

Report On

**Understanding the Effectiveness of Using Tags in Social Media Query
Management - A Perspective from
X Solutions 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
Bachelor of Business Administration

BRAC Business School

BRAC University

November, 2020

BRAC University

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Declaration

It is hereby declared that -

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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Supervisor's Full Name & Signature: Mr. Shamim Ehsanul Haque

Mr. Shamim Ehsanul Haque

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

27th November, 2020

Mr. Shamim Ehsanul Haque

Assistant Professor, BRAC Business School.

BRAC University.

Subject: Submission of Internship Report.

Dear Sir,

It is my pleasure to prepare this internship report named “**Understanding the Effectiveness of Using Tags in Social Media Query Management- A Perspective from X Solutions Limited**” according to your guideline which is required to complete the BUS400 (Internship).

I tried to use my knowledge and experiences which I gained during my internship at X Solutions Limited, Bangladesh. Also, I tried to give some solutions to overcome the challenges which are faced by the query manager while using tags.

I want to show my gratitude to you for your cooperative behavior and guideline, in the preparation of this paper. I hope I meet up your expectations through my work on this report. If there is need of any clarification, it will be a pleasure to clear.

Sincerely Yours,

.....

Raihan Alam Rahat

ID: 16104166

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

This agreement is made and entered into by and between X Solutions Limited and Raihan Alam Rahat the undersigned student at BRAC University for avoiding the disclosure of the important and confidential information of the organization and its clients.

.....

Signature

Acknowledgement

I would start by thanking my honorable faculty Mr. Shamim Ehsanul Haque who has provided me with the necessary guidance and information needed to complete this internship report. I would like to thank Mohammad Obidur Rahman (Head of QMT Department) for all his support, necessary tips and guidelines during the activation period, and the entire team for being very helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

Also, I would like to thank my two team leaders Mr. Wahid Omee and Mr Mashrique Tonoy for teaching me all the basics of my tasks and patiently showing me every elaborate detail and guiding me throughout my internship period. I am very much thankful to X Solutions Limited, its management, especially employees of QMT department for their cordial support to prepare this internship report. Working for three months at X Solutions Limited was amazing and a huge learning opportunity for me.

Finally, I would have to thank my friends who also supported me in every possible way in this journey and also during the preparation of this report and express my gratitude to everyone involved.

Executive Summary

I have been preparing this report as part of my internship program which was the requirement of the university to complete my graduation and I included my whole work experience from the Query Management Team (Airtel) at X Solutions Limited. The main reason to prepare this internship report is to combine both the practical experience and theoretical learning, so I have prepared the report based on my experience, learning and tried to compile my journey of internship in this report. Mainly I performed the task of managing queries of customers made via Facebook which is a social media platform, worked for the brand Airtel Bangladesh specifically. The learning I got, managing issues of basic quality management, employee performance evaluation, and development sessions.

Keywords: *Smashboard, Confidential, Tag Word, Tag Concept, Tag Analytics, Social Media*

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List of Acronyms

QMT *Query Management Team*

RAW *Robi Airtel WhatsApp*

JEO *Junior Engagement Officer*

CMS *Customer Management Service*

HR *Human Resource*

VOC *Voice of Customer*

XSL *X Solutions Limited*

Chapter 1

Overview of Internship

1.1 Student Information



Name – Raihan Alam Rahat

ID - 16104166

Program - Bachelor of Business Administration

Major – Major in Finance & minor in Marketing

1.2 Internship Information

1.2.1 Internship details



Period – From August 1, 2020 to October 31, 2020

Company Name – X Solutions Limited

Department – Query Management Team

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

1.2.2 Internship Company Supervisor's Information

Supervisor's Name - Mr. Imtiaz Hossain Farabi

Position -. Executive | Training and Information | QMT, Business Solutions, X

Contact - farabi@justanx.com, +8801688831951

1.2.3 Job Scope – Job Description

During the Internship program, I was appointed to handle customers which were the main work of the Query Management Team (QMT). and the customers belonged to a leading company Airtel Bangladesh. QMT-RAW department members directly communicate with the customers to clear their confusions and give solutions to queries via Facebook and Twitter platform. This has been possible via a software named Smashboard developed by V2 Technologies that diverts all the text Airtel gets in Facebook and Twitter account. The position is mainly specified as Junior Engagement Officer (JEO).

