



Inspiring Excellence

Internship Report

Insights Of Square Toiletries Limited Call Center Operations And
How It Should Be Bestowed To Infer Result Driven Marketing
Decisions For Brand Promotion.

Submitted To

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Submission Date: Dec 17th, 2017

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SQUARE TOILETRIES LTD.
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“Insights of SQUARE Toiletries Limited call center operations and how it should be bestowed to infer result driven marketing decisions for brand promotion”

Letter of Transmittal

Dec 17th, 2017

Mohammed Tareque Aziz, Ph.D.

Associate Professor

Relationship Marketing & Retailing

BRAC Business School,

BRAC University.

Dear Sir,

This is to show my gratitude to you for providing me with the opportunity to do my industrial training at SQUARE Toiletries Limited. I was selected to serve as an intern in your organization by the Office of Career Services and Alumni Relations-OCSAR as a precondition for completing my BBA curriculum course.

I made greatest amount of effort to organize and prepare for this report. If there is any form obscurity or defects in this report, it could be attributed to my nascent knowledge which I believe would improve with time. I am open to recommendations and would happily appreciate any further contribution, criticism or opinion that would make my report better. I'd highly appreciate any help and input from you that'll improve and refine this report.

Sincerely yours,

Iffatur Rahman Khan

Student ID: 13304071

BRAC Business School

BRAC University.

Signature

Acknowledgement

I'd love to begin by giving thanks to Almighty Allah for the strength he gave me to successfully finish my internship report on **“Insights of SQUARE Toiletries Limited call center operations and how it should be bestowed to infer result driven marketing decisions for brand promotion”**.

I want to show my heartfelt and deepest gratitude to my Academic supervisor Dr. Mohammed Tareque Aziz, Associate Professor, BRAC University. This report would not have been achieved without his full support and guidance. He was there with me every step of the process to ensure that this report is perfectly structured.

My second vote of thanks goes to Malik Mohammed Sayeed, Head Of Marketing Department, Square Toiletries Limited (STL). He too is instrumental towards the success of this report. This report would have not been a success had he not been so helpful! I greatly appreciate him for allowing me to carry out my role independently while at the same time providing me with the needed support.

Finally, my gratitude goes to Fazal Mahmud Roni, Marketing Department, Square Toiletries Limited (STL). He gave me enormous support to make completion of this report a success. He was constantly there with me like a custodian and a mentor to ensure that this report comes out successfully.

Supervisor,
Square Toiletries Limited

Supervisor,
BRAC University

Executive Summary

My Outsourcing Limited is a third party organization providing customer care/call center services for SQUARE Toiletries Limited. Their performance has been observed to be deteriorated as of late and the outcome has not been on a par with the expectation of SQUARE Toiletries Limited. Henceforth, an inspection necessitated to inquire and unveil the potential reasons behind this scenario. This report dwells with the representation regarding their operation mechanism, contribution for SQUARE Toiletries Limited, comparison of their performance of last three months, Critical reasoning as to their performance degradation, concurrent trends relating to calls and queries, issues needed to be addressed, loopholes, scopes of improvements and recommendations. This report also infers how it is being used now and how it is supposed to be bestowed to deduce result driven marketing decisions for brand promotion of SQUARE Toiletries Limited. The information and data used for this report were catered from primary sources, personal interviews, analysis of previous reports, database, and direct observation on operation procedure of My Outsourcing Limited. However, there were a few limitations among which, restricted access to the organizational internal information due to sensitivity was obvious. Furthermore, the time limit to prepare this report was not adequate. This report could have been more detailed; portraying more useful deductions provided more time were allocated.

