

An Internship Report
On
The impact of response time for e-commerce businesses:
BeniBoonon's perspective

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
January 2021

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BeniBoonon

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On
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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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Brac University

Letter of Transmittal

Mr. Ahmed Abir Choudhury

Lecturer,

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “The impact of response time for e – commerce businesses: BeniBoonon’s perspective”

Dear Sir,

With a great pleasure, here is my final internship report on BeniBoonon. I was recruited as a Marketing Intern and I tried to show my responsibilities and my thoughts on the e commerce businesses in this report. I have attempted my absolute best to complete this report with the essential data as much as possible, but I do believe I missed some of the points since I was not able to gather company’s more internal data as I was just an intern.

Sincerely yours,

Tasmia Sinha

18104255

BRAC Business School

BRAC University

Date: January 10th, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between BeniBoonon and the undersigned
student at BRAC University

Acknowledgement

I sent my sincerest and warmest appreciation for my Internship advisor, Mr. Ahmed Abir Choudhury, BRAC Business School, BRAC University, for his constant support, motivation, immense knowledge and patience throughout this. Without his guidance, I would not be able to do this and learn so much.

I would also like to thank all my teachers who have taught me about business and encouraged me to do this internship. Finally, without my advisor's constant support and encouragement and from my teachers and peers, I would not be able to finish my report.

Lastly, I want to thank my supervisor Miss Sumaiya Iqbal who is the Brand Manager for BeniBoonon who have taught me so many things and helped me throughout my internship and also my special thanks to the whole team at BeniBoonon who made that place my second home.

Executive Summary

The importance of my report is to understand how e-commerce and customer service works. How it is important for startups to give top-notch customer service. This report will give an idea on the jute industry of Bangladesh using e-commerce and selling their products online. The report will also give a clear idea on how the whole order process works and the ways to communicate with customers in a proper manner. The jute was in Bangladesh a long way back but now companies are trying to make it in a way so that people can decor their homes with it as well in a stylish way. The relationship between prompt reply to customers and their reaction on that thus affects sales. It is very important to provide customers with good service so that they can come back or at least recommend to other people.

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Overview of Internship

1.1 Student Information

I am Tasmia Sinha (18104255), a student of BRAC Business School majoring in Marketing and I have a minor in Finance. I did my internship under Bengal Braided Rugs Ltd. for BeniBoonon. The office is located in Niketon, Gulshan 1. BeniBoonon also have a website “<https://beniboonon.com/>” I joined there as a Marketing Intern at 1st October 2020 and ended my internship on 31st December,2020. My internship report is on the impact of response time for e-commerce businesses: BeniBoonon’s perspective. I did my internship under Ms. Sumaiya Iqbal who is the Brand Manager for BeniBoonon.

1.2 Internship Information

1.2.1. I joined as a Marketing Intern at 1st October 2020 and on 31st December under Bengal Braided Rugs Ltd for BeniBoonon. Their office is at Gulshan, House #15, Road #12, Block F, Niketon, Gulshan 1, Dhaka – 1212. I was in Customer Service Team and Marketing Team.

1.2.2. My supervisor was Ms. Sumaiya Iqbal who is the Brand Manager for BeniBoonon.

1.2.3. One of my main duties was in Customer Service Team where I had to take daily messages from customers and solve their queries. I was also assigned to generate ideas for content for both Facebook and website.

1.3. Internship Outcomes

1.3.1. Before hiring me, they only had one member for handling the customer service and that was getting very difficult to maintain as response rate is very important for any businesses. After hiring me, I was able to keep the response rate high and typically solved queries within 1 minute. I was also able to create contents that would reach more people thus making an impact on sales.

1.3.2. After completing my internship, I was able to learn more about how e-commerce works and how to communicate with customers in a polite way. The saying “*Customer is always right*”, I was able to implement this while working very well thus got very happy customers. I was able to understand what type of content people like and how to engage with the audience via social media.

1.3.3. Luckily, I did not find any difficulties during my internship. I had a great team and an amazing boss who was patience enough with me to teach from scratch.

