

Report On  
Understanding Customer Behavioral Change in X- Integrated  
Marketing Agency

Submitted 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  
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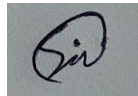
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## Declaration

It is hereby declared that

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

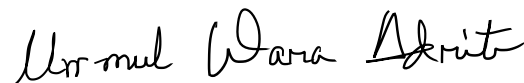
### Student's Full Name & Signature:



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Sani Islam Soton  
17104040

### Supervisor's Full Name & Signature:



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Ms. Ummul Wara Adrita  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Date: 31/1/2022

Ummul Wara Adrita

Lecturer,

BRAC Business School,

BRAC University.

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

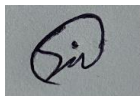
Dear Madam,

It is my pleasure to present my entry level position provide information regarding Recruitment and Selection Procedure of X- Integrated Marketing Agency, which I was appointed by your direction.

I have tried my best to finish the report with the essential data and recommendations in a significant and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



Sani Islam Soton

ID: 17104040

BRAC Business School,

BRAC University.

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between X- Integrated Marketing Agency and Sani Islam Soton, the undersigned student from BRAC Business School, BRAC University for strictly prohibiting the disclosure of the confidential information of the mentioned firm.

Signature-



Sani Islam Soton

ID: 17104040

BRAC Business School,

BRAC University.

## **Acknowledgement**

To begin, I would like to express my gratitude to my respected faculty member, Ms. Ummul Wara Adrita, for her unwavering support in providing me with the required advice and information to finish this internship report.

Second, I'd like to thank SM Wahid Iqbal, my internship supervisor and team leader, for all of his help, including teaching me the fundamentals of my tasks and patiently showing me every required detail, correcting me when I'm wrong, extending his warmth as a token of appreciation, and guiding me throughout my internship period. Therefore, I am grateful to X Integrated Marketing Agency, its management, and especially my Query Management Team and X Business Solutions colleagues for their enthusiastic assistance in preparing my internship report.

Finally, I'd like to express my gratitude to my parents for raising me in a way that allows me to be the best version of myself every day.

## **Executive Summary**

This report is about my internship journey at X- Integrated Marketing Agency. During my internship I have learned a lot about digital marketing and other aspects of marketing. The emergence of marketing has changed severely thus my emphasis on this report will be on understanding customer behavioral change in X- Integrated Marketing Agency. Currently in this era of digitalization and technology, people are connected through social media. A lot of media and other channels are operated through social media. With the help of digital marketing, customers can now be easily reached and has more impact now a days. As customers are now carrying out several tasks online, we can predict and analyze their behavior with the help of data collected online. X- Integrated Marketing Agency currently supervises several accounts of clients through which we serve customers in different levels and manners. Therefore, in my report I will be working on how we can understand customer behavioral change through X- Integrated Marketing Agency

**Keywords:** Digital marketing; social media; digitalization; predict; analyze.

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## List of Acronyms

Ltd.	Limited
QMT	Query Management Team
HR	Human Resource

# **Chapter 1: Overview of Internship**

## **1.1 Student Information:**

Name: Sani Islam Soton

ID: 17104040

Program: Bachelor of Business Administration

Major: Major in Marketing

## **1.2 Internship Information**

### **1.2.1 Internship details:**

Period: From November 2, 2021 to January 31, 2022

Company Name: X- Integrated Marketing Agency

Department: Query Management Team

Address: House 40, Road 20, New DOHS, Mohakhali, Dhaka.

### **1.2.2 Internship Company Supervisor's Information:**

Supervisor's name: S M Wahid Iqbal

Position: Account Supervisor

Email: [wahid@justanx.com](mailto:wahid@justanx.com)

Phone number: +8801754600115

### **1.2.3 Job Scope:**

My entry level position period was nothing different as my job was similar to what I have been doing for the past 2 years in X- Integrated Marketing Agency. My function as an Associate was to provide service to our customer and client which is Robi Axiata Limited. Being an Associate my obligation is to understand the queries of my customers and also understanding the nature of content. This was not always easy. I had to be refreshed with every balances before my shift started. I had to attend the queries with the utilization of one of the programming software made by our Information and Technology group named Smashboard. Here every query made by the customer through Facebook and Twitter will arrive thus it is not difficult to work and attend those queries.

