



Inspiring Excellence

## **Internship Report on**

***“Customer Satisfaction of Pine Solution on digital marketing”***

### **Submitted to**

Md. FazlaMohiuddin

Lecturer

BRAC Business School

BRAC University

### **Submitted by**

Md.Moniruzzaman

ID: 14104172

BRAC Business School

BRAC University

Date of submission: 30<sup>th</sup> April, 2019



## **Internship Report on**

*“Customer Satisfaction of Pine Solution on digital marketing”*

## **Letter of transmittal**

30<sup>th</sup> April, 2019

Md. Fazla Mohiuddin

Lecturer

BRAC Business School

BRAC University

### **Subject: Submission of the Internship Report**

Dear Sir,

It is a great pleasure for me to be able to submit the internship report to you that I have prepared from my experiencing of working with Pine Solution Limited under the marketing department.

I feel privileged to become a part of one of the growing digital marketing company of Bangladesh as I was able to gather valuable insights about the corporate world as well as the digital marketing industry. Throughout my three months of journey with Pine Solution Limited, I tried to learn every little aspects of the corporate life about how things are done in a professional way. I also tried to deliver my best to the company. This report has been prepared to fulfill the requirement of my internship program .This report describes my observations, learnings about digital marketing activities of Pine Solution Limited during the course of my internship with Pine Solution Limited.

I would like to convey my utmost gratitude and appreciation for your kind cooperation, guidance and supervision in conducting and preparing my internship report. It will be an immense honor for me if you find this report informative enough to fulfill the requirements. I will be happy to provide further query and clarifications if needed.

Sincerely,

Md.Moniruzzaman

ID: 14104172

## Letter of Endorsement

The Internship report titled “*Customer Satisfaction of Pine Solution on digital marketing*” has been submitted, to BRAC Business School, for partial fulfillment of the requirement for the degree of Bachelor of Business Administration, major in Human Resource Management with minor in Marketing from BRAC University on 30<sup>th</sup> April, 2019 by Md.Moniruzzaman, ID:14104172. The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinion, suggestions made in this report are entirely of the author of the report. The university does not condone nor reject any of these opinions or suggestions.)

Md. Fazla Mohiuddin

Internship supervisor faculty

Lecturer

BRAC Business School

BRAC University

## **Acknowledgement**

In preparing the internship report on my three months long experience with Pine Solution limited, firstly, I would like to convey my utmost gratitude to the Almighty. Then, I would like to express my earnest gratitude to my academic supervisor. Fazla Mohiuddin, without his kind attention and proper guidance this report would not have been possible.

I also would like to show my deepest appreciation and gratitude to Head of marketing at Pine Solution Limited, Mr. Zahid Anwar, who helped me in every possible ways during my internship journey. I thank him for putting his trust on me with real tasks, for involving me in various projects and providing me study materials which gave me the opportunity to play an active role in Pine Solution Limited. As well as to complete my internship report.

I also would like to thank each and every fellow colleagues of Pine Solution Limited for their support and valuable time to help me to successfully complete the report.

Throughout my last three months in Pine Solution limited I got the chance to meet with many people from different backgrounds and professions. I would like to thank each and every one of them for their immense contribution in making my internship program a successful and enjoyable one.

## **Executive Summary**

As one of the growing digital marketing organization, they always try to make some innovation to effective digital marketing. They also contribute to expand others business as well as their own business. This solution based company where they provide solutions to other organization about promotion, sales increase, offers and so on.

At the beginning of the report I have given an overview of Pine Solution Limited with its history. This will give the readers a clear idea about the origin of the company. I also mentioned the Customers satisfaction activity by Pine Solution Limited.

In the next part, I provided my rationale of the study on choosing my topic for the report. This part is followed by the scope of the study and statement of the problem where I pointed the problem and mentioned why I think this as a problem. This part also includes the research question of the study.

After that, I provided review on three literatures that I have studied for my internship report.

In the next part, I mentioned the methodology of the data collection for this report.

After that I mentioned the Customer satisfaction activities of Pine Solution limited on digital marketing. This was one of the major parts of this report. It shows the number of activities Pine Solution limited currently has for digital marketing and how Pine Solution limited is engaging in the digital marketing and providing services to other organizations

After that I mentioned my tasks undertaken during the internship period. I mentioned my day to day tasks as well as the projects I was involved in.

In the next part I provided the analysis of the research. In This part I showed data and provided explanations and justifications about customer satisfaction.

In the following part I have showed my findings from the research. I also tried to provide recommendations to mitigate the problem mentioned earlier in the introduction part, which, I believe, will be helpful for Pine Solution limited.

