Report On

Service marketing of "Field Information Solution Ltd"

By

Md. Mominul Islam
19264012

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

Graduate School of Management
Brac University
October 2021

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.

Student's Full Name & Signature:

Md. Mominul Islam
ID: 19264012

Supervisor's Full Name & Signature:

Syed Ibrahim Saajid
Adjunct Faculty
Graduate School of Management
BRAC University

Letter of Transmittal

Syed Ibrahim Saajid

Adjunct faculty

Graduate School of Management

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report on "Service marketing of Field Information Solution Ltd."

Dear Sir,

This is my pleasure to inform you that I have completed my internship report and submitting the report on "Service marketing of Field Information Solution Ltd". I hope this internship report will provide a clear idea and information on how service marketing work for Field Information Solution Ltd. This report is prepared based on the experience I have gathered as a Junior Consultant at Field Information Solution Ltd.

The study has been very interesting and insightful for me. I tried my level best to make the report informative and error-free. I would like to express my gratitude to you for your endless support and valuable suggestion for us which kept me motivated to complete this report. I am submitting this report for your kind consideration and would like to thank you for your advice and support in this respect.

Sincerely yours,

Md. Mominul Islam

ID: 19264012

Graduate School of Management

BRAC University

Date: 01/10/2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Field Information Solution Ltd and the undersigned student at BRAC University.

I certify that I will keep information confidential and do not disclose any information which may affect and breach any confidential policy of Field Information Solution Ltd.

_____

Md. Mominul Islam

ID: 19264012

Graduate School of Management

BRAC University

Date: 01/10/2021

Acknowledgment

First of all, I would like to thank The Almighty Allah for giving me the strength and good health to complete this report under different work pressure and this unprecedented pandemic situation.

Then I would like to thank my internship supervisor **Syed Ibrahim Saajid** for his tremendous support. His guidelines and assistance showed me a clear way to complete this report more perfectly.

I am very much grateful to my supervisor of Field Information Solution Ltd **Tariqul Islam Saadman** for his unforgettable guidelines, mentoring, and cooperation throughout the entire period.

Lastly, I would like to thank all of the Field Information Solution Ltd employees for their support and teamwork and my classmates of the MBA program for providing me sufficient information, support, and suggestion when needed.

Executive Summary

This internship report comprises the work I have done in the service marketing department of Field Information Solution Ltd during my internship period. I worked for the marketing department of Field Information Solution Ltd which is the last step software solution provider in secondary sales. This report will give the reader a detailed idea about how service marketing interns work in Field Information Solution Ltd. Moreover this report will help to understand the concept of client service, service blueprint, branding, marketing strategy, and service recovery system. I added SWOT analysis with this report to know about the company's current situation. In the last part of this report, I include some recommendations to improve their business in the future. This report reflects my academic knowledge and working experience.

Keywords: Service marketing; digital marketing, operation management, branding, marketing strategy.

Table of Contents

List of Acronyms

CRM   Customer Relationship Management

FFA   Field Force Automation

ERP   Enterprise Resource Planning

GSMA   Global System for Mobile Communication Association

IMC   Internal Marketing Communication

IOS   iPhone Operating System

KPI   Key Performance Indicator

MC   Mission Control

NPS   Net Promoter Score

QA   Quality Assurance

SaaS   Software as a Service

SEO   Search Engine Optimization

Glossary

7p's	Product, Price, Place, Promotion, Personnel, Process, and Physical Evidence are the seven criteria to consider while analyzing various marketing methods. It is easy to see what should be examined to boost profits and what should be strengthened to differentiate from other organizations when using the 7P method.
Flower of service	The Flower of Service idea is crucial for showcasing several ancillary services that surround the core offering. Facilitating and enhancing services are two types of extra services available.
Franchising	A relationship is formed between the owner of a business and an individual or group, to use the same identification name and format.
GAP model	Customers compare what they 'experience' with what they 'expect,' and when the two don't match, a gap develops.
Outsourcing	Transferring internal business activities to an external service provider, such as customer relationship management, finance and accounting, human resources, and procurement.
Service blueprint	Service blueprints depict organizational procedures to improve how a company provides customer service.

Chapter 1: Overview of Internship

1.1 Student Information

Name: Md. Mominul Islam

ID: 19264012

Program: Graduate School of Management

Major: Marketing

1.2 Internship Information

1.2.1 Basic Information

Period: November 2018- October 2019

Company Name: Field Information Solution Ltd (Field Buzz)

Department: Customer support and QA

Address: Azhar Comfort Complex (5th floor), 130A Progoti Shoroni, Middle Badda, Dhaka

1.2.2 Internship Company Supervisor's Information

Name: Tariqul Islam Saadman

Position: Senior Customer Success Consultant

1.2.3 Job Scope- Job Description

Field Buzz is the last step software solution provider in secondary sales.

Responsibilities:

- Monitor all the production servers.

- Control the quality of the application and system.

- Provide field staffs training.

- Gave support to customer

- Prepare documentation and user manual for customers.

- Testing the final product.

- Managing the clients**.**

- Work with the clients and developers.

