

A report on
Customers Satisfaction of Daraz Bangladesh

By

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

BRAC Business School
Brac University
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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 necessary 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 Name & Signature

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Supervisor Name & Signature

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Assistant Professor, BBS
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Letter of Transmittal

Dr. Md. Kausar Alam
Assistant Professor, BRAC Business School,
BRAC University,
Dhaka-1212

Subject: Internship report on “Customers Satisfaction of DARAZ Bangladesh”.

Dear Sir,

It's my pleasure to display my internship report regarding “Customers Satisfaction of DARAZ Bangladesh.”, which I was appointed by your direction.

I have tried my best to finish the report with the necessary data and recommended proposition in a brief and detailed method that is as important as possible.

I hope the report complies with the guidelines and meets the standards.

Sincerely yours,

Nusrat Jahan

ID: 21164069

BRAC Business School

BRAC University

Date:

Acknowledgement

To prepare this report I have got help from various people. I am grateful to them and want to thank them for their cordial co-operation. At the very beginning, I would like to express my sincere gratitude to Almighty Allah for giving me the patience and ability to complete my internship report on Customers Satisfaction of Daraz Bangladesh in a very comfortable way.

I would like to extend my sincere and heartiest gratitude to my supervisor Dr. Md. Kausar Alam, Assistant Professor, BRAC Business School, BRAC University, Dhaka and my Co-supervisor Dr. Md. Mizanur Rahman, Assistant Professor, BRAC Business School, BRAC University for his valuable advice, suggestion and co-operation during preparing my report.

Next, I am grateful to my on-site supervisor Mr. Abbas Ebna Ahmad. He is the Team Lead (Voice) of Customer Experience of DARAZ Bangladesh. Because of his cordial discussion and valuable advice on the problem and difficulties that arise at the time of preparing the project report. Also, thanks to my seniors also, these are the people who created a friendly environment for meeting and staying in Daraz and also provided me with necessary information to complete the report.

Finally, I want to convey my gratitude to the team with whom I worked and learned so much work and gathered knowledge for making a successful report.

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EXECUTIVE SUMMARY

DARAZ Bangladesh is the pioneer of the E-commerce industry in Bangladesh who has brought a new era in the electronic shopping trend. It has set forth new trends for customers and also provided an extensive number of business options. I made an effort to include some facts in my report. In this report where it divided by three chapters.

In the First chapter I have given a brief about myself, employment overview and shared my experiences and benefits during the work where I did my 3-month internship.

In the Second Chapter the overview of Daraz with mission, vision and the operational processes. There I have made the internal and external analysis of Daraz based on the customers satisfaction.

In Third Chapter where the project part is introduced with the objectives and methodology. I have tried to measure and analyze the customer satisfaction by analyzing the data which I have collected during my internship and I made a survey, collected responses. Based on the survey report I found some issues and know the needs about the customers which can help for better satisfaction.

Finally, in the report has stated some problems in findings about the service and processes of Daraz and I have included some recommendations to overcome from the problems for better satisfaction of its customer.

The project reveals the various processes and daily service and queries of customers.

Based on the analysis, the report made some recommendations. I made an effort to learn about the service conditions of DARAZ and the kinds of services that customers are expecting from Daraz. In order to satisfy customers and understand their needs and demands, it is necessary to understand and make some changes in the service structure.

1. Student Overview

My name is Nusrat Jahan, and my student ID is 21164069. I belong to the BRAC Business School (BBS), where I did MBA, majoring in Finance. I began my academic journey in the Spring 2021 semester and completed my MBA courses by the Summer 2023 semester except the internship.

1.2 Internship Information

1.2.1 Period: 4 months

Company Name: DARAZ BANGLADESH LTD.

Department/Division: Customer Experience (Operations)

My internship experience started on September 04, 2023, DARAZ Bangladesh in the Operations department. This is a 4 months full-time internship program. The address of my office is DARAZ Dhanmondi Hub, Road no.-7, Green Jasmine, Dhanmondi, Dhaka, Bangladesh.

1.2.2 On-site Supervisor's Information:

My supervisor for the internship program is Mr. ABBAS EBNA AHMAD. He is the Team Lead (Voice) of Customer Experience of DARAZ Bangladesh. Right from the initial day, he guided me about various work processes and the issues and way of work in Customer Experience for the satisfaction of the customers. His understanding of customer experience and other operational areas is remarkable and he maintains outstanding skills. He is admired by people in multiple fields for his extensive knowledge and his ability to work quickly on any task that is given to him.

Employment overview

1.2.3 Job Description/Duties/Responsibilities

It was an amazing opportunity to gain more knowledge about this industry. Additionally, the training gave me a better understanding of how customers and other process participants really felt. All in all, a good approach to get a more thorough knowledge of the sector.

1.3 Nature of my Job

As a customer service executive, my key responsibility is receiving inbound calls and communicating with customers, knowing their queries and solving their issues or forwarding the case to its relevant team as per customer queries.

1.3 Internship Outcomes

1.3.1 Contribution to the company

Firstly, I have got the training period and got the opportunity to learn about the overall process and need to provide it to the customer and how to manage them through our services. Also, to inform them of all the necessary Information they need to know to avoid any miscommunication. Then I was shifted to the main workplace in the inbound team, where I used to take inbound calls, answer queries about the products and help them place the order and provide them with the relevant information about their order. Addition to that my responsibility was to communicate with other departments if there is any issue with products or return of products. Also, we had to follow up with customers and resolve pending issues.

1.3.2 Benefits and Experiences

A lot of queries are often asked by customers; therefore, it was challenging to respond quickly to them with proper information on the wide range of goods. Additionally, it can be rather difficult to deal with unmanageable or frustrated customers in a kind and easy way. Coordinating with different departments to resolve problems may often be difficult. as information is occasionally given incorrectly and people don't always seem to be cooperative. Thus, there might be miscommunication.

However, the benefit of the work is that, as a finance student, I learned about customers' initial opinions and their expectations about the process and the products. It's a fantastic chance to understand the thoughts and reasoning of those who use our services.

My understanding of e-commerce and its benefits and drawbacks have improved as a result of this experience. It got me thinking about how we, as a nation, could do better. It's basically a really illuminating experience that helped me get the knowledge and abilities needed for this kind of job.

1.3.3 Problems/Difficulties (faced during the internship period)

I faced some difficulties when I started my internship. This was a very typical situation. My goal has always been to comprehend the situation completely before seeking help from my supervisor and seniors to resolve any issues. Everybody at my job was really helpful, and they constantly updated me on the current situation, which I made notes on and put into practice as I worked.

