	<b>ii</b>
<b>Figure 2: VEON, 2023.....</b>	<b>9</b>
<b>Figure 3: Company Overview .....</b>	<b>11</b>
<b>Figure 4: Core Values of Banglalink.....</b>	<b>13</b>
<b>Figure 5: Logo and Slogan of Banglalink Digital Ltd.....</b>	<b>15</b>
<b>Figure 6: Organizational Structure .....</b>	<b>16</b>
<b>Figure 7: Product/Service Mix .....</b>	<b>20</b>
<b>Figure 8: Platforms of Banglalink .....</b>	<b>22</b>
<b>Figure 9: Division of Banglalink Digital Ltd. ....</b>	<b>23</b>
<b>Figure 10: Service Assurance Management (SAM) Structure.....</b>	<b>27</b>
<b>Figure 11: Service Assurance management Activities.....</b>	<b>29</b>
<b>Figure 12: Organizational Chart of Service Assurance Management .....</b>	<b>30</b>
<b>Figure 13: SWOT Analysis of Banglalink Digital Ltd. ....</b>	<b>32</b>
<b>Figure 14: Telecom Industry Shares of the Competitors.....</b>	<b>39</b>
<b>Figure 15: Banglalink's operating profit grows 5.71%.....</b>	<b>43</b>
<b>Figure 16: CEO of Banglalink .....</b>	<b>50</b>
<b>Figure 17: Daily Technological Trending Report .....</b>	<b>51</b>
<b>Figure 18: Radio Access Network Service Complaint .....</b>	<b>52</b>
<b>Figure 19: Feedback Status .....</b>	<b>52</b>
<b>Figure 20: Weekly Customer Complaint .....</b>	<b>53</b>
<b>Figure 21: Weekly Site Performance Report.....</b>	<b>53</b>
<b>Figure 22: Weekly SLA Achievement .....</b>	<b>54</b>
<b>Figure 23: Measuring Site to CC Distance .....</b>	<b>55</b>
<b>Figure 24: Radio Ticket Comment .....</b>	<b>56</b>
<b>Figure 25: MSC (Mobile Switching Center) Audit and Visit .....</b>	<b>56</b>
<b>Figure 26: BTS (Base Transceiver Station) Audit and Visi - Antenat .....</b>	<b>57</b>
<b>Figure 27: BTS (Base Transceiver Station) Audit and Visit - Rectifier.....</b>	<b>57</b>
<b>Figure 28: Steps of Experiences I have gained .....</b>	<b>58</b>

**CHAPTER: 1**  
**INTRODUCTION**

## 1. Introduction

As part of my Internship Course, I am required to submit a report detailing my experience, analysis, and professional Development in the corporate environment. This Report is a core requirement for completing the internship. As a student of the Department of Business and Technology Management from the Islamic University of Technology, we have to complete a total credit of 150.75 in this four-year undergrad program. And we have nine credits for this internship course. I completed my internship at Banglalink Digital Communications Ltd. this semester to fulfill my graduation process.

I started the Internship on January 16, 2023, which was the 1<sup>st</sup> batch for internship of the following year. And my internship ended on April 15, 2023. I was appointed to the Technology Division. I was given some supportive responsibility with the Core Hub Sites Operation Department, which are responsible for maintaining a continuous power backup to the active part of the network.

Banglalink Digital Communications Ltd. is the third major telecom brand in Bangladesh. It began with a little community, yet now it is one global brand. I worked in the Service Experience Management Division. The Service Experience Management Division mainly works with the Rectifiers, Cooling system, Fire Extinguish, Generators, and Electric connections established to maintain the active net and data connection nationwide.

This Report contains the breakdown of activities and the analysis of the activities. Also, the indication of how my academic knowledge helped in the internship period with the task and responsibilities, helping me to grow in the corporate environment while at the same time contributing to the team and leaving an impact.

This Internship opportunity was not only a course work for me but also a boost in the learning process, allowing me to implement my theoretical knowledge in real-life experience. At the same time, I could gain an understanding of the Telecom Industry and its activities. On the other hand, this was a first-hand experience in the corporate world and an introduction to interacting in the formal world and growing over time with a sense of responsibility, enhancing my skills and capability.

## 1.1 Background of the Report

The author's internship with Banglalink Digital Communication Ltd., a significant telecommunications provider in Bangladesh, served as the basis for this research. The Company's service experience management (SEM) capabilities are the main subject of the Report. Any service-based business, including Banglalink, needs SEM to be successful. This paper demonstrates how Banglalink controls its SEM capabilities and aids businesses in enhancing client loyalty and pleasure. A thorough evaluation of Banglalink's SEM capabilities is included in this information. It consists of the steps used in service experience management, the tools and technologies employed, and the difficulties businesses encounter. In general, this research intends to shed light on Banglalink's SEM and offer suggestions for how the Company may further enhance its customer service to satisfy their requirements and expectations.

## 1.2 Origin of the Internship Report

This internship program requires students to complete a Bachelor's degree in Business and Technology Management. The main goal of this program is to introduce the graduates of the BTM students to the job market and the corporate world. The BTM department aims to expose students to a practical and working world. There is nothing like a practical program, as students are already familiar with the theoretical concepts of the business world. Apply theory to the real world and gain professional experience. Here, the practical grid applies academic knowledge to valuable ideas and experiences.

## 1.3 Primary Purpose of the Internship Program

In this section, I shall discuss about the primary purpose of the internship program. Below I identify the primary objectives:

- Gain experience in a real-world corporate setting.
- Organize detailed information about the job description.
- Learn about the job market.



- Connect theory to experience.
- Completion of BTM program requirements.

The report summarized a three-month internship at Banglalink Digital Communication Ltd. and was prepared following the University's requirements for the Business and Technology Department. It contains information about the Company and its products, as well as information about the industry in which the Company operates.

## **1.4 Objective of the Internship Report**

### **1.4.1 Generic Objectives:**

During the three-month internship, the main goal was to understand the operations of Banglalink's Service Experience Management department and how they work to achieve their objectives. The course may be considered a corporate understudy experience for undergraduate students. The things I did throughout my internship are covered in this report.

This Report aims to demonstrate my comprehension of the work completed and the experience gained during the internship program. It compares activities and learning to determine my learning yield in the organization.

### **1.4.2 Specific Objectives:**

- Outline my duties and responsibilities as an intern.
- To become more knowledgeable about service experience management practically
- To illustrate the Company's overall situation and position in the domestic markets.
- To gain an in-depth understanding of Banglalink's service experience management function.
- To offer suggestions on how the business might improve customer experiences even further.
- I learned details regarding the telecom sector's general operational procedures.

## 1.5 Methodology

In order to give a thorough and insightful analysis of Banglalink, this Report's concept and execution used primary and secondary sources. The research objectives were taken into consideration when choosing the methods and strategies for this study.

### 1.5.1 Data Collection Method:

#### 1. Primary Data:

This Report is compiled using a variety of resources, including annual reports and reports from third parties, first-hand information from managers and supervisors, and my own experiences gained during my internship in Banglalink.

#### Information Sources:

- Official employees of the Company.
- The Diary and notes I maintained throughout the internship period.

#### 2. Secondary Data:

Secondary data was gathered from various periodicals, books, journals, newspapers, and annual reports of businesses. Additionally, I visited multiple websites and annual reports to collect authentic data to create meaningful reports.

##### a) Observation:

During my internship, I closely observed and monitored colleagues, co-workers, superiors, and supervisors at Banglalink to collect relevant information and data.

##### b) Discussion:

During their free time, I had discussions with my colleagues and other individuals working at Banglalink to collect correct and authentic information.

##### c) Internet research:

I collected information from various internet sources, including reports and other relevant details about Banglalink, to provide a detailed understanding of how the organization operates.

## 1.6 Significant

This report is a requirement for completing my academic internship at the Islamic University of Technology (IUT), which in turn is a component of my undergraduate degree in Bachelor of Business Administration in Technology Management (BBA in TM), with the help of my kind line manager, Ahmad Sarfaraz Nur, I hope to graduate with a positive overall grade.

The data included in this report will be beneficial to a number of parties that have access to it, including the stakeholders in the organization and my institution. This Report will include a number of matrices and analyses that will shed light on operational performance and suggest potential improvements or other courses of action that might be applied now or in the future.

## 1.7 Limitations

There were limitations to the information available during the research study due to confidentiality and Privacy concerns. The intern did not have access to every file and work in the organization that other permanent and probationary officers had access to. Additionally, there were several confidential issues that were not shared with the intern. The lack of access to some folders and financial reports limited the scope of the study.

Furthermore, the limited time available to conduct the research study was also a constraint. The topic of the study itself presented certain limitations as not all information was readily available.

# **CHAPTER: 2**

# **COMPANY OVERVIEW**

## 2.1 Introduction to Banglalink



### About Banglalink

Banglalink is a telecommunications organization whose headquarters is situated in Dhaka, Bangladesh. As the third-largest cellular network operator in the country, it provides a range of services, including voice, data, internet, and mobile financial services, to over 40 million subscribers.

Banglalink Digital Communications Ltd. has experienced rapid growth since its establishment. Within a year of its launch, it had acquired 1 million customers within December 2005, and this number had tripled to 3 million by October 2006. This growth trajectory continued, and by 2007 by the month of December, Banglalink surpassed Aktel (which is now become Robi) to evolve into the 2<sup>nd</sup> biggest mobile operator in Bangladesh, with over 71 lakh subscribers.

In a remarkable feat, Banglalink's user base grew by 257% in just one year from December 2005 to December 2006, making it the fastest-growing mobile operator in Bangladesh at the time. In August 2008, Banglalink reached a new milestone of over 10 million subscribers, which made Banglalink 2<sup>nd</sup> largest operator at that time.

In 2011, VimpelCom (now VEON) acquired Orascom Telecom Holdings, making Banglalink part of the VEON group. This acquisition further strengthens the Banglalink's market and provides access to a global network of resources and expertise.

Over the years, Banglalink has grown significantly, expanding its network and range of services to meet the market's evolving needs. The Company launched the 3G service in 2013 and was at the forefront of technology adoption as one of the first carriers to introduce the 4G service in 2018. Banglalink's customer base is also experiencing rapid growth. In February 2023, Banglalink announced that it had reached the milestone of 40 million users in Bangladesh, and its continuous growth in subscribers day-by-day achieved double-digit profit in 2022.

As of August 2021, the subscriber base of Banglalink stands at 36.90 million. Moreover, in February 2023, the Company surpassed the milestone of 40 million active subscribers. Banglalink has established itself as a pioneering telecommunications provider in Bangladesh by introducing innovative services, such as free incoming calls from BTCL for postpaid and prepaid connections. These services have significantly pushed the Company's value, growth and reinforced its leading position in the industry.

## 2.2 About VEON



*Figure 2: VEON, 2023*

VEON is a global telecommunications company headquartered in Amsterdam, Netherlands. They provide voice and data services using traditional and broadband Mobile and fixed technologies across Asia, Africa, and Europe. With a customer base of over 235 million, VEON has become an international telecommunications and technology business that serves more than 10% of the world's population. VEON's customer-centric approach drives their ambition to provide the digital world to each customer, create services that bring opportunities, and help them lead enriched lives. They draw inspiration from their heritage as a technology pioneer and strive to serve their customers through innovations and ideas captured via their global hubs.

## 2.3 History

In 1989, Sheba Telecom (Pvt.) Ltd. was licensed to operate in 199 Upazilla rural areas of Bangladesh. Later, in November 1996, the Company was granted a national GSM license for 15 years, enabling it to extend its cellular and cellular radio services. Sheba initiated operations in the fourth quarter of 1997 as a Bangladesh-Malaysia joint venture company.

However, in July 2004, reports surfaced that Egyptian company Orascom Telecom was buying Malaysia's Sheba Telecom in a secret deal worth \$25 million. This is because Sheba has not been able to realize its full business potential due to lengthy disputes between its Malaysian and Bangladeshi partners. A joint venture agreement between two partners means that if one sells its shares, the other has the right to buy the shares first, which could lead to talks.

The acquisition of Sheba Telecom (Pvt.) Limited by Orascom Telecom Holdings was a complex process that involved several steps. To kickstart the deal, Integrated Services Ltd. (ISL), the Bangladeshi partner, purchased shares worth \$15 million from Malaysia's Technology Resources Industries. Additionally, ISL cleared Sheba's debts by paying \$10 million to Standard Chartered Bank. After the preliminary steps, Orascom Telecom Holdings acquired all of Sheba Telecom (Pvt.) Limited's shares for \$60 million in September 2004, thereby completing the acquisition.

Following the acquisition of Sheba Telecom (Pvt.) Limited, the Company underwent a major transformation, rebranding itself as "Banglalink" and launching its services on February 10, 2005. This move was aimed at repositioning the Company in the highly competitive telecommunications market in Bangladesh. In March 2008, the Company changed its name once again, this time to Orascom Telecom Bangladesh Limited, to align itself with its parent company. However, the Company's name changed again in July 2013, following an ownership restructuring, to Banglalink Digital Communications Ltd., underlining the Company's commitment to digital innovation and transformation.

Banglalink's main office, also known as its headquarters, is situated in Tiger's Den, House 4 (SWH), Bir Uttam Mir Shawkat Sharak, Gulshan 1, Dhaka 1212, Bangladesh. This central hub houses the key decision-makers and various departments responsible for the Company's smooth operations, strategic Development, and overall business management. The main office plays a crucial role in overseeing the Company's performance and driving growth in the telecommunications market. As for the number of employees, Banglalink has over 3,000 employees working across various departments and offices.

## 2.4 Objective

The main objective of Banglalink is to provide high-quality and affordable mobile telecommunication services to customers in Bangladesh. The Company is dedicated to providing cutting-edge products along with services while upholding a high degree of client satisfaction in order to meet evolving customer needs. Banglalink also seeks to maintain its position as the country's leading telecom operator by investing in network infrastructure and expanding coverage to reach more customers in both urban and rural areas.

<b>Type</b>	<b>Subsidiary</b>
<b>Industry Type</b>	<b>Tele-communications</b>
<b>Founded</b>	<b>2006</b>
<b>Headquarters</b>	<b>House 4, Tiger's Den, (Banglalink's Headquarters), SW Bir Uttam Mir Shawkat Sarak, Dhaka 1212</b>
<b>Area Served</b>	<b>Bangladesh</b>
<b>CEO</b>	<b>Erik Aas</b>
<b>Number of Employees</b>	<b>Over 3,000 employees working across various departments and offices</b>
<b>Divisions of Banglalink</b>	<ol style="list-style-type: none"> <li><b>1. Technology:</b></li> <li><b>2. Commercial</b></li> <li><b>3. Enabler</b></li> </ol>
<b>Products</b>	<b>SIM, Mobile, 3G, 4G, SMS, Call, Toffee, Banglaflix, Applink, Ennovators, BoiGhor, OrangeClub</b>
<b>Parents</b>	<b>Veon Telecommunications Company Ltd.</b>
<b>Website</b>	<b><a href="http://www.banglalink.net">www.banglalink.net</a></b>

*Figure 3: Company Overview*



## 2.5 Mission & Vision

### Mission

To provide high-quality and affordable mobile telecommunications services to its customers while contributing to developing the communities it serves.

### Vision

To become Bangladesh's leading digital communications company, providing innovative and customer-centric services that empower people to stay connected and thrive in a digital world. The Company aims to achieve this through continuous improvement and investment in its network infrastructure and human resources.

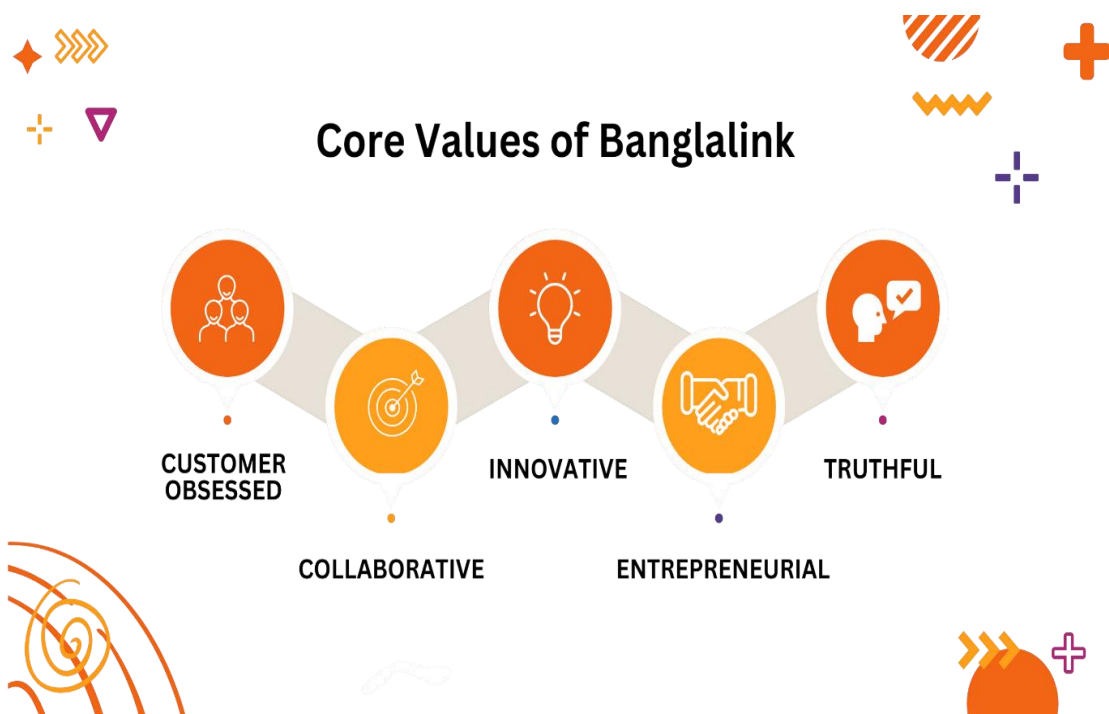
## 2.6 Core Values of Banglalink

Banglalink's core values revolve around our commitment to customer satisfaction, collaboration, innovation, entrepreneurship, and integrity. This customer-centric approach influences their decision-making since they seek to comprehend and cater to their consumers' demands. Banglalink values teamwork and recognizes the importance of a strongly cohesive team to achieve success. They are continually developing and working to provide their clients with fresh, fascinating items. Banglalink is fostering a mindset of ownership among its employees who regard the Company's responsibilities as their own. The Company values honesty and integrity and is committed to applying these principles to all aspects of its work.

### 2.6.1 Customer Obsessed

- Banglalink's heart of operations lies a strong focus on the customer. They place great emphasis on understanding and meeting their customers' needs, believing that their success depends on customer satisfaction (Banglalink, 2015).
- Banglalink recognizes that tough decisions can be made more accessible when they prioritize the best interests of their customers. This customer-centric approach guides their decision-making process and informs their overall business strategy (Banglalink, 2015).

- Banglalink's commitment to serving its customers is evident in the innovations and services they offer. Each of these initiatives is designed with the specific needs of their customers in mind, highlighting their dedication to delivering value and enhancing the customer experience.



*Figure 4: Core Values of Banglalink*

### 2.6.2 Collaborative

- Banglalink contributes excellent importance to bringing individuals together who share a common goal of providing exceptional customer service (Banglalink, 2017).
- They highly value teamwork and ensure everyone's time is respected to maintain a positive work environment (Banglalink, 2017).
- The Company is confident in its team's abilities and recognizes the importance of a solid and cohesive unit in achieving success (Banglalink, 2017).

### 2.6.3 Innovative

- Banglalink relentlessly pursues innovation, continuously striving to provide new and exciting offerings to their customers through its dynamic and innovative employees (Banglalink, 2015).
- They are not afraid to take risks and love to explore new opportunities and experiences.
- Banglalink strongly emphasizes developing new products and services in a timely manner for its customers and stakeholders (Banglalink, 2015).
- They continuously seek to improve their operations and stay ahead of their competitors by creating new and innovative approaches.

### 2.6.4 Entrepreneurial

- Banglalink fosters an ownership mentality among its employees, who view the Company's responsibilities as their own.
- The workforce at Banglalink is known for its dynamism and innovation. They do not fear failure and believe that the lessons learned from failures will eventually lead them to the highest levels of success (Banglalink, 2015).
- When things go wrong, they don't engage in the blame game but focus on finding solutions to problems. Collaboration with different parties is a key approach they take to achieve better results.
- Teamwork is also critical in Banglalink's success today, as they work together to achieve their goals (Banglalink, 2015).

### 2.6.5 Truthful

- Banglalink places a high value on honesty and integrity, and they strive to apply these principles to all aspects of their work, both internally and externally (Banglalink, 2015).
- When they make mistakes, Banglalink takes accountability and works to rectify the situation. They also strive to fulfill their commitments to their customers and stakeholders.
- Because they are committed to conducting business in an honest and responsible manner, maintaining ethical standards in all aspects of their business is a priority (Banglalink, 2015).

## 2.7 Banglalink Logo & Slogan



*Figure 5: Logo and Slogan of Banglalink Digital Ltd.*

Banglalink's slogan, '**Start something new,**' embodies the Company's core objective of empowering customers by providing them with accessible and affordable communications to start their digital journey.

Banglalink is a telecommunications company based in Bangladesh, and its logo is a square or cube filled with the stripes of a tiger, the national animal of Bangladesh. The tagline associated with the logo is "Start Something New."

