



An Internship Report on
“Customer Satisfaction of Pickaboo.com”

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Submitted To
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Letter of Transmittal

23 August, 2017

Humaira Naznin

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Subject: Submission of the internship report on “**Customer Satisfaction of pickaboo.com.**”

Dear Madam,

With due respect this is to inform you that I, Fahmida Faiza, Id-13104094, am very grateful for having the opportunity to present an internship report on “Customer Satisfaction of pickaboo.com” as a part of course BUS 400 which is required to complete my Bachelors of Business Administration. I would also like to add that having the opportunity for completing my internship at pickaboo.com was fruitful. I got to learn new aspects of corporate life and also got the chance to relate that knowledge with my academic studies.

Moreover, in this report I tried to do some research work on the customer satisfaction and service quality of pickaboo.com b doing survey and interview. In this regard, I would like to show gratitude to you for giving me the chance to write and present a report on this topic and assisting me in every step while forming this informative report.

Sincerely Yours,

Fahmida Faiza

Id No-13104094

Acknowledgement

In the process of completing my internship at pickaboo.com and writing a report on it, there are a number of people whom are to be showed gratitude. At the very beginning, I would like to show gratitude and be thankful to Almighty Allah for giving me the opportunity to do my internship at pickaboo.com and also would like to thank my parents for always being my inspiration at every stage of my life.

Regarding the preparation of my report, I must not forget to show gratitude to my academic supervisor **Ms. Humaira Naznin**, Senior Lecturer of BRAC Business School for assisting me throughout my internship report and also for motivating me for doing something which unique and innovative.

Again, in this process of acknowledgement, I must include my supervisor atpickaboo.com Mr. Ahmed Nafees Osmani, Assistant Manager, Marketing for unfolding different critical aspects of work life in a very simple manner. Moreover, I would like to add another name from pickaboo.com who was always there to teach me and rectify me at my every mistake and he is **Mr. Burhan Uddin**, Manager, pickaboo.com. In the list of name, one more names can be included- **Afsary Adiba Priyanka**, Junior Executive, Marketing who has provided every possible help while facing any problem at pickaboo.com

Finally, gratitude is to be shown to **BRAC University** for choosing me as their student and giving me the chance to pursue my Bachelor's here. Moreover, I am grateful that BRAC University has allowed me to complete my internship at pickaboo.com and accepted my report worth keeping it in the store house of Ayesha Abed Library.

Executive Summary

E-commerce sector is an emerging sector in Bangladesh. Pickaboo holds the 2nd position in e-commerce sector with a high market growth. But it is tough to hold the position because of the market is too much competitive. To keep customer satisfied company need to be informative. To make the customer happy each and every department has to be responsible. Pickaboo has to give individualized attention to each customer.

The internship is a kind of on the job training. Students get an idea about the organization through working in an organization. In chapter one discussed the organization details. Like, company profile, mission, vision, and goals of Pickaboo. Then the department of the organization, details of the product line, operation details and CSR activity of the Pickaboo. My job responsibility during my internship period and the function of my department have included in chapter two. In chapter three I have include the objective of the report, also the methods I have followed to get data and some challenges what I have face . Most importantly in chapter three I have analysis the data regarding customer satisfaction of pickaboo.com. Which is the main part of the report. In e-commerce sector, people give priority product and service in the same way. I am trying to measure the customer satisfaction level of pickaboo service quality and performance and also products.

Finally, I enclosed my report through Recommendation and conclusion for Pickaboo, by which Pickaboo can increase its service quality based on customer demand to be more successful. Working in Pickaboo was a great experience. I have enjoyed every bit of time; it will help me for building up my career.

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Chapter 1

Introduction

1.1 Company Profile

Pickaboo is a B2C e-commerce company conducting business in Bangladesh since May 12th, 2016. Pickaboo has a wide range of products selection ranging from home appliances, Smart and feature phones to Cameras, Computing equipment, and various other related accessories. At its core, e-commerce refers to the purchase and sale of goods and/or services via electronic channels such as the internet.

Like any digital technology or consumer-based purchasing market, e-commerce has evolved over the years. As mobile devices become more popular, mobile commerce has become its own market. With the rise of sites like Facebook and Pinterest, social media has become an important driver of e-commerce.

Official Facebook page is verified and it has more than 740,000 with 4.3 stars out of 5 stars overall reviews. Pickaboo has around 6 minute's response time, reaching a staggering 98% response rate thanks to their dedicated social media team. The Pickaboo website has an average of 25 thousand hits per day. (Source: Pickaboo Facebook page)

Pickaboo has separate timely expenses categorized for marketing through Google search engine optimization, through different popular websites, localized advertisements through various online platforms here in Bangladesh. As getting more hits for Pickaboo's website is their main priority, they tend not to hold back when sparing some extra cash to boost their site. (Source: Pickaboo SEO department)

Pickaboo is an e-commerce based company with an exceptional presence in the field, and a good track record so far. Most of the points mentioned in ICT (point 2.0) can be achieved through doing business with them, as they will come in correspondence with the services they are providing to their sellers; outsourcing most of the aforementioned solutions through us without an extra cost.

Pickaboo is a sister concern of Edison Group. Edison group is already introducing them in the market with the Symphony Mobile, Edison Logistics and much more. Pickaboo is the second largest e-commerce company in Bangladesh. The director's board of Pickaboo consists of four investors, who have the experience to build more than one company and various brands. Three members from Edison Group and MO Magic Technologies India have built a successful conglomerate. (Source: FutureStartUp, 2017).

1.1.1 Mission, Vision, Objective

Mission

To make online shopping a comfortable, trustworthy and necessary shopping experience for Bangladeshi consumers.

Vision

Whenever we have promised something to our customer we will never fail to deliver it to them.

