Report On

An analysis of the selection and recruitment process of X solutions Limited.

By

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18104069

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
13th September 2022

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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Tasfia Azmi

_____

TasfiaAzmi
Student ID: 18104069

Supervisor's Full Name & Signature:

_____

Mr. Feihan Ahsan, Lecturer,
BRAC Business School,
BRAC University

Letter of Transmittal

Mr. Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on "An analysis of the selection & recruitment process of X solutions."

Dear Sir,

I am delighted to submit my internship report titled "An analysis of the selection and recruitment process of X solutions." I am currently employed as a Junior Engagement Officer at the company. I did my best to meet all of the internship criteria and followed your instructions when preparing this report.

 I tried my best to finish the report with the most important information and recommendations in the most compact and thorough way possible.

Sincerely yours,

_____Tasfia Azmi_____

Tasfia Azmi

ID- 18104069

BRAC Business School

BRAC University

Date: 09/13/2022

Non-Disclosure Agreement

This agreement is made and entered into by and between X solutions limited and the undersigned student at BRAC University. As I am currently employed at the organization have access to the clients and confidential information. I agree that I will keep all these information strictly confidential and will not share with anyone outside the organization.

X solutions limited

X solutions limited

Tasfia Azmi

Tasfia Azmi

ID-18104069

Acknowledgement

To begin, I would like to thank my academic supervisor, Mr. Feihan Ahsan Sir, for helping me through the completion of my entire report. I was able to complete the entire report without problems thanks to the great insights Sir provided me along the process. I would sincerely like to thank him for letting me to be in his sight and for allowing me to submit an internship report on "An analysis of the selection and recruitment process of X solutions Limited."

Last but not the least I would like to thank my on-site supervisor Farzana Yeasmin for guiding me and helping me through my journey. She actually taught me a lot of things starting from time management to different approaches towards things. She is an amazing person with immense talent and excellence what she does. The amount of effort she puts on things is commendable. The learnings I got from her and other colleagues will remain with me forever as well as will help me in future.

Executive Summary

I joined X Solutions Ltd. as a Junior Engagement Officer. It was a contractual based job and my contract lasted for 4 months though it can be extended as well. This paper has an overview of my 4-month journey in X Solutions Ltd. including things I have learnt and observed. After joining the organization I've learnt a lot of things including how to handle different type of customers, how to deal and align everything with the clients taking account of their expectations and instructions, time management etc. A brief synopsis of my time at X Solutions Ltd. is provided at the beginning of the article. It also includes an overview of the organization, including its history, context, and other important details. Following that, it summarizes the organization's various functional activities. In this paper the recruitment and selection process of X Solutions has been analyzed in depths. Even though X Solutions follows a multi-step recruitment process like other big shot companies, they have a very unique sets of assessments which are not generally followed anywhere else. All these things are discussed broadly in the paper.

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List of Acronyms

QMT	Query Management team.
SK	Special Skills.
Ltd.	Limited.
HRM	Human Resource Management.
BAT	British American Tobacco Bangladesh.
KPI	Key Performance Indicators

Chapter 1: Overview of Internship

1.1 Student information

I am Tasfia Azmi from BRAC Business School, BRAC University. My student ID is

18104069. I have done a double major in Human Resources Management (HRM) and

Accounting.

1.2. Job Information

1.2.1. Period, Company Name, Department, Address

I joined X solutions limited as a junior engagement officer at 26th April, 2022. This position is

a contractual basis. Specifically, I joined their XBS department. And to be more specific I

joined their SK team which is called the special skills team. The contract was for four months

which ended on 25th August, 2022. The location of X solutions Ltd. is House 40, Road 20, New DOHS, Mohakhali, Dhaka 1206, Bangladesh.

1.2.2. Company Supervisor's Information: Name and Position:

My on-site supervisor was Farzana Yeasmin when I joined X Solutions Ltd. She is the Executive of the SK team who was recently promoted to senior executive for her amazing performance. She handles a different number of clients directly. Clients including, Samsung BD, Buy Here Now, IDLC, City Bank, Upay, Combo, Desh TV, Marks, Grameen Phone, Bioscope. She is responsible to overlook the whole thing and monitor where we junior engagement officers are doing our job correctly or not.

1.2.3. Job Scope- Job Description, Duties, Responsibilities:

At X solutions Ltd. I was assigned as junior engagement officer in the Sk team. My work was to deal with the customers directly on behalf of our clients. The initial work started with knowing our products first because without that I could not handle the customers. Our customers who have shown to be one of the best this country's brands include Samsung Bangladesh, Buy Here Now, IDLC, City Bank, Upay, Combo, Desh TV, Marks, Grameen Phone, Bioscope. I was appointed to handle Samsung Bangladesh and Buy Here Now.