1.3.4. I would recommend them to include the new interns more in other teams like even for designs so that they could give ideas for new designs. They should also show interns how Google Analytics work and how to interpret data. This would really help interns in the future.

Chapter 2

Organization Part

This part will cover an overall assessment of Beni Boonon.

2.1. Introduction

- **Objective** – This part will cover what the objective was for the intern while working in the organization. While working as a Marketing Intern, I got a clear idea about the jute market as a whole. This will also help me in understanding more about customer service and will get a deeper knowledge about marketing and content writing.
- **Methodology** – Throughout the whole process, I was focusing on collecting my data using primary and secondary data. For primary data, I got it through interviews with my supervisor and other teammates. For secondary data, I used the resources available on the internet

- **Scope** – The aim of this report is to help others to understand how this industry works and about the jute industry. This will also help them to understand the e-commerce side of the world and how having good customer service is linked to sales.
- **Limitations** – Analysis for this industry was quite difficult since there was not much data available to work with as this is a startup. Also, they did not provide too much information to interns.
- **Significance** – The significance of my work is to make a difference in Customer service and to create contents that people can connect with.

2.2. Overview of the Company

BeniBoonon's mother company is Bengal Braided Rugs Ltd (BBRL) who has won many awards for exporting jute products for more than four decades. BeniBoonon is a locally sourced brand and has been creating hand – made products out of jute which is known as the Golden Fiber of Bangladesh. All designs are made locally by skilled artisans here in Bangladesh. All the products are eco –friendly and sustainable. Worked on by 300 women artisans in a cottage industry in Savar, BeniBoonon has been in this industry for one year. Mr. Saadul Islam who is the director at BBRL said his goal is to make BeniBoonon the brand of one-of-a-kind brands for people to décor their house with and for his team to provide amazing customer service. After many conversations with his father who is the Managing Director of BBRL, they came up with the brand identity and opened first with a Facebook Page. Now they have also built a website for BeniBoonon where customers are able to place their orders directly. The whole team at BeniBoonon focuses on enhancing customer satisfaction by providing strong, and durable varieties to decor the house.

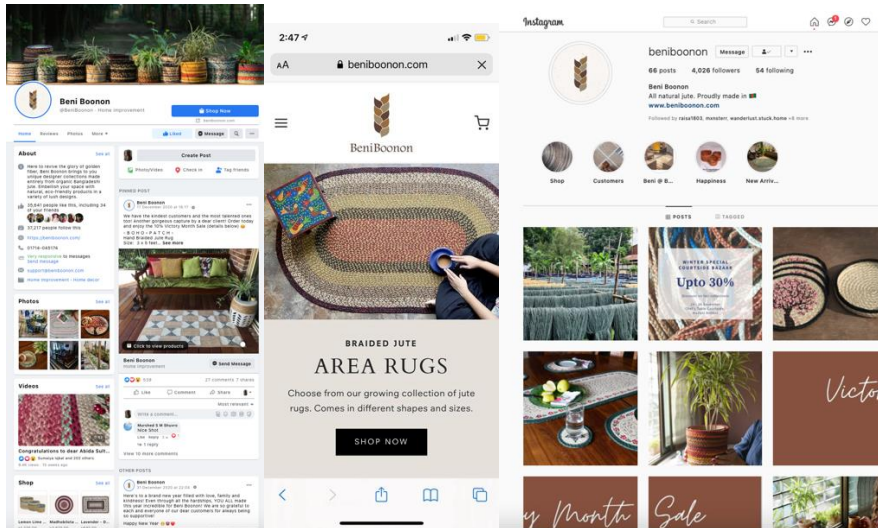


Figure 1. Facebook, Website and Instagram Page

The way the whole process works is that at first customers place their order via website or Facebook and provides us with their detailed information then we placed their order. According to their desired order, we make sure everything is quality checked at the factory before packing and fresh. The final delivery is done in 3 ways: home delivery, courier service, and shopper pickup. With the help of home delivery and courier service, customers get their desired products just at their doorstep. Our pickup point is in Gulshan which is at where our office is. After the whole order process is done, we deliver it within just 5 – 7 working days. Beni Boonon’s goal is to develop a relationship with their roots and the beauty of Bangladesh by providing creative and new designs every month and to provide good customer satisfaction.