Objectives

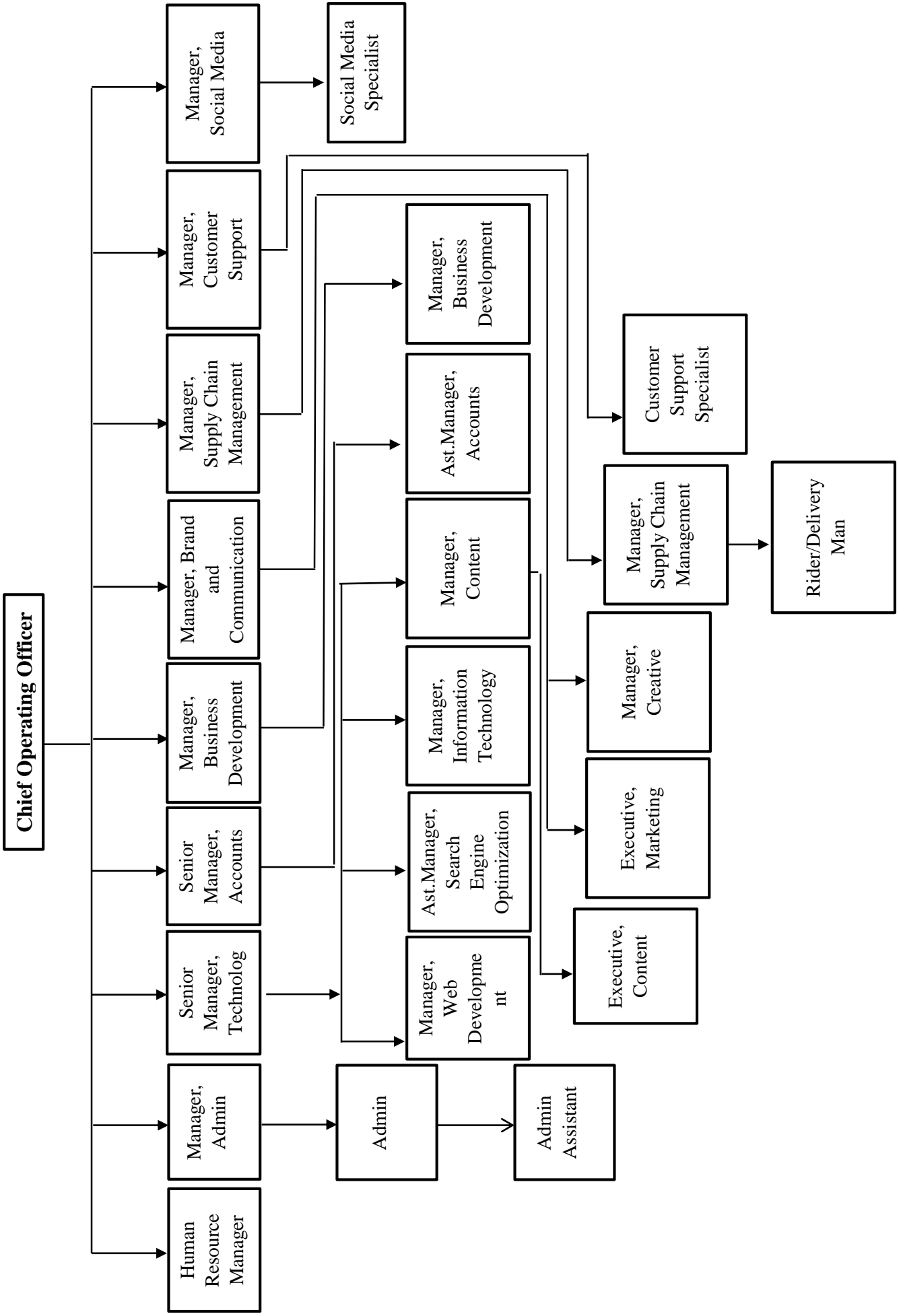
- Empowering shoppers with more choices of product options at one place
- Create a value chain for Grade-A products
- Establish a dependable after sales service
- Be a dependable channel of sales for partners

Tagline

“Delivering Happiness”

1.1.2 Corporate Division or departments

Pickaboo is a very flat organization. All sort of decision comes from the Chief Operating Officer and rest of the department has to obey his direction. The major issues have monitored and handled by himself or his direction. That will be the organization or any inconvenience with the customer. In the following page, the organogram of Pickaboo has given.



1.1.3 Details of the product lines

Pickaboo focused on the electronics based e-commerce platform. Now they are extended their product line to different types of accessories. They have all sort of electronics products. Literally, Pickaboo doesn't have own product, they are sourcing the product. Like, they make an agreement with different types of sellers and upload the content of that product in Pickaboo's website. A customer who are willing to buy a particular product place an order then Pickaboo collect the product from designated sellers. The details of the product line of Pickaboo are following.

Mobiles and Tablets

Mobile phones and tablets are more frequent usable device all over the world. Pickaboo has the mobile phones from all brands, not only the old brands but also the product newly entered to the market Pickaboo always try to grab that phones first. Samsung, Xiaomi, Symphony, Hellio, Infinnix, iPhone, Huawei, BlackBerry, Asus, Lenovo etc. brands are available in Pickaboo with the official warranty. As like smartphone they also have a tablet, feature phone also. All of them have an official warranty.

They also have mobile and tablet accessories. Which will make the prone superior. In mobile or tablet accessories category they have Back Cover, Memory Card, Selfie Stick, Screen Protector, Charger, Bluetooth Speaker, Headphones, VR Box, Smart Watch etc. Most of them have service warranty or replacement warranty.

Computers

The computer is another divine gift of science. The computer is essential for doing any task. In computers product line they have the desktop computers, laptops, notebooks, and accessories. In desktop category, they have All In One PC's from different brands. Like, Dell, Lenovo, Acer, Asus, Apple iMac etc. All of them have service warranty.

The laptop is very popular for nowadays. It's carriageable workstation. Work will not stop for a fraction of a second. They have laptops from different brands. Notebooks are also included under laptop category. The brands are HP, Lenovo, Dell, Asus, Xiaomi, i-Life, Apple etc.

Desktop and laptop accessories are also essential parts. Without accessories, desktop or laptop devices are not too much productivity. Pendrive, Headsets, Mouse, Keyboard, Portable Hard Disk, Webcam, Powerstrip, USB Hubs, Scanners, Projector, Speaker etc.

Electronics and Appliances

Security systems are very popular nowadays. Peoples are more aware of their home and office also. Sometimes the known person may happen the robbery or steelwork but from the CC camera footage, most of the time investing team can detect the thief or robber. In Security System category they have a Security camera, Alarm System, Door Security.

Home appliance brings elegance to the home. It increases home elegance and associate to live home in the modern world. Using television we can use as an entertainment source, sports, movies, news etc. we can see. In smart TV we can use the internet on TV, YouTube, Google Play store, Netflix are also available for Android TV. Pickaboo has Smart TV, LED TV, CRT TV, Internet TV etc. They also have Refrigerator, Air Conditioner, Dryer, Food Processor, Kitchen Hood, and many more electronic appliances.

Lifestyle and Entertainment

Some products go with the social class. That type of products literally called lifestyle product. Cameras, Grooming products, Electric Motorbike, Health Care Device, Fitness products etc. Watching movies, hearing songs, Video games are considered as an entertainment product. In the entertainment product category, pickaboo have Audio players and system, Video players and system, Gaming console etc.

Daily Needs

In electronics product, there has some product that needs on a daily basis. Those types of products have categorized under daily needs. In daily needs, Pickaboo has Light, Fan, Switch, Socket, Multiplug, Tools, and Hardware. Pest Control products etc. The products under this category are Led Bulb, Tube Light, Cable, Circuit Breaker, Ceiling Fan, Table Fan Switch, Socket etc.

Pickaboo is trying to bring all sorts of electronic products under an umbrella. Because of a potential buyer do not need to go another portal for searching his or her desirable product.

(Source: www.pickaboo.com)

1.1.4 Operation Details

Pickaboo is registered under Silver Water Technologies Bangladesh. They also get e-commerce member certificate from e-commerce association of Bangladesh (e-cab). Pickaboo is a subsidiary part of Edison Group. In managing board, they have three groups from Edison Group and another one is MoMagic Technologies India. (FutureStartUp, 2017)

Pickaboo is working as a middle man, but they take the whole responsibility of the product. They make an agreement with the different types of electronics products whole sellers and importers. They are doing business as per commission based on selling products. Their operation details are following.

