

Report On  
**Customer Engagement Process of X Integrated Marketing  
Agency**

By

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17304077

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

Bachelor of Business Administration  
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 material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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

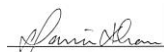


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**Md. Mariful Islam**

17304077

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



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**Ms. Tanzin Khan**

Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

Ms. Tanzin Khan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Ma'am,

I am pleased to submit my internship report, titled "Customer Engagement Process of X Integrated Marketing Agency," in accordance with the provided instructions. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

My goal was to provide the necessary information and suggestions in as few words and as much detail as possible in the final report.

With all my heart, I pray that this report will meet your needs.

Sincerely yours,



---

Md. Mariful Islam

17304077

BRAC Business School

BRAC University

Date: October 26, 2022

## **Non-Disclosure Agreement**

This agreement is established and entered by X Integrated Marketing Agency and Md. Mariful Islam, a student at BRAC University's Brac Business School, to strictly limit who can see the confidential information of the specified firm.

## **Acknowledgement**

As I begin this internship report, I would like to express my appreciation to my respected faculty, Ms. Tanzin Khan, for providing me with the guidance and background information I needed to complete it. Second, I'd like to thank Ms. Fahmida Shams, my internship supervisor and team leader, for her guidance and assistance in teaching me the basics of my tasks, patiently providing each required detail, correcting me when I was wrong, extending her warmth as a token of appreciation, and guiding me throughout the internship period. Therefore, I would like to express my deepest appreciation to X Integrated Marketing Agency, its management, and, in particular, my coworkers on the Query Management Team, for their kind assistance as I wrote my internship report. My parents and older siblings have raised me to be the best person I can be every day, and for that I am eternally grateful.

## **Executive Summary**

This report details my time as an intern at X- Integrated Marketing Agency. During my internship, I learned a great deal about digital marketing and other areas of marketing. With the rise of digital marketing, consumer expectations and behavior have changed considerably, and this research focuses on the marketing agency's customer engagement process that has an impact on effective interaction. The internet and social media applications are vital to our daily lives in the digital age. In the digital age, the media and other platforms act differently. As a result of how much easier digital marketing makes it for businesses to comprehend and engage with their clients, sales have soared. By implementing customer engagement methods, competitive businesses such as digital marketing agencies are not only keeping an eye on their customers and rivals, but they are also launching diverse campaigns with the customer's demands in mind.

**Keywords:** customer engagement, social media, digital marketing, advertising, promotion, consumer.

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## List of Acronyms

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

# **Chapter 1**

## **Internship Overview**

### **1.1 Information of the Student**

Name: Md. Mariful Islam

ID: 17304077

Program: Bachelor of Business Administration

Major: Marketing and Computer Information Management

### **1.2 Internship Information**

#### **1.2.1 Internship Details**

Period: From June 1<sup>st</sup>, 2022 to September 30<sup>th</sup>, 2022

Company Name: X Integrated Marketing Agency

Department: Query Management Team

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

#### **1.2.2 Internship Company Supervisor's Information:**

Supervisor's Name: Fahmida Shams

Position: Group Account Manager

Email: [fahmida@justnx.com](mailto:fahmida@justnx.com)

Phone Number: +8801534712925

### **1.2.3 Job Scope**

#### **Job Description**

The work I did for X Integrated Marketing Agency in my first two and a half years there was identical to what I did for the company during the prior two years. Airtel Bangladesh, Robi Axiata LTD., Samsung Bangladesh, BAT, Banglalink, City Bank, Polar, and Aarong Dairy are some of the most renowned names in the country among our clients. My position is that of a Customer Engagement Officer. Customer Engagement Officers are responsible for identifying the characters of our customers' online-based media and assuring the quality of the data by doing so. I must work from both the office and my residence. After COVID, the office implemented a more flexible and productive work from home and in-office arrangement for its staff. Each Facebook inquiry is sent to the aforementioned code independently, making it simple to operate and monitor. These "Smashboard" programs were developed by our Information and Technology division.

#### **Duties and Responsibilities**

The first thing that we have to accomplish is identify the customer's assurance and requirements in order to determine their confusion and their desires. The most common kinds of messages are those that advertise or provide access to data or phone services, as well as those that announce the arrival of packages or announce the beginning or end of online forums or other online communities. Individuals can gain a sense of their supporter profile on Facebook and other web-based media platforms by using software like Smashboard, which provides an overarching view of a user's social site and the ability to manage and direct the flow that is turning up in a social site.

So, here's an overview of the usage, features, and refinement that can be found on Smashboard, which I used rather frequently.

I. Using this tool, users can pick individual inboxes and comment threads.

II. The number of inquiries we receive will be monitored regularly (hourly, weekly, monthly, etc.).

III. There is no way to miss a question when using Smashboard.

IV. It uses a different approach to including data, which allows us to forget about previously determined results when answering questions. For instance, the combination Ctrl+Alt+4 means "please tell us how we may assist you."

V. Any unfavorable comments are safely filed away or discarded without even being opened.

VI. The planning department might provide the go-ahead for in-person visits and involvement in specialist-led events.

## **1.3 Internship Outcome**

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

Due to the fact that I've been with X Integrated Marketing Agency since August 2019, I feel compelled to discuss my experience from the recruitment cycle through my first month as a trained professional. To begin, the creating, accentuation, and speed tests that make up the gathering cycle X Integrated Marketing Agency experience are all a part of the three-stage isolation measure. This testing methodology allows the examiner to determine, in a general sense, whether an individual possesses the fundamental capabilities to manage customers in need and whether or not they are able to convey information about the organization in both Bangla and English according to the

customers' preferences. Also, if an applicant is sufficiently capable, like I seemed to be, he or she would receive a second assemble up from the conference board to seat for a planned gathering with the Business Director, Mr. Parag Obayed. In my case, this occurred after the first round of interviews. The meeting went well for me because I was prepared with all of the appropriate responses to his needs and inquiries brought up during the meeting. After an opening period of three days, I finally prevailed in the last call-up that was given to me. The arrangement lasted for three days, and on the sixteenth day, I began my journey as a Junior Engagement Officer for Airtel Bangladesh LTD via the Facebook channel. This was the beginning of my journey. I was able to investigate a wider number of companies as time went on, and I now have a total of 683 conversations of Binge account under my credit. Additionally, my Airtel account received 13,948 unique visitors between the 1st of June and the 30th of September of the work year 2022.

Total Replies	14,631
Binge	683
Airtel Bangladesh	13948
Total working time	2047
Response within an hour	18.11
Per conversation earnings	BDT 8.00

Table (1): Work Statistics

### **1.3.2 Benefits of this Internship**

When compared to taking entry-level jobs at large corporations, I now know that staying at X Integrated Marketing Agency was the right choice. I've risen to the top of the Airtel thing campaigning value chain thanks to the generous pay and years of experience in customer service. I have gained a thorough comprehension of the issues plaguing the gadgets industry, as well as the ways in which things and missions impact a leader's capabilities and the compensation of middle-tier advertising in the sector. The fact that I can see them all now means that even if I had worked for Airtel Bangladesh as an employee, my contributions would have gone unnoticed. On my first day at X Integrated Marketing Agency, I expect to hear about the company's major layoff plans. The advantages of this internship are outlined in greater detail below.

