

Report on

Customer Service & its dimensions at X solutions LTD. through WhatsApp

By

Tasnim Zaman

Student Id: 17304082

A report on an internship presented to the BRAC Business School as part of the prerequisites for the Bachelor of Business Administration degree.

BRAC Business School

BRAC University

January 2022

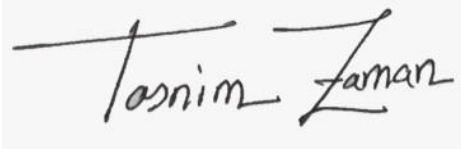
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Declaration

- The internship report that I filed while completing my degree at BRAC University is my unique work.
- Other than where explicitly cited in the text, no previously published or written work appears in this report.
- No other degree or diploma has been approved or presented for any of the content in this report; it is all original work.
- I have acknowledged all main sources of help.

Student's Full Name & Signature: Tasnim Zaman

A handwritten signature in black ink on a light gray background. The signature reads "Tasnim Zaman" in a cursive style. The first name "Tasnim" is written with a long horizontal stroke above it, and the last name "Zaman" is written with a long horizontal stroke above it as well. The signature is centered within a light gray rectangular box.

Tasnim Zaman

17304082

Supervisor's Full Name & Signature: Raisa Tasnim Zaman

Raisa Tasnim Zaman

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

30th December 2021

Raisa Tasnim Zaman

Lecturer, BRAC Business School.

BRAC University.

Subject: Internship Report submission

Dear Madam,

This is an excellent opportunity for me to finish the BUS400 internship report entitled "**Customer Service & its Dimensions at X solutions LTD. through WhatsApp - A Perspective from X Solutions Limited**" by your instructions (Internship).

I've done my best to make the report as concise and complete as possible while still including the most important information and recommendations. Throughout the process of writing this paper, I would want to express my appreciation for your cooperation and guidance. My goal in completing this report is to live up to your high standards. If an explanation is needed, I'd be happy to do so.

Sincerely yours,

.....

Tasnim Zaman

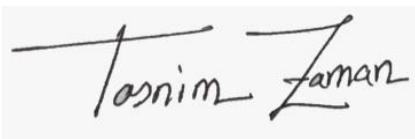
ID: 17304082

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

Tasnim Zaman, an undergraduate student at BRAC University, has signed this agreement to protect X Solutions Limited and its clients' important and confidential information.

A handwritten signature in black ink on a light gray rectangular background. The signature reads "Tasnim Zaman" in a cursive script. The first name "Tasnim" is written in a slightly larger, more prominent hand than the last name "Zaman".

.....

Signature

ACKNOWLEDGMENT

Ms. Raisa Tasnim Zaman, my honored faculty and my internship Supervisor, has provided me with the advice and knowledge I needed to prepare this internship report, and I would like to begin by expressing my gratitude. It would have been impossible for me to produce this report in such a difficult situation without her guidance and oversight.

Fayruz Sajed Al Amin, the Senior Executive of Emerging Channels, X Solutions Limited, is my on-site supervisor. He has been a constant source of encouragement, support, and advice throughout my internship.

A special thank you goes out to the team in the Robi - Airtel WhatsApp Query Management Department for making my internship an enjoyable one. During my time in this department, I received a great deal of practical experience and learned a great deal from the people.

Executive Summary

My internship program at the university required me to complete my degree, and I incorporated my entire work experience from the Query Management Team (Robi-Airtel WhatsApp) at X Solutions Limited in my report. I handled client queries via WhatsApp, a social media network, and worked for brands including Robi Axiata Limited and Airtel Bangladesh.

Creating my internship report was a way for me to incorporate both the practical and theoretical aspects of my internship, therefore I wrote it based on what I learned and what I experienced. Management of difficulties such as staff performance evaluations, remuneration administration, and training sessions were some of the things I took away from my experience with the company.

Keywords: Social Media, Marketing Integration, Dashboard, Confidential, Brand Management, Marketing Communication, digital media, Zerocium, Anydesk consumer satisfaction, Query management team

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List of Acronyms

QMT	Query Management Team
RAW	Robi Airtel WhatsApp
ICE	Individual Customer Experience
CMS	Customer Management Service
XSL	X Solutions Limited
HR	Human Resource
SMCEO	Social Media Customer Engagement Officer
CRM	Customer Relationship Management
AHT	Average Handling Time
ART	Average Response Time

Chapter 1:

Overview of internship



1.1 Student Information

Name: **Tasnim Zaman**

ID: 17304082

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information

1.2.1 Details:

Period- 10th October to 30th December 22, 2021

Company Name- X - Integrated Marketing Agency

Department- Junior Engagement Officer

Team- Query Management Team (WhatsApp)

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

1.2.2 Internship Company Supervisor's Information:

Supervisor's Name: Fayruz Sajed Al Amin

Position: Executive, Emerging Channels. X Solutions Ltd.

Email: fayruz.sajed@justanx.com.

Phone Number: 01835980193

1.2.3 Job scope

As an intern of X.solution ltd since last 3 month was the same as what I have been doing here for the last 6monthsh. In my. internship, I was assigned to handle customers, which was the primary responsibility of the Query Management Team (QMT). There were a lot of Robi Axiata Limited and Airtel Bangladesh customers in WhatsApp's customer service department. When it comes to communication, 'X' is a new kind of agency. It's built to help businesses and brands solve problems that haven't been solved yet in the modern world. As a Community Engagement Officer, my job is to help my client's social media platforms handle their customers' issues, while also ensuring the quality of their material. Work-from-home experiences can be both rewarding and challenging at this covid time. Getting caught up on all of the moderations before my shift began was a challenge; this was something that could have been simplified if it had been done from the office instead. X Information & Technology team named Smashboard, Zerocium, Anydesk produced two software's that I used to address queries with the usage of so that it is user - friendly and maintain records of the questions that are related on WhatsApp.

The first training was about the company and rules regulations ion. Then the second training session was about the app and the software of X solution which helps us to provide the data and the information. As I primarily used Smashboard, Dashboard, Zerocium, CRM, Info360, Info Center, and so on, which are primarily online media programs that enable people to acquire a basic idea of their WhatsApp client base of Airtel and Robi. "

Query Management: As a first step, we'll need to figure out exactly what the consumer is having trouble figuring out and what their precise needs are. As an example, it could be a data or voice offer-related personal text message, an application-related question, a new product's debut, or a social network message. To deal with those I had and training about the software of X solution helps us to provide the data and the information. As I primarily used Smashboard, Dashboard, Zerocium, CRM, Info360, Info Center, and so on, which are primarily online media programs that enable people to acquire a basic idea of their

WhatsApp client base of Airtel and Robi. From my main work, I use Zerocium how it works-

- ✓ There is a feature that allows us to receive WhatsApp messages at the same time from the ROBI and Airtel phone number users at 8801819000123 or 8801614000121.
- ✓ Zerocium indicates landing time, allocated time, agent's name, average handling time (AHT), and average response time (ART) for each chat.
- ✓ It allows us to handle 6 customers for one agent in one channel, additionally we can handle 12 customers at a time in both channels if customer pressure got high.
- ✓ We can see the customer feedback after closing the chat
- ✓ We do provide survey messages to the customer at the end of the chat. They sent Y if they like the service on the other hand N for disliking.
- ✓ We can evaluate our daily, monthly and annual reports and a score of our chat.

1.3 Internship Outcomes

1.3.1 Contribution to the organization:

As I'm working with X as a query management team. I'd like to share my overall experience. As an expert, I had a successful transition from the training cycle to the first month of administration in the role. After accepting the CV a sequence of meetings composing, punctuation, and speed tests are all part of the X Solutions experience. It's important to know whether a person has the necessary skills on the way to handle clients in need and whether they can communicate equally Bangla and English according to the ease of the client. Interviewees who show they are capable like I did, will receive an additional call from the meeting board to participate in a scheduled meeting with Mr. Parag Obayed Sir, the business director. After the selection, they call me to confirm and further interaction was given. I had half month training session according to my work.

