

Report On
“In Building Strong Customer Relationship the Importance of
Communication Skills”

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

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Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

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Subhat Ehsan
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Letter of Transmittal

Subhat Ehsan
Lecturer,
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66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report

Dear Ma'am,

It is a great pleasure for me to submit the Internship Report on “In building strong customer relation the importance of communication skills” which I have prepared during my internship period.

I believe that this report will help me in the long run to enhance my quality when I will involve myself in the job field. 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 that the report will meet the desires.

Sincerely yours,

Md. Hasibul Islam Rafat
14104106
BRAC Business School
BRAC University
Date: January 09, 2020

Non-Disclosure Agreement

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

Acknowledgement

It is a great pleasure for me to thank all the people who helped me so much to complete my internship and also help me to complete my internship report by providing me various information.

I have completed my internship at Eskimi Bangladesh limited so first of all I would like to thank my Internship supervisor Mr. Joshua P.Adhikary, Country manager of Eskimi for helping me a lot to understand my work easily and complete my work properly. Secondly I would like to thank Mr Tahmid Akram, HR manager of Eskimi, for selecting me from the internship interview and giving me the chance to complete my internship at Eskimi. I have learned a lot from him. Thirdly I would like to thank Mr. Shoeb Mohammad, Marketing manager of Eskimi for teaching me about lead generation and for teaching me all the tricks which are important to manage clients. Fourthly I would like to thank the Hr Admin's Mrs Fayeka Fatin and Mrs Tanzila Haque, for helping me a lot in the work and also giving me a friendly environment at work. Moreover I would like to thank all the people who were directly or indirectly involved with my work at Eskimi. I would specially thank Mr Luti Haider Chowdhury, Managing Director for giving me the opportunity to complete my internship at Eskimi beside my academic activities.

Finally I would like to thank my academic supervisor Subhat Ehsan, Lecturer, Brac Business School for her advices and guideline throughout my internship. Her advices inspires me a lot. Without her guideline it was not possible for me to complete my internship report properly.

Executive Summary

In every phase of personal and professional life, communication skill is one of the most important factor. All the findings and insights have come out from my personal experience of my internship period in Eskimi Bangladesh Limited 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. 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.

Keywords: Communication skill; Customer Relations; Evaluation; Impact; Employee; Digital Marketing

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List of Acronyms

DSP- Demand Side Platform

DMP- Data Management Platform

B2B- Business To Business

SVP- Senior Vice President

Jr.- Junior

Sr.- Senior

BBA- Bachelor of Business Administration

Chapter 1

Introduction

To maintain sales rate of a company, it doesn't matter whether it is a regular marketing company or a digital marketing company, the most important thing is the relationship with the customer. If it is a service oriented company and their main business strategy is B2B businesses then relationship with the customer becomes the most important factor. If a company maintain good relation with their clients then the clients will sustain for a longer period of time and the company will get greater amount of work from the clients. Moreover, communication skills play an important role to maintain good relationship with the customers. Without good communication skills it is not possible to maintain good relationship with the customers. So in this report I will describe, in building customer relation how important the communication skill is.

1.1: Origin of the Report

The report titled "In building strong customer relation the importance of communication skills" is prepared with the full intention to complete the BUS 400 course, as it a requirement of BBA department of BRAC University. This report was prepared under the guideline of Subhat Ehsan, Lecturer, Brac Business School, Brac University and Mr Joshua P.Adhikary, Country Manager, Eskimi Bangladesh Limited. I have been a part of the Business Development team of Eskimi Bangladesh Limited as a Business Development Officer or an intern from September 16th 2019. In that internship my main intention was to gather practical knowledge about the market place. I have learnt how important role communication skills plays to build a strong relation with the customers and lots of other things. So as we have to work on a certain topic for our internship report, I chose "In building strong customer relation the importance of communication skills" as my final internship report topic.

1.2: Objective of the Report

The primary objective of this report is to figure out, in order to build strong relationship with the customer how important the communication skill is.

The secondary objective is find out how communication skills help Eskimi Bangladesh Limited to maintain good relationship with their clients.

1.3: Methodology

I have used both Primary and secondary data collection method to collect data for this report.

Primary Data Collection: I have conducted a survey consisting of 10 questions related to the importance of communication skills for building good relationship with the customers and tried to gather information from both the company people and their clients and customers. However I have also talked with my company people like my supervisor and other important people of the organization who have direct relation to build customer relationship, so that I could know more things or insights and gather more knowledge about the importance of communication skills for building good relationship with the customers.

Secondary Data Collection: Secondary data collection was also important to complete my report. So for secondary data research I have used internet. I have browsed through internet and search and study different articles about communication skills and customer relation. I got so many articles and research papers on these topics and after went through those I have gathered a lot of insights and information.

1.4: Limitation of the Report

I have faced different kind of limitations while I was writing this report during my internship period. These are-

1) Confidentiality: I have completed my internship at Eskimi Bangladesh Limited. There were a lot of information about this company which I cannot discuss in my report due to the confidentiality of Eskimi. And there are some information which the company people did not discuss with me because those information's are really confidential for their company and if those information's goes out in the market then it will be harmful for their business.

2) Lack of Time: During my internship I was a full time intern for three months at Eskimi. My office timing was 10am to 6pm, so my whole day I had to spend in office. And there was a huge work load. So I didn't get much time to write this report. It was hard for me to maintain all the work load and also complete my internship report and I tried my level best to complete this report.

3) Lack of Information: I have completed my internship at Eskimi Bangladesh Limited. This company started their business in Bangladesh since 2017. So this organization is new in Bangladesh market. So there were not that much information about Eskimi Bangladesh and also less people know about this company. So it was hard for me to gather information about this company.

4) Lack of Knowledge: As my company where I have been completed my internship recently started their business in Bangladesh. So there are very few people know about this company. So it was hard for me to complete my survey.

Chapter 2

Overview of the Organization

2.1: Background of Eskimi

Eskimi is a programmatic and data platform which use DSP and DMP platform and has more than 1B reach and 700M profiled users worldwide. The full form of DSP is demand side platform and the full form of DMP is data management platform. The core Eskimi team was successfully started and scaled 2 businesses in Europe since 2002 and 3 businesses in emerging markets since 2009, delivering constant growth with no external funding. In 2009 they started Eskimi Social, in 2013 Eskimi Pay and in 2015 Eskimi DSP. Currently Eskimi has offices in different countries.



