An Internship Report
on
Leveraging Digital Tools for Ensuring Excellence in Customer Value Management at Banglalink Digital Limited

Submitted to:

Islamic University of Technology
in partial fulfillment of the requirements for the degree of
BBA in Technology Management

Submitted by:

I understand that my final report will become part of the permanent collection of the
Islamic University of Technology BBA in 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 14, 2024

Mrs. Khadija Khanom
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Subject: Submission of Internship Report on **"Leveraging Digital Tools for Ensuring Excellence in Customer Value Management at Banglalink Digital Limited"**

Respected Madam,

I have completed my three months internship at Banglalink Digital Limited under the CVM team of Commercial Division. My thirteen weeks tenure was from 1st February to 30th April. I would like to submit my internship report in accordance to your specifications.

The title of my report is **"Leveraging Digital Tools for Ensuring Excellence in Customer Value Management at Banglalink Digital Limited".** This report is written on my daily tasks and activities during my internship in the Customer Value Management department at Banglalink Digital Limited. It also includes a comprehensive analysis of the company and the department, offering an overview of its functions. Over the course of this three-month program, I encountered numerous learning opportunities and experiences that will serve as a foundation for my professional career.

Thus, I am delighted to present this report to you. I am also more than willing to clarify any details or provide additional information regarding its contents.

Thanks and Regards,
Mahmuda Nayem
ID:190061102
Department of Business and Technology Management
Islamic University of Technology

Declaration

I, Mahmuda Nayem, a student of the Business and Technology Management (BTM) department at the Islamic University of Technology, hereby declare that the report titled **"Leveraging Digital Tools for Ensuring Excellence in Customer Value Management at Banglalink Digital Limited"** is an original work composed by me under the supervision of Mrs. Khadija Khanom, Lecturer in the Business and Technology Management (BTM) department at the Islamic University of Technology. This report has not been submitted to any other institution (school, college, or university) for any academic qualification and fully adheres to the Islamic University of Technology's rules and regulations regarding plagiarism and collusion.

_____

Kind regards,
Mahmuda Nayem
ID:190061102
Department of Business and Technology Management
Islamic University of Technology

Acknowledgment

Being an intern at Banglalink Digital Limited provided me with a valuable platform to develop my professional skills and enriched my learning curve. I am deeply thankful to the Almighty for granting me this opportunity at such an early stage in my career. Additionally, I am grateful for the chance to meet and learn from many talented individuals during my internship.

I would like to express my heartfelt appreciation to my academic supervisor, Mrs. Khadija Khanom, for her expert advice and support throughout my journey. Her guidance was invaluable, and her detailed feedback played a crucial role in shaping this report. I am sincerely thankful for her patience and understanding.

I am also deeply grateful to my corporate line manager, Syed Mosahid Khurshid Rishad, for his unwavering support during my time in the CVM department, despite his busy schedule. His expertise and advice have significantly enhanced my knowledge and skills in product management. His contributions were essential to the development of this report, and I truly appreciate his continuous support.

Lastly, I want to acknowledge my family. Their constant support, care, and affection have been instrumental in my growth. They are my safety net, and I strive to make them proud both personally and professionally.

Executive Summary

This internship report, titled **"Leveraging Digital Tools for Ensuring Excellence in Customer Value Management at Banglalink Digital Limited,"** is based on my three months of hands-on experience in the Customer Value Management department at Banglalink Digital Limited.

The report is divided into seven chapters. It begins with an Introduction, outlining the overall aspects of the internship, such as the objectives, data sources, methodology, and limitations. The Company Overview chapter follows, detailing Banglalink Digital Limited's background, departments, organizational structure, services, products, customer base, various analyses, and an introduction to Customer Value Management, including its organogram, units within the department, sales processes, and customer offerings.

Next, a brief analysis of the industry is presented, focusing on the size, trends, maturity, and other critical factors affecting the telecommunications industry in Bangladesh. The subsequent chapter highlights my key responsibilities as an intern in the Customer Value Management Team at Banglalink, as well as the skills I applied and developed during my internship.

In the following chapter, recommendations are provided based on the findings, and the conclusion offers an overview of the Enterprise Business Department at Banglalink. The references section includes all the data sources used and considered in the report.

During my internship, I gained valuable practical experience working under pressure and learned the importance of having a solid strategy, an entrepreneurial mindset, and a focus on innovation for achieving success in the business world.

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Chapter 1: Introduction

The report titled **"Leveraging Digital tools for ensuring Excellence in Customer Value Management at Banglalink Digital Limited"** is an integral part of the course **Internship (BTM 4800)** for the 8th semester. The research and findings of this report portrays how Banglalink being the third largest Telecom operator at Bangladesh is relentlessly working to provide better experience to its users. The next few segments portray the journey as a whole.

1.1 Background of the Study

Over recent years, there has been a significant expansion and transformation within the telecommunications sector. Companies operating in this field encounter various challenges stemming from the increasing demand for reliable and cost-effective connectivity. These challenges include the imperative to maintain financial stability, navigate intense competition, and adapt to rapidly evolving technologies. Banglalink, a leading telecommunications provider in Bangladesh, has been at the forefront of devising innovative solutions to address these issues while striving to deliver top-notch services to its customer.

1.2 Origin of the Report

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 Purpose of the Internship Program

The report is the result of a three-month internship at Banglalink and is 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 telecommunication industry. The key purpose of the internship program highlights:

- Acquire practical experience in a corporate setting.
- Introduce students to the professional job market.
- Bridge the gap between theory and practical application.
- Structure comprehensive details regarding the job role.
- Fulfill the requirements of the Bachelor of Business Administration (BBA) program.

1.4 Methodology Used and Data Source

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

Primary Sources:

A significant portion of the report focuses on data gathered through primary research. Key insights and components highlighted in the report were primarily obtained through direct conversations with my colleagues. As well as:

- Official employees of the company.
- Internship logbook that I maintained during my working 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

In this report, there is an insightful reflection of the Banglalink as an organization, Customer Value Management team, and the industry in which the business is operated. The Customer Value Management (CVM) department within a telecommunications company focuses on optimizing customer experience and satisfaction through tailored strategies and services. It plays a pivotal role in enhancing customer loyalty and retention, driving sustainable growth in the competitive telecom market. During my internship period, I have closely worked with the **"Amar Offer"** portfolio segment of Banglalink. I learned how product managers design product offers analyzing consumer behavioral patterns and psychological needs in order to maximize company revenue.

However, this internship report holds crucial significance for students in the BTM department, facilitating their knowledge and experiential growth. This will streamline comprehension of the potential advantages derived from industry exposure, aiding in students' overall professional development.

1.6 Limitations

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

- The three-month timeframe was insufficient for a comprehensive understanding of the company's full-fledge operations.
- Compliance with confidentiality agreements restricted the disclosure of extensive company data and facts in this internship report.
- Due to confidentiality concerns, certain details regarding active projects were withheld, limiting my ability to assess Banglalink's future competitive positioning.

Chapter 2: Company Overview

2.1 About Banglalink Digital

Banglalink, the market challenger in the telecommunications industry in Bangladesh, is a subsidiary of **VEON Ltd.**, a global telecommunications conglomerate. Serving the wide range of needs of its user base, Banglalink offers a wide range of **innovative products and services,** which includes **voice, data, and digital solutions.** With a focus on customer satisfaction, Banglalink continuously strives to enhance its offerings and user experience, ensuring seamless connectivity and convenience.

