

# Report On

Factors effecting customer experience towards E-VALY Bangladesh.

By

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14104030

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  
October 2020

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## **Declaration**

It is hereby declared that

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

**Student's Full Name & Signature:**

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**Nafiza Ahmed Suchona**  
14104030

**Supervisor's Full Name & Signature:**

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**Riyashad Ahmed**  
Assistant Professor of Finance &  
Program Director, Executive MBA  
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BRAC Business School, BRAC  
University.

## Letter of Transmittal

**Riyashad Ahmed**

Assistant Professor of Finance &

Program Director, Executive MBA (EMBA)

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on **Factors effecting customer experience towards E-valy Bangladesh.**

I am Nafiza Ahmed Suchona a regular student of BRAC University, I am really happy that I am being able to submit my internship report on “Factors effecting customer experience towards EVALY Bangladesh” to complete by Bachelor of Business Administration degree, from BRAC Business School, BRAC University.

It was a great opportunity and a valuable experience for me to get involve in the organizational world and I am grateful for giving me such an opportunity to gain real-world understanding of working in a reputed organization EVALY.

I, therefore, express my wholehearted thanks to you for your kind supervision, guidance and co-operation for building up this report.

Yours Sincerely,

---

Nafiza Ahmed

Suchona

14104030

BRAC Business School

BRAC University

Date: 15 October 2020

## **Non-Disclosure Agreement**

I understand that during the internship time, I have gained access to various information from E-valy.com Limited some of which may contain sensitive information and may not be disclosed. I recognize that I am still committed to protecting the confidentiality of implied or explicit information and will deliberately not reveal any of that information, both during and after my internship time.

**Intern's Full Name & Signature:**

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**Nafiza Ahmed Suchona  
14104030**

**Organization's Supervisor Full Name & Signature:**

---

**Sumaiya Hossain  
Assistant Manager  
E-VALY.com  
Limited**

## **Acknowledgment:**

At first, I would like to express my sincere gratitude's toward Allah for giving me the ability to complete my report. Furthermore, I am deeply indebted to my Internship Supervisor Riyashad Ahmed, Assistant Professor of Finance & Program Director, Executive MBA (EMBA) for considering my problems and allowing me to take time and complete the report smoothly. In addition, I am extremely grateful to each and every person present at E-VALY for making my internship work feasible and in particular, for giving me a chance to increase my awareness of how to work in any organization and how they function.

Lastly, I would like to thank my family and friends who helped me in writing the report by providing their valuable inputs.

## **Executive summary:**

The report is based on my internship experience at E-valy.com Limited as it is the requirement for the Bachelor of Business Administration (BBA) degree.

The internship report is divided in three major parts. The first part includes my internship experience at E-valy. The second part contains the overview of the company and deep analysis of its functions and upcoming planning to achieve long term goals. However, the last part is about the topic naming “Factors effecting customer experience towards E-valy Bangladesh”.

From the survey, we can get a brief idea about the factor which is delivery has affected most of the customer experience towards E-valy. Like the percentage is about 34% of the respondent were not happy with the delivery policy of E-valy. Some of the findings from this report include how customers find refund policy, payment system, customer service, delivery etc. The level of their expectation regarding such factors has been discussed.

To summarize, we can state that E-valy successfully has created their place among top e-commerce site in Bangladesh by continually supporting customer by providing lots of attractive offers and discount.

Furthermore, my internship responsibilities and experience inspired me to work on this particular topic.

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# **Chapter 1: Overview of Internship**

## **1.1 Student Information**

Name: Nafiza Ahmed Suchona

ID:14104030

Program: BBA

Major: Human Resource Management

## **1.2 Internship Information**

### **1.2.1 Time Period, Company Name, Department, Address**

Time Period: 3 Months

Company Name: E-valy.com Limited

Department: Digital Communication Management

Address: House-08 (1<sup>st</sup> Floor), Road-14, Dhanmondi, Dhaka- 1209

### **1.2.2 Internship company Supervisor's Information**

Supervisor's Name: Sumaiya Hossain

Designation: Assistant Manager

### **1.2.3 Job Scope: Job Description/Responsibilities**

As an intern in E-valy, my main role is to be the customer contact point where they can get answer regarding there queries and confusion. First, I use to only respond to customers live chat after that I use to response the customer through email and other social media. I have always tried to give instant response to give the customer all the information they need to know in order

to prevent any miscommunications. In addition, my duty was also to coordinate with other departments if there were any product issues or product returns. I have had to follow up with customers and fix unresolved problems.

## **1.3 Outcome of the Internship**

### **1.3.1 Student Contribution to the Company**

By using the survey result which was conducted by me, E-valy would be able to gather accurate idea of customer perspective towards E-valy.

### **1.3.2 Benefit to the student**

By working as an intern, I got the chance to understand the mind of an individual customer what they think about online shopping and also about why they think like this. Got to know about the customer's expectation from an e-commerce. This training has also taught me about the e-commerce and also get to know about the advantages and disadvantages customer face in online shopping. It has also made me understand about how it can be worked in a better way in our country's point of view. It was one of the essential learning which has helped me to enhance my learning and also improved my skill which is needed for this type of industries.

### **1.3.3 Difficulties faced during the internship period**

Most of the time, customers had a lot of questions, it was hard to be prompt to provide details about the different number of items which the customer has placed order. Also, when customers are impatient or frustrated dealing with them respectfully and with ease is very difficult. It was also difficult to work because we needed some information from different departments which was really hard to collect from other department employees. Sometimes in the workplace everyone is not supportive due to which few pieces of information were not clearly provided. Due to which some miscommunication gets occurred.

