

An Internship Report
On
The Customer Service Department's Approach Towards User Feedback in
Backpack Technologies Inc.



Inspiring Excellence

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Submitted to

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On
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Backpack Technologies Inc.

Letter of Transmittal

August 2, 2018

Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Subject: **Submission of Internship Report.**

Dear Miss,

This is my great pleasure to submit the Internship report of my three months long Internship program in Backpack Technologies Inc. in the Customer Service Department at Mohakhali DOHS. This report has been prepared to fulfill the requirement of my Internship program at my assigned organization in Backpack. I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to work in the organization & prepare this report. However, this has been obviously a great source of learning for me to conduct similar types of studies in the future.

I am thankful to you for your guidance, suggestions, and constructive criticisms during the preparation of this report that only impelled me further into excelling. I truly hope that you too would genuinely enjoy learning about the organization and its consumers besides merely evaluating me based on the grading criteria set for this assignment.

Regards,

Sadia Siddiqui

ID: 14104041

BRAC Business School

BRAC University

Letter of Endorsements by the Supervisor Faculty

This is to certify that Sadia Siddiqui, ID: 14104041, BBA Program, BRAC Business School, BRAC University has done this report on **“The Customer Service Department’s Approach Towards User Feedback in Backpack Technologies Inc.”** for the purpose of completing BBA internship program. I accept this report as a final internship report.

I wish every success and prosperity of her career and life.

Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Acknowledgement

This internship report is a summation of many people's endeavor. But at the beginning I would like to convey my sincere appreciation to the almighty Allah for giving me the strength & the ability to finish the task within the planned time. Then I like to express my sincere gratitude to everyone who contributed towards preparing & making this study successfully. Major contribution was received from my Associate Engineering Manager Fahad Bin Aman and Head of Customer Service Department Ishtiaque Mahmud of Backpack Technologies Inc. I would like to thank our Admin Md Nur Alam who has been always so supportive and helpful over my whole internship period. To prepare this internship report considerable thinking & information input from various sources were involved. First of all, I would like to express my sincere & immense gratitude to my internship supervisor Subhat Ehsan, Lecturer, BRAC Business School, BRAC University. Her valuable suggestions & guidelines helped me a lot to prepare the report in a well-organized manner. The experience & knowledge gained at Backpack helped me to understand different elements which were not very relevant to my study. However, it was a whole new experience and throughout the journey I leaned and gather many experiences.

Executive Summary

My Internship report was about “The Customer Service Department’s Approach Towards User Feedback in Backpack Technologies Inc.” where I have worked for a period of 4 months. This report was also intended to examine the functions and responsibilities of Customer Service team of Backpack and also how all the operations and flow work here to make things happen. In this report, I have described about the company profile, my internship experience, job responsibilities, and functions of the departments, pressures I have faced in my work place and the wonderful workplace environment. I also gave some recommendations about how to resolve those problems and its implications. In the process of my internship, I did find few areas of improvements, which are broadly discussed as well. The areas which need improvements are also analyzed which I learnt in my BBA program from my university. The company gets different direct and indirect boundaries from its business environment. The report is a result of my four months long internship program, which I conducted at Backpack Technologies Inc. and it is made for the accomplishment of the internship program as required by BRAC Business School, BRAC University.

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Organization

Backpack is a silicon valley based company. It's a marketplace which is connecting shoppers and travelers with a keen eye on providing excellent overseas shopping and traveling experience. Backpack started its journey in October, 2014. Our mission is to legally deliver items from abroad that you've always wanted but couldn't get because they aren't locally available, or you don't have relatives and friends who can bring them for you. It's a lot like when you ask a cousin to bring back an item from the US by paying her in advance. Essentially, we connect you to travelers willing to carry your requested items all the while ensuring that your Backpacking experience is fast, reliable, and hassle-free.

The way it works is that once the customer finds his/her desired item and pay for it at checkout; we purchase it within the next 72 hours. Soon afterwards, we send the newly purchased items to a traveller who will carry these items from US for the customers. Soon after the traveler hands your item over to us in Bangladesh, we can go about the final delivery in 3 ways: home delivery, courier service, and shopper pickup. With home delivery and courier service, you'll receive the items at your doorsteps, whereas with shopper pick up, you'll need to head over to our delivery point at Mohakhali DOHS and collect the item in person. Between receiving confirmation of your payment and delivering your item, the entire process typically takes 16 days; simple yet magical!

