

B2B Customer Journey 2.0

by

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*Internship report (CSE4099) submitted in partial fulfillment of the
requirements for the degree of*

Bachelor of Science in Computer Science and Engineering

Under the supervision of

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

UNIVERSITY OF LIBERAL ARTS BANGLADESH

SUMMER 2025

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DECLARATION

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I declare that this internship report entitled *B2B Customer Journey 2.0* is the result of my own work except as cited in the references. The internship report has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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CERTIFICATE

This is to certify that the internship report entitled **B2B Customer Journey 2.0**, submitted by **Muhsena Nasiha Syeda** (Student ID: 203014015) is an undergraduate student of the **Department of Computer Science and Engineering** has been examined. Upon recommendation by the examination committee, we hereby accord our approval of it as the presented work and submitted report fulfill the requirements for its acceptance in partial fulfillment for the degree of *Bachelor of Science in Computer Science and Engineering*.

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Date: August 21, 2025

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I am greatly indebted to our honorable teachers of the Department of Computer Science and Engineering at the University of Liberal Arts Bangladesh who taught me during the course of our study. Without any doubt, their teaching and guidance have completely transformed us to the persons that we are today.

I am extremely thankful to my parents for their endless prayers and immense sacrifices for educating and preparing me for the future. I would like to say thanks to my friends for their kind support and care.

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Muhesena Nasiha Syeda

University of Liberal Arts Bangladesh

Date: August 21, 2025

Dedicated to
my parents, mentors and cat
– *Muhesena Nasiha Syeda*

EXECUTIVE SUMMARY

This report presents my three-month internship experience at Grameenphone Ltd., which started on 13th April and ended on 13th July, 2025. The internship was completed as part of the CSE 4099 course at the University of Liberal Arts Bangladesh and was conducted under Grameenphone's flagship "Nextern" program designed to give students practical exposure to corporate environments. I was placed in the Service Assurance team under the Product, Partnership & Operations department of the Business Division, where my primary objective was to contribute to the "B2B Customer Journey 2.0" project. This initiative aimed to streamline customer service processes, reduce manual intervention, and integrate AI-driven automation. My responsibilities included observing and analyzing the existing customer journey, creating UML Use Case and Entity Relationship diagrams for the proposed "GP Assist" system, and developing supporting documentation for internal processes. I also prepared monthly team highlights, contributed to cross-functional departmental activities, participated in the ICT Product 7Ps Stream, and joined company-wide initiatives such as the "Pothe Pothe" customer engagement campaign. The major accomplishment was to deliver a structured prototype for GP Assist, improving process documentation standards, and enhancing marketing strategies for business ICT products. The internship also presented challenges, including navigating cross-departmental communication and adapting to fast-paced working environments. I was able to overcome these challenges and improved my problem-solving, communication, and time management skills. In addition, I gained valuable insights into large-scale telecom operations and practical applications of academic knowledge from courses such as System Analysis and Design, Artificial Intelligence, and Big Data Analysis. This internship provided a unique opportunity to apply theoretical knowledge in a real-world corporate setting, contribute to meaningful projects, and develop both technical and soft skills. It served as an essential step in my professional development, which helped me equip with a deeper understanding of technology-driven customer service solutions.

Keywords: Grameenphone, B2B Customer Journey, Service Assurance

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Chapter 1

Introduction

1.1 Introduction

Grameenphone's flagship internship program is called Nextern which is designed to offer undergraduate students from both tech and non-tech majors to gain hands-on experience while taking on challenging projects and receiving mentorship from industry experts. Grameenphone believes in the concept of "learning by doing" at its core in order to provide a valuable work experience that enables the interns to develop their skills, gain exposure in different areas of the organization, and contribute to dedicated projects.

In order to fulfill the requirements of the Computer Science & Engineering program, internship is counted as a separate academic course and holds one credit. As a student of the Bachelor of Science in Computer Science & Engineering program at University of Liberal Arts Bangladesh (ULAB), the registration for the course "4099: Internship" was done in the Summer of 2025. In completion of the program requirement, I joined Grameenphone as an intern in the Business Division from the 13th of April 2025 to the 13th of July 2025. During the course of my internship, I was assigned to the Service Assurance team in the Product, Partnership & Operations department. The mode of internship was onsite and followed a regular working policy of having a 5-day work week with office hours lasting 8 hours. My primary contributions focused on improving internal reporting systems and process optimization through documentation and data analysis along with other tasks that were assigned to me by my superiors.

The objective of this report is to reflect on my internship experience, document the tasks performed, analyze the skills and knowledge gained, and evaluate the overall impact of the internship in relation to my academic and professional goals. In this report, we will go through each of the sections in detail starting from the objective of the internship and how it relates with my academic, the application process, areas of involvement, industry of the organization, challenges faced, methodology, and the impact of the internship.

1.2 Objective of the internship report

The primary objective of the report is to provide a comprehensive and reflective overview of my internship experience at Grameenphone under the Nextern program. The report serves as a documentation of the responsibilities I undertook, the skills I developed, and the contributions I made during my tenure as an intern in the Business Division, specifically within the Service Assurance team of the Product, Partnership & Operations department.

The report fulfills the requirement of the "4099: Internship" course, which is an essential component of the Bachelor of Science in Computer Science & Engineering program. The internship provided me with the opportunity to bridge the gap between theoretical knowledge and practical application by exposing myself to industry practices.

The purpose of documenting the internship tenure is to reflect on the professional growth and the learning outcomes achieved through the process, since it awarded a novel experience. The opportunity of encountering a real-world corporate setting allowed me to closely observe the methodologies, varying approach, and collaborative steps taken to solve a problem. The report also assesses the impact of the internship experience on my personal growth, technical competencies, and future career aspirations.