The focus of QMT is to create experiences based on interaction between service providers and customers and prioritizing the image of the brand in the digital social media. My main sector of service is social media, specifically Facebook, interacting with people in such a way that increases the brand value.

Query Management:

The main task we need to do is to clarify customer’s confusions according to theirs needs. The queries are usually about the voice, data and minute packs, Airtel related apps, new product launch, wall posts etc. To handle these queries, we used Smashboard, Info 360, Info Center which are few software and web pages to provide with the necessary information.

1.3 Internship Outcomes

1.3.1 Contribution to the company:

I started my journey with X Solutions from January 2020. My recruitment exam was done in two stages firstly, typing test which included grammar efficiency, content writing and typing speed and secondly an interview with the Senior Account Director Mr. Parag Obayed. I enjoyed both the stage as I was trying to prove my capabilities. After a few weeks I got my recruitment call and after joining started my training with my trainer Anika Tabassum. She was very helpful and made a comfortable environment for the new comers. We were guided properly with all the necessary information about Airtel and their own policies that were needed to handle the customer’s queries. Throughout my time in X Solutions Limited I joined several trainings and meetings which taught me a lot. I served with 4973 replies to the customers till now with a relative response time of 3 minutes and 38 seconds. During my work time I tried to keep my focus on my work and served the customers with utmost priorities.

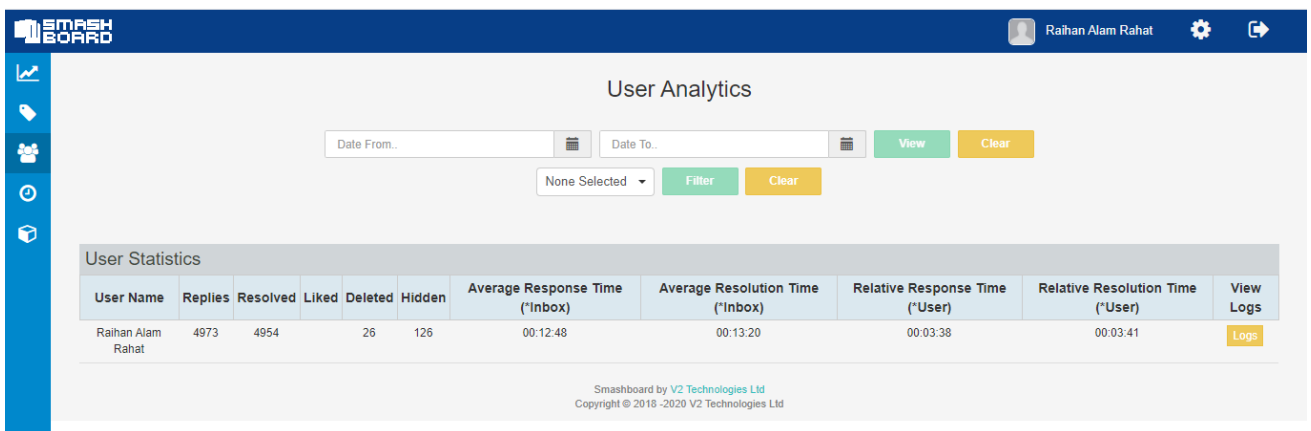


Figure 1: Analytics of personal performance from 1st January 2020 till 25th November 2020

1.3.2 Benefits of this Internship:

I am very grateful to the Almighty that I started my career with X Solutions Limited with such an energetic and work friendly environment. I hope to use the experience and knowledge I gathered from my work and I also the feel that the support and love from my co-workers and seniors has enhanced my perception about the corporate culture. I am also including some of my major take away-

- A perception about how telco companies operate.
- Idea about few marketing strategies giant Telco companies use.
- Firsthand experience of communicating with customers and understanding their needs.
- Experience of using new software.
- How to take responsibilities and handle work pressure.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective:

- Getting an idea about X Solution Limited's work structure.
- Knowing about the operational system of the Query Management Team.
- Learn about the company's working process of QMT.
- Learn how customers are dealt from the frontline.

Methodology:

- Website.
- Dashboard Software.
- Experience during Internship.
- Emotional Intelligence.
- Class Lecture and Learning.
- Book Material.