- Managing the digital marketing and social media presence.

- Sometimes I need to troubleshoot some technical issues too

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

In my position, I have to monitor all the production servers daily and control the quality of the application and system. I managed the field staff software training and gave support to the customers. Prepare documentation and user manual for new modules. My responsibilities include testing the final product, managing our clients, and making sure that they get what they want. I had to work as a medium between the clients and the developers. Sometimes I need to troubleshoot some technical issues too.

1.3.2 Benefits of the student

Internships are required to improve one's ability to succeed in the early stages of a new graduate's profession. An internship can be quite beneficial in learning important aspects of the workplace in a variety of ways. It serves as a trial run for those interested in determining whether or not they enjoy their chosen vocation. Some internship situations are excellent places to network, which can help you acquire jobs and further your career. It allows students to connect their academic work with their work experience. This chance will undoubtedly broaden the student's knowledge and perspective.

1.3.3 Problem/Difficulties

There are several limitations I faced while doing this study. For example,

- Insufficient information. Because there is no major case study done for this company.

- The physical meeting is not possible to collect data for this pandemic situation.

- Cannot share company confidential information.

- The company may have all service marketing theories and concepts.

1.3.4 Recommendation

I will highly recommend Field Buzz as an internship destination if anyone is interested in the service marking process. Because in this flat organization you can see all the process right in front of your eyes. Management is very supportive of the intern and encourages them to learn more about the process. They make the internship term pleasurable by offering constant supervision and support.

Chapter 2

Company Profile

2.1 Introduction

Field Buzz uses mobile technology to assist FMCG distributors in managing their distant and dispersed operations down to these little businesses. Field agents from FMCG firms (such as sales agents and delivery people) use the Field Buzz program on their mobile phones to electronically record all orders, deliveries, payments, and credit transactions with traditional stores, saving time and effort over paper-based records. This data is subsequently transferred in real-time via mobile internet to their supervisors and warehouses. The open and effective Field Buzz system enables FMCG distribution businesses to better serve their retail networks in the "final mile." Small conventional retailers gain from digitization as well, with more reliable service from their wholesalers and a lower danger of running out of stock. Field Buzz software's digital profiles and track records also help to build their reputation and credibility, which can help them secure credit terms and price discounts, as well as grow their business.

2.2 Overview of the Company

Alexis Rawlinson and Habib Ullah Bahar officially launched the company as a GmbH in Frankfurt at the beginning of 2015, with an Ltd subsidiary in Bangladesh. They now number 46 multicultural coworkers in Dhaka and Frankfurt, as well as in several project regions across the world.

The Field Buzz system makes use of smartphone apps as well as a web-based administration and reporting platform that is suited to the needs of developing countries. One of their distinguishing features over traditional and widely used Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), or Field Force Automation (FFA) software is their in-depth understanding of the needs and limitations of organizations in developing countries, on which their system is based.

Field Buzz technology is versatile enough to be used for a wide range of usual "field service" tasks. This includes, for example, the registration of clients, smallholders, or service recipients in rural slums, the traceability of agricultural products, delivery tracking, financial services, and inspections, surveys, and evaluations. Managers in the respective headquarters, on the other hand, can use a web-based reporting and management interface to access the system and see, edit, and control/manage / manage the data fed in via the app.

2.2.1 Service Offered by Field Buzz

4 billion individuals are living in the "last mile" of the global economy: as tiny producers, consumers, and inhabitants. Field Buzz's mission is to help as many of these people as possible improve their living situations by assisting relevant organizations in making their interactions with residents of the "last mile" more successful, effective, and long-lasting.

