

The role of social media on complain management
in smartphone industry of Bangladesh.

Ogilvy & Mather

The role of social media on complain management in smartphone industry of Bangladesh.

Submitted to:

Ms. Iffat Tarannum
Lecturer
BRAC Business School
Course ID: BUS 400

Submitted by:

E. M. A. Fahad
Bachelor of Business Administration
ID: 12304028
Date: 3rd September, 2016



BRAC Business School
BRAC University

Letter of Transmittal

3rd September, 2016

Ms. Iffat Tarannum

Lecturer

BRAC Business School

BRAC University

Subject: Submission of internship report on 'The role of social media on complain management in smartphome industry of Bangladesh.'

Dear Ma'am,

It is my pleasure and great honor for me to submit my internship report titled "The role of social media on complain management in smartphome industry of Bangladesh" authorized under your supervision, as a requirement for the completion of Bus 400 course. I have worked at Ogilvy and Mather Private Limited as a Digital Marketing Intern for three months (April 17 – July 17). I have tried my best to fulfill all my requirements for this course. I have tried to follow all the instructions given to me by my supervisor and I am really thankful to you Ma'am for your all kinds of support and helpful instructions during the survey and in the process of writing this report.

It will be a matter of great pleasure for me if the report can attain its objective and it will be my pleasure to answer any clarification and suggestion regarding this report, if needed.

Sincerely Yours,

E. M. A. Fahad

ID - 12304028

BRAC Business School

BRAC University

Letter of Authorization

Ogilvy & Mather

12th April, 2016

E. M. A. Fahad
166/5 Ulon, Rampura,
Dhaka 1219, Bangladesh.

Subject: **Internship Offer Letter.**

Dear Mr. Fahad,

With reference to your application and interview with us, we have the pleasure in offering you an **Internship** position with effect from **17th April, 2016** on the following terms and conditions:

1. **Grade:** Temporary.
2. **Department:** Digital Services.
3. **Internship Period:** 17th April, 2016 to 17th July, 2016 (3 months).
4. **Consolidated Gross Salary:** Tk. 5,000.00 (Taka five thousand only) per month.
5. **Leave:** You shall not be entitled to any paid leave during the internship period.

General Terms

6. During the period of your service, you will be subject to the Rules of the Company for the time being in force. The Rules have been informed to you and the same shall be deemed to be an integral part of the terms and conditions set out herein. Further, these rules shall be deemed to be accepted by you as binding on you.

Page 1 of 4

7. You shall not at any time during the continuance of the employment or thereafter, divulge either directly or indirectly, to any person, firm or company any information that is privileged and/or of a confidential nature that you may acquire during the course of the employment or otherwise howsoever concerning O&M's business, property, contract, trade secrets, transactions, clients or affairs.
8. You shall confirm to abide by the Confidentiality Agreements or Agreements containing Confidentiality clauses entered into by O&M and abide by the same at all times during the course of your employment and even after the termination of your employment.

Declaration

Confidentiality of information received during the course of employment and thereafter.

This is to state that I do hereby unequivocally confirm and declare that I shall not disclose, impart or divulge, inter alia, any information, concepts, ideas, business policies or practices, business plans, dealings, customer lists or requirements, price lists or pricing structures, technical data, employee data or officers' data, product lines, designs, research and development activities and findings, know-how, other non-generic information whether tangible and/or intangible, written and/or oral, relating to any released or unreleased concepts, ideas, projects and services of Ogilvy & Mather Communications Private Limited, the marketing or promotion of all of Ogilvy & Mather Communications Private Limited's services and any other information received from other sources that comes to my knowledge regarding Ogilvy & Mather Communications Private Limited, any clients or their matters or any aspects relating to such clients and their work with Ogilvy & Mather Communications Private Limited or its associate companies, to anyone either within the organization of Ogilvy & Mather Communications Private Limited or from outside, without previously obtaining the written permission from Ogilvy & Mather Communications Private Limited, in the normal course of my employment with Ogilvy & Mather Communications Private Limited or its associate companies.

I am aware and confirm that Ogilvy & Mather Communications Private Limited enters into "Confidentiality Agreements" or Agreements containing Confidentiality Clause(s) and I shall abide by the same at all times.

This Declaration shall also be valid after my employment with Ogilvy & Mather Communications Private Limited is terminated or expired.

E. M. A. Falad
12.04.16

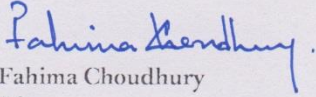
Signature & date

9. You shall confirm to abide by the Code of Business Conduct set forth by the Company at all times during the course of your employment here. O&M enforces a zero-tolerance policy for breach of its COBC policy. Failure to comply with the said COBC may result in the forthright termination of your employment and seizure of all accrued benefits. The Company reserves the right to initiate any legal measures as considered appropriate against you.
10. During the employment, you will also not (unless otherwise agreed in writing by the Company) undertake any other business or profession or be or become an employee or agent of any other firm, company or other person or assist or have any financial interest in any other business or profession.
11. You shall not during the continuance of your employment with us do any act, deed, matter or thing whereby you would have been deemed to have independently taken up any employment or assignment with any O&M clients.
12. You agree that all the work created by you, in the course of your employment with O&M shall be deemed to be 'work made for hire' and shall hence be the property of O&M. You shall not be allowed to use, copy or reproduce the same, without the prior written consent or authorization of O&M.
13. You agree that all the rights, titles, interest in any and all work created by you in the course of your employment with O&M shall vest with O&M and/or its clients. You further agree to give a declaration to O&M, as required from time to time for any creative work done by you on behalf of O&M.
14. You shall be liable to indemnify O&M for any act, deed, matter or thing engaged in by you, directly or indirectly, which results in damaging O&M's property and/or goodwill.

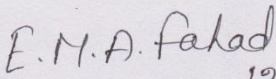
15. Either side can terminate employment giving a notice of 1 (one) week.
16. You will promptly whenever requested by the Company and in any event upon the termination of your employment deliver up to the Company all lists of clients or customers, correspondence and all other documents, papers and records, tangible or intangible including computer discs and other electronic media, which may have been prepared by you or have come into your possession, custody or control in the course of the employment and you will not be entitled to and shall not retain any copies thereof. Title and copyright therein shall vest in the Company.

If you are agreeable to the above terms and conditions, please sign and return the duplicate in confirmation.

For, **Ogilvy & Mather Communications Pvt. Ltd.**


Fahima Choudhury
Director

Accepted & agreed:


12.04.16

E. M. A. Fahad

Copy to:
Finance Department
Talent Management Department

Acknowledgements

In the name of Allah (SubhanahuWaTaala), Most Beneficent and Most Merciful. Praise and thanks to him for giving me the strength to complete this study.

I would like to express my deepest appreciation and show my greatest gratitude to all those individuals who provided me the opportunity to complete this report. A special thanks I would like to give to my internship supervisor Ms. Iffat Tarannum, whose effortless contribution in most effective feedbacks, encouragement and suggestions, helped me to complete my research work and most importantly in the time of writing this paper.