By providing a detailed account of my participation in various tasks and projects, this report aims to demonstrate how the internship has contributed meaningfully to both my academic advancement, and professional growth.

Chapter 2

Background

Grameenphone Ltd., commonly known as GP, is one of the leading telecommunication service providers in Bangladesh. It was established in 1997 as a joint venture between its parent company, Telenor Group located in Norway, and Grameen Telecom located in Bangladesh. Grameenphone has played a remarkable role in shaping the country's telecom landscape. The company headquarter is in Bashundhara Residential Area of the capital city, Dhaka. The first company in Bangladesh to introduce GSM technology, and 5G network was Grameenphone. The company serves over 80 million subscribers and has been a pioneer in introducing digital services, mobile internet and customer-centric innovations in the Bangladeshi telecom industry. [Grameenphone \(2025a\)](#)

Grameenphone is part of the telecommunications and digital services industry, which is an extremely competitive and rapidly changing sector. With an increase in the demand for reliable connection, digital platforms, and data-driven solutions, the industry is undergoing a rapid transformation. However, the company remains a market leader through investments in network infrastructures.

The company's vision is to "empower societies" by providing digital communications that allow everyone to enhance their lives, assemble societies, and promise a better future. [Grameenphone \(2015\)](#) Furthermore, Grameenphone's mission to take a customer-oriented approach is deeply embedded in their organizational culture, which enables them to focus on innovation, responsibility, and customer satisfaction. [Grameenphone \(2025b\)](#)

With the notion of "learning by doing" deeply rooted in the company culture, Grameenphone has arranged internship opportunities through its flagship internship program, Nextern where university students are equipped to gain real-world experience. The main goal of the internship program is to expose students to challenging business problems, practical work environments, and collaborative teams, enabling them to develop both technical and soft skills.

As part of the innovative approach, I was selected to join the organization as an intern in the Business Division, specifically under the Service Assurance team within the Product, Partnership & Operations department to be part of a project. The project was to develop a process that streamlines the present customer journey by reducing human interaction and integrating automation. In order to develop this process, I was assigned to observe and analyze the present customer journey. My role involved assisting in documentation processes, and contributing to ongoing data-driven initiatives. This position provided me with the opportunity to observe internal business operations and gain an understanding of how large-scale telecom services are managed and maintained. It also offered a platform to align my academic background in Computer Science & Engineering with corporate practices in service management and process optimization.

Chapter 3

Scope of Work

During my internship at Grameenphone, I was positioned in the Business Division under the Service Assurance team, which operates within the Product, Partnership & Operations department. My role mainly focused on observing and analyzing the current customer service journey to develop a process that streamlines the present customer service journey by reducing human interaction and integrating automation.

My responsibilities included working with cross-functional teams to collect data and translate processes into structured flow diagrams between teams. I was also involved in redesigning the team's archives and creating or enhancing visual documentation such as presentations and internal manuals to support both knowledge sharing and operational consistency.

In addition to individual tasks, I had the opportunity to attend regular team meetings, collaborate with other cross-functional departments, and observe internal planning. One of my deliverables included designing the monthly highlights for the Service Assurance team, based on data collected for March through June. I also had the opportunity to contribute to a Governance Sales collaboration, where I helped design a concise process flow instructions tailored for business customers.

Beyond routine tasks, I was involved in longer-term initiatives such as the ICT Product 7Ps Stream, where I prepared materials and participated in cross-functional meetings. Furthermore, the learning was not confined to the walls of GP House as I actively participated in the company campaign "Pothe Pothe" where all the

employees of the company step out of the office to connect with the customers directly.

The work environment emphasized collaboration, and I often worked under the guidance of senior team members to complete assigned tasks within predefined timelines.

Due to company confidentiality policies, I am unable to disclose the specifics of certain tasks or project names as they may involve sensitive business operations or proprietary systems. However, the overall scope of work provided me with valuable exposure to how large-scale operations are managed in a telecommunications environment and helped me gain practical experience that aligned with my academic background.

Chapter 4

Internship Activities

4.1 Introduction of the Organization/Institution

Grameenphone Ltd., often referred to as GP, is the largest mobile telecommunications service provider in Bangladesh. It was founded in 1997 and operates with its parent company Telenor Group as a joint venture. Telenor is a Norwegian multinational telecommunication company and is one of the world's largest telecommunication companies in the world. The headquarters of Grameenphone, more commonly known as GP House, is located in Bashundhara Residential Area in the capital city of Dhaka.

The company is said to be the first telecommunication company to introduce GSM technology and 5G network, and has built the largest cellular network in the country. Grameenphone was also the first mobile operator in the country to offer internet via EDGE and 3G 4G services to its users.

Grameenphone provides a wide range of services ranging from voice communication, mobile internet, smart solutions, cloud services, broadcasting services, to IoT products. The company has over 80 million subscribers and holds the number one position in the market share of the country. Grameenphone is regarded as Bangladesh's most valuable company as of November 2024.

The company believes in the vision of "empowering societies" by delivering digital communications and empowering everyone to improve their lives and create a secure future for all. Grameenphone's mission is to help customers with dedication,

and they believe that success can be measured by how passionately the customer base promotes their product or services. The company has taken a step forward by taking green initiatives in terms of their headquarters by focusing on the energy efficiency aspect, which is ensured by the Building Management System (BMS) that automatically turns off lights in the absence of people.

Grameenphone is organized into major divisions like Business, Technology, Marketing, and Product and more. The company actively fosters innovation and collaboration through structured internship and development programs, supporting its long-term goal of nurturing the next generation of leaders in the digital economy.