Figure:1 Banglalink and it's parent company VEON (Source: Google)

Leveraging the resources and expertise of its parent company, Banglalink remains at the forefront of technological advancements, driving digital transformation and empowering individuals and businesses across the nation. Through strategic investments and partnerships, Banglalink remains dedicated to expanding its reach and delivering value to its growing user base in Bangladesh.

With the aim of transitioning from a traditional mobile operator to a fully digitalized Tech company, Banglalink is relentlessly working to make the digital world available to each and every consumer with improved quality and offerings. This shift to a digitally transformed brand, innovative product offerings, network enhancements, strong customer support, nationwide presence, and integration is expected to fuel up the company's growth over the time.

2.1.1 Vision

"Banglalink's vision is to lead the digital revolution in Bangladesh by empowering individuals and businesses with innovative solutions, seamless connectivity, and unparalleled customer experiences, thereby shaping a future where everyone thrives in a fully connected society."

2.1.2 Mission

Digital Empowerment: Banglalink is committed to empowering individuals and businesses

across Bangladesh by bridging the digital divide and providing access to essential digital services and technologies.

Exceptional Customer Experience: Banglalink strives to deliver unparalleled customer experiences through innovative solutions, personalized services, and continuous improvement in customer engagement and satisfaction.

Innovative Solutions: Banglalink aims to pioneer innovation in the telecommunications industry by consistently developing and introducing cutting-edge products, services, and technologies that meet the evolving needs of its customers.

Societal Impact: Banglalink is dedicated to making a positive impact on society by leveraging its resources and expertise to address social challenges, promote sustainable development, and foster digital inclusion.

Operational Excellence: By maintaining the highest standards of efficiency, reliability, and integrity in all aspects of its operations, Banglalink is committed to operational excellence ensuring long-term sustainability and growth.

2.1.3 Core Values

Banglalink's strong fundamental values serve as its guiding principles, navigating its actions and decisions towards excellence and integrity. The five core values stand:

- Entrepreneurship,
- Innovation,
- Collaboration,
- Customer obsession and
- Truthfulness

2.2 Departments of Banglalink

Figure: 2 Departments of Banglalink

2.3 Historical Background of Banglalink

Banglalink commenced operations in February 2005 and has since grown to become the

third-largest mobile operator in Bangladesh, boasting over **43.5 Million subscribers as of December, 2023.** *(Source: The Business Standard, 25 March, 2024).*

1996

SHEBA TELECOM PVT LTD GAINS LICENSE TO EXTEND BUSINESS TO CELLULAR MOBILE AND TELEPHONE SERVICES

1997

OPERATIONS LAUNCHES AS A BANGLADESH-MALAYSIA JOINT VENTURE

2004

EGYPT BASED ORASCOM TELECOM SET OUT TO PURCHASE STAKES IN SHEBA TELECOM AND TAKES OVER 100% OF THE SHARES FOR US$ 60 MILLION

2005

GETS RELAUNCHED AND RENAMED AS BANGLALINK ON 10TH FEBRUARY

2006

BECAME THE FIRST COMPANY TO PROVIDE FREE INCOMING CALLS FROM BTTB FOR BOTH POSTPAID AND PREPAID CONNECTIONS

2008

SHEBA TELECOM BECOMES ORASCOM TELECOM BANGLADESH MATCHING ITS PARENT COMPANY

2013

WIND TELECOM S.P.A & VIMPELCOM LED BOUGHT ABOUT 52% OF TELECOMMUNICATIONS HOLDINGS AND AS VIMPELCOM, RENAMED IT TO BANGLALINK DIGITAL COMMUNICATIONS

2023
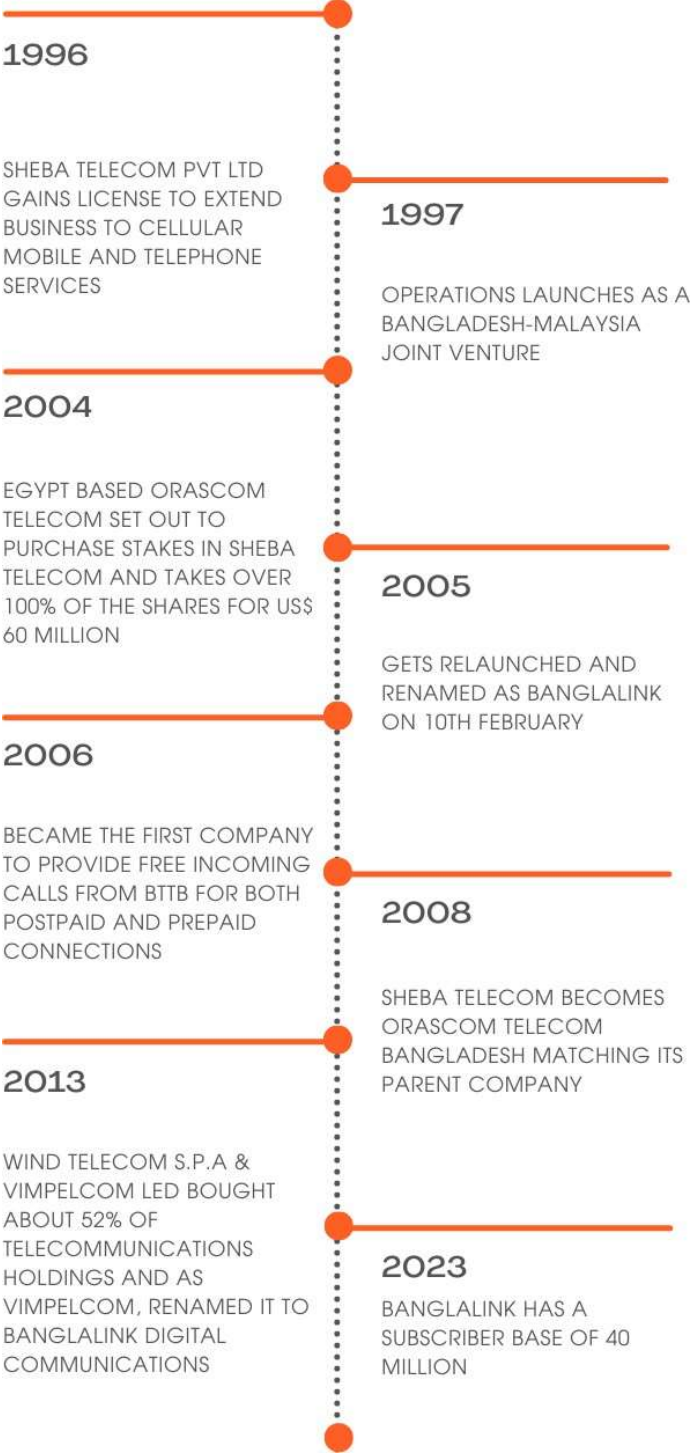
BANGLALINK HAS A SUBSCRIBER BASE OF 40 MILLION

Figure: 3 Banglalink's Historical Timeline since it's commencement in Bangladesh

(Source: Wikipedia)

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.

2.4 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

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 voice and data plans, cutomer oriented services and digital solutions 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

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:

- 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.
- 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.

- 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.

- 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.

