

Report On  
The Impact of “Communication skills” in building “Customer  
relationship”

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the  
Requirements for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Mr. Ariful Ghani**  
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## **Letter of Transmittal**

Mr. Ariful Ghani  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: The Impact of Communication skills in building customer relationship.

Dear Sir,

It is a great pleasure for getting the chance to submit my internship paper on “The Impact of Communication skills in building customer relationship.” I prepared the report throughout the period of my internship. I have completed my internship at Spirit Bangladesh in the department of client management.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust and hope that the report will meet the expectation.

Sincerely yours,

---

Md Khaza Moenuddin Chisty

Student ID: 15104155

BRAC Business School

BRAC University

Date: August 31, 2019

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Spirit Bangladesh ltd. and the undersigned student at BRAC University Student .....

## **Acknowledgement**

It is a pleasure for me to thank all the people who helped me to complete my internship and the report despite having huge load of pressure and time constraint on them.

First of all, it is a great pleasure for me to express my deep appreciation toward my supervisor at my workplace Faisal Khan, Head of client management team, Spirit Bangladesh Ltd. for his immense support at my workplace, for making it easy for me to do my duty and fulfil my responsibilities, for teaching all the tricks to manage clients and finally for helping me to complete the report.

Moreover, I would like to thank all the people who were directly or indirectly involved with my internship and the report. I will specially thank Mustakim Ahad Khan, Former senior Manager, Spirit Bangladesh Ltd. and Ashik Mishu, CEO, Spirit Bangladesh Ltd. for giving me the opportunity to complete my internship beside my academic activities and they supported me a lot during my internship period.

## **Executive Summary**

Communication skill is one of the most important factor in every phase of personal and professional life. All the findings and insights have come out from my personal experience of my internship period in spirit Bangladesh Ltd. and also from the survey I have conducted, in which 63 respondents took part. In this survey, I have tried to find out the impact of communication skills and how important it is to build relations with the customers. With the support of the survey and some secondary researches, I tried to show the insights of different people about communication skills and customer relations as well as the phases of relationship between organization and customers with or without communication skill. Dependent on the survey result I have some key findings and I have also given some recommendations about how organizations can take initiatives to improve the communication skills of the employees. After going through my report, one can understand and see the real picture about the thinking of people about the importance of communication skills in building customer relationship. Moreover, this study answers us of which communication skill is more important, if good relationship can be built without communication skills or not, how important the communication skill is to retain important clients etc.

**Keywords:** Digital Marketing, communication skill, Customer Relations.

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## **List of Acronyms**

B2B- Business To Business

J&Z- June and Zaeif

SMS- Short message Service

TVC- Television Commercial

AV- Audio Visual

# **Chapter 1**

## **Introduction**

Whether it is matter of regular marketing or digital marketing, the relationship with the customer is the most important thing to maintain sales rate of a company. It becomes the most important factor when it is a service oriented company and their business strategies are made for B2B businesses. The better your relationship with your clients, the greater amount of work you will get and the clients will sustain for a longer period. On the other hand, for building good relationship with the customers, communication skills play an important part. In this report, I will emphasize on the impact of communication skills in building customer relationship.

### **1.1 Origin of the report**

With the full intention to fulfill one of the requirements of the course BUS400 of BBA program at BRAC University, I have prepared this report titled “Impact of communication skills in building Customer Relationship.” This report is prepared under the supervision of Mr. Ariful Ghani, Lecturer, BRAC Business School of BRAC University and Faisal Khan, Head of Client management team of Spirit Bangladesh Ltd. I have been a part of the Client Management team of Spirit Bangladesh Ltd. Since March and as an intern, I have learnt how to build a good relationship with customers using communication skills and other things.

## **1.2 Objective of the Study**

**Prior Objective:** the primary objective of this study is to find out the level of impact of communication skills in building customer relationship.

**Secondary objective:** How communication skills help Spirit Bangladesh Ltd. to maintain their clients and how different communication skills help to build up relationship with different customers.

## **1.3 Methodology**

For collecting the data I have used both primary and secondary data. Though most of the information is collected by secondary data, there are some important information which are collected by primary data. I have conducted a survey about the impact and importance of communication skills in building relationship with the customers. In my study, I have tried to collect insight from both the methods.

**Primary data:** I have conducted a survey about the impact of communication skills in building customer relationship and tried to gain insight from both the company representatives and the customers or clients. I have prepared 10 questions about different impacts of different communication skills and the level of impact in my survey. Moreover, I have personally met with some customers and company representatives including Client executives who have direct relation in building customer relationship.

**Secondary data:** For secondary data, I have browsed internet and got information and insight of other in different articles and research papers about communication skills and its impact in building customer relationship.

## 1.4 Limitations of the study

I have faced several limitations when I was preparing my paper. These are-

- **Lack of Time:** The biggest challenging factor I have faced while preparing the report is time constraint. Because of being full time interns for three months, time limitation was the biggest problem while writing the report as well as gaining proper information and knowledge. I tried my level best to maintain the standard of the report as along with my workload.
- **Confidentiality:** There are lot of information which I cannot discuss about in my report due to the confidentiality of the company. There were barrier to share some information about my company in my report.
- **Lack of information:** As my organization is new in the market and there are no report or research about my company, I had hard time to collect information when I tried to collect information from secondary data process.