Agreement

Pickaboo makes an agreement with the seller from whom they buy or collect the product. Terms and Conditions are mentioned in the agreement. Warranty issues, product collecting issues, payment terms are also written in this agreement.

Content Management (Product)

After doing all sort of procedure with the seller, after few working days seller give his or her product list with a price to the vendor operation manager (Business Developer). Then business developer gives that list to the Content Optimization team for uploading the products in the Pickaboo's website.

Order Confirmation/Cancellation

After placing any orders by customers then a Customer Care Representative make a phone call to the customer for confirming the customer's order.

If any customer wanted to cancel his/her order then the customer needs to give a call to 09 666 745 745 number, then a Customer Care Representative cancels the customer's order.

Social Media Management

Pickaboo's official Facebook page has more than 600,000 likes. Everyday huge amounts of queries come from potential customers. If the potential customers do not get prompt response his/her may change. Social Media Specialists of Pickaboo are able to provide a prompt reply to the potential customers.

Product Collection

Pickaboo does not store the product, after getting an order in online then they collect the product from the sellers or sometimes the sellers reached the product at Pickaboo office. They are using "Magento" as an e-commerce platform. When a customer place an order the designated seller also get a notification that his/her has an order at Pickaboo. Then the seller prepares the product for rider pick up or reached the product at Pickaboo office.

Delivery

After getting an order from an actual customer, within 48 hours inside Dhaka and 96 hours outside Dhaka. The customer can also collect the product from Pickaboo office. When the product gets ready then he gets an SMS in his/her mobile then the customer comes to the office and collects the product. The customer can choose the payment option also, cash on delivery or card on delivery.

The customers who are live outside of Dhaka, Pickaboo send their product through Sundarban Courier Service.

Product Return Policy

The customer can return the product for the full refund. If the customer changes his/her mind or the product get the technical problem. But they must follow some rules and regulation. Like, if the customer lost his/her phone's password (iCloud, Mi etc.). If the packages get damaged by customer etc. Pickaboo has three days easy return policy in terms of maintaining rules and regulation properly. Through Sundarban Courier Service customers can return the product or get servicing of his product.

EMI Facility

Credit Card holders get 0% Equated monthly installments (EMI) facility. A credit card issued by Standard Chartered Bank, City Bank, Mutual Trust Bank, Southeast Bank Ltd, United Commercial Bank, BRAC Bank, Eastern Bank Ltd, Dutch Bangla bank Ltd. EMI facility starts with buying the products worth above 10,000 BDT. Customers get 6 months to 12 months 0% EMI facility.

1.1.5 Corporate Social Responsibilities

Pickaboo is a sister concern of Edison Group and formally starting their business under Silver Water Technologies Bangladesh Ltd. Pickaboo is not stable till now so, they do not do any sort of CSR activity under Pickaboo's banner. But Edison Group is doing lots of corporate social responsibility. Edison Group has believed on profitable and sustainable business growth and operation in terms of maintaining a relationship with customers and society. Earning money is not only the purpose of Edison Group but also do the good things for the society which belongs to the ethics of Edison Group. (Edison Group, 2011)

Distribution of Warm Clothes

Every year Edison Group distributes warm clothes among unprivileged people of Bangladesh. People who are in misery situation Edison Group is trying to alleviate their condition. In 2015 they distribute almost five thousand blankets in different parts of Bangladesh. (Symphony Mobile, 2013)

Scholarship

Edison Group conducts their social activities through their own fund. As part of CSR activity, they also provide a scholarship to the poor brilliant student. Generally, they give scholarship among the students who hold the 1st, 2nd and 3rd position of class 6 to class 10. As responsible corporate citizen Edison group do not fell penury for conducting CSR activity. (Sumphony Mobile, 2013)

Except for above-mentioned activity, they also take part in Beach Cleaning, Tree Plantation activity as corporate social responsibility. (Edison Group, 2011)

Pickaboo does not conduct any corporate social responsibility under Pickaboo's banner till now. But they have the plan to do CSR activity in future. They will teach Computer Office Application among the poor school student. Search technique in the website and so on.

Chapter 2

2.1 Responsibilities as an Intern

Working in Bangladeshi's leading e-commerce company was the great opportunity and experience for me. Working with the highly skilled people in the e-commerce sector was the great opportunity for me. There was a great opportunity for learning every working day.

I started my internship at pickaboo.com on 16th April, 2017. I went through an interview after applying at STL. I was interviewed by Mr. **Ahmed Nafees Osmani, Marketing** and after that by **Mr. Burhan Uddin, HRD**. After a week they confirmed me and I joined pickaboo.com after started to work there I got some responsibilities which enhanced my perspective regarding E-commerce

My activities and responsibilities included-

As an intern my duty was to maintain pickaboo's newly established project customer loyalty program. It's totally new for any online business and making partners was really challengeable.

- **Initial Research about customer loyalty program:**

After Joining, the first thing do we initially do research about our customer and how we can add value to our customer. Then we survey how other company doing the loyalty program. From there my work has started. Surveying market about customer loyalty program and preparing proposal was my first task.

- **Segmentation:**

After doing all the survey we start segmentation based on different industries. Mostly those sector where our customers usually visit. Before that I used to collect information about pickaboo customer like their age, gender, how frequently they buy product etc. and according to those criteria, I sort out the industries. Like Hotels & Restaurants, Lifestyle, Airlines, Jim & Spa

- **Establishing communication with our possible partners:**

The challenging part of my work was communication with possible partners. Communicating with them seems bit difficult because in this part sometimes I needed to convince them and had to tell them about our company though it is a new and online based business.

- **Face to face meetings:**

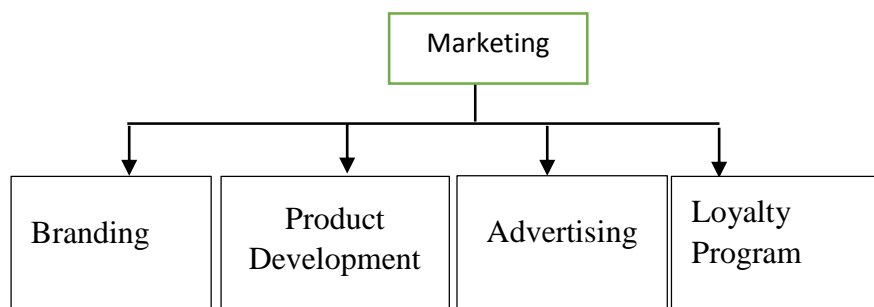
After doing initial contract we went there to do face to face meetings. That was most challenging part of my work. Because convincing people is really tough. Moreover, on those meetings I had to tell everything about pickaboo.com so for that I had to gather all knowledge about our company and all the terms and condition regarding e-commerce based business.

- **Signing ceremony:**

I used to coordinate the signing ceremony after partners agree to tag with us and go with partnership with us. First of all, I used to make the agreement paper. Moreover, I make sure our backdrops to be ready for signing ceremony which is made by our graphic designer.

