

Internship Report
on
**Business-to-Business Sales Functions in Enterprise Business Department at Banglalink
Digital Limited**



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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Letter of Transmittal

May 12, 2023

Dr. Mohammad Shamsu Uddin

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Subject: Submission of Internship Report at Banglalink Digital Limited

Respected Sir,

It is my honor to submit my report on my internship for your approval. I'm writing to humbly ask for your permission to submit my internship report, which I've finished as a requirement for my academic program. The report includes a thorough evaluation on my internship experience and highlights the useful information and abilities I have gained during the course of the program.

The title of my report is " Business-to-Business Sales Functions in Enterprise Business Department at Banglalink Digital Limited". This report is primarily focused on my daily tasks and activities during my internship period in the Enterprise Business department of Banglalink Digital Limited. The report also portrays an in-depth analysis of the company and the department which provides an overview of how the said 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,

Faria Hossain

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Declaration

I, Faria Hossain, a Student of the Business and Technology Management (BTM) department at Islamic University of Technology, hereby declare that the report titled " Business-to-Business Sales Functions in Enterprise Business Department at Banglalink Digital Limited" is an original piece of an article composed by myself under the supervision of Dr. Mohammad Shamsu Uddin, 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 Islamic University of Technology regarding plagiarism and collusion.

Kind regards,

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Department of Business and Technology Management

Islamic University of Technology

Business-to-Business Sales Functions
in
Enterprise Business Department
at
Banglalink Digital Limited



banglalink

Acknowledgment

Being an intern at Banglalink Digital Limited provided me with a platform to develop my professional skills and growth. I am eternally grateful to the Almighty for giving me this opportunity at such an early stage of my career. I am also grateful for the chance to meet so many talented individuals who led me during my internship period.

Secondly, I would like to convey my heartfelt appreciation to my academic supervisor, Dr. Mohammad Shamsu Uddin, who guided me throughout my journey with expert advice and support. He was nothing short of a counselor to me for the completion of this academic report. His meticulous feedbacks have been instrumental in shaping this report, and I am truly grateful for his patience and understanding.

I would also like to use this opportunity to express my deepest gratitude to my corporate line manager, Faiz Mahmud, and my mentor, Asif Zubayeer, who helped me every step of the way during my time in the Enterprise Business department, despite being extremely busy with their day-to-day tasks. My knowledge and abilities in the field of sales have significantly improved thanks to their advice and experience. I am really appreciative of their continuous support and their essential contributions to the development of this report.

Last but not least, I would like to mention my family. Without their constant support, care, and affection, I would never become the person that I am at this moment. They are my safety net in every step of the way, and I would like to make them proud by being a good person, both in my personal and professional world.

Executive Summary

This internship report 'Business-to-Business Sales Functions in Enterprise Business Department at Banglalink Digital Limited' is prepared based on three months of working experience from the department of Enterprise Business of Banglalink Digital Limited.

This internship report has a total of seven chapters. Starting with Introduction of the report that focuses on the overall aspects of the internship report like objective, data source, methodology, and limitations. Then the Company overview focuses on the About Banglalink Digital Limited, its Historical Background, Departments, Company Organogram, Services and Products Offered, its Customers, different Analysis and the introduction of Enterprise Business Department, the Organogram, Units under the Department, Sales process of the segments, and the offering they have for the customers.

A brief analysis of the industry comes next that focuses on the size, trends, maturity and other crucial factors that affect the telecommunication industry of Bangladesh. The next chapter focus on my key responsibilities as an intern in the Enterprise Business Department of Banglalink and the skills applied and learned throughout my internship period.

Then in the next chapter, some recommendations are given for the respective findings and the conclusion part provides an overview of the Enterprise Business Department of Banglalink. And then the reference part holds all the possible data sources that were used and taken under consideration.

Throughout my internship, I gained practical experience working under pressure and learned that having a solid strategy, an entrepreneurial mindset, and a focus on innovation are essential for success in the business world.

Table of Contents

Letter of Transmittal	ii
Declaration	iii
Acknowledgment	v
Executive Summary	vi
Chapter 1. Introduction	1
1.1 Background of the Study:	2
1.2 Origin of the Report:	2
1.3 Main Purpose of the Internship Program:.....	2
1.4 Methodology Used and Data Source:	3
1.5 Significance of the Report:.....	3
1.6 Limitations:	4
Chapter 2. Company Overview	5
2.1 About Banglalink Digital:	6
2.1.1 Mission:.....	6
2.1.2 Vision:	6
2.1.3 Core Values:	6
2.2 Historical Background of Banglalink:	7
2.3 Departments of Banglalink:	8
2.4 Mailing address and web links of Banglalink:	8
2.5 Sector where Banglalink operates:.....	8
2.7 Customers of Banglalink:	10
2.8 Company Operation:	10
2.9 Organization chart along with the number of employees in Banglalink.....	11
2.10 Company Analysis:	13
2.10.1 Porter’s five factor on Banglalink:.....	13
2.10.2 Banglalink’s SWOT Analysis:	15
2.10.3 PESTEL on Banglalink:	15
2.11 Enterprise Business Department	17

2.11.1 Department Overview:.....	17
2.11.2 Enterprise Business offerings and Solutions:	18
2.11.3 The B2B pre-sales process of Banglalink:.....	18
2.11.4 The B2B post-sales process of Banglalink:.....	19
Chapter 3. Industry Analysis.....	21
3.1 Industry Size and Growth Trends.....	22
3.2 Maturity of the Industry	24
3.3 External Economic Factors and their Effect on the Industry.....	24
3.4 Seasonality.....	25
3.5 Technological Factors.....	26
3.6 Regulatory, Political, and Legal Concerns.....	27
3.7 Competitive Environment and Changes in the Competitive Environment.....	27
Chapter 4. Description of Main Duties	28
4.1 Job Position.....	29
4.1.1 Working Hours	29
4.2 Work Environment:.....	29
4.3 Regular Assigned Internship Tasks:.....	30
4.4 Difficulties and Challenges:.....	31
4.5 Working tools I used:.....	32
4.5.1 Banglalink’s Customer Toolbox Software:	32
4.5.2 Banglalink’s Enterprise Business Corporate Care Portal:.....	32
4.5.3 Other tools:.....	33
4.6 Training and Market visits:	34
4.6.1 Trainings and workshops:	34
4.6.2 Market visits:.....	35
4.7 Skills Applied and Developed:	35
4.7.1 Skills Applied:	35
4.7.2 Newly Developed Skills:.....	36
Chapter 5. Analysis.....	37
5.1 Competitor Analysis:	38

5.2 Company level analysis:	39
5.3 Market level analysis:	40
5.4 Professional level analysis:	41
Chapter 6. Recommendations and Conclusion	43
6.1 Recommendations:.....	44
6.2 Conclusion:.....	44
Chapter 7. References.....	45
Appendices.....	47

List of Figures

Figure 2.1: Banglalink's Historical Timeline	7
Figure 2.2: Departments of Banglalink.....	8
Figure 2.3: Product-Service mix of Banglalink	9
Figure 2.4: Customer Mix of Banglalink.....	10
Figure 2.5: Organization Chart of Banglalink	11
Figure 2.6: Organizational hierarchy of Banglalink	12
Figure 2.7: Porter's Five Forces Analysis on Banglalink	13
Figure 2.8: SWOT Analysis on Banglalink	15
Figure 2.9: Departmental hierarchy tree of Enterprise Business	17
Figure 2.10: Solutions offered by Enterprise Business.....	18
Figure 3.1: Banglalink's Network Availability Options.....	22
Figure 3.2: Industry Shares of the Competitors in Telecom industry of Bangladesh.....	23
Figure 3.3: Life Cycle of the Telecom Industry	24
Figure 4.1: My job positioning in the Enterprise Business Department.....	29
Figure 4.2: Home page of Banglalink's Customer Toolbox Software	32
Figure 4.3: Log-in overview of Banglalink's Customer Toolbox Software.....	33
Figure 5.3: Logos of the tools I used on a daily basis.....	34
Figure 5.4: Market Visit at Bongo Technology Limited	35

Chapter 1. Introduction

This report is an integral part of the course - Internship 4800 for the 8th semester. This report is written with an aim of sharing the experiences that I have gathered while working in a telecommunications company, Banglalink Digital Ltd. As a final semester student of the Business and Technology Management Department, this 9-credit internship course is a must. Hence, it plays a significant role in fulfilling my graduation successfully. Under this requirement, I have completed a 3 months' internship in the Enterprise Business department of Banglalink Digital Ltd.

1.1 Background of the Study:

This study has been prepared as a requirement to complete the internship report under the Department of Business and Technology Management, Islamic University of Technology.

In recent years, the telecommunications sector has rapidly expanded and changed. Businesses in this area confront a variety of difficulties due to the rising need for dependable and economical connectivity. These difficulties include the necessity to preserve financial stability as well as fierce competition and quickly changing technologies. Leading Bangladeshi telecommunications provider Banglalink has been in the forefront of developing creative responses to these issues while attempting to provide its clients with the best services available

1.2 Origin of the Report:

The internship program at Islamic University of Technology is necessary for Business and Technology Management undergraduate students to finish their degrees. The main objective of this program is to acquaint the BTM department graduates with the corporate world and the job market.

The BTM department's mission is to introduce students to the real world of work. The internship program was created to give students the opportunity to apply their knowledge of business theory to real-world situations and obtain professional experience because they are already familiar with the theoretical principles of the business world. Applying theoretical knowledge to concepts and experiences from the real world is the real challenge here.

1.3 Main Purpose of the Internship Program:

In this section, I shall discuss about the key purpose of the internship program Below I identify the main purposes:

- Gain experience in a real-world corporate setting.

- Students should be introduced to the job market.
- Connect theory to experience.
- Organize detailed information about the job description.
- Completion of BBA program requirements.

The report is the result of a three-month internship at Banglalink. and was prepared in accordance with the University's Internship Guideline 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 Methodology Used and Data Source:

While preparing this internship report, I gathered information and insights from both primary and secondary sources.

Primary Sources:

A large portion of the report is devoted to describing the data gathered through primary research. Face-to-face talks with the company's employees and workers provided the majority of the key insights and components highlighted.

- Official employees of the company.
- The notes I maintained throughout the internship period

Secondary Sources:

Although primary research makes up the core of this report, secondary sources also contributed significantly to the information that was given. For my report, a number of sources were considered as secondary sources of data.

- Company Website.
- Google search engine.
- Research papers about E-commerce industry

1.5 Significance of the Report:

This report offers a clear and insightful overview of the organization, Banglalink's Enterprise Business department, and the industry in which the business is operated. It offers particular statistics about the company's performance and largely concentrates on the viewpoint of the employees. Readers will learn about the pre-sales and post-sales activities of the Bangladeshi

telecommunications business through this report. This report is an essential part of the BTM department students' knowledge development. Understanding the possible benefits of industry experience will be made easier with its guidance.

1.6 Limitations:

Despite a few limitations I have tried to get the most out of this opportunity. Limitations include:

- Three months was comparatively short for achieving all of the company's knowledge and insight
- Due to agreement, lots of company data and facts could not be shared in this internship report
- Because they were deemed confidential, a number of details about active projects could not be used to examine Banglalink's competitive positioning going forward

Chapter 2. Company Overview

2.1 About Banglalink Digital:

Banglalink, which is transitioning from a traditional mobile operator to a tech company, is working nonstop to make the digital world available to each and every consumer in order to establish a Bangladesh that is entirely digital.

Banglalink places a strong emphasis on the customer experience in order to modernize customer engagement, communication, operations (internally and externally), and service offerings from traditional to digital/online. Digitization has therefore become essential. Banglalink aims to help its consumers maximize the advantages of the digital era and build a true digital ecosystem by offering goods that meet their needs.

The development of a strong brand for Banglalink that stimulated strong emotions in customers, the creation of innovative products and services that cater to various market segments, aggressive network quality improvement, devoted customer service, widespread distribution across the nation, and the creation of these factors have all contributed to the company's growth over the years.

