

Internship Report on
“GrabSoft’s client relationship management during Covid 19 crisis”

by

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

Bachelors of Business Administration
BRAC Business School
BRAC University
June, 2021

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that 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:



Zahra Tayeba Amin

Student ID

Supervisor's Full Name & Signature:



Mohaiminul Islam Chowdhury

Designation, Department

Institution

Letter of Transmittal

Mr. Ahmed Abir Choudhury
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Sir,

It is my utmost pleasure to display my internship report under the title, “GrabSoft’s client relationship management during Covid crisis” which I was appointed by your direction.

I have attempted my best to finish the report by using the experience I have gained throughout working for GrabSoft and recommended propositions in as significant a compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



Zahra Tayeba Amin
16304046
BRAC Business School
BRAC University
Date: June 6, 2021

Non-Disclosure Agreement

This agreement is between GrabSoft and me as a student of BRAC University with the given permission to use the information for my report titled “GrabSoft’s client relationship management during Covid crisis” which is not released anywhere rather than my report work and presentation.

In my report, I have used basic and business information of GrabSoft and used the data specified and directed by my organizational supervisor. I have used all the information for my report after permission from my organizational authority.

The organization agrees that to complete the criteria of the course in which it is enrolled, the applicant must make a detailed presentation about the project and that this application includes information on the company to the audience that has not signed any non-disclosure agreements. GrabSoft has helped in avoiding confidential information. This Agreement may not be altered except by a written instrument signed on behalf of each party.

Name of Company: GrabSoft

Supervisor Name: Mohaiminul Islam Chowdhury

Signature: 


Address: House 4, PWD Residence Korotoa, Road 36, Gulshan-2, Dhaka 1212

Name of the Student: Zahra Tayeba Amin

Signature: 

Address: House 40, Road 25, Block A, Banani, Dhaka

Description of Report: GrabSoft’s client relationship management during Covid crisis

Acknowledgment

Firstly, I would like to express my deep gratitude and gratefulness to Almighty Allah for giving me the patience and strength to complete this report. I'd like to thank my organization "GrabSoft" and on-site supervisor Mr. Mohaiminul Islam Chowdhury for allowing me to work and guiding me throughout the internship countless times making it a fruitful learning experience to build a career on. I was fortunate to have a positive work environment with proper safety measures and supportive co-workers who also helped me to grow.

I would like to express my sincere appreciation to my supervisor Mr. Abir Ahmed Chowdhury for not only his unceasing support and supervision but also for his patience with me in guiding me to finish this report especially in this difficult time of the pandemic. Sir has given suggestions and directions which were precise and clear making it possible to apply a great source of spirit to complete the report properly. It gives me an unbelievable sense of relief to be able to complete this report with Sir as this report marks the end of my Bachelor's Degree and I couldn't be happier Mr. Abir was my teacher to help me appropriately mark this end.

Lastly and most importantly, I would like to mention my parents as they played a great role in helping me to complete 4 years of undergraduate studies. I have witnessed the sacrifices they made especially in this pandemic to finance and provide resources for my education. I am thankful to them every day.

Executive Summary

This report deals with the factors that relate to client relationship management throughout the covid crisis, that has been present worldwide. The pandemic has led to changes in businesses which includes many firms to shift to remote working in order to reduce the chances of spreading the virus in the workplace and avoid jeopardizing the lives of workers. However, the nature of some tasks such as client relationship management usually involves face-to-face interactions to effectively strengthen work relationships with them. The organization I pursued my internship in, has made sure to incorporate resources and tools to maintain such a relationship virtually with the equal amount of effectiveness as it were before the pandemic. According to GrabSoft, the covid crisis has given a learning opportunity of how far small businesses can digitize their tasks given the challenges it comes with. The company helped me acknowledge the vital techniques of digital marketing as well as the importance of efficient and suitable softwares and to be curious with where technology is leading us. This report is the 4 month long contribution to better client relationship management that I was privileged to be part of.

Keywords: Covid, meeting minute, digital marketing, customer relationship management, client brief

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List of Acronyms

PPE	Personal Protection Equipment
IT	Information Technology
CRM	Customer Relationship Management
mCRM	Mobile Customer Relationship Management
KPI	Key Performance Indicator
SDR	Sales Development Representative
SWOT	Strength, Weakness, Opportunities and Threats
MEM	Mandatory Employee Meeting
CEO	Chief Executive Officer
CMO	Chief Marketing Officer
CTO	Chief Technical Officer
COO	Chief Operating Officer

Glossary

Client Brief	A recorded document that helps in guiding a project. A client expresses their needs and wants in that brief for the project.
CustomerRelationship Management	a process where customer interaction in a business is managed

Chapter 1

Overview of Internship

1.1 Student Information

This section will describe the necessary information about the person completing the report. The report is written by me with the purpose of completing my graduation from Brac University.

1.1.1 Name & ID

This is Zahra Tayeba Amin, a student of Brac Business School, Brac University. I have started my journey as an undergraduate student in 2016 with the ID 16304046.

1.1.2 Program & Major

I have chosen BBA as my area of study. I have decided to complete my graduation in this program by doing a dual major: Marketing as my first major and Human Resource Management as my second major. I found myself enjoying marketing courses more hence I applied for work in this field and based my report on this major.

1.2 Internship Information

By the time I reached my final semester, it was quite challenging for me to find an internship that can ensure employee safety for Covid in the work environment. I was fortunate enough to be called for my interview and find an opportunity by December 2020 and actively started working from January 2021 where I joined as Marketing Executive in their Marketing Department.