2.1 Introduction

DARAZ has been a multinational company since its inception, predating its establishment in Bangladesh. It operated in Pakistan, Nepal, Sri Lanka, and Myanmar prior to Bangladesh. Alibaba, a Chinese company, has recently acquired DARAZ. Business transactions carried out online are referred to as e-commerce platform business. E-commerce allows customers to easily and electronically exchange products and services. Both tangible and intangible commodities are sold online by a large number of businesses these days.

E-commerce is the term used to describe any business transaction conducted via digital platforms. E-commerce comes in six different types:

- Business to business (B2B)
- Business to consumer (B2C)
- Consumer to Consumer (C2C)
- Consumer to Business (C2B)
- Business to Administration (B2A)
- Consumer to Administration (C2A)

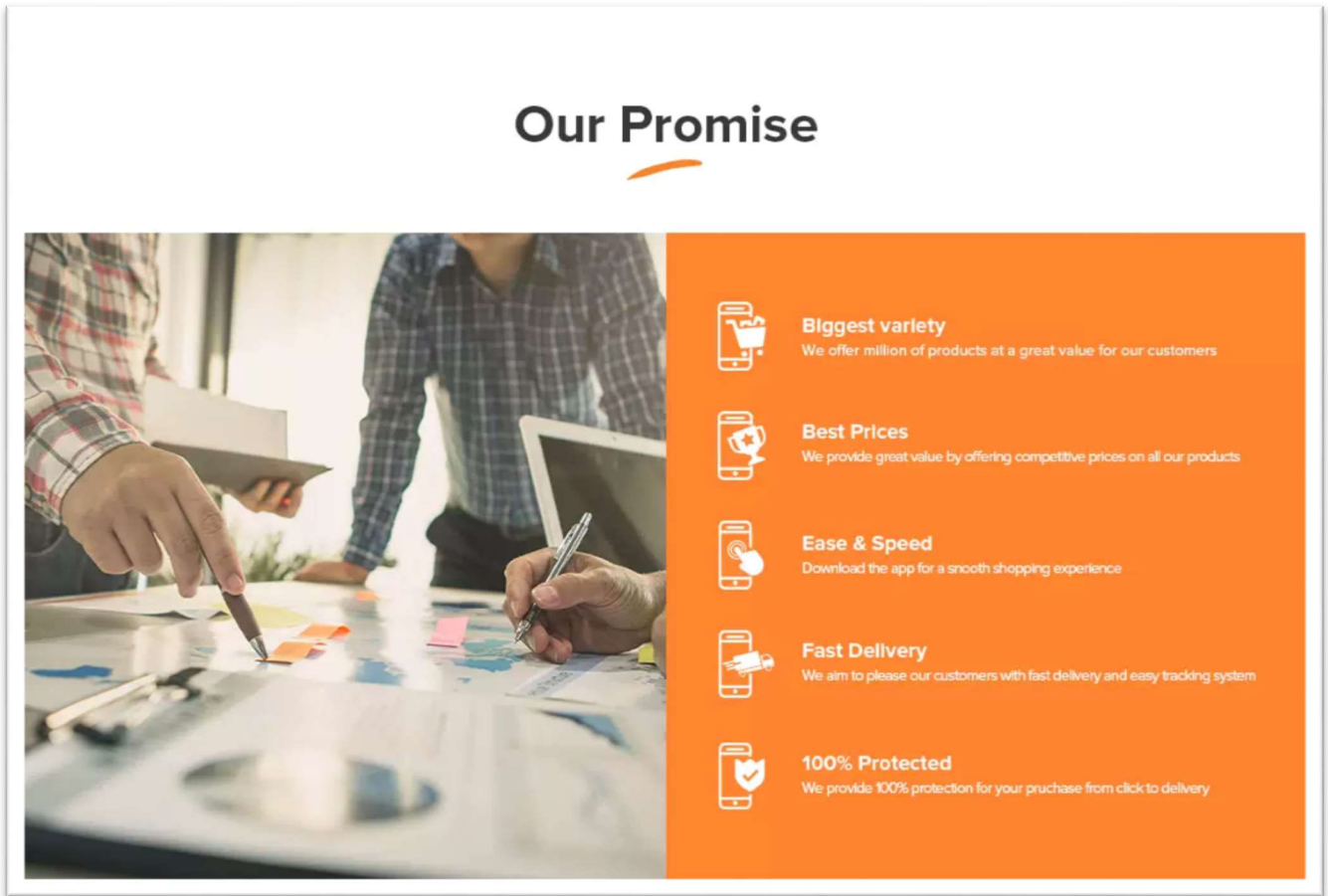
Businesses began utilizing computers in 1950 to process and maintain records of all business activities. Companies that had a lot of transaction data to keep on file began using punched cards for transactions around 1960 (Mohiuddin, 2014). E-Commerce Policy Framework for Bangladesh, 2017 states that the Transportation Data Coordination Committee (TDCC) was established in 1968. The American National Standard Institute (ANSI) established a new committee in 1979 to provide universal Electronic Data Interchange (EDI) (Mohiuddin, 2014). In 1979, Michael Aldrich pioneered internet purchasing, and Minitel, a French telecommunications firm, launched nationwide online ordering. It is an e-commerce-based company which is acknowledged as one of the online marketplaces and constantly maintains an eye on search engine optimization. DARAZ therefore shows up as the top result in the search results when a consumer looks for the biggest website on Google. In the internet space, DARAZ is the largest marketplace in the South Asian area. DARAZ was founded in 2012 by

German Venture Capital, who also happened to be the company's creator. Furthermore, several online business platforms launched at that time and internet speeds improved with the development of WIMAX technology. These days, one of the most crucial parts of conducting a company is e-commerce. The proliferation of internet services has led to a sharp increase in e-commerce. E-commerce is responsible for the introduction of this new type of company structure. This essay has examined the development and difficulties faced by Bangladeshi e-commerce. More than 90 million people use their mobile devices to access the internet. The government committed that broadband networks will be extended along with high bandwidth 2021. After identifying information technology to be a priority industry, the Bangladeshi government launched various promotional campaigns aimed at capitalizing on the information and communication technologies prospective for economic development.

2.2 Vision

For DARAZ Bangladesh the vision is-

As the leading E-commerce site, DARAZ wants to gather the whole consumer base in the online sector. Its focus is to provide all of its sellers and consumers with outstanding customer Service.



[Fig2.1: A short view of Vision of Daraz Bangladesh]

2.3 Mission

The mission of DARAZ is-

To become the largest e-commerce site in Bangladesh, identify the top sellers in the nation to include their items on the DARAZ website, and provide all clients with the requirements.



