

Report On
Customer engagement on social media to improve brand loyalty

By

Md.Alif Hasan
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An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Brac Business School
Brac University
December 2022

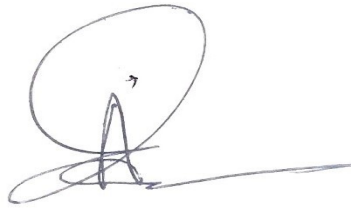
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:



Md. Alif Hasan

18204051

Supervisor's Full Name & Signature:

Ms. Raisa Tasneem Zaman

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Raisa Tasneem Zaman

Senior Lecturer, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I am pleased to submit my internship report on the topic of "**Customer engagement on social media to improve brand loyalty**" in compliance with the guidelines.

The report's conclusion contains the required information and recommendations most compactly and comprehensively I can muster.

I sincerely believe and pray that this report would meet your requirements.

Sincerely yours,



Md. Alif Hasan

18204051

BRAC Business School

BRAC University

Date: 19 December, 2022

Non-Disclosure Agreement

This agreement is established and entered into by and between X-Integrated Marketing Agency and Md.Alif Hasan, a student at BRAC University's Brac Business School, severely limits who is allowed to access the specified firm's private data.

Acknowledgement

I want to start by thanking my respected instructor, Ms. Raisa Tasneem Zaman for delivering me the guidance and information I needed to complete the internship report. Furthermore, I would like to thank Ms. Fahmida Shams, my team manager and internship supervisor, for the numerous help she provided in instructing me on the basics of my responsibilities and compassionately walking me through every necessary step, correcting me when I was mistaken, showing me her warmth like a gesture of appreciation, as well as directing me all across my internship. In light of this, I wish to convey my sincere appreciation to the administration of X Integrated Marketing Agency as well as my colleagues for their helpful support in writing my internship report. Finally, I want to thank my parents for upbringing me in a manner that has allowed me to become the finest version of each and every day.

Executive Summary

This paper describes my internship experience at X- Integrated Marketing Agency. Throughout the internship period, I gained significant knowledge regarding digital marketing and customer experience. With the evolution of social media, the communication process has drastically changed. People are more into social media for daily communication and sharing their thoughts. It helps business to read their customers and reach them to make them loyal to their brands. The era of developing good products to attract customers has gone. Now customers stay and own a brand if they are taken care of seriously. Social media has opened the door for marketers to reach their customers and built a bridge of relationships which can help them to understand the overall market scenario. Through social media engagement brands can find out all the what, when, how, where, and why questions which will help to develop strategies. The main focus of the study is to find out how customer engagement on social platforms can help to gain the loyalty of customers. By using the survey data we can analyse how people are becoming more loyal because of social media engagement. The study might help our management to take the necessary steps to develop more plans to engage more customers on social media. I intend to find out the impacts of social media customer engagement in the context of new evolving social media trends.

Keywords: social media, customer engagement, loyalty, brand

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List of Acronyms

Ltd.	Limited
QMT	Query Management Team
CRM	Customer Relationship Management
HR	Human Resource
BTL	Below The Line

Chapter 1

Overview of Internship

1.1 Student Information

Name: Md.Alif Hasan

ID: 18204051

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information

1.2.1 Internship Details

Period: from September 24, 2022 to December 24, 2022

Company Name: X-Integrated Marketing Agency

Department: Query Management Team

Address: House 40, Road 20, New DOHS, Mohakhali, Dhaka

1.2.2 Internship Company Supervisor's Information

Supervisor's Name: Fahmida Shams

Position: Group Account Manager

Email: fahmida@justnx.com

Phone Number: +8801534712925

1.2.3 Job Scope

I did the same work I've been doing for the last six months when I was an intern at X Integrated Marketing Agency. Junior Engagement Officer is the title I hold. Junior Engagement officers are responsible for escalating and solving the customer's issue on the digital platforms. Some of the most well-known brands in the country are our clients, including Airtel Bangladesh, Robi, Samsung Bangladesh, BAT, and Upay. I had to log in at the start of my shift and update my Robi and Airtel accounts. To make it simple to operate and maintain, each question submitted via Facebook or WhatsApp is sent separately to the specified software. The section of information and technology that generated these programs is called "Zerocium."

Determining the customer's questions and requests based on their conviction and need is the first thing we need to conduct. Cases are most frequently found in connection with data/voice offerings and products, in addition to delivery notices, divider postings, and messages from online sites. Zerocium helps to give us a sense of the official page of Robi and Airtel. It is directly linked to social sites and generates the query to the board.

Here is a summary of Zerocium's functionality, and features that I used a lot.

1. This tool makes it easier to choose distinct inboxes and comments.
2. Any unfavorable comments can be easily stored or eliminated before going to the page.
3. It helps to keep records of how many inquiries arrive on a daily basis (hourly, weekly, monthly).
4. Zerocium ensures 100% query landing.

1.3 Internship Outcomes

1.3.1 Contribution to the company:

I've been working with X Integrated Marketing Agency since August 2022, so I am experienced enough to provide my insight on the first month. First, the three-stage isolated assessment of the Integrated Marketing Agency expertise comprises creating, intensifying, and speed testing. Generally speaking, this form of examination enables the examiner to detect whether an applicant has the fundamental skills to manage clients in need and how well they can communicate the business both in Bangla and English for the benefit of the clients. Those who performed well in the first round of screenings will be offered the chance to meet with the Business Director, Mr Obayed, in the next step of examinations and I got that chance. I was able to answer all of his questions and provide him with the information he needed, thus the meeting was successful. I got my job confirmation call after three days. I was given training for 15 days and I started working for Robi & Airtel as a junior engagement officer. I gave services to 2979 customers on Whatsapp and the total messaging number is 53541. On the Facebook page of Robi and Airtel, I have solved 5416 queries so far.

Total Replies (WhatsApp)	53541k
Total Case (WhatsApp)	2979k
Total Replies (Facebook)	5416k

ART per chat	1.32 Second
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Table (1): Occupational Information

1.3.2 Benefits of this Internship

I can claim with confidence, in the present job market, my choice to remain at X Integrated Marketing Agency instead of taking entry-level roles at prestigious multinational pays well. Now that I've learned how stuff and ambitions affect a leader's capabilities, third-party advertisers for the technologies industry, and the root causes of these industries' issues, I can see where these issues are. My contribution wouldn't have been noticed even if I had worked as an employee for Airtel, Robi since I can now see them all.

