

Report On
Analysis on Sales and Marketing Activities of Techson
Valley Limited

By

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

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Declaration

1. The internship report submitted is my own original work while completing my 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.

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Letter of Transmittal

Dr. Shilpi Das

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66Mohakhali,Dhaka-1212

Subject: Submission of internship report on “Analysis on Sales & Marketing Activities of Techson Valley Limited”.

Dear Sir,

With due respect and humble submission, I want to inform you that I have prepared a report named “Analysis on Sales & Marketing Activities of Techson Valley Limited” as per your given instructions. I have tried to give my utmost sincerity and tried my level best to provide as much information possible and make it comprehensive as I could. This report has helped me to acquire pragmatic knowledge on the Sales & Marketing activities of Techson Valley Limited. I have gathered all the information from my market visits, internet and different subordinates. Without your friendly support, this report would have been an incomplete one.

I hope that this report will meet your expectations and will be able to enlighten you with enough information regarding my work

Sincerely yours,

Pooja Debnath

BRAC Business School

Non-Disclosure Agreement

This agreement is made and entered into by and between “Techson Valley Limited” and the undersigned student at BRAC University Pooja Debnath.

Executive Summary

IT enables easy and fast access to the information, which is essential for a country's development. Globally, large IT companies are sprouting up, and governments are expanding and bolstering their IT sectors through the establishment of IT infrastructure. Asian countries are also contributing to the boom by fostering an environment conducive to investment by global IT companies. Existing colossi including Microsoft, Apple, and Samsung are investing heavily in Asian developing economies of the reduced prices. Bangladesh, with its enormous untapped labor force (cheaper than India, Malaysia, and China), can also benefit from these efforts if a well-developed overseas investment platform with a countrywide information technology network and qualified workforce is established.

The purpose is to construct on the RMG sector's success in creating billions of employment, largely in low-skill/low-wage vocations, and trillion in foreign cash by considerably increasing higher-skill IT professions to attract consumers and billions in foreign money, so enhancing Bangladesh's economy. This might also result in the establishment of high-paying jobs, which would inspire foreign-trained Bangladeshis to remain (overturning the brain drain), assist to research and development, and aid in luring foreign companies. In opposed to the Garment industry, which is more susceptible to lower-cost locales in Africa and Asia, the IT business employs more skilled individuals, pays more, and has a greater growth potential. Increased revenue will be produced as a result of the professionalization of the industry, which will encourage customers to pursue higher education/IT training. Exporting IT labor might also generate significant revenue for Bangladesh.

Keywords: IT, Sales, Marketing

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List of Acronyms

HRM
IT
VMO
CLV

Human Resource Management
Information Technology
Vision, Mission & Objectives
Customer Lifetime Value

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LOGO OF TECHSON VALLEY
ORGANOGRAM OF TECHSON VALLEY

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Chapter 1 - Overview of Internship

1.1 Student Information

Name: Pooja Debnath

ID: 18364025

Program: Masters of Business Administration

Major: Marketing

1.2 Internship Information

Period: Full time (From 1st February)

Company: Techson Valley Limited

Department: Development of Sales & Marketing

Address: Banasree Dhaka

1.3 Internship company Supervisor's Information:

Name & Position: Mr.H.M.Maruf, Chief Digital and Strategy office

1.4 Job Scope (Description/ duties / Responsibilities):

- Assist in the planning and execution of marketing campaigns.
- Prepare content for social media postings, promotional emails, and other marketing materials.
- Assist with the development of text, video, and graphic content for marketing purposes.
- Participate in brainstorming meetings for marketing ideas.
- Assist with website SEO management.
- Participate in official and informal training sessions.
- Marketing strategies should be measured and reported on.

1.5 Internship Outcome:

The chance to apply obtained information to genuine work encounters, seeing firsthand the everyday occupation obligations can assist with experiencing in their picked field. It helps to explore a career path to give competitive in the career which helps to gain confidence.

1.6 Student's contribution to the company:

Though Techson Valley Limited is a small company, I got a very helpful environment. My position in this company was Intern on the Sales & Marketing department of the company. As the business is a service business, I tried to take lesson from marketing practice then tried to gain product knowledge. I tried to roam around the market and find new scopes for the development of business. The money collection from client to our account was relatively slow. I tried to find out the root cause. There were few gap between client and our company which is actually major issue and creating hamper in the business.

1.7 Benefits:

I found out a lot about Strength and Weaknesses for the management control.

Preparing is something other than procuring credit, graduating or bringing in cash; temporary positions are an occasion to gain from the individuals around myself, pose inquiries, and intrigue. It implies I can or I have constructed a solid organization with the experts.

1.8 Problems/ Difficulties:

- ❖ Lengthy Negotiations are big problems with Corporate clients
- ❖ Sometimes buyers are not willing to pay bill on time during COVID 19 it becomes severe.
- ❖ Sometimes clients account doesn't have enough balance, so the cherubs are bounced.
- ❖ Marketing of such service is very difficult.

1.9 Recommendations:

- I. Marketing policies should be designed thinking about new generation.
- II. Company should focus more on branding & marketing.
- III. Company should focus more on social media marketing.

Chapter 2 :Introduction

2.1–Background of this Report

Because the way technology and software companies develop their marketing strategies is evolving, it is vital to use approaches that produce actual results. Due to increasing competition, technology companies in the Business-to-Business (B2B) business frequently struggle to develop the optimal approach for growing their sales funnel. Communication with main strategic policy makers is a serious issue and can be challenging for IT companies. A smart move can have a substantial impact on the performance of virtually any information technology company. What, therefore, should a technology company do? Companies must conduct research into the Sales & Marketing strategies that have the greatest opportunity to attract policy makers by showing that they understand the challenges their target companies face, that they are thought leaders in their field, and that they have a better approach that can generate a high return on investment.

To that aim, we'll examine some of its most effective tactics available to tech companies for accomplishing that goal. I attempted to uncover Techson Valley Limited's methods and connect them with marketing theories and models in my research.

2.1- Objective of this Report

The key purpose of this report is, to explain the sales & marketing activities of Techson Valley Limited and relate them with the theories and models we studied in class.

2.3- Methodology of the report

There are two types of information sources, these are: Primary and Secondary sources. To prepare this report, both the types were used.