Figure 1: Eskimi offices, teams and partnerships worldwide

Eskimi programmatic and data product is a proprietary technology built by Eskimi team, delivering 2X growth since launch. In 2015 Eskimi launch DSP product Office in Nigeria. In 2016 Eskimi launch Eskimi DMP product Office in Bangladesh. In 2017 Eskimi launch 4 Offices in Africa, office in India and a Development office in Bangladesh, Dhaka. In 2018 Eskimi launch PMP product, Geolocation and Telecom dashboard. Moreover In 2019 Eskimi

launch Offices in Vietnam, Myanmar, UAE, South Africa and also did campaigns in 47 countries.

2.2: Eskimi services users:

Eskimi is used by different Agencies. All largest agency groups use Eskimi in their core regions and almost all agency groups have internally grown products, but use Eskimi because of local data, local presence and support.

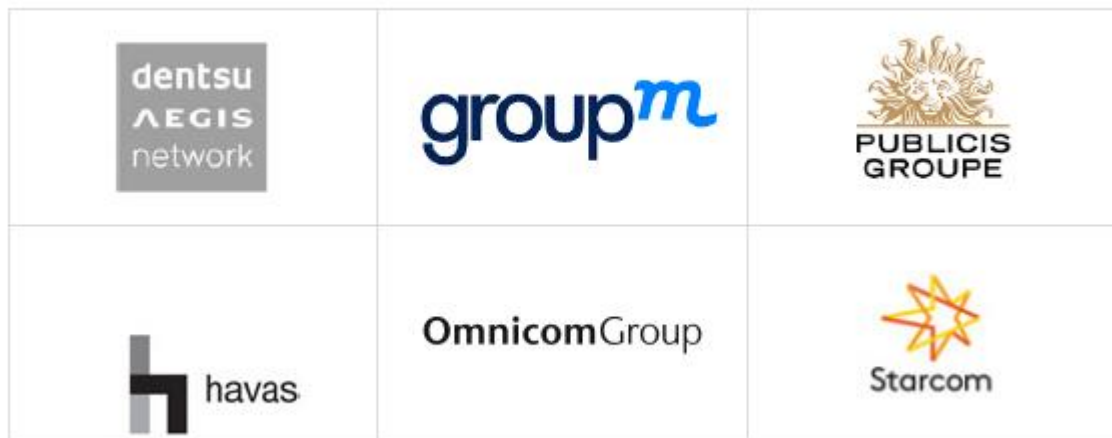


Figure 2: Eskimi, used by different Agencies

Eskimi doesn't only do business with agencies they also maintain direct relationship with key clients to ensure effective and lasting end-to-end relationship. And this helps a lot to grow Eskimi and become known to companies. And now Eskimi has more than 500 clients.



Figure 3: Key clients of Eskimi

Eskimi currently has 1B+ reach or profiled users, 150B+ impressions or engagement, 2.2 million inventories which are apps and sites and 100s data stories per second. Data story is a set of business rules to create audience segment based on factual data and not predictive algorithms. Create relevant data stories for largest demand brands to pitch the upper-friendly story. The reason behind the highest reach of Eskimi is they have wide programmatic network. There are more websites and apps in the network. Eskimi can do API integration with other platforms. Eskimi can be a single view platform for all media buying. In Eskimi there are different types of targeting options. They are-

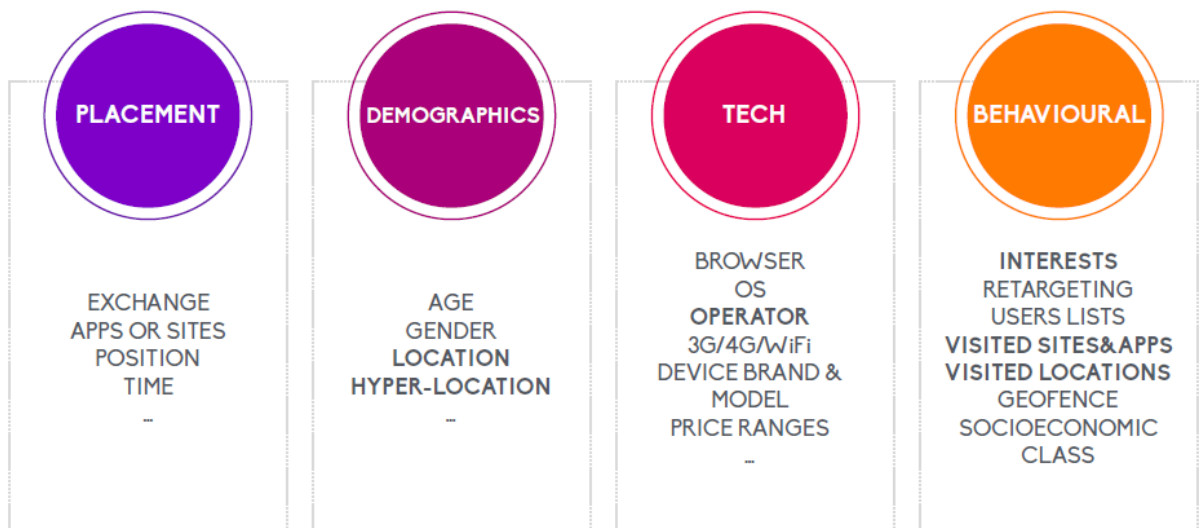


Figure 4: Different types of targeting options of Eskimi

2.3: Sister concerns of Eskimi

There are some sister concerns of Eskimi. They are-

1. Eskimi Social
2. Activext
3. Eskimi Pay

2.4: Vision:

The Vision of Eskimi is to become most customer focused and most successful programmatic platform in the world.

2.5: Mission:

The mission of Eskimi is to promote and develop the growth of their programmatic platform.

2.6: All ad types of Eskimi

Eskimi offers different types of advertisements for different organizations according to their needs and demands. Eskimi has data driven and rich media creatives. They have interactive ads such as swipe, drag and drop, shake you phone etc. They also offer data driven creatives such as creatives and messages automatically changed based in real weather, different offers served based on users actual data consumption and etc. There are different types of advertisements offered by Escimi-



Figure 5: Different types of advertisements offered by Escimi

Chapter 3

Work details

I have completed my internship at Eskimi Bangladesh limited. I have worked there as an intern in the Business development department as a Business development officer. Because of it a new company in Bangladesh market I got opportunities to grow myself along with the company. As I was an intern at Business development department as a Business development officer so my main job was to generate leads, maintain clients and other. I have learned a lot of things from my supervisor Mr Joshua P.Adhikary. During my internship I had a lot of work load. I had many scope to learn from the works I had been given from the organization.