4.2 Work Accomplishment

- Weeks 1-2: Onboarding, and Team Incorporation

Initially, I was introduced to the departmental structure and team workflow. During this period, I focused primarily on observing the functions of the Service Assurance team and understanding how it operates within the Business Division. I had to communicate with the responsible teams to gain access to tools and familiarize myself with them. From this phase of the internship, the base foundation of the project was laid as it helped me gain an understanding of the present customer service journey in this fast-paced yet structured environment.

- Weeks 3-5: Early Observations and Contributions

After becoming more acquainted with the team's activities, I started contributing to internal documentation like the monthly team highlights and was part of the presenting team where we presented the team role and responsibilities for the newly recruited employees. This was a significant learning opportunity in terms of professional communication, presentation skills, and simplifying complex operational processes for newcomers.

- Weeks 6-8: Process Documentation and On-site Visits

During this period, I was involved in cross-functional projects where I collaborated with members of the COPC team to design a concise process flow

manual aimed at making certain service processes more accessible for business customers. Additionally, I had contributed to the documentation of processes after extensive work in cross-functional teams and collecting the required information during this period. During this time, I collected the functional and non-functional requirements through interviews and document analysis that could help me design the system we were aiming to create. Furthermore, I participated in monthly visits to Genex and supported the preparation of slides for various occasions. One of the highlights of this time period was joining the "Pothe Pothe" campaign visit to Rajuk Market, which gave me exposure to the on-ground customer interaction process.

- Weeks 9-10: Cross-Team Collaboration, and Strategic Meetings

This phase primarily focused on project where I was having regular meetings with members of the Technology division to discuss the feasibility analysis and all the complexities we would face in deploying this project. In this time period, I contributed by designing the UML Use Case diagrams along with the Entity Relationship diagrams that helped me give a structure to the idea we were working on. Regular discussions were held to discuss possible approaches that could be taken to bring this idea to life. These meetings provided insight into cross-departmental planning and product strategy discussions. Furthermore, I participated in the preparations for the ICT Product's 7Ps Stream by preparing slides and conducting relative market research, which helped me gain a deeper understanding of the strategies of telecom products.

- Weeks 11-12: Project Presentation, and Closing Activities

In this last phase, I continued contributing to team operations by redesigning the team's archive for better accessibility and future use. I completed my work on the monthly highlights, wrapping up the data collection and presentation design for July. Furthermore, I had also presented my project progress in the department MT where all the team heads along with the department head was present. These tasks allowed me to apply what I had learned throughout the internship and leave behind organized materials that the team could refer to going forward.

4.3 Challenges Faced

During my internship, I encountered a number of challenges which tested my adaptability and managerial capabilities in a new environment.

The initial challenge I faced was gaining access to systems for which I had to navigate my way to the responsible teams and communicate my requirements until the required task was completed. In order to create clear and effective process diagrams, I had to learn how to clarify requirements when key information was scattered between cross-functional teams through follow-up meetings. Working with multiple teams required balancing different communication styles and timelines, which took time to learn how to align expectations and get approvals efficiently.

I noticed the contrast between my academic understanding of structured process modeling and how workflows actually operate in a fast-paced business environment. At times, due to confidentiality protocols, accessing project information was difficult and made it harder to gain a complete understanding of some decisions or workflows.

At the beginning of my internship, it was surprisingly difficult to engage in casual small talk with my colleagues. I initially struggled with informal workplace interactions, such as coffee break conversations or when passing by in the hallways. Over time, I realized the importance of these moments of small talk, as they contributed to team bonding and created a comfortable work environment. With time, I became more confident in initiating and participating in casual conversations, and it soon became second nature, which helped me feel more integrated into the team and made collaboration much easier.

Another personal challenge I faced was hesitating to follow up with colleagues more than once when I needed some type of input or clarification, as I would get concerned assuming that I might be bothering them. However, I gradually came to understand that in a fast-paced corporate environment, delays in response are often due to workload, and polite and timely reminders are rather appreciated which helps busy professionals stay on track. After adopting this mindset, I became more

comfortable reaching out multiple times if required and noticed that tasks moved forward much more faster and efficiently as a result.

Although these challenges presented themselves as inconveniences at times, they were instrumental in helping me develop my communication and problem-solving skills that I had not fully encountered in academic settings.

Chapter 5

Methodology

The tasks were primarily assigned by my line-manager, although I was also encouraged to take initiative and suggest improvements where required. I also had to work in teams for certain projects like the ICT Product 7P's Stream or the main project. In general, I followed a mix of independent execution and collaborative discussions, especially in cross-functional meetings.

I inquired about the present journey of the team members, and after gaining access to the tools used to provide service, I observed the process to gain a deeper understanding of the work flow.

The Microsoft Suite was extensively used for preparing presentations, reporting, and regularly arranging meetings. For regular communication, a combination of Microsoft Teams and direct calls to the person using their office number approaches were made.

Much of the learning occurred through observation, hands-on execution, and feedback from my supervisor and other employees with whom I was working on various tasks.

Chapter 6

Analysis and Findings

6.1 Results/Findings

During my internship, I was primarily involved in the integration of AI in the customer service journey. After collecting data and analyzing it, I worked on the design of the proposed model. For the purpose of clarification, the process was visualized in a diagrammatic format.

The proposed model has been given a placeholder name, "GP Assist" and it is visualized that the forms that GP Assist may exist in are visual, voice, chat, or conversational IVR. The idea is that if a business customer wants to avail a service then they can navigate to the MyGP mobile application. The core process has been visualized as to how the system will take an input and verify if the user has access to such services, after which the AI will ask for additional information, process it and return the output as a file and proceed to collect feedback. This has been shown in the Figure 6.1, where our thought process has been visualized.

