

Our Business

Delivering sustainable business growth while ensuring superior customer experience and empowering societies

Customer-centric philosophy: We aim to become the best technology service provider by unleashing the potential of Bangladesh by securing access to spectrum, investing in mobile networks and IT capabilities, developing, and distributing a wide range of products and services tailored to our market segments, and running a strong customer care and brand programme.

These activities enable us to ensure sustainable and profitable growth and high levels of revenue generation, used to reinvest in the resources and relationships we rely on to do business and deliver on our core purpose: 'Empowering societies. Connecting you to what matters most'.

Portfolio and Experience Uplift

Customers are evolving and so are we to give them reasons to use our services. We have simplified our current product portfolio, enhancing diversified service bundles and our content portfolio for the consumer market; as we continue to explore new and relevant services. Special platforms and services will continue to be developed for our premium segment. In our enterprise business, we will introduce new solutions on the mobility and ICT fronts, while meeting current customer needs with our smart solutions.

Differentiation and Digitalised Experience

Our ambition is to provide best customer experience through a simple, digitalised journey, through automated and personalised customer interaction and complaint management. Customer touchpoints, both physical and digital, will have enhanced capability and agility with the help of MyGP, Cockpit and other digital platforms. Our personalised approach towards understanding the customer and offering the right solution will continue as our key strength.

Network and IT Infrastructure

After securing the highest amount of spectrum, we will continue investing to strengthening our network leadership in the market, and provide superior network experience to our customers along with service innovation. IT capabilities enhancement will focus on analytics, resiliency, digital capability, billing and charging transformation, to support the scaling of new portfolios, offers and experiences.

Managing Our Brand and Reputation

Our brand ambition is to become the most preferred connectivity partner for digital Bangladesh. We build a brand with purpose, provide experience that matters, develop and maintain our reputation as a Company that is geared 'to empower societies by connecting you to what matters most.' We show leadership in promoting inclusive and environmentally responsible socioeconomic transformation.

Health, Safety, Security and Environment

Grameenphone promotes high standards within Health, Safety, Security and Environment (HSSE) in order to ensure a healthy, safe and secure workplace and tackle climate concerns. HSSE is an integral part of Grameenphone's strategy and the organisation is focused on continuous improvement of HSSE parameters through major initiatives and projects.



Our Strategy

Grameenphone will have a much sharper and focused approach to drive the data and digital market in Bangladesh. We will continue to invest in our technology and digital capabilities to drive a digitally connected society. Our role as a development partner of Bangladesh will continue towards realising the Government's vision of becoming a Smart Bangladesh.

Our strategy is focused on the following four key Value Drivers:

Driving Growth

Our focus will be driving growth through a superior network experience and providing greater service relevance for our valued customers. We will continue our effort in digitisation and simplification, bringing more relevant products and offers to the fore. While we drive greater efficiency in our core operations, we will enhance new business, and improve portfolio and revenue streams in both the consumer and enterprise market.

Ensure Superior Experience

We will take greater focus in ensuring investment in the data network experience to maintain our strong leadership position. We will continue with a granular approach in providing a superior experience. Strong emphasis will be placed on building IT stability and modernising our digital, billing, and analytics capabilities. Efficiency and security will continue to be embedded in every step of solution, design and deployment.

Continue Modernisation

We will continue with our strong modernisation initiatives, internally and externally. Enhancing digital capability of current digital tools, digitising existing processes, and simplifying the customer journey will continue across all digital assets and channels. Greater focus will be placed on developing the people front, particularly on building leadership, competence, engagement and HSSE (Health, Safety, Security, and Environment).

Strengthen BEM

We will strengthen long-term relations with our stakeholder and address stakeholder perception by creating common value and interest, addressing social impact, and by building climate, and privacy awareness. We will continue to take a socially responsible position by strengthening our digital and youth skills programmes and expanding on Online Safety at the national level and across our new/digital business.

These four value drivers will align and be executed alongside our responsible business practices to foster a growth mindset and a culture that will make the organisation future fit.