One of the first things that we had to do is to decide customer confusion and request demonstrated by their need. For example, most of the time it will be data/SMS related offer, application related queries, comments and online messages. Mostly we used Smashboard, info360 and Info Centre which have been developed to attend the queried that our customers may have. These are used to help us keep the response time of the queries attended low.

### **1.3 Internship Outcomes:**

#### **1.3.1 Contribution to the company:**

Since I have been with X- Integrated Marketing Agency for almost 2 years since February 2020, I shall share my overall experience from starting to be a trained professional. The recruitment process is done in 3 stages which starts by written exams. These exams try to find out if the applicant is able to provide service in both Bangla and English. If the applicant is qualified enough, which I was will seat for a planned gathering with the Business Director, Mr. Parag Obayed. The gathering went positively as I had the qualities and skills the company was looking for. Finally after 7 days of training I started my journey as Associate for Robi Axiata Limited through Facebook channel. Through this time I have overseen over 25,000 individual visits of Robi Axiata Limited account during my work period.

#### **1.3.2 Benefits of this Internship:**

In current scenario and job market, I am happy about my decision on working with X- Integrated Marketing Agency for a long time. Through working here it has made more knowledgeable about the market and Robi. Now I have a clear considerable knowledge about the mission leader's responsibilities and respect for it, knowledge about advertising and what could be the issues in the organization. Many of these things might have been unclear to me if I had worked for any other organization. More benefits about this internship has been discussed below:

- A new experience of dealing different kinds of customers.
- Huge data about customer preference from different age and area.
- New experience of dealing with customers directly.
- Learned to working under pressure and minimum supervision.
- Learned new skills in equipment, culture and customer relationship.
- Became more competent and developed ability to adjust to people.

### **1.3.3 Problems Faced:**

For a long time I had to work from home during this pandemic. Suddenly working from home was quite problematic at first. One of those main reasons was load shedding and Internet connection issues. As I had to work on my PC, I could not find any alternative when the power went out. It was difficult to maintain the response time during that time as the other person could not be reached easily. To respond to customers queries we use a tool named info360. This certain tool could only be accessed through office PCs. During work from home we had to access that through anydesk. This was problematic as accessing info360 through anydesk was slow and time consuming. Besides these, during pandemic there was shortage of staffing. For that I could not get expected days of leave. Certain amount of leave is required to charge myself for upcoming tasks and missions.

### **1.3.4 Recommendations:**

Some of the recommendations are given below:

- The work environment needs to be friendlier and everyone should communicate more.
- They should work on appreciating the employees.
- Thankfulness should be given to good performers which will boost their morale.
- Training schedules should be carried on time.
- Internship activities may be more closely tied to corporate work in order for us to gain a deeper understanding of it.

## **Chapter 2: Organization Part**

**2.1 Introduction:** In the field of business, marketing has an important role. Keeping this in mind and the current scenario, X-Integrated Marketing Agency has started its operations dealing with Digital marketing and other aspects of marketing. Currently X-Integrated Marketing Agency has positioned itself among the top recognized Marketing agencies of the country and market.

Objectives:

- Learn about the functions of Query Management Team.
- Learn how customers are handled from the front.
- Understand X-Integrated Marketing Agency's position in the business.
- Measure the circumstance of the association among the competitors.
- Get an idea about the association's work structure.

### **2.1.1 Methodology:**

- Smashboard software.
- Info360.
- Website.
- Social Media platforms.

### **2.1.2 Limitations:**

The environment of the organization was very friendly and everyone was helpful. Considering my entry level position, there was fair amount of information available but there was no data found on the web to add to my work.

## **2.2 Overview of the Company:**

X-Integrated Marketing Agency started its journey in the year 2017. This was done through converge between two associations named MADLY and Strategeek Digital. X-Integrated Marketing Agency helps its clients to navigate social and digital marketing by providing online strategy, advertising and through content creation. The organization is now able to provide best solutions to its clients across multiple digital marketing disciplines.

Despite the Organization is new in the business, the independent workplaces MADLY and Strategeek Digital have various past achievements. They had almost the same goal which was to ensure their client's brand engagements with their customers. Through this they had to build a sustainable and meaningful relationship. Lately they started to display plans which were game changing in the business.