First, I start working for Robi and Airtel customer service as a WhatsApp Community Engagement Officer. In the first month, I served 6269 chats in one channel

Total Conversation	11258
Robi Axiata Limited	6269
Airtel Bangladesh	4989
Average handling time	16m 10s
Total shift hour in one month	72 hour
Earning-Per conversation	6.01

T-1

1.3.2 Advantages of an internship:

I am confident that my decision to stay at X Solution Ltd. rather than accept lucrative entry-level positions at major multinationals paid off in today's job market. Because of the reward and practical experience they provide. I'm learning how to give the solution to the customer queries and providing the solution of customer problems over messages. As I'm communicating with the customer at a time with 6 customers and 6 different queries so I adopt how to manage my time and to respond without delay. Late response may cause customer angry on the other hand some queries and customers may cause the anger of us (the agent) as I'm working as an agent to the Robi and Airtel (Mobile network operator company) so there are different kind and different types of customer. Indirectly I'm working with an MNC company we have some boundaries and guidelines

that we have to maintain it meet our KPI each month. So it's target-based work for me and also challenging not to deliver wrong information as well.

- Gained the ability to adapt to a wider range of people with varying methods and demeanors by becoming more organized, punctual, capable, and persistent.
- Adopt the ability to be gentle and control anger no matter how rude the customer was.
- Learned how to work under tremendous stress and customer pressure
- Developed a greater sense of discipline, punctuality, responsibility, and diligence, as well as the capacity to deal with varied people.

1.3.3 Difficulties during the internship

As I started my internship during the lockdown. As a result, it was a challenging time for me. A new journey begins via a digital platform. I had and tanning over Google meet. After joining my work I found around 60 to 75% of part-time agents were graduates of BRAC University., which was extremely known to me from the start; as a result, we had a great experience working together at X Solutions. However, I was in the home-office period as a result I have to learn those software and other things online. It was so difficult for me and it also take a long time to adopt the system. During my shift sometimes technique difficulties also bother me a bit as we are not allowed to use some files directly from our PC. We need to connect with the office pc to check those data. Because the corporation maintains a high level of confidentiality in certain areas, acquiring information proved challenging. Although I received little assistance from my executives in obtaining information on the company. As a result, I was forced to peruse various reports and corporate profiles available on the web to obtain the information I required.

Recommendations

- As it was online training so Training sessions should be documented
- A more methodical and focused approach to the work program is required.
- For new graduates, it will save a lot of time if they can work for the firm they interned at, rather than having to relocate to another company for more training and challenges.
- that internship program accommodates X Arrangements should be higher.

Chapter 2

Organization part: Operational and market trends in a nutshell

2.1 Introduction:

Objectives:

- ✓ Explore the working environment at X Solution Limited.
- ✓ Learn about the Query Management Team's operational system.
- ✓ Had a first look at how consumers are treated.
- ✓ Knew the QMT service business working procedures.
- ✓ Learn how to serve dissatisfied customers and make theme clam
- ✓ Measure the X solutions position about the rest of the field.

Methodology:

- ✓ Google meet
- ✓ ELearning
- ✓ Dashboard
- ✓ Zerocium
- ✓ Robi web
- ✓ Airtel web
- ✓ Different apps
- ✓ social networking site

The Purpose of the Investigation:

This report includes a company overview, an understanding of various agencies, a related to an organizational unit, and an operation are all examples of working processes.

The Research Project's Goal:

Even though I had a great time working there, I had difficulty acquiring information because the company was unwilling to provide most of its information. There was limited material available on the internet to support my work and observations.

The Importance of the Research:

Here, I've focused mostly on the organization's structure, overview, departmental information, management activities, and analysis of the company's current state in this section of the report... As a result, this section of the report is critical and insightful. In addition, I provided the material in a logical addition to being able to follow.

2.2 Company Overview:

X Solution Limited was formed in 2017 as a consequence of a strategic merger between MADLY and Strategic Digital, a marketing agency. Although the joined company is relatively new in the business, Madly and Strategeek have a long history of success. Since this is the first time that two digital marketing agencies have joined forces, it has made them an "integrated" marketing solution company. Starting in the last few months, "X-solution" has begun to give marketing solutions in our country that encompass everything from concept generation to product launch and promotion, as well as event management. BTL (below the line) is the second of two major advertising agencies responsible for the bulk of conventional media advertising. In my internship at X Solutions

Limited, Worked with Queries Management Team for a long time (QMT). Here you can find a list of X Solutions Limited's services:

- ✓ Advertising
- ✓ Social Media Marketing
- ✓ AdWords
- ✓ Social Media Query Control
- ✓ Data Analytics
- ✓ Creative team
- ✓ Campaigns Analysis

2.3 Management Practices

2.3.1 Higher Ups

Take a look at the Folks



**QMT of WhatsApp
Robi & Airtel**

Tahsin Saeed

MD and CEO at X - Integrated Marketing Agency



Mr. Tahsin Saeed

Is the mastermind and driving force behind the success of a team of over 100 people, drawing on his 20 years of marketing experience across a wide range of sector?



Rasel Mahmud: Group creative director



Drabir Alam: chief operating officer



Mr. Obidur Rahman

Customer Insights and Insight Mining expert Mr. Obidur Rahman leads a team of 60+ employees that provide 24/7 assistance to customers.



Figure: Award

Source: ([https://justanx.com/.](https://justanx.com/))

2.3.2 Management responsibilities

Query Management Team members, Senior Account Director Porag Obayed, Mr. Faruq Ahmed, Ms. Fahmida Shams, Ms. Safna Mehrin Sarah, Ms. Nafisa Nawara, and Mr. Walid Omee are extremely concerned about the overall operation of the company, including client management, agent training, and development, and quality assurance, as well as providing the additional service they are not entitled to, such as the extra service. Additionally, employees are kept up-to-date via regular training and updates from their superiors. If they need to instruct employees or front-line operators, they frequently convene meetings and manage their staff.

In terms of marketing expertise, the company's query management team is one of the best in the business. Additionally, X Solutions Limited is ranked as one of the top and leading agencies in Bangladesh that specialize in outsourcing marketing activities for local and international corporations, such as Robi Axiata, Banglalink, Nagad, Bangladesh Football Federation, Marks, and Grameenphone Ltd. With so many customers to serve, the teammates keep them current on marketing and networking techniques; this is critical to their success in this industry. Their existing network is being upgraded on a technical and scientific basis. Recently, meetings are conducted after midnight to discuss our overall performance as well as errors and opportunities for upgrading throughout this worldwide pandemic or lockdown. The management is well-structured and gives all available oversight and direction to achieve better results. Customers and front-line service providers alike should expect excellent service from management even in the direst of circumstances.