Since the GP Assist system is still in the prototyping stage, we explored potential AI models that could support the chat-based functionality, while also keeping in mind that these may be refined later for development. For natural language understanding, transformer-based models such as BERT or similar open-source large language models were considered for their proven effectiveness in intent recognition and conversational AI. In order to enhance accuracy and domain relevance, techniques like retrieval-augmented generation (RAG), prompt engineering, and supervised fine-tuning could be applied. These models were mainly evaluated

for the purpose of concept development and to understand the feasibility of the project, however the decision of selecting the final models would depend on certain factors like performance, scalability, and integration with the internal systems of the company.

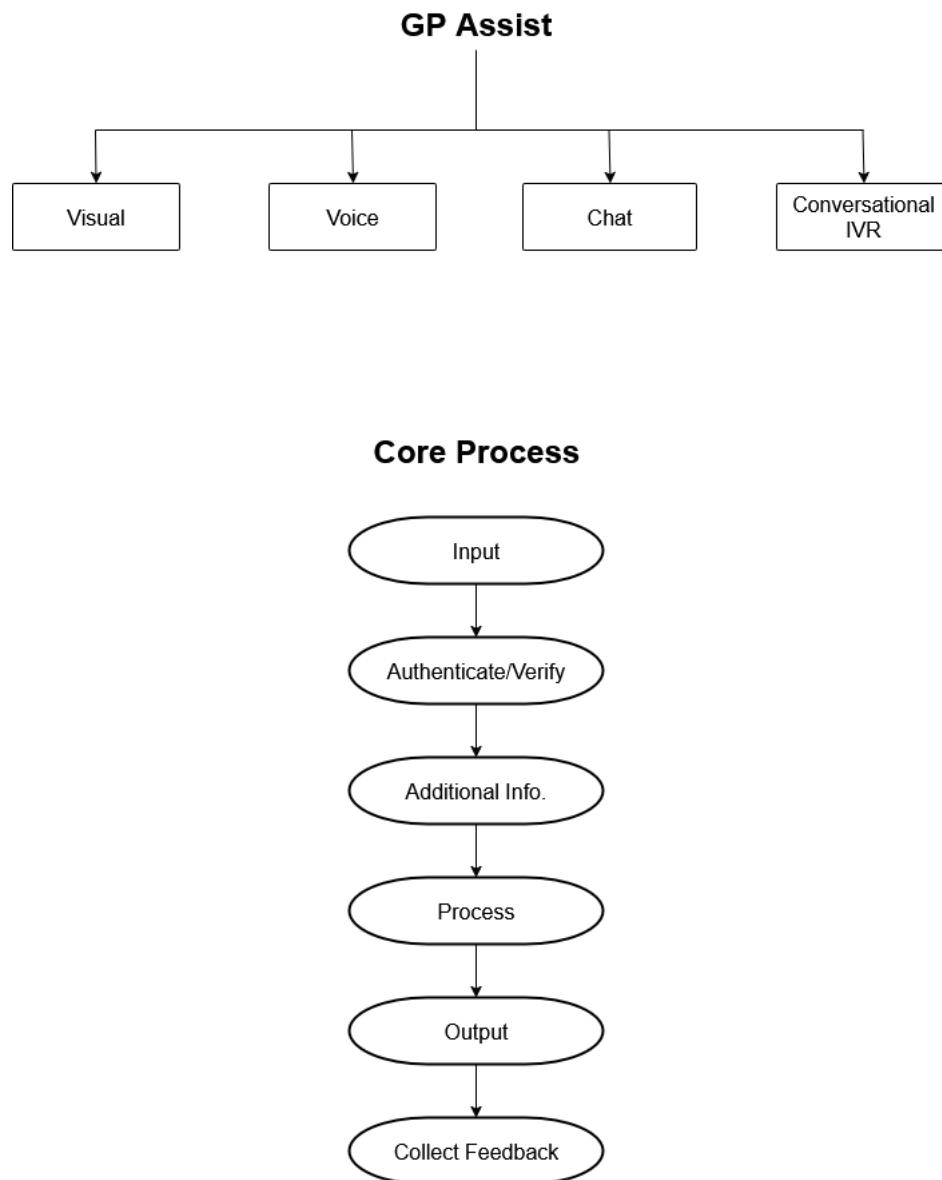


Figure 6.1: Proposed GP Assist Idea Process.