Table of Contents

Introduction	1
Company Profile: SQUARE Toiletries Limited.....	1
Company profile: My Outsourcing Limited.....	3
Objectives of the report.....	5
The common and broad-spectrum goals:	5
The precise and more direct goals:	5
Methodology	6
Distribution of tasks	6
Agenda of Observation and Course of Actions	7
Limitations	8
Contribution of My Outsourcing Limited to STL	9
Mechanism of Operation	9
Stipulated Service Timeframe	9
Break down of Agent service by shift	9
Profiling	10
Follow Up	10
Product Placements	10
Efficiency Factors	11
Service Recovery Procedure	11
Analytical comparison of activities with concurrent trends and deductions	12
Silent Calls – What & Why	20
Findings and Recommendations	21
Caller Number Related Issues	21
Service Related Issues	22
Operational Procedure Related Issues	23
Profiling Related Issues.....	24
How STL call center (My Outsourcing Ltd.) should be bestowed to infer result driven marketing decisions for brand promotion	25
Perspectives STL should have spellbound	25
How can the STL call center (My Outsourcing Limited) be further used	26
Initiatives STL should take to bring out the best output out of its call center	27
Conclusion	28
References	29

Introduction

Company Profile: SQUARE Toiletries Limited

All through Bangladesh, Radhuni, Meril soap, Square Hospital and Medicine, Kool Products and so on are very popular. There is rarely anyone in the country that is not familiar with one or two of these toiletries. The services rendered to the citizens of Bangladesh by Square Toiletries Limited ran through the nook and cranny of the country, both in the rural region and the urban centers. Both the rich and the poor in the country feel the impact of the services rendered by Square Toiletries Limited in one way or the other. Chances are that most citizens of Bangladesh are unaware of the brain behind these amazing products but they definitely love the products and make use of them on daily basis. The brain behind these amazing innovative products and services is the SQUARE Group which is widely perceived brand of toiletries in Bangladesh and around the globe. (Momin, 2015)

The Square group is a big name to reckon with; a conspicuous brand and one of the top businesses in Bangladesh. The company has established branches all over the country where they offer and deliver goods and services. They cover the most part of the toiletry industry in the country. The Square group has a savory reputation in the pharmaceutical business of Bangladesh for pulling together sound solutions for more than forty years. SPL was launched in 1958 in a small location of the Ataikola town not far from Pabna. A few companies with huge concerns such as the Square Purchaser Items Ltd., Square informatics and Square Healing Centers Ltd. merged with SPL during that period of initial opening. The Square was merged with a management agreement it made with Burmumgrad Healing Facility Global of Thailand to help with the management of Square Doctor's facilities ltd. (Momin, 2015)

Currently, square is a gigantic company that vibrantly delivers services in different types of businesses and in various types of technological field. Its current incontrovertible standing was achieved by its efficient expansion which may be in connection to business development or not connected to that. The key objectives of the organization are to deliver clear-cut business activities within the lawful and societal sheath work with the intention of fulfilling the task stipulated by the vision of the organization. The key target of the organization is offer quality and innovative services aimed at improving the lives of people. The dream of the company is to initiate steady incorporation of wealth through financial plans and excellent selection as a part of

the process of the human growth and development. As represented in the Article of Affiliation, the managements of the company meet up from time to time to decide on the best approach and procedures for the business operations. At the same time the minutes of the meeting is recorded and the decision for the application is determined by the executive Administration. It is therefore, evident that the STL a very important organization in the nation. It is as well the company that makes the greatest contribution to the nation's economy and to the governance of the country. (Momin, 2015)

SQUARE today represents a name, a point of view. It has achieved all the name and fame over the years and still growing. Since 1958, it has achieved one of the top line associations in Bangladesh. SQUARE is a Bangladeshi present day organization. Square toiletries limited (STL) started in 1988 as a redirection and ISO: 9001 affirmed association. In 1994, Square Toiletries began its journey as a private compelled association. In a short time, STL began country's driving producer of all-inclusive quality excellence mind items and toiletry items. At present, STL is the country's driving maker of overall quality cosmetics and toiletries with 20 brands and more than 55 products covering a broad variety of classes like skin care, hair care, oral care, newborn child's care, women care, men care and etc. As of now Square Toiletries has just about 3,000 workers. Because of its agreeable workplace and exceptionally energetic worker, STL is getting a charge out of one of the most reduced representative turnover rates in the administration level. STL underlines on equivalent business open door for both male and female workers. (We Care: Square Toiletries Limited)