Backpack's goal is to serve our shoppers with items which they are not able to get from USA at an affordable price and most importantly, in a hassle-free way. Backpack aspires to become one of the leading and key players in the peer to peer sharing market of Bangladesh.

As the industry which it's operating in is fairly new and Backpack has a first mover's advantage but it also faces with problems that are new of its kind and which has never been solved before. As the organization follows entrepreneurial structure as it's quite different from other big corporate giants.

Departments

- Engineering Team
- Customer Experience Team
- Traveler Acquisition Team (Bangladesh and USA)

- Purchasing Team
- Delivery Team
- Accounts & HR Team
- Growth Team

I was recruited as an intern for the customer experience team and worked with them for 12 weeks. The customer experience team offers different types of support:

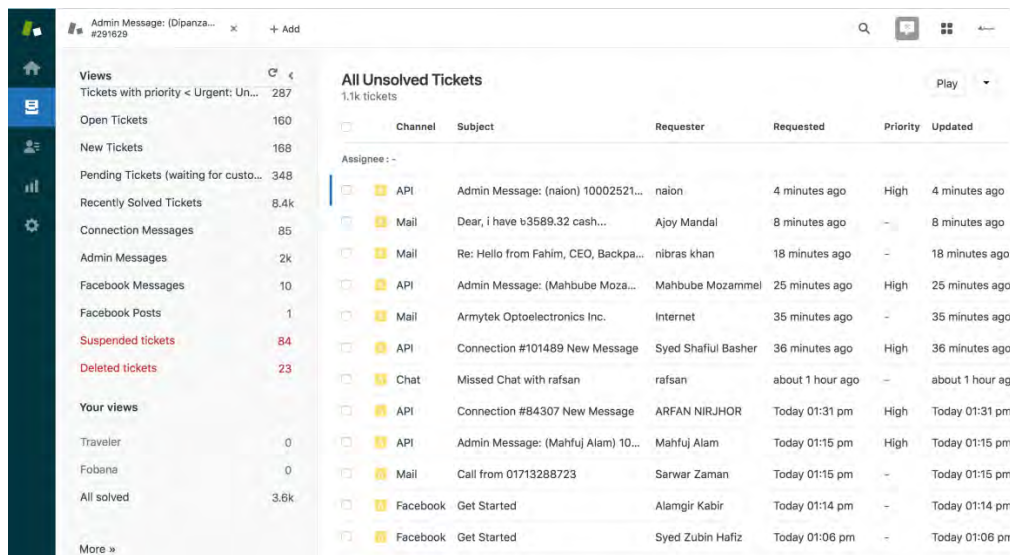
- Customer query and solutions
- Live chat
- Handling hotline numbers
- Calling new shoppers and welcoming them
- Survey calls
- Communicating with shopper whose payments were flagged by payment gateway
- Sorting out problematic items in purchasing queue
- Managing Premium Shoppers
- Refund and replacement of items which are not available
- Approval of cash deposit and electronic fund transfer
- Sending mass messages when items are received
- Delay and apology messages
- Managing social media posts and advertisements

The main objective of the customer experience team is to provide the customers with a wonderful experience with Backpack and help the customers with their queries. Two pillars were answers which are given to the customers should be fast and complete.

Tasks Performed

As I was appointed as an intern in the customer experience team and there was a wide range of tasks that I had to perform during this internship.

- 1. Replying to customer queries:** The organization uses software called ‘Zen desk’. Zen desk Chat is the live chat software trusted and loved by enterprises and small business worldwide. It uses a ticketing system to queue up the queries of the shoppers. A message can be sent to us from multiple platforms such from emails, Facebook page and comments, admin message and connection page from the website. As an intern I was given a shift every day to reply to the customer queries. All the policies of the organization need to be well understood to reply all the queries. There were few cases where the items of the shopper were lost and in those case I needed to calm down the shopper and find out a solution for that particular shopper like providing a refund or repurchasing the item from the USA again. There were cases where the situation was really critical in those cases I took help from my colleagues and team leader in order to come up with a solution.
- 2. Live chat:** Live chat is basically a pop up window on the website, which helps customer to experience a better shopping. This task is similar to replying customer queries on Zen desk. However, the reply and the solution to issues should be fast over here. Through Zen desk there’s an option of “Chat” when an agent opens it. If you browse through Backpackbang.com and a notification wills pop-up that “How may I help you”. Shoppers have their different queries such as I have to find items from Amazon USA and let them me know the price of it and help them with the payment for their items.