UML Use Case Diagram

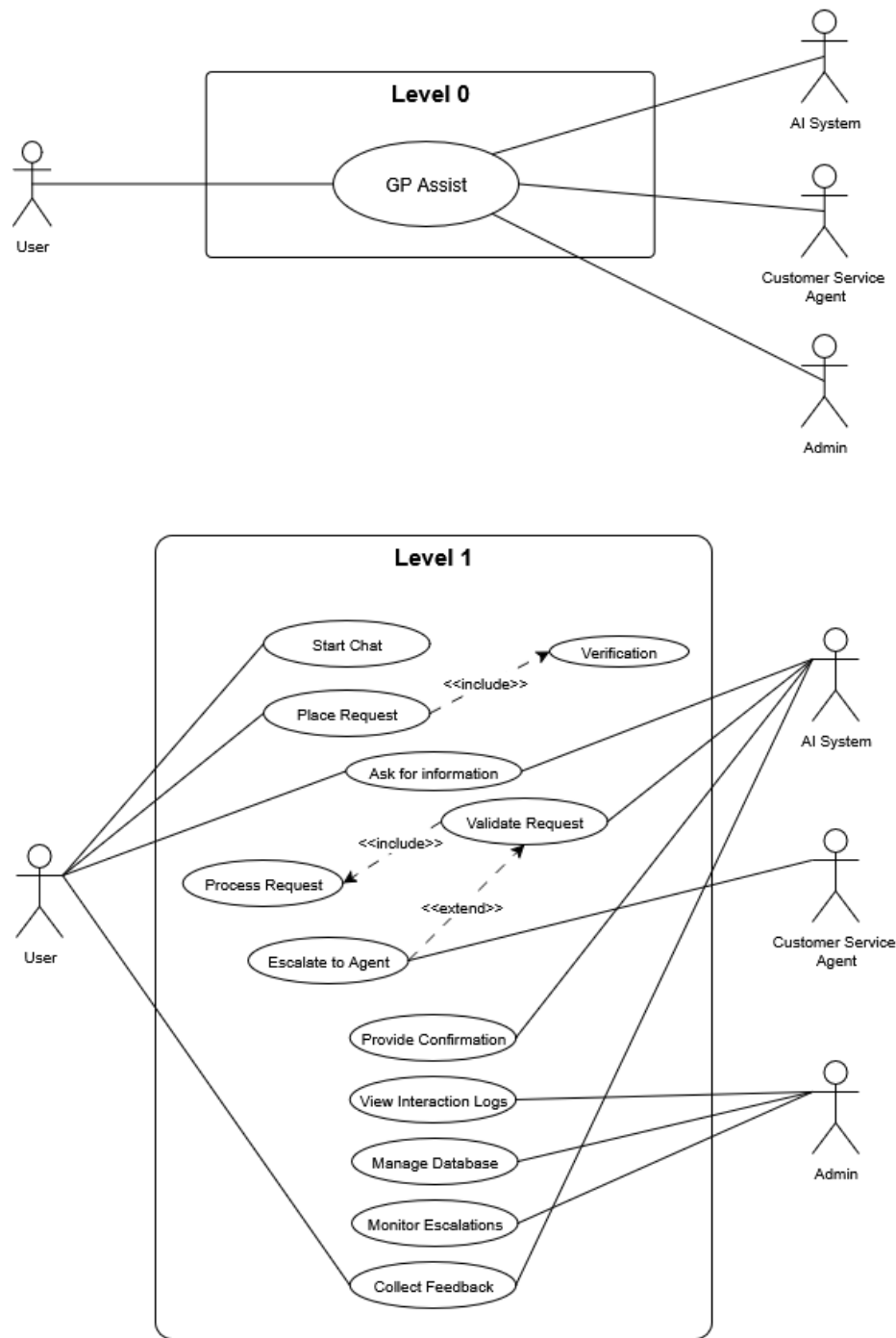


Figure 6.2: GP Assist UML Use Case Diagram.

In Figure 6.2: UML Use Case Diagram, levels 0 and 1 have been designed with "User" being the primary actor and the "AI System", "Customer Service Agent", and "Admin" being the secondary actors. The process has been broken down to show what role each actor plays in the system and the functions that the system will have. This diagram provides a high-level overview of system interactions, clearly illustrating how requests and data flow between the user, automated components, and human agents. Level 0 outlines the main functional modules without delving into implementation details, while Level 1 decomposes these modules into more specific use cases to show the sequence of operations. This representation defines the boundaries of the system and highlights dependencies between different actors.

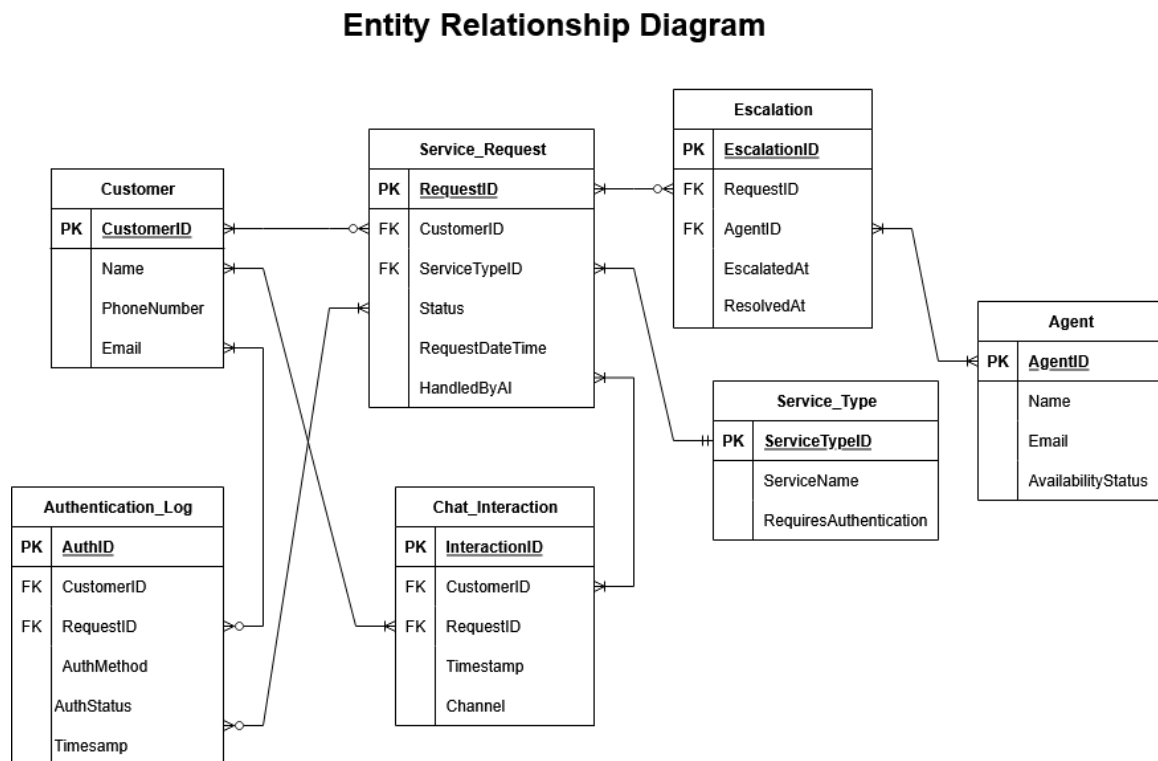


Figure 6.3: GP Assist Entity Relationship Diagram.