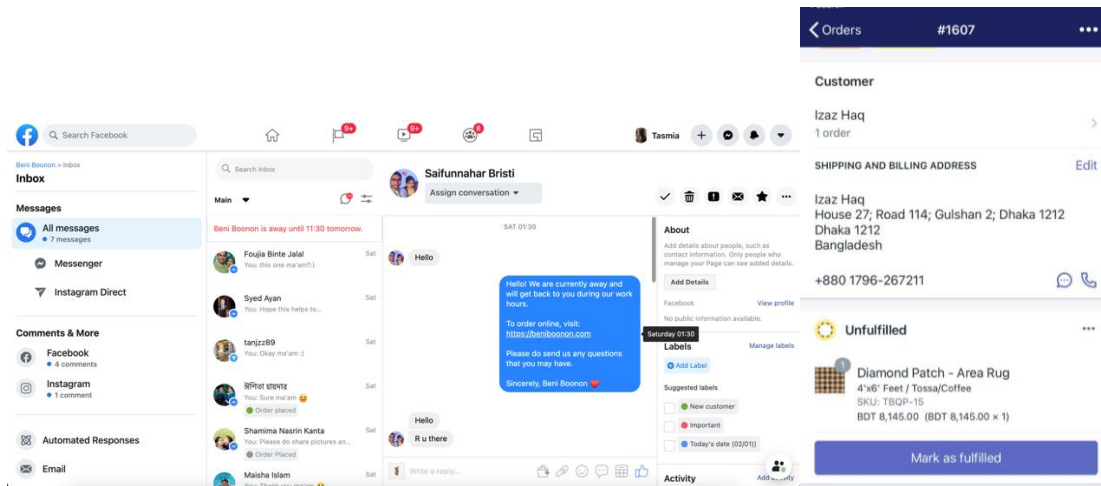


Figure 2. Business Suite and Website

Since BeniBoonton is still a new venture and there are no other companies providing high quality of jute rugs, providing us with the first mover’s advantage. The organization’s structures are quite different from other big corporate companies.

Departments in BeniBoonton

- Engineering Team
- Customer Service Team and Marketing Team
- Artisans Skills Designers Team
- Delivery Team
- Accounts and HR Team

My responsibilities as a marketing intern for the customer service and marketing team included various tasks. It was for 12 weeks where they gave different tasks which included for both the teams. Primarily, I have to take customer queries on a daily basis, which comprises solving their problems, having a conversation with them both over the phone and via chat. In addition to this, I had to manage a database for customers to keep track of all the orders coming from the website and as well as over social media platforms. Once the orders are placed, it takes 5-7 working days for them to be delivered; hence after the delivery was done, my job included

checking with customers again whether they received it or not or they faced any problems regarding the product. We also deliver both inside Dhaka and outside Dhaka and accept the approval of money, electronic fund via SSL Commerce, bKash, and cash on delivery. Furthermore, for the marketing team, every week, I had to conduct market research to help create content for social media platforms. I was assigned to manage the social media posts and give daily postings which included giving stories of satisfied customers and share their testimonials for their Instagram account.

The team here in BeniBoonon focuses on providing excellent customer service and to ensure that the exact products are being delivered as shown in the pictures. Mr. Saadul Islam believes that reply to customers should be fast as it is rude to make someone wait. He believes that giving an amazing presentation of your work online is the key to success.

Tasks Performed

I was appointed as a Marketing Intern. There was a wide range of tasks that I had to perform during my internship journey. They are as follows:

- **Replying to customers:** The organization uses “Business Suite” to chat with customers. A message can be sent to us via Facebook page and Instagram as well. As an intern I was given a shift every day to reply to customer queries. In order to solve the queries, I first had to understand the whole business and their products very well and since we were given a time period to reply which was to solve queries in less than 1 minute, it was necessary to understand everything. For example, how many rugs we have in total and about the current campaigns. According to me, I think handling angry customers were the hardest. There were cases like customers were not happy when the product they got, or they didn’t get their product at the date stated. I had to calm them down and find a solution for that particular customer. For complicated cases that I

wasn't able to solve, I would take help from my colleagues and from my supervisor in order to solve it.