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## **Chapter One**

# **Company Overview**



## 1.1 Company Overview

Pine Solution Limited started its journey in 2014 with one simple mission: “We are committed to empower businesses to communicate with their customers’ seamlessly” They are developing products and services to create seamless interactions between human and businesses. Pine Solutions Limited (PSL) is Technology Company that designs, develops and sells internet and telecommunication related software products and online services for individuals and businesses. Their Vision is “To understand internet user’s behavior and provide them reliable products and services” to achieve their vision they make some strategies and follow their mission to achieve their vision.

Pine solution have some experience and they provide technology and solutions that generate actionable information and insight, giving companies unprecedented visibility into their businesses by giving physical things a digital voice.

Pine solution Limited also offer businesses and government institutions services for content security, data protection, cloud security, network security, and analytics, web filtering and cross domain access and transfer to protect organization’s networks from cybercrime ,malware and data theft, as well as prevent users from viewing inappropriate content and discourage employees from browsing non-business-related website.

On the other hand, Pine Solution Limited give priority to solve the mobile communication problems first and that’s why they developed a system from scratch to ensure that their solution can help businesses to engage with all their needs, a system that just works. Their unique culture fuels continues innovation at the platforms core, allowing full control of security and service quality down to the deepest interaction.

Connect to their platform to integrate channels right for your business. From SMS, Voice and push notifications, to email and chat apps (Viber, Facebook Messenger, LINE, Telegram), seamless integration speeds up time –to-market and gives you worldwide reach, in minutes.

Based on their understanding and success with Communications Platform-as-a-service (cPasS) they are dedicatedly working on to disrupt various sectors in the technology industry.

Their vehicle Tracking Solutions is going to transform how you see your vehicle and make you feel safe and secure about your vehicle 24/7.

They are ready to listen to your requirements and develop products for you and your customers. Our development teams' expertise is stronger than ever and they are committed to provide their customers best solutions possible.

## 1.2 Enterprise Communication Services

### I.

Enterprise Messaging Services: Reliable, high performance & professional SMS services. Pine Solution Limited send SMS messages to over 190 countries through one of the world's largest proprietary messaging networks, with geo-redundant data center, in-house developed technologies and 24/7 international technical and enterprise support. Connect to our platform through APIs, Portal or deploy our enterprise solution on your premises to fully automate your messaging programs. With our solution, you can easily power all your loyalty, marketing, security and engagement needs. Create engaging and efficient SMS marketing campaigns, alerts and notification of any sales. Combine them with other communication channels to improve engagement. Advanced tools include campaigns scheduling, delivery speed, contacts management, logs and statistics. Notify multiple user at once using our advanced and user friendly online platform at any time. All you have to do is sign in and get started.

- a) Targeted Messaging: Reach the right users with a single request and broadcast messages to communities of interest. Also send location-based flash SMS.

API notification and Security: This is used by various bank and financial enterprise. We provide event based automated communication. Fully programmable, it integrates with any enterprise database and sustains large traffic volumes. Security is essential: VNP tunneling, encryption and IP sec standards make sure the traffic and confidential data are protected. Manage options and send real-time SMS alerts for order confirmation , banking transactions ,dispatch updates and more

b) Push-Pull notification: Allow your customers to get the latest updates, news and more in real-time.

SMS authentication: World-wide SMS-based 2-factors authentication for websites and mobile apps, paired with number validation to reduce costs and improve conversion. Solution includes one-time PIN generation and verification, security logic, global One Time Password (OTP) delivery, step-by-step delivery reports and real-time conversion rate tracking.

Reroute & Stop: Fall back to standard long-code phone numbers automatically when carrier codes or masking SMS. Stop delivery to DND numbers with a simple request.

Communicate Seamlessly: Experience a 99.99% uptime SKA made possible with automated failover and zero maintenance windows. Get to market faster with pay-as-you-go pricing, free support and freedom to scale up or down without contracts

Real-time reporting & Analytics: Efficient reporting system provides message status within seconds after delivery. With full report download and search options. Special analytical reports are created based on customer's responses and delivered according to your requirement.

## II.

Enterprise Voice Services: Build unique phone call experiences with one API to make, receive, control and monitor calls around the globe. Any company can use our Voice messages solutions, with or without development resources: bank, Internet Company, call Centre, OTT, marketing, travel business etc. Send updates on upcoming sales discounts. Prerecord personalized and customer specific messages and broadcast to any phone in the world. Pay only for delivered messages.

Launch an outdoor campaign with a pre-recorded message, and define a response code that will transfer interested customers directly to the call Centre and a live agent. Cut costs by forwarding incoming calls to an existing PSTN

Outbound dialing (OBD): Deliver one-time PIN codes via phone calls, Track user responses and trigger customized actions, tailored to your needs. Deliver voice messages to any mobile or landline number in the world. Create engaging, interactive, voice campaigns over our portal.

Interactive voice Response (IVR): Voice number can be used as personal numbers in a foreign country, as IVR systems in different business locations, or as internationally reachable service triggers for a variety of uses. Voice number are the perfect solution create powerful A2P or P2P applications.