X-Integrated Marketing Agency has made wide range of corporate Advertisements, Promotional Videos, training videos etc. Some of the leading clients of the organization are Apex, Elite paint, Aarong Dairy, Airtel, Robi etc. They also specialize in providing business solutions that involve mobile apps, augmented reality etc. Some of the key services that are provided by the organization are given below:

- Social Media Marketing
- Advertising
- Digital Marketing Campaigns
- Digital Marketing Analytics
- Social Media Query Management
- Data Analytics

## **2.3 Management Practices:**

### **2.3.1 Top Management:**

**Tahsin Saeed:** CEO and MD



Mr. Tahsin Saeed is the key person behind the accomplishment of the organization and it's 100+ employees. Having experience of promoting different ventures for more than 20 years, is leading the organization successfully.

**Drabir Alam: COO**

Being experienced in advertising, he is one of the pioneers in advanced advertising industry in Bangladesh. He is always involved in drawing imaginative people for the organization and putting them to work efficiently and effectively.

**Obidur Rahman: Senior Account Director**

Mr. Obidur Rahman is leading Query Management Team of more than 60+ individuals who are always busy providing service day in and day out. He has more than 9 years of involvement with customer insights and relationship.

**2.3.2 Leadership Style:**

X-Integrated Marketing Agency is currently one of the most successful agencies in the business. This has been able due to its leadership and leaders. The organization follows participative leadership style. Due to this, all individuals working in the organization can work freely and share their ideas and views on different subjects of the organization and projects. This creates less hierarchy and everyone can communicate with everyone easily when needed. This also helps in bringing out the creative ideas and helps the individuals work in a friendlier environment.

**2.3.3 Management Responsibilities:**

The top management and other individuals are always active and are explicit in managing the whole operation of Query Management Team lead by Mr. Porag Obayed. He is assisted by other team leaders and account managers like Ms. Fahmida Shams, Ms. Safna Meherin Sarah, Ms. Nafisa Nawara, Ms. Anika Tabassum, and Mr. Walid Omee. They are diligent on client handling, expert planning, quality management etc. The top management keeps their delegates energized by keeping them ready and updated.

In many occasions, they direct the agents and arrange meetings if there is any need to provide guidance and training to the employees. During this pandemic and lockdown, we had to carry out meetings among the agents and other employees even after 12AM. These meetings were conducted to improve the performance and develop professionalism and team building.

In all the situations, the board works viably with the help of all the employees to provide service to the customer. The management and administrative gathering comprises of highly educated and experienced in their respective fields, thus are capable to handle any situation. As a result, X-Integrated Marketing Agency is regarded as one of the top working places. They are working with clients like Robi Axiata, Banglalink, Nagad, British American Tobacco, Samsung etc. All of their sensible data are strictly maintained. The sensible management design is thus working perfectly.

## **2.4 Marketing Practices**

### **2.4.1 4Ps of X-Integrated Marketing Agency:**

**Product:** In my department, for providing service to Robi customers we use a modified software that is known as Smashboard. This gives the customer a chance to make queries that arrive due to advertising. This is an instrument that produces the customers queries made through Facebook and twitter. This is an effective software which makes our job a lot easier.

**Price:** Assessing the price is a private matter for the organization but some amount of information can be shared. It is expected that QMT gets around BDT 5 for attending elaborative customer queries and BDT 1.5 for attending each commitment queries of customers. Besides these, software like Smashboard has its own operating cost which is paid by the IT team. Due to confidentiality we could not retrieve any further information in detail.

**Place:** X-Integrated Marketing Agency is located in Mohakhali DOHS. Almost all of the employees carry out their daily office work from this physical workplace. They are accommodated in different floors of the office space. But due to recent pandemic, the employees were allowed to work from home and deliver their service to the customers. Due to this there was restriction of information available for us to provide, anyhow that was solved with the help of Anydesk software. As a result our productivity remained the same and maintained high standard of service.

**Promotion:** X-Integrated Marketing Agency does not work as a publicizing organization, rather focuses on promoting its clients and customers. Often said by our business director, Mr. Obayed that our work at X is a restricted time factor. We try to deliver the best service and solutions to our clients where the word of mouth of our happy clients work as promotion for our organization. Thus achieving client satisfaction brings recognition for us which also helps for our promotion.