3.1: Duties

Lead Generation: My main work in Eskimi was to generate lead. As we all know sells is really important for every company. But to sell your progduts you first need s to generate leads. Eskimi is a international company. They have business worldwide. Every day they are increasing their businesses. And to increase business a company needs to promote their business or let people know about their business. So as I joined as a business development intern at Eskimi my main work was to generate leads rom Myanmar. Because Eskimi recently start their business at Myanmar. So my work was to find out people who need our services. I was using the Linkdin platform to generate leads. First of all I have to find out the companies of Myanmar who can use our services. So first of all I find out the companies like FMCG, Marketing agencies, Telco and so on. Then I went to their linkdin page and search for the decision makers. Decision makers are the people who can make decisions for the company. My job was to find the decision makers, like CEO, Marketing manager, Account manager, Head of department and sent them contact request. I had to send minimum 100 request every day. And after that the people who accept my request I had to send them Eskimi business deck

which contain all information about the services of Eskimi. After providing the deck I had to wait for the reply from the other end. So after went through the deck the people who were interested to do business with us I add their linkdin id in an excel sheet. After adding their id on excel sheet my marketing manager handle the rest. But before that I had to convince the client to do business with us where communication skill was really important.

Client Management: My work was not limited to just lead generation. I also had to manage the clients. I had to attend the meetings with clients and made them understand about our services. I had to explain our services to them and also had to suggest a kind of advertisement which will be good for the clients. I had to convince them to do business with us by explaining how it will help their business to grow. I had to attend meetings with Xiaomi and Vivo and other well-known companies. Those companies had almost no idea about our services so I explain our services to them and made them understand how our services work. Or the very beginning when I went to meetings I was little scared but my supervisor was also with me and motivate me to be brave and say what I want to say. Which was pretty good experience. As our services are totally new in the Bangladesh market so most of the companies of Bangladesh had no idea about how it works. So attending those meeting and explaining our services was a good experience for me.

Research: Today's market is full of competition. No matter what business you are doing you have competitors in the market. Eskimi is a new company in the market but DSP is not a new business. Worldwide there are so many DSP companies who are continually growing their services and improving their services. So to compete with the competitors every company needs to research and gather information about their competitors. So as an intern at Eskimi my

job was also to do competitors research. I had to find out the companies which are competitors of our company and what are the services they are providing right now. What are the things our competitors doing better than us. So to do this type of research I had to find out the competitors name then search for their recent works and news about them. My research work was not only limited to just competitors research I also had to do research on how our company should provide better services, and which businesses going to need our services and etc.

Presentations: In Eskimi there is a meeting occur every week through skype. In that meeting all the employees of Eskimi joined through skype and give presentation about the work of the whole week. In my internship period I had to make presentation slides and sometimes also had to give presentations on behalf of Bangladesh Eskimi team. So it was also a very good experience for me.

New Ideas: As Eskimi provide advertising support to their clients so when we got new clients our marketing managers ask me for new ad ideas if I have any. And mostly the leads which I have generated through linkdin, I had to provide them new ideas about how we will make ad for them.

3.2: Key learnings:

Communication Skills: As I was a business development intern at Eskimi Bangladesh Limited, throughout my internship I had learnt a lot of things. In my internship my main work was to generate leads and manage clients. So to generate leads and manage client's communication skill was really important. When I was generating leads I understand that how

I communicate with the people plays an important role to convince them to do business with us. My marketing manager told me how important the communication skills to generate leads or doing direct meeting with the clients. If I can approach a person properly with good communication skills then it will become very easy to convince that person to do business with us. In my internship period I have learned how important role communication skills plays to approach a certain client, convince them to do business or take services from us and most importantly how to handle difficult situations.

Personality Development: Doing my internship at Eskimi Bangladesh Limited was my first corporate experience. In my internship I have learned that in professional life I have to be punctual, I have to be well organized. There are actually so many positive development happen in my personality. I have learned how to deal with problems. When I was doing my internship I had to communicate with different types of clients. I had to make them understand about our business and also had to discuss the problems which they are acing right now with our services. Some clients were not that well behaved. So throughout my internship I have learnt that how to approach a client, how to not become angry or aggressive and have patience when I am dealing with problems. I have also learned that how to use time properly.

Chapter 4

Literature Review

4.1: Digital Marketing, Advertising and DSP

If we ask people about what is digital marketing in this modern era when everyone is connected digitally, most of the people will not be able to define it correctly. Even in 2019 we have a lack of proper knowledge about digital marketing. According to Hubspot, Digital Marketing is an umbrella term for all the online marketing efforts taken by any organization. Now a day's most of the customers spend their most of the time online and by using digital marketing, organizations try to connect with their customers. If an organization wants to do digital marketing, there are different ways such as create website, email marketing, online advertising, social media marketing and etc. All types of people now a days spend their most of the time online or that reason digital marketing now a days work for every business of any industry. But to get proper results from digital marketing there should be proper techniques used, otherwise digital marketing will not provide the organization proper result. The most important thing digital marketing is that it allows marketers to see result in real time. The organizations or marketers who spend in digital marketing can see the real time results. People have misconception about digital advertising. There are organizations who think if they start digital marketing through digital advertising their products sales will increase dramatically. But this is not the case, digital marketing is a continuous strategy and process. By using digital advertising a marketer can identify their highest value consumers and also can design personalized message. Digital advertising also allows marketers to see if the technique is working or not, if not then they can change the advertising technique. And programmatic advertising the future of digital advertising because programmatic advertising helps the marketers to focus more on making better plans for their advertising and optimize and target audience. And now comes to the DSP

or demand side platform. DSP help the organizations or the marketers to connect real-time with their consumers when they are online.