## **Chapter 2**

### **Organizational overview**

#### **2.1 Background of the organization**

Marketing always states about connecting with the customers and it must be on the right time and the right place. In modern days, the most amount of time the customers are spending is on internet and we should meet them at the platform of internet. The marketing we do based on internet is called digital marketing. The marketing is evolving from traditional marketing to digital marketing day by day. However, there are less skilled human resource which has proper skill to run marketing campaign at digital marketing platforms. Moreover, there are many startup companies which want to focus on digital marketing other than traditional marketing. In addition, renowned companies also do not want to fall back, so that they are also getting into digital marketing along with traditional marketing. Most of the people have no proper skills and access to the digital marketing platform. As a result, the organizations has to seek for help to do their marketing at digital marketing platform properly. For this reason, there are many digital marketing agency who do marketing at digital marketing platforms by their skilled employee and they also have access to many platforms.

The Spirit Bangladesh Ltd. is also a digital marketing agency in which I have completed my internship as Intern Client Executive for three months. The organization use digital marketing platform to do different kinds of marketing for other companies. That means it is a B2B business. Spirit Bangladesh is a Digital Marketing agency located at the heart of Dhaka in Banani. It is a sister concern of J&Z Group.

During the journey of becoming one of the market leaders for local and international food and catering service in Dhaka, J & Z Group has grown over the past 13 years. They are a well-established producer of all local and international food and catering service provider. They



## **2.2 History of the organization**

Spirit Bangladesh Ltd. was not established to just make profit and go with trends to establish a Digital marketing Agency. The purpose of the organization was different from the purpose they have now. J&Z Group have several sister concerns which were looking for skilled people to do marketing at digital marketing platforms to cope up with other organizations. They were researching about possible solution of the problem. At that moment, they thought about a digital marketing agency which will provide digital marketing service for their sister concerns. This means that the purpose of Spirit Bangladesh Ltd. was to serve only in-house ventures of J&Z group. When the purposed was fulfilled, they went for other organization along with the in-house ventures of J&Z Group. Spirit Bangladesh Ltd. was established at October, 2018 to serve in-house ventures of J&Z Group.

## **2.3 What spirit stands for?**

The full abbreviation of Spirit:

**Supportive** – We are very supportive toward our clients’ needs and demands.

**Passionate** – We have the at most belief that our service toward our customer is the best.

**Integrity** – We maintain transparency with our clients.

**Responsive** – We provide prompt responses to our clients.

**Ingenuity** – We provide innovative and original digital marketing solution.

**Togetherness** – Our clients are treated like our own business. We believe that our clients’ business is like our own business.



## **2.4 Vision and Mission**

**Vision:** We aspire to bring a technological and marketing revolution to all local businesses.

Our vision is to be the best digital marketing solution, where our clients can realize the full potential of their digital marketing needs leading to a double ROI (Return of Investment).

**Mission:**

- To offer the best tailor fit digital marketing solution to all of our clients.
- Making sure double ROI (Return of Investment) or our clients.
- Giving each and every client the best quality service.

## **2.5 Services the organization provide**

- Search engine optimization(SEO)
- Email marketing
- SMS Marketing
- Social Media Marketing
- Pay-per-Impression(PPM)
- Pay-Per-click advertising (PPC)
- AV
- TVC
- Online Video Commercial
- Web development
- Android App Development

## 2.6 Some clients of the organization



## Chapter 3

### Job details

The department I was associated with is the client management department of Spirit Bangladesh Ltd. as an Intern Client Executive. As the company is new to the market, I had many opportunity to grow myself along with the organization. Though the job title indicates that I just worked with clients, I also worked in business development and planning. My main job was to manage clients and vendors. Other than that I had opportunity to learn many things under direct supervision of my supervisor, senior manager and CEO.

#### Responsibilities:

- **Client Relationship Management:** My main responsibility was to meet clients and vendors, arranging meetings, keeping track of the feedbacks of the clients and e-mailing the clients etc.
- **Helping in making Content:** I used to communicate the wants and need of the clients to the creative team and help them to making the content properly.
- **Research:** another responsibility was to research about many organizations, start-up businesses and their digital platforms and find out the lacking.
- **Making presentation:** In addition, I also used to make presentation for the clients, also made portfolio of the company for describing about our company to the clients etc.

#### Key learnings:

- **Communication skills:** The most important skill which is developed during my internship period is the communication skills. I have learned how to approach a client, how to convince them, how to handle difficult situation etc.
- **Character development:** Some positive changes were also happened in my personality. For example, how to be calm and patience in difficult situations with clients, to not get angry and aggressive, to be polite, punctual, time effective etc.

