Internship Report
On
 daraz.com.bd

Topic: "Barriers in growth of Daraz Bangladesh from customer's point of view."

_how to make the online shopping experience better!

Supervised By:

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Letter of Transmittal

Dr. Md. Khan Raziuddin Taufique

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Subject: Submission of Internship report.

Sir,

I would like to submit my report titled "**Barriers in growth of Daraz Bangladesh from customer's point of view.**" prepared as a part of the requirement for BBA program of BRAC Business School.

I have successfully completed my internship program at Daraz Bangladesh Limited and I worked there as Customer Service Executive. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future.

Sincerely yours,

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Declaration

I declare that the report namely, "Barriers **in growth of Daraz Bangladesh from customer's point of view**." Is completed by me which is based on my work experience and survey and interview I have taken to collect required information.

I declare that this report is my original work and does not break any existing copy-right. This particular report has not been previously submitted to any other University/College/Organization for academic qualification/ certificate/ diploma or degree. I have prepared it for the academic purpose of Bachelor of Business Administration degree which requires practical work experience.

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Acknowledgment

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah

for his blessing in completing this report. This internship report is an accrual of many people's

effort. For this, I am obliged to a number of people who helped me to organize this report and

for their kind opinions, suggestions, instructions and support and appropriate guidelines for this

report.

I have received endless support and guidance in preparation of this report from numerous

sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my Internship **Supervisor Dr. Md. Khan Raziuddin Taufique**,

Assistant Professors, BRAC University Bangladesh for his continuous guidance and

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I would also like to extend my gratefulness to the following persons: **Rahedul Islam**, Manager of Issue Resolution for guiding me in understanding the procedure without their support I could not complete this report.

Executive Summary

Every year we are noticing a significant growth of internet users. Now e-business have become very popular among people. For most of the people in Bangladesh, Amazon, Alibaba. Flipkart are not alien concepts. We have many e-commerce ventures, such as click BD, bikroy.com, ekhanei.com, daraz.com.bd, Kaymu, foodpanda, Hungry naki etc.

It is a growing industry, so there is plenty of sectors to work on to make the online purchase experience better. To make a service better, problems needed to be identified. With the idea of knowing the problematic areas of Daraz.com Bangladesh in which Daraz should work on, this paper has been written. To get a better insight of the industry so that effective recommendation is provided to the company.

Daraz Bangladesh is operating in Bangladesh from 2015, they have grown over the the time. But there are sectors which are working as barriers in providing better online shopping experience to the customers. That is an alarming situation for the company. It's a very competitive market, so if the service is not up to the market it will be difficult for the company to sustain in the market in the long run.

A survey has been conducted to get insightful findings and proper analysis of the situation. As customers are now well aware about online purchase system, it is important to know what they are think and in which sector a company is doing good or failing.

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CHAPTER:1
Introduction

Introduction:

Current situation of e-commerce in Bangladesh:

E-commerce refers to any commercial transaction that happens through electronic media. There are 6 types of e-commerce:

- ✓ Business to business (B2B)
- ✓ Business to consumer (B2C)
- ✓ Consumer to Consumer (C2C)
- ✓ Consumer to Business (C2B)
- ✓ Business to Administration (B2A)
- ✓ Consumer to Administration (C2A)

In these report, we will be discussing first three types of e-commerce. Specially, B2C business model. Because these are commonly practiced in Bangladesh.

Every year the growth rate of e-commerce in Bangladesh is growing. According to a report published in The Daily Observer, Bangladesh e-commerce recorded a great development of around 67 per cent in the initial quarter of 2016. Every year the internet users are also increasing in Bangladesh. When more people will have access to internet, they will access the sites more. Below I am sharing the BTRC report of 2016,

The total number of Internet Subscribers has reached **58.317 million** at the end of **February, 2016**.

The Internet subscribers are shown below:

OPERATOR	SUBSCRIBER
Mobile Internet	55.512
WiMAX	0.136
ISP + PSTN	2.669
Total	58.317

February, 2016

So, we can see that e-commerce has great opportunity in Bangladesh. My work experience also enabled me to understand that e-commerce is rapidly growing in Bangladesh. But it also showed me that the experience customer are expecting are not deli8vered. The process is not as good as Amazon, flipkart or Alibaba. That also arises the question that if any of these companies start operation in Bangladesh will other companies stand a chance or there sales will drastically fall.

Objective of the report:

Firstly, I wanted to take interview of customers and sellers both to get the complete overview of the situation. However, as per company policy taking sellers interview was not possible. So, I have conducted a survey on customers and have taken interview of employees who are the contact point of sellers to understand or has the feedback of sellers. Also, to understand better how the internal employees think about the progress points or the lacking of the company. In short, my objective is to identify the problems on which Daraz Bangladesh should work to make the e-commerce experience better for their customers.

CHAPTER:2 Literature Review

Literature Review:

Methodology:

This report is prepared based on my regular experience from the job, survey which I conducted among customers to get the customers point of view, interviews of few employees which I have taken and data taken from internal and external sources.

Primary sources:

- ❖ On the job experience
- ❖ Survey report
- ❖ Findings from the interview
- ❖ Global and internal reports

Secondary sources:

- ❖ Daraz.com.bd
- ❖ Publications of different dailies and internet resources

Scope of the report:

It was a great opportunity to learn about this sector in a better way. Also, the survey helped me to get an insight of the real percept6ion of customers and people involved with the process. Overall, a good way to get better insight of the industry.

Limitation of the Survey:

Few limitations I have faced while making this report.

- ❖ Many internal Data's were not allowed to be used due to organizational policies
- ❖ Sample size was 54, so for larger sample size of the survey results may differ.
- ❖ As it is a growing sector, the change in this industry is unstable and sometime rapid. So, the findings can be changed.
- ❖ Not enough report available on the current situation of e-commerce in Bangladesh.