- I. It's a brand-new method of conducting business that is more attentive to the specific demands of each consumer.
- II. To be an expert who must deal with a diverse array of clients from different racial and ethnic backgrounds, we need a large quantity of data on consumer knowledge.
- III. Has become adept at completing activities while having little time.
- IV. Overall, the method gave us new talents and abilities in the areas of equipment progression, culture, pay source, and client.
- V. Invaluable lessons can be learned by working at a company like X Answers for Airtel Bangladesh and Binge.
- VI. Became more idealistic, competent, and tenacious, so acquiring the ability to adapt to a group of individuals with true procedure and temperament.

VII. I composed this report based on my expertise in my field.

### **1.3.3 Problems faced**

During my internship, I must work from both the office and my home. After the COVID incident, various changes were made to the office, including the desk arrangement. The agent's room and the executive's room were switched. Also, the workplace's equipment was not upgraded, and some of it was broken. On the other hand, during my work-from-home shifts, it was difficult to maintain that period of time because the other person was not easily accessible. Info360 is the software we use to respond to consumer inquiries. To utilize this particular technology, an office computer was required. Anydesk was required to access it while working from home. Obtaining info360 through Anydesk was a hassle because it took so long. During the pandemic, there was also a lack of staff. As a result, I was unable to take the planned vacation days. I require a certain amount of time off to recover my energies before my next set of responsibilities and tasks.

### **1.3.4 Recommendations**

- I. A regular expression of appreciation should be provided to the top performer or understudy.
- II. Projects and activities during internships should be more closely matched with actual corporate work so that we can plan ahead before joining a company.
- III. The schedule should be more concentrated and productive.
- IV. Training sessions should be recorded.



- V. It is essential that trainings occur at the planned time.

## **Chapter 2**

### **Organization Part: Overview, Operations and a Strategic Audit**

#### **2.1 Introduction**

Marketing is an integral component of the corporate world. In addition to the existing state of affairs, the X-Integrated Marketing Agency has been conducting business in regards to digital marketing and other marketing fields. X-Integrated Marketing Agency is currently considered as one of the country's top marketing firms due to its consistent performance and clientele of top-tier brands.

##### **2.1.1 Scope**

This chapter focuses on the organization's overview, which includes the mission, vision, overview, management, marketing, accounting, and financial considerations, as well as a SWOT analysis. This study contains the essential facts and major functional activities of XBS, in addition to a simple yet potent concept.

##### **2.1.2 Objectives**

- I. Discover how the Query Management Team operates for the organization.
- II. Observe how the top management handles customer service.

- III. An introduction to the electronic mail community.
- IV. Examine how your firm performs in comparison to the competition.
- V. Access X Integrated Marketing Agency is readily available to company professionals.
- VI. Understand how the Inquiry Supervisory meeting operates.
- VII. Assess the organization's restrictive work environment.

### **2.1.3 Methodology**

- Zerocium
- Smashboard Application
- Client's social networking profiles
- Website
- Rationale Analysis
- Internship experience
- Learning in a group environment

### **2.1.4 Limitations**

Although I found the firm to be very friendly and the agents to be quite reliable, I was unable to do my entry-level job's social event research because the company was reluctant to share much of its information and there was little relevant online content.

### **2.1.5 Significance**

My findings are briefly summarized, and their context in respect to those of my friends is discussed. That's why it's so important to have this section of the report. To ensure that all audience members saw the same thing, the data was likewise presented in a systematic fashion.

### **2.2 Overview of the Company**

With the merger of MADLY and Strategic Digital in 2017, the X Integrated Marketing Agency was born. In addition to allowing them to enhance their product offerings and become a "joined plan supplier," this enables high-level exhibiting enterprises to swiftly connect. In spite of the partnership's lack of experience in the market, both MADLY and Strategic Digital have established themselves as industry leaders in their respective fields.

The historical achievements of two workplaces were encouraging at this time. Recently, in our country, game plans have begun to be displayed in a 360-degree manner, beginning with the formation of ideas, the shipment and progression of things, the board, electronic improvements, a more sensitive and modern approach, etc.

The advancing pack is known as BTL because to the standard advertising, which is principally given by two social events (Below the line). During my brief employment, I worked for the Query Management Team of the X Integrated Marketing Agency (QMT). Here are the services offered by X Arrangements Limited.

- Creative Assistance
- Advertising
- Statistical Data Analysis

- Social Media Promotion
- Digital Marketing Campaigns
- Investigation of Activities and Campaigns
- Administration of Social Media Inquiries

## **2.3 Management Practices**

### **2.3.1 Top Management:**

#### **Introducing the Greats**

##### **Mr. Tahsin Saeed,**

M.D., Chief Executive Officer

Mr. Tahsin Saeed is the man behind the success of a team of more than a hundred people, and he has over twenty years of expertise in a wide range of fields.

##### **Mr. Drabir Alam**

COO

Being at the forefront of Bangladesh's cutting-edge advertising business and responsible for the work of a large team of creative individuals is a great way to inspire the best from them.

##### **Mr. Rasel Mahmud**

Group Creative Director

His experience as a leader and a key figure in the development of the advertising industry in Bangladesh allows him to inspire and direct a talented group of individuals.

### **Mr. Raquib Chowdhury**

Group Creative Director

Mr. Raquib Chowdhury was recently honoured with top honours by the Bangladesh Brand Forum in the OVC category; he is widely regarded as a leader in this space.

### **Mr. Obidur Rahman**

Senior Account Director

Mr. Obidur Rahman has been in charge of a support team called the Query Management Team for the past nine years. This team currently consists of more than sixty individuals.

## **2.3.2 Leadership Style**

The X-Integrated Marketing Agency is now among the most prosperous businesses worldwide. This has been made possible through the organization's leadership and leadership. A leadership style based on group input is used there. Employees have an open forum for discussing company and project matters and voicing their thoughts. Therefore, there is less of a need for formal channels of communication and everyone is on the same page. It also fosters a friendlier atmosphere at work and stimulates the sharing of novel ideas.

## **2.3.3 Management Responsibilities**

Mr. Porag Obayed, Senior Account Director, and other members of the top organisation and administrative group, including Ms. Fahmida, Group Account Manager, Mr. Wahid, and Ms. Nawara from Query Supervisory Group, are very precise in overseeing the entire progression, such

as the client and the senior staff, proficient planning and progress, and quality control, and providing extra strength. This is accomplished by providing ample training and resources to their representatives.