Scope of the Study:

This part of the report explains X Solutions Limited's company overview, idea about different departmental working processes and analysis of the company.

Limitation of the Study:

The company has a very work friendly environment but still a few information was gathered as there were some confidential issues.

2.2 Overview of the Company

X Solutions Limited is a marketing agency which started their journey in the year 2017. This company was a strategic merge between MADLY and Strategic Digital. This was the very first merge of two companies in the digital marketing industry. Though this company is new in the industry, the experience of MADLY and Strategic Digital have made possible to make X Solutions Limited become an integrated marketing agency. The services provided by the X Solutions Limited are -

- Creative Support
- Social Media Marketing
- Digital Marketing Campaigns
- Activations and Campaign Analysis
- Social Media Query Management
- Data Analytics
- Advertising



2.3 Company Organogram

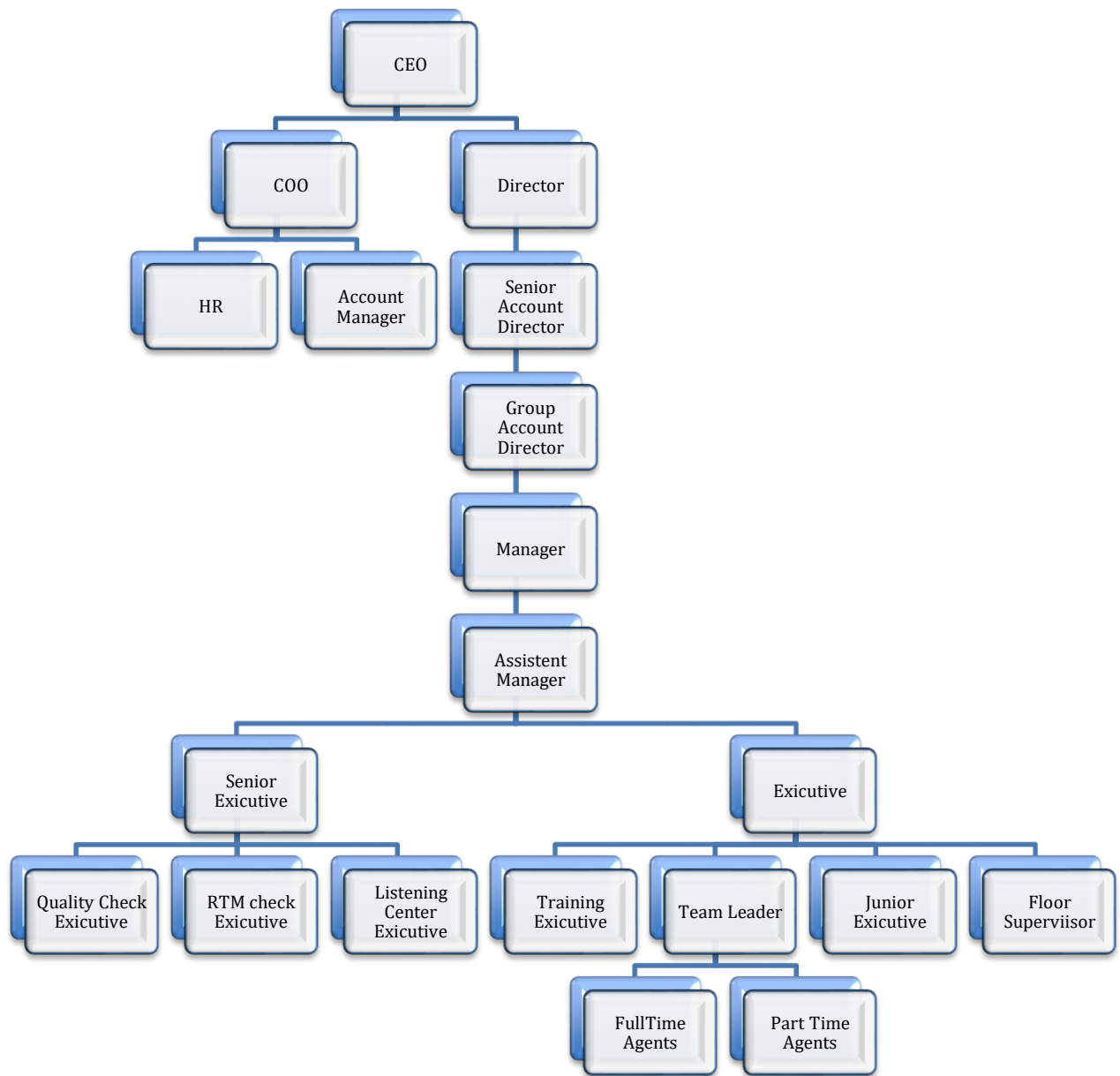


Figure (2): Company Organogram

2.4 Marketing Practices

2.4.1 4Ps of X Solutions - Integrated Marketing Agency:

