



Customer Service of “Genex Infosys Ltd.”

INTERNSHIP REPORT ON

Customer Service of Genex Infosys Ltd.

An Internship Report Presented to the Faculty of BRAC Business School in Requirement for the Degree of Bachelors in Business Administration.

Supervised By:

Suntu Kumar Ghosh

Assistant Professor at BRAC Business School

BRAC University

Submitted By:

Anik Hossain

ID: 08204062

BRAC Business School



Acknowledgement

At first I want to thank almighty Allah for enabling me to prepare this report and finish it on time. There are some people without whom it would be impossible for me to make this report. I want to thanks them for their help.

Firstly I want to thanks my advisor Suntu Kumar Ghosh for giving the opportunity to make the report on customer service of Genex Infosys Ltd. Without his advice and instruction it would be really tough and near impossible to prepare it. I would like to thank him for his support.

Secondly, I want to thank my team leader Manir Uz Zaman for his eternal support. He guided me through my internship period, provided all relative and important information I need to prepare the report.

Finally I want to thank all people who directly or indirectly help me with information and guidance during my internship period. This experience will certainly help me in my future life.

I express my sincere gratitude to all of them.

Table of content

Chapter 1:Introduction: 1.1: Objectives of the report 1.2: Scope of the report 1.3: limitations of this report 1.4: Methodology	
Chapter 2: Company overview: CHAPTER 2.1: Services Genex Offers Chapter 2.2: Functions of Different Division at Genex Infosys Limited	
Chapter 3: Job part:	
Chapter 4: Major findings	
Chapter 5: Recommendations:	
Chapter 6: Conclusion	

Chapter 1: Introduction

1.1: Objectives of the report

The objectives of the report are:

- To find out how Genex Infosys Ltd provide their customer service.
- Find out the standard of the service Genex provides.
- Satisfaction level of the customers and how to achieve it
- Finding out the difficulties and challenges of the organization.
- Opportunity in this market
- Critical analysis of the market and the organization
- Recommendation

1.2: Scope of the report

I have worked in the operation department of Genex Infosys Ltd. Thus I got the opportunity to get and analyze the information on how Genex Infosys Ltd. Runs theirs business and satisfy the need of their consumers. Outsourced company was Robi Axiata Ltd, So overall scope is limited to how the customers of Robi Axiata ltd are being served by Genex

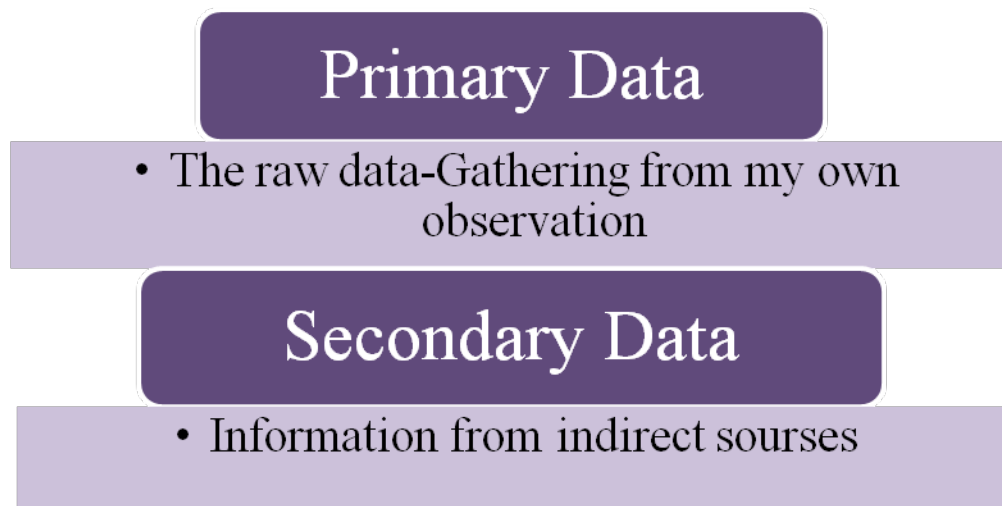
1.3: limitations of this report:

While preparing this report I face some difficulties and challenges. Such as

- Time was not adequate for preparing the report. Twelve weeks is not enough to cover the entire area in customer relation management.
- There are some confidential information that is not included in the report due to company policy.
- As I worked in Genex, my only chance to obtain information was to interview the personnel inside Genex. There was no chance to interview its competitor's employees.