Things I have learned through my services and observation:

1. To become a specialist who deals with a broad range of consumers from diverse communities, you need a large amount of data regarding client knowledge.
2. I have been good at finishing projects under pressure to finish quickly.
3. it's a whole new method of conducting operations that is more sensitive to the demands of specific clients.
4. Working with Robi and Airtel is a fantastic learning opportunity.
5. Overall, the method gave me new skills and knowledge in terms of the payment sources, client, technological progress, and culture.
6. I prepared this report based on my understanding of my line of work.
7. Gained the capacity to fit in with a group of individuals with actual approaches and personalities by being more optimistic, efficient, and determined

1.3.3 Problems faced

Throughout the internship, mostly I have faced technical issues which were never in my hand. Due to software upgradation sometimes the query board Zerocium server was down. Because of this reason, later we had to face so much pressure to serve customers. We need so many tools to serve the best solutions such as info360, DCRM, Pretups and BDApps. If any one of these has any logging issues then it is very challenging to serve customers as we cannot see their information. As we need to ensure 24/7 services we need to do the night shift as well. It is problematic for our health.

1.3.4 Recommendations

1. A more organized and effective work schedule is needed.
2. Training sessions should be recorded.
3. The best performer should get a token of appreciation.
4. Activities and assignments for internships need to be more directly related to actual office culture so that we can prepare ahead of entering a company.
5. Salary disbursement needs to be on time.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective:

1. Acquaint yourself with the operation of the agency's query management team.
2. An overview of electronic mail.
3. Track how management approaches customer service.
4. Discover the constrained working environment of the company.
5. Gain an understanding of the operation of the Inquiry Supervising meeting.
6. Evaluate your company's position in relation to the competitors.

2.1.1 Methodology

- Zerocium Software
- Website
- DCRM, Pretups, bdapps, info360 software
- The client's social media profiles
- Internship Experience

- Group Discussion

2.1.2 Area

The elements of X Integrated Marketing Agency are controlled here. The board structure, operating system, and evaluation of the agency's competitive environment are all taken into consideration in the design.

2.1.3 Limitations

Despite this, I discovered the agency to be very warm and the officials to be very reliable, however, because the company was unwilling to provide a significant amount of its data and since there was hardly any material on the web to support my research and findings, social occasion informations were lacking from my job as an entry-level worker.

2.1.4 Significance

An overview of my results and an analysis of my findings in light of my observations of the positions of my colleagues are provided below. As a result, this portion of the report is important and helpful. Additionally, the information was structured such that each individual could perceive the same picture.

2.2 Overview of the Company

In 2017, MADLY and Strategic Digital, a marketing firm which specialized in brand management, merged to establish X Integrated Marketing Agency. High-level exhibiting enterprises may immediately connect, which also enabled businesses to broaden their product offerings and play the role of "joined" plan provider. Although the alliance is new to the sector, both MADLY and Strategic Digital have a successful track record for themselves.

The achievements of the two companies until this point were promising. Currently, game plans have started to be presented in our country in a full 360-degree manner, starting with

the evolution of ideas, the distribution of items and their development, the board, technological developments, a much more sympathetic and modern strategy, etc.

Due to the usual publicity, which is mainly given by two social events, the progressing group is recognized as BTL (Below the line). I've worked for the Query Management Team (QMT) at the X Integrated Marketing Agency during my contract position. Services provided by X-Integrated marketing agency:

- Creative Support
- Influencer Marketing
- Data Analysis
- Query Management
- Advertising
- Social Media Marketing & Campaigns.

2.3 Management Practices

2.3.1 Top Management:

Meet the Maestros

Tahsin Saeed

CEO, MD

With more than 20 years of experience in a variety of businesses, Mr Tahsin Saeed is the driving force behind the accomplishments of a team of more than 150 individuals.

Drabir Alam

COO

One of the best leaders in the Bangladeshi modern advertising sector who is dealing with the most creative people to change trends of advertising.

Raquib Chowdhury

Group Creative Director

Mr Raquib Chowdhury, a leading outmaneuvers in this industry, received all the distinctions in the OVC category from Bangladeshi Brand Forum.

Obidur Rahman

Business Director

Mr Obidur Rahman has overseen a Query Management Team of more than 70 employees for the last ten years, every one of whom offers help on a regular basis.

2.3.2 Management Responsibilities

Along with Mr Obidur Rahman, other managerial members of the group, which include Ms Fahmida Shams, Mr Wahid Ome, and Ms Nafisa Nawara from Quality Assurance team (QA), are very particular in overseeing the entire progression, such as the client and the senior officers, specialist planning and development, inspection and certification. To do this, they make sure that their members are skilled and well-prepared.

They dedicate a significant amount of their time to managing their staff and setting up meetings when they require to provide agents with instructions and rules. The company is capable of producing outcomes that are crisper and much more reliable than before due to its rigorous planning.

The board successfully collaborates with the affiliates to offer clients incredible support, just like we, its leading expert organizations, accomplish in the most straightforward circumstances. The organization's request admin team is made up of people who are all competent of handling requests and who have a wealth of expertise in the presenting

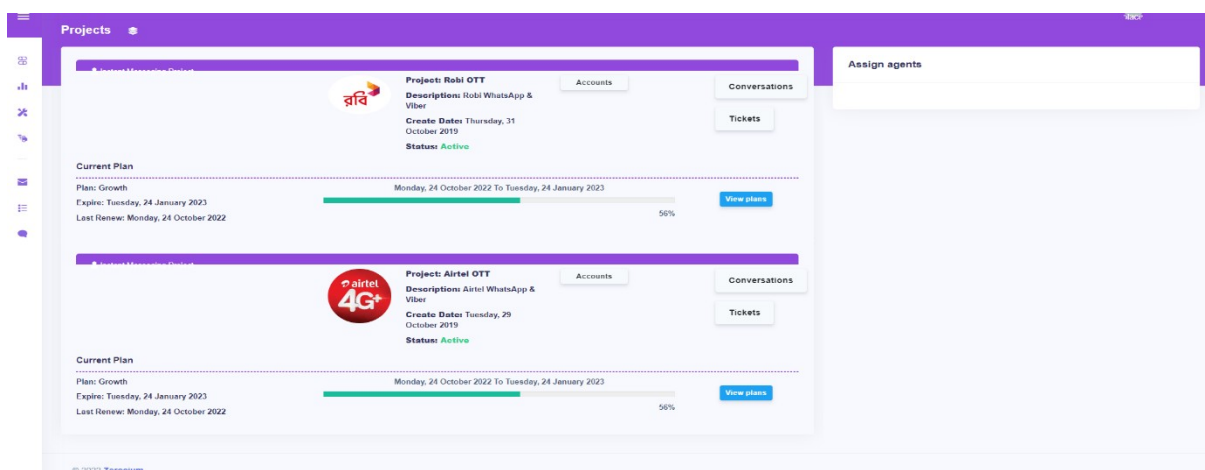
industry. Partners stay motivated by expanding and merging data in order to handle endless consumers. The meticulous and accurate design enhances the system in all aspects.