As a Junior Engagement Officer, my responsibility is to determine the queries of my customers' particular web-based media stages while also maintaining the quality of the information. While telecommuting is rarely a negative scenario, there were some challenges. The important test was to be refreshed with all of the balances before my shift began, which would have been easier if it had been led from the workplace. I utilized to determine queries by utilizing two programming's established by our Information and Technology group entitled Smashboard and Zerocium, where each inquiry made on Facebook and WhatsApp would arrive on the mentioned programming's individually so it is simple to work and monitor the questions.

The first task we undertake is determining the customer's confusion, their query and desires as reflected by their certainty and requirement. For instance, a customer shoots a query related to our product like how it works or what are the features depending on the product they have questions about, or maybe application related queries, and we respond accordingly through divider posts, remarks, and online media messages in general. We mostly use Smashboard, Dashboard, Zerocium, Info Center, and other online media programming that enables us to acquire a general idea about their fan page in Facebook and other web-based media stages like Instagram and WhatsApp, which is direct as well as regulate the traffic displayed in a fan page.

My main task after understanding the query was to provide accurate and descriptive information with proper reasoning so that the customer is satisfied with the information provided to them and feels important. Because, if the customer doesn't get the proper response or still left with questions it brings out a bad press on the brand, which we cannot afford, because maintaining and increasing the brand value is the important part of what we do here.

1.3. Internship Outcomes:

1.3.1 Contribution to the company:

Over the past four month of working as a Junior Engagement Officer, even if for a short period of time I had to do a lot of things. I was also able to reduce the organization's permanent staff's burden, allowing them to focus on more important concerns by performing well. I would also like to add that my on-site supervisor could rely on me with everything.

Since I started as a Junior Engagement Officer for Samsung Bangladesh and Buy Here Now which is a concern of British American Tobacco Bangladesh through the Facebook channel, I had to use smash board which is a communicating tool. Over the period of time, I was able to look into more brands, and I handled more than 1267 separate interactions of Buy Here Now

accounts and 35,316 individual visits of Samsung Bangladesh account during my working tenure. My replies per hour on average was 108 and the relative resolve time per hour was 1 minute for Samsung Bangladesh. And in case of BHN (Buy Here Now) my replies per hour were 6 and the relative response time was 0.06 seconds per hour. Because of my fast query solving the overall KPI was met during my span of working. And maintaining KPIs is a very important part of our job because that is a very important source of income. It also shows that the brands we represent are very responsive and alert about their customers' needs both before and after sales.

1.3.2 Benefits to the student:

To begin with, this job at X solutions Ltd. provided me with a closer look at corporate life, which would help me prepare for my future job. I've learned that dealing with clients has turned me into this tech savvy person which I was not before in addition to the knowledge I could gather about the up to the date gadgets and technology following with different software, particularly while working with Samsung. I now have distinct thoughts on how the middle pay advertisers for the gadgets business are, and where the issue rests in this organization industry. They are now all visible to me, which would not have been possible if I hadn't worked here. I also had the opportunity to work with seasoned professionals and get insight while communicating with different personnel.

Moreover, I learnt huge data on consumer wisdom, as well as an expert who must deal with a diverse range of clients from varied ages, demographics, cultures, and organizations. Totally unique customer interaction experience, adapting to consumers' direct requests. I learned to work under extreme stress. Working here has provided me with invaluable experience. I learned new skills in equipment advancement, culture, stuff, pay source, and customer service.

Prepared a report based on my knowledge of my job. Became more centered, idealistic, competent, and persistent, as well as developed the ability to adjust to groups of people with genuine procedure and temperament. In addition, how to be patient through dealing with numerous types of customers and also manage my time properly. These are the learning I believe I would need in every spare of life.

1.3.3 Problems/Difficulties faced:

There were some difficulties and problems that I had to face while working at X Solutions ltd. These are given below-

➢ To begin with, the office was rather far from my house, which resulted in a substantial amount of time and money being lost as a result.

➢ Since our operation was for 24 hour all of us had to do shifts which was not fixed, so my work-life balance off the charts.

➢ Another thing was sometimes we had to do the night shift but luckily being a girl, I was permitted to work from home, but still staying up all night and solving queries was quite hard.

➢ Lastly, the contact was brief, which influenced the data collection technique for the report.

1.3.4 Recommendations

After completing my contract at X solutions Ltd., I have developed some ideas for this organization that they can adopt in the future. These are described below-

❖ To begin with, the work schedule should be more efficient and concentrated.

❖ Training gatherings should be documented for future use.

❖ Appreciation should be presented to the best performance of week or maybe month on

a consistent basis.

❖ Internship undertakings and activities could be more closely tied to genuine corporate employment so that we can have genuine preparation before entering an association.

❖ And lastly, the salary that the contractual position program arranged by X Solutions should be increased. As a Junior Engagement Officer, I earned Tk 17,000 to Tk 20,000 (BDT 100 per hour). However, it varies totally depends on the hours we worked so not everyone gets the same privileges.

