

Report On
Getco Business Solution Ltd.

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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
14th June, 2021

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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:

Wahidul Azad
16104161

Supervisor's Full Name & Signature:

Shamim Ehsanul Haque
Assistant Professor, BRAC Business School

Letter of Transmittal

Shamim Ehsanul Haque
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report for course BUS400

Dear Sir,

This is to inform you that I have prepared my internship report on the GETCO Business Solution Ltd. that you have assigned me to work for the course BUS400. I have completed my internship from GETCO Business Solution Ltd. Within the last 3months. I have maintained all the protocols during the pandemic and it was a nice experience of learning about new systems which I used for work and the challenges of pandemic were achieved with the help of those systems.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires and oblige thereby.

Sincerely yours,

Wahidul Azad
16104161
BRAC Business School
BRAC University
14th June,2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of Company] and the undersigned student at BRAC University

Executive Summary

The internship paper contains all the information about my internship at GETCO Business Solution Ltd. I started my internship by learning about the new system software which are used for work in the sector of information management. From restoring data to make the best use of the software like hootsuite, sprinklr, alic I have gained all the experience of using that software to make our report and also for resolving the cases which are dealt in time. During the pandemic I have worked mostly from home but during my training period I worked from office and gained knowledge about that software's. I have explained the importance of Computer Information Management in my report and elaborated the disadvantages as well.

Contents

• Letter of Transmittal.....	3
• Non-Disclosure Agreement.....	4
• Executive Summary.....	5
• Introduction:.....	7
• How Does it work:.....	8
• Students contribution.....	8
• Learning from the experience.....	9
• Difficulties encountered.....	12
• Overview of the company.....	14
• Company objective.....	14
• Management Practices.....	15
• Financial Performance.....	15
• Operations Management.....	17
• Advantages:.....	18
• Disadvantages:.....	20
• Importance:.....	22
• Software:.....	25
• My responsibilities:.....	27
• Future of CIM:.....	28
• Feedbacks:.....	29
• References:.....	31

Introduction:

Computer information management is the management, tracking and promotion of the brand members through a variety of social media channels with a goal to improve relationships with the consumers. Starting from managing the service team to constantly thinking about different ways to improve the customer service. It can be described as one of the important aspects of making sure that the consumers are happy or does not have any complaints with the product or services. Customer service is defined in Investopedia as "a direct, individual contact between a buyer and a company representative involved in the transaction." This is essential to guarantee consumer satisfaction, to promote business returns, and preferably, to get consumers to communicate their business online and in person. According to Salesforce Research, 73% of customers claim that one firm's exceptional experience increases perceptions of other firms' experiences. This is highly crucial because it's easy to order around and buy something else in today's modern society. The customer service is usually done in different contexts during daily transactions and the regular activities. The service is provided in several ways such as the phone calls between the customers and the service providers, in-person interaction, the self-service systems, online chat or any other form that leads to customer satisfaction. Effective and efficient delivery of customer service requires the responsibility of the service providers. It is mandatory for the responsible personnel in this department to be fully committed to deliver the goods for their respective company. Although, delivering quality service depends on the employees of an organization but It is also important for the upper management to keep account of the performance and keep monitoring their services to ensure a healthy and profitable sales of products and services.

How Does it work:

In order to attract new customers and raise its revenues, a company depends on its marketing strategy, so that businesses can use this along with customer service to improve ties with its existing customers and place the ads, in the end, to maintain the customers' advertising budgets and keep their revenues even higher. Applications of Computer information management provides departmental managers with various kinds of information. This means that organizations, based on their buying habits, will target some customers through the marketing strategy. This accurate targeting enables consumers to receive their desired services and goods in a timely fashion. In addition, the data will allow companies to decide the types of deals that consumers respond to easily. If the CIM knowledge is provided to the sales staff, it helps them promote customer goods strategically and creatively, thus maximizing their profits. Keeping the product sales volume high by placing ads directed to the target customers. The establishment and promotion of a group is one of the key goals of any social media campaign.