Field Information Solution Ltd provides various kinds of digital services. Like-

- **Secondary sales and visit**

    - ✔ Secondary order and sales tracking

    - ✔ Delivery confirmation

    - ✔ Instant invoice printing

    - ✔ GPS-enabled transaction tracking

    - ✔ Flexible product catalog

    - ✔ Non-sale visit tracking

    - ✔ Sales dashboard and analytics

- **Stocks and inventory**

    - ✔ Stock in

    - ✔ Stockout

    - ✔ Monthly stock count

    - ✔ Stock return & rotation

    - ✔ Stock transfer

- ✔ Inventory balance report

- ✔ Inventory dashboard and analytics

- **Credit management**

  - ✔ Set credit limit

  - ✔ Credit limit alert

  - ✔ Credit collection

  - ✔ Payment method

  - ✔ Credit analysis

  - ✔ Credit reports

- **Route management**

  - ✔ Intelligent Location Tracking

  - ✔ User latest location mapping

  - ✔ Route design for sales teams

  - ✔ Daily route mapping for sales teams

✔ Configurable tracking time

- **Primary sales**

  ✔ Primary order and sales tracking

  ✔ Price and payment management

  ✔ Automated and digital invoicing

  ✔ Primary sales dashboard and analytics

  ✔ Distributor performance report

- **Marketing**

  ✔ Survey tools

  ✔ Own stock survey

  ✔ Competitor's stock survey

  ✔ Trade offer and promotion survey

  ✔ Promotional materials usage survey

  ✔ Marketing dashboard

- ✔ Brand, category, SKU-wise reports

- ✔ Competitor reports

- **Attendance**

  - ✔ Remote check-in for the sales team

  - ✔ Remote check-out for the sales team

  - ✔ Leave management for the sales team

  - ✔ Automatic wage calculation

  - ✔ Photo verification

  - ✔ QR code verification

  - ✔ Supervised attendance

  - ✔ Attendance dashboard/report

- **TA-DA**

  - ✔ Automatic bill submission by sales teams

✔ Smart geolocation

✔ Configurable distance allowance (hotel bill, food and drinks bill) based on

company policy

✔ Multiple billing policy based on user role

✔ Transparent approval process

✔ Monthly TADA report

- **Task management**

✔ Remote task assignment for field teams

✔ Task fragmentation with Sub-tasks

✔ Task reports of field teams

✔ Task prioritization for field teams

✔ Task categorization

2.2.2 Unique selling proposition

- Intelligent sync engine- works with unreliable or no internet.

- Simple per-user pricing, no hidden costs.

- Quick setup, simple to use.

- Very friendly UI- designed for everyone in the field.

- Available in Bengali.

- Configurable to client business need.

- Customized home screen- like client own it.

- Consultancy support to needs analysis and change management.

- Award-winning service, rusted in 14+ countries.

2.3 Management Practices

2.3.1 Clients of Field Buzz

Following this strategy, Field Buzz has managed to convince renowned organizations and companies in Bangladesh and across the globe in a variety of different sectors, ranging from the traceability of agricultural value chains in Uganda to the remote monitoring of infrastructure sites in Afghanistan and sales operations in the "last mile" of the rural countryside in Colombia. Their clients include multinational and national companies, including Danone, Unilever, Neumann Kaffee Gruppe, Foodex (Paramount Group), and MM Ispahani, as well as major international development organizations such as UNDP, the German Development Bank KfW, and the NGO PSI. The company has also been awarded several honors and prizes, including Seedstars Dhaka (2016), Connecting Startups Bangladesh, and most recently, the GSMA Ecosystem Accelerator Innovation Fund.

👥 1,472	🏪 170,359	👤 6,916,101
Users	Retailers	Transactions
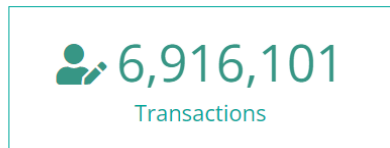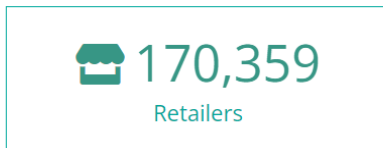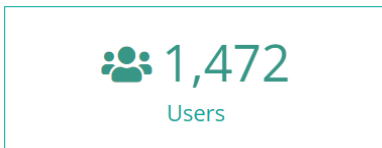
2.3.2 Departments of Field Buzz

Currently Filed Buzz divide into three sections to operate their activities and provide service. These three sections are- marketing team, QA and support team, and IT team. The marketing team assigned to carry on client hunting for Filed information Solution Ltd. QA and support team ensure the product and service quality. On the other hand, they provide customer support. The IT team works for all kinds of apps, website development, and maintenance-related work.

2.4 Marketing Practice

7p of service marketing

- **Product:**

As Field Buzz is a digital service provider company they provide the virtual product. Field Buzz's main product is the Android Mobile Application and the web-based Mission Control (MC). They also provide after-sales service.

- **Price:**

Field Buzz takes per user based on price. There is no hidden cost or extra fee for their service.

- **Promotion:**

Field Buzz promotes its product on the social medial platform. For example on Facebook. They also work on SEO. They attend different programs and companions to promote their products and service. For example- Software Expo.

- **Place:**

Field Buzz has two offices. One is in Frankfurt Germany and another one is in Dhaka Bangladesh. The Germany office is used for strategic management and the Dhaka office is used for product development and customer support.

- **People:**

Around 48 employees are working in this company. On one hand, they have 1,472 users and on another hand, they have 1, 70,359 retailers registered in their system. The number of users and retailers is increasing day by day.

- **Process:**

  After taking the solution of the Field Buzz, they provide user ids and passwords to the clients. They can monitor their sales in Mission Control. If they faced any problem they can call the helpline. Field Buzz also provides training for their new customers.

- **Physical evidence:**

  Before taking the service the client has to sign a contract with the Field Buzz. They provide two hard copies of the contracts. One is given to the client. And in the app, they can also print out the cash memo with a digital printing machine.

The "GAP" model

- **Knowledge gap:**

  Field Buzz research the market demand before launching a service. They know what customers need. So there is no knowledge gap.

- **Policy gap:**

  In Field Buzz, policies are defined perfectly. For example, there is a policy where the customer is provided a login credential between 7 days after signing the contract. They followed it strictly.

- **Delivery gap:**

  Field Buzz provides a prototype to the clients before final delivery to prevent the delivery gap. After customer confirmation, they deliver the final product.

- **Communication gap:**

There is a dedicated after-sales service team in the Field Buzz. They communicate with the customers and provide customer support.