Chapter 2: Organization Part

2.1 Introduction:

2.1.1 Objective:

Broad Objective:

The fundamental objective was to acquire corporate knowledge and understand how and where to appropriately align myself and my capabilities to the requirements of a major corporation. As a final assignment for my BBA program at BRAC University, I had to create this report to validate my experience, have it appraised, receive instruction, and adhere to a format. Aside from that, the purpose is to comprehend and examine the components in order to create an analysis for the selection and recruitment methods that X Solutions Ltd. has been following for a successful recruitment.

Specific Objective:

The purpose of this study was to analyze the components in order to build an analysis for the selection and recruitment processes that are vital to the successful recruitment process of X solutions Ltd. More specifically:

➤ To have a better and clearer understanding of the selection and recruitment methods used by X solutions Ltd.

➤ To utilize academic knowledge and generate an analysis of the employee selection and recruitment procedures for X Solutions Ltd. in order to achieve effective and appropriate staff.

2.1.2 Scope:

Using my experience with X Solutions Ltd. as a foundation, I will describe the various management strategies employed by the company. Furthermore, the data is analyzed by a poll of the organization's personnel. Personal observation, and data from other media sources are also used to learn about the company's recruitment and selection process.

2.1.3 Methodology:

The report is based on my personal observations while working at X Solutions Ltd. Moreover, some aspects of the study rely on secondary data gathered from other sources. For this study, I developed an in-depth and predictive review based on those data. And present my thought and perspective of the recruitment process followed here.

2.1.4 Limitations:

Even though, the contractual position work was very exceptional in terms of social gathering information because the affiliation is reluctant to disclose a significant portion of their information and there was almost no information that could be discovered online to supplement my work and revelations. This is the reason, there has been a huge gap in some of the areas. Nevertheless, the organization's environment is exceptionally inviting, and the employees were really very helpful with my research.

2.1.5 Significance:

The report highlights the organization's various functional activities. In this section of the report, I have basically incorporated the authorized structure, organization outline, divisions by and large data research. The report also evaluates the firm's HR practices to see whether they can be improved or if they are already doing enough. Furthermore, the study includes an in-depth industry and competitive analysis that can assist the organization identify its limitations and solve them with effective and cost-effective techniques. As a result, this section of the report is quite important and useful.

2.2 Overview of the company:

X Solutions ltd. which was previously known as X Integrated Marketing Agency commenced operations in 2017 as a promoting organization and the delayed result of a fundamental confluence between two organizations named MADLY and Strategeek Digital. X Solutions Ltd. is a cutting-edge integrated communication firm. Currently, their communications are dispersed across various media. Their customers consume all of these modern and traditional

mediums concurrently. Their communication must also be tailored to meet their needs in unison. This is the reason they exist ("X - Integrated Marketing Agency - Marketing & Advertising - Overview, Competitors, and Employees", 2022). In the high-level displaying industry, it is simple to meet between two offices, which not only assisted them in adding additional benefits to give, but also transformed them into a 'joined' advancing plan supplier. Regardless of the fact that the combined association is new in the industry, the offices MADLY and Strategeek Digital each have their own track record of success.

This point was encouraged by the accomplishments of two workplaces in the past. Recently, they began to supply displaying game plans in our country that are generally 360-degree, commencing with thinking age, object dispatch, the advancement, electronic progressing initiatives, modernized responsive courses of action, and so on.

The different service provided by X solutions are listed below -

    i.   Public relations and advertising.

   ii.   Creative Assistance.

  iii.   Influencer Marketing.

  iv.   Campaigns for Digital Marketing.

   v.   Analytics of Data.

  vi.   Management of Social Media Queries.

 vii.   Analysis of Activations and Campaigns.

viii.   Community Management.

2.3 Products & Services of X Solutions ltd:

I have been working in the QMT (Query Management Team) of X solutions ltd. during the duration of my temporary contract. And the core services of our department are as follows-

a) Influencer Marketing- Promoting brands through partnerships with influencers from various genres that appear genuine to the audience, providing natural reach and action.

b) Community Management- Assuring brand visibility in social media communities and generating organic word-of-mouth gives brands an advantage in promoting optimism and fighting harmful ideas.

c) Chumbok- A Platform to control online environment through promotion and revenue generating.

d) Query Management- Addressing customer inquiries about the company in various brand assets, including the website, social media accounts, and OTTs for 24/7.

e) Zerocium- To provide the best service possible, use an omnichannel engagement and management platform. This platform is basically connecting customers with the agents to address any query right away.

f) Social listening Dotkom- Sifting through social media conversations about a brand to evaluate its standing in comparison to competitors.

Figure 1: X Solution Clients

2.4 Organization Structure and management:

The CEO and MD of X solutions is Tahsin Saeed, who is the mastermind and primary architect behind the success of a team of more than 100 people. He has unrivaled experience of managing more than 20 years in various businesses.

The COO is Drabir Alam, as one of the forerunners of Bangladesh's modern advertising sector and his significant engagement in management aid in inspiring awesomeness from a group full of creative individuals.