- **Handling Hotline number:** It is mandatory by law for e-commerce website to have a hotline number. One of my daily tasks was to be in charge of the calls. Customers who do not know how to place an order or just want to know about the company can call this number and I would have to answer them. For instance, I remember this one customer who was old, and she did not know how to use Facebook or a website. She talked with me for almost an hour and she said she really liked the service and how patient. I was talking with her. She wanted to buy some rugs and table sets for her house, but she did not know how to place an order. She was telling me how she misses her son who lives aboard for his studies and now she feels helpless. I was really happy helping her.

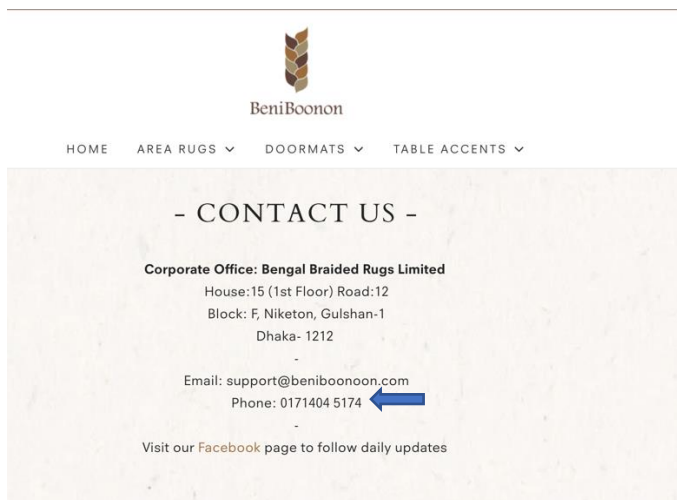


Figure 3. Hotline Number

- **Payments via SSL commerce:** Online payments were done through SSL Commerce. We would provide a link for online payment or they can directly pay on the website. One of my daily tasks involved was to communicate with customers for unsuccessful payments. For bkaash payments, customers mostly inserted a wrong transaction ID in the system which resulted into the failed payment.

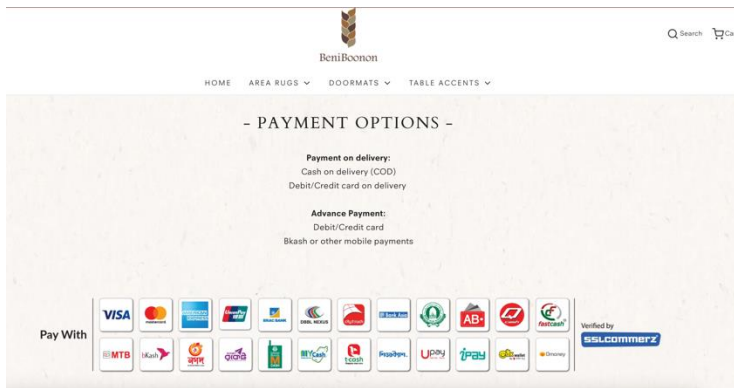


Figure 4. Payment Options

- **Sending follow up messages:** Every day, I was given names of the customers whose orders were delivered successfully and asking them about their feedback. I wrote this message “Hello! Hope you have received your product. Please let us know what you think! If there are any issues at all with the quality of the products, we request you to inform us at any time (within 7 days from the date of received) since we have return exchange and refund options. 😊 ”. Customers were really happy to get this message as it showed that after even getting their orders, we cared about them and asked for their feedback.