#### **1.3.4 Recommendation based on observation**

For any e-commerce the most important is there customer and it needs to make sure about one thing that is instant feedback. Most of the people now a days choose e- commerce to save time, for this reason all the procedure needs to be quickly done. To make the customer happy and attracted all the departments need to be very fast in terms of problem solving. As a digital communication representative, they need to get the updated and information regarding most of the product so that they can respond to customer immediately without wasting much time. This is most important because if the representative does not have knowledge then he/she will not be able to answer queries then customer might lose his/her belief on the other hand will also doubt about the product. The most received complaints from customer is regarding refund procedure timeline and product delivery time. Lastly, if E-valy can focus on these two problems then they can hold on to old customer and attract new customers will stay by side for longer period of time.

## **Chapter 2 Overview of E-valy limited**

### **2.1 Introduction**

#### **2.1.1 Objectives**

##### General objective:

The general objective was to work on one issue which is “Factors effecting customer experience towards E-VALY Bangladesh”. In this paper some different addition work has been done regarding customers experience in online shopping.

##### Specific objective:

This study is done to understand the perspective of customer regarding E-valy. The report has discussed about the customer experience This report mainly focus on the study and the procedure regarding the experience of customers. The exact reason of this study is specified below:

- Identifying the factor that effected customer experience
- Finding the gap between organization and the customer
- Understanding the problem faced by customer while doing online shopping.

#### **2.1.2 Methodology**

The internship report was made on the experience and knowledge I have got while working in this company. In the topic selection part, I have got help from both of my academic and on-site supervisor.

Two sources of data were used those are:

### Primary Source

For primary data collection my work experience as an intern and also communication with the on-site supervisor was really helpful from there, I have gathered a lot of information which is also known as qualitative research. Furthermore, the survey was done by using Google Doc Form so that the respondent can mark their answer and it is easier to gather those data which is identified as quantitative research.

### Secondary Source

- Website of E-valy
- Publication of different articles and journals
- Online surfing for more data related to the topic

### **2.1.3 Scope**

This internship report shows the recent circumstances of the business process of E-valy.com Limited. In addition, it also includes a comprehensive analysis of “**Factors effecting customer experience towards E-VALY Bangladesh**”.

### **2.1.4 Limitation**

- Some information was withdrawn to keep in mind about the privacy of the organization
- Some respondent might have marked randomly in the survey questioner because they are so busy in their everyday life which is really difficult to get time for other thing.
- The sample size is only 50 due to time limitation.

- Since it is a growing sector, the change in this industry is uneven and sometime quick. So, the findings might be different.

## **2.2 Overview of the Company**

E-valy is an e-commerce platform that is proficient of providing any form of goods and products to every customer of Bangladesh. Customer will be able to buy product from safety-pin to an apartment building from the website. It has gathered the brightest minds of Bangladesh and provided them with the opportunity to perform to their fullest extent. All the data-mining and optimization was carried out in-house and there was no outsourcing from any company. They use 100% of Bangladeshi staff and services and hold cash flow within the borders. This is one of the platforms from where people can get everything under a single website or mobile app.

Things which separates them from other platforms of same type of company is there variety of product quality of product and also the security they provide to their customers and seller. This kind of target is set by E-valy that customer will feel so comfortable that they will not think about going to near shop rather from E-valy. There is plan of expanding once the target of Bangladesh is achieved.

E-valy is a platform where it works as a chain for the seller and also for the customer, where the seller gets the opportunities to show their products and which makes it easier for the customer to get everything at a time. E-valy main target is to increase the customer range by adding more seller. There are numerous categories of product few of them are:

- Smart Tv and Android Tv
- Motor bike
- Desktop
- Laptop

- Air condition
- Smart phone
- Refrigerator
- Home Appliance's
- Kids item
- Grocery

This are the top categories product which are being changed or modified according to customer's demand. Furthermore, E-valy Express shops which were launched during the lockdown has been a big achievement in this e commerce market. E-valy always try to look on the processes to make the customer feel easy and secure to make the online shopping appropriate for them. The payment method can be one example like they can make payment by bkash, card, bank deposit and gateway payment.

### **2.2.1 Vision**

For E-valy the vision is- "To become a leader in e-commerce by providing excellent service to seller and customers"

### **2.2.2 Mission**

Mission statement for E-valy is: They want to offer product with low price to customer among best available varieties to attempt to its highest suitability.

### **2.2.3 Objective**

Some goals that are essential on the way to achieve the vision and mission of E-valy. It also emphases on many more goals to attain it and the aims are as follows:

- To make sure customer gets amazing experience for this better experience we will work with seller to look up for better opportunities.
- Another top most target for E-valy is to get the loyal customer by giving them varieties of product to choose within reasonable price.
- By using effective training and recruitment of employees will also have an effect on the mission of the company and will also add value to the company.
- To create a comfortable working environment towards the employee for the growth and also need to motivate the employees which will lead to better outcome from employees.

## **2.3 Competitive Analysis**

The SWOT Analysis is created based on the observation while doing the internship on E-valy.

Which is given below:

### Strength

- It has a well-organized website and app as compare to other competitors.
- Products which are delivered is brand new.
- It has branded product in their website and app like Suzuki, Samsung, Walton which gives a great value to consumer.
- Highly skilled customer service representative
- Most of the product has warranty
- Bring products according to the need of customer

### Weakness



- Need to focus on advertisement so that they can reach to more customers.
- Some of the product does not have return policy.
- It's tough to run any company in a highly competitive online market where customer are getting lots of option.

### Opportunities

- It is a great chance for E-valy to grow because Bangladesh e-commerce market is also improving.
- Customer can place order any time due to 24/7 availability.
- Adding physical booth for queries and other complain might add value.
- Urgent delivery can be made to attract the customer.

### Threat

- Competitors like Daraz, Picakboo etc. are giving tough competition.
- Uneven political condition along with policy may affect E-valy.
- Few areas of Bangladesh do not have internet access so it is difficult for E-valy to enter that part of potential market sector.