Key Features (IVR): Call recording, short code enabled. Voice numbers in over 100 countries. Voice and SMS number. Cost effective local numbers. Geographical, national, mobile, toll-free, service integrated within short-time

Enterprise Chatbot Services: Enrich your messaging by connecting to over 3 billion people over Web. Twitter, Facebook Messenger, Viber, Imo, Telegram and LINE. Integrated variety of chat services into your business communications. One problem across messaging apps lowers maintenance costs. API support across all messaging apps is changing constantly making it difficult for developers to keep track.

Enterprise Chatbot: Understand your customer's desire by allowing them to communicate with your company anytime.

Customer care: Reduce support queries, monitor forums, and automate tasks using a Chatbot that knows your company's FAQ.

Messaging Applications: Add a bot to your Facebook page, Website, or integrate with services like Twitter, Imo, Skype, Viber, and more.

Domain Expert: Craft knowledge bases for specific verticals like healthcare, financial services, education, E-commerce and F-commerce.

Enterprise VIBER Services: Rich media for rich experiences, reliable, high performance and professional corporate CVIBER Services. Connect with our customers globally and take engagement through one of the world's largest geo-redundant data centers ,in-house developed technologies and 24/7 international technical and enterprise support to the next level on their favorite Viber App. Use our SMS platform to create richer dialogues for customer support,

marketing campaign, transactional notifications and more. Enrich your customer experiences with images, videos, audios and file shares. Our platform makes it easy to make the most of Viber features, helping you craft more powerful intersection that engage your users.

**Rich Customer Experience:** Send timely reminders over Viber channel to our customers and enable two-way communication between them and our team.

**Single API:** Build and integrate once then use across all your chat platforms with our simple API. Manage conversations across all your apps through one centralized platform

**Customer Profiling:** Create interactive surveys and send them over Viber for instant communication to get to know our customers better

**Increase customer base:** Turn our existing customers into promoters with social invites over Viber for instant communication

**Increase conversion rates:** Send promotional messages as videos, gifs, images or links to communicate our offers in new and engaging formats.

**Client Support:** Support services have long been indispensable for modern companies that rely on other companies for various kinds of technical services and solutions .The ability to provide expert help at the right time- when you need it most. Good technical support is much more than just people resolving issues. So, how exactly can you know that a company is not just your service provider but a reliable partner, helping you achieve the best possible results with technologies they are providing.

**Personal touch:** Everything comes down to people and technical support is no different. Excellent teamwork, how people interact and react when solving problems could make your day and more importantly, save your lot of money.

**Effective process:** No matter which service provider you are using, chances are their support department is not exclusive to your business. This is why efficiency and support reliability for your business are founded in well-functioning ticketing systems, client satisfaction, client satisfaction improvement processes and proactive system monitoring

**Knowledge and education:** Quality educations along with in-depth skills training and personnel on boarding has an impact on creating dedicated , knowledgeable individuals looking out for your business.

Response time and flexibility: Guaranteed response times during all hours of the day, critical issues prioritizing, phone and email communication options make sure your mission continues as planned



## **Chapter Two**

# **Introduction to the Report**

### 2. Introduction to the report

## 2.1 Rationale of the study

As Pine Solution Limited is a technology driven company and it has technology and innovation in the core of its business, it has the scope to contribute in the digital marketing in Bangladesh and make their customer satisfied by providing the best services by them. Recognizing this fact, Pine Solution Limited has several programs to support and contribute to the digital marketing to different companies.

While the number of activities and program is pleasing, it is needed to be assured that the program is creating actual effect on the community or on the parties for whom it is done.

The topic for this report is, “*Customer Satisfaction of Pine Solution on digital marketing*”

And it looks for the “**Customer Satisfaction**” of the projects undertaken by Pine Solution Limited. The reason behind choosing this topic lies on my own observation and feel of necessity of improvements while working with several projects for this organization.

## 2.2 Scope of the study and statement of the problem

My experience on working in several projects leads me to realize that a particular problem needs to be addressed. Therefore, I chose to research on the “Customer Satisfaction” in Pine Solution Limited



### 2.3 Objectives of the report and Research question

The primary objective of this report is to fulfill internship program of BRAC University. The objectives of the research conducted are as follows,

- To know the causes that makes customer satisfied of Pine Solution Limited.
- To come up with suggestions that can make customer more satisfied
- To know the people's knowledge, perception and attitude towards Pine Solutions Limited's Services and after purchase customer care which lead to make Customer Satisfied

The main research question motivating this study is, "***How to make customer satisfied by providing best services from Pine Solution Limited?***"



## **Chapter Three**

# **Literature Review**

### 3. Literature Review

For my internship report I studied three research papers: ***“Digital media marketing using trend analysis on social media”***, ***“How to implement a customer satisfaction survey to drive your MIS organization”*** and ***The Research and Application of Customer Segmentation on E-Commerce Websites and Logistics Quality Management--The Key to Customer Satisfaction***

The first paper: ***“Digital media marketing using trend analysis on social media”*** is all about digital media marketing which is related to trend analysis on social media and it is related to digital marketing with they also try to follow ongoing trend of digital marketing which is more effective. It recommends various aspects of digital marketing with effective suggestions. Moreover, if any organization wants to satisfy their customers then they have to analysis the current trend and based on that trend analysis take some activities that help to satisfy the customers. In addition, whatever the trend is or whatever the people like to follow but never compromise with the product or service quality because it the main key to customer satisfaction. So, from this paper I got to know about these points and very important aspects of customer satisfaction which are related to my paper.