#### **2.4.2 Marketing of X-Integrated Marketing Agency:**

Besides the standard 4Ps, there are some other extra 4Ps that are worth mentioning. They are described below:

**People:** Here in X-Integrated Marketing Agency there are four divisions that provide different types of assistance.

- **Campaign planning Team:** This division concentrates on planning, creating and execution of different campaigns and their entryways to online media. They focus on how to reach maximum amount of customers and increase brand recognition.
- **Client and Service Management Team:** This team uses different publicizing practices to manage the organization related to the actual brand or client. They have their strategies to link the client with the customers and bring the picture of the brand to the customers.
- **Creative Team:** This team manages every part that are posted on the client's online media platform. This team focuses on designing the contents that are shared to the customers. A group of people are committed for substances like static post, Promotional video, TVC etc.
- **Query Management Team:** This is the team that I work for. This division works in the front end to provide service to the customers of several brands. Their main responsibility is to respond to customers queries and handle customer conversation.

**Principle:** X-Integrate Marketing Agency believes in quality rather than the amount. This is maintained from recruitment of employees to serving different brands. For this they also maintain sound compensation amount which is one of the leading compensation amount in this business. The part-time employees are given BDT 100/Hour on ordinary days. Besides these there are different facilities like lunch and snacks. They hire students who has the required set of skills to perform the task. This is mutually advantageous as the students can get their pocket money and the organization helps in youth management and provide work.

**Process:** As we are providing service to our customers, there is a group of people for maintaining this quality. This group comprises of Anika Tabassum, Wahid Omee, Nafisa Nawar and others. They continuously work on keeping us updates to new information and changes. Several gatherings are arranged to keep us trained at all times.

**Performance:** X-Integrated Marketing Agency has been working with some of the top brands of the country. The brands mentioned here in this reports shows that this organization has acceptance in the business. X-Integrated Marketing Agency has been deemed as 3<sup>rd</sup> most granted organization in COMMWARD 2018 across all correspondence offices in the country.

## **2.5 Financial and Accounting Practices:**

Here in X-Integrated Marketing Agency, money and records department handles all the work related to the company's income. This divisions primary functions are listed below:

- Monthly pay stream
- Tally all the records
- Deal with loans and installments
- Prepare monthly records
- Tax evaluation of the organization and employees

As this department handles the salary and other payments it is a very important division of the organization. These information are regarded confidential thus it was difficult for me to collect further details.

## **2.6 Operations Management and Information System Practices:**

**2.6.1 Operation Management:** X-Integrated Marketing Agency has some guidelines for ease of operations.

Human Resource and Administration: This team manages all the human resource related tasks of the organization. Some of their tasks are to arrange meetings, recruitment, assessment of employees etc. Mr. Mirza Shams is the Human resource executive of this organization. He is always engaged in tasks like providing action letters, ID card distribution and making sure new entrants are comfortable into the new work environment.

**2.6.2 Information Technology System:** As X-Integrated Marketing Agency deals with digital marketing, information and technology systems are one of the key selling points for the organization. For information management, the organization has its own accounts and Human resource department. The IT team plays a vital role in providing service to the customers. They are constantly working on further developing software like Smashboard and info360.

## **2.7 Industry and Competitive Analysis:**

### **2.7.1 SWOT Analysis of X-Integrated Marketing Agency:**

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Providing Quality Service</li> <li>2. Experienced and Good leadership</li> <li>3. Friendly environment</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Weak responses to criticism</li> <li>2. Low retention of workers</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Ability to create association with renowned brands.</li> <li>2. Attract potential fresh graduates</li> <li>3. Position itself in the business through differentiation</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Upcoming rivalry and new entrants</li> <li>2. Pandemic and downsizing of budget</li> </ol>

Table 1: SWOT Analysis

**2.7.2 Porters Analysis of X-Integrated Marketing Agency:**

The porter’s five forces analysis shows us the feasibility of the business in the market and among the competitors. This explains the current and future circumstances of the organization. These have been described below:

1. Threat of new entrants: With the advancement of technology and digital marketing, there are new organizations emerging every year. This market has become more competitive and all of them are trying to distinguish themselves from others.

2. Customer Bargaining Power: In this market the bargaining power of customer is always high. Marketing agencies try to satisfy their customers by providing the solutions the customer wants. Thus the customer has higher bargaining power.
3. Supplier Bargaining Power: As for the Query Management Team, certain software are required to provide service. These are developed by several organizations. As there are many such organizations, the power of suppliers remain less.
4. Threat of Substitutes: Some Clients may think of computerized marketing and using their own electronic media. But that would be costly for them. Thus most clients depend on Marketing Agencies. Therefore we can say that for now the threat of substitutes are low.
5. Internal Competition: The internal competition is high as in Dhaka city there are many renowned Marketing Agencies that are pretty good at what they do. But Still X-Integrated Marketing Agency has always maintained extraordinary quality and one of the top organizations in creativity and skill.