## **2.4 Conclusion**

In spite of having many challenges existing in the e-commerce market and its unpredictability. E-valy, is one of the most demanding company of Bangladesh is committed to tackle it confidently and planned to become the best in this sector. As a part of it, E-valy is planning to grow the business in upcoming years by expansion its approach to introduce new product

enhancing customer experience and apprehending many types of customer. To serve the best online shopping experience. Apart from that, it is continuously working hard to ensure customer satisfaction by giving training sessions for employee so that they can make the customer feel good and do purchase.

## **2.5 Recommendation**

- For the long-term sustainability and development of the organization, concentrating on rural sales is needed.
- In order to prevent misunderstanding, mental burden and workload, correct guidance should be given to subordinates by supervisors.
- Offering exclusive goods and deals is another means of maintaining the consumer base. So, the client can just think about E-valy shopping as there is no option as well.

## **Chapter 3 Understanding the Factors effecting customer experience towards E-VALY Bangladesh**

### **3.1 Introduction**

#### **3.1.1 Background**

This internship paper is created on the topic of Understanding the Factors effecting customer experience towards E-VALY Bangladesh. Nowadays, people cannot think about their life without online shopping. This online platform has been standardized now people are getting more attracted towards. The companies maintain customer experience by seeking the feedback of the customers asking some questions to the customers and analyzing that information. These all strategies can be maintained through online. Some

customers also give some feedback regarding their point of view about E-valy which will also help the customer in the long run.

### **3.1.2 Objective**

One more reason is to complete the academic necessities for accomplishing the BBA degree and similarly to get real-world knowledge of how to work in professional sector before going into full time job in the corporate world.

### **3.1.3 Significance**

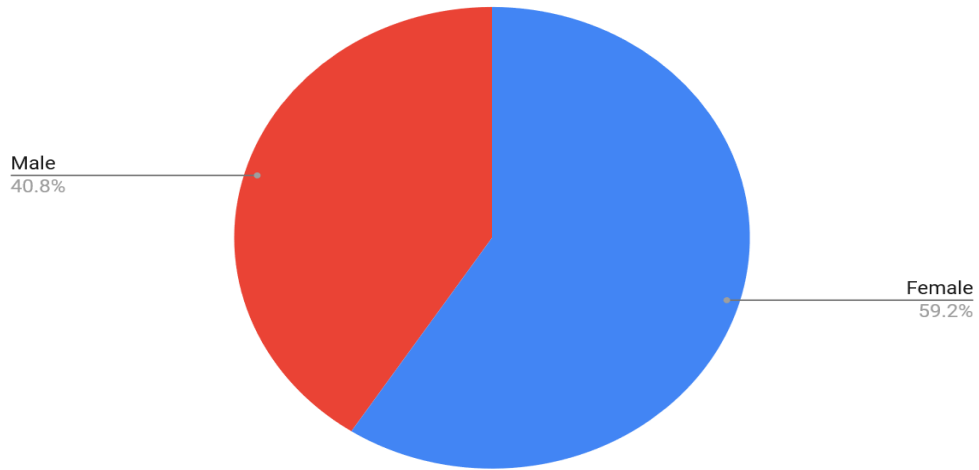
The only motive to do the research is so that the factor which affects customer the most while shopping from E-valy by this the company can get idea about which sector they need to make improvement to engage more customer. Furthermore, throughout this survey, the operation department and digital communication department can improve the quality of work to provide better experience for the customer. Therefore, it will reduce the gap between consumers and E-valy which will lead to new road to success

## **3.2 Methodology**

To understand the factor which affects customer the most while shopping from E-valy I have created Google Doc form questionnaires. After finishing making the survey questions, I forwarded those to my respondent by taking the help of Social Media like Facebook, WhatsApp etc. This is how I conducted the survey and collected information in respect to the primary source.