1.2.1 Period, Company Name, Department, and Address: I have worked from the start of this year, 1st January 2021 till 31st April 2021 for the software and digital marketing firm, GrabSoft, under their Marketing Department as Marketing Executive. GrabSoft's office is located on the 6th floor of Meher Plaza, Mirpur Road, Dhanmondi, Dhaka.

1.2.2 Internship Company Supervisor's Information: My supervisor was Mr. Mohaiminul Islam Chowdhury, the Brand and Communication manager of GrabSoft as well my immediate supervisor. He is working under the CMO, Md. Azmal Sharif who is leading the Marketing Department.

1.2.3 Job Scope - Job Description/ Duties

GrabSoft has appointed me with some pivotal responsibilities which were not a substantial amount of duties at the beginning but have gradually built up with time. Additional crucial tasks were given to me to handle when I was able to prove a cautious and sincere way of working and completing assigned works in the given time. My appointment letter fully specified the following as my duties-

- Managing multiple clients' social media accounts, websites, and mobile applications
- Lead generation and closing sales
- Attend and document assigned meetings
- Designing posts for social media channels and offline marketing

1.3 Internship Outcome

1.3.1 Student's contribution to the company:

These were my contributions to the company as per the tasks I had to undertake. My responsibilities included but were not limited to the following:

1.3.2 Benefits to the student: I have learned about the sophisticated ways mCRM can be done through using various software most of which were provided by GrabSoft. The internship enabled me to strengthen my communication skills from a professional point of view, proved to me the vitality of time management through working cycles, and taught me how work experience is always an ongoing process for one's career growth.

1.3.3 Challenges & Difficulties

Since working for a startup such as GrabSoft was a new experience for me, it took me a while to understand how to use their tools and database given that it was work-from-home and certain instructions were misunderstood by me or took me time to finish certain tasks. With time I have gradually picked up and learned new things regarding digital marketing and some softwares.

1.3.4 Recommendations

For someone who wants to closely watch how a business functions and a positive work culture, GrabSoft would be my recommended workplace to be part of.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

In this part of the paper, the overall idea of GrabSoft as an organization, its objectives, methods of using various tools for different functions will be discussed.

2.1.1 Objectives: The primary purpose of writing this report is to mark the partaken 3 month-long internship program and to complete the BBA program under BRAC Business School. This report sheds light on the takeaways from the job experience I have gained through joining GrabSoft. how a firm like GrabSoft was one of the few companies who have adapted and responded to the changes Covid brought in every possible way.

- Learn about sales approach for high-quality lead generation
- Learn to use and manage the company CRM database tools for assigned clients
- Managing cycle time for each sale
- Meeting the given KPIs
- Documentation of client meeting i.e Meeting minutes

2.1.2 Methodology:

- Collecting and storing data information using CRM tools
- Client's social media platforms, websites, and mobile application
- Zoom meetings and or Google Meet
- Internship experience
- Class learning

2.1.4 Limitations

Even though the company had a proactive approach and an encouraging organizational culture, the internship job came with tasks but lacked a few resources. I have thoroughly enjoyed most on-the-job training and tasks, however some seemed futile for me. Since each client had their own unique needs of service from the firm, the same cold calling script for all clients seemed ineffective and a monotonous way of approaching.

2.1.5 Significance

The report provides an insight into the changes a start-up company has gone through in order to survive the Covid crisis.

2.2 Overview of the Company

GrabSoft, a tech and marketing startup, actively started its journey in January 2019. The idea came around when 4 final year students were casually discussing the ongoing possibilities of the digitalization of businesses across the country. They realized more and more businesses were diving into online platforms due to ease of mobility and a wider reach of customers. Determined, they started with building an e-commerce site. The company stakeholders failed to sustain this e-commerce business, but fortunately, this led them to move to a different business model leading to the birth of GrabSoft, a digital marketing and software startup. Since creating high-quality websites and mobile applications can be costly, ranging between variations of prices, GrabSoft has the USP of transparency with clients and a customized variety of features of services for clients to choose from. From closing sales with two major clients (i.e Dahook and Courier Guys), the company has grown ever since. This has further led them to expand their service offerings i.e 360-degree digital marketing, software system, and application development support.

2.2.1 Vision

GrabSoft simply believes and is part of the vision, “To prepare for the ever-changing age of digitalization”.

2.2.2 Mission

GrabSoft firmly goes by the mission statement, “ to enhance client’s business growth with modern technology and design through high quality and reasonable solutions that are adaptive with time”.

2.3 Management Practices

2.3.1 Organogram

The company typically follows a hierarchical organizational structure where the authority flows from the CEO on the top flowing through the rest of the founders to the team at the bottom. However, sometimes the engineering department under the CTO follows a Matrix structure where the software team and the android team are pooled together for certain projects sometimes depending on the nature of the assigned work.