Fig2.2. A short view of mission of DARAZ Bangladesh

2.5 Product

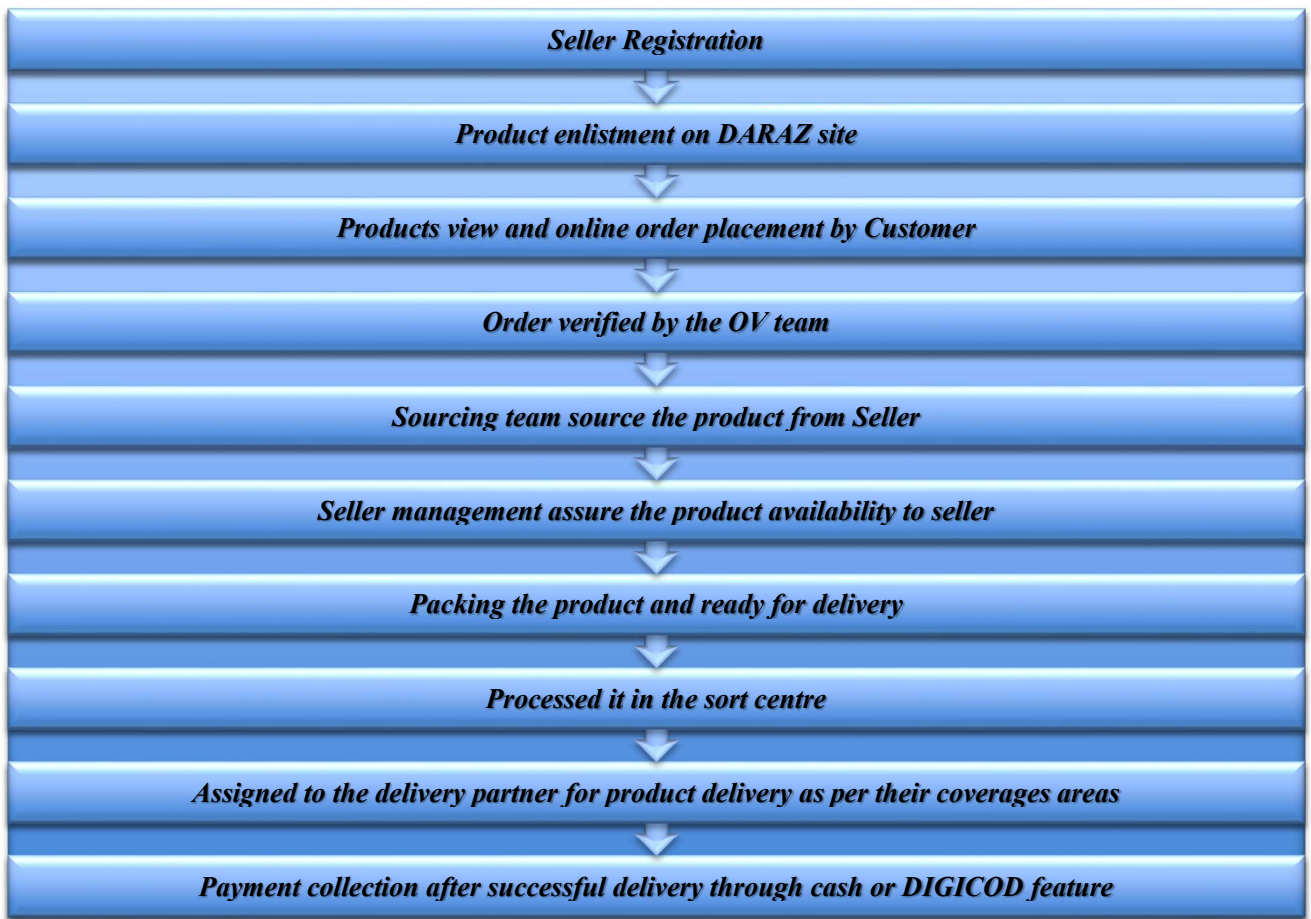
DARAZ is a platform that connects businesses to consumers (B2C). DARAZ provides to its consumers a variety of product categories. For example: Men's and women's clothing; phones and tablets; TVs, audio systems, cameras; computers and games; home appliances; living and working spaces; sports and travel, beauty and health, baby Products, groceries, etc.

2.6. Operational Process

The procedure of making an online purchase is distinct from traveling to a store, yet it is also quicker or simpler. I've outlined Daraz's internet buying procedure below: They utilize

multiple applications to keep the operation running smoothly, like the delivery module, logistics module, seller center, and CRM.

Seller Center: From here anyone can be seller by registering with their selling information.



[Fig2.3: A view of operational process source collected from training period]

CRM: The application facilitates incoming and outbound call handling for the customer support department. Also, other software includes such as-

- Xspace,
- LAZADA,
- Workstation

for internal and agent to customer communication and internal communication through the

work. These may be used to keep track of accounts, leads, and customer information that can be used to potentially increase sales in the future

Logistics Module: There is a warehouse and order management system to make it easier for pick-up of products, stocks of the products and delivery process.

Delivery Module: It helps the process to provide the delivery service and tracking the parcel to the company of deliveries their making and their status.

2.7 Industry and Competitive Analysis

2.7.1 INTERNAL ANALYSIS

Bangladeshi e-commerce sites are impacted by several internal variables. Our attempt was to highlight some of the key elements that directly affect DARAZ here.

2.7.2 SWOT ANALYSIS

Many tools can be used to examine the business environment. A SWOT analysis is one of these. Four distinct sorts of environments are compatible with it. They consist of an organization's opportunities, weaknesses, strengths, and threats.

In comparison with competitors like, DARAZ Bangladesh's website is better. Here are some competitors -

- pickaboo.com
- Chaldal.com
- Shawapno.com
- Ajkerdeal.com
- www.priyoshop.com
- www.bagdoom.com
- www.rokomari.com

Major players in the e-commerce industry for logistics and distribution:

- Paperfly
- E-Courier
- RedX
- BPO
- MGX
- FLX
- BD-DEX
- E-Desh Ltd.

Deals with renowned brands: Deals from several prominent brands, such as Samsung, Bata, and Apex, Mi, Regal, are frequently offered by DARAZ Bangladesh.