## **3.3 Finding and Analysis**

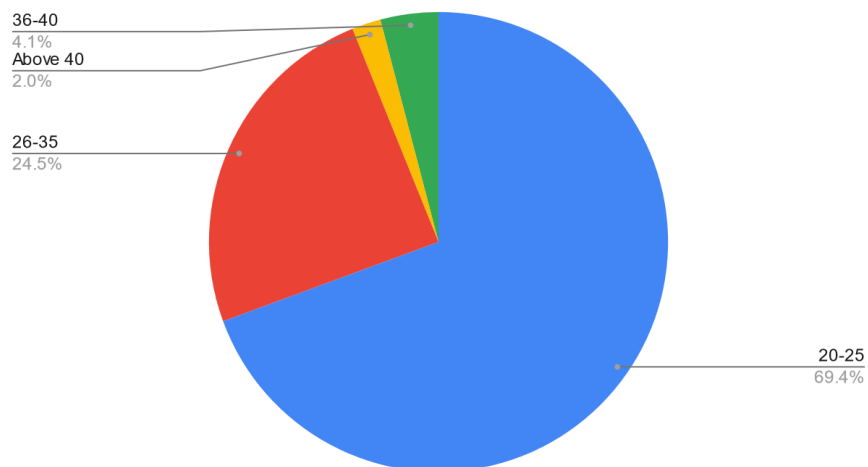
## Gender



*Figure 1: Gender*

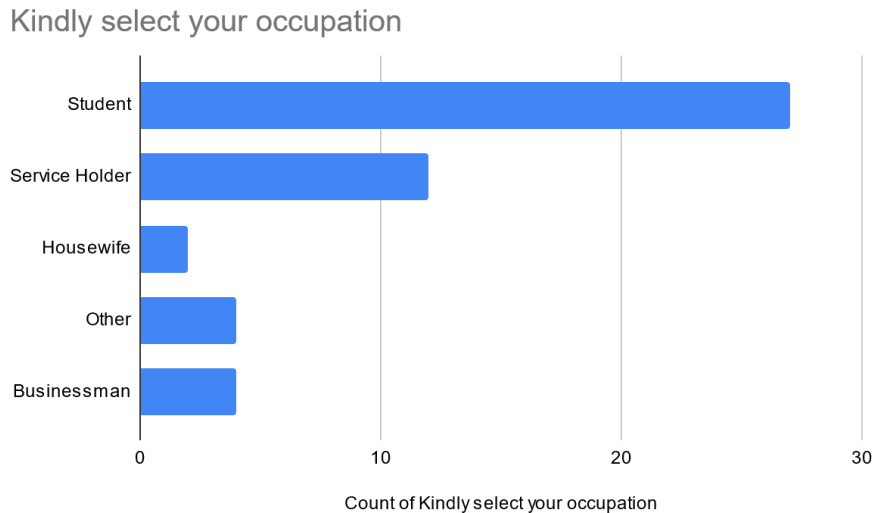
The survey was done to find customer experience and it consisted of 50 respondents. Out of those, around 60% was female and the rest 40% was male. This was mostly because E-valy has more Female customers than male for this time being. Although further analysis needs to be done to understand why the ratio varies, for this research, the survey was done on 29 female and 21 male.

## Age



*Figure 2: Age*

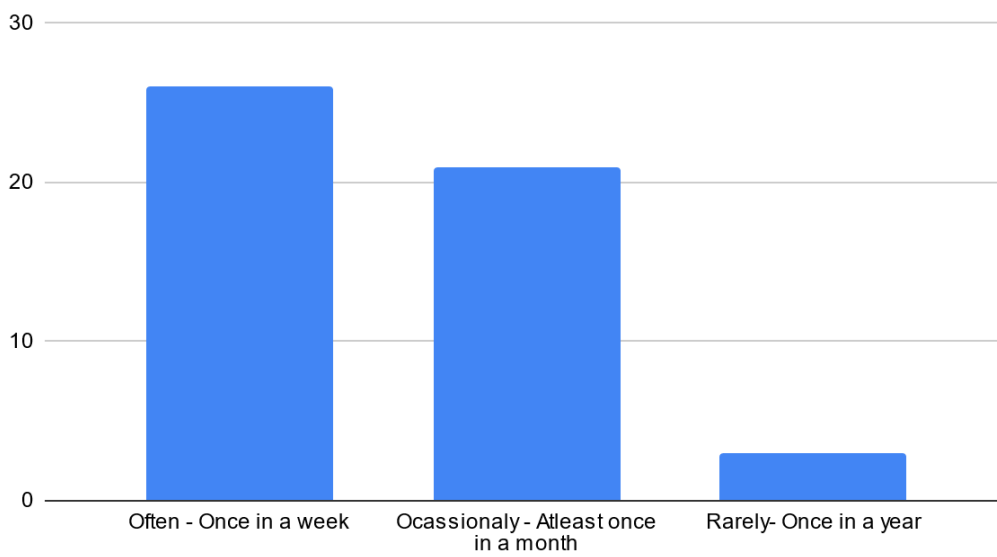
In terms of age most of the customer are from the age group of 20-25 years old whereas, the least number of participants were from the age group above 40. As the idea of online shopping is slightly new to our community, it can be seen that the younger generation are more to do online shopping whereas the are the most of the customers.



*Figure 3: Occupation*

In this survey, individuals from diverse qualified background were considered to get the complete idea of customer experience. However, out of all the respondents, majority were students. This survey reached approximately 55% students and the lowest is housewife/homemaker which is only 4%.

## Frequency of visiting e-commerce website for online shopping



*Figure 4: Frequent visit of e-commerce website*

The survey gives us a clear idea that people are getting more interested in online shopping because the percentage of people visiting e-commerce website once in a week is so high which is 52%.

### Visited the website of Evaly.com.bd ?

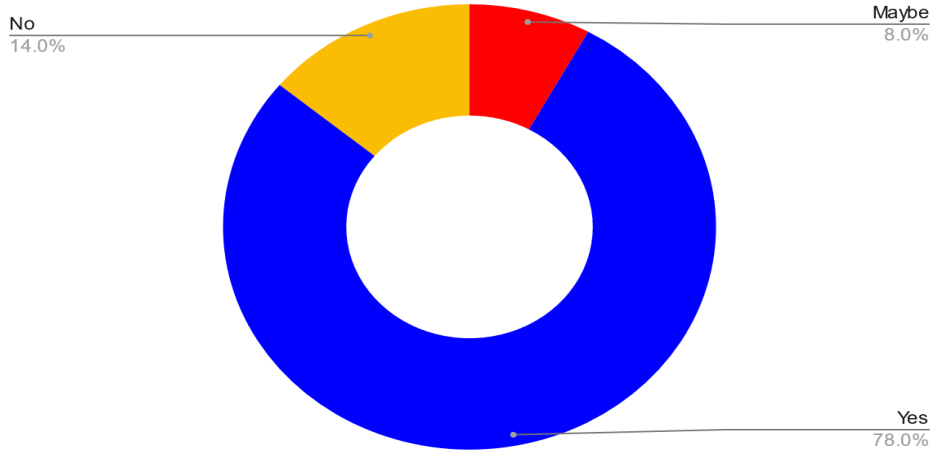
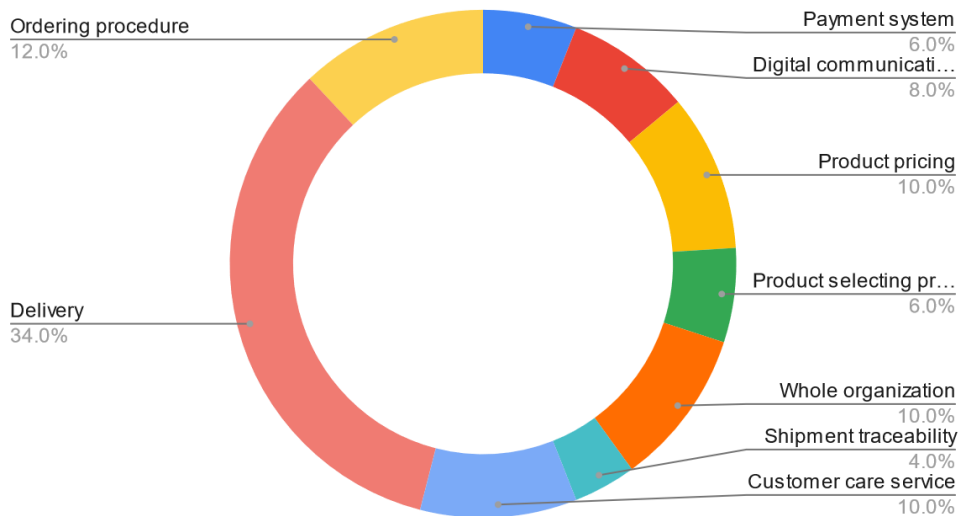