Primary sources are deemed authoritative since they provide a first-hand description of the situation or

historical period. They may represent creative thought, reporting on discoveries or happenings, or they may simply be used to disseminate new information. Often, these sources are produced contemporaneously with the events, although they might also include materials made subsequently. They are frequently the initial publication of innovative research. To make this report, Newspaper and Blogs were used as primary sources.

Secondary sources are those that are analyzed, synthesized, interpreted, or evaluated from primary sources. They frequently make an attempt to characterize or analyze primary sources. To make this report, Newspaper and Blogs were used.

Although scholarly journals are often regarded as secondary sources, they can contain articles on extremely particular themes and can serve as the main source of data on major innovations.

Primary and secondary classifications are frequently not predefined and vary according to the study or research being conducted by the customer. For instance, editorial/opinion items in newspapers might be considered primary and secondary. When examining how a particular event influenced people at a particular time period, this form of assessment is referred to be a main source. If the opinion piece is responding to the incident, it is considered a secondary source.

Secondary sources are deemed compelling because they provide an analysis, interpretation, or repetition of primary sources. They frequently employ synthesis, generalization, commentary, interpretation and evaluation to persuade the reader. They frequently make an attempt to define or analyze primary sources.

2.4- Scope of the Study

There is always room for comprehensive investigation. To obtain the necessary information, extensive study on Sales and Marketing in the IT sector is required, as there is no such thing as a limit to knowledge. If additional research is conducted in this field, the researcher's method becomes more direct. To be specific, some direct research proposals should be made to other scholars in the context of Bangladeshi IT companies for future studies. This will make sure the studies are accurate and will instill trust in the reader to do future study in this field.

2.5- Limitation of the Report

- Since this is the author's first attempt at producing a report of this nature, her lack of experience was a constraint.
- Additionally, time constraints were the first issue that the author encountered when writing the report; if the writer could have additional time to complete the report, the writer could generate a higher-quality result.
- There are many journals and articles in online on Sales & Marketing of IT industry. However, there are few researches on this topic in perspective of Bangladesh.

Thus, the author mostly had to rely on blogs and newspaper reports. The current condition of the IT industry of Bangladesh is collected from The Daily Star. The general information on Sales and Marketing and some theories and models were collected from different Blogs.

Chapter 3: Company Profile



3.1 - Overview of TechsonValley Limited

Techson Valley Limited is a Bangladeshi software development company dedicated to building great software websites and lightning-fast browser-based applications. This company's spectrum was launched in 2019. They offer a variety of services, including software applications, business automation, website evaluation, project management, website creation, website updating and maintenance, lead generation and online marketing, e-Commerce, including graphic design. By removing the barriers that typically separate bright people, their worldwide teams give an unadulterated pool of talent from which to pick the most qualified candidates. Through this distinct approach, they provide companies of all sizes with innovative, distinctive, and successful solutions for strategic advantage and value creation. Their expert IT consultants serve as a single solution and advocate for any company's project, selecting appropriate team members, developing timelines, and directing our substantial resources. Additionally, they practice development openness by providing real-time access to work reports, work - in - progress previews, schedules, as well as other development information via their client site. Techson Valley Limited regularly checks the latest industry trends, which far outperform the majority of their competitors in terms of customer service and product quality. They receive repeat business from nearly every client with whom we have worked.

3.2- Service & Support

As a comprehensive IT company in Dhaka, Techson Valley is able to provide nearly any type of IT service to its consumers. Their highly skilled team of professionals across multiple industries provides customers with bespoke solutions that are tailored to their specific business and technical requirements. Techson Valley Limited is comprised of the following services.

E-Commerce Solutions: In today's web era, an individual can even operate a business without requiring physical location. Everything is now virtual. The individual can showcase their items online and even sell and receive revenue through their website, and their ecommerce solutions always provide the latest technical advancements for the customer's business.

Mobile Applications: It's self-evident that the web's future is entirely dependent on mobile devices. Techson Valley Limited recognized its significance and established a specialized mobile application development team for the customer. We are capable of developing mobile applications for the iPhone, Android, and Windows platforms.

Web Application: A web program can range from a simple website to a sophisticated corporate application. In today's world, the majority of complex desktop software is available as a web

application. It enables customers to execute their applications even when they are not connected to their office's internet.

Custom Software: Comprehensive business or workplace automation that is truly worthwhile. However, it is not always considered efficient for small or medium-sized companies, and customers may encounter issues with their existing installed software. In this scenario, the customer requires customized software that is specifically tailored to their company. The company is delighted to provide this unique development exclusively for the customer.

Network Solutions are generally considered to be a subset of Business Process Automation (BPA). If a customer runs a business with a significant number of workstations, they require a secure, effective network connecting all of their workstations. For Techson Valley Limited, networking is more than simply connecting a few PCs. They make use of cutting-edge network technologies, such as complicated host servers or even cloud servers.

3.3- VMO of TechsonValley

Vision

The vision of TSVL is – “Make sure to remain a Unified company working on the constant development on the IT services throughout the country.”

Mission

The mission of TSVL is – “One Company – All Solutions – One Offer”