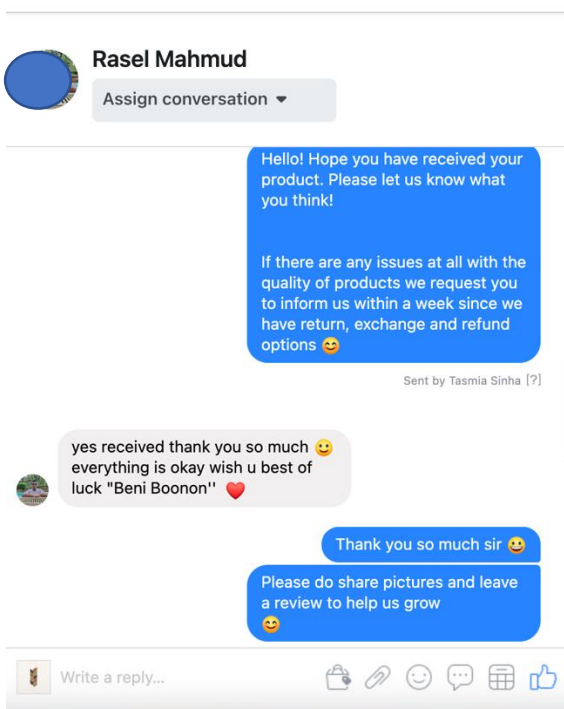


Figure 5. Follow up message

- **Marketing Team Tasks:** I had to come up with ideas for daily posting so that my supervisor could post them at the right time. We would usually see traffic from Google Analytics and figure out what time people are really online and post at that time. I did not have access to their Google Analytics; however, my supervisor would show me how the whole thing works. She would make me understand every matrix present there. However, with “Page Insights” I could see the details related to posts.

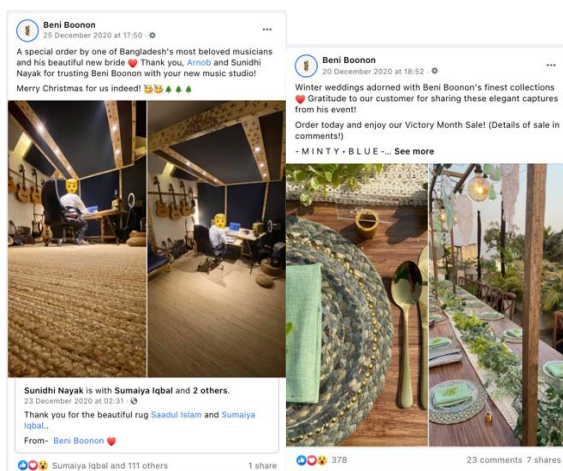


Figure 6. Most engaged post

These two posts have reached almost 18 thousand people reached without boosting. The first rug was custom made for the famous Bangladesh musicians Arnob and the second one was a wedding party.

Meetings:

- i. **Standup:** Every Wednesday sharp at 6 pm, we would all gather and do a meeting about the problems we faced individually or with our team members. We would all give ideas on how to solve problems. We would do this meeting for only 15 minutes.
- ii. **Sync meeting:** The whole team from every department would join together every Thursday at 10 am and sync. From every team, one of the members would talk about their goals and accomplishments. We would also discuss our monthly goals and

targets. This is where members of the team even give shout-outs to the person who has worked really well that week and everyone would clap.

2.3. Management Practices

The working method and practices that BeniBoonon uses in order to improve the effectiveness are by focusing on Key Performance Indicators (KPI) such as, for customer service, our team leader Saad bhaiya has clearly mentioned that he wants replies to the customer within 1 – 3 minutes so that the customer does not wait. If by any chance, we do not know how to communicate, we will ask for some time and clear it up with the management. Daily posts for the marketing team are also set. Daily 2-3 posts have to go from the Facebook page and from Instagram.

2.4. Marketing Practices

Today social media has become of the key drivers to reach your target audience and generate sales. It is important to utilize these platforms effectively. There are at least 6 social media platforms that everyone around the world is familiar with, Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat, and many more. Among them, BeniBoonon uses Facebook and Instagram to reach people and show their products.

BeniBoonon has a Facebook page which has almost 35 thousand likes since this is still new and a startup. When I first joined in October, the page had only about 10 thousand likes and within the time frame of 3 months, they gained 25 thousand more like.