2.2 Function of the department

Marketing department is one of the major parts of any e-commerce company. Pickaboo is not out of from that. Branding, advertising, loyalty program and product development operations all are the part of the Marketing department. This department is working in backhand.



(Source: Uddin.M, 2017)

- **Branding:** Branding is a crucial part for any organization and its work of marketing department. As, pickaboo is a new company and its an online business, branding is very crucial for it to go ahead.
- **Product Development:** Product development is mostly category product development. Find out the new products that are available in the market and upload it to the system. Develop the products contents specifications picture quality which will be visualized to the consumers

- **Advertising:** pickaboo.com is an E-commerce business and it sells only electronics. It's the first online platform where only electronic product can find out and each and every product is original. Therefore, advertising is really very important. Pickaboo as verified facebook page and it has its own website. Moreover, there are three graphics designer who work hard to make different ads and pickaboo give different facilities so it needs to upload. Therefore, advertising is important work of marketing department.
- **Loyalty Program:** pickaboo is doing well. It has a higher middle class customer base, so for them they want to establish a loyalty program .different card like silver, gold, black card will provide to its loyal customer. For E-commerce it's the first time some company want to establish it. Finally, loyalty program is really important to retain the customer.

Chapter 3

Main part of the report

3.1 Objective of the report:

It was a great opportunity for me to do the report on customer satisfaction of pickaboo.com. pickaboo is a new company it's only been one year and it has a long-term investment and plans to go ahead. Though, customers are the main asset for any organization being an online based business so knowing about customer satisfaction is the most important issue. That is why; I have chosen to write on this topic.

3.2 Methodology:

To gather the information I have used both direct and indirect way in this report. I tried to do some experimental issue for my internship report.so for that, I have collated necessary information and make it more authentic

Methods I have used-

- Direct Interview
- Survey
- Internet Browsing
- Joining meetings with Manager

Direct Interview:

Direct interview is really helpful. By this we can get the authentic information what actually we look for. What I have done is I have taken interviews of those customer who come to our office to receive their product. Moreover, I ask them different questions about our services, products, website etc. Though we have office pickup system I have used it to gather customer's feedback. Additionally, customers sometimes face problem regarding product after coming here too for delivery. Therefore, I took direct interview and also observe the customers feedback and include it in the report.

Survey:

I have also make questionnaires to conduct survey to measure the satisfaction level of customer regarding pickaboo service and product. Additionally, after sell service, problem solving capacity, call center response etc. to make it more authentic I follow five Likert scales to make the questions and also put it in software and find out the results. Based on those results pickaboo can increase service quality according to customer demand.

Internet Browsing:

Internet browsing was my method of collecting information of customer satisfaction. pickaboo has its own verified Facebook page, where people can comment , on pickaboo website below each and every product there has space where customer can write feedback and about their views about pickaboo services and product. In addition, pickaboo has its own blog. Therefore, to get authentic and real data I have use it and include it in my report.

Meetings:

Last but not the least above points are common to get data or information. Whenever any bad comment post in Facebook page and I rate point of rating become low. There are employees who work o regularly on the website, the call a meeting to improve the quality of services. Mainly they find out the problems to solve it. Apart from this managers call a meeting twice a week set with CEO and discuss about the customers demand and also where they are facing the problem. So, from those meetings, I got some idea and make questionnaires' to know about the customer satisfaction.

3.3 Limitations

Completing this report of this new company was not that much easy. Measuring customer satisfaction level is normally a tough thing. pickaboo.com is new and also an online platform so measuring customer satisfaction level was a challenging task. While writing the report I faced some sort of difficulties that I had to overcome for a fruitful report.

- At the very beginning, I was struggling to find reliable information using the internet. It was very difficult to find the data. It is also a bit difficult to find out the customers feedbacks regarding each and every product and services. Because to run pickaboo website is bit critical.
- Sometimes I had to do multitasking for a shortage of time because there was a shortage of employees and though I was an intern sometimes dis different departments work. Therefore, at that time I could not observe some works properly.
- Again, it's a common nature of people they don't want to do survey, so had to request them to do it and do it carefully.
- Another big problem was to take interviews from our CEO.

3.4 Analysis of customer satisfaction

1. Have you heard about pickaboo.com?

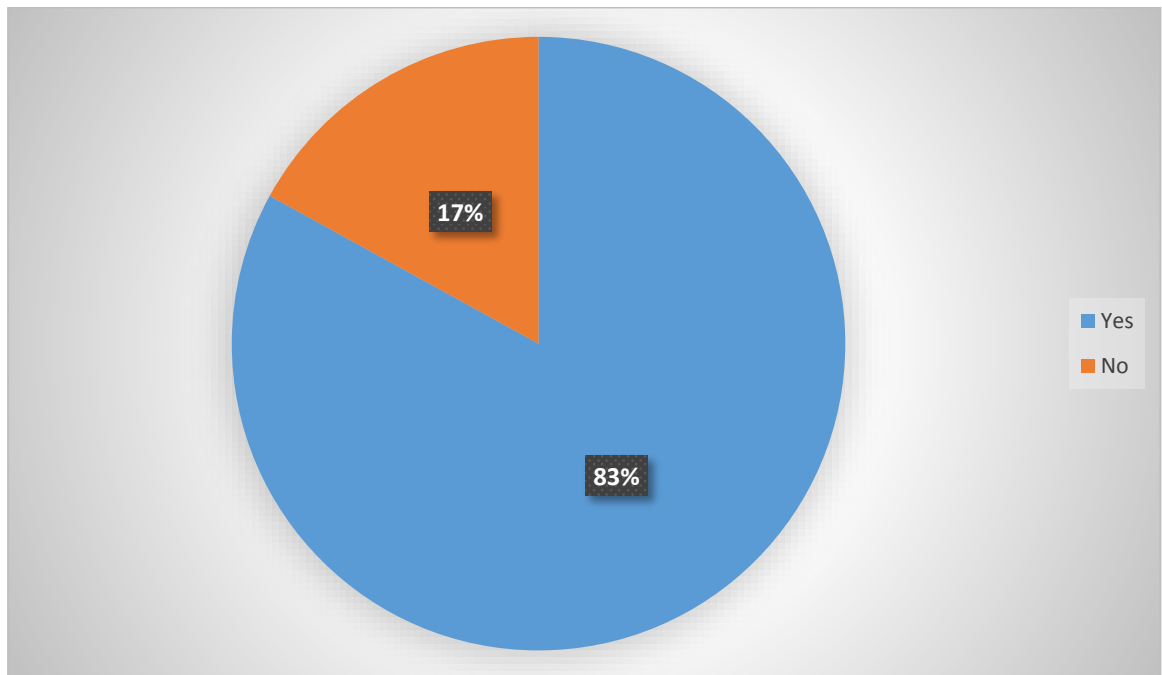


Fig: About pickaboo.com

Interface: above survey shows that around 83% people know about pickaboo.com only few don't know. So it can say that within a year this company is doing well. Most of the people do not want to trust online. But pickaboo .com grabs the market. Therefore most of the people know about it and frequently buy electronics product from this website.