2.1.1 Mission:

- Achieving the top spot in the cellular market in Bangladesh
- Communicating enhanced benefits to customers before, during, and after the sale.
- Creating the most shareholder value possible

2.1.2 Vision:

"Banglalink understands people's needs best and will create and deliver appropriate communication services to improve people's life and make it easier".

2.1.3 Core Values:

Banglalink's strong fundamental values serve as its compass:

- I. Entrepreneurship,
- II. Innovation,
- III. Collaboration, and
- IV. Truthfulness

2.2 Historical Background of Banglalink:

Banglalink began its operations in February 2005. It is the third-largest mobile operator in the country, with more than 40 million subscribers as of 2023.

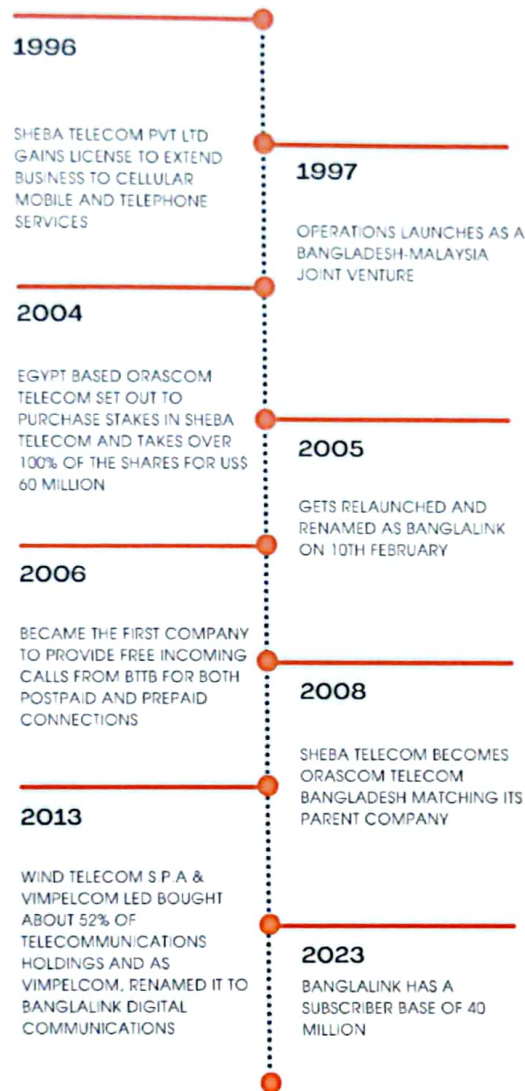


Figure 2.1: Banglalink's Historical Timeline

The company was initially launched as Sheba Telecom Pvt. Ltd, but it was later acquired by Orascom Telecom in 2004. Orascom rebranded the company as Banglalink and launched its services in February 2005. At that time, there were four other mobile operators in Bangladesh, but Banglalink quickly gained popularity with its attractive pricing and innovative marketing campaigns. Russian multinational telecommunications company VimpelCom purchased Banglalink in 2007. Banglalink expanded its network coverage and introduced fresh services

including 3G and 4G while being owned by VimpelCom. Banglalink was made a subsidiary of VimpelCom Ltd. in 2018, which underwent a rebranding and changed its name to VEON.

2.3 Departments of Banglalink:



Figure 2.2: Departments of Banglalink

2.4 Mailing address and web links of Banglalink:

- Official website: <https://www.banglalink.net/en>
- Customer care number: 111 (from Banglalink number) or 01911304111 (from other operators)
- Email: support@banglalink.net
- Location: Tigers' Den, House 4 (SW), Bir Uttam Mir Shawkat Sharak Gulshan 1, Dhaka 1212, Bangladesh
- Google Map Search: Banglalink HQ

Visit the Banglalink website to find information about different services, products, and packages offered by the company.

2.5 Sector where Banglalink operates:

Banglalink operates in the *telecommunications* sector in Bangladesh. Through an extensive network of base stations and cell towers, Banglalink performs the role of a mobile network operator by providing its customers with mobile communication services. The company offers a range of mobile plans, internet services, value-added services, and digital services to satisfy the diverse demands of its customers. Additionally, Banglalink does research and development to

improve its services and extend its coverage across the country. Overall, Banglalink occupies a significant position in the Bangladeshi communications industry.

2.6 Products and services of Banglalink:

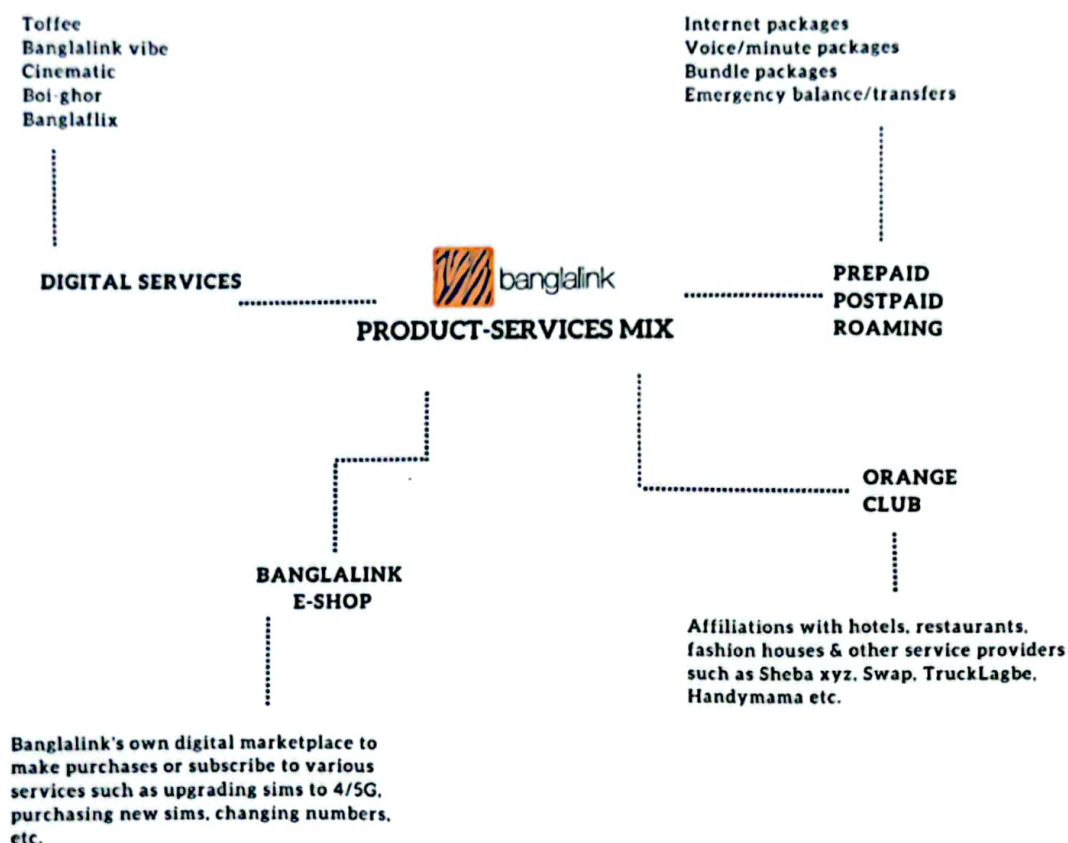


Figure 2.3: Product-Service mix of Banglalink

Banglalink has targeted different customer segments, including youth, professionals, and businesses, with tailored services and packages. A list of services of Banglalink (both directly and indirectly related to their network services) are:

- I. While Vibe provides an experience similar to Spotify, and Banglaflix acts as a Netflix supplier, but for the local client and their interests, Toffee offers subscriptions for a range of channels, entertainment, and news.
- II. E-shop puts all the services at your fingertips, enabling customers to make a variety of physical purchases using their cellphones without having to visit their customer care centers.

- III. Orange Club provides its members with a range of lifestyle perks, such as lump sum savings on lodging, shopping, and travel as well as other services like home goods, repairs, moving services, etc.
- IV. Customers can choose from a selection of prepaid and postpaid mobile plans from Banglalink, each with unique features and advantages to meet their various needs.

2.7 Customers of Banglalink:



Figure 2.4: Customer Mix of Banglalink

Telecom service providers often aim to reach the majority of the population because communication is essential for all target categories, including children, the elderly, and the working class. Banglalink has chosen one of them as their own target market where they can serve the maximum number of customers, be it for their basic needs or usage or for enhancing their quality of life.

2.8 Company Operation:

Banglalink *does not* operate worldwide. It is a mobile network operator that operates only in Bangladesh. Banglalink is a subsidiary of VEON, a multinational telecommunications company that operates in multiple countries, but Banglalink itself operates only in Bangladesh. Its network coverage spans across the country, providing mobile communication services to millions of customers in Bangladesh.

2.9 Organization chart along with the number of employees in Banglalink

The total number of employees in Banglalink is not publicly available (as of 2018, it was reported to have around 3,500 employees).



Figure 2.5: Organization Chart of Banglalink

Top-level management: This includes the CEO and Managing Director, as well as other high-level executives responsible for making strategic decisions and overseeing the company's overall performance.

Chief Executive Officer: Erik Aas

Chief Commercial Officer: Upanga Dutta

Chief Financial Officer: Cem Velipasaoglu

Chief Legal Officer: Jahrat Adib Chowdhury

Chief Technology & Information Officer: Hüseyin Türker

Chief Ethics and Compliance Officer: Muniruzzaman Sheikh

Chief Corporate & Regulatory Affairs Officer: Talmud Rahman

Chief Human Resource and Administration Officer: Mazola Morshed

Heads of departments: There would be various departments inside the corporation, and each department would be overseen and coordinated by a top executive. There might be a department for marketing, a department for sales, a department for finance, a department for human resources, and so forth.

Middle-level management: This group consists of managers and supervisors who answer to department heads and are in charge of overseeing day-to-day business operations.

Operational staff: This would include all other employees who perform the core duties of the business, including customer service agents, network engineers, marketing executives, sales agents, and other employees who work directly with clients or are involved in the business's daily operations.