## Chapter 4

### Literature Review

#### 4.1 Digital marketing

In the modern world, the rate of the number of people going online every day is increasing. . According to Pew Research, during last 3 years, the constant usage rate of internet is 5% among adults. As a result, the way of shopping has changed along with the increasing rate of internet usage- the effectiveness of traditional marketing is decreasing day by day. The connection between seller and the customers should always be on the right time and the right place. In modern days, the most amount of time the customers are spending is on internet and we should meet them at the platform of internet.

All the platforms that exist online can be used for digital marketing purpose.

According to Lucy Alexander- “Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.” There are many service which fall under digital marketing. The figure below illustrates the services of digital marketing:



Figure 2: Services of Digital Marketing

## **4.2 Communication skills:**

When we transform different kinds of information, there are many skills we use. Those are called Communication skills. Some examples include communicating ideas, feelings or what's happening around you. Listening, speaking, observing and empathizing etc. are the parts of communication skills. To understand the difference in communicating through face-to-face interactions, over the phone conversations and digital communications, like email and social media is also very important and helpful.

### **The Importance of Good Communication Skills:**

- If you are applying for jobs or looking for a promotion with your current employer, you will almost certainly need to demonstrate good communication skills.
- Good communication skills can improve your personal relationships by helping you to understand others, and to be understood.
- Communication skills can also ensure that you are able to manage interactions with businesses and organizations.

### **4.3 Customer Relations**

According to Clint Fontanela- “Customer relations describes the ways that a company will engage with its customers to improve the customer experience. This includes providing answers to short-term roadblocks as well as proactively creating long-term solutions that are geared towards customer success. Customer relations aims to create a mutually beneficial relationship with the customer that extends beyond the initial purchase.”

**Positive customer Relations:** According to Clint Fontanela- “Positive customer relations are long-term, mutually beneficial relationships between a customer and a company. These relationships are built by creating a stable environment of trust that results in the continued growth of both the customer and the organization. Positive customer relations include consistent quality of what the business is offering as well as how they are offering it the customer.”

#### **Benefits of positive customer relations:**

- Customer Retention
- Customer Royalty
- Customer Satisfaction

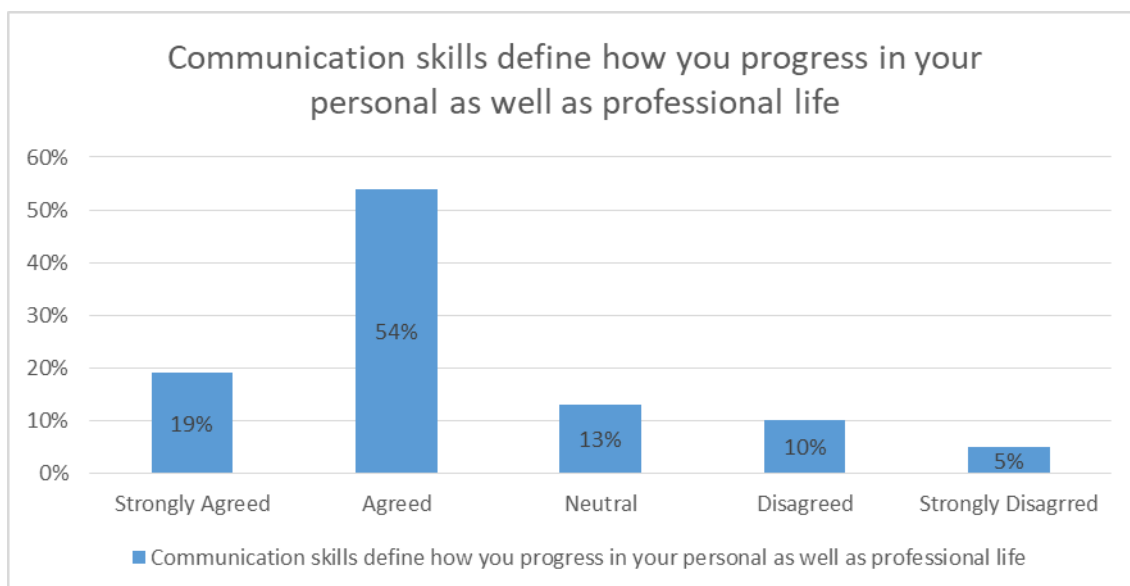
## Chapter 5

### Survey analysis

For getting practical insight of the people related with my topic, I have conducted a survey which contains 10 questions in total which are related to Customer relations and Communication skills. It was very helpful to me as I got the insight about the impact of communication skills in building customer relationship. The number of respondent is 63 as I had problems such as time constraint and lack of access of related people with my topic. I have collected answers from both company side and customer side for proper insight.