Along with that I would like to thank my supervisor Mr. Abu Jafor Siddique, Senior Executive, Digital Services, Mr. Khairul Hassan, Senior Executive, Digital Services and Mr. Taskin Hossain, Group Account Manager, Digital Services who introduced me to interesting phases of digital services to look upon and has given their valuable time, supervision, competent direction and spontaneous support in every step of my internship program throughout the last three months.

I am thankful to all the team members of Digital Services and all the seniors of Ogilvy Bangladesh with whom I have worked during the three months of my internship period, for their guidance and support during the entire program.

I have worked hard and tried my best to prepare this report. I will be very pleased to provide you with any further information if required.

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Abstract

Social media is one of the mostly used communication medium in Bangladesh. Over the period of time, organizations and enterprises has also started using it as a way to communicate with their customers and to reach them more easily. Social medias also give customers a great opportunity to interact with the brands directly. They can post any complain via social medias easily and let the brand know about what they are feeling about the brand. The purpose which worked behind choosing this topic and writing of this paper is to evaluate the role of social media that they are playing to manage the customer complains they receive via social medias in Bangladesh. An online survey was conducted on a sample size of 121 people through Google doc. Convenience sampling method was used for this research. This survey was the primary source of data for this research. For secondary data scholarly article, journal, online book and various websites were used. Through this paper social media's role on customer management and customer's expectation from brand authority are tried to find out. As Facebook is the mostly used social media platform in Bangladesh, some examples from different smartphone brands Facebook page are used to make the understanding clear and to give a practical view of findings of the survey. Based on the overall findings some recommendations are given later on, that smartphone brands can use in their query management or complain management procedure.

Introduction:

Digital marketing is not a very old concept in Bangladesh. It is not very new, either. In this era of internet, marketing on the internet is an obvious thing for every brand of different industry. Anyone who is absent in internet with his product is exactly standing a thousand mile behind his competitor. So it is a must thing for a brand at current age. Brands are also realizing this fact and they are always in work to be on internet 24/7. In Bangladesh, social media is the mostly used internet products. People use social medias like Facebook, Instagram, email etc. to communicate with each other and to stay in touch with each other. Brands are taking advantage of it. They are placing their products in social medias to stay in front of the customer's eye.

Social medias are working as a direct bridge between brands and customers. As brands are getting benefitted by displaying their products to their target customers with minimal effort, customers also become benefitted as they are getting scope to communicate with brands directly. They can let the brands know about their satisfaction or dissatisfaction with the brand. Like every other brands, smartphone brands are also using this social media platform to communicate with their customers and to get in closer with them. The role social media platforms can play in managing customer complaints, especially in smartphone industry is significant. As they get to communicate with the customers directly in an open platform, they need to be tricky and careful. The role that smartphone brands social media pages need to play is very important. This research is necessary to know what role the smartphone brands are currently playing in managing complaints on social media platform and what are the expectations of customers from smartphone brands on social media, what type of approach they expect from the page authority while replying to them. This whole study is about finding the appropriate role of social medias while managing complains on social media and customer's expectations from smartphone brands over complain management issue.

Literature Review:

Customers expect services from any organization on their own terms and their expectation for better service is always on the increasing side. Social media is one of the major sector at present for customers to lodge their complains to organizations and customers increasingly expect that organizations should response to the complaints posted about them on social media. Organizations should be prepared to respond to their customer complains posted on social media, quickly and effectively through the same channel and that quick response will enhance a firm's brand (Sadowski, 2011)

Companies must respond to complaints posted on social media, most quickly and effectively. After receiving any complaint via social media the first move of an organization should be communicating with the customer through the same social media channel he/she used to post the complaint. Addressing the person first through the same social media is the best possible way for the enterprises to respond to any customer's complaint (Wagner, 2011)

Companies need to merge their social media platforms with customer relationship management. Social media are playing an important role for organizations to get closer to their customers. This new combination will facilitate the social experience of customers and dialogue that the customers give more value. It has been found in research that a large perception gap is existing in between what customers actually expect from the organizations and what organizations offers in social media platform. To make social media platform more beneficial organizations need to make the customer experience memorable and seamless here (Baird & Parasnis, 2011)

Company Background

Introduction

Ogilvy & Mather Communications Private Limited Bangladesh is one of the leading advertising and communication agencies in Bangladesh, from where I was blessed enough to do my internship. During the three months of my internship period with this organization, I have learnt how to match the theoretical knowledge with practical ones and come up with most effective way to promote products or services in digital platforms. I am really Thankful to the most wonderful and amazing mentors who took their time to teach me everything during these whole time about modern day advertising and marketing.

History and Milestones of Ogilvy & Mather

Ogilvy & Mather is one of the leading international advertising, marketing and public relations agency based in Manhattan, USA. It operates more than 450 offices in 120 countries worldwide. Mr. David Ogilvy is the founder of Ogilvy & Mather and it was founded in 1948. Ogilvy & Mather is one of the largest marketing communications networks in the world. It is currently servicing multinational and local brands in all regions. It has the most amazing advertising history of providing extraordinary services to their customers. The section below discusses the organization in brief, its operations and its values.

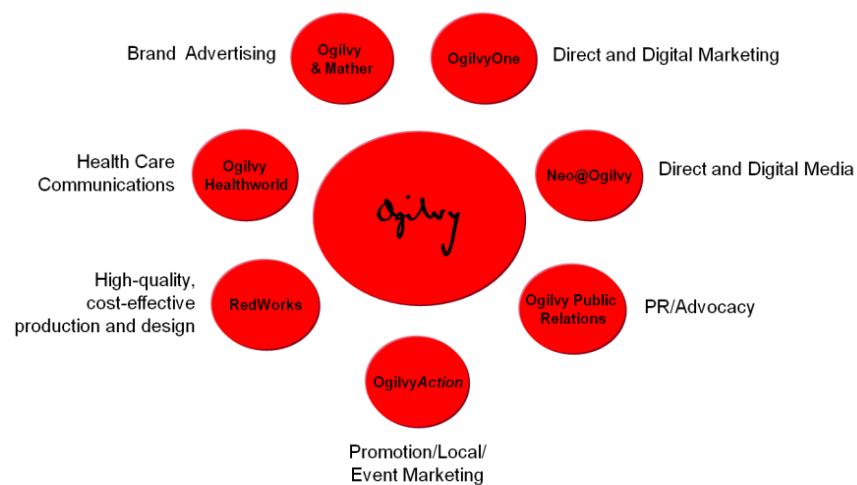


Figure 1 : Operations of Ogilvy

Licensing & Starting and Growth:

The 497th branch of Ogilvy & Mather opened its door in Dhaka on July 2007. Within a very short space of time, Ogilvy Bangladesh has been successfully able to make a strong position in the communication industry for itself, and started serving customers the best quality service possible. Few of Ogilvy Bangladesh's work have already been highlighted in Ogilvy Asia magazine. Moreover, its client's ratings have been phenomenal.

Ogilvy & Mather was registered in Bangladesh on June, 2006 as a form of Joint Stock Company. Ogilvy then merged with Marka, a local mid-size agency to get an early foothold in the Bangladesh market in December 2006. Then on October 2007 all transitions were completed and Ogilvy opened its doors for business. Finally, on March 2008 Ogilvy & Mather officially launched its operation in Bangladesh as Ogilvy Bangladesh.