Other than center business capacities STL has long taken dynamic part in various generous exercises like work era program for powerless group, budgetary guide to hindered and catastrophic event influenced individuals, helping corrosive casualties, tree ranch, making mass mindfulness on wellbeing and cleanliness issues, supporting instruction and different nearby group programs and some more. Square Toiletries Ltd. symbolizes advancement. STL is the pioneer in getting new items and bundling ideas in Bangladesh. As of now, STL is doing its generation in its two completely mechanized plants at Rupshi and Pabna. (We Care: Square Toiletries Limited)

Square Toiletries Limited (STL) boosted its operations with Jui Coconut Oil, which for all intents and purposes spearheaded the marked Pure Coconut Oil advertise in the nation. Today, STL has more than 42 product offerings and a yearly deals surpassing 2.00 billion taka and has now turned out to be one of the main nearby toiletries organizations in Bangladesh. STL makes and markets a wide cluster of shopper toiletries items going from Hair Oils, Toilet Soaps, fabric Care to Winter Care and Summer Products, Baby Care, Dental Care and Shaving items. The organization likewise showcases Feminine Hygiene items fabricated by its sister concern, Health Products Limited (HPL). STL is presently one of the biggest toiletries makers and advertisers in the nation, and with prominent brands, for example, Jui, Meril, Kool and Chaka, it works effectively as a noteworthy player in the exceedingly aggressive commercial center. Square Toiletries Limited became a public limited company in 1991. (Saif, 2013)

Company profile: My Outsourcing Limited

MY Outsourcing Ltd provides BPO or Call Center services to businesses and a business venture of MY Group of companies. My Outsourcing Limited dream is to improve the services businesses render to their customers. My Outsourcing Limited has been providing call center support for SQUARE Toiletries Limited since Jan 2017.

The company is an expert in the provision of contact center services, Back Office Support through the use of vigorous infrastructure. They make use of the new technological innovations to effectively manage clients' projects and fulfill their needs. My Outsourcing Limited employs ground-breaking procedures like call blending, voice logging, soft phone, IVR, ACD, dialer software and a lot more to provide enhanced service for all their clients including Square toiletries.

MY Outsourcing Limited is a specialist in the provision of every type of Call center or business management Outsourcing services. The key target of the organization is help clients optimize the result they get from their business operations while at the same time limiting cost and boosting their profit.

MY Outsourcing Limited operates round the clock and has three hundred and forty seat provisions. They provide both in-house Front Office service and remote Outsourcing services to their business clients. The company is as well the first to establish the Stealth Monitoring Service in Bangladesh after its inauguration and reputation in other countries of the world.

The call center renders exceptional services to customers through various methods including through the telephone, email IMs, product cross-selling and many more ways.

They have staffs experienced in the management of inbound calls of customers who provide efficient and reliable customer services irrespective of the high volume of calls they receive with a good First Call Resolution (FCR). The excellent call center services provided by My Outsourcing Limited eradicate all customer service breaches.

Apart from their innovative technology, they also make use of UPS to provide power backup together with power generators to supply light in case of power outage. The company is as well great at maintaining the safety and confidentiality of customer's information to ensure their customers' needs for safety are maintained. (COMPANY PROFILE: My Outsourcing Limited, 2017)

Objectives of the report

In this report, the objectives have been allocated into two fragments.

The common and broad-spectrum goals:

1. The primary common goal is to gain a practical experience or obtain the business enthusiasm by doing internship training for 3 months at the SQUARE Toiletries Limited.
2. The second goal of the report is to fulfill the condition for the completion of the BUS-400 course under the direction of Dr. Mohammed Tareque Aziz, Associate Professor, BRAC Business School.