Students contribution

I personally contributed a lot from cutting the cost till developing efficient communication with the customers. I was responsible for acquiring new consumers and delivering them product suggestions to certain areas depending on their taste or buy history from the past. Placing the ads appropriately was a tough effort and generating enough responses from those adverts among numerous social media or standard promotions platforms to make the sales volume improve was one of the primary contributions. I performed these tasks:

Establish, coordinate and execute campaigns and strategy on social media and communication.

Providing both social networking and business profiles with appealing email, photos and video.

Data entry regarding the concerns and issues. Using Hootsuite and Alice to address the concerns and reply the customers properly. Grabbing potential customers. Setting up social campaigns.

Respond swiftly to consumers. Monitor the comments and internet reviews, log and study.

Learning from the experience

It was a great opportunity for me to collaborate with Getco Insights. I had no previous contact with an organization. So, I learned a lot from the work of Getco. I didn't know simply about the job; I obtained too much experience working here. This information would also help me greatly in the long term. During my internship it bore fruit. Some of my internship teachings are here.

Corporate life: Corporate life I had no idea of the corporate world before, and I had no business experience. This internship gave me an insight into the workings of the business world. It is very easy for a pupil to collect information from schools, but it is not very easy to perform it properly in the right place at the right moment, be it good or poor. I was able to imply my analytical understanding of everything I had as a student to practice or solve challenges and multiple business activities through this experience in practice.

Effective time management: As an employee, office time is too much but 8 hours in most days are not enough if you do the daily job or daily routine. Daily tasks must be performed and not crammed if everybody has to function correctly on

time. Because a person is quite hurried when the time comes to perform all the stacked tasks.

Effective work pressure: We have a number of tasks at the same time and still meet the company world deadlines. We have to deal with the workload successfully. Working pressure is usually

high during the month or end of the year. On the other hand, there is no strain some days. Friction remains, but the working pressure varies in time. We have to work efficiently based on the time required for each mission to work effectively within the deadline.

Teamwork: The employees of each group must work accordingly in each company. An organization cannot perform efficiently without coordination. Everyone needs to be honest and accountable, because the entire teamwork is compromised if a person is wrong. I had to deal with an incredible team and an incredible Getco team because each department had to work as a team together.

Signature and understanding of an Agreement Form: All the candidates were sent a signature document before the start of the internship phase before formal recruitment. The terms and conditions of a contracting agreement also exist that employees must meet before signing the internship. Before signing the agreement document, I had to consider all terms and conditions. Employees and other employees who operate or serve the company must participate. All terms and conditions must also be seen with the person responsible for large purchases before signing and entering the company.

Communication: Communication and interpersonal skills are essential in business and personal life. I was just assigned a manager, but for all the teams I have to work. I wanted to contact my department members and teammates right from the start. I talked to them about working at lunch or work to improve my interpersonal skills and relationship. When I was an intern, they always came and talked to me and asked me about my future, my aims and other things and gave me useful insight. My boss assigned me my assignments, so it was extremely necessary to talk to my

supervisor. I listened very carefully to his orders, but I went to him to advise him if I had any problems. I was lucky that I both had a friendly supervisor and friendly team members.

Orientation: I have been given a job to manage new employees who have recruited temporary workers and part of our team during the last months. The company was very behind certain technological aspects. Whenever you look for me, I have always been happy to support you.

Work Ethics: You won't learn about work ethics until you are in a practical working environment. We used to excuse late entries, short appearances and other academic events. However, when we are introduced to the actual situation, I acquired work ethic. This is one of my most important lessons from this internship.

Adaptability: Not everyone is adaptive from the beginning. You may actually refuse to, even while you stay, but you lose. Adapting easily to your environment is one of the most helpful soft skills of your employer and vital for your own progress. Use your internship and gain adaptive skills while you are there. I was very fortunate to be able to adapt the working environment and all the skills that I have learnt from this experience.

So, my advice is to undertake an internship that does not trigger too much stress and refund, but you will find that you get less than you deserve once you start the internship. It would be suitable. Staff have a short-term contract and pay less than full-time staff almost anywhere, doing the same job. Although you have enough training, it is added to your curriculum vitae and your full-time experience is accepted. So, forfeiting any of it is not bad. Coordination is also one of the challenges that an internship can hinder. You might end up with a really nice internship; but the working

atmosphere is very professional; it is difficult to ask questions in this environment because you are afraid of being judged. You all remember, you're an employee, you've got expertise. So be calm and focus on your own duties. Just ask about something without delay.