Raquib Chowdhury is the Group Creative Director of X Solutions ltd., who has sacrificed all new accolades from Bangladesh Brand Forum in the OVC class took incentives and measures like Samsung's Valentine's Day, the Joker Campaign by PATHAO, etc.

Mr. Obidur Rahman, Senior Account Director and a key stakeholder, has more than 9 years of experience working with customer insights and insight mining. He is in charge of a Query Management Team that includes more than 60 people and provides support on a daily basis.

2.5 Marketing Practices:

Figure 2: 360 Degree of X Solutions Ltd

The whole operation of X Solutions Ltd. is based on providing an integrated marketing service, in other words a 360-degree marketing service or in their words a wheel of integration.

"The meaning of integration has changed as media overlaps keeps on taking place"

This quote has what that every employee believes in and this they stay up to date with all the dynamic changes in market and work in behalf of their clients.

Figure 3: Central Divisions of X solutions Ltd.

They primarily have four central divisions that provide various forms of support.

These are briefly discussed below-

➢ **Query Management Team:**

The most important task of this team is dedicated to planning the sample of communication, developing test arrangements, training the dedicated authorities with all of the essential intricacies, and finally, making them presentable. Our IT staff has set up a data room for us to monitor all of the critical data of Samsung gadgets, decorations, and hardware. It also allows us to continue with fewer problems and improve accuracy.

➢ **Client and Service Management team:**

This team essentially consists of automated public relations techniques where they organize, create, and distribute workspace in order to manage the business associated with the actual brand. They have their own unique methods for managing consumer requests and an impromptu method for improving their reputation and attracting a particularly wonderful clientele. They will typically plan and carry out limited-time campaigns for different brands, particularly using internet-based media.

➢ **Creative Team:**

All of the complex materials that are presented on the online media platforms of the clients are managed by this particular staff. A dedicated team is in charge of communicating content such as static posts, promotional videos, OVC, TVCs, and so on. As a result, this group should stay up to date with all of the latest trends and convey yield while remembering the brand image and their communication design at the same time.

➢ **Campaign Planning Team:**

This sector mostly consists of advanced displaying practices where they design, develop, plan, trail, and carry out the unusual entryways for numerous companies, particularly through internet media.

2.6 Financial and Accounting Performance:

For an organization to project its future and remain viable, it is essential to evaluate its financial performance. Understanding an organization's financial performance is done through the use of financial ratios. A corporation's financial health, liquidity, profitability, risk, and solvency are all elements to consider. Ratios are required for efficiency, operational success, and good financial management. analysis. Additionally, it compares or displays the trend of financial outcomes, which can be helpful. Stockholders are involved in the decision-making process.

Unfortunately, there is no public record of the financial statements of X solutions ltd. On the other hand, the finance and administration department at X Solutions Limited is in charge of handling all of the company's revenue. This is greatly distinguished by the fact that this department handles pay. Delegates are therefore prohibited from disclosing information about this office. However, from previous reports and from primary interviews from different employees at the organization I could gather a brief idea about the accounting practices.

The primary functions of this division are as follows:

❖ Loan, early installment, departmental communication.

❖ Interdepartmental records and financial impetus

❖ Monthly accounts must be prepared.

❖ Tax assessment.

❖ Invest in the board.

❖ Tally sheets.

❖ Monthly payment schedule.

As mentioned earlier, because of the strict regulations of secrecy I could not gather any further details into the whole system.

2.7 Human Resource and Administration:

X's human resources-related responsibilities are often managed by this team. Meetings, enrollment, hiring, performance reviews, pay the board, and packages are all included in the HR tasks. Mr. Mirza Shams is the office's Human Resource Executive. He is mostly observed performing duties like maintaining all the expert information, providing them with ID cards and course of action letters, inducting them into the workplace by enrolling them into the entry machine, organizing inspiration and assessment plans for full-time delegates, overseeing the provision of experience letters following completion, etc. This team is dedicated to follow the multi-phased recruitment system while hiring for any department.

2.8 Industry and Competitive Analysis:

2.8.1 SWOT Analysis of X Solutions Ltd:

Strengths
- Growth in service quality
- Effective leadership and supervision
- Excellent working atmosphere

Weaknesses
- Low-maintenance initiatives
- Inability to retain potential employees
- An uncooperative reaction to criticism

Threats
- Growing competition in the area
- Consistently increasing government-imposed levies
- Global pandemic and economic downturn

Opportunities
- Has the ability to develop strong connections with leading brands
- Retaining of prospective new graduates
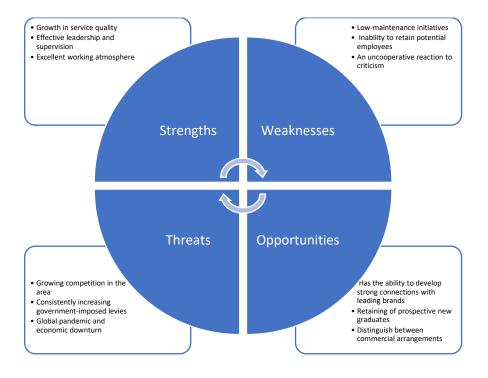- Distinguish between commercial arrangements

Table 1: SWOT Analysis of X Solutions Ltd.