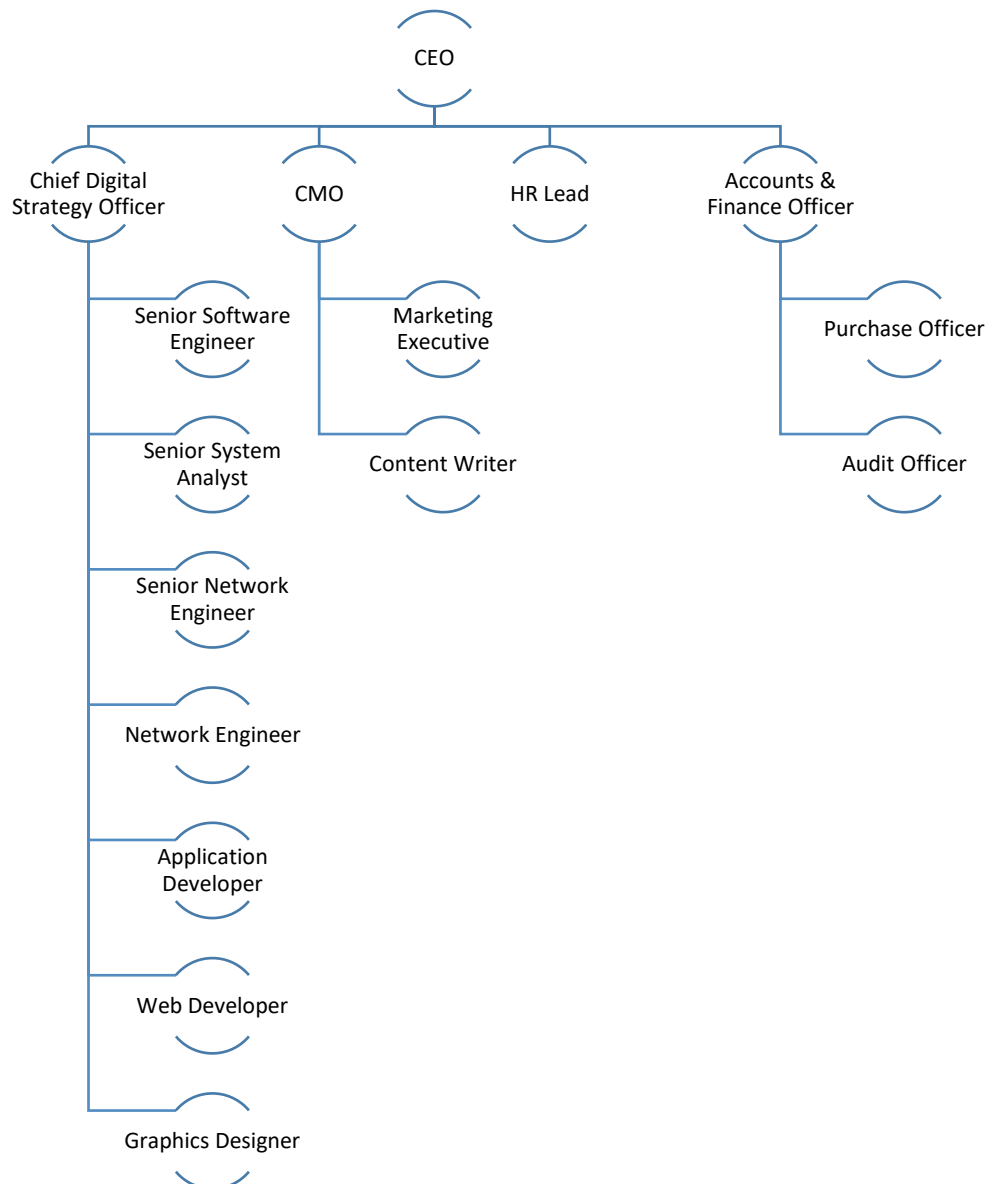
Values

The values of TSVL are –

- Professionalism and guarantee of quality
- Customer satisfaction
- Innovative solutions
- Team of experts

Chapter 4: Sales & Marketing Activities of Techson Valley Limited

4.1- Organogram of Techson Valley Limited



4.2 Job Description

As an intern at Techson Valley Limited in Sales & Marketing Department, I had the following duties –

- Assist in the planning and execution of marketing campaigns.
- Prepare content for social media postings, promotional emails, and other marketing materials.
- Assist with the development of text, video, and graphic content for marketing purposes.
- Participate in brainstorming meetings for marketing ideas.
- Assist with website SEO management.
- Participate in official and informal training sessions.
- Marketing strategies should be measured and reported on.

4.3 -Sales & Marketing Department of Techson Valley Limited

Sales comprise “operations and activities involved in advertising and selling goods or services.” Whereas Marketing comprises “the practice or practice of advertising, marketing, and distributing a product or service.” The characteristics of the connection between these two divisions are highlighted in these statements:

Each group's responsibilities are intertwined. In order to support sales, marketing is critical. In practice, marketing is responsible for increasing product awareness and generating lead for sales. A “lead” is the client that fits the marketing department's set of requirements. A "lead" supplements marketing's initial criterion for identifying the most valuable prospects.

Occasionally, a Sales division will argue that marketing group’s prospects do not meet the sales team's standards. However, the prospect of confrontation might serve as a catalyst to work together. The more closely these two divisions communicate, the more closely their descriptions will likely agree.

Technology plays a critical part in sales and marketing nowadays. Additionally, it facilitates communication between the two business units.

4.4- Sales Activities of Techson Valley Limited

Follow-up – One of the crucial function of Sales department is follow up on leads which is generated by the marketing division. Techson Valley Limited implements a systematic procedure to guarantee that each lead is followed up on promptly and appropriately by a member of the sales team.

Relationship Development - The "hard sale" era is passing us by. Relationship building is emphasized in modern sales as a technique of establishing trust between buyer and vendor. Effective salespeople are capable of assessing the buyer's needs and crafting a persuasive—but unobtrusive—message that helps differentiate the company's goods.

Converting Leads to Customers - The majority of salespeople are analyzed on how they can convert the potential customers into actual customers. Though some companies still believe that closing a transaction requires a face-to-face encounter and handshake, most companies like Techson Valley Limited close purchases online or through phone call. This might mean assigning additional personnel for closing the sale.

Client Retention - Sales employees are responsible for retaining the clients. By following up with an established client, a salesperson can show his interest in the client's success in the long run, rather than merely a one-time transaction. Maintaining great relationships can aid in retention and result in "upsells"—additional sales above and beyond the first transaction.

3.3 - Marketing Activities of Techson Valley Limited

Awareness – Techson Valley Limited’s first step of the Sales process is to improve overall awareness of their service. An efficient awareness campaign may help a prospect recall TechValley’s brand name, or it may make sure that the company is evaluated for acquisition.

Engagement - By building on the original awareness campaign, engagement activities establish a customer's connection with the brand. Engaging marketing materials (for example, a whitepaper or film) may be lengthier than precise conscious item (e.g. E-mail or TV ad).

Transformation - It occurs when an anonymous potential consumer becomes an actual lead. For marketing department, conversation can be in the completion of a Google doc, communication on an online chat, communication through phone call using a customer care number.

Retention—Marketing process is not completed even after a customer makes a purchase, a marketing group can assist the company in increasing the number of recurring consumers. The retention function of marketing aides in the maintenance of communication following a sale. It may take place through email, newsletters or organizing webinars which educate consumers about how to get the most out of their purchases. For subscription-based services, marketing's retention function is crucial.

The GAP Model of Service Quality

Companies that use SERVQUAL to assess and manage service quality develop a questionnaire that gauges customer expectations for service quality across these five dimensions, as well as their perceptions of the service they receive. When customer expectations exceed their perceptions of delivered goods, service quality is deemed inadequate.