Toffee
Banglalink vibe
Cinematic
Boi-ghor
Banglaflix

Internet packages
Voice/minute packages
Bundle packages
Emergency balance/transfers

DIGITAL SERVICES

banglalink

PRODUCT-SERVICES MIX

PREPAID
POSTPAID
ROAMING

BANGLALINK E-SHOP

ORANGE CLUB

Affiliations with hotels, restaurants, fashion houses & other service providers such as Sheba xyz, Swap, TruckLagbe, Handymama etc.

Banglalink's own digital marketplace to make purchases or subscribe to various services such as upgrading sims to 4/5G, purchasing new sims, changing numbers, etc.

Figure: 4 Product-Service mix of Banglalink (Source: Banglalink Official Site)

2.7 Customers of Banglalink

Telecom service providers typically strive to reach the majority of the population, as communication is vital for all demographics, including children, the elderly, and the working class. Banglalink is no different in this case. Identifying a specific target market within this broad audience, it'focusing on serving the maximum number of customers. This approach

caters to both basic communications needs and the enhancement of quality of life.
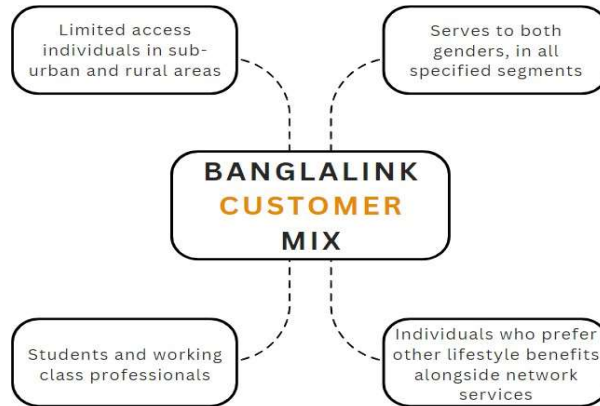
Figure: 5 Customer Mix of Banglalink (Source: Banglalink Official Site)

2.8 Company Operations

Banglalink is a mobile network operator that exclusively operates in Bangladesh. It is a subsidiary of VEON, a multinational telecommunications company with operations in multiple countries. However, Banglalink's services are confined to Bangladesh, where it offers extensive network coverage and provides mobile communication services to millions of customers nationwide.

2.9 Organization chart covering the stakeholder in Banglalink

The total number of employees in Banglalink is considered as 1179 as of official statistics.

Figure: 6 Organization Chart of Banglalink

Top-level management: This top-level management of Banglalink includes the CEO and Directors who are responsible for making strategic decisions and overseeing the company's upcoming operational and strategic decisions.

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 agents, technical engineers, network experts, sales executives and other employees who are responsible to look over the daily operational activities.
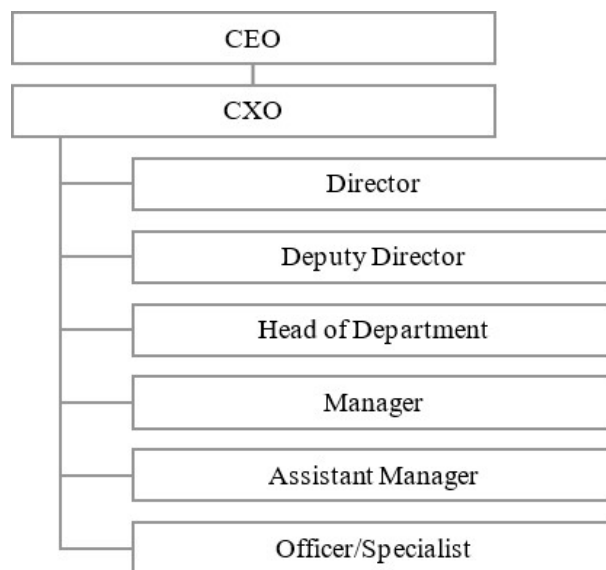

Figure: 7 Organizational hierarchy of Banglalink

2.10 Company Analysis

2.10.1 Porter's five factor on Banglalink:

a. Potential 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.

b. Power of buyers:

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.

c. Power of suppliers:

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, equipment, and systems required to provide seamless 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.

d. Availability 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 be always ahead of the competition to sustain and expand their customer base. As a result, Banglalink and all of its competitors would be subject to a moderate threat.

e. Competitive Rivalry:

There is currently intense competition among well-established companies in a given sector. Grameenphone has the most subscriber base (the first mover advantage), however Banglalink is unbidden for it's fastest 4G, subscription plans, and customer care facilities.

After the merger with Axiata, Robi has also taken a signifiacnt part of the market, but the business is aiming to enhance 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

Strength:
- Extensive network coverage
- Competitive pricing strategies
- Strong brand presence
- Diverse range of services
- Focus on customer-centric offerings

Weakness:
- Limited network coverage in certain areas
- Relatively smaller market share compared to competitors
- Limited range of services compared to some competitors

Opportunity:
- Expansion into rural and underserved areas
- Leveraging emerging technologies and digital services
- Strategic partnerships and alliances
- Focus on digital inclusion and innovative solutions

Threat:
- Intense competition and price wars in the market
- Regulatory changes and compliance requirements
- Limited resources compared to larger competitors
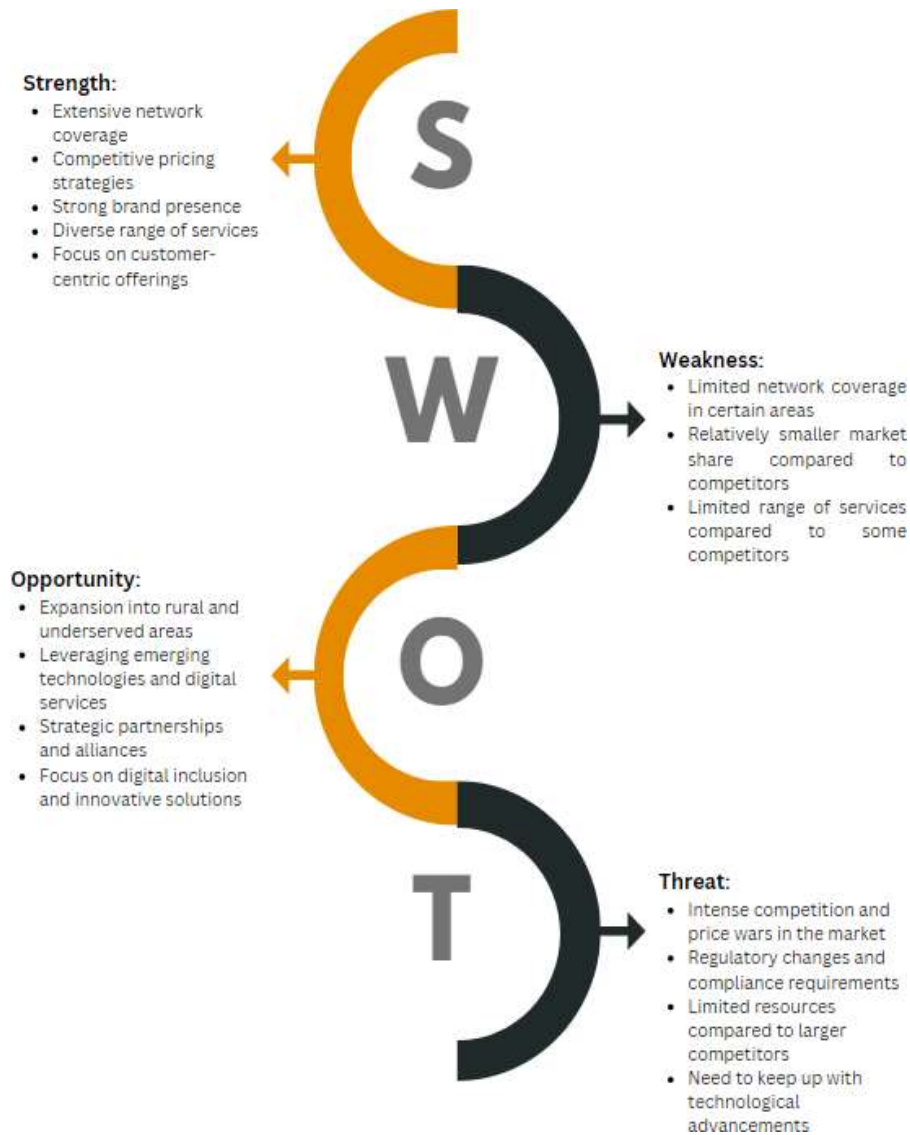- Need to keep up with technological advancements