Figure 5: Visit to E-valy website

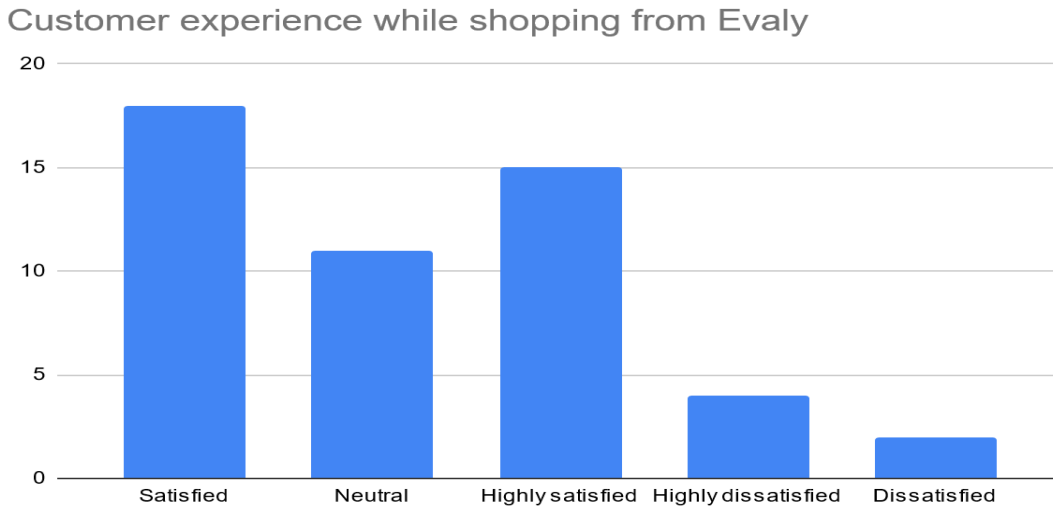
This survey is really giving a knowledge about how customer is getting attracted towards E-valy because visiting the website is one of the positive sides by visiting the website or app, they might have purchased product. Out of 50 respondent 39 of them has visited the website of E-valy.

### Factors which affect customer experience



*Figure 6: Factor which affect customer experience*

By this survey we can see that customer is not satisfied with the delivery procedure so we need to make sure customer gets product delivery on time without any hustle. The percentage is really high for delivery part which is 34%. Lastly, customer is really happy with the service of our product traceability which is only 4%.

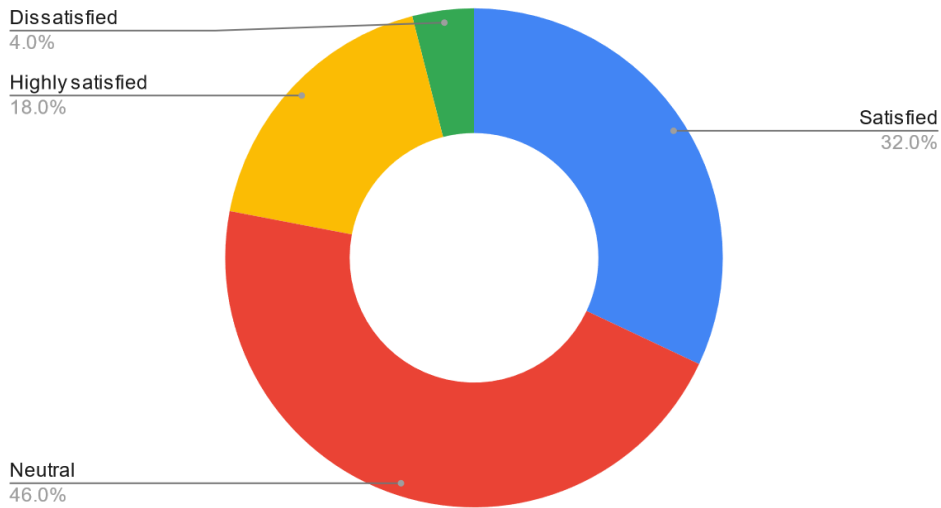


*Figure 7: Customer experience while shopping from E-valy*

By the survey we can get to know that customers are satisfied with E-valy and we have some customers who will be buying product from E-valy whether they have other e commerce as option. Because the satisfaction level is good and there are some customers who are not happy with E-valy because the highly dissatisfaction percentage is 8%.