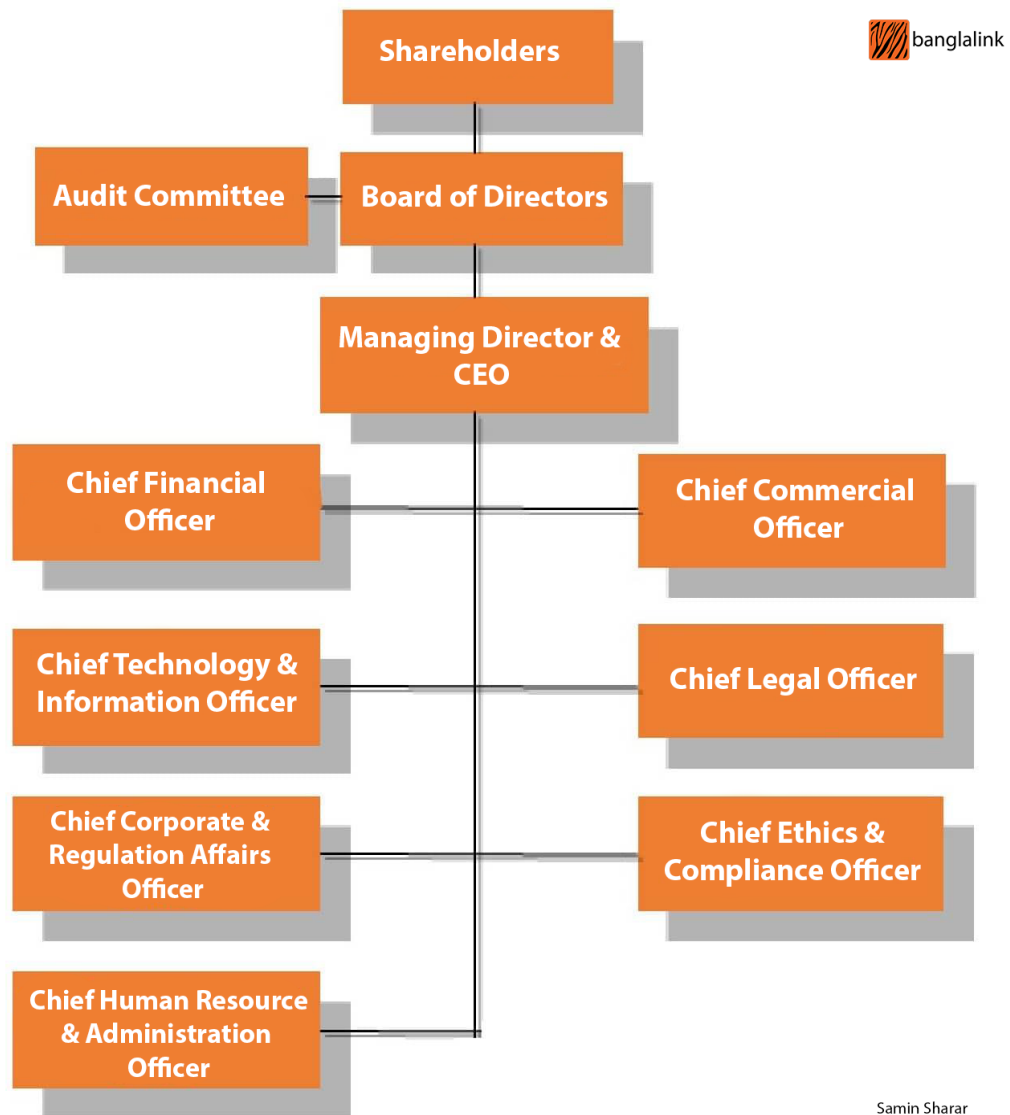
The tiger symbolizes Bangladesh's strength, power, and agility and is a source of national pride. The logo stripes represent tiger fur and are positioned in such a way as to create an abstract representation of the signal. This indicates that the Company is focused on telecommunications.

The catchphrase "Start something new" urges clients to take control of their lives and pursue new opportunities. It reflects the Company's commitment to empowering its customers and giving them the tools they need to succeed.

Overall, the logo and catchphrase aim to communicate power, innovation, and a positive mindset. They reflect the Company's commitment to helping its customers succeed in a fast-paced world.

## 2.9 Organizational Structure

It is important that we learn about the organizational hierarchy of Banglalink, which is demonstrated by the infographic diagram below:



*Figure 6: Organizational Structure*

### 2.9.1 Head Office

Banglalink Digital Communication Ltd. Conducts all of its operational activities from Corporate Office located at Tiger's Den, Gulshan-1 near Police Plaza in Dhaka.

The address is:

**Banglalink Head Office, Tigers' Den, House # SW(G)3, Gulshan Avenue, Dhaka – 1212, Bangladesh.**

## 2.10 Organizational Development and Employer Branding

Organizational development is the intentional and systematic modification of employee behavior or values in order to promote overall growth within a business or organization. Unlike normal business operations and workflow improvements, we follow a defined process that management explains to all employees.

Organizational Development (OD) and Employer Branding are two critical components of any organization's success. In the case of Banglalink, these two aspects play a vital role in shaping the Company's culture, values, and reputation.

Organizational Development is the process of improving organizational effectiveness and facilitating change. It involves identifying areas for improvement, implementing strategies to address them, and evaluating the outcomes. At BanglaLink, Organizational Development assists the business in enhancing its processes, maximizing its resources, and raising overall performance. Banglalink can maintain its competitiveness in the market and adjust to the various requirements of its consumers by fostering a culture of constant development. Employers decide how to present their company in a way that appeals to potential employees. Creating and marketing the company's values, culture, and benefits is part of this, as is providing the organization's other ideal perceptions as an employer. Employer's branding helps Bangladeshi businesses to adopt and retain quality talent.

Banglalink can be an attractive choice for future employees by offering incentives, benefits and promotion opportunities. To create an active business culture and reputation, you need a strong connection with your organization's development employer's branding. By aligning its organizational development plan with the company's recruitment objectives, BanglaLink is able to create a remarkable and attractive workplace environment for attracting and retaining top talent. This tactic helps you improve your performance and maintain your position in the market while developing a solid, long-term corporate culture. In conclusion, organizational development and employer branding are two important aspects of Banglalink's success. Focusing on these aspects strengthens operations, uses resources more efficiently, attracts and retains quality people, and promotes a positive workplace environment. This policy helps Banglalink to grow its business speedily. Banglalink always cares about improving these policies and increasing the development and branding.

## 2.11 Marketing Practices of Banglalink

Banglalink uses a variety of marketing techniques to promote its products and services. The main marketing tactics used by Banglalink are:

2.11.1 Advertising: Banglalink advertises their goods and services using a range of marketing techniques. Some of the most crucial marketing techniques used by Banglalink to advertise their products and services are television, radio, and the internet.

2.11.2 Sponsorship: To raise brand recognition and attract a larger audience, Banglalink sponsors a variety of events in Bangladesh's Cox's Bazar Sea Beach. For instance, it's possible that the business formerly sponsored Bangladesh's cricket team.

2.11.3 Product Development: Banglalink is constantly developing new products and services to meet the changing needs of consumers. For example, the company has launched several voice packages, data packages and value-added services to increase the demand for mobile data in Bangladesh.

2.11.4 Promotions: Banglalink provides its clients with a range of offers and discounts, including no-cost data, more minutes, and discounted call rates. These promotions aid in both gaining new consumers and keeping current ones.

2.11.5 Customer Service: Banglalink provides a variety of ways for customer to contact them, including their dedicated hotline, online chat support, and social media, because Banglalink provides great value to their excellent customer service. Banglalink believes that “Customer first.”

2.11.6 Social Media: Banglalink works hard to be active on websites like Facebook, Twitter, and Instagram. Businesses utilize these channels to interact with consumers, advertise goods and services, and address customer complaints.

In order to advertise its goods and services and hold onto its place in the very competitive Bangladeshi telecoms market with regard to its clients, Banglalink often employs conventional digital marketing strategies. The marketing tactics of Banglalink are greatly influenced by the use of marketing techniques. It acts as a cornerstone in the creation of the company's marketing initiatives.

## 2.12 Marketing Strategies of Banglalink

Banglalink employs multiple marketing techniques to reach its company objectives. Here are some of the primary methods utilized by Banglalink:

2.12.1 Segmentation: Banglalink classifies the market into different groups according to a number of variables including age, wealth and usage patterns. Companies then tailor their products, services, and marketing messages for each category to maximize visibility and effectiveness.

2.12.2 Differentiation: By offering unique products, services and features, Banglalink differentiates itself from its competitors. For example, it provides value-added services such as music streaming or movies on demand, which are not offered by other telecom operators in Bangladesh.

2.12.3 Branding: Banglalink focused its branding efforts to create a unique brand identity to communicate with its target audience. To attract young customers, the company uses eye-catching phrases and colorful motifs in its advertising.

2.12.4 Partnerships: Banglalink will collaborate with a variety of companies, including shipping services and e-commerce platforms, to grow its clientele and provide current clients new perks.

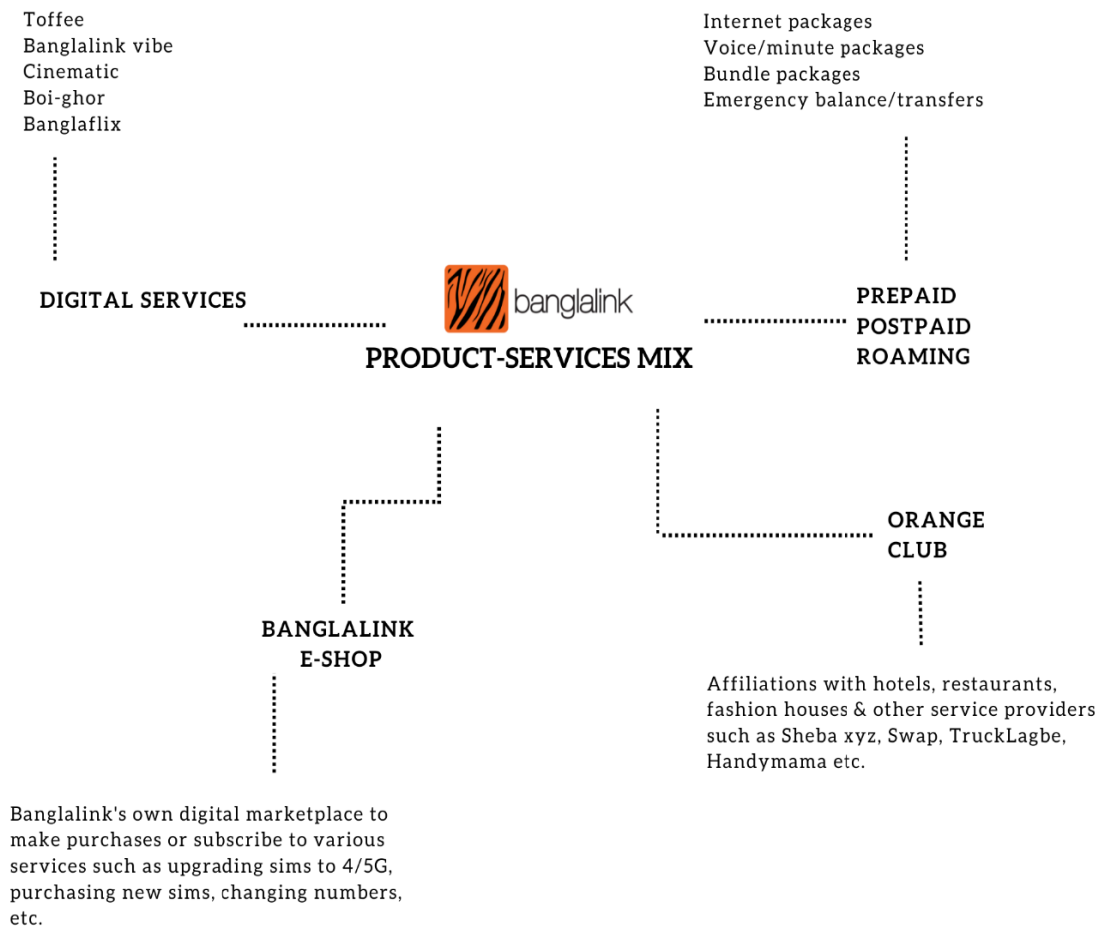
2.12.5 Customer-centricity: Banglalink will collaborate with a variety of companies, including shipping services and e-commerce platforms, to grow its clientele and provide current clients new perks. Banglalink always priorities customer and focus all the products and services which are customer-centric.

2.12.6 Innovation: To ensure competitiveness, Banglalink frequently develops new products and services. The company was the first telecom company to offer 3G and 4G services in Bangladesh and continuously invests in advanced technology to improve its products.

In order to keep its position as the top telecom provider in Bangladesh, Banglalink employs a variety of strategies. Segmentation, differentiation, branding, partnerships, customer centricity, and innovation are all necessary to accomplish marketing strategies goals.





## 2.13 Product and Service Mix



*Figure 7: Product/Service Mix*

In Bangladesh, Banglalink is a well-known provider of telecom services. Prepaid and postpaid plans, roaming services, Orange Club, Banglalink eShop, and some digital services such as Toffee, Boi-Ghor, Cinematic, Banglafx, and Banglalink Vibe are different services and offers of Banglalink to its customers from where they can choose from.

- 
 Banglalink has major two types of package service. They are Prepaid and Postpaid. Prepaid service are mainly offer for the youth people and this is very popular to everyone.
- 
 Postpaid service also popular for the enterprise people. From basic to premium their plan provide a wide selection of voice and internet option. Even our pay-as-you-go plans include convenient payment options in addition to cutting-edge phone and Internet services..

- The roaming service provided by Banglalink enables its customers to stay connected with their loved ones while traveling abroad. The Company has partnered with several international operators to offer affordable roaming services to its customers.
- Banglalink's loyalty program, Orange Club, offers prizes to users of its services. Members of the Orange Club enjoy exclusive discounts, deals, and benefits on a wide variety of goods and services.
- Banglalink eShop is an online shopping platform that allows customers to buy smartphones, gadgets, and other accessories easily. The eShop offers a wide range of products from renowned brands, and customers can choose to pay through different payment methods.

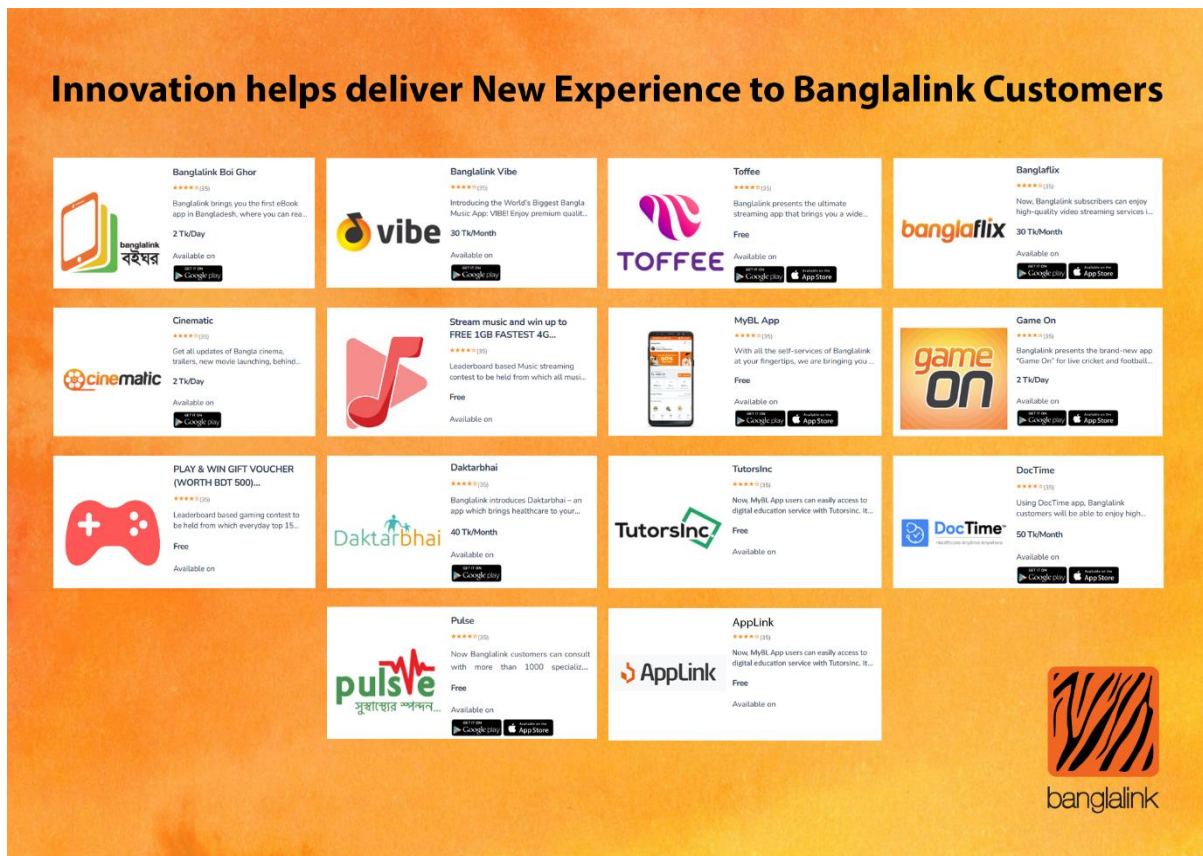
Banglalink provides Toffee, Boi-Ghor, Cinematic, Banglaflix, and Banglalink Vibe as additional digital services. On the Toffee platform, you may view Bangla movies, plays, and web series. A substantial selection of Bangla novels is available through online retailer Boi-Ghor. Both the subscription-based video streaming service Banglaflix and the online movie provider Cinematic provide a sizable selection of Bangla films, plays, and web series. Users of the Banglalink Vibe entertainment app get access to games, music, TV, and other multimedia content.

Overall, Banglalink's product/service mix caters to the diverse needs of its customers and aims to offer them an exceptional customer experience.

## **2.14 Platforms of Banglalink**

Banglalink has created numerous platforms to meet the different demands and interests of its clients. Some of these platforms are:

Among the digital platforms and mobile apps developed by Banglalink are BoiGhor, Toffee, AppLink, BanglaFlix, Banglalink Vibe, Cinematics, Game On, MyBL App, Stream Music, DocTime, Pulse, DactarBhai, and Tutorsinc. These services include entertainment, health management, education, and more. These platforms are designed to provide a convenient and hassle-free experience for customers, making it easy to access and manage services from anywhere.



*Figure 8: Platforms of Banglalink*

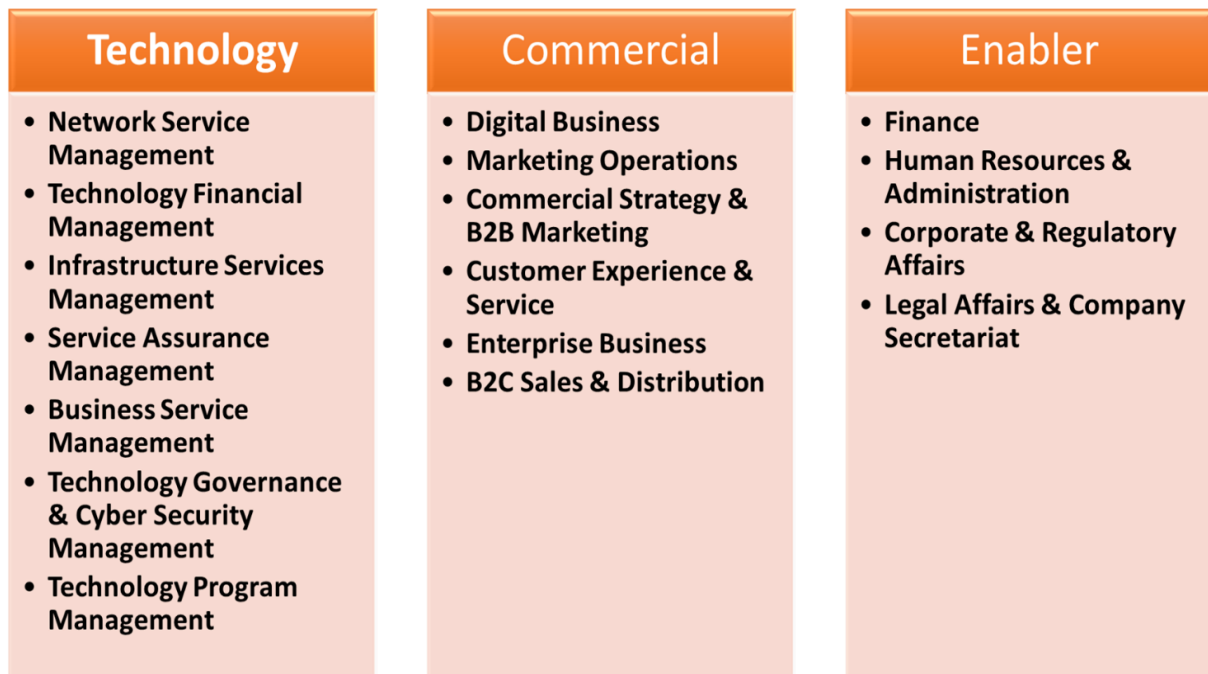
## 2.15 Entry in the Share Market

Banglalink Digital Communications Limited, the third largest telecommunications company in Bangladesh, plans to raise Tk 900 crore through an initial public offering (IPO) on the stock exchange. Once listed, the company will have the largest paid-up capital in the stock market as it plans to sell 10% of its shares in that market at par value of Tk 10. The third international telecom services provider to list on the Bangladesh Stock Exchange will be Banglalink. The company, which is 100% owned by Malta-based Telecom Ventures Ltd., announced a 12.1% increase in revenue in 2022 and a milestone of 40 million users. Bangladesh Securities and Exchange Commission officials are willing to work with the company despite some warning signs about the company's financial strength that need to be addressed.

