

Report On
Evaluation of Customer Satisfaction in an educational consultancy
firm: Case of Edroll

By
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ID: 16204031

An internship report submitted to the BRAC Business School (BBS) in partial fulfillment
of the Requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
JUNE 2022

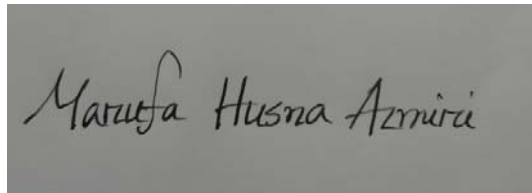
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Declaration

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:



Marufa Husna Azmiri

16204031

Supervisor's Full Name & Signature:



Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

Letter Of Transmittal

Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Analysis of Customer Satisfaction” for Edroll, an educational consultancy

Ma’am

With due respect I want to express my gratitude to encourage me to work on this particular and unique topic. I would be grateful to inform you that I have successfully completed my internship from “Edroll” And my post was Marketing Intern, which was a requirement of fulfilling the BBS program of BRAC University. I have tried my core best to complete this report by maintaining all the instructions followed by the university. Besides that, your guidelines and feedbacks also helped me a lot in this journey to make this report.

I hope this entire report would cover my research topic with clarification. Thank you.

Sincerely yours,

Marufa Husna Azmiri

16204031

BRAC Business School

19.05.2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Edroll and the undersigned student at BRAC University.

Marufa Husna Azmiri

Acknowledgement

First of all, I am grateful to Allah that I have got the opportunity to do this internship and get to experience new thing and also, I have got the opportunity to write this report. I am very much thankful to my family for their unconditional support and care regarding this journey of completing this report successfully. Besides that, I would like to thank from the core of my heart to my honorable faculty Supervisor Ummul Wara Adrita who was always there to encourage me and help me by guiding me with the right instructions. Whenever I was in triable and could not get exact solution she has helped me with patience. It might be difficult for me to complete this whole report without her advice and guidance.

Secondly, I would like to thanks The Organisation where I have done my internship which is Edroll an educational consiltancy and the organisational supervisor Mr. Sadman Sakib Khan who is the Operations Manager of Edroll for allowing me to know about new tasks and informations related to marketing, promoting the brand and so many stuffs. I want to thanks all others members of Marketing team of Edroll to help me to know vast of information.

Finally, Thank you so much to BRAC University and OCSAR that is “Office of Career Service and Alumni Relation” for assisting me to learn and to know about the corporate life in a better way.

Executive Summary

In this report, I talk about the internship I did at Edroll. In this report, I've written about the ideas and concepts I've seen and heard about during my internship at this educational consultancy.

This report is divided into three parts: an overview of the internship, a section on the organization where I connect what I've learned in school to the different parts of the organization, and a section on the project where the information I've found is presented.

Living in a world that is becoming more globalized and where technology is changing quickly has made more people want to study in other countries. Edroll is a company that helps students with their education. It offers professional consulting and admissions consulting services to help people reach their goals in a legal and organized way.

Edroll is a Premium and Transparent Visa Facilitating Center for Bangladeshi Citizens. It offers Document Screening, Consultation, and Application Finalization, which takes away the stress of applying for a visa. Edroll gives students who want to go to college abroad professional and accurate information. Edroll for Students uses a variety of marketing techniques to spread the word about its brand and get people to think of it in a certain way. ED Roll _ Best Study Abroad Consultants in Bangladesh, n.d.).

Their Digital Marketing techniques are the most important marketing actions they are focusing on right now. During my internship, I was in charge of managing queries, which let me talk to customers, making improvements to the website, making content for business clients, and marketing events. I learned a lot about digital marketing during my internship. With the help of query management, I was able to set up customer service relationships and manage both strategy and finances. From what I've seen and what I've seen on the site, it looks like their brand is in a good place. Edroll should put more focus on building a stronger brand than its Bangladeshi competitors, whose markets are growing quickly. This will require them to do more advertising, which will help them improve the way people think of their brand.

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Chapter 1

Overview of Internship

1.1 Student Information:

Name: Marufa Husna Azmiri

ID: 162040231

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information:

1.2.1 Period, Company name, Department, Address:

Period: 1th March 2022 to 31th May, 2022 (3months)

Company Name: Edroll

Department: Marketing, counseling

Address: House #14, Road #32, Gulshan-1, Dhaka 1212, Dhaka, Dhaka Division, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Name: Sadman Sakib Khan

Position: Operations Manager

1.2.3 Job Scope- Job descriptions, Duties, Responsibilities:

Job Description: Following the completion of 126 undergraduate credits, BBA students do a three-month internship. Internships are available at a variety of institutions in the United States, including banks, marketing firms, food chains, IT organizations, consulting firms, business elite, and more. I decided to launch my career with a consulting firm. Because I had worked with numerous student groups in the past and because it was within my comfort zone, I chose to accept this position.

Being a member of the Marketing team was among the best decisions I've ever made. I went through two interviews before being hired. The first was conducted over the phone, while the second was conducted in their office.

I attempted to master the most of the tasks my boss and coworkers assigned me. They were responsible for all of these tasks, and if I had any issues, my supervisor assisted me in resolving the issue and instructed me on how to complete the assignment.

Duties & Responsibilities: I always attempted to follow my supervisors' instructions. As a beginner, I encountered a few issues, but they were all beneficial and helped me learn a great deal of fresh and important information. As an intern with the Edroll Marketing team, I was responsible for a variety of tasks.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

Work-Related Activities

Here are the most important things I do for the organization:

Query Management: People comment, ask for information, and send messages to our website after we post something on social media in order to find the right content. So, any questions I get on Facebook, like comments or messages, that I answer are an invitation to contact us and check out our website(Courtney, 2020).