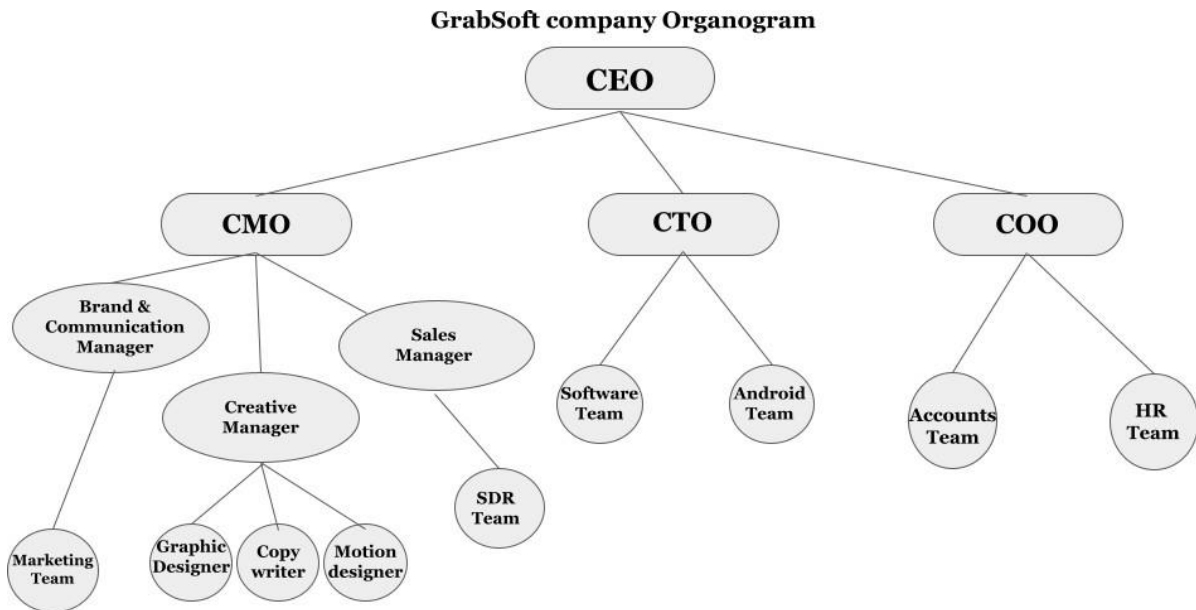


Diagram 1 : GrabSoft Organogram

2.3.2 Board Meeting

GrabSoft believes meetings to be the backbone of growth, for which frequent and long meetings take place among the founders. Since most works are project-based, constant updates are required to shed light on to, in order to work collectively as one towards the given goals. Because the founders are very much involved in leading their respective departments, frequent board meetings take place after office hours to assess the pulse of the startup. Major decision-making discussions are included in this meeting to later update managers and employees.

2.3.3 Mandatory Employee Meeting (MEM)

Most discussions in the MEM are based on what was emphasized in the recent board meeting. The first half of this meeting is done with all the departments present and the other half is where the meetings are split department or supervisor-wise. To make the meeting as productive as possible employees are usually given the topics, challenges, and needs beforehand for a productive and prepared discussion. This agenda is sent out through emails a minimum of 12 hours before the meeting. Follow Ups on current tasks/projects are also included in the discussion. This helps the company as a whole to set clear expectations and keeps everyone on track.

2.3.4 Office Environment

The office holds the atmosphere of an actively engaged, energetic, and friendly working space with semi-casual attire as the dress-up code. However, due to Covid, employees are advised to work from home mostly and are asked to attend the office once a week for meetings but to have proper PPE to avoid contagion. Employers encourage heavily to share thoughts and ideas on the meeting focus, even the bad ones. A common saying at GrabSoft is “no idea is ever a bad one”.

2.4 Marketing Practices

Largely led by the Marketing Department, the marketing practices of the firm are somewhat similar to its vision. Being a startup and preaching for the age of technology, GrabSoft believes in tapping into all accessible mediums of digital marketing to reach out to potential customers effortlessly. Digital marketing is highly accessible to businesses of all shapes and sizes regardless of the budget size. But it is quite easy to get lost in the ocean of countless other startups marketing themselves virtually for which GrabSoft strategized workable approaches in certain platforms both online and offline.

2.4.1 Social Media

GrabSoft believes in investing in social media marketing and has a prominent and active social media presence in all major social media platforms like Facebook. It is very much involved with its communities through Facebook groups, events and live sessions. GrabSoft is not in all social media channels and focuses only on a few of them given the nature of its products and services.



Diagram 2: GrabSoft Facebook page

2.4.1 Blogging

Having a regularly updated blog can do more than one might think. Being ranked for more keywords on search engines attracts more leads and can guide customers to their contents of interest most of which results in the buying process.

