



EMBRACING A DIGITAL LIFESTYLE





My Fuel Pump: delivering on-demand fuel to your doorstep

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MY FUEL PUMP LIMITED

Imagine that you're on the highway and your car is running out of fuel. To make things worse, the fuel station near you doesn't have enough fuel reserves to fill up your fuel tank. How do you deal with an ordeal like this?

Enter My Fuel Pump app, the first IoT-enabled on-demand fuel delivery platform in Bangladesh. My Fuel Pump will deliver fuel to your desired location with the help of its state-of-the-art application. Intending to automate the supply chain system of the fuel sector in the country, My Fuel Pump started its journey in 2021.

My Fuel Pump is a fuel delivery start-up business that operates through an app. We bring fuel to your doorstep at the same price as a regular petrol pump does. We have a fleet of specialised tanker trucks perfect for getting to places with limited space and challenging terrain. We have access to remote locations, especially those accessible by bridges and highways with weight restrictions.

My Fuel Pump provides diesel directly to every establishment, from schools, hospitals, flats, and commercial settings that are running diesel generators, fleets,

construction machinery and autos, starting from 50 litres. The on-demand doorstep delivery app can handle your gasoline needs, so you can focus on your business.

My Fuel Pump delivers Omera LPG cylinders to the doorstep of its customers.

My Fuel Pump application is quite simple, secure and free to use. The interface of the app is user-friendly and occupies very little space for the services it provides. The customers can register quite easily and log in to place their orders from anywhere. Currently, the app is available for download from the Google Play Store.

My Fuel Pump app enables users to save their precious productive hours, as ordering through My Fuel Pump app will save them plenty of time to concentrate on their daily tasks. They will also get their money's worth by ordering from My Fuel Pump app's top-notch service which will bring the fuel delivery to their doorsteps and save their time.

Moreover, My Fuel Pump ensures a zero-spilling fuel delivery service as it believes that every single drop is precious. Our user dashboard will give our users the scope to know their regular usage so that they know how much they

users. All you have to do is order your requirement through My Fuel Pump app and send your vehicle to your nearest My Fuel Pump Verified petrol pump. Your driver will show the OTP number sent to them and get refuelled by the pump. Additionally, you will get an email and a picture in the app and be able to check it on the order history page to have a verified refuelling.

Apart from fuel, My Fuel Pump is planning to introduce an electric vehicle charging station. For this instance, an Electric Vehicle Charging station can be planted anywhere in Bangladesh through

its platform.

Corporate B2B clients can order in one single platform to order fuel monthly. They can go to any My Fuel Pump verified petrol pump in the country and collect fuel on the way to their destination.

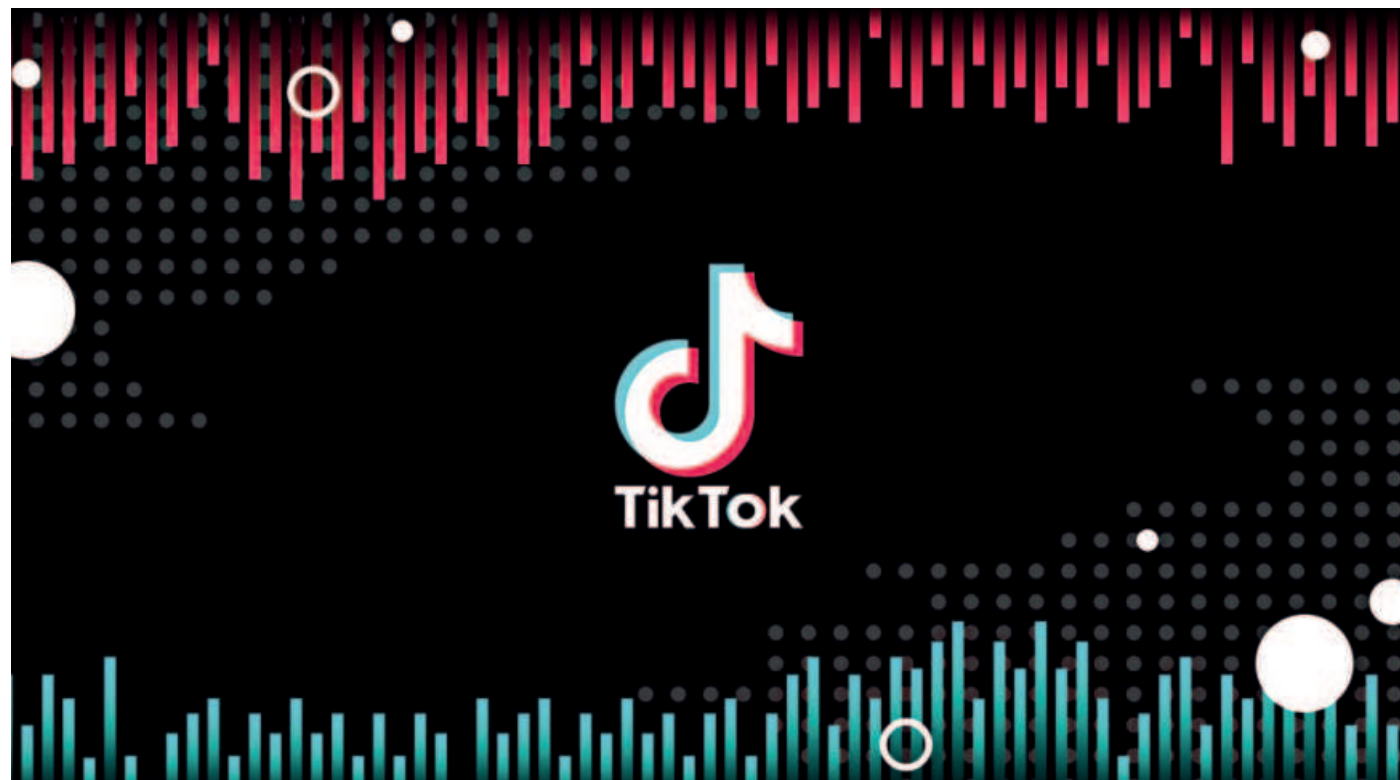
My Fuel Pump app saves time and rescues its clients from the chore of the petrol station – at no extra cost. The on-demand fuel delivery app also positively impacts the communities it serves to help build better lives and better futures. It is also deeply committed to protecting and improving the environment, setting ambitious sustainability goals and actively measuring and improving its performance as it strives to achieve them.