Counselling Students: A lot of people who have liked or looked at our posts or posts that have been boosted are interested in going abroad to study. I have to give them advice and show them the right way without having to worry about their international studies.

Expanding the Field: When I joined, they were only doing work in Australia. But we now have information on over 200 institutions in four countries and cover six countries.

Collecting Pictures and Data: I am collecting photos of each university and country, as well as pictures that meet the requirements of our website, along with information about each school. I gather important information for my supervisor, such as which university is best or which school has the client's preferred courses, how much it costs to live, and what the IELTS criteria are, because each client is different.

Calling for Interview: They not only help me with my job, but they also help me learn new things. I sometimes have to call some of the people I interviewed, which I did. To let them know the exact time of the interview and to remind them to bring the forms and documents that are needed.

1.3.2 Benefits to the student

Ability to communicate

I've learned a lot from Edroll, but this is the most important thing. As a service provider, you need to talk to your customers or clients. So, the things that happen here help me improve my communication skills by giving me a place to learn. It gives the chance to learn how to get along with coworkers and bosses as well as clients. This has taught me not only how important it is to talk to people, but also how to act in different situations(Courtney, 2020).

Being familiar with a variety of countries

It's a great chance to learn about all the different places in the world. Since my main job is to learn everything, I can about countries and countries where universities are, I could research them to learn about different cultures, different rules and regulations, different embassies, their processing systems, live systems, and educational systems.

Concerns about education

I might find out from students what problems Bangladeshi students face when they try to go to college abroad. I don't just use this site to ask how to fix things; I also learn from it.

Professional pursuits

Predicting the future business environment and figuring out how I should do is a great way for me to learn. How the workload might be, what the circumstances might be, how I might interact with different kinds of people, how meetings might go, how the work schedule might be, and when my future career might start and end should all be good examples.

Developing ability to search

I also get a lot out of the site's tools for searching. Yes, you could say that an organization helps develop this talent, but in my case, it's more like a huge training program to learn how to find legitimate information on the internet, how to search for photos, how to use official pages, and how to work on a website according to certain rules(VanGronigen et al., 2022).

1.3.3 Problems/Difficulties

Every group has to deal with problems or roadblocks. There isn't a single organization that doesn't have any problems. "Edroll" is going through a new phase and having some problems. They are

- **Less human resource:** During my time working here, I've noticed that there aren't as many people as they need. Two people work in my student-related sector, which I am one of.
- **Time management:** After working eight hours at the office, I always have things to do at home, like answering questions or meeting deadlines. Since the office has a strict schedule, it is hard to write the report.

1.3.4 Recommendations

"Edroll" has definitely done well in the past few years. We just spent a year in Bangladesh and reached all of our goals. They find internships for students who have internship credits but haven't used them yet. Here are some things I think "Edroll" interns should do: They have to give new interns in a certain department a seven-day training period first. Second, when they hire new interns, they should check their general qualifications, how well they speak, and how well they can work with Edroll. I've met a few interns who couldn't work in our environment, so they left. Due to our learning phase, they might offer interns more opportunities, like giving tasks from one department to interns from another department for a short time(Howley & Sturges, 2018).

Chapter 2

Overview and Operations of “Edroll”

2.1 Introduction

Edroll is one of Australia's largest and most well-known international education consulting organizations. This industry has assigned me as an intern since it is new to the market and the organization is currently creating and expanding its brand. This company is in its early stages of development; they are currently operating, but they need to strengthen their brand in the market. Working in this industry is interesting since every day I am learning and applying new things that I previously did not, such as coming up with new ideas to enhance the brand, how to build the brand, and managing official pages. It is just what I learnt throughout the course of product and brand management, and now I do these things. Another intriguing aspect is that this is an excellent location for honing communication skills by interacting with clients and other agencies(Jääskelä et al., 2021).

2.1.1 Methodology

International Training & Education Counsel (ITEC) is a student advisory business based in Australia. We have only one aim: to direct students who are confused about their future and/or willing to study higher education in a sophisticated nation to build a brighter future for themselves.

2.1.2 Scope

In Bangladesh, this industry has lot of scope. As we have a huge population and students with high scores, their favorite universities in Bangladesh are usually not big enough to be admitted because of insufficient seats. It will require a great cost, but if you want to be admitted to well-known private universities. We may thus embrace this as an opportunity for these youngsters to study overseas.

2.1.3 Limitations

We have planned many for our target sectors, but we must limit our operations in a number of situations. There are numerous institutions in which no consulting business has direct access to. This is why a wall is created between ourselves and our specific segment.

2.1.4 Significance

In recent times, the method we provide our students with advice is very important. Most agencies use students to open their files for a particular amount of money even after the student has been refused from an institution. We give our students a whole no cost service, since if they are allowed in that selected college, we will collect our commission.

2.2 Overview

International Training & Education Counsel (ITEC) is a vibrant and enthusiastic Education Consultancy Firm situated in Australia. Since 2017, ITEC has pledged to give exceptional counseling and assistance to students at every step of their journey to study abroad. They also aid their students with visa and travel aid, as well as housing aid. This degree of personalized supervision and counsel guarantees that students' adjustment to a new environment is as easy as possible, and that students' prospects of acceptance into some of the greatest schools in the UK, USA, Canada, and Australia are maximized. They already have 100 affiliations with prestigious institutions and organizations, and every member of their team is available to assist students at any of their offices in Australia or Bangladesh. Their goal is to give students with a variety of services that are suited to their specific need(ED Roll _ Best Study Abroad Consultants in Bangladesh, n.d.).