## **2.8 Summary and Conclusion:**

X-Integrated Marketing Agency is one of the top Marketing Agencies of the country. They need to maintain their quality of service and keep working on game changing ideas. In this competitive market, they always need to keep working with new ideas otherwise they may fall behind.

## **2.9 Recommendations:**

- Try to retain experienced employees and individuals.
- They need to work on employee appraisal.
- Implicate more new advance technologies.

## **Chapter 3 Project Part: “Understanding Customer Behavioral Change in X-Integrated Marketing Agency”**

### **3.1 Introduction**

**3.1.1 Background:** I have worked as an Associate during my temporarily position period at X-Integrated Marketing Agency. In every organization there are several wings and departments. I was assigned to Query Management Team which handles customer queries and conversations. Thus I was able to observe the behavior of the customers and how they changed depending on situations. During this time I have tried my best to obtain the goals of the organization and serve the clients and customers to the best level. Therefore, I have chosen this subject to develop my entry level position report.

### **3.1.2 Objectives:**

The broad and specific objectives are given below:

**Broad Objective:** The target of this report is to find out why and how the customers behave in respect to certain situations in respect of Digital Marketing.

**Specific Objectives:**

- Identify the factors related to customer behavior changes.
- Learn about customers thought about digital marketing.
- Find out how customers can be better served and retain customer satisfaction.

**3.1.3 Significance:** I have carried out this research to better understand the customers’ perspectives and how their behavior changes due to several situations and its outcome. Thus by completing this report it will be a ton of immense to the extent of data gathering and include my position as intern. Furthermore, it will help us to understand the relationship between customers and digital marketing and this business.



### **3.2 Methodology:**

To carry out this research, several data were collected and a certain method of research was followed. In this current study, Survey method has been followed and properly used. Surveys commonly collect quantitative results but subjective data and meaning can be found out through the results. Furthermore, this research will be followed through a descriptive analysis from the data collected.

For the collection of data, two types of sources has been used. They are described below:

**Primary Sources:** For this report, most of the data has been collected directly from X-Integrated Marketing Agency team. The QMT team has played an important role in this as they handle the customers from the front. Besides, online survey has been conducted to know about the feedback of customers.

**Secondary Sources:** The organization website and information available on the internet were used as secondary sources.

### **3.3 Findings and Analysis:**

#### **3.3.1 Findings:**

Customer behavior is defined as the decisions and activities that influence a customers purchasing decision. Marketers have often studied and researched about the reason to find out what drives consumers to choose a particular product from others. There are several factors that influence consumer behavior. They are listed below:

1. Purchasing Power
2. Group Influence
3. Marketing Campaign

#### 4. Personal Preference

**Purchasing Power:** In consumer behavior, the purchasing power of consumer plays an important role. Consumers typically assess their purchasing power before making a decision to buy goods or services. Understanding, evaluating and tracking customer behavior is crucial for a marketing department to successfully maintain its market position.

Here at QMT department of X-Integrated Marketing Agency we provide different types of offers like Data, SMS and voice packages. Customers want to purchase different packs according to their budget and need. Generally, businessmen purchase large packs while teenagers tend to purchase smaller packages. Usually it is difficult to know the age of the customers so if we cannot provide the desired pack then customers are not satisfied. At that time we have to understand their purchasing power and provide the alternate solution for them. But this alternative solution is not always available. As a result, we must think from the perspective of the consumer in order to grasp their purchasing power in the telecommunication sector.

**Group Influence:** Group influence also affects a consumer's decision. The primary influential group which includes family members, classmates and relatives as well as the secondary influential group which includes neighbors are thought to have an impact on a consumers purchasing decisions.

**Marketing Campaign:** Advertising plays a very important role in consumer purchasing decisions. They are known to influence consumer's purchase decisions, causing dramatic shifts in competitive industry market share. For example, Robi posts different types of offers in their Facebook page. They also launch their several online campaign through Facebook. Not all the customers react in the same way after seeing these posts. They react differently and make their decisions toward the product.

**Personal Preference:** Consumer behavior is influenced by many shades of likes and dislikes, moral values on a personal level. While advertising can have a role influencing these elements, a consumer's personal preferences and dislikes have a higher impact on their ultimate choice. Here at X-Integrated Marketing Agency we have to serve different kinds of customers according to their preference. Some customer may be a teenager who wants gaming internet packs while some other customer may want YouTube data pack.