Below several categories in which customers are able to find interesting products: -

- Men's Fashion
- Women's Fashion
- Mobiles & Tablets
- TV, Audio & Gaming
- Appliances
- Computer and electronic accessories
- Beauty & Health
- Home & Living
- Sports & Fitness

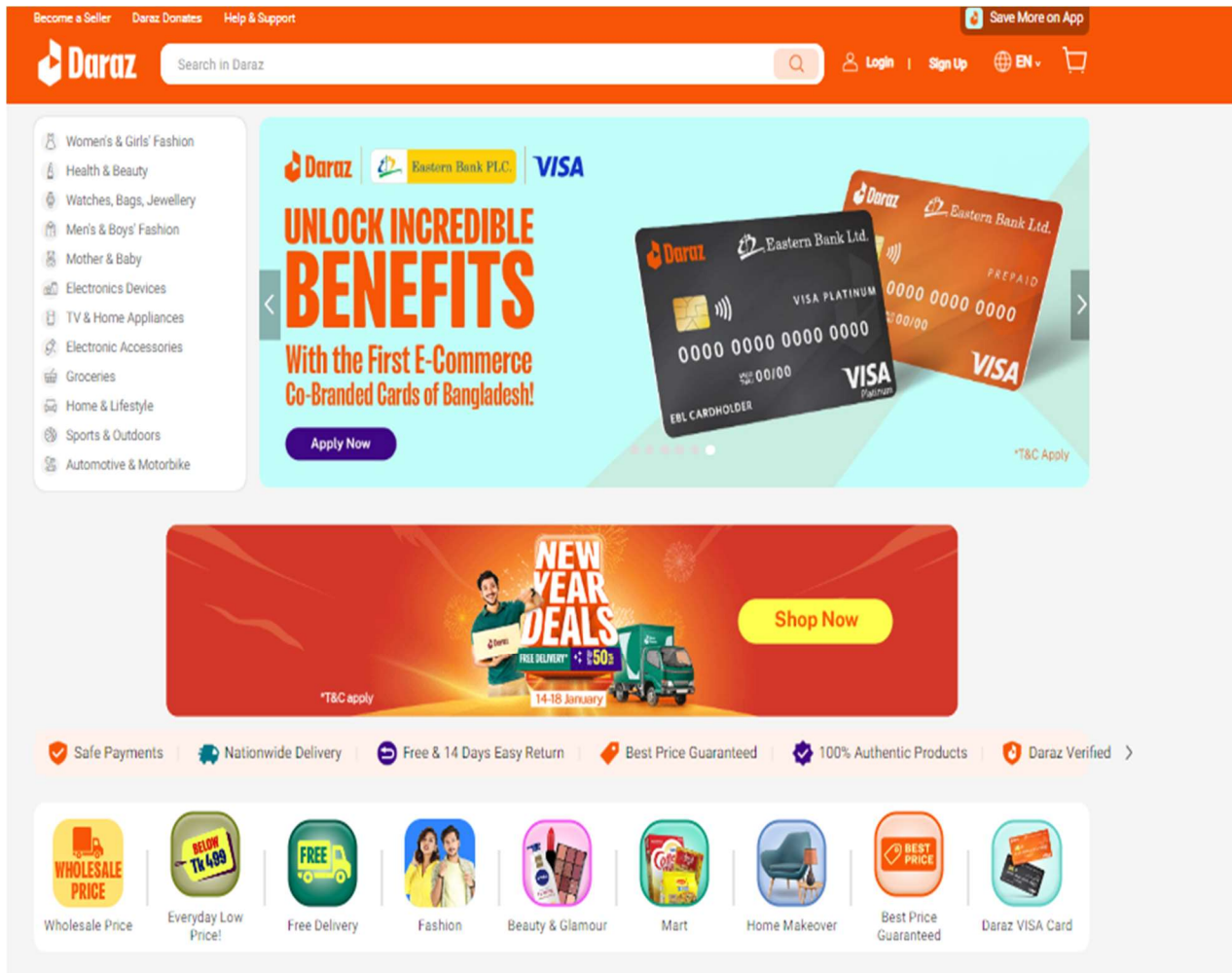


Fig2.4: A view of Daraz Bangladesh website

Daraz is frequently changing its product lines and categories to satisfy its customers. Daraz provides its customers with a cash on delivery option. Additionally, while riders are delivering goods, clients can pay with their cards. If clients wish to pay with a card, riders will carry a card reader with them. Daraz doesn't allow online shopping due to a problem. Daraz is lacking several orders because of this. Daraz also offers a 7 to 14 days return policy. There are circumstances under which buyers can return products and receive a refund.

Brand warranty: Many manufacturers provide customers who purchase from DARAZ Bangladesh with an authorized warranty. Which can help customers to claim the warranty of their product by contacting the brand's showroom for their product warranty if they face any issue after receiving the product.

Fast delivery: Delivery given to the customer all over the country within its delivery timeline. For fastest delivery we recommend choosing express delivery while placing the order.

Strong collaboration among departments: DARAZ Bangladesh has an incredible level of departmental collaboration. They communicate quickly and address issues, much like the content department.

Simple and cost-free registration: Seller registration with DARAZ Bangladesh is simple and cost-free. Customers can also create accounts through apps and websites easily.

Delivery in the whole country: DARAZ Bangladesh distributes its goods throughout the entirety of Bangladesh, whether it is in towns or cities.

2.7.3 Revenue Model

A deal on Daraz's business policy and commission is initially reached by sellers who are interested in doing business with them. The category of the goods determines the commission. A seller packs and ships a product to the hub or Warehouse nearby when a buyer orders any item from a specific seller via the DARAZ app or website. In order to guarantee prompt delivery, DARAZ ensures that the delivery must be completed quickly.

Challenges that DARAZ faces while operating in Bangladesh

Because of the lack of infrastructure and specialized rules, there were issues with legislation and the ecology. Its expansion may be hampered by some rules, even if the government supports and cherishes its position as the industry leader. Although there are 160 million people living in Bangladesh, there is a sizable market there, e-commerce requires smartphone access and reliable internet service. But among other age groups, there are issues

with literacy and user uptake. Positively, Bangladeshis are adaptable, and we think that in two or three years, the nation will become more technologically literate and open to our products. A large number of sellers continue to operate under the in-person structure, which presents another barrier to the ecosystem. Most merchants would rely only on e-commerce platforms in the perfect world of e-commerce, with no physical stores. Bangladesh faces a great deal of difficulty with payments since, in contrast to wealthy nations, the country is moving slowly toward cashless transactions. Cash is still the most common payment option, which raises expenses and results in incomplete delivery. Nonetheless, in an effort to provide better choices for cashless transactions, we have been collaborating with significant banks and mobile financial service providers to solve these issues.