In case they need to supply agents both front with standards and procedures, they spend most of their time directing their staff and preparing meetings. We stay up until past midnight discussing our overall performance, mistakes, and improvement points during the pandemic and lockdown. With such meticulous planning, the organization is able to produce results that are more transparent and consistent than ever before.

The board works well with its partners to provide incomparable assistance to clients, exactly as we, the most advanced professional organizations, do in the most fundamental of situations. Each of the people who make up the demand administrative group at the organization are seasoned veterans of the exhibiting business. Robi Axiata Restricted acts as an agent for several companies, including BAT, Imprints, Grameenphone, and Samsung. As a result, X Integrated Marketing Agency is now widely regarded as one of the country of Bangladesh's finest and most well-known advertising firms. Partners maintain consumer interest through data innovation and consolidation, allowing for the efficient management of an infinite customer base. This system, in its whole, is very well-thought-out and precisely constructed.

## **2.4 Marketing Practices**

### **2.4.1 4Ps of X-Integrated Marketing Agency**

**Product:** Here at Smashboard, we take care of Airtel customers using a customised version of software called Smashboard. For meetings focused on cutting-edge advertising, this setup

facilitates open dialogue between attendees in the form of questions and answers. Facebook users may utilise Smashboard to see a comprehensive list of questions about a product and how they stack up against those asked by others.

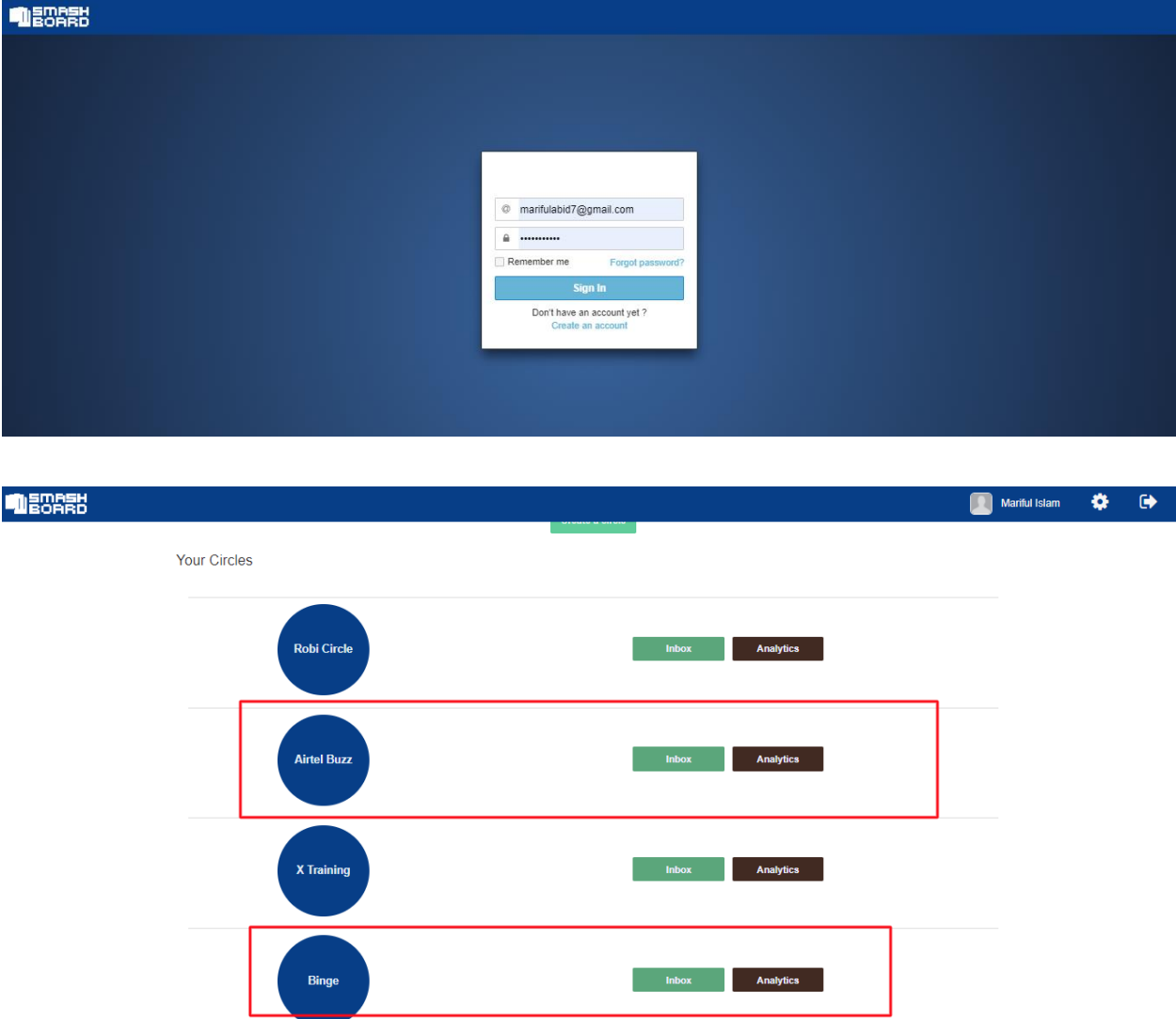


Figure (1): Smashboard

**Price:** For the Facebook business plan X Integrated Marketing Agency., it is expected that each answer to a comprehensive question will earn BDT 5, and each answer to a commitment question will earn BDT 1.5. But just now, we need to keep the results of the assessment under wraps. A yearly maintenance fee is paid to the IT department for instruments like the Smashboard. It was unclear how much the assistance would cost, and as a result, we had no way of determining that.

**Place:** One can find X-Integrated Marketing Agency in the heart of Mohakhali DOHS. The majority of the workforce conducts its day-to-day business operations from this centralised hub. It's an office complex where they occupy multiple floors. The exception to this is in the case of an emergency, in which case employees are allowed to work remotely. This allowed us to keep up our excellent level of service while keeping our output stable. Using a technology called AnyDesk, we can access some private data in the office even when we're not physically there.

**Promotion:** Instead of focusing on public relations, X-Integrated Marketing Agency promotes its clients and customers. Mr. Obayed, our company's business director, always reminds us that we must operate within strict time limitations at X. When our customers are happy with the work we've done for them, they tell their friends, and that's how we grow our company. As a result, when we succeed at making our customers happy, people take notice, and this raises our profile.

## **2.4.2 Integrated Marketing of X-Integrated Marketing Agency**

An experienced marketing firm, such as X Integrated Marketing Agency, has four additional 4Ps to consider beyond the traditional marketing mix of product, price, placement, and promotion.



The four main departments at X Integrated Marketing Agency Limited are responsible for the bulk of the agency's service.