The authors of SERVQUAL identify five gaps that may contribute to customers' perceptions of poor service quality.

The Five Gaps Model of Service Quality is a structure of customer satisfaction gaps that describes a company's customer satisfaction and service quality. It demonstrates the gap between customer needs and the service provided at various phases of the service process. When the consumer's perception meets the demand, the service is of a high quality; nevertheless, when the person's demand does not meet the requirement, the service is of a low quality. The model, alternatively referred to as the five-gap model, is indeed a structure for determining customer satisfaction.

The 5 Gaps are listed below -

4.4- Knowledge Gap

This gap occurs when there is a mismatch in between what a company believes the client requires from the industry and what the consumer actually expects. If administration does not pay attention to the expected service, this divide may develop.

Numerous factors can contribute to the widening of the knowledge divide, including the following:

- Not paying attention to what customers expect.
- There is an absence of internal communication.
- Inadequate market analysis.
- Relationships receive less attention.
- Inability to comprehend customer grievances.
- Lack of proper communication between company and customer.

4.5- Policy Gap

Policy Gap occurs when there is a mismatch in between management's impressions of customer demands and their conversion into service provision standards and policies. This gap takes the form of a misunderstanding between the customer's demands and the management's ability to deliver on those desires. Numerous factors, including the following, might contribute to the expansion of the policy divide:

- Inadequate dedication to service quality
- Inadequate standardization of tasks
- Inadequate goal setting

- Customer service standards are inadequate.
- Service levels are not adequately described.
- Inability to maintain service level standards.

4.6- Delivery Gap

Delivery Gap occurs when there is a difference in between acompany's standardized customer service policies and how services are actually delivered. This problem may emerge as a result of a breakdown in communication, insufficient technology, or improper oversight of industry productions. This divide exists within the industry for a multitude of reasons, including the following:

- Inadequate collaboration to deliver the service
- Employee's lack of information/ knowledge about the service
- Inadequate HRM.
- Role ambiguity and conflict – being unsure of their responsibilities and how they relate to others.

4.7- Communication Gap

Communication Gap takes place when there is a contrast in between what a company promises about its services and what the client receives. It happens when a company is unable to meet its service or product commitments. This is an important dimension to consider because it has the potential to generate client unhappiness. In the industry, this breakdown in communication required for a variety of causes, including the following:

- Excessive commitment.
- There is anointer -department miscommunication.

4.8- Customer Gap

Customer Gap occurs when there is a mismatch over how consumers experience their experience and the service they anticipate. Numerous companies are ignorant of this difference, and as a consequence, they are rapidly losing a considerable number of clients.

To summarize, this framework is established to identify and analyze difficulties in between enterprises and their consumers. The model demonstrates customer happiness, which is crucial for both continuous

development and the business's success.

4.8.1 Consumer Purchase Behavior

Consumer Purchase Behavior is the process through which individuals make decisions and take actions when purchasing things or activities for personal or professional usage. It is synonymous with the word "consumers' purchase behavior," which is typically used to refer to private individuals rather than a company.

Purchase behavior is one of the key important force behind all marketing processes. The fundamental purpose of companies trying to keep their business strategy and enhance client acquisition is to understand why and how customers select this or that brand and why they're so loyal to a brand.

4.9- Types of purchase behavior

Consumer Purchase Behavior is always determined by the degree to which a consumer is invested in the decision for purchasing a service and the degree to which the purchase is risky. The higher the price of the service, the greater involvement of customer in decision making. There are four types of purchase behavior -

Complex Purchase Behavior - It is also referred to as extensive behavior. It happens because of high degree in economical and psychological risk, a person is highly engaged in the purchase process and the customer conducts some research prior to make the purchase. Buying expensive product or service like a BMW car or a Rolex watch are example of this type of purchasing behavior.

Purchases that Alleviate Dissonance-This type also needs a lot of engagement in the purchase process because of the high pricing and infrequent purchase. Customer struggles to choose between brands and are fearful of later regretting their choice (hence the term 'dissonance'). Generally, they make purchases based on available budget without conducting extensive research. A purchase of a waffle maker is an example of it. In this case, the customer will make a snap decision about which model to use, opting for one of a few available brands.

Consistent Purchase Behavior -This type is defined by low engagement in a buying decision. The customer perceives no discernible differences between any brand and purchases habitual items throughout an extended period of time. Purchasing everyday products is an example of habitual purchasing behavior.

Diversification-seeking Behavior: In this type, a customer changes their brand not out of dissatisfaction but due to their curiosity and to bring variety. Indicating a low-level of loyalty. For instance, they may purchase a hand wash without giving it any thought. The next time, he'll choose a different brand to switch up the scent.

4.10- Consumer Purchase Behavior patterns

Each consumer may have their own distinct purchasing habits. Nonetheless, there are common characteristics that enable the following Consumer Purchase Behavior patterns to be distinguished:

Purchase location

When customers have multiple options, they are not always loyal to a single location. Thus, even if all items are available in a single location, they may split their purchases between multiple locations.

3.10.1 Purchased items - There are two factors to consider, the type of products or service purchased by customers and the quantity purchased. Generally, consumers purchase necessities in big amount. In comparison, luxury items are usually bought infrequently and in small quantities. The number of items purchased is influenced by the these factors – Durability, Availability, Price, Purchasing power and Estimated number of customers

Analyzing a buyer's shopping cart can reveal a wealth of information about the buyer's behavior.

Purchase date and frequency

With the advancement of e-commerce, purchase has become as simple as a few clicks. In any case, marketers should be aware of how frequently and at which time of the year, month or day consumers like to purchase. The frequency of purchases may be influenced by the following factors:

Type of product

Customer's way of life

Importance of the product

Traditions and customs of the customer

3.10.2Purchase method - Individuals purchase goods in a variety of ways: some visit stores, while others prefer to order online. Some people pay with cash, while others pay with a credit card. Among online store customers, some prefer to pay upon delivery, while others prefer to pay immediately upon placing an order. The manner in which customers purchase products reveals a great deal about their customer segment.

4.11- Consumer Purchase Behavior Model

The Consumer Purchase Behavior model is a sequential process. A customer comprehends the necessity of making a purchase under the influence of the 4P's of Marketing (Product, Place, Price and Promotion) and 4 Factors of Marketing (Economic, Technological, Political, and Cultural).Following that, their characteristics such as their values, beliefs and motivation influence their decision to purchase or not to purchase.