Mission

To aid and support students in accomplishing their objectives through global study opportunities. Using cost-effective marketing strategies to promote educational institutions.

Vision

The recruitment of various students underlines the benefits for both the institution and the students that this cooperation brings. Assisting students in making the transition to higher education so that they can become successful self-directed learners.

2.3 Management Practices

Our office has a good policy for running things. The head of the department often looks at how each worker is doing. We have to stick to the schedule because we have to deal with a lot of kids every day. Our top consultant gives initial advice and then helps students with their visas. Our top management handles the students' most important decisions.

2.4 Counseling on Education

Education counseling is a key tool for improving the value of education. In other words, education counseling is the skilled and principled use of interpersonal connections to help people become more self-aware, accept their emotions, and grow. It also makes sure that the resources are used in the best way possible. It also makes the student feel better about himself or herself. Counseling about school is free for students. Students accomplish what they set out to do by coming up with good recommendations. A consultant in education helps students with their schoolwork, their mental health, and their careers. Students often find it hard to decide on a career path. This leads to a lot of confusion and doubt, which can lead to anxiety, fear, and depression in children. This is what educational consultants look like. Students are not only taught how to move up in their personal and professional lives, but they are also given the tools they need to do so.

2.4.1 Purpose

The lack of information about studying abroad led to a lot of misunderstandings and confusions. So, getting into a foreign university and getting a visa appear to be harder for that country than they really are. If the paperwork isn't complete or there aren't enough supporting documents, or if the strategy is wrong, it can lead to a visa being denied, money and time wasted, and a greater focus on how important the applicant is. Young people in Bangladesh sometimes face problems that slow their academic and professional growth. Edroll starts its journey by making it clear what young people in this field think, with the goal of influencing students abroad. They want to make a place where people who want to study abroad can get all the information they need. You want

the gap between the two groups to be filled. A dedicated staff is also put together so that students can get better help. One of the things they do best is help students get visas for countries that don't have an embassy in Bangladesh. Edroll will continue to help students, scholars, and education fans have a brighter future.

2.5 Operations Management and Information System Practices

Our website and Facebook page will help us get started with our business. We get references and then call them to find out what the kids want to do with their lives. After the part has been filtered, we offer free guidance to our students. Then we can look at their content and send it to our affiliated members if it fits the standards of their profile. Our upper management is in charge of the following things that have to do with visas, embassies, and interviews: During this process, we won't charge the students any fees because the school will pay us a commission if the visa is approved.

2.6 Industry and Competitive Analysis

2.6.1 End to End services

Students who want to go to college abroad but don't want to be stressed out about getting a visa at a foreign university can get a lot of help. As part of the process for choosing a college, the embassy helps students fill out visa applications. Students will be put in the right college and program based on what they have done in the past. Students must turn in all their papers on time. Then, we'll get to work on the request. The big picture of what we're doing:

- University and course selection
- Admission Assistance
- Visa Assistance
- IELTS exam registration

2.6.2 Consultancy

"Edroll" offers specialized consulting services for almost every country in the world, based on the exact needs of the applicant. Even though it's normal for some students to apply to foreign colleges and for visas, they may run into problems when applying to foreign schools or to the embassy for visas, because laws and rules vary from country to country and institution to institution. This program is for students who are having trouble getting into college or getting a visa and need help.

- Information
- Visa consultancy
- Admission assistance

2.6.3 SWOT analysis for Edroll

Strengths: People can get free counseling, prepare for the IELTS, and prepare for credibility tests. Most of the employees are under 35 years old, and the place where they work is always interesting and inspiring.

Weakness: Weaknesses include a lack of leadership and a lack of communication between institutions and affiliated partners. There are no HR departments that work, and the office is not set up in a way that makes it a pleasant place to work.

Opportunities: a marketing gap that Edroll- might be able to fill. If the targeting zone is calculated correctly, there is a lot of potential for the size of the filtered segment.

Threats: There are too many competitors and agencies in the market, as well as a wide range of products and services from other companies, which are a threat to the company. Students are often scammed by other agencies, which makes it hard to get them to finish their files and work with you.

2.7 Summary and Conclusions

Edroll is one of the consulting firms in Bangladesh that is growing the fastest, and students who have used our services so far have given us a lot of good feedback. We work with students whose grades are good and who know what they want to do with their lives. We give our students a service that is completely free because we want them to trust and like our consulting firm. We have different divisions for our students that work in order. At the moment, there are a lot of agencies, but there is a gap in the market. This is our chance to fill that gap and help our students.

As a new business in Bangladesh, we face a lot of challenges, but I'm sure we'll be successful if we stick to our business plan(Reich et al., 2020).

2.8 Recommendations

Since I'm now a full-time employee at Edroll, I'm in a unique position to make personal suggestions. But based on what I've learned in the past three months, I think Edroll should do better in a few key areas if they want to stay competitive in this market. First of all, they need to do more marketing offline, since they have done so much online marketing so far. I don't think our target audience will be interested if we don't interact with them as people. Second, our affiliated partners should respond quickly because they are the reason, we are late. Lastly, I think the interior design of the office, especially in the student lobby, needs to be updated.