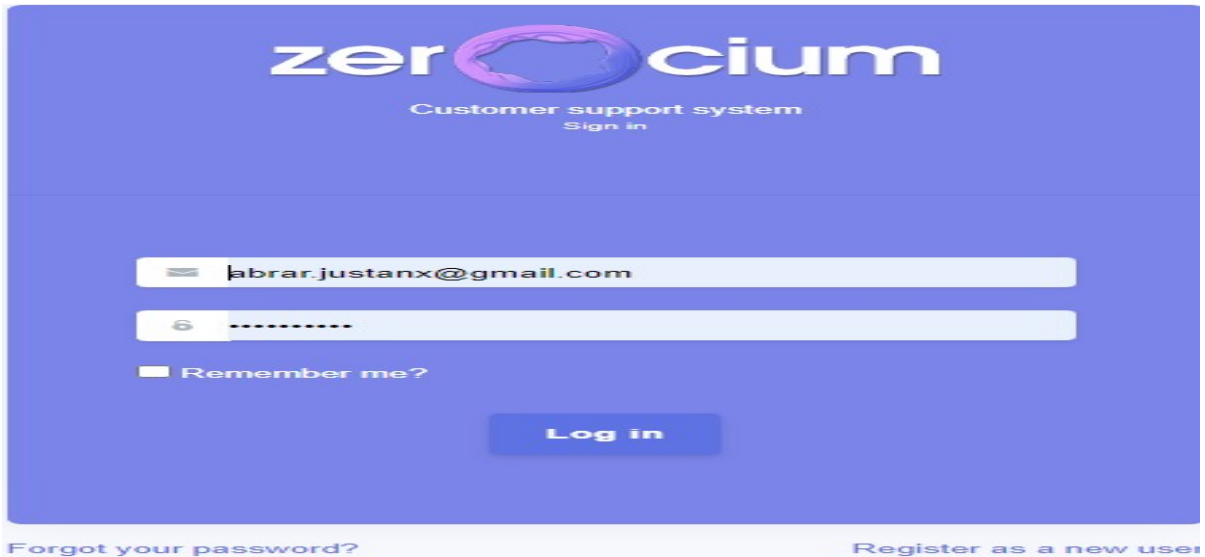
2.4 Marketing Practices

2.4.1 4Ps of X-Integrated Marketing Agency

Product: In the company, we utilize customized software called zerocium to keep hold of Robi and Airtel customers. This technology offers customer conversation resources for planned events focused on advanced advertising. People on social media may utilize zerocium to view all of the inquiries that have been made about this item and also how they stack up against others.

Figure (1): Zerocium





Price: For every in-depth issue resolved correctly and each commitment inquiry answered correctly, X Integrated Marketing Agency is anticipated to receive BDT 5 and BDT 1.5 respectively. The evaluation, therefore, is now a personal concern for our agency. For instance, the IT department requires an annual maintenance charge from Zerocium users in order to maintain the device. The secrecy prevented us from finding out more information about the expense of the service.

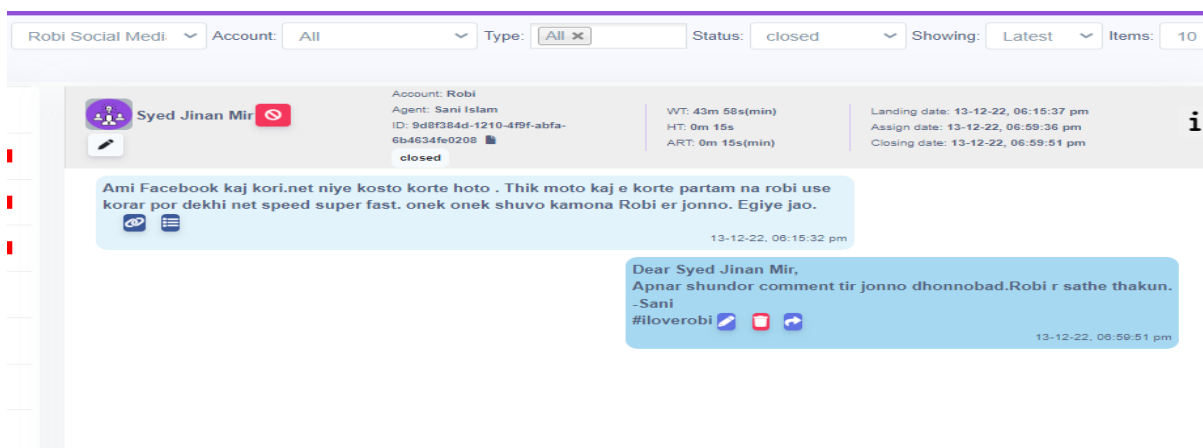


Figure (2): Demonstrating an elaborative comment

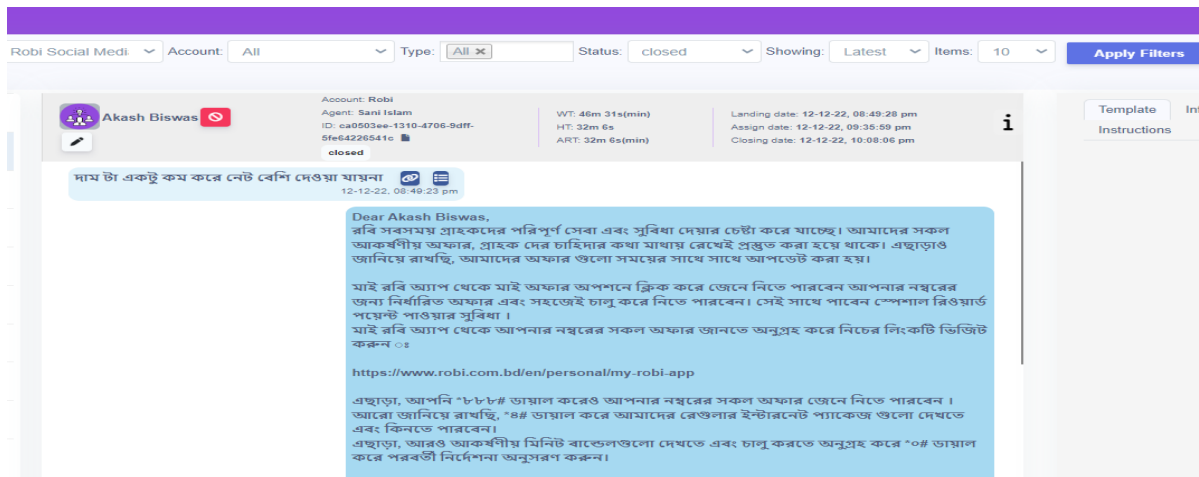


Figure (3): Demonstrating an engagement comment

Place: It is situated in Mohakhali DOHS. Most of the time, the agency's workstation structure does not affect customer service since we have the specific thing that leads us to make an appearance to every customer through mobile phones. The recently stated technology, that we use to communicate with our customers and provide them with the support they need, is indeed the work of the product designers.