Product: To tackle the queries of the customers QMT, the department I have been working for uses a software named Smashboard, a query management tool by V2 Technologies related to digital marketing. This helps the company to use strong analytics to aid in strategic decision making.

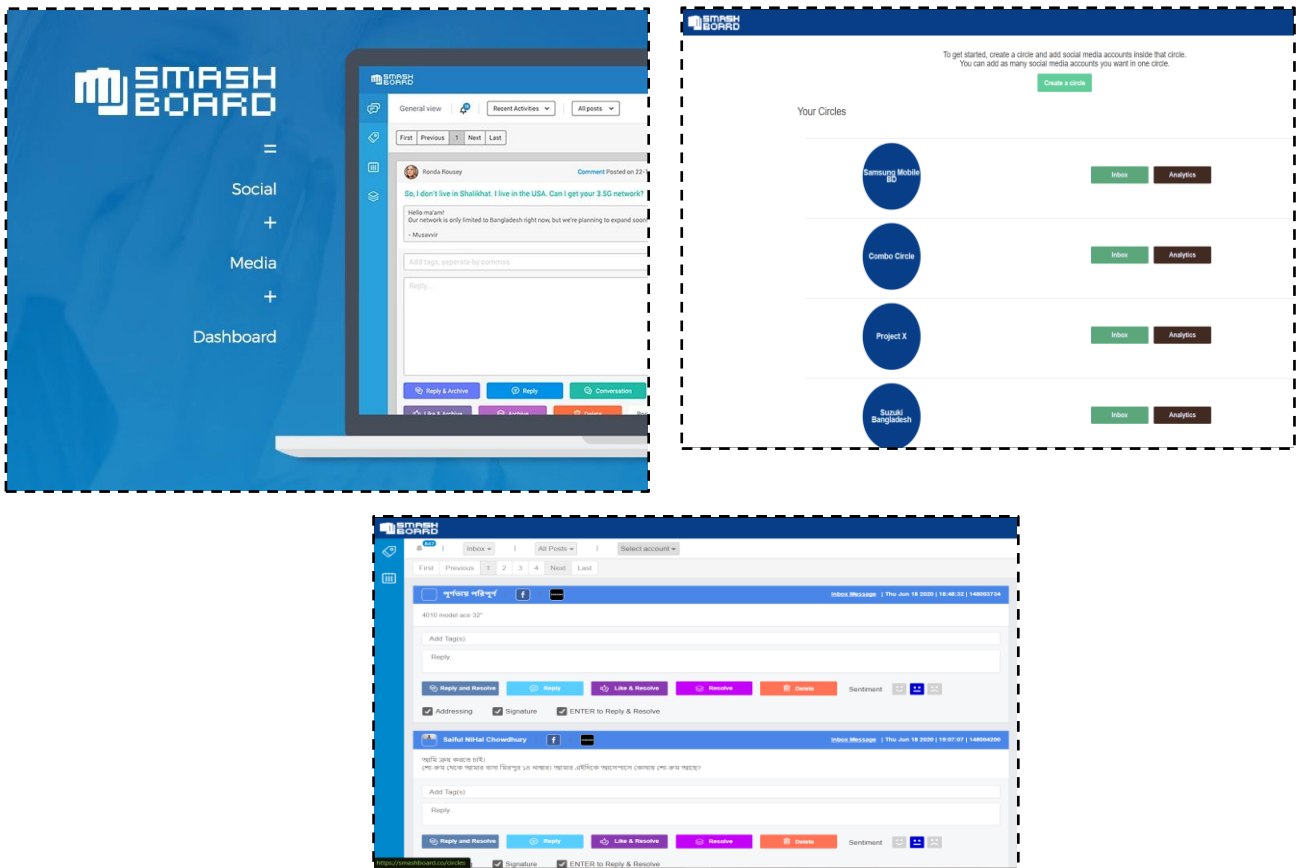


Figure (3): Smashboard.