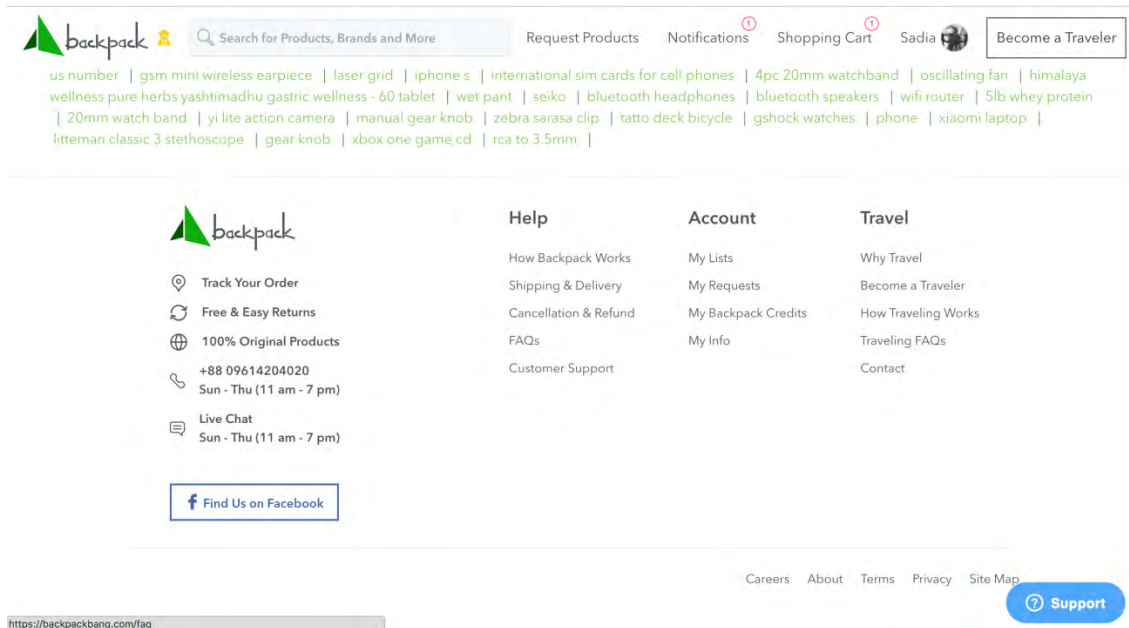
Zen-desk chat

3. Meeting summary:

- i. **Standup:** On weekdays sharp at 10:30 am there would be a meeting of the all team members through an app “Zoom” where we would talk about the task we would carry out that day and the responsibilities of the individuals that day. Or if there were any “Blockers” which was hampering our tasks and productivity.
- ii. **Campfire:** The whole organization would join a meeting through “Zoom” on every Thursday at 10:30 am. In this meeting we would talk about monthly goals, improvement, company performance in terms of revenue and profitability. There would be also a segment in the meeting known as “Shout outs” where any employee can give a “Shout out” to another employee for doing a good job.
- iii. **Sync meeting:** On weekdays on 5:30 pm there would be a meeting, so the team head could check if all things are going on properly nothing from the system is breaking. In this meeting we would mainly talk about weekly or monthly goals (action items) and what we are doing about it. As each one of us was assigned to a specific action item and progress had to be shared.

4. Phone calls:

- i. **Hotline number:** As an e-commerce website it’s mandated by the law to have at least one hotline number on the website. I had to pick up calls and make shoppers understand the whole process of ordering and how to pay for an item, for instance, what payment methods does the organization accept because each of the payment method had their own process, and what kind of items can they ask us bring. Also, from which websites or region can we bring items for the shoppers and few standard policies such as warranty and others. There were cases where the shopper was pissed and vent their anger on me but all I could do is say sorry and find out a solution to solve the issue. A lot of patience was needed and had to be gained to handle these sorts of cases.