2.2 Marketing practices

2.2.1 The X-solution Integrated Marketing Agency has four primary functions:

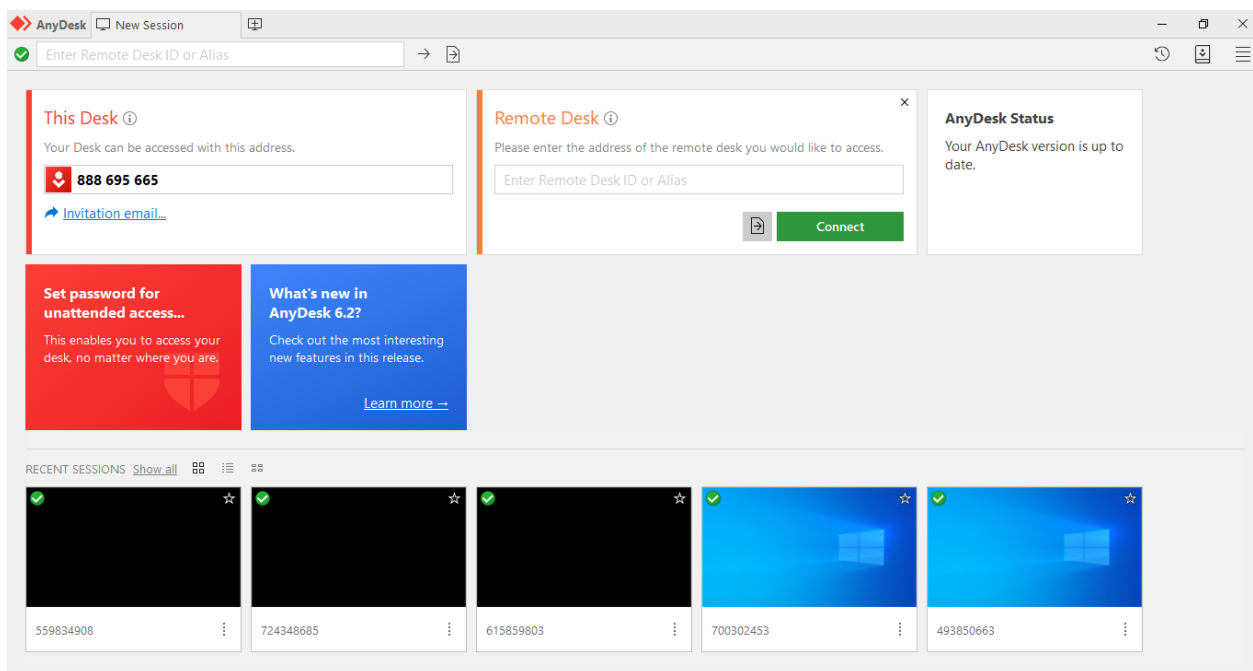
Product: QMT section worked with, Zercium.com which developed a unique program for us to deal with customers of Robi-Airtel. Other software developed by X Solution Limited's QMT, such as Dashboard, DCRM, Smashboard, Zerocium, etc. It's all based on the service company help in providing customer service, Digital marketing organizations may use Zirconium's customer query tools to improve their efficiency.

Price

Our company's pricing is still a closely guarded secret. For WhatsApp service solution X Solution, it is estimated that our agency is receiving BDT 12 to 13 per chat. Moreover, as we used Software such as Smashboard and Zerocium have annual maintenance fees that need to be paid to the developers of these programs. We were unable to learn more about the cost of the service or the full expenses because of confidentiality.

Place

At the center of Mohakhali DOHS is X Solutions Ltd. Because the administration is centered solely on the work area, it doesn't matter where you are when providing customer service, because the product itself pushes us to reach out to each customer alone via their smartphones. During this worldwide pandemic situation, some software made our WhatsApp teamwork so easy from home such as With AnyDesk software, we're able to run quality service from our home environment while still having access to information that is restricted and can't even be accessible from our office. However, we're still having trouble accessing data that is difficult to get at home.



Promotion:

X-solution is not only a QMT oriented agency. They work as a marketing agency. However, X Solution is a marketing agency, not a promotional company. Its main responsibility is to enable other smaller or larger businesses to succeed in their promotional activities. Mr. Obayed, our Director of Business Solutions, feels that our work at X is the driving force behind our company's progress. The agency's reputation depends on the satisfaction of clients. Furthermore, when X Solutions creates a successful advertising campaign for its customer, the work itself reflects the agency and increases its visibility in the business also the company we work for their market value also goes up.

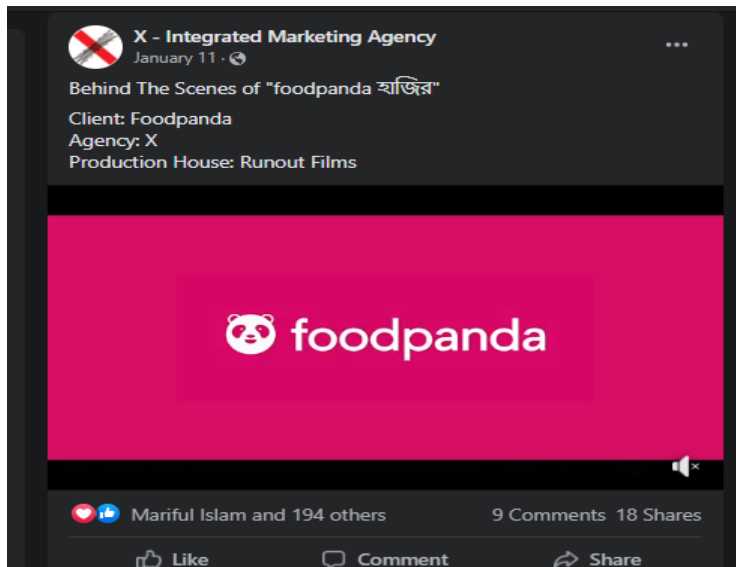


Figure: Facebook X-solution

Source: (Log into Facebook 2021)

2.2.2 Integrated Marketing of X Solutions Ltd

For a service provider like X-Solutions, there are additional 4Ps of marketing that need to be stated.

People: There are primary departments of X-Solutions Limited that deliver services.

- ✓ Promotional and marketing team
- ✓ Query management team
- ✓ Creative team

Promotional and Marketing team:

We are an advertising agency, there are two types of ad ways. There are ATL and Digital agencies based on their work. It above Line teams worked mostly in print. They do all of their marketing or promotion through the media. Newspapers, powder magazines, and Goggle boxes are still considered ATL.'X' is a new form of agency built to solve today's unresolved communications difficulties.

Ookla test reveals Robi offering best download speed in Dhaka

বিশ্বসেরা OOKLA-এর মতে
ঢাকায় ডাউনলোড স্পিডে
রবি'ই সেরা

SPEEDTEST
by OOKLA

আইনলোড স্পিডে প্রবলসে।

রবি'তে নো প্রবলসে।



Robi recognized as the best socially devoted brand in the world



www.socialbakers.com

Query management team:

For my current job, I'm a part of this team, the WhatsApp team. Every social media question on the post, the product, or the service must be answered by us. Robi was voted the best responsive social media company. There were no surprises for Robi, as the company has previously topped the list. On the other hand, Robi Axiata has more than 11 million admirers on social media and an average response time of fewer than six minutes till now December 2021, which means that practically every question asked on Robi's social media platforms is answered within six minutes and the QMT of X is to blame. It is also the goal of X Solutions' QMT to serve their agents as Robi Axiata Limited with 24/7 accurate and actual solutions.

Creative team:

Creative teamwork for the content writing on social media. As we can see some interesting content or meme on Facebook from any brand that grab customer attention. This department handles all of the client's posts. A whole department is devoted to delivering material in the form of static posts, promo videos, OVC, TVCs, and other formats as needed.

Principal:

X Solutions Limited's main goal is quality rather than quantity. A company's whole operation is based on this principle; it's not just a statement to make. If you compare their part-time salaries to those of competitors like Windmill, Magneto Digital Limited, HYPE Dhaka, Notionhive Dhaka, Wire-Digital Multimedia Marketing, or MetaConnect Limited, for example, you'll see that they're very competitive. Starts at BDT 100 per hour on a regular workday. They prefer to hire undergrads who have strong selling skills in this industry in addition to their studies. Also, they provide lunch

and snacks for the employees as well. Working in X-Solution is the best ideal decision for an undergrad running student on a part-time or a full-time basis. X Solutions can hire highly skilled students at a very low cost.

Process:

Mr. Faruq Ahmed (Sr. Executive | Training and Information | QMT, Business Solutions), Mr. Imtiaz Hossain Farabi (Executive | Training and Information | QMT, Business Solutions), and other members of our quality assurance team are involved in this effort. As previously indicated, XSL relies on a variety of applications to deliver our service to customers' homes.

Performance:

The businesses we serve might reflect your performance. In its first year, X Solutions Limited ranked third among all responsibilities in Bangladesh in COMMWARD 2018.

WE SERVE



X Solutions Limited's most important customers.

2.3 Financial Performance and Accounting Practices

The company's financial management is an important aspect of X Solutions Limited's finance and accounts department. The primary tasks of this division include:

- ✓ Monthly financial reporting.
- ✓ Tally up the numbers.
- ✓ Monthly salary flow.
- ✓ Financial planning.
- ✓ Interdepartmental transaction, early payment, loan.
- ✓ Record-keeping across divisions and a monetary incentive.
- ✓ Tax evaluation.

This information is extremely sensitive because this department is responsible for managing the company's cash flow. As a result, this department's employees are prohibited from disclosing their information. The barrier for me was that just the most basic of information could be gleaned from my research.