From the online survey, following data has been found out. Survey was carried out on digital marketing and understanding customer behavior.

- At X-Integrated Marketing Agency, we are dealing with customers which produces queries due to digital marketing. Most of the people think that digital marketing is leading all kinds of marketing practices currently.

Do you think currently Digital Marketing is leading all forms of Marketing?

24 responses

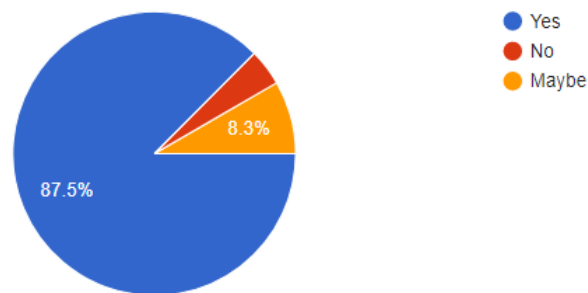


Figure 1: Opinion about Digital Marketing

- Besides, 95.8% people among the participants of this survey think that marketing campaign changes the product and brand perception. Our client Robi carries out several marketing campaigns throughout the year. This creates different kind of perception among the customers. But while serving the customers online, their perception of the brand cannot be understood initially.

Do you think marketing campaign changes product or brand perception?

24 responses

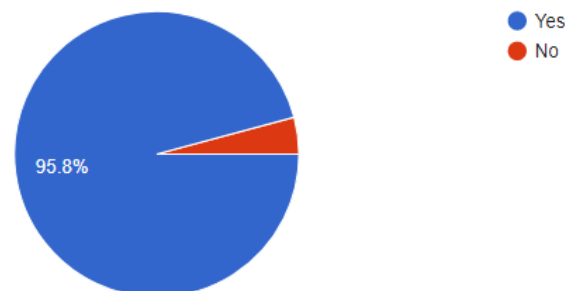


Figure 2: Opinion about marketing campaign

- As Robi is providing services and products like Data, SMS and voice packs, we asked the participants how frequently they purchase these products. Most of the responses show that they purchase these products monthly.

How often do you purchase Mobile data, SMS or Voice packs?

24 responses

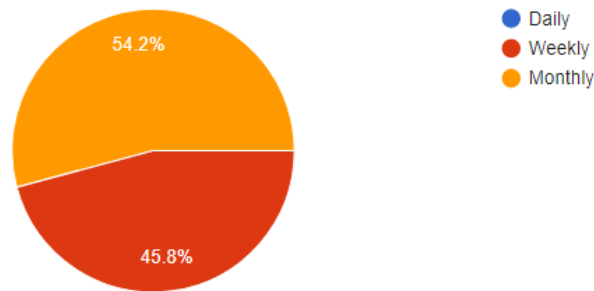


Figure 3: Frequency of Package purchase

- From this graph we can see that most of them are moderately satisfied. The customers are not fully satisfied with the offers offered by the company.

Are you satisfied with the offered packs by Telecom Companies?

24 responses

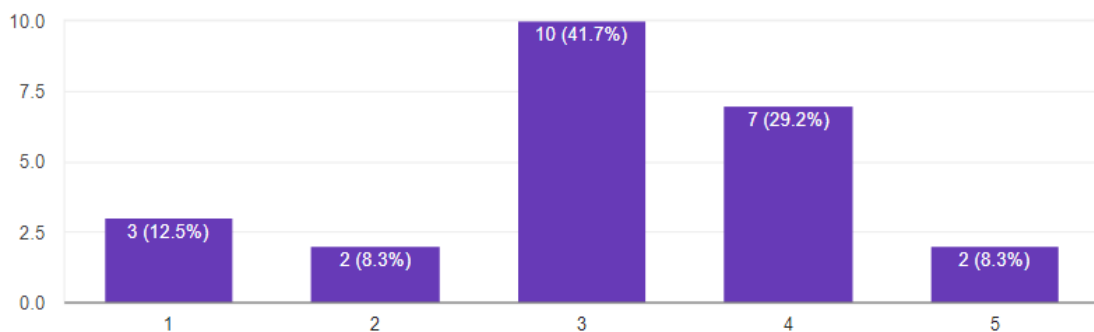


Figure 4: Customer Satisfaction

- Personal preference is one of the main factors for change of customer behavior. This preference is not understood by marketers most of the time. Thus they are not able to provide the right offers to the customers.