Ogilvy is a full-service agency who provides solutions to ATL, BTL, Activation and web-based communications. Be it the makeover of Polar logo, launching of a new logo of Teletalk, Making website for Polar Rea brand campaign for KSRM, a thematic campaign for Golden Harvest, Launching of a new flagship handset for Huawei Bangladesh, Eid Campaign for Aarong or Ramadan Campaign for Tang. Ogilvy is always there to take the challenge.

Clients

Ogilvy Bangladesh's list of global clients includes British American Tobacco, Unilever, Huawei, Kraft, Perfetti, Dan Foods, Van Melle, Novo Nordisk, Ajinomoto etc. Among local clients, Aarong, BRAC Bank, Polar, Partex Group, City Bank Ltd, Mentos, Edison Group (Helio & Symphony), Kabir Steel (KSRM), Bashundhara Group, Teletalk Bangladesh, Daily Sun, etc. are also worth mentioning. The illustration below shows the wide range of Ogilvy Bangladesh's clients:



Figure 2 : Clients

Organization Hierarchy

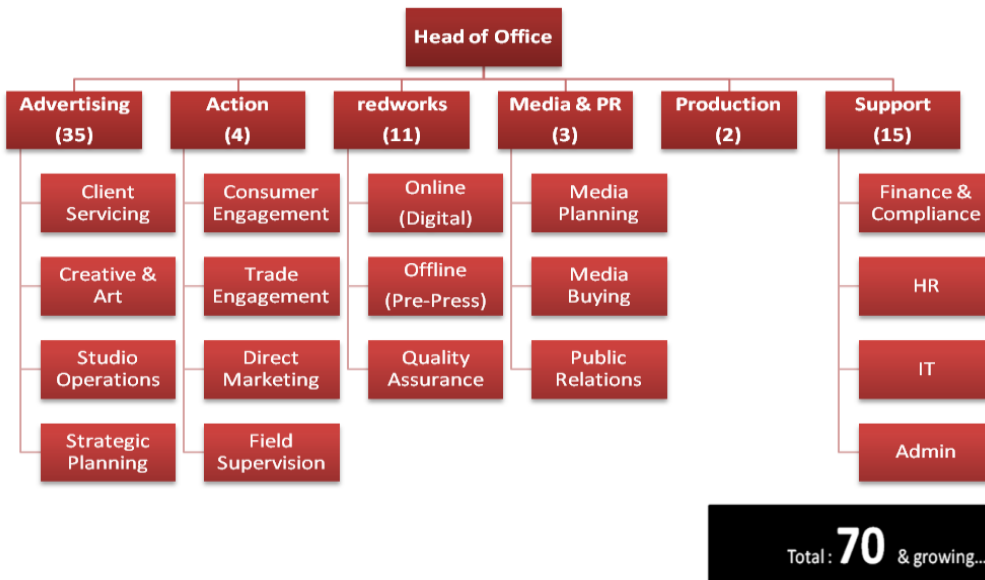


Figure 3 : Organization Hierarchy

Global Creative Support

In Ogilvy & Mather communication network, for many of the global client's extensive adaptation is done of international and regional work. Ogilvy Bangladesh is very well connected to the other global offices of Ogilvy network, and has resources to bring in any job that has been done around the region for clients. It even works in languages other than English and Bengali.

Quality Control

Ogilvy is very much concerned about ensuring and providing highest quality works to their clients. Its work are checked double or even thrice times before going to their clients. They are very much alert and concerned about ensuring the quality issue and they never compromise on their quality. From the visualizer, to the studio in-charge to the account directors, everybody checked the final works personally before it finally release. This can give e assumption how much they are serious about ensuring best quality.

Product & Services

Digital

- Strategy for campaign in digital platform
- Online Marketing
- Social Media Marketing
- Content Marketing
- Content Creation (gif, static, swf, etc.)
- Microsites
- Websites (Flash, HTML & HTML5)
- Social API integration
- Trend monitoring

3D

1. Modeling
2. Texturing
3. Rendering

Audio Visual

1. Pop-up ads
2. Video Editing
3. VFX
4. Video Composition

1. Adaptation/Sample Development

- a. Trade prints
- b. Newspaper ads
- c. Datasheets
- d. Brochure
- e. Outdoor Sign
- f. Indoor Display

Print

2. Image Editing

- a. Re-touching
- b. Color Correction

3. Vector Tracing

(Ahmed, 2015)

Research Objective:

identifying the role of social media in smartphone industry of Bangladesh in managing customer complains is the core objective of this study. Customers often post comments or questions in smartphone brands social media page. Identifying customer's expectations from page authority while posting complaints in social media platform, is another main objective of this study.

Research Question:

To conduct this survey few aspects of queries in social media was considered. Then a few questions were prepared as blueprint to guide this whole research and based on those questions, a questionnaire was prepared later on to conduct the survey. The basic research questions are:

1. What are the role of social media in managing customer complains?
2. What are the expectations of customers from page authority while posting any complaint in social media platform of a smartphone brand page?

Methodology:

Sampling method & sample size:

Sampling method, used in this research is a non-probability sampling method. Convenience sampling method is being used in this survey as a process of data collection.

Here, in this survey the total sample size is 121.

Data type & Data sources:

In order to make this report meaningful and get appropriate result, two types of data have been used.

1. Primary Data (Survey on questionnaires)
2. Secondary Data (Article, Journal, Websites etc.)

Data Sources (Primary):

A total number of 121 sample size are used as the primary data source of this survey. The method used in this survey to collect data from the respondents was 'Internet Survey'. A questionnaire was prepared and posted in Google Doc. The research was conducted online by using the medium of Facebook. Respondents took part in this survey by clicking an icon of their preferred answer in the questionnaire.

Data Sources (Secondary):

To conduct this research Internet, relevant websites, Social media sites, articles, journal articles, press release and lot of graphic information from Facebook are being used as secondary source of data.

Findings & Interpretation:

In this part of the report I will talk about the findings of the questions that was given to the respondents as a process of the survey. And will try to interpret those findings with relation to my research objective. As this survey was conducted using Google Doc, they have a strong database system and tool that can analyses data and make charts automatically. For that reason, no further data analyzing tools were required to analyze the findings, draw out result percentage and make charts.