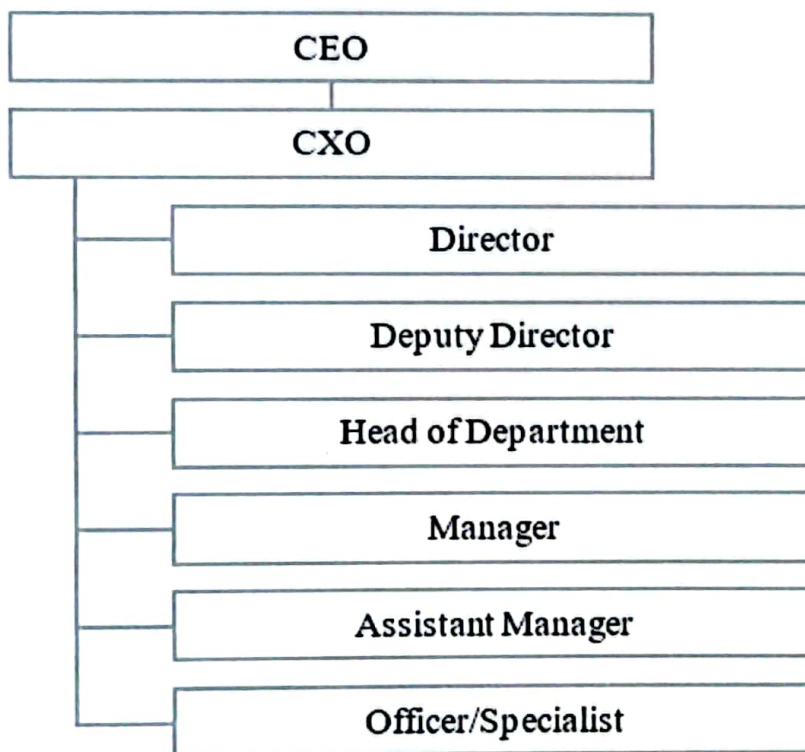


Figure 2.6: Organizational hierarchy of Banglalink

2.10 Company Analysis:

2.10.1 Porter's five factor on Banglalink:

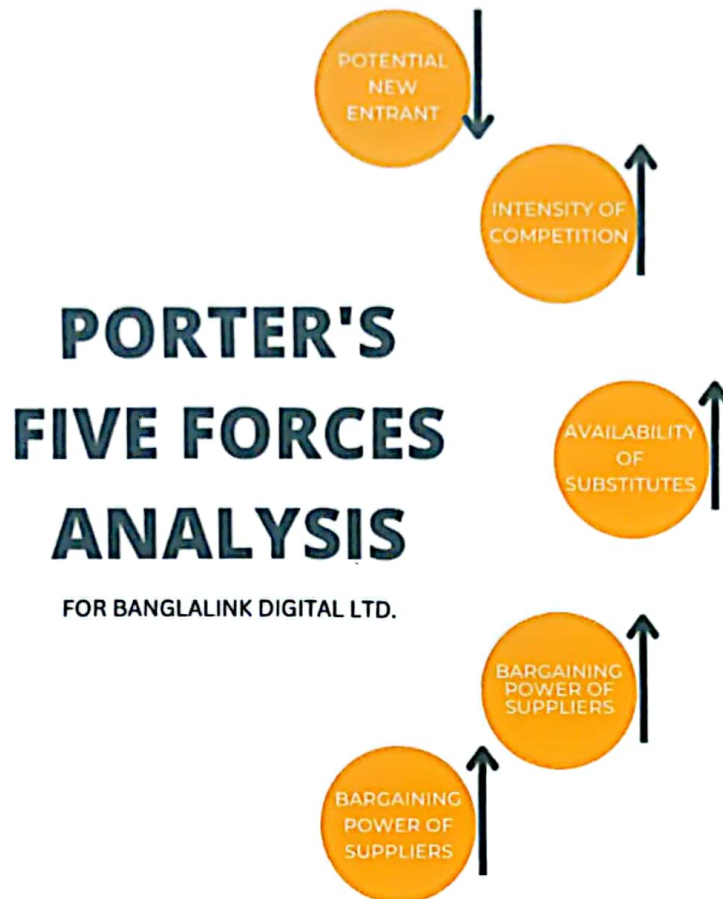


Figure 2.7: Porter's Five Forces Analysis on Banglalink

I. Threat of new entrants:

In the telecom sector, entry constraints reflect how simple it is to access the market and, consequently, the competition. The threat of new entrants is quite minimal because the barriers are high and formidable. Therefore, it can be said that Banglalink faces very few threats in this situation.

II. Buyer Power:

It simply refers to the degree of choice consumers have when it comes to the products or services they choose. For instance, potential customers may easily switch to Robi or Banglalink if Grameenphone raised the price of its sim cards. The same may be said about

phone rates and the price of internet bundles. Businesses often keep their rates modest by default and uphold a moderate industry standard since clients can choose from a range of service providers. The service network coverage, entertainment module subscriptions, and other restrictions may also increase if you switch operators. As a result, there is not much purchasing power in this situation.

III. Supplier Power:

This is the level of influence a supplier has over a certain business. Suppliers must furnish the raw materials for such buildings in order for service providers to develop the towers, machinery, and systems required to give top-notch services. Banglalink will purportedly have minimal supplier power because there are numerous suppliers wanting to engage with such a major global corporation. This is another reason why the present suppliers won't end their excellent service in order to uphold strong relations and continue to supply for a long time.

IV. Threat of substitutes:

When it comes to customers' choice amongst a variety of services, this is consistent with consumer power. Although there aren't many options available, those that are have a good possibility of attracting customers. Providers must maintain a consistently improving level of customer service and stay one step ahead of the competition in order to sustain and expand their customer base. As a result, Banglalink and all of its competitors would be subject to a moderate threat.

V. Competitive Rivalry:

There is currently intense competition among well-established companies in a given sector. Grameenphone has the most subscriber base (the advantages of early arrival), however Banglalink has the best network (fastest 4G+), subscription plans, and customer support services. Robi has also taken a substantial part of the market, but the business is aiming to improve other service and expand its customers. As a result, there is currently intense competition among the businesses of the top 3 firms.

2.10.2 Banglalink's SWOT Analysis:

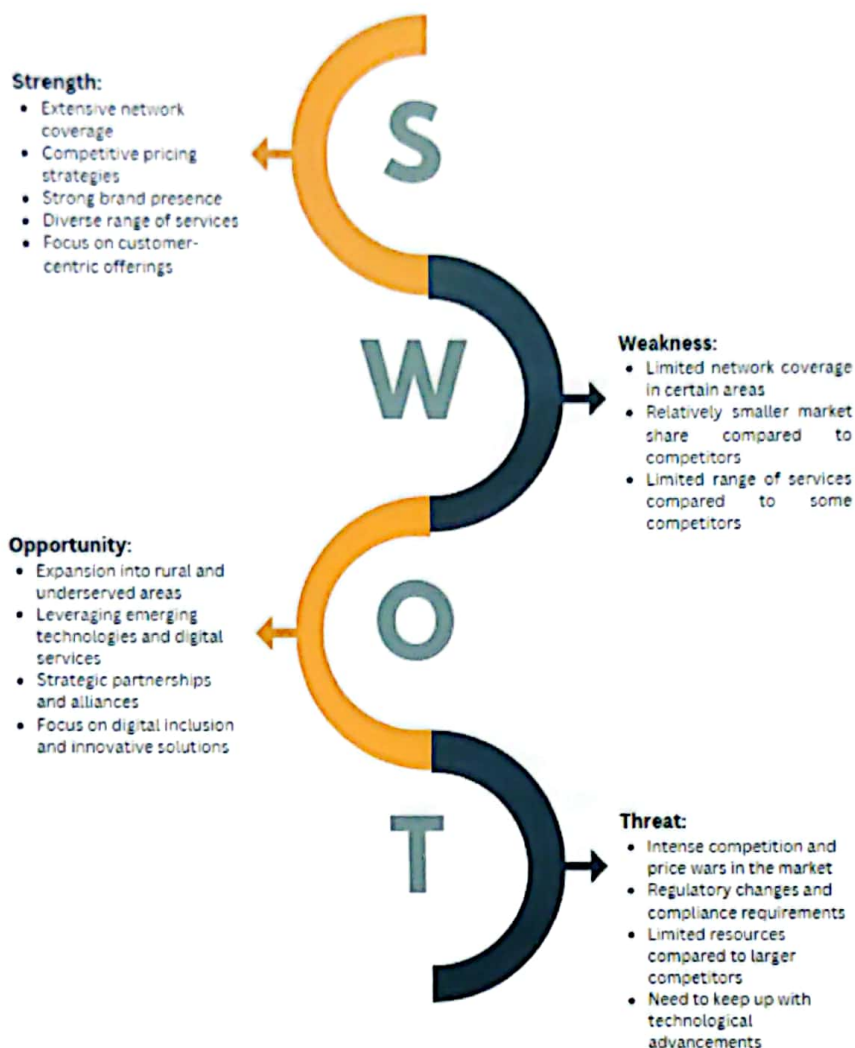


Figure 2.8: SWOT Analysis on Banglalink

2.10.3 PESTEL on Banglalink:

PESTLE analysis is a framework used to analyze the external macro-environmental factors that could affect a company's business. Here's a PESTLE analysis of Banglalink:

I. Political:

Bangladesh's telecommunications sector may be impacted by the country's political climate. Government policies and regulations heavily influence the industry's licensing and regulation, therefore Banglalink's operations may be impacted by changes to those policies or laws.

II. Economic:

The business of Banglalink may be impacted by the general state of the Bangladeshi economy. Consumer spending and purchasing power may be impacted by economic factors including inflation, exchange rates, and GDP growth, which may therefore affect the demand for Banglalink's services.

III. Sociocultural:

Banglalink's operations may be impacted by Bangladesh's sociocultural milieu. The nation has a sizable and expanding population, with a comparatively young and tech-savvy demographic. Additionally, cultural aspects like language and social customs may affect how the local populace perceives Banglalink's goods and services.

IV. Technological:

Since the telecommunications sector depends heavily on technology, quick changes in this area could have an effect on Banglalink's operations. To remain competitive and satisfy client requests, the business needs to stay current with technology improvements.

V. Legal:

The business of Banglalink may be impacted by the legal climate in Bangladesh. The business must abide by regional telecommunications, data privacy, and other related laws and regulations.

VI. Environmental:

The telecommunications sector may have an influence on the environment due to the energy use of infrastructure like cell towers. Banglalink must make sure that it operates sustainably and complies with all applicable environmental laws.

2.11 Enterprise Business Department

2.11.1 Department Overview:

The Enterprise Business department of Banglalink is responsible for providing customized network solutions to businesses of all sizes. The department aims to help Banglalink increase their productivity and efficiency through innovative and effective communication solutions.

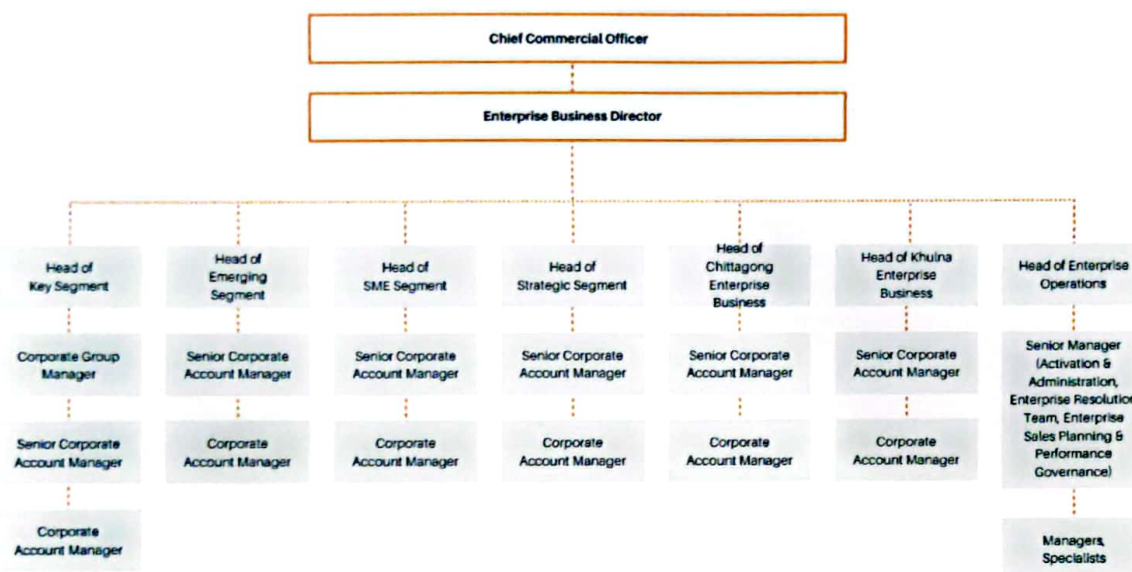


Figure 2.9: Departmental hierarchy tree of Enterprise Business

In 2020, Banglalink's enterprise business section recorded sales growth of 6.5% from the previous year. Due to its emphasis on digital transformation, customer-centricity, and innovation, the department has been able to maintain a dominating position in Bangladesh's market for enterprise solutions.

As of 2021, Banglalink had more than 1.3 million commercial customers in Bangladesh. The company employs more than 500 motivated workers who are specialists in a range of enterprise solutions.

Banglalink's enterprise business section has teamed with significant international technology firms including Cisco, IBM, and Microsoft in order to provide cutting-edge solutions to its clients.

The Enterprise Business Department includes the following segments:

- Key Segment
- SME Segment
- Emerging Segment
- Strategic Segment
- Enterprise Business Operations

2.11.2 Enterprise Business offerings and Solutions:

Numerous services, including as cloud and managed services, phone, data, and internet solutions, are offered by the Enterprise Business department. The department provides security, surveillance, and access control solutions, acting as a one-stop shop for all business communication needs.