To overcome these issues DARAZ is working hard to make sure the ecosystem is prepared for what awaits ahead. DARAZ and the entire industry will benefit from a smooth shift to cashless transactions.

Chapter 3: Project Part

3.1 Introduction

Daraz Bangladesh has expanded significantly since the start of the adventure in 2015. The organization has made significant investments during the past two years. In addition to expanding the number of offices within Dhaka city, in 33 districts outside the dhaka city it expanded their hub right now. Since they arrived in Bangladesh, Daraz has also welcomed a large number of vendors on board. The organogram is getting more sophisticated along with the growth of the operations.

3.1.1 Overview of the Operations Department

With numerous departments, Daraz Bangladesh's operations team is the largest division of the business. The organogram's general concept is described in the appendix section; however, a brief version is provided below-

- Head of Operations
- Operation Manager
 - Inventory
 - Inbound
 - Outbound
 - Issue Resolution
 - workforce management (WFM)

DARAZ designed to phase into the consignment business now that all three were operating and preferred the drop-ship approach. The intention was to allocate inventory and quality control responsibilities to sellers while directing their attention toward e-commerce supply chain oversight.

Here is a short view of the process of operational activities -



[Fig.3.1 A short view of the Process of the product purchase and its delivery to its customer]



[Fig.3.2: A short view of status after ordering process]

- ❑ Order placement through App and website
- ❑ Order confirmation through outbound call
- ❑ The product handled by its seller or picked up from the seller
- ❑ Received at warehouse
- ❑ Assign to the delivery team
- ❑ Customer receives the order through the delivery

3.1.2 Literature Review

Online shopping refers to a method of purchasing goods or services when customers place orders via the internet. Some earlier studies on the topic of online shopping will be covered in this part, as the focus of this essay is on determining the service quality characteristics of online buying. Additionally, in order to formulate hypotheses on the influence of service quality characteristics on customer satisfaction with online purchasing, this study leans on

earlier ideas. In the parts that follow, the proposed connection is provided.

3.1.3 Objective of the study

- To understand the customer service process of DARAZ
- To measure and analyze the customer satisfaction based on the service
- To suggest some points where they need to improve for providing better service

In this report, I have worked and tried to figure out the issues and provide recommendations. Because of some limitations I don't have access to all of the company's data. So, I tried to make a survey and combine everything based on survey results and feedback from customers.

3.2. Methodology

This report is prepared based on my regular activities from the job, survey which I conducted among customers to get the customers queries, their point of view, interviews of a few employees which I have taken and data taken from internal and external sources.

Primary sources:

- On the job experience
- Collection of data's during training period
- Findings from the interview and survey reports with my seniors and on-site supervisor based on this Questionnaires-
 - i. How does service quality influence customer satisfaction of online shopping in Daraz Bangladesh?
 - ii. How do they measure their online shopping experience?
 - iii. How to work to improve better service for customer satisfaction?
 - iv. What do you think? On which side do we need to improve?

Secondary sources:

- Daraz.com.bd
- Publications of different sites and internet resources

During my job I have heard both positive and negative comments, queries and their thoughts about the services business from the customers. Without its clients, a business cannot exist. Profit does not exist without customers. As time has gone on, my curiosity about the process's flaws has increased, wished to comprehend any process-related infrastructure issues or obstacles to the company's expansion. Due to corporate policy, there weren't many limitations on my ability to view reports and seller information. As a result, I conducted interviews with my seniors and team leads during my work time in DARAZ Bangladesh to gather accurate information about the service and processes.

3.3 Findings and Analysis

51 people who had previous experiences shopping online responded in this survey. Ten questions in a structured survey were used to gather data from primary sources about demographic features of the research's total respondents. The results are related to these demographics. We made use of rating scales for components of the survey. There are 51 respondents answered this. In order to gather primary data for this study, a survey among customers who make purchases online was conducted. Articles, journals, studies, some local and foreign websites on internet shopping, and books published both domestically and abroad are sources of secondary data. The tiny sample size of the study is a limitation as it could not be sufficient to accurately reflect the entire population. In addition, a non-probability sampling method was applied, and the study was completed quickly. Ten

questions made up the structured questionnaire that is typically used to gather data from primary sources for studies.

I have made an effort and tried to connect my analysis of the survey and secondary data. In addition, I made an effort to learn about the expectations and opinions of customers based on their needs and satisfaction.

3.3.1 Major findings and analysis

1. Based on the research most of the people likely want to purchase after their most recent interaction with DARAZ. Based on the responses 51% are likely wants to purchase from Daraz.

2. From the survey report most of the 45.1% customers voted for the improvement of the delivery timeline. This is a major issue that customers cannot get the delivery on time. There is another issue that customers voted 17.6% for.

There are many areas in some districts that are still out of coverage so that if a customer chooses for home delivery, they still can't get the product in their address because of delivery coverage issues.