Promotion: The only promise made by X Integrated Marketing Agency is to help other big or small businesses with the daunting tasks they must do in a short amount of time. This decision is considered both for the agency's own progress and in its capacity as a public affairs department. The lecture by our Director of Business Solutions made it quite evident that time restrictions are the main obstacle to doing our jobs at X. If we can deliver excellent service and customer satisfaction, word-of-mouth from our users will help the business grow. It is quite crucial to understand that the marketing firm's real work benefits the client's business and staff.

2.4.2 Integrated Marketing of X-Integrated Marketing Agency

The four major departments of X Integrated Marketing Agency Limited provide the majority of the assistance.

1. Campaign Preparation Period: This firm's activity is largely focused on more sophisticated exhibiting strategies, including creating new channels for a variety of enterprises to reach the market, specifically via online media.

2. Client & Service Management Team: This team uses a variety of automated promotional techniques to create and manage the institutional framework of the brand. They have special ways of responding to customer requests, as well as an impromptu strategy for boosting their image with a wide spectrum of targeted buyers. They will mostly be in charge of planning and carrying out constrained promotions for various businesses, particularly online.

3. Creative Team: The advanced material on all of the client's digital media channels is the team's responsibility. Information dissemination via many media, including static postings, promo clips, internet streaming advertisements, and TVC is the responsibility of employees who are committed to their profession. This cohort has to be kept informed of all the latest trends while also keeping in mind the company's image and communication strategy.

4. Query Management Team: I'm working here as a part-time employee. Regardless of the fact that choosing questions is their main responsibility, this team also plans correspondence samples, develops test designs, trains the commitment authorities, and eventually prepares them. Our IT staff maintains all Airtel, Robi hardware, data, and updates in one spot for our usage. In addition it enables us to progress more easily and increases our precision. In subsequent conversations, this area will be expanded extensively. Last but not least, and maybe most crucially, this team can be trusted to write supportive comments on their intended brands on public events that attract customer segments with related interests, a practice referred to as area nurturing.

Figure (4): The most renowned clients of X Integrated Marketing Agency

WE SERVE



2.5 Financial Performance

All money that is received belongs to the X Integrated Marketing Agency Limited money and registrar's office. In this area, we're concentrating on -

- Board financing,
- Assessment Sheets,
- Monthly cash flow
- Loans or early payments used to transfer money between departments
- Preparation of monthly transactions
- Tax interpretations

One of this firm's primary responsibilities is payroll. As a consequence, the delegates are prohibited from revealing the data that this office has. I could not compile all of the necessary information since it was a barrier to me in this aspect.

2.6 Operations Management & Information System Practices

2.6.1 Operation Management

There are several fundamental rules and policies that are part of X Integrated Marketing Agency's organizational standards.

Human Resource & Administration:

This team often manages the human resources for X Integrated Marketing Agency. To assure that each individual is on the same track, a discussion with the governing board is imperative. Mr. Mirza Shams is in charge of the human resources. A significant amount of his employment entails duties like monitoring of all the professional expertise, providing ID cards to fresh recruits, enlisting current workers by putting their names into a digital system, arranging incentive and evaluation programs for full-time representatives, awarding certifications of accomplishment to employees who have finished the internships, and other similar activities.

2.6.2 Information Technology System

Due to its emphasis on information and technology, the organization has a significant advantage over its rivals. The departments of accounting, human resources and IT systems at X Integrated Marketing Agency Ltd are always on hand to offer specialist assistance to the many various departments within the company. Additionally, X Integrated Marketing Agency utilizes its own technology to interact with the whole workforce, finance, administration, requests, evaluation monitoring, and information sector. As the business expands, temporary employees and managers continue to play a role in making sure that everyone's rights are upheld.

2.7 Industry & Competitive Analysis

2.7.1 SWOT Analysis of X Integrated Marketing Agency

STRENGTHS 1. Delivering high-caliber services while expanding. 2. A well organized and qualified crew. 3. Great office environment.	WEAKNESSES 1. Reactionary to criticism. 2. Low-effort activities. 3. Failing to keep good workers.
OPPORTUNITIES 1. Create an effective link with well-known companies. 2. Recruiting new grads. 3. Create diverse business ties.	THREATS 1. The amount of taxes levied by the govt. is continually rising. 2. Local conflicts emerging 3. A global pandemic and a recession in the economy

Table (2): SWOT Analysis of X Integrated Marketing Agency

2.7.2 Porter's Analysis of X Integrated Marketing Agency

The analysis of Porter's five forces show where X Integrated Marketing Agency stands in relation to its rivals. You may read in-depth dialogues regarding each of the five forces of my business here.

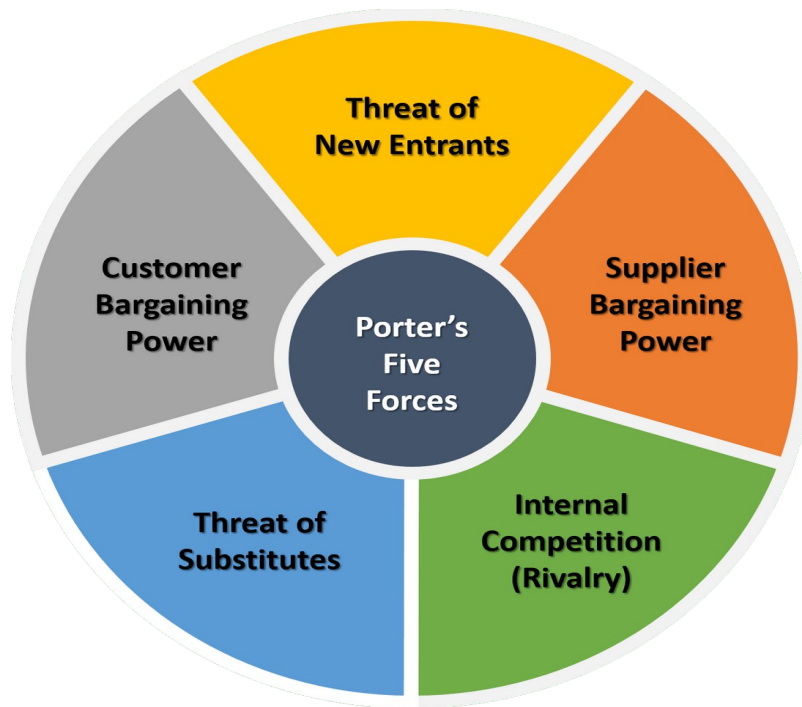


Figure (5): Porter's 5 Forces Model of X Integrated Marketing Agency

Threat of New Entrants –

As a consequence of technological and digital marketing advancements, new businesses are forming each year. Each business is attempting to set itself apart from the competitors as industry competitiveness has increased.