With Getco, it was a great experience to learn. I've read about the vilest things about an internship, which is my greatest concern. It was a great internship. But Getco's observations always looked like a home to me because of the wonderful surroundings. Each member of the Getco insight team was so friendly and great to do. You are so kind and supportive that I have never found it hard to talk to you. They are truly polite and supportive. My boss and other colleagues encouraged me to do that while I was trapped in a job. I'm also still advising a student seeking an internship in Getco. The students can not only learn but also learn with a few great people in excellent surroundings. If someone has problems, their managers can help them very well.

Another advantage of Getco is the working atmosphere. The employees are so compliant and knowledgeable that you can learn a lot from your stage. You won't just think about business, but also something else that helps you in the long term.

Difficulties encountered

Communication is one of the hands-on barriers facing my internship. But I have a working atmosphere too professional, I can't ask any queries in that environment, because I fear I will be evaluated. I've had very wonderful internship. I am a practitioner and I have experience and experience there. Everyone knows it. I must therefore be calm and focus on my work. I have to ask something without hesitation. For the first time, I had a few challenges adapting my life and the employees of the organization. Whenever I was given numerous assignments, I thought there

was a bit of pressure. I recognized a little extra strain. I used to schedule and priorities work one by one according to the deadline. Typically, when my job comes to me, I'm under such strain, but I'm cool and patient. I found persistence to be the secret for the reduction of pressure and I did my work quietly and slowly. I still was fortunate that I had my internship with Bizdata and thus it was a major responsibility for me at the very beginning. I've committed to doing well at my internship and I've been stressed a lot. However, as the days passed, I was quite delighted with Bizdata. On the other side, I felt really worried at Bizdata's first meeting with my fellow Members. I felt reluctant to ask them questions whenever I was in trouble. So, I had some troubles at first. However, I was pleased to speak to them till I knew them more. I was convinced that at sessions I would still raise queries.

The PC I was supplied by the company was another challenge. I faced a tiny old problem when many people have run it before me. It was quite slow to take control and it was a big headache. So I called for a better PC, but I could not replace the exact part and I had to deal with it under corporate policy. I've changed and no other choice remains. My trip to Bizdata was great, even if I was a bit late. Bizdata phases were a tremendous pleasure for me, however the business will change or see in certain ways. The office room may be a little bigger on the opposite side. They should look for a larger office place and a lot of staff are available. I don't think the increased office space is enough. This should be expected to have more and more employee experience.

Overview of the company

GETCO is a private limited enterprise. GETCO has effectively completed business in many fields since its foundation in 1972. The management hierarchy of the organization is led by experienced, efficient and energetic leadership. A number of young people educated in the outside countries support the management.

GETCO delivers sales and services to government, semi-government and private enterprises following market support, consultant services, etc. Clients work with the oil & gas, infrastructure, telecom, electricity, rail, defense, industry, etc. sectors through several GETCO Group entities.

GETCO is a leading global supplier, distributor and service provider. GETCO recently received an Interconnection Exchange (ICX) telecommunications operator license from the Bangladesh Telecommunications Regulatory Commission (BTRC).

GETCO Agro Vision is another addition to the Group (GAV). The GAV will produce high-quality F1 Hybrid, oval and organic seeds for domestic consumption and export, potato, rice, corn, herbs and flowers. GAV has established an R&D facility for selecting superior quality seeds under a certain environmental condition. GAV wants to put up a tissue culture facility in the near future.

Company objective

This division is headed by a Vice President with more than thirty (30) years of expertise. A staff of qualified sales managers and sales engineers aid him with efficient and thorough management of the division.

The Bangladesh Telecommunications Company Ltd. [formerly Bangladesh Telegraph & Telephone Board (BTTB)] is engaged in activities as well as with commercial telecommunications operators.

As an agent of Alcatel, GETCO is pleased to support Alcatel in having a 25 percent share in the telecommunications landline market, with Alcatel switching and a 30 percent share in Alcatel transmission systems.