- **Perception gap:**

Field Buzz provides free training to the new customers to onboard them. In the training, they get to know that what they are getting through the service. This fills the perception gap.

- **Service quality gap:**

This is the combination of the above five gaps. As Field Buzz communicates throughout the process and gives them proper training, they ensure to close the gap. In this way, clients get the overall idea with the updated situation and become satisfied with the company product and service.

The flower of service

- **Information:**

To get the full value from any product or service, customers need relevant information. On the website, Field Buzz provides all the pricing and terms & conditions in detail.

- **Order-Taking:**

When the customer is ready to make the purchase, order-taking becomes the most essential supplementary element. From the website, customers can call the number directly to get the service or just fill a short form to get it.

- **Billing:**

  Field Buzz follows per user-based monthly billing system. They provide an invoice for an individual transaction. Customers can pay the bill through an online transaction, mobile transaction, cash, or check.

- **Payment:**

  We already discuss that customers can pay the bill through electric fund transfer through a bank or digital wallet payment using the mobile app. Those are the self-service. On the other hand, Field Buzz employees go to the customer's office to get the payment.

- **Consultant:**

  This is my department. I interact with the customer to understand their requirement then develop a tailored solution. In the consultation, there is customized advice, personal counseling, and training in real life.

- **Hospitality:**

  Field Buzz provides waiting for facilities for the customers. They also offer food and beverage. Field Buzz give year ending present to their customers.

- **Safekeeping:**

  Nowadays the most important thing is the "Data". Field Buzz provides data security to their customer. Field Buzz has multiple server backups and restrictions to ensure the safekeeping of clients' data.

- **Exception:**

  Sometimes Field Buzz has to provide exceptional service. Like when a big or old customer complains about something, the company tries to solve it as soon as

possible. Some clients have some special requests for example customized web page, Field Buzz tries to fulfill them.

Service outsourcing and franchising

Field Buzz does not have any franchising facility. They have two offices. One is in Frankfurt Germany and another one is in Dhaka Bangladesh. Frankfurt's office is led by one of the co-founders Alexis. They work on the strategy and investor search. Dhaka office is led by another co-founder Bahar. They develop the service and provide customer service. Recently Field Buzz started to outsource some of its products and services. For example, they sign a contract with Grameenphone to sell Field Buzz Solutions through them. Grameenphone also becomes their partner with their Cloud Store solution.

Communication challenge

- **Service intangibility**

  Field Buzz provides video tutorials for their service. The user app and the website use vivid information. Mission control provides interactive chat, diagrams, and images. Field Buzz app is so simple and comfortable so that everyone can use it properly. Filed Buzz advertises customers and influencer testimonials. For example- Grameenphone.

- **Management of service promises**

  Brand awareness and brand meaning create brand equity. To ensure brand equity Field Buzz coordinates external commination like advertising, sales promotion, direct marketing, word-of-mouth marketing, etc.

- **Management of customer expectations**

  To ensure the customer's expectation the company needs to make realistic promises. Field Buzz provides service guaranty. For example, their app will work without any internet connection. Field Buzz provides a different package to the customers. Throughout the process, the customer service representative communicates with the customer.

- **Customer education**

  To prepare the customer Field Buzz to provide free training sessions. After that, they give the product to the customer. Based on the expectation they modify their product and service. After the sale, they also provide customer support if the customer needs any assistant.

- **Internal marketing communication**

  Internal marketing communication is a very important thing. The company needs to sell its product inside before outside. For that, they have to create cross-functional teams, sell the brand inside the company, create effective upward communication, etc. For example, Field Buzz uses its own TADA module for its employees.

2.5 Financial Performance

In February 2018, Field Buzz was awarded a grant from the GSMA Ecosystem Accelerator Innovation Fund to develop a more standardized version of their last-mile distribution mobile solution for SMEs in rural Bangladesh with dispersed sales and delivery personnel. Field Buzz has developed an app with the help of the GSMA Ecosystem Accelerator program to deliver strategic, up-to-date data about items to sales agents and distributors to help them

manage stock accurately and efficiently. Field Buzz switched from a project-based solution (typically large one-time payments from a small number of customers) to a SaaS solution (recurring revenue from a larger customer base), which can be distributed through online marketplaces like Grameenphone B2B marketplace, Grameenphone Cloud Store. During the grant time, Field Buzz reached an extra 40,682 users.

Field Buzz was chosen as a launch partner of the Grameenphone Cloud Store, a software-as-a-service (SaaS) marketplace hosted by Grameenphone for business clients, in August 2019. Large and small organizations can use the Cloud Store to quickly implement cloud-based, mobile-first digital solutions at a cheaper cost and with more flexibility than traditional enterprise software. Field Buzz's smartphone-based software delivers much-needed solutions for a variety of Grameenphone field-based business customers. Grameenphone sales agents sell and invoice Field Buzz licenses to Cloud Store business clients as part of the agreement. Field Buzz engineers set up and deploy the solution for these clients, as well as providing ongoing hosting and technical support.