Bargaining Power of Buyers –

There is no doubt that clients and buyers are assertive while bartering more than they are supposed to be. Whatever the case, Bangladesh's setup aims to provide us with the freedom to act in conformity with the requirements and guidelines of the clients.

Bargaining Power of Suppliers –

One of the primary suppliers should have been paying the developers who operate the Query Management Team on an annual enrollment premise. Due to the abundance of these specialized organizations worldwide, the electricity supply is reduced.

Rivalry among Existing Competitors –

If a customer establishes their high-level development section and demands administrative employees, whom they would not need to monitor, the risk of substitution is minor. Unless the receiver is wholly unsatisfied with the present service, switching providers might be problematic.

Threat of Substitutes –

The main city of Bangladesh, Dhaka, which is the center for internal strife, dominates the nation's digital advertising market. Among the top businesses for originality and efficiency is X Integrated Marketing Agency.

2.8 Recommendations

- Work to retain knowledgeable professionals on the books and lessen the frequency of layoffs.

- Attempt to regularly award low-maintenance employees with an honorary badge.
- The asset that the board considers to be exceptional needs to have an unequalled, precise, and unmistakable design.
- Officers should be provided with a motivating factor design who have lot of experience and work days.

Chapter 3

Project:

Customer engagement on social media to improve brand loyalty

3.1 Introduction

I worked as a Junior Engagement Officer at X- integrated marketing agency, throughout my job period. My main responsibilities were handling the customer engagement of Robi & Airtel. I've had the chance to learn all the abilities I need to negotiate with customers during this time frame, observe precisely whatever the customer is requesting, and create the required precedent for communications to come to a mutually beneficial contract that satisfies their demands. I've made the decision to stick with this topic for the duration of my report for my entry-level employment based on my prior experience.

Social media sites may be utilized to help companies and businesses engage with clients in a variety of ways. They can raise awareness of the brand, encourage purchases, and make it simple and easy for consumers to do so, or respond to customer service concerns and issues (Stone, 2013). Mangold and Faulds (2009) specifically proposed that social media will be a crucial feature in upcoming integrated marketing approaches by acknowledging that companies no longer only communicate to individual customers but also connect with one another about businesses via social networking site. Their findings show that engaging with customers via social media can be a big next thing as you have the opportunity to gain customer loyalty through social sites.

3.1.2 Literature Review

The primary goal of social media platforms for brands is to maintain close contact and forge better bonds with customers (Santos, Z. R., Coelho, P. S., & Rita, P, 2021). Social media platforms can be used in a wide range of ways to assist brands and businesses in engaging with customers. They can promote the brand, get people to buy, make it easy and convenient for them to buy, or handle customer care issues and complaints (Stone, M., & Woodcock, N, 2013). Brands will profit from regular and constant customer connection, according to the interaction marketing paradigm (Santos, Z. R., Coelho, P. S., & Rita, P, 2021). Digital advertising is now one of the most effective methods for engaging customers. Advertising is an endeavor at innovation that modifies or alters the consumer's perception of the product in their imagination and impacts their decision to purchase a branded service. Advertising appeal serves as a source to pique the viewer's psychological desire to purchase (Fatima, S., & Lodhi, S, 2015). Applications for social media transcend well beyond the fundamental use situation of individual contact as part of their blazing societal and financial success. Customer assistance, which was formerly presumed a private dialogue between a client and a service person (representative), nowadays can occur through open social media networks, is an intriguing usage example for social networking sites in this aspect. We investigate the link between conversational effect and pleasure with social media client service. Considering effective assessments of both clients and agents, the goal is to forecast customer loyalty (Herzig, J., Feigenblat, G., Shmueli-Scheuer, M., Konopnicki, D., & Rafaeli, A. 2016, July). Early on in the development of internet media, academics recognized the influencer marketing phenomenon (Stubb, C., 2019). By recognizing that businesses no longer only speak to individual consumers and also engage with each other about businesses through social media, Mangold and Faulds (2009) particularly suggested that social networks will be a major element in upcoming unified marketing techniques. It demonstrates an initial reinforcement of the effectiveness of digital word-of-mouth inside the marketing and advertising sectors, where influencers on social platforms are crucial (Stubb, C., 2019). Lou, C., & Yuan, S. Claimed influencer marketing has more potential and impacts on the new era of marketing as it helps to identify the needs and provide solutions by creating campaigns to raise awareness (2019).

3.1.3 Objectives

Broad Objective:

- How Positive and timely customer engagement on social media gained more users for brands.

Specific Objectives:

- Advertisements to motivate the behavior of target audiences.
- Customer service team on social media to ensure digital engagement.
- Influencer marketing team to set trends and create social media campaigns.

3.2 Significance of the Study

As we know from our common sense that people show more loyalty towards those brands that take care of their customers seriously. Nowadays brands can reach their customers through social media as customers can be found easily on these platforms. Hearing the issue of the customers and solving those issues can be helpful to improve brand loyalty. In this study, I will try to explain how positive customer engagement on social media helped brands to gain customer's loyalty.

3.2.1 Methodology

The internship paper was compiled using both primary and secondary sources. The primary sources of information include an online survey, as well as my opinions and observations from the internship at X Integrated Marketing Agency. I have used secondary data to help me identify the situation better.

I didn't incorporate items like annual reports and financial figures that aren't accessible to the general public since I did not get access to it through my employer, my supervisor, or the internet.

Primary sources of data:

- Online Survey
- Personal Experience

Secondary sources of data:

- Internal data: Internal company information gathered by supervisors
- Website of the company
- External data: Articles, websites, and research papers

3.3 Findings & Analysis

My report's main point is customer engagement on social media helps to improve brand loyalty. Primary data (experiences of internship & survey results) and secondary data through external and internal sources served as the foundation for this analysis.

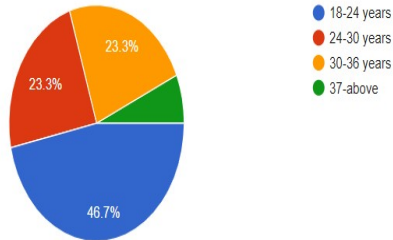
3.4 Results of the Survey

30 employees from X-Integrated marketing agency took part in this survey, including 16 part-time employees and 14 full-time employees, with 14 respondents in the 18-24 age group, 7

respondents in the 24-30 age group, 7 respondents in the 30-36 age group and 2 respondents in the 37 and above age group.