CHAPTER:3 Company overview

Company overview:

About Rocket Internet:

Rocket internet was founded in 2007 by three brothers, Marc, Oliver and Alexander Samwer. They headquarter is in Berlin. They have their ventures in more than 50 countries. They are one of the fastest growing startup venture incubator. Rocket operates in developing countries.

Some of their ventures are:

- o Hellofood, Food Panda, Delivery Hero
- o Lamoda, Zalora, Jabong, Namshi
- o Lazada, Jumia, Daraz
- o Carmudi, Jovago, Everjobs etc

The company's market value was approx. 8 billion euros as per company report in April, 2015. It has divided its business in three operational zones. For instance: Asia pacific internet group, Africa internet group, Middle East Internet Group.

Bangladesh is a fast-growing market for Rocket. They have started 7 ventures in Bangladesh only.

Overview of Daraz.com.bd:

Daraz is a business to customer (B2C) model's venture of Rocket. It officially started its journey in 2015. For Bangladeshi people, it was the first time when a venture introduced this model, which seemed similar to Amazon. Daraz was the 4th e-commerce site in Bangladesh beside Click BD, Ekhanei and OLX. It started its journey with brands like; Yellow, Noir, Symphony, The Body Shop, Huawei, Samsung, Walton, Aranya, 6 Degree Mobile, ShadaKalo, Apple, LG, Fastrack, MAC, Nikon, Ecstacy, Panasonic, Doors. Now it has all the renowned brands in its website and a huge number of sellers.

Mission:

The company's mission is to become world's largest e-commerce platform outside USA and China. The company identifies new business models, untapped markets and entrepreneurs. Nurture them and try to establish the business.

Vision:

Their vision is to capture the maximum share of consumer online shopping expenditure in the market.

Goal:

Their goal is to provide the best product in the best price. Also, to introduce latest products in the market for the customers.

The 7p's:

Product:

Daraz is a B2C platform. I have different category of products for customers. Such as: Man's fashion, woman's fashion, Phone and Tablets, TV's Audios, Cameras, Computing, gaming, Home appliances, Home and living, Sports and Travel, Beauty and Health, Baby products, Grocery items etc.

Place:

As Daraz is an online shop, the purchase happens on through website. So, in this case the place of the sale is the website/ virtual marketplace. Link: https://www.daraz.com.bd/

Price:

It has a huge number of products of different category. So, the price range varies. But as it's a competitive market and a growing one, Daraz tries to bring maximum amount of offers to its customers. Prices are set by the sellers. Daraz gets commission of every sale and that's how their revenue is generated. Whenever there is sale Daraz gets its commission.

Promotion:

Daraz does its promotions mostly through online. Their Facebook page, Instagram or Email marketing. They also do a lot of PR activities. There are write-ups about them in newspapers on regular basis. They also have a personal selling method, where they have agents who get commissions for the amount of order they place on behalf of customers through their account. There is also scope of affiliate marketing. However, in recent days their Facebook page promotional activities have increased in significant number. Below I am sharing few of their Facebook marketing activity:
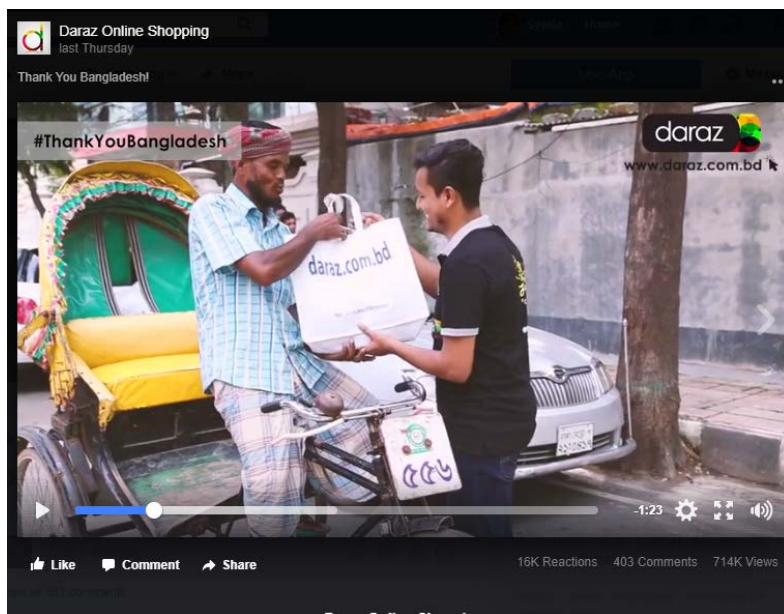
Face book promotional Video on Daraz's Anniversary

Promotional Image on Facebook Page of Daraz.

Here is the link of their Facebook Page: https://www.facebook.com/DarazBangladesh/

People:

Daraz has 1000+ employees. They are growing every year. They do their delivery through third party. They have delivery companies associated with them. Such as: Sundarban Poribahan, Pathao, bidyut, 5 star etc. They have also established 19 hubs outside Dhaka.