This division is also responsible for the construction and installation on behalf of the directors of process plants, electricity cables, energy measurement, etc.

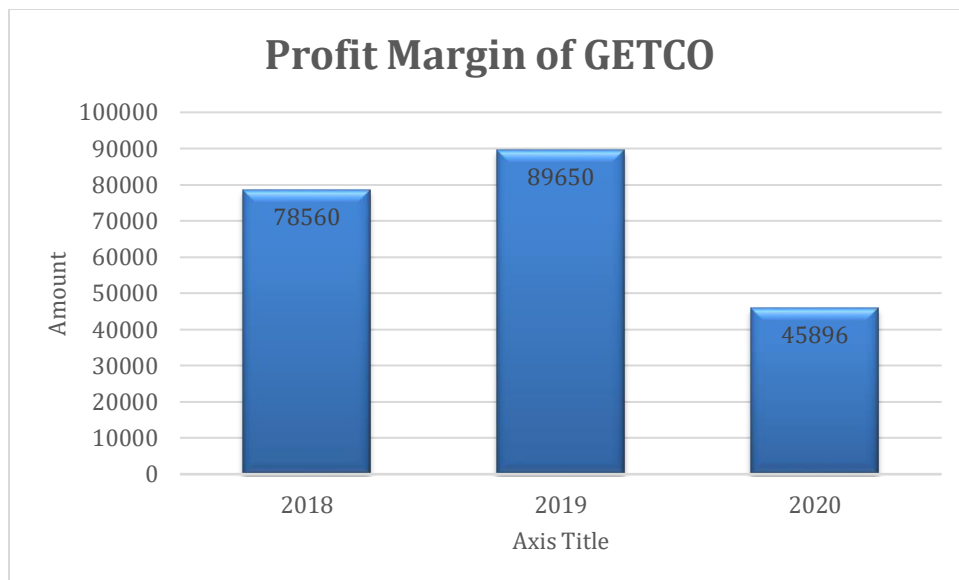
Management Practices

The Owner-Directors are actively involved in the day-to-day operations of the company. Due to their Mechanical Engineering backgrounds and extensive expertise in a variety of fields of endeavor, the Directors make significant contributions to the efficient management of their respective organizations.

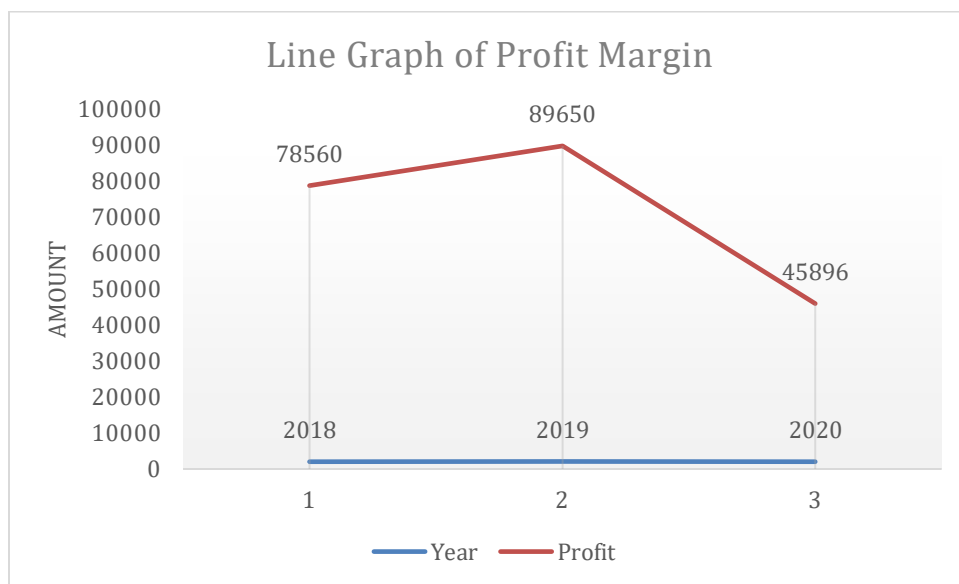
Financial Performance

Using financial performance as a subjective indicator, we can determine how well a company can use assets from its primary mode of operation to generate revenues. Over a given period of time, the term is also used to refer to a general measure of a company's overall financial health. In order to compare similar firms across the same industry or to compare industries or sectors in aggregate, analysts and investors use financial performance as a benchmark.