In the paper, ***“How to implement a customer satisfaction survey to drive your MIS organization”***, Describes how Digital Equipment Corporation-Semiconductor Operations implemented a customer satisfaction index (CSI) for their management information systems (MIS) group. From this paper I came to know that if organization really wants to keep their service quality up to the mark then do some effective survey on potential customers and ask some relevant questions that what things are needed to satisfy to the customers and what things are need to change or modify for customer satisfaction. From the survey results we can get the ideas that what should we do or what should we offer or what should we should not include the services and focus on customers preferences. If any organization focuses on customer’s preference then they can achieve customers’ satisfaction. This is also interrelated with my paper topic.

The final Paper ” ***The Research and Application of Customer Segmentation on E-Commerce Websites and Logistics Quality Management--The Key to Customer Satisfaction***” This article constructs a three dimensional customer segmentation model based on customer lifetime value, customer satisfaction and customer activity, which more accurately divides customers into different groups. Every organization give priority to those customers who are taking more services than other customers and according to that organization segment the customers and give them value accordingly. If any customer becomes delighted then make him/her loyal customer because of 80/20 theory. 80% revenue earns by 20% loyal customers. By dividing the customer segment we can easily know where should we need to focus more or which customer section is more valuable for the business. It also helps to understand and explore more about my topic. Moreover, I came to know which variables are important towards customer’s satisfaction.



## **Chapter Four**

# **Methodology of the study**

## 4. Methodology of the study

### Primary data:

I used questionnaire as tool for primary data collection. I also used data about several projects which I collected while working on them. The respondents for the research were 34. As the research was on the customer's satisfaction, samples were selected from different stakeholders of digital marketing, such as, service holders, digital entrepreneurs, agent, employer etc.

### Secondary data:

For secondary data I visited websites, went through annual reports and studied few journals and conference papers



## **Chapter Five**

# **Customer Satisfaction on digital marketing**

## 5. Activities of Pine Solution Limited to support Customer Satisfaction

In this fast moving era of technology innovation is the only key to move forward. Solutions to the problems faced by individuals, societies, businesses are hidden behind the door of innovation. To open the door and enter into the world of immense possibilities we need people who are keen to learn new things, explore new opportunities and try to expand business. Pine Solution Limited being a digital company and it try to give complete solution to other businesses.

To maintain a standard level of customer satisfaction they use advanced technology and try to maintain 100% error free service. Moreover, they also try to follow up almost every customer of Pine Solution Limited. They are providing customer service in day time. They also offer some special offers and promotions to the customers that lead to satisfied customers. If any system is collapsed between serving time then they take immediate action to solve those problems. On the other hand, who are not get solution during that moment they will provide extra service without any payment only for customer satisfaction and to retain the customers.

In addition, occasionally they are providing special offer and lowest price services to satisfied customers and sometimes they also offer almost cost to cost price to get a big order and doing big projects to capture the whole market. They are trying to provide world class services to their customer and provide better experiences from their services.

**Learn from this section:** No matter what customer is a king. Pine Solution Limited is focusing on this statement and they never make their customers unhappy because they believe that if they serve one customer with bad service then they will loose at least 10 customers because word of mouth is very influential. It is very essential part that people never satisfied although getting 100% support from any company but still Pine Solution Limited try to provide their best to their customers.

I also get to know that never ever argue with the customers even customers was wrong just listen what is the matter and if it is solvable then just do it with good attitude and behavior. If any customer becomes angry then they need to be polite and humble to handle the situation that leads towards customer satisfaction.





## **Chapter Six**

### **Activities Undertaken**

## 6. Activities Undertaken

I have actively participated in most of the training programs about Customer Satisfaction. My internship in Pine Solution Limited gave me a great opportunity to work on several projects of Pine Solution Limited.

### **Searching a great opportunity:**

Pine Solution Limited has a plan to become a multinational company by providing best services with lowest cost from other competitors. They also try to make other companies work under them as an agent and they try to get their services as a mother company.

Already Pine Solution Limited sign with a multinational company to provide best services and them also make a lot of sessions on customer satisfaction. They also focus on how to satisfy their customers. Some guest trainer and internal supervisor and other senior employees also take some classes or training session to improve the quality of the service.