**Q1: Communication skills define how you progress in your personal as well as professional life.**

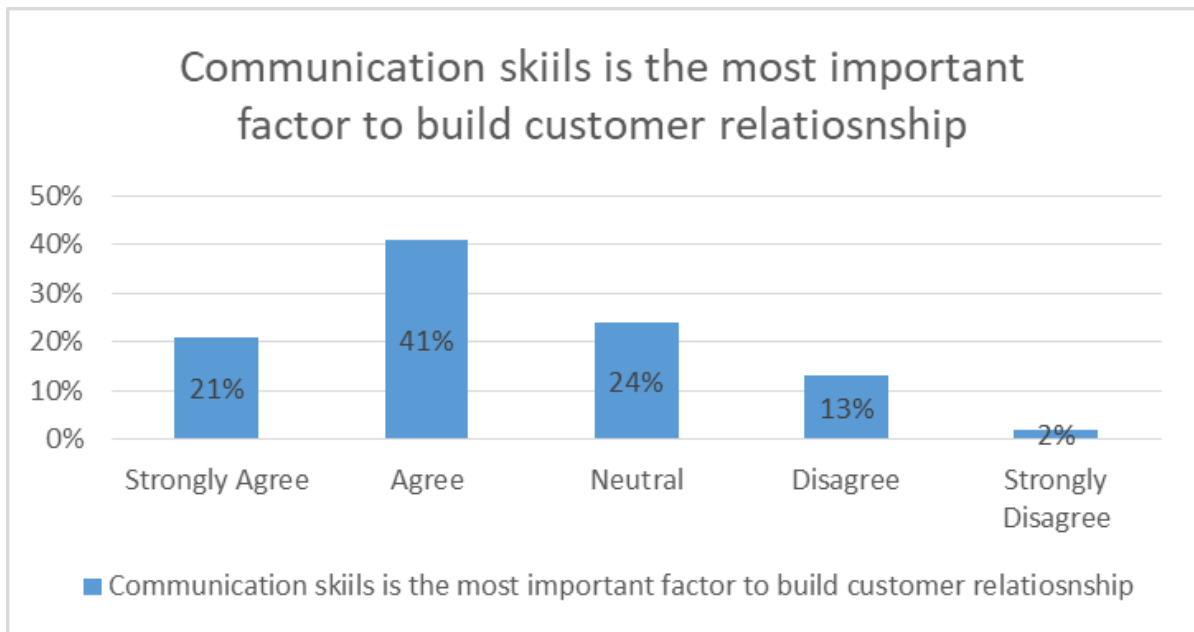
This was an important question to understand, how important communication skills is important in both of our personal and professional life. In this question, 54% respondent agreed to the statement and 19% strongly agreed with the statement. That means most of the people think communication skills define the progress level of both personal and professional life.



*Figure 3: Communication skills define how you progress in your personal as well as professional life.*

**Q2: Communication skills is the most important factor to build customer relationship.**

This is a direct and important question about the importance of communication skills to build customer relationship. 41% respondent agreed and 21% strongly agreed with the statement. Though 24% people was in neutral position about the statement, most of the people were with the statement and that shows that communication skill is the most important factor.

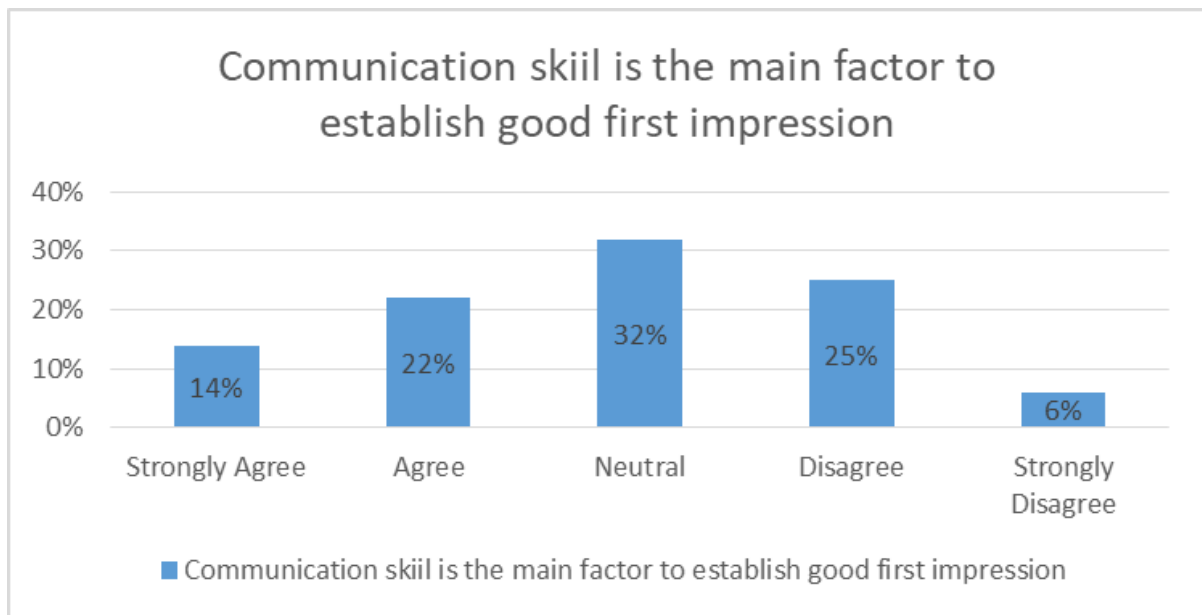


*Figure 4: Communication skills is the most important factor to build customer relationship*