Hotline numbers

- ii. **Failed payment calls:** While making a payment using Bkash or Credit/ Debit card (SSL Commerz) there might be issues which can make the payment for an invoice unsuccessful. The calls that I gave for failed Bkash payments were mostly as the shoppers had inserted a wrong transaction ID in the system which resulted in a payment failure. When a payment failed, we had a communication app “Slack” where a notification popped and we had to call that shopper to resolve the issue. The most common cases were putting zero instead of the alphabet “O” and putting one instead of the alphabet “I”. When a payment failed while making a payment using credit/debit card, the shopper had to wait for an hour within then if the invoice does not show the pay status. Then the shopper had to call the card issuer authority to issue them a chargeback.
- iii. **Purchasing queue (Dash connector) issues:** As the shoppers place order from websites such as Amazon there are cases where the item goes out of stock or a specified date is given when item will come into stock. I had to call shoppers and refund the money for those items which were out of stock as they weren’t specified when they will come in stock. However, if a date was given then we would ask if the shopper wants to wait till that specified date.

5. **Handling Ace shoppers:** As part of the membership subscription an offer was launched named “Backpack Ace Shopper”. I was assigned to a shopper whom I provide support like finding deals item, order tracking, priority shipping, phone support. Even checking, if the items that the ace shopper had ordered that all of them have arrived or not as sometimes items might so be missing. In those cases place a repurchase request for the item and make sure that the items get to Bangladesh in the shortest period possible.
6. **Weekly Report:** Every week on Tuesday a report had to be submitted on the tasks that have been completed every week for the metrics set by the team leader to check our performance and find out scopes where I can improve. Reports weren’t very long as they were made every week which highlighted statistics of the most common issues solved or faced by the shoppers.

Interaction and Relationship with colleagues:

Interaction with my senior colleagues was a bit shaky at the start as I was thinking that will I be able to fit in with them. Although I knew few of my colleagues personally but now I was exposed to them in a new environment. One of my colleagues trained me up and by the help of him I started to mix with the other members of my team.

My team members were very supportive as I was new I had to ask a lot of questions and sometimes asked the same thing twice or thrice. They were very patient and they listened to all my questions and answered them. There were times when I made mistakes they would make me understand how to correctly execute the task and helped me learn a lot. They taught tricks on software’s such as SQL pad, Zen desk and few other tools that were custom made by the engineers to help us with our task.

My team head was also a nice guy very supporting and trying to teach me more so that I can excel in our work. There’s a park beside the office, in the evening we use to go there to walk and talk about things as it would refresh our mind.

I even worked for growth team for a week and meet new people and I also meet and become close with others teams such as the engineering and purchasing team. I had become so close with them that after office, members of my team and other team’s members used to go to restaurants to spend some time together and laugh at things.

As the organization used to bring products from the USA based website at the week of Black Friday some of the teams had to stay at the office as we had to work 16 hours a day. The

bonding with the team members and with other teams became more strong with the me as we literally spend a whole week with each other and even went out for dinner/ lunch together. My colleagues became really close to me and they could be called my “Second Family”.

Office Environment

The environment of the organization was very different from other organizations as the organization was tech based and a Silicon Valley startup. It was an entrepreneurial organization as they did not have any specific dress code such as other corporate organizations. I could wear a t-shirt, sandals and shorts to the office as the others also did that.

The structure of the organization is highly decentralized which enables all employees to carry out their tasks independently and also empowers them. There is a hierarchy and a chain of command present but it wasn't strict as other corporate organizations. The CEO of the company stays in USA but has regular meetings with every team. He always said that we all are same and we are equally important part of the decision making process. I never felt neglected in the office as I was also part of the decision making process.

The organization has an open work space policy which means every individual is not assigned to any particular desk or space. I used to sit anywhere there's enough space to work. There are big sized pillows in every room where I could sit down, relax and carry on my work. For leisure activities the office has a table tennis board which the employees use in the evening when the work ends.

From my short period of internship I also felt that there was a very good coordination among the departments. What I mean of very good coordination is that the engineering team for instance helped the customer experience team with technical support whenever we needed. Sometimes there were some bugs in the tools and website which the engineering team helped us to sort it, so this showed strong collectivism culture.

The office had separate rooms for eating our lunch or breakfast and room where we could pray. We used to eat our lunch together and this created a beautiful bond among us and shared food with each other. There was no scope for selfishness from what I have seen.

User Feedback:

Information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service. Customer comments and complaints given to a company are an important resource for improving and addressing the needs and wants of the customer.