## 2.16 Division of Banglalink

Banglalink is divided into three main divisions, each with its own set of responsibilities and working on various floors of the corporate office.

1. Technology:
2. Commercial
3. Enabler



*Figure 9: Division of Banglalink Digital Ltd.*

### 2.16.1 Technology:

The Technology division at Banglalink is responsible for managing and maintaining the Company's network infrastructure and services. This division is divided into six sub-divisions:

a) **Network Service Management:**

This sub-division manages Banglalink's network services. It ensures the network runs smoothly and all customer services are available to the subscribers.

b) **Technology Financial Management:**

This sub-division manages the financial resources allocated for technology-related activities. It ensures that the budget is distributed efficiently and used effectively.

c) **Infrastructure Services Management:**

The department's management team builds, deploys, and manages the company's IT infrastructure. Includes data centers, servers, storage and other related systems.

d) **Service Assurance Management:**

The management and oversight of Banglalink's service quality falls within the purview of this department. They make certain that the services adhere to both company guidelines and client expectations.

e) **Business Service Management:**

This division's goal is to oversee and maintain the caliber of Bangladesh's commercial services while also upholding corporate standards and client expectations.

f) **Technology Governance & Cyber Security Management:**

The purpose of this department is to make sure that the IT services and infrastructure of the organization meet the necessary cybersecurity standards.

### 2.16.2 Commercial:

The Commercial division of Banglalink is in charge of the business's commercial operations. It is further divided into five subcategories:

a) **Digital Business:**

The company's digital strategy is created and carried out by this division. Its major goal is to make sure that all digital platforms and services are developed and implemented effectively.

b) **Marketing Operations:**

Responsible for brand management, advertising, promotion and event management, this department is responsible for our marketing efforts. This is one of the active departments in Banglalink.

c) **Commercial Strategy & B2B Marketing:**

The Company's commercial strategy is developed and put into action by this division. Pricing, sales strategy, and B2B marketing are all part of it.

d) **Customer Experience & Service:**

This department is responsible for managing the subscriber experience and ensuring that subscribers have easy access to all available customer service channels.

e) **Enterprise Business:**

The Enterprise Business Division of Banglalink is managed by this division. Their major objective is to collaborate closely with their business clients to offer solutions that are especially suited to their requirements.

### 2.16.3 Enabler:

Banglalink's Enabler division offers support services to other divisions, and it consists of three sub-divisions:

a) **Finance:**

The task of managing the Company's financial resources falls under this sub-division. It involves financial planning, accounting, and reporting.

b) **Human Resources & Administration:**

This sub-division manages the Company's human resources and administrative activities. It includes recruitment, training, compensation, and benefits.

c) **Corporate & Regulatory Affairs:**

This department is responsible for the Company's interactions with regulatory agencies and other interested parties. Their duties involve ensuring that the Company adheres to all regulatory guidelines and overseeing public relations efforts.

d) **Legal Affairs & Company Secretariat:**

The legal affairs of the Company are managed by this sub-division, which also offers legal support to other divisions. This involves handling contracts, resolving disputes, and ensuring legal compliance.

So that each person may deal with their particular departmental crisis on their own, I worked as an intern in **Service Experience Management** in the **Technology Division**.

The development, management, and planning of the Company's telecommunications network and IT infrastructure are all responsibilities of the Banglalink Technology Department. This includes building and maintaining network infrastructure, such as cell towers and base stations, and developing new technologies and services.

In addition to ensuring our networks are secure and reliable, our technical department is responsible for implementing tremendous recovery and business continuity strategies. This department works closely with other departments to ensure the organization's IT infrastructure aligns with the most important business goals and objectives. It related with the network infrastructure and always maintenance the continuous uninterrupted network all over Bangladesh.

Some of the key responsibilities of the Technology division include:

- Developing and maintaining the Company's telecommunications network infrastructure
- Developing new technologies and services
- Assuring the network's trustworthiness and safety
- Putting disaster recovery and business continuity strategies into action
- Aligning technology with corporate aims and purposes through working with other sites.

## **2.17 Service Assurance Management (SAM)**

Service Assurance Management (SAM) department in a telecom company is responsible for ensuring that customers have a positive experience when using the Company's services. This includes everything from network coverage and quality to customer service interactions and billing processes. SAM departments typically work closely with other departments, such as network operations, customer service, and marketing, to identify areas for improvement and implement changes to enhance the overall customer experience.

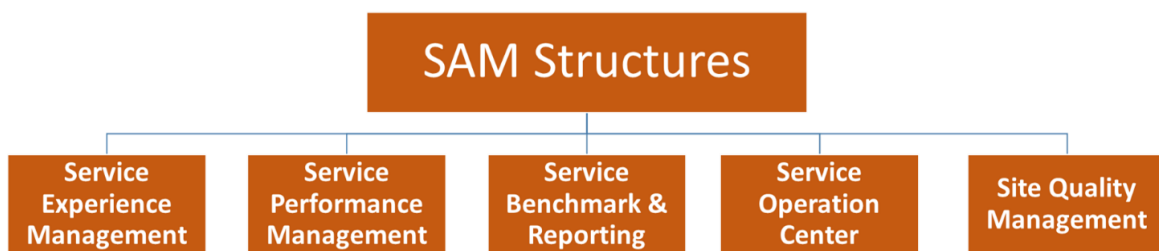
In Banglalink, the SAM department is responsible for tasks such as monitoring and analyzing customer feedback and complaints, identifying trends and issues, collaborating with other

departments to address those issues, and implementing initiatives to improve service quality and customer satisfaction. They may also design and implement customer service training programs for frontline employees to enhance customer interactions.

Overall, the goal of a SAM department is to ensure that customers have a positive experience with the Company's services and to improve that experience over time continuously.

Along with the various performance analysis I shall be doing throughout this Report, there will be an emphasis on other departments/functions of Banglalink Digital. Under the Service Assurance Management division, there are five other fully-fledged departments –

- Service Experience Management (SEM)
- Service Performance Management (SPM)
- Service Benchmark & Reporting (SBR)
- Service Operations Center (SOC)
- Site Quality Management (SQM)



*Figure 10: Service Assurance Management (SAM) Structure*

Service Assurance Management (SAM) is a department in Banglalink responsible for ensuring the quality of services provided to the customers. It comprises several sub-departments, including:

### **2.17.1 Service Experience Management (SEM):**

This department is responsible for monitoring and improving the customer experience with Banglalink's services. It collects customer feedback, conducts surveys, and analyzes data to identify areas for improvement and implement solutions.



### **2.17.2 Service Performance Management (SPM):**

This department monitors the performance of Banglalink's services and ensures that they meet the Company's standards and objectives. It tracks network performance, service availability, and service quality to identify issues and take corrective actions.

### **2.17.3 Service Benchmark & Reporting (SBR):**

This department benchmarks Banglalink's services against industry standards and competitors to identify areas where the Company can improve. It also produces regular reports on the Company's service performance to senior management and stakeholders.

### **2.17.4 Service Operations Center (SOC):**

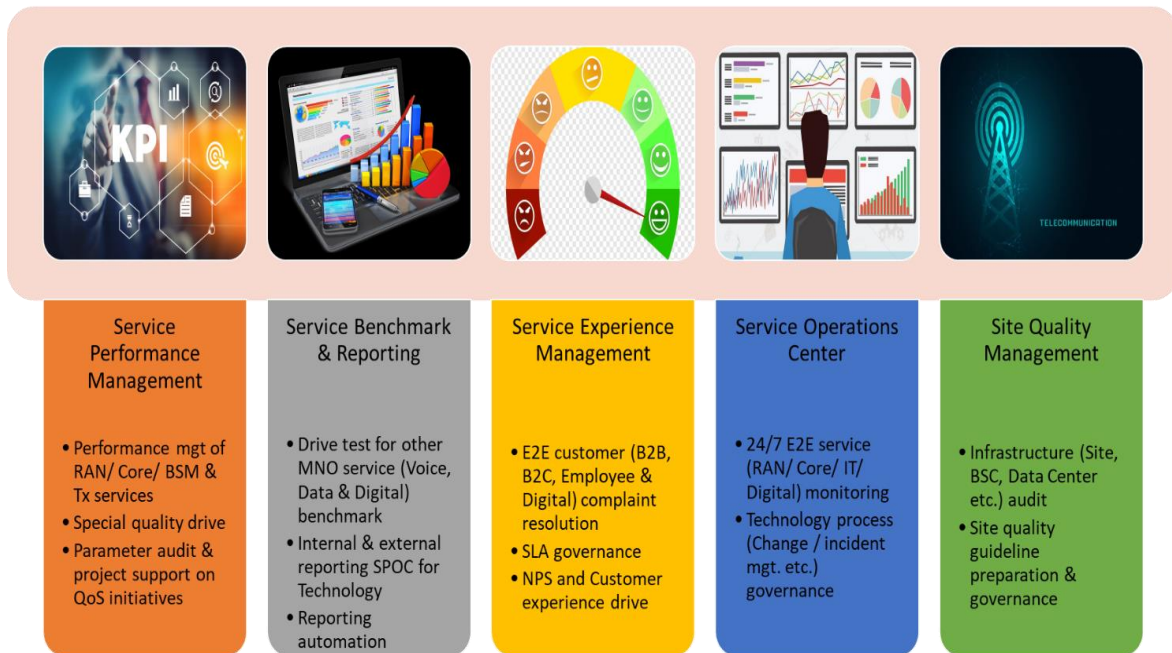
This department is responsible for managing and monitoring the network infrastructure and service platforms that support Banglalink's services. It proactively identifies and resolves issues to ensure service continuity and minimize customer impact.

### **2.17.5 Site Quality Management (SQM):**

This department ensures the quality of Banglalink's physical infrastructure, including cell sites, transmission equipment, and power systems. It conducts regular site audits and maintenance activities to ensure that the infrastructure is operating at optimal levels.

Overall, the SAM department plays a critical role in ensuring that Banglalink's services meet or exceed customer expectations and that the Company remains competitive in the market.

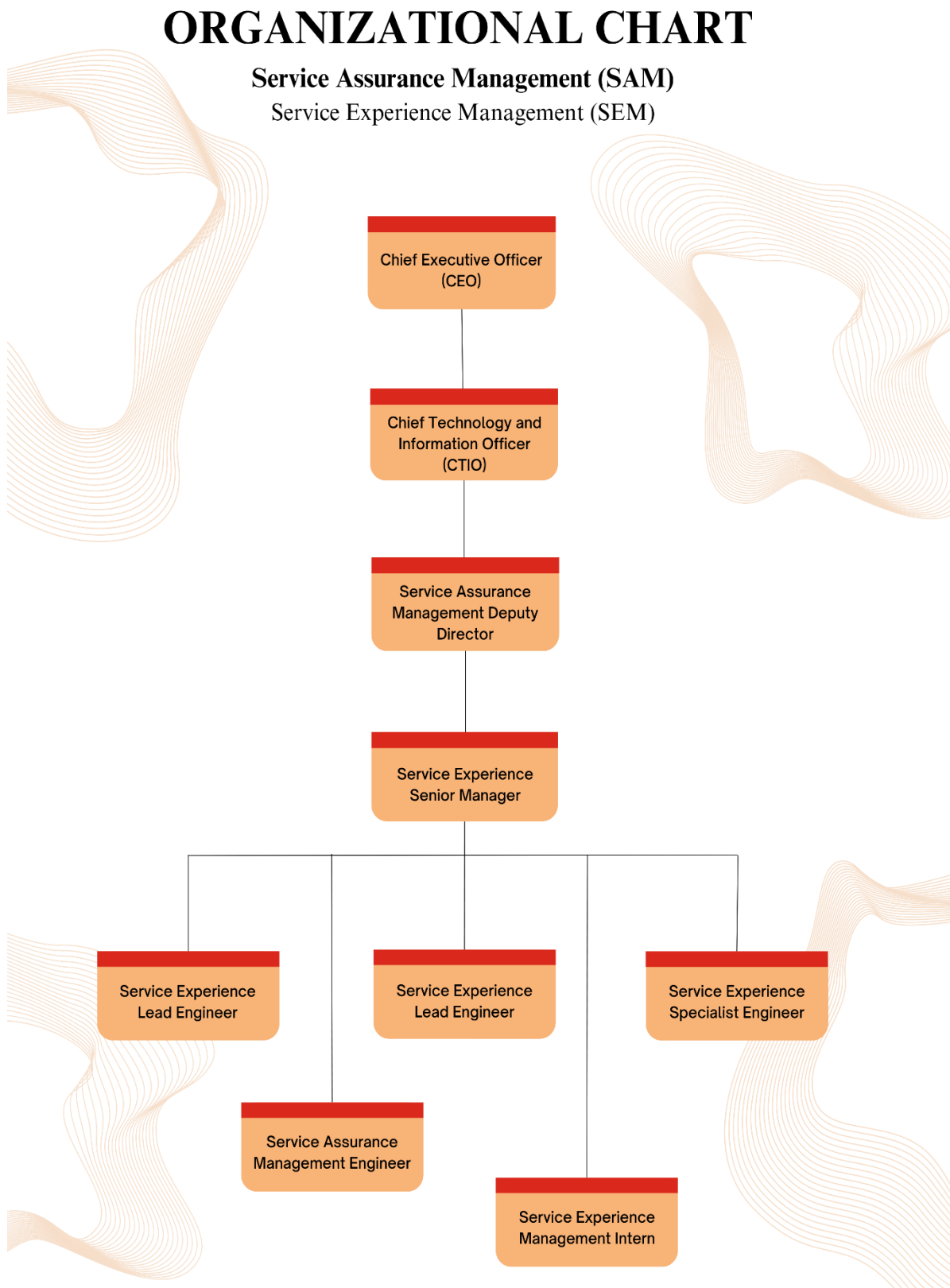
## SERVICE ASSURANCE MANAGEMENT ACTIVITIES



*Figure 11: Service Assurance management Activities*

I was given a position in the **Service Experience Management (SEM)** Team for the Advance Internship Program. Therefore, all of my activities and duties directly impacted the reporting processes. In a metaphor, my reporting team is like the engine that maintains the fluid (network coverage) flowing through the systems, ensuring that the Company can travel farther without interruptions.

## 2.18 Organizational Chart of Service Assurance Management



*Figure 12: Organizational Chart of Service Assurance Management*

## 2.19 PESTEL Analysis

PESTEL analysis is a methodology for examining the macroenvironmental elements that might influence a firm. Following is a quick explanation of each aspect as it relates to Banglalink:

### 2.19.1 Political Factors:

- ❑ Policies and regulations made by the Government related to telecommunications can affect Banglalink's operations and profitability.
- ❑ Business activities may be affected by political upheaval or domestic instability.

### 2.19.2 Economic Factors:

- ❑ Exchange rate fluctuations can affect the profitability of the business.
- ❑ A country's economic growth and stability can affect consumer spending and demand for telecommunications services.

### 2.19.3 Sociocultural Factors:

- ❑ Banglalink should consider the cultural norms and values of the target market when developing products and services.
- ❑ Changes in consumer behavior, such as increased demand for mobile data, can also impact the Company's strategy.

### 2.19.4 Technological Factors:

- ❑ Banglalink can enhance its products and services by leveraging rapid technological advancements.
- ❑ The company should adapt with the latest technology to stay competitive in the market because advance technology could attract more customer to use their network.

### 2.19.5 Environmental Factors:

- ❑ The telecommunications industry can significantly impact the environment, and Banglalink must consider ways to minimize its environmental footprint.

### 2.19.6 Legal Factors:

- ❑ The Company must comply with various laws and regulations related to the telecommunications industry, such as Data Privacy and Security Regulations.
- ❑ Changes in laws and regulations can also impact the Company's operations and profitability.

## 2.20 SWOT Analysis



Samin Sharar

*Figure 13: SWOT Analysis of Banglalink Digital Ltd.*

In a SWOT analysis, marketing tactics, and projects are evaluated as a whole or by a specific department in order to determine a company's strengths, weaknesses, opportunities, and threats.

Overall, it assists a company in making a better decision and achieving more success in its overall endeavors. The SWOT analysis of Banglalink Communication has been given below:

### **Strengths:**

- Banglalink provides a low-cost service among all other operators in Bangladesh.
- Banglalink provides the fastest 4G network in Bangladesh. It has won 3 times Oklaa award for Bangladesh's fastest 4G network.
- Banglalink has a competitive advantage by providing affordable subscriptions.

### **Weaknesses:**

- Banglalink still couldn't complete the low sub-urban and rural area coverage.
- Nowadays, apps can provide all the operator's services, but Banglalink still can't make their MyBL app smooth and user-friendly to all.

### **Opportunities:**

- There are scopes for more contractual activities to get quick customer service, like making the CCD more diversified and valuable to the customer.
- Banglalink could make fast adaption to upcoming technologies and user maneuvers.
- Several areas are still untouched. Banglalink could target those areas.

### **Threats:**

- Other competitors could easily take over Banglalink's strong zone if Banglalink couldn't provide better service than competitors.
- Late adaption to new technologies. Banglalink started VoLTE service at the last of two other private operators.
- In today's world, Inflation increases daily so economic conditions could impact profit.

Therefore, Banglalink Digital Communication Ltd. still has a huge opportunity to grow and capture the majority share of the market in the coming years. The Company has encountered numerous obstacles and setbacks during its course to reach its current position.

## 2.21 Porter's Five Forces

An analysis of Porter's Five Forces for Banglalink:

### 2.21.1 The threat of new entrants:

The telecommunications industry in Bangladesh is already quite competitive, with multiple providers already operating in the market. However, new entrants are still possible, which could impact the profitability of existing companies, including Banglalink.

### 2.21.2 Bargaining power of suppliers:

Banglalink relies on suppliers for various inputs, such as equipment and infrastructure; thus, the bargaining power of these suppliers is an essential factor to consider. However, since Banglalink is a relatively large player in the market, it likely has some bargaining power when negotiating prices with suppliers.

### 2.21.3 Bargaining power of buyers:

In the telecommunications industry, customers have significant bargaining power, as many providers offer similar products and services. Banglalink must remain competitive in pricing, quality, and customer service to retain and attract customers.

### 2.21.4 The threat of substitutes:

While there are substitutes for some telecom services (such as messaging apps instead of SMS), there are few for voice and data services. However, Banglalink must remain aware of potential substitutes and ensure its services remain competitive.

### 2.21.5 Rivalry among existing competitors:

The telecommunications industry in Bangladesh is highly competitive, with several providers offering similar services. This can lead to intense price competition and pressure on profit margins for all players in the market, including Banglalink.

Overall, Banglalink must continue to monitor and adapt to changes in the industry to remain competitive and maintain profitability.

# **CHAPTER: 3**

# **INDUSTRY ANALYSIS**



### 3.1 Industry Size and Growth Trends

Banglalink is one of the leading telecommunications companies in Bangladesh, and it operates in a highly competitive industry. As of 2023, the Company has a subscriber base of over 42.1 million, making it the third-largest mobile network operator in the country.

In terms of market share, Banglalink holds around 26% of the total mobile phone subscribers in Bangladesh. Banglalink reportedly ensured a 12.1% revenue growth YoY in 2022 to Tk 5,374 crore. The Company's annual service revenue grew 12.3% last year, while data revenue surged 26.6%.

This was the third double-digit growth in consecutive quarters.

Regarding growth trends, Banglalink has been expanding its network coverage and improving its service quality to attract and retain customers. The Company has also been investing in new technologies, such as 4G and 5G, to enhance its offerings and meet the growing demand for data services.

### 3.2 Maturity of the Industry

To provide convenient and customized services to customers, Banglalink is focusing on digitalization. The Company has introduced many digital initiatives to help customers monitor their accounts and purchase services online, such as the My Banglalink app.

Overall, Banglalink is expected to continue growing in the coming years. The demand for telecommunication services in Bangladesh is increasing rapidly due to the growing population and rising adoption of digital technologies. Given the maturity of Bangladesh's telecommunications industry, it can be said that the industry has come a long way since its inception. In the early 1990s, the Government of Bangladesh initiated the privatization of the telecommunications industry, which led some private companies to enter the market. Since then, the industry has grown significantly, with cell phone subscribers going from a few thousand to over 165 million by 2021.

As one of the players in the industry, Banglalink has contributed significantly to the growth and maturation of the industry. The Company is at the forefront of innovation, bringing new, advanced technologies to market. For example, in 2013 Banglalink became Bangladesh's first

mobile phone operator to launch a 3G network. We introduced the country's first 4.5G network in 2018, offering users faster connection and high-speed internet. In addition, the market is becoming more competitive, and some firms are providing comparable services. This enables businesses to concentrate on client happiness and service quality to differentiate themselves from rivals. Banglalink follows suit and is investing significantly in customer support and network infrastructure.

In conclusion, with the introduction of private enterprises and the use of new technology, Bangladesh's telecommunications sector has developed tremendously over the years. Banglalink, one of the top mobile phone providers in the nation, is crucial to this expansion and keeps innovating and enhancing its offerings to match the changing demands of its clients.

### **3.3 Key Factors Affecting Banglalink's Operations and Performance**

This analysis will examine some key factors affecting Banglalink's operations and performance, including market trends, competition, regulatory environment, and technological developments.