1.4: Methodology:

The report is being prepared with both primary data and secondary data. Primary data is collected from personal observation during my internship program, face to face interview with employees and work experience. Secondary data is collected from websites, various journals and internal newsletter of the organization.



Executive Summery

Business Process Outsourcing is an emerging industry in Bangladesh. Scope is very high and currently very few well established companies are operating in this market.

First part of the report is mainly the introduction which consist the objective, scope, limitation and methodology of the report. It will help to understand how this report was made. Next is a brief description about Genex Infosys Ltd. their mission, vision, how they conduct their business, departments in Genex. It also includes the list of services Genex Infosys provides.

Later part of the report includes my overall work experience while working in Genex as an Intern. It also includes my learning about providing customer service and how to achieve maximum level of customer satisfaction.

Final part includes some basic finding about Genex and its service level and some recommendation that can be applied to improve or achieve maximum level of customer satisfaction as well as the amount of revenue.

Chapter 2: Company overview

Chapter 2.1: Introduction

Genex Infosys Ltd.

Genex Infosys Limited is a concern of IPE group which mainly provides services on information technology and Business process outsourcing. It is a well-established company which started its business in Bangladesh in the year 2013. It aims to provide premium services that not only satisfy the consumer but also deliver delightful experiences. Genex is an experienced outsourcing provider which offers a wide range of customer services and accordingly provides solution based on the nature of the industry. Although they can provide various ranges of business process outsourcing, currently they provide only customers services in Bangladesh.

At present Genex Infosys Ltd. is responsible to operate the Customer Experience department of 'Robi Axiata Ltd.'. It directly operates with the customers; provide solutions to their query and problems and recommend 'Robi' any specific changes that need to be made on their services.

Vision:

Vision of Genex Infosys limited is to become the leading Business process outsourcing provider in Bangladesh.

Mission:

Genex's mission is to make their clients more efficient and more profitable while improving loyalty to their company brands.

CHAPTER 2.1: Services Genex Offers



1. BPO/ITeS:

- I. Contact Center Management
- II. Telemarketing Services
- III. Customer Lifecycle Management
- IV. E-customer services
- V. IT Help Desk Outsourcing
- VI. IT Infrastructure Management Services
- VII. Remote Monitoring and Notification Services

2. Solutions:

- I. IP Contact Center Solution
- II. Voice Logger Solution
- III. Enterprise Security Solutions
- IV. Conferencing Solution
- V. IP Telephony & Gateway Solution

3. Services:

- I. Data Communications Services
- II. Network Services

- III. Managed IT Services
- IV. Web Services

Chapter 2.2: Functions of Different Division at Genex

Infosys Limited

- 1) Resource management

- 2) Customer Service Department
 - I. Inbound department
 - II. Outbound department
 - III. International Roaming
 - IV. Sms & e-mail

- 3) Quality Assurance

- 4) Complain Management

- 5) I.T. Department

- 6) Training Team

- 7) Administrative Department
- 8) CSR team

Resource Management:

Resource management department is responsible for assigning duty of the existing employees as well as the upcoming agents. As most of the employees duty are on roaster basis and it changes every month task of resource management is to create a roaster according to the preference of the employees. It also creates the shifts according to which the agents do their duty. Any employee needs to change his/her duty on a specific day or a specific month first contact with this department and resource change it according to their preferences if shift is available.