User feedback is information provided by clients about whether they are satisfied or dissatisfied with a product or service and about general experience they had with a company. Their opinion is a resource for improving customer experience and adjusting the actions to their needs. This information can be collected with different kinds of surveys (prompted feedback), but we can also find opinions and reviews your clients post online (unprompted feedback) and collect them using Internet monitoring tools. Both sources are important to get a full picture of how one client perceives your brand.

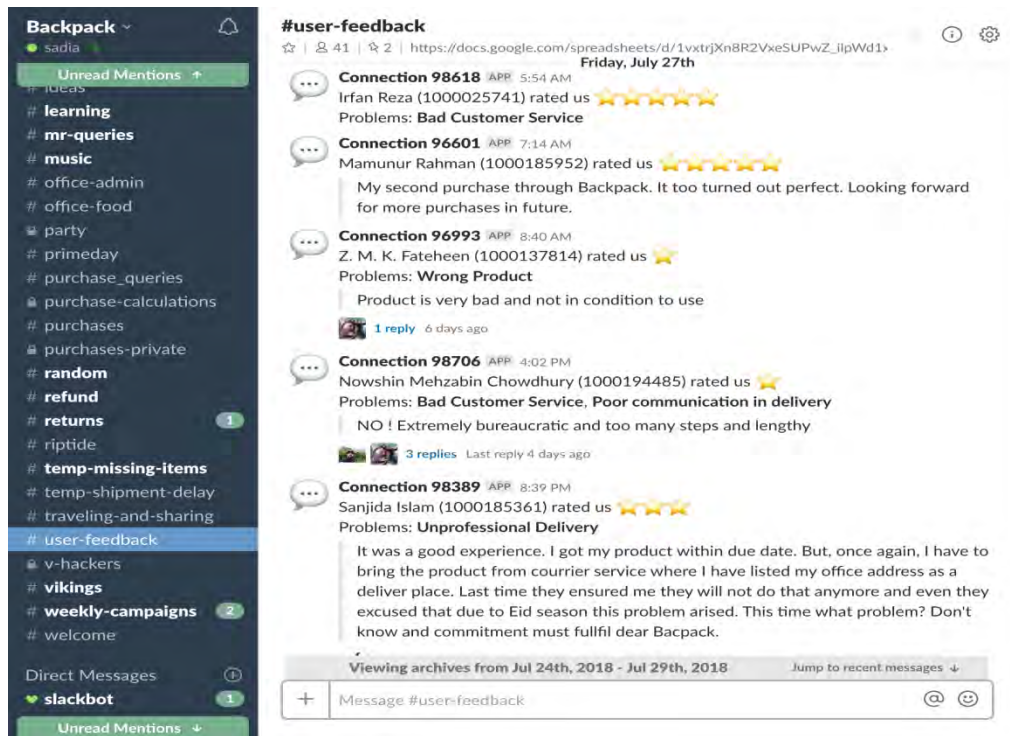
Why User feedback is important for an organization:

- a) User feedback helps to improve products and services
- b) User feedback helps to measure your customer satisfaction
- c) Collecting user feedback shows the value of their opinion
- d) User feedback helps one to create the best customer experience
- e) User feedback helps to improve customer retention
- f) User feedback is a reliable source for information to other consumers as well
- g) User feedback gives the data that helps taking the business decisions

User feedback can be collected with many different tools. At Backpack, we collected the whole data of user feedback through Facebook pages, Connection pages and a Facebook user's groups which is known as "Backpack Users BD".

Feedback is something informational which can be both a positive and negative. We had so many feedbacks that we welcomed and solved with greatest care. We receive almost 30+ feedbacks over a week. Users get a chance to rate us through stars, five stars being the best and one star being the worst. Users also get a chance to describe along with the stars. Here they can write about their good and bad experience and their valuable suggestions of how the service can be improved. Some of the very frequent negative reasons of user feedbacks are: Poor packaging, long delivery, slow communication in customer support, damaged item, and wrong product.

However, we also get the positive feedbacks and the reasons are faster delivery than expectation, Right product within allocated time.



User feedback channel

Here some of the user feedbacks from different tools:

Connection 96922: SHAWON SALIM ★

Rated us: one star

Problem: Long Delivery

“I am truly disappointed. It was supposed to deliver a month ago. But I got it in the day before yesterday. Before committing anything please double check.”