Physical evidence:

They do not have a physical shop. But the brands which consumers can purchase through the website are:

- Bata
- Yellow
- Apex
- Samsung
- Huawei
- Miyako
- Shimizu
- Sony
- Dorjibari

- Beauty Bazar

- Pearl

- Timezone

- RB

- P&G

- Microsoft (Lumia)

- LG

- Redmi

- Noir

- Walton

- O2

- Occult

- Sports World

- Body Shop and many more.
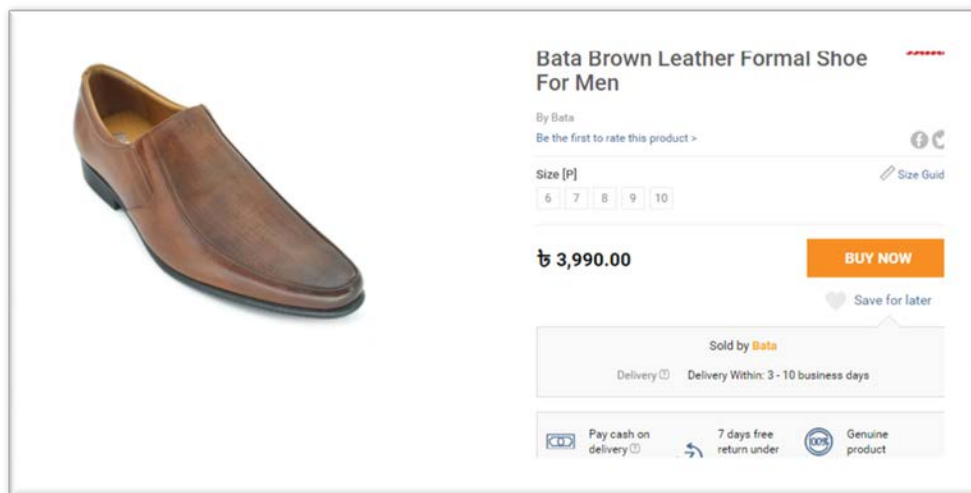
Process:

Online purchase process is different but easier or less time consuming then going to shops. Below I am stating Daraz's online purchase process: To maintain the process they use different type of software. Such as seller center, CRM, Warehouse module, Delivery Module.

- **Seller Center:** this software helps the seller to update their stocks and prices by coordinating with the contact person from Daraz. It also helps the business development team and the sales team of Daraz to coordinate the offers and keep count of the sales, stocks and manage the stocks.
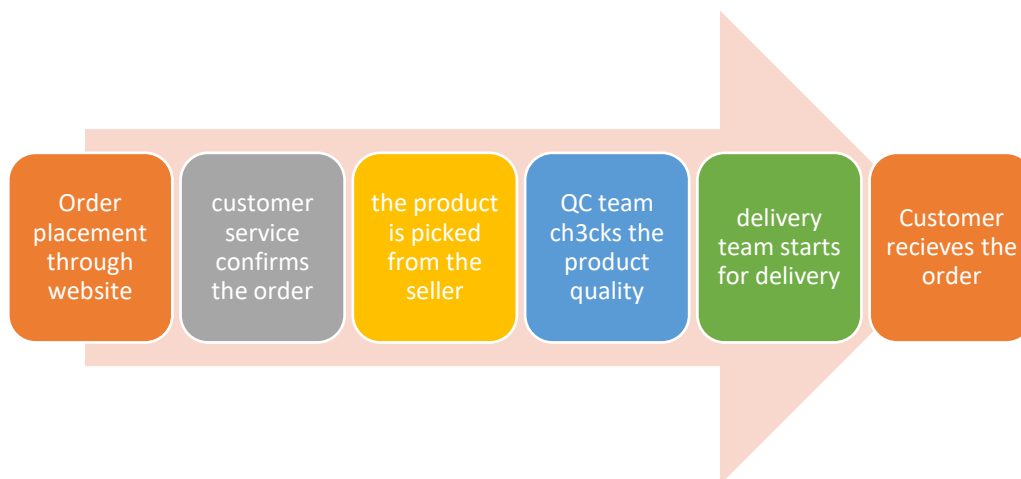
- **CRM:** This software helps customer service department to cater inbound and outbound call efficiently. Also, other software is including such as Zendesk, LMS, ZOHO for internal and agent to customer communication.

- **Warehouse Module:** There is a ware house and order management system to make it easier for pick-up of products, stocks, delivery process.

- **Delivery Module:** it helps the 3rd part provide tracking to the company of deliveries their making and their status.

In short, the process of the order purchase of the product:

Order placement through website → customer service confirms the order → the product is picked from the seller → QC team ch3cks the product quality → delivery team starts for delivery → Customer recieves the order

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Daraz Organogram:

E-commerce organogram is very different than many other companies. As many things are managed through online and software's, a lot of process is automated.

Here is the organogram of Daraz:
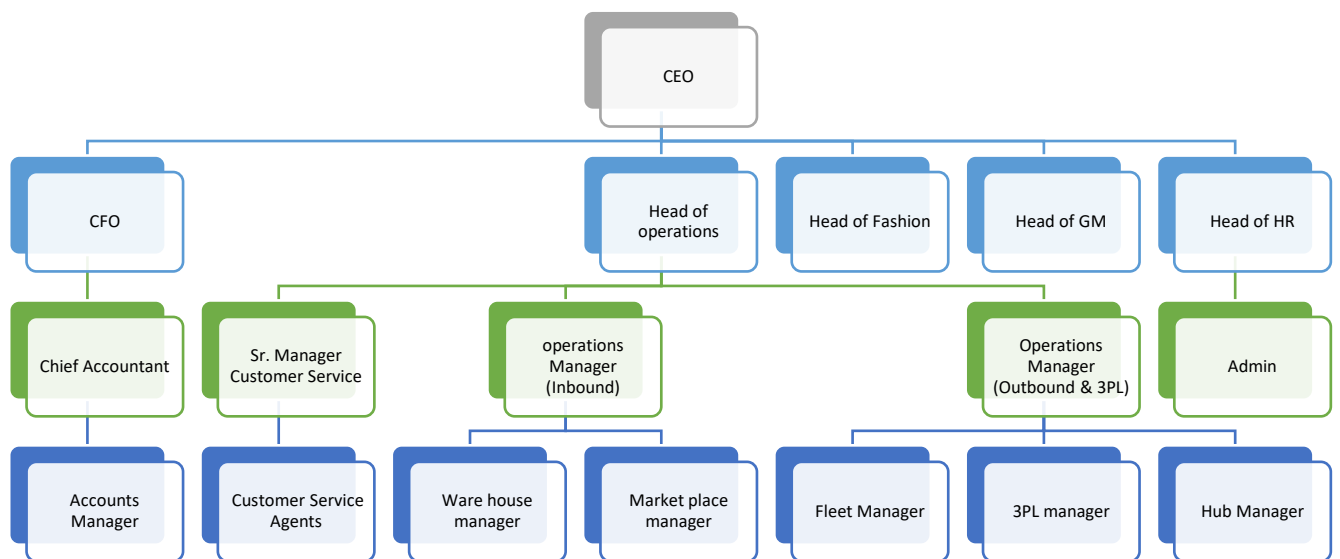
CHAPTER:4 Job Description