Personal preference is often not understood by marketers thus they cannot provide desired offers. Agree?

24 responses

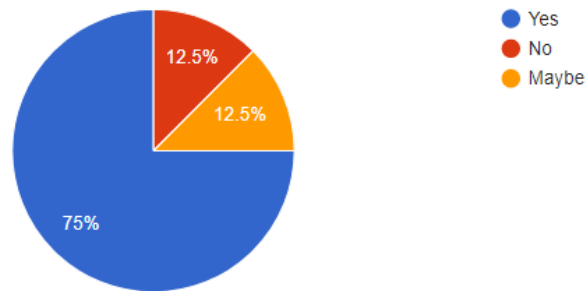


Figure 5: Opinion about Personal Preference

- Besides these, most of them think that group influence changes customer purchasing decision.

Do you think Group Influence changes consumer purchasing decision?

24 responses

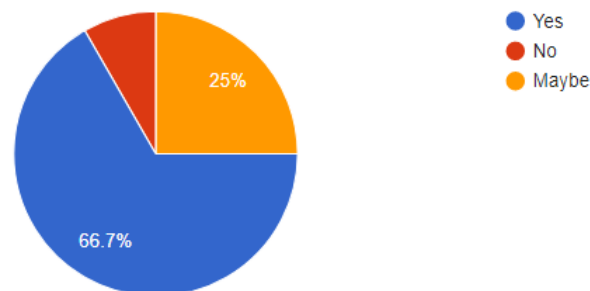


Figure 6: Opinion about Group Influence

- Among several factors, the participants think that Lifestyle is one of the main factors that affects customer behavior. While serving customers in QMT, it is very difficult to understand the lifestyle of the customer.

Which factors from below you think affects consumer behavior?

24 responses

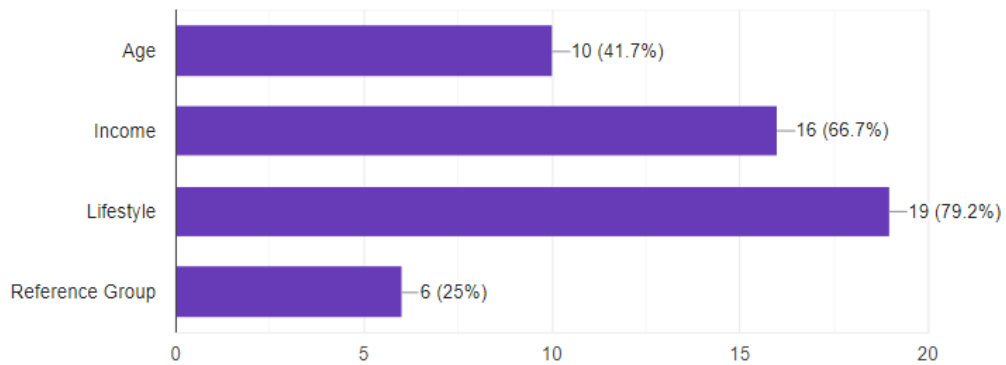


Figure 7: Factors of Consumer Behavior

- Serving the right customer at the right time, with the right product should be the goal of marketers.

To satisfy customers better, marketers has to know when to provide products. Agree?

24 responses

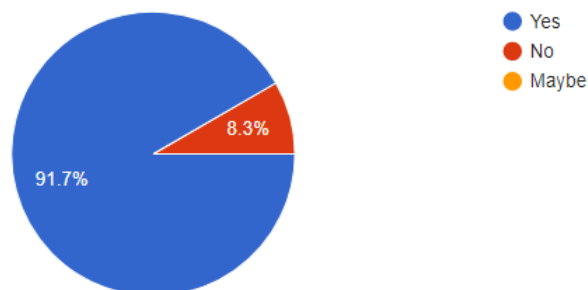


Figure 8: Opinion about service delivery

From this graph we can see that most of the participants think that all kinds of customers can be served though digital marketing. With digital marketing, people of all ages and professions can be connected and reached as nowadays everyone is connected in some sort of digital platform.

Through digital marketing we can serve all kinds of customers. Agree?