Customer Service Department:

Customer Service Department is mainly the operational unit that provides the solution to the consumers according to their query and problems. It consists of four units

I. Inbound Unit:

Inbound Unit provides services while a consumer calls the helpline and expresses their query or problem. If the inbound executive cannot provide services during the call or the problem needs time to be solved, the he takes the information from the customer and log it in 'Complain Management Software' and the customer is told to wait a specific time which will be needed to solve the problem. Generally a problem is solved in 24-72 hours.

II. Outbound Unit:

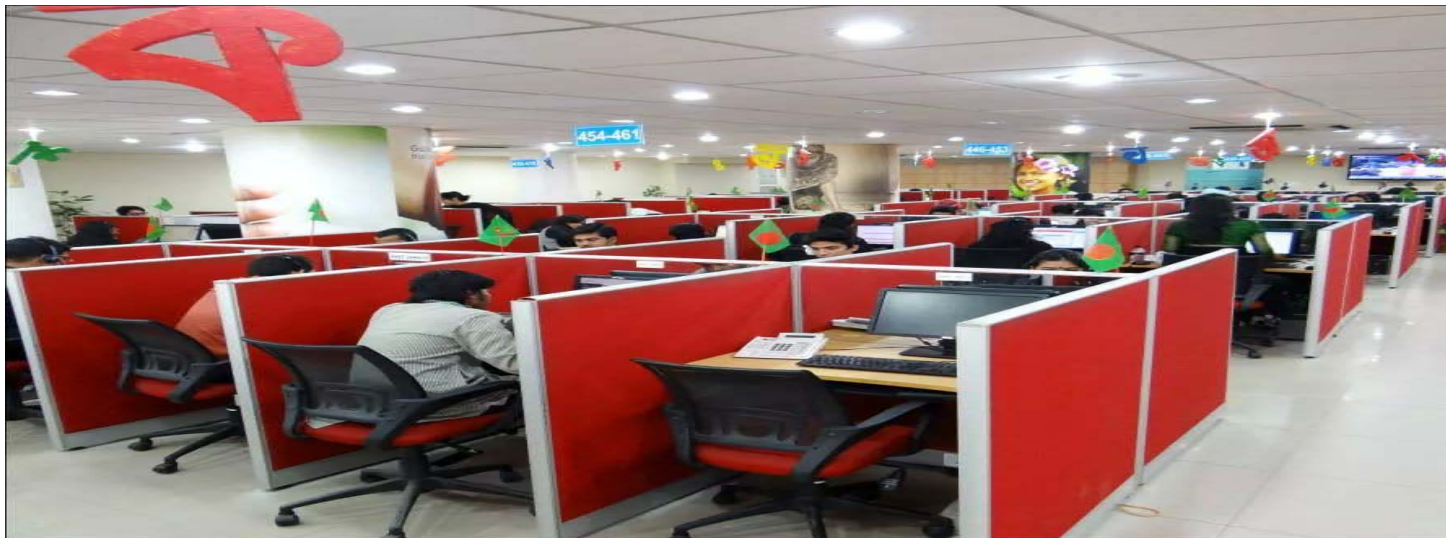
Outbound Unit calls the customers to ask for the information needed. Or to update customers for any previous complain recorded by the customer. Outbound unit is also responsible to provide information for any recently released product.

III. International Roaming:

International Roaming department handle the problems of the consumers who currently are outside Bangladesh but still using Robi's services. Although it is a part of inbound unit it works as an autonomous unit and consists of agents which a specialist in International Roaming.

IV. Sms & email:

This department provides service through email and sms. An individual query by the customer is replied within 10 minutes.



Customer service unit inbound

Quality Assurance:

Quality Assurance teams' objective is to make sure the service that is provided to the customers is up to the mark. They evaluate the calls of the agents, make ranking of the executives according to their score and list the executives who need training to improve their performance and send it to training team.