Figure 2.10: Solutions offered by Enterprise Business

2.11.3 The B2B pre-sales process of Banglalink:

- I. **Surveying:** finding potential clients, including online research, industry analysis and gatherings, and recommendations from existing clients.

- II. **Lead Generation:** Banglalink will attempt to generate leads after identifying potential client and contacting (via phone, email, or other channels) potential consumers to determine their interest in Banglalink's goods and services.
- III. **Needs Assessment:** This entails figuring out how Banglalink's goods and services can satisfy each potential client's unique requirements. To get the best answers, Banglalink may perform a thorough analysis of the potential client's operations and business.
- IV. **Proposal:** Banglalink will create a proposal outlining how its goods and services may satisfy the demands of the potential client once those needs have been determined. The proposal might contain all the specifics the potential client might require to make an informed selection, including pricing, descriptions of the goods and services, and any other information.
- V. **Negotiation:** The parties will then engage in negotiations if the potential customer is interested in Banglalink's goods and services. This could entail talking through costs, conditions of the contract, and any other kinks that need to be worked out before a deal can be closed.
- VI. **Closing:** At this point, the contract is complete, and its conditions are accepted by all parties. Banglalink will start offering the customer's products and services as soon as the transaction is finalized.

2.11.4 The B2B post-sales process of Banglalink:

Banglalink carry out follow-up actions to make sure the customer is happy with the goods and services after the sale has been completed. To do this, it may be necessary to conduct surveys, respond to any complaints or concerns raised by customers, and keep in constant contact with them.

- I. **Customer Onboarding:** onboarding process, helping them understand the products or services they have purchased and providing any necessary training or documentation.
- II. **Installation and Setup Support:** provide assistance for technicians to install and configure the solutions according to the customer's requirements.
- III. **Customer Support and Issue Resolution:** acts as a point of contact for customers, addressing any post-sales queries, concerns, or issues that may arise and provide timely and satisfactory resolutions.

- IV. **Customer Relationship Management (CRM):** proactive follow-ups, check-ins, and periodic account reviews to ensure customer satisfaction and identify opportunities for upselling or cross-selling.
- V. **Customer Feedback and Surveys:** conducts customer satisfaction surveys or seek feedback from customers regarding their experience with the purchased products or services.
- VI. **Contract Renewals and Upselling:** engage in contract renewal discussions with the customer, highlighting the value of continuing the business relationship and exploring opportunities to upsell additional products or services that align with the customer's evolving needs.
- VII. **Relationship Building and Account Management:** actively engage in relationship-building activities, such as organizing networking events, sharing industry insights, and providing personalized attention to the customer's specific needs.
- VIII. **Cross-functional Collaboration:** collaborates with other internal teams, such as customer support, technical support, operations, and marketing, to ensure a seamless post-sales experience for the customer.

Chapter 3. Industry Analysis

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The telecommunications industry in Bangladesh has grown significantly over the past few years. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), the industry's revenue was around BDT 525 billion (USD 6.2 billion) in the fiscal year 2020-21, a growth of 5.5% from the previous year.

The most recent improvement in this sector was the introduction of 5G, which is still not fully operational due to a lack of technological infrastructure in the nation. But as a customer of Banglalink's services as well as an intern there, I'm proud to note that the company has won the Ookla® Speedtest™ Award four times in a row and consistently provides top-notch services while acing at 4G+ speeds.



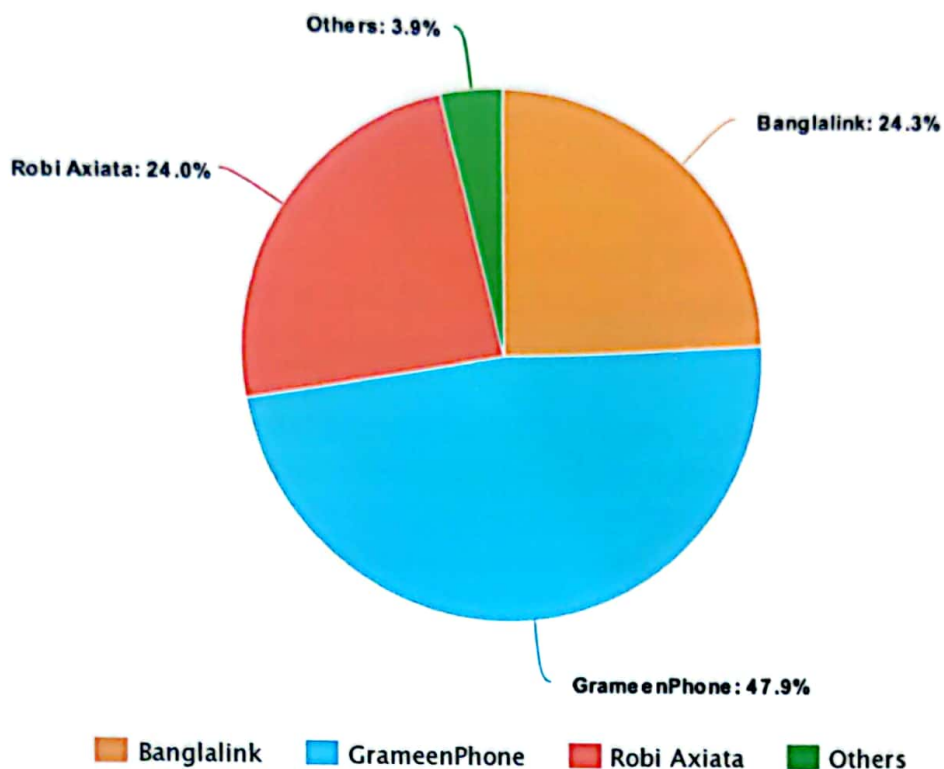
Figure 3.1: Banglalink's Network Availability Options

The image above has been taken from my personal smartphone with a Banglalink sim installed, which offers 4G+ speed and can detect almost 5G-like speeds.

Since the telecommunications sector directly affects "communication," it is by definition a very competitive place. The service providers must ensure that everything operates well for the millions of consumers. Consider for a moment that a service interruption, even for a short period of time, may trigger a collapse on a national scale. Therefore, offering high speed or quality alone is insufficient; rather, it is more crucial to make sure the quality service is offered continuously and without interruption.

3.1 Industry Size and Growth Trends

According to the Bangladesh Telecommunication Regulatory Commission (BTRC) data from March 2023, Grameenphone is the market leader with a 47.91% share, followed by Banglalink with a 24.27% share, and Robi with a 23.97% share.



meta-chart.com

Figure 3.2: Industry Shares of the Competitors in Telecom industry of Bangladesh

The following are the most recent and emerging trends in the sector:

- 5G technology and network.
- Using artificial intelligence (AI) and internet of things (IOT) technologies to tackle current issues and update the existing tech infrastructure.
- The regular use of cloud-based technologies and block chain technology.
- The addition of consumable material via various sub-platforms, etc.

In terms of subscriber numbers, the BTRC reported that the total number of subscribers in mobile phone in Bangladesh was around 176 million as of March 2021, up from around 164 million in the previous year. This represents a mobile penetration rate of around 103%, indicating that many people have more than one mobile connection.

In addition to mobile services, Bangladesh's fixed-line broadband sector has expanded recently. According to the BTRC, there were approximately 11.4 million fixed broadband users in the nation in March 2021, up from approximately 8.7 million the year before.

Since rebranding as Banglalink, they have been able to give constantly better quality, a greater choice of markets, and focused customer service to their clients, helping them to advance to the position of second-largest telecom service provider in the country.

In addition to having distinct divisions for each sector of the business, they are constantly bringing in and integrating new cutting-edge technologies to improve the already-existing services and maintain the satisfaction of the customers. Veon, the parent company of Banglalink, offers comparable services in Russia, Kazakhstan, Algeria, Ukraine, Uzbekistan, and Pakistan under the brand names Beeline, Kyivstar, Jazz, and Djezzy.

Banglalink paid the Bangladesh Telecommunication Regulatory Commission the equivalent of BDT 10 billion in investment in March of last year to obtain the right to use the 4.4 MHz spectrum. And throughout the past few years, Banglalink has constantly upheld its reputation as providing mobile network subscribers with the fastest internet connection.

3.2 Maturity of the Industry

The industry itself has progressed through its life cycle to the maturity stage. While the telecom industry's players may be eliminated from the competition, the industry itself will continue to exist for the future, unlike the majority of operating industries, which also experience a decline phase.

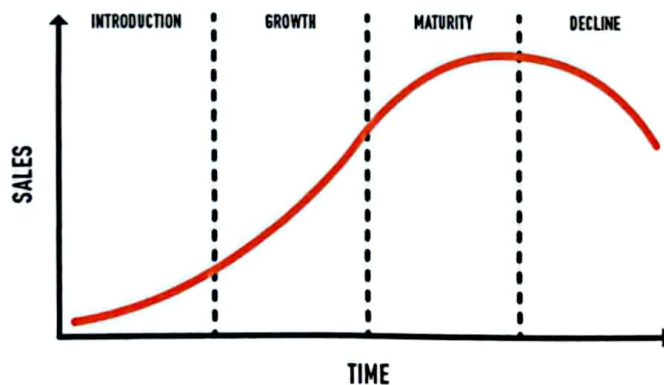


Figure 3.3: Life Cycle of the Telecom Industry

**** All Major Players are in their Maturity Stage**

3.3 External Economic Factors and their Effect on the Industry

While a number of Bangladeshi industries have lately been severely impacted by the pandemic, telecom firms and mobile providers have recovered the fastest. Due to the recent increase in the price of non-renewable resources, the decline in the value of the BDT versus the US dollar rate, and the linearly increasing inflation, the telecom industry will experience slower growth in the short term. Increased inflation, greater currency rate discrepancies, and interest rate swings collectively will have a detrimental effect on service providers.

With the development of new technologies like 4G and the proliferation of broadband services, the industry has seen tremendous change over time. Four significant companies presently dominate the market: Grameenphone, Robi Axiata, Banglalink, and Teletalk. The regulatory environment reflects the industry's maturity as well, with the Bangladesh Telecommunication Regulatory Commission (BTRC) playing a crucial role in regulating the sector and promoting fair competition. The BTRC oversees a number of industry-related issues, including licensing, spectrum distribution, customer satisfaction, and quality of service.

The Bangladeshi telecommunications sector is mature, but there are still concerns that need to be resolved, such as enhancing network quality and coverage, addressing regulatory issues, and tackling the digital divide in rural regions. However, the industry is anticipated to keep expanding and changing because to reasons like rising demand for digital services and the development of 4G and 5G networks.

3.4 Seasonality

Since it is not dependent on seasons or trends like the FMCG, apparel, automotive, or tourism industries are, the telecommunications sector is distinct in and of itself.

In terms of income or subscriber growth, Bangladesh's telecommunications sector doesn't show much seasonality. This is due to the relatively consistent demand for telecommunications services throughout the year, with few changes in usage patterns or consumer behavior.

But there are some occasions and events that might cause a brief rise in demand for telecommunications services. For instance, individuals regularly use their cell phones to contact friends and family during important events like Eid and Durga Puja. This can result in a short-term rise in industry revenue. Similar to this, there may be a surge in demand for data services during major sporting events like the Cricket World Cup or the Bangladesh Premier League (BPL), when fans watch games or check standings on their mobile devices.

Overall, there isn't much seasonality in the business as a whole, though there may be a few slight variations in demand for telecommunications services in Bangladesh based on cultural festivals and occasions. Due to reasons including expanding smartphone adoption and easier access to

digital services, demand for these services remains comparatively consistent throughout the year and the government's focus on developing the country's digital infrastructure.

3.5 Technological Factors

The development of technology affects and is influenced by the telecommunications sector in many ways. The mobile network service providers must continue to be relevant by offering the old services in better ways even as the internet service develops quickly from the tested and effective models.