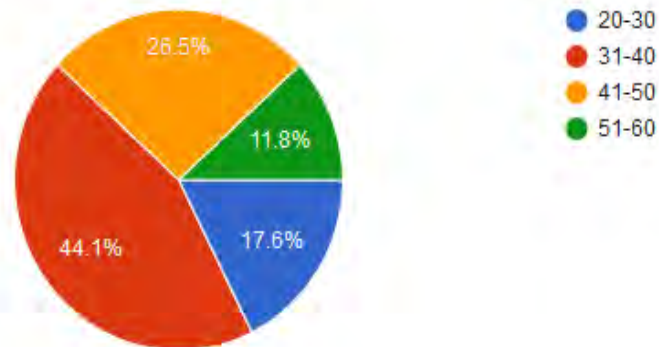
## **Chapter Seven**

### **Analysis**

## 7.1 Analysis

### 1. In which age range you belong to?

34 responses

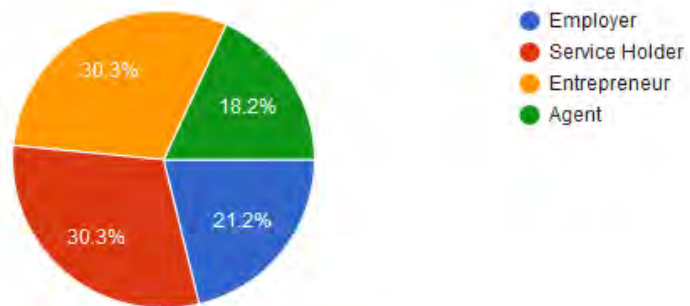


#### Age Range:

17.6% of 34 people are responding from 20-30 age range. In addition, 44.1% of 34 people are respond from 31-40 age range, 26.5% of 34 people are respond from 41-50 age range, and 11.8% of 34 people are respond from 51-60 age range

### 2. What is your occupation?

33 responses



**Occupation:** 21.2% of 33 people are responding from employer. In addition, 30.3% of 33 people are responding from Service holder, 30.3% of 33 people are responding from Entrepreneur, and 18.2% of 33 people are responding from Agent

### 3.I am aware of the digital marketing of Pine Solution Limited

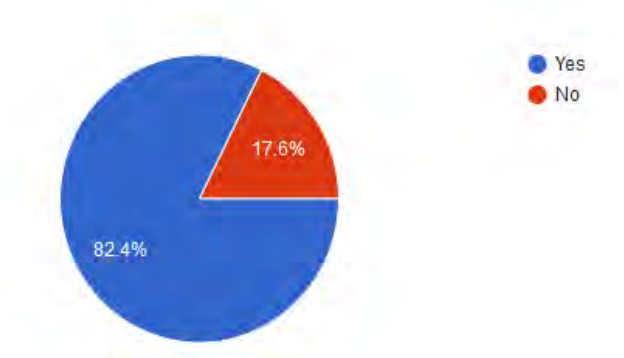
34 responses



**Known Service:** 97.1% of 34 people are known to the digital service from Pine Solution Limited and only 2.90% people are unknown about the service of Pine Solution limited

### 4.I know many of my friends/ colleagues/relatives who has taken the service from Pine solution limited

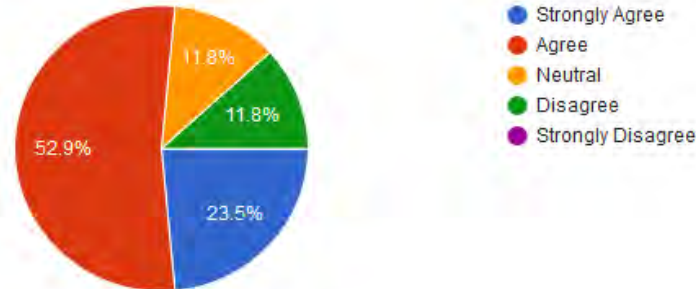
34 responses



**Known Service:** Services taken by friends/colleagues/ relatives: 82.4% of 34 people are told that they are know many of their friends, colleagues and relatives who are taking or took services from Pine Solutions limited . On the Other hand, 17.6% of 34 person are not aware about the Pine Solution limited services.