My Fuel Pump commenced its journey by prioritising ethics, operational excellence, and innovation to ensure great customer satisfaction. With its ability to curate path-breaking yet cost-effective solutions, My Fuel Pump plans to expand its services across the country in the next few years. All in all, My Fuel Pump is doing what it can to build a better world by working together to make life on the road simpler, smarter and safer – while giving its customers the time to do the things that they love.

are spending.

Furthermore, for refuelling any commercial, industrial or household generator, the customers can place an order on the on-demand fuel delivery platform. My Fuel Pump's payment system includes cash on delivery, card payment and bKash. The automated payment options can be easily availed through the app to save time.

For the first time in Bangladesh, My Fuel Pump has brought theft-free and hassle-free service for car or vehicle



How TikTok moderates content to ensure in-app safety

**JIAGEN EEP, HEAD OF MARKET
INTEGRITY AND ENABLEMENT,
TRUST & SAFETY APAC AT TIKTOK**

Content moderation has been a topic of discussion for quite some time now. The digital era has seen the rise of user-generated content on various social media platforms. As people have access to the internet from pretty much anywhere in the world, they can shoot videos and create engaging content on the go.

User-generated content is one of the most influential instruments these days, to get people to try out new things. It can be used to inspire creativity and bring joy online. Furthermore, it can be utilised by businesses to raise their brand recognition and gain the trust of customers, as they can have a say during their customers' decision-making process with their unique content.

However, user-generated content comes with its fair share of risks as well. With people creating content like never before, platforms must keep an eye out for harmful content going viral. Hence, content moderation needs to be put into practice to ensure that content which is perceived to be harmful is actively filtered out of the platform to protect users.

The benefits of content moderation can be easily observed as it can help in fostering a safe digital ecosystem across the internet. It can also help avoid harmful activities such as cyberbullying, online harassment, etc. Moreover, it can also assure the users about keeping their

privacy intact in the virtual world.

With regards to moderating user-generated content on its platform, TikTok has been proactively working to ensure a safe space on the app for its diverse community. Currently the leading destination for watching short-form videos, TikTok aims to inspire creativity and bring joy to its community. Being an inclusive platform, TikTok encourages users to be their authentic selves and embrace what makes them different, while finding a community that does the same.

TikTok offers users a window to the world with its discovery process, making it easy to find and enjoy the content that users find entertaining. As users enjoy and interact with videos, their feeds become more relevant and tailored to their individual preferences, even as they uncover videos that constantly surprise and delight them.

Most social media apps and entertainment platforms have a broad set of safety features that allow users to select their privacy settings according to their needs. TikTok is no exception to this and has its privacy settings in place. It also has a dedicated and growing team of human moderators to manually review and remove any inappropriate content and terminate accounts that violate its Terms of Service.

The platform has made concerted efforts to strengthen its content moderation team in Bangladesh, in tandem with advanced technologies, to make sure that objectionable videos that violate its Community Guidelines are taken down quickly, and usually before they have been seen by others on the platform.

With the combination of a dedicated team of native Bangladeshis who understand the culture and the language, and a robust, state-of-the-art, machine learning mechanism that uses automation in the content moderation process, TikTok proactively removes any inappropriate content and in egregious cases, terminates accounts that violate its Terms of Service

and Community Guidelines, to make the platform a safer and more welcoming space for its Bangladeshi community.

TikTok has a set of operating guidelines in place to ensure that our teams react swiftly when dealing with inappropriate content and behaviour. With zero tolerance for harmful content that incites violence against other users or any content that violates its Community Guidelines, TikTok leaves no stones unturned to ensure the safety and wellbeing of its users.

TikTok has also recently launched its Safety Centre in Bangladesh with a localised context. It is offered in both English and Bengali languages. It contains information and resources to assist new and existing users, as well as parents and caregivers involved.

The Safety Centre contains all the tools and tips about TikTok's safety features and measures, including New User Safety Guide, Guardian's Guide, resources on what to do to ensure safety and a thorough Privacy Guide. Furthermore, the Safety Centre is regularly updated to stay ahead of the curve and ensure proper guidelines are in place for its users.