Complain Management:

Complain management is responsible to divide the complaints of the customers and solve it. If any problem cannot be solved by the complaint management team, they send it to the respective department to solve it and log it in CMS software so that the customer will get update about their problem.

I.T. Department:

I.T. Department's work is to make sure the overall network system working accordingly. They also maintain the computers, devices and software's that are needed to provide service to the consumers.

Training Team:

Training Team gives training to all newly recruited agents. They also train any existing employee who need update or training on any specific matter.

CSR team:

The purpose of CSR team is to perform the corporate social responsibility of Genex as an organization. This

Administrative Department:

Administrative Department controls the other entire departments and makes decision on how the service will be provided to consumers. They also make contact with the vendor for whom they are working, apply any instruction or changes that need to be done.



Admin department

Chapter 3: Job part

I have been assigned to work as an intern in Genex Infosys Ltd. to complete my internship program. It was a part of my academic requirement in B.B.A. Duration of my internship period was 12 weeks. It started at April 9 2014 and ended at 7 July 2014. During my internship period I worked at customer service department at inbound unit. Although I have worked in other departments for some specific time. Now I am going to analyze my experience while working at Genex Infosys Ltd. as an intern.

Job responsibility:

Inbound Team:

My main responsibility was to provide solution to different types of consumer queries and provide solution to their problems. Customers seeking for help have some common queries about their SIM and service. Such as,

- The package they are in or the tariff they are being charged for their plan. Robi has more than ten prepaid packages and two post paid packages. Customers can migrate through these packages one time a day. They want to know the tariff of each package and how they can migrate to each one. Any users package can be change from executives end and I was assigned to change customers tariff plan upon their request.
- Internet related queries are the second most common reason to call the help line. Robi offers various ranges of packages in both 2g and 3.5g speed. Rate of these packages was complicated and most of the customer find it really difficult to turn it off after they activate it. As all of the packages are auto renewable and there is no short code to directly turn any internet package off, customers become really frustrated. Also users have to need to input a specific 'Robi internet" setting in their handset before they start using internet.

- Overcharging is another common problem. It occurs due to technical or system error. I had to find out why customers have been overcharged and solve the problem. If the problem was not solvable from my end I had to transfer it to 'complain management unit' with all relative information and let the customer know the update.
- There are some VAS that is offered to customers along with their package. These value added services include FnF service which is very low call rate on some specific number, welcome tune service, Call Block service, Phonebook backup service, news update e.t.c. I had to explain the utility of these value added services and activate or deactivate these upon their request.
- Any new product is introduced to the customers over various types of media. Customers watching these promotion frequently helpline to know about that product. My responsibility was to explain those newly launched product's utility to the customers elaborately.

Other Responsibilities:

Although my major responsibility was to provide solution to customer queries I had to do some others stuffs during my internship period. Those are:

- Calling customers to give them update about their previous complain and taking information about any resolved complain, whether it is still occurring or not.
- Help any newly recruited agents with information about the products and services. Train any specific agent with attachment and make them ready to provide service.
- As part of the CSR team I had to go to remote places with my team members to give financial and others supports to the poor and needy people.



CSR activity

- I had to brief my team members about any instruction given by our Team Leader in absence of our co-team leader.
- Also I need to inform my team leader about various sorts of problems and difficulties our team members are having in absence of my co TL.

- Each month there were some sort of recreational activities in our office to motivate employees and remove their fatigue. Specific employees of the office had been selected to organize these programs. I was a part of this group and organized various game tournaments and fairs during my internship program.



Pie festival

- There is a group called, “Unity for Revolution’ which works like a trade union to make sure every right of the employees is being fulfilled properly. Being a part of that group my duty was to compile all information about these problems and communicate with the administrative department to solve these problems.