When most people make a purchase decision, they go through several stages:

Require acknowledgment - At the outset, the buyer recognizes the existence of a demand for a particular service. For example, they may recognize that as their business grows, manual email outreach will be no longer effective.

Information retrieval - After determining the necessity of the service, the person begins his or her search of information. The buyer can get it through a variety of sources like asking the friends, watching commercials or using social media. For instance, a prospect may begin researching email automation solutions and reading reviews.

Alternatives evaluation - Once all pertinent information has been gathered, the buyer can begin evaluating his or her options. They may compare key features and pricing in order to determine the advantages of one tool over others.

Purchase determination - The buyer then makes a purchase decision based on his or her evaluation. For instance, they begin their free trial or sign up for a paid plan.

Post-purchase Evaluation - Following the purchase of a product or service, the purchaser determines whether it met their expectations. They may also leave an online review or share their feedback with subscribers, colleagues, or friends at this stage.

However, there are instances when certain stages of the decision-making process are omitted. For instance, the customer may already be familiar with a product and does not require additional information. Another scenario is when the buyer sees a product in the store and makes an impulsive purchase. Additionally, there are instances when the customer returns to the information search step after evaluating alternatives.

4.12- Consumer Purchase Behavior analysis

Marketers should analyze what and how people buy in order to offer relevant products and services to their target audience. Companies monitor Consumer Purchase Behavioral a variety of ways:

Utilization of computer software - Computer software enables companies to gather valuable data about their customers' purchasing experiences. This enables analysis of which products or services are preferred by specific groups of buyers, the effect of a customer's location on their purchasing habits, and so forth.

Analyzing consumer reviews - Another method of analyzing Consumer Purchase Behavior through the examination of customer feedback. Online reviews frequently reveal more than just people's initial reactions to a purchase. Additionally, they may share information about how they choose items or how they prefer to purchase goods.

Conducting online questionnaires - Additionally, some companies conduct online surveys, which enables them to conduct research on Consumer Purchase Behaviors from any angle they desire. Surveys enable customer to elicit direct information about what people like to buy, what product characteristics they value most, and what factors influence their purchase decision, among other things.

The analysis of Consumer Purchase Behavior trends will assist companies in developing the most effective marketing strategies for attracting and converting potential customers.

4.12.1 Customer Expectation of Services

No matter how the team of Techson Valley Limited tries to cross the expectation of customers, the task is not any time completed. It is a never ending work in progression. In this report, the writer will point

out the five distinct areas of customer expectation and how the executives, managers and CEO of Techson Valley Limited can implement necessary steps to make sure that the company is always one step ahead than the rivals. When a person talks with an Executive or Senior Executive of Techson Valley Limited, he gets an idea about the services of Techson Valley Limited and how they can deliver him a good experience. At the ends of the day, their business is judged on its ability to make sure the satisfaction of customers.

Expectations that are explicit – This is the specific objective that people seek when they search for their service. For instance, a person may visit a car dealerstore anticipating a particular price range and a certain number of kilometers per liter.

Implicit expectations – This is what a person have come to expect as table stakes from companies in their vertical. Thistype of expectation is frequently formed through prior interactions with their competitors and information gleaned from friends and family.

Interpersonal relationship - Interpersonal expectation refer to what people expect from their team members during face-to-face interactions, typically during client service. Customers usually hope the executives to be professional, skilled on their subject, supportive and friendly.

Digital Age Expectation - Digital expectation refer to how customers interact with their brand online. While customers had been gradually shifting to digital platforms for years, the COVID-19 pandemic situation have accelerated it. According to researches, the pandemic have resulted in a 25% increase in online business all over the world. This shows that it is a must for Techson Valley Limited to keep their website and Facebook page updated so that it is easily discoverable and navigable by the consumers.

Dynamic performance expectations– It refers to the expected evolution of a product or service over time. These changes are a result of changes in the broader environment, customer preferences, and their business objectives. During the COVID-19 lockdowns, many companies have switched to delivery and takeaway.

Why are these important to customer?

Finally, providing an exceptional customer experience requires an understanding of all five of these distinct customer expectations. If a business is capable of providing world-class interpersonal

experiences but is unable to adapt to changing performance expectations, it will fall short of exceeding customer expectations.

Customer expectations management - Companies must take proactive measures to manage their customers' expectations. If customer have unrealistic expectations, the experience will invariably end in disappointment.

Transparency – The first step toward avoiding unrealistic customer expectations is to make sure that their process is transparent. Avoid making extravagant claims in the beginning. Ascertain that their representatives are prepared to engage in an open and honest discussion about their business's capabilities and limitations.

Benchmark against competitors- Keep in mind that their customers' expectations are shaped in part by what their competitors do. Make sure that customer monitor overall customer sentiment on review sites for their competitors' customers so that customer can quickly identify areas where they excel and adjust their operations accordingly. Consistency is critical for managing customer expectations. A consistent experience make sure that customers understand what they can expect from their brand regardless of which location they visit.

How can their team go above and beyond customer expectations?

Now that we've discussed some strategies for managing customer expectations, let's discuss how their business can exceed all five types of expectations.

Create a culture of success

At the end of the day, exceeding customer expectations comes down to having the appropriate culture and processes in place. Create a customer experience intent statement to begin developing a winning culture. This is a brief 1-2 paragraph aspiration statement that expresses their desired customer perception of their interaction with their brand.

Once an intent statement has been developed, it is up to leadership to secure buy-in from individual employees. Throughout the company, team members must understand the value of exceeding customer expectations and the steps necessary to accomplish this goal. Employees who surpass customer

expectations should be rewarded and recognized, so that the entire company understands how much leadership values those who can exemplify the intent statement.

Recognize their persona

No business on Earth can possibly satisfy every customer. Different individuals and demographics may have wildly divergent ideas about what constitutes an excellent customer experience. However, the best brands succeed by focusing exclusively on how they can exceed a target persona's expectations.

To create a target persona, consider some of their most devoted customers in the past. This can be accomplished through telephone conversations with customers or through the distribution of surveys. Once customer have gathered this data, determine what characteristics these customers share. Following that, customer can personalize the customer experience for customers who share these characteristics. For instance, a real estate business may discover that they excel at servicing customizing clients looking for their first home. In this case, the business may excel by providing educational content about first-time homebuyers.