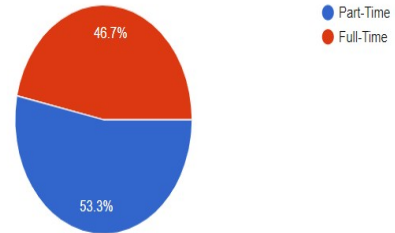
What is your age group?

30 responses



What is your employment status?

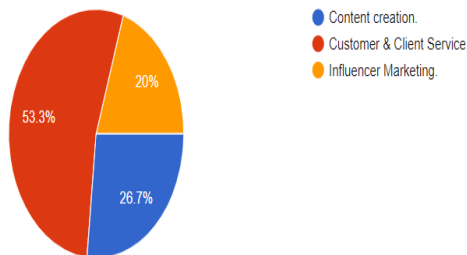
30 responses



Between these 30 respondents, 8 people work in the content creation team, 13 people in the customer and client service team and 6 people in the influencer marketing team. All these 30 employees believe that advertisements motivate audiences.

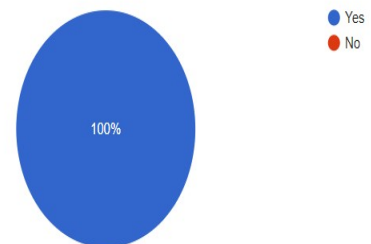
In which team do you work? (Airtel, Robi)

30 responses



Do you think advertisements motivate audiences?

30 responses

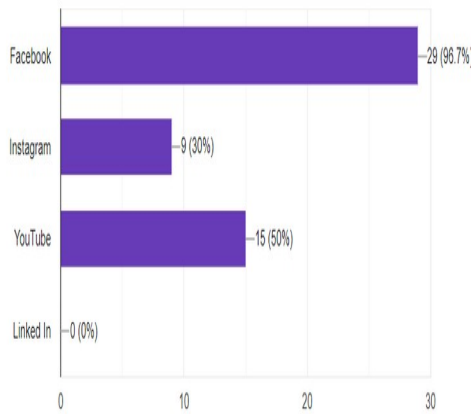


96.7% of respondents prefer Facebook, 30% prefer Instagram and 50% people prefer YouTube for advertising the content of the brands. They believe it is easy to find target audiences on social media. Also, it is cheaper than TVC and it is much easier to convince the audiences. Furthermore, some of those respondents indicate the fact that there are fewer rules and restrictions in social media advertising than in TVC.

Which channel do you prefer for advertising your brands?



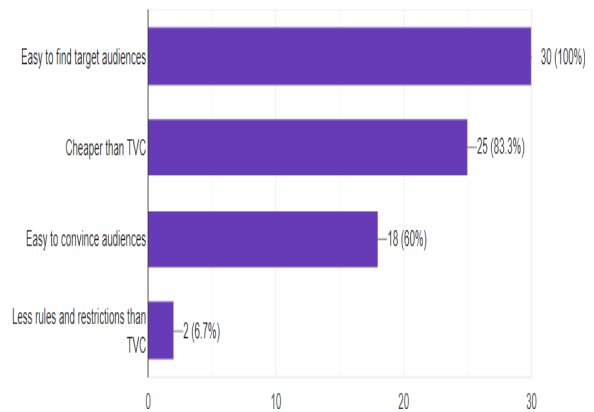
30 responses



Which factor motivates you to advertise on social media?



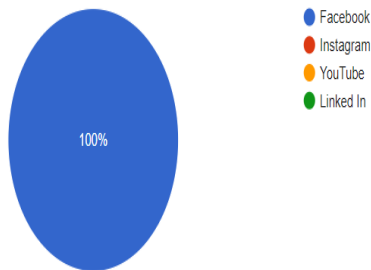
30 responses



100% of respondents said that they got the best response from customers on Facebook. When they were asked about whether timely customer service on social media helps to acquire more customers or not then 89.7% of respondents strongly agreed on the point that they believe timely customer service engagement acquires more customers. 100% of respondents believe that customers are happy with the social media customer service.

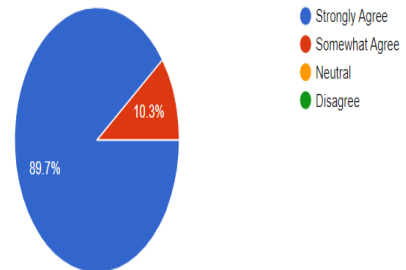
From which channel do you get the best responses for the brand Robi & Airtel?

30 responses



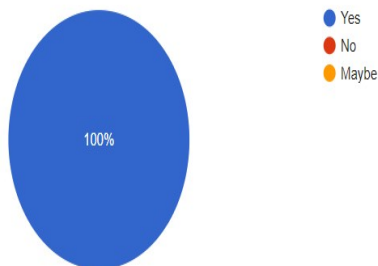
Do you agree timely customer service on social media acquires more customers?

29 responses



Do you think customers are happy with social media customer service?

30 responses

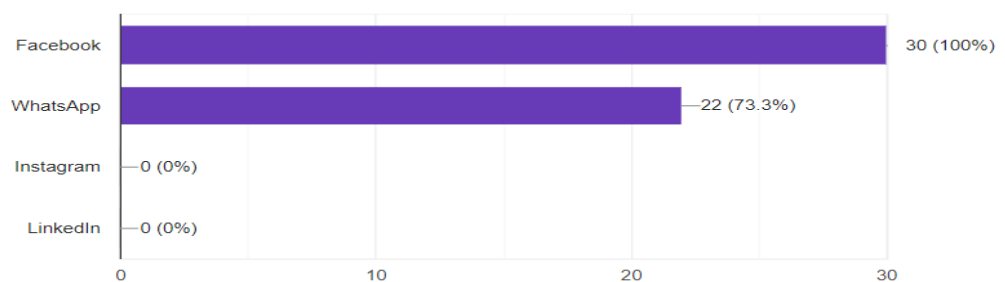


100% of respondents' share that customers mostly share their issues on Facebook and 73.5% of respondents also mentioned WhatsApp as the medium of issue resolving medium. 79.3% of respondents agree with the statement that Robi & Airtel getting more loyal users because of positive customer engagement. In this matter, 17.2% of people somewhat agree and others were neutral. However, there were not any disagreements on this point.

In which channel do customers mostly share their issues?

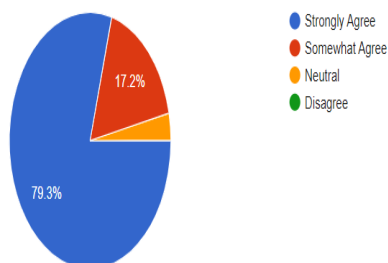
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30 responses



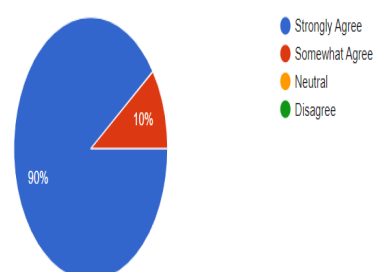
Do you agree Robi & Airtel getting more loyal users because of positive customer engagement?