2.6 Operation Management

2.6.1 Service Blueprint

The client can visit the Filed Buzz website or call them directly to know their service and make an appointment. After coming to the office an employee of the Filed Buzz discuss their requirement. And based on the requirement the employee offers them different services. If the client wants any service they need to provide some documentation. After verifying the documents the employee prepares a contract. The client has to sign the contract and select a payment system. In this way, a client can avail of the secondary sales service from the Field Buzz.
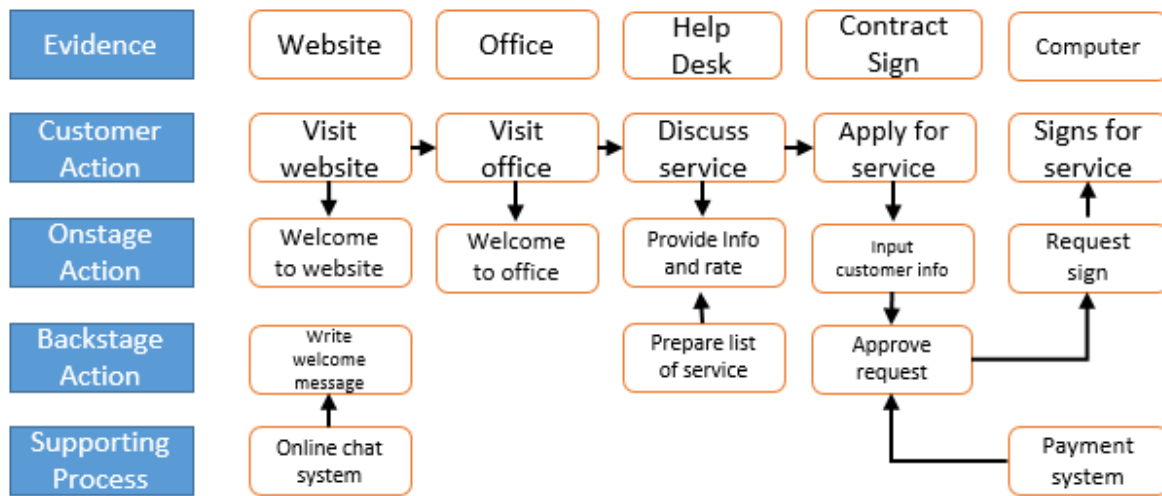
Field Buzz Service Blueprint

2.6.2 Servicescape Design

● **Keen observation**

Field Buzz observes its market space and competitors very closely. They have a keen observation about it. Like there are many new companies are entering in the market. Field Buzz observe those companies and tried to improve their service.

● **Feedback and ideas from frontline staff and customers**

Field Buzz yearly send email to its customers to collect their feedback. This works as a survey. They also collect feedback and suggestion after each tanning session. Field Buzz improves its feature by taking suggestions from the field workers.

● **Photo audit**

While attending the different competitions and workshops Field Buzz capture many photos. After the session, they discuss the photos to improve their service and feature.

- **Field experiment**

Sometimes Field Buzz sends one employee in the field to see how their app is working in a real-life situation. After collecting data they try to implement it update their service and product.

- **Blueprinting**

Every service organization needs to have a service blueprint to serve their customer well. Like other companies, Field Buzz has its service blueprint. We already discuss it details above. If needed Field Buzz updates its service blueprint to become more productive.

2.6.3 Service Recovery System

Every service provider company should have an effective service recovery system. Like other companies Field Buzz also has it. Like-

- **Make it easy for customers to give feedback**

In the mobile app top right corner, there is a help desk button in each module. Users can press the icon and call the Field Buzz customer service directly if needed. The customer service is open 24/7 in-office hours.

- **Enable effective service recovery**

Field Buzz has a dedicated service recovery team. After taking complain they solve it as soon as possible. And let the customer know why the problem occurs in the first place and resolve it. On the other hand, they keep track so that this problem may not occur in the future.

- **Establish appropriate compensation levels**

  If the problem is huge Field Buzz provides compensation to the customers. For example, they provide a discount on the package or give a new feature free of cost to use on their app.

2.7 Industry and Competitive Analysis

2.7.1 Industry

Nowadays everything is digitalized. Mobile phones are becoming more and more power full day by day. Everyone tries to do their daily activity through mobile phones. From communication to buy or sell anything we use a mobile phone. On the other hand, in our country, Bangladesh secondary sales are very important. To track the employees in the field many companies use a tracking device. But the device does not provide enough data and it is most of the time expensive.

To solve this problem some growing up IT companies bring a solution to track the field stuff as well as help in the secondary sales. Like those companies, Field Buzz brings its solution but is more powerful and productive. Field Information Solutions specializes in developing mobile apps and management information solutions for enterprises that lacked access to proper IT systems or computing devices previously. Businesses and NGOs with dispersed rural networks and mobile workers, particularly in developing nations, are typical Field Buzz customers. Field personnel now get real-time sales reports on their mobile devices thanks to the Field Buzz app, allowing them to immediately identify problems and respond quickly to discover solutions. They also make strategic judgments based on the data.