2.8.2 Porters Analysis of X Solutions Ltd:

The six components of Porter's analysis demonstrate the competitive environment for X Solutions Ltd and how feasible the firm is. The detailed discourse of my organization's six parts is presented below:

1. Threat of New Entrants - Porter's six-part analysis demonstrates the viability of the market and the situation of X Solutions ltd. among competitors. Below is a summary of the complex discussion among the six components of my organization.

2. Customer Bargaining Power - It is apparent that the bargaining power of purchasers or customers is far more than it should be. Although Bangladesh is a challenging environment, we must generally move forward in accordance with the wishes and directives of our clients.

3. Supplier Bargaining Power - One of the major suppliers, specifically for the Query Management Team, are the programmers, who are expected to be paid on the basis of annual enrollment. The dealing force of suppliers is somewhat lower due to the large number of such professional organizations worldwide.

4. Threat of Substitutes - The only risk to computerized advertising and electronic media responsive collection is that the client decides to open up their own high level advanced region and request administrative group, which in the long run would be unnecessary expensive for them to oversee. As a result, the chance of substitution is minimal. However, switching to another business requires starting again and carries some risk, unless the recipient's part of the bargain is that the client is completely dissatisfied with the company.

5. Internal Conflict - The internal conflict in this nation's computerized advertising environment is minimal and primarily centered on Dhaka, the capital. X Solutions ltd. is one of the top organizations in terms of originality and organization because not all workplaces can deliver outstanding quality content and provide excellent help.

2.9 Recommendations:

Some recommendations for X Solutions Ltd are stated below-

• Make an effort to promote low-maintenance personnel with an appreciation badge in a dependable, consistent manner.

• A great resource for the board must have an unmatched exact decisive design.

• Include additional, better-advancing products in their individual portfolio.

• Develop an up-and-coming driving force plan for Engagement Officers with more experience and more flexible hours.

• Attempt to retain experienced representatives and reduce the number of layoffs.

Chapter 3: Project Plan

3.1 Abstract:

Human resource management is concerned with the effective and ethical use of the workforce, which is one of an organization's most valuable assets. Human resource management software is regarded as the best component of every business in Bangladesh. At the moment, almost every organization in Bangladesh has a Human Resource department. In Bangladeshi organizations, the role of human resources used to be limited to hiring and firing, but more recently, it has started to do more. Consequently, this has changed. (Anjum, N., & Zahan, M, 2021). The availability of data in Bangladesh that can assure effective and responsive HR

services is still unspecified. As a result, the qualitative research into the abilities of the organization's personnel to advance in modern careers and services was justified. The outcome of the analytical results shows that the analysis of the recruitment and selection procedures at X Solutions Ltd. and the skill sets that the organization seeks in potential employees. According to the report, technological skills vary by department, depending on job duties and the X Solutions Ltd selection and recruitment process. On the other hand, employee skill sets are largely consistent across industries. Furthermore, employees expressed their feelings about important skills such as patience, critical thinking, adaptability, and technological expertise. These skills are required to run daily operations and keep clients satisfied. Because the entire operation is based on customer satisfaction.

3.2 Introduction:

X Solutions Ltd. started their journey with the name X Integrated Marketing Agency. Which was now named as X Solutions Ltd. The slogan of this organization has always been "We are X". Here "X" has a deeper meaning. The company is symbolized by the red bar. The remaining portion, meanwhile, stands for each element's individuality. It's not always about departments and functions. Sometime the subject is a commonplace aspect of daily life. However, it is sometimes about people. And among all X, those are the loveliest (Agency, 2022).

Selection is the process of choosing the best candidates from this pool of applicants. Recruitment is the practice used by organizations to identify and attract potential employees in order to create a pool of job seekers (Anjum, N., & Zahan, M, 2021). Each organization has its own method of selecting the best candidates. The recruitment and selection process at X Solutions Ltd. is multiphase. In other words, the recruitment process is divided into several

steps. Most renowned organizations like British American Tobacco Bangladesh, Bkash, MGH Group, Nestlé etc. are now recruiting through a multi-step process to test all necessary skills and capabilities in an applicant before hiring. It is not simply limited to a 10-minute interview in which a candidate's true abilities cannot be tested.

3.2.1. Problem Statement:

The study's goal is to determine whether the recruitment process used by X Solutions Ltd. is an appropriate process for testing all of the capabilities that a candidate in Bangladesh's communications sector must have to fulfill the required position. In this section, we will discuss the hiring process for a junior engagement officer. As a result of evolving operations, it is critical to be aware of a set of skills required while working in this role in order to adapt and execute related activities smoothly.