**Q3: Communication skills is the main factor to establish good first impression.**

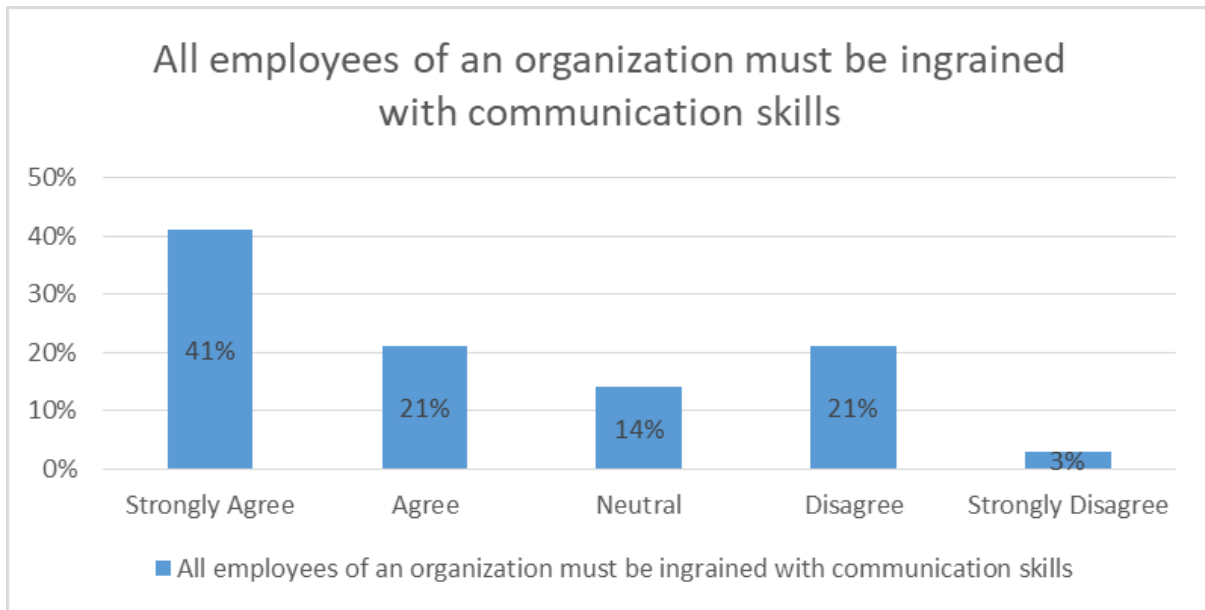
This question was about an important factor of building customer relations which was first impression. The responds in this question was mixed 32% people are neutral, 22% were agreed and 25% people were disagreed with the statement which states that communication skill is an important factor, though it might not be the main factor to create good first impression.



*Figure 5: Communication skills is the main factor to establish good first impression*

**Q4: All employees of an organization must be ingrained with communication skills.**

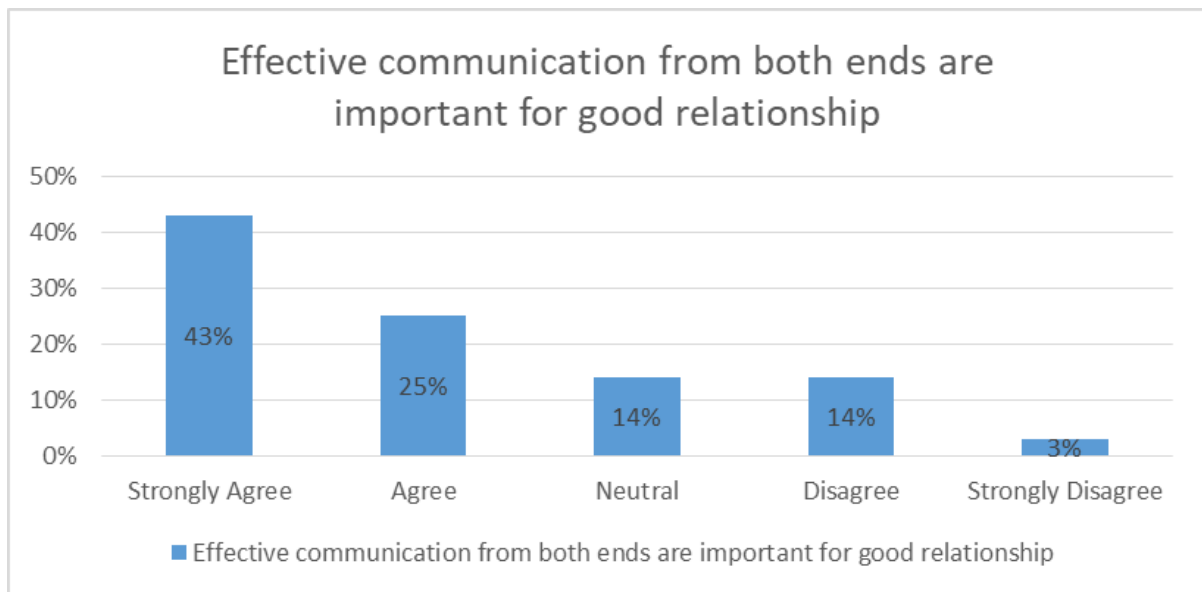
In an organization, all employees are not ingrained with communication skills. The argument is whether all should be ingrained or not. 41% people strongly agreed and 21% agreed with the statement. However, 21% people also disagreed with the statement. That means there are some people who thinks all employees may not need communication skills.