4.2: Customer Relations

Customer relations is the process by which an organization maintain relationships with its customers. A business can rise if its customer base support it. On the other hand a business can fall if its customer base don't support it. And the customer base will support the business or not how good or bad the organization maintain the customer relation. It is really important for businesses to develop effective customer relations. Companies should really listen to the customers. Customer relations means effectively communicating with the customers. If the customers have any complains about anything, businesses should take those carefully. Organizations should treat those complains as an opportunity to improve themselves. If an organization wants to do well in the business market then they should give the customers as mush importance as possible. To do well in the market, an organization should see the world through the eye of customer. Then they will able to find out the problems of the customers and solve it. An organization should always maintain positive relationship with the customers. Moreover a business depends on their customers. If they maintain good relationship their customers then it will provide them lot of benefits in the long run. The companies which maintain positive relationship with their customers their customers become royal to the organization. The customers who are satisfied with the services of the organization, they also promote the services of the organization. Which is really important for the organization.

4.3: Communication skills

We human are communicating all the time. From the day we born in to this world and until the rest of our lives communication skills plays an important role. From the daily life to professional life we face the necessity of communication skills in every aspect of our life. Now a days every job required communication skills. As a human being we have to interact with people at our work and our lives. How the other person will behave with me depends on how I communicate with the person. There are some people who believe that if we can read and wright that means we can communicate well. But communication is not that easy. It is more than reading and writing. Communication is all about choosing the right message, right presentation and also about the context. We should learn about how to interpret the context well so that our messages are not misunderstood by others. To apply communication skills in our workplace we need to learn business communication techniques.

Importance of Communication Skills:

- 1) If a person has good communication skill he/she will do well in their professional life
- 2) Good communication skill can avoid confusion and also can resolve conflict.
- 3) Good communication skill helps to manage good relation with the clients
- 4) Good communication skill increase the chance of success of a person's life.
- 5) In seals and marketing good communication skill is required.

Chapter 5

Survey analysis

I have conducted a survey to gather practical knowledge and insight of the people related to my topic. In my survey I had 10 questions which were related to communication skills and customer relations. This survey give me a very good idea about, to create strong relationship with the customers how important role plays by communication skills. There are 63 respondent in my survey report which is not a very high number. Because of I had time limits and also there are lack of people from whom I can gather responds. I have collected responds from the employees of Eskimi Bangladesh Limited and also from their clients and customers.

Q1: How much you will progress in your personal and professional life is mostly depends on your communication skills.

By this statement I was trying to figure out what people think about the communication skills. Do they think it plays an important role to progress in their personal and professional life. 19% respondent strongly agreed with the statement and 54% respondent agreed with the statement. It means how much a person will progress in their personal and professional life is mostly depends on their communication skills.

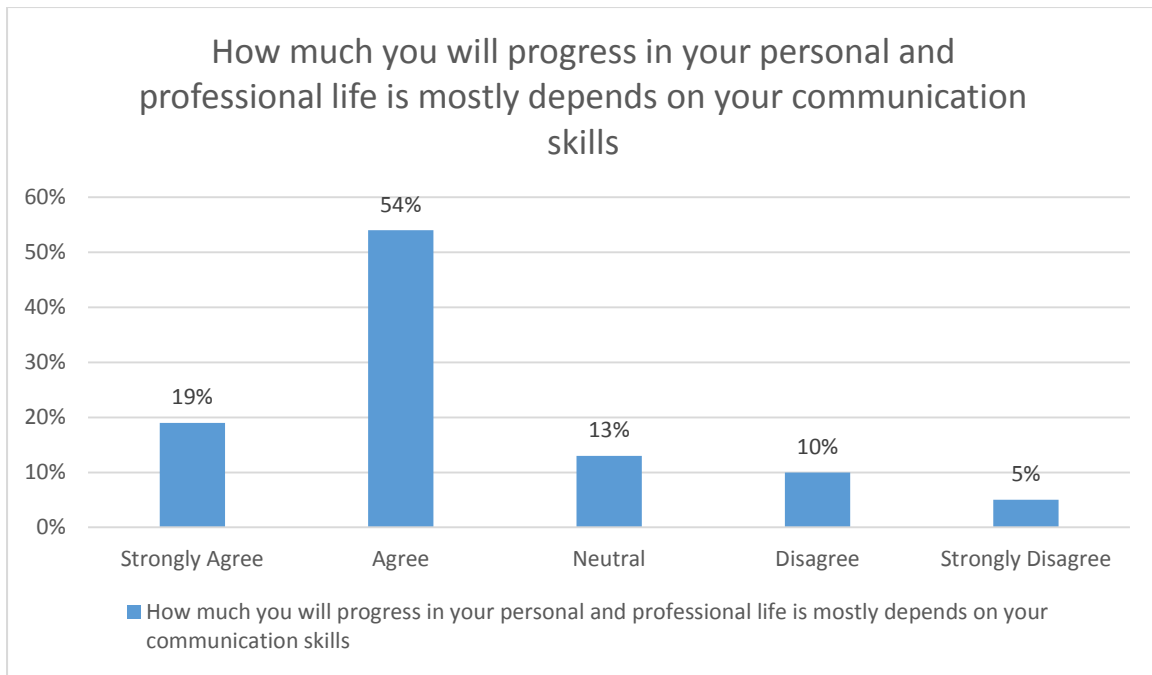


Figure 6: How much you will progress in your personal and professional life is mostly depends on your communication skills

Q2: In building strong customer relationship, communication skills is the most important factor.

This was a major statement to understand, do people think communication skills is the most important factor to building strong customer relationship. 21% respondent strongly agreed with the statement and 41% respondent agreed with the statement. So that means in building strong customer relationship, communication skills is the most important factor.