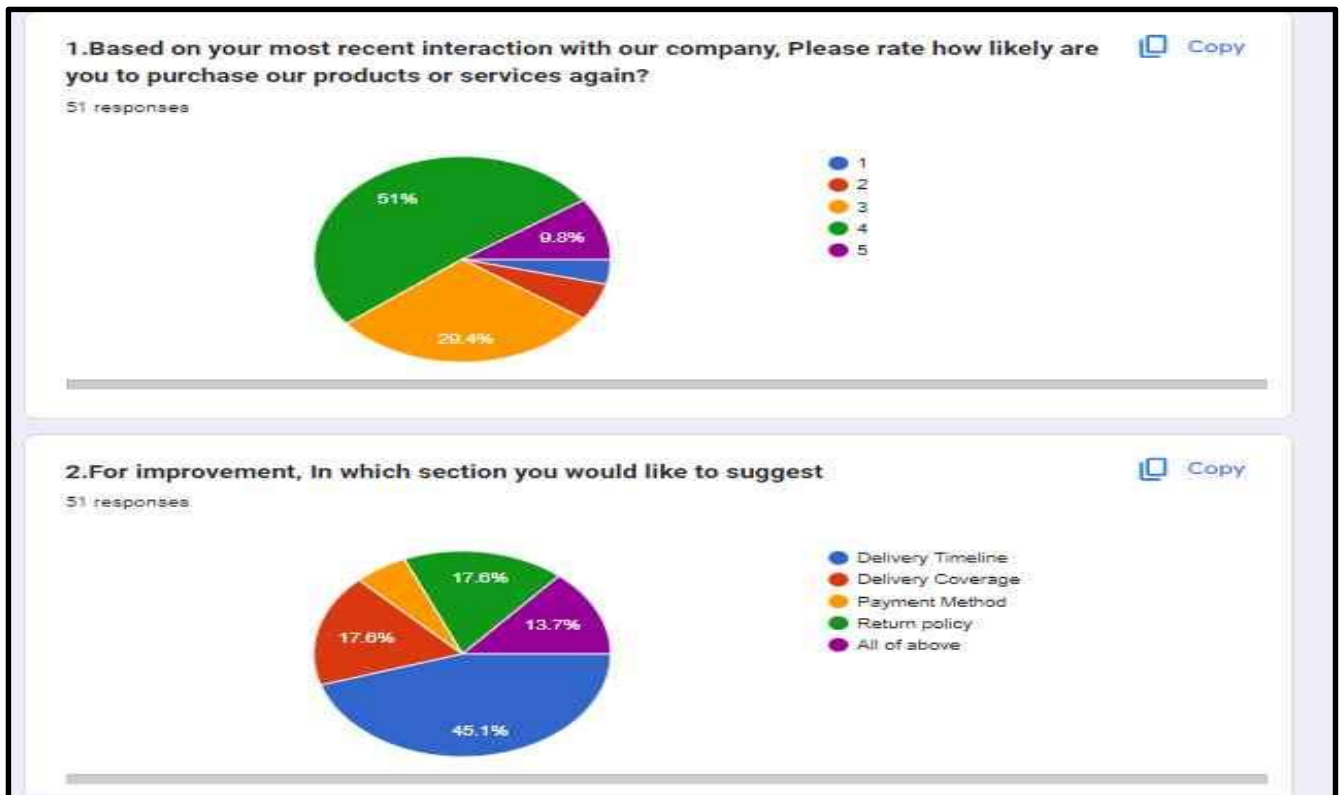


Fig.3.3: Results of survey based on customer satisfaction



Fig.3.4: Results of survey based on customer satisfaction

3. Based on the report 26 respondents rated that indicated the quality of product and service are likely good, 14 people rated neutral based on their satisfaction. According to my research, sometimes the product quality is not very good. Because the product is not checked when the order process is done and it's received from the seller for delivery to its customer.

4. Based on the responses, 43.1% of the customers rated very good who are satisfied with the service which indicates positive responses and half of them are rated for good quality of support they get.



Fig.3.5: Results of survey based on customer satisfaction

5. 52.9% respondents rated 4 for the customer service, 29.4% rated 3 and 7.8% rated 5 based on their satisfaction level. From my observation, to give better service to the customer, the employees are not given much enough information because of that sometimes customers cannot be satisfied with the service.

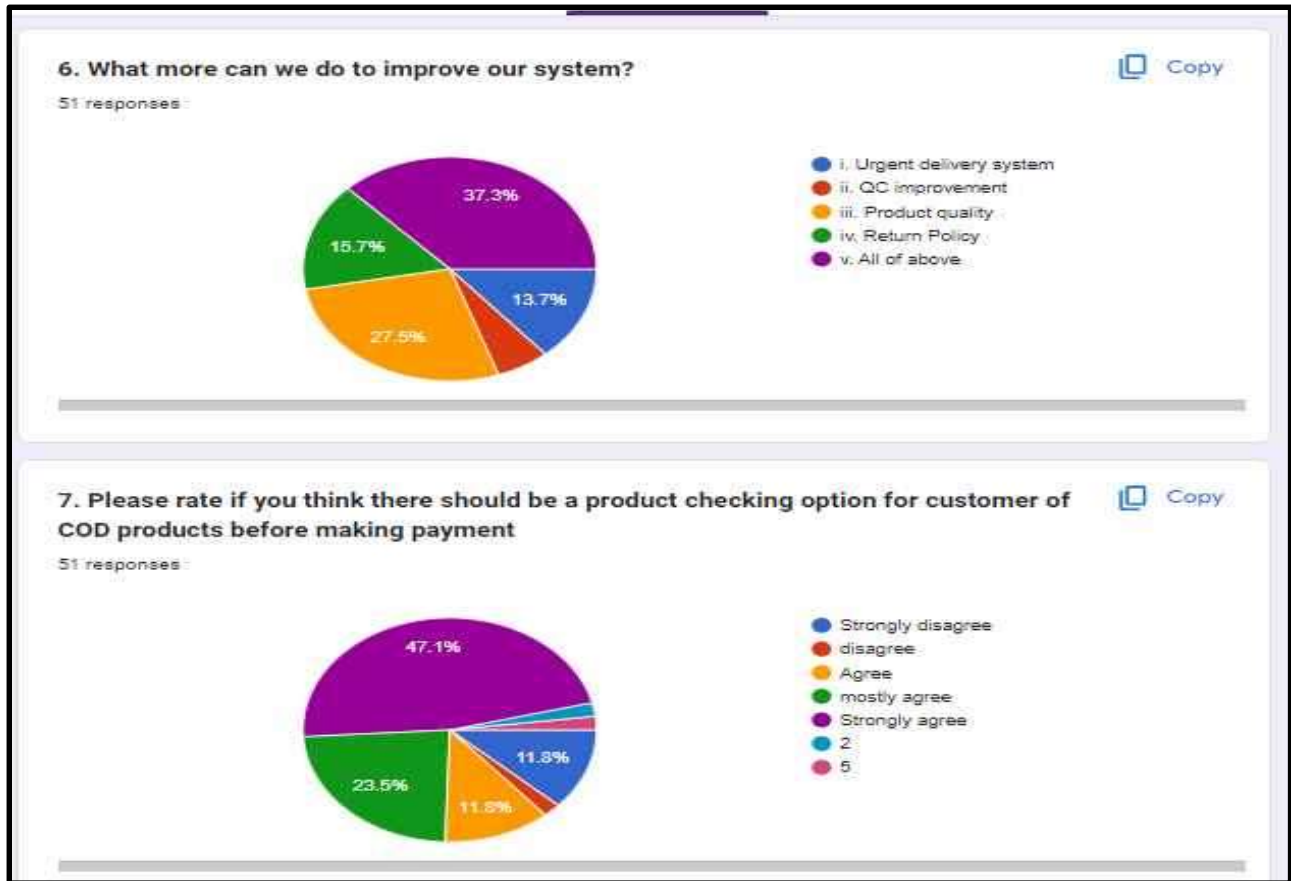


Fig.3.6: Results of survey based on customer satisfaction

6. Based on the survey, Daraz needs to focus and improve the product quality and most of the customers want to get their product urgently. As per my research there was no quality check option for the product which becomes an issue sometimes and it affects the customer interest and trust for next time purchase.