29 responses



Do you agree social media influencers play a crucial role to create trends on social media?

30 responses



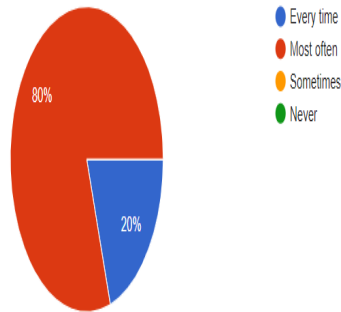
90% of respondents strongly agreed on the point that social media influencers play a crucial role to create trends on social media and the other 10% of people also have a positive mindset on this matter.

80% of people believe that social media campaigns become successful most often because of influencer marketing and 20% of people believe that always influencer marketing is the key reason for the success of social media campaigns. They believe social media trends depend

on influences. As they have followers they can influence them and create awareness about the campaign which leads to the success of the campaign.

How often social media campaigns are successful because of influencer marketing?

30 responses



Why do you think that influencer marketing is important to set trends on social media?

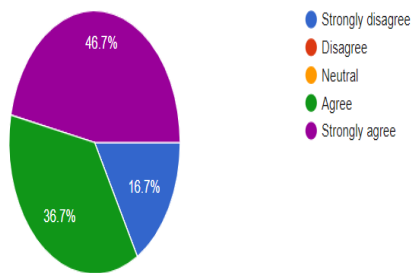
4 responses

- Social media trends depend on influencers. As they have followers they can influence them and create awareness about new campaign.
- It has the capacity to convince young generation. It creates awareness about the products.
- They have the capacity to capture the market and understand the market. Analysing the market they create social media campaigns which helps to set trends on social media
- Trust

There were positive decisions when respondents were asked about whether customer engagement on social media improves brand loyalty or not. 46.7% of respondents strongly agreed and 36.7% of respondents have a positive mindset that social media customer engagement helped the brand to improve brand loyalty. Also, they believe advertisements can pursue a customer as it educates them, motivates them and creates the need for the product or services.

Do you agree on Customer engagement on social media improves brand loyalty?

30 responses



Why do you think advertisements can pursue a customer to purchase the service/goods?

5 responses

- It educates customer about the product. Motivates the customers
- It motivates customers and it helps to identify their needs
- Motivates customers, educates customers about products
- It creates the need
- It convinces them.

3.4.1 Findings from the survey and personal observation

- According to my observation and the survey, I found that customer preference is changing rapidly. To know what they need it is important to build up a strong presence on social media as it helps to capture a huge audience and understand their preferences.
- It is important to develop the product regularly but it is also important to know the issues of customers. The social media platform is the best way to communicate with customers. When customers feel that brands are resolving their issues and appreciating their thoughts then they feel more connected to the brands.
- Social media helps to find out the target audience easily. It is cost-effective and updated. From marketing the products to resolving the issue of customers can be possible in a single platform which is a blessing for a brand.

3.5 Summary & Conclusion

During the internship period at X-Integrated marketing agency, I clearly understand that in this data-driving world it is not so tough to convince someone to buy your products as you have each and every piece of information about customers. However, making those customers loyal to your brand is the real challenge. There are so many options for the customers but customers prefer those brands that care for customers. Communication with customers is key here even if they are not buying from you anymore. Social media platforms are the easiest way to reach customers. Recently a statistic of Meta showed 44.70 million users from Bangladesh are using the Meta Universe which includes Facebook, WhatsApp, and Instagram. From this stat, we can see the unbelievable potential market. Within ten years the scenario of traditional business will be changed. Those who will be able to satisfy their customer's needs thinking of each and every customer in their mind they will capture the market. Social media engagement is the key way to understand the potential customers in Bangladesh.

3.6 Recommendations

I have the following recommendations as an outcome of my study and employment at X-Integrated marketing agency:

- Regardless of how big or little your company is, you need to be active on social media. Customers are always drawn to newly updated pages since they provide the impression that they are available 24/7.
- To guarantee that their website is accessible to clients around-the-clock, they should employ a full-time crew. However, the majority of companies supplement their internal personnel by using a staffing agency's operations.
- A company's strategy for digital marketing and community engagement nowadays has the power to make or break its image.
- Employing an agency with the skills and experience required to handle web pages properly is preferred for businesses.
- When answering inquiries, be kind and appropriate. Customers will become dissatisfied if you move too quickly.

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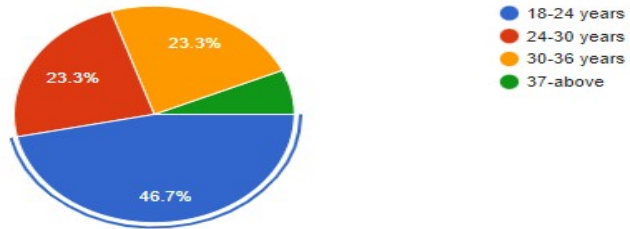
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Appendix

What is your age group?

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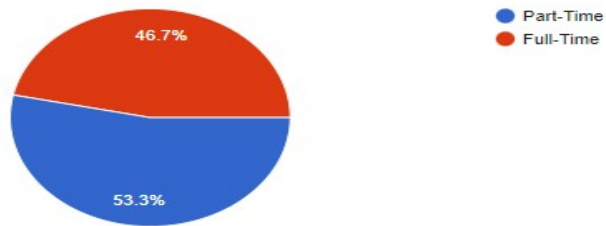
30 responses



What is your employment status?

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30 responses



In which team do you work? (Airtel, Robi)

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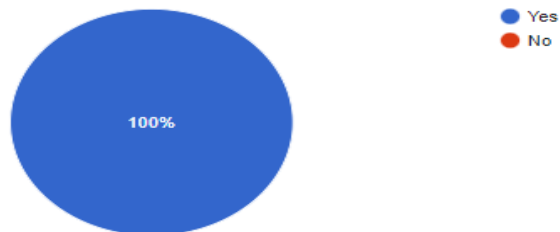
30 responses



Do you think advertisements motivate audiences?

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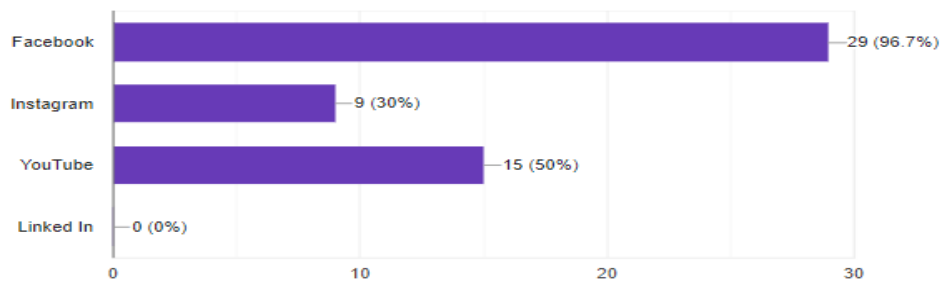
30 responses



Which channel do you prefer for advertising your brands?