3.2.2. Research question and objective:

Thus, based on the foregoing context and research need, the study has posed a broad research question: What skills do employees need to advance in modern HR careers, and what are the selection and recruiting processes in the communication sector? The study specifically seeks to:

- ➢ to analyze the selection and recruitment process of X Solutions Ltd.

- ➢ to serve as an example of the abilities needed for the company's employees to effectively work in the communication sector.

3.2.3. Significance of the study:

Through identifying the ideal employees and their capabilities that can provide top-notch communication services to its customers and thereby make the organization more sustainable and dependable to their clients, the study can assist X Solutions Ltd. in building a valuable employee base. The job description and job specification at X Solutions Ltd. are well-organized. Furthermore, by providing exceptional service through their skilled employees, organizations can attract more clients and achieve profitability and sustainability.

3.3 Literature Review:

As was already mentioned, X uses a very stringent, thorough, and legitimate approach to hiring because a Junior Engagement Officer is required to possess a specific set of skills in order to perform effectively. Each stage of the hiring process is justified and validated in its own unique way. Finding the most qualified person to whom the position can be offered requires taking each and every step. We are describing the hiring process of a Junior Engagement officer.

The entire selection and recruitment process that is adopted by X solutions for appointing a Junior Engagement Officer is described in details below:

i.   In the hiring process, the requisition is the first step. The concerned department sends a manpower request form to the HR department, and more specifically to the recruitment division, when a company has a vacancy caused by an employee's resignation. The department's needs are laid out to the HR dep, along with the number of employees and their levels that are needed. In addition to resignations, positions may become vacant as a result of organizational changes, departmental redesigns, divisional

reorganizations, personnel terminations, retirement, or new projects. Following request of need of manpower from the appropriate department, the recruitment team confirms the existence of budgets to fill the vacancy.

ii. In this case, because Junior Engagement Officer is a contractual basis job or, in some cases, a part-time job, employees usually leave after giving a 15-day notice. So, within those 15 days, the departmental executive notifies the HR Department so that the people in charge of the recruitment process can begin their duties. In this case, confirming the budget is not a big deal because another person will be replacing the previous employee.

iii. Whether the concerned department wants the position filled internally, externally, or both ways is another question the recruitment team inquiries about. As soon as the information is gathered, the recruitment team begins planning and the whole process. The strategy outlines every action that needs to be taken in order to finish the hiring on schedule. The timeline for posting the position, collecting resumes, holding various tests and interviews, and making the final decision is outlined.

iv. In accordance with the strategy, the recruitment team publishes job openings on various job portals. The advertisement is disseminated through a variety of media, including social media like Facebook, then different University groups like at BRACU we have our own Facebook group where alumnus posts different job openings in their work place, then some individuals put in recommendations, online job portals like Bd Jobs etc.

v. Immediately after the announcement, the recruitment team starts gathering resumes from various sources. Following the collection of CVs, those that match the job requirements are shortlisted and forwarded to the QMT department head. The department double-checks those resumes before sending the final list to the HR

department to organize the assessments and interviews. The recruitment team quickly organizes the entire selection process after receiving the shortlisted names.

vi.   The multi-phase evaluations begin after that. There are various sections that make up the entire assessments. Each section indicates a skill that the candidate needs to possess. As previously stated, the entire procedure is quite extensive.

vii. Following the final screening, the shortlisted candidates must schedule a two-part written exam. The first part is a written assessment with 50 English grammatical questions. This section assesses English proficiency. The second part of the written exam consists of writing three paragraphs. A topic will be assigned, and the candidate will be required to write the same paragraph in English, Bangla, and a mix of Bangla and English known as Banglish. The purpose of this testing method is to help the examiner determine whether a candidate has the fundamental skills necessary to manage customers who are in need and whether they are able to communicate with customers in both Bangla and English. In addition, this step also ensures whether the candidate can write in a proper way while communicating with clients. Since X has many clients, sometimes the clients prefer to communicate in Bangla, sometimes in English and most of the time in a mix language. So, X ensures whether candidate is smart enough to communicate in every way needed.

viii. After passing the written test, a typing test is taken. Where the typing speed of the candidate in both Bangla and English is measured. As previously mentioned, the KPI is based on the average resolution time, that is how fast a query is solved and resolved. So, it is essential for a candidate to have the ability to type as fast as possible.

ix.   Following the typing test, the candidates who excels in this stage a panel interview is taken, where the Business Director Mr. Parag Obayed, the business senior executive Mr. Asif Ali and the QMT head Mrs. Safna Akhter carries the interview. Like every

other panel interview each of them asks different relevant questions to judge whether the candidate is qualified or not.

x.   The candidate then is given three types of situations and they have to handle or tackle the situation on their (candidate's) own way.

xi.   Based on all these tests, the most fit or appropriate candidate is selected and a 15 days training starts after they join.