Chapter 3

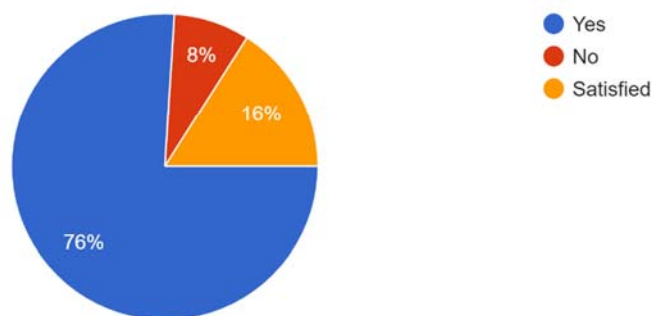
Project Part: Customer Satisfaction of “Edroll”

3.1 Introduction

I took this report because "Edroll" seemed to be related to my studies. The company is at a very creative and difficult stage in creating a brand and resonance because it needs to find its place in the market and talk to the public. This is a very important subject, and the report shows how a consulting firm prepares its clients for the market every day. Also, every marketing student can see how academic knowledge is used in the real world, including the challenges, risks, and successes. It could also help other businesses that are new to the market or are planning to join it, as well as their brand management plans(Hartong, 2021).

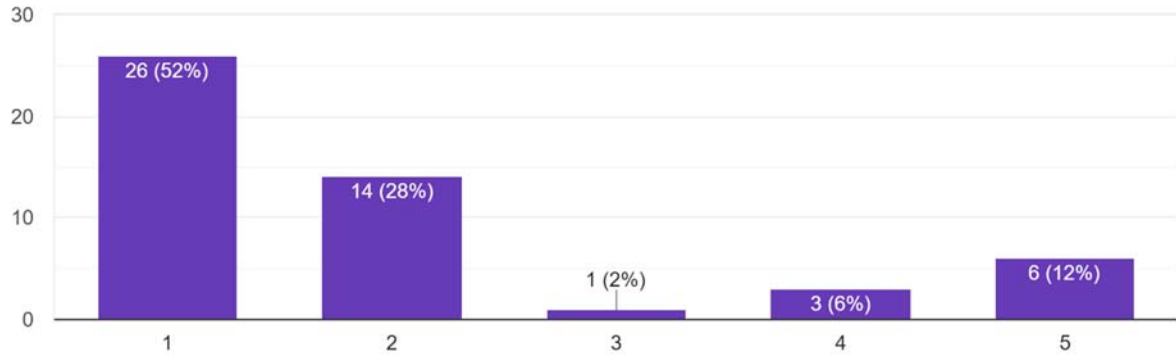
3.2 Survey Outputs

1. Are you happy with our quality of service?
50 responses



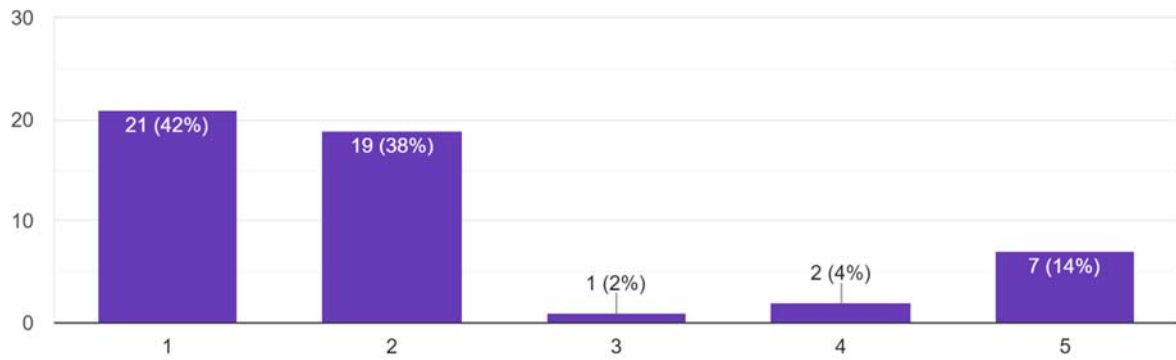
2. If I tell you to rate how likely you are to recommend our services to friends, family, and colleagues?

50 responses



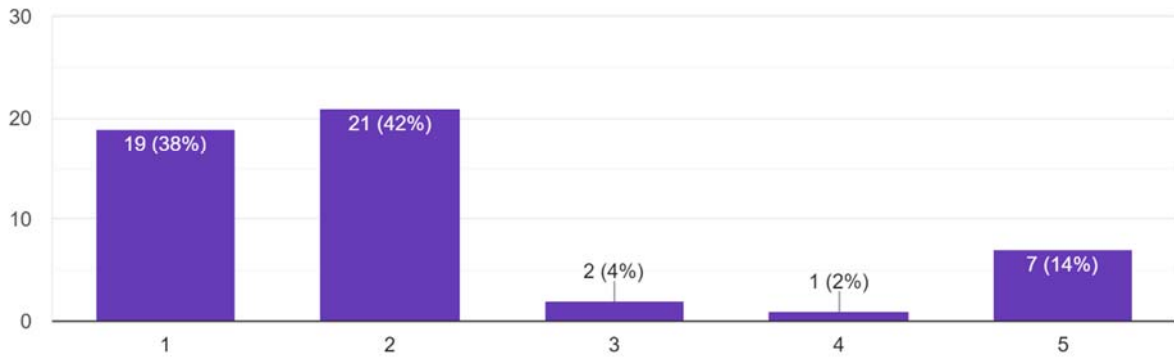
3. How easy is it to use our website? (<https://edroll.net/>)