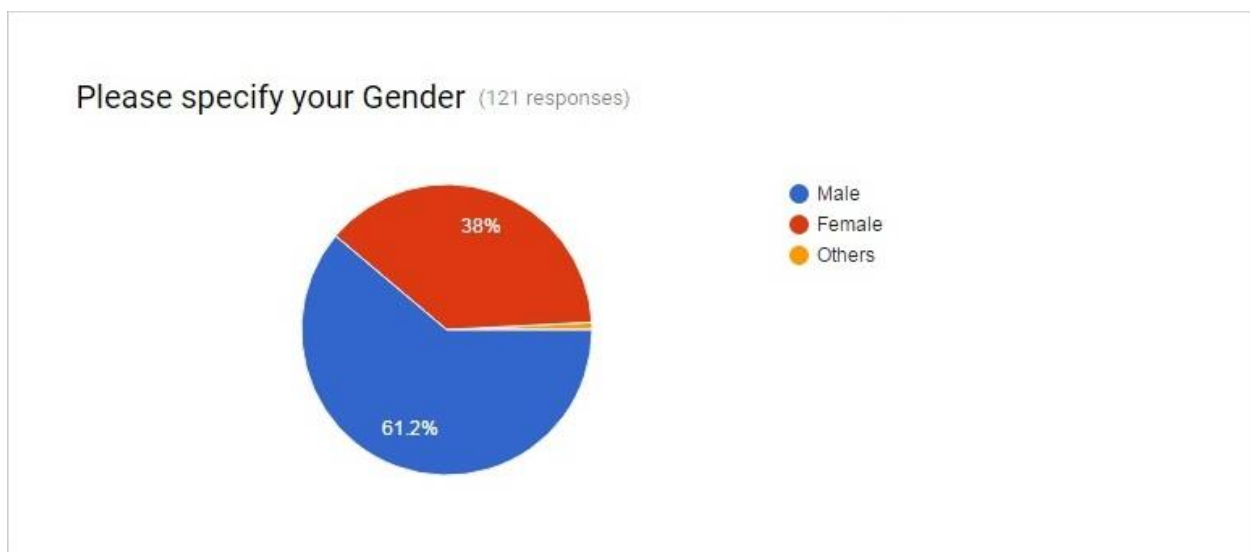


Figure 4 : Demographics (Gender)

The very first question of the questionnaire was about respondent's gender. This question was included to find out what percentage of male, female or transgender people are participating in this survey and what percentage of people from which gender are using social media the most. From the result, we found out that among 121 respondents of this survey 74 persons (61.2%) are male respondents. Whereas 46 persons (38%) respondents were female and 1 respondent (0.8%) was Transgender respondent. Here we are seeing, male people are dominating the chart as respondent of this survey than other gender people.

Which age group do you belong to? (121 responses)

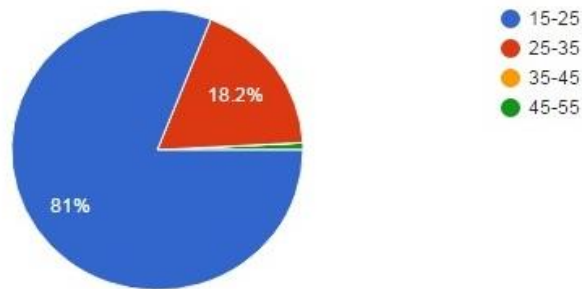


Figure 5 : Demographics (Age Group)

The second question of the survey questionnaire was about respondents age group. The target population of this research was people aged in between 15 to 55 years. I have divided them into four categories for the better understanding of the respondents. Those four age group categories were: 15-25, 25-35, 35-45, 45-55. From the chart we are seeing that, 81% of the respondents (98 out of 121 people) are in between age group 15 to 25 years and 18.2% (22 persons) belongs to 25 to 35 age group. 1 person (0.8%) belongs to 45 to 55 years' age group. It is clearly shown that almost all of our respondents are young people who are aged between 15 to 35 years. That means users aged between 15 to 35 years are the mostly active social media users in Bangladesh.

Which social media you use the most? (121 responses)

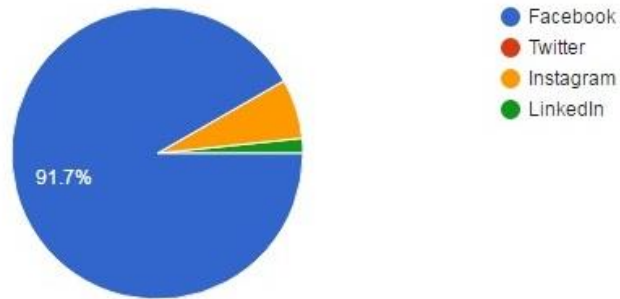


Figure 6 : Mostly used social media

Third question of this survey was about the mostly used social media in Bangladesh. I have asked this question to find out what percentage of people use which social media the most. We all know that Facebook is the mostly used social media in Bangladesh and it is being proved again through this survey. From the finding, it is shown that 91.7% of the respondent that means 111 people out of 121 use Facebook the most and are more active in Facebook. 6.6% people of the total respondents that means 8 people out of 121 persons have said that they use Instagram more as a social media than Facebook. On the other hand, 2 persons (1.7%) said they use LinkedIn the most. These statistics clearly shows that Facebook is the mostly used social media platform in Bangladesh and Bangladeshi people spends more time in Facebook than any other social media platforms.

Do you follow social media pages of renowned smartphone brands in Bangladesh? (Samsung Bangladesh/Huawei Bangladesh/Symphony/Waltonbd etc)
(121 responses)

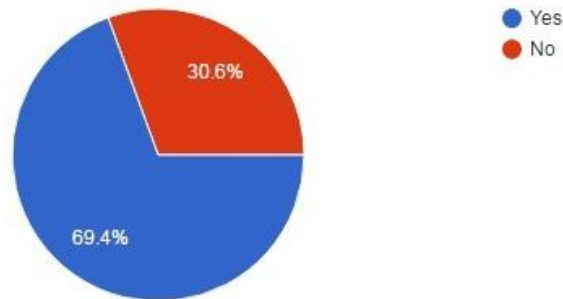


Figure 7 : Do you follow social media pages of smartphone brands in Bangladesh

The next question was whether the respondent follow any social media page of any smartphone brand or not. For their better understanding some name of the popular Bangladeshi social media pages of smartphone brands were mentioned in the question. From the response of 121 people we can see that 69.4% respondents (84 persons out of 121) said that they follow social media pages of smartphone brands in social media and 30.6% people said that they don't follow any smartphone brand page in social media. That means this 69.47% user are beneficial for smartphone brands in social media.

On the fifth question, I have asked them to mention some smartphone brand's social media page names that they follow. These names were mentioned:

- Samsung Bangladesh
- Huawei Bangladesh
- Symphony
- Walton
- HTC
- Oppo
- Asus
- Xiaomi
- Lenovo Bangladesh
- LG
- Apple
- Microsoft Lumia
- Sony Experia Bangladesh
- Elite Mobile

From this list we can see that, people mostly follow the renowned smartphone brand's social media page, available in Bangladesh. And maximum respondents mentioned Samsung Bangladesh, Huawei Bangladesh, Symphony and Walton as their following page. That means these social media pages are doing something better than rest brands.

After posting any query to a smartphone brand page, do you expect them to reply?

(121 responses)

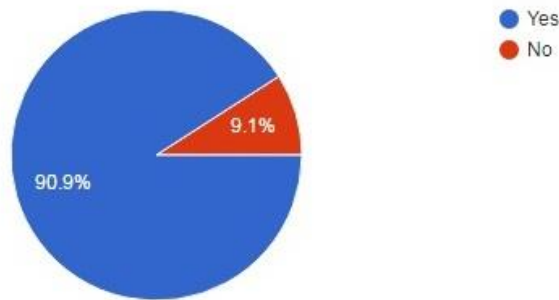


Figure 8 : After posting any comment to a brand page, do you expect them to reply?