2.7.2 Competitive Analysis

SWOT analysis is a tool that allows a company to assess how internal and external factors affect its operations. SWOT analysis assists organizations in focusing on all elements when making business decisions. Essentially, the company's top management conducts this study to appraise the organization's existing position and prepare for future growth. The acronym SWOT stands for Strength, Weakness, Opportunity, and Threat (Strength, Weakness, Opportunities, and Threat). The findings of the organization can be used to determine its strengths, recover the company's weaknesses, maximize opportunities, and establish a plan to combat the threat. " SWOT analysis helps enterprises to evaluate where the enterprise currently stands in the competitive market and helps to determine what kind of steps should take for further strategic planning & roadmap, decision making for the enterprise" (Kuligowski, 2020)

Based on my experience SWOT analysis of Field Buzz stated below:

- **Strength:**

  - ✔ Skilled and dedicated workforce.

  - ✔ A flat organization structure helps to make a decision early.

  - ✔ Team members are young, energetic, and adaptive to new thongs. They are learning and proactive mentality.

  - ✔ The lower overhead cost helps in pricing strategy. So the client fined its value for money.

  - ✔ Refreshment corner for employees.

- **Weakness:**

  - ✔ No proper chain of command.

✔ Low capital and investment

✔ No IOS app only android app.

- **Opportunities:**

  ✔ The market is booming across the country and world. So there is a huge opportunity in this sector.

  ✔ Increase demand for diversified services.

  ✔ Maximizing the relationship with existing clients and build a new relationship with potential clients.

  ✔ Utilizing company resources and facilities in a versatile way so that extra revenue will generate.

  ✔ Grameenphone has become a partner with Field Buzz Cloud Store Solution.

  ✔ So much retailer data for data research.

- **Threats:**

  ✔ Nowadays many companies are coming with the same solution.

  ✔ Government regulation and new tax rates or VAT will create a hamper in doing business.

  ✔ Cope up with the pandemic situation.

2.8 Summary and Conclusion

In Bangladesh, Field Buzz now has become one of the largest and fastest-growing SaaS providing companies. The dedicated team and smart structure of the organization help them to hold the position.

In this pandemic situation Field Buzz letting their employees perform their office work from home. As a result, productivity is constant. The organization also provide transportation service to the employees if they need to go to the office.

A case study on Field Buzz was published last month by the GSMA, a global organization that represents all participants in the mobile ecosystem, including cell operators and device makers around the world. According to the case study, Field Buzz has been deploying mobile technology in the last mile to digitize distribution processes using its very cost-effective SaaS solution. Field Buzz is mostly focused on the market's secondary sales.

2.9 Recommendations

Here are some recommendations from the report-

- Employees should give concentrate on one project before jumping to a new one.

- Before signing the contract project manager should discuss it with the developing team.

- If a client wants a specific feature, the module should be developed in that way so that the module can be used for other clients in the future.

- Germany's team might try to find opportunities in Bangladesh also.

- They should bring their service in IOS operating system too.

Chapter 3

Service Marketing Strategies in Field Buzz

3.1 Introduction

 I worked for one year as a Quality and Implementation Consultant at Field Buzz, the last step software solution provider in secondary sales. In my position, I have to monitor all the production servers daily and control the quality of the application and system. I managed the field staff software training and gave support to the customers. Prepare documentation and user manual for new modules. My responsibilities include testing the final product, product marketing, managing our clients, and making sure that they get what they want. I had to work as a medium between the clients and the developers. Sometimes I need to troubleshoot some technical issues too.

3.1.1 Objective of the study

I am going to study the service marketing of "Field Buzz" and based on it I will make some recommendations. The content of the internship will contain a combination of the following learning objectives. Like-

- 7p of service marketing in Field Buzz.
- The "GAP" model.
- The flower of service.
- Different outsourcing and franchising services.
- Way to prevent communication challenges.
- Building service blueprint of Field Buzz.
- Tool to guide servicescape design.
- Service recovery system in Field Buzz
- Different branding strategies.
- Different marketing strategies.

3.2 Literature Review

Brand management

Brand management refers to the process of sustaining and improving products, services, and brand perception. When done successfully, brand management provides cost leverage, increases consumer loyalty, and establishes meaningful brand awareness. It also represents the link between the customer and the purchasing process.

- **Brand equity**

Through reputation, impression, and perception, brand equity builds value. It's significant because it alters the dynamic of a company's product or service, as customers place their trust in the brand rather than their impression of the product or service. Field Buzz has a good reputation and impression in the market. One article is published in one of the national newspapers "Prothom Alo" about the success of the company.

- **Brand recognition**

The ease with which consumers may recognize your brand without hearing or seeing its name is referred to as brand recognition. This is frequently a visual aspect, as items such as a motto, color scheme, logo, or packaging help people recognize the brand. It does, however, extend to things like audio, such as jingles for brand advertisements. Field Buzz is already recognized by the GSMA and Grameenphone.

- **Brand loyalty**

When a customer prefers one brand over another, this is known as brand loyalty. It's important to note that brand loyalty differs from customer loyalty, which occurs when a customer purchases a product or service based on its specific quality. There are many new companies in the market with similar kinds of solutions. But BRAC the largest NGO in the world still uses the Field Buzz product for its loyalty.

