

Report On
The Role of Client Service Officers at Brand Practitioners Bangladesh

By

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

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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.

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Letter of Transmittal

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Subject: Submission of the internship report on The Role of Client Service Officer at Brand Practitioners Bangladesh

Sir,

I appreciate your guidance and support throughout the process of creating my internship report for this course. This internship experience provided me with the chance to collaborate with Brand Practitioners Bangladesh, the marketing agency in the country. I also want to express my gratitude for the opportunity to work on the topic where I worked during the internship period and tried my best to give effort to make the report according to your expectations.

Please feel free to contact me if you have any questions regarding the report. I would be happy by providing the questions answers regarding the report.

Sincerely,

Khadiza Al Tahira Chowdhury Raisa

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Course Code: BUSS699

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Non-Disclosure Agreement:

This agreement is made between Brand Practitioners Bangladesh and Brac University All the information will be confidential and won't affect Brand Practitioner Bangladesh by disclosing the information. And the undersigned student of Brac University.

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Date: 02.05.2024

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Executive Summary

This executive summary encapsulates the impactful experience as a Relationship Officer at Brand Practitioners Bangladesh and provided a comprehensive understanding of the role of Relationship Officer within a leading media and branding agency. The primary focus was on cultivating strong client relationships to ensure their satisfaction and throughout their engagement with the agency.

The core responsibility revolved around building and maintaining robust client relationships. Active collaboration with the team was integral in creating proposals and contracts aligning with client objectives. This aspect emphasized the importance of teamwork in delivering customized solutions to meet client needs. From this role I learned negotiating terms and pricing when necessary and showcasing the proactive approach in securing mutually beneficial agreements, essential for long term client satisfaction. Also, a significant part of the internship included identifying and approaching clients to generate new business. This approach contributed to the agency's growth and expansion. Solving their issues and give the client to enjoy positive experience.

This internship involved bilingual content creation in both Bangla and English for product and services. Which showcased versatility in communication skills. And I ensured my active participation in Practitioners Academy.

All these valuable insights gained during the internship and suggests potential area for improvement. Also, this report emphasizes learning about client relationship management, continuous professional development, and searching for new innovative approaches for increasing business development and unique content making.

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List of Acronyms

(CC) Client Communication

(PM) Project Management

(PR) Public Relations

(FC) Feedback Collection

(CS) Communication Skills

(TM) Time Management

(CRM) Customer Relationship Management

(BD) Business Development

Chapter: 1-Organization

Introduction

Brand Practitioners Bangladesh is the most strongly connected and powerful marketing and branding community in Bangladesh. BPB's main motto is to build strong passion, commitment, and innovation among brands, market professionals, and students. The founder Mirza Mohammad Ileush, who is a seasoned marketer found the need for a community, where market and branding practitioners of Bangladesh can connect, and share their thoughts and that can help each other to gain knowledge. And that is why Brand Practitioners Bangladesh was born in 2017 by building the Facebook Group named Brand Practitioners Bangladesh. People started to share their thoughts about branding trends, how to do effective marketing strategy, facing difficulties, and posting several case studies, Members gained knowledge by posting in the Brand Practitioners Bangladesh Facebook group.

Now BPB is a family of 165k members. Brand Practitioners Bangladesh diversified their business by creating a website, and posting news of market insights. Economical situations do PR works of different brands. Organized several types of marketing events, such as Brand Talk, Building Materials Marketing Fest, Food and Beverage Marketing Fest, Health and Well-being Marketing Fest, and Fashion & Lifestyle Marketing Fest. Market leaders of different brands, professionals, stakeholders, and entrepreneurs came here, they talked about the market situation of different industries, how to overcome challenges, and how to secure a sustainable position in the market.

Brand Practitioners Bangladesh managed local and FMCG brand's promotional activities, news, etc. BPB has shown its concern about learning marketing knowledge. That is why, BPB has launched the Practitioners Academy, where Market leaders take classes and share ideas and innovative knowledge.