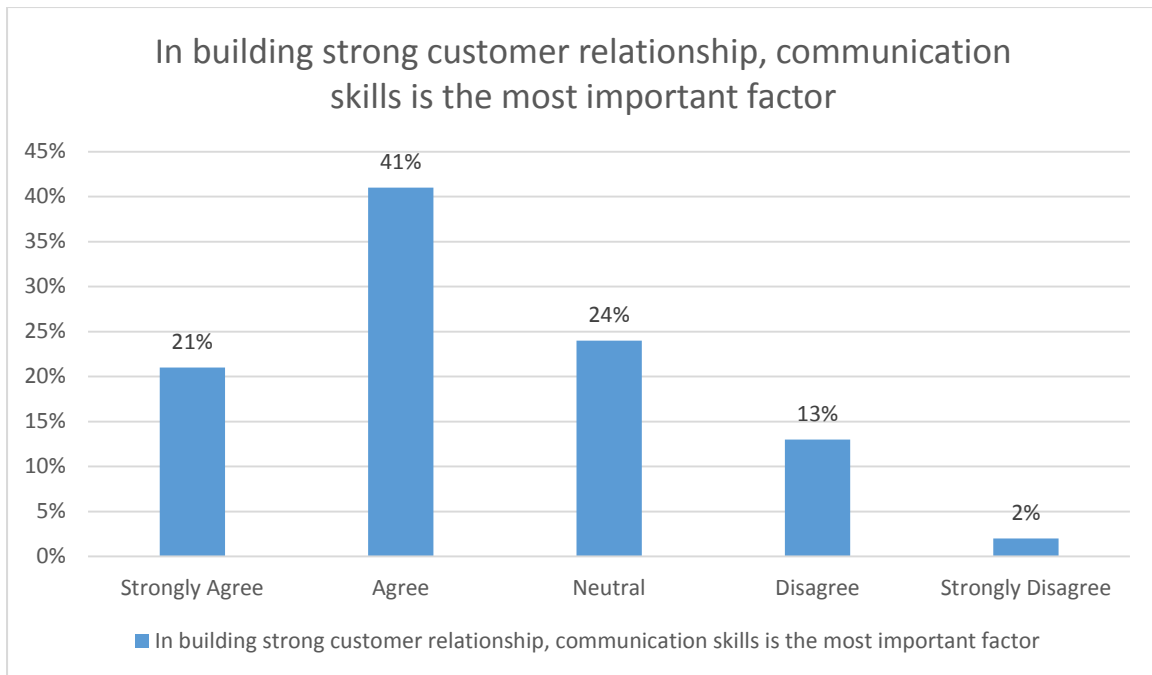


Figure 7: In building strong customer relationship, communication skills is the most important factor

Q3: Communication skills plays the most important role to establish a good first impression.

To start a conversation or any meetings first impressions plays an important role. If the person cannot impress the other person with their first impression then the conversation will not go long. So this statement was to understand do people think communication skills plays the most important role to establish a good first impression. 14% respondent strongly agreed with the statement, 22% respondent agreed with the statement. But 32% respondent neutral with the statement. So the result is mixed. It means communication skills plays important role but not the most important role to establish a good first impression.

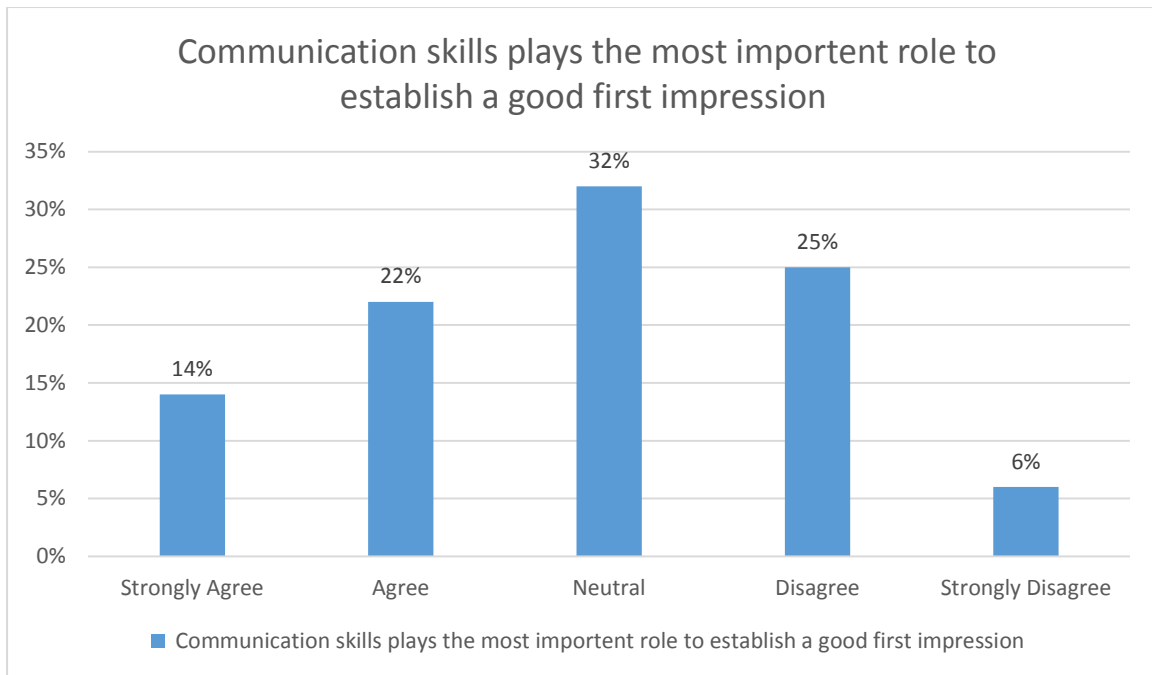


Figure 8: Communication skills plays the most important role to establish a good first impression

Q4: To have a good conversation, communication skills plays a vital role.

I have made this statement to understand, do people think or also believe that communication skills plays a vital role to have a good conversation. 41% respondent strongly agreed with the statement, 21% respondent agreed with the statement. It means, to have a good conversation, communication skills plays a vital role.