50 responses



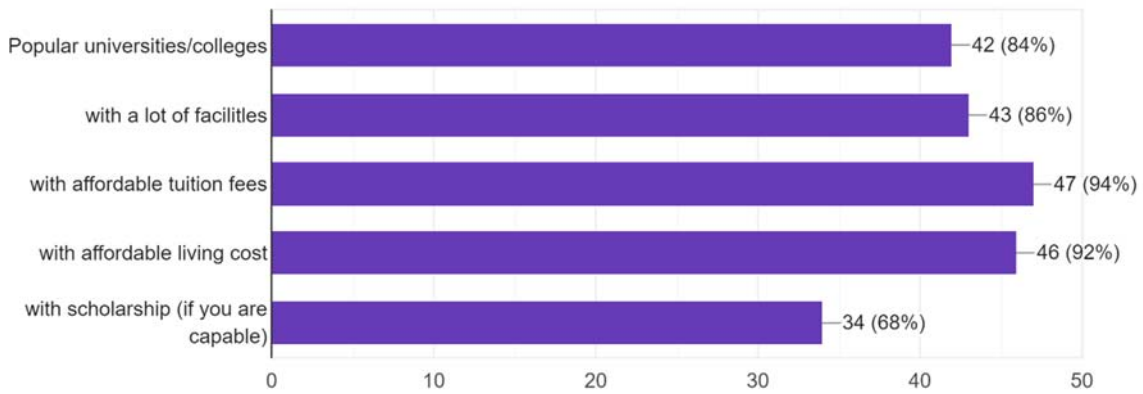
4. How would you rate the support you received?

50 responses



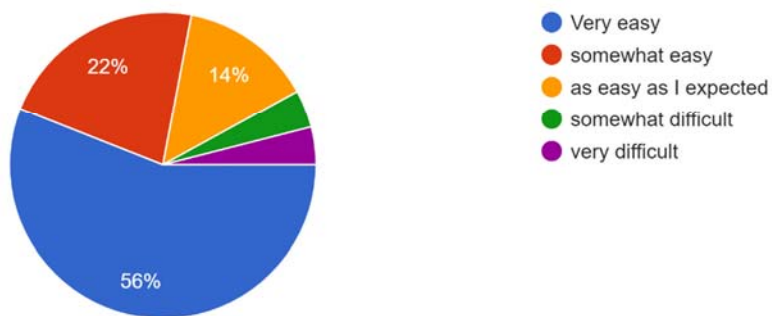
5. What kind of universities/Colleges we offer?

50 responses



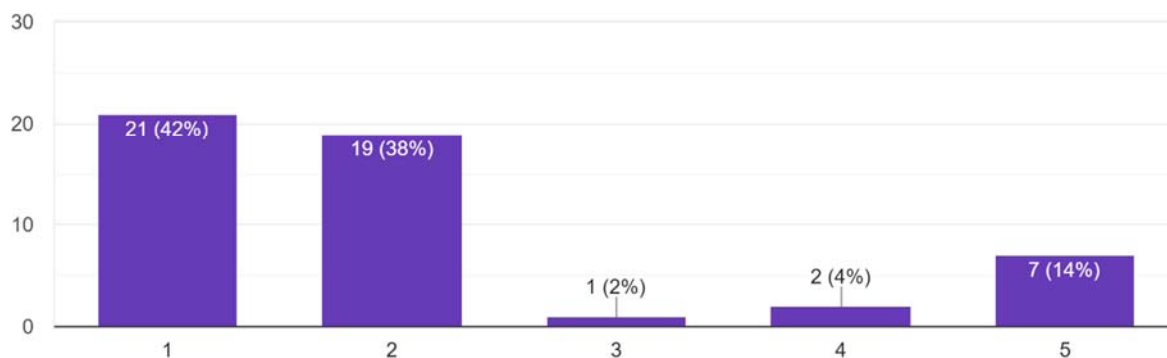
6. How easy was your checkout experience?

50 responses



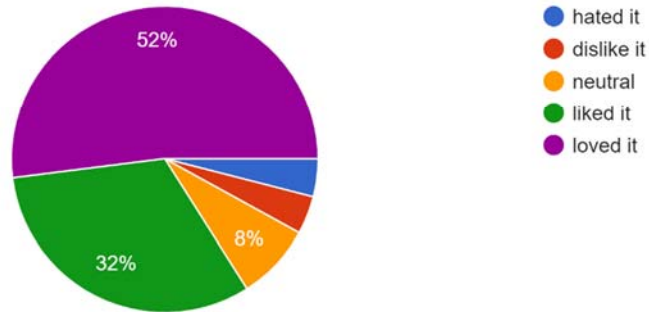
7. Are you agree that we can help you on visa processing, SOP, Admission, Issuance of CoE till visa filling

50 responses



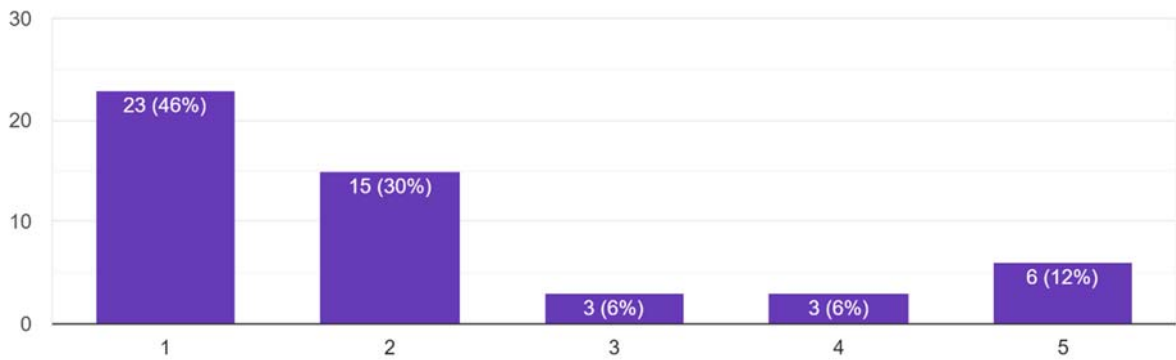
8. Thank you for visiting our office! How would you rate your experience about our consultant?