Now, let's take a look at GETCO's performance in the last three years



GETCO was doing well in the years 2018 and 2019, with a growing profit margin on their operations. They were gaining more and more clients to serve until the pandemic struck in 2020 and completely disrupted their operations.



The line chart also shows how the margin shrank in 2020.

However, GETCO did begin operations in the second half of 2020, which was a little later than expected.

We were under a great deal of pressure to provide data to various firms, stocks, and a variety of other

clients, since the scenario changed the landscape of many industries in a very dramatic way. The market's perception of the value of data has increased, as has the need for data-driven businesses.

Because of this, companies like GETCO have the potential to generate and meet market demand, particularly in the wake of the pandemic situation that has occurred. By the year 2021, they would very certainly be back on track and in their previous shape.

Operations Management

The management of operations is described as the design, operation and improvement of the systems that develop and deliver the company's key products and services.

Importance of production and management of operations

- Automated control of inventory
- Constant feedback from customers
- Personal service customized product

Production and operational management scope

Strategic decision-making (long-term) how, where, how much and when, etc. Tactical (Middle) decision-making

- How many employees?
- How many shifts? How many shifts?
- When will it be delivered?
- Warehouse

- Planning and control of operations - day, weekly plan
- Work selection priority

Current operational management issues

- Optimization of sourcing Mass customization of global supply,
- Production and distribution network.
- Increased product and service coproduction

Advantages:

Computer information management is a method of service management between the company and clients. It is a strategy employed by companies to develop improved, long-term customers. CIM is one of the main tools used to improve the number of clients today. It allows us to effectively obtain all the necessary information for target customers. It has some interesting benefits which are:

- **CIM makes sales and marketing more successful:** Enormous data on consumer experiences, an organization can develop a better understanding of its customers. It provides in-depth insights on how the business performs correctly and on where its clients are vulnerable. A CIM framework may identify the most valuable customers in order to spend more time on them. The CIM platform allows a company to customize its marketing communications to produce more efficient results and thus a regular improvement on sales and marketing investments.
- **Boost business growth:** CIM plays an important role in enhancing business profit and turnover. It boosts companies' return on the investment. CIM supports the long-term development of more and more regular customers. All these existing consumers continue

the transactions and boost their income as a result Significant sale allow companies to expand their footprint.

- **Increased employee satisfaction, reduced time costs and increased moral standards:** Paperwork is still a large part of the day-to-day activities of many companies. Most of this documentation could be removed with a CRM framework. Minimizing waste of time increases the employees' willingness to continue the work that gives the company real value. Cutting down the workload means that profit per employee increases and moral growth increases, as employees believe they value their jobs more and rewardingly. All this blends in well with the efficient management methods high-performance companies use.
- **Improved customer information:** customer services is a client-centered strategy. The CIM technology puts emphasis on corporate clients. It allows companies to obtain all necessary customer data. This knowledge is then saved and used for consumer understanding.
- **Smarter segmentation:** CIM allows companies to systematically classify target audiences adequately. It receives and provides all the information needed about potential customers that allows them to identify them as necessary. CIM assists in forming category groups of people to plan unique marketing strategies for customers.
- **Increased durability of clients:** It does not only aim to recognize and serve current business customers. CIM is focused on increasingly attracting companies' customers. It helps in constructing the client base on a long-term basis. CIM develops a medium of communication between clients and the company, which obtains all customer details.

- **Improve brand image:** a successful market image is a goal for each company. A strong reputation business has many market advantages. These labels draw customers rapidly. The firm's good reputation also contributes to the business acquisition of funds. A company's reputation is generated by its clients. Customers would certainly spread the good word about the company when handled correctly and treated correctly.
- **Limits customer losing rate:** Customers loyalty for any company is a major challenge. Customers switch quite often from one brand to another in today's modern market. CIM allows businesses to establish and maintain long-term customer relationships. CIM provides enterprise with all market knowledge. A deep understanding of consumer tastes and preferences helps to best serve consumers.