The sixth question was about customer expectation on complain management. The question was, do they expect any reply after posting any query or complaint to smartphone brands social media page or not. Most interesting factor is 90.9% people which means 110 people out of 121 respondents answered that they expect reply from page authority after posting any query or complain on page. On the other hand, 9.1% (11 people) respondents answered that they don't expect any answer in reply to their queries on social media page. It is clearly showing that social media pages, who responds to their customers query regularly have better chance to create a place in the mind of social media users, over their competitors.

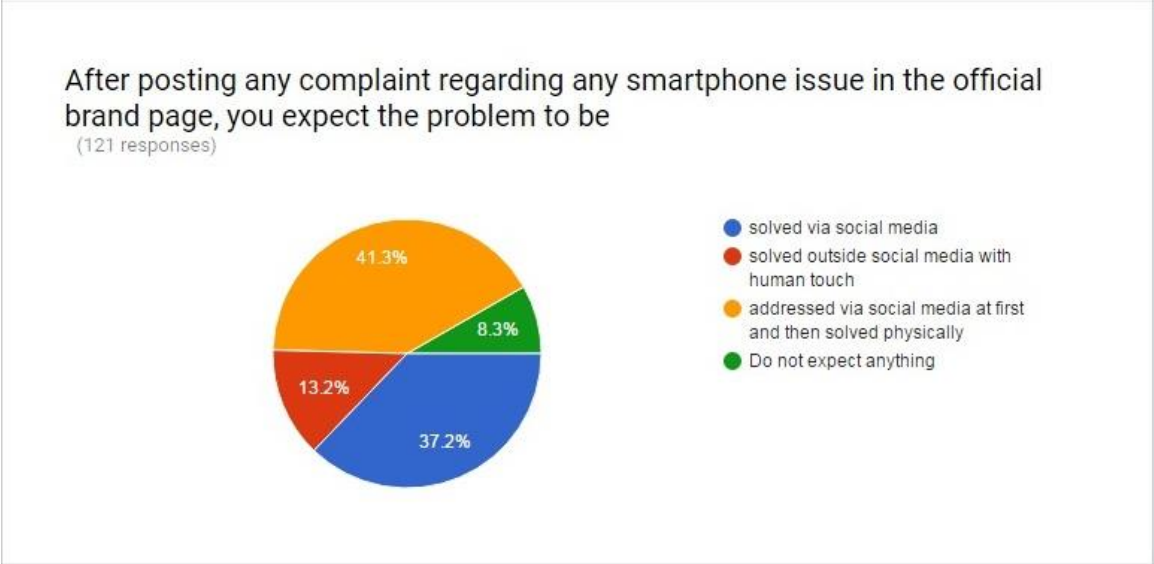


Figure 9 : After posting any complaint, you expect the problem to be solved where

The very next question was about customer’s expectation on solving any issue over social media. I asked them, after they posted any complaint in social media page of a smartphone brand, how they expect the problem to be solved. There were four options in the answer section. Respondents answered this question from different different point of views, as a result no particular answer is dominating in the chart. From the chart we can see, 45 people out of 121 (37.2%) expects that after posting any complaint via social media, the problem should be solved over social media. 13.2% people (16 out of 121) of the total respondents expect the problem should be solved outside social media with a human touch. Now the most interesting part, 41.3% people which means 50 people out of 121 respondents expect that, after posting any complaint, page authority should address them first via social media and will solve the problem physically. On the other hand, 8.3% (10 out of 121) expect nothing after posting any complaint over social media. That means as per majority of customer’s expectation, after receiving any complain, page authority needs to address them first over social media and needs to solve their problem physically. The effective service should be a combination of both social media and human touch.

Have you ever posted any complaint regarding smartphone issue via social media brand page?

(121 responses)

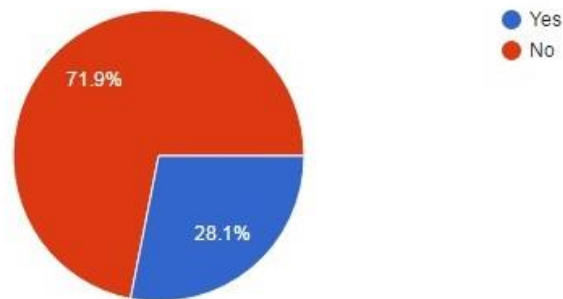


Figure 10 : Have you ever posted any complaint via social media brand page?

Eighth question of this survey questionnaire was about respondent's personal experience. The question was, have they ever posted any complaint in a smartphone brand's social media page or not. Among 121 people 71.9% people have answered that they have never posted any complain over social media. On the other hand, 28.1% people answered that they have experience of posting any kind of complain over social media platform.

If yes, were they able to solve the problem through social media?

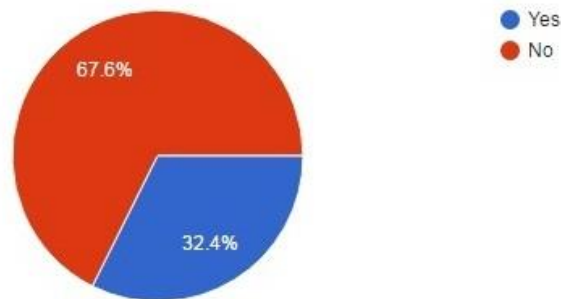


Figure 11 : Were they able to solve the problem through social media?

This question was also asked to know about the experience of users who posted any complaint via social media platform. The question was, after posting any complain the smartphone brands were able to solve the problem via social media or not. Among the respondents 32.4% people said that smartphone page authorities were able to solve their problem over social media. On the other hand, 67.6% people answered that page authority were not able to solve the issue over social media. Here, it is indicating that both social media assistance and human touch are needed for a smartphone brand to provide better service in terms of complain management.