Price: As pricing is a confidential matter, we could not gather much knowledge about this sector. But we can say that they charge their clients on per query resolved and has to bear a maintenance fee to use the software.

Place: As the services provided by the X Solutions Limited are mainly virtual, the placement is not much important factor. Still the office is situated in a renowned place in Mohakhali DOHS. As the engagement officers can log in to their accounts in Smashboard from anywhere in the country with internet connection add can gather information needed with the help of software like AnyDesk, they got a huge advantage of placement in this pandemic situation.

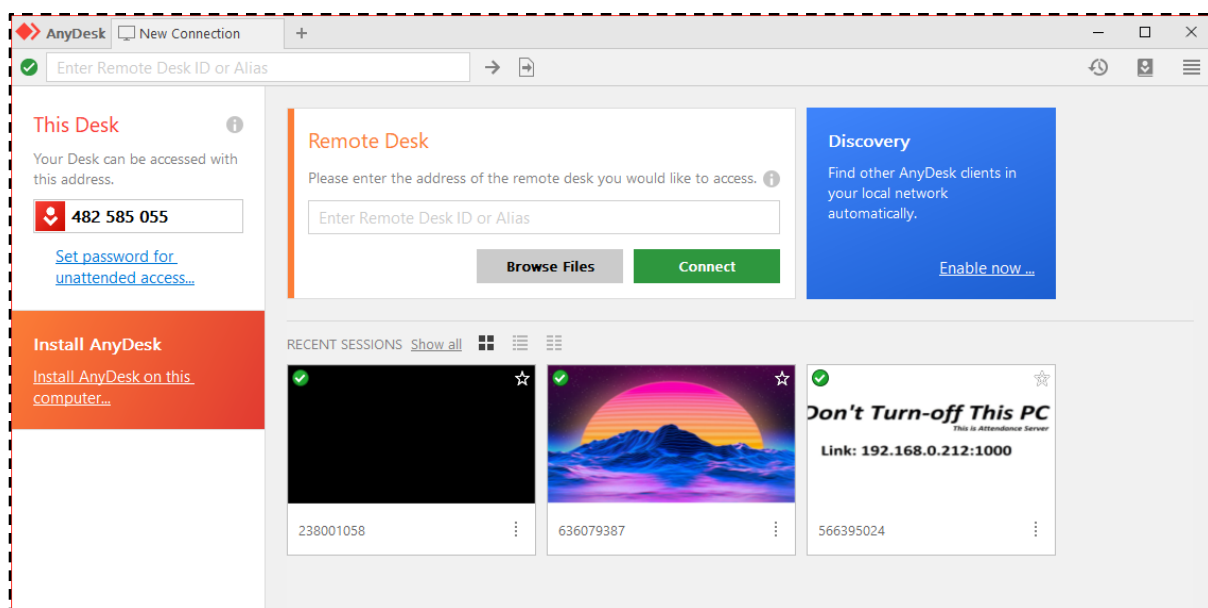


Figure (4) of the AnyDesk IDs used to work from home

Promotion: As XSL was a merge between two leading agencies of the industry, it did not need much marketing to get known for itself. On the other hand as the company itself is a marketing agency which is why the company is more concerned about the marketing of its clients. Also as Mr. Obayed, Head of Business solutions mentioned, “Our work at X is our promotional factor. If we can provide good service and satisfaction, our client’s word-of-mouth will help the agency to grow”

2.4.2 Extra 4Ps of X Solutions - Integrated Marketing Agency:

Performance: Our performance as a marketing agency can be reflected on the brands, we provide service to. X Solutions Limited is the third most awarded agencies in COMMWAARD 2018 among all communication agencies in Bangladesh.