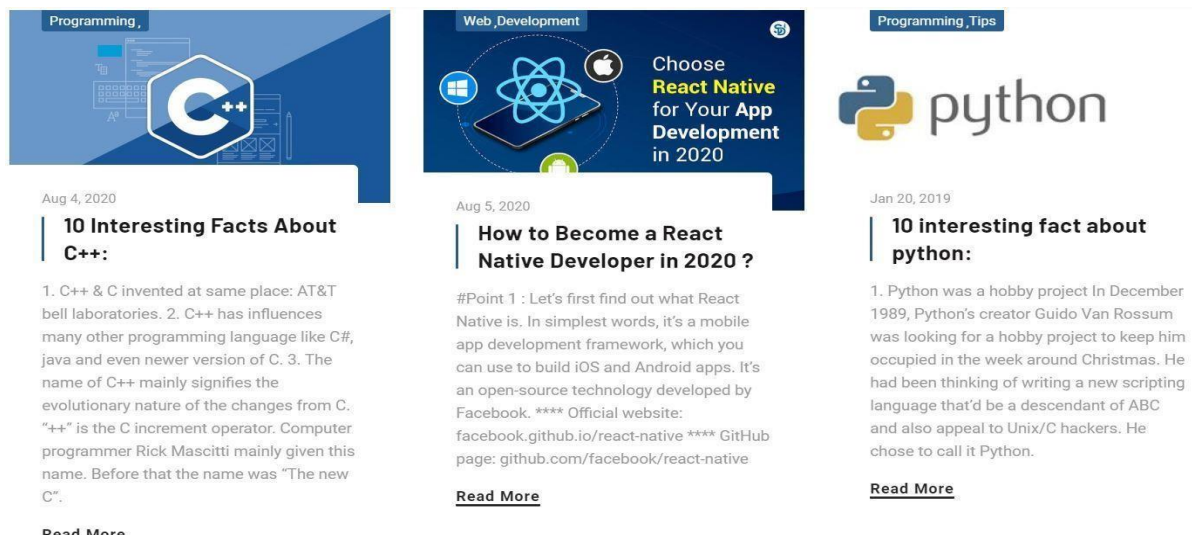


Diagram 3: Blogs by GrabSoft

2.4.2 Collaboration: GrabSoft believes collaboration to be an effective way to expand the target audience for their services. They have mostly collaborated with other companies that provide similar services as they do or are of relevance to their services.

2.4.3 Email marketing

GrabSoft engages with existing and potential clients through personalized emails especially during promotions and holidays.

2.4.4 News Articles and Leaflets:

The company still sticks to traditional offline marketing by distributing leaflets and taking newspaper columns. The reason is most small businesses are still relying on offline mediums or are more responsive to them. The following is a leaflet that was distributed to small businesses who are currently offline and may be interested to digitize their firm.



Diagram 4: Leaflet

2.5 Financial Performances and Accounting Practices

In GrabSoft, the accounts and finances are handled by one team led by the COO and are handling cash flows of all the projects and other parts. Their work include

- Quarterly records of income and expenses
- Managing funds, loan and investments
- Preparing monthly accounts
- Legal documents and tax evaluation

2.6 Operations Management and Information System Practices

2.6.1 Remote work norms and Practices

Daily stand ups are common in GrabSoft. Previously standups were conducted at early office hours face-to-face but after the first lockdown for Covid, standup practices have been changed. Message threads in collaborative tools like Trello and Asana saved time and has been much more involved in our daily task management. These tools are used in dividing boards according to departments to share project status, explain where employees are facing issues and so on. These tools helped everyone to stay aware and informed of the current tasks without the need to ask supervisors as often as we did offline. Below is our Marketing Department’s Trello board.

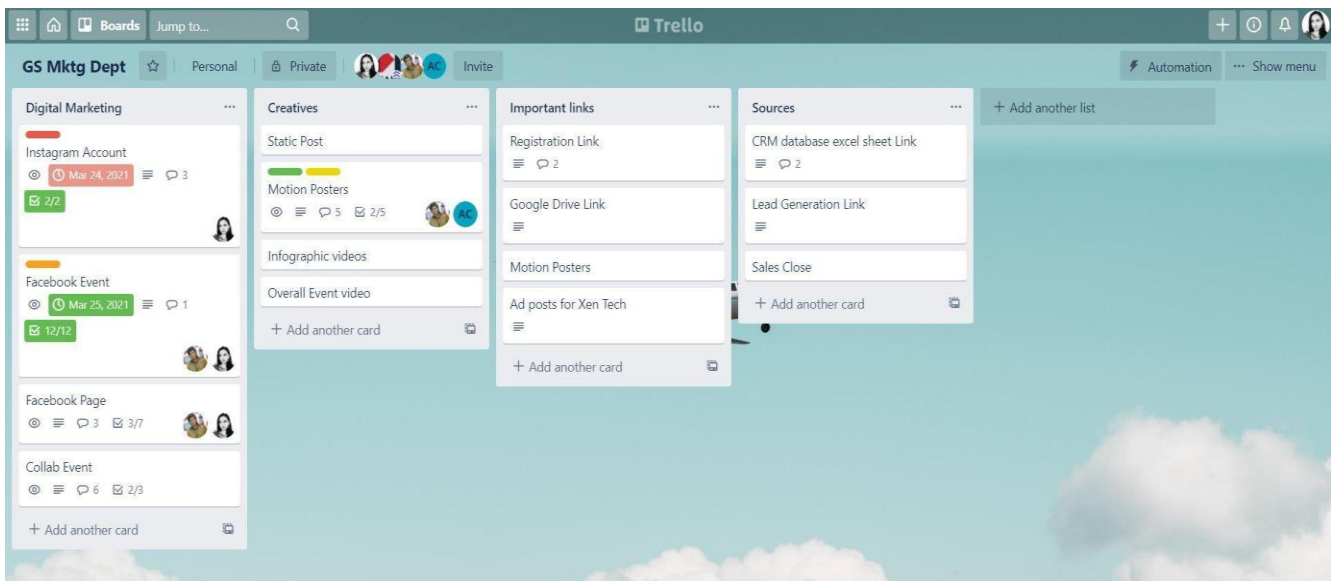


Diagram 5: Trello board of Marketing Department

We usually maintain columns to sort the nature of the task, some important links of documents or spreadsheets that are used often and color codes to explain the status of each task. Asana is also used in our work but for individual tasks. Below is our board used for dealing with certain client's works some of which may include IT support and is listed for them to later take a look at the issue.