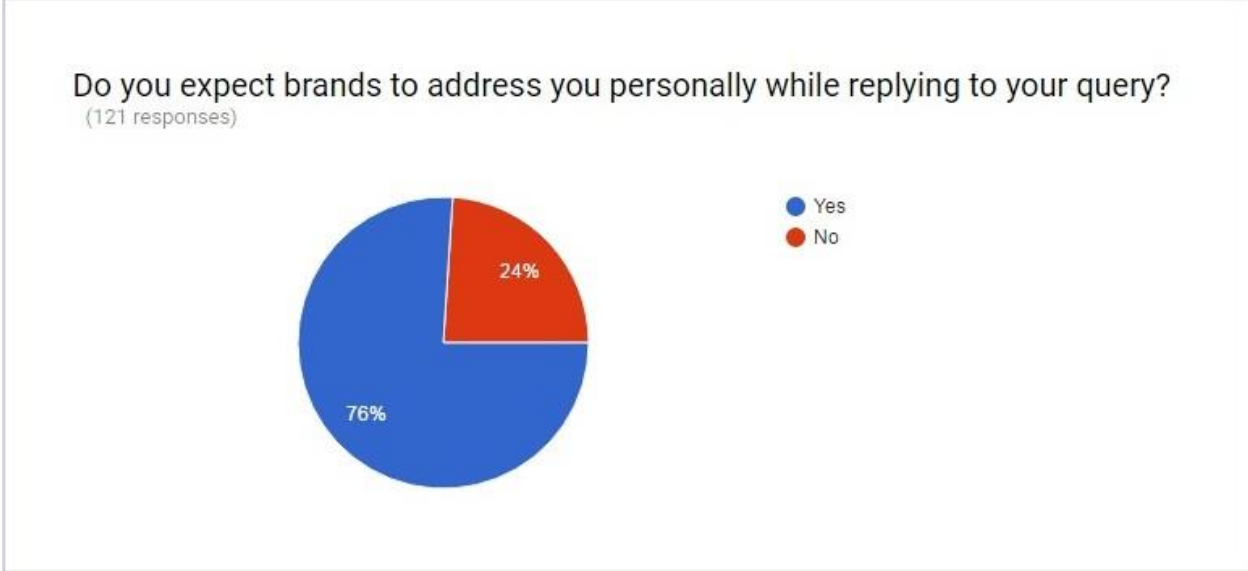


Figure 12 : Do you expects brands to address you personally while replying?

The next question was also about customer’s expectation from page authority after posting any query. Some page authority answer queries in a common and general approach for all customers. On the other hand, some page authority goes into personal level and build a better relationship with their customers for long term. My question was, what do customers expect in this situation from a smartphone brand page. From the chart we can see that 76% of respondent that means 92 out of 121 people want that smartphone brand should address them personally while replying to their queries or complains. And 24% respondent (29 people) don’t expect to get addressed personally from page authority while getting reply. That means, smartphone brand pages need to give emphasize in this factor to provide their customers a comfortable feeling.

What type of communication approach do you expect while communicating through social media in the brand page?

(121 responses)

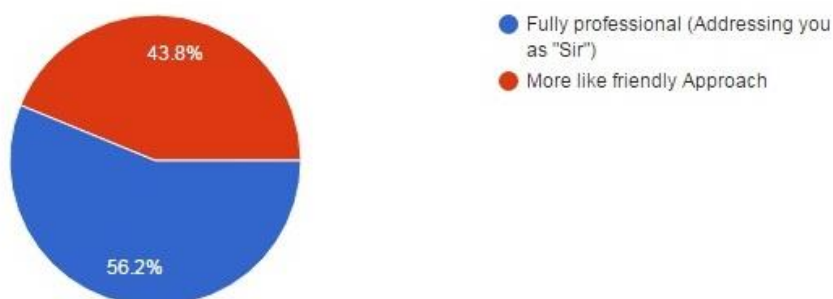


Figure 13 : What type of communication approach do customers expect?

The last question of this questionnaire was about customer's expectation from smartphone brand page authority also. The type of approach they expect from the page authority while communicating, was the asking. There were two options as answers. As the chart is showing, none of the option is dominating on a higher scale. From the chart we can see that 56.2% respondent (68 people out of 121) of the whole sample size said that they expect fully professional approach from smartphone brands social media page where they should address their customers as 'Sir' while communicating. On the other hand, 53 respondents (43.8%) said that they expect more like friendly approach from a smartphone brand's social media page authority. Smartphone brands of Bangladesh need to decide which approach will be appropriate for their brand to follow while communicating with their customers over social media.

Discussion:

Social medias are the mostly used medium of communication at this era, whether it is on personal level or in professional level. Big enterprises from different industries are taking this opportunity to reach a little bit closer to their customers. So does smartphone brands of Bangladesh. All the renowned smartphone brands available in Bangladesh are maintaining Facebook page for Bangladeshi customers and trying to always stay in touch with them. When it comes to customer complain management, what are the roles that these social medias are playing and how they are playing is a matter to focus on. On the other hand, what are the expectations of customers from these social media platforms is another important aspect of this study.

As per our survey it is found out that the majority of our respondents are young and mature people who are aged between 15 to 35 years. Majority of them were male and more than 90% of them use Facebook as social media. Among all the respondents almost 70% of people follow Facebook or social media page of different smartphone brands. Few of the mostly mentioned names are: Samsung Mobile Bangladesh, Huawei Bangladesh, Walton, Symphony, HTC etc.

These people who follow social media pages of different smartphone brands often use this platform to communicate with the brand authority or to post any query or complaint. From the survey result, it is shown that almost 91% people expect the brands to reply to the queries they post on brands social media platform. Smartphone brands of Bangladesh also need to focus on this matter.

How quickly you expect page authority to reply to your query? (121 responses)

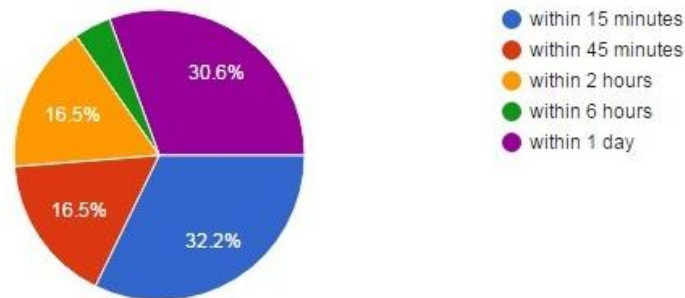


Figure 14 : How quickly you expect page authority to reply?

From the survey, there was a question about after posting any query how quickly customers expect the brands to reply. It is shown in the above chart that almost 65% of the respondents expect the brands to reply to their queries within 2 hours or less than 2 hours.

Organizations should be prepared to respond to their customer complains posted on social media, quickly and effectively through the same channel and that quick response will enhance a firm's brand (Sadowski, 2011)From both the survey and literature review it is found that customers expect quick reply to their queries and smartphone brands should be prepared to reply to their queries quickly. This will increase their brand image.

From the survey it is found that majority of the respondents like to be addressed via social media at first and then want their problem to be solved physically. Companies must respond to complaints posted on social media, most quickly and effectively. After receiving any complaint via social media the first move of an organization should be communicating with the customer through the same social media channel he/she used to post the complaint. Addressing the person first through the same social media is the best possible way for the enterprises to respond to any customer's complaint (Wagner,

2011). From both survey and literature review, it is clear that brands need to address the customer at first quickly and most importantly effectively via the same social media platform after receiving any complaint from him. And if needed assist physically if the problem is not to be solved over social media.

In the survey, there were questions about respondent's expectation on how they like to be addressed while page authority replies to their comments and what type of approach they expect from the page authority, whether it is fully formal or friendly approach. The results shown in the charts reflects that more than 75% people like to be addressed personally while they get reply from social media page authority. On the other hand, another chart is showing that 56% people expects fully professional approach from page authority while rest 44% people expect friendly approach from smartphone brand social media page authority.

It has been found in research that a large perception gap is existing in between what customers actually expect from the organizations and what organizations offers in social media platform. To make social media platform more beneficial, organizations need to make the customer experience memorable and seamless here (Baird & Parasnis, 2011). From literature review, we see that between customer's expectation and brands service offering via social media platform a gap is existing. In my survey, I found out that more than 75% people like to be addressed while getting reply. But we are seeing, only 1 brand is addressing their customers personally while replying among 4. Same goes for fully professional or friendly approach of communication issue.