#### **3.3.1 Market Trends:**

The Bangladeshi telecommunications industry is characterized by strong demand for mobile services, driven by a growing population, increasing urbanization, and rising disposable incomes. The industry has experienced rapid growth in recent years, with mobile penetration rates reaching over 100%. However, growth has slowed in recent years due to market saturation and intensifying competition.

#### **3.3.2 Competition:**

Several businesses are vying for market share in Bangladesh's telecommunications industry, which is very competitive. Grameenphone, Robi, and Teletalk, all of which have sizable market shares, are competitors of Banglalink. In order to entice and keep customers, businesses run sales and promotions. Intense rivalry causes price competitiveness. This factor can increase the competition of customers' adaption compared to other competitors.

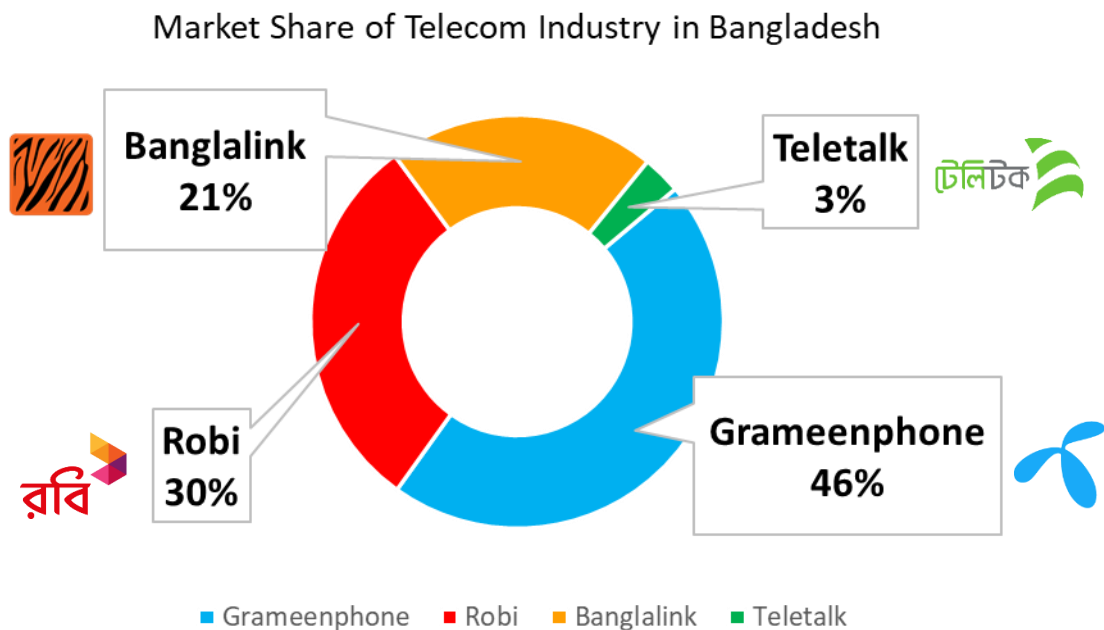
### **3.3.3 Regulatory Environment:**

The Bangladesh government extensively regulates the telecommunications sector, and these regulatory environments can significantly impact the productivity and success of telecommunications businesses. To protect local operators, the government has established regulations such as mandatory SIM card registration, infrastructure pooling, and restrictions on foreign voice calls. The government also controls the charge applied to Voice, Data, and other services provided by the operators and continuously increases the VAT in all the services. Companies like Banglalink may face obstacles and opportunities due to regulatory changes and measures.

### **3.3.4 Technological Developments:**

The telecommunications sector is continuously changing as a result of technical advancements, which present both new possibilities and difficulties for enterprises. In order to provide new digital services such as network infrastructure development, 4G coverage extension, mobile banking, and digital content distribution, Banglalink has made significant investments. Banglalink plans to bring VoWifi (Voice Over Wifi), a service that could use your home wifi network to increase the voice quality of your cellular call. Previously Banglalink applied VoLTE (Voice over LTE) to use your 4G network to improve cellular calls on your 4G-supported devices. This also enhances the fast-calling service (within 0.8 sec). But new competitive dangers are also brought on by technological advancements. Existing players may be faced with new Invaders and Destroyers.

Overall, the telecommunications industry in Bangladesh is highly competitive and rapidly evolving, with a complex regulatory environment and significant technological changes. Banglalink faces numerous challenges and opportunities in this environment, and its ability to navigate these factors will play a critical role in its future success.



*Figure 14: Telecom Industry Shares of the Competitors*

There are 18 crore mobile SIM subscribers in the nation. With 8.13 crore SIM users, Grameenphone has the most customers in Bangladesh, followed by Robi, which has a user base of 5.44 crore. Banglalink has 4.21 crore customers, while Teletalk has 66 lakhs. So, we can see that 46% market share captured by Grameenphone, 30% Robi, 21% Banglalink and the only 3% market is captured by Teletalk.

### 3.4 External Economic Factors and Their Effect on the Industry

Like any industry, the telecommunications industry in Bangladesh, including Banglalink, is influenced by a range of external economic factors that can impact its performance and growth. Some of these factors include:

#### 3.4.1 GDP growth:

The overall economic growth of the country has a significant impact on the telecommunications industry. As the GDP grows, people tend to have more disposable income, which can lead to increased demand for telecommunication services. Similarly, a sluggish economy can lead to declining telecom service demand.

#### **3.4.2 Foreign exchange rates:**

Bangladesh's telecommunications industry heavily depends on imports, including equipment and technologies. All the network components need to bring outside from Bangladesh. Therefore, fluctuations in foreign exchange rates can affect the cost of imports and impact operators' profitability.

#### **3.4.3 Inflation:**

High inflation rates can increase the cost of doing business, including the cost of maintaining and expanding networks. This can pressure operators' margins and limit their ability to invest in new technologies and services. So inflation should be in the control on order to make a best use of it.

#### **3.4.4 Regulatory environment:**

The regulatory environment can impact the competitiveness of the industry. This also affect on the new comer on the certain market. For instance, regulation changes can lead to increased competition or limit the ability of operators to expand their networks or introduce new services. Sometimes government provides new rules and regulation which should be followed to the company.

#### **3.4.5 Technological advancements:**

Instantaneous technological improvements, such as the introduction of 5G, can impact this sector by opening up new potential for growth and innovation. These developments can lead to increased contenders and high spending on new infrastructure and technology. This technological advancement helps Banglalink to achieve more. Banglalink has planned to bring 5G to all the customers for the contest of getting advanced technology before other operators lunch it.

Banglalink operates in Bangladesh's telecommunications sector, which is vulnerable to several external economic factors that can significantly impact performance and expansion. Operators must carefully monitor these aspects and revise their plans to remain competitive and profitable.

### 3.5 Technological Factors

The digital communications industry is expanding, especially in Bangladesh. This growth is fueled by the expansion of the domestic Internet penetration rate, the spread of smart phones, and the increase in demand for digital communication services. Therefore, Banglalink must adapt to changing consumer preferences and market trends to maintain its position in this rapidly evolving industry.

Bangladesh's industry has made significant progress regarding mobile network coverage and connectivity. All major players in the industry, including Banglalink, are responding to the growing demand for digital communications services by investing heavily in expanding network coverage, improving service quality, and upgrading infrastructure.

Furthermore, the industry is also witnessing a shift towards advanced technologies, such as 4G and 5G, driving further growth and innovation. Banglalink has also invested in these technologies to provide its customers faster data speeds and better connectivity.

### 3.6 Seasonality

Unlike the FMCG industry, the clothing, automotive, and tourism industries, the telecommunications industry is unique in its own way as it is not seasonal/trend dependent.

Communication is considered an essential requirement today; every customer segment needs at least one. As soon as parents think their kids need to be responsible or are old enough, they are offered cell phones with network simulations.

All major companies have proprietary services from their network service providers, including telecommunications companies like Banglalink.

However, Bangladesh's digital telecom industry faces various challenges, including intense competition, regulatory pressures, and the need to continual. Banglalink Digital Communication Ltd operates in a highly dynamic and competitive market, where seasonality is a significant factor that affects its business operations. Here are some of the vital seasonality factors that impact Banglalink: Festivals and Holidays, Weather Conditions, School Holidays, Business Cycles, etc.

Bangladesh's digital telecommunications industry is maturing and developing rapidly, but there is still room for growth and innovation. Companies such as Banglalink must continuously adapt and invest to remain competitive and meet the changing requirements of their customers.

### **3.7 Contribution of Banglalink in the Telecommunication Industry in Bangladesh**

Banglalink has made significant contributions to the telecommunications industry in Bangladesh since its inception in 2005. Some of the key contributions of Banglalink to the sector include:

#### **3.7.1 Expanding Telecommunications Services:**

Banglalink has played a vital role in expanding access to telecommunications services in Bangladesh. The Company has invested heavily in network infrastructure, enabling it to provide voice and data services to customers nationwide, including in rural and remote areas.

#### **3.7.2 Introduction of New Technologies:**

Banglalink always try to adapt new technology before other company announce it in Bangladesh. The company introduced a 3G network in 2013 as the first mobile phone company in Bangladesh. The country's first 4.5G network, which provides users with faster internet speeds and better connections, was introduced in 2018 by the company. They are planning to bring 5G by the end of 2024. They also bring may other new technology like, VoWifi (Voice of Wifi) and many other advance technologies in Bangladesh.

#### **3.7.3 Innovation in Products and Services:**

Banglalink always tries to provide its customers with innovative products and services that cater to their evolving needs. This includes digital entertainment, e-commerce, mobile financial services, and other value-added offerings. The latest innovative service is the Toffee app, which helps the people of Bangladesh to watch the Fifa World Cup 2022 directly from their phones, and it is entirely free. The customer didn't need to pay to see Fifa World Cup from Bangladesh. They continue bringing new innovative products to make our life more accessible than before.

### 3.7.4 Focus on Customer Experience:

Banglalink has significantly enhanced its customer experience by investing in customer service, network quality, and product innovation. The Service Assurance Management team constantly monitors the network quality so that customers never get into network trouble and use the most substantial network. As a result, the company has received numerous awards for its exceptional customer service and high levels of customer satisfaction.

### 3.7.5 Contribution to the Economy:

Banglalink was the main economic contributor in Bangladesh. The company's financial condition was made better by the numerous job opportunities it provided and the numerous taxes and fees it paid to the government.

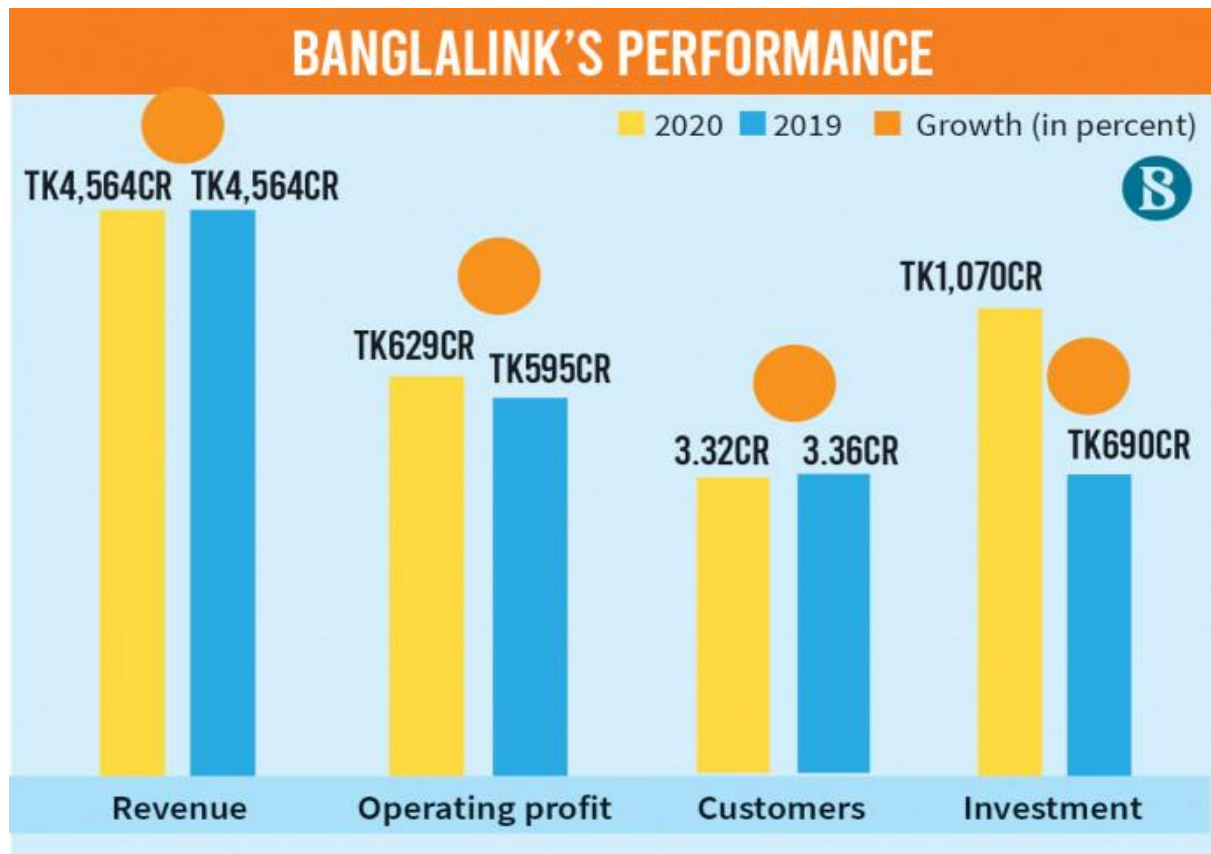


Figure 15: Banglalink's operating profit grows 5.71%



### 3.8 Industry Competitors

Here is a quick rundown of the main companies in the telecom industry of Bangladesh, excluding Banglalink.

#### **Grameenphone:**

With 83.02 million subscribers, Grameenphone, often known as GP, is Bangladesh's largest telecom service provider. It is a collaboration between Telenor and Grameen Telecom Corporation and founded in 1997. The company offers voice, SMS, data, and digital services through mobile and internet services.

In addition to having a substantial presence in both cities and the countryside, Grameenphone is renowned for its dependable network and first-rate customer service. With cutting-edge services like banking, digital content, and e-commerce, we are leading the digital revolution in Bangladesh. Grameenphone is focusing on economic investment in Bangladesh and contributing significantly to the growth and development of the country's telecoms sector.

#### **Robi:**

Robi Axiata Limited is a joint venture between Axiata Group Berhad in Malaysia, Bharti Airtel Limited in India, NTT DoCoMo Inc. in Japan, and Airtel Bangladesh Limited. It is Bangladesh's second-largest mobile operator and has 46.9 million active users.

Robi has made significant investments in enhancing its network infrastructure in order to better serve its customers. The business, which has a significant presence in both urban and rural parts of Bangladesh, is dedicated to serving the shifting demands of customers. In order to do this, it has introduced a variety of innovative services and goods, including mobile banking, digital content, and e-commerce choices.

#### **Teletalk:**

Since its establishment in 2004, Teletalk is the only state-owned provider of GSM, 3G, LTE and 5G mobile phones in Bangladesh. Teletalk has 6.27 million subscribers as of August 2021. We also offer a range of digital services. This is in line with the Government's Digital Bangladesh initiative.

Despite having a small market share, Teletalk works hard to offer its customers high-quality services, and it has developed its network infrastructure to serve more customers in Bangladesh's urban and rural areas. It is actual. devoted to adapting to changing customer demands. The company has introduced a variety of cutting-edge products and services, including as mobile banking, digital content, and e-commerce solutions.

### **3.9 Key Industry Trends**

Banglalink is in a good position to benefit from the different market trends that are now reshaping Bangladesh's telecommunication industry and propelling the new shapes of business expansion:

#### **3.9.1 Increasing Mobile Phone Penetration:**

Mobile phone usage is increasing since Bangladesh has a sizable population and a growing middle class. By 2021, there will be more than 165 million mobile phone users in the nation, and that figure is expected to rise even more. This is a fantastic potential for Banglalink to grow its clientele and earnings. Banglalink's main target is youth-level people, who are mainly university students.

#### **3.9.2 Shift Towards 4G and 5G Networks:**

Bangladesh's expanding internet usage necessitates mobile networks that are quicker and more dependable. As a result, more people are utilizing 4G and 5G networks, which have higher internet speeds and longer connections. In order to provide its customers quicker and more dependable services, Banglalink has already launched its 4.5G network and is anticipated to keep making investments in the network's infrastructure.

#### **3.9.3 Expansion of Digital Services:**

With the growing popularity of smartphones and mobile internet, mobile phone operators have a significant opportunity to expand their digital services offerings. Banglalink has already launched several digital services, such as mobile financial services, e-commerce, and digital entertainment, and is expected to continue investing in this area to meet the evolving needs of its customers.

### **3.9.4 Increasing Focus on Customer Experience:**

The enhancement of the customer experience is a top priority for mobile phone operators as competition in the Bangladeshi telecommunications industry heats up. This entails making investments in customer satisfaction, network quality, and product innovation. Banglalink has been making strong investments in these areas to stay competitive.

Banglalink is in a good position to benefit from the telecommunications industry's major trends and growth opportunities in Bangladesh. By allocating resources to network infrastructure, digital services, and customer experience, the company can expand its customer base and revenue in the future.

# **CHAPTER: 4**

## **DESCRIPTION OF MAIN DUTIES**

## 4.1 Internship Information

This chapter focuses on relevant information related to my internship at Banglalink Digital Communication Ltd. Here I tried to highlight the period, Company, department details, interaction with Company's employees, and job roles and assigned tasks.

## 4.2 Period, Company, Department and Address

- **Period:** The period of my internship is three months that started from the month of January 16, 2023, and concluding on April 16, 2023.
- **Place:** My internship workplace is situated in the Head office of Banglalink.
- **Work Days:** Sunday to Thursday (5 Days)
- **Time:** 09:00 AM to 06:00 PM (but the ending hour mainly depended on daily tasks).
- **Meals and Refreshments:** Free lunch along with tea/coffee
- **Mobile Allowance:** 1000 BDT per month mobile allowance along with a Banglalink sim.
- **Medical Facilities:** Interns are allowed to take medical facilities from Banglalink Medical Centre.
- **Unusual Working Days:** My unusual days were a field trip to some BTS (Base Transceiver Station) site, where I have to stay all day even after office hours.

## 4.3 Interaction with Company Employees

Interacting among employees is a significant part of my internship. In detail, I try to explain the mode of communication, frequency of interaction, and my relationship with employees at Banglalink Digital Communication Ltd.:

- My internship is under the supervision of Ahmad Sarfaraz Nur, Service Experience Senior Manager, Service Assurance Management Division at Banglalink Digital Communications Ltd. His role is focused more on collaborating with regional teams to

exchange best practices and information, execute service experience, increase the network quality, identify the problem, and take necessary steps for that.

- However, my main interaction was with Didarul Alam Toshif, SAM Engineer. I also had six colleagues who actively supported me during my internship period. We contacted on a regular basis to brainstorm ways to improve the decision matrix.
- I also spend quality time with members from other teams like Service Performance Management (SPM) and Radio Service Management (RSM) teams.
- Our main mode of interaction was based on physical communication, but we also engaged in social media using the WhatsApp platform.

#### 4.4 Job Roles and Assigned Tasks

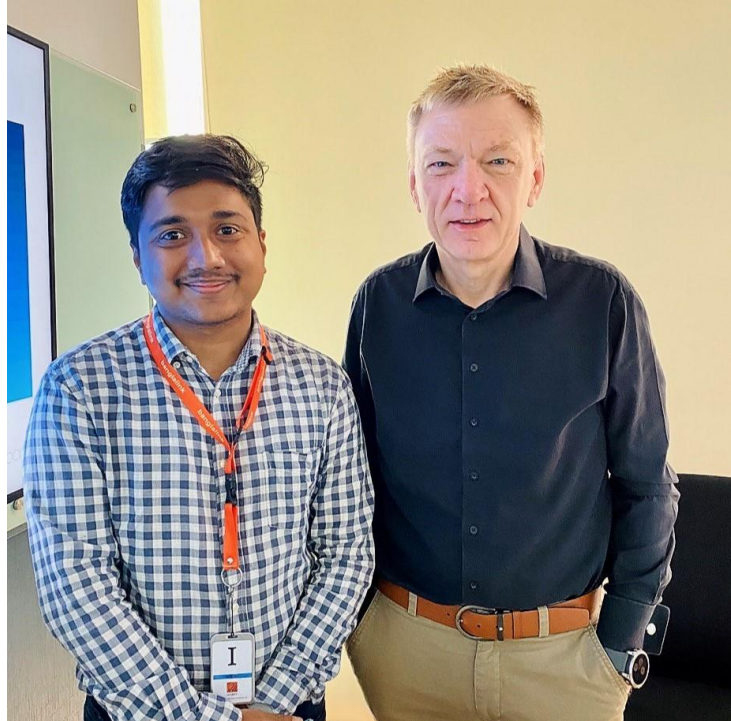
I was selected as one of the very first interns of Banglalink's flagship internship program, the Banglalink Advanced Internship Program. I was fast-tracked for the internship program as I am one of the semi-finalists of Ennovators 5.0 and the Campus Ambassador of Banglalink at my University. I got selected as an AIP Intern – Service Assurance Management under the Technology division. I was assigned to the Service Experience Management team. I've been employed there for some months and have been given specific responsibilities. Even though I was accountable for certain errands, my experience was not limited to them. I learned about more projects in my area, the relevance of each of these responsibilities, and possible alternate lines of action if any difficulties arose.