The precise and more direct goals:

1. To have a better understanding about the Call Center operation of My Outsourcing Limited through involving in practical platform.
2. To obtain a firsthand knowledge regarding the way STL can gain comparative advantage over its close competitors with regards to the sale of the company's products with the best use of the data gathered from its call center, My Outsourcing Limited.
3. To get aware of different issues involving customer experiences/complaints and how SQUARE Toiletries Limited can deal with them.
4. To acknowledge the potential Marketing decisions/ strategies triggered from the information provided My Outsourcing Limited and how SQUARE Toiletries Limited can implement them.
5. To appraise how efficient the call center of Square Toiletries Limited is to achieve its marketing/ brand promotional objectives.
6. To examine and propose solution to a few issues identified in the operation of the call center while serving as an intern for the three-month period.

Methodology

During the working process to prepare this report, different sorts of methods needed to be applied. As opposed to exploratory research, this report needed quantitative facts to deduct conclusive hypotheses. Therefore, most of the data had to be collected from primary sources through quantitative research. Additionally, this report needed some practical issues to deal with, which are listed as below.

Distribution of tasks

This report required 3 months of continuous observation on the call center of STL (My Outsourcing Limited) which needed me to be well conversant with specific tasks at the very beginning –

- ✚ Getting oriented with the operational procedure of My Outsourcing Limited
- ✚ Getting along with the infrastructure, CRM and technical mechanism
- ✚ Monitoring and asking for information
- ✚ Analysis of previous reports and data and comparison with current ones.
- ✚ Clarifications of additional queries, Findings and Setting Recommendations.
- ✚ Report submission, Feedback.
- ✚ Further queries and final report submission.

Agenda of Observation and Course of Actions

There were several affairs analyzed and observed to have a better picture of how actually My Outsourcing Limited is providing their services and if their service is actually meeting the standard set by SQUARE Toiletries Limited or not. Those are as follows –

- ✚ Is the profiling being done correctly? If not, why?
- ✚ Are the product placements done? If yes, are they executed accurately?
- ✚ Are the follow up calls being made regularly to ensure continuous interaction with the callers/consumers
- ✚ Are the Birthday calls being conducted?
- ✚ Efficiency factors were observed?
- ✚ Service recovery procedures were checked?
- ✚ Calls were monitored to check the standard of call handling
- ✚ Validity of the previous reports was checked in person.
- ✚ Call volume and adequacy of the resources to handle that volume were observed
- ✚ SOP and guidelines were checked to have a clear picture of service standard
- ✚ Investigation as to why the number of full profile is low
- ✚ Individual interviews were conducted
- ✚ Call centers of other organizations were visited to check their performance
- ✚ Facebook page maintenance was observed
- ✚ Idle time versus Busy time monitoring
- ✚ Call logs of previous months were checked
- ✚ All the required data from January, 2017 to September, 2017 were analyzed.

Limitations

Despite knowing all potential limitations while preparing this report, I did put my full enthusiasm and energy to make this report a successful one.

1. The main limitation was lack of time adequacy. On the contrary of three months' internship being not enough time to have a full grip over the know-how on two different industries and how they can collide to have a successful business relationship, it requires more time.
2. Due to the sensitivity of information, I was not allowed to access to full information base of neither of the organizations. This is where I had to stuck sometimes. It's obvious they want to maintain the sensitivity of their internal information as confidential.
3. Sometimes I found some disorganization to store information or the employees were too busy to talk to, which consumed additional time to have the relevant information in time.

Contribution of My Outsourcing Limited to STL

Mechanism of Operation

The customer service of My Outsourcing Limited for SQUARE Toiletries Limited has been termed as Supermom Service, which has six major Components - Doctor Service, Counseling Service, Facebook query, Consumer Service, and Retailer Service. 2 Psychologists, 4 Doctors and 3 Agents have been assigned for uninterrupted service assurance to respective segmentations.