Social media platforms need to be proactive in dealing with content that may be harmful. This is where TikTok is working diligently to enable a well-rounded experience for its users. As a digitally responsible company, promoting a safe and positive in-app environment is TikTok's top priority.

TikTok continues to generate awareness on teen safety, safe internet usage and responsible online and offline behaviour. The global entertainment platform has also invested massively in educating users about responsible online behaviour. Over the last few months, TikTok has had several campaigns dedicated to promoting safe and responsible online behaviour. Hence, TikTok is a safe digital platform and promotes the welfare of its community in every way possible.



DARAZ

Your all-in-one e-commerce solution

SHAMS RASHID TONMOY

In the post-pandemic era of remote working and online shopping, there is seldom a need to step outside the comfort of one's home to buy desirables. Thanks to the rise of local e-commerce

platforms, home deliveries are slowly taking over the traditional method of purchasing from physical stores. Among these revolutionary online shopping portals is Daraz, the global e-commerce company that has solidified its place in Bangladesh as the one-stop destination for all kinds of consumer electronics, home appliances, clothes, cosmetics, health products and many more.

Starting internationally in 2012, Daraz officially launched in Bangladesh in October 2015. Following its most recent rebranding earlier this year, Daraz has made a name for itself in the local sphere of online shopping - a growing trend among modern consumers; and plans to reach 100 million customers by 2030. While the success of Daraz can be stemmed from its humble beginnings, an important reason why it has secured itself as a top e-commerce platform is because of its user-friendly app.

With smartphones becoming an everyday necessity in the modern urban lifestyle, there has been a growing need for apps that fulfil a customer's wants in the most accessible way possible. The Daraz mobile

app is an example of such an app: meeting demands while retaining a long-lasting positive user experience.

USER INTERFACE

When you log into the Daraz mobile app, you will be greeted with a range of products arranged in different categories. From cleaning supplies to home decorations to trendy apparel to handy gadgets, the bombardment of different items readily available in the user interface is a memorable first impression for any first-time user.

The Home menu, understandably, is the first menu that the user will see upon first opening the app, which hosts a variety of links to the latest discounts, sale offers, categories and sub-sections of the Daraz app, such as Mart, Fashion, Beauty & Glamour, Home & Decor, Live, etc. The topmost section includes a search bar, a QR code scanner and access to the Coins menu, which shows how many usable coins the user currently possesses, the current daily check-in progress and when the coins would expire.

It is also important to note that despite the high number of daily active users as well as a host of different categories and menus, the app is lag-free: providing a smooth user experience even when browsing through multiple items at

once. The app is also available in Bangla to increase accessibility to local users. Currently, the Daraz app has a user base of about 6.8 million in Bangladesh.

A WHOLE NEW WORLD TO DISCOVER

Let's move on to the selection of products. You can buy almost anything from Daraz, including but not limited to home appliances and gadgets, groceries and food items, clothing items and accessories, and cosmetics and make-up products. There is usually a range of discounts available for nearly all items, offering competitive prices for a range of different products.

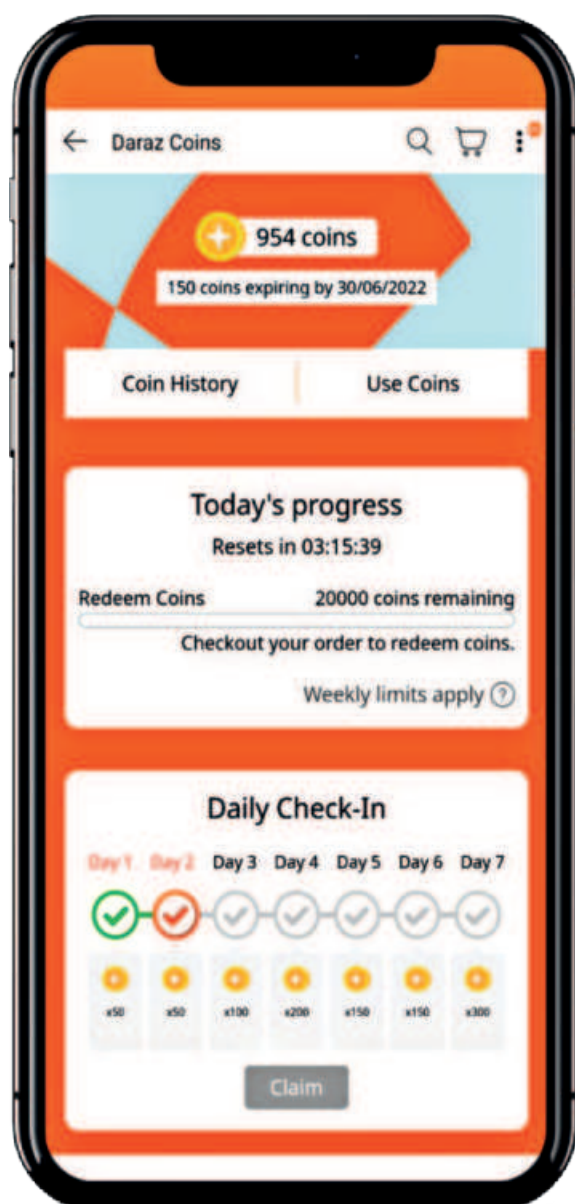
Daraz Mall has a frequent assortment of Mega Deals, in which vouchers collected from the product's page can let the user avail of a greater range of discounts, including options for cashback with prepayment. Daraz Mall features authentic products from trusted brands, which saves the hassle of purchasing fake products online. It also has a 14-day

return policy, with specific returnability mentioned with each item.