**People:** Four sections within the X-Integrated Marketing Agency provide a variety of services.

The following are:

- **Campaign Planning Team:** In this department, a lot of time is spent on more complex forms of advertising, such as opening up new entry points to the market for new types of businesses (especially in the realm of digital media).
- **Client and Service Management Team:** A large portion of this team's automated processes are devoted to developing and maintaining the brand's infrastructure via an array of programmed forms of advertising. They deal with customer service requests in their own special way, and they've managed to boost their standing with a wide variety of potential customers in an unanticipated way. They will be in charge of directing and implementing temporary online marketing initiatives for a wide variety of firms.
- **Creative team:** This group is in charge of producing high-quality material for all of the client's digital media outlets. Devoted employees are responsible for conveying information through a variety of channels, including static posts, promotional films, online video advertisements, and television commercials. Therefore, it is essential that this group be kept abreast of forthcoming trends while also being reminded of the brand's image and communication design.
- **Query Management Team:** I am working here in a part-time position. While question selection is the major responsibility, this group also works on test design, official training, sample correspondence, and test formats. Our IT staff maintains a consolidated

repository for all Airtel equipment, data, and upgrades. We're able to make progress with less effort and greater precision as a result. Additional discussion will be held to flesh out this area. Lastly, and most crucially, this group is reliable in terms of generating favorable posts about their intended companies on public meetings that comprise consumer groups with shared interests.

**Principle:** The foundation of X Integrated Marketing Agency is the belief that superior performance is more important than quantity. A central idea drives their operations from the time they begin recruiting new staff to the time they close a sale or otherwise interact with a client. Seasonal employees start at BDT 100/hour on typical non-weekend days with the large range of other benefits like lunch and dinner as well, making them the best-paid in the industry as compared to other administrations such Asiatic MCL and Magnito Digital Ltd, HYPE, HAVAS Digital, and so on. Their undergrads have great sales skills; thus they handle the large bulk of their customers. X Integrated Marketing Agency can benefit from hiring low-maintenance workers like students since they provide a place for students to earn money outside of the classroom and can pay them less than the going rates for similarly competent undergraduates.

**Process:** Some of the members of our quality assurance team include Md. Mahe Alam (Executive, Training and data, QMT, Business Solutions) and Ms. Nafisa Nawara (Senior Executive, Training and information, QMT, Business Solutions), who retain us informed of any changes, updates, or new guidelines through the use of email and in-person conferences. Based on the discussion so far, it appears that only a handful of programs are necessary to provide the services our clients require.

**Performance:** When it comes to national brands, the X-Integrated Marketing Agency has some of the best partnerships. The brands featured in this study are indicative of the company's

standing in its field. X-Integrated Marketing Agency was ranked third in the nation out of all correspondence offices in the 2018 COMMWARD study due to constant performance.

## **2.5 Financial & Accounting Performance**

The money and records office of X Integrated Marketing Agency Limited receives all funds received by the company. In this section, we will focus on the following topics:

- Number of Sheets;
- Investment from the Board;
- Funds transferred between corporate entities by a loan or initial payment
- Flow of cash;
- Preparation of month-to-month transactions; Preparation of month-to-month transactions;
- Tax; and
- Documents and earnings.

These fields are extremely secretive. Therefore, the members are prohibited from sharing the confidential information that is housed in this department. As a part-time worker, I lacked the resources to learn everything I needed to know, and since everything is available online, I was unable to contribute any particularly useful information.

## **2.6 Operations Management & Information System Practices**

### **2.6.1 Operation Management**

X Integrated Marketing Agency's regulations cover a wide range of fundamental norms and guiding ideas.

#### **Human Resource & Administration:**

This department often oversees human resources for X Integrated Marketing Agency. When it comes to the cohesiveness of an organization's leadership, nothing beats a face-to-face board meeting. Human Resources are headed up by Mr. Mirza Shams. He spends a lot of time on administrative tasks like providing Identity card, inducting new and present employees by putting their information into a database, cooperating on motivation and inspection plans for comprehensive students, providing internship certificated to interns, and so on.

### **2.6.2 Information Technology System**

When compared to similar organizations, this one stands out for its emphasis on IT as a key differentiator. At X Integrated Marketing Agency Limited, departments such as Accounting, IT Solutions, and Human Resources are always accessible to lend a hand to the many other, specialized divisions inside the company. Moreover, X Integrated Marketing Agency has its own apparatus for communicating with the rest of the office, finance, accounting, request, part follow-up, assessment supervision, and statistics section. Even as the company expands, seasonal employees and their managers continue to play an integral role in guaranteeing the safety of all staff members.

## 2.7 Industry & Competitive Analysis

### 2.7.1 SWOT Analysis of X Solution Limited

<b>STRENGTHS</b>  <ol style="list-style-type: none"><li>1. Focusing on quality while expanding</li><li>2. That team is well-run and has received plenty of practice.</li><li>3. The Best Workplace Ever</li></ol>	<b>WEAKNESSES</b>  <ol style="list-style-type: none"><li>1. Sensitive to criticism and quick to respond</li><li>2. Tasks that require little in the way of upkeep from workers</li><li>3. Having trouble retaining talented workers</li></ol>
<b>OPPORTUNITIES</b>  <ol style="list-style-type: none"><li>1. Establish deep ties to well-known companies.</li><li>2. Keeping a continuous stream of recent graduates</li><li>3. Create separate professional connections</li></ol>	<b>THREATS</b>  <ol style="list-style-type: none"><li>1. Government taxation is increasing.</li><li>2. A rise in neighborhood competition</li><li>3. Pandemic and worldwide economic collapse</li></ol>

Table 2: SWOT Analysis of X Solution LTD.

### 2.7.2 Porter's Analysis of X Solution Limited

The study using Porter's five forces shows where X Integrated Marketing Agency stands in relation to its rivals. This document details the in-depth discussions that take place between each of my company's five departments.

**I. Threat of New Entrants -**

As the internet and digital marketing continue to develop, new businesses emerge every year. Competition in this market is higher than ever, so businesses are working harder than ever to set themselves apart.

**II. Consumers' Bargaining Power –**

Unreasonably aggressive bargaining tactics on the part of buyers and customers are evident. Whatever the case may be, Bangladesh's framework is designed to facilitate our ability to act in accordance with the preferences and guidelines of our patrons.

**III. Bargaining Power of Suppliers –**

As one of the most important service providers, the Query Management Team's programmers ought to be compensated on a yearly membership basis. Since there are so many of these organizations all across the world, the supply of power is spread out.

**IV. Rivalry among Existing Competitors –**

If a client decides to launch their own premium development sector and asks for administrative help they won't need to oversee, the risk of replacement is low. If the patient isn't absolutely unhappy with their present provider, switching is a dangerous option.

**V. Threat of Substitutes –**

Dhaka, the country's capital and epicenter of internal fighting, dominates the country's online advertising landscape. When it comes to innovation and efficiency, X Integrated Marketing Agency is among the finest in the business.