Disadvantages:

It is time to look at some of the CIM program's drawbacks. Though these are generally less than the benefits, the temporary discomfort of cultural and technological change might just be a lot to be carried by certain companies and it may not produce a return.

- **Expensive:** Implementation process of CIM needs large costs for the business. CIM platform is too expensive as various price sets came in according to organizations' needs. It raises total business costs which may not be appropriate for small companies.
- **Requires extra training:** Trained and skilled personnel are necessary for the smooth functioning of CIM. Training workers in CIM systems requires a great deal of time and money. To understand it properly, you need to learn and gain knowledge about CIM technology. This requires hard work on the part of the company, including both resources and for time.

- **Security issues:** The vulnerability of collected and processed data is another big downside of CIM. Gathered data is held at a centralized point that threatens people to lose or hack. Workers might add incorrect data or manipulate numbers that result in incorrect organizing. The risk of storing a lot of data in one location is related. In case of security violations, companies will face serious penalties with strict data controls. Once it gets to CIM applications, security processes are critical to safeguard personal information for customers. This can be a substantial expense for a company, but the costs of not providing these precautions are much higher.
- **Needs a sales organization guided by system:** A process-driven selling arrangement is required to optimize the financial return in a CIM system. A CIM can simply be used as a data store, which can be inspected, provided that the data is constantly updated. However, the real benefit derives from its use to handle the sales pipeline, solve problems early and keep people accountable. This eliminates deals missed, boosts sales rate and offers a significantly improved revenue outlook. Where there is no structured sales process, introduction can be a major transformation for some businesses that may involve substantial people investment, preparation, and a complete paradigm shift in the expensive sales approach to business.
- **Dependence only on CIM:** When workers rely excessively on CRM, their versatility in customer requests is reduced. In terms of client issues, where the knowledge is not on the system and which involve creative thinking in order to resolve the issue, they are often powerless. It has actual consequences for the consumer experience, and customers may be disappointed and become competitive with their company. As CIM operates on a completely automated basis, human intervention has been removed. CIM software

automatically collects and processes whole data. The direct contact between people and employees can be used for the correct management of a business relationship with its customers. Lack of personal interaction could cause consumers to move elsewhere and hence reduce sales and income.

- **Suiting every business:** Some companies with highly standardized consumer transactions cannot benefit from a CIM scheme. A CIM framework is ideally suited for customer/company interactions where personalization is required and there are many touch points between the consumer and the company in departments over time. However, a CIM system is necessary for something like an insurance brokerage. A company must ask itself not only what are its goals and specifications, but also whether it will really benefit from them, prior to selecting a CRM app, whether customized or off-shelf.

Importance:

Computer information management is essential for your company because it preserves and derives more value from your customers. Through conclusive customer support, enterprises are reclaiming customer purchase costs and maintaining loyalty reference, case studies and testimonials and analysis. Customer service investment helps unlock your full potential as loyal customers enables companies to buy new customers without charge by persuading others to engage with your brand. Their positive reviews would be more efficient and more economical than all of your existing marketing campaigns.

Customer service shows your image, vision and mission of your organization. A company may have an idea what their brand is, a However, your consumers cannot get into your minds and they would assume based on your participation in social media, advertising, product and other

marketing. However, the customer service team should monitor this understanding more closely. These persons talk to your customers directly and are responsible for representing your brand while dealing with existing or prospective buyers. More than half of the total clients actually claim they remain loyal to brands due to pleasant customer service agents. You have no way of direct contact without your customer service team. As a result, the customer service department is key in bringing your brand value to the attention of consumers. They will contribute to consumer influence and persuade you to compete.

Happy client support staff are creating delighted clients. If you feel underestimated related to other team members, no employee would enjoy entering work. Your customer service team will do the same. After all, 87percent of the total of workers who are pleased with their employment are prepared to work very hard for their company clients.

It is interesting to know that 55% of workers who do not agree strongly that they are satisfied with their employment are still working particularly hard for their clients. However, they don't think much about having to provide better service behind their clients. The aim is to preserve their professionalism and dignity, to be emphatic to the customers and not to be fired before leaving, but ultimately recognized. So, you should be recognized and encouraged if you want your buyers to do their best. Only then would they be motivated to do their job well and to serve their clients the right way, which will also make your customers feel respectful and valued.