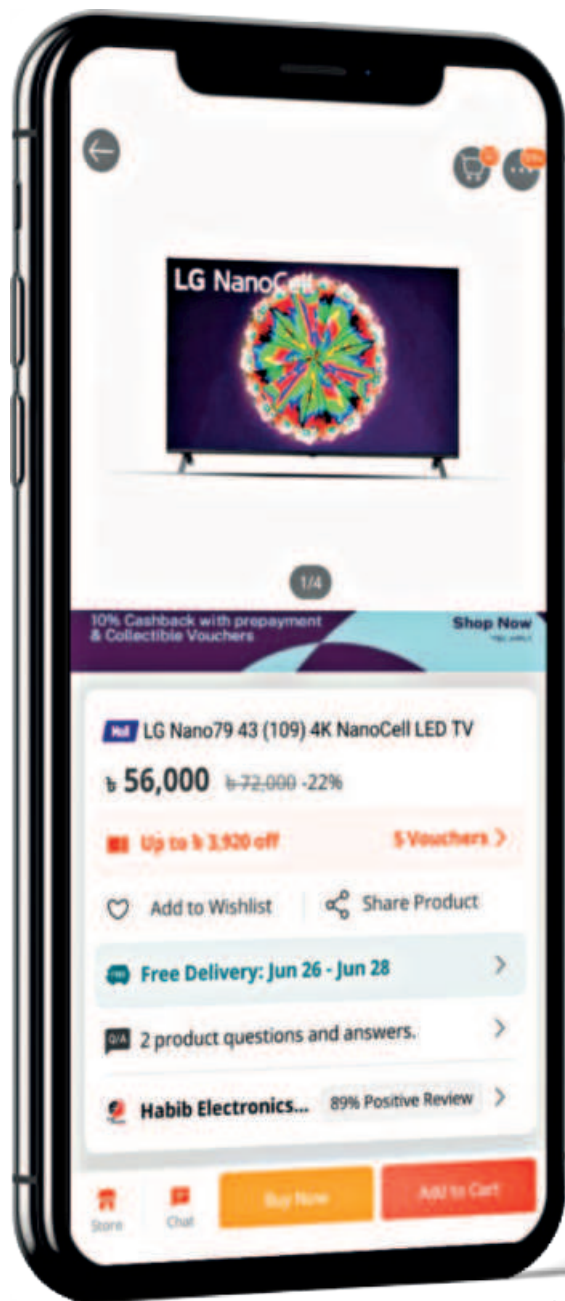
Daraz Mart offers a wide range of groceries and daily necessary items such as toiletries, mother and baby products and pet food. Daraz's fast and secure delivery ensures that no time is wasted in obtaining the product; perfect for busy users. The range of everyday items and consumables available in Daraz Mart makes it a welcome platform to buy weekly and monthly necessities. The app also offers groceries and household essentials at an affordable price, with options for same-day delivery.

Clicking on the Daraz Mart icon on the app will take the user to the portal to buy these daily essentials.

Daraz Fashion, arguably the trendiest category in the app, features a range of wearables and accessories such as t-shirts, pants, sarees, jewellery and shoes. It also usually features branded sales from prominent fashion brands such as Aarong, Mirror, Ease, FlyFlora, StyleStore, Walkar, Winner Fashion and many more, with deals such as using coins to get extra discounts, flat percentage-based discounts on some selected brands and cashback offers when using pre-payment options. The user can also buy special gift vouchers from certain selected stores from Daraz



APPS AND SERVICES SUPPLEMENT



Fashion, which are sent to the user's phone number and can be availed for physical purchase in branded retail stores. You can also click on the Daraz Fashion icon to easily find this large assortment of fashion products.

Daraz Beauty, expectedly, features a host of makeup, skincare, hair care and fragrance products. It also has a wide assortment of beauty products available. Like other categories in Daraz, this one also features discounts for products, including special vouchers which refresh every day at 12 pm and 6 pm and can be obtained through a minimum expenditure of Tk. 500, 1,000 or 2,500. In Daraz Beauty, the user can access official products from famous international cosmetics brands such as Nivea, Pantene, Revlon, Maybelline, Focallure, Bioxin, W7, Lafz, Pink Flash, Imagic and many others.

Aside from just products, the Daraz mobile app is the home of an interactive stream channel called Daraz Live, which consists of

live shows that feature new products and discounts that the user can avail of. Daraz Live runs multiple shows throughout the day, and the channel feed states the schedule of upcoming streams, including the option to set reminders. 15 shows on average are shown per day, with about 3,000 viewers tuning in to each show.

Current campaigns are directly accessible from the banner on the Home menu, which shows information on ongoing events and discount offers such as Eid discounts during Daraz's Grand Eid Fest. The user can also swipe the homepage banners to explore all relevant offers.