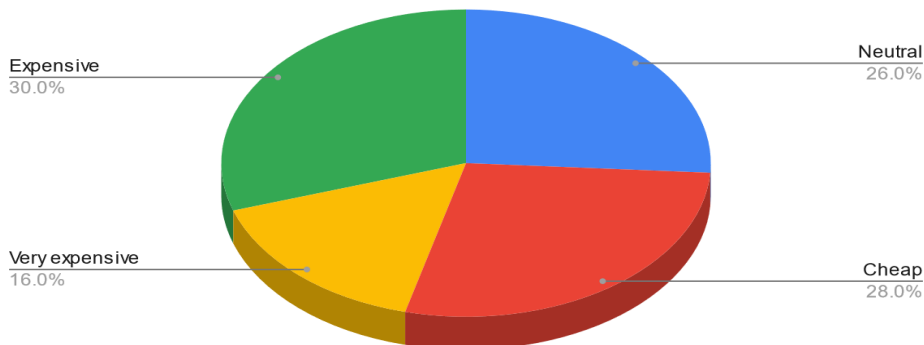
### Ordering procedure



*Figure 8: Ordering procedure*

The survey shows respondents are not very concerned about the ordering procedure because, more or less, the ordering procedure has a neutral result. The ordering procedure for most of the e-commerce sites is the same, which is why they are neutral about the ordering procedure.

### Product pricing



*Figure 9: Product pricing*

Most of the respondent said product in E-valy is expensive the reason for that is the massive price discrepancy in the e-commerce sites for example if the price of a Smartphone is 10000taka that similar product might be different like 12000taka in some other e-commerce site. The purpose for the price variation is that seller charges more commission for product which make it a bit expensive for customer.

### Product shipment traceability

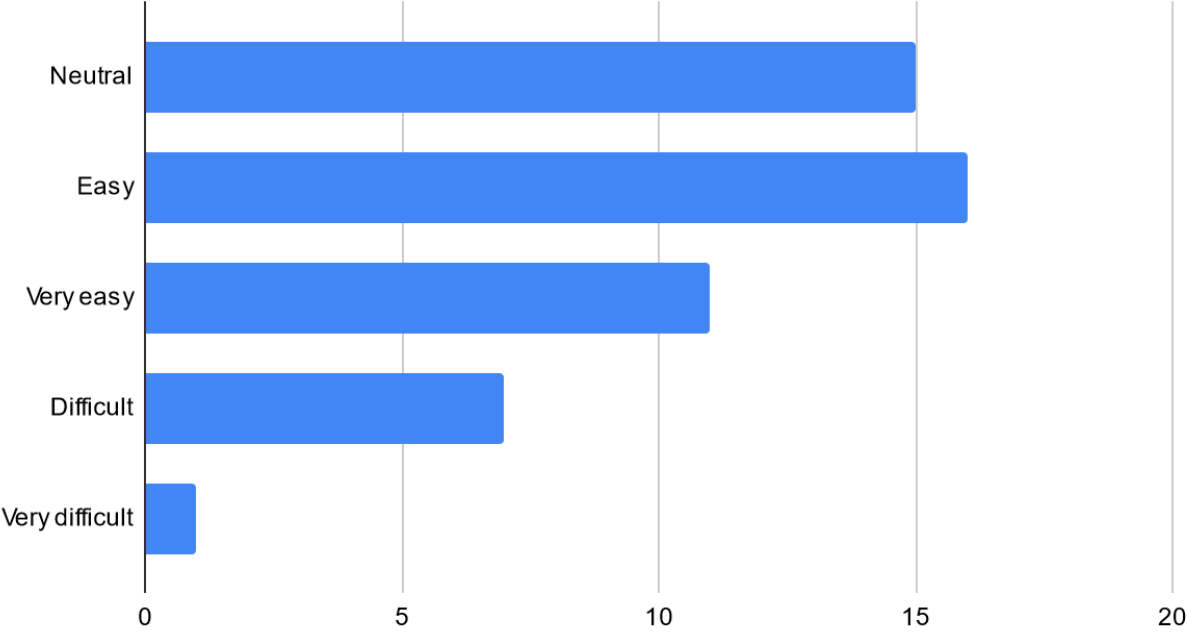
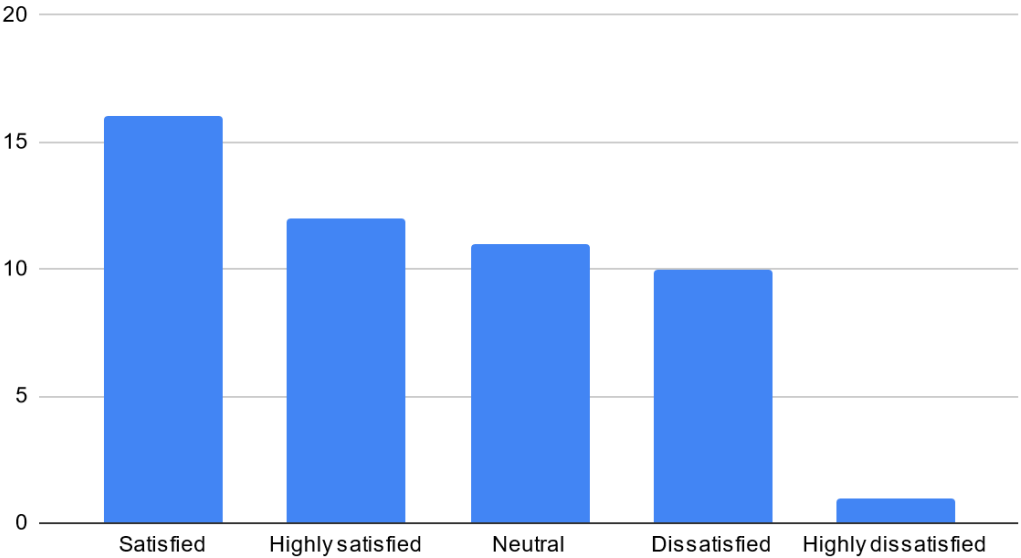


Figure 10: Product shipment traceability

By the survey we can get an idea about how product traceability works for any individuals. The survey says 2% of the people find it difficult to trace the shipment procedure whereas 26% of the respondent find it very easy.