2.4 Operations Management and Information System Practice

2.4.1 Operation management

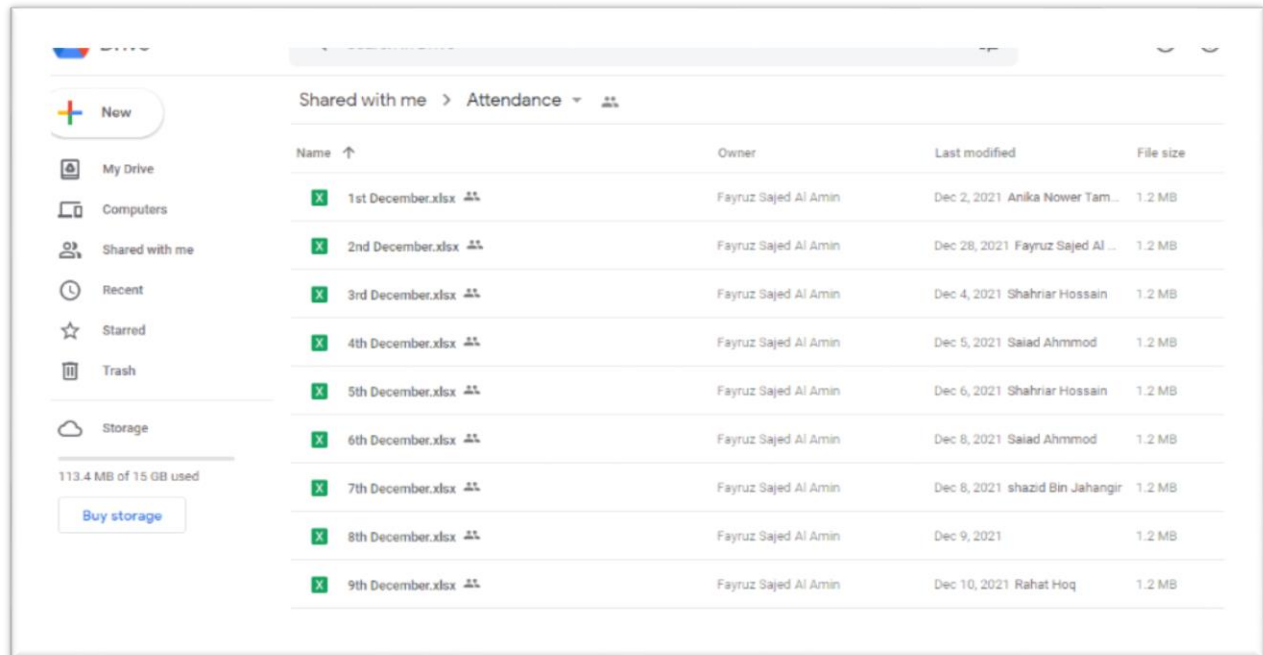
X Solutions Ltd. has a set of ground rules that regulate its operations.

Human resource and Administration –

X-Solution Ltd.'s Human Resources dept. is centered in this department. Interviewing, selecting, hiring, evaluating performance, allocating salary, and terminating employees are just a few of the HR responsibilities. X-solution head of human resources, Mr. Mirza Shams, holds this position. As the manager of all the agents' personal information, he is responsible for supplying people with appointment letters, Identity cards, accessibility to the work by recording them in the entrance machine, arranging incentive and evaluation plans for full-time employees.

2.4.2 Information System Practices

X Solution Limited has an Accounts, IT Solutions, and Human Resource Department that provides 24/7 technical support to all other departments of the organization. With regards to the entire department, payroll, requisition, payment follow-up; audit supervision; bill entry; giving work orders; data entry; XSL has its software. Employees' in-and-out movements are tracked via an attendance tracking system for part-time and executive staff.



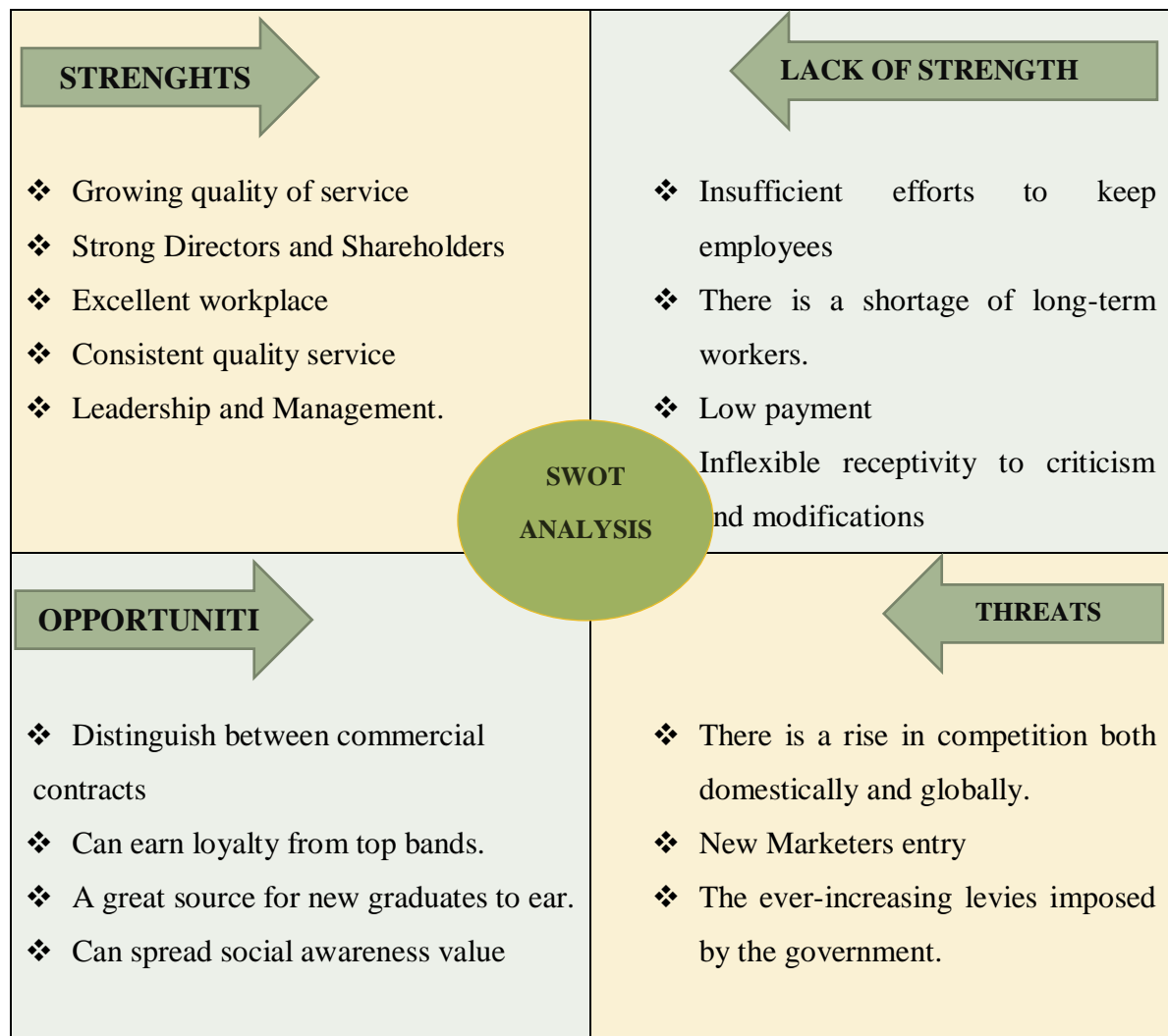
Name	Owner	Last modified	File size
1st December.xlsx	Fayruz Sajed Al Amin	Dec 2, 2021 Anika Nower Tam ...	1.2 MB
2nd December.xlsx	Fayruz Sajed Al Amin	Dec 28, 2021 Fayruz Sajed AJ ...	1.2 MB
3rd December.xlsx	Fayruz Sajed Al Amin	Dec 4, 2021 Shahriar Hossain	1.2 MB
4th December.xlsx	Fayruz Sajed Al Amin	Dec 5, 2021 Saiad Ahmmod	1.2 MB
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6th December.xlsx	Fayruz Sajed Al Amin	Dec 8, 2021 Saiad Ahmmod	1.2 MB
7th December.xlsx	Fayruz Sajed Al Amin	Dec 8, 2021 shazid Bin Jahangir	1.2 MB
8th December.xlsx	Fayruz Sajed Al Amin	Dec 9, 2021	1.2 MB
9th December.xlsx	Fayruz Sajed Al Amin	Dec 10, 2021 Rahat Hoq	1.2 MB