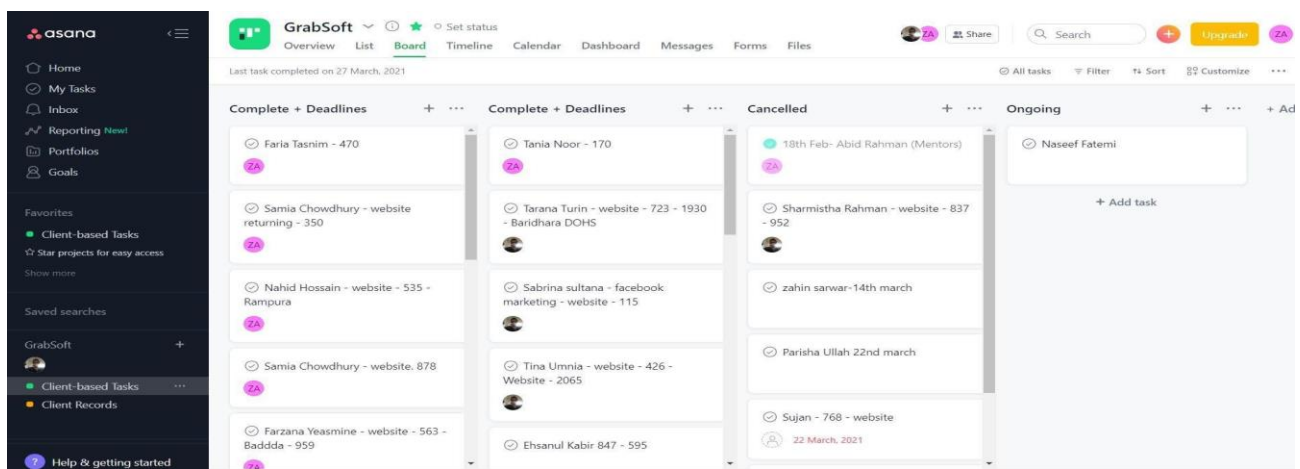


Diagram 6: Asana board of client task management

2.6.2 Software and systems



Website, App, software development and digital marketing firm

Our Services and Offers



Ecommerce Website



Ecommerce Subscription Packages

There are 3 packages based on the features. To know details please [click here](#)



Single-Vendor Ecommerce

Single-Vendor Website's one time price starts from **BDT 45,000**



Ecommerce Subscription Packages

Multi-Vendor Website's one time price starts from **BDT 65,000**

Online POS System



Light POS System with IMS

This Software is for small shops or mart. Price starts from **BDT 10,000** and yearly server charge is excluded



Heavy POS System with IMS

This Software is for offices or big shopping marts. Price starts from **BDT 22,000** and monthly server charge is excluded

+88 01763734883, 01679276202

grabsoftfirm@gmail.com

www.grabsoft.tech

Diagram 7: Service Offers part 1 of 3

Company Profile Website



Static Company profile

Every data will be on source code, client can't upload anything from admin panel.
Price BDT 12,000 – BDT 15,000



Static Company profile

Client can upload anything from admin panel.
Price starts from **BDT 25,000**

CRM (Customer Relationship Management)



Online CRM Software

Customer Relationship Management System
Price starts from **BDT 25,000**. For your customized one contact us.

School Management Software



School Management with LM system Software

School Management System is a subscription based software where we charge **BDT 5 – 10 per student**. For onetime payment with the source code policy please contact us.

Diagram 8: Service Offers part 2 of 3

Delivery Management System



Delivery Management system

Delivery Management System Price starts from **BDT 18,000**. For your customized one contact us.

Hospital Management System



Hospital, Hotel or Restaurant Management System

For your Hospital, Hotel or Restaurant Management System feel free to [contact us](#).

ERP Software



Enterprise Resource Planning Software

For your ERP Software [contact us](#).

Ride Share App



Ride share App

For your Ride share Application [contact us](#).

Thank you for looking at our pricings. For any type of queries please contact us.

2.6.3 Top clients of GrabSoft

The company's first major client was Dahook, a ride sharing app following other major clients like Courier Guy. Most of GrabSoft's clients were brought through networks, email marketing and sales calls.



Diagram 10: Top Clients of GrabSoft

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis of GrabSoft:

Like all other businesses, GrabSoft requires a strategic planning technique to sustain in the dynamic market of software and digital marketing. The work environment was energetic and positive for which employees were quite motivated to work better. My supervisor emphasized a lot of importance in learning while working and was also a mentor to upgrade my technical skills such as understanding the use of Google Analytics. Throughout the time of my internship, I got to see the excellent leadership of my supervisors and founders. This heavily reflected on our work approach hence these are taken as the strength element.

As for weakness, there were days when some project work lasted till 9pm even though office hours ended at 5pm. It can act as a demotivator for employees as it takes away personal and work life balance. There was also an insufficient amount of resources available to work better. For instance there was no electronic drawing pad for graphic designers for doing detailed art based tasks. Also, the firm was