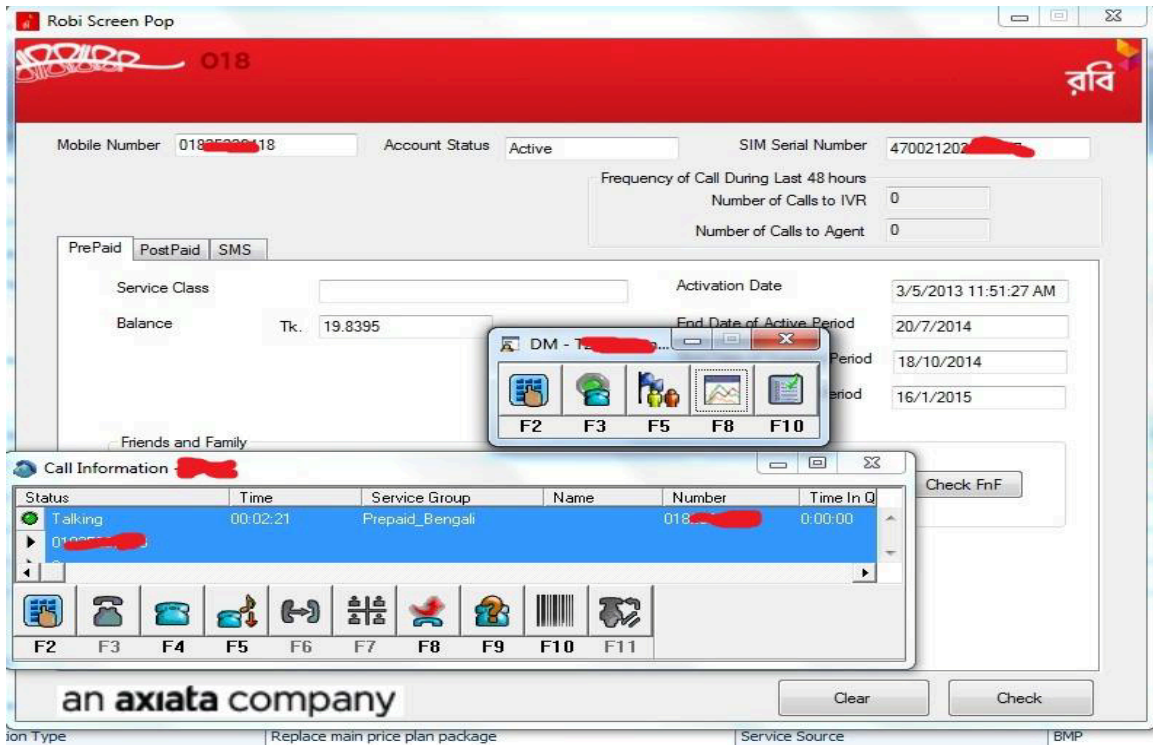


Meeting with Administrative department

Software's I used in Customer Service

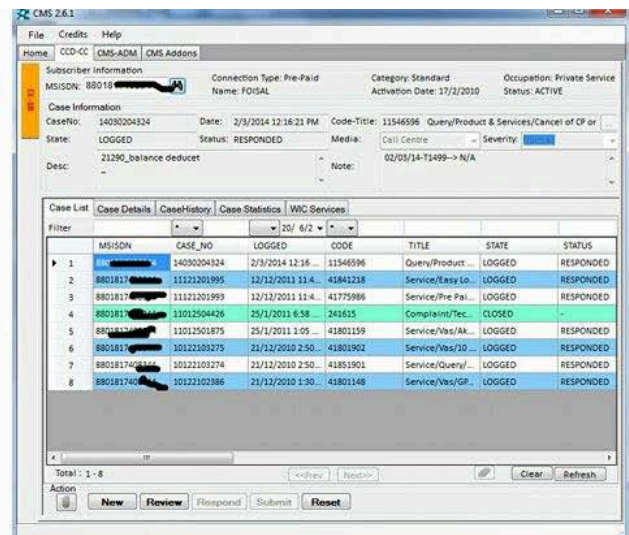
Desktop Manager:

Mainly used by the inbound Agents to capture the duty time. Includes the information of the mobile number of the customer, how much time he waited for agent to receive his call. DM also provides information about employees total duty time and the category of service agent provided to the customer.