- **4G and 5G Networks:** The introduction of 4G networks in Bangladesh has revolutionized the way people access the internet and use mobile services. The availability of high-speed internet has led to an increase in data usage and the demand for digital services. The government is also working on introducing 5G networks in the near future, which is expected to further boost the growth of the industry.
- **Mobile Devices:** The increasing availability of affordable smartphones and feature phones has led to a significant increase in mobile phone penetration in Bangladesh. This has resulted in a growing demand for data services and digital content, such as mobile banking, e-commerce, and entertainment.
- **Internet Connectivity:** The growth of the telecommunications industry in Bangladesh is closely linked to the availability of high-speed internet connectivity. The government has taken steps to improve internet connectivity in the country, including the deployment of fiber-optic networks and the expansion of broadband services.
- **Digital Services:** The introduction of digital services such as mobile banking, e-commerce, and online entertainment has led to a significant increase in the demand for data services. The availability of these services has also contributed to the growth of the industry.
- **Cloud Computing:** The use of cloud computing in the telecommunications industry has enabled operators to offer new services and solutions to their customers. Cloud-based services such as virtual private networks (VPNs) and cloud storage have become increasingly popular among businesses and individuals.

3.6 Regulatory, Political, and Legal Concerns

The Bangladesh Telecommunication Regulatory Commission (BTRC) has mandated that all providers of telecommunication services take a variety of legal, political, and regulatory factors into account and so Banglalink has its own legal department.

- **Regulatory Framework:** The telecommunications industry in Bangladesh is regulated by the Bangladesh Telecommunication Regulatory Commission (BTRC), which oversees various aspects of the industry such as licensing, spectrum allocation, quality of service, and consumer protection. Changes in regulatory policies and frameworks can have a significant impact on the industry's operations and growth.
- **Political Instability:** Political instability in Bangladesh can also impact the telecommunications industry, as it can lead to disruptions in operations and investments. The industry is heavily dependent on foreign investment, and political instability can create uncertainties and affect investor confidence.
- **Legal Issues:** The industry is also subject to various legal concerns, such as intellectual property rights, data privacy, and cybersecurity. Any legal issues related to these concerns can impact the industry's operations and reputation.

3.7 Competitive Environment and Changes in the Competitive Environment

The fast increase in internet and mobile data usage in Bangladesh has had a significant impact on the competitive climate for Banglalink. Consumers are using mobile data more frequently than ever before due to the growing affordability of smartphones and mobile data plans, which has caused a change in the market toward data-driven businesses. Banglalink offered several data-centric services and packages to stay relevant in the market and adjust its offers to match the shifting expectations of its customers in order to remain competitive.

Chapter 4. Description of Main Duties

At Banglalink, I was assigned to carry out a wide-varieties of responsibilities of the Enterprise Business department. My internship at Banglalink was full of learning opportunities which had a significant impact at the starting line of my professional journey.

4.1 Job Position

I was selected as one of the intern of Banglalink's flagship program, Advanced Internship Program. After completing a rigorous assessment, I got selected as a AIP Intern – Enterprise Business department under Commercial division.

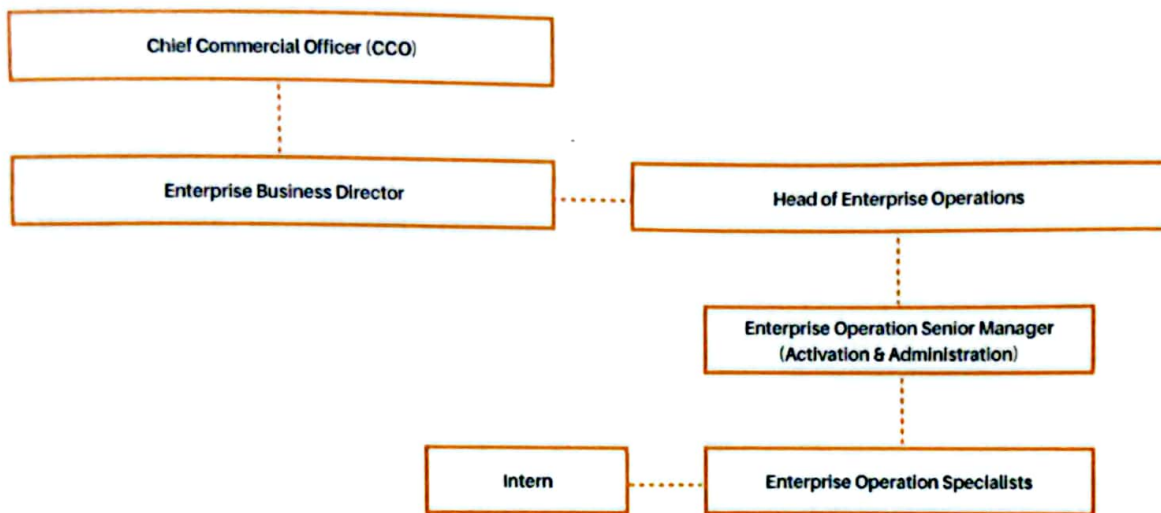


Figure 4.1: My job positioning in the Enterprise Business Department

4.1.1 Working Hours

- Work Days: Sunday to Thursday (5 days).
- Time: 09:00 AM to 6:00 PM (but the ending hour mostly depended on daily tasks).
- Meals and Refreshments: Free lunch along with tea/coffee.

4.2 Work Environment:

The workplace culture at Banglalink is known for being dynamic, collaborative, and innovative. Experiencing this first hand felt amazing to me. My entire team welcomed and supported me wholeheartedly, and was responsible that I swiftly and easily adapted to the workplace. This helped me to get a friendly and healthy workplace. Banglalink believes in providing employees with a space to express their ideas and opinions freely. Teams work together across departments and

hierarchies, knowledge sharing, and cross-functional cooperation are highly encouraged here. We used to get training programs, health and wellness programs, recognition programs and recreational activities like one dish party, outing, and birthday celebrations. Banglalink gives both flexible hours and work-from-home options to all the employees.

4.3 Regular Assigned Internship Tasks:

As previously mentioned, I had the opportunity to work on different projects for Banglalink and there were different sets of tasks assigned to me. They have been listed below:

- I. Preparing Data usage reports for different client companies. The report contained the CRM status and a comparison between the data consumption of three months.
- II. Preparing a collection of Summary Bill Invoice for hundreds of different companies using the CSR (Customer) toolbox. Each company usually has a range of hundreds of numbers registered under the Banglalink network.
- III. Conducting dial check and dial upload for several companies in the “Auto Ops” module according to the requirements of the supposed customer. Availability of a series of number dials were needed to be checked and uploaded for that company. In most cases, usually the customers put a requirement for sequential or series dial format.
- IV. Supporting the department through my presentation making skills and designing skills at several different tasks and activities:
 - Creating agreements between Banglalink and the supposed clients
 - Preparing department organogram
 - Designing hierarchy tree of the department
 - Reformed and redesigned the existing Corporate Proposal presentation file for all the existing segments of the department
 - Designing different EB app and EB web Scan cards for providing customers during client visits
- V. Attending several departmental meeting regarding different planning and issues. A list of them are:
 - UAT (User Acceptance Testing) meeting on self-care service tool “EB Corporate Care Tool” between the developers’ team and the Enterprise business team
 - Meeting on ‘Gift Inventory’ management system from the EB app and EB web.
 - Meeting regarding the RFP filling up and cross-checking the mutual requirement list between Banglalink and the supposed Client

- VI. Providing constant back-end support to the team in launching their short project “Go Digital with Corporate Care Portal” throughout the internship:
- Preparing a list of potential clients appropriate for the campaign
 - Market visit to the clients
 - Arranging training sessions
 - Collecting Customer feedbacks through one-on-one phone call survey
 - Prepared a Survey Report
 - Preparing post campaign report
 - Designed newsletters portraying the overall summary for the campaign
 - Preparing a number of FAQs that answers the common queries of the customers
 - Preparing Client Adoption Rate report of the campaign
- VII. Preparing several BRDs (Business Requirements Document) on:
- upgrading features for Corporate Care Tool as per client feedback to enhance customer experience through this platform and increase their usability and generate user activity.
 - network level “CUG” (Closed User group) barring mobile operators offer to their subscribers that allows them to call and be called by any other associated members of the group.
- VIII. Preparing Revenue Projections report based on lists of top sites for IBS (In Building Solution) that portrayed comparison of the revenues generated by the IBS at hundreds of sites around Bangladesh for different months.
- IX. Preparing monthly performance dashboards of the B2B Sales Supports specially customized for the department that contained data of each day from the required months against each of the tasks they were assigned to. Also the dashboards used to include the percentage number of the major queries attended by them throughout the month.

4.4 Difficulties and Challenges:

The only challenge I faced was collecting reliable data. For confidentiality, proper data was not provided to me so I had to face difficulties while making different reports and dashboards.

4.5 Working tools I used:

4.5.1 Banglalink's Customer Toolbox Software:

Banglalink's Customer Toolbox Software is a platform used by employees to manage customer interactions and data, and track customer information, analyze customer behavior, and improve customer engagement.

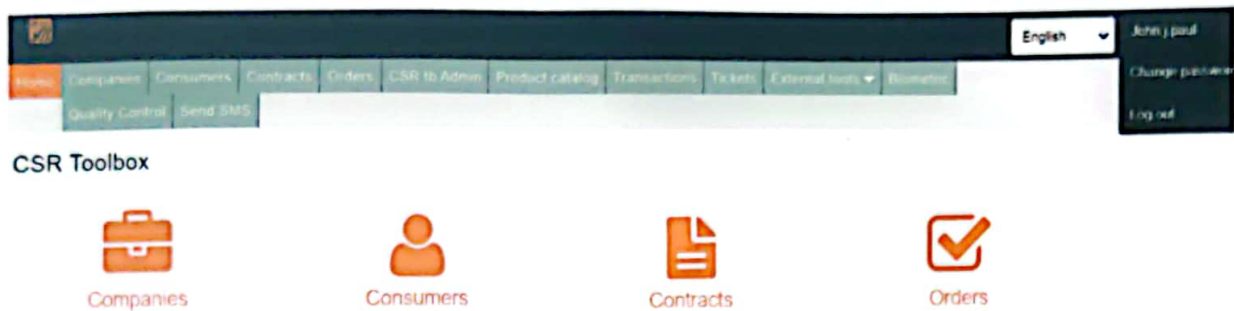


Figure 4.2: Home page of Banglalink's Customer Toolbox Software

Here are some of the key tasks that Banglalink's Customer Toolbox Software include:

- **Customer data management:** stores and manages customer data, such as contact information, purchase history, and preferences.
- **Customer engagement tools:** managing customer engagement, such as email or text marketing, social media interactions, and customer support.
- **Analytics and reporting:** analyze customer behavior by their demographics, purchase patterns, and other engagement metrics.
- **Sales and marketing automation:** automates lead nurturing, its scoring, and sales forecasting.

4.5.2 Banglalink's Enterprise Business Corporate Care Portal:

Banglalink's Enterprise Business corporate care portal is a platform used by both customer and Banglalink employees to manage accounts, services, and devices. It is designed to provide a centralized and customized platform for Banglalink and its clients to manage their needs, including billing, usage tracking, and support.