50 responses



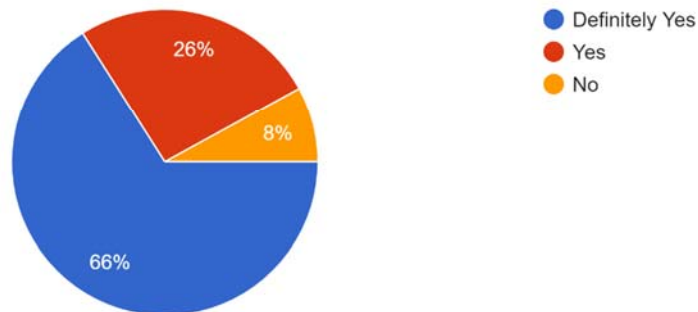
9. How would you rate the professionalism of our support team? Response format:

50 responses



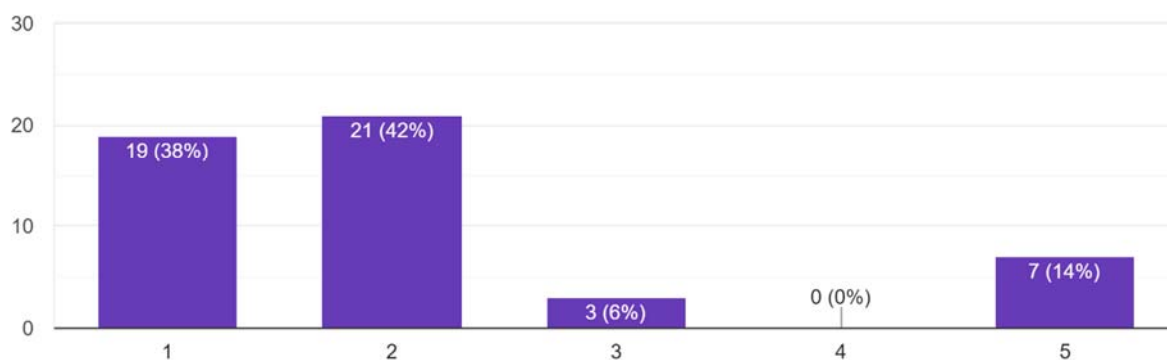
10. Do you really feel that hiring an education agent is a fast track to success?

50 responses



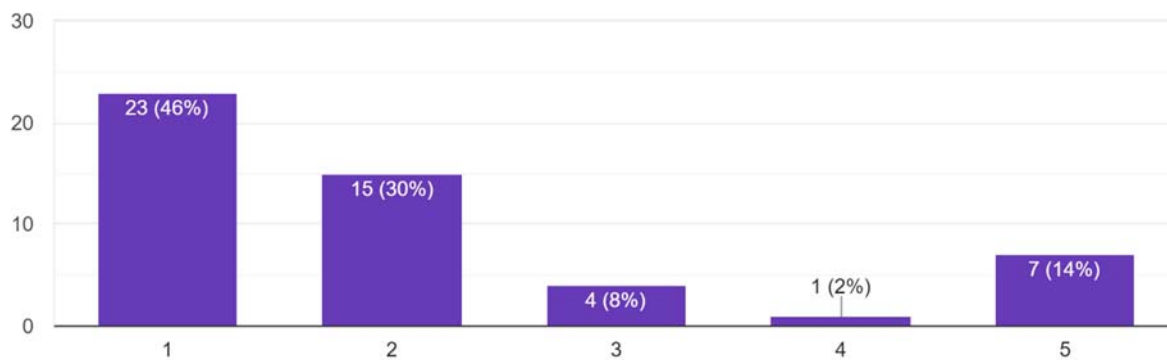
11. Did we provide help if you have faced any sort of problem for applying process?

50 responses



12. How would you rate your overall satisfaction with us?

50 responses



3.3 Logical Explanation

Cluster

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Quick Cluster

Initial Cluster Centers

	Cluster	
	1	2
@2.IfItellyoutoratehowlikelyyou aretorecommendourser	5	1

Iteration History^a

Iteration	Change in Cluster Centers	
	1	2
1	.500	.350
2	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 2. The minimum distance between initial centers is 4.000.

Final Cluster Centers

	Cluster	
	1	2
@2.Ifitellyoutoratehowlikellyou aretorecommendourser	5	1

**Number of Cases in each
Cluster**

Cluster	1	10.000
	2	40.000
Valid		50.000
Missing		.000

```
QUICK CLUSTER @2.Ifitellyoutoratehowlikellyouaretorecommendourser
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/CRITERIA=CLUSTER(2) MXITER(10) CONVERGE(0)
/METHOD=KMEANS(NOUPDATE)
/PRINT ID(@1.Areyouhappywithourqualityofservice) INITIAL.
```

Quick Cluster

Initial Cluster Centers

	Cluster	
	1	2
@2.Ifitellyoutoratehowlikellyouare torecommendourser	5	1

Iteration History^a

Iteration	Change in Cluster Centers	
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Final Cluster Centers

	Cluster	
	1	2
@2.IfItellyoutoratehowlikelyyouare torecommendourser	5	1

Number of Cases in each Cluster

Cluster	1	10.000
	2	40.000
Valid		50.000
Missing		.000

T-TEST

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/TESTVAL=0  
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torecommendourser  
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```

```

QUICK CLUSTER @2.IfItellyoutoratehowlikellyouaretorecommendourser
/MISSING=LISTWISE
/CRITERIA=CLUSTER(2) MXITER(10) CONVERGE(0)
/METHOD=KMEANS(NOUPDATE)
/PRINT ID(@1.Areyouhappywithourqualityofservice) INITIAL.

