

Our Business

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

We aim to adopt a customer centricity philosophy in every aspect of business while focusing on becoming the best technology service provider by unleashing the potential of progressing 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 brand programme.

These activities focus on ensuring sustainable and profitable growth and strong cash generation, enabling us to reinvest in the resources and relationships that we rely on to do business and to deliver on our core purpose: 'Empowering societies. Connecting you to what matters most'.

Portfolio and Experience Upliftment

Customers are evolving, and so are we. We are constantly striving to create compelling reasons for customers to utilise our services. We have streamlined our current product portfolio, enhancing our diversified service bundles and content offerings for the consumer market. As we continue to innovate, we are exploring new and relevant services to bring to our customers. In the enterprise business sector, we have introduced a range of Internet of Things (IoT) devices and will be introducing more new solutions in the areas of mobility and ICT to cater to our current customers with smart solutions.

Differentiated and Digitalised Customer Experience

Our ambition is to provide the best customer experience through a simplified and digitalised journey, introducing 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. We will focus on partnerships to co-create innovative platform solutions and services to meet the evolving needs of our customers and create an impact on their digital lifestyle. Our personalised approach to understanding customer behaviour and offering the right solutions will continue to be our key strength.

Network and IT Infrastructure

We will continue to invest in our core business to strengthen our network leadership in the market and provide a superior network experience to our customers, along with service innovation. IT capabilities enhancement will focus on cloud-native micro solutions, analytics, resiliency, digital capabilities, and the transformation of core IT systems to support scaling new portfolios, offers, and experiences.

Managing our Brand and Reputation

Our Brand ambition is to become the most preferred connectivity partner while being at the forefront of fulfilling the evolving needs of smart and progressing Bangladesh. We build a brand with purpose, providing experiences that matter, developing and maintaining a reputation as a Company that empowers societies by connecting people to what matters most to them. We take pride in leading the way towards a sustainable business environment, promoting inclusivity and responsibility for the socioeconomic transformation of the country.

Health, Safety, Security and Environment

Grameenphone encourages high standards within Health, Safety, Security, and Environment (HSSE) to ensure a healthy, safe, and secure workplace and a better climate. HSSE is an important part of GP's strategy, and the organisation is focused on continuously improving HSSE parameters through major initiatives and projects.

Our Strategy

Grameenphone will have a clear focus on sustainability while meeting customers evolving needs through driving data and the digital market in Bangladesh, with a strong emphasis on investing in technology and digital capabilities. The goal is to contribute to the development of a digitally connected society and support the government's vision of a Smart Bangladesh. This strategic approach demonstrates a commitment to leveraging technology for growth and progress in the country.



Our strategy is broken into the following four key Value Drivers

Sustainability

Sustainability is essential for the environmental, social and economic cause and we need to fundamentally rethink the way we function. This is at the core of our strategy and operations. It focuses on our entire value chain and how we are practising sustainability across.

Our sustainability strategy starts with business environment and stakeholder management, while to ensure growth enablement through spectrum management, mitigating disputes and driving business friendly regulation for new businesses while safeguarding against possible risk exposure from existing and emerging areas. We will continue to take a socially responsible position through our climate management programme, strengthening digital inclusion and youth upskilling, and continuing to expand online safety at the national level and across new/digital businesses.

Customer Experience

We start and end with customers with an equal focus on both consumer and business segments. We continuously work on understanding and predicting customer needs through hyper personalisation and building tailored solutions to fulfil these needs effectively and bring efficiency through process innovation. We will enhance customer service further by bringing proactive problem solving. Last but not least, we will stand on the backbone of providing network leadership through continuous modernisation in the core network to stay ahead of the competition while ensuring a superior experience for our customers. We aim to be the best in video experience, ensure smooth gaming and deliver a crystal OTT experience.

Transformation

We focus on building a competent, resilient, and forward-thinking resource pool that thrives in driving a technology-driven business. We enable our resources through a capable organisation where we will transform into a machine powered HR with the right structure and way of work. In a dynamic technology landscape along with evolving customer needs, enabling Telco to Telco-Tech journey mostly relies on stepping up in IT capability and making a future fit organisation with a competent pool of resources and diverse leadership.

Growth

Our primary focus is to maintain voice and grow our data business faster by embracing new products, services, digitisation and innovation. We will continue to explore our core and beyond core services while maintaining premium pricing. We encourage a culture of continuous learning and experimentation to develop and provide new technologies and solutions that meet the evolving needs of businesses and consumers. Allocate resources to research emerging technologies and industry trends. As we make our portfolio more robust, we strive to become attractive to partners. We grow along with the customers and the ecosystem players. We continue our effort on digitisation and simplification, driving greater efficiency for our core operations while building new revenue streams from the beyond core segment.