"State of the Connected Customer," Salesforce Research, June 2018.

After positive experience with this company, 50 percent of the total of customers increase their purchases with a brand. And 67 percent of consumers will pay more for improved customer service. Certainly, customer service is so important for consumers that practically, they will pay more to communicate well with a brand. These are not to be overlooked figures. Any business that does not do so collapses and burns in an environment where businesses are learning to prioritize customer services. The clients can be affected by just one encounter; it could be a positive experience that decides to commit to a brand, whereas a disappointing experience may be sent to a rival. Customer service provides a competitive benefit. A businessman wants his company to stand out, no matter what the field is. Nobody tries, after all, at everything to be the "second best." One deserves to be better than any other business in which he competes, and your clients want to know that. This is important for maintaining loyal customers and making them engage with your brand. For your business, customer services can be a great differentiator. consumers stop business with a brand after bad service and it is preventable if the dilemma of the consumer is addressed within the first interaction.

Until COVID-19, companies explored innovative interactive solutions for customer involvement and support. But after this panel hit, the schedule was greatly accelerated, and companies could no longer use social media, live chat and video calls to connect with consumers. Whereas in the

middle of a disease outbreak, these methods of communication will remain here for the near future. Not only do customers love using these networks, they will expect them in the customer service industry over time. This is why companies have to invest in solutions such links with these new media to build a customer service that is efficient.

Software:

- **Higher Logic Online Community:** Higher Logic allows companies to work with consumers, provide improved customer service, natural customer advocacy and retain customers more efficiently. Provide consumers with the resources they need to understand and exchange ideas, and eventually become loyal advocates for retention, sales and satisfaction. Especially suited to mid-market and enterprise organizations. Higher Logic's online network is flexible, adaptive and simple to use to build a lively group of their own by organizations of any size.
- **Influitive:** Influitive can create a network by inviting supporters, collaborators and staff to do business: referrals, customer reviews, social networking posts etc. When these tasks, which can be directed towards individuals and organizations, are completed, they receive automatically points, badges and benefits to be redeemed. Quickly and effortlessly document and integrate with the CIM and others on all tasks done, to include advocacy in phase in the customer lifecycle. Some of the fastest rising B2B firms, such as Cisco, Oracle, ADP and Adobe are influential customers. Read your comments and findings on our website
- **Tribe Community Platform:** Tribe is a new generation of curated communities with best concepts of social media, a modern, cloud-based public network. Create a tailored on-line

community with feeds, groups and resources for connecting, engaging and retaining users. Members will discuss, inquire, reply, create polls, vote, comment, post videos and create various types of mails. Engine, integrated, widget and API modular community to create prosperous online communities

- **Mobilize:** Mobilize offers basic community management tools. Build links between your organization and its members and foster relationships. New members can easily be managed, engaging and communicating at one location, polls, activities created and the community built. This is the first flexible community management framework for large communities. It requires no membership account.
- **Hootsuite:** Hootsuite offers an image box containing private messages delivered to numerous social media accounts across different platforms. Social media managers can allocate each message to members of the team to ensure no unelicited query. For bigger teams who receive a significant amount of customer enquiries and prospects each morning, it is particularly nice.
- **Alice.ai:** It works exploratory by using the dialog on the basis of human input. When a user begins composing a dialogue, ALIME does automated activities, such as immediate chat answers, also known as Alicebot or Alice.
- **Alice Labs:** Alice Labs was formed to satisfy a gap between visionary research and commercial consultation for creative services. We frequently collect information about our projects:

- 1.Change macro-level drivers
- 2.Changes in consumer and competitive behavior through quantitative and/or qualitative research
- 3.This data-based understanding helps innovative strategic thinking that helps address current or future business difficulties of the customer.

There are several other online platforms available as well such as inSided Online Community Platform, Vanilla Online Community, Centercode and Socio etc. These platforms are also vastly used in current situation and more software with innovative function and benefits are on its way. However, everything comes with pros and cons, software's has its disadvantages as well, still in this extraordinary situation that we all are in, these platforms are showing its perks.