In the Claims project, I am responsible for the following roles:

- Survey Questionnaires for Network Coverage: To assess network coverage, Banglalink regularly conducts surveys to understand the quality of network coverage, signal strength, and call drop rates. The Company uses survey questionnaires to gather feedback from customers and uses the data collected to improve its network coverage and signal strength. My duty was to make the question easier to understand for the customer. So that they do not feel bored while feeling up the survey feedback. The survey feedback is essential to understand the quality of the service provider by the CCD (Customer Care Department) and Network Quality teams.

Sorting out Charging Complaints: Charging complaints are a common issue faced by telecom operators, and Banglalink is no exception. As part of Service Experience Management, the Company sorts out charging complaints by observing customer comments and feedback, identifying the root cause of the issue, and resolving it as quickly as possible.

Session with CEO, Erik Aas: I had the privilege of having a one-on-one conversation with Banglalink's CEO, Erik Aas. During our session, I gained valuable insights into his management style and how he successfully oversees multiple responsibilities. Additionally, I learned about his early life experiences. He also told me to do my higher degree first, then join corporate life. It will give me the boost in my career. He is very experience in his work and always connect with his co-worker in the organization.



*Figure 16: CEO of Banglalink*

Daily Technological Trending Report: Banglalink generates daily technological trending reports to monitor the performance of its network and identify any issues or areas that require improvement. These reports help the Company to proactively identify and resolve any technical issues that may impact the customer experience. A daily technology report from Banglalink, a telecommunications firm, may include ticket distribution, customer complaints, and district-based ticket assignment details. The report might specifically contain the following information:

- Assign Ticket Distribution for Voice: This describes the number of tickets given to the team in charge of handling problems with voice services, such as call drops, poor call quality, and network connectivity difficulties.

- Assign Ticket Distribution for Data: This describes how many tickets were sent to the team handling problems with data services, such as sluggish internet speeds, disconnections, and network coverage difficulties.
- Open vs. Assigned Complaint: This contrasts the number of complaints the team has received with the number of complaints sent to the appropriate departments for resolution. Any backlogs or bottlenecks in the ticket assignment process can be found using this information.
- District-wise Ticket Allotment: This refers to the number of tickets allocated to the teams in charge of each district or area. This information may be used to spot any areas where the team is dealing with a lot of complaints and may require more assistance.

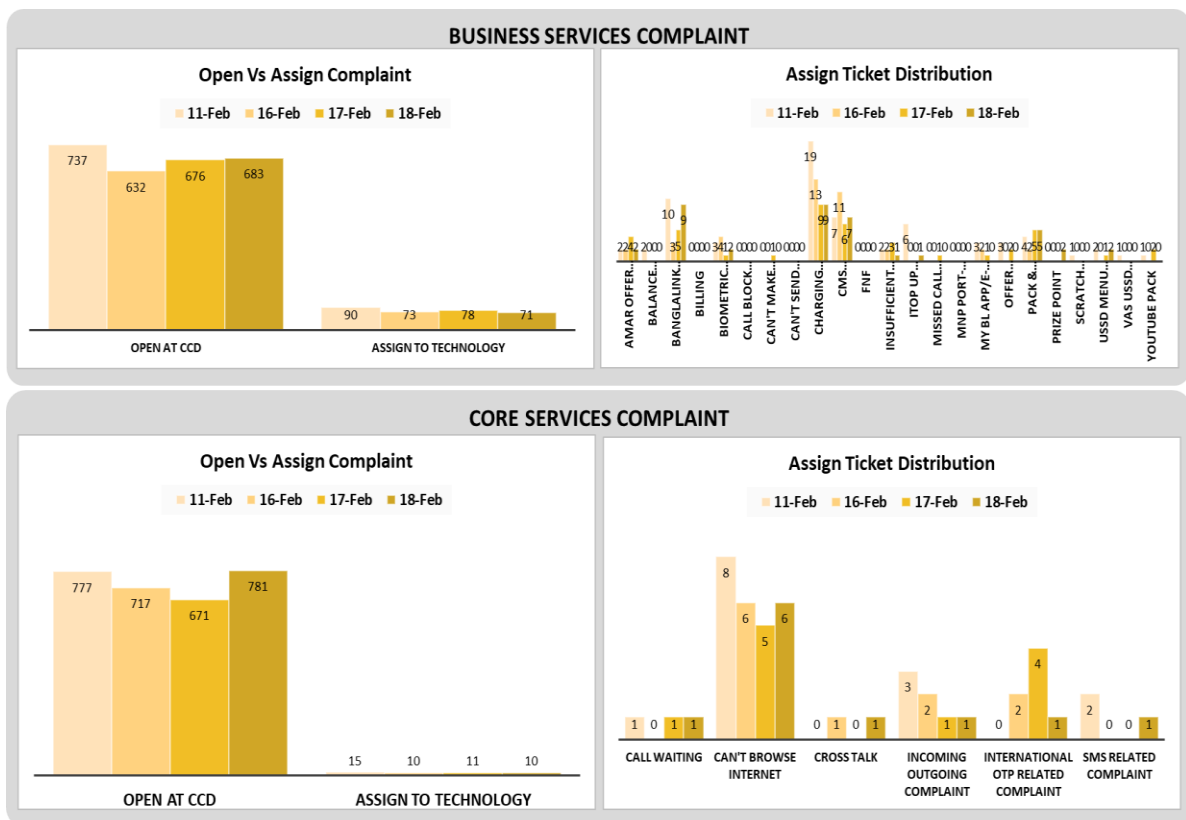


Figure 17: Daily Technological Trending Report

This Daily Technological Reports help to identify the certain number of customers are facing the issues in a certain place and it helps to readjust the network structure and give the best service to the customers. This information is then used to adjust the network structure and provide the best possible service to our customers.



RAN SERVICES COMPLAINT

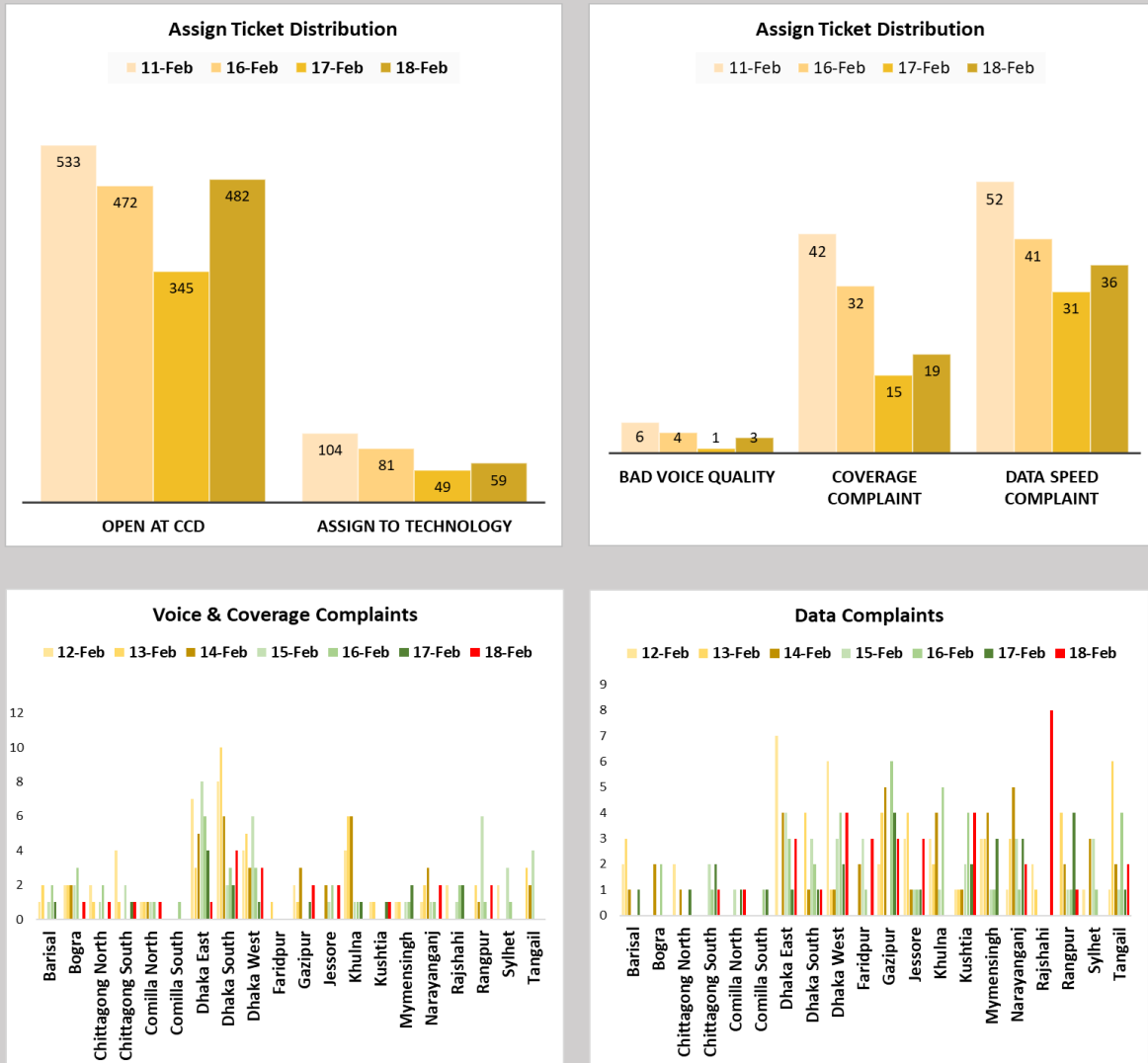


Figure 18: Radio Access Network Service Complaint

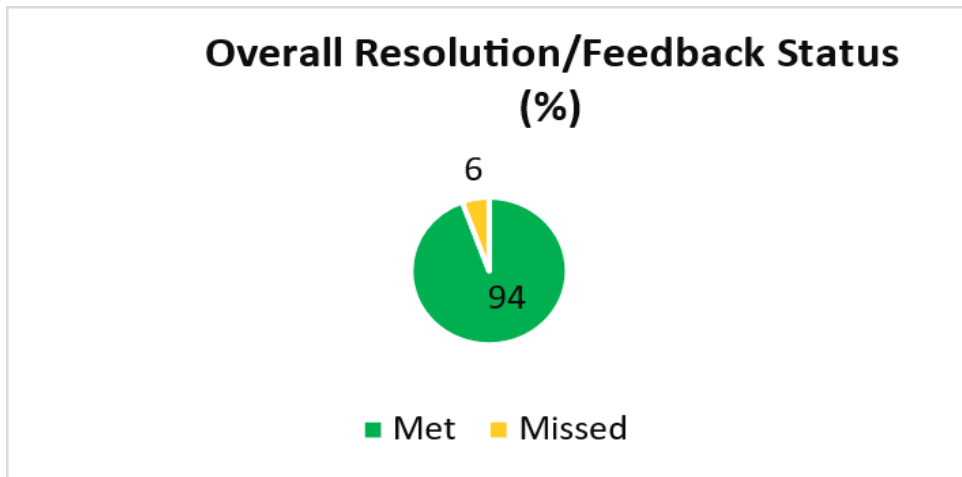


Figure 19: Feedback Status

**Weekly Technological Trending Report: Weekly Technological trending Reports is the collection of daily technological report of a week. It is required to measure the KPI of that week.**

### Customer complaint: Executive View W02

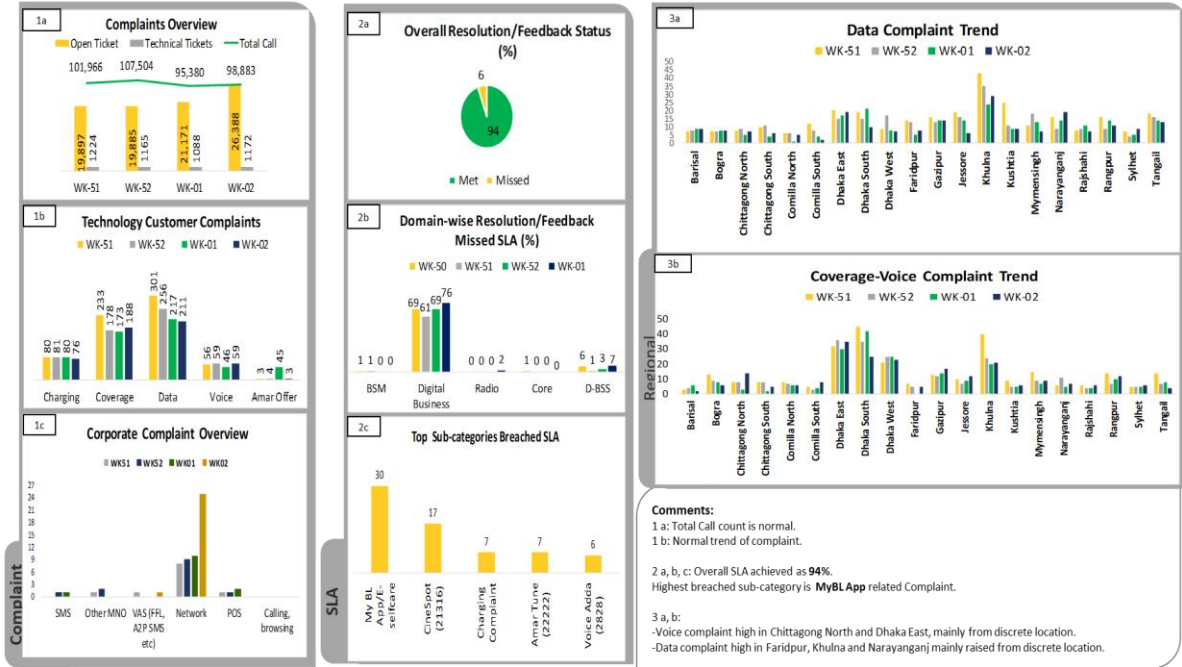


Figure 20: Weekly Customer Complaint

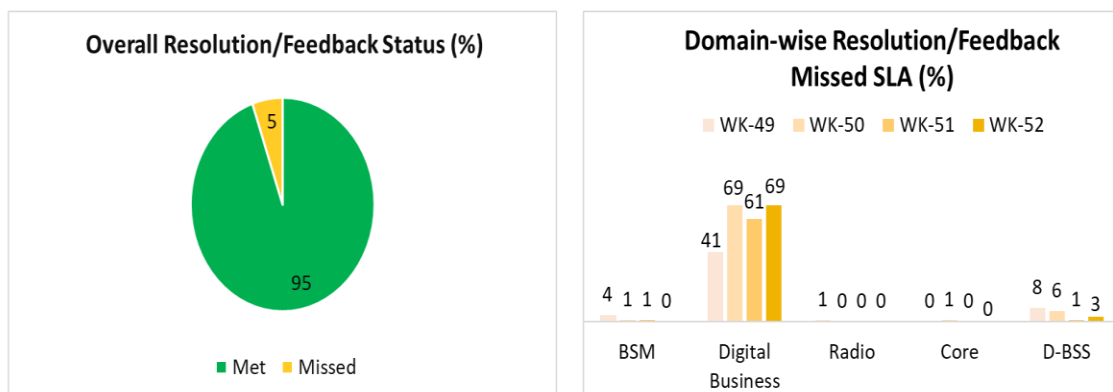
### HVC Site Performance WK02



Figure 21: Weekly Site Performance Report

- **KPI Measuring:** Key Performance Indicators (KPIs) are essential metrics that help Banglalink monitor and measure the performance of its network. As part of Service Experience Management, the Company regularly measures KPIs, such as call drop rates, signal strength, and network availability, to ensure that they meet the Company's standards and industry benchmarks.
- **Weekly SLA Achievement:** SLA is measured based on the last technical feedback from the technical team. In some cases, complaints can be forwarded further or can be re-assigned if the complaint is found not to be resolved. Measuring the weekly SLA helps to identify the success rate the team.


## Weekly SLA achievement

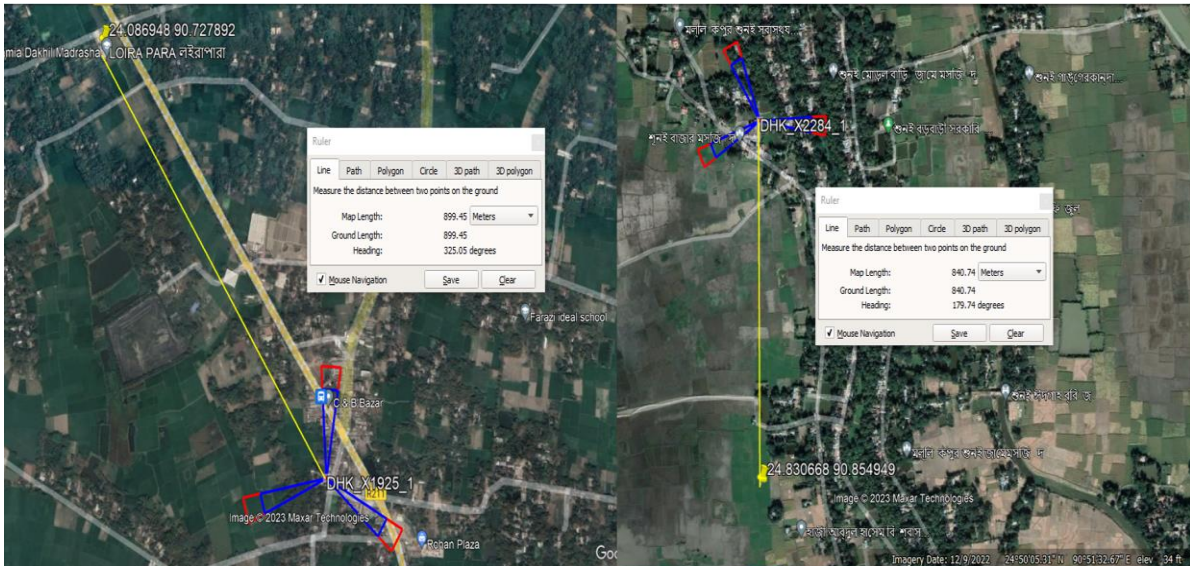


- This week overall SLA met by team 95%.
- Digital Business team missed SLA is 69%. Need prompt actions to recover SLA.



*Figure 22: Weekly SLA Achievement*

- **Collecting Pending Tickets:** Pending tickets are those that take an agent longer to complete or that need more details to resolve a client issue. The second stage of the ticket lifecycle is mostly this one. Banglalink collects pending tickets to track and resolve any customer complaints or issues that require follow-up action. The Company prioritizes pending tickets based on their severity and ensures that they are resolved within a specific timeframe to ensure customer satisfaction. This is also helps to understand the daily progress of the CCD (Customer Care Department).

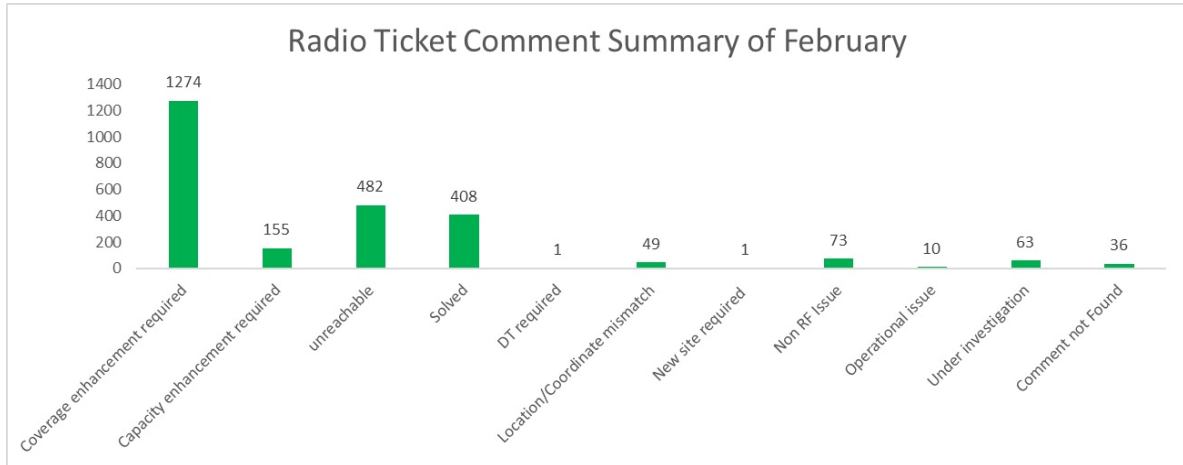
- 
**Measuring Site to CC Distance:** Measuring the distance between sites and the CC (Customer Complaints) and issues are resolved promptly. By measuring the site to CC distance, Banglalink can optimize the routing of customer complaints and issues and ensure that they are resolved quickly and efficiently. For measuring this distance, I have to use Google Earth Pro, MapInfo Pro paid software provided by Banglalink IT teams.



*Figure 23: Measuring Site to CC Distance*

- 
**Attend Daily Session with My Line Manager:** I have daily sessions with my line manager where I update them on my work progress, share any challenges I faced, and discuss other work-related matters. These meetings have been helpful in helping me understand my job role, work expectations, and the follow-up process for my tasks. As a senior brother at IUT, I have never had any problems sharing my own issues with him. This has allowed us to develop a strong bond.
- 
**Attend Weekly Meeting with the Deputy Director:** I attend a departmental meeting with the Deputy Director of Service Assurance Management, Moin Uddin Ahmed, every week. He is a kind and helpful person who has helped me acclimate to the office culture. He regularly takes the time to meet with me and provide guidance on navigating corporate life. This confidence helped me connect myself with my other colleagues and supervisor to work with them without any fear about the work. He told me, "I can't teach you from your study because I left my study 26 years ago. I can help you to understand how a corporate office goes on."