2. Gender of customers

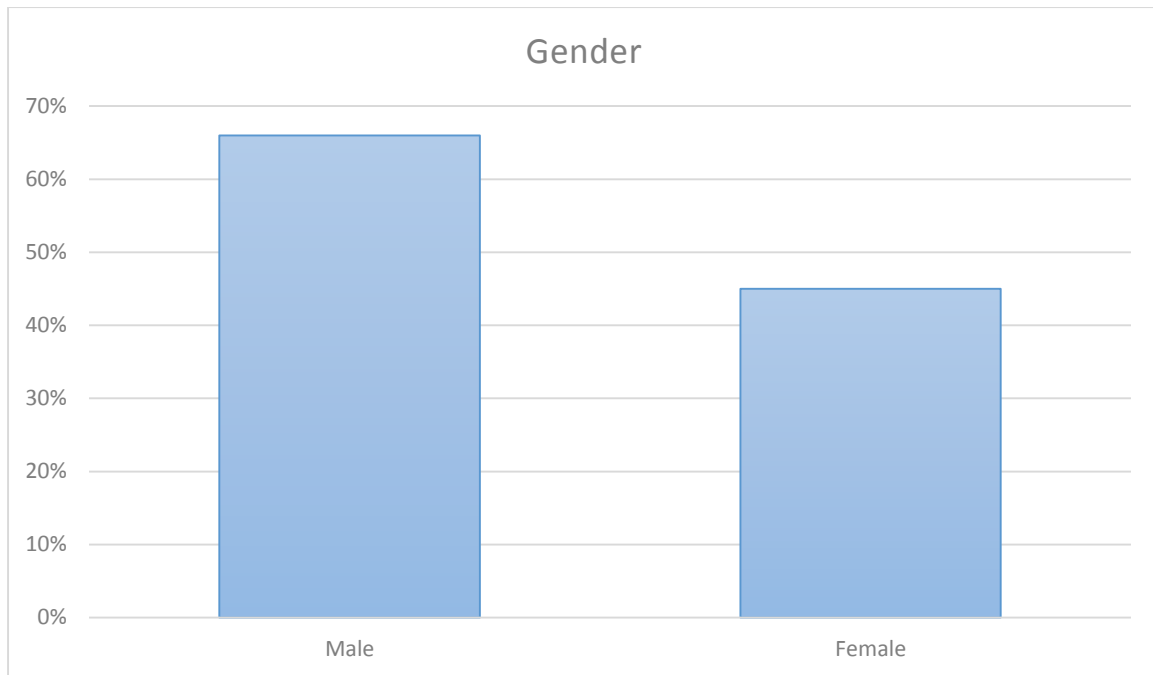


Fig: Gender

Interface: The above chart shows that 66% respondents are male and 34% respondents are female. Generally, female customers are more in terms of online shopping. Whereas, after conducting the survey I have figured out that in this case, Male customers are more. It is also an online platform but giving orders here is not that much easy like giving just one message is not enough. To place orders, Pickaboo has a systematic way, so no one can order without maintaining it.

3. Age of Respondents

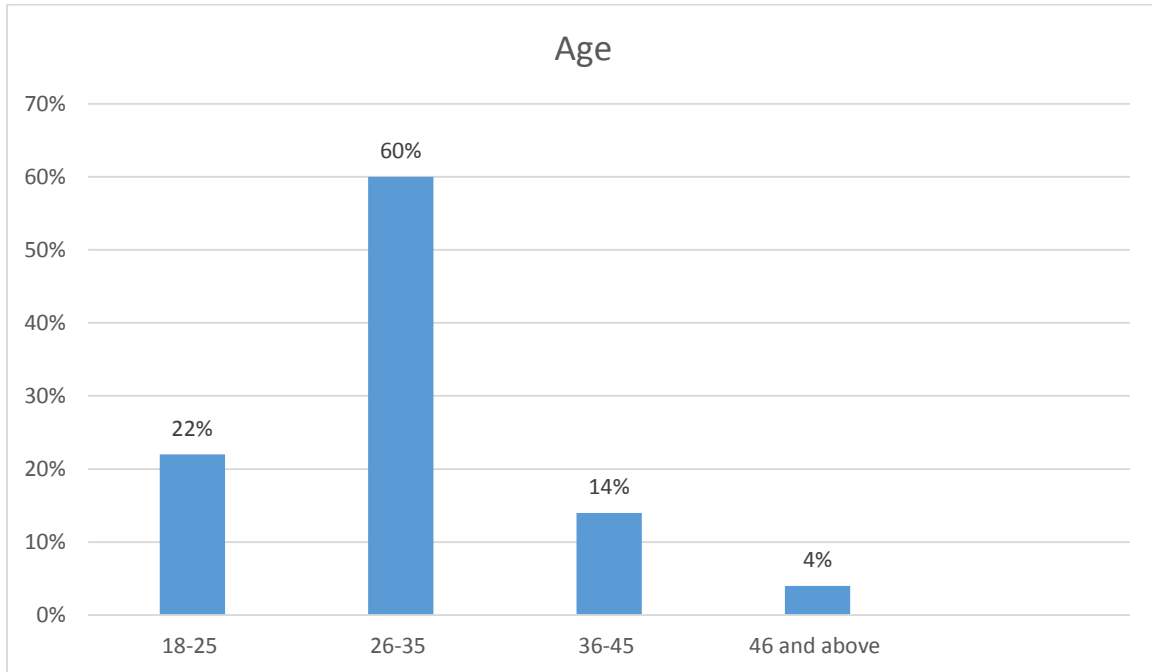


Fig: Age of Respondents

Interface: The above table shows that 22% of the respondents are at the age group from 18-25years, 60% respondents are from 25-30years of age, 14% of the respondents are from 30-35 years of age and 4% of the respondents are above 456years of age.