```

Quick Cluster

Initial Cluster Centers

	Cluster	
	1	2
@2.IfItellyoutoratehowlikellyouaretorecommendourser	5	1

Iteration History^a

Iteration	Change in Cluster Centers	
	1	2
1	.500	.350
2	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 2. The minimum distance between initial centers is 4.000.

Final Cluster Centers

	Cluster	
	1	2

@2.Ifitellyoutoratehowlikellyouare torecommendourser	5	1
---------------------------------------------------------	---	---

Number of Cases in each Cluster

Cluster	1	10.000
	2	40.000
Valid		50.000
Missing		.000

T-TEST

```

/TESTVAL=0
/MISSING=ANALYSIS
/VARIABLES=@2.Ifitellyoutoratehowlikellyouaretorecommendourser
/CRITERIA=CI(.95).

```

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
@2.Ifitellyoutoratehowlikellyouare torecommendourser	50	1.98	1.378	.195
@3.Howeasyisitouseourwebsiteh ttpsedroll.net	50	2.10	1.374	.194
@4.Howwouldyouratethesupporty oureceived	50	2.12	1.335	.189
@7.Areyouagreethatwecanhelpyo uonvisaprocessingSOPA	50	2.10	1.374	.194
@9.Howwouldyouratetheprofessio nalismofoursupportteamRe	50	2.08	1.368	.193

@11.Didweprovidehelpifyouhavefacedanysortofproblemfo	50	2.10	1.313	.186
@12.Howwouldyourateyouoverall satisfactionwithus	50	2.08	1.383	.196

One-Sample Test

Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
@2.IfItellyoutoratehowlikelyyouaretorecommendourservice	10.164	49	.000	1.980	1.59	2.37
@3.Howeasyisitouseourwebsitehttpsedroll.net	10.808	49	.000	2.100	1.71	2.49
@4.Howwouldyouratethesupportyoureceived	11.232	49	.000	2.120	1.74	2.50
@7.AreyouagreethatwecanhelpyouonvisaprocessingSOPA	10.808	49	.000	2.100	1.71	2.49
@9.HowwouldyouratetheprofessionalismofoursupportteamRe	10.752	49	.000	2.080	1.69	2.47
@11.Didweprovidehelpifyouhavefacedanysortofproblemfo	11.308	49	.000	2.100	1.73	2.47
@12.Howwouldyourateyouoverall satisfactionwithus	10.637	49	.000	2.080	1.69	2.47

3.4 Throughout the table

Management and organizing of events

There is something that happens across the whole organization, like the two things that happened after I joined the company. "Free phone consultation" and "Free on-site evaluation" are two examples of what this means. Along with me, a team of four people is in charge of planning the event. We planned, organized, and oversaw the whole thing. For example, I invited about sixty people to our events, made a list of invitations, chose potential clients after the service, and went to the events myself(Howley & Sturges, 2018).

Creating a report

By law, we have to show a month's worth of marketing plans that show what will be advertised on which days. Also, the team meets once a week to talk about its progress. I help my boss with the first steps, such as putting together meeting reports and weekly progress reports. Giving suggestions on how consumers can get involved. As an example, I gave a way to reach HSC students who want to continue their education in another country after the exam. We want to give them useful things, like printed routines or desk routines, to get them interested in our brands.

3.5 Other relevant activities

Inviting guests

Send emails and text messages to invite people to events. This is a one-time event, but it will keep letting people know about what we do.

Creating content

About once a day during the week, a new post is made on the Facebook page. Often, you need to come up with content to share a post based on a country's USP and other factors, like a list of countries in order of priority and when they'll be admitted.

Receiving calls

You can get questions through a hotline number. Many students call to ask about different kinds of information. It is like one-time or occasional projects. If my boss isn't around or in a meeting, it's up to me to answer the phone.

3.6 Summary and Conclusion

I'm sure that this internship will help me reach the highest level of my career. Every day at this job, I felt like I was going over everything I had learned in college. This place gave me a chance to get away from my academic training and try out some new ideas for business. By talking to new people in a professional setting, I learned how to build relationships with my coworkers. This made it easier for me to get used to new places. I learned something new and different every day. The report is based on my time at this company and what I learned that could help the company. I felt like I was at home at work and with the people who worked there. There was no monotony in the work, but a lot of it was going on at the same time. I learned how to improve my communication skills, which was the most important thing I picked up. Even though three months isn't a lot of time, it's enough to learn everything there is to know about this business. People may look at the relationships I've built as assets for the rest of their lives.

3.7 Recommendation

If I had to talk about Edroll's market potential, I would say that it has a lot of potential because we focus on international higher education and a lot of students want to study abroad right now. Edroll should use its resources sparingly and put the fastest possible growth of the company at the top of its list of priorities. In addition, they need to run campaigns, seminars, and business workshops to teach people about digital marketing.

- "Edroll" can offer good customer service after the sale. When customers are happy, it can help the business get more customers. It helps people remember the brand name and may lead them to use the service.
- Using Google Analytics, "Edroll" can quickly get in touch with visa applicants.
- The company can be more creative and reach more customers through online channels like web marketing, social media, and events. This is because most people today use social media. So, it's important for customers to think outside the box.
- A client-record server can be built by the company. This lets them figure out who might buy from them. But because of their follow-up, it's important to set up seminars and/or events that give consumers more information.