● **Brand reputation**

The general public and target audience's perceptions of the brand's character, prestige, and quality are referred to as brand reputation. Internal (customer service, product quality, etc.) and external factors can have an impact on an organization's reputation (customer reviews, WOM marketing, news mentions, etc.). Because some consumers' first impression of a brand is based on its reputation, it is critical. Field Buzz is a well-reputed brand. This is one of the top leading software solution providers in secondary sales. For the brand reputation, Field Buzz has more than 14 big organizations around the world that are using their solution today.

● **Brand management and marketing**

Field Buzz think that brand management is so vital to the creation and maintenance of a brand, it's important to keep it separate from the marketing efforts. Allow their brand management effort to take place in its own time. Not only will this help their marketing team to design more effective campaigns, but it will also allow other divisions within their company to innovate and spread out without jeopardizing their brand image.

Strategic marketing

Strategic marketing management is the process of putting the company's mission into action through particular and strategic processes to maximize the present marketing strategy.

● **Choosing the target market**

By target market, we mean the group of people to whom the company intends to sell its goods. Not all market niches are profitable for a company. There are market categories that promise quick profits, and there are market segments that may have

enormous potential but have significant entrance hurdles. The organization must make a deliberate decision. Field Buzz select to work in the secondary sales. Here they track the order as well as monitor the employees.

- **Gathering the marketing mix**

The marketing mix refers to how a firm intends to sell its goods. The company must combine the four Ps of marketing in the most effective way possible. The marketing mix must be gathered as part of the marketing task. Based on the marketing mix Field Buzz has to make different decisions. Like- select the most appropriate mix of four P's in a situation, select the distribution channel (Grameenphone), define the per-user policy pricing structure.

3.3 Methodology

As I had almost one year of work experience in "Field Buzz", I can collect primary data for this study from my work experience. In my position, I had to work with the marketing team side by side. So it will be much easier for me to relate the study with service marketing. For secondary data, I have to use the internet and different case studies. So that I can compare "Field Buzz" service marketing with different cases and companies. I will also use questionnaires for this. I will call some ex-colleagues to get the updated information.

Primary data:

- Communicate with the supervisor.
- Consult with the manager.
- Practical working experience in multiple projects.

Secondary data:

- Collect information from the client's website and social media.

- Study different case studies.

- Search through the internet and process the data.

3.4 Findings and Analysis

3.4.1 My contribution to Field Buzz

- **Collect information**

In my position, I had to collect briefs from the clients and prepare detailed notes. Along with my team, we discuss different aspects of the client's demands. After finalizing we push it to higher management.

- **Brainstorming session**

I had to discuss with the developer team to come up with an easy solution for the client demand. I had to sit with the marketing team, customer support team and combined their work to make a successful project.

- **Proposal and presentation**

I had to make a proposal and presentation about different services to clients. In the presentation, I had to show them how our solution will make their life easy.

- **Conduct training session**

After the client sign the contract we provide a free training session to the field users. In the training session, I had to show them the full process of the app and MC. If they have any confusion I had to solve them.

- **QA and Customer support**

I have to check the final product before production. On the other hand, when the product was running in the field the users sometimes face some difficulties to use it. I had to solve those issues.

- **Day to day operation**

In my position, I had to troubleshoot some technical issues too like a production server error. I had to also monitor the social medial platforms of the Field Buzz. Sometimes I had to assist other team members with a helping hand.

3.4.2 Projects I worked on

In my position basically, I had to work as QA and customer support. I had to solve issues and test the final product. After my confirmation, the product is pushed to the production server. In that period I worked on the secondary sales project. Our clients were Jamuna, Ispahnai, Mampower, Rahul group, BRAC NGO, and Roads and Highway Development. For them, we provide sales monitoring, TA/DA, survey, news, attendance, tracking modules.

3.4.3 Scopes to improve

While working in Field Buzz I have found some points that can be improved to increase productivity. They are-

- **Reduce frequents errors**

  After pushing a new feature in the production there were always some known errors. For example, the updated app may not be installed on some of the devices. To prevent this type of frequent errors the company needs to be more careful.

- **Repeated work**

  In service marketing, team members are assigned to do the same task over and over again which creates monotony with the team member. For example who are working as customer support may sometimes feel dull by doing the same thing. So the position should be changed from time to time. In this way, the employees will become more motivated.

- **Defend the employees**

  Sometimes the employees had to suffer for the client's fault. For example, the client might say that they do not want this feature in this way but previously actually does. So the Field Buzz authority should support the employees in that situation to increase their confidence

- **Miss management**

  As we already talk about that Field Buzz is a flat organization, there is a lack of chain in command. For example, one senior team member gives a task to complete by that day. But after some time another senior team member gives a new task. So to

complete the task in time was very hard for an employee. So proper chain of command should be followed.

3.5 Summary and Conclusion

Field Buzz has more than 35 employees who are working on different platforms 24/7 in 365 days of a year. In this report, I have tried to show that-

- The full operation of Field Buzz.

- Clients and partners of the Field Buzz.

- Product and service provided by them.