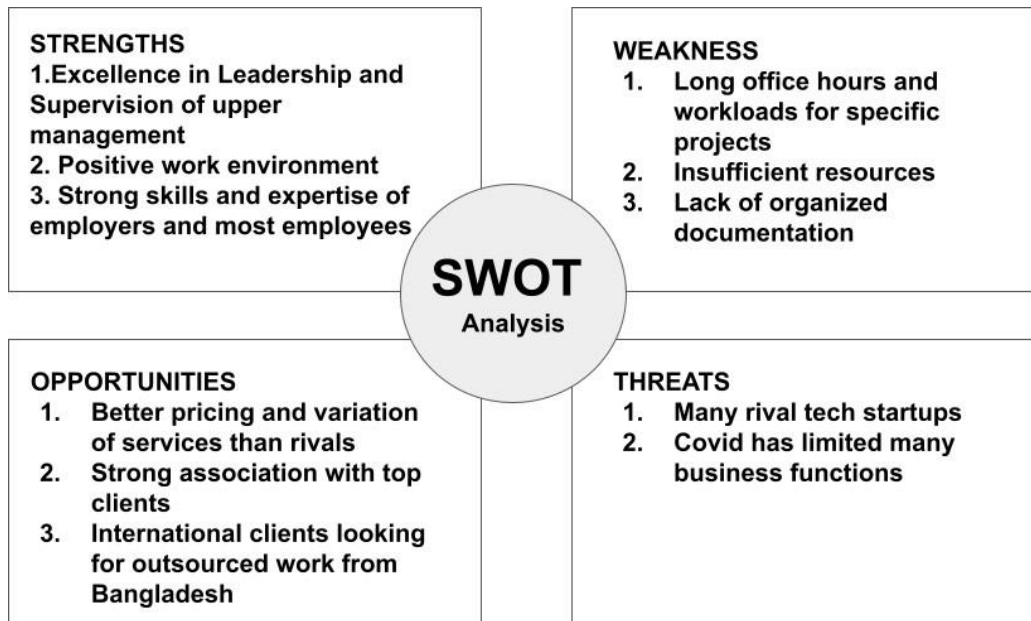


Diagram 11: SWOT Analysis of GrabSoft

2.7.2 Porter's Five Forces of GrabSoft

One of the most holistic approaches is Porter's Five Forces for looking at any industry and to understand what drives profitability and competition. Firms like GrabSoft have buyers that are both B2B and B2C and their needs can be catered as individuals and enterprises. There is an increasing number of new businesses amid the pandemic as many job holders are now looking for much stability by running their own sole business through various social media channels. Hence there is a large number of buyers relative to the number of IT companies in Bangladesh. Digital transformation and advanced technology has contributed to this growth.

There is differentiated bargaining power of suppliers as firms like GrabSoft are service based. Currently there are a large number of suppliers in the IT industry. The threats of new entrants coming is high since there are many startups already. However, new entrants need to develop strong research and developments with sufficient capital to function thoroughly as new entrants should be facing strong competition from existing players. There are, ofcourse, available substitutes where customers won't incur costs of switching if needed. Given that available substitutes most likely won't have high prices, customers have the freedom to go for their services. There are many similar competitors in the IT market and costs are not high. The exit barriers are high and the industry is growing rapidly due to fast-evolving technology.



Diagram 12: Porter's Five Forces of GrabSoft

2.8 Summary and Conclusions

In conclusion, GrabSoft has high competition, there is high bargaining power of buyers, low threats of new entrants, low bargaining power of suppliers and low threat of substitutes.

2.9 Recommendations

The company could strengthen its research and development line by keeping a separate department to anticipate the fast-evolving technology of the IT industry.

Chapter 3

Project Part: “GrabSoft’s client relationship management during Covid”

3.1 Introduction

The purpose of this chapter is to provide a precise review on the chosen subject matter which is on how the company maintained its CRM with clients during the pandemic.

3.1.1 Background

I have worked as a Marketing Executive during my internship period at GrabSoft and have directly handled clients such as Hazimart which was a Chandpur based e-commerce company delivering various retail products of food items, clothes, electronics and some miscellaneous items. During this span of time, I have tried and learned to acquire communication skills needed in approaching a client, writing skills required to document briefs and meeting minutes, and mostly understand some technical terms used to communicate with the Developers team when being the liaison between clients and IT support.

3.1.2 Objectives

The core objective of this chapter is to understand the relevance of changes that were adapted due to the novel CoronaVirus making offline work close to impossible to engage in. Given that client relationship is crucial to GranSoft's goals, certain changes in the work approach and conduction has been made in client relationship management in order to ensure safety of both parties yet have maximum outcome via virtual tools. The objectives are specified as follows:

3.1.3 Significance of the Study

Doing this report on my first ever official work experience has helped me to reflect and look back into what skills I have actually acquired. The growing use of digital marketing especially when remote work has pushed businesses to be present virtually more than ever has influenced me to put a good amount of effort into reading news journals and research papers about the trend of digitalization. These updates helped me share a constructive opinion during office meetings and earned my supervisor's trust when making decisions on how we could deliver certain tasks better.

3.2 Methodology

- With the help of collaboration tools such as Trello and Asana to organize priorities of tasks and on-going client projects
- With the use of Zoom meetings, Google meet and frequently phone calls to stay in touch with clients and partners
- Use of Google Form for client brief and also to add to our first-hand research of what clients are looking for
- Use of secondary resources such as journals, research papers and networks to understand the current market trends and updates required in our resources and techniques.

3.3 Findings and Analysis

3.3.1 The Global Market

Covid was the most unanticipated epidemic that spread without any warning into our lives both personally and professionally across the globe. It brought many challenges for businesses and job-holders unprepared for the transition to remote work let alone the health crisis. Let's say the whole ecosystem of how we function collapsed.

More users are now choosing to rely on online content to make decisions if they want to go with the buying process of a certain product. Lesser businesses and individuals rely on word of mouth and more on their own research via the internet. 51% of B2B buyers rely on content now to research their buying decisions, and they want shorter, interactive content that educates rather than sells (*DemandGen Report*).

3.3.2 The Local Market: The country was the most unprepared in its first lockdown where almost all businesses did not have any contingency plan for a pandemic. Many declared bankrupt or have shut down due to less to no customers making it hard to survive. Small businesses contribute 25 percent to the country's GDP (*IFC World Bank group*). 39% of the surveyed owners said that they had to shut down operations due to temporary lockdown (*Asadul Islam, Atiya Rahman, Rafia Nisat,2020*) Similarly, 40% noted that they were unable to pay employees and maintain business operations.(*Asadul Islam, Atiya Rahman, Rafia Nisat,2020*).