- The company might work with other educational institutions to help build a community through seminars or other educational programs.
- Needs to put more emphasis on how consumers can be involved. Since clients still need to know what services are available, it is important to keep in touch with them. This will also help spread the word about marketing in a wider area.
- "Edroll" marketing efforts bring in potential customers, but they should put more effort into making money, which they haven't done yet. If they use YouTube to do business, they may want to focus on their brand.

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Appendix

1.	2. If I tell you to rate how likely you are to recommend our services to friends, family, and colleagues?	3. How easy is it to use our website? (http://e.droll.net/)	4. How would you rate the support you received?	5. What kind of universities/Colleges we offer? Popular universities/colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable) with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	6. How easy was your experience?	7. Are you agree that we can help you on visa processing, SOP, Admission, Issuance of CoE till visa filling?	8. Thank you for visiting our office! How would you rate your experience about our consultant?	9. How would you rate the professionalism of our support team? Response format:	10. Do you really feel that hiring an education agent is a fast track to success?	11. Did we provide help if you have faced any sort of problem for applying process?	12. How would you rate your overall satisfaction with us?
Yes	2	1	1		as easy as possible	1	loved it	1	Definitely Yes	1	1
Yes	1	2	1		Very easy	2	liked it	1	Definitely Yes	1	1

Satisfied	1	1	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	as easily as possible	2	loved it	2	Yes	2	1
Satisfied	1	2	1	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	so much easier	1	liked it	1	Definitely Yes	1	1
Satisfied	1	1	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	as easily as possible	1	loved it	2	Yes	2	3
Yes	1	1	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees,	so much easier	2	neutral	2	Definitely Yes	2	1

Yes	1	2	2	with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	as easily expected	1	loved it	3	Yes	2	2
Yes	1	1	1	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	as easily expected	1	liked it	2	Yes	3	3
Satisfied	2	2	2	with a lot of facilities, with affordable tuition fees, with affordable living cost with affordable tuition fees, with affordable living cost, with scholarship	so what easily	2	loved it	1	Definitely Yes	2	2
Yes	2	2	2	with affordable living cost, with scholarship	so what easily	2	liked it	2	Yes	2	2

Satisfied	4	4	3	(if you are capable) with a lot of facilities, with affordable tuition fees, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost	so me wh at easy	4	hated it	3	Yes	3	4
No	4	4	4	living cost with a lot of facilities, with affordable tuition fees, with affordable living cost	as easy as I expected	4	liked it	4	Definitely Yes	1	1
No	3	3	3	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	so me wh at easy	3	neutral	3	No	3	3
Satisfied	1	1	2	with affordable living cost, with scholarship (if you are capable)	Very easy	1	liked it	2	Definitely Yes	2	3
Yes	1	1	2	with affordable living cost, with scholarship (if you are capable)	so me wh at difficult	1	dislike it	4	No	1	1

Yes	1	1	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees	Very easy	2	liked it	1	Yes	1	1
Yes	1	1	1	Popular universities/ colleges, with affordable tuition fees, with affordable living cost	very difficult	1	neutral	1	Yes	1	1
Yes	1	1	1	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost	so much what easy	1	liked it	1	Definitely Yes	1	1
Yes	2	2	2	Popular universities/ colleges, with affordable tuition fees, with affordable living cost	so much what easy	2	neutral	2	Yes	2	2
Yes	1	1	2	Popular universities/ colleges	Very easy	2	liked it	1	Definitely Yes	1	1
Yes	1	1	1	Popular universities/ colleges	Very easy	1	liked it	1	Definitely Yes	2	2
Yes	2	2	2	Popular universities/ colleges, with a lot of facilities, with	so much what easy	2	liked it	2	Definitely Yes	2	2

Yes	5	5	5	tuition fees, with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Ver y eas y	5	loved it	5	Definit ely Yes	5	5
Yes	5	5	5	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Ver y eas y	5	loved it	5	Definit ely Yes	5	5
Yes	1	1	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Ver y eas y	1	loved it	1	Definit ely Yes	2	1

Yes	1	1	1	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Very easy	2	loved it	1	Definitely Yes	1	1
Yes	2	1	1	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Very easy	1	loved it	1	Definitely Yes	2	1
Yes	2	2	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost	so much at easy	2	liked it	2	Yes	2	2
Yes	1	2	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with	Very easy	1	loved it	1	Definitely Yes	1	2

Yes	1	2	1	with affordable tuition fees, with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Very easy	2	loved it	1	Definitely Yes	1	2
Yes	1	2	1	with affordable tuition fees, with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Very easy	1	loved it	1	Definitely Yes	1	2
Yes	2	1	1	with affordable tuition fees, with affordable living cost, with scholarship (if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Very easy	1	loved it	1	Definitely Yes	2	1

Yes	1	2	1	(if you are capable) Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Very easy	1	loved it	1	Definitely Yes	1	1
Yes	2	2	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost	so me what easy	2	liked it	2	Yes	2	2
Yes	1	2	1	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	Very easy	1	loved it	1	Definitely Yes	2	1
Yes	1	2	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable	Very easy	1	loved it	1	Definitely Yes	1	2

Satisfied	2	2	2	Popular universities/ colleges, with a lot of facilities, with affordable tuition fees, with affordable living cost, with scholarship (if you are capable)	as easy as possible	2	liked it	2	Yes	2	2
No	5	5	5	with affordable tuition fees, with affordable living cost	very difficult	5	hated it	4	No	5	5