4. Website content fulfill customer needs

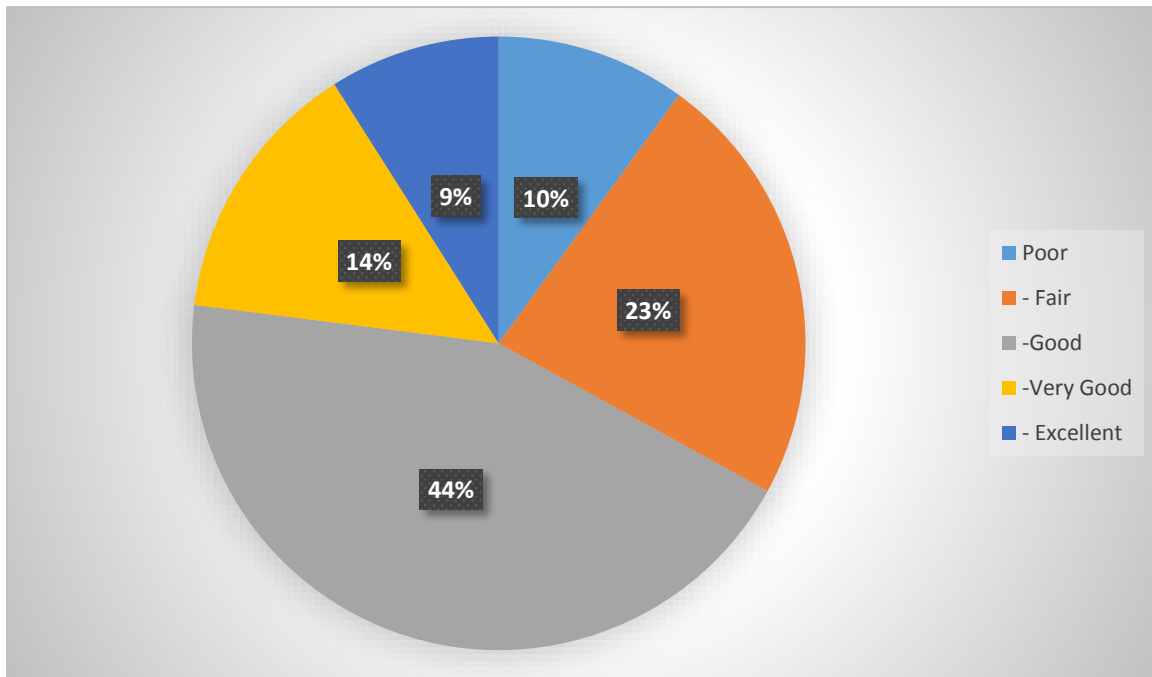


Fig: About Website

Interface: A good website with great design, easily understandable, and enough information can have an enormous impact on customer's mind. Availability of information about the services and products help a visitor save time which would have been wasted if the customer had to come office physically. So for that pickaboo content team work hard to give proper information about any product in website However, survey data shows that 44% respondents are rate it as good, 14% respondent rate it very good, 9% excellent and 10% poor and 23% fair. This is a clear indication of the success of having good website content.

5. Service Quality including blog, website, and others



Fig: Service Quality

Interface: pickaboo.com is an ecommerce based organization so the quality of services will have huge impact on customer's satisfaction level. In this case, pickaboo.com has a very advantage over other competitors like daraz .software is customized by talented Indian software engineer. Services are provided by young charismatic people creating a positive impact on customers. Survey data shows that from total respondent most of the respondent rate it good to very good but fewer respondents say it has excellent service quality.

6. Communication Skills of employees

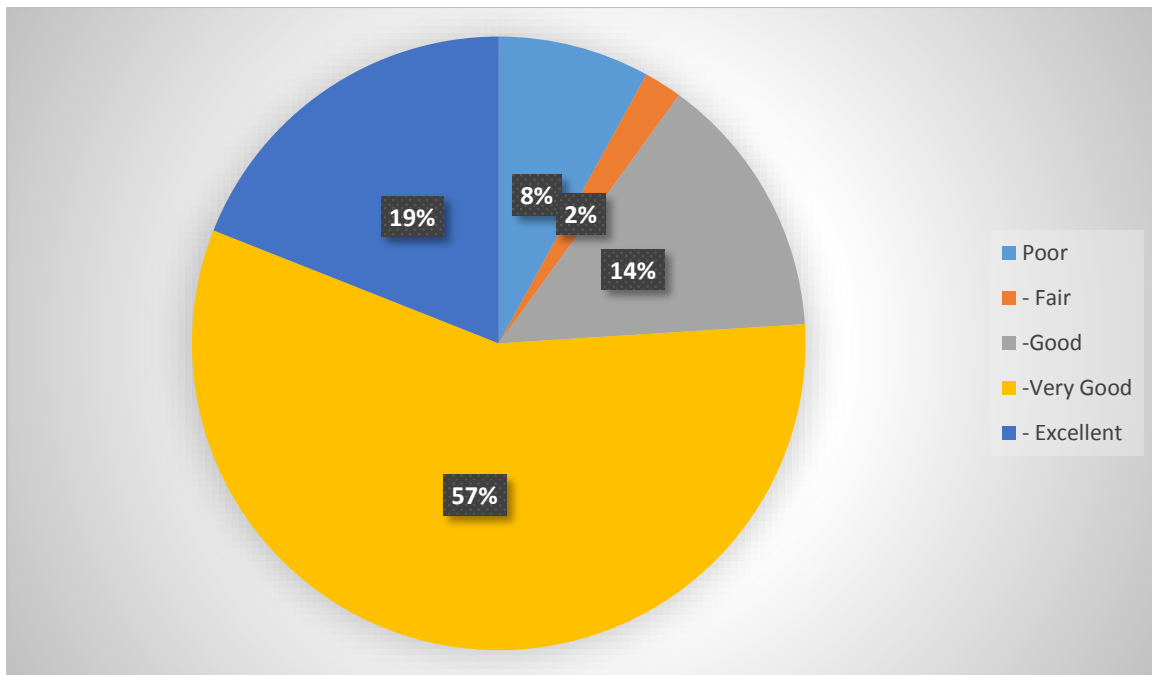


Fig: Communication Skills of Employee

Interface: Keeping in touch with customers is always the best idea to make the customers feel better. Employees must treat customers equally with respect and also have to understand the demands of the customers. This is only possible when employees have good communication skills. Among 25 respondent 57% rated "very good", 19% rated "Excellent", 14% rated "Good" and only 2% rate "fair" and 8% rated "Poor".

7. Originality of products

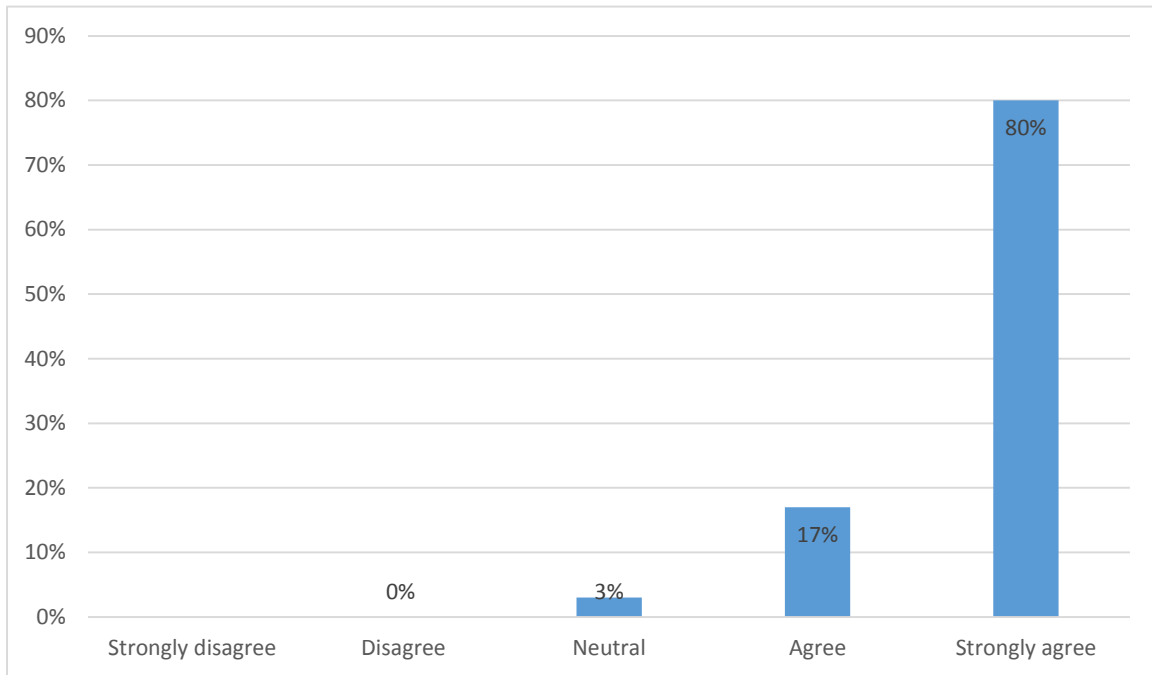


Fig: Product Originality

Interface: Providing original products and best services is basic obligation of satisfied customers. General customers will be in trouble if they receive products and services with error especially when it is a technical error. However, above charts shows that 80% think pickaboo provides original product, 17% just agree with it but no one disagrees with the statement. The percentage is 0% who disagree with it.