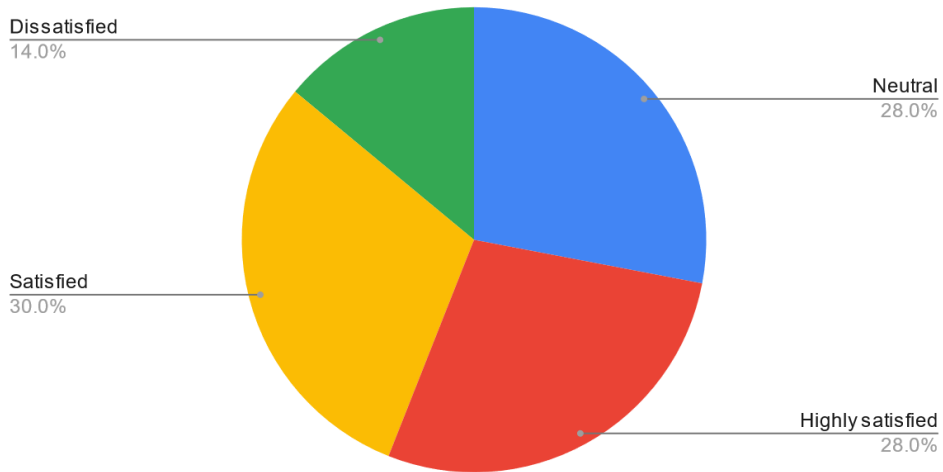
### Customer care service people behavior



*Figure 11: Customer care service people behavior*

As per customers cannot avail the chance of directly monitor the product for this reason customer service department play a very vital role by helping and by providing them essential data. From the survey it is visible that 22% said that the facility is “Neutral” besides 32% individuals said that the customer service of E-valy is “Satisfactory”. On the other hand, 2% individuals initiate that the service “Highly dissatisfied” and other 20% individuals were “Dissatisfied” with the department of customer service of E-valy.

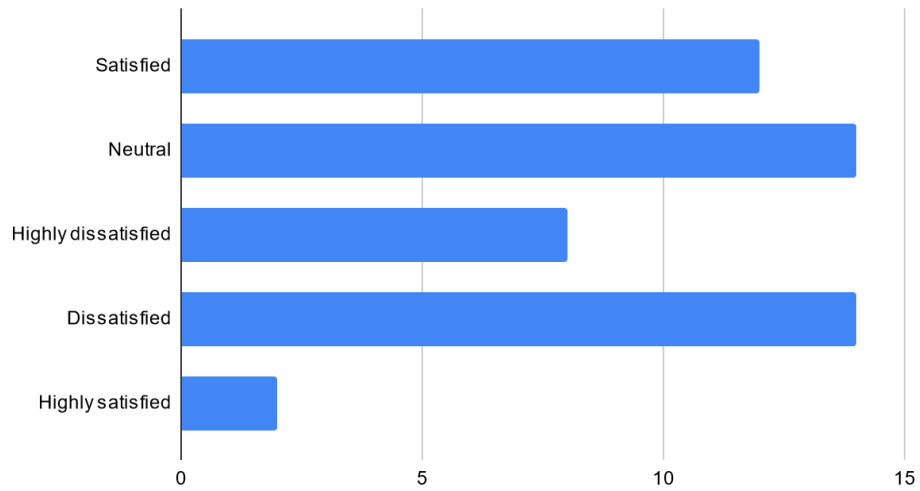
Service of digital communication team such as live chat email and many more



*Figure 12: Service provide by digital communication Team*

Digital communication department is one of the most important department for any e-commerce because nowadays people are becoming more digital so they try to get information instantly that is why the responded were ask about their satisfaction and dissatisfaction towards this depart and the response were really good 28% of them were neutral, 30% of them were satisfied and 14% were dissatisfied no one was highly dissatisfied with the service provided by this team.