Recommendation:

The analysis and findings of this study gave an overview of the situation. Based on those, there are some recommendations for the smartphone brands: -

1. First of all, Customers expect reply for their queries on social media page. Smartphone brands should focus on this issue, so that people get replies after posting any query and no one goes unnoticed.
2. Reply time is an important issue. In my survey I have found out that more than 65% people expect replies within 2 or less hours. So brands should have a dedicated team for queries who will reply to queries within the shortest possible time.
3. To get any problem solved, majority of the people expect assistance from both social media and personal touch. So, whenever any complain is posted in their social media platform they need to address them first in the social media immediately and then give them physical assistance if needed.
4. Smartphone brands need to have a clear idea what their customers want from them in social media platform, in terms of complain management and act accordingly.

Limitation and Further Research:

There were few limitations of this research, they are as follow:

1. To go into the details of this particular topic, a huge amount time were required. As there was time constraint issue, it was not possible to go into deeper level of this study.
2. As the survey part of this research was conducted online, it was not possible to identify whether each and every information given by samples were authentic.
3. Sample size of 121 was not enough to get more accurate result for this study. Due to time constraint I could not find more respondent.
4. Secondary sources such as: Journal and articles is not widely available as digital marketing is relatively new in market.

For further research, if enterprises or organizations are interested they can conduct research on many other sectors of complain management in social media. They can go into details of customer's expectation on complain management in social media and match with the perception. In this way they can evaluate and make decision later on for this particular sector.

Conclusion:

It was one of the dreams come true moment of my life when I got internship confirmation call from the multinational advertising agency like Ogilvy & Mather. Completing my graduation life with an extraordinary as well as valuable experience from a renowned multinational advertising agency will definitely help me to do better in my professional career ahead. The office environment and the people around there, were a perfect setup for a fresh graduate like me to get adapted with the corporate culture and learning. It was a great learning opportunity for me to work with so many international and local brands at this very early stage of my career. I got to know about different aspects and details of social media and digital marketing.

The project in this report is done on 'The role of social media on complain management in smartphone industry of Bangladesh'. Social medias are now playing the role of most important communication media in both personal and professional level. Organizations now put equal importance in complain management via social media with conventional complain management process. I tried to see the actual scenario of this sector by conducting this research and tried to come up with some recommendations based on customer expectations. I learnt about the role of social media on complain management and customer's expectations on this issue while conducting this research. Therefore, I think my overall internship program could possibly not be any better than what I enjoyed and experienced.

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Appendix:

Questionnaire for 'The role of social media on complain management in smartphone industry of Bangladesh'

1. Please specify your Gender *

- a) Male
- b) Female
- c) Others

2. Which age group do you belong to? *

- a) 15-25
- b) 25-35
- c) 35-45
- d) 45-55

3. Which social media you use the most? *

- a) Facebook
- b) Twitter
- c) Instagram
- d) LinkedIn

4. Do you follow social media pages of renowned smartphone brands in Bangladesh? (Samsung Bangladesh/Huawei Bangladesh/Symphony/Waltonbd etc) *

- a) Yes
- b) No

5. If yes, please specify the name of those smartphone brand pages *

6. After posting any query to a smartphone brand page, do you expect them to reply? *

- a) Yes
- b) No

7. How quickly you expect page authority to reply to your query? *

- a) within 15 minutes
- b) within 45 minutes
- c) within 2 hours
- d) within 6 hours
- e) within 1 day

8. After posting any complaint regarding any smartphone issue in the official brand page, you expect the problem to be *

- a) solved via social media
- b) solved outside social media with human touch
- c) addressed via social media at first and then solved physically
- d) Do not expect anything

9. Have you ever posted any complaint regarding smartphone issue via social media brand page? *

- a) Yes
- b) No

10. If yes, were they able to solve the problem through social media?

- a) Yes
- b) No

11. Do you expect brands to address you personally while replying to your query? *

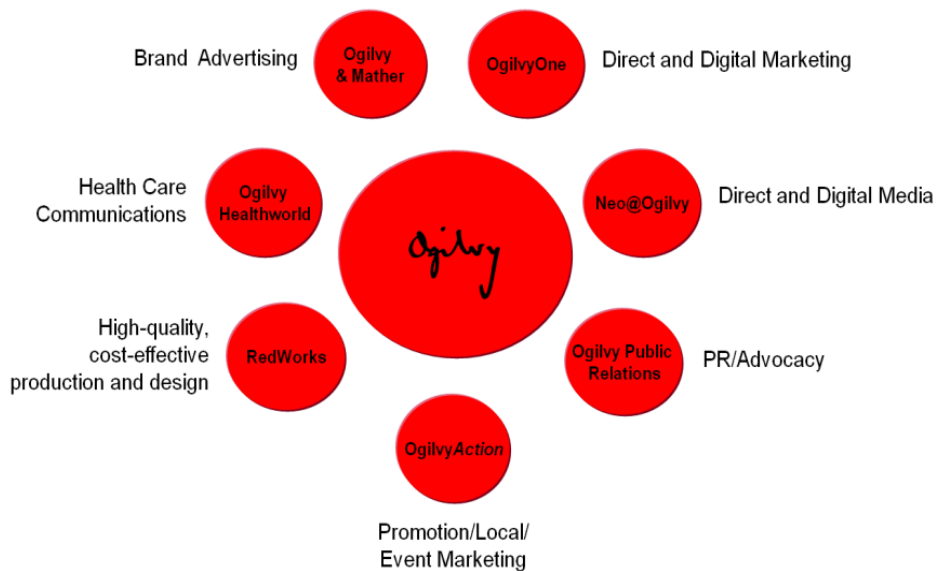
- a) Yes
- b) No

12. What type of communication approach do you expect while communicating through social media in the brand page? *

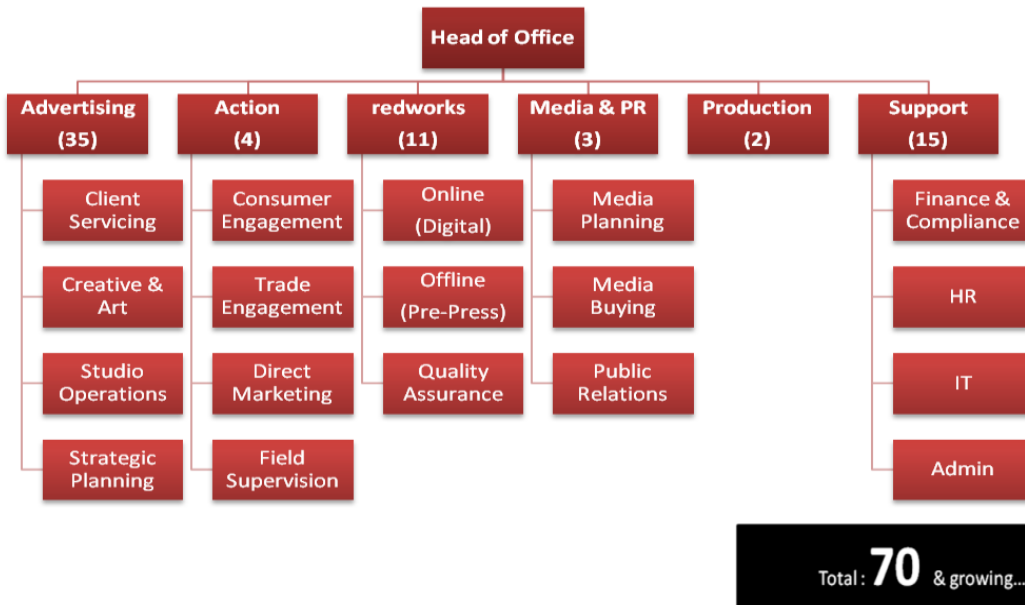
- a) Fully professional (Addressing you as "Sir")
- b) More like friendly Approach