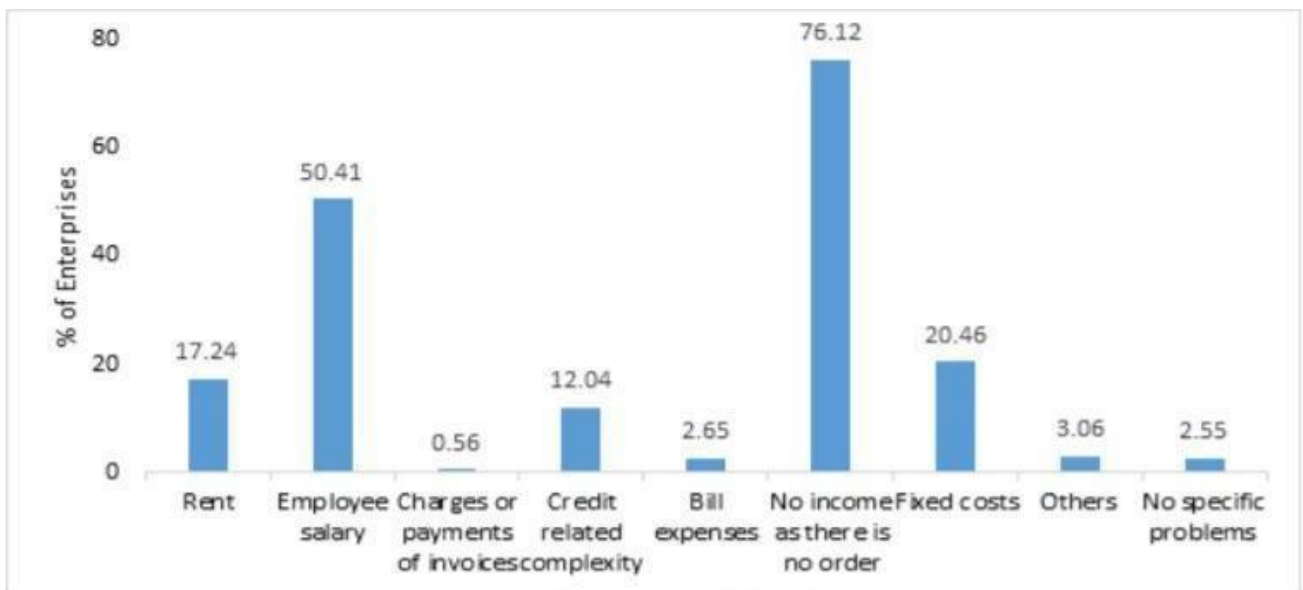


Figure 12. Major problems faced during the lockdown

Diagram 13: Survey from research paper “The Impact of COVID-19 Pandemic on Small and Medium Enterprises in Bangladesh”

3.3.3 Our Primary data insights

While taking client brief, GrabSoft decided to incorporate more first-hand research work into the current status of client's businesses not only to help clients better but to upgrade with the current needs and wants that has been created through this pandemic. These forms are usually filled up by Sales Development Representatives while asking the given questions over the phone or video call.

The image shows a Google Form titled "GrabSoft CLIENT BRIEF". The form is designed to collect client information and is structured as follows:

- Title:** GrabSoft CLIENT BRIEF
- Subtitle:** Break-down on the client brief to deliver the best results
- Requirement:** * Required
- Field 1:** Name of client (Text input field)
- Field 2:** Email address (Text input field)
- Field 3:** Contact Number (Text input field)
- Field 4:** Describe your Brand (include link, what you do, your core operations and how long you have been in business) * (Text input field)
- Field 5:** What kind of product/service you need? * (Text input field)
- Field 6:** Profile Website (Checkbox)

Diagram 13: Client Brief Google Form

According to our research, Majority of clients were small business owners who had started their business less than a year ago through opening a Facebook page. These clients mostly looked for social media marketing support.