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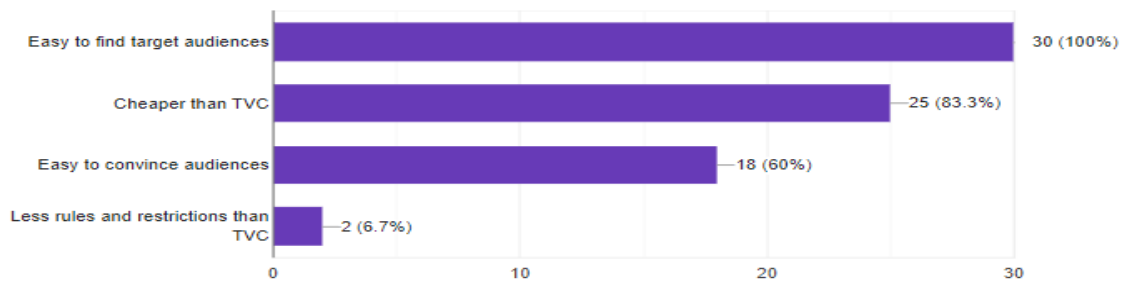
30 responses



Which factor motivates you to advertise on social media?

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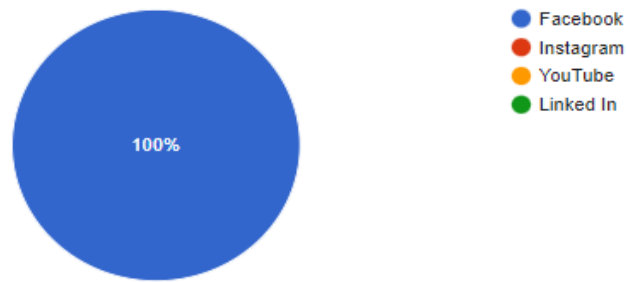
30 responses



From which channel do you get the best responses for the brand Robi & Airtel?

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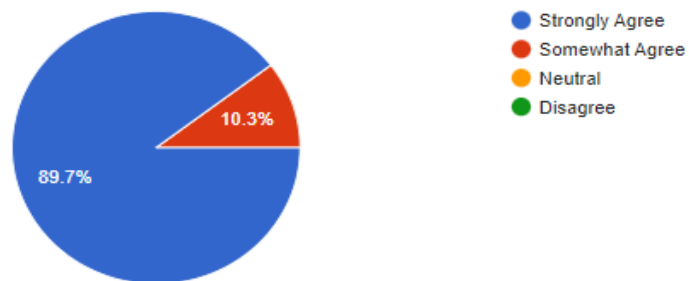
30 responses




Do you agree timely customer service on social media acquires more customers?

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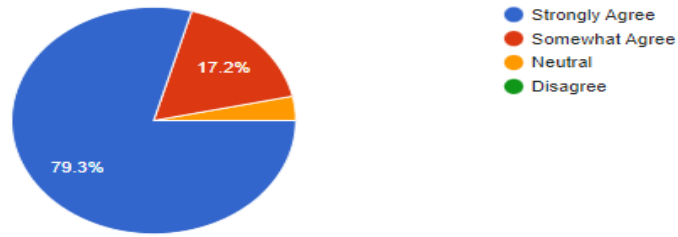
29 responses



Do you agree Robi & Airtel getting more loyal users because of positive customer engagement?

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29 responses



Why do you think Customer service team is inseparable part of this engagement process?

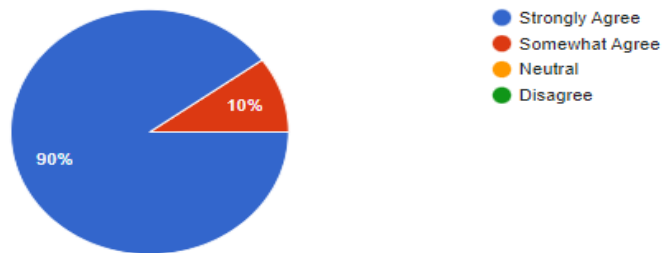
4 responses

- To know the issue of customers and solve their issue on a regular basis.
- They resolve the issue of customers and find out the issues which can be helpful to design marketing campaign
- This team helps to findout the issue and take necessary steps to resolve the issue.
- Because they are the front liners to communicate with customers.

Do you agree social media influencers play a crucial role to create trends on social media?

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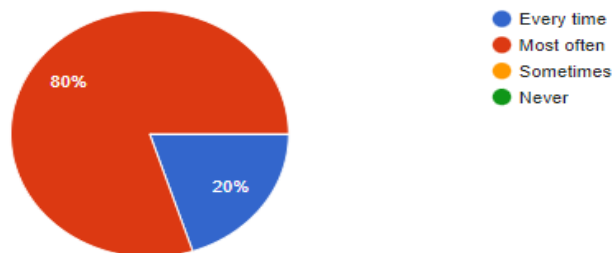
30 responses



How often social media campaigns are successful because of influencer marketing?

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30 responses



Why do you think that influencer marketing is important to set trends on social media?

4 responses

Social media trends depend on influencers.As they have followers they can influence them and create awareness about new campaign.

It has the capacity to convince young generation.It creates awareness about the products.

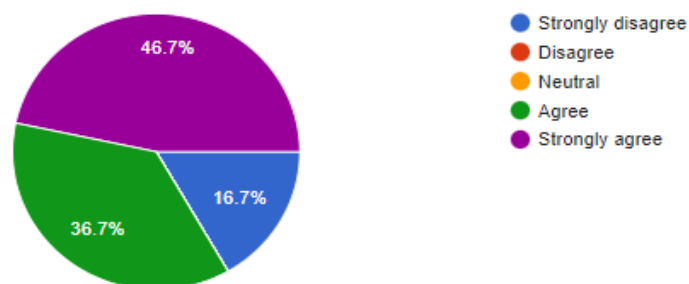
They have the capacity to capture the market and understand the market.Analysing the market they create social media campaigns which helps to set trends on social media

Trust

Do you agree on Customer engagement on social media improves brand loyalty?



30 responses



Why do you think advertisements can pursue a customer to purchase the service/goods?

5 responses

It educates customer about the product.
Motivates the customers

It motivates customers and it helps to identify their needs

Motivates customers,educates customers about products

It creates the need

It convinces them.