Pictures:

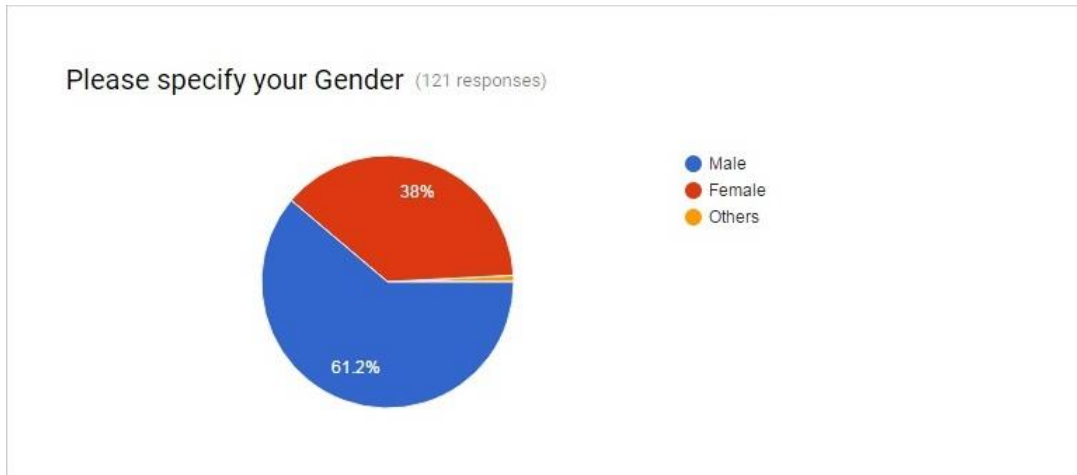
1.



2.

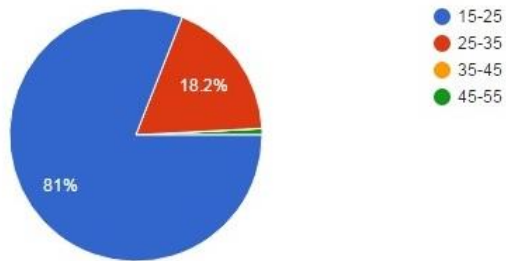


3.



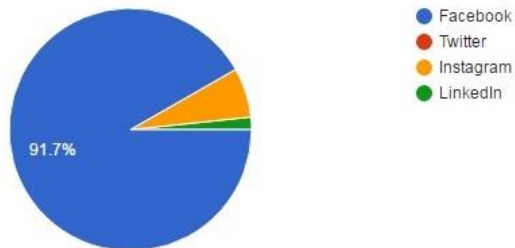
4.

Which age group do you belong to? (121 responses)



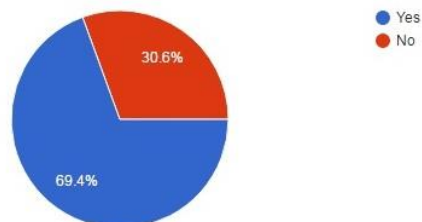
5.

Which social media you use the most? (121 responses)



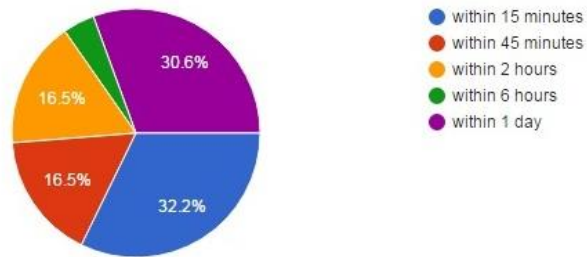
6.

Do you follow social media pages of renowned smartphone brands in Bangladesh? (Samsung Bangladesh/Huawei Bangladesh/Symphony/Waltonbd etc)
(121 responses)



7.

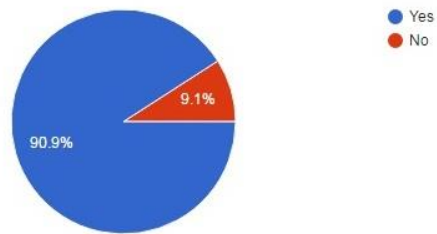
How quickly you expect page authority to reply to your query? (121 responses)



8.

After posting any query to a smartphone brand page, do you expect them to reply?

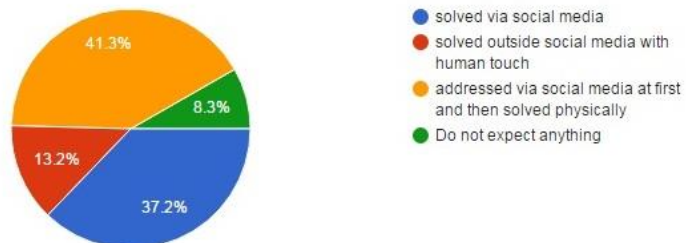
(121 responses)



9.

After posting any complaint regarding any smartphone issue in the official brand page, you expect the problem to be

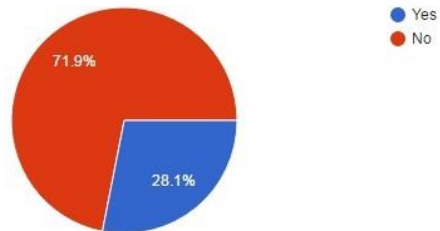
(121 responses)



10.

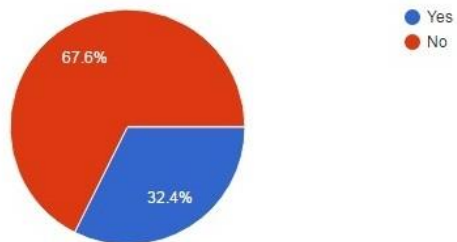
Have you ever posted any complaint regarding smartphone issue via social media brand page?

(121 responses)



11.

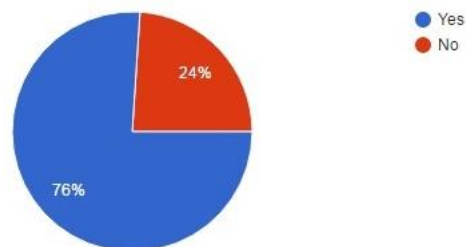
If yes, were they able to solve the problem through social media?



12.

Do you expect brands to address you personally while replying to your query?

(121 responses)



13.

What type of communication approach do you expect while communicating through social media in the brand page?

(121 responses)