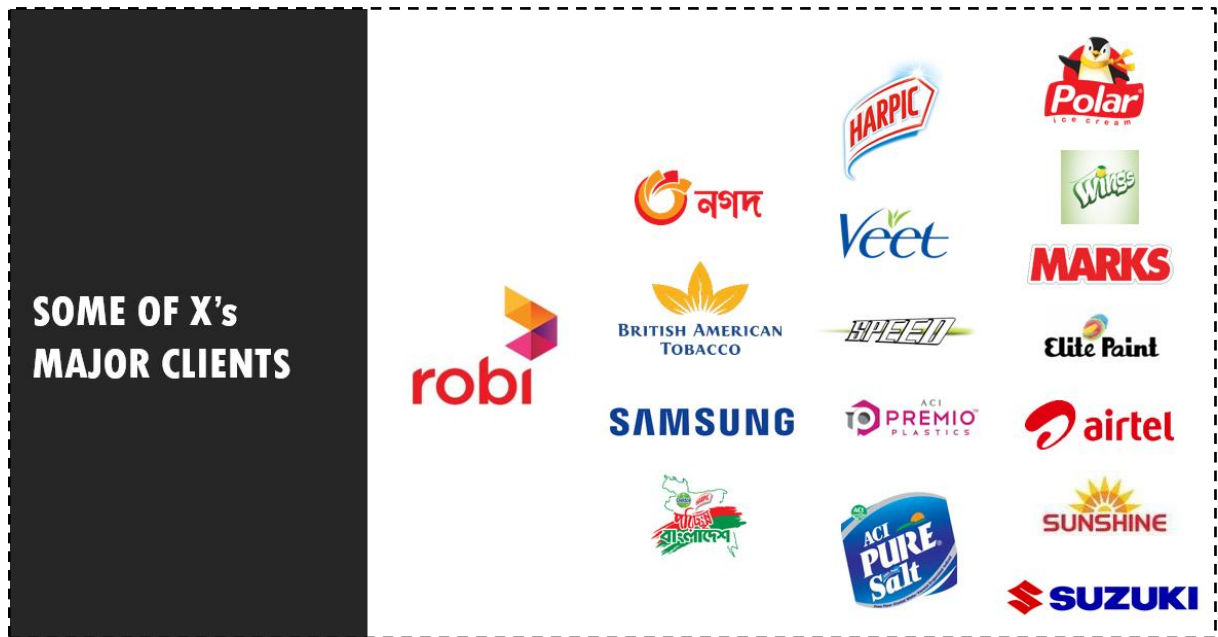


Figure (5): Some of the major clients of X Solutions Limited

2.5 Financial Performance & Accounting Practices

The company's cashflow is maintained by its Finance and Accounting department. The main works of the department are -

- Preparation of monthly accounts.
- Tally records.
- Fund management.
- Loan, early payment, interdepartmental transaction.
- Interdepartmental records and cash incentive.
- Tax assessment.
- Monthly salary flow.

2.6 Summary and Conclusion

In the recent years the digital marketing industries are growing at an increasing pace and has resolved a good portion of unemployment problem of the country. XSL is also trying to keep its pace with the industry growth and it is very close to meet the international standard. As new companies are realizing the huge opportunity to increase customer engagement in social media platform, the opportunities for industries like XSL are getting bigger. The leaders of XSL are speculative and ambitious. If they can succeed to overcome the few lacking, there will be no doubt that it can be the leading marketing agency of Bangladesh and start operating internationally.

Chapter 3: Project Part: “Understanding the Effectiveness of Using Tags in Social Media Query Management - A perspective from X Solutions Limited”

3.1 Introduction

Background of the Study

I did my internship along with my assigned tasks and tried to give a proper explanation of the topic have chosen using the knowledge and experience gained from the office. During my study on this report my seniors and my co-workers were very supportive to me.

Objectives

The main objective of this paper is to get the idea about the tagging system of query management and understanding how it aids to make strategic decisions. To be specific -

- Realizing the Importance of tagging.
- Understanding the dangers of wrong tags.
- How tagging helps in analytics and aid in decision making.

Significance of the Study

I hope this study will make one understand the vast opportunities hidden in the system of tagging system in information management and also to understand the limits of its use. This study will also make one realize that more creative the tags will be, the more the data can be used to rip the post of its benefits.

3.2 Methodology

While conducting the research I mainly relied on secondary data and some primary data collected by a focused group discussion with my co-workers. Again, this study focuses on understanding the effectiveness of using tags in social media query management to overcome strategic decision-making failures.