In Figure 6.3: Entity Relationship Diagram, it has been shown as to which tables in the databases will be connected with each other. All primary and foreign keys have been marked for ease of understanding. Primary and foreign keys have been clearly indicated to facilitate understanding of data linkages and integrity constraints. The diagram distinguishes between one-to-many and many-to-many relationships, illustrating how key entities interact within the system. This representation helps ensure that the database design supports the functional requirements outlined in the use case diagrams, and provides a clear blueprint for subsequent database implementation.

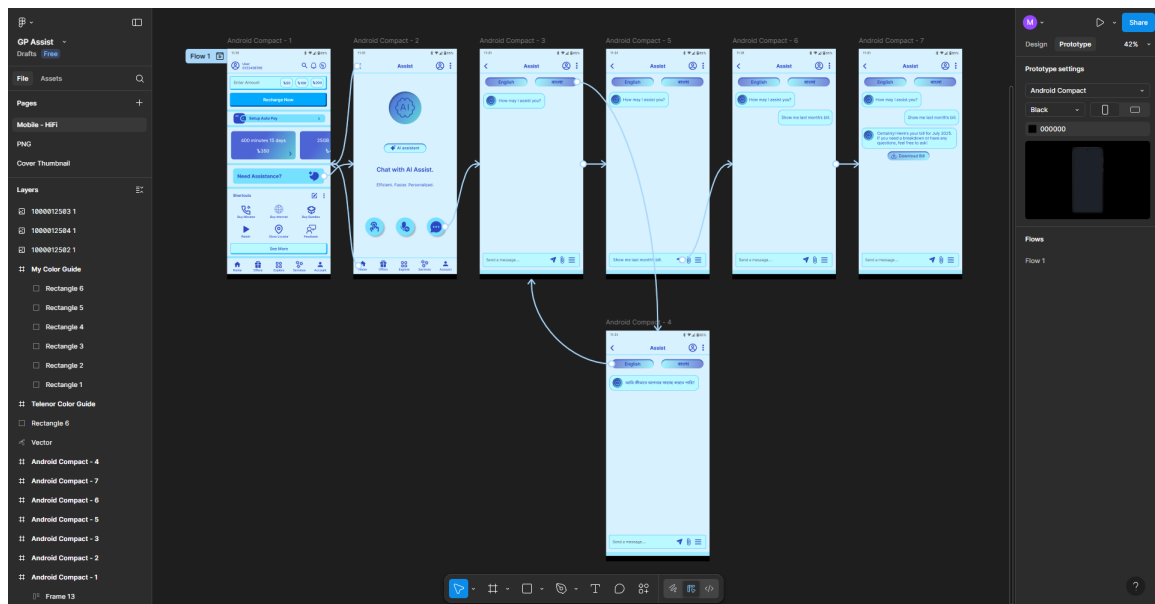


Figure 6.4: Screenshot of Proposed GP Assist Figma File

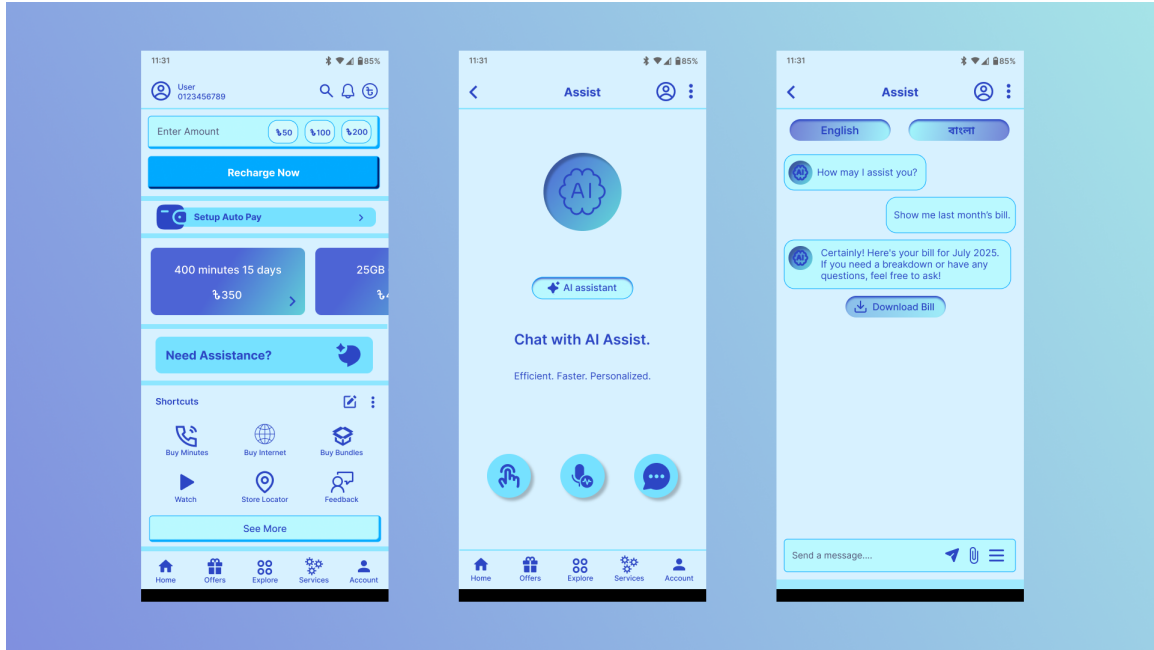


Figure 6.5: Proposed GP Assist User Interface

6.2 Learning and Development

During my internship, I learned to communicate effectively in a corporate setting and became more confident in initiating conversations with colleagues. Furthermore, I learned to follow up with a professional approach when responses were delayed, which is a skill that I mastered after starting my journey in Grameenphone. I was able to witness how multiple departments collaborate and what their interactions look like.