Attendance and the daily shift timing

2.5 Industry and Competitive Analysis

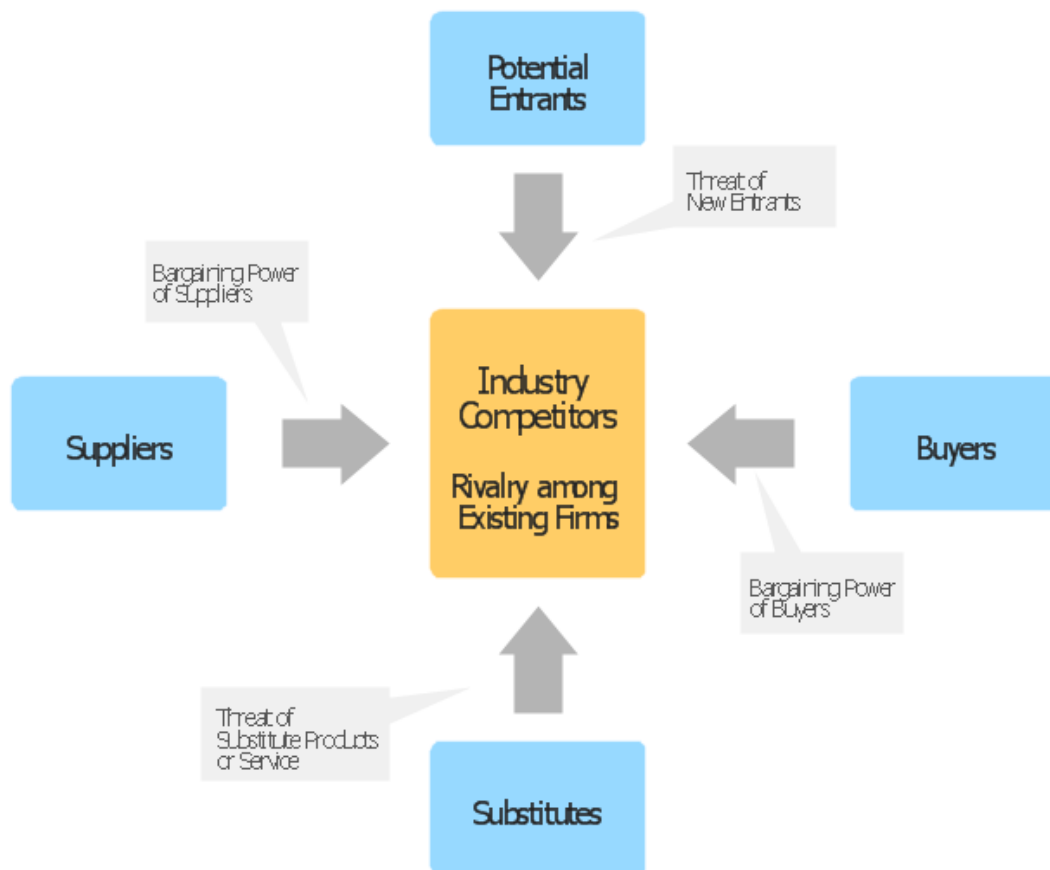
2.5.1 SWOT Analysis of solution Limited

Strength, Lack of strength, Opportunity, and Threat (SWOT) analyses will be performed on XSL as part of the SWOT Analysis process. The four primary XSL categories will be examined to determine whether they have a promising future.



2.5.2 Porter's Analysis of X-solution

X Solutions Ltd.'s position among competitors is depicted by the six components of Porter's Analytical Model. Below you'll find a more in-depth look at the six main parts of my organization.



Rivalry among Existing Firms: as all of the world is moving forward to the digital world in this case digital marketing business core target on Dhaka city. There are lots of agencies are focusing on customer service programs but most of them are failed to provide quality full service to their customers. Here X-solution is one of the well-regarded creative and customer service organizations.

Threats of new entrance: Since most companies are beginning to understand the significance of digital marketing, the business of offering such solutions is presently expanding rapidly in Bangladesh. For the next 5 to 7 years, the threat of new entrants is low.

Bargaining power of buyers: here bargaining power of the customer is too high. For example, if the customer is not satisfied with the service they can complain and change the SIM card so it's a high buying power customer are holding.

Bargaining Power of Suppliers: for the QMT team ROBI is the key supplier. As there are lots of marketing agencies are available so Robi dealing with us at a low cost. Suppliers also hold high bargaining power.

The threat of Substitutes: This team's sole threat is that the client decides to establish up their digital marketing division and inquiry management team, which in the long run would be prohibitively expensive for them to operate, therefore the availability of substitutes is low. In contrast to this, brands such as Bkash and Nagad have lately created their internal service centers instead of relying on agency-based services.

Summary and conclusion: Dhaka, Sylhet, and Chittagong's social media response sector is one of the fastest-growing sources of income in the metro cities. Users no longer utilize social media to share posts and likes; it is now transforming into the global business center. In this new ocean, every brand is looking to be alive, active, ruling, and responding. People are using apps for getting their necessary help and queries. Big brands are opening social platforms to reach people and engage customers. X Solutions and other digital marketing businesses have reaped the benefits of this opportunity, but there are still many more to follow. XSL's top executives are handling business as usual with grace. Other than that X solution holds the highest rank in Bangladeshi market agencies.

2.6 Recommendations

- ✓ Develop a plan to encourage more experienced Engagement Officers to switch shifts and work longer hours.
- ✓ Improved resource management necessitates a more structured organizational structure.
- ✓ Try to keep experienced workers and reduce the number of layoffs.
- ✓ Integrate newer and more effective marketing tools into an already diverse product line.

Chapter 3: Project Part: Customer Service & its dimensions of telecom companies at X solutions LTD. through WhatsApp - A perspective from X Solutions Limited”

3.1 Introduction

Background of the study

From 10th October to December 30th I was appointed as an intern at x-solution ltd. Over this time of my internship, I try to include all of my working experiences and the company. During this working period, I tried to give my level best effort whatever my duty was. And also I gain some knowledge and gather some other technical issues while serving customers. Additionally, I have chosen my topic on customer service of telecom companies at X-solution LTD. Through WhatsApp App.

Objective

The primary goal of this article is to gain an understanding of X-solutions LTD Customer’s problem Service Department, which utilizes WhatsApp to better serve its customers and the importance of social media communication and its impact on the organization.

- ✓ Identifying the problem between the mother company’s product & customer
- ✓ Creating customer satisfaction by pepper problem solution
- ✓ Identify the variables that influence customer participation in your online offerings.
- ✓ Transferring the rural to Digital Platform

Significance of the Study

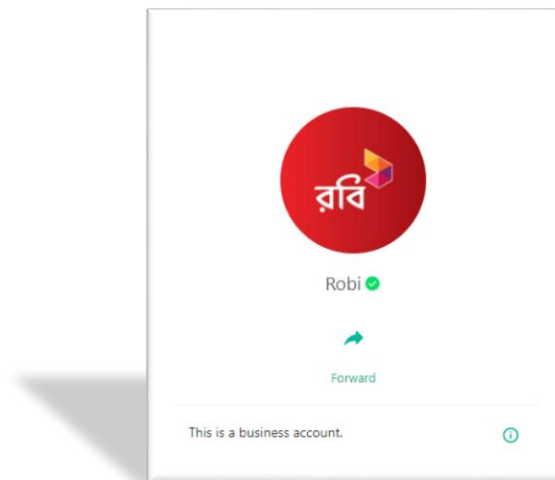
This research focuses mostly on the primary role of customer engagement for a telecommunication brand and their problem-solving methods through a digital platform- WhatsApp. Also identifying problems between products and customers. In terms of obtaining information and displaying my internship experience, writing this report is important. . Furthermore, I tried to portray all aspects of customer happiness, finding the problem of the mother company, and providing a proper solution through the Digital platform, which can generate a beneficial knowledge base in the reader's mind.