The team here in BeniBoonon has divided posts into 2 categories. They were as follows: Customer Reviews, Events/Discounts, and Static posts about products. One of my tasks was to

create a Content Planning Calendar so that it would be easy for planning. Here is an example of the calendar that I have created for the month of December 2020.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1. Customer Review	2. Static Post (Mustard Blue Rug)	3. Static Post (Doormat Redwoods)	4. Customer Review	5. Static Post (Ebony Rugs, doormats)
6. Customer review	7. Static Post (Minty blue	8. Customer Review	PLANT BASKETS LAUNCH			12. Customer Review
13. Static Post (Rose collection)	14. Customer Review	15. Static Post (Table sets)	16. Victory day Discount	17. Static Post (Trivet sets)	18. Customer Review	19. Static Post (Blueberries)
20. Customer Review	7. Static Post (Hand braided collection)	22. Customer Review	23. Static Post (Hand printed collection)	24. Event	25. Christmas + Event	26. Event + Independence day
27. Customer Review	28. Static Post (checkers)	29. Customer Review	30. New year's day			

Figure 7. Content Planning for December 2020.

2.5. Response Rate

Especially for online businesses, it is important to reply fast on social media since their sales depend on this. This will depend on the responsiveness of the page overall. During my interview, my boss said that in order to satisfy customers it is important to not make them wait. Nobody likes waiting. The faster you reply, the faster you gain sales. It's common human nature that after some time you tend to forget the things you want to order and maybe later you realize that you do not even need them. During my first weeks of training, I was trained to type fast so that I can have a good response rate.

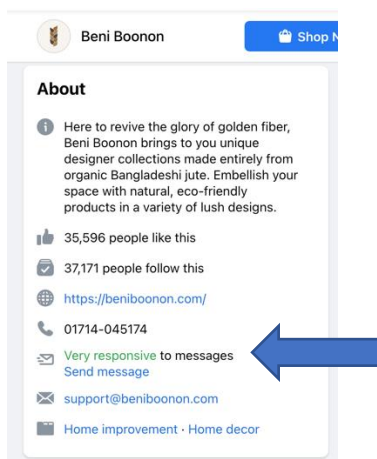


Figure 8. Screenshot of the Page

After replying within 1 minutes to customers, we were able to gain a sale within seconds.

Customers really appreciated the quick reply and they even placed an order.

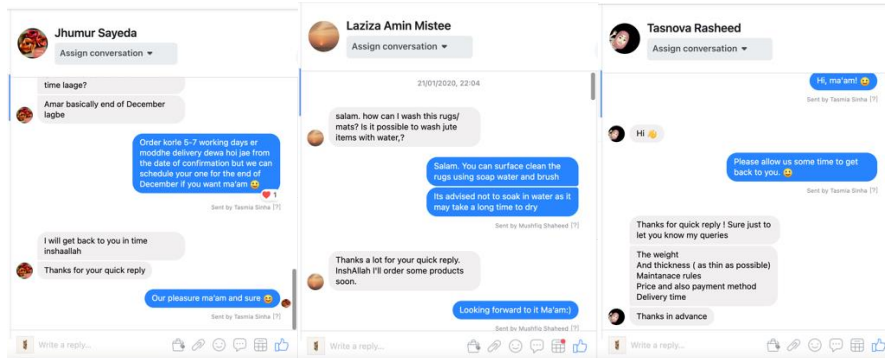


Figure 8. Customer's feedback on getting reply fast

What we learned from this is that customers care when businesses reply really fast thus, they want to communicate even more.

Benefits of replying faster:

- a. Helps businesses to earn more sales
- b. Boost up the “responsive” rate of the page
- c. Improves customer retention
- d. Improves Customer Satisfaction

After work hours, usually there is an automated message that goes.

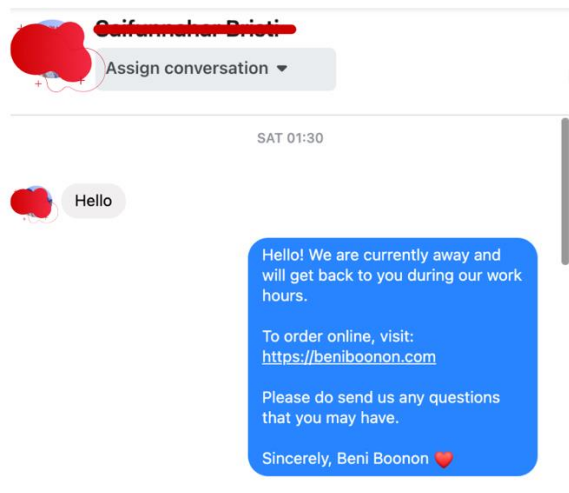


Figure 9. Screenshot of the follow-up message

According to a blog written in WordPress, responding to a customer in a fast way is professional and very important for small businesses. Also, in Shep Hyken's blog, he also mentioned that customers have a perception of wanting things right now. It's human nature that they are impatient and do not like waiting. This is how they have been programmed.