7. Like other e-commerce brands, there is no option in Daraz for checking the package before payment of cash on delivery order. So sometimes customers get angry and don't want to pay without checking the package. In this survey, 47.1% of people strongly agreed for this option.

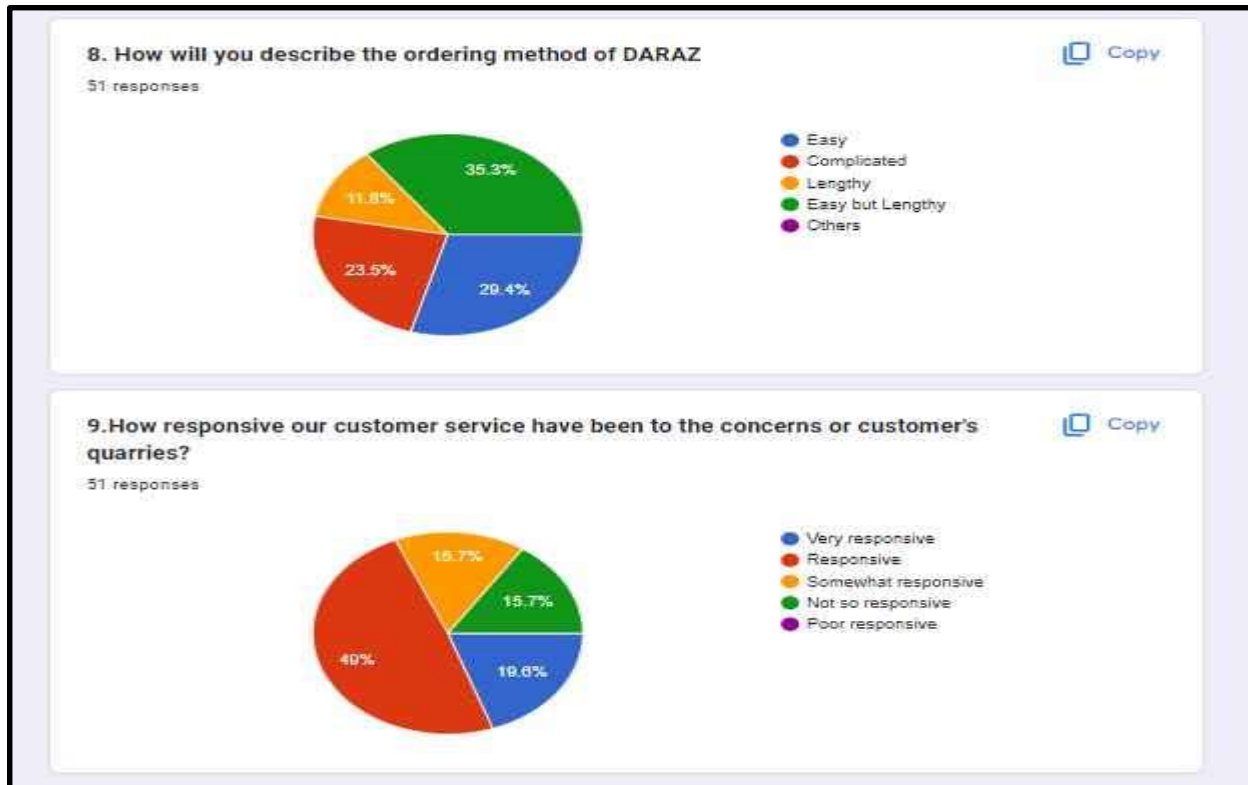


Fig.3.7: Results of survey based on customer satisfaction

8. The ordering method is easy but for some people who are not use to these things or people who live in villages are new users or some are not understand about technology the process is complicated for them, those who understand they also respond easily but it's lengthy based on their understanding. On this survey 29.4% respondents voted for the process who thinks the process is easy, 35.3% voted who thinks the process is easy but Lengthy and 23.5% are responded negatively who thinks the process is complicated.

9. Based on the research, customers can get the responses after reaching the help center but sometimes some people are not getting the proper solution timely, which becomes a kind of hassle for them.



Fig.3.8: Results of survey based on customer satisfaction

10. In this research I found that most of the customer are not satisfied with the delivery services and with the person's behavior. 31.4% of the customers rated 2 that indicates the bad behaviors, 27.5% rated 3 who are okay with the service but not with the behaviors and 20.4% are rated 4 which indicates good or satisfactory.

3.4 Customer Satisfaction

Customer satisfaction refers to the degree to which an organization's customers are satisfied with their purchases or involvement with the company. Customer satisfaction ratings describe how satisfied 4,444 consumers were with a company's goods, services and capabilities. Detailed information about customer satisfaction, including surveys and ratings, can enable a company to evaluate how its products and services could be improved or changed. Customers are satisfied when their needs are met promptly and effectively, which encourages them to stick with the brand.

3.5.1 How DARAZ works to satisfy its customers?

To satisfy customers, businesses must focus above all. Focusing on customer satisfaction, DARAZ is providing many facilities for their customer and seller operation.

DIGIBOX

DARAZ launched Digibox, a package collecting device that resembles like an ATM, to further enhance convenience. With support from A2i (Access to Information) and its digital innovative creation, Digibox was created domestically. By getting OTP after the order has been shipped, the customer can collect his/her product from Digibox within 72 hours.

Express delivery

To facilitate the customer DARAZ gives the express delivery service inside Dhaka. Customers can get his product delivered within 24 hours by choosing the express delivery option while placing the order.

Various payment options

There are many payment options for the customer as per their preference they can choose the payment method, they have cash on delivery option if customer want, they can choose it and pay after getting the product delivery.

There are EMI facilities also available for customers. They can choose the installment option and get an EMI facility with conditions applied. There are two type of EMI facility –

1. Online EMI
2. Offline EMI



Fig.3.9: A short view of payment partners

Return and refund Policies

In DARAZ there are some policies in the overall process for the customers and sellers also. To focus on customer's satisfaction, Daraz created these policies.

Return policy

There are also return and refund policies for DARAZ products after purchase. Customers can initiate a return for their product in 7-14 days if the product has any problem, or if the customer won't receive the product as per their order. If the return timeline get over customer cannot get the chance to return the product. As a customer service executive, we provide the solution and the return process to customers when we get this kind of complaint through inbound calls, try to make them understand about the overall process and forward it to the relevant team if the customer doesn't get the proper solution or faces any issues. To make them satisfied we try to provide the services as per their needs and queries. For better service to satisfy the customer we forward the complaint and our complaint management team works for it and contacts the customer and gives them an update about their complaints and resolve it.

For better understanding customers can visit the help center where they have explained all policies and all processes clearly.