### 5. I think digital marketing of Pine Solution Limited has effective outcomes

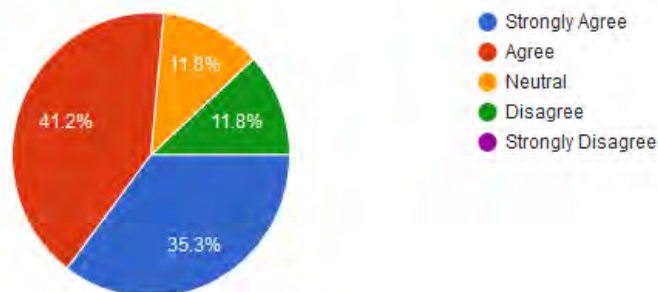
34 responses



**Effective Outcomes:** 23.5% of 34 people are strongly agree that Pine Solutions Limited’s digital marketing has effective outcomes, In addition, 52.9% of 34 people are agrees that Pine Solutions Limited’s digital marketing has effective outcomes. Moreover, 11.8% of 34 people are neutral that Pine Solutions Limited’s digital marketing has effective outcomes; On the other hand, 11.8% of 34 people are Disagree that Pine Solutions Limited’s digital marketing has effective outcomes

### 6. Digital marketing of Pine Solution Limited has positive effect on creating digital entrepreneurs?

34 responses

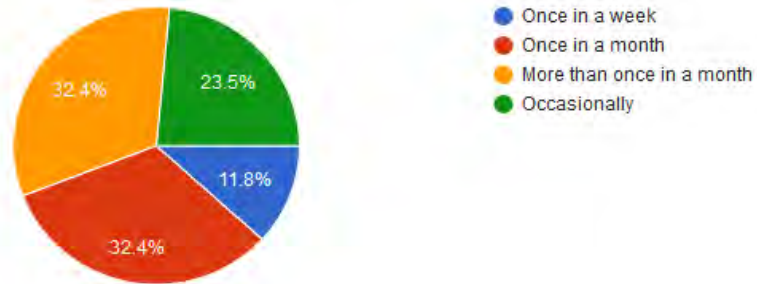


**Entrepreneurship:** 35.3% of 34 people are strongly agrees that Pine Solutions Limited’s digital marketing has positive effect on creating digital entrepreneur , In addition,41.2% of 34 people are agrees that Pine Solutions Limited’s digital marketing has positive effect on creating digital entrepreneur . Moreover, 11.8% of 34 people are neutral that Pine Solutions Limited’s digital marketing has positive effect on creating digital entrepreneur.

On the other hand, 11.8% of 34 people are disagree that Pine Solutions Limited's digital marketing has positive effect on creating digital entrepreneur

### 7.How often do you use the service from Pine Solution Limited?

34 responses

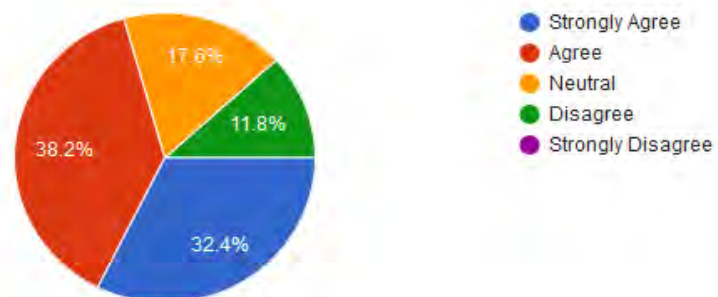


### Service:

Services taken from Pine Solution limited: 11.8% of 34 responded are taken services once in a week from Pine Solution Limited. In addition, 32.4% of 34 responded are taken services once in a month from Pine Solution Limited. Moreover, 32.4% of 34 responded are taken services more than once in a month from Pine Solution Limited. On the other hand, 23.5% of 34 responded are taken services occasionally from Pine Solution Limited.

### 8.Does the service help you achieve your goals?

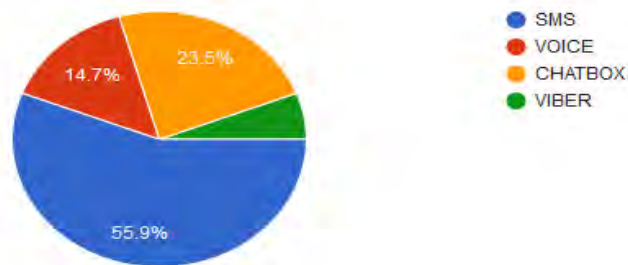
34 responses



Goal achieved: 32.4% of 34 responded are strongly agree that Pine Solution Limited's services are helps to achieve their goals. Moreover, 38.2% of 34 responded are agree that Pine Solution Limited's services are helps to achieve their goals. In addition, 17.6% of 34 responded are Neutral that Pine Solution Limited's services are helps to achieve their goals. On the other hand, 11.8% of 34 responded are disagree that Pine Solution Limited's services are helps to achieve their goals.