2.6. Summary and Conclusion

BeniBoonon has progressed a lot in a few years and they are being recognized by people. There are yet no other competitors present in the market who would give them a hard time in the industry. They have been exporting to the USA also similar jute products to a buyer for a very long time. So even people in USA or around can order from there. The website is known as Earthy Rugs.

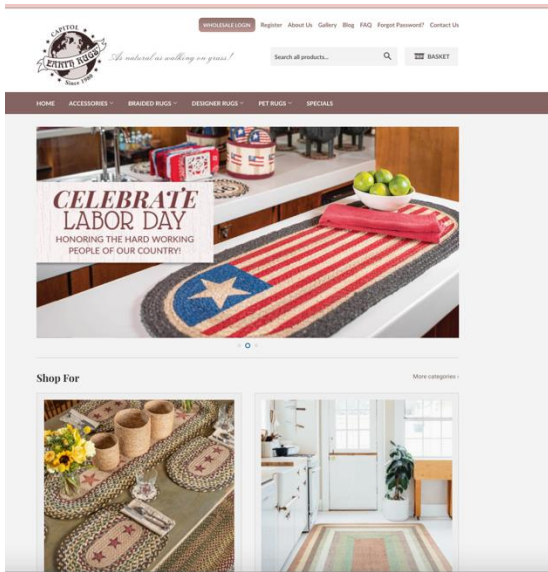


Figure 10. Earthy rug's Website

Moreover, the team here wishes to associate themselves with more local brands to boost customer satisfaction. Currently, they have partnered with BOHU furniture and displaced some of their products there. Hopefully, within a few years, people will start appreciating the golden fiber of Bangladesh and will decor their houses.

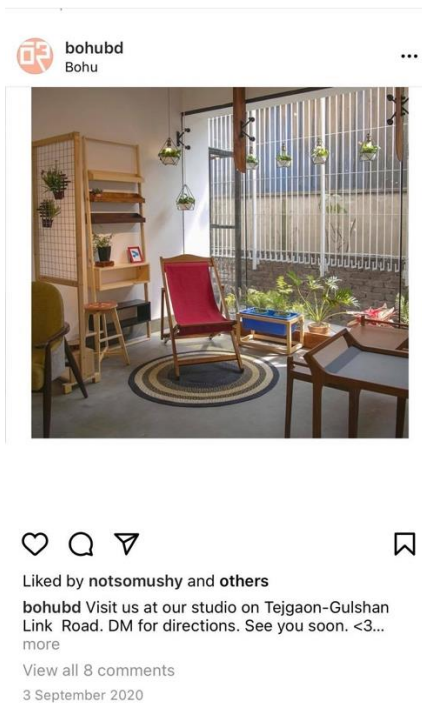


Figure 11. Mustard Blue rug at BOHU

2.7. Recommendations

One of my recommendations would be for them is to include Bangla captions as well. We always give captions in English which is okay as well but since this market is primarily targeting older generations as well so including the Bangla language would be a bonus point for them. Not every post should be in Bangla, but some can be. Also, since everything is hand-braided or handmade they could give small videos on the making of the rugs so that people know how much time and effort the artist is giving into making one rug. This could turn into small series on their page to promote and appreciate people working here.

Chapter 3

Project Part

3.1. Introduction

Background: BeniBoonon's mother company is Bengal Braided Rugs Ltd (BBRL). BeniBoonon is a locally sourced brand and have been creating hand – made products out of jute which is known as the Golden Fiber of Bangladesh. All designs are made locally by skilled artisans here in Bangladesh. All the products are eco–friendly and sustainable. Worked on by 300 women artisans in a cottage industry in Savar, BeniBoonon have been in this industry for one year focusing on enhancing customer satisfaction by providing strong, and durable varieties to decor the house.