Stipulated Service Timeframe

- ✚ **Psychologists:** 11am-7pm and they handle only specific caller. One shift a day. 5 days a week.
- ✚ **Doctors:** 8am-8pm and they handle only specific caller and provide Facebook feedback on special doctor related queries round the week. Two shifts (8 hours each) overlapped time is 2 hours. Service provided round the week (7days)
- ✚ **Agent:** Service provided round the clock (24/7). There are three shifts of 8 hours each with one hour refreshment time included. One agent at a time. There is a backup agent who serves in case any agent is on off duty. They dwells with general queries, transfer calls to doctors and psychologists, handling consumer and retailer queries as well as generating Ticket from inbound calls, making outbound calls.

Break down of Agent service by shift

7am-3pm: One agent to deal with inbound queries from 8am to 3pm and the shift changes at an 8 hours interval. No outbound calls are conducted within 7am-8am (Standard Call center Practice).

3pm-11pm: One agent to deal with all calls. Outbound calls are conducted alongside handling inbound calls up to 9 PM. No outbound calls are conducted after 9 pm (Standard Call center Practice).

11pm-7am: One agent deals with the inbound calls only.

Profiling

The purpose of Profiling is to create database of consumers for SQUARE Toiletries Limited. Everyone dealing calls are responsible for profiling. A caller is contacted thrice and his/her profile is being completed in three phases. Questions asked in each phase are outlined below.

Mandatory Fields
1st Time
Name.
Birth details (Sex, Age, MM-DD, Year)
Personal details (Married/Unmarried/Single, Profession)
Address.
Service source.
2nd Time
Child.
Baby. (Sex, Child Name, Age, MM-DD, Number of child).
3rd Time
Alternate Phone NO.
Social Media (Email, Facebook, What's up, Viber)

Follow Up

Doctors and Psychologists conduct and schedule (within CRM) the follow up calls when it is deemed to be necessary, while agents are responsible for outbound calls. Agents try to cover the outbound calls as soon as possible but Doctors/Psychologists set their own schedule to follow up according to their understanding. This follow up is also targeted towards completion of profiling.

Product Placements

My Outsourcing Limited was provided with a catalogue as to which product should be suggested for what issue addressed by caller. This catalogue has been implemented into the CRM and product placement is done according to that. When a caller asks suggestion for his/her issue, doctor/agent search by appropriate keyword from that catalogue and relevant product drops down as suggestion. This catalogue is also known as CRM Product Tree.

Efficiency Factors

The agents, Doctors, Psychologists are supposed to try their best to provide uninterrupted service to the callers. My Outsourcing Limited is supposed to expedite its operational procedure and ensure there is a continuous improvement of their efficiency. There are several factors SQUARE Toiletries Limited focus to ensure their efficiency – Attending caller and trying to meet his/her queries, Reaching out to callers, Being committed to service, Ensuring customer satisfaction and eventually to provide quality service as a whole.

Service Recovery Procedure¹

There is a noteworthy provision of service recovery in case of any consumer/customer cannot avail any product where he/she is residing and that is ChalDal.com Panel. Anyone handling the call is able to use that panel and make sure the product gets to the caller.

¹ When service is compromised, the consumer should be compensated with something to regain back his/her trust.

Analytical comparison of activities with concurrent trends and deductions

There are numerous activities going on and only a few noteworthy activities are compared which can draw useful deductions to set future business milestones for SQUARE Toiletries Limited.

Total Successful & Unsuccessful Call Ratio (July, August, September)