My responsibilities:

I personally contributed a lot from reducing the cost till making effective communication with the customers. I was responsible for attracting new consumers and providing them product suggestions to specific communities based on their taste or purchase history from the past. Placing the ads accurately was a challenging task and getting enough responses from those advertisements among different social media or normal promotions platforms to make the sales volume increase was one of the main contributions. I fulfilled these tasks:

- Establish, organize and execute campaigns and strategy on social media and communication.
- Providing both social media and business pages with inviting email, images and video.
- Data entry regarding the problems and issues
- Using Hootsuite and Alice to resolve the matters and reply the customers properly

- Grabbing potential customers.
- Setting up social campaigns.
- Respond promptly to customers.
- Monitor the comments and online reviews, log and study.

Future of CIM:

The typical office roles have been eliminated with enhanced demands among the customers. To perform this service function, the reactive role of the service should grow into an anticipatory role which can provide a proactive capacity in a connected company through forecasting and innovative technologies. This strategy calls for the collection of data to provide customers with granular insights and buy experiences to detect service flaws in advance of rebounding as inbound complaints. In addition to solving incidents, future-state metrics may also calculate preventive incidents. Traditional customer service wastes energy, time and money. A virtual world of digital and human helpers requires customer support to go beyond the operations of the calling strategy from the past. It is already taking place: by 2021, artificial intelligence will manage 15 percent of any customer service interactions entirely — a 400 percent rise from 2017. Consumer service must ensure a smooth combination of service and live service, have agencies who know their clients and the ability to address their difficulties and satisfy their needs, to meet the enhanced expectations of the linked customer and excellence in proactive service with increasing consumer preferences. The companies with the goal of providing more appropriate and more agile customer support are most distinguished from their rivals. Customers are evolving radically that go beyond traditional demographics. The way both customer segments in Business to Business (B2B) and Business to Consumer (B2C) choose who they select and why they purchase from one company

or another is changing. In order to gather this information CIM is and will play the vital role in near future. The more successful all marketing tactics and strategies become, the better advertising data, insights and customer-focused information decision. Consumer interactions are improved when marketing campaigns draw on a firm basis of customer understanding and perspective. Building confidence, repurchasing petrol, generating loyalty and bringing higher consumer values into lifetime experiences. This consumer growth chain reaction comes about when marketing and sales teams know what consumers want, why they desire it and how best to provide goods or services that fulfill customer requirements.

Feedbacks:

They can certainly improve their internship programs in some specific ways which are:

- Being selective while hiring. It is very important as It is the very first step from the company.
- They can be more supportive and set meaningful goals. Though my company has been supportive towards me, still while setting up goals for the interns, they should be a little thoughtful.
- Being in touch with the interns. An intern should always be monitored and guided in fulfilling his task. Moreover, daily communication will help them to be more responsible and active towards work.
- Keeping your interns engaged can be another beneficial way to make them productive. An intern should not sit idle in the company or just hired to make coffee.
- Tracking interns' work should also be there with an experienced supervisor to guide them in difficult situations.

- Companies should give effort to make their interns comfortable with the workplace culture. It varies from place to place, so it will be very efficient and effective to have them comfortable with the office culture.
- The company should have the mentality to give and receive feedback from the interns. New areas will come up and employees can start working for the development.

There is always room for improvement in every department of the company. I would address some advice with which the department can increase their productivity.

- Focusing on the soft skills more while hiring such as empathy, active listening and positive attitude etc. A technically skilled who is fast cannot be beneficial for the company without these skills set.
- The management can be more specific and clearer about the service responsibilities. From responding to complaints till tracking customer satisfaction or more, the responsibilities need to be accurate and straight forward.
- Organizing updated training programs can be a beneficial step. Those training programs can consist of very complex and unique situations that customers might face and how to respond to those situations will be the main focus in the programs.
- Management should focus on achieving synergy by communicating with every department regularly and address the issues in the product or service frequently.
- The website needs to be upgraded more often with data and presentation. It lacks information on a few industries and its companies, so filling those up can be helpful for the customers.

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