### 9.What is your favorite service from Pine Solution Limited?

34 responses

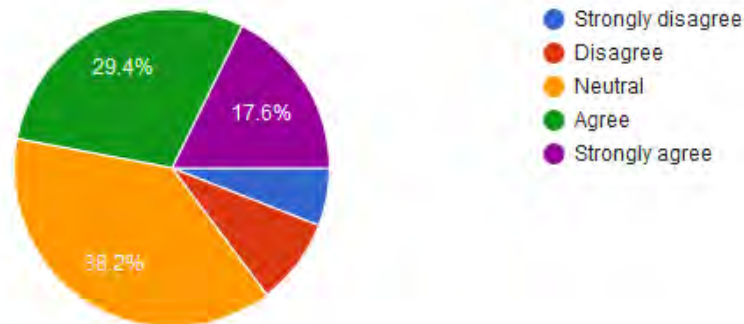


Services: 55.9% of 34 respondents like the SMS service from Pine Solution Limited. Moreover, 14.7% of 34 respondents like the VOICE service from Pine Solution Limited. In addition, 23.5% of 34 respondents like the CHATBOX service from Pine Solution Limited. On the other hand, 0% of 34 respondents like the VIBER service from Pine Solution Limited



## 10. Customer service is helpful after purchase the service?

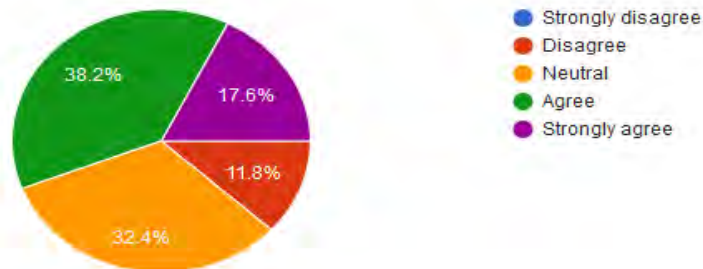
34 responses



**Customer Service:** 17.6% of 34 people are strongly agrees that Pine Solutions Limited's customer service is helpful after purchase the service. In addition, 29.4% of 34 people are agrees Pine Solutions Limited's customer service is helpful after purchase the service. Moreover, 38.2% of 34 people are neutral that Pine Solutions Limited's customer service is helpful after purchase the service.

## 11. Service was prompt?

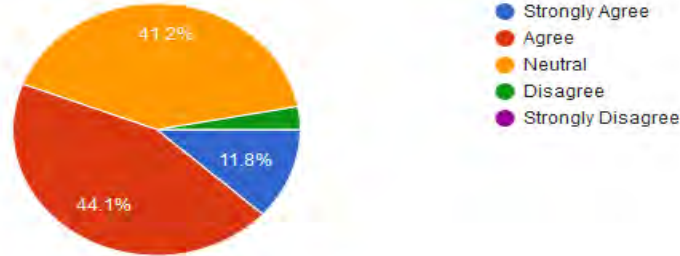
34 responses



**Prompt service:** 17.6% of 34 people are strongly agrees that Pine Solutions Limited provide prompt services to their valuable customers. In addition, 38.2% of 34 people are agrees that Pine Solutions Limited provide prompt services to their valuable customers. Moreover, 32.4% of 34 people are Neutral that Pine Solutions Limited provides prompt services to their valuable customers. On the other hand, 17.6% of 34 people are disagrees that Pine Solutions Limited provide prompt services to their valuable customers.

## 12. Service item were expensive?

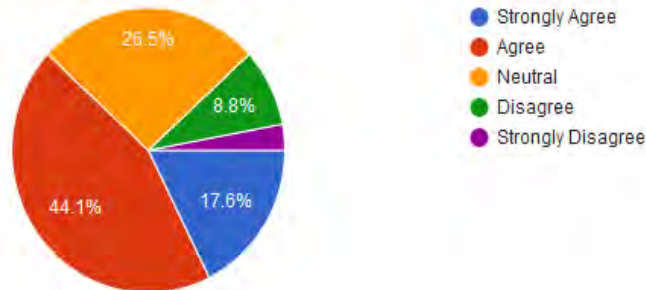
34 responses



**Cost of Service:** 11.8% of 34 people are strongly agrees that Pine Solutions Limited's services are expensive. In addition, 44.1% of 34 people are agrees that Pine Solutions Limited's services are expensive. Moreover, 41.2% of 34 people are Neutral that Pine Solutions Limited's services are expensive.

## 13. Do you paid more than you had planned?

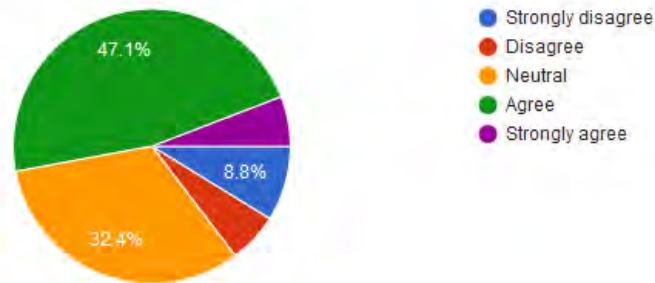
34 responses



**Paid more than planned:** 17.6% of 34 people are strongly agrees that customers paid more than they planned to take services from Pine Solution Limited. In addition, 44.1% of 34 people are agrees that customers paid more than they planned to take services from Pine Solution Limited. Moreover, 26.5% of 34 people are Neutral that customers paid more than they planned to take services from Pine Solution Limited. On the other hand, 8.8% of 34 people are disagrees that customers paid more than they planned to take services from Pine Solution Limited.