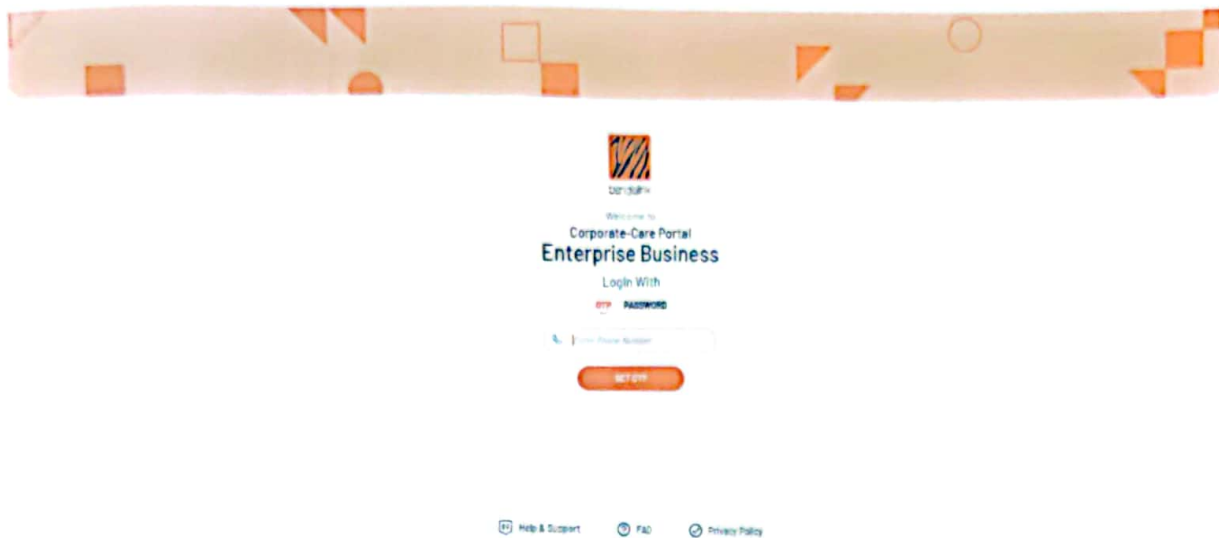


Figure 4.3: Log-in overview of Banglalink's Customer Toolbox Software

Here are some of the key tasks that Banglalink's Corporate Care Portal include:

- **Account management:** adding or removing services or accounts, updating its information, and managing user access.
- **Billing and payment:** pay their bills online and a detailed overview of their bills, including usage details, charges, and payment history.
- **Usage tracking and reporting:** real-time insights into their usage, including data, voice, and messaging usage.
- **Device management:** adding or removing devices, tracking device usage, and configuring device settings.
- **Self-service tools:** activating new services, requesting upgrades for devices, and configuring its settings.

4.5.3 Other tools:

Some other tools that supported me in my day-to-day activities during my internship period were:

Microsoft Excel, Microsoft Publisher Document, Microsoft Word, Microsoft PowerPoint, and Canva



Figure 5.3: Logos of the tools I used on a daily basis

4.6 Training and Market visits:

4.6.1 Trainings and workshops:

During my tenure with Banglalink, I had the opportunity to assist and attend various events that brought employees together and enhanced their overall experience. I would like to highlight some of the events that I had the pleasure of coordinating and participating:

- **Banglalink Family Carnival:** Banglalink Family Carnival was aimed at bringing together employees and their families for a day of fun and entertainment. I took on several responsibilities, including calling and cross-checking the number of family members that were registered, making invitation packs containing food coupons, car stickers, and IDs.
- **Gift Package and Gift Card Distribution:** I assisted in the smooth distribution of gift packages and gift cards to 1200 employees within a week. This involved working with different departments to ensure that the gift packages were prepared and distributed on time, and all necessary paperwork was completed.
- **Self Defense Session for Female Employees:** The self-defense session was conducted in the community hall of our office building. The session was led by a certified self-defense instructor who had years of experience in teaching self-defense. Participants found the session informative, empowering, and practical.
- **Panel Discussion on Sexual Harassment:** The event aimed to raise awareness about sexual harassment and provide employees with the necessary tools and resources to address it. Participants found the session informative, empowering, and practical.
- **Departmental Town hall:** Enterprise Business town-hall is a quarterly meeting where business matters were discussed, resolutions are addressed, questions are asked, future plans and KPIs are revealed, and interactions done with each other. Restructure of the departmental hierarchy were revealed and award giving segment was also included to recognize the best employees in different functions within the department.

4.6.2 Market visits:

In collaboration with the ERT (Enterprise Resolution Team) under Enterprise Business Department, I had the opportunity to conduct three Client Visits for the campaign “Go Digital with Corporate Care Tool” – a GTM campaign with the objective to make the corporate POC (Point of Contact) of the client company familiar with the use of the newly launched web portal “Corporate Care Tool” and increase its adoption rate accordingly through Client Visit and training sessions.

The companies I accompanied to with ERT for the market visit were:

- Bongo Technology Limited
- Chemist Laboratories Limited
- Incepta Pharmaceuticals Limited



Figure 5.4: Market Visit at Bongo Technology Limited

As the outcome of the visits, many positive feedbacks were received and a number of new requirements were suggested by the clients along with a series of appreciations were received from the clients for bringing such a handy new portal. Clients showed much eagerness on adopting this self-care portal for their upcoming activities.

4.7 Skills Applied and Developed:

4.7.1 Skills Applied:

I have prioritized my quantitative, report-writing, and research skills over anything else throughout the majority of my formal education. I found it quite simple to adjust to the way the Enterprise Business Department at Banglalink operated as a consequence. But in order to be more spontaneous, it was also crucial to have good communication, time management, and event management skills.

Some other skills that helped me throughout my internship period are:

- Presentation skills.
- Creative designing skills.
- Research skills.
- Data sorting and managing skills.
- Active listening & speaking skills.

4.7.2 Newly Developed Skills:

Gaining insights into the practical world: My internship period provided me with my first exposure to the real corporate world, specifically how the departments in a Multinational Company operate and what segment are required to operate within the country.

Networking: I got to know a lot of people ranging from my line manager to the CEO of Banglalink. All of the folks I interacted with taught me something about the job market or the qualities needed to get a decent job.

Analytical Skills: Since this is a problem-solving talent, one such difficulty I experienced during my internship was assuring that the data and the dashboards prepared from those data files matched, and I had to figure out why these two didn't match, and subsequently I could end up designing a fully functional dashboard by myself.

Personal growth: As my internship term progressed, I saw that things that used to take me an hour and a half to accomplish were done in thirty-forty minutes. This bolstered my confidence since I felt like I wasn't only learning a chore, but also getting better at it.

Chapter 5. Analysis

5.1 Competitor Analysis:

In the case of Banglalink can examine its key competitors and analyze their respective positions. In terms of competitors, Banglalink faces off against the following companies:

Grameenphone:



Grameenphone is the largest mobile network operator in Bangladesh and a major competitor for Banglalink. It has a wide network coverage across the nation and the greatest market share. The first 5G network has been made available in Bangladesh by Grameenphone. Grameenphone is renowned for its powerful brand recognition, extensive service portfolio, which includes healthcare and educational services, and cutting-edge solutions. In terms of market penetration and subscriber base, it has a sizable advantage. The most comprehensive marketing and advertising campaigns, as well as the most celebrity endorsements and significant event sponsorships, are run by Grameenphone.

Robi Axiata Limited:



Another significant rival of Banglalink is Robi Axiata. It has a significant market presence and is Bangladesh's second-largest mobile network operator. Voice, data, and value-added services are among the many services that Robi Axiata provides. Although Robi provides a variety of options, their prices are typically around the center of the pack. It is a strong rival because of its big subscriber base and extensive network coverage. Robi has made investments in e-commerce and digital transformation to keep up with the evolving needs of its customers.

Airtel Bangladesh:



Airtel Bangladesh is a subsidiary of the Indian telecommunications corporation Bharti Airtel. Even though it doesn't have the same market share as Robi Axiata or Grameenphone in Bangladesh, Airtel Bangladesh is a prominent rival. It targets diverse client categories with competitive voice and data offerings. Over the years, Airtel Bangladesh has grown both its subscriber base and network coverage.

Teletalk Bangladesh Limited:



Bangladesh's state-owned Teletalk is a telecommunications provider. It competes as the fourth main competitor in the market and places a strong emphasis on serving underprivileged and rural areas.

5.2 Company level analysis:

Banglalink is one of the major mobile network operators in Bangladesh and have 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 the complete surveillance from the central.

Being an intern from the Enterprise Division, the division of core business and activities 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. Key features Banglalink had been following all these years for an efficient output are mentioned below:

- **Network Coverage:** Banglalink has worked on improving network quality, including call connectivity and internet speed, to enhance customer experience in both urban and rural areas.
- **Subscriber Base:** Banglalink has a significant subscriber base, comprising both prepaid and postpaid customers by attracting and retaining customers through various offers, promotional campaigns, and competitive pricing strategies.
- **Product and Service Offerings:** Banglalink offers innovative products and packages, such as data packs, unlimited voice plans, and content-based services, to stay competitive in the market and to meet the diverse needs of its customers.
- **Branding and Marketing:** Banglalink has positioned itself as a customer-centric brand, focusing on delivering reliable and affordable services by undertaking various marketing initiatives, including advertising campaigns, sponsorships, and partnerships, to enhance brand awareness and visibility.
- **Corporate Social Responsibility (CSR):** Banglalink has been actively involved in CSR initiatives aimed at contributing on areas such as education, healthcare, and environmental sustainability that enhance the company's reputation and foster positive relationships with stakeholders.

5.3 Market level analysis:

During my 3 month-long internship period I observed their processes and strategies at a market level and understood why Banglalink is known as one of the leading telecom companies.

- **Competitive Landscape:** The telecommunications industry in Bangladesh is highly competitive, with multiple players vying for market share. The two main competitors of Banglalink are Grameenphone and Robi Axiata, both of which have a larger market presence and subscriber base. These competitors offer similar services and have a wider network coverage across the country.
- **Market Share:** While Grameenphone has historically held the largest market share, Banglalink has consistently been one of the top contenders. Its market share has grown steadily since its establishment in 2005, and it holds a significant position in the market. However, gaining additional market share in a highly competitive industry can be challenging.

- **Subscriber Base:** Banglalink has attracted a substantial number of subscribers over the years. It has targeted different customer segments, offering a range of services and packages to cater to various needs. The company has focused on expanding its subscriber base through competitive pricing, innovative products, and targeted marketing strategies.
- **Revenue and Financial Performance:** The financial performance of Banglalink is a key indicator of its market-level success. While specific financial figures are not available, it is important to analyze the company's revenue growth, profitability, and investment in infrastructure. Positive financial performance is essential for sustaining operations, expanding the network, and investing in new technologies.
- **Network Infrastructure:** To compete effectively in the market, Banglalink has invested in building a robust network infrastructure. This includes expanding coverage, enhancing call quality, and improving internet speeds. The availability and reliability of network services are crucial factors for customer satisfaction and retention.
- **Market Penetration:** Bangladesh has a growing telecommunications market, with increasing mobile penetration rates and internet usage. Banglalink has focused on tapping into this market potential by targeting both urban and rural areas. The company has expanded its network coverage to reach underserved areas, allowing it to capture a wider customer base.
- **Technological Innovations:** To stay competitive, telecommunications companies need to embrace technological advancements. Banglalink has introduced innovative products and services to meet the changing needs of customers. This includes data packs, content-based services, and digital solutions. By staying at the forefront of technology, Banglalink can retain and attract customers in a fast-evolving market.

5.4 Professional level analysis:

This internship has had a significant influence on how I view the future of my career. As a BTM student, it is my intention to develop my leadership skills and go into a management position in the business sector.

I could explore the telecommunications sector firsthand and learn in-depth information about it. Additionally, I was able to refresh my management and leadership abilities thanks to this internship opportunity. I was able to take the lead and make decisions that were in the best interests of the group as a whole.

My ability to examine tasks and situations and come to the best option possible under pressure was predicated on my academic background. I was able to exhibit a strong skill set in the real world because to the abilities I learnt about in the academic program. The main drivers of my skill growth were my theoretical knowledge, which enabled me to examine the environment and look for areas for improvement. Theoretical knowledge allowed me to demonstrate my abilities while also updating my skills, which helped me keep up with the demands of the job and keep up with activities.