Figure: 8 SWOT Analysis on Banglalink

2.10.3 PESTLE on Banglalink

To analyze the external macro-environmental factors that could affect a company's business, PESTLE analysis is done. Here's a PESTLE analysis of Banglalink:

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.

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.

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.

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.

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.

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 environment

Chapter 3: Industry Analysis

In recent years, the telecommunications industry in Bangladesh has seen remarkable growth. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), the industry's revenue reached approximately **BDT 525 billion (USD 6.2 billion)** in the fiscal year 2020-21, marking a **5.5%** increase from the previous year.

A recent advancement in this sector is the introduction of 5G technology. However, it is not yet fully operational due to the country's limited technological infrastructure. As both a user of Banglalink's services and an intern at the company, I am proud to highlight that Banglalink has won the Ookla® Speedtest™ Award four times consecutively. The company continues to excel in delivering high-quality services, particularly with its superior 4G+ speeds.

Figure: 9 Network Availability Options of Banglalink

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 Growth Trends and the Size of the Industry

As per the Bangladesh Telecommunication Regulatory Commission (BTRC) data from March 2023, Grameenphone holds the leading market position with a 47.91% share. Banglalink follows with a 24.27% share, and Robi comes close behind with a 23.97% share.
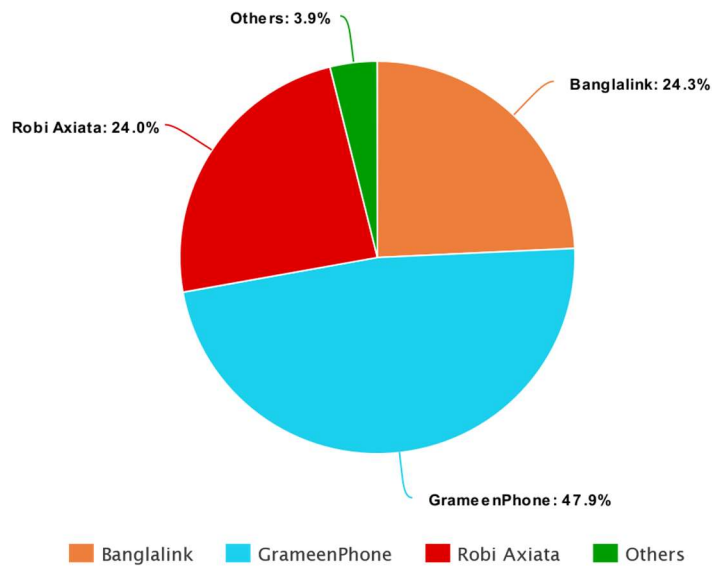
*Figure: 10 Industry Shares of the Competitors in Telecom industry of Bangladesh
(Source: BTRC)*

The telecommunications industry is adopting the new technologies, such as:
- Adoption and deployment of 5G technology and networks.
- Integration of Artificial Intelligence (AI), Business Intelligence (BI), Business Support Systems to address recent challenges and modernize the running technological infrastructure.
- Increasing utilization of cloud and blockchain technologies.
- Expansion of contents through multiple sub-platforms.

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.
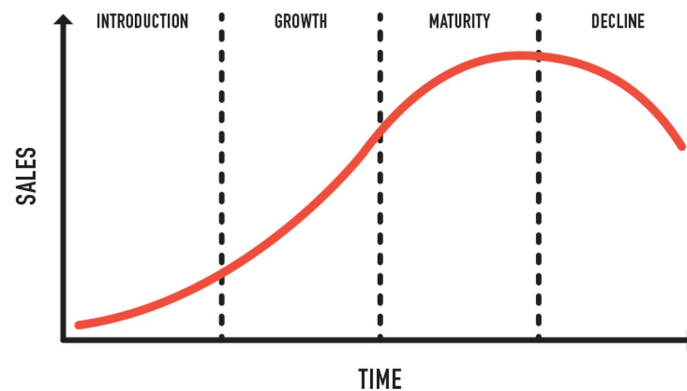
Figure: 11 Life Cycle of the Telecom Industry

*** All key participants are in the Maturity phrase*

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 telcom 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 key competition in telecoms of 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 optical cable networks and the extention of broadband services.

Digital Services: MFS, online 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 in expansion 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 Legal, Political and Regulatory 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: Bangladesh Telecommunication Regulatory Commission (BTRC), is the key regulator of the Bangladeshi Telecoms. 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 Landscape and it's Shifting Trends

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.

Chapter 4: Description of Main Duties

During my three months of Internship at Banglalink, I have closely worked with the **CVM (Customer Value Management)** department. My learning curve was stepper ever since I have joined Banglalink. I had so many professional interactions and had exciting things to learn from the work environment.

4.1 Daily Job Activities

4.1.1 Job Position

After two weeks of rigorous interview and assessments, I was chosen as one of the Intern of Banglalink's flagship program, **Digitalyst Internship Program – Spring Cohort**. Under the program based on my performance and CV evaluation I was assigned to work with the **Internet and Digital CVM,** a team under the Market Operations, Commercial division of Banglalink.
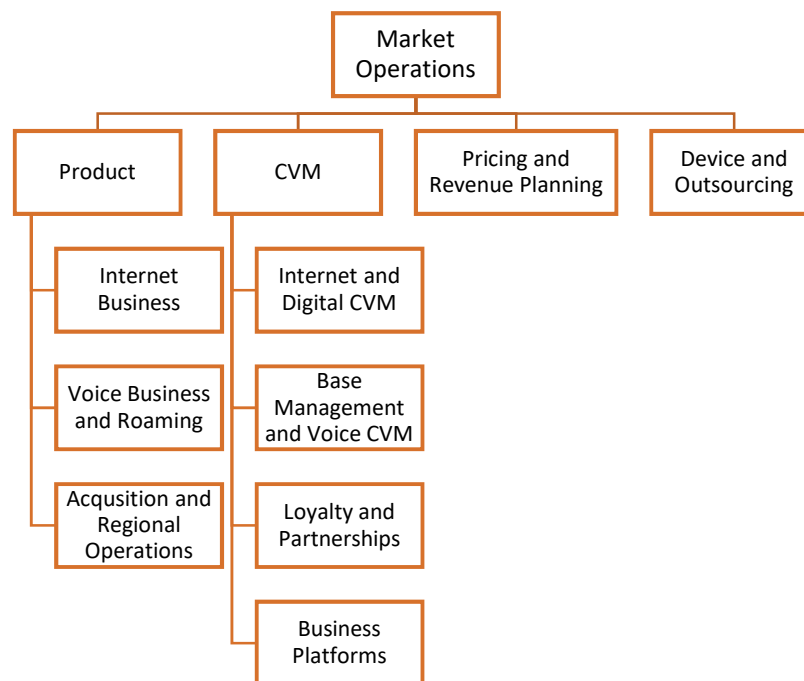
Figure: 12 The organogram of teams under Market Operations

4.1.2 Working Hours

- Workday Schedules: Sunday to Thursday (5 days).
- Time Duration: 09:00 AM to 6:00 PM
- Additional Facilities: Free lunch along with tea/coffee.