8. After sell service

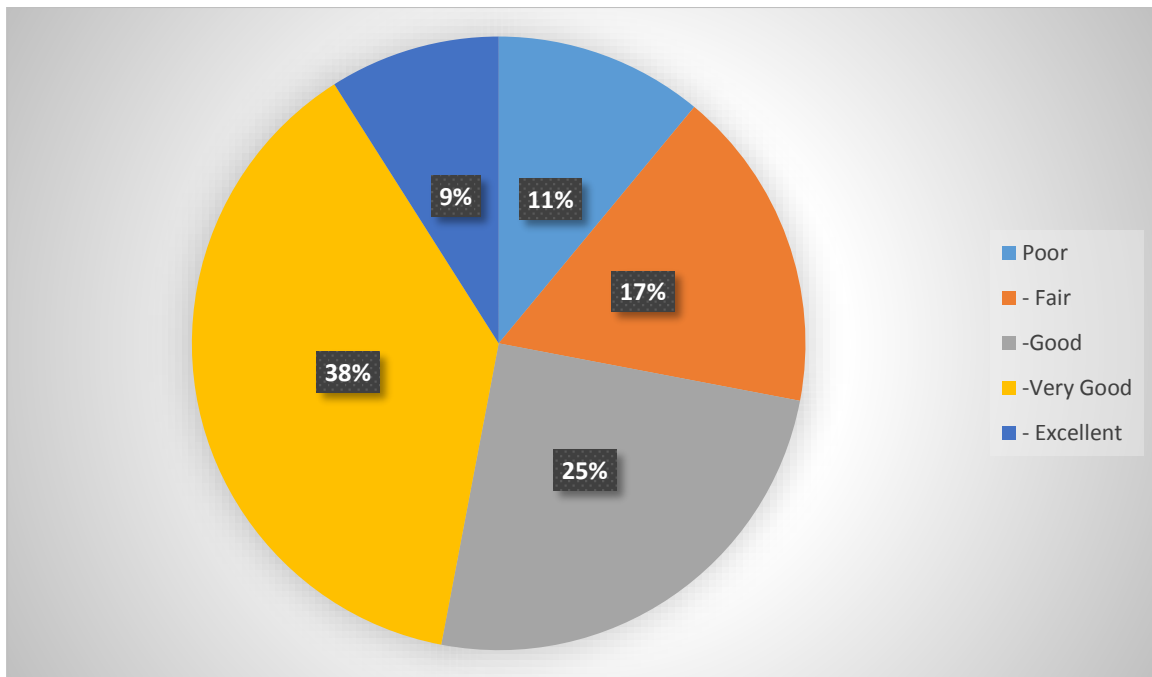


Fig: After Sell Service

Interface: After sell service is really important to satisfied customers and retaining customers. It also helps customer to be loyal towards the company. Above survey shows, 38% respondent agree it's very good, 25% told that their after sell services is good, but only 9% said it's Excellent, on the other hand, 11% said its poor and it's also matter of concern. Therefore, pickaboo should focus on it's after sell services because it will help to strengthen the bond between the organization and its customer.

9. Problem Solving Capacity

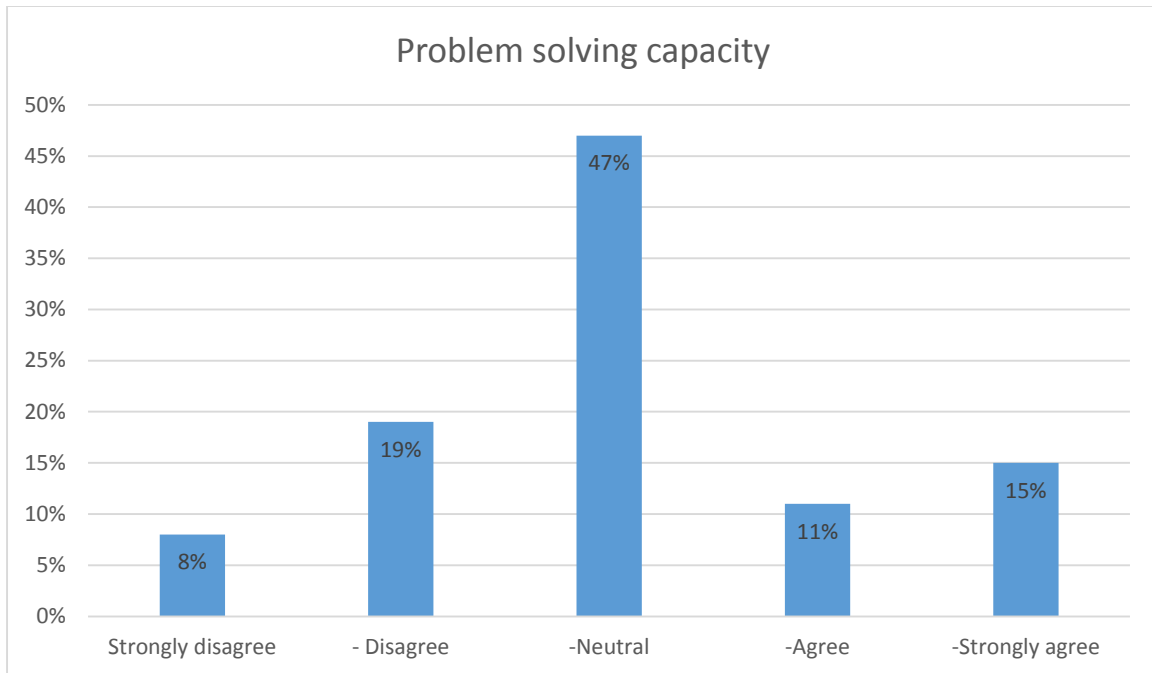


Fig: Problem solving Capacity

Interface: problem-solving capacity should high for online business. Though, pickaboo only sells electronics products so employee should be more careful about solving their customer's problems. Here, 47% respondents rated their satisfactory level as average, only 15% said its highly satisfactory, 11% said it's satisfactory. On the other hand, 8% also dissatisfied and said their problem-solving capacity is poor.