Job Description:

Nature of my Job:

As a customer service executive, my key responsibility is to be the contact point of the customers. Firstly, I have only made outbound calls, where my job was to call customers after they place an order and confirm them. Also, to inform them all the necessary Information they need to know to avoid any

miscommunication. Then I was shifted to the inbound team, where I used to take inbound calls, answer queries about the products and help them place the order. Next, I was shifted to the digital team, where I had to cater the online messages and the emails of the customer. Addition to that my responsibility was to communicate with other departments if there is any issue with products or return of products. Also, I had to follow up with customers and resolve pending issues.

Challenges and Experiences:

Customers mostly have a lot of queries, it was difficult to be quick at giving information about the diverse number of products. Also, when customers are impatient or angry dealing with them politely and with ease is very challenging. Resolving issues while coordinating with other departments can be a challenge too. Because not always everyone appears to be cooperative and sometime information are not provided properly. Hence, misunderstanding may occur.

But the good part of the job is, I am a student of marketing and I got to know the first reaction customer has about products and the process. It's a great opportunity to learn how customers mind works, what they think and why they think that. What are the expectations of customers? This experience also helped me to understand the process of e-commerce and learn about the pros and cons of the process. It made me think how it can be better from our country perspective. Basically, it's a very insightful experience which enabled me to acquire skills and learnings required for this industry type.

Critical Observation and Recommendation:

1. In e-commerce, it is very important to be prompt. Customer choose e-commerce so that they can save time. So, the whole process need to be really quick. If all the department practices the habit of solving issue quicker then customers will be satisfied with the process.
2. Customer service should be provided enough information about the product. Because if he/she is unable to answer queries about the product customer will lose his/her trust on the site and will doubt the product quality.
3. Daraz's delivery process is too lengthy as per many customers complains I have received. So, if Daraz can lessen the time of delivery customer will stick with side for longer period of time.

CHAPTER:5 Research Findings & Interpretation

About the Project:

During my tenure, I have listened to customers complains and praises for the company. A company is nothing without its customers. If there is no customer then there is no profit. With time, I have grown curious to identify the problem of the process. Also wanted to understand the infrastructural problem of the process or the barriers in the growth of the company. I had few restrictions in access of reports and

seller's information due to company policy. So, to get legit information I have done a survey on the customers of Daraz Bangladesh.

Analysis of the Survey Results:

Survey type: Online survey through email

Sample Size: 54, customer who has more than one order

Q.1 Result:

Which of the following word would you use to describe Daraz.com's product?

54 responses
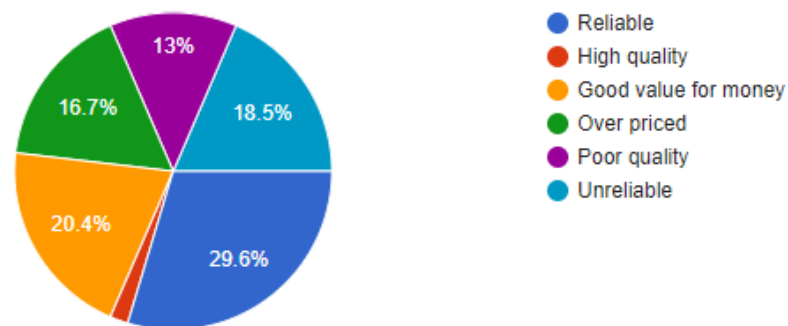
As we can see when customers were asked about5 their opinion about the product they sell, 29.6% of the people said products are reliable, 20.4% said its good value for money, 1.9% said products are of high quality. But, 18.5% said products are unreliable, 13% said they are poor in quality, 16.7% said its overpriced. So, if we sum up,

51.9% had positive response for the product.

48.2% had negative response of the product.

It's a very close outcome. So, from the organization's point of view it reflects organization has failed make its customer believe that their products are of good quality. Hence failing to give them reason to

shop again. If this 48.2% of the population decides not to shop again, it will be great loss for the company.

Q2 Result:

How would you rate the quality of the product?

54 responses
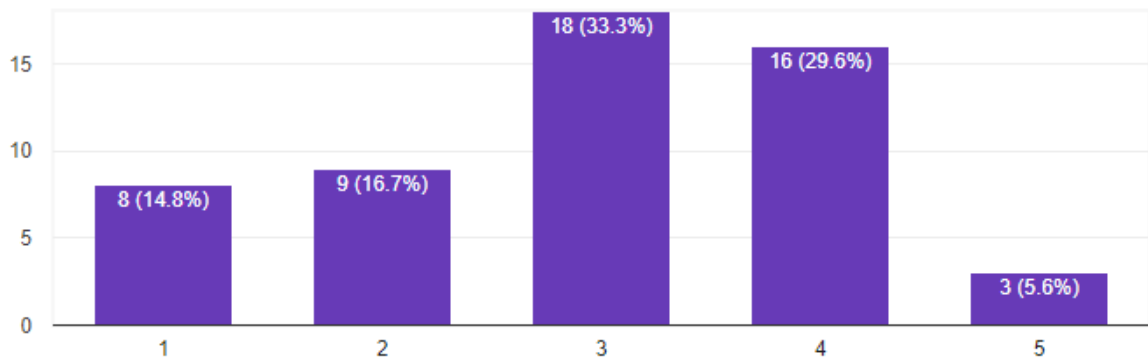
Here, 1= very low and 5=very high

33.3% of the people are not so enthusiast or disappointed with the product. Which is a very a very concerning result for a company's brand image. If customers are not confident about product or not claiming enthusiastically praising the product quality it means they are not so satisfied with the products. And 16.7% and 14.8% people are sure they are dissatisfied with the quality of the product Daraz sells. Overall, the results are contradictory to daraz's goal. It's a growing industry, competition is becoming intense every year. So, for longer sustainability, it is important for a company to gain reliability and confidence about the product they are offering.