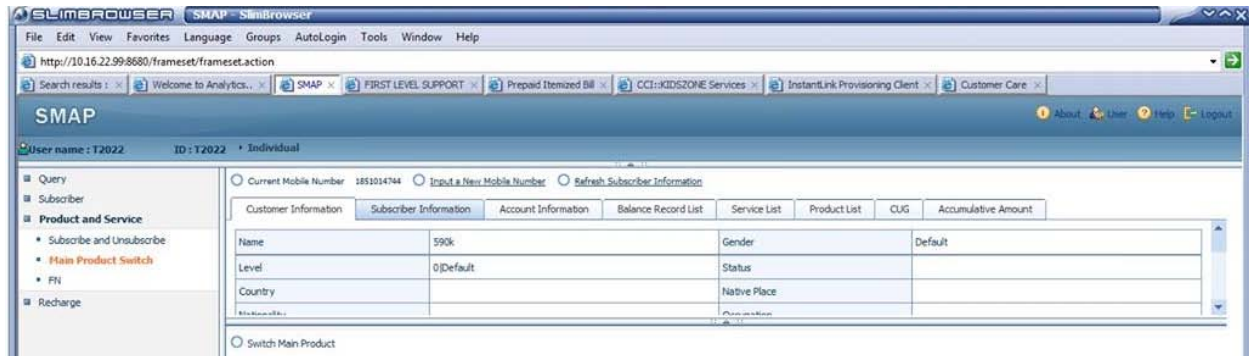
Complain Management Software:

Used by the executives to log the information about the customers or any type of complain given by him. A customer gets a track code each time a complaint is being submitted by his number. All previous complain under this number can be found in CMS. Each employee has their own id to log in to this software,



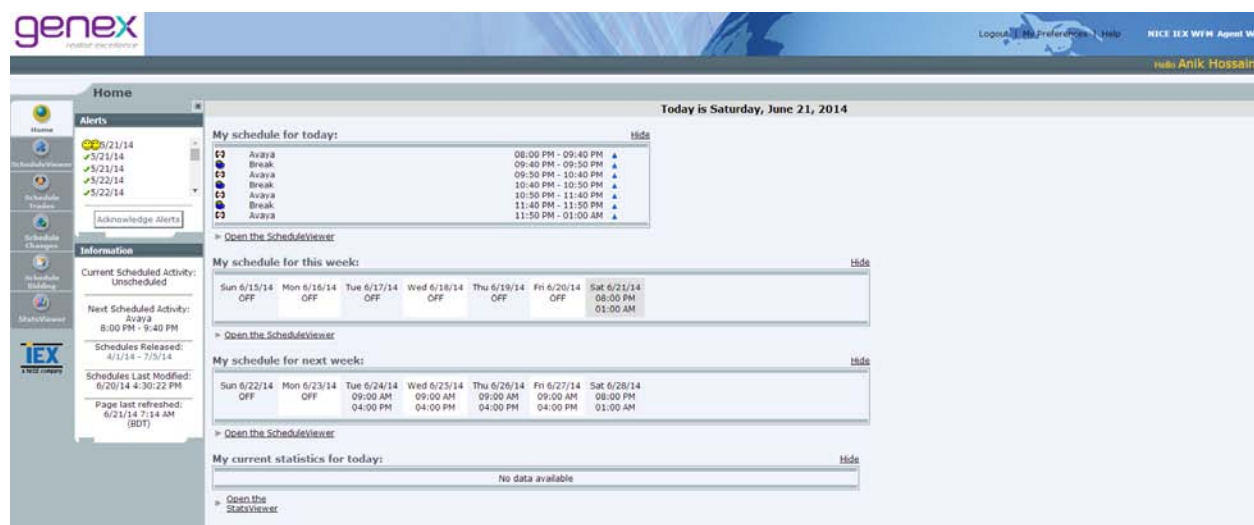
SMAP:

Smap is used to find out the information about a certain number. Total calls, internet usage, FnF numbers etc can be found in SMAP



WFM Work Station:

WFM is used to view and change the schedule of genex executives. Executives also bid for their preferable shifts for the upcoming months in WFM.