24 responses

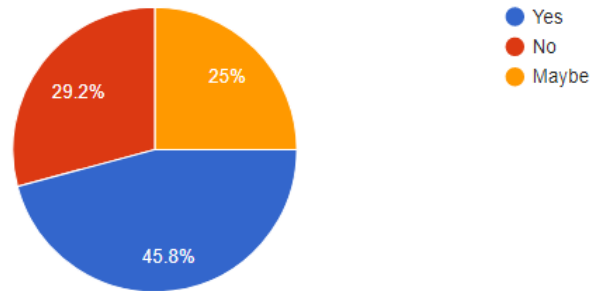


Figure 9: Opinion about serving customers through Digital Marketing

- But to serve all customers, Marketers and Telecom companies need to understand the consumer behavioral change. If this is understood then customer satisfaction level will increase.

Through understanding consumer behavioral change, Telecommunication Companies can provide better service. Agree?

24 responses

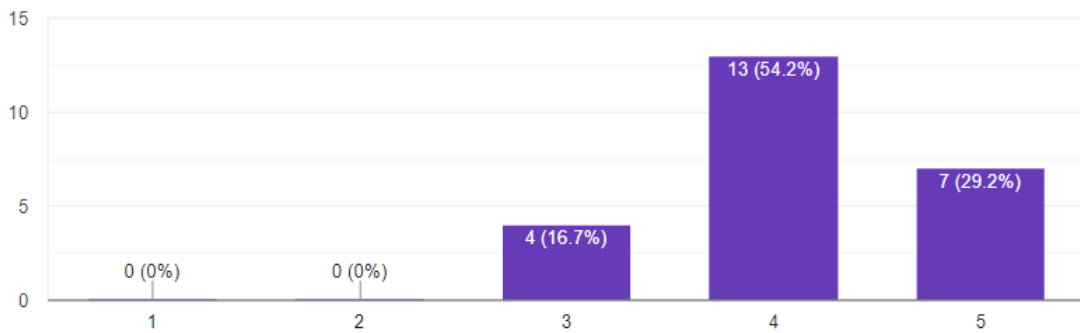


Figure 10: Opinion about understanding customer behavioral change

### **3.3.2 Analysis:**

From all these findings we have seen the importance of understanding consumer behavioral change. At QMT, we serve the customers from the front. As our client is Robi we have to provide the customers with several types of data, SMS and voice packs. There are times when we cannot provide the right packs for them.

From conducting this survey, we have seen that 52.4% of the respondents purchase some kind of data, SMS or Voice packs. But among them 41.7% are moderately satisfied with the offers they get. Thus we are not able to create full customer satisfaction. This happens due to some factors like personal preference, income and lifestyle etc. These things cannot be easily understood by us at QMT. As we are serving the customers online, it is difficult for us to understand if the customer is a teenager or an elderly. Not both the teenager and elderly will require the same package. At that time the behavior of the consumer changes. From the survey we have seen that 79.2% respondents think that lifestyle affects consumer behavior. It is not easy to understand the lifestyle of the customers online initially. Therefore if they do not get the expected service in the beginning then their behavior changes. After some time of conversation we may be able to understand the lifestyle of the consumer. Thus 54.2% respondents think that if we are able to understand the consumer behavioral change then we can provide better service to the customers.

### **3.4 Summary and Conclusion:**

My internship with X- Integrated Marketing Agency allowed me to get a detailed look at the digital marketing landscape in our country. Telecom providers are, without a doubt, the forerunners in this usage-based technology. Every year, more than 5 million people in our country join some type of social media. As a result, social media's influence in the marketing sector is growing. Organizations are not only becoming aware of the need of digital agencies, but they are also hiring them to maintain their digital presence. The evolution continues from traditional marketing to the digital era. Once upon a time, commercials were created and run by some of the world's most creative minds, but nowadays, data is crunched in a more rational and complicated manner. Creativity is still there, but to the new data driven world it is losing the driving seat.

It'll be fascinating to watch where we end up in the digital marketing area in the next five years.



Advertisers must be far more watchful and proficient with the latest technology in order to meet these new difficulties. Keeping all these in mind they also need to understand the behavioral changes of customers. Thus they will be able to attain the expected results from marketing and attain customer satisfaction.

### **3.5 Recommendations:**

- Companies should emphasize how computerized correspondence should be organized with the mass market in mind.
- Data is more important than ever in today's marketing industry. It is one of the things that Robi Axiata should ensure in this competitive age is data security.
- While dealing with the client's question, try to squeeze into their shoe.
- They have the ability to target new social media segments. The majority of current social media activity and strategy is centered on youth. But to make greater retention, they should widen their target range to other age groups.

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