1.1 Vision: BPB's vision is to make the strongest community of the brands where people will connect into the future.

1.2 Mission: BPB's mission is to establish a fruitful bond among Bangladesh's brand practitioners.

1.3 Signature Events:

- **BrandTalk:** An influential event showcasing accomplished marketers and entrepreneurs sharing their insights on current branding challenges and trends.
- **Food and Beverage Marketing Fest:** A Specialized forum designed for in-depth discussions and valuable insights within the dynamic by bringing together the market experts and professionals
- **Business Brillianz Magazine:** A publication focusing on showcasing exceptional marketing practices and case studies.
- **Building Materials Marketing Fest:** This is fest where market leaders, professionals gather together and share their strategies and thoughts about current situation, how to recover it and secure success. Brand Practitioners Bangladesh arrange this fest to know about the building materials market insights.

1.4 Knowledge Sharing:

- Workshops and webinars: Presented by professionals in the field on a range of branding and marketing subjects.
- Public forums and conversations: assisting members in exchanging knowledge and learning from one another.

1.5 Web Development: In this digital era, it is crucial for a brand to create a digital platform and presence for communications. And that is called web development. Web Development is a way where people can connect to the brands, see what is their preferences, how they can take services, etc. Brand Practitioners Bangladesh works for brands' web developments and focuses on both functionality and appeal. And gain recognition for creating high-quality websites.

1.6 Clients: Brand Practitioners Bangladesh is a growing marketing agency that offers its clients commitment and greatness in the service among the brands. BPB is working with numerous local and FMCG brands. And sharing knowledge in the marketing and branding sector.

Among the prominent brands under the wing of BPB are: Walton, Dano, Nestle, Akij Ceramics, Daraz, SMC plus, Ispahani, Mojo Pusti, Starship, SSG, BSRM, Prothom Alo, Nagad, MGI, Bakeman's biscuits, SWISH, Rokomari .com, Pickaboo, HATIL, GREE, ShareTrip, PRAN

Brand Practitioners Bangladesh has applied professional marketing strategies and expertise to foster the growth of brands growth and awareness of these reputed brands. And increase the innovation in the advertisement to promote them.



Figure:1 Brand Practitioners Bangladesh's Clients

2.0 Different Departments at Brand Practitioners Bangladesh:

BPB is a well- organized marketing agency and established several departments where each department is specialized in operations of the agency's goal. Each department can manage several aspects of the brands and can provide an effective approach to customers and branding professionals. Brand Practitioners Bangladesh different departments are as given below:

Creative Division:

- In charge of creating creative and eye-catching design solutions.
- Conceives and creates original content in accordance with customer specifications.

Department of Content:

- Focuses on strategy and content generation.
- Creates pertinent and interesting content for a range of channels and advertising initiatives.

Business Development Department:

- Focuses on locating and seizing fresh business chances.
- Focuses on building enduring relationships with clients and growing the clientele.
- works together with clients to comprehend their needs and suggests appropriate solutions.

Department of Client Services:

- This department works a bridge between the agency and the clients, ensuring effective communication.
- Evaluate the work process of connections with clients, take active action on issues and ensure client satisfaction.
- Maintain work with internal teams to make sure assigned works are done within the deadline to meet client's expectations.

Department of Growth:

- Focuses on developing and carrying out plans for agency expansion.
- Determines market trends, assesses prospects, and aids in the growth of the company as a whole.

Admin and Human Resource Department:

- Oversees day-to-day operations and handles administrative duties.
- Manages all aspects of human resources, including as hiring, employee relations, and compliance.

Brand Practitioners Bangladesh has a magazine called Business Brillianz. This magazine is handled by an expert editorial team. This team's main work responsibilities are creating content ideas, making the list and getting approved by the CEO to work on. After getting the approval, the editorial team takes the initiatives to make the magazine a high-level relevance and quality. This

magazine is for premium consumers and it is distributed to corporate places and cafe shops. The dedication of the agency is significant by providing specialized, customized and comprehensive services. And it happened because of BPB 's dedicated departments who are going hard and soul to make Brand Practitioners Bangladesh's clients satisfaction.

SWOT Analysis

SWOT Analysis is very important for an organization to know in which sector, they are strong and which sector they need to improve. And through SWOT analysis organizations can evaluate these.

Strengths:

1. Skilled Employees: To serve excellence in service Brand Practitioners Bangladesh has different teams who are expertise in their work and marketing specialties. Because of these employees know consumers desire and serve according to that.