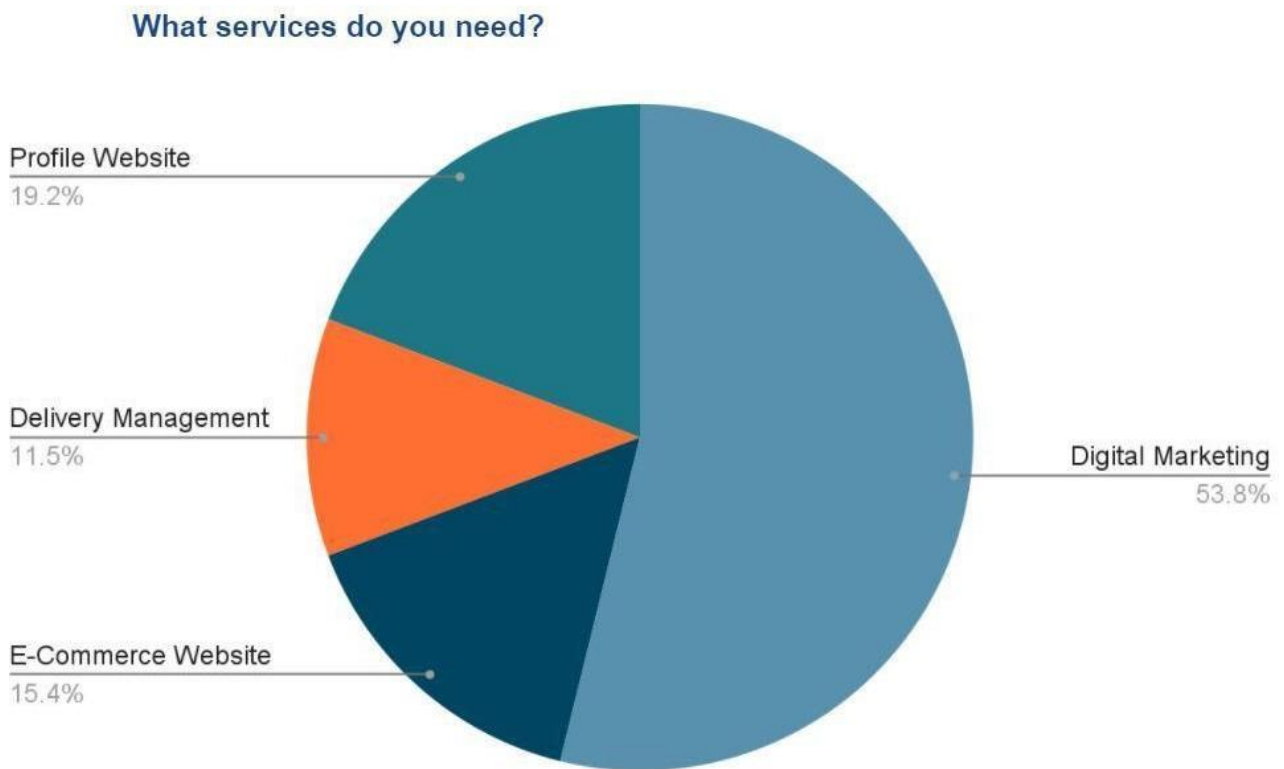


Diagram 14: Survey results

Major clients like Hazimart have seen a significant increase in their sales performance after redesigning their website through us making it more user-friendly, visually appealing and authentic.

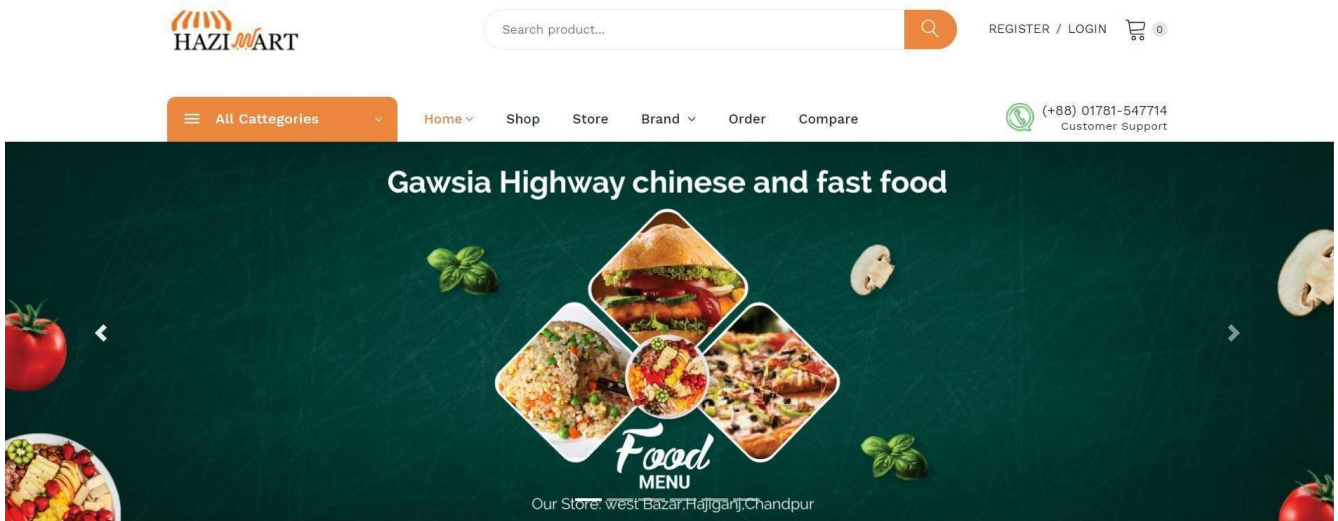


Diagram 15: Client Hazimart website homepage

3.4 Summary and Conclusion

Adapting to digital marketing and improving software systems has brought visible difference in the performance of certain clients' business for which GrabSoft had a few returning clients for an updated system or virtual campaign. It largely proves that client relationships play a vital role for the company's sales performance.

3.5 Recommendations

Given that GrabSoft has the team and resources to make its own mCRM to manage clients, the company should consider creating one of their own with the right features that can last a long term to work with. This not only will make CRM tasks faster but also add to future decision making and analysis.

3.6 Future Scope and Prospect of Research

It is given with enough evidence that no business would consider functioning without a CRM system. In other words, it is like walking aimlessly without a proper destination. CRM gives a bird eye view and makes management of sales activity easier. Many businesses still rely on manual data entry which will soon become obsolete. Thanks to remote working, the need to use a more automotive tool to handle CRM databases had become a need. The future is the use of mCRM and AI softwares to coach and be a part of sales teams. Firms use their software to optimize brand content and media spend by measuring consumer emotional responses to videos, ads, and TV shows (*Randall S. Wright, 2020*). He further says, “I suspect that soon the same will be available to provide real-time analytics of customer reactions during a Zoom call”. GrabSoft is also eager and preparing to include AI softwares to support their CRM activities.

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