The varied nature of the workload taught me to adapt quickly and manage my time efficiently to meet personal deadlines and remain aligned with team goals.

My academic knowledge from courses like "System Analysis and Design", "Artificial Intelligence and Machine Learning", "Natural Language Processing", and "Big Data Analysis" helped me greatly in bringing this project together. Additionally, I used my learning from my Capstone project on how to collect and analyze data to find a gap in the system that can be improved or worked on.

I experienced significant growth in my confidence and interpersonal skills after being part of formal meetings and representing my tasks in front of superiors which helped me shed my hesitation and speak more coherently in group settings.

6.3 Tools and Technology

As soon as I was onboarded in the first week of my internship, I noticed the heavy use of Microsoft Suite in daily official tasks whether it be in the preparation of slides or handling and analyzing data in Excel or exchanging files and communicating through Microsoft Teams. In order to design the flow diagrams or create the UML Use case and Entity Relationship diagrams, I used online tools like draw.io. Furthermore, I used Figma to design the proposed user interface of the system. Additionally, I was also engaged with internally developed platforms that were used by the business customers named MyGP Enterprise. Due to company confidentiality, some of the internal tools and platforms used during my internship period are not listed here.

6.4 User Guideline

The proposed AI-based customer service feature will be integrated into the existing MyGP mobile application, which is available to all types of customers.

To access the service, the user must open the MyGP app, and navigate to "Need Assistance?" part that appears on the home page. From here, the user can choose their preferred interaction method: voice command, visual tap menu, or chat.

If the user is a business customer who is requesting a bill for the entire company or for a specific number that does not belong to them, their number will be verified against the company database. If the user has access rights, the bill will be provided immediately. If the user does not have access rights, an error message will appear and they will be advised to contact their Key Contact Person (KCP) for further assistance.

The system is designed to be intuitive and user-friendly, ensuring that business customers can access services quickly and efficiently.

6.5 Impact of the Internship

My internship at Grameenphone had both direct and indirect impacts on the organization's ongoing initiatives. By contributing to the "B2B Customer Journey 2.0" project, I supported the company's broader mission of enhancing customer experience through innovation and efficiency. Furthermore, the company is actively taking steps in integrating AI in their company, which further aligns with the company's goal to take a leap in the future with AI on their side.

The process documentation from the first month of my internship has provided a foundation for future possible developments where teams can work efficiently with predefined requirements and process flows. This will not only reduce ambiguity, but will also accelerate the process.

The development of B2B Customer Journey 2.0 will help the company in making their customer service smoother by eliminating the redundant amount of monotonous tasks. Although development is still in process, but by laying out the idea and foundation needed, teams can advance to the implementation process with clarification.

In addition to the main project, my contribution in the market analysis of the ICT products using 7P will help the company work on their marketing strategy that the marketing division can work on. Furthermore, with an extensive market analysis, the sales team can gain a deeper understanding of the market position of Grameenphone's ALO products and cater their client approach accordingly.

In general, my work has strengthened documentation practices and contributed to Grameenphone's drive toward digital transformation, which aligns closely with the company's mission of empowering societies through technology.

Chapter 7

Conclusions and Recommendations

7.1 Conclusion

Reviewing the twelve weeks at Grameenphone, I can confidently say that my internship experience was both exhilarating and life-changing. I was introduced to the operations of a leading telecom company, which allowed me to contribute to real business tasks and cross-functional collaborations and helped me gain a deeper understanding of how theoretical knowledge translates into practical value in a corporate setting. Furthermore, this allowed me to apply my learning from my academic program of Computer Science & Engineering in areas such as the analysis of present systems and envision it as a new system in relation to AI integration while developing new soft skills crucial for workplace environments.

The key aspect of this internship was my exposure to diverse teams and functions within the Business Division, particularly the Service Assurance team under the Product, Partnership & Operations department. This opportunity provided me with a holistic understanding of internal coordination and the approach that is taken to ensure consistent service quality. From this experience, I was able to observe and learn not only how teams function but also how they communicate, prioritize, and adapt to changing circumstances.

Furthermore, I experienced personal growth as I became more confident in communicating with professionals, asking for clarifications, and engaging in team discussions. I overcame some initial hesitation in informal interactions, which helped me integrate more seamlessly into the team. The internship has helped me

in strengthening my professional identity and be exposed to the different type of roles that I might thrive in.

My internship experience at Grameenphone has laid a strong foundation for my transition from the academic world to the corporate world and has left me better prepared for my career ahead.

7.2 Limitations

Although the internship was undoubtedly valuable and essential for the experience and the learning it offered, it is also important to acknowledge the limitations that were present.

Firstly, the three-month internship duration is a constraint when engaging in long-term projects. In a corporate environment, projects go through multiple phases until the implementation process begins, which can take weeks or even months. As a result, my involvement in the project was limited to the early stages and I was unable to be a part of the full life cycle of the system and was unable to see the final outcomes of the tasks I contributed to.

Secondly, gaining immediate access to internal systems and tools of the company presented itself as a complication due to administrative protocols and security measures. This slight delay limited my ability to contribute during the early weeks of the internship as it posed a hindrance in gaining a holistic understanding of the ecosystem of the team's tasks.

Despite the limitations, I remained engaged by assisting with tasks that did not require system access and were not aligned with my main project like working on monthly team highlights, working on other projects that helped me apply my knowledge of business courses and assisting team in conducting sessions. By contributing to a variety of projects and tasks, I made the most of the available learning opportunities throughout the internship period.

7.3 Recommendations

I am immensely grateful for the opportunity to do my internship at Grameenphone and to be a part of such a dynamic and experienced team. The past three months provided me with a unique learning experience that allowed me to grow both professionally and personally. However, based on my experience, I would like to offer some constructive suggestions that could help enhance the experience for future interns.