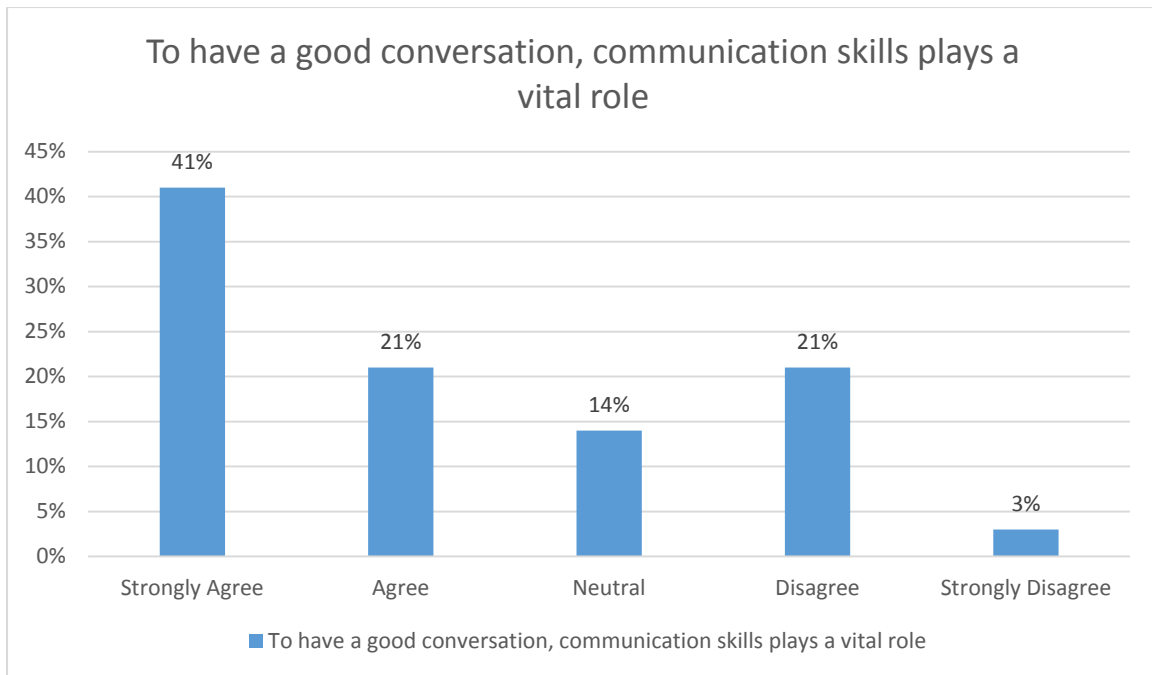


Figure 9: To have a good conversation, communication skills plays a vital role

Q5: To build a good relationship, effective communication from both ends are really important.

I have made this statement to understand that, do people think effective communication from both ends are really important to build a good relationship. 43% respondent strongly agreed with the statement and 25% respondent agreed with the statement. So that means to build a good relationship, effective communication from both ends are really important.

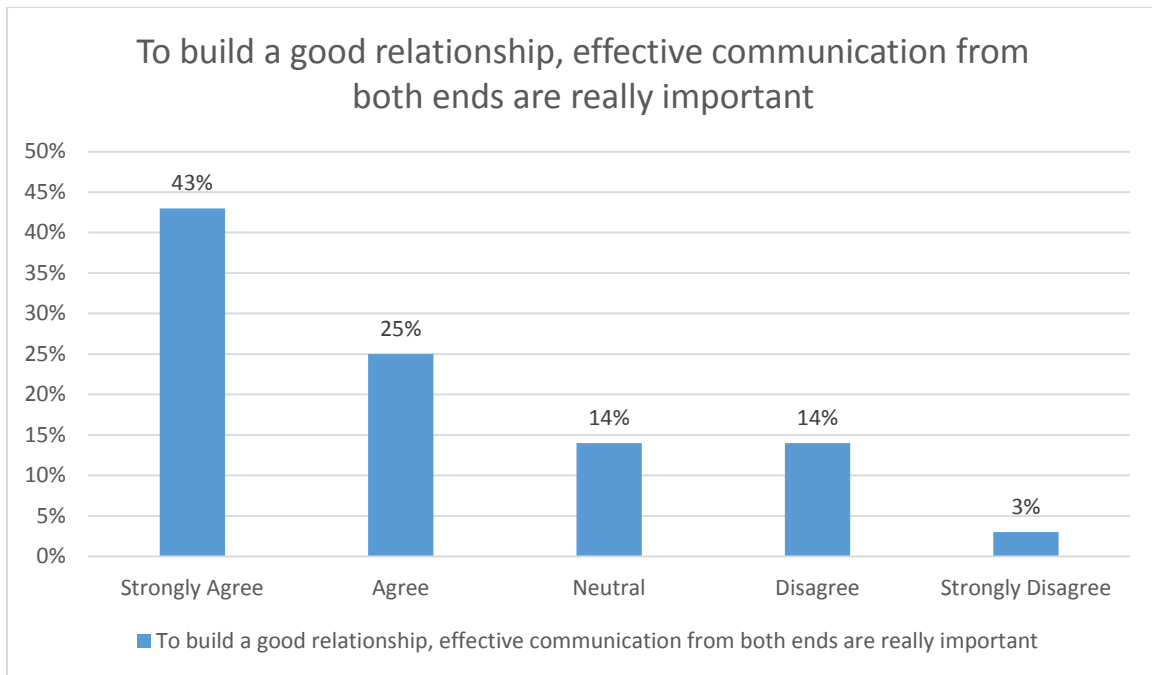


Figure 10: To build a good relationship, effective communication from both ends are really important

Q6: To have a good communication, good listening plays an important role.

I have made this statement to understand that, do people think good listening plays an important role to have a good communication. 10% respondent strongly agreed with the statement and 52% respondent agreed with the statement. That means to have a good communication, good listening plays an important role.