10. On time product delivery

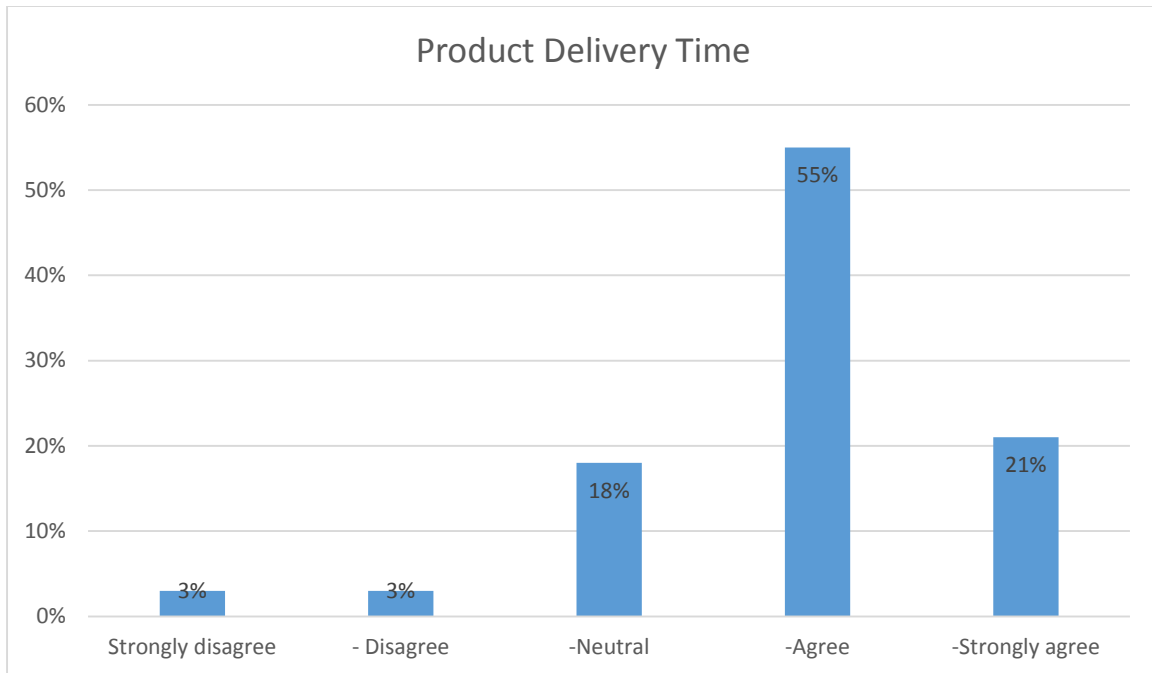


Fig: Product Deliver Time

Interface: On time product delivery is the key part of any online business. pickaboo has its own rider and all they have office pickup facilities. They maintain their office pickup seriously. Moreover, pickaboo has fastpeak system where if necessary customer can get the product within 24 hrs. so based on everything the above charts show that most of the people 55% agree that pickaboo deliver its product on time, only 3% do not agree with it.

Chapter 4

4.1 Findings

By conducting survey and taking interviews I have found both positive and negative feedback from pickaboo customers. Though, it's a new company but it has too many positive feedback mainly customers are happy with their service and product but still there has negative feedback too.

Positive findings:

- 55% respondent agrees pickaboo deliver its product on time.
- 38% agrees that their after sell service is satisfactory and 25% highly satisfactory.
- 57% agree that pickaboo employee has good communication skill.
- Pickaboo provide original product and all most everyone strongly agrees with it.
- 67% agree response that behavior of pickaboo customer care center is satisfactory.

Negative findings:

- Most of the respondent said problem-solving capacity is not that much satisfactory means they were not highly satisfied nor dissatisfied.
- Their service quality regarding blog, content, website is not satisfactory. Most of the respondent rated it neutral.
- Content writing is the main part of this kind of business. Here, only 44% said pickaboo content is good. But it is not satisfactory. So, it needs to be improved.

Results of Survey:

After doing the survey I got two types of results. Between positive results and negative results from the overview obviously, it can recommend that positive results are much more than the negative results. So, we can state that the greater part of the customer demand is fulfilled but a portion of customers are not highly satisfied with the services and products are given by pickaboo.com. Therefore, pickaboo.com has many sectors where they can enhance the quality of the services and products. Also, they have to consider the customer necessity, need and demand and should work on those. They should assemble a solid association with the client by offering best services they can. They have to set the objective to make the customer highly satisfied by enhancing all the lacking they have. Variables such as content writing, error-free services, immediate response, post sell services should improve more because company reputation mainly deepens on the customer satisfaction level.

4.2 Recommendation

In the quick developing world, it is essential for every organization to fulfill their client's demand. As it is an online platform, it is very crucial maintain its website, content, supply chain, inventory, call center and other technology to compete with the competitors. After completing my internship and conducting the survey at pickaboo.com I found some area they can improve-

1. Pickaboo.com should increase its number of employees in IT department and graphics designer
2. Products should be double checked properly for finding any damage to make sure customers are getting error-free products.
3. Pickaboo.com should introduce a training session regularly to educate its employees to identify customers' problems and finding solutions and response quickly.
4. The organization should update its website content to make search engine optimization (SEO) friendly so that everyone can find any information easily.
5. Pickaboo.com needs to focus mostly on after sell services. They should respond every customer need with equal importance
6. At the time of receiving the product from customers for service, each and every product has to receive through checking and bring products from service center through checking.
7. Pickaboo has to allocate more vehicles (Specially Covered van). Though product delivery time is not satisfactory.

Conclusion

E-commerce is an emerging sector in Bangladesh. People are starting to depend on e-commerce. An e-commerce company mainly focusing on services not only product. When the product quality and the service quality meet customer satisfaction at the optimum level that is the success of e-commerce Company. Pickaboo mostly focuses on their service towards the customer and ensure customer satisfaction first along with strong supply chain management.

Pickaboo is currently working on customer loyalty program. They are making a contract with various types of the resort, restaurant, hotel, fashion houses and others. This program is basically doing for loyal customers of Pickaboo. The main objective of this customer loyalty program is to give pickaboos customer some privileges. They also design membership card based on customer categories, like silver, gold, and Black. Pickaboo is very much careful and always be the concern on exact product collection and delivery system.

Last year Pickaboo declare that they are the second largest e-commerce company in Bangladesh. So, it is undoubtedly said that Pickaboo leads the e-commerce sector right now. Pickaboo has to focus on the system also.

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Survey on customer satisfaction

1. Have you heard about pickaboo.com?

- Yes

-No

2. Please indicate your gender

-Male

-Female

3. Which of the following age groups are you in?

-18-25

-26-35

-36-45

-46 and above

4. pickaboo.com websites contents fulfilled your visit to the website

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

5. How would you rate the quality of service such websites, blogs and others you have

Received from pickaboo.com?

- Poor
- Fair
- Good
- Very Good
- Excellent

6. Employee has good communicating skills

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

7. pickaboo.com provides original products

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

8. After sell services of pickaboo.com-

- Poor
- Fair
- Good
- Very Good
- Excellent

9. You were satisfied with how the support staff resolved your most recent problem

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

10. pickaboo deliver its all products on time

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