The whole process measures each and every quality the organization needs in an employee. They follow this process religiously for every recruitment and so far, they got best results according to the HR team.

3.4 Methodology:

3.4.1 Research Approach:

The aim of the study is to provide a model of employee skills in achieving long-term firm growth, as well as information on the employee recruitment and selection process, the skills required to advance current employee careers, and the knowledge required to improve employee performance. Survey strategy will be adopted and utilized correctly in the current study. The review research is frequently used in sociology investigations. In essence, surveys are used in business settings and for market research. They often gather data through quantitative methods, but they can also gather irrational information by asking open-ended questions.

3.4.2 Data Collection:

The majority of the data in this section of the study are from primary sources. In order to conduct a survey, an eleven-question questionnaire was first developed. In order to quickly gather data for the study, non-probability sampling is used because it includes non-random selection based on convenience or other criteria. Because the sample included those who are

the easiest to reach, the results were prepared specifically using convenience sampling. Nobody at random is the intended audience for the questions. These individuals are current employees who hold a variety of positions within the company. I have chosen 20 employees from the company for this study, of which 5 are from the creative department, 5 are from the social media department, 4 are from the client service department, and 6 are currently employed as Junior Engagement Officers. I am interested in learning how effectively the QMT department hires for its social media-related positions. In addition, some interviews were conducted over the phone, while others were held in person.

3.4.3. Finding and Analysis:

There are 14 different questions in the questionnaire used to gauge how applicants responded during the hiring process. The initial questions and their analysis give a general idea of the sample population's demographics. The second section of the questionnaire elaborates on the employees' perceptions of the recruitment process for a Junior Engagement Officer at X Solutions Ltd. and their desired changes. Finally, the third section of the questionnaire includes some open-ended questions that describe the actual suggestions they made. Following the elaboration of the findings, a proper assessment of the recruitment process from the perspective of the employees will be clearer. Tabulation, percentage, and graphical analysis of all the results are discussed along with their interpretation.

1) **Analysis of Gender population:**

Variables	Male	Female	Total
Frequencies	12	8	20
In %	60%	40%	100%

Table 2: Analysis of Gender

The above chart denotes that the survey includes the perspective of both male and female employees. Where 60% are the male population and 40% are the female population.

2) **Working level analysis:**

Variables	Entry Level	Mid-Level	Top-Level
Frequencies	**10**	**6**	**4**
In %	**50%**	**30%**	**20%**

Table 3: Working level analysis

The above table shows that while circulating the survey the working level of the employees were taken in account. 50% of the participants are from entry level, since they are very close to the recruitment process and in fact went through the process themselves. 30% of the participants are taken from the mid- level position. And only 20% of the participants belongs to the top- level position.

3) **Analysis of Age:**

Variables	Below 20	21-24	25-29	30-34	35-39	40-Above
Frequencies	**1**	**8**	**6**	**4**	**1**	**0**
In %	**5%**	**40%**	**30%**	**20%**	**5%**	**0%**

Table 4: Analysis of Age

From the above table, the percentage of the participants of different age group is shown which indicates that the participants of different age group were taken account for. It can be seen that, 5% of the participants were below 20 years. On the other hand, 40% of the participants were in between the age 21-24 years. And, 30% of the employees belong to the age group of 25-29 years. Whereas, 20% of the participants were in between the age 30-34 years group. Only 5% belong to the group 35-39. But none of the participants belonged to the age group of 40 and above. From the table above, we can see most of the participants were from the age 21-24 years old.

4) **Analysis of different departments:**

Variables	Creative Department	Campaign Planning Department	Client Service Department	QMT Department
Frequencies	5	5	4	6
In %	25%	25%	20%	30%

Table 5: Analysis of different departments

In the above table the percentage of the participants from different departments were included to gather their thoughts on the recruitment process at X Solutions Ltd. The employees from 4 departments were considered among them, 25% of the employees are from Creative department. And 25% of the participants were from the Campaign Planning Department. On the other hand, 20% of the percipients were from the client service department and most of the participants were from the QMT department.

5) **Employee working duration analysis:**

Variables	0-1 year	1-2 years	2-3 years	4- above
Frequencies	5	7	5	3
In %	25%	35%	25%	15%

Table 6: Analysis of employee working duration

The above survey denotes that while surveying, the working duration of the employees were also taken accounted for, to have a different perspective from different employees having different working tenure. It is seen that the most participants have 0 to 1 year working experience which is 35% of the total population. Whereas, 25% of participants have a 0-1 year working experience and another 25% participants have 2-3 years working experience. And the rest of the 15% of the participants have 4 year and above working experience.

This is the survey analysis of the second part of the survey where different questions were asked to analyze the recruitment process by X Solutions Ltd. The whole analysis is again based on percentages and tabulation. The rest of the part is described below-

Q 1. Do you think the hiring process is effective and successful right now??