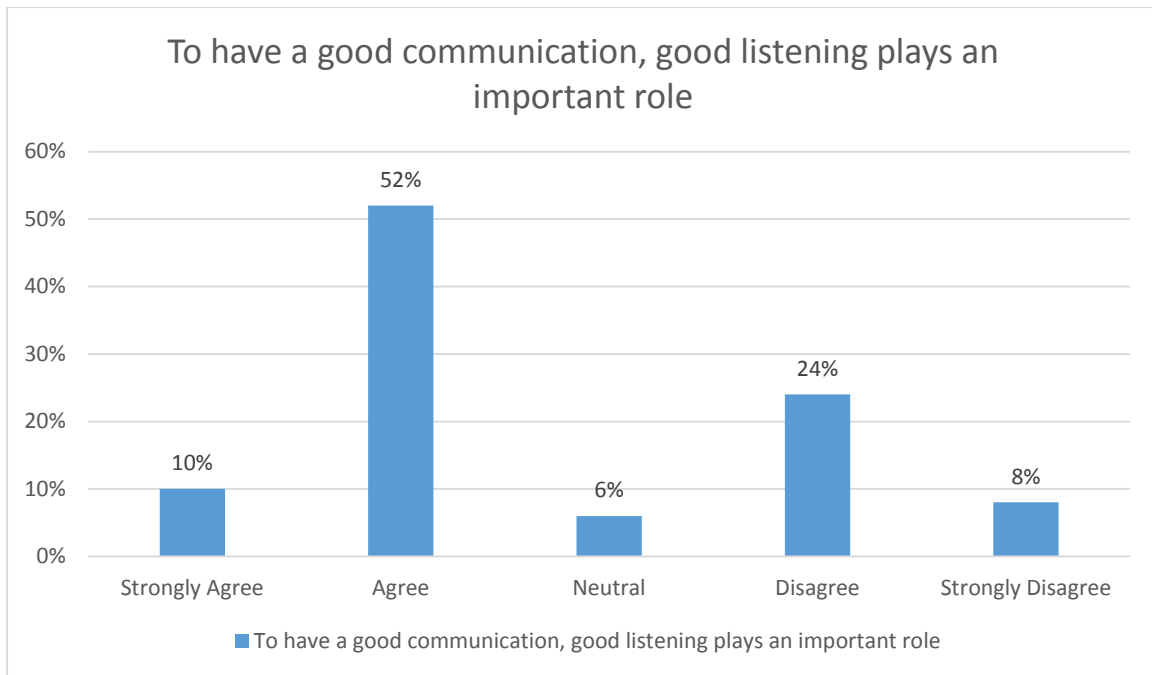


Figure 11: To have a good communication, good listening plays an important role

Q7: Getting the work order from the clients mostly depends on how you approach the client.

I have made this statement to understand that, do people that getting the work order from the clients depends on they you approach the client. 35% respondent strongly agreed with the statement and 19% respondent agreed with the statement. It means getting the work order from the clients mostly depends on how you approach the client.

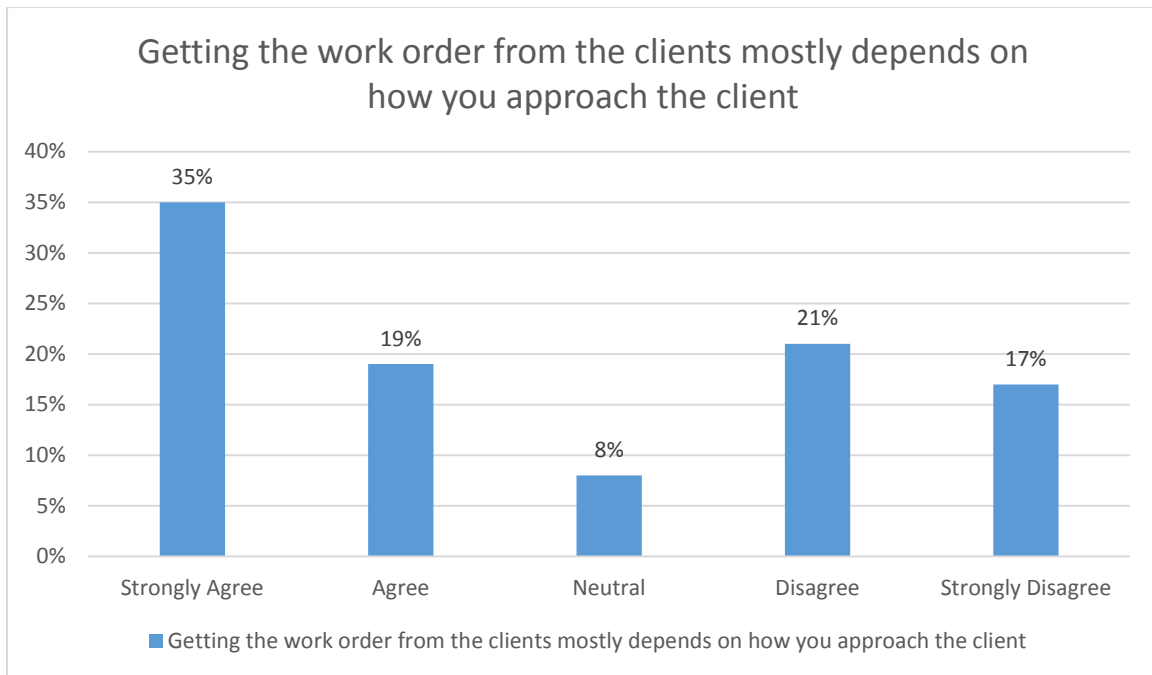


Figure 12: Getting the work order from the clients mostly depends on how you approach the client

Q8: Lack of proper communication skill is the only reason for losing important clients and not making the sales.

I have made this statement to understand, do people really think for losing important clients and not making sales lack of proper communication skill is one of the biggest reason. 13% respondent strongly agreed with the statement, 37% respondent agreed with the statement but on the other hand 32% respondent disagreed with the statement. So the result is mixed. That means lack of proper communication skill is not the only reason but one of the reason for losing important clients and not making the sales.

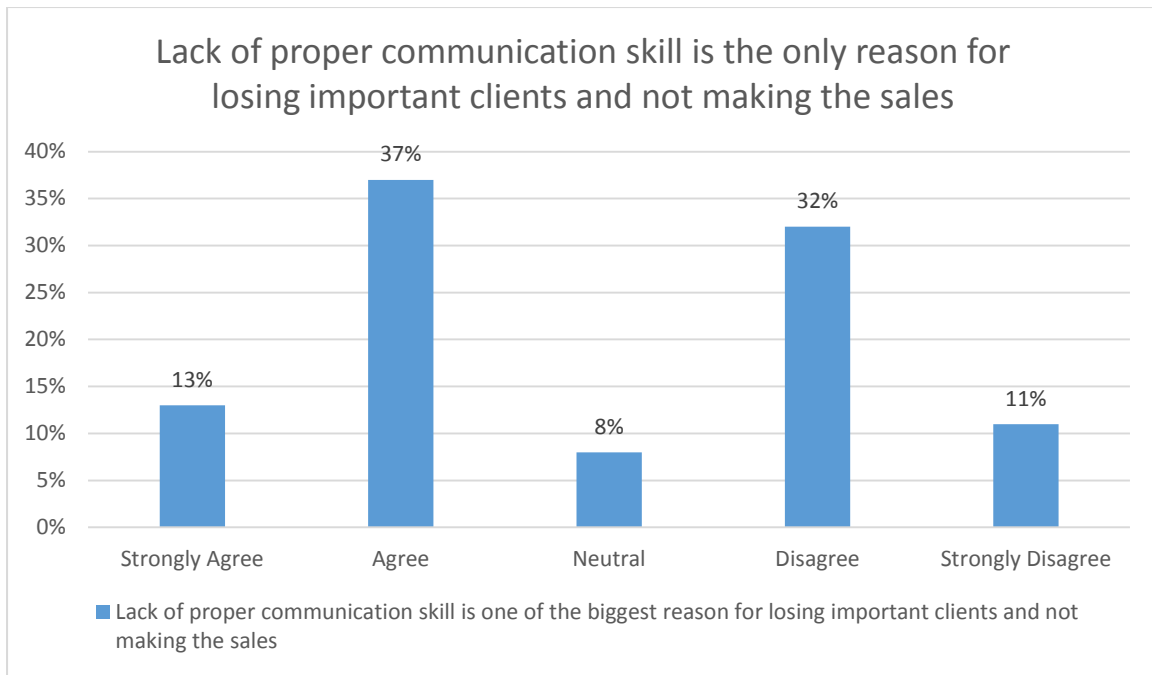


Figure 13: Lack of proper communication skill is the only reason for losing important clients and not making the sales

Q9: Anyone can make good relationship without having good communication skills.