4.2 Work Environment:

The work culture at Banglalink is renowned for its dynamism, collaboration, and innovation. For me, personally experiencing it was incredibly rewarding. My team warmly welcomed and supported me, facilitating my swift adaptation to the environment. At Banglalink, there's a strong emphasis on providing employees with the freedom to express their ideas and opinions openly. Teams collaborate seamlessly across departments and hierarchies, promoting knowledge sharing and cross-functional cooperation. Additionally, Banglalink offers various training, health, and wellness programs, as well as recognition initiatives and recreational activities such as Yoga, stress relief sessions, group gatherings and celebrations. Furthermore, the company provides flexible working hours and work-from-home options for all employees.

4.3 Assigned Tasks during Internship

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

4.3.1 Designing Offer Matrix

In Banglalink, there are 43.5 Million customer bases. To manage this base there requires effective formulation of offer strategies to ensure maximum customer acquisition and retention. Thus, the **metrics strategy** is undertaken. Metrics refers to the list of the customer bases and their corresponding offers that are determined based on their usage. For example, in the matrix, aggressive offers are given to the customers those who use less data, to encourage them to use Banglalink Sim more.

However, during my entire Internship, I have closely worked with the routine Metrics Refresh of "**Amar Offer**" segment. For the Amar Offer segment, in every two to three weeks these metrics are changed based on the customers' current usage pattern. This process of scheduled changing is called Metrics refresh.

4.3.2 Preparing Broadcast Plan

Every time after a metrics refresh, new **Broadcast plan** is developed**.** The Broadcast plan is a plan chart that assigns messages or offers on a specific date and time to a specific customer base. For the new Matrics, I have developed the entire **Broadcast plan.** The Broadcast plan is a plan chart that assigns messages or offers on a specific date and time to a specific customer base.

4.3.3 Base Management and Maintaining Bulk Tool Communication

Throughout my internship, I worked and learned about the different user customer bases of Banglalink, particularly the **MyBL App, Amar Offer, Doubleplay (Voice and data users), Multiplay segment (Voice, Data, MyBL, Toffee Users),** learned the logic BI team uses to generate particular bases and how data and mix bundle offers are designed understanding consumer usage patterns.

To effectively Transmit the offer details to the desired customer everyday messages are sent to the them through Bulk Tool. **Bulk Tool** is the main communication tool of Banglalink that is used to send messages to customers daily. Worked with the **Bulk SMS Tool**, it's different channels, usability, offer tracking, scheduling and approach to send the offer text to the mass consumers.

After getting accumulated with the tool, I was appointed to do the daily bulk SMS scheduling task. After every launch, BI shares the database of new customer bases that have to update in the communication channels. After uploading, the information in the Bulk Tool messages are disseminated to the Customers. I was fully assigned to regulate the Bulk communication for **Amar Offer** and **MyBL app** promotion during my internship. I use to schedule the plan after consulting with my Line manager who used to manage the Amar Offer portfolio at Banglalink. In the Bulk channels, I have dedicatedly sent offer messages and monitored customer feedback and expectations to utilize those in the next refresh.

4.3.4 Attending Product UAT Launch

UAT (User Acceptance Test) is involved in the process of every new launch. This is the requirement check that whether every mentioned offer is assigned to the particular customer or not. There are two phases in UAT; **pre-live** (done before offer launch) and **post-live** (done after the offer launch).

On schedule basis, I attended UAT (User Acceptance Test) with my team. Our UAT technical partner was **Erricson** who use to assign offers to our customers**.** This is a long process where we need to do cross-checks for every single offer. In the post-UAT phase we cross-check offers with **ComViva,** they assign offers to individual customer profiles. So, we check whether our requirements with assigned offers are posted to customer profiles.

4.3.5 Launching Amar Offer Recharge availability

During my work tenure, **Amar Offer**, the BTL (Below The Line) segment of Banglalink was made available for the Recharge option for the first time, I worked with my team to successfully pull off the launch.

4.3.6 Updating Amar Offer Daily Tracker

Based on the projected revenue, estimated Data **ARPU (Average Revenue Per User),** and revenue uptakes performance report is generated. This is updated on a daily basis. I learned about the Amar Offer Daily Tracker, and knew how the base information is scrutinized by the BI & Data Analytics team to offer segment-wise priority customer base and design offers.

4.3.7 Running Multiplay promotions

I have learned about the high-value and multi-play customers and how acquisition strategy is designed for them. (High-value customers are those, who contribute to the maximum revenue

generation and multiplay customers are Smartphone users who not only uses data or voice channels but also the MyBL App and Toffee facilities). I was assigned to run **MyBL Sign-up Bonus** and **Toffee App** promotion from the **CMS Platform.** CMS is a platform where drive and promotional activities are run through Bulk messages. I was also assigned to do some **MFS (Mobile Financial App)** Promotion Drives. **Promotion drives** are cashback offers and special discounts by the Telecommunication operators to attract the customer base.

4.3.8 Silent Sim Offer Analysis

I was assigned to do **Silent Sim Offer analysis** for different Telecom Operator companies, like Robi, BL, and GP and learnt how companies have to shift their portfolio plans to respond to the market.

4.3.9 Cross Team Collaboration with Brands, BI and CJNE Teams

During every refresh, my team CVM (Customer Value Management) calls a meeting with CJNE (Customer Journey and Experience Team) to determine the Brand tone that BL applies in communication channels. During refreshes, I had meetings with CJNE team to make them understand our new changes.

However, for the Amar Offer Promotions in different Channels, I have worked with the **Brands and Communications team** to make them understand the changes that we want to promote in different channels. For the Brand promotional Guideline, I have documented **Amar Offer Communication Brief** several times**.** This is a promotional guideline that is given to the Brands team highlighting the promotional priorities. With Brands, I have worked to develop the **App Banners, Push Notification, Deep Links** and other **(KVs) Key Visuals** that were generated to promote Amar Offer in Multiple Channels.

4.3.10 Doing Competitors' offer benchmarking

On a regular basis I had to do offer benchmarking to navigate the offers that other operators are to be ahead of the competition. These analysis helps Banglalink to incorporate the best-chosen strategies.

4.4 Difficulties and Challenges

Initially, when I was assigned to the tasks, I was not able to get how exactly my work is impacting the overall process of the company. But, over the time, when I got exposed to the different other teams, I could understand the workflow and realized how can I add more value to the team.

4.5 Working tools I used

4.5.1 The Bulk Tool

To efficiently communicate offer details to targeted customers, daily messages are dispatched using the Bulk Tool, Banglalink's primary communication platform. I gained extensive experience working with this tool, mastering its various channels, usability features, offer tracking mechanisms, scheduling functionalities, and approaches for disseminating offer texts to a large consumer base.