Q3 Result:

How would you rate the value for money of the product?

54 responses
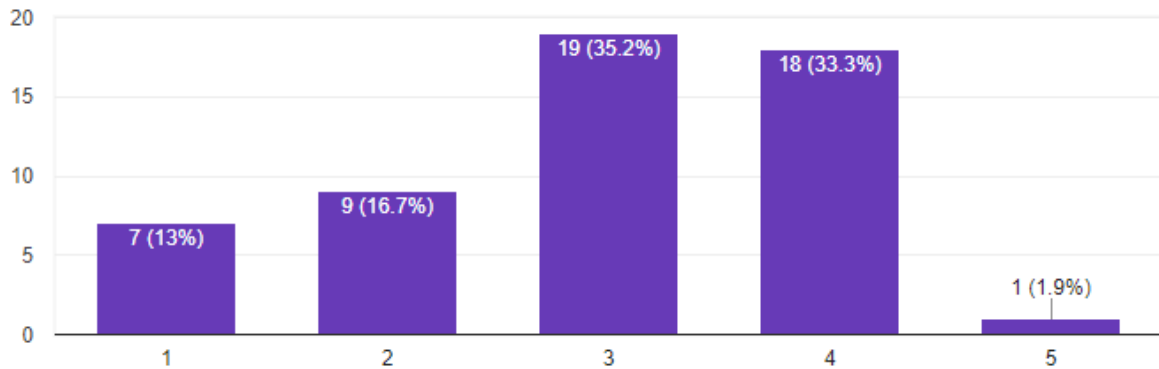
Here, 1= very low and 5=very high

Again 35.2% customers surveyed are not sure if they are getting good value for the money they are spending. 16.7% & 13% of the customers are unhappy about the value of the money they are getting after the spending. However, 33.3 % have positive feeling and 1.9% are very happy and satisfied.

Q4 Result:

How will you describe the ordering method of Daraz.com?

54 responses
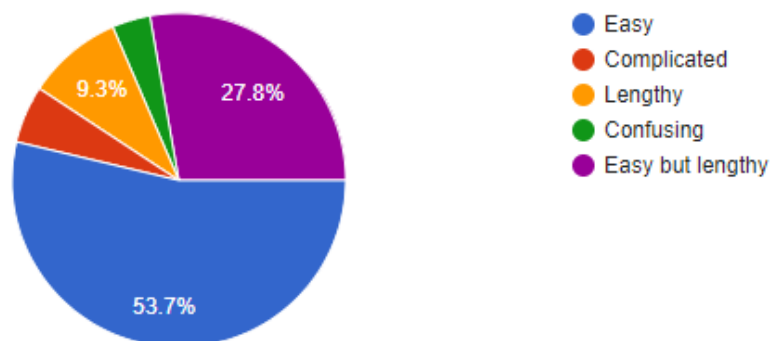
Most customershave commented that the ordering method is easy. Which is 53.7% of the total sample size. 27.8% said its easy but lengthy. 9.3% said its lengthy but not easy. 3.7% said the process is confusing, and to 5.6% its complicated.

Customers use online shopping or prefer it mostly because it saves a lot of time and provides wider range of options. So, if many customers are saying its lengthy and complicated then there is room of improvement in the process. But the positive information for the company is the maximum number of customers referred the process as a easy one.

Q5 Result:

How responsive customer service have been to your concerns or queries?

54 responses
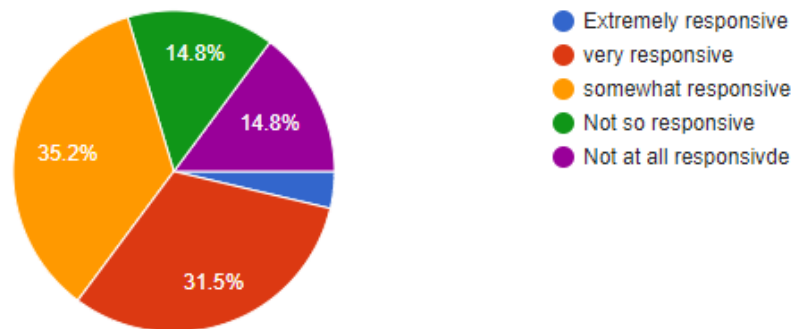
If we will compare, we will see that larger number of the responses are unsatisfied with customer service. 64.8%(35.2%: Somewhat responsive+14.8%; not so responsive+14.8% Not at all responsive) of them have a negative response about the customer service. Which is a very alarming outcome for the company's growth.

Though, 31.5% says they are very responsive and according to 3.7% they are extremely responsive.

Q6 Result:

How will you describe the payment method?