AN INTERACTIVE PRODUCT PAGE

Now that we had a look at how expansive the product catalogue of Daraz is, let us try purchasing a product. As soon as the user clicks on a product, the product display page pops up, which includes a lot of new details that weren't visible in the main menu. Aside from price and available discounts, the product page also shows ratings, reviews and questions-answers about that specific

product.

The rating system is a big part of what makes the Daraz app on par with international e-commerce platforms such as eBay and Amazon. The rating system includes a number given to the product out of the maximum 5 stars, and beside it, the user can find how many reviews contributed to that rating. For example, you may be more likely to trust a product rated 4.5 stars with 300+ reviews than a 4.9 stars product with under 10 reviews.

The user can also see how many times that particular product has been sold to help make their purchase judgement. Following a similar example, you might be more likely to trust the same 4.5 stars product more if it has been sold over 300 times, compared to the 4.9 stars product that has been sold under 30 times. Of course, user preferences and personal experience can make or break such decisions - but the fact that such crucial information is available right before purchasing a product goes a long way in verifying the authenticity and potential customer satisfaction of that item.

The Daraz product page also features a question-answer section, in which users can ask questions about the product that the seller can answer. This is another feature that experienced eBay and Amazon users will find familiar, for a majority of customer purchases in international online stores are largely dependent on how interactive the seller is in answering common questions and problems.

The app also consists of a push notification feature, with which users can receive customised push notifications throughout the day. These notifications can be regarding new offers, exclusive time-gated deals or reminders on incomplete product purchases.

Daraz also ensures that the buyer is always in the loop regarding their purchases by sending updates via email. Usually, three mails are sent: when the order is placed, when the package has been shipped, and when the package has been delivered. This app-to-email

integration not only works as proof of the purchase but can also be used for security purposes, thus enhancing the overall user experience.

MORE ABOUT DARAZ

Being Bangladesh's first PCI DSS-certified company Daraz ensures complete credit card security for cashless transactions. The PCI certification also includes a firewall which stops sensitive bank information from reaching any third parties. This makes Daraz one of the safest e-commerce platforms for purchases via credit and debit cards.

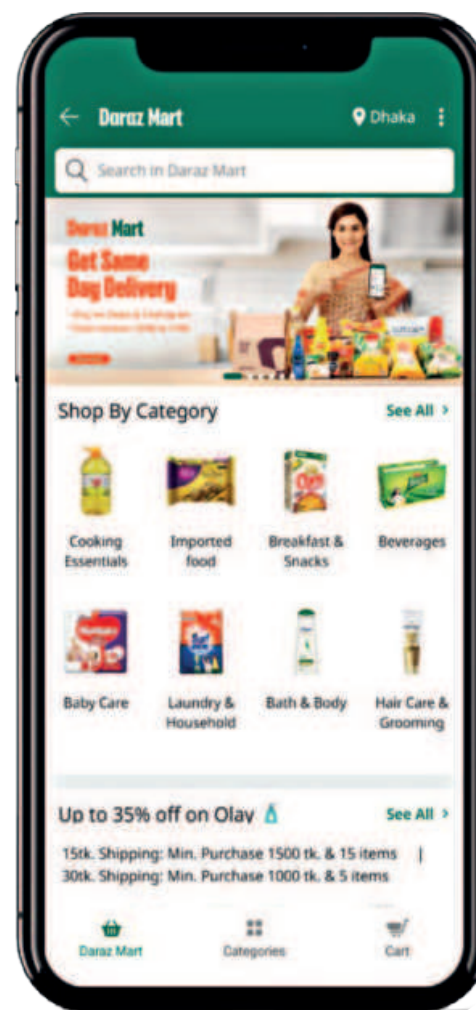
Currently serving in Pakistan, Nepal, Sri Lanka and Bangladesh, Daraz provides a unique shopping experience akin to popular international e-commerce platforms. Not only does its nationwide distribution channel ensure deliveries to all 64 districts in Bangladesh, its cross-border delivery support means that Bangladeshis can order foreign products from their home and receive them to their doorsteps within a month.

Daraz Express is also one of the largest logistics networks in Bangladesh, and the app offers multiple payment options in cash on delivery, bank transaction and bKash payments to make purchasing hassle-free for the users. Daraz is also crucial in uplifting communities through the power of commerce, as it promotes a platform for both buying and selling for users across the nation.

Currently, the Daraz online shopping app is rated 4.5 in Google App Store with

around 1 million reviews and over 50 million downloads. In terms of making remote shopping more accessible to local users, this app does an excellent job of providing an easy-to-navigate UI while ensuring a robust product information page to help make purchasing decisions.

All in all, Daraz not only features an impressive quantity of products, but its quality of service, exciting deals and offers throughout the year all rolled into one interactive community-driven e-commerce app truly makes it stand out from the crowd.





Creating tech-savvy travellers with ShareTrip

ZARIF FAIAZ

In the ever-evolving Digital Bangladesh landscape, travel is all set to be the next frontier to embrace digital devolution. As Bangladeshi travellers become more tech-savvy, taking the mantle of decision-making into their own hands and gradually moving away from the traditional travel agent models, digital platforms like ShareTrip are leading the way in empowering local travellers to get the best out of travel technology.