#### 14. Employees understood your need?

34 responses

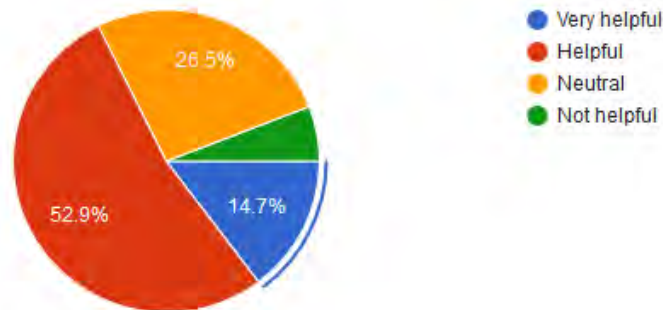


#### Need:

47.1% of 34 people are agrees that Pine Solution Limited's employee understood their need. In addition, 32.4% of 34 people are Neutral that Pine Solution Limited's employee understood their need. Moreover, 8.8% of 34 people are disagrees that Pine Solution Limited's employee understood their need.

#### 15. Employees were helpful?

34 responses



**Helpful:** 14.7% of 34 people are agrees that Pine Solution Limited's employees are very helpful. In addition, 52.9% of 34 people are agrees that Pine Solution Limited's employees are helpful. Moreover, 26.5% of 34 people are agrees that Pine Solution Limited's employees are Neutral.



## **Chapter Eight**

### **Findings**

## 8. Findings

It can be said that the analysis were significant from the data collected from the questionnaire.

Customers of Pine Solution Limited claims that Pine Solution Limited charges more than customers expected.

Customers also noted that Pine Solution Limited charges little bit expensive than others.

Most of the customers are taking only SMS services but other services are not sold as like SMS services.

Pine Solution Limited do not provide 24/7 services to their customers.

Sometimes customers do not get services on time.



## **Chapter Nine**

# **Recommendations**

## 9. Recommendations

The findings by this research lead to several recommendations.

Pine Solution Limited need to do market research to fix the best dealing price for the customers and come up with the competitive price for their competitors . Moreover, make a best price people can understand that this price is lowest and people proffered. In addition, most of the customers are taking SMS service but they are not interested to take others three services from Pine Solution Limited. So, need to identify where the opportunity to utilize these three services and make them strengths for the organization. On the other hand, customers from Pine Solution Limited also need 24/7 services where Pine Solution Limited providing only at day time .So this may lead in dissatisfied towards service.



## **Chapter Ten**

## **Conclusion**



## 10. Conclusion

Pine Solution Limited is one of the growing digital marketing provider in Bangladesh. Working with such an organization gave me the opportunity to look at the real life works very closely while getting involved in various projects. I learnt many important things and aspects about business, particularly digital marketing sector. Working in corporate affairs division of a company was a great privilege for me.

One thing can be said with confidence that Pine Solution Limited is very much helpful organization for new organization as well as old Organizations. It provides various services to other organizations solution and try to help organizations to expand their sales and promotions. Though I found some aspects from my research that some all the customers are not satisfied with the services from Pine Solution Limited and the reasons they dissatisfied and try give some suggestions to improve their customer care services to the customers.

In the end, it can be said that, working in Pine Solution Limited exposed me to the customer satisfaction on digital marketing. The learning that I got during my internship period will help me in future.

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## Questionnaire

### Appendix:

1. In which age range you belong to?
  - 20-30
  - 31-40
  - 41-50
  - 51-60
2. What is your occupation?
  - Employer
  - Service Holder
  - Entrepreneur
  - Agent
3. I am aware of the digital marketing of Pine Solution Limited
  - Yes
  - No
4. I know many of my friends/ colleagues/relatives who has taken the service from Pine solution limited
  - Yes
  - No
5. I think digital marketing of Pine Solution Limited has effective outcomes
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree

6. Digital marketing of Pine Solution Limited has positive effect on creating digital entrepreneurs?
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
7. How often do you use the service from Pine Solution Limited?
  - Once in a week
  - Once in a month
  - More than once in a month
  - Occasionally
8. Does the service help you achieve your goals?
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
9. What is your favorite service from Pine Solution Limited?
  - SMS
  - VOICE
  - CHATBOX
  - VIBER
10. Customer service is helpful after purchase the service?
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree

11. Service was prompt?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Service item were expensive?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Do you paid more than you had planned?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. Employees understood your need?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Employees were helpful?

- Very helpful
- Helpful
- Neutral
- Not helpful