Swat Analysis

SWOT is a way for finding the basic internal Strength and Weakness of the firm and the external Opportunity and Threat the firm may face. Thus, considering Genex Infosys Ltd. as a business organization its strength, weakness, opportunity and threats will be as follows:

Strength	Weakness
<p>The company has earned customer loyalty Youth and hardworking workforce Good relationship with the customers Very friendly and comfortable working environment Experienced in BPO market</p>	<p>Employee dissatisfaction Control from Robi Negative perception about 3rd party</p>
Opportunities	Threats
<p>Growing market Become market leader</p>	<p>New competition in the market Political instability Government Plan and regulation Fear of termination</p>

Major findings while working at Genex

Relation between the top level management and others employees is not so good. There is lack of trust between them. It was the main reason of two strikes within 1.5 year.

Salary level is not up to the mark for new employees. It is far below than the other companies are offering.

Employees do not get their preferable roster occasionally. As most of the employees are part timer; it creates huge dissatisfaction.

Software related problem is a common issue while providing services. A number of softwares are used simultaneously while providing service. Some times it takes huge time to show the result, even do not work at all.

Some times Customer Experience executives provide inadequate or wrong information to customers due to lack of knowledge.

Scarcity of available computer is another problem that bugs the employees frequently.

Transportation facility is not provided to every employee. Only on specific shifts employees get pick and drop. As the office is situated on the edge of the city it is really difficult for employees to come to office on due time.

No incentives or performance based payment. Employees get salary depending on the time they work. It does not influence them to improve their service level.

Customers do not get appropriate attention on calls.

Waiting in queue is a common problem for the customers. They often complain about waiting for too long.

Lack of headset in office is another major problem. Only 50% computers have headset and the rest have to provide service with old model receiver that is too much time consuming and difficult.

Recommendation

This BPO market is too much competitive. So Genex should start strategic planning to increase its infrastructure. It also should build enough trained workforces to provide premium service and attract other clients. Some steps should be taken as early as possible for the betterment of current situation.

- Employees should be given enough and adequate training to improve their service level. Genex provides service to customers of Robi Axiata Ltd. As Robi is a telecom service provider almost each week they launch various new products. Customer
- Should increase salary structure into a standard level. Can also introduce performance based incentive. It will increase the competitiveness among employees as well as increase the service level.
- Genex should introduce some recreational activities to reduce fatigue level of the employees. As nature of this job is very boring and almost 90% of the employees are below 30 years age it is very important to keep them motivated to their work.

- They should try to increase the number of employees providing service at same time. At present maximum 140 executive can log in to server and provide service same time and Queue in helpline is on average 2 minutes. If they can reduce this time it will create more customer satisfaction.
- Turn over rate is too high as most of the part time employees left the job after their graduation. If genex can build them in a way that they can join in management level it will reduce this rate.

Conclusion

The BPO market in Bangladesh is rapidly growing. Bangladesh government has declared enough budgets in ICT sector and trying to make a policy that will help call centers get loan easily from the banks. If Genex Infosys Ltd. uses this opportunity to expand their market soon they will become the market leader in Bangladesh BPO industry. They should start strategic planning accordingly otherwise it will be really difficult for them to retain in this very competitive market.

Reference

<http://www.btrc.gov.bd>

<http://www.robi.com.bd>

<http://www.geninfosys.com>

<http://www.callcenterinbangladesh.com>

<http://facebook.com/geninfosys>