About this issue, we first called the shopper and apologize for the bad experience he went through. Then we compensated by giving him a small token of love which consists a box of donut and a small letter of apology. We dug into the root cause behind the feedback and found out that previously shopper didn't mention the size of his shoe and later one of our teammate forgot to follow up this. Thus cause a long delivery in the whole process.

Connection 97326: UMAR HAIDER KHAN ★★★★★

Rated us: five stars

“Absolutely delighted with this particular order. The product’s package was rather large in dimensions but despite everything it reached 2 days before the given estimated time. I’ll expect Backpack to maintain this level of quality service.”

The above feedback describes everything that how delightful the service was to him. In this type of cases, we also call this shopper to let them know how happy we are that he loved our service and make the shopper know about the future events and offers that we are going to promote and promise to assist them in each step.

Matching theories with real-life scenarios, and learning:

Although I am done with all of my undergraduate courses in BRAC University but there was a lot for me to learn from the real life situations as in classes we are only taught theories and we never implemented them in real life. This is because I felt there was a gap between what I have learnt and how things are usually done in the real market. So there was a lot of learning scope during my internship period and I did my major in Human Resource Management but did internship more like marketing based department. There were new things that I had to learn from scratch.

Initially, I was given a basic training on the Company’s code of conduct and policies as I had to understand their whole process before I could jump in a real life situation. As the organization’s whole system was automated and the tools they used were custom made by the engineers, therefore, I had to become familiar with tools.

However, there was a gap in knowledge as the organization was tech based and in BBA we aren’t taught much related with coding, SQL pad query. However, I learned HTML, CSS and basic Java on my minor courses which was E-Business. As the tech based sector is increasing day by day all over the world and minimum knowledge on SQL pad is at least needed to carry out few tasks. The usefulness of Microsoft Excel in data analysis is enormous, but it was never highlighted or given proper importance in our education system. Moreover, while writing reports at BRAC, I was only being taught to use Microsoft Word while at work, my colleagues have helped me to use the Microsoft Excel. This has shown me how data can be evaluated using Microsoft. I was also taught to use SQL pad query to find out data from our website that are stored to determine purchasing patterns, organic user, conversion and retention rate of the

shoppers. I realized that practical experiences in the workplace are way more detailed and informative compared to what were learnt in classes.

Lastly, I have got the idea that what we have learnt inside our classroom was just a basic idea. We cannot actually take a one variable and find out why the sales is increasing or why a segment of the shoppers is behaving in a specific way. Each variable which are related to the scenario behaves differently and while making evaluations we needed to apply the proper logical techniques for forecasting each of those components. As only being depend on data driven does not bear the fruit to accurate forecasting. My team head had given me as session on this after which I was able to do a proper professional forecasting and evaluation.

Facing the Odds:

The first difficulty that I had to face was getting used to the conventional job life. As a student I had was busy with studies and other work but maintained a social circlet but however, after joining the office I wasn't able to socialize with friends expect on weekends. My whole lifestyle changed as I had to adapt to the work life that included eating and sleeping habits. As I had a very deficient schedule of sleeping, eating and studying but job life is completely different. In order to be on time and focus in work having an eight-hour sound sleep and waking up early is a must. But after two to three weeks I adapted to the job life and currently I am happy with this lifestyle as everything seems to be so well organized.

Another major challenge that I had to face was to cope up with the customer support team. Initially, working with the customer support team I was feeling a bit like a fish out of water. As the team members were very knowledgeable and skilled in their part of the job and it felt like they knew it all. There were numerous times I questioned myself that will I be able to cope up with them or will be able to become knowledgeable like them. As I was just a fresher with zero experience in the actual business world, sometimes I lost track when they were talking about the companies using some complicated terms which I hadn't heard anywhere before. It took me almost a month to get used to the office code languages.

In my academic days I never had to do things that I had to do in my internship. I am a bit of an introvert and I feel shy talking to people but as I was making phone calls. I had to be confident but as first I found it terrifying to make calls but as days passed by phone became normal to me I wasn't nervous anymore. On the last 15 days of June, I started to work for the purchasing team on a trial basis. I started with Amazon purchase, then after trying this, they gave

to me to purchase items from different various sites like Ebay, fossil.com, Walmart, Bestbuy, Macys.com, adidas.com, colehaan.com, apple.com, Google store etc.