After familiarizing myself with the Bulk SMS Tool, I was tasked with handling the daily bulk SMS scheduling responsibilities. After each launch, Business Intelligence (BI) shares a database of new customer bases, which must be updated across communication channels. Once uploaded, the information contained in the Bulk Tool messages is distributed to customers.

During my internship, I was exclusively responsible for overseeing bulk communication for the Amar Offer and MyBL app promotion initiatives. Within the Bulk channels, I diligently crafted and dispatched offer messages, while also monitoring customer feedback and expectations. This feedback was then utilized to refine future communication strategies and message content.

Figure: 13 The Interface of Bulk Tool

4.5.2 Banglalink's Customer Toolbox Software (CSRTB)

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.
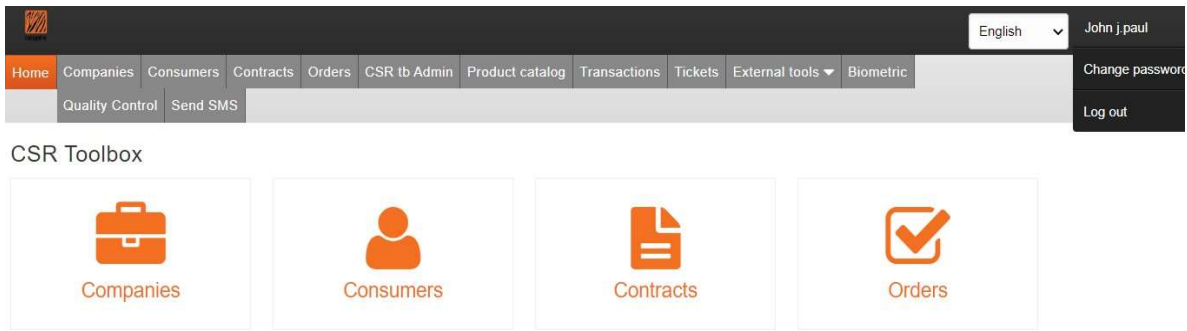
Figure: 14 Home page of Banglalink's Customer Toolbox Software

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: Automate lead nurturing, its scoring, and sales forecasting.

4.5.3 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.
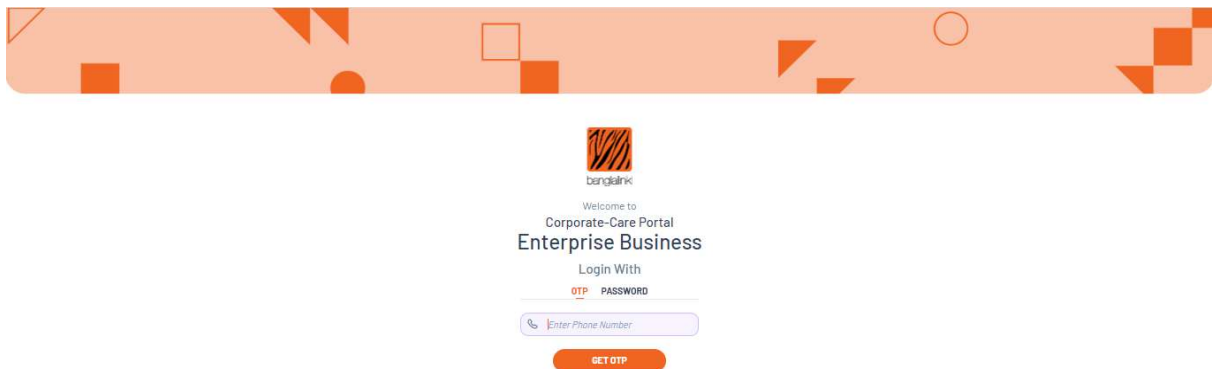

Figure: 15 Log-in overview of Banglalink's Customer Toolbox Software

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.

4.5.4 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: 16 Logos of the tools I used on a daily basis

4.6 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 participating:

Yoga Session for Female Employees: The yoga session was conducted in the community hall of our office building. The session was led by a certified instructor who had years of experience in teaching yoga. Participants found the session informative, empowering, and practical.

Departmental Town hall: Commercial 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.

Training on AI and Business Support System: This was a visionary session on how AI is impacting the current world and how Banglalink can leverage this technology in its businesses to be ahead of its competitors.

4.7 Skills Applied and Developed

4.7.1 Skills Applied

I have prioritized my quantitative, report-writing, and technical skills over anything else throughout the majority of my formal education. I found it quite simple to adjust to the way Commercial 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 and creative designing skills.
- Communication skill.
- Excel and documentation skill.
- 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:

Figure 17: Logo of 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:

Figure 18: Logo of Robi Axiata Ltd.

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:

Figure 19: Logo of Airtel Bangladesh Ltd.

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:

Figure 20: Logo of Teletalk Bangladesh

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 competing 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.

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

Based on my three months of internship experience at Banglalink, I would like to offer the following recommendations for the company to further improve the internship program and overall employee experience:

1. Increased Training and Learning Opportunities: I found three months tenure is too short to gain overall insights of the telecom industry. And there are lot of scopes to improve the experience. Implementing more structured training sessions and workshops can greatly benefit interns and employees alike. By offering a variety of learning opportunities, such as technical skills training, soft skills development, and industry-specific knowledge sessions, Banglalink can ensure that interns receive a well-rounded learning experience that prepares them for future roles within the organization.

2. Enhanced Mentorship Program: Strengthening the mentorship program by pairing interns with experienced professionals in their field of interest can provide invaluable guidance and support. This will be more intense and value adding. Regular mentorship meetings, feedback sessions, and goal-setting exercises can help interns navigate their roles more effectively and boast a sense of belonging within the organization.

3. Retention Facilities: Employee retention facility after the internship at Banglalink is too little. Introducing retention facilities along with career development programs, performance-based incentives, and opportunities for advancement can help to generate future loyal employee force. By investing in the professional growth and development of interns and employees, Banglalink can cultivate a loyal and motivated workforce.

4. Feedback Mechanism: Establishing a feedback mechanism where interns can provide input on their internship experience can help Banglalink identify areas for improvement and make necessary adjustments. Regular feedback surveys, focus group discussions, and one-on-one meetings with internship coordinators can facilitate open communication and foster a culture of continuous improvement.

5. Flexibility and Work-Life Balance: Recognizing the importance of work-life balance, Banglalink can offer flexible work arrangements and remote work options where feasible. Providing interns with the flexibility to manage their work schedules and personal commitments can contribute to their overall well-being and job satisfaction. Along with giving a sense of entrepreneurship can bring more productive outcomes from the employee end.

By implementing these recommendations, Banglalink can further enhance the internship program and create a supportive and inclusive work environment where interns and employees can thrive and grow professionally.

6.2 Conclusion

To sum up, my internship experience at Banglalink has been incredibly enriching and rewarding, providing me with valuable insights into the telecom industry and equipping me with a diverse set of skills and knowledge. Throughout my tenure, I had the opportunity to work on various projects ranging from formulating offer strategies and preparing broadcast plans to managing bulk communication and analyzing competitor offers. I gained hands-on experience with tools such as the Bulk Tool and Customer Toolbox Software, honing my technical proficiency and data management skills.