54 responses
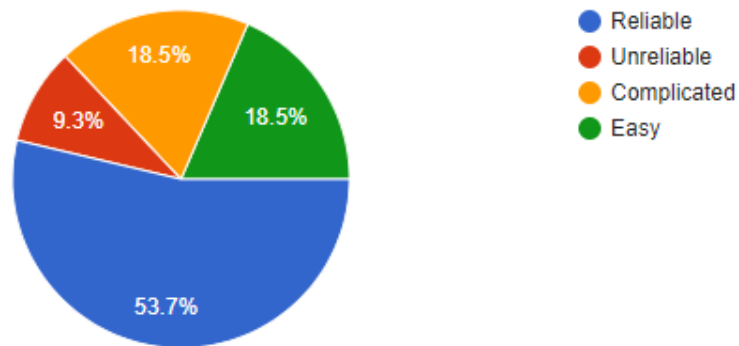
Here, majority responses (53.7%) are saying the payment method is reliable. Only, 9.3% claims it is unreliable and 18.5% saying the methods are complicated.

Q7 Result:

How will you rate the delivery timeline?

54 responses
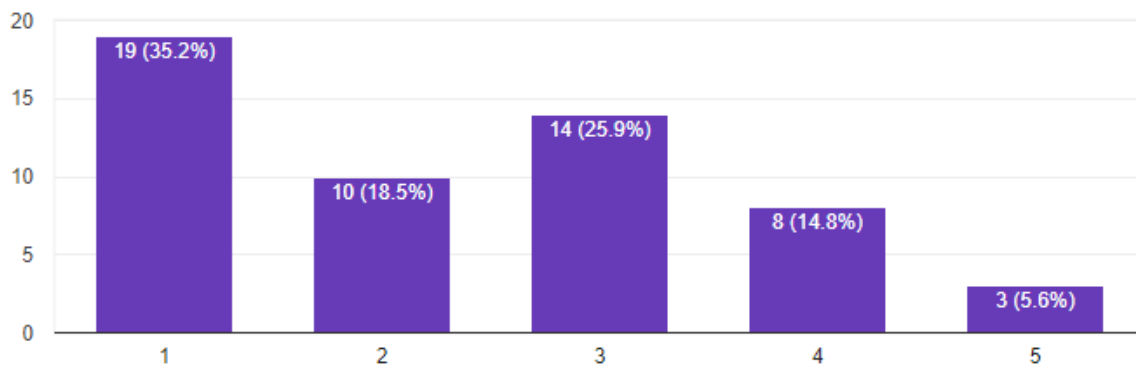
Here, 1= very dissatisfied and 5=very satisfied

So, we can see that most customers are Unhappy with the delivery timeline. Which is precisely, 35.2%+18.5%=53.7%. 25.9% has neutral reaction. 14.8%+5.6%=20.4% are satisfied with delivery

timeline. For an e-commerce site, it's important to provide products on time otherwise the use of it becomes pointless.

Q8 Result:

How will you rate the delivery man's behavior?
53 responses
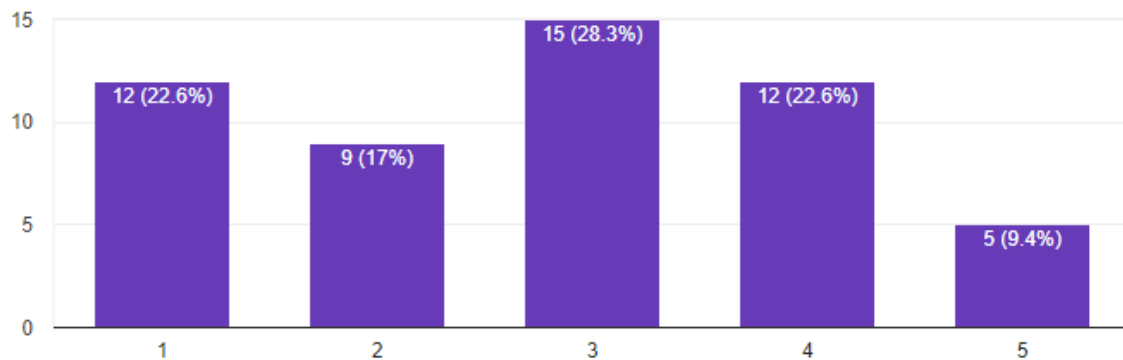
Here, 1= Excellent and 5=very dissatisfied

Here, most of the customers are happy with delivery man's behavior, which is 67.9% (including the neutral responses). But 32% customers are not satisfied with their behavior.

Q9 Result:

Overall how satisfied or dissatisfied are you with the company and their services?

54 responses

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied
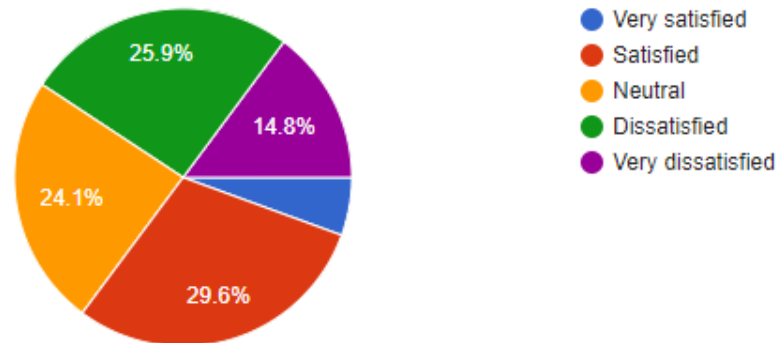
When we are trying to identify the overall satisfied customers percentage. I would like to point it out in three sectors.

Satisfied Customers	29.6%+5.6%= 35.2%
Dissatisfied Customers	25.9%+14.8%=40.7%
Neutral/undecided customers	24.1%

The neutral responses may switch or stay with the company. But the point is, I have conducted survey on customers who have bought products more than one time or customers with more than one order. After ordering multiple time if they are still confused about the satisfaction level about daraz, it is most likely that Daraz has failed to amaze them by now. Hence, there is a high possibility for them to switch to a different online shop.

Even if, we do not count the neutral ones, still Daraz Bangladesh has more disappointed customers than satisfied ones.

Q10 Result:

Do you have any suggestion for the company?

14 responses

They need to come up with better return policy!