As brick-and-mortar stores lose their edge in the ecosystem, consumers, especially modern travellers, are increasingly leaning towards online travel agencies. Their most trusted tool? The mobile phone in their pockets. Apps like ShareTrip are leading the way when it comes to local travel platforms.

Previously travellers had to rely on either brick-and-mortar travel agencies to plan their holidays or look to foreign online travel platforms like Skyscanner, Trip.com, Agoda, Booking.com etc to look for the best possible deals. As a result, the power of decision-making and accountability seldom lay in the travellers' hands. Even in India, platforms like MakeMyTrip were slowly introducing a digital revolution and have penetrated the market with a strong footprint, not only on the B2C segment but also on the B2B base.

ShareTrip came to the rescue with the first ever locally developed Bangladeshi travel app that revolutionised the way people planned their holidays, local or abroad, with the help of their in-house tech team. With over 2.7 million international hotels and more than 1500+ domestic hotels and hundreds of combinations of flights to every country at their fingertips, ShareTrip gives its users unmatched flexibility when selecting their vacations by utilising the largest tour operators, hotel distributors, and flight distribution systems in the world. Their extensive involvement in the travel sector guarantees their clients a smooth, consistent, and wide range of travel options.

The magnum opus of ShareTrip, however, is their mobile app, available on both iOS and Android operating systems. They unveiled the cutting-edge app and website with an end-to-end travel solution after receiving funding and rebranding, giving travellers a more comprehensive experience. The flagship app, also called ShareTrip, is a streamlined, easy-to-use application that makes travel planning a no-brainer.

From flights to hotels and everything

for them all at once. Customers thus have access to goods and services that they otherwise would not be able to obtain.

Other exciting features of the app include a flight tracker that users can use on the ShareTrip app and website to monitor the progress of any flight. There's a visa tracker that allows users to track the application status of their visas when applied through ShareTrip. There's also a handy blog feature tagged with Travel Advisory services that travellers can consult before or while planning their trips, containing information about particular destinations that may come in handy for first-time travellers.

Through the app, users can also book complete holiday packages, both abroad and inside the country and the ShareTrip team has also introduced a travel loyalty program – Silver, Gold and Platinum – where



in between, a user can find all the features conveniently located within the user interface, in what can only be termed as a UX utopia.

The user-centric design of course paid off. Within a year of its release, the app was able to win over more than 400,000 users' trust, rating itself at the top in both Play Store and App Store. Right now, about 70% of their traffic comes through the mobile app. More than 600,000 people follows the updates, deals, and travel trends on their Facebook page and other digital media presence.

One of the most exciting features of the app that stands as an exemplification of thought-provoking user experience design is the gamification feature, which ShareTrip successfully executed since its initiation in the B2C market. Gamification is still very new to Bangladesh, especially for service-related platforms and ShareTrip revolutionised the service industry through these initiatives. To keep bringing back people into the app and to keep them engaged, ShareTrip introduced Trip Coins, a reward point, part of the Travel Loyalty Program. This travel reward point can be earned by playing the "Spin to Win" game. Trip Coin is also accumulated when you buy services from ShareTrip. Later, Trip Coins can be redeemed to receive discounts on bookings for travel, stays, and more.

Through the app, users can also book a travel package using the EMI facility. Equated Monthly Instalment, or EMI, is a system that makes it possible for people to access goods without having to pay

returning users are rewarded for their in-app activity and purchases.

In the coming days, ShareTrip is also looking to introduce many other value additions to the core service areas that will make the booking experience of the users more seamless. Flight cancellation and refund features within the app are such upcoming introductions which would allow a traveller to take care of their complete itinerary management from the app itself.

ShareTrip is not only serving users but it is set to build a holistic ecosystem with its growing venture into the B2B model. During the COVID-19 pandemic, there were thousands of offline agents whose sustainability was at risk due to the core dependency on traditional offline agents. ShareTrip has developed a separate app and website for these agents and now has over 5,000 offline travel agencies that use the ShareTrip platform for booking. These are also part of the company's expanding B2B business. ShareTrip has been working hard to develop its local business with domestic travel packages for mass travellers.

Bangladesh's tourism and hospitality industry is growing, but it still has miles to go. In addition to a growing number of Bangladeshis expressing a serious interest in travel, Bangladesh is also rising in popularity as a travel destination worldwide. With the increased opportunity for continuous digital integration, apps like ShareTrip are forging the new frontier in making inbound and outbound travel streamlined and tech-savvy.



Taptap Send

The two-tap remittance app for expats

SHAMS RASHID TONMOY

Bangladeshis living abroad often face difficulties sending money back home. While there are several remittance apps available worldwide, the global rise of inflation and increasing rates of the US dollar has made international money transfer a risky investment unless done right. Thus enters Taptap Send, the easy-to-use remittance app catered to making lives easier for expatriate Bangladeshis in sending money to their family and relatives in Bangladesh.

What is Taptap Send?

Taptap Send is a money transfer app with which users can send money at a greater rate from the US, UK, EU nations and Canada to countries in Africa, Asia and the Caribbeans, such as Bangladesh, Pakistan, Ghana, Madagascar, Vietnam, Nepal, etc.

It helps diasporic communities abroad send money back home, with the platform providing a self-set rate that is generally higher than other remittance platforms as well as the international standard. The higher rate is possible because the company buys in bulk from Bangladeshi banks and gets good rates at higher margins, enabling people to skip out on fees and additional charges during international transactions.