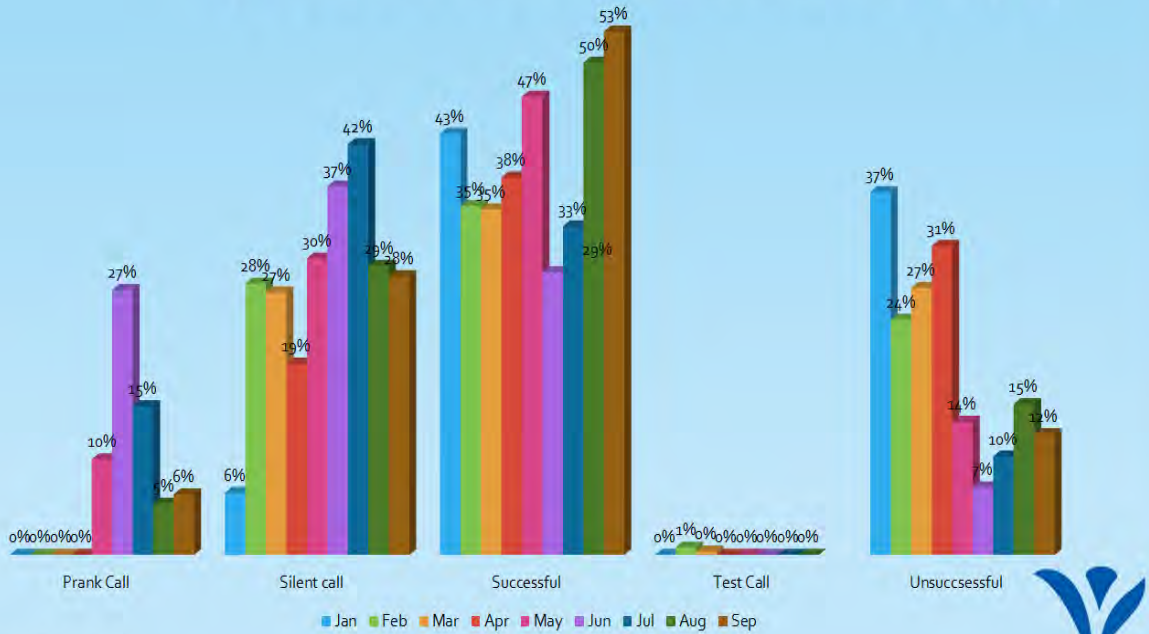
Successful Call Ratio			
Months	Agent	Doctor	Counselor
July	77%	89%	97%
August	81%	89%	97%
September	82%	92%	97%

Unsuccessful Call Ratio			
Months	Agent	Doctor	Counselor
July	23%	11%	3%
August	19%	11%	3%
September	18%	8%	3%

Deduction:

Unsuccessful call ratio is decreasing but the acceleration of successful call ratio is quite less which indicates improvement in operation procedure is slow.

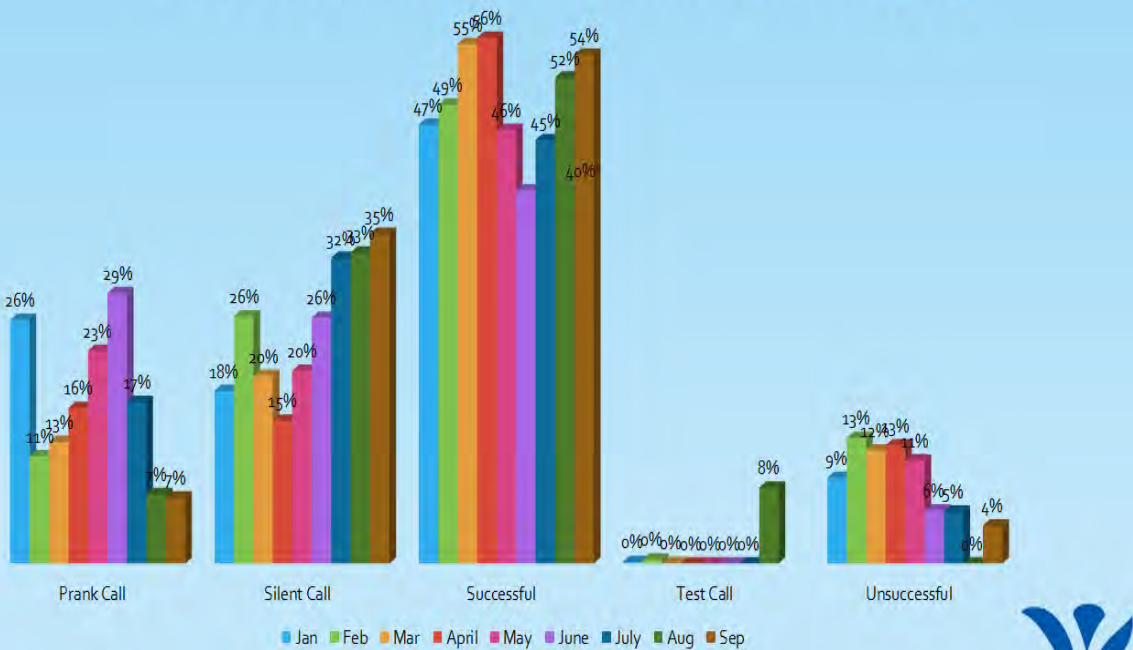
(Product) Inbound Call Status_Jan-Sep'17