Provide a unified experience across all channels

Bear in mind that consistency is critical. Customers expect the same experience regardless of how they contact one of their locations via phone, email, text, or Facebook Messenger. A negative experience on one of these channels can permanently tarnish their reputation in the eyes of a customer. According to Salesforce, 47% of customers stop doing business with a business following a negative experience.

Without the proper tools in place, providing an omnichannel experience is nearly impossible. With the variety of channels through which customers and prospects can contact customer, it's all too easy for inquiries to be missed. A platform like Birdeye can help customer stay on top of customer interactions and make sure that customer respond to customers promptly regardless of the channel through which they contact customer.

Collect customer feedback on a regular basis

Collect customer feedback in the form of reviews and surveys to stay on top of ever-changing customer expectations. This feedback will assist customer in determining what customers expect and their perceptions of their current services.

We've seen that reviews and surveys typically complement one another when it comes to identifying customer experience issues. Amanda Knight, Supervisor at Hillcrest Animal Hospital, spoke with us about her procedure. When she notices a pattern of negative reviews for a particular location, she conducts surveys to elicit detailed feedback about the issue. This provides her with the necessary information to deal with the situation effectively.

How to create a memorable customer experience

Want to learn more about how to exceed customer expectations with their business? We've compiled this Ultimate Guide to Customer Experience to assist customer in comprehending the tactics and strategies that differentiate the best companies from their competitors. It contains some tips that are not available elsewhere.

4.12.2 Customer Perceptions of Service

What defines customer perception?

Customer perception is described as a "marketing concept encompassing a customer's perception, awareness or awareness of a company or its offers."

Customer collects product information and analyzes it to produce relevant product image. That's what's called customer perception. When a customer reads commercials, promotions, customer reviews, and a product's social media comments, they create an opinion.

Customer perception occurs when a consumer sees or learns about a product. This process is repeated until the consumer acquires a product opinion.

Everything a company does affects client perception. Everything affects client perception: how things are exhibited in a retail store, the colors and shapes of their logo, the customer's marketing, the customer's discounts.

Avon, for example, uses a white-and-black pink tint. Pink generally attracts women, but it turns males off. The logo's colors form the customer perspective.

However, if a product is intended to appeal to men and women, using pink alone may not be the ideal decision.

Why is Customer Perception Important?

A satisfied client is one who is delighted with his product or service experience. Customer perception is based on a product's customer engagement.

Consumer perception may build or kill a brand. When customers have positive experience delivering their items on-time, they form a perception. Products matching the product description also contribute to a positive customer perception. When clients have a positive after-sale service experience with the brand, they will establish a brand's favorable opinion.

However, if customers have unfavorable brand experience owing to defective products, inability to return them, or lack of after-sales assistance, the client develops a poor brand opinion.

When companies try to reinforce the relationship between their customers and themselves, customer perception increases, enabling stronger competitive edge.

Customer perception is also essential to the image a brand wants to project.

For example, when a retail clothing store displays items on crowded racks with low-quality plastic hangers, shoppers feel the brand is of low-quality. However, when backlit mannequins exhibit the same clothing well, neatly organized on appealing hangers, and so on, the buyer acquires a different brand perception.

Customer perception, or customer perception, is crucial to shaping buying behavior. As a result, companies go beyond and beyond ensuring their clients have a pleasant, happy experience. Companies are eager to devote time and money to influence customer perception and profitable behavior.

What influences customer perception?

External influences can influence customer perception, some of which are below:

1. Personal meetings - Consumer perception is greatly influenced by customer personal experience

when buying and using a certain product. If the brand's quality, customer service, pricing, logo, color, and discounts all made a good impression on the minds of customers, they would build a favorable brand perception. But if customers haven't enjoyed their brand connection, it'll create an everlasting impression.

2. Advertising - Customers initially notice products through commercials, one of the most important aspects influencing client perception. The advertising and campaigns a business does will contribute to a favorable customer perception.

3. Influential people - People often buy products after being tested by another individual. These people who initially purchased and tried the goods become influencers. When consumers read about a wonderful product an influencer has tested, they are more likely to buy and test it out as it comes from a known and trusted source.

4. Customer testimony - Many individuals examine customer reviews before buying. This highlights customer reviews' vital significance in defining customer perception. If people see a product has fewer stars, the product has no good customer reviews. It gives the consumer an unfavorable impression.

5. Social networking websites - Social media is the most potent instrument to manage client perception. When social media audience receives continuous communication about a product, the audience builds a product image. Social media channels can be utilized to publish content, photographs and videos contributing to the intended view of the company.

Evaluating customer satisfaction

Customer perception isn't mystery!

Brands may monitor and measure perception using smart tools and methodologies.

When quantifying customer perception, it creates a stream of relevant consumer insights. When a brand takes a deep dive and examines consumer perception, the unseen tale reveals how customers regard their brand. Customers may watch their customer's interactions and brand reactions.

So how do companies monitor and measure inner consumer perception?

That's how:

1. Analyzing website traffic - Their website includes information on how clients perceive their brand. Analyzing traffic on a website offers vital information about their consumers' perceptions. However, finding clues at proper locations is crucial.

Analyze the company's website using free tools like Google Analytics. Begin by examining the basics:

How many clients enter their company's URL using the search bar?

Who clicked a customer's email?

Have any consumers downloaded documents?

By answering these questions, customers can assess their website's user behavior trend. It enables customers to detect if brand impression has evolved over time.

2. Internet customer reviews - 72% Customers remain passive till they read reviews.

Customers know the huge influence customer reviews may have on customer perception. Positive reviews can assist promote positive consumer perception. Companies rely on user reviews to gage customer impression.

Numerous product review sites, like G2Crowd, Yelp, AppExchange, Angie's List, and Salesforce, have gathered a substantial customer feedback database. Customers can read reviews before making a purchase decision.

Create Google notifications when new reviews are submitted. Thus, customers may instantly determine how customers feel about their product and quantify the good or negative view of potential buyers.

Analysis of social media conversation - This is an extremely effective approach to gage client perception. Social media conversations are a good starting point if you're intrigued about what people say about your brand. Product and service consumers are scattered across the internet and use social media to discuss experiences, loves, and dislikes for a particular brand.

When companies or brands start tracking brand names, they can gather a plethora of candid feedback.

It will indicate how customers feel about their brand, how customers may manage the reputation of their brand, and how consumers interact with brand products or services.