Additionally, attending trainings and workshops on topics such as AI and business support systems further expanded my understanding of emerging technologies and their potential applications in the telecommunications sector. Moreover, the internship provided me with ample opportunities for personal and professional growth, enabling me to enhance my communication, time management, and analytical skills. I also had the chance to network with professionals across different departments, gaining valuable insights into the corporate world and building lasting connections.

Overall, my internship at Banglalink has been a transformative experience, allowing me to contribute meaningfully to the company while also learning and growing as an individual. I am grateful for the support and guidance provided by my mentors and colleagues throughout my internship journey, and I am confident that the skills and experiences gained during this period will serve me well in my future endeavors.

Chapter 7. References

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- [Banglalink registered a double-digit growth in Q2 2022 (prothomalo.com)](#)
- [Banglalink posts 11.6% revenue growth in Q3 - The Business Post (businesspostbd.com)](#)

Appendix
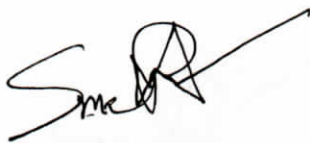
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 01

Date: 01.02.2024 - 08.02.2024

I have completed my first week of internship atBanglalink Digital Communications Ltd. and the following are the activities done.

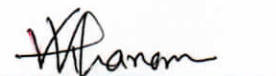## List of Activities with Brief Description:

During my second week, I was involved in the following activities:

- Attended the onboarding ceremony where we got insights about different departments, organizational hierarchy, culture, work ethics, policies and affiliations.

- On our onboarding day we had an office tour and we got a basic understanding on how overall organizational synergy works for BL.

- Had a brief on my department CLM (Customer Lifecycle Management), it's different wings, like CVM (Customer Value Management), product, pricing and revenue planning, device and associated colleges.

- Gained basic understanding on overall business portfolio, target customers, service milestones, operational activities of the company.

- Assigned to do Silent Sim Offer analysis for different Telecom Operator companies, like Robi, BL, GP and learnt how companies have to shift their portfolio plans responding to the market.

Company Supervisor
Syed Mosahid Khurshid Rishad
CVM Manager
Customer Lifecycle Management (CLM)
Market Operations, Commercial
Banglalink Digital Communications Ltd.

Internship Supervisor
Khadija Khanom
Lecturer
Dept. of Business & Technology Management
Islamic University of Technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 02   Date: 11.02.2024 -15.02.2024
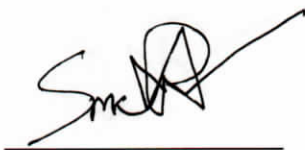
I have completed my first week of internship atBanglalink Digital Communications Ltd. and the following are the activities done.
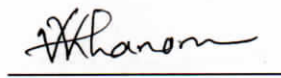
List of Activities with Brief Description:

During my second week, I was involved in the following activities:

- Attended UAT(User Acceptance Test) with the team, where we had a meeting with Erricson. There I learned how Banglalink conducts different Pre-live and post live activities to disseminate an offer.

- Learned about the different user bases of Banglalink, particularly the AMAR OFFER segment, the logic BI team uses to generate particular bases and how data and mix bundle offers are designed understanding consumer usage patterns.

- Attended Team TownHall conference and impact of internal team member shuffle in order to ensure continuous growth of the employees.

- Learned about the Bulk SMS Tool, it's different channels, usability, offer tracking, scheduling and approach to send the offer text to the mass consumers. After getting accumulated with the tool, I was appointed to do the daily bulk SMS scheduling task.

- Learned about the App Benchmarking and the importance of market response in fractional change of competitors offer.

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CVM Manager
Customer Lifecycle Management (CLM)
Market Operations, Commercial
Banglalink Digital Communications Ltd.

Internship Supervisor
Khadija Khanom
Lecturer
Dept. of Business & Technology
Management
Islamic University of Technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 03   Date: 18.02.2024 - 22.02.2024

I have completed my third week of internship atBanglalink Digital Communications Ltd. and the following are the activities done.

List of Activities with Brief Description:

During my second week, I was involved in the following activities:

- Assigned to do Silent Sim Offer analysis for different Telecom Operator companies, like Robi, BL, GP and learnt how companies have to shift their portfolio plans responding to the market.

- Learned about different Deno, pricing strategy, calculation of revenue, cost and the tax reduction policy of the telecom industry.

- Had a brief on my department CLM (Customer Lifecycle Management), it's different wings, like CVM (Customer Value Management), product, pricing and revenue planning, device and associated colleges.

- Gained basic understanding on overall business portfolio, target customers, service milestones, operational activities of the company.

- Assigned to do Silent Sim Offer analysis for different Telecom Operator companies, like Robi, BL, GP and learnt how companies have to shift their portfolio plans responding to the market.

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Islamic University of Technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 04   Date: 25.02.2024 -29.02.2024

I have completed my first week of internship atBanglalink Digital Communications Ltd. and the following are the activities done.

List of Activities with Brief Description:

During my fourth week, I was involved in the following activities:

- Attended UAT(User Acceptance Test) with the team, where we had a meeting with Erricson. There I learned how Banglalink conducts different Pre-live and post live activities to disseminate an offer.

- Learned about the different user bases of Banglalink, particularly the AMAR OFFER segment, the logic BI team uses to generate particular bases and how data and mix bundle offers are designed understanding consumer usage patterns.

- Worked with the Bulk SMS Tool, it's different channels, usability, offer tracking, scheduling and approach to send the offer text to the mass consumers. After getting accumulated with the tool, I was appointed to do the daily bulk SMS scheduling task

- Assigned to do Silent Sim Offer analysis for different Telecom Operator companies, like Robi, BL, GP and learnt how companies have to shift their portfolio plans responding to the market.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 05   Date: 03.03.2024 - 07.03.2024

I have completed my fifth week of internship at Banglalink Digital Communications Ltd. and the following are the activities I have done.

List of Activities with Brief Description:

During my fifth week, I was involved in the following activities:

- Learned about the **Amar Offer Daily Tracker**, and how the base information is scrutinized by the BI & Data Analytics team to offer segment-wise priority customer base and design offers.

- Knew how the performance report is generated based on the projected revenue, estimated Data **ARPU (Average Revenue Per User)**, and revenue uptakes and learned about the strategy formulations.

- Learned about the **high-value** and **multiplay customers** and how acquisition strategy is designed for them. (High-value customers are those, who contribute to the maximum revenue generation and multiplay customers are Smartphone users who not only uses data or voice channels but also the MyBL App and Toffee facilities).

- **Amar Offer**, the BTL (Below The Line) segment of Banglalink was made available for the **Recharge option** for the first time, I worked with my entire team to successfully pull off the launch.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 06   Date: 10.03.2024 -14.03.2024

I have completed my sixth week of internship at Banglalink Digital Communications Ltd. and the following are the activities I have done.
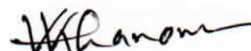

List of Activities with Brief Description:

During my sixth week, I was involved in the following activities:

- This week we had a **Metrics Refresh**. Metrics refers to the list of the customer bases and their corresponding offers which are determined based on their usage. In every two to three weeks these metrics are changed based on the customer usage pattern. This process of scheduled changing is called Matrics refresh.

- For the new Matrics, I have developed the entire **Broadcast plan.** The Broadcast plan is a plan chart that assigns messages or offers on a specific date and time to a specific customer base.