2. Creativity: Brand Practitioners Bangladesh is a marketing agency that is known for its creative ideas and promotions for the brands. And in the group, several creative posts are posted every for the branding and marketing enthusiast.

3. Data-Driven Approach: To adopt strategies and tactics, Brand Practitioners Bangladesh uses several data analytics and insights. Which helps to make customized strategies for the customers.

4. Adaptability: BPB has the adaptability of changing tactics and strategies for promotional activities and campaigns. Also, the ability to adopt new technologies for achieving success.

Weakness:

1. Inadequate Awareness of Brand: marketing agency and this agency is not known to everyone.
2. Competition with Larger Agencies: Brand Practitioners Bangladesh is a small agency but have to do competition with other big agencies which are already established in the market and grabbed a big share in the market and consumers mind.
3. Retention of Clients: Consumers retention is not an easy task. Since, BPB is a growing marketing agency it has to work hard to increase consumer retention.
4. Scalability: As the organization grows, managing effective project management and maintaining the quality of their deliveries across various projects and clients could be a difficulty.

Opportunities:

1. Growing Demand of Branding Services: Both established and new enterprises in Bangladesh are in greater need of professional branding. So, Brand Practitioners Bangladesh can secure their place and gain customers and serve the best services to the clients.
2. The Rise of Digital Marketing: By embracing and using digital marketing channels well, Brand Practitioners Bangladesh can reach a larger audience and interact with customers in a more customized way.

3. Collaborations and Partnerships: Since BPB is gaining recognition that will help to get strategic alliances with established companies or global organizations and increase their market share, level of experience and range of services.

Threats:

1. Economic Downturn: Economic condition is not doing well. Because of this, customers are considering lowering marketing expenditures and a decline in the demand of branding services could result from a prospective economic slowdown.
2. Technological Developments: As new technology and marketing trends appear quickly; BPB must constantly update and modify their service offerings and skill set to remain relevant.
3. Talent Acquisition and Retention: BPB should focus on talent acquisition and retention by providing a good salary. They need to consider their salary structure. Otherwise, employees will be left and it can be difficult for agencies of all sizes to draw and hold on to qualified experts in a competitive market.
4. Changing Consumer Preferences: To stay successful, a brand must adopt to the changing tastes and behaviors of its target audience.

This how Brand Practitioners Bangladesh can focus on the SWOT Analysis and secure success in the industry

Chapter: 2-Job

Nature of the Job:

Every organization needs to maintain a good relationship with customers which will help to create a bond between organization and customers. And this can be done when organizations have a proper client service department that ensures to provide excellence in their service and maintain good communication.

In Brand Practitioners Bangladesh, the client service department has organized in a structured way to maintain a proper relationship with the brands and other customers. Since it is an agency, providing service is the main job responsibility. This department's main job responsibility is to foster and manage relationships with the new and existing clients. Ensure to provide effective communication among brands. Client Service Development makes sure to do seamless interactions, check any loop hole between the communication with clients.

BPB's client service department does analysis before starting any work, takes insights then develops strategies and makes plans according to the needs of our clients. The actual key of this job is to implement the plan and customize the strategies of how consumers want it to be done. Furthermore, to make the plan successful, we give importance on selecting the proper digital media which will help to get the audience, connect with them. And then consistent the plan in various digital media and other platforms of media.

The client service department's other key role is to search for potential customers, approach them, and share the business prospects while connecting with them closely. When they become our clients, start working for them and come up with the best ideas for their projects and take constructive feedback from our clients to make the projects more successful. This helps to create strong bonding with the clients, increase the satisfaction and client retention.

My Contribution to Brand Practitioners Bangladesh:

I started my role as a client service officer, where I actively played my role in approaching clients, maintaining a good relationship with them, and working on different marketing fests. The following outlines key responsibilities and highlights of my experiences are given below:

1) Gathering Briefs:

- Consistently collected detailed from clients, meticulously recording all relevant information.
- Conducted thorough discussions with the team to explore various aspects of each campaign, ensuring a comprehensive understanding of client requirements.

2) Query Management:

- Oversaw and monitored client's Facebook pages, promptly responding to customer comments and inquiries.
- Addressed queries by providing necessary information and offering suggestions based on customer questions.
- Extracted valuable insights from customer queries and communicated them to higher authorities for strategic decision-making.