Reality, perception!!

Whether client knows or not, their business already has a perception. What counts most, though, is whether it works for or against customers.

Do customers know how customers see their brand today? If customers measure it and realize how their brand is perceived, customers may attempt to improve or repair it for a brighter future.

Listening to Customers through Research

4.13 Building Customer Relationship

Consider that some companies thrive over time and while other companies experience wild change and ultimately collapse. Then what is the distinction? The difference is in their approach to scaling customer relationships.

Strong customer relationships are similar to any other type of relationship. Techson Valley Limited must invest their time in developing and nurturing them over time. Before they purchase anything, 79% people says that they want companies to demonstrate that they understand the consumers and cares about their customers. Companies that understand the value of client relationship develop an emotional connection with them and retain the clients for an extended period of time.

What are the fundamental concepts of successful customer relationships?

A successful client relationship occurs when consumers have a regular client experience each time they communicate with a brand and leave with a favorable experience. Thus, there is a correlative view and understanding between customers and business, which lasts a long time.

The measures necessary to develop strong client relationship include providing real-time client support with offering instant solutions equipped toward client success. Consumer relation is concerned with establishing a win-win favorable relationship with the consumer that expands beyond the primary purchase.

To develop positive client relationships, customer must:

Adapt their proposal with soft greetings to the situation.

Make their clients feel as though customer understand their needs.

Recognize that some customers care more about how customer build relationships with them than about their products or services.

Keep their customers informed about the products and services in which they are interested in doing business with customer.

How critical is it to develop customer relationships?

Building customer relationships is critical for a variety of reasons. To summarize, the followings are the best 3 advantages of developing strong client relationships.

Improve the lifetime value of their customers (CLV) - The longer a customer stays with a company, the more value they receive over the course of their relationship. A high CLV indicates that each customer contributes more revenue to their business. When it comes to the success of consumers, Techson Valley Limited should make no compromises in terms of developing strong client relationships.

Client churn reduction - 61 percent of customers will stop doing business with a company after a negative client experience. When companies use the right way to develop customer relationships, companies can provide exceptional experiences that keep customers coming back and reduce the likelihood of customer churn. By providing the level of service they expect, customer can keep them from switching to another brand.

Enhance customer retention

Consumer loyalty is determined by their ability to maintain positive customer relationships. By meeting customers' expectations for superior customer service, customer can increase their satisfaction level. If clients are satisfied, they will continue to spread positive word of mouth about their brand.

4.14 Service Recovery

While some service sector faults are inevitable, unsatisfied customers aren't. This is why some service providers prefer to respond patiently to service disruptions taking time to hear the customers' problems

and providing a quick response to restore their trust. Nutshell, go the extra mile to fix problems and restore customer pleasure.

It is said that replacing a client costs five times as much as retaining one when compared to forecast spending in future by current consumers. This alone is the enough reason for Techson Valley Limited to make sure that everyone in their company has the right skills and knowledge to take on service healing whenever the circumstances merits. Executing service healing provides many of potential business benefits.

The advantages of service recovery include:

Improve customer satisfaction

Because of “Service Recovery Paradox” in short SRP, consumers might view their business more favorably after customer successfully correcting a service fault than they would if no service failure occurred.

Develop dedicated customer base

Considered Service Recovery strategies can showcase the commitment of their company to Service Excellence. By showing their consumers that their pleasure is their first priority, customers can benefit from a better overall client value for lifetime.

Establishing brand ambassadors

Another method of service recovery is to exhibit their beliefs and display their brand in the best possible light. If consumers exceed expectations of their consumers on this area, they might feel forced to speak out the brand name, thus increasing their fame.

Make sure customers don't lose potential customers.

Without adequate Service Recovery, unsatisfied customers usually send their complaints to their closest friends and family members, publish critical remarks on social media or leave nasty evaluations on rating sites. With 94 percent of ReviewTrackers survey respondents claiming being swayed by

negative internet reviews to shun a business, fighting these is crucial.

Avoid profit losses by detour

Companies that lost for mishandling an angry customer are often overestimated and so managed. A comprehensive, enterprise-wide strategy for service recovery can make sure avoid this form of loss in business.

Discontinuation of service

Efforts in improving service recovery may uncover reoccurring difficulties of customer service. Tracking problems might get expose service failure hotspots, enabling customers to remove process resistance. Complex processes have several variable elements and inter-dependent schedules, also the timescale assigned to introducing new services are precisely prone to fail in service.

Recovery is crucial to service quality.

A systematic strategy will likely be effective in executing Service Recovery, especially in terms of campanile adherence and brand identity. As Techson Valley Limited teach their staff and empower their executives and senior executives, they should remember to prioritize their efforts based on their talent, their potential and categorize them in between how they can solve small issues by themselves and solve large issues with the help of top-management. They should understand that, even using their best effort, some people will be always hard to satisfy, while other people will benefit from their beneficent Service Recovery options.

Despite these cautions and limitations, Service Recovery's benefits are self-evident. If customer happiness is a fundamental business objective, the service recovery, which is a crucial component of service excellence, should be the intrinsic chunk of every Techson Valley Limited's service strategy.

Failure to meet client expectations is a significant no-no that any provider should avoid at all costs.

Customer must do everything feasible to fulfill their commitment and deliver what is required, provided it is compatible with the nature and capabilities of their business.

Unforeseen and unavoidable situations, however, may cause customers to fail to fulfill their

obligations. Logistic challenges at the end of the courier may result in their client's parcel being delivered to a location far from the actual address; accident or natural disaster might result incontact breakdowns and delays in delivery.

There's nothing consumer can do to manage the unpredictable, as much as customer wants to prevent them. Customer can, however, create a service recovery strategy to compensate for failure. Faced with mistakes, Micah Solomon, a customer care expert, identified these four vital processes as key components as the strategy of a company's customer service.

1. Apologize.

Exceed apology by asking forgiveness, true forgiveness. Techson Valley Limited must be very sincere in showing regret for any inconvenience. However, any pre-scripted, pre-recorded and pre-template type of regret will not suffice. The client should feel as if the customer recognizes his or her blunder, is being heard, and the customer is on their side. Demonstrate to complainants that customer takes the situation seriously and that corrective action is surely taking.