Chapter 6. Recommendations and Conclusion

6.1 Recommendations:

- I. According to the department's organizational structure, bottom level personnel must continue to report all work to the top level after receiving directions from that level. If not, they shouldn't go past mid-level.
- II. The ideal sources are customer business cards and signing papers, or written documents, to obtain authentic data for the database agreement. There is no possibility of spelling errors.
- III. An event is planned to keep up a strong rapport with the clients. Therefore, it is important to carefully consider who to invite to an event based on factors like age, gender, and geographic region.
- IV. Selling is a crucial task, and the sales procedure is special. Therefore, before beginning the sales process, the sales staff should receive training on how to get ready for each step.

6.2 Conclusion:

Banglalink Digital Limited is one of the leading telecommunications service providers in Bangladesh. It offers a wide array of services, including voice, data, internet, and value-added services, to both private individuals and corporate clients. By expanding its network coverage, introducing cutting-edge products and services, and supporting the country's digital transformation, Banglalink has greatly impacted Bangladesh's telecom sector. The company keeps investing in infrastructure development so that it can provide its clients with dependable and high-quality telecommunications services.

The Enterprise Business department under Commercial Division of Banglalink Ltd. sells the customized product Business Solutions to the big corporate bodies in Bangladesh. In this department, Strategic, SME, Emerging and Key - all the units do the vital activity i.e. selling and Enterprise Operations unit maintains inventory and client database and arranges different types of event like Enterprise Business Town hall, Enterprise Business One Dish party, Enterprise Business Night, Enterprise Business Iftar and others. Every segment adheres to a distinct sales process that includes communication, planning, a meeting, action, an offer, implementation, and follow-up. The Enterprise Business Department's planning of various events is crucial to preserving long-term client relationships and raising public awareness.

I count it a blessing to be able to work with Banglalink and finish my internship from here. The entire experience was overwhelming, and the assistance I got during the entire internship period was quite helpful. I had a wonderful journey and had the chance to learn a lot and advance my knowledge and abilities.

Chapter 7. References

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Appendices

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: 16th January 2023 to 22th January 2023

List of activities:

1. Attended an orientation about Banglalink, Veon, their culture and their goals and objectives and then took us on an office tour along with a briefing about each department and their work.
2. Received insights about the Enterprise Business Department from my line manager and the Enterprise Business Team.
3. Had small sessions about the job description and office activities with the team members from the front office and back office of the Enterprise Business.
4. Learned how to conduct dial check in the Operational Activities Automation (auto ops) module for their availability and reservation.
5. Learned about the list of necessary documents the company collects from the customer, and how they sort and send them to BTRC for approval when they do new and up sales.
6. Got insights on how the ERT (Enterprise Resolution Team) works and provides necessary services to the customers once the sales are done.
7. Had a short brief on how the SFA (Sales Force Automation) works.



Company Line Manager

Faiz Mahmud

Enterprise Operations Senior Manager
Enterprise Business, Commercial

Banglalink Digital Communication Ltd.



Academic Supervisor

Dr. Mohammad Shamsu Uddin

Assistant Professor
Business and Technology Management

Islamic University of Technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

Date: 22th January 2023 to 27th January 2023

List of activities with brief description:

1. Understanding how to do dial check and upload in "Auto Ops" module.

There are some fixed pre-formatted files that are used for storing the requested dial and the vacant dials. For checking the status for the corporate dials, dials are first put in the input file and uploaded in the Auto ops server to get an output file that has the availability and unavailability status for the dials.

2. Went through a RFP (Request For Proposal) between Nokia and Banglalink.

For understanding the RFP process, I went through a follow-up mail chain between Nokia Bangladesh and Banglalink. There were a number of highly important requirements placed by both the parties that included:

- New Contract Term
- New Mobile Voice Requirement (MVR)
- Prices and Payment term
- Proper coverage
- Filling in SIF (Supplier Information Form)
- Updated Escalation matrix & NSR (Nokia Supplier requirement)



Company Line Manager

Faiz Mahmud
Enterprise Operations Senior Manager
Enterprise Business, Commercial

Banglalink Digital Communication Ltd.


03.02.23

Academic Supervisor

Dr. Mohammad Shamsu Uddin
Assistant Professor
Business and Technology Management

Islamic University of Technology

3. Prepared a Data usage report for United Commercial Bank Limited (UCBL).

A data of 400 corporate numbers of UCBL by Banglalink was provided to prepare a Data Usage Report. The report contained the CRM status and a comparison between the data consumption of three months (October, November, December) by Banglalink and UCBL.

4. Understanding the differences in distribution for various types of premium dial.

Premium dials are categorized in three different categories depending on the amount of revenues the company produces for Banglalink. Silver, Gold and Platinum are the three categories. To acquire these dials, ODA (Online Document Approval) has to be done first.

5. Understanding how the portal "Fleet" works.

Fleet is a management tool used as the self-service portal for the POC (Point Of Contact) of the supposed company to avail necessary benefits like

- Renewing contract,
- Migrating from Postpaid to prepaid,
- Data package changes etc.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

Date: 29th January 2023 to 2nd February 2023

1. Understanding the scopes, terms and obligations while creating an agreement between Banglalink and the supposed party:

To confirm the oral agreements and terms between Banglalink and the supposed customer, a written agreement is prepared that includes all the compatible, necessary clauses. I studied such an agreement between Banglalink and "Ever Bright Sweater Limited" (based on Savar). Some important clauses that I noticed are mentioned as follows:

- Agreement includes a period of 5 years of confidentiality obligations of both the parties.
- A 90-days prior written notice needs to be provided before termination of the service.
- Enterprise Business Director and POC (Point Of Contact) of the supposed party are kept as the witnesses in this agreement.

2. Prepared a collection of Summary Bill Invoice for 250 companies:

Using the CSR (Corporate Social Responsibility) toolbox, a total of 250 Summary Bill Invoices of 250 different companies were collected for the month of December 2022 for further use in reporting. Each company usually has a range of hundreds of numbers registered under the Banglalink network.

3. Conducted dial check and dial upload for two companies:

According to the requirements of the supposed customer, a series of number dials were checked and uploaded by the Enterprise Operations team for that company. I went through the process for two mentioned companies:

- Adhin – requirement was for 40 dials.
- Dokkhin Bangla Poribahan – requirement was for 50 dials.

In such cases, usually the customers put a requirement for sequential or series dial format.



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4. Prepared a report on Comparative Analysis for 80 numbers from the Corporate Local Bill:

A data of 80 Banglalink numbers from different companies were provided to make a comparative analysis report from their Corporate Local Bill. The two parameter of the analysis were:

- a. Current Charges
- b. Previous Balance Difference

The objective for this analysis was to identify dues against those 80 particular numbers.

5. Got familiar with the department hierarchy from its team database:

The department hierarchy was briefed to me from detailed internal database by the Enterprise Operations team. The database included the Unit name, Segment name, Employee details (ID, name, designation, corporate email, mobile number, salesman code) and their respective Line Manager details (ID, name, email).

6. Understanding about new product of Banglalink-“MiFi Router” and its offerings to the corporate customers:

MiFi routers are small handy devices that connects to mobile network over 4G to create a Wlan network. The router requires a Banglalink sim to work. Currently, Banglalink is offering a total of 4 packages; two prepaid (can be activated by own) and two postpaid packages (need activation from the EB operations team).



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week

Date: 5th February 2023 to 9th February 2023

1. Prepared a presentation of the department organogram:

An updated database of all the employees within the Enterprise Business department was provided.

The database included Employee and their Supervisor's details and number of vacancies in each team. From the database, I made a presentation slide that included the hierarchy tree of the department that was presented to the Enterprise Business Director later.

2. Attended UAT (User Acceptance Testing) meeting on the upcoming service "Corporate Care Tool":

For the upcoming self-care service "Corporate Care Tool", a meeting was arranged between the developers' team and the Enterprise business team.

The purpose behind the meeting was mainly testing the tool, checking if previously requested features like

- Roaming options, .
- Admin panel,
- Invoice download etc.

are added and works properly, and also some new issues were raised to solve within the functions. Feedbacks were exchanged from both the teams for further compliance.

3. Got familiar in working with "EB Self-care Projects API" module:

"EB Self-care Projects API" is a web module that is currently being used to store the invoice reports in the server.

Invoice reports are manually downloaded from the CSR toolbox first and then uploaded in this module. The data from these reports helps in the development of the self-care app.


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4. Attended a meeting regarding the RFP between Banglalink and the supposed party:

A follow-up meeting was conducted by the EB Operation Specialist and the CAM (Corporate Account Manager) of Nokia regarding filling up and cross-checking the mutual requirement list.


The list contained financial terms, contractual terms, SLA (Service Level Agreement), Network Quality, Tariff Model for Data and Voice, and so on. Importance level and answer type for each terms were mentioned beforehand.

5. Had a brief session with the Corporate Account Manager (CAM) of the Strategic Segment of Enterprise Business:

Strategically important organizations that held socially influential positions are considered clients under strategic segment. Clients can be:

- Government Organization,
- NGOs,
- Embassies,
- UN Organizations,
- Ministries,
- Educational Institutions, and
- Media Sectors etc.

This segment has continuous affiliation with the marketing (product and pricing team), ICT division and networking team of Banglalink. They have a special dependency on the technical and CORA team for different activities as well. Other than these teams, Enterprise Operations team is there to show this segment proper and correct ways to follow regarding any activities.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week

Date: 12th February 2023 to 16th February 2023

1. Provided back-end support to the ERT team in launching their short project "Go Digital with Corporate Care Portal" throughout the week:

"Go Digital with Corporate Care Portal " is a GTM plan arranged by the ERT (Enterprise Resolution Team) under Enterprise Operations team.

The main objective of this physical campaign is to make the corporate POC of the client company familiar with the use of the newly launched web portal "*Corporate Care Tool*" and increase its adoption rate accordingly. And to do so, market visit and training for CAM and ERM is arranged accordingly.

Some of the tasks that I did in collaboration with ERT in launching the campaign are mention as follows:

- Contacted CAMs (Corporate Account Manager) to make a list consisting of the best three clients from their portfolio and their respective POC details for the upcoming visit.
- Cross-checked the Virtual IDs and Addresses for the selected companies for the visits with the CAMs if IDs were not found on CSR Toolbox or multiple IDs are shown in the database.
- In collaboration with the ERT, prepared visit mapping for EB Team. This included number of visits, dates for the visits etc. of the coordinators and the CAMs.
- Checked if the invoice for the respective clients are available or not for each day on EB corporate care portal.
- Prepared a client visit report from the resources provided by the ERT team.
- Conducted a QC (Quality Check) for the client's gift packages that will be given during the visits and sorted them for the disbursement.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

Date: 18th February 2023 to 23rd February 2023

1. In collaboration with the ERT (Enterprise Resolution Team), conducted three Client Visits for the campaign "Go Digital with Corporate Care Tool" throughout the week:

"Go Digital with Corporate Care Tool" is a GTM campaign arranged by the ERT under Enterprise Operations team.

The main objective of this physical campaign is to make the corporate POC (Point of Contact) of the client company familiar with the use of the newly launched web portal "Corporate Care Tool" and increase its adoption rate accordingly.

And to do so, the main activities included Client Visit and training sessions for the POCs (Person Of Contact), CAMs (Corporate Account Manager) and ERMs (Enterprise Relation Manager).

The companies I accompanied to with ERT are mentioned below:

- Bongo Technology Limited
- Chemist Laboratories Limited
- Incepta Pharmaceuticals Limited

As the outcome of the visits, many positive feedbacks were received and a number of new requirements were suggested by the clients along with a series of appreciations were received from the clients for bringing such a handy new portal. Clients showed much eagerness on adopting this self-care portal for their upcoming activities.



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2. Did creative design for a card as a part of the support for the launch of “EB app and EB web” by the EB Ops team:

Enterprise App and Web is a very newly launched where CAM can track their daily activities and maintain their portfolio very smoothly. EB management team can get an overview of CAMs profile that also includes:

- Respective account wise details,
- CAM visit record,
- BTRC document storing record,
- Complaint Management,
- Gift Inventory Management,
- Service related information (dues, collection, revenue) etc.