Need to focus on Customer service and Delivery option

Offer better prices

They should get more trustworthy

Please try to open your own SCM team. As well as change the payment system and do not show different price for the same product and maintain the quality of the product.

improve delivery schedule

amazon koi ? amazon chai !! ████████████

They need to faster their delivery and product has to be authentic so that we can easily trust on the company.

Requires more customer service staff

Customer service need to be improved and delivery timeline as well.

Improve customer followup

Having an option to bring products from abroad if a customer provides links to that particular product

Price of electronic components are higher than normal.

they should stop robbery and start actual business

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Tenth question of the survey was an optional question, so that if they have any suggestions to improve their services.14 people took out the time and shared their views and suggestions. Most of the comments reflects their dissatisfaction with the overall, performance of the company.

One customer even mentioned that he/she is eagerly waiting for **Amazon.** That's a very threatening situation for a company's sustainability and future.

So far, I have discussed the findings of my survey, now below I am sharing the analysis of the situation in terms of marketing theories,

There is a concept called Dual Customer Expectation Levels for the service they are offered,

- ❖ Level 1: Desired Service
- ❖ Level 2: Adequate service

Desired service: the level of service the customer hopes to receive.

Adequate Service: the level of service customer will accept.

Desired Service

Zone of Tolerance

Adequate Service
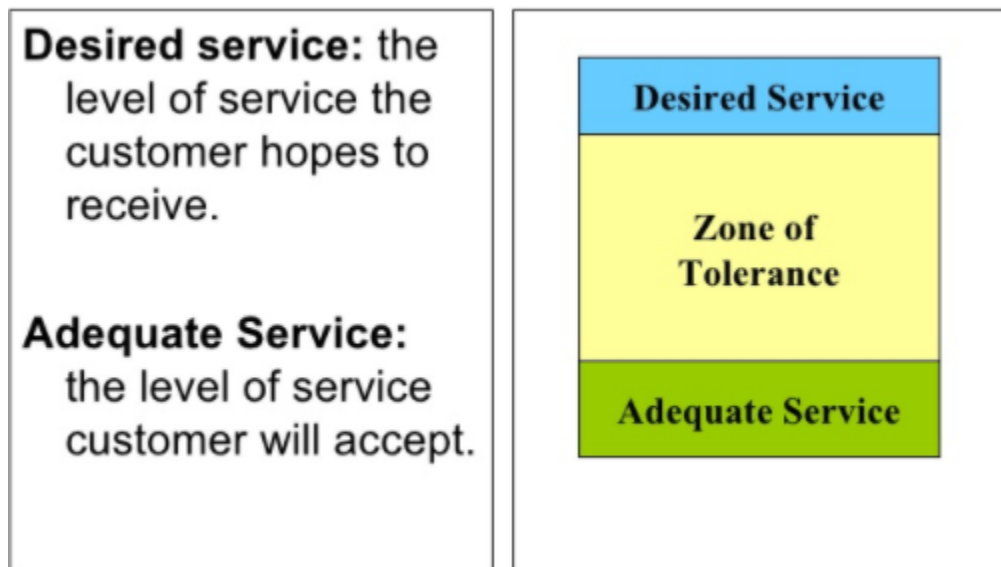
There are many factors wwhich influences both levels. Such as:

Personal needs and Lasting Service intensifiers influences Desired service expectation level.

1, temporray service intensifier, 2. Percieved service alternatives, 3.Customers self percieved service role, 4.Situational factors influences the adequate service expectation level.

Now, if we comare with the survey results to identify Daraz Bangladesh Customers expectation level,

Yes, Daraz is offering services which fulfill personal need of customers but if we analyze the result of question 3 from the survey, 29.7% are unhappy bcz they think they are not getting the value of the

money they are spending.. 33.2 % are unsure about the value of the money they are getting after spending it. Higher number of unsure customers are signs of not provided the best experience or the desired experince. Overall, it has a negatine influence on customers.

Lasting Service intensifiers, means the generic thinking a customer has about the service. Generally what customers things about the service provided. So, if we see, the percentage of customer happy or unhappy about the overall service of Daraz, **40.7% are dissatisfied**!

Temporary service intensifiers, means quick service provided in an urgent situation, as Daraz's delivery timeline is dissatisfying for the customers, Daraz is unlikely to provide an emergency service to their customers.

Perceived service alternatives are customers other options to receive the similar service. Now so far there are not many alternatives to choose from. But if big companies like Amazon, flipkart or Alibaba chooses to come, there is a high possibility of huge drop of sales.

The third factor is about the personal experience customer is getting and the expectation created from it. We can see that customers are mostly happy about the delivery man's behavior but unhappy with customer service and product quality.

Situational factors are hard to be measured. As they are insignificant and irregular.

In short as most influencers are working negatively, customers zone of tolerance is tested and there is high chance of them leaving the company than the chance of staying with it.

CHAPTER:6 Recommendations

Recommendations:

In this competitive market, it is important for companies to outperform other companies and also set a standard which is not easily effected by any new ventures. So far the finding recommends that if a big and well reputed company establishes in Bangladesh, there is a very thin possibility for Daraz to stop sales drop. To have a sustainable future, Daraz need to create loyal and happy customer base. The factors which are working as barriers for Daraz's growth and sustainability and the recommended solutions are:

❖ Firstly, they need to ensure their product quality. Even if they have lower number of sellers but the product quality is good customer will shop from them longer and will not switch to other e-commerce sites easily. So, their products must be of good quality, matching their company goal.

❖ As they do not have their own delivery team, they are struggling to deliver faster or emergency deliveries. As this company has grown bigger with time. It is high time for them to create a strong personal delivery team and better follow-up teams to ensure timely deliveries. Customer buy from online to save their time. If that purpose is not served it becomes pointless for them to shop from Daraz.