2. Retrospect

Customer should perform a collaborative evaluation with complainant before resolving the issue. This shows their commitment to listening and further aiding the client, since customer must ask the customer to clarify what went wrong from his perspective. This also enables customers to discover more about how the incident happened, including likely causes and accountable staff. This helps customers to generate prospective answers and maybe tactics that their company may need to apply to avoid future issues.

3. Correct, follow-up

This essential step really initiates the activity. While customers may have discovered a successful solution, this should not be the story's end. Client must follow-up to explain their progress and support the customer of all relevant steps. Additionally, follow-up shows that customer care is taken to make sure that this issue have been solved and that the user is fully happy for the outcome he received.

4. Documenting

Once the crisis is solved, customers will have to document everything that happened—the reasons, the factors, the employees and departments engaged, the clarification, the day, time and durations; and every single detail that matters. It allows customers to identify future trends or patterns. Additionally, it helps to highlight what has gone wrong. Such as, if the latest six recordings reveal that problems happened every day during a constant time, customers may want to explore who was in duty during those hours.

No one appreciates suffering breakdowns, but they are an inevitable part of any area or sector. They are only advantageous in that they provide an opportunity for customers to learn, progress and demonstrate that customers can cross themselves from this point forward. If Techson Valley Limited can master themselves on service recovery, customer generates greater loyalty than before.

4.15 Service Innovation & Design

Why does Service Design Innovation gain traction? Over the past decade, service design innovation has increased in popularity as a technique of continuously improving existing service offerings and generating wholly new ones. Applying design thinking methodologies to service creation is called service design innovation. Similar to how things are designed, service design produces service concepts. Currents services might be upgraded or completely build new services.

Design Innovation usually focuses on addressing and focusing on client demands to produce consumer-friendly, competitive and relevant services. Customer experiences are paramount. Service design is holistic in nature, it believes in the concept that the whole business is engaged in this system. Service Design is concerned with the customer's interest while taking into consideration entrepreneurial interests by involving its own staff. This allows creative, high-quality services for which the customer is willing to pay a premium. It is built on a design thinking approach where personnel from different departments cooperate with the primary goal of putting customers first.

1. **Customers seek memorable services.**

Emotional consumer interactions are becoming essential these days. Customer's expectation for the service experience increase as opportunities expand and service cycles quicken. According to a 2014 Gartner research, 89% of companies perceive the importance of customer experience, while 80% of companies believe they give an above-average customer experience, just 8% concur. Many

companies still have opportunities to develop and develop their services.

2. Competitor distinction

Many items are interchangeable today. Markets reached saturation levels. For companies today, creating and generating distinct selling proposals is more crucial than ever. Service Design Innovation enables companies to build great service offerings, differentiate sustainably from competition, and reach new client segments. To illustrate this, please consider: If two companies are neighboring and both the two companies offers an identical service in the same rate; then the quality of the service is the reason clients select their company.

3. Improve consumer loyalty

Retaining customer strongly depends on how a service is perceived. Service is a single consistent of loyalty generator in every sectors. A good level of service inspires customers to reinforce their brand loyalty, whereas a mediocre level of service will push customers to compete. Service design aims at understanding where companies are facing customer service difficulties, how services can benefit both Techson Valley Limited and their customers. When individuals employ the services of a business, they expect inspiration and an easy procedure. Working with creative agencies and brand ambassadors is not enough to build customer-centric service design innovations and establish market sense. When establishing their services, companies must consider the client perspective and give their staff with effective work environments.

Chapter 5 :Conclusion & Recommendation

5.1 Conclusion

While building a marketing strategy on a monthly budget of only a few thousand dollars can be difficult, it is not impossible. It all boils down to what you want to achieve. Choose a manageable option. Determine which of the above-mentioned marketing tactics will help you achieve your goal. Then you ought to go ahead and do it. Any technology company's success hinges on its marketing and sales departments. This isn't brand fresh information. Let's be honest, though. Budgeting is quite important. Some of the industry's behemoths may not have the resources to perform at the same level as smaller enterprises. In 2014, Sales force and Tableau each spent 53 percent of their revenue on sales and marketing, compared to 38 percent for Constant Contact and 12 percent for Manhattan Associates. Before you chuckle or throw up your hands in despair, keep in mind that there are marketing methods for tiny tech companies that can help you stay competitive — and profitable. According to the CMO Survey, technology companies spend roughly 15% of their entire yearly expenditure on marketing, which is a more usual — and recent — figure. As a result, think about what you want to achieve – and then limit it down even more. Simply stating that you want more visits or a greater conversion rate is insufficient.

5.2 Recommendations

Here are my six advice toTechson Valley Limited on how to gain and keep existing clients.

- 1. Use blogs to search for a solution** - Blogs are a great method to generate traffic to your website and brand. They can also help readers understand how Techson Valley's solution addresses their problem.
- 2. Spread the brand name of Techson Valley Limited through Public Relation** - Public relations is the second of technology companies' marketing techniques. Techson Valley Limited can contribute newspaper articles, and press releases to remember important events. Alternatively, they may employ a marketing agency to help. Public relations campaign costs might vary.
- 3. Nurturing Leads through Email**–Marketing through Email is one of the world's most popular marketing strategy of any tech company. Techson Valley Limited can use email to thank customers for

taking their service and also by asking them to access additional services.

4. LinkedIn: Personal, Professional or Two Combination - LinkedIn is one of technological companies' marketing techniques. According to Content Marketing Institute, 94% of B2B business marketers chose LinkedIn as their primary social media network. And for good cause. It has high technology professional concentration .LinkedIn is used by 50% of B2B purchasers when making purchasing decisions. In making that decision, 76% rely on their LinkedIn network recommendations. Techson Valley Limited may maintain an official account on LinkedIn— to raise the company's positioning in the marketing.

5. Natural Social Media - Twitter and Facebook

Facebook and has over 60 million users, but almost 87 percent of posts to those pages get ignored. This gives Techson Valley Limited an opportunity.

Twitter has over 330 million users, but not everyone interested in your message. Techson Valley Limited can carefully nurture their following, separate it into a list based on specific interests and hash tags, read and answer some Tweeted queries. While tweeting about fresh content is appropriate, do not solely. The goal is to build relationship, credibility and a reputation as a brand.

Techson Valley Limited can use social media to provide customer care, create relationship with current and potential customers, and attract new traffic.

6. Pay-per-click on Google AdWords - Reaching 90% of all internet users globally, The Google Display Network is nowadays one of the world's most powerful advertising platforms.

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