3) Making Proposal and Presentation:

- Developed proposals and presented them to clients, effectively conveying our plans, execution strategies and visualizing proposed campaigns.

- The primary objective of presentations was to articulate our plans to clients and offer them a clear understanding of our strategies.

4) Session of Brainstorming:

- Collaborated closely with the creative team to generate ideas and devise effective solution for the successful execution campaigns
- Ensured synergy between creative work and clients needs, occasionally coordinating efforts across different teams to enhance overall project success.

5) Correspondence:

- Maintained regular communication with clients, addressing queries and providing updates through emails and phone calls.
- Ensured seamless communication within the internal team to facilitate a smooth workflow.

6) Daily Operation:

- Managed daily activities such as campaign follow-ups, paperwork and staying abreast of current trends in social media.
- Collaborated with other departments, offering assistance and serving as a supporting hand as needed.

7) Collecting Feedback:

- Actively sought feedback from clients and senior colleagues to improve campaign performance.

- Shared client suggestions and feedback with the team, fostering discussions and implementing changes if necessary.

8) Monitoring Query Management:

- Monitored various social media platform for customer questions, gaining insights into client thought processes.
- Identified communication errors and information gaps, working to improve message design and ensure accurate information dissemination.
- Informed clients about customer reactions based on insights from query management.

Learning from the Internship Period:

My three-month internship gave me valuable experiences and insights that greatly accelerated both my professional and personal development. The shift from academic endeavors to the practicalities of the commercial world has been crucial in molding me into a more skilled corporate professional. Using theory in practical settings was one of the most significant lessons I took away from this internship.

- 1) **Potential Areas to Improve:** The internship gave me the opportunity to assess my strengths and limitations. Because of assessing my strengths and limitations, I learned to overcome challenges and develop my capabilities.
- 2) **Time Management:** Learning the importance of time management is very crucial, I learned consumers want to perform employees on time and give them proper service,

and response. And it can be possible if we manage to learn proper time management.

- 3) **Managing Workplace Stress:** During the journey of the internship, I learned how to manage workplace load. Learned how to perform assigned tasks, and distribution of tasks. And give priority to which work when it is needed.
- 4) **Communication Skills:** Since I worked in the client service department, I learned communication skills from my superior, how to talk politely with clients, handle consumers' problems, and how to make them happy. Also learned the approach tactics to get new clients.

Lastly, I would say it was a great internship journey at Brand Practitioners Bangladesh, shaped by academic and physical learning. And helped to complete my academic purpose.

Programs I worked on:

During my internship, I not only performed as a client service officer but also worked on several marketing fests, which shaped my knowledge and experience. Also helps to get more insights about the industry, what brand leaders said, how we should capture the market, etc. In Brand Practitioners Bangladesh, arranged Building Materials Marketing Fest, where I worked as speaker coordinator. Here, I worked with the creative team. Made a roadmap for the speakers and schedule. And made a group for them and contacted every speaker who talked in the program. Assist them during the whole program. Another fest I worked on was the Food and Beverage Marketing Fest. It was one of the most successful marketing fests of BPB. In this fest, I worked as a program coordinator. I demonstrated my skills which I already learned

from my previous event. How to plan each step. How to communicate with the guests and speakers. Also contributed my knowledge of Business Brillianz Magazine's operation.

Furthermore, I actively performed at Brand Practitioners Bangladesh's successful academic courses. Here I managed and carried out many tasks. Which includes several developing programs, and duties, and providing excellent client service.

Finally, I would say, my internship journey at Brand Practitioners Bangladesh was very memorable. Here I was able to develop my program coordination, performing several tasks and my main job role efficient client service certainly contributed to the organization's success and my career.



Figure:2 Building Material Marketing Fest and Food and Beverage Marketing Festt

Chapter: 3-Research

Background of the Study:

Living in the digital age, brands leverage digital marketing to promote products and services effectively across various platforms. Unlike traditional methods, digital marketing allows precise targeting, real-time data on campaign performance and cost-effectiveness. By interacting with stakeholders strategically, sending tailored messaging, and establishing a strong online presence, brands increase consumer engagement.