*Figure 6: All employees of an organization must be ingrained with communication skills*

**Q5: Effective communication from both ends are important for good relationship.**

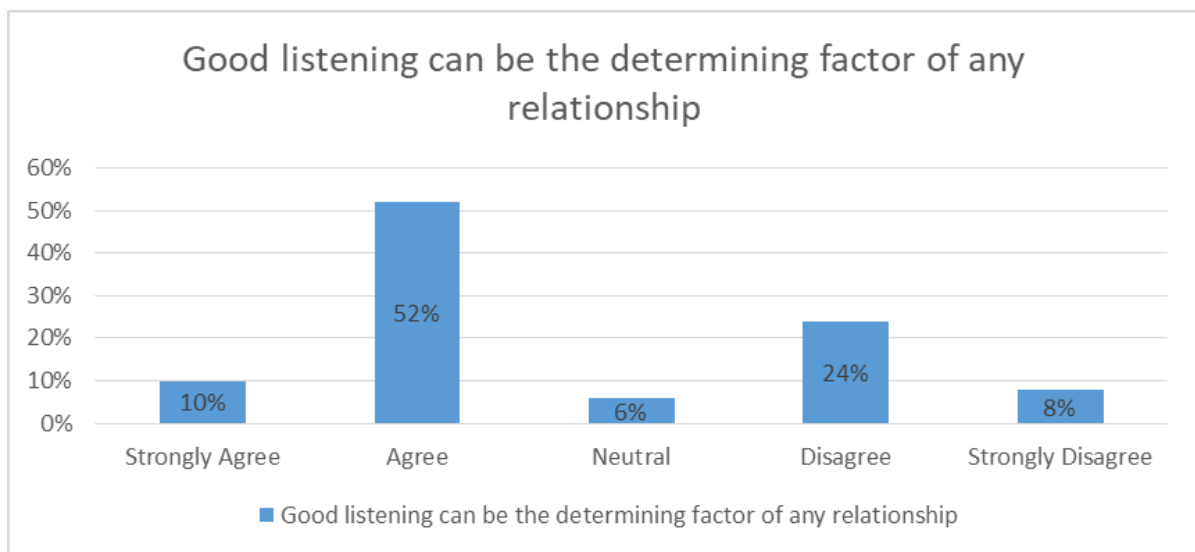
Basically the communication skill of the people of the organization is important, though the communication skill of the customer or clients can be important. In this statement, 43% strongly agreed and 25% people agreed. That means most of the people think the communication skill of both ends as important factors to build good relationship.



*Figure 7: Effective communication from both ends are important for good relationship*

**Q6: Good listening can be the determining factor of any relationship.**

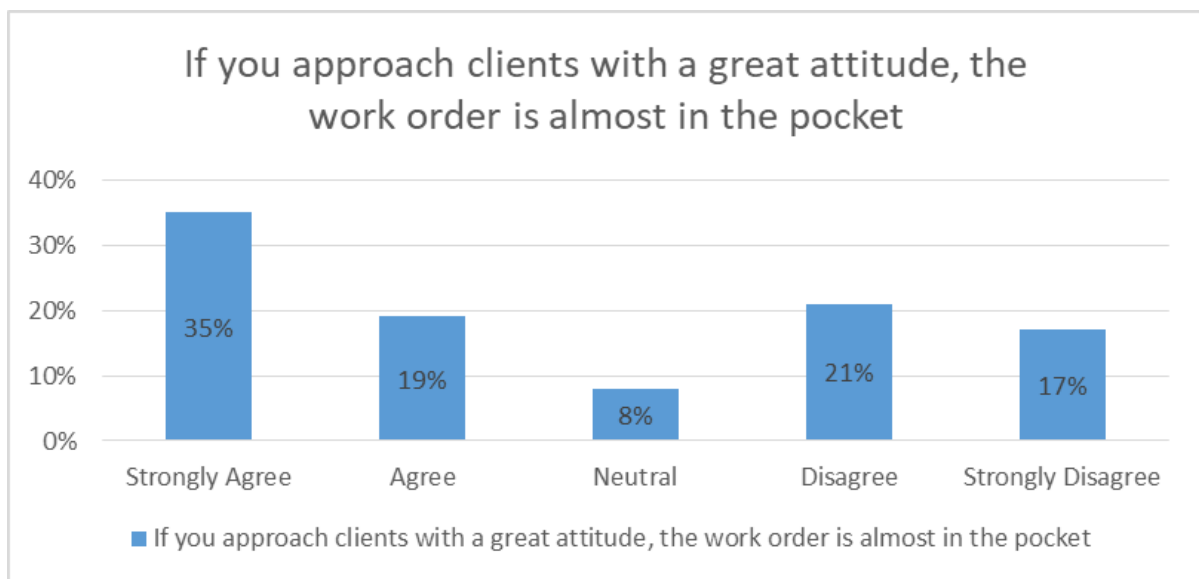
This statement is about the importance listening skill for any relations. 52% agreed and 24% disagreed with the statement. That means most of the people think listening skill is an important skill to build relationship. However, there are some people who think there are other factor that also can be the determining factor.