**Radio Ticket Comment:** Banglalink monitors radio tickets and provides comments on capacity and coverage enhancements required. Capacity enhancements are required when the network experiences congestion and additional resources are needed to improve the customer experience. Coverage enhancements, on the other hand, are required to improve network coverage in areas with weak signal strength or poor network availability.




*Figure 24: Radio Ticket Comment*

**MSC (Mobile Switching Center) Audit and Visit:** I have got the opportunity to visit and audit an MSC. Audit performs are: Obtain permission from the network operator to visit the MSC (Mobile Switching Center). Follow any guidelines or restrictions provided by the network operator during the visit. Observe safety precautions and respect the operations of the MSC.



*Figure 25: MSC (Mobile Switching Center) Audit and Visit*

 **BTS (Base Transceiver Station) Audit and Visit:** I have got the opportunity to visit and audit some BTS sites near the Dhaka North City corporation area. For all mobile networks, the BTS (Base Transceiver Station) is a stationary wireless transceiver. Mobile devices are linked to the network through BTS. It communicates with your mobile device through wireless signals, transforms those signals to digital signals, and then delivers those digital signals via your network to other devices and the Internet. While visiting the BTS site to inspect it, several proper actions are done.



*Figure 26: BTS (Base Transceiver Station) Audit and Visit - Antena*



*Figure 27: BTS (Base Transceiver Station) Audit and Visit - Rectifier*

## 4.4 Internship Outcomes

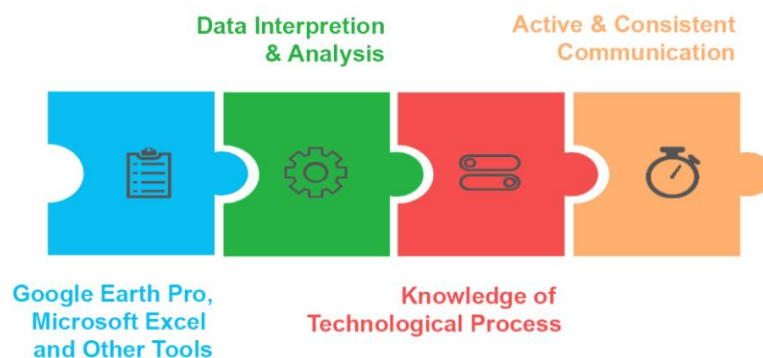
This chapter focuses on the internship outcomes at Banglalink Digital Communication Ltd. Here I tried to discuss my contribution to the Company, the experiences I have gained, and the difficulties I have faced during the internship.

### 4.4.1 My Contribution to the Company

As an intern, I made many contributions to Banglalink's Service Assurance Management team. I handled customer complaints, tracked network performance, and audited BTS and MSC facilities. I also monitored core performance indicators and ensured the business adhering to industry standards. Through my careful efforts, I was able to identify issues, communicate complaints efficiently, and increase customer satisfaction. In addition to supporting Banglalink, my active participation in this initiative has given me various knowledge and capabilities in the telecommunications sector. Overall, I contributed considerably to the company's development, but my diligence did not stand out.

### 4.4.2 What experiences I have gained

I effectively completed all of the duties and obligations given to me throughout the internship. Working smart was equally as vital as working hard. Therefore, I arranged to be more effective and productive for the most significant outcomes. I mainly concentrated on quantitative and analytical methods for most of my academic goals. I thus found it extremely simple to adjust to working at Banglalink's Technology division. However, communication and time management skills were also beneficial to boost productivity.



*Figure 28: Steps of Experiences I have gained*

As an intern at Banglalink Digital Communication Ltd, I got some must needed experience that will be a great treasure for my future corporate life. From a personal experience in the corporate life of zero to a great MNC experience, Banglalink gave me the most important development of my life. Here I learned about the corporate culture, lifestyle, problems, etc.

Also, as a private company, we do not wish to provide such information and, most important financial statements. This prevented a thorough analysis of Banglalink's financial position from being included in the report. When drafting the internship report, I was in trouble because they had to deal with the missing information they provided about the organization.



# **CHAPTER: 5**

## **ANALYSIS**

## 5.1 Company Level Analysis

Banglalink is Bangladesh's third major mobile network operator and has a very strong internal organization system and culture. All the tasks and activities are carried out in centralization with division of tasks among the departments. Each division and departments look over specific tasks and parts of the organization separately with complete surveillance from the central.

Being an intern from the Technology Division, the division of Service Experience Management of the daily tasks throughout are carried out efficiently following the pre-set goals and objectives of the organization. This brings the most precise outcome of the divided tasks followed by the central rules and objectives.

Based on my internship experience, a few internal processes were both exceptionally efficient and inefficient. Below I discuss it elaborately:

- **Efficient Processes:** In Banglalink Service Experience Management, the process of data entry, data analysis, and the decision matrix are excellent and efficient. They are expertly chosen to save time and address more issues involving customers and sellers. In order to maintain the happiness and loyalty of both the customer and the service provider, the reimbursements granted are also immediately given to them.
  
- **Inefficient Processes:** In Banglalink Service Experience Management, despite being heavily software-based and technologically advanced, there was a massive, inefficient process of final reporting. The department relied on a traditional reporting style instead of digitally visualizing the facts. Such standard reporting took a lot of time to prepare, and sometimes was difficult to interpret what would happen next. As an intern, I proposed that the department digitize this reporting process using Power BI. Then by working with the Service Performance team, I finally developed a dashboard to show the number of cases solved daily, the principal payers of the complaints, and the reasons behind such issues and gave a prediction section to predict future quality issues. However, this dashboard is only in the initial stage and needs more focus to be a solid analytic tool.

Therefore, we can see the efficient and inefficient internal processes in the Service Experience Management at Banglalink Digital Communication Ltd.

## 5.2 Market Level Analysis

Network stability is the core part of any Telecommunication Company. Banglalink Digital Communication Ltd. has a very profound Technology Division to look for Network Stability all over the country. It has both Active and Passive parts for this task. An active part of the network is to provide a stable network. And for the passive detail, the continuous arrangements for the power backup to the network in a stable way through various maintenance and equipment.

I worked as an intern for Banglalink's Technology Department in the Service Experience Management Team, where my primary responsibilities were to track and enhance network performance and user experience. Network coverage, signal strength, call interruption rate, billing complaints, KPIs, SLA achievement, and customer feedback data gathered via multiple channels were carefully observed and analyzed to determine a company's level of market competitiveness. Businesses may use this information to pinpoint their key competencies and areas for improvement in order to stay competitive in the market.

For instance, based on research of network coverage surveys and consumer comments, we advised businesses to boost signal strength and network coverage in particular locations to enhance customer experience and remain ahead of rivals. In order to provide insight into network performance and offer suggestions for maintaining and improving KPIs to match industry benchmarks and customer expectations, we also evaluate weekly technology trend reports and frequently monitor KPIs. Calculating the distance from the site to the CC and enhancing the effectiveness of addressing outstanding tickets also suggested ways to improve the routing of customer complaints and difficulties.

Recently most of the telecommunication companies' mobile network towers are bought by the E.Co. Later on, these towers are given rent to the network providers without providing any maintenance of towers. But E.Co provide the maintenance of towers and Hub Sites to Banglalink. This allows Banglalink to be in a comparative advantage in maintaining Hub Sites and Towers over its competitors.

Overall, Banglalink has been able to maintain its competitive advantage in the market and stay ahead of its rivals thanks to the service experience management team's commitment to the efforts of monitoring and enhancing network performance and customer experience.

### 5.3 Professional Level Analysis

This internship is a major driving effect on my future career perspective. As a student of BTM, it is my desire to go in a leading role in the corporate world, enhancing my capabilities and leadership qualities.

I could get a first-hand experience in the telecommunication industry and gain a piece of detailed knowledge of the industry. Also, this internship opportunity allowed me to update my skills in management and leadership. I could play a leading role and was allowed to make decisions for the best outcome and interest of the team.

The academic knowledge was the pre-set idea that allowed me to analyze the tasks and situation, and make the best decision under raised situations and issues. The skills I learned about in the academic curriculum allowed me to demonstrate a good skillset in the practical environment.

Also, the technical knowledge I gained from the engineering courses in the BTM curriculum put me in an advanced position to deal with the technical part and its management and understand the technology and its requirements.

My theoretical knowledge about management assisted me in making decisions and portray a good leadership skillset. That knowledge was the key point behind the development of my skills and allowed me to analyse the situation and look for development opportunities.

The theoretical knowledge not only helped me get ahead and match pace with the work pressure and activities but also allowed me to demonstrate my capabilities and update my skills simultaneously.

## 5.4 Challenges and Risks

This internship tenure was an excellent opportunity to learn from first-hand experience. It allowed me to gain more knowledge and also allowed me to get introduced to the corporate world. The environment of Banglalink is amicable and diversified. All the people I was working with gave me much assistance and importance. I could also go beyond my comfort zone and work under pressure, enhancing my skills and expertise.

Along with the opportunity to learn and improve myself, I also had to face some risks and challenges.

- Working with immense data: I was given various responsibilities, and working with massive data sets was one. All these data were confidential and risky because the final reports depended on them. It was challenging to retrieve and arrange the data sets as needed.
- Diversified co-workers: I had to work with various vendors during the internship tenure. All of them were friendly and accepting. But the environment was a bit challenging as this was my first time dealing with a corporate environment. I had to attend a diversified workforce, but it was a pleasure to work with them.
- Attending various cases: I had to attend to different cases at many moments, which required instant response and attention. Some of the issues were challenging, and there was a bit of risk in giving instant solutions. My Line Manager took the time to guide and instruct me to know about the proper actions and requirements. Later on, I could make decisions independently, following the guidelines.
- Arranging the interview schedule: Though it was a task outside my department, I was responsible for contacting the next intern batch of candidates and making a schedule upon discussing it with them. Attending everyone and sorting the data in a short tenure of time was a challenging task and also crucial.

# **CHAPTER: 6**

# **RECOMMENDATIONS**

# **& CONCLUSION**

## 6.1 Recommendations

Given that I have just had three months of work experience, it is quite difficult for me to make recommendations, and it would be arrogant of me to do so to others who have more knowledge and experience than I have. However, there are a few areas in which I think the organization can improve:

1. Before beginning any new BTS site plan, the management and Service Assurance Management teams in the Radio Service Management unit need to be held more accountable and responsible for their decisions and actions. There needs to be less of a managerial gap between levels. Supervisors must be informed of the progress of the officers' projects and procurement-related actions. This will simplify the procedure for both sides and assist Service Experience Management with accurate information on the BTS sites.
2. More collaboration between service assurance management departments is needed when choosing a location for a company's BTS site.
3. The Service Experience Management team requires more personnel if they are to function more effectively.
4. More technological efficiency needs to be brought for the efficiency of their departments.
5. The Customer Care Department should be created to provide guidelines to interested vendors for BTS sites. A suggestion box should be provided for the vendors to know about the changes they want from Banglalink.
6. To adapt the department to the age of digital technology, Service Experience Management's present organizational structure/organogram has to be modernized.
7. The Company's time management needs to be improved in terms of events and work schedule.
8. My department measures Customer Complain based on Google Earth Pro software, but it is not fully accurate as the location, and the location description might be different. So, they must be implied other software like MapInfo Pro for cross-checking the information.

## 6.2 Conclusions

This internship, the last part of my bachelor's degree, was an overall great learning experience where I learned various new aspects such as corporate culture, soft skills, projects and time management and put what I learned and knowledge to use.

The C-Factor game, resume screening, and in-depth interviews are all part of Banglalink's active and demanding recruiting and selection process for its internship program. After enrolling, there were also occasional training and grooming seminars depending on different subjects and working environments. He never lost interest in teaching and learning and was kind and supportive in both his professional and personal lives. None of this would have been feasible if I hadn't been too involved in my studies and extracurricular activities throughout my college years.

I hope that more of our university's graduates will get the chance to work in a great environment that will benefit them personally and their social standing and reputation. I think it's crucial for all students to discover their priorities and that working in a positive atmosphere is necessary for defining a route and creating a work-life balance.

Therefore, from this internship report, one can get an overview of Banglalink, one of the largest telecommunication companies in Bangladesh. This report will work as a guideline for those who seek to unravel how the Service Level Agreement of the Telecom Industry works in Bangladesh premises.



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## Acronyms and Abbreviations

**SAM-** Service Assurance Management  
**SEM-** Service Experience Management  
**BTS-** Base Transmission Station  
**SLA-** Service Level Agreement  
**MSC-** Mobile Switching Centre  
**CEL-** Computer Ease Ltd.  
**BTRC-** Bangladesh Telecommunication Regulatory Authority  
**Ltd. -**Limited  
**Telco-**Telecommunications  
**CCD –** Customer Care Department  
**Govt. -**Government  
**WWF-**World Wide Fund  
**VEON-**VimpelCom  
**CR-** Corporate Responsibility  
**Pvt. -**Private  
**GSM-** Global System for Mobile communications  
**ISL-** Integrated Services Ltd  
**FNF-** Friends and Family  
**SME-** Small and Medium Enterprise  
**VAS-** Value-Added Service  
**3G-** Third Generation  
**4G-** Fourth Generation  
**5G-** Fifth Generation  
**SIM-** Subscriber Identity Module or Subscriber Identification Module  
**Mbps-** Megabits Per Second  
**HLR-** Home Location Register  
**TRI -** Technology Resources Industries  
**ROE-** Return on Investment  
**HRIS-**Human Resource Information System  
**SMS-** Short Message Service  
**ISP-** Internet Service Provider  
**IP-** Internet Protocol  
**ICT-** Information and Communication Technology  
**RAN-** Radio Access Network  
**LEA-** Law Enforcement Agency  
**GR-** Government Relations

# Appendix

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 1<sup>st</sup> week**

**Date: From 16<sup>th</sup> January 2023 to 21<sup>st</sup> January 2023.**

### **List of activities with brief description:**

1. Attended orientation session on the starting history of Banglalink and Veon by Banglalink.
2. The company took us around the office and gave us a briefing about each department and their work.
3. Received insights about the Service Experience Department from my company line manager.
4. Had a small session on implementing new network and increase customer in Chattogram with my company line manager and Head of the department.
5. Learned making the SLA (Service Level Agreement) report. A service level agreement (SLA) is a contract between a service provider and a customer, defining the types and standards of services to be offered.
6. Learned what new technologies can be implemented in 3G, 4G network.
7. Started Learning Service Level Agreement and equivalent terms.
8. Had a session on making surveys with my company line manager.



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**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 2<sup>nd</sup> week**

**Date: From 22<sup>nd</sup> January 2023 to 27<sup>th</sup> January 2023**

**List of activities with brief description:**

1. Visited BTS (Base Transceiver Station) site around Dhaka North City Corporation. The BTS (Base Transceiver Station) is controlling the radio transmission and the interface to the mobile phones. Components of BTS are: 1) Baseband receiver unit, 2) Control function, 3) Alarm extension system, 4) Antenna, 5) Multiplexer, 6) Combiner, 7) Power amplifier, 8) Transceiver etc.
2. Learned how to control and manage electricity in a BTS site.
3. Transmission between BSC and BTS in GSM network. There are three alternative methods to provide the connections between a BSC and several BTSs. The method used will depend on a number of factors such as the distance between the Base Station Controller (BSC) and Base Transceiver Station (BTS), the number of TRXs used at a particular BTS site, the signaling channel rate between Base Station Controller (BSC) and Base Transceiver Station (BTS). There are three options available: point-to-point connection, multidrop chain and multidrop loop.
4. Sorting SLA data and divided them into Sub-category.
5. Learn about the working methods of Power Backup of a BTS site.



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6. Had a meeting with Head of the department about the planning of increasing network capacity of Banglalink. In 2022, Banglalink has increased almost 4 thousand new BTS sites all over Bangladesh, which are helping Banglalink to create stronger network in Bangladesh.
7. Calculated SLA report and sorting out 52 weeks data. For calculating SLA report, first we need to learn the SLA methods and the formula of SLA methodology.
8. Learned about working method of wireless transmission system.
9. Learned about how customer feedback got work.
10. Worked with Specialist Lead Engineer to understand the theory of network transmission system.




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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 3<sup>rd</sup> week**

**Date: From 28<sup>th</sup> January 2023 to 3<sup>rd</sup> February 2023**

### **List of activities with brief description:**

1. Visited MSC (Mobile Switching Centre) site in Dhaka Zone. My visit to a Mobile Switching Center (MSC) was exciting and educational experience. Upon entering the facility, I would be greeted by the technical staff and given a brief overview of the operations and functions of the MSC. I would then be taken on a tour of the center, where I would see the various components and systems that make up the MSC, such as the switches, routers, and databases.

As we walked through the facility, the technical staff would explain how the MSC manages voice and data communications between mobile devices and other parts of the network, including the routing of calls and texts, performing handovers between cells, and providing billing information to the Home Location Register (HLR). They would also explain the critical role that the MSC plays in ensuring the reliability and efficiency of the cellular network.

Next, I would observe the MSC in action, seeing how calls and texts are routed and managed in real-time. I would also see how the MSC interacts with the public switched telephone network (PSTN) to allow users to make calls to and receive calls from landline phones.



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Overall, the visit to the MSC would provide a deeper understanding of the technical workings of a cellular network and the critical role that the MSC plays in ensuring seamless and efficient communication services for mobile users.

2. Learned how to control and manage electricity in a MSC site. The power system of an MSC typically includes a main power supply, backup power supply (such as a generator or uninterruptible power supply (UPS)), and a battery system. The main power supply provides the power needed to operate the MSC, while the backup power supply provides power in the event of a power failure. The battery system provides backup power in the case of an extended power failure.
3. Sorting SLA data and divided them into Sub-category.
4. Find out customers complain location using Google Earth Pro, by input the Latitude and Longitude. To know the exact location of the customer and it helps the SAM team to find out the problem and give an instant solution of the problem.



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**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 4<sup>th</sup> week**

**Date: From 4<sup>th</sup> February 2023 to 10<sup>th</sup> February 2023**

**List of activities with brief description:**

1. Helping in organizing as an organizer of Banglalink Carnival Fest 2023. I have sorting out all the permanent employees ID in an excel sheet and then prepare all the ID card according to the information as well as invitation card along with the ID card.
2. Also inform all the employee who didn't collect their ID card on time and follow up them to collect their id card.
3. Learned how to use Google Earth Pro desktop version software. Google Earth Pro is a free geospatial desktop application that allows you to see the world and create highly detailed maps. Aimed at users with advanced feature needs, Earth Pro's 3D mapping system allows you to import and export GIS data, go back in time with historical imagery, and analyze and capture geographical data.
4. Learned, how to calculate latitude and longitude using Google Earth Pro software.
5. Created daily report and learned how to make a weekly report.
6. Attend the "Intern Sync" meeting led by my department head of Service Assurance Management at Banglalink Digital Communication Limited.

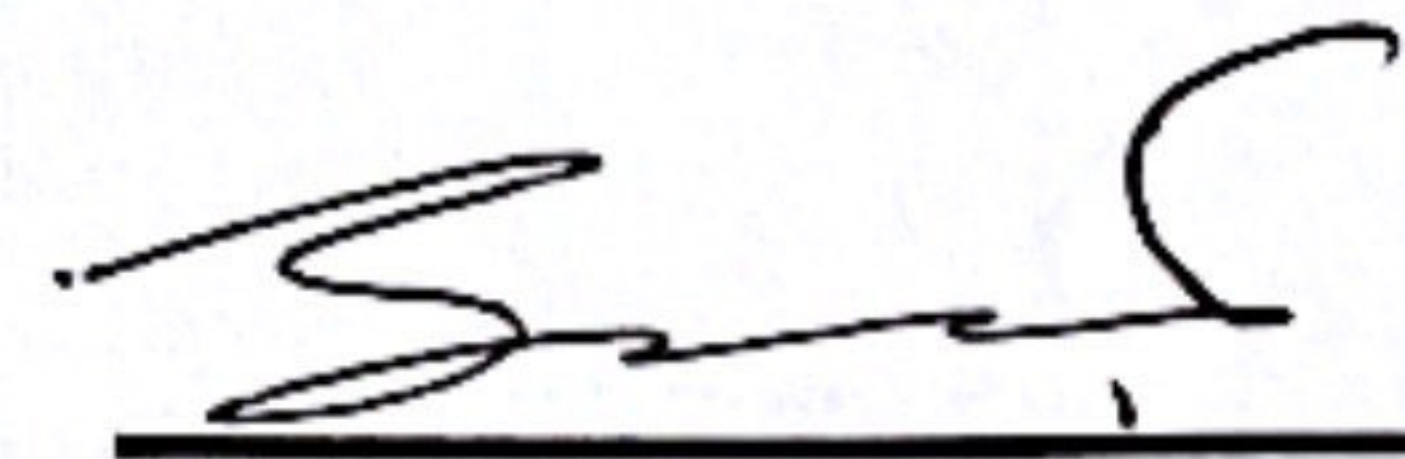


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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 5<sup>th</sup> week**

**Date: From 11<sup>th</sup> February 2023 to 17<sup>th</sup> February 2023**

**List of activities with brief description:**

1. Prepared a presentation about our previous year summary report and review it to line manager.
2. Discuss with the department head about the working process and handling process of daily work as a Head of the department. Also learned from him the chain of command effect and reporting policy of the people under him.
3. Assigned a task about a report of a customer that he couldn't purchase a Banglalink Internet Pack through the bKash app. Investigate the problem of why he couldn't buy the pack. Provide a report from my Service Experience Management department that there was no issue from our side and follow up with another department. Finally, we concluded that the problem was from the MyBL app. Our department head set a meeting with the MyBL app team.
4. Prepared excel sheet with information on call drops of a day.
5. Prepared a spreadsheet to document the findings.
6. Learned to measure the distance of a BTS site in Google Earth Pro and calculate the distance of a complain ID of a customer and the faulty BTS site.