## **2.8 Recommendations**

- Strive to regularly recognize and praise low-maintenance employees.
- Integration should extend to more cutting-edge options for their own product line.
- The better resource must have a unique, precise, and final layout, as determined by the board.
- A driving force strategy should be provided to officers with extensive shift work experience.
- Maintain as many knowledgeable employees as possible and cut down on the frequency of layoffs.

## **Chapter 3**

### **Project Part: Customer Engagement Process of X Integrated Marketing Agency**

#### **3.1 Introduction**

During my time as a temporary employee at X, an integrated marketing agency, I served as Junior Engagement Officer. I have been in charge of everything pertaining to Airtel Bangladesh and Binge. In that time, I've been able to hone my abilities as a negotiator, get insight into customers' wants and needs, and establish a pattern of correspondence that has helped me negotiate mutually beneficial agreements with them. Based on my prior knowledge, I've decided to devote the rest of my time to this section of the report I'm writing for my first job after graduation.

Nowadays the way of communication has been changed because of the vast increase of internet usage. For the blessings of internet, the activities of the customers on social media has multiplied more. In previous, people got to know about product or services through TVC's or billboard promotions. Also the ways of communication between the company and the customer were limited and lengthy in process. But now the ways of communication got so advanced through social media activity. Companies can not only rely on traditional marketing and communication rather they have to move now to the digital marketing. They have to opt some strategies in order to make an effective engagement with customers so that the customers can know about the service and product more. The term "digital marketing channels" describes the various online infrastructures that may generate, advertise, and transport goods and services from suppliers to buyers in a single unified operation. The objective of digital marketing is to acquire, expand, and retain customers via the online channel (Key,2017). It is intended to communicate, drawing



attention away from a product not through traditional advertising (television, magazines, etc.) but through online media (Jackson & Ahuja, 2016).

### **3.1.2 Problem Statement**

One of the main concern about customer engagement is to look after the needs and wants or expectations of the consumers. By using of digital media, the satisfactions/dissatisfactions of the customers most often depend on the company's way of communication process. The key reason or problem that motivated me to choose this topic as my research topic because when we can see less effective customer engagement, the dissatisfaction level of customer goes higher and that hampers the growth of the productivity. Through my research I will able to show the problem with some statistics and can offer some solutions to it.

### **3.1.3 Objectives**

#### **Broad Objective:**

- How X Integrated Marketing Agency Manage to Process an Effective Customer Interaction.

#### **Specific Objectives:**

- The influence of advertising on customer behaviour in digital and social media.
- The significance of digital marketing channels such as online customer service (through social media)
- Communication factors that might make or break a customer's decision to make a purchase.

- Strategies that can create more customer engagement.

## **3.2 Significance of the Study**

People are now moving towards to a digital way of communication through many online platforms. Social media is one of them. As people are communicating and seeing different contents through social medias, marketers have to change their advertising and engagement strategy as well based on the way of new communication process. In this study, I will explain that how digital marketing agency applies some strategies to make an effective customer engagement for the clients.

### **3.2.1 Research Design**

A well-thought-out research plan is essential for successfully carrying out the test. In this section, we introduce three fundamental perspectives: the presentation and clarification of technique; the depiction of the exploration procedure that will be adopted in the examination research; and the consideration of the decision of the appropriate or specific research methodology. That helps get us closer to our exploratory goals. When deciding on a research methodology, it is important to keep in mind the study's overarching purpose and the degree of data availability (Fraley and Hudson, 2014).

Survey methodology will be fully integrated into the current investigation. The method of literature reviews commonly employed in surveys and studies. Companies and organisations use surveys for market and product development analysis. They usually gather data through quantitative methods, but open-ended questions can also yield qualitative information. The review's sampling of participants may vary from examination to examination, but they are always selected from the

survey's convenience sample of the population. Face-to-face, online, and telephone polling methods should all be available.

### **3.2.2 Data Collection Method**

In order to provide superior service to our clients, I have chosen to interview three employees, two of whom are involved in the creative process and one of whom is involved in strategic planning. The data I've collected are unique to my study, thus I call them primary data. I will be using a computer-administered procedure to get my information.

Data for the study will be gathered by an online survey comprised of 15 questions, which will be administered to study participants.

### **3.2.3 Literature Review**

"Customer Engagement Marketing" is a new term in marketing research and commercial practise that refers to a company's purposeful attempt to encourage and measure customer contributions to marketing functions (Harmeling et al., 2016). With today's digitalized company environment, social media plays a key part in shaping marketing promotional techniques. The findings of empirical investigations shed light on how modern marketing communications connect brands to consumers' daily lives, but they also call for further research (Dissanayake et al., 2019).

Companies are increasingly turning to social media as a channel for marketing communication due to its extraordinary reach (Kumar et al., 2016). Companies face a new problem when it comes to attracting new clients due to the rise of company social networks as a means of socialized marketing (Zhang et al., 2017). Both B2C and B2B marketing are increasingly

relying on digital marketing as a competitive edge, as the internet continues to grow in popularity. When it comes to digital marketing prospects, there has been a lot of focus on them, but not enough on the problems that firms face when making the switch (Leeflang et al., 2014). To get the most out of social media, advertisers need to focus their efforts there. How social network advertising (SNA) can be grouped into distinct content kinds and how to conceptualize and implement digital consumer engagement (DCE) in social networks have not yet been discussed in the existing literature on this subject (Gavilanes et al., 2018).

Getting your consumers (and potential buyers) invested in your brand is called customer engagement. The objective is to increase customer loyalty, so that existing customers remain with the company and new ones choose to do business with them. The term "digital customer interaction" is used to describe this procedure as it applies to digital mediums. Rather than focusing on face-to-face interactions, this refers to those that take place via digital channels such as social networking, live chat, and even in-app notifications (Digital Customer Engagement Guide (+ 7 Examples), 2022). In research from Bowden (2009), the "crux of marketing theory and practise" today is customer happiness and service excellence. Companies continue to use satisfaction metrics to evaluate customer responses to their products and services in the hope that high levels of satisfaction will increase customer loyalty, intention to purchase, word-of-mouth recommendation, profit, market share, and return on investment. Some consider satisfaction the key to company success. According to Kaihatu (2020), Millennials are the first generation to grow up with constant access to the internet and mobile devices. Because of this, today's youth are being subjected to unprecedented levels of digital advertising (Bassiouni & Hackley, 2014). This is why we now refer to them as "Digital Natives" (Singh, 2014). Technology is a key tool in their arsenal (Priporas et al., 2017). As a result, many view the option of shopping online as

second nature. Some researchers say that, it's no secret that people have feelings, yet it's nevertheless interesting to learn about them. Consumers' emotional connections to brands play a significant role in their purchasing decisions, as is evident from even the most cursory perusal of store shelves across the country. Even though Mercedes, Kodak, and Louis Vuitton all represent quite different product categories, marketers have known for a long time that consumers' emotions play a major part when discussing and making purchases of these brands. (Sinha et al, 2011). They also said that, in order to sell items, businesses appeal to customers' impulses and desires. According to new research, customer loyalty has long been acknowledged as a vital factor in a company's bottom line. However, many businesses still have trouble achieving this goal, despite the fact that it is well acknowledged the value of developing a highly engaged client base. Even though the digital revolution has opened up almost unlimited opportunities, many businesses struggle to implement durable strategies that take full use of the benefits they offer (Kunz et al., 2017). Moreover, they said, digital media has made customer Big Data generation and capture easier than ever. Data may help firms innovate in ways that can change their company strategy and value proposition.