I have made this statement to understand, do people really think anyone can make good relationship without having good communication skills. 52% respondent strongly disagreed with the statement, 24% respondent disagreed with the statement and only 3% respondent strongly agreed with the statement and also 5% respondent agreed with the statement. That means people cannot make good relationship without having good communication skills.

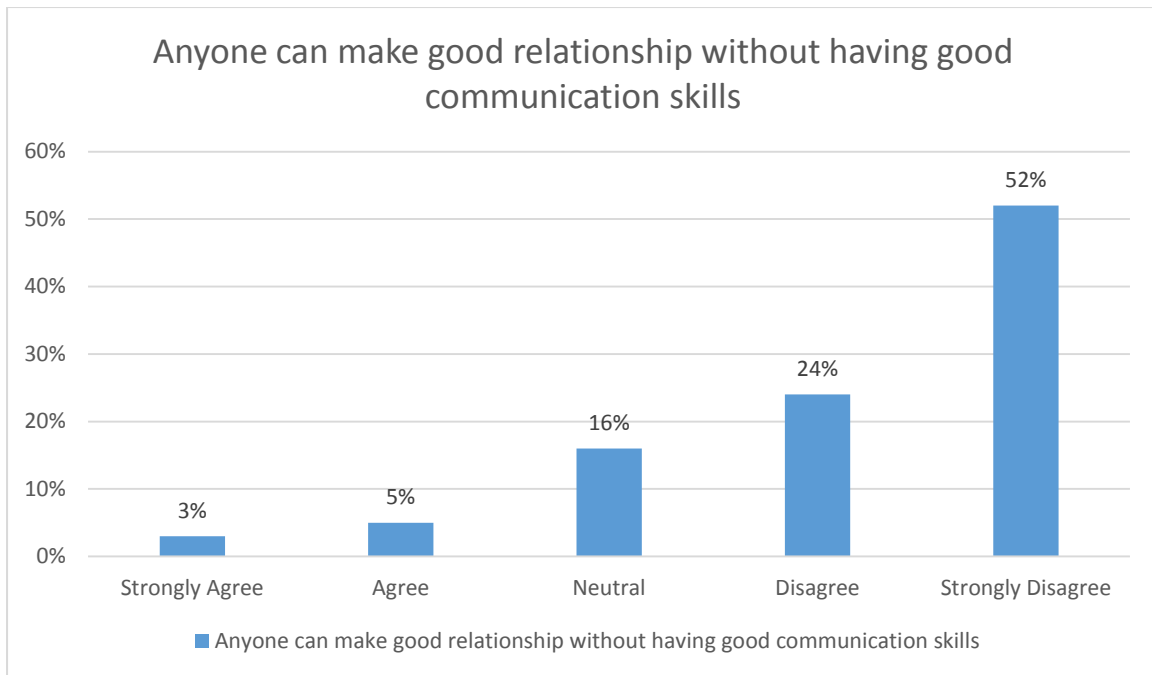


Figure 14: Anyone can make good relationship without having good communication skills

Q10: Every organization should provide proper training to all their employees to improve their communication skills.

I have made this statement to understand that, do people think all organization should provide proper training to all their employees to improve their communication skills. 41% respondent strongly agreed with the statement, 29% respondent agreed with the statement and 16% respondent neutral with the statement. That means every organization should provide proper training to all their employees to improve their communication skills.



Figure 15: Every organization should provide proper training to all their employees to improve their communication skills

Chapter 6

Key findings

- ✓ Organizations should provide proper training to all their employees to improve their communication skills.
- ✓ Communication skill is the most important factor to building strong customer relationship.
- ✓ Communication skills plays a vital role to have a good conversation.
- ✓ Effective communication from both ends are really important to build a good relationship.
- ✓ Good listening plays an important role to have a good communication.
- ✓ Getting the work order from the clients mostly depends on how you approach the client.

Chapter 7

Recommendations

In my above discussion I have already showed how important the communication skills is. Communication skill is really important for every aspect of our life. But there are some organizations who doesn't understand the importance communication skills. So for those types of companies I have some recommendations-

Provide Training: To do well in the marketplace every organizations should provide training to their employees. Otherwise the employees will not able to communicate well and end of the day it will be company's loss.

Friendly environment of work: Organization should provide friendly work environment to its employees. So that every employees can communicate with other employees freely. If the high position employees always try to dominate the low position employees then it will become hard for the employees to work freely. So there should be no place of fear at work place.

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.

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.

Chapter 8

Conclusion

I conclusion I must say to build a strong relationship with the customs communication skills plays an important role. I this competitive market without communication skills it is really not possible to do well. From the very beginning of our lives we feel the necessity of communication skills. Now a days every jobs require communication skills. We feel the necessity of communication skills in every aspect of our lives. And in this competitive business world it is not possible to survive without adopting communication skills. To do well in business organizations needs to build good relationship with their clients and to build strong relationship with the clients communication skills are the most important.

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Appendix A.

Survey about Communication skills

Please Answer All the Question

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
How much you will progress in your personal and professional life is mostly depends on your communication skills.					
In building strong customer relationship, communication skills is the most important factor.					
Communication skills plays the most important role to establish a good first impression.					
To have a good conversation, communication skills plays a vital role.					
To build a good relationship, effective communication from both ends are really important.					
To have a good communication, good listening plays an important role.					
Getting the work order from the clients mostly depends on how you approach the client.					
Lack of proper communication skill is the only reason for losing important clients and not making the sales.					
Anyone can make good relationship without having good communication skills.					

Every organization should provide proper training to all their employees to improve their communication skills.					
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Thank you for your cooperation