People nowadays primarily rely on internet resources to learn about goods and businesses, which highlights the need of having a strong online presence. In order to ensure distinctiveness and attractiveness in the eyes of consumers, advertising agencies and marketing specialists are essential in helping brands differentiate themselves. The best method for reaching and drawing in the target audience is social media marketing, with its focused features, PPC, and SEO tactics. Developing marketing messaging around unique selling propositions (USP) makes firms stand out and establish a solid reputation among consumers.

Whether through TV or digital media campaigns, firms need to be innovative, persuasive, creative, and able to hold consumers' attention long enough to leave a lasting impression. An online presence is critical as consumers often seek information about businesses online and a lack of thereof may result in losing potential customers.

Problem Statement:

- How brands are performing client service activities
- How consumers are becoming satisfied by the proper service
- Impacts of client service performance on organization.

Scope of the Study

During my internship at Brand Practitioners Bangladesh as a Client Service Officer, I gained valuable insights into the practical aspects of the professional world, applying theoretical knowledge to real-life scenarios and assimilating into the organizational culture. This internship has allowed me to understand the workings of the client service department and has provided me with numerous learning opportunities.

As a client service officer at Brand Practitioners Bangladesh, my primary responsibilities involved acquiring new business, receiving client briefs, conveying them to the creative team and subsequently delivering the final output to the client. In this report, I will delve into the operational mechanisms of the client service department and showcase the lessons I have acquired throughout this internship period.

Objective of the Study:

Broad Objectives: The main goal of the interstate program is to acquire professional experience. Having completed theoretical studies, I can now apply that knowledge to the real-world work situation and gain practical, hands-on experience.

Specific Objectives: The precise aim of this internship report is to highlight the experiences I have gained while working as a client service intern at Brand Practitioners Bangladesh. This study will provide insights into the operations of the client service department at Brand Practitioners Bangladesh, detail the event organization process within the company and illustrate the various activities I have undertaken during my internship period, sharing my overall experience.

Methodology:

To enhance the depth and comprehensiveness of this report, a combination of primary and secondary sources has been employed.

Primary Sources: The information and data presented in this report are primarily derived from firsthand experience gained during my tenure at Brand Practitioners Bangladesh within the client service department. Additionally, interviews were conducted with employees from other departments to gain insights into their roles and workflow.

Secondary Sources:

- Online research papers, magazines, and published articles have been consulted to supplement the primary information with relevant insights and industry perspectives.

- Information has been extracted from Brand Practitioners Bangladesh's official website and Facebook page to gather additional data and insights regarding the company's activities.
- Various internet sources have been referenced to obtain diverse perspectives and supplementary information to enrich the content of this report.

Literature Review:

Client satisfaction is a crucial aspect of every business's success story. In this competitive landscape, organizations are recognizing the importance of client satisfaction and retention. Also, organizations are learning more effectively to shape and maintain positive client expectations. Numerous studies have established a strong correlation between consumer satisfaction and positive outcomes. It helps to create a strong bond with the consumer and increase brand loyalty and profit. The important fact is that satisfied and loyal consumers become brand advocates, spread positive word-of-mouth recommendations, and drive future business. All these happen when the organization's client service department maintains a strong relationship with consumers. In this report, will analyze more information about it.

Key skills and attributes of effective client service employees:

1.1 Interpersonal Skills and Communication: Organizational success depends on employees' capabilities to handle the consumers and give them the best service according to their desires.

That is why, employees' interpersonal skills are very important to achieve the goal.

Organizations prefer both soft and hard skills from employees. Employers now want good educational qualifications but also soft skills are those personality traits, social graces, qualities, and habits which are related to the relation of the people. who can communicate with the

consumers and maintain a good relationship with them by their way of talking, how they are helping consumers etc. Sometimes some employees need training to improve interpersonal skills to provide better performance at the workplace. Then employees can understand the desires of the consumers and give service according to that. Because interpersonal skills and performance are related to each other. (Efrat, 2021)

1.2 Customer orientation: In 1960, Levit first introduced the customer orientation. Customer orientation helps to allure to know about the consumers and also create some premium values for them. Customer orientation is defined as the employees' readiness to look into customers' wants, and needs and support them in placing the right orders. And provide services that address customers' desires and refrain from a high-pressure sales approach. (A. Aburayyaa*, 2020)

Workers' belief is related to the consumer's need and their capabilities. Which will encourage employees to perform better.