- **UAT (User Acceptance Test)** is involved in the process of every new launch. This week I have attended the Pre-live and post-live UAT with the team to ensure every offer is working smoothly.

- Thus I had hands-on experience in product designing to launching pipelines with Banglalink's Amar Offer segment.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 07   Date: 17.03.2024 - 21.03.2024

I have completed my seventh week of internship at Banglalink Digital Communications Ltd. and the following are the activities I have done.

List of Activities with Brief Description:

During my seventh week, I was involved in the following activities:

- After the previous week's launch, we got the database of new customer bases that I had to update in the communication channel. Then I uploaded the information in the **Bulk Tool**, which is used to disseminate messages to the Customer.

- **Bulk Tool** is the main communication tool of Banglalink that is used to send messages to customers daily. My team **CVM (Customer Value Management)** called a meeting with **CJNE (Customer Journey and Experience Team)** to determine the Brand tone that BL will use in this refresh.

- I was fully assigned to regulate the Bulk communication for **Amar Offer** and **MyBL app** promotion from this day. I use to schedule the plan after consulting with my line manager who used to handle the Amar Offer portfolio at Banglalink.

- In the Bulk channels, I have dedicatedly sent offer messages and monitored customer feedback and expectations to utilize those in the next refresh.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 08   Date: 24.03.2024 -28.03.2024

I have completed my eighth week of internship at Banglalink Digital Communications Ltd. and the following are the activities I have done.
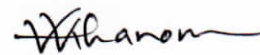
List of Activities with Brief Description:

During my eighth week, I was involved in the following activities:

- Attended **UAT (User Acceptance Test)** with the team, where we had a meeting with **Erricson.** This time the UAT was for the MyBL App offer launch of Amar Offer. This is a long process where we need to do cross-checks for every single offer.

- In the post-UAT phase we cross-check offers with **ComViva,** they assign offers to individual customer profiles. So, we check whether our requirements with assigned offers are posted to customer profiles.

- Worked with the **Bulk SMS Tool**, it's different channels, usability, offer tracking, scheduling and approach to send the offer text to the mass consumers. After getting accumulated with the tool, I was appointed to do the daily bulk SMS scheduling task.

- Assigned to do **Silent Sim Offer analysis** for different Telecom Operator companies, like Robi, BL, and GP and learnt how companies have to shift their portfolio plans to respond to the market.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 09   Date: 31.03.2024 -04.04.2024

I have completed my ninth week of internship at Banglalink Digital Communications Ltd. and the following are the activities I have done.
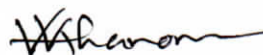

List of Activities with Brief Description:

During my ninth week, I was involved in the following activities:

- Learned about the different user bases of Banglalink, particularly the **MyBL App, Amar Offer, Doubleplay (Voice and data users), Multiplay segment (Voice, Data, MyBL, Toffee Users),** and the logic BI team uses to generate particular bases and how data and mix bundle offers are designed understanding consumer usage patterns.

- This week I was assigned to run **MyBL Sign-up Bonus** and **Toffee App** promotion from the **CMS Platform.** CMS is a platform where drive and promotional activities are run through Bulk messages.

- I was also assigned to do some **MFS (Mobile Financial App)** Promotion Drives. **Promotion drives** are cashback offers and special discounts by the Telecommunication operators to attract the customer base.

- I have analyzed the other operators' strategies and tried to incorporate the best-chosen strategy for Banglalink.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10   Date: 07.04.2024 -11.04.2024

I have completed my tenth week of internship at Banglalink Digital Communications Ltd. and the following are the activities I have done.

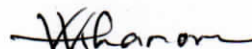**List of Activities with Brief Description:**

During my tenth week, I was involved in the following activities:

- This week we were engaged with the **Eid and Pohela Boishakh Promotions**. Since we had a bridge holiday (Holidays combining Eid and Boishakh) we had to put some extra pressure on work.

- For the Amar Offer Promotions in different Channels, I have worked with the **Brands and Communications team** to make them understand the requirements we want to promote in different channels.

- For the Brand promotional Guideline, I have documented a **Communication Brief.** This is a promotional guideline that is given to the Brands team highlighting the promotional priorities.

- With Brands, I have worked with the **App Banners, Push Notification, Deep Links and other Key Visuals** that were generated to promote Amar Offer in Multiple Channels.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11   Date: 14.04.2024 -18.04.2024

I have completed my eleventh week of internship at Banglalink Digital Communications Ltd. and the following are the activities I have done.

List of Activities with Brief Description:

During my eleventh week, I was involved in the following activities:

- Attended **UAT (User Acceptance Test)** with the team, where we had a meeting with **Erricson.** This time the UAT was for the MyBL App offer launch of Amar Offer. This is a long process where we need to do cross-checks for every single offer.

- In the post-UAT phase we cross-check offers with **ComViva,** they assign offers to individual customer profiles. So, we check whether our requirements with assigned offers are posted to customer profiles.

- This week we had a **Metrics Refresh**. Metrics refers to the list of the customer bases and their corresponding offers which are determined based on their usage. In every two to three weeks these metrics are changed based on the customer usage pattern. This process of scheduled changing is called Matrics refresh.

- For the new Matrics, I have developed the entire **Broadcast plan.** The Broadcast plan is a plan chart that assigns messages or offers on a specific date and time to a specific customer base.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

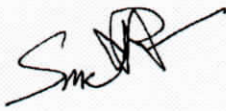Week: 12   Date: 21.04.2024 -25.04.2024

I have completed my twelfth week of internship at Banglalink Digital Communications Ltd. and the following are the activities done.

List of Activities with Brief Description:

During my twelfth week, I was involved in the following activities:

- This week, I have documented a **Communication Brief.** This is a promotional guideline that is given to the Brands team highlighting the promotional priorities. I have worked with the **App Banners, Push Notification, Deep Links and other Key Visuals** that were generated to promote Amar Offer in Multiple Channels.

- I was assigned to regulate the Bulk communication for **Amar Offer** and **MyBL app** promotion from this day. I use to schedule the plan after consulting with my line manager who used to handle the Amar Offer portfolio at Banglalink.

- In the Bulk channels, I have dedicatedly sent offer messages and monitored customer feedback and expectations to utilize those in the next refresh.

- I was also assigned to run the **MFS, MyBL Sign-up Bonus** and **Toffee App** promotion from the **CMS Platform.** CMS is a platform where drive and promotional activities are run through Bulk messages.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 13   Date: 28.04.2024 -30.04.2024

I have completed my thirteenth week of internship at Banglalink Digital Communications Ltd. and the following are the activities done.

List of Activities with Brief Description:

During my thirteenth week, I was involved in the following activities:

- This was my last week of Internship, yet I had to work on the ongoing activities of the team. Like the regular **Bulk Message Communication, Communication Brief Manual preparation and Broadcast Planning.**

- Attended **UAT (User Acceptance Test)** with the team, where we had meetings with **Erricson and Comviva.** This was of MyBL App offer launch UAT for the Amar Offer segment.

- We had a **Business call** addressing the revenue drop in **ATL (Above The Line)** or Mass communication offers due to the **aggressive offers** (promotional offers) of Amar offer. The meeting was held to minimize Amar Offer revenue to normalize the stream.

- At the end of the week, we had a new matrics refresh to mitigate the refresh problem identified in the Business call. Also, I had to entirely prepare the **Communication Brief Manual and Broadcast Plan** for new changes. Thus, my journey with Banglalink ended there.

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