

Banglalink (Orascom Telecom Bangladesh limited)

The Queue-Pro Solution to its Customer Care Center



**BUSINESS AUTOMATION HELPS BANGLALINK IN MANAGING
CUSTOMER FLOW IN MORE THAN 7 CUSTOMER CARE OUTLETS**

The Customer

"banglalink"(Orascom Telecom Bangladesh Limited) is the 6th largest mobile phone operator in the world. The Company (banglalink) began operations in Bangladesh in February 2005 and overtook to become the second largest voice and data network operator in the country with more than 25.49 million subscribers, integrated technology and maintaining largest portfolio of value added services. banglalink faces highest inflow of visitors and customers in all its Customer Care Outlets around the country for deserved their services. For this reason banglalink wanted to go most reliable automated and systematic Customer Care Services along with Customer Flow Management Solutions for serve their customers requirement.

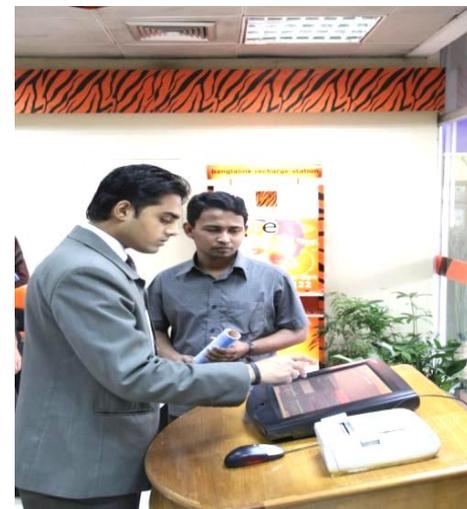


The Challenges to Enhance its Customer Service Operations

The Queue-pro system automated and possessing multiple 'One-Stop Customer Management' process to provide & ensure hassle-free services to the customers, where still in maximum customer care center the regular scenario shows the crowded environment with long queue of customers, standing and awaiting to get their required services, which usually consumes non-refundable 'Precious' time as well as creating an annoying stance among the customers to avail their desired service(s). Concerning such stipulations the Management of banglalink was in search of a 'True Cutting-Edge Technological Solution' to mitigate the hazards of their existing manual process of 'Queue Management' – while empowering their entire 'Customer Service Operational Approaches' (Customer Care Center - Service Counter Points) proving to be more effective, efficient & systematic, where the vital objective was to gain a win-win situation (between the banglalink GSM & the valued customers) in bringing customer satisfaction & ultimate loyalty as well as ensuring productivity & efficiency among its customer services officials.

The Solution

Following to such Challenge & banglalink's requirements, Business Automation successfully developed & deployed an effective & systematic solution named 'Queue-Pro' at 7 (seven) branches around the country. This solution is not only a 'Unique System' of banglalink - but also a signifies a true 'Milestone' in the history of our country's ICT Segment's development arena to provide as well as inaugurate an absolute 'New & Innovative Solution' regarding the entire 'Queue Management Operational Procedures' for the 'Customer Services' providing stipulations – discarding all hazards of wasting 'Precious' Time, enabling 'Transparency' among all, sole 'Systematic –No Scopes for any Misconducts', wiping-out the total scenario of 'Crowded Environment – Where Customers will not require to stand in any sorts of Traditional Long Queues' & ultimately 'Unlocking all the Doors for the Management (Especially to measure & assess their 'Customer Services' providing officials efficiency as well as productivity).



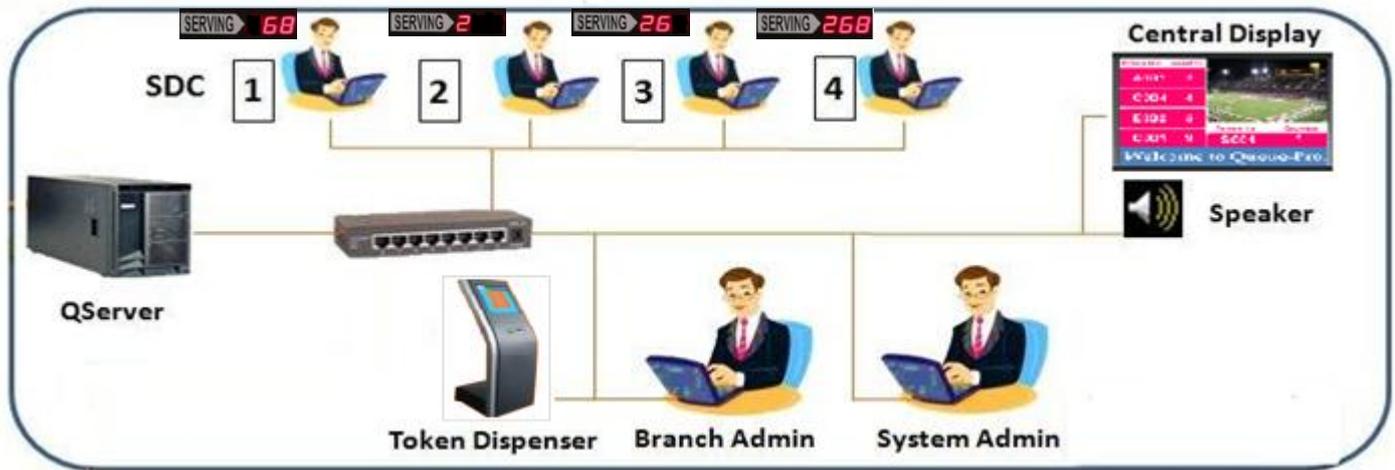
How does it Works?

The process starts with a visiting customer of banglalink Customer Care Center, where he/she will face the 'Kiosk' (Touch Screen Monitor) with indicated 'Service Category' options wide opened to make (appropriate) choice(s) of his/her 'Desired Service' – Right after his/her desired 'Service Category' selection, the system will automatically generate a 'Printed Token' indicating Service Type along with the 'Customer Care Name'. On the other part, the 'Customer Service Staffs' of banglalink constantly gets lists & description of awaiting 'Customers' with 'Service Category' at their workstations rendered by the System. As soon as a valued 'Customer' is being served, concurrently the system will display & announce with voice prompt the 'Token Number' along with 'Counter Number' of the next customer supposed to be served. banglalink users will be able to monitor the entire 'Queue Status'. And Management will be able to get the data & summary information about whole services, as & when required.



System Architecture (Diagram):

(Picture of 'Queue-Pro' system deployed at banglalink customer Management)



The Value of Propositions

The following 'Key Benefits' get (Customer Service Officials of banglalink and their Valued Customers):

- Reduces the visiting customers 'earlier distress' of experiencing the stipulations of standing in manual long-queue(s) to avail their desired service.
- Truly helps the visiting customers to save & utilize their 'Precious' time – For being notified in detail (Printed Token) to avail their desired service(s).
- It enhances the productivity, efficiency and motivation of the Customer Service Officials in providing excellent customer service.
- It increases the discipline at the premises, where no chances of any misconducts & absolutely minimized crowded environments.
- Able to generate various reports and analysis with most recent data for the Management.
- High Profile Security Module with User-Level Security Access.
- Ultimately creates Productivity, Efficiency and ensures a Systematic Process Scopes for Future Developments.

The solution developed and implemented by: Business Automation Ltd.