Taptap Send has partnered with not only Bangladeshi banks but also local instant cash services like bKash. Because of the instantaneous nature in which the money transfer is made possible, Bangladeshis living abroad can overcome the significant international barrier of foreign remittance in, as the name implies, a few taps.

How it works

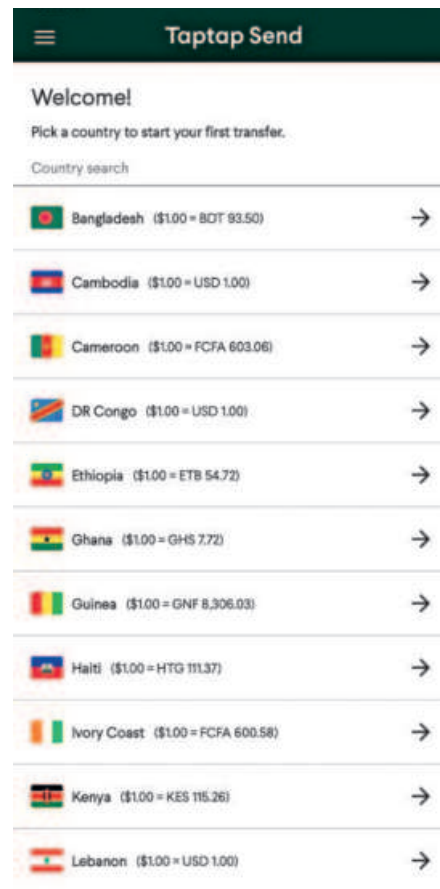
The first time you open the app, you will be prompted to sign up and provide information such as your name, bank details, verification of yourself in the form of a recent photograph and current address. The information enables the system to recognise that you are currently living in the US, UK, EU and/or Canada.

After the verification, which takes only

a few seconds, the main menu opens up, where you can input how much you want to send to a bank account in another country. If you have selected to send from the US to Bangladesh, the app will automatically convert your selected US\$ to Bangladeshi taka.

The next screen will ask who you want to send it to and verify the information. After you hit send, a loading screen will pop up, alongside a confirmation code verifying that your money has been sent. The entire process takes a few seconds and can be performed in a maximum of two taps - hence, tap tap send.

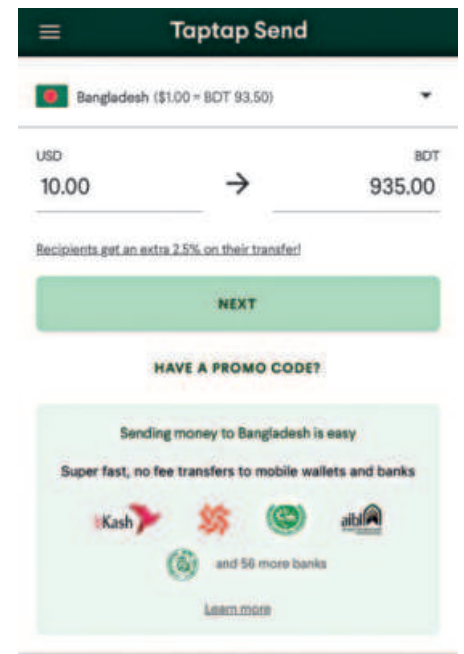
Taptap Send has no minimum or maximum limit on how much money can be sent. The receiver also doesn't need to have the app installed on their phone to receive the money. As long as the correct bank account or bKash number information was provided by the sender, the receiver will receive the money instantly, along with a verification message notifying the transfer. Taptap Send is free to download and use in



both the Google and Android app stores, though currently, it doesn't support sending money outside the US, UK, EU and Canada.

Best features

The best features of Taptap Send can be summarised into two main points: its great remittance rate and its free service cost. The internal team of Taptap Send manually selects the best conversation rate for a given day and offers the most competitive prices to their users. For example, earlier last month, the



rate of the US\$ was 87 taka. However, Taptap Send offered 93 taka per US\$, so anyone sending money from the US to Bangladesh would be sending more than the international rate thanks to the incentivised rate of the app. This rate is decided after a cost comparison analysis by the Taptap Send team, offering better rates than competitors such as Western Union and Sendwave.

In addition to that, there are no hidden charges or fees involved when sending money via Taptap Send. While other remittance apps will include conditional fees such as additional charges in transfers over 50\$, Taptap Send emphasises giving money back to the users by adding no extra cost. If you are sending 50\$, you are sending the exact amount of taka that the 50\$ would be worth: that too, at a generally higher exchange rate.

Taptap Send also features a secure transaction system, with in-built fraud protection and a money-back guarantee in case of accidental transfers. The information of both the sender and the receiver is stored exclusively in the app's database and not shared with any other parties. The customer care service is also quite prompt at answering requests.

About Taptap Send

Launched in the summer of 2018, Taptap Send is currently serving over 500,000 users worldwide. The company was founded by two Harvard alumni and currently has head offices in London and New York City. It is also known for hosting community projects across the regions. Many of these events cater exclusively to Bangladeshis living in the US, with the latest one called Eid Bazaar held in New Jersey on the occasion of the upcoming Eid-ul-Adha. With lucrative rates and no additional charge, Taptap Send is on its way to becoming the go-to remittance choice among foreign Bangladeshi nationals.