Given the nature of projects in a large organization, a three-month internship period felt too short to be able to fully contribute to the entire life-cycle of the project. Increasing the time period of the internship to six months for large-scale projects could allow interns to contribute more deeply and follow through the different phases from ideation to witnessing the project to go live.

A more comprehensive orientation during the first week of the internship, which includes overviews of the various divisions, departments and their core functions would have been very helpful. This would allow the interns to gain a holistic understanding of how a large-scale organization like Grameenphone operates and help them conceptualize their work within the broader business goals.

These small enhancements could further improve the learning experience of future interns and help them navigate their roles more confidently from the early stages of their internship.

Appendix

Offer Letter

The following pages contain a copy of my offer letter from Grameenphone.

This is an Internship Agreement between **Muhasena Nasiha Syeda** ("Intern") son/daughter of **Syed Golam Muhasin** and **Nila Nazneen Abedin** having a permanent address at **Mamokunjo Muslim Gorasthan Road, Barishal - 8200** and Grameenphone Ltd. ("Company").

The term of this Internship Agreement shall commence on **April 13, 2025** and shall end on **July 13, 2025**. Grameenphone Ltd. is pleased to accept you as an Intern under the following terms and conditions:

1. **Work Location:** GP House, Grameenphone Ltd.
2. **Time period:** This contract shall be effective from **April 13, 2025** and shall remain valid till **July 13, 2025**.
3. **Internship hours:** General hours of business are between 9 A.M to 6 P.M. Any change to the office hours should be approved by the supervisor and communicated to People & Organization ("P&O").
4. **Stipend:** The Intern shall be entitled to a monthly stipend of BDT 10,300 (Ten Thousand Three Hundred), along with complimentary lunch and pick & drop facility. The Intern shall also be provided with a Company SIM, which shall be registered in the Intern's name from the commencement of the internship term, in accordance with applicable regulatory requirements and company policies. No separate talk-time allowance shall be provided.
5. **Mentor:** Intern shall learn/gather knowledge under the mentorship of **Md. Ashraf Hossain** under **Business Division**, of Grameenphone Ltd.
6. **Termination:** This Agreement may be terminated by Grameenphone Ltd. at any time without assigning any reason whatsoever in nature.
7. **Preparation of Report:** For internship completion, all Interns shall have to submit a report outlining his/her contributions and experience.
8. **Duties & Responsibilities:** The Intern's supervisor shall introduce the job responsibilities and duties in due course of time.
9. **Task Completion:** Mentor shall guide the Intern regarding fulfillment of task. Evaluation shall be based on goals, responsibilities, and behavioral performance.
10. **Confidentiality:** Intern shall not divulge matters relating to the Company's operation in any respect, which the Intern may come to know/learn during the course of his/her internship in the Company. The Company has the right to seek damages from a competent court for any breach of this provision.

Conditions of the Agreement:

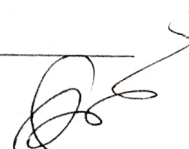
1. The internship is related to an educational purpose and there is no guarantee or expectation that the activity shall result in employment with the Company.
2. The learning received by the Intern from the internship is for the express benefit of the Intern.
3. The Intern does not replace or displace any employee of the Company during the internship period.

Grameenphone Ltd.

M. N. S.

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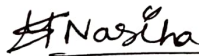


4. The Intern will receive direct and close supervision by an appropriate supervisor.
5. The Intern is not entitled to any compensation for the internship period.
6. Company is not liable for injury sustained or health conditions that may arise for the intern during the course of the internship.

The Intern specifically agrees to and acknowledges the following:

1. Company may at any time in its sole discretion, terminate the internship without notice or cause.
2. The Intern shall maintain a regular internship schedule determined by the Company.
3. The Intern shall demonstrate honesty, punctuality, courtesy, cooperative attitude, proper health and grooming habits, appropriate dress code and a willingness to learn.
4. The Intern shall obey the policies, rules and regulations of the Company and comply with the Company's business practices and procedures.
5. Under no circumstances the Intern shall be allowed to leave the internship without first conferring with the Intern's supervisor.
6. During the period of internship, the Intern is under no circumstances allowed to take the laptop outside of GP House or GP premises. If the Intern is in breach of this obligation, the Intern shall be suspended for 7 (seven) working days and such suspension may be reflected in the internship certificate.
7. Pursuant to the clause stated above, if the Intern fails to abide by the clause as stated above and proceeds to carry or take the laptop outside GP House or GP premises and the laptop is subsequently lost, stolen, destroyed or damaged to the extent of hindering reasonable usability, the respective intern shall be penalized with an amount of BDT 5,000/- (Five Thousand Taka).

I understand that this Internship learning experience is not an employment and that the Intern is not entitled to wages or a promise of employment at the completion of the aforementioned structured learning experience.



Muhsesena Nasiha Syeda
Date: April 13, 2025



A. N. M. Al- Farabi
Head of Employee Experiences
Service Delivery & Experience,
People and Organization Division
Grameenphone Limited
Date: April 13, 2025

References

Grameenphone. (2015). *Vision, mission and values*. Retrieved from https://cdn01da.grameenphone.com/sites/default/files/2024-07/Vision_Mission_And_Values_1.pdf (Accessed: 20 August 2025)

Grameenphone. (2025a). *Company profile*. Retrieved from <https://www.grameenphone.com/about/discover-gp/about-grameenphone/company-profile> (Accessed: 20 August 2025)

Grameenphone. (2025b). *Our brand*. Retrieved from <https://www.grameenphone.com/about/discover-gp/about-grameenphone/our-brand> (Accessed: 20 August 2025)