An article shows that, consumer engagement behavior influences customer loyalty, making it a crucial marketing concept. These research showed that brand loyalty increases with emotional engagement. Previous studies measured client engagement with a single variable. To understand client involvement better, measure it in another way (Hapsari et al., 2020). In research of (Sashi, 2012) tells that, organizations may build relationships with existing and new consumers and construct communities that collaboratively discover and solve problems using social media. These exchanges alter seller-customer roles. Customers provide content and can influence others' purchase decisions in peer-to-peer interactions. The writer also shows that, relational issues with

customers are more likely to be handled via acceptance and constructive dialogue than through venting and distancing. Lastly, companies all over the world are noticing the rise of service activities thanks to the concept of customer engagement (CE). In this setting, companies have come to see client interaction as a key to growing their businesses and strengthening their brands (Gartner 2014).

### **3.3 Methodology**

The research plan and various data collection instruments, procedures, and tactics that will be employed to get experimental findings will be discussed in the research method section. In order to ensure the validity, accuracy, and applicability of the results. Moreover, in this section, we will introduce a clear discussion of the techniques that will be adopted, along with an explanation of how these approaches were determined.

This internship report relied on both primary and secondary resources. The main data sources are an online poll and my own thoughts and experiences gained during my internship with X Integrated Marketing Agency. I've relied on secondary resources to help me understand the problem.

Items like annual reports and financial data that aren't readily available to the public were left out since I lacked access to them through my employer, my boss, or the online.

- Primary data sources:
  - Survey (Took survey on 52 respondents and prime target audiences were the people of Generation Y and the millennials)
  - Observation

- Secondary data source:
- Data collected by the company's supervisors, constituting the company's internal data.
- The company's webpage.
- Research paper, articles, and websites serve as examples of external data.

## **Sampling**

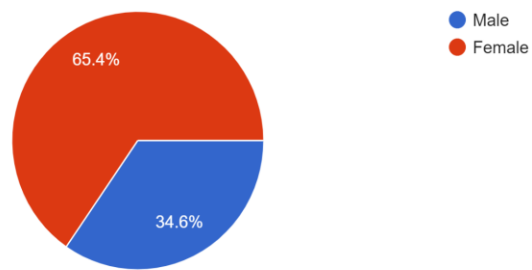
- I. Sample population: Based on my research topic, demographically the targeted customers are mostly from the young to mid ages and most of them are students and job holders. Moreover, all of them have the access to the social media platforms. So, the population is that group of people who are more connected to using a particular SIM operator and has access to the social media platform by using cellular data.
- II. Sample Size: Through my online survey, everyone was free to participate but main sample size will be the people of aged 21-35 y/o and more related to being students and job holders. As I am approaching to the people who are related to these criteria based on the survey, I will consider these sets of people or participants for my research conclusion.
- III. Sample Technique: The sample technique for my survey is the mix of probability and non-probability sample technique. Because in my survey there are pre-defined cases and almost fixed questionnaires but also the each of the participants can be considered for the research conclusion. So it can be the mix of Quota Sampling method and Simple Random sampling.

### 3.4 Findings & Analysis

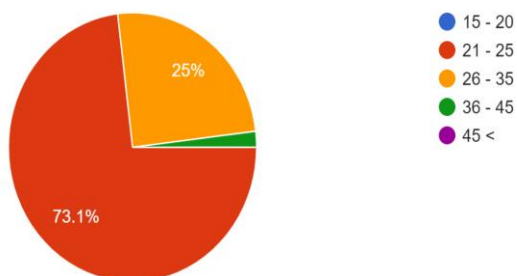
The significance of the Customer Engagement Process is the subject of my research paper. The entirety of the study is based on primary data (surveys, official data, and my own personal observation collected during the internship), secondary data from internal and external sources. To correctly perform the research for this project, I used a total of 52 diverse respondents who reflected the customer's perspective as test group.

### 3.5 Results of the Survey

Gender  
52 responses



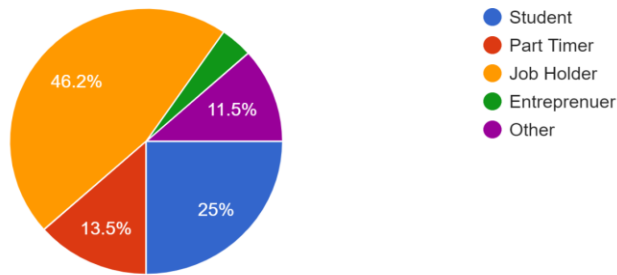
Age  
52 responses





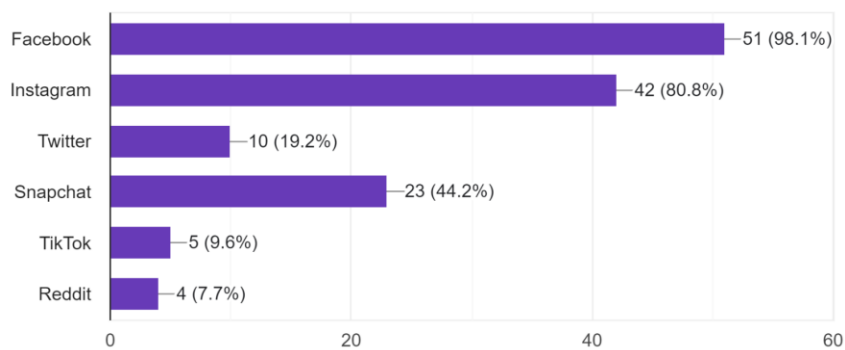
In the survey, a total of 52 diverse people took part consisting of 18 Men and 34 Women. Where 73.1% participants are from the age of 21-25 whom are generally known as millennials. Rest of them are from age of 25-35 (25%) and the age of 36-45 (1.9%). Main customers are from the age of millennials and generation y.

Occupation  
52 responses



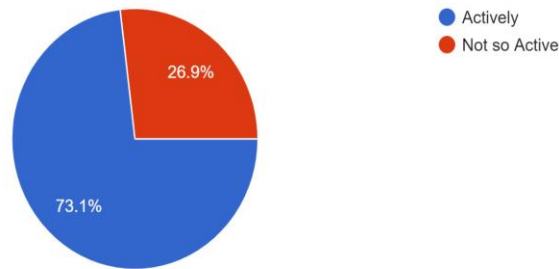
From the 52 respondents; 24 individuals are identified as Job Holders, 13 as Students, 7 people as Part Timers, 2 Entrepreneurs and 6 doing others.