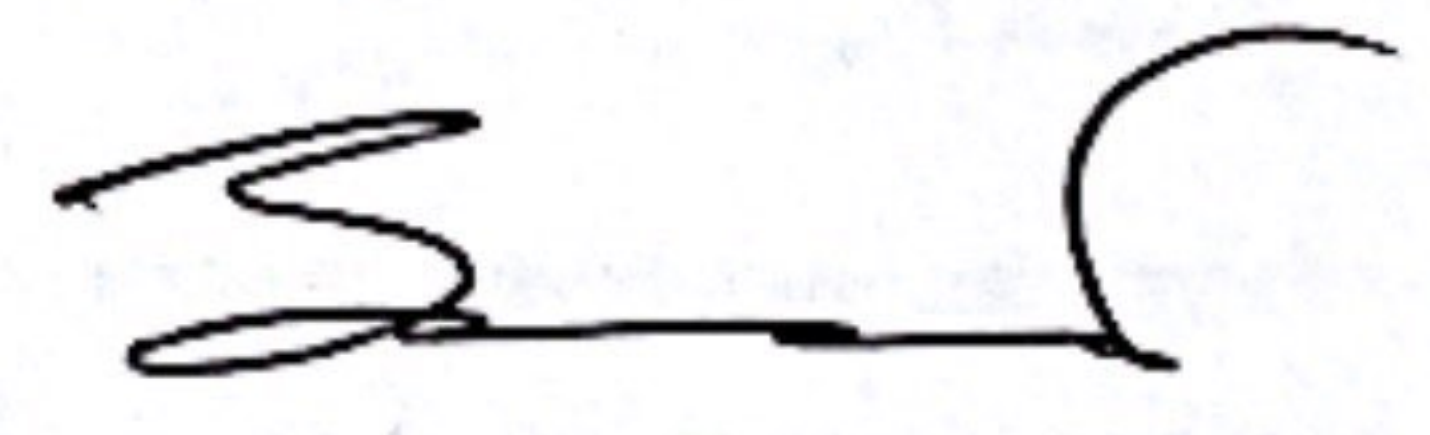


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7. Learned how VoLTE calling system works. Voice over LTE is an LTE high-speed wireless communication standard for mobile phones and data terminals, including Internet of things devices and wearables. VoLTE has up to three times more voice and data capacity than older 3G UMTS and up to six times more than 2G GSM.
8. When we make a voice call to another person, it connects through 2G/3G network. After finishing the call then, it switches back to 4G network. Modern phones have the capability to work both with 2G/3G and 4G data connection simultaneously.
9. VoLTE works with our phone. When we make a voice call it connects through data packet and make a one-to-one call connection through packet data connection. This new technology enables its consumers to make voice call through 4G network instead of switching to 2G or 3G network. The benefits of VoLTE include crystal clear voice quality which is better than 2G and 3G networks, ability to connect calls much faster and greatly improved device battery life.
10. Learned how to make asset management report. Asset management report is basically a report of our BTS site's equipment.



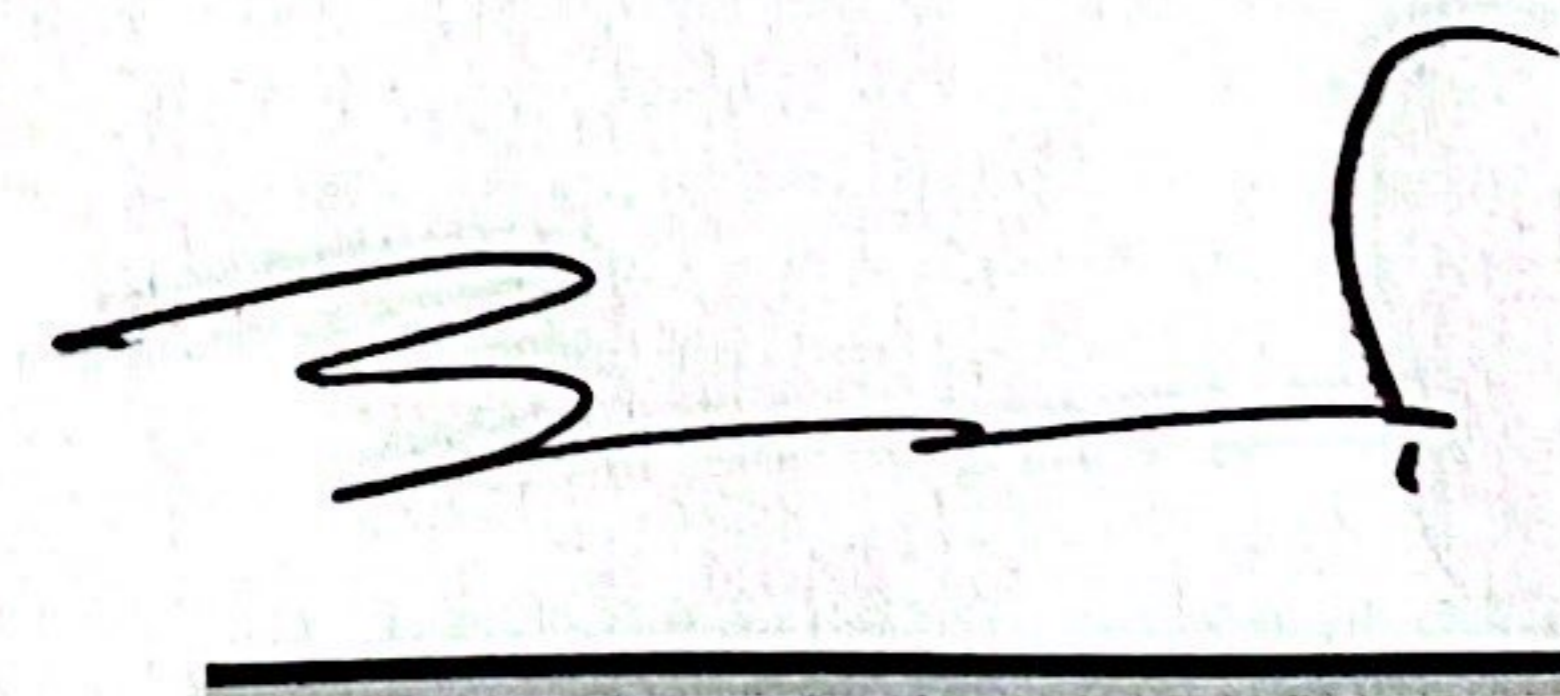
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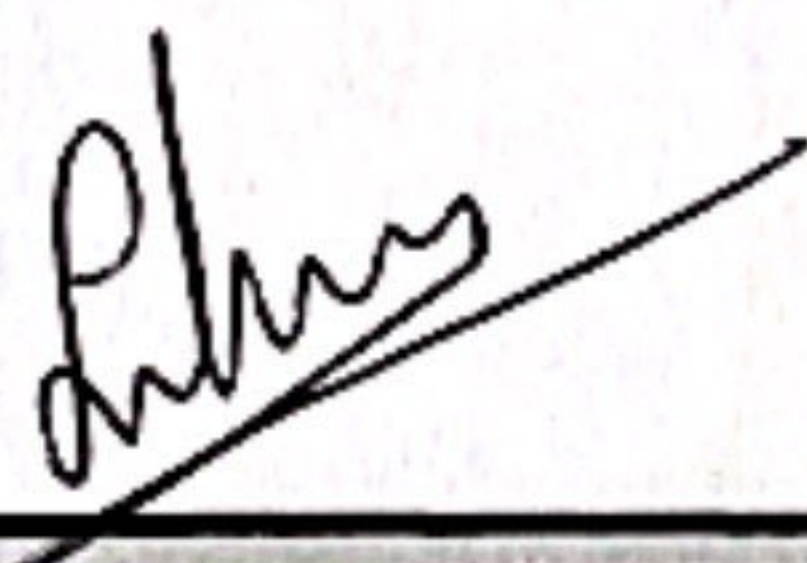
## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 6<sup>th</sup> week**

**Date: From 18<sup>th</sup> February 2023 to 24<sup>th</sup> February 2023**

**List of activities with brief description:**

1. Made Daily Technology Complaint Report.
2. A daily Technology Complaint report is a document that summarizes the key activities and metrics of Open ticket date and Assigned ticket date on a daily basis. The purpose of this report is to provide a quick overview of the team's performance, highlight any issues or challenges, and identify areas for improvement.
3. In the context of a telecommunications company, Banglalink, a daily technology report may include information on ticket distribution, complaints, and district-wise ticket assignment. Specifically, the report may include the following:
  - I. Assign Ticket Distribution for Voice: This refers to the number of tickets that were assigned to the team responsible for resolving issues related to voice services, such as call drops, poor call quality, and network connectivity issues.
  - II. Assign Ticket Distribution for Data: This refers to the number of tickets that were assigned to the team responsible for resolving issues related to data services, such as slow internet speeds, disconnections, and network coverage issues.
  - III. Open vs Assign Complaint: This compares the number of complaints received by the team to the number of complaints that have been assigned to the relevant teams for resolution. This information can help identify any backlog or bottlenecks in the ticket assignment process.

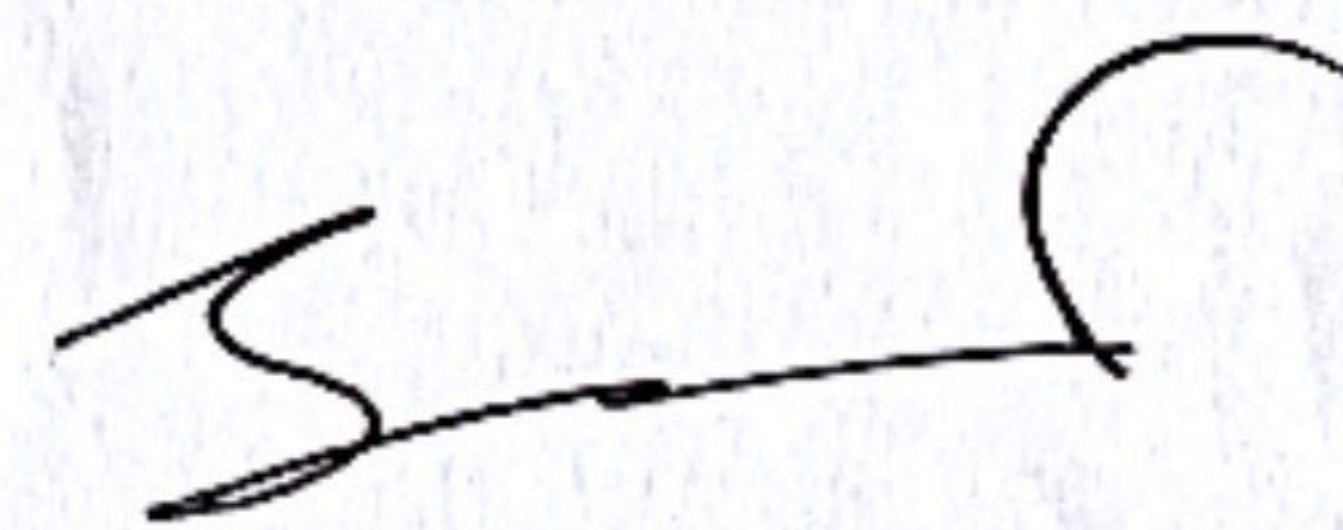


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- IV. District-wise Assign Ticket:** This refers to the number of tickets assigned to the teams responsible for each district or region. This information can help identify any areas where the team is overwhelmed with a high volume of complaints and may need additional support.
- 4. Business Service Complaint, Core Service Complaint, and RAN Service Complaint:** These are the different types of complaints that the team may receive. Business service complaints relate to issues with services provided to corporate customers, such as data connectivity, voice quality, or billing issues. Core service complaints refer to issues with the basic services provided to all customers, such as call quality, network coverage, and internet speeds. RAN service complaints relate to issues with the Radio Access Network, which is responsible for providing wireless connectivity to customers.
- 5. By including this information in a daily report, the team can track its performance, identify trends, and make data-driven decisions to improve its services and customer satisfaction.**



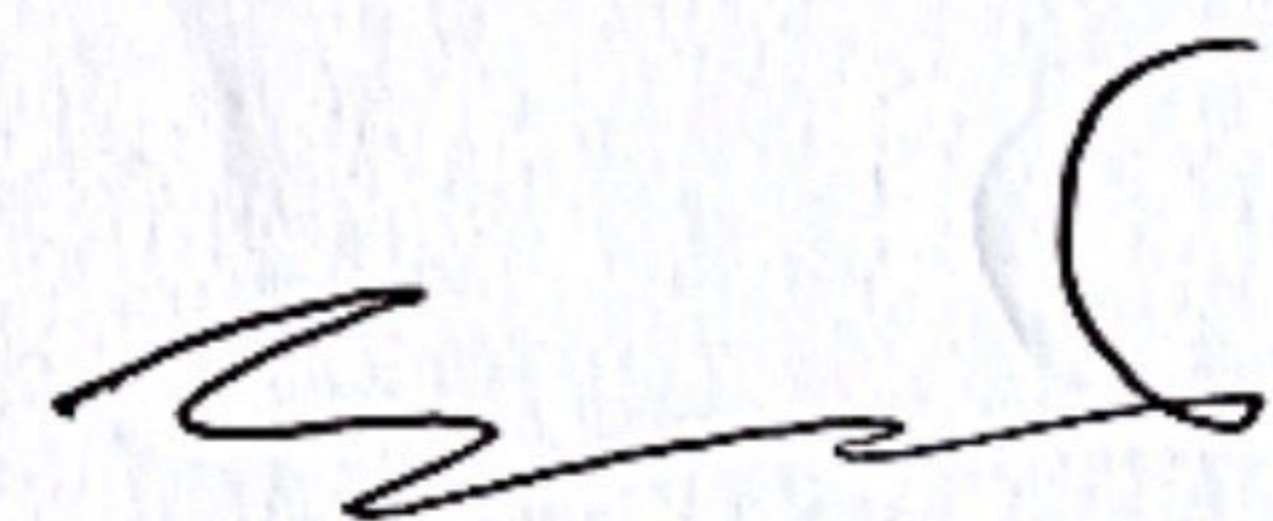
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

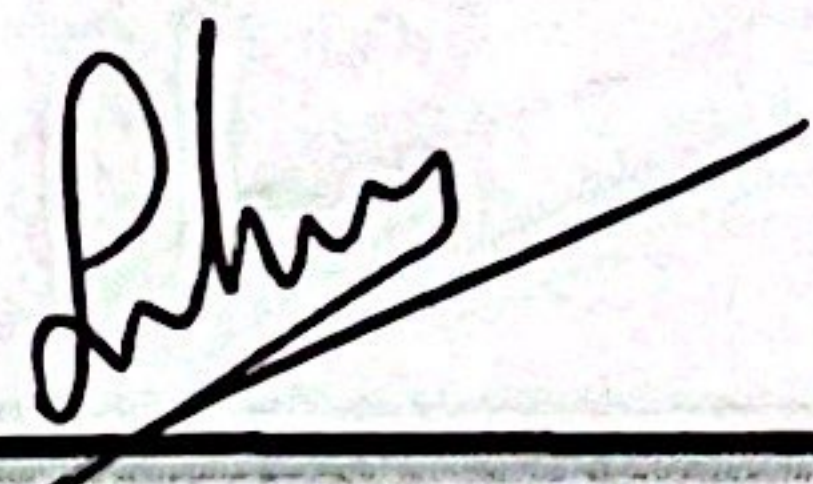
**Week: 7<sup>th</sup> week**

**Date: From 25<sup>th</sup> February 2023 to 3<sup>rd</sup> March 2023**

**List of activities with brief description:**

1. Observed how to design a new BTS site with cell design structure. From the observation I have learned: To design a new BTS (Base Transceiver Station) site with cell design structure, the following steps can be taken:

- I. **Site Selection:** The first step is to select a suitable site for the BTS. This site should have adequate coverage and be easily accessible. It should also have access to power and communication lines.
- II. **Coverage Area Analysis:** Once the site is selected, the next step is to analyze the coverage area. This involves studying the terrain, surrounding structures, and potential obstacles that could affect signal strength and quality. This analysis will help determine the number and location of cells needed to cover the area.
- III. **Cell Planning:** Based on the coverage area analysis, the BTS site can be divided into cells. Each cell will have a dedicated set of frequencies and channels to avoid interference with neighboring cells. The cell size and shape will depend on the terrain, building structures, and expected traffic in the area.
- IV. **Antenna Placement:** Once the cells are defined, the next step is to determine the best location for the antennas. The antennas should be placed at a sufficient height to avoid interference from obstacles and provide optimal coverage. The antenna type and orientation will depend on the cell size, frequency, and traffic patterns.

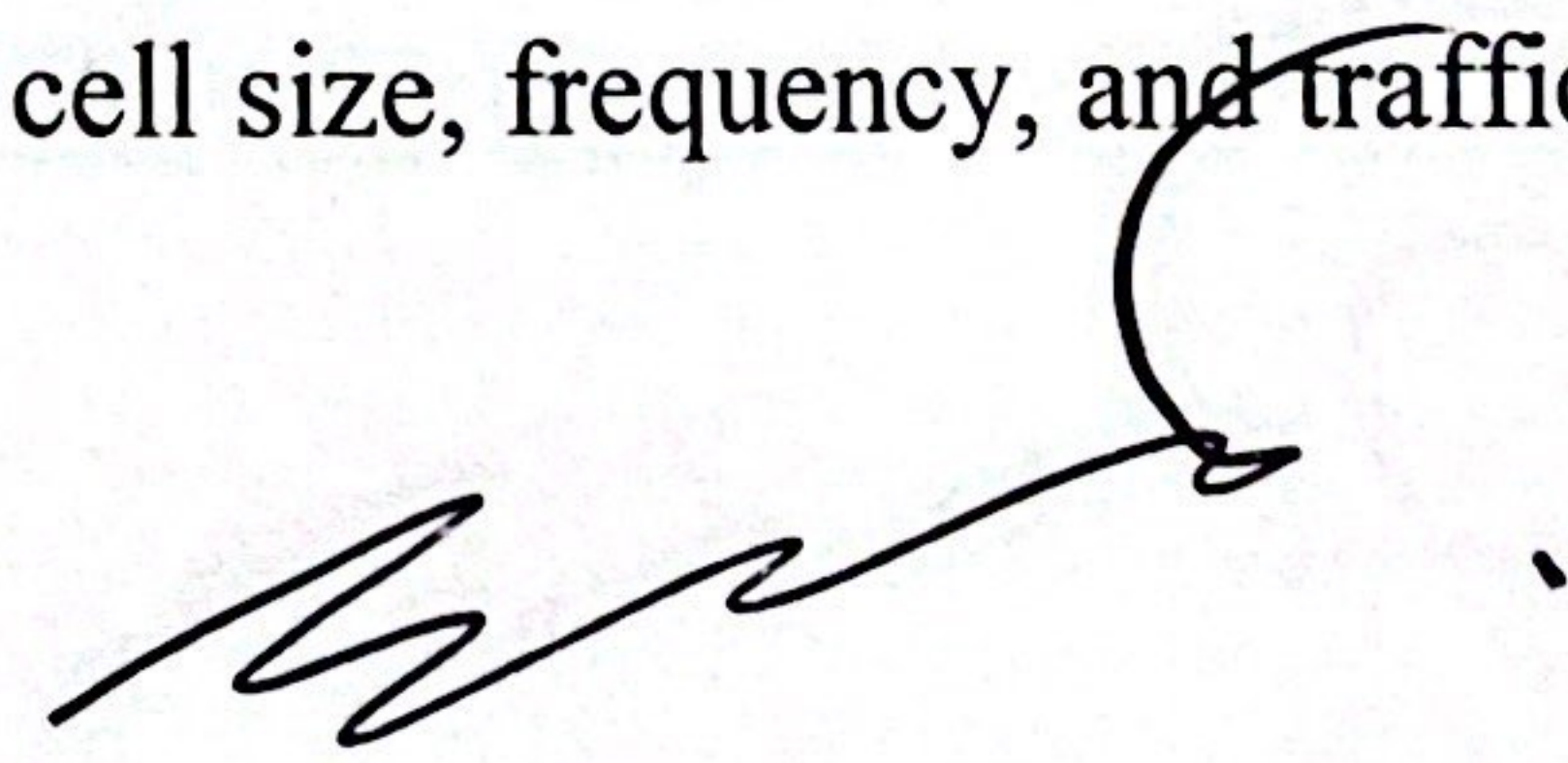


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- V. **Equipment Installation:** After the antenna placement is finalized, the BTS equipment can be installed. This includes the transceiver, power supply, and other supporting equipment. The equipment should be installed in a climate-controlled environment to ensure proper functioning and longevity.
- VI. **Testing and Optimization:** Once the equipment is installed, the BTS site should be tested and optimized. This involves checking signal strength, quality, and coverage in each cell. Adjustments may be needed to optimize the signal strength and reduce interference.
- VII. **Maintenance and Upgrades:** Regular maintenance and upgrades are necessary to ensure optimal performance of the BTS site. This includes monitoring equipment performance, replacing faulty components, and upgrading software and hardware as needed.