*Figure 8: Good listening can be the determining factor of any relationship*

**Q7: If you approach clients with a great attitude, the work order is almost in the pocket.**

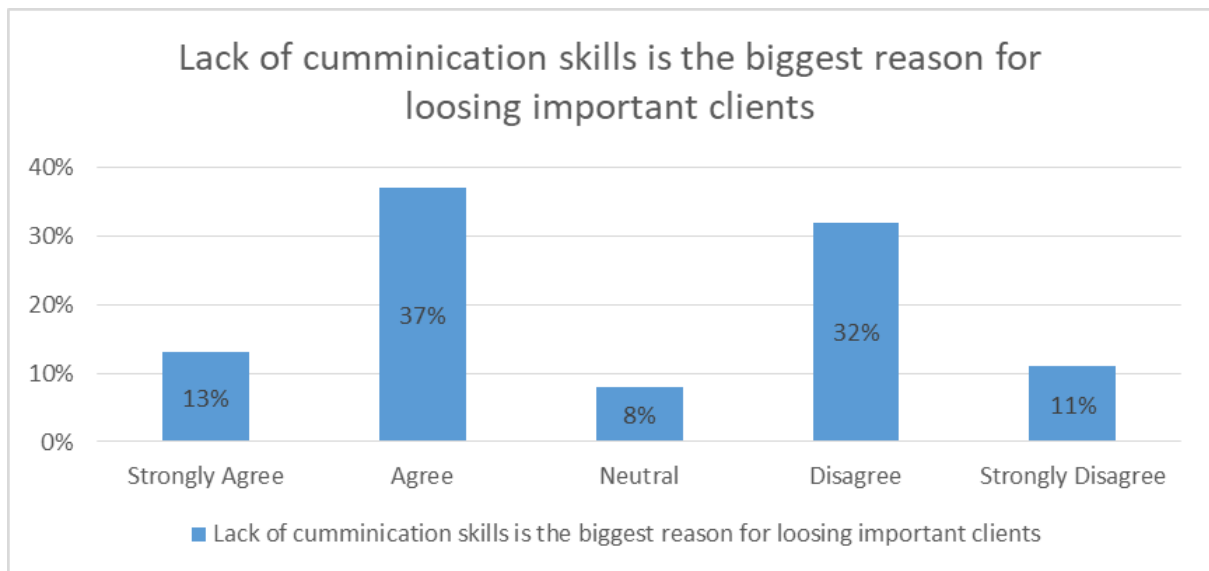
This question is about the success rate when someone approach the clients with positive attitude. 35% strongly agreed with the statement. However, 21% were disagreed and 17% were strongly disagreed with the statement that means there is mixed responds that attitude is important but there are some other factors which can be more important.



*Figure 9: If you approach clients with a great attitude, the work order is almost in the pocket*