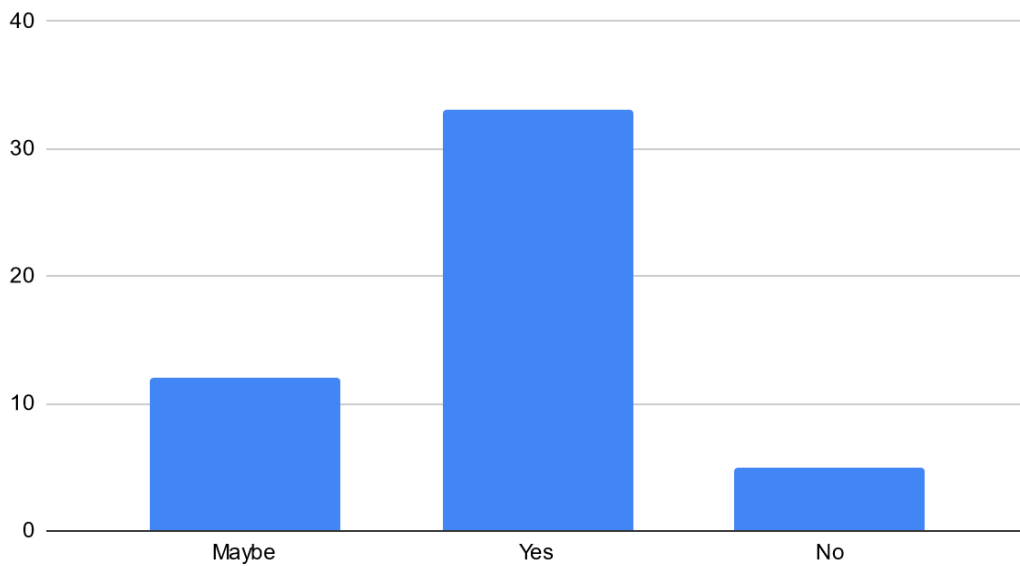
### Product delivery time



*Figure 13: Product delivery time*

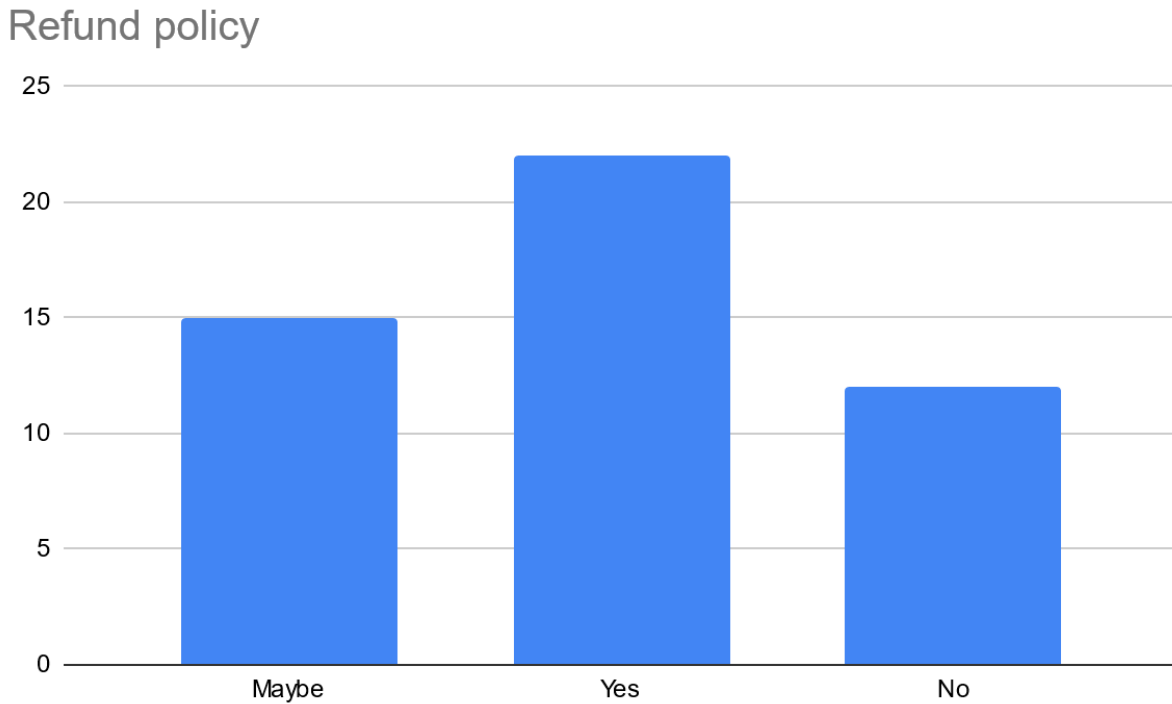
Delivery need to be perfect for any e-commerce but for Evaly it has some bad impression towards the respondents 24% of the respondent were satisfied with the delivery time whereas 28% of them were highly dissatisfied.

### Satisfaction level on payment system



*Figure 14: payment system satisfaction*

Many people believe that their buying option is affected by the payment system. E-valy offers multiple payment options, payment getaway, cheque and bkash and individuals have decided that their experience is influenced by this. Approximately 66% of individuals have confidence in that it is a relevant payment method, whereas about 10% do not agree with this assertion.



*Figure:15 Refund policy*

From the survey we can see that 45% of the respondent are really happy with the refund policy of E-valy and out of that 25% respondent are not happy with the refund policy that is being provided to them.

E-commerce has tremendous potential to draw consumers in Bangladesh, but ensuring and building a great place to meet diverse consumer needs can also be a daunting job. There are several reasons that need change, as e-commerce is still a growing sector. For this purpose, to determine the factors that consumers are searching for, considerable focus is required and the following points have been discovered through this study.

Organizations can still be given the supreme priority to ensure that the programs they have promised will be met and given to the customer. They need to bring an adequate staff, a skilled conveyance framework, to provide the best support to consumers. Moreover, the website should add new material and upload more attractive pictures of product and instructions which will be easier to the customer to access. Meanwhile shopping through online is just a way to connect in a computer-generated network, it is important to provide a customer facility in the vicinity. If consumers face some sort of challenge, customer support will help to solve it, and this gives the business a better reliability factor in the ranking. To get a larger amount of customer devotion, companies should still depend more on their service providing factor. People expect to have their goods shipped directly to them from online services at their convenience. It is also very critical that a business should guarantee a seamless distribution service. The fact that the distribution system is well-articulated is strongly preferred by customers.

### **3.4 Conclusion**

The report was completed to get an over all idea of the factors that has effect customers behavior towards online purchase. Gradually, e-commerce is becoming part of life and people are getting more into online shopping, and to understand how the customer mind actually work while purchasing from a particular company the company may look into the terms by which a company can provide better service to the customer. This report is to find the factors of customer experience towards E-valy by studying some of the articles and research paper and similarly by focusing on the information that has been received from conducting the survey. There are some challenges like the delivery system and these will be fixed out soon. One important thing is that on only E-valy who is into the market at this moment. There are also a number of other companies. In the

upcoming years there is a greatest growth to occur in the e commerce market with smartest technology.

### **3.5 Recommendation**

E-valy is already one of the leading companies in e commerce they do not need that much of recommendation. But sill they need to focus on some of the part to do better and which will add value for the long run of the customer as well as the business. So, some of the recommendation are given below is not much to recommend them but still they have the scope to do some good thing which added value both for the business and customer in the long run some of the recommendations are:

- Need to focus about how to be best service provider for customers so that help consumers and improve revenue.
- Delivery should be faster to attract more customer. Need to increase dedicated delivery team member need to be appointed rather than depending on 3<sup>rd</sup> parties.
- Pricing should be monitored before setting the final pricing of product.
- E-valy also need to make sure that the offer and discounted are given for the loyal customer which will make them feel more interested to purchase. It will also help financially in the context of the organization.



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