3.3 What are “Tags”

Tag is a kind of metadata which indicates a piece of information. Usually an item can be described by using these kinds of data. These are also very helpful as these can be searched and browsed again for analysis and decision making. Generally, the creator or the viewer chooses the tags informally depending on a system. Using keywords for identifying and classifying started even before computers. Before twentieth century some paper data storage devices like Edge-notched Cards allowed classification and sorting. Moreover, since 1930 faceted classification was being used by librarians.

During 2003 “Delicious” a social media bookmarking website added a new feature which is to add tags to the bookmarks. Then within few years “Flicker” a photo sharing website provided their customers with the facility of using their own tags to each photo. This made the metadata flexible and easy to search pictures. As Flicker succeeded with the influence of Delicious, The tagging system popularized vastly.

3.4 Introducing Smashboard

Smashboard is a social media query management dashboard by V2 Technologies Limited which offers one simplified inbox for both Facebook and Twitter support. This software offers unified queries from social media accounts into one simple dashboard, real-time management to turn conversations into conversions and powerful analytics to provide with deep insights.

Smashboard allows the features of commenting inboxing the customers as well as special feature to add sentiments and tags with each query resolved. Sentiments are used to identify a customer’s emotion attached to jis or her query and helps to analyze customers satisfaction.

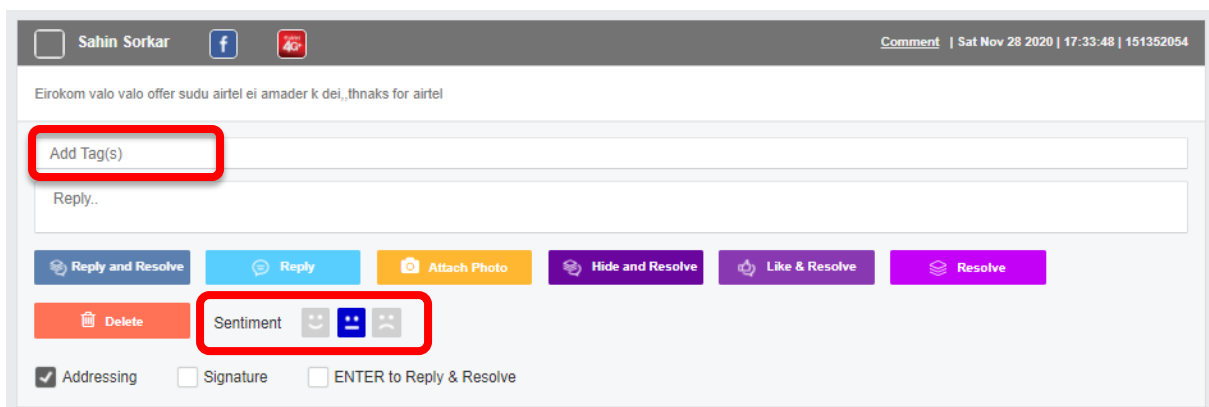


Figure (6): Features of Smashboard

On the other hand, tags are used to analyze the importance and landing intensity of any particular idea and thus aiding in making decisions. The board also has features like sorting the queries with 10/25/100 in numbers per page, newest to oldest and oldest to newest sorting, using addressing (header) and signature (footer) with each reply and also use of short cut keys to copying texts from customizable templets.

3.5 Queries and Tags

Every tag indicates different areas like internet bookmark, digital image, database record or computer website links to measure where the customer's minds are roaming around where they are clicking the most. But in query management every tag indicates a specific query subject. For websites tags are programmed in the Java scripts but in query management the tags are added by the query management officer with each query. In Smashboard there are around 180 tags dedicated for Airtel's queries. Tags such as Social Media Pack, SMS Pack, Winback etc. shows the engagement of customers regarding specific offers. Again, tags like VOC (Voice of Customer) helps to the customers demand and thus taking steps.