Objective:

Broad Objective – The main objective of this report is to highlight how important replying to customers at prompt is necessary and the how golden fiber of Bangladesh which once was lost are going back with more creative and beautiful way thus making people's house beautiful.

Specific Objective – This is done to identify if actually, people care about a getting reply fast or does it has an impact on good sales. Finding out about the relationship between sales and replies and about the fact that people prefer online shopping or in store. Also, about the reply waiting and if the page replies within 1 minute, does it have an impact on your experience. recommendations about the ways to improve customer service more so that people are satisfied.

- **Significance:** The main purpose of this report is to understand better about the e-commerce industry and about jute. Also, how to enhance customer satisfaction so that people have a good experience in doing online shopping.

3.2. Methodology

Throughout the whole process, I was focusing on collecting my data using primary and secondary data. Talking with all my colleagues I got to understand more about the e-commerce side and how the whole business runs online. Also, got a clear idea about jute and how the color depends on the weather.

3.3. Findings & Analysis

After communicating with customers for almost 3 months straight, I got a better understanding of how to deal with them patiently. How to make a sale online and how to talk with people. While doing my internship, I got to understand how important prompt reply is and how this makes customers happy. It is important to give them the product that they are seeing online and if they do not like it, businesses should offer an exchange/refund policy so that there is no chance of a bad experience with the customer because at the end of the day positive word of mouth is very important for startups in order to grow. According to a survey which I conducted mainly to millennials, I asked a couple of questions and on the basis of that got to understand

that about certain percentage of people cares about getting replies from pages when they knock fast.

Do you like to wait for replies from pages?

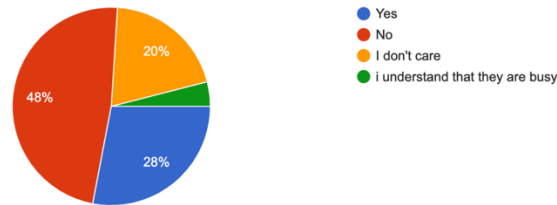


Figure 12. Do you like to wait for replies from pages?

If any pages reply within 1 minute, would that make you want to buy things from them more?

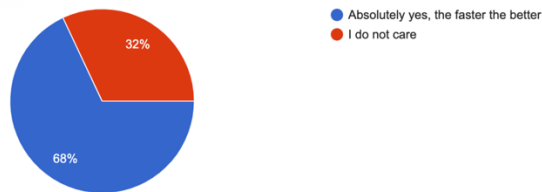


Figure 13. If any pages reply within 1 minute, would that make you want to buy things from them more?

Do you prefer shopping in stores or online?

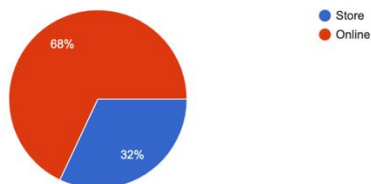


Figure 14. Do you prefer shopping in stores or online?

If they are replied to within 1 minute, then this makes them want to purchase more from the particular page, and thus they experience good customer service. According to Lua, automate processes will help to respond quickly to customers. The way how this works is that the person is assigned to the conversations or comments. For example, let's say, somebody knocked BeniBoonon in Bangla so replying to them in Bangla is necessary. Now the person who is on shift, it might be hard for them to communicate in proper Bangla so that person who is good in writing Bangla will be automatically assigned. Automated responses can be helpful in answering common queries so that time is saved.

3.4. Summary & Conclusion

I think studying marketing and implementing it in real life is completely different. For an intern, who just finished her studies and stepping into the job market was quite difficult. However, I was lucky enough to start my journey with a startup since I got to learn so much about everything and there is still placed to learn. Startups basically give interns a chance to speak and share their idea with the whole team as well, so you feel like you are being heard and not just following orders like a robot. But yes, just only studying marketing and implementing a small part of this was not enough. I would love to expand my knowledge and develop skills in digital marketing as I will get to create more impact.

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