3.2 Methodology

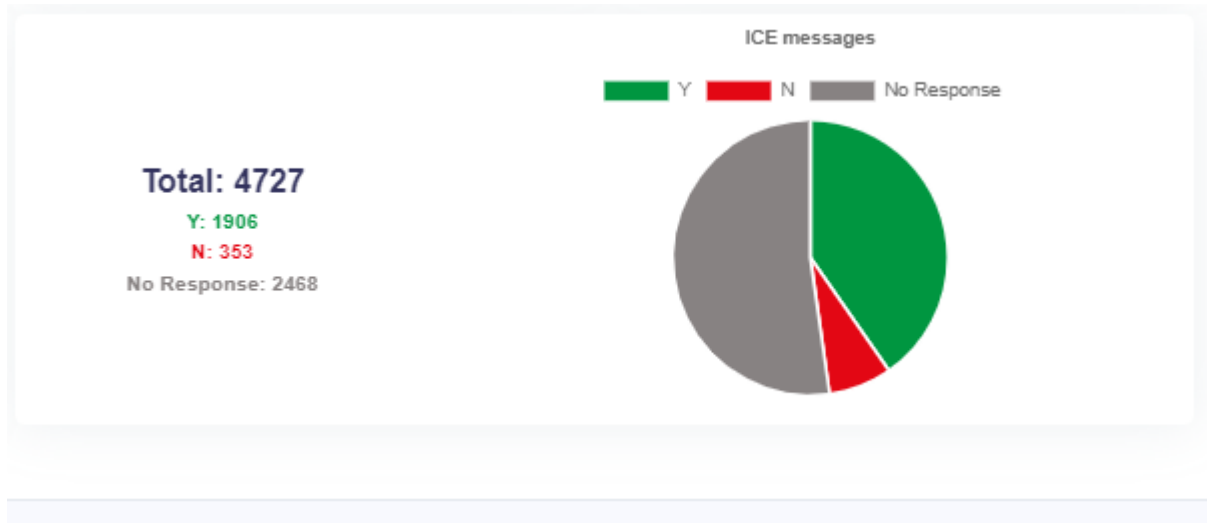
- To give an idea of the customer knock-in Zerocium software database and the positive and negative feedback of the customers.
- To get the negative number of customers according to the satisfied number of customers by the service.
- Showcase how we solve the problem of the mother company according to a customer query.
- Good digital communication media has a significant impact.

3.3 Findings and analysis

Firstly, in my internship journey in October, November, and December, the total chat in both channels was 287002. The data is only for the WhatsApp team. In a team, we all serve this amount of chat, and for 287002 chats, the ART- 1 minute and 23 seconds. On the other hand, the feedback from the customer was comparatively only 5%. We can see from the Total Conversation chart that over the last 3 months, the total conversation had a growth rate of 9% in November and December. As we can see from this figure portraying the reach of ROBI & AIRTEL customer service on a social media platform named WhatsApp during my internship period, the organization has many partner channels via which they give solutions to the mother company's customers.



The figure below shows that customers who use this platform to submit questions or complaints have a more positive experience than those who use the Call Center Service or Customer Care. WhatsApp is a time-saver for users, as well as a time-saver for the service itself. The best part is that the service is completely free. Moreover, customers are getting a fast reply and instant solutions. Of not getting any solution of their problem they can request for compline. This platform may be accessed with only a minimal internet connection, a smartphone running the WhatsApp app, and a working Robi or Airtel number. I should point out that the service is only available to Robi and Airtel customers with the number prefix 018 / 016 for the sake of completeness. In the given figure we can see that the query number of customers in 3 months.



Response of Robi and Airtel- December

In December, the response rate is particularly poor, as evidenced by this Individual Customer Experience Report (ICER). According to the results, on average, consumers only answer to 52.2% percent of the ICE messages they receive. Of those who do respond, ----said they were satisfied with the overall customer care they received via WhatsApp and ----- percent said they weren't. Our overall service was deemed satisfactory by ----- percent of those surveyed. Let's conclude up by saying the entire strategy of giving the solution to Robi and Airtel customer's problems is working. It has grown up from the last covid year, and users who have used the service for a while predict it will continue to thrive.

3.3.1 Importance of Social Media Platforms to solving customer query of Telecommunication Companies- Robi & Airtel

The brand's success is dependent on its ability to establish and maintain relationships with customers on social media. To a considerable extent, social media can have a beneficial impact on sales and brand loyalty, and connection.

However, despite its origins as a tool primarily used for maintaining personal relationships, social media platforms such as Facebook and Twitter have grown in popularity as a means of creating a sense of community around brands. On the other hand, my concern is to tell you how this social media platform creates connectivity between Mother Company and its customers.

How WhatsApp works as a business feature:

WhatsApp Business, free software for small business owners on Android and iPhone, was designed just for them. WhatsApp Business provides capabilities to automate, sort, and quickly respond to messages from clients. It's also designed to mimic WhatsApp Messenger's interface and functionality. Whether you're texting or taking a picture on your phone, you can do it all with it.

The app presently has the following features:

- A company's contact information, such as its mailing address, email address, and website, should be included in its profile.
- Organized discussions and messages can be found quickly thanks to the use of labels.
- Message-based technologies for rapid client service.

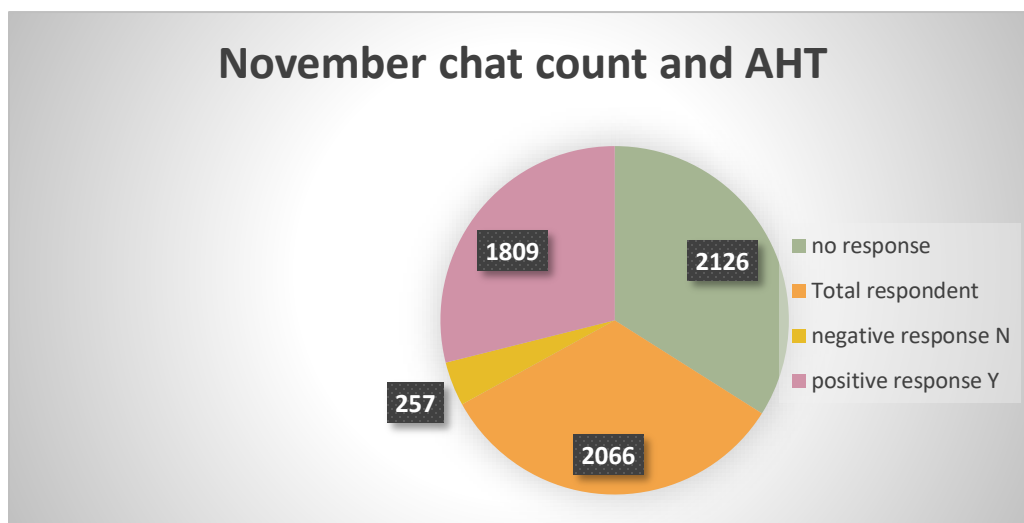
We are the 3ed party marketing company who has taken the customer service query management team- we are working for ROBI & AIRTEL's customer problem solution through our Marketing agency X-Solution. It's a new media to communicate over business purpose. WhatsApp is now the top-ranked app in the marketplace. As a result of the ease with which people may now engage in social media, it has created a new experience in our country and altered the business landscape to such an extent that the way businesses operate has undergone a substantial transformation. The

biggest paradigm shift in recent years has been the evolution of business. Bangladesh's capital city of Dhaka is home to the majority of the country's 22 million Facebook users, making it the world's second-most populous Facebook market. People still believe in the call center of telecommunication companies some didn't know the also some modernized and advanced platforms are used for customer service and satisfaction. Customers are becoming increasingly picky about how businesses operate these days, thanks to the rapidly evolving business model. Customers benefit from this as well, since they can simply obtain both service and merchandise. Since clients require that businesses adapt to their changing needs, this means that every company is attempting to do so to meet those needs. As a result of social media participation, the company's business model, communication methods, and brand value and reputation are all being re-established differently."