Variables	Agree	Neutral	Disagree	Total
Frequencies	**14**	**2**	**4**	**20**
In %	**70%**	**10%**	**20%**	**100%**

Table 7: Survey result on effectiveness of the process

From the above results it is seen that, 70% of the employees agree with the statement that the current recruitment process is a successful and effective one. However, 20% of the employees' opinioned that the current hiring process is not successful and effective. In addition, 10% were neutral to the statement, which indicates that they are not still convinced with the recruitment process. So, we can denote that even though 70% of the people agrees with the statement there is still scope of improvement. So, that the rest of the 30% could agree with the statement as well.

Q 2. Do you believe that both internal and external candidates should be considered during the recruitment process?

Variables	Agree	Neutral	Disagree	Total
Frequencies	**16**	**4**	**0**	**20**
In %	**80%**	**20%**	**0%**	**100%**

Table 8: Survey analysis of source of candidates

From the above results, we can denote that 80% of the participants agree with the statement that recruitment should be done both internally and externally. Whereas, none of them disagree with the statement and only 20% were neutral to the statement.

Q 3. Have there ever been any adjustments made to X Solutions Ltd.'s hiring processes?

Variables	Yes	No	No Idea	Total
Frequencies	3	11	6	20
In %	15%	55%	30%	100%

Table 9: Analysis of changes in the hiring process

Here we can see that, 55% of the participants saw no change in the hiring process of X. Whereas 30% have no idea about the changes in the process and the rest of the 15% is affirmative with the statement that there were some changes made in the hiring process.

Q 4. Do you think the recruitment process should involve relevant departments more actively?

Variables	Agree	Neutral	Disagree	Total
Frequencies	17	3	0	20
In %	85%	15%	0%	100%

Table 10: Analysis of involvement of relevant departments

From the table, it is seen that 85% of the participants agree with the statement that relevant department should be more active and involved in the recruitment process. Whereas, 15% of the participants were neutral to the statement.

Q 5. Do you think the hiring process is costly and time-consuming?

Variables	Agree	Neutral	Disagree	Total
Frequencies	8	3	9	20

In %	40%	15%	45%	100%

Table 11: Analysis of the hiring process to be time-consuming and costly

While conducting the survey, when the participants were asked if the current hiring process in their opinion lengthy, costly, and time-consuming or not, 40% of the participants agreed that they think the recruitment process is actually time consuming and costly. Whereas, 45% disagrees with the statement and only 15% were neutral to the statement. That means 40% of the employees believe that the process could be a bit shorter and less expensive.

Q 6. Do you think the hiring process is relevant, reliable and transparent?

Variables	Agree	Neutral	Disagree	Total
Frequencies	18	2	0	20
In %	90%	10%	0%	100%

Table 12: Analysis of the hiring process to be relevant, reliable and transparent

While conducting the survey, 90% of the participants agrees with the statement that the current Recruitment process is relevant, reliable and transparent. Even though, none of them disagreed with the statement 10% of the participants were neutral to the statement. This shows that, the recruitment process is definitely relevant, reliable and transparent. However, it could be more precise.

❖ **Results and discussions:**

The main goal of the report was to do an in-depth analysis of the recruitment process of X Solutions Ltd. The survey questions had 3 options so that we can have a proper measurement of the opinion, because the result will be precise. People would either agree to statement or disagree or neutral. Though staying neutral is to be considered as staying in the disagreement zone. Having options like these helps us researcher to denote the exact percentage of the people who disagrees with the current process or want an improvement.

It also helps in providing an exact result of how much to work on the process to make it a 100% success and not only 80% successful.

After doing the survey, it is seen that most of the participants are in favor of the process. However, there was few disagreements as well. That indicates, even though the process is quite successful there still is places or scope for improvement.

Limitations:

The study does have its limitations, despite the fact that it offers helpful insights into the skills that employees should have. Initially, there were only 20 correspondents in the study interview sample, which was not very large. Moreover, if the study's sample size for evaluating data saturation had been much larger, it might have been far more illuminating. Finally, the time allotted to complete the investigation was inadequate because the people working for the company were very engaged, which led to a possibility that there are still latent data that need to be examined. Therefore, it would have been preferable if we had been given more time to complete the interviews, both written and verbal. The research would have been even more accurate and instructive than the one that was inferred.

Suggestions and scope in future:

Despite having an efficient hiring process, I would advise X Solutions Ltd. to first of make some adjustments by identifying which part of the process should be improved or changed. Another point of focus would be to reduce the time of conducting the tests. For example- the written tests and the typing test could be taken in the same day to safe time. It will also be a less hassle for the applicants as well.

Conclusion

The primary duty of the human resources department is to recruit, and the hiring process is the first step in developing a competitive edge and a strategic advantage for recruitment for the association. From locating candidates to organizing and conducting interviews, the recruitment process involves a systematic process that takes a lot of time and resources. (Hamza, et al. ,2021). The recruitment process followed by X Solutions Ltd. have been helping them to find appropriate candidates according to the required position. This process was analyzed and tested in this whole paper.

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