3.6 Analytics with Tags

Tags can be used as a strong analytical component to measure the frequency of any specific information. This also helps to filter out information while knowing its frequency through multiple tags. By using proper tags giant telco companies like Airtel can know about which of the offers the customers are talking about the most and how many times there were complaints against a specific offer or service. Thus, they can get ideas about which offer and service are buzzing and which are not meeting the customers need. These information helps Airtel to take decisions about which offer to keep and which to withdraw. For example, in the month of October among 129153 queries, 576 queries were about social packs. But among these 576 queries some of the queries are complaints and others were random queries. When we merge the "Complain" tag with any of the offer related tag like "IMO", we will be

able to know how much of the complaints were about IMO pack specifically. On the other hand, when we merge “IMO” and “Appreciation” tag together, we will be able to know the likability of that particular pack. Due to some confidential issues we cannot share how many of them were appreciations and how many of them were complaints, but it is very much possible to search merging two or more queries to know more specific information. These reports of Airtel are done by Mr. Wahid Omee and are submitted to Airtel for aid in their strategic decision making. Also, by using the tag VOC (Voice of Customer) Airtel can know about the customer’s demand and thus working to fulfill the customer’s need. Such system makes it easy for the corporations to take decisions from a big data set and compare between two or more issues.

3.7 Challenges of proper tagging and consequence of mistakes

As much advantages a corporation can get from using tags, the disadvantages can be much higher in volume for inputting wrong tags. As the analytical data using tags play a vital role in strategic decision making, a single mistake while using tags can cost a lot for a big corporation like Airtel. As I worked as an engaging officer, I had to deal with a lot of queries. Inputting tags with each of the queries was really a difficult job for me till we, the Airtel team had a session with Mr. Wahid Omee about using tags. To deeply understand fails or problems of tags, I conducted a focused group discussion with 6 of my co-workers for about an hour through Google Meet, an online meeting platform. From the insights we all shared in the meeting, I came up with two major issues regarding mistakes while inputting tags. These two issues are discussed below:

- **The concept issue:**

The most common reason for inputting a wrong tag is to misunderstand the relation between the “Tag word” and “Tag concept”. Because of this knowledge gap the engaging agents input most of the wrong tags. Let us talk about the “Tag word” and “Tag concept” first.

Tag word literally means the term or couple of terms that represent the tag concept. So, the tags itself is the words we use as tags while inputting data. So, tag word is the shortcut keyword to indicate a broader concept or explanation of the tag concept. For example, “Social Packs” is the tag word which include all the social media pack related queries like Facebook, IMO, WhatsApp, Instagram and messenger which are the tag concept. But for the IMO pack there is a separated tag named “IMO” which is told to

give input with every query regarding IMO pack. So, “Social Packs” tag will not be applicable for IMO as it has a separate tag for itself. But as IMO is also a social media app therefore agents often input “Social Packs” tag with IMO related queries which will later on provide a wrong information in the analytics.

- **The response time issue:**

Another big issue for inputting wrong tags are keeping the response time of each queries. Agents are instructed to resolve a query with in a given response time. For which while the number of queries incoming gets higher, there is a mental pressure of resolving each query in time and at the same time while there is a 5 to 10+ lines in a query, it becomes hard to understand, then writing the replay, adding the sentiments and then adding the tags. That is why to avoid complexity agents sometimes skips the tagging part to keep their response time

3.8 Summary and Conclusion

In this era of information and technology all the big corporations are valuing their data more and more day by day. Most of the time the success relies on the proper use of these data. This report talks about a very small segment of data management but I hope to shed some lights on how by proper use of this small segment can add value to a corporation. Although I tried to include all the knowledge and information I gathered working here, due to some confidential issue some data can not be shown and thus this report has its limitations to some extent. I hope that further study on the importance of using tags will make the topic clearer and will add more values to corporations.

3.9 Recommendations

The Airtel team leaders have worked a lot and provided with good solutions to solve this tagging problem. But some recommendations are shared for further improvement regarding the issue from my perspective:

- **Automated tagging:** An automated tagging system can be included on Smashboard, so that queries having specific keywords will be tagged automatically. This will lessen the human error in inputting tags.
- **Clarification:** The back end should clarify each and every query in detail according to Airtel's demand and let the agents know which is for what. Weekly sessions can be very useful for this process as new tags are added often.
- **Small multiple shifts:** As the task is a bit tedious work, the actual performance of an agent stays only 1 to 2 hours. So, after 3 to 4 hours the performance gets lower and chances of wrong tag input increases. So, small multiple shifts can be given to a agent rather than providing long continuous shifts.
- **Prioritizing quality over time:** The corporation must understand the need for correct information rather than quick replies So, the standard for query resolve time should be set keeping that on mind.

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