1.3 Problem-Solving and Conflict Resolution: Resolving client conflict is a pivotal role of the client service officer. clients seek innovative and effective solutions from the organization. Effective and strong client management leads to customer satisfaction. On the other hand, poor client management leads to the wrong energy distribution within the organization and also to the communication process. Moreover, failure to solve conflict situations would hamper to achievement of organizational goals by dissatisfying consumers. Positive conflict management ensures positivity among employees and helps to create new ideas and innovations to solve complaints and make consumers happy. (Qerimi, 2022). Literature suggests that the ability to navigate and resolve problems efficiently positively correlates with client satisfaction. this involves a combination of analytical skills and a consumer-centric mindset. (Doe.J, 2020)

2.0 Challenges Faced by Client Service Officers:

2.1 High workload and Stress: The demanding nature of the client service role often leads to high levels of stress and burnout among client service officers. Here, different clients' needs and problems are different and client service officers have to provide information and have to solve the problems. Handling all these issues is stressful. Many researchers emphasize the need for organizations to implement strategies to mitigate stress and support the well-being of client service department employees to ensure excellent client service. (Robinson, 2018).

2.2 Technical Challenges: With the increasing integration of technology in client interactions. Client service officers face challenges while adopting new technological tools and platforms. That is why organizations need to provide training for improvement. Effective training and ongoing support are essential to equip client service department employees with the necessary skills to navigate technological advancements. Wang, Y., et al. (2022 (Wang Y. e., 2022), 19(1), 34-51.

3.0 Strategies for Client Satisfaction

3.1 Personalization: Nearly every business requires customer loyalty as a component. Organizations can provide personalization services to make consumers happy and not leave them. Personalization is adjusting offers to suit the demand of a consumer and delivering materials and services that are tailored to them based on consumers' data and requirements. Research has indicated that obtaining new clients is costly and they typically make smaller purchases. However, keeping clients. Also mentioned, the effect of switching costs on customer loyalty is paradoxical, and when the service is personalized according to customer desire, it makes customers feel delighted and turns them into loyal customers for the particular brand or

organization. Customized goods, services, and experiences are appealing to customers and it gives benefit both customers and organizations. (Olli, 2020) In addition, personalization gives product recommendations, a more targeted website, banner ads, and transaction flexibility. As a result, client service officers can give more personalized services to customers.

3.2 Training and Development Programs: To provide the best service to the customers, continuous improvement is required. Several studies have highlighted the importance of giving training and ensuring development for the client service officers. These programs help to enhance the skills of handling customers properly without making any mistakes and gain knowledge about the industry trends and technological uses of different platforms and tools. Also regularly soliciting and incorporating client feedback allows for continuous improvement and ensures service offerings remain aligned with evolving needs. (Brown, 2019).

3.3 Proactive Communication: Proactive communication is the way of connecting with customers and strategy to maintain the relationship by increasing loyalty. To ensure proactive communication, anticipatory service is a key aspect of identifying the needs before they are expressed. Research suggests that organizations engaging in anticipatory service can significantly client satisfaction. On the other hand, proactive communication can be more effective when the message and service are customized and personalized. This will contribute to the sense of attractiveness and ultimately increase customer satisfaction. Proactive communication also can be extended across various channels, including email, and social media platforms. This will explore how organizations leverage multiple communications channels to reach customers proactively and build trust and strong bonds between organizations and customers. It applies to all types of organizations. (Ewa, 2020)

The Impact of Client Service Officer Performance

Client service officers play a crucial role in any organization that interacts directly with customers. Their performance directly impacts customer satisfaction, loyalty and ultimately organization success. In today's competitive environment, where customer experience reigns supreme, understanding the impact of client service officer's performance is more important than ever.

1) Increased Customer Satisfaction and Loyalty: Client service officer is intricately linked to client retention and loyalty. High performing client service officers offer efficient, friendly and personalized service, resolving issues promptly and exceeding customer expectations. This leads to satisfied and loyal customers who are more likely to return for future business and recommend to others. (Brown, Enhancing Client Satisfaction through Employee Training and Development., 2019) A study found that a 5% increase in customer retention can lead to a 25-95% increase in profitability. (al., 2018) Satisfied clients, nurtured through effective client service officers' interactions, are more likely to remain loyal, fostering long term relationships and contributing to organizational stability.