Rating and review

Customers can write on the review option about their experience and feeling after product purchase. They can also rate the product by clicking the rating button to show their satisfaction level. Which helps to make the service better and measure the customer's satisfaction level.

Authorities work on the basis of this feedback of customers and try to improve their seller performance for the best level of customer satisfaction.

Customer Service

To provide the information and solve the issue, DARAZ customer service is always open for its customers. There is a chatbot which is open 24/7 for customers where customers can knock for their queries and chat with a live agent at any time or they can contact through a call. DARAZ customer service provides the best service to its customers. There are more than 75 agents working on providing the best service in DARAZ Bangladesh and solving the problem as per customer's complaints. There is an option for rating the agent, if the customer is satisfied with the service, then he can rate the agent one to three at the end of the call. Which can help to improve the performance of the customer service.

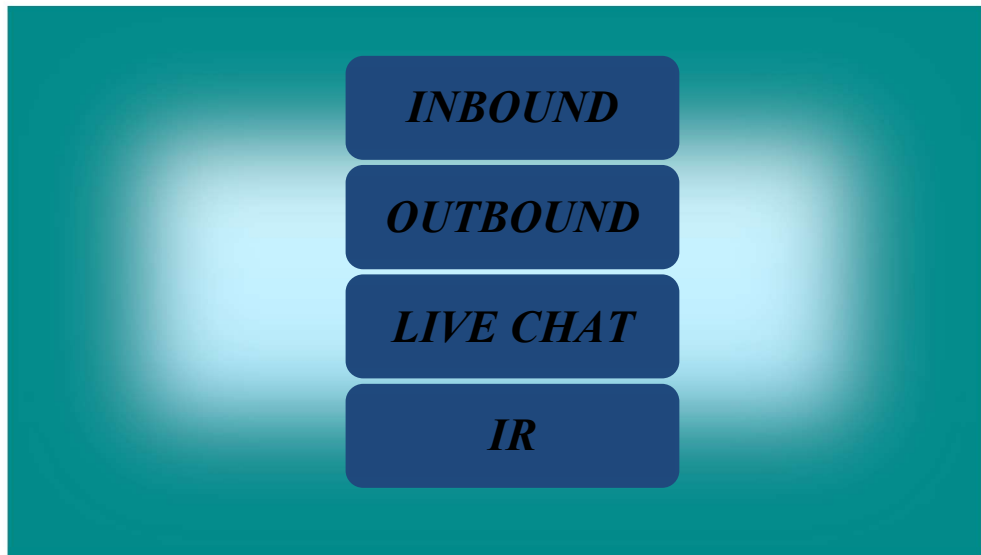


Fig.3.10: A short view of customer service team

There are also hotline numbers 16492 for the customer's order information, delivery, complaints or service-related queries.

Complaints management

If a customer reaches us with a complaint and it forwarded to the concerned team, the team works on that issue and tries to contact that customer to know the details and apologize for that issue and ensure it and if needed Daraz gives an apology voucher to the customer and the issue gets resolved.

3.6 Recommendations

As an ecommerce brand it is important to be up to date with the latest developments in structures. From my research findings I found some errors and I want to recommend some points which can improve the operations and service for achieving the satisfaction of customers. Here are my recommendations below: -

1. Focus on promising timeline

The first thing I want to suggest about the promising timeline or delivery timeline. There is the estimated delivery timeline written on the customer's order, but most of the time customers cannot get it on that promising timeline and they become angry on that. They cannot be satisfied with that. They need to work on it to maintain the timeline. Specially, they need to focus and work on Cross border products to maintain the timeline.

2. On spot checking facility

There should be a product checking facility for customers before payment in front of the rider.

3. Changes in return policy

If a customer can see he/she is not getting the actual product or they have any problematic product or damage issue there should be an option to return it on spot to that delivery person. So, the return system needs some changes like this.

4. Exchange facility

There should be an exchange option if customer reaches for wrong product or defective item, then he can exchange the product by informing and enrolling through customer service. This service can help for better satisfaction of customer.

5. Quality check before processing

From my observation there is no quality check system for the product before it reaches its customer. There should be a quality check of the seller's product when the seller hands it to DARAZ as per the customer order.

6. Work on promotion for public awareness

There are so many scams spreading in the society with wrong information and offers about Daraz. So, they should work on it and make some promotional activities for the public's awareness.

7. Delivery coverage

Daraz needs to work to increase the coverage area. Customers order products from all over Bangladesh. From my experience maximum customer complaints that they are not getting the delivery as per their given location. It's because of the coverage area. So, the authorities need to focus on this matter and work on it to increase the coverage.

8. Need enough information

According to my research the customer service agents are not given enough information. When customer contact through a helpline number the agent cannot provide enough information about the order status to the customer. So, agents should be given more information so that they can provide better service and make the customer satisfied. Sometimes agent can see the actual condition from the tools but cannot have the permission to share about the status. So, these things need to change for providing better service. There should be enough information for providing the customer so that customer can understand about their product condition in details when he reaches to customer service.

9. Quick response

Sometimes customers cannot be satisfied with the service, when they complain about an issue of their product and expect the fast solution by contacting Daraz helpline but they can't get a quick response. The management takes more time to resolve the issue sometimes, and sometimes customers cannot get the actual solution and could not get satisfied with the fast service. So, the authority needs to work on it for the satisfaction of the customer. For this they need to recruit more agents to provide customers better and fast service on time.

10. Quality check improvement

Based on my research there is a team for quality check for return product. And from my observations the team are not well qualified. Sometimes they don't check properly as per the customer complaint. For that reason, customer get the same wrong or damage product again. After this, Customer reaches to customer service by complaining for the same issue. The team need to be trained and improve their checking service.

3.5 Conclusion

As a student I have always wanted to work in an e-commerce company where I can utilize my limited knowledge of e-commerce. Luckily, I got an opportunity to work at Daraz Bangladesh Ltd, a well-known e-commerce site known for popularizing e-commerce. There are talented people working around me. I have learned a lot of things and operational processes and gathered knowledge every day, how to make decisions and make solutions for customers, how to work in a team, how to make up for mistakes and how to get the most out of myself. After completing my internship, they offered me the full-time opportunity, which I accepted. I want to turn this opportunity and gain more knowledge for a successful career growth. In this work, I have summarized my knowledge, others' opinions and suggestions and what I learned at university. From my experience of this research, I think e-commerce and online shopping like DARAZ should be more service-oriented. Businesses need to ensure they provide the best service to their customers. Based on the customer needs, Daraz need to anticipate demand.

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