The process we follow to serve proper feedback:

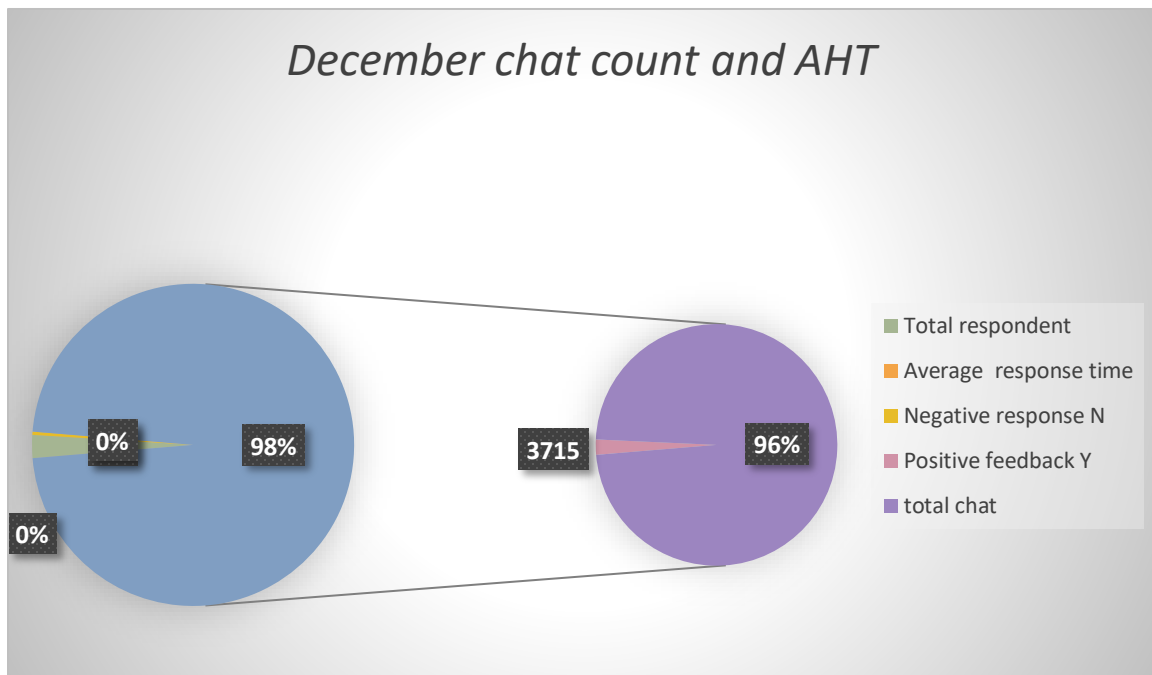
November chat count and AHT

<i>Total chat</i>	84862
<i>Average response time</i>	<i>1 min16 sec</i>
<i>Total respondent</i>	2066
<i>Negative response N</i>	257
<i>Positive feedback Y</i>	1809
<i>No response</i>	2126



December chat count and AH

<i>Total chat</i>	<i>178860</i>
<i>Average response time</i>	<i>1 min 25s</i>
<i>Total respondent</i>	<i>4325</i>
<i>Negative response N</i>	<i>610</i>
<i>Positive feedback Y</i>	<i>3715</i>
<i>No response</i>	<i>4595</i>



3.3.2 Social Media for Business to Consumer (B2C) Marketing

Social media data is particularly helpful in identifying B2C customers in a variety of industries, including banking, telecommunications, investment firms, independent retailers, and the tourism industry, to name a few. It's important to note that each sector has a certain value. Nearly 162.920 million people in the United States have mobile phones, according to the Better Telephone Reliability Council. Even in Southeast Asia, there are a lot of people using these services. More

than 101.186 million people in this country's total population have access to high-speed internet. The majority of them are under the age of thirty. A rise in this figure has occurred in recent years, attributed to the efforts and dedication of telecom companies who are offering constant internet access and connecting people across the country for commercial and social reasons. As the young people are mostly attached to social media based on their using WhatsApp customer service goes high on the pick. If whenever customer faces problem can immediately knock and share their problems.

The total number of Mobile Phone subscribers has reached **171.854** Million at the end of January, 2021.

The Mobile Phone subscribers are shown below:

OPERATOR	SUBSCRIBER (IN MILLIONS)
Grameen Phone Ltd. (GP)	79.758
Robi Axiata Limited (Robi)	51.122
Banglalink Digital Communications Limited	35.555
Teletalk Bangladesh Ltd. (Teletalk)	5.419
Total	171.854

Number of SIM subscribers in Bangladesh

X-solution also has some different social media QMT teams for Nagad, Samsung in the Facebook team. Companies are using these platforms to engage with clients to expand their business. When it comes to customer service, Facebook fan pages are a popular choice.

3.3.3 Analysis of the Social Media Effect

In light of the preceding debate, it is clear that X solutions LTD. uses WhatsApp for customer service and its dimensions. According to the entire paper, it aids in transferring rural populations to the Internet. It illustrates the advantages of building an online consumer base and focusing on it. This paper also discusses the measuring of social engagement's impact. ROBI OMT department

already started the service providing option throughout Facebook besides WhatsApp. Additionally, ROBI introduced their advanced MY ROBI App for basic and regular queries. ROBI users can easily check their SIM status, network status, VAS services, roaming services, etc.