2) Enhanced Brand Reputation: The perception of an organization is significantly shaped by the performance of client service officers. Positive customer experience translates into positive word of mouth and online reviews, building a strong reputation for the organization. Conversely, positive interactions can lead to a favorable brand image and solid brand reputation that will increase brand awareness and attract new customers. (Harrison, 2021)

3) Organizational Growth and Profitability: Client service officer's performance plays a direct role in organizational growth and profitability. When client service officers feel empowered and

equipped to deliver excellent service, their morale and productivity increase. A study found that organizations with engaged employees experience 21% higher profitability. (Gupta, 2020) This contributes to a positive work environment, reduced employee turnover, and improved overall organizational efficiency. As a result, clients become satisfied and engage in repeat business, refer new clients and contribute to the financial success of the organization.

4) Competitive Advantage: Organizations gain a competitive advantage when they prioritize and excel in client service. Researchers suggest that consistent delivery of exceptional service by client service officers distinguishes the organization in the market, particularly in industries where products and services are similar. (Harrison, 2021)

In summary, a key factor in determining the success of a firm is the performance of its client service representatives. CSOs have a complex influence on how well an organization performs as a whole through their effects on internal dynamics, competitive advantage, organizational growth, customer retention, and brand image. Investing in the growth, development, and well-being of CSOs is becoming increasingly important as companies realize the strategic value of providing excellent client service. This is because it will help ensure long-term success.

Limitation:

- The time constraints were the main obstacle to improving this report's inventiveness and informativeness. This report had to be completed in addition to my work obligations and two other classes at the same time.
- Another important issue was the lack of comparable local research. Including such information as secondary sources may have made it easier to compare this study to

others, helping to clarify discrepancies or guarantee that the research was headed in the right path.

- Furthermore, the report was unable to fully address a number of issues due to time constraints.

Chapter: 4-Recommendation

Recommendation

Suggesting some of recommendations for Brand Practitioner Bangladesh. They are-

- Improving Brand Practitioners Bangladesh's internet presence is essential in the current digital era to expand its customer base and attract new members, the business should focus on making improvements to its website, engaging in consistent social media activity, and researching digital marketing strategies. Brand Practitioners Bangladesh should expand the service by providing influencer marketing, award programs, etc.
- BPB can start taking courses on marketing-related topics for students.
- Can take part in CSR activities which will help to grow the community
- BPB should utilize data analytics tools to gather and assess essential marketing data.
- Should focus on employee benefits. Such as providing holidays and increasing the pay scale of the salary.

Brand Practitioners in Bangladesh can improve more if they focus on these issues.

Conclusion

In the twenty's century, digital marketing has a great impact on organizations. It has changed the concept of making advertisements, making content, and how to connect customers more. Businesses are utilizing the benefits of digital marketing. Even when a lot of campaigns are run, the quality of these initiatives is frequently lacking. As a result, organizations that are strategically and technologically forward-thinking may provide better services, which will stimulate the market.

As a recent marketing graduate, I am aware of how important digital marketing is to the way businesses operate nowadays. Recent years have seen significant modifications to traditional tactics due to the ongoing evolution of consumer perceptions and habits. In order to get seen in an ever-changing landscape, superior marketing strategies are necessary. Agencies need to quickly adjust to these developments. Digital marketing has a plethora of chances for marketers, and businesses or brands ought to seize this enormous potential to augment their operations.

Digital marketing is expected to grow much more significant and dynamic in the near future, especially considering how rapidly our nation's e-commerce industry is expanding. My internship gave me insightful knowledge about the real world of work, and every day got more thrilling as I embraced learning and took on obstacles in order to succeed. It provided useful advice on how to advertise and promote goods and services to the modern consumer.

I obtained a great deal of knowledge about managing clients, communication plans, digital marketing tactics, and marketing agency operations. I have no doubt that the knowledge I have gained will help me in my future undertakings and offer readers with having knowledge of how a digital marketing agency's client servicing department operates.

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