❖ After complaining and returning default product, if customers will get prompt service and the mistakes are alternate effectively there is high chance that they will repurchase. Most importantly, they will think that company cares about their problem and always willing to fulfill their need. They will feel valued and will stay with the company. And later will have positive feedback.

❖ While choosing the pricing strategy, company must keep in mind that their price matches the current market prices. Price must be competitive enough to influence customers to purchase product from Daraz. If the price is high, there should be a valid reasoning of it. Such as a good quality product may have higher price. But then again, the quality of the product must be ensured.

❖ Many customers has complained that they are unsatisfied with customer service3. That means they are not available, follow-ups are not done properly, replies are not as prompt as expected and they do not have enough information about products or the process to reply promptly about them. As I am a customer service agent, from my own experience I can say that enough information about the products are not provided. And product status is often not provided promptly from the outbound team of Daraz supply chain. So the service is delayed. A huge number of calls and queries are received every day. So, the number agents should be increased to ensure effective and prompt service from the department.

❖ Another way of sustaining the customer base is offering unique products and offers. Offers must be one of a kind. So that customer will only think of shopping from Daraz as there is no alternative as such.

❖ Lastly to save its sales drop if big companies start their operation in Bangladesh will be good ties with their sellers and distribution channels (Delivery associates). And customers reliability on the brand. For them ensuring high quality s3ervice is a must.

CHAPTER:7 Conclusion

Conclusion:

At last, we can come to this conclusion that Daraz has a lot of sales at this moment as there is no better alternatives. But when there will be a better alternative there is a high chance that customers will switch and their sales will decrease. The reason behind that is most of the customers are dissatisfied with Daraz's performance. Many do not find it reliable or trust worthy. There reason to shop back from Daraz are very few and insignificant. So, it is high time for daraz to improve their service offerings and create a loyal customer base. So that if a big company decides to start their operation in Bangladesh, such as Amazon Daraz will have its loyal customer base. This market is fast growing and unpredictable is always wiser to prepare for the long run and build a reliable, strong brand image in customers mind.

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daraz·com·bd

August 30, 2015

Syeda Sefat Ashraf
House No 73, Road No 07
Sector-04, Uttara
Dhaka-1207

Dear Ms. Sefat,

Thank you for your time over in-person interview with us. We are very happy to inform you that you significantly convinced us and we want you to join Daraz Bangladesh team as an **Executive – Customer Service (Full Time)** starting on **07.09.15**. Initially your employment will be on probation for the first two months which may follow with permanent employment afterwards. During this period if you want to leave the organization you are required to provide at least **Fifteen (15)** days notice period. During probation period the company reserves right to terminate your services at any time without assigning any reason.

We believe this excites you as you will find a dynamic field of work and opportunities with Daraz. We have mandate to build the biggest Online / E-Commerce brand in Bangladesh. Put in simple words: The opportunity is great, now is the right time, you are the right person to do it!

The compensation/contract terms we have discussed and agreed:

- Position: **Executive – Customer Service (Full Time)**
- Salary: ▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇
- Start date: 07.09.2015

If you agree, we will get back to you with the contract. While the contract may take a few days to prepare, in the essence of time, **please get back to us signing this letter as the acceptance from your side.**

Looking very much forward to working with you to build the largest E-Commerce brand in Bangladesh!

Sumeet Singh
Chairman

I, **Syeda Sefat Ashraf**, accept the offer of employment with Daraz Bangladesh Ltd. in response to the above proposition.

Syeda Sefat Ashraf

Date: 15/09/15

c. 98/e, kamal attaturk avenue, banani, dhaka-1213, hotline 09610-006111, e-mail customer.care@daraz.com.bd
fb: facebook.com/DarazBangladesh | twitter: darazbangladesh | instragram: daraz_bangladesh

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Customer Satisfaction Survey

Customer satisfaction survey on Daraz.com.bd to understand better about the e-commerce situation in Bangladesh.

1. **Which of the following word would you use to describe Daraz.com's product?**
   Mark only one oval.
   - ⬭ Reliable
   - ⬭ High quality
   - ⬭ Good value for money
   - ⬭ Over priced
   - ⬭ Poor quality
   - ⬭ Unreliable

2. **How would you rate the quality of the product?**
   Mark only one oval.

	1	2	3	4	5	
Very low	⬭	⬭	⬭	⬭	⬭	Very high

3. **How would you rate the value for money of the product?**
   Mark only one oval.

	1	2	3	4	5	
Excellent	⬭	⬭	⬭	⬭	⬭	Poor

4. **How will you describe the ordering method of Daraz.com?**
   Mark only one oval.
   - ⬭ Easy
   - ⬭ Complicated
   - ⬭ Lengthy
   - ⬭ Confusing
   - ⬭ Easy but lengthy
   - ⬭ Other: _____

5. How responsive customer service have been to your concerns or queries?
Mark only one oval.

- ◯ Extremely responsive
- ◯ very responsive
- ◯ somewhat responsive
- ◯ Not so responsive
- ◯ Not at all responsivde
- ◯ Other: _____

6. How will you describe the payment method?
Mark only one oval.

- ◯ Reliable
- ◯ Unreliable
- ◯ Complicated
- ◯ Easy
- ◯ Other: _____

7. How will you rate the delivery timeline?
Mark only one oval.

	1	2	3	4	5	
Very dissatisfied	◯	◯	◯	◯	◯	Very Satisfied

8. How will you rate the delivery man's behavior?
Mark only one oval.

	1	2	3	4	5	
Excellent	◯	◯	◯	◯	◯	Very dissatisfying

9. Overall how satisfied or dissatisfied are you with the company and their services?
Mark only one oval.

- ◯ Very satisfied
- ◯ Satisfied
- ◯ Neutral
- ◯ Dissatisfied
- ◯ Very dissatisfied

10. Do you have any suggestion for the company?

_____

_____

_____

_____

_____

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