As a helping tool for the campaign and training of the CAMs, I designed a four-faced, two-fold card that contained:

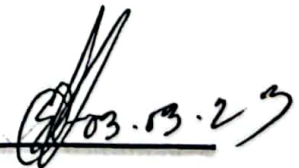
- App download QR with app login module – 1st page
- App Dashboard module with a QR to view manual – 2nd page
- Website dashboard module with EB web link and a QR to view manual – 3rd and 4th page



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week

Date: 26th February 2023 to 2nd March 2023

1. **Prepared a BRD (Business Requirements Document) for the phase 2 features for Corporate Care Tool:**

Enterprise Business corporate care portal is the self-care tool developed by Banglalink for B2B clients. In the first phase of launching the portal, a GTM campaign was run by the ERT (Enterprise Resolution Team) for the adoption by the POCs (Person Of Contact) of the concerned company.

As per client feedback, a list of new development requirements were prepared for the phase 2 to enhance POCs experience through this platform and increase their usability and generate user activity. A few of these features are listed below:

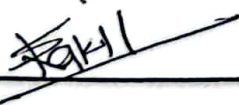
- Role Management
- Toffee integration
- Customized Pack View & Activation
- Monitoring And Alerting, and so on

2. **Prepared a post campaign report of the "Go Digital with Corporate Care Portal" campaign:**

"Go Digital with Corporate Care Tool " is a GTM campaign arranged by the ERT under Enterprise Operations team with the main objective to make the corporate POCs of the client company familiar with the use of the portal "Corporate Care Tool" and increase its adoption rate accordingly.

The post campaign report included:

- Summary of the number of company visits were done during the campaign,
- A list of the gift disbursement within the POCs of the company, and
- Remarks on the visits that were not done because of various issues.



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3. **Attended a meeting for understanding the 'Gift Inventory' management system from the EB app and EB web:**

Enterprise App and Web portal is a newly launched system where CAMs (Corporate Account Manager) can track their daily activities and maintain their portfolio very smoothly.

In this system, a feature named "Gift Inventory" is present in the admin panel for the EB operations team. A meeting was arranged to understand the use of this feature which is to put request for gift from the inventory warehouse and the process of its disbursement within the Enterprise Business department as per requirement and necessity.

4. **Designed a newsletter portraying the overall scenario for the "Go Digital with Corporate Care Portal" campaign:**

A newsletter was requested to prepare with the purpose of informing and promoting about the "Go Digital with Corporate Care Portal" campaign and the post scenario of the campaign throughout the company over email.

It is a two-page newsletter that contains the following information:

- Description about the Portal and the campaign
- Campaign objective
- Visit outcomes and data
- Glimpse of upcoming feature addition from new requirements



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week

Date: 5th March 2023 to 9th March 2023

1. **Prepared a report containing lists of top sites for IBS (In Building Solution) Revenue projections:**

The report contained a comparison of the revenues for the month November 2022 and December 2022 generated from the IBS. The report is a list of top 170 B2B (Business to Business) clients and the revenue these companies generated.

This report was made from a database of 5000 clients and the clients mainly falls under the key, strategic (B2G) and regional (Khulna, Chittagong) segments depending on the revenue they generate.

2. **Reformed and redesigned the existing Corporate Proposal presentation file of the B2G (Business to Government; strategic) segment with necessary updates and changes:**

An existing Corporate Proposal was provided by the CAM (Corporate Account Manager) from the strategic segment to reform different offerings and information. All the necessary guideline and new data that should be added in the proposal were provided.

After the changes, the proposal needed some creative design supports as per guidelines. Some activities include:

- Converting the PowerPoint file into a document,
- Summarizing the tariffs and bundle offerings from the strategic segment to the supposed clients,
- Mapping and graphing for the coverage and spectrum status, and so on.



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3. **Made an Adoption Rate report for the Corporate care tool from the necessary information provided by the ERT (Enterprise Resolution Team):**

A Summary report was asked to be prepared from the database shared with me regarding the new Corporate Care Tool. The database had numbers of user login and numbers of account activated before and after campaign.

The report contains a visual representation (pivot table, pie-charts and graphs) of the following list of activities:

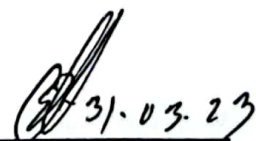
- Total number of successful visits
- Total number of successful visits % vs planned visit
- Total login vs clients visited in %



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: 12th March 2023 to 16th March 2023

1. **Assisted Banglalink's internal event – "Take a STAND, Make a VOW" arranged by the HR:**

"Take a STAND, Make a VOW" is a HR event organized in celebration of International Women's Day 2023 with Banglalink. It was a two-day long event. The purpose of the event was to encourage Embracing Equity by taking an individual unique pledge.

Banglalink invited participants and speakers from outside the organization as well. The event was full of fruitful mentoring sessions that included *leadership, design thinking, empowerment, equity, work culture, self-defense* and so on, Focus group discussions in different break-out rooms, live interview with some industry leaders and exciting games along with some amazing gifts and Certificate for participation.

2. **Conducted a customer experience survey by the ERT (Enterprise Resolution Team) on the Corporate Care Tool:**

Enterprise Business Corporate Care Portal is the self-care tool developed by Banglalink Enterprise Business department for B2B clients.

A survey was planned to be conducted to understand the customer experience and acceptance by the clients after the GTM campaign – 'Go Digital with Corporate Care Tool' was run by the ERT. Following activities were done during the process:

- A google form was prepared by me that included 5 MCQ-type questions.
- The form was provided by the ERT to the respective CAMs (Corporate Account Manager) of the visited companies during the campaign.
- Continuous follow-ups were done with the CAMs for participating in the survey.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: 19th March 2023 to 23rd March 2023

1. **Attended a brief session on how to make a customized ERT monthly dashboard:**

An insightful session was arranged for me to understand the process of making a customized monthly dashboard on the ERM performance.

The dashboard includes lists of assigned services and list of successful services done by the ERM on monthly basis. It also shows a visual representation on the percentage of activities “closed” and “work in progress” of the ERM by the end of the month.

Some of the services are mentioned as follows:

- Bulk SIM replacement
- Pay-As-You-Go activation Request/4G Provisioning
- Masking (SMS Broadcast)
- Incoming/outgoing problem
- Bulk Migration
- OTP provided
- Sales lead(super office)
- SMS broadcast Account
- SWAP SIM Distribute

2. **Worked on a BRD (Business Requirements Document) for the SR Travel group on network level “CUG” (Closed User group) barring:**

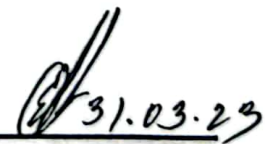
A closed user group (CUG) is a supplementary service that mobile operators offer to their subscribers that allows them to call and be called by any other associated members of the group.



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SR Travel Group was facing problem with their outgoing and incoming call service from their old activated dials (CUG). Because of that, they are not being able to communicate among themselves properly.

In response to the mentioned problem, ERT (Enterprise Resolution Team) from the Enterprise Business division was asked to prepare a BRD for the solving the problem. This BRD was prepared after consulting with the Demand Management Team, Revenue Assurance Team, B2B Management Team and the CORA team.

3. **Did a follow-up for the customer feedback survey on the Corporate Care Tool:**

Previous week, a survey was planned to be conducted by the ERT to understand the customer experience and acceptance by the clients.

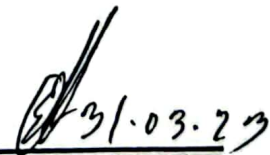
For an accurate and effective outcome from the survey, follow-ups were done on a regular basis for active participation by the supposed clients and the CAMs (Corporate Account Manager).



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Date: 27th March 2023 to 30th March 2023

1. **Did a follow-up with the CAMs for the customer feedback survey on the Corporate Care Tool:**

For an accurate and effective outcome from the survey, follow-ups were done on a regular basis for active participation by the supposed clients and the CAMs (Corporate Account Manager).

The final report of the survey is planned to be presented on the Departmental town hall where CCO will be attending along with the whole Enterprise Business department.

2. **Prepared a Survey Report after finishing the Customer feedback survey on the Corporate Care Tool:**

The survey was conducted with an aim to understand the customer experience and acceptance by the clients after the GTM campaign. The survey form included thoughts on the 4 factors:

- Interface design,
- Feature usability,
- Business applications and
- Usability rate.

The post-survey report was prepared to present the successful adoption of Corporate Care Tool by the clients during the town hall. This report included the following information:

- CAM names against the number of companies visited under their profile.
- Statistics (pie-charts, bar charts) on each response of each of the four factors.
- Pivot table on the gained responses from the client.



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3. **Attended town hall (general meeting) for the Enterprise Business department:**

In Banglalink, a town-hall is a quarterly meeting between organizations and their shareholders. During the meeting, business matters are discussed, resolutions are addressed, questions are asked, future plans and KPIs are revealed, and interactions done with each other.

The Enterprise Business town-hall focused on the following course of events:

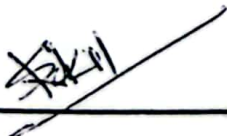
- Revenue Growth Rate (previous and projected) for Corporate and SME segment
- KPI fulfilment for Corporate and SME segment
- Restructure of the organizational hierarchy
- Recognize and award giving to the best employees in different functions within the department.

4. **Attended a HR session on the topic- "Sexual Harassment and How to address it." for the female employees only:**

On the occasion to celebrate International Women's Day, a series of awareness session were decided to be arranged on different critical issues. One of these sessions was on "Sexual Harassment and How to address it". The session was arranged in cooperation with SIA&A (Syed Ishtiaq Ahmed and Associates).

It was a fruitful session that highlighted the following topics:

- different important scenarios regarding recognizing sexual harassment,
- difference between sexual harassment and unprofessional behavior,
- dos and don'ts while facing social harassment,
- its preventions and
- Banglalink's approach on such harassment issues.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week

Date: 2nd April 2023 to 7th April 2023

1. Updated and redesigned the existing Corporate Proposal file of the B2G (Business to Government; strategic) segment with necessary guidelines and changes:

An existing Corporate Proposal was provided by the CAM (Corporate Account Manager) from the strategic segment to update different offerings and information. All the necessary guideline and new data that should be added in the proposal were provided. After the changes, the proposal needed some creative design supports as per guidelines.

Some changes include:


- Comparing the B2B ICT solutions with the existing offerings and making necessary updates,
- Summarizing and adding the tariffs and bundle offerings from the strategic segment to the supposed clients in case of different EB solutions

2. Prepared performance dashboard of the B2B Supports for the month of March:

A performance summary dashboard was asked to be prepared by the ERT for the month of March. The performance analysis were on the B2B supports of the team. The dashboard had data of each days from the month of March against each of the tasks they were assigned to. Also the dashboard included the percentage number of the major queries attended by them throughout the month.

The main parameters of the performance dashboard includes:


- B2B E-Mail:
 - # Received Email



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- # Ignored Email
- % Email Reply within SLA
- B2B Hotline:
 - # Received Call
 - # Abandoned Call
 - # Within SLA call
 - % Service Level
- Service Request & Execution/Complain:
 - # Service Request & Execution Email
 - # Service Request & Execution Hotline
 - # Total Service Request & Execution
 - # Complain @ SuperOffice

3. Prepared a number of FAQs for the Enterprise Business Corporate Care Tool:

Enterprise Business corporate care portal is the new self-care tool developed by Banglalink for B2B clients. Since this portal is new of the customers, it is expected that they might have a number of queries while using the tool.

And for answering the common queries of the customers, a number of FAQs were asked to be prepared that will be incorporated with the portal as a constant support so that customer can easily access and explore them anytime.

4. Created an updated employee database for the Enterprise Business department following the revised organizational structure:

In the previous Enterprise Business Town hall, the CCO of Banglalink announced a new and revised organizational structure for the department. And on account to that, the director of the department asked to prepare a restructured employee database with the updates. The updates included: *both previous and new designation, line manager and the tier they belong.*



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