**Q8: Lack of communication skills is the biggest reason for losing important clients.**

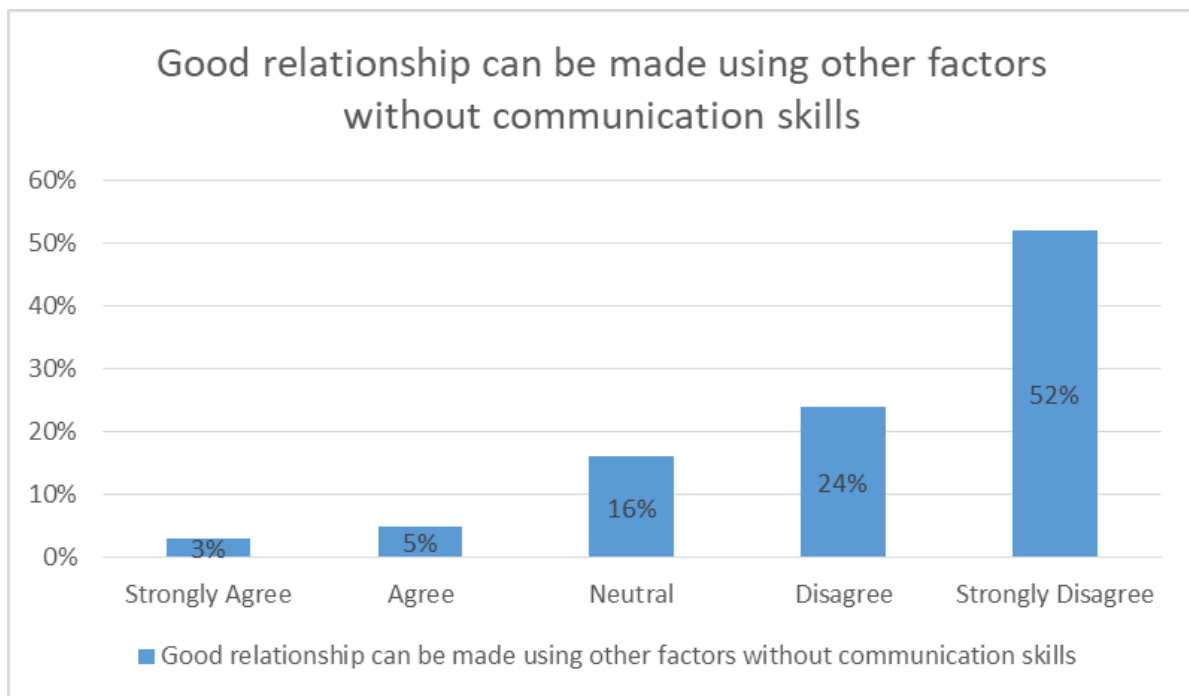
In this statement, 37% agreed. However, 32% people disagreed with the statement. That shows us that some people think lack of communication skill as the biggest and some think other problems are bigger to lose important clients.



*Figure 10: Lack of communication skills is the biggest reason for losing important clients*

**Q9: Good relationship can be made using other factors without communication skills.**

In this statement, 52% people strongly disagreed and another 24% people disagreed with the statement. That shows us that there might be other factors, but good relationship cannot be made without communication skills.



*Figure 11: Good relationship can be made using other factors without communication skills*

**Q10: Every organization should have a proper training program about communication skills.**

At last I have asked whether every organization should have proper training program or not. 41% people strongly agreed with the statement and another 29% agreed. So that, we can say, most of the people think that every organization should have their own training program to support their employees to use the skills to build good customer relationship.



*\Figure 12: Every organization should have a proper training program about communication skills*



## Chapter 6-Key findings

- Communication skill is an important factor to define progress in both personal and professional life and it is one of the most important factor in building relations with customers.
- Communication skill is one of the main factor for creating first impression, so that every employee should be engrained with it as first impression creates the most important impact on customers.
- Both the employee and the customers should have good communication skill including listening skill to build good relationship. If they both have communication skill and good listening skill, they can transfer the message to their respective places properly.
- One can lose clients due to lack of communication skills as it is important for the representative to communicate messages properly as well as listening o the clients son that the clients do not have any complains and customer satisfaction retains.
- Good relationship is not possible without communication skill. If an organization cannot convey the messages and core competencies to their clients, they cannot get expected feedback from the customers and the relationship won't be build.
- All organization should have at least one training program regarding communication skill, where every employee must be trained in different level according to their designation and need.

## Chapter 7- Recommendations

I have already showed the importance of communication skills. However, many organization can not recognize the importance and ignore the need of it. For raising awareness among the organizations and employees, I have some recommendations for all the organizations. Those are-

- **Training program:** when we lack at any skill, we make arrangement for training program about the skill to help employees to be more efficient. Communication skill is also an important skill. No matter what the type of an organization is, there should be a training program of communication skill according to the need of the employees.
- **Seminars:** one of the successful and important method of raising awareness and give some knowledge about anything is seminars. Seminars can be arranged so that employee can understand the level of importance of having good communication skill.
- **Having a minimum level of communication skill as standard:** When there is a standard of anything and there are rules to strictly follow the standard, people try to maintain the standard. So, there should be a level of standard which will be helpful to measure communication skill.
- **Test at recruitment process:** there should be a test at recruitment process by which every employee will be tested whether they have standard level of communication skill or not. By this process, organizations can hire more skilled employees to meet their expectations about communication skills.

## **Chapter 8-Conclusion**

To conclude, after completing my internship which was managing client and conducting the survey, I would say communication skill has a huge impact in building customer relationship. From the survey, we can see if it is not the most important factor in building customer relationship, it is one of the most important factor. It helped me to manage our clients more appropriately with certainly developed communication skill at the last month of my internship period. Though some employee does not have direct connection with the customers or clients, they have to have good communication skill to communication with their respected team members and supervisors to get the work done properly.

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## Appendix A.

### Survey about Communication skills

Please Answer All the Question

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Communication skills define how you progress in your personal as well as professional life					
Communication skill is the most important factor to build customer relationship.					
Communication skill is the main factor to establish good first impression.					
All employees of an organization must be ingrained with communication skills.					
Effective communication from both ends are important for good relationship.					
Good listening can be the determining factor of any relationship.					
If you approach clients with a great attitude, the work order is almost in the pocket.					
Lack of communication skills is the biggest reason for losing important clients.					
Good relationship can be made using other factors without communication skills.					
Every organization should have a proper training program about communication skills.					