Which Social Media Platform do you use?  
52 responses



### How often do you use Social Media?

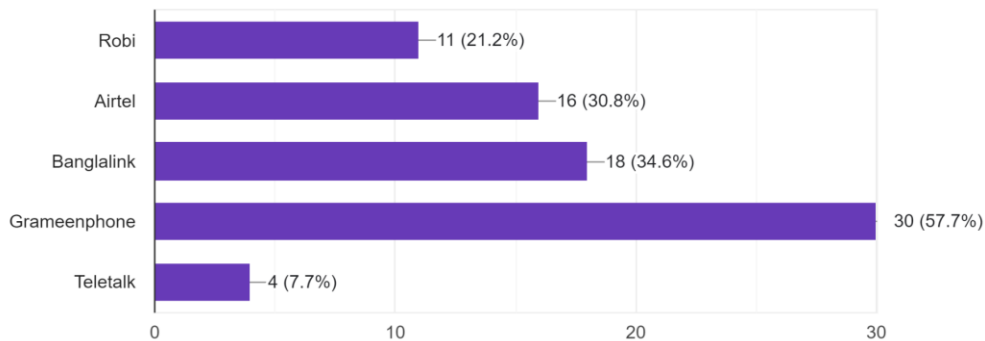
52 responses



Here, among the participants, almost everyone is using Facebook, 42 people are using Instagram which is second highest, 10 are using Twitter, 23 are using Snapchat, 5 people are using TikTok and 4 of them are using Reddit accounts. The respondents show that, 73.1% of them are using social media actively in daily life whereas 26.9% of them are not so active in the social media.

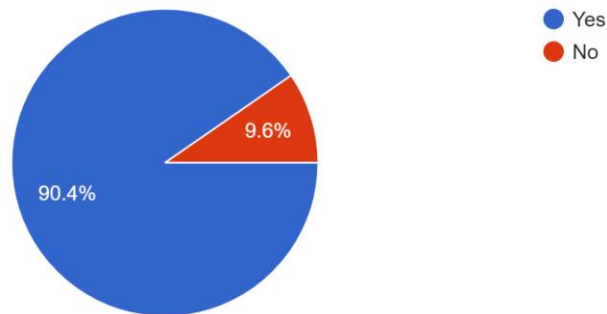
### Which SIM Operator do you use?

52 responses



Do you buy/use other Products or Services of these operators?

52 responses

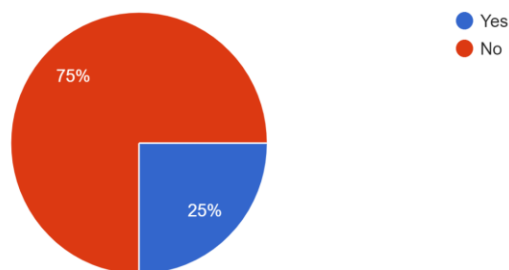


When I asked the participants that which cellular operator do they use, among the all Bangladeshi SIM, the user of Grameenphone is higher and almost 30 users use it out of 52 people. Then 18 people use Banglalink, 16 people use Airtel, 11 of them use Robi and 4 of them use Teletalk.

And among the respondents, about 90.4% people purchases the other products, packages and services of those SIM operators and other 9.6% don't purchase at all.

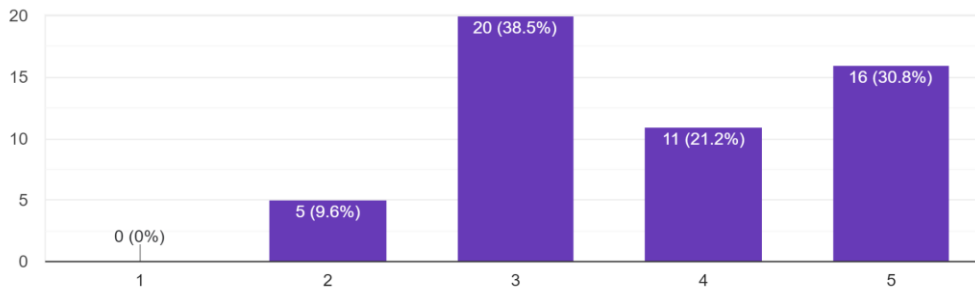
Did you ever participate in any of the online events that held by the SIM Companies?

52 responses



Did you like or enjoy those live events?

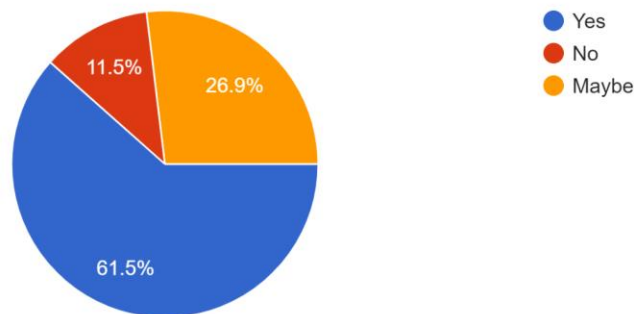
52 responses



For better customer engagement formula, companies try to create so many events and contents for their promotion purpose as well. In my research survey, most of the people about 75% people maybe have known about the events but did not participate where only 25% of them have participated. And the reason behind is that they did not enjoy those events at all. Here 20 people are neutral about the feeling and 11 and 16 participants are on the not enjoyment side.

Did you see any Sponsored Advertisement of SIM Operators on Social Media?

52 responses

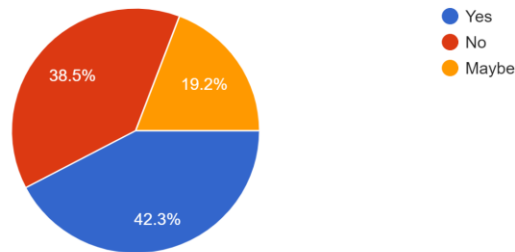


In this graph, it shows that, among the social media users from participants, around 61.5% of them saw the sponsored posts and advertisements of those SIM companies. Moreover, 26.9% may have

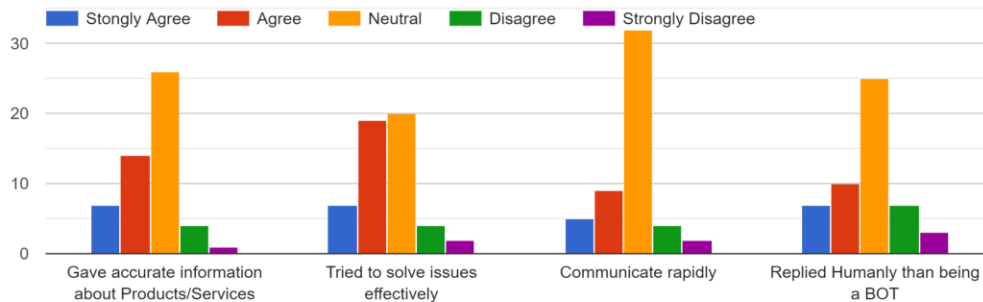
noticed those sponsored ads but did not pay attention and 11.5% respondents didn't face anything like that.