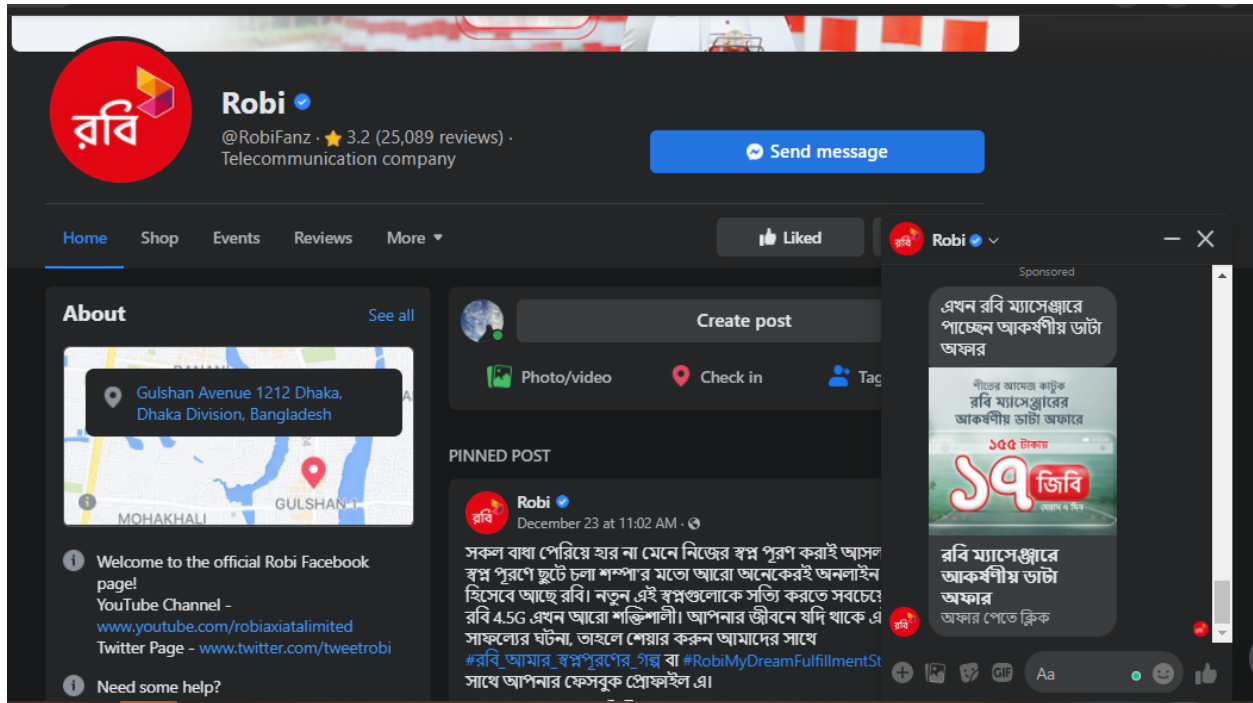
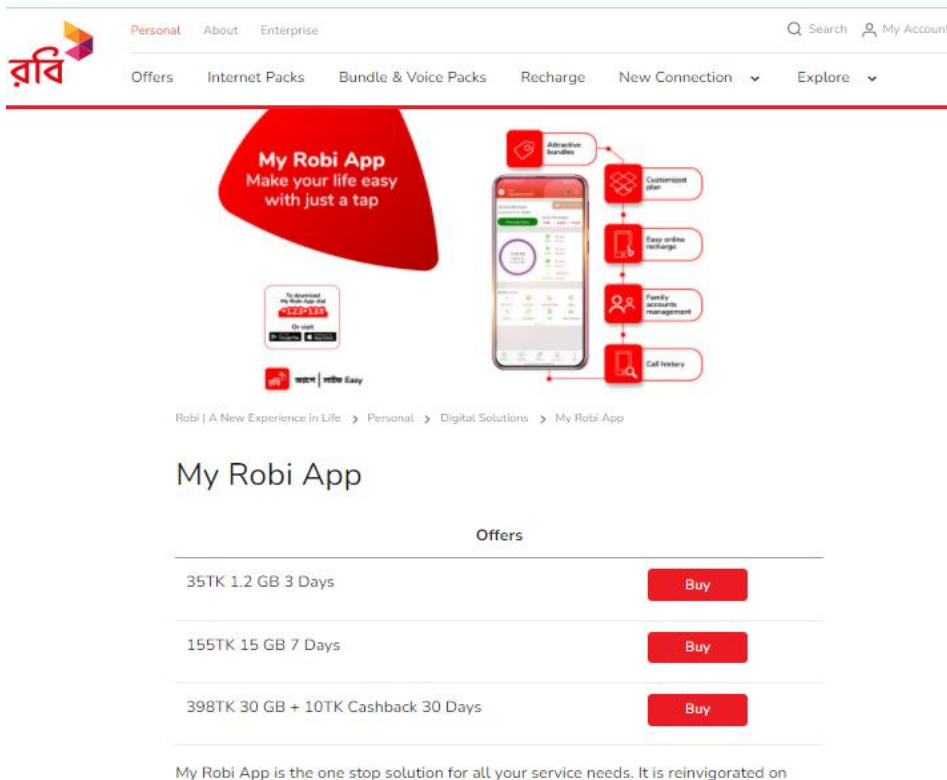


Figure: Facebook Robi Helpline

Source: (My Robi App 2021)

My Robi App



Personal About Enterprise

Search My Account

Offers Internet Packs Bundle & Voice Packs Recharge New Connection Explore

My Robi App
Make your life easy with just a tap

Attractive bundles
Customized plan
Easy online recharge
Family accounts management
Call history

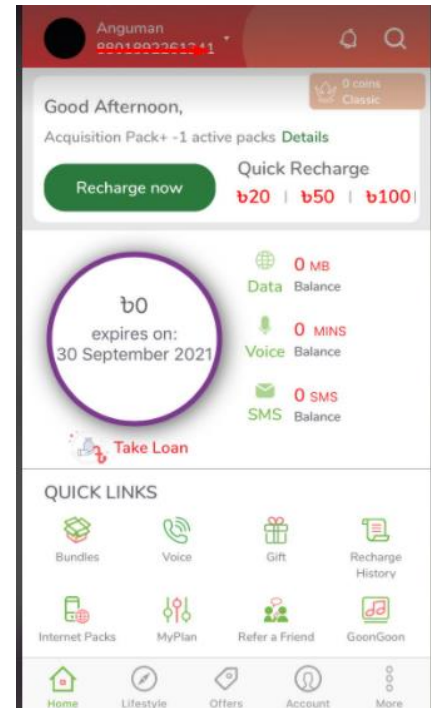
Robi | A New Experience in Life > Personal > Digital Solutions > My Robi App

My Robi App

Offers

35TK 1.2 GB 3 Days	Buy
155TK 15 GB 7 Days	Buy
398TK 30 GB + 10TK Cashback 30 Days	Buy

My Robi App is the one stop solution for all your service needs. It is reinvigorated on



Anguman
00100721741

0 coins Classic

Good Afternoon,

Acquisition Pack+ -1 active packs Details

Recharge now Quick Recharge
b20 | b50 | b100

b0
expires on:
30 September 2021

0 MB Data Balance
0 MINS Voice Balance
0 SMS SMS Balance

Take Loan

QUICK LINKS

Bundles Voice Gift Recharge History
Internet Packs MyPlan Refer a Friend GoonGoon

Home Lifestyle Offers Account More

My Robi App login

As a third-party provider of customer care, a slew of agencies is currently supporting a wide range of businesses. According to the needs of their clients, many agencies in our country such as Mindshare and Asiatic offer such services and support.

3.3.4 Transferring the rural to Digital Platform

Bangladesh was just elevated to the category of a developing country. However, to maintain pace with the rest of the emerging countries, it is imperative to understand and utilize all of the digital features. If we want to keep pace with the rest of the world, we must embrace the digitalization revolution head-on. Advances in technology are now being utilized across the board by all sectors of the economy. Any country's telecommunications are critical, and Bangladesh is no exception. The "Digital Bangladesh" national march resulted in significant growth in the telecommunications and information technology industries. The "phone call" service and the "internet data" service are two key telecommunications services. Data income has grown rapidly since the introduction of 3G and 4G in Bangladesh, while voice call revenue still dominates the sector. Because they recognize the importance of digital communication strategies, the company where I did my internship strives to provide its valued customers with the best service possible by incorporating new ideas and innovations into their daily operations. X Solutions Ltd. has been providing Robi and Airtel clients with all the data they need on a 16-hour basis for the past 6 months, and I am proud to be a little part of this group of innovative and industrious professionals. Typically, our customers are located in rural areas of Bangladesh, where they have little or no knowledge of how to properly use the telecommunication services provided by Robi and Airtel. When users run into problems, such as a downed network, a data pack that was accidentally replaced with another, or the need to personalize a data and voice combo pack but don't know how they come to us for help. Our job is to walk them through the process step-by-step, finding solutions to their problems while also offering them other options. We also gave them information to help them avoid re-occurring issues. The key goal is to make clients smart and known. Just one example of the services we offer via WhatsApp. This is a free service. Every customer is encouraged to offer adjustments or comments to help us improve our products and services for them.

3.4 Summary and Conclusion

This article examines the hottest new topic of customer participation on social media. In the internet's new era, online consumer involvement is rapidly becoming the foundation for great customer relationships. Many firms like telecom and electronics are investing in this marketing approach to gain customers. It also helps in significant growth in the "Digital Bangladesh" national march.

3.5 recommendation

Social media marketing usually has a long-term impact, which is considerable. As a result, the company's reputation, loyalty, and brand value are dependent on its availability and services. There are methods to solve customer queries-

- ❖ Should respond in the same language as the customer.
- ❖ Should maintain the time limit, without any reason cant hold customers for so long time.
- ❖ If wrong information was given apologize and provide the right number
- ❖ Anger should be in control no matter what the customer is saying. We have to be polite and helpful.
- ❖ When responding to a customer's query, put yourself in their shoes. Offering a hotline number for the smallest concern is outdated.
- ❖ When presenting information, keep an eye on the partner channel's approach to the customer segment. Rechecked corporate information should be given.
- ❖ Distribute questionnaires to loyal customers to seek honest feedback.

References

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2. (*My Robi App* 2021)
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4. (*Mobile Phone Subscribers in Bangladesh January, 2021 / BTRC* 2021)
5. (*Robi / A New Experience in Life* 2021)
6. (*Log into Facebook* 2021)

Thank You.