The tool we use to purchase the items is called “Dash-connector”. On one side we have the items list, and on the other side we have the list of the name of the traveler who is willing to bring our products with them to Bangladesh from USA.

The screenshot shows the Backpack Dash-connector interface. At the top, there's a header with the Backpack logo and the user name Sadia Siddiqui. Below the header, there are sections for 'Selected Items' and 'Flight: Not selected'. The 'Selected Items' section shows a volume of 0.00% (0 L), weight of 0.00% (0 lb), count of 0, and price of \$0. A 'Connect Items' button is visible. The main area is divided into 'Unconnected Paid Items (32 items, \$1716.33)' and 'Flights'. The 'Unconnected Paid Items' section has a filter menu with 'Regular' selected and a count of 144. It contains a table with columns for Primary Info, Secondary Info, Item, and Action. Two items are visible: one with a price of \$ and another with a price of \$83. The 'Flights' section has a filter menu with 'Available' selected and shows details for 'Flight 8093', including traveler name, departure date, and item counts.

Dash-connector

After that I received an email with the offer letter and an EICA, which is offering a full time job at Backpack. Surprisingly the designation was not in the Customer Support Team, it was on the Operations team. The designation is “Operations Executive”. As a full time employee now I have more responsibilities on my shoulder. So just after this there was an event coming which is known as “Amazon Prime Day”, which is basically Amazon give huge sales on different products which stays only for few hours.

In the week of Amazon Prime Day 16th July to 20th July the work load became immense as the organization would provide 24 hours support to their shoppers. I had to work 16 hours a day and then 8 hours on the next day (alternate days) there wasn't much time to sleep and had to stay at the office. Whenever, it was possible I just took a nap for an hour or so, to keep myself productive. That week was the toughest week as I was literally pushed to my physical breaking point.

As times passed, I became used to the work environment. I learnt a lot about the customer support and digital marketing. Communicating with the colleagues and hence participating in meetings became easier. This took me almost a month to learn about the company's overall process.

Perception towards Organization

The first day when I came to Backpack, the customer support head Ishtiaque Mahmud took my interview. In the interview he asked questions about academics and life and I was really nervous at the time of the interview. I was called two days after the interview and was asked if they could train me up for a week and then they will let me know if I will be a fit or not. After the training of a week then I had a meeting with the CEO where he told me that I was selected for the internship program.

I had a perception that I would not make many friends or be friendly with the most of the employees. After joining I still had the same feeling as I was talking with 2-3 of my colleagues. However, after the second week things started to change as I started to socialize with almost everyone at my office. Everyone was really friendly and helpful sometimes they would out of their way to help me out as I was new in the organization and had limited knowledge about certain things.

The most liked thing of the organization was the chain of hierarchy as I thought that I would be involved so much in the decision making process and it made me feel truly that I am part of the organization. The open work space made things more interesting as we did not have assigned desks or seats, we would just sit anywhere we would like and this helped me socialize with individuals from other teams.

At first I found it a bit weird as I saw most of the employees listen to songs on high volume on Bluetooth speaker which was provided by the office but I became used to it, now I also listen to tunes and do my work. The whole environment might look relaxed but we had to do our tasks properly.

When anyone made a mistake they were given a "Feedback" regarding it and I saw that how nicely the personal and work relationship was kept apart without any hard feelings.

Career Plan (Before and After)

When I was at college I was very fond of math's and biology. But I choose to major in Human Resource Management & E-Business. During my undergraduate life I found HRM very

interesting as it was a completely new topic. I did my share of HRM and E-business courses in the undergraduate program. I wanted to pursue career in HRM related fields.

However, these twelve weeks of internship have made me realize that there is a lot to learn and explore than what I have learnt in the classroom that be theories or other things. As the global market is changing what we learn can become obsolete quickly, therefore, I need to keep on learning to adapt to the new environment.

I did not like marketing much but as I was exposed to digital marketing. I seem to like it and started to have more interest in it and now every organization focuses on digital marketing to grab more customers or market share. I won't mind building a career in the digital marketing side and it can have severe impact on any organization if it's done properly.

I worked in the customer support team and I now I feel like this isn't my cup of tea as I feel that I have much higher potential to impact an organization on a higher level than the customer support. I am still not fixated on my career plans but I know one thing for sure that I do not want to work as customer support member for any organization in present or future.