Did you ever try to communicate with those SIM Company pages to purchase packages or try to put a Complain about some issues?

52 responses



If so, did they able to solve your problems or answered your queries properly?



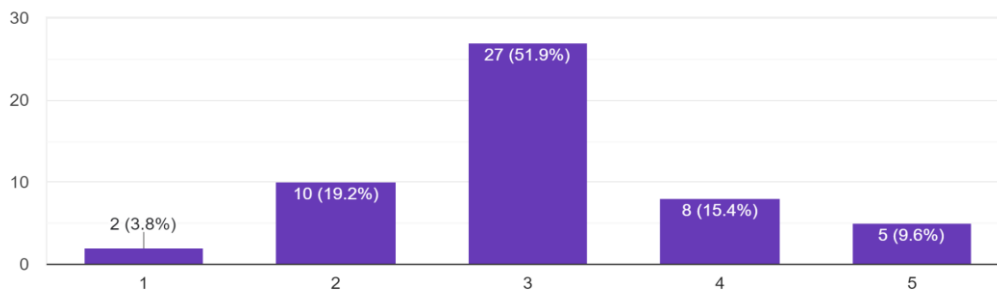
Among the 52 respondents of my research said that, 42.3% of them tried to communicate with the SIM Companies social media pages (i.e.; Facebook) and sometimes kept some complain about their different issues. Alongside with then 19.2% people rarely communicated with them. But 38.5% of the participants said that they didn't communicate at all.

When they have been asked about some processes about communications from the pages, maximum respondents were neutral about the factors but the agreeing parameter seemed higher

than the disagree for about showing accurate information of products, effectiveness of problem solving, fast communication and humanly reply factors respectively. But the disagreement bars cannot be ignored as well.

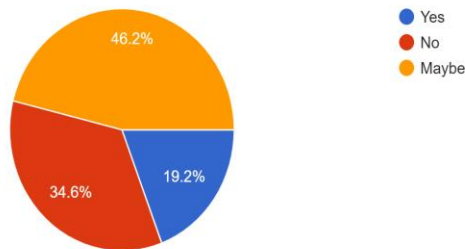
How Satisfied you are about their Communication Process?

52 responses



Do you want to visit to their Social Media Page again for further needs?

52 responses



When they have asked about their satisfaction about those service providers communication process, 2+10 people were in the satisfaction side and 4+5 people were in the dissatisfaction side. Though out of 52 people those numbers were so less where 27 of them have the mixed feelings about that. That's why, 34.6% people here don't want to visit those company pages again and 19.2% will try to communicate bur 46.2% of them have the mixed feelings.

### **3.5.1 Findings from My Survey and Observation:**

- The survey from the participants shows that, they are all more or less seeing advertisements and promotions of those companies via digital media and for this facilities, they are more likely to communicate with the companies through social media. It shows that the customer engagement process is necessary via digital media for most of the companies. Based on the telecommunications companies in Bangladesh, the customers have mixed reactions about it. They often dissatisfied about the promotion and product and service process but to them the process of engagement with them by the companies are quiet average.
- Everyone knows that even if a firm has a wonderful product, it won't succeed until they have stellar pre- and post-sale customer service. Excellent customer service has the power to pleasantly surprise even the most contented client. One important aspect of digital advertising is encouraging buyers to submit reviews and feedback on the product page.
- Customer service online is a vital component of digital marketing since it allows people to get in touch with a business immediately after seeing an ad. As far as I can tell from my polling, clients would sooner contact a business through social networks than by cellphone. Therefore, it improves the chances of closing sales with interested parties.

### **3.6 Summary & Conclusion:**

During my internship at X- Integrated Marketing Agency, I was able to examine the current state of digital marketing in our country in detail. Undoubtedly, telecom operators are the originators of this usage-based technology. Each year, about six million country people sign up for social networking. As a result, the influence of social media on the advertising sector is expanding. Digital agencies have become increasingly important to businesses, and many now use them to manage their online identities. We're at the very beginning stages of the shift from offline to online marketing. Ad campaigns used to be based solely on creative thinking, but nowadays data is evaluated in a more realistic and complex way to create the most effective ads possible. Creativity is no longer the driving force in the new data-driven world, but it remains visible. Considering those facts, all the digital marketing agency should be more considering and innovative about their customer engagement process otherwise they will be unable to grab a huge customer base for their products/service.

To conclude, considering the variables and findings in this research, we have to be more adaptive and creative about the customer engagement process so that it can make a strong base for digital marketing in Bangladesh.

### **3.7 Recommendations**

The following recommendations are the outcome of my study and experience at X Integrated Marketing Agency.

- To keep their website up and running for customers at all hours, they need to employ full-time workers. In most cases, firms instead rely on temporary help from a job agency. So



for that reason, the job agency like X Integrated Marketing Agency can enhance their operation module to provide services with the client requirements.

- Regardless of the size of a business, it should have a social media presence. Customers are always attracted to pages that look to be accessible 24 hours a day, seven days a week. It can help more to get recognition from the top tier clients and can cooperate with more client deals. X Integrated Marketing Agency can increase more activity in their website and social media platforms.
- It is necessary to examine the customer's behavior towards the items in order to devise a new customer engagement procedure. Both the client and the agency needs to be cooperative so that they can analyze the needs and behavior of the targeted customers and implement strategies to make better engagement process. For example: X Integrated Marketing Agency can improve the engagement process prior to the customer needs based on the data they get from the agency and feedback and reactions of the customers through social media.
- A company's current approach to digital marketing and community engagement can make or break its image. Companies specially marketing agencies are cannot no longer depends on the traditional marketing or engaging process. To survive in the market, agencies like X Integrated Marketing Agency already applied digital marketing and community marketing formula but when it comes to building an image towards the customers then the company needs to focus more on servicing customers properly via sufficient tools and process.

- Utilizing the services of an organization that possesses the knowledge and skills required to handle web pages efficiently is preferable for businesses. Upon having a contract between the client and the agency, the agency needs to acknowledge about the client company and their way of possessing the knowledge and operating skills. Based on that X Integrated Marketing Agency can utilize their clients structure and can operate their operation their websites and social media pages.
- When answering queries, you must be kind and professional. Customers will be turned off by a hurried process. To make sure of that the customers get proper answers within real time, the company needs to train their agents very well so that they can be more knowledgeable and comfortable to serve those customers with maintaining proper KPI. This can create good impression on the customers and the client and the task will be achieved by the agency.

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