Overall, designing a new BTS site with cell design structure requires careful planning and analysis to ensure optimal coverage and performance. A well-designed BTS site can provide reliable and high-quality wireless communication services to users in the coverage area.



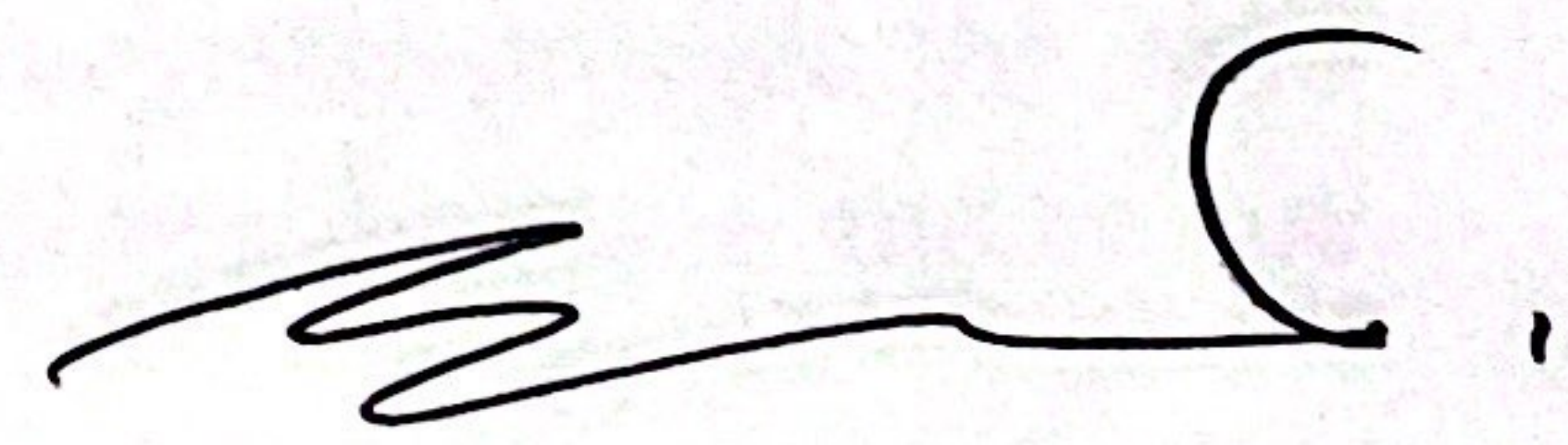
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Service Assurance Management

Banglalink Digital Communication Ltd.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 8<sup>th</sup> week**

**Date: From 4<sup>th</sup> March 2021 to 10<sup>th</sup> March 2021**

### **List of activities with brief description:**

1. The task at hand involves creating a summary report of the Service Level Agreement (SLA) for Banglalink, which includes Regular Assigned SLA, Re-assigned SLA, and Under-investigation SLA. The summary report should cover the last 52 weeks of reports.
2. Regular Assigned SLA refers to the time within which the customer's issue is resolved by the Customer Care Department (CCD) within the agreed-upon timeframe. Re-assigned SLA, on the other hand, occurs when the problem is not solved by CCD and is handed over to a higher-level technical team for further investigation and resolution.
3. Under-investigation SLA indicates that the issue has been identified, and the technical team requires additional investigation time to provide technical feedback and a resolution to the problem. These SLA metrics are crucial in ensuring customer satisfaction, and a comprehensive summary report will help track the performance of Banglalink's customer service.
4. In summary, the task is to create a report that summarizes the performance of Banglalink's SLA over the past 52 weeks, including Regular Assigned SLA, Re-assigned SLA, and Under-investigation SLA. The report will help in identifying any issues and improve the overall customer service experience.
5. To effectively address customer complaints, it is important to measure the distance between the complaint location and the nearest BTS site. This measurement, known as CC distance, provides precise information about the complaint area and its proximity to BTS sites. By quickly determining the location of the complaint and its distance from the nearest BTS site, we can promptly identify the problem and provide the most effective solution. This allows us to take swift action to address the issue and ensure customer satisfaction.

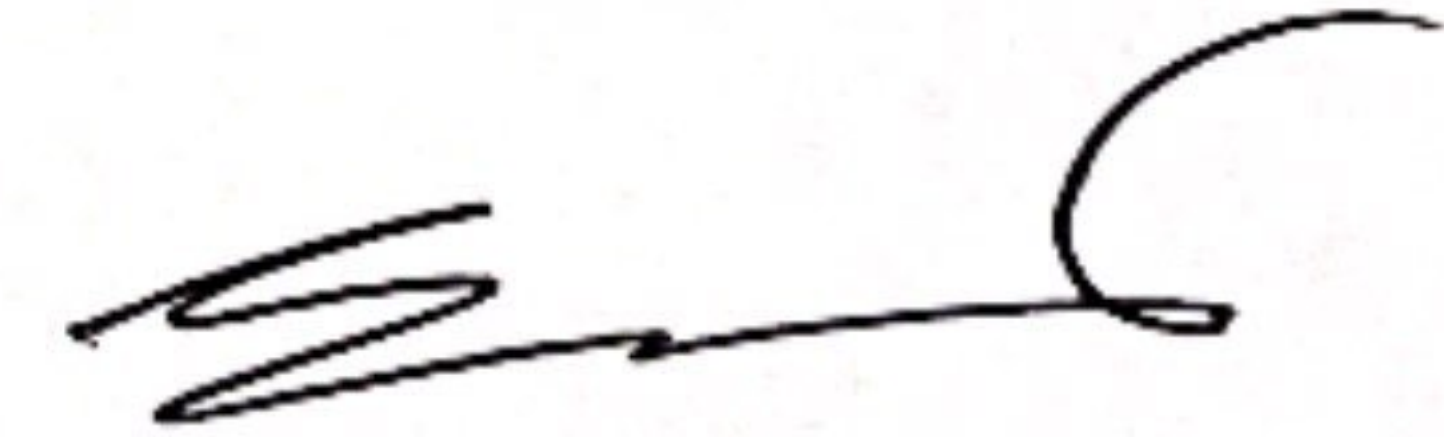


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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 9<sup>th</sup> week**

**Date: From 11<sup>th</sup> March 2021 to 17<sup>th</sup> March 2021**

**List of activities with brief description:**

1. Made Daily Technological Report by myself. Submit the report to SAM Engineer Tosif Bhai for rechecking and submit it to him.
2. Helped to organize Women's Day program at Tiger's Den. On the occasion of International Women's Day 2023, we, together with over 200 undergraduate students from all over Bangladesh, Took A Stand and Made A Vow to celebrate, promote, and practice gender equity in all aspects of life. In the two-day long event that took place in Tiger's Den, in addition to learning about the need for gender equity through group mentoring sessions and taking individual pledges to act against gender bias, students got to engage in fun gaming sessions, interact with senior leaders, and take a peek at the life in Banglalink.
3. Learned to extract latitude and longitude from MapInfo Pro software. MapInfo Pro is a desktop geographic information system software product produced by precisely and used for mapping and location analysis. MapInfo Pro allows users to visualize, analyze, edit, interpret, understand and output data to reveal relationships, patterns, and trends.



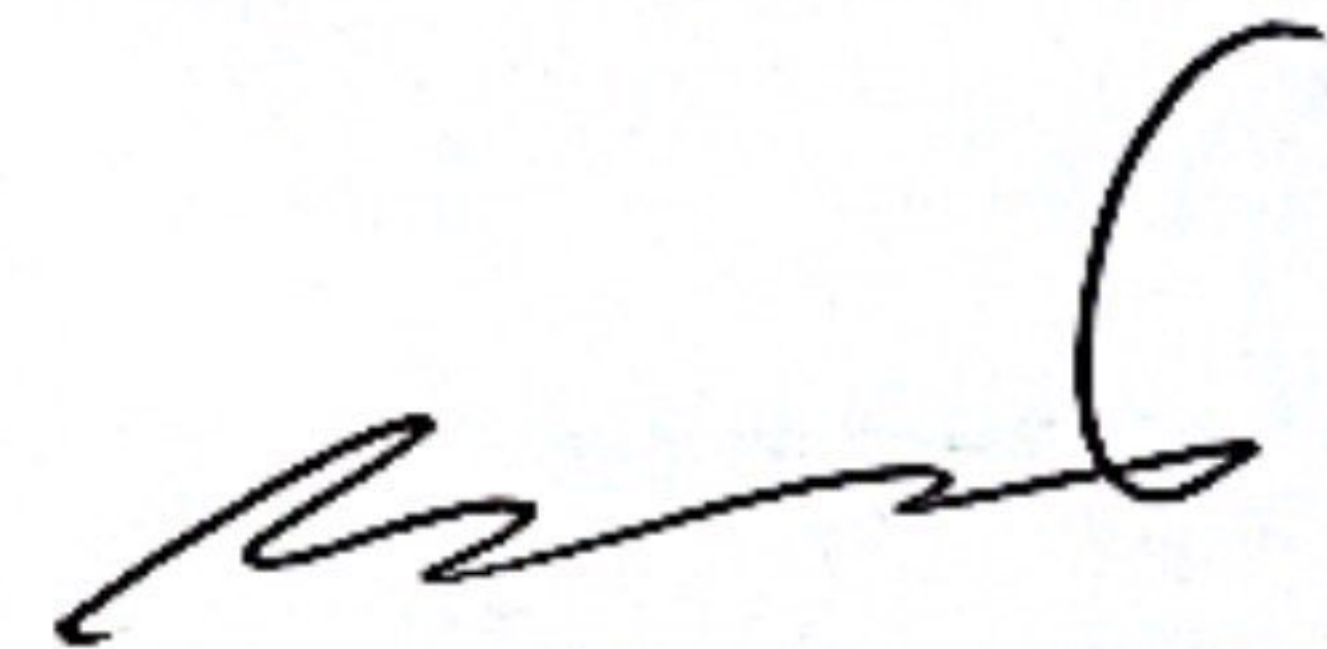
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 10<sup>th</sup> week**

**Date: From 18<sup>th</sup> March 2021 to 24<sup>th</sup> March 2021**

### **List of activities with brief description:**

1. Visit Banglalink NOC (Network Operation Centre). At the Banglalink NOC, I had seen a large room filled with rows of computer monitors, network equipment, and other technical tools. The room is bustling with activity, with a team of skilled professionals working diligently to ensure that the network is running smoothly and efficiently.
2. I had also seen the team of network administrators monitoring the network in real-time, using various tools and software programs to analyze data and troubleshoot issues as they arise. They would be constantly working to ensure that the network is functioning at optimal levels, with minimal downtime and disruptions.
3. During my visit, I had the opportunity to speak with the network administrators and learn more about the technology and equipment used in the NOC. They were happy to answer your questions and provide you with a deeper understanding of how the network operates, and the steps they take to ensure that it runs smoothly.
4. I had also gained a greater appreciation for the complexity and importance of the telecommunications network, and how crucial it is to ensure that it is functioning properly to provide uninterrupted communication services to customers.
5. Overall, visiting the Banglalink NOC was an exciting and educational experience for those interested in technology and telecommunications. It provides a rare glimpse into the behind-the-scenes operations of a complex telecommunications network, and highlights the critical role that network administrators play in keeping the network running smoothly.



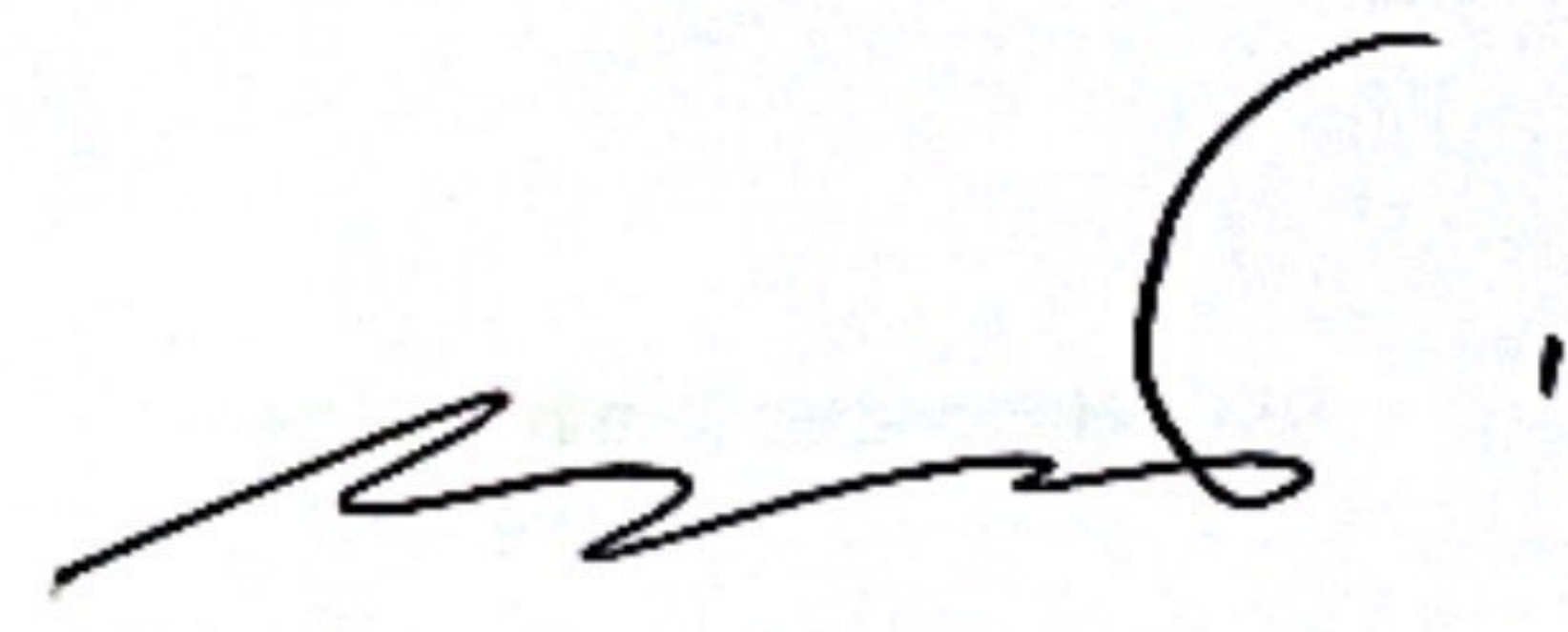
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 11<sup>th</sup> week**

**Date: From 25<sup>th</sup> March 2021 to 31<sup>th</sup> March 2021**

**List of activities with brief description:**

1. Made Daily Technological Reports.
2. Find the latitude and longitude of a customer's complaint location using their provided address from the customer care department (CCD) in Banglalink Service Experience Management Department. This is necessary to find a customer's exact location to determine the real problem the customer faced and the reason for the problem. To identify the latitude and longitude, I used Google Earth Pro software to calibrate the latitude and longitude of the location and measure the distance from the BTS site of the affected location area, which the customer provided. I also ensure that the nearest BTS site is from the affected location and the types of the customer's problem.
  - If the location is very close to the BTS site and the direction of the dipole throughput, it would be capacity issues.
  - If the location is far from the BTS site, there would be coverage issues.
3. Observed how to manage priority customer in Service Experience Management
  - Determine which clients are top priorities based on their importance to the company and their potential to affect sales or reputation.
  - Provide these consumers with individualized and customized service, such as specialized account managers, special discounts or promotions, and priority assistance.
  - To ensure their loyalty and repeat business, continuously assess and monitor their levels of satisfaction and modify the service approach as necessary.



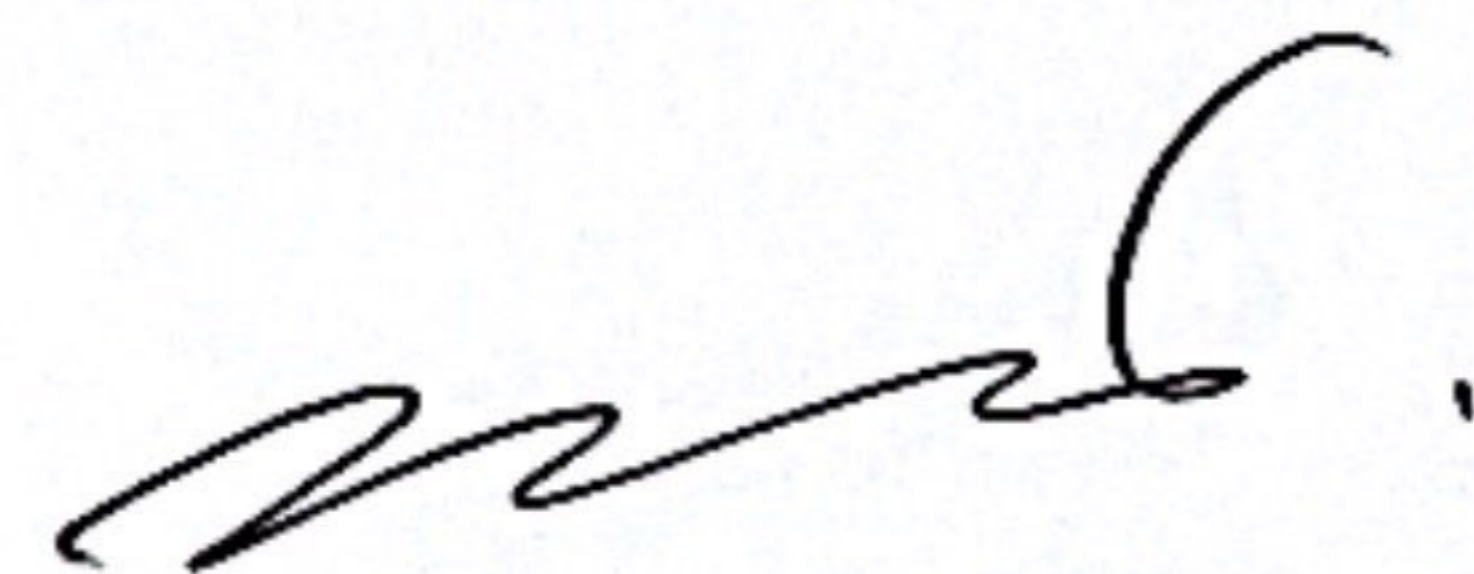
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 12<sup>th</sup> week**

**Date: From 1<sup>th</sup> April 2021 to 7<sup>th</sup> April 2021**

**List of activities with brief description:**

1. Made Radio Ticket Comment Summary. I have made a summary report based on customer feedback for a radio ticketing system. The report categorizes the comments into several generic categories.
  - i. Indoor coverage enhancement required
  - ii. Unreachable
  - iii. Outdoor coverage enhancement required
  - iv. non-RF issue
  - v. Capacity issue
  - vi. lat/long revise
  - vii. Under observation
2. Sorting out all the Thanas of Bangladesh and collect the BTS sites of every Thana of Bangladesh.
3. Attended meeting with Head of the department along with all of the Senior manager to discuss about the strategy of Q2 of 2023.
4. They appreciated me for my hard work and contribution to the technology division of Banglalink. It's such a wonderful feeling to be recognized for my efforts and to know that my work is making a difference. I'm grateful for this recognition and it motivates me to keep pushing myself further.



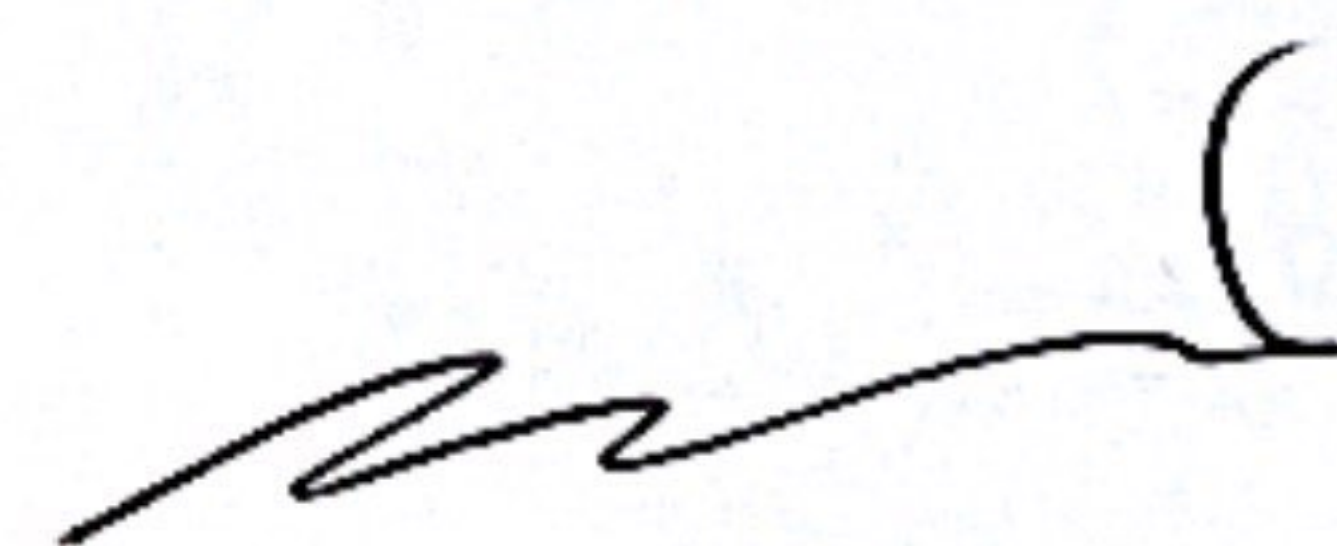
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