Forging the new Bangladeshi digital ecosystem with imo Channel

ZARIF FAIAZ

With its eyes set on the future, Bangladesh is eager to establish itself as a major global digital economy in the age of the fourth industrial revolution. The country's digital business ecosystem is rapidly expanding; consistent economic growth, rising internet, and mobile phone penetration have all contributed to an expanding consumer market—a rapidly maturing support system for digital entrepreneurs, as well as a young population eager to learn about technology.

For businesses, small and large alike, digital ecosystems provide access to a centralised set of content, datasets, applications, analytics, and other tools that help propel their success. In other words, digital ecosystems can provide every company, regardless of vertical or size, with the tools it needs to thrive.

Bangladesh's digital ecosystem, tech platforms are investing heavily in tools to support the local ecosystem. For instance, popular instant messaging platform imo has recently launched a new feature on its platform: imo Channel—a free broadcast platform for service and information that enables publishers to offer public service, achieve customer acquisition, operate an online business, and share information with people.

imo Channel is an “All-in-One” platform where various business needs could be met, including one-to-many broadcast and one-to-one engagement, which can be achieved in one super app, imo.

Bangladesh's internet users mostly are connected through smartphones rather than computers, that's why imo Channel could help businesses to reach and engage with their targeted customers more easily and efficiently.

Meanwhile, imo Channel will help individual content producers broadcast their information to like-minded audiences widely, contributing to the flow of information, experience, and knowledge.

For one-to-many broadcast, the posts could reach unlimited subscribers, at the current stage, verified organisations by imo, and popular service providers will get the opportunity to be recommended to all imo users through public traffic or be recommended in the first place when imo users search-related services. As an add-on function, both imo Channel and separate posts are enabled to reach potential customers or interested audiences.

Another advantage of imo Channel is its strong one-to-one engagement capability. A specific subscriber not only could review any post's content and menu's content integrated on a imo Channel, including products, services, and information, but also could visit any external digital linkage, share to external platforms, and directly contact the publisher through calling and have personalised dialogue or consultation with the publisher.

This feature could benefit a wide range of organisations, businesses of all sizes, and even individuals, with applications ranging from providing public service to acquiring customers, running an online business, and sharing information with tens of millions of people.

For large businesses that aim to reach the people at the national level, imo Channel can provide direct access to its vast national-level user base in Bangladesh who are its loyal consumers, including ex-pats living outside the country.

As a result of technological advancement and digital connectivity, business models will be redefined and people's lifestyles will be reshaped. As omni-channel marketing becomes a reality, many public services,

commercial offerings, and information sharing will no longer be constrained by physical barriers, allowing Bangladeshis to live a more connected and convenient lifestyle.

Organisations will be able to broadcast their information and services to the public to the full extent possible with imo Channel, increasing the visibility and efficiency of public services.

Small-scale businesses will be able to broadcast their commercial services online to their customers in an innovative digital way, leveraging the full power of omni-channel marketing.

For example, imo Channel is linked to other online platforms and offline data, allowing commercial service providers to market their products and services at any time and from any location. They can increase revenue and brand value by acquiring new customers and increasing the loyalty of existing customers.

Individually, imo Channel will assist users in broadcasting their information to like-minded audiences, contributing to the flow of information, experience, and knowledge, and enlarging the influence of opinion leaders in various fields, all of which will be beneficial in the development of a personal brand. imo Channel can provide more services to the general public. As more people use this convenience to meet their various life needs, a new lifestyle will emerge that is more connected and convenient thanks to a digital application.

The digital ecosystem allows businesses to interact with their customers in new ways. And the ability to foresee and exploit the power of digital ecosystems is what distinguishes successful businesses. There is no doubt that establishing a healthy and robust digital ecosystem benefits the company's bottom line while also providing a better overall experience for consumers.

Bangladesh's technological development has a unique history that sets it apart from many other countries. Bangladesh's consumer technology industry, in particular, has largely been defined by mobile and mobile-enabled innovations. imo Channel capitalises on this trend and aims to pose itself as an omni-channel digital boon to corporations and SMEs alike who want to connect at a deeper, more personal level with their consumers.

The incorporation of technological innovations has opened up doors of possibilities and convenience for customers in Bangladesh. For businesses that want to take the next step in this digital economy with a consumer-first mindset, there's no alternative to adapting to digital tools like imo Channel.

Interested enterprises or partners could contact imo via cooperation@imo.im



Furthermore, through shared knowledge, shared goals, and other means, digital ecosystems are uniquely positioned to help initiate a sense of empowerment. They have the ability to provide strategic frameworks that aid in the identification of priority areas for action, the establishment of sustainability, and the connection of companies with partners and technology providers in the development of appropriate solutions.

At the onset of the fourth industrial revolution and Bangladesh's subsequent venture into this new dawn, businesses in the country will need to develop digitisation capabilities to adapt to the new reality and provide a positive customer experience. Consumers' unique buying and spending habits are changing and evolving in tandem with the growth of the economy and global technological advancements. And therefore, businesses that want to succeed in the long run must utilise and use the right strategies to keep up with changing consumer demands.

To support this spurting growth of