- Different marketing concepts (Service, Brand, Strategic)

Field Buzz has developed an app with the help of the GSMA Ecosystem Accelerator program to deliver strategic, up-to-date data about items to sales agents and distributors to help them manage stock accurately and efficiently. Field Buzz switched from a project-based solution (typically large one-time payments from a small number of customers) to a SaaS solution (recurring revenue from a larger customer base), which can be distributed through online marketplaces like Grameenphone B2B marketplace, Grameenphone Cloud Store. This employment experience gave me a true sense of actual work life, and it became increasingly thrilling as I was eager to learn and take on all of the obstacles necessary to make it a success. It provides me with a practical understanding of how to promote and advertise a product or service in today's world. I've learned a lot about client dealing, communication strategy, quality assurance, digital marketing strategies, and the workflow of a startup IT Company. I am confident that the lesson I gained will benefit both my future initiatives and the reader's understanding of how service marketing works in a developing IT organization.

3.9 Recommendation

From my report, I have the following recommendation for Field Information Solution Ltd (Field Buzz) which may help them to improve their service and increase productivity. They are-

- Bring up the IOS supporting system as soon as possible. Because a large part of clients is using iPhone nowadays. So it is high time to bring service for them.

- Bring an automated system to check the newly developed application to reduce the frequent or common errors.

- Field Buzz needs a dedicated business development team to bring new business for the organizations. They are a lack of manpower in this department.

- There is no official HR department in Field Buzz. We all know how important to have a strong HR department to control the organization's operation. So they should have one separate HR department.

- Before engaging with any clients, thorough research should be conducted. As a result, Field Buzz should provide sufficient training to its employees on how to conduct research and identify client types.

- In February 2018, Field Buzz was awarded a grant from the GSMA Ecosystem Accelerator Innovation Fund to develop a more standardized version of their last-mile distribution mobile solution for SMEs in rural Bangladesh with dispersed sales and delivery personnel. They should use it to get more clients.

- Proper communication is needed between marketing, consultant, and developing team. Service marking is all about proper communication. To give proper service all the departments should work together.

References

[1] Bangladesh, F. B. (2021, May 24). *Mobile solution for field operation in Bangladesh*.

Field Buzz Bangladesh. https://bangladesh.field.buzz/

[2] F. (2021a, January 12). : *Software for the first and last mile*. Field Buzz.

https://field.buzz/en/

[3] *Frankfurt Forward >> Startup Of The Month | Field Buzz*. (2017). STARTUP OF THE

MONTH.

https://www.frankfurtforward.com/startups/field-buzz?fbclid=IwAR0GKkpmAeCzhs

be5RM6ZYX_eXwBilNGZ_bQmLZbsGUmjNT-dg7Q9-EGcIw

[4] Mobile for development. (2020). *Deploying Mobile Technology to Manage Last-Mile*

Distribution and Operations in Bangladesh. Published.

https://www.gsma.com/mobilefordevelopment/wp-content/uploads/2020/05/Field-Buz

z-Deploying-mobile-technology-to-manage-last-mile-distribution-and-operations-in-B

angladesh.pdf

[5] *Software Field Buzz helps manage small businesses efficiently*. (2018, August 6). Dhaka

Tribune.

https://www.dhakatribune.com/business/2018/08/07/software-field-buzz-helps-manag

e-small-businesses-efficiently

[6] Startup, F. (2021, March 1). *How Field Buzz Plans To Revolutionize Field Operations*

Using Smartphones: An Interview With Habib Ullah Bahar. Future Startup.

https://futurestartup.com/2016/09/17/field-buzz-plans-revolutionize-field-operations-u

sing-smartphones-interview-habib-ullah-bahar/?fbclid=IwAR3iqMJhbb94PGN5ObEy

FNuukahhGS08XK6ccto8MKvVmnC8hm6y9AFkzLQ

[7] Startup, F. (2021a, February 28). *Field Buzz Wins Seedstars Dhaka 2016*. Future Startup.

http://futurestartup.com/2016/10/22/field-buzz-wins-seedstars-dhaka-2016/?fbclid=Iw

AR1BNsmeI-Yn4-cDc91r4sKZmv3_8t-aHNLLHapeRdTSa-Y2qS7Y5tBQFVk

[8] Story, F. B. (2021, February 28). *Innovation In Remote Operations: Field Buzz Sales*.

Future Startup.

https://futurestartup.com/2018/11/13/remote-operations-field-buzz-sales/

[9] প্রতিবেদকন. (2020, February 11). ১৭ দেশে বাহারের সফটওয়্যার. Prothomalo.

https://www.prothomalo.com/business/%E0%A7%A7%E0%A7%AD-%E0%A6%A6

%E0%A7%87%E0%A6%B6%E0%A7%87-%E0%A6%AC%E0%A6%BE%E0%A6

%B9%E0%A6%BE%E0%A6%B0%E0%A7%87%E0%A6%B0-%E0%A6%B8%E0

%A6%AB%E0%A6%9F%E0%A6%93%E0%A7%9F%E0%A7%8D%E0%A6%AF

%E0%A6%BE%E0%A6%B0