**This ratio is based on total connected call.



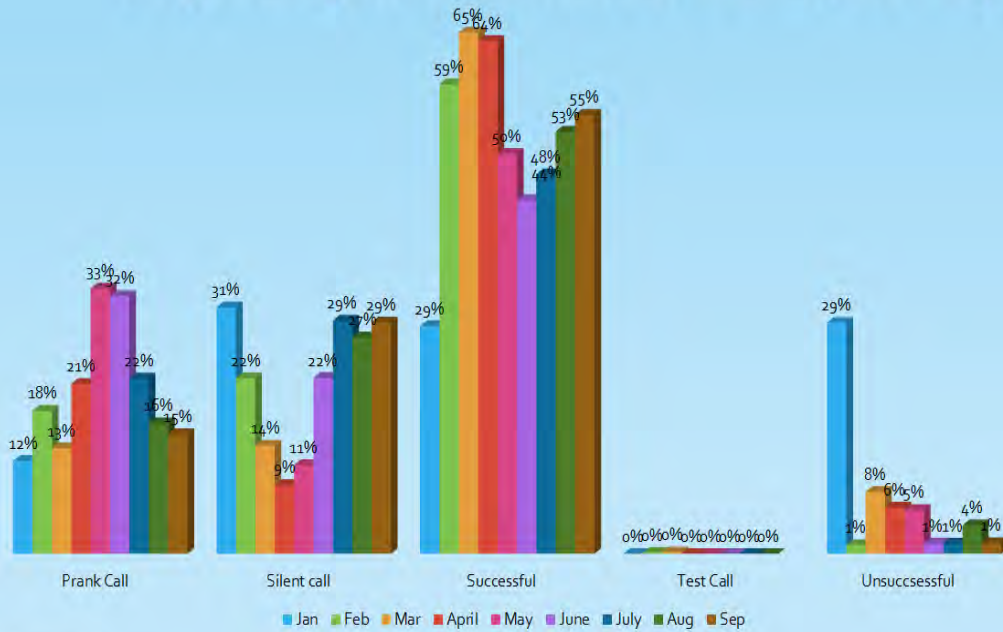
(Doctor) Inbound Call Status_Jan-Sep'17



**This ratio is based on total connected call.



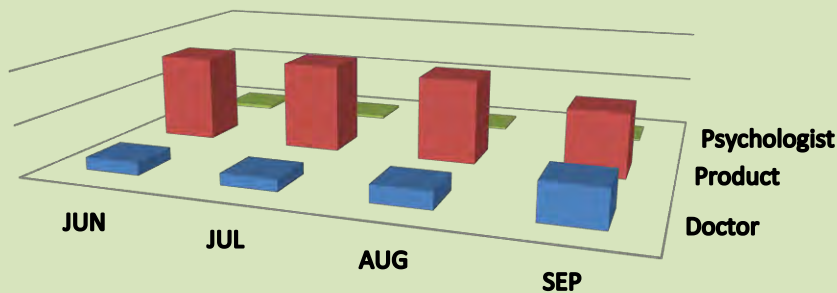
(Psychologist) Inbound Call Status_Jan-Sep'17



**This ratio is based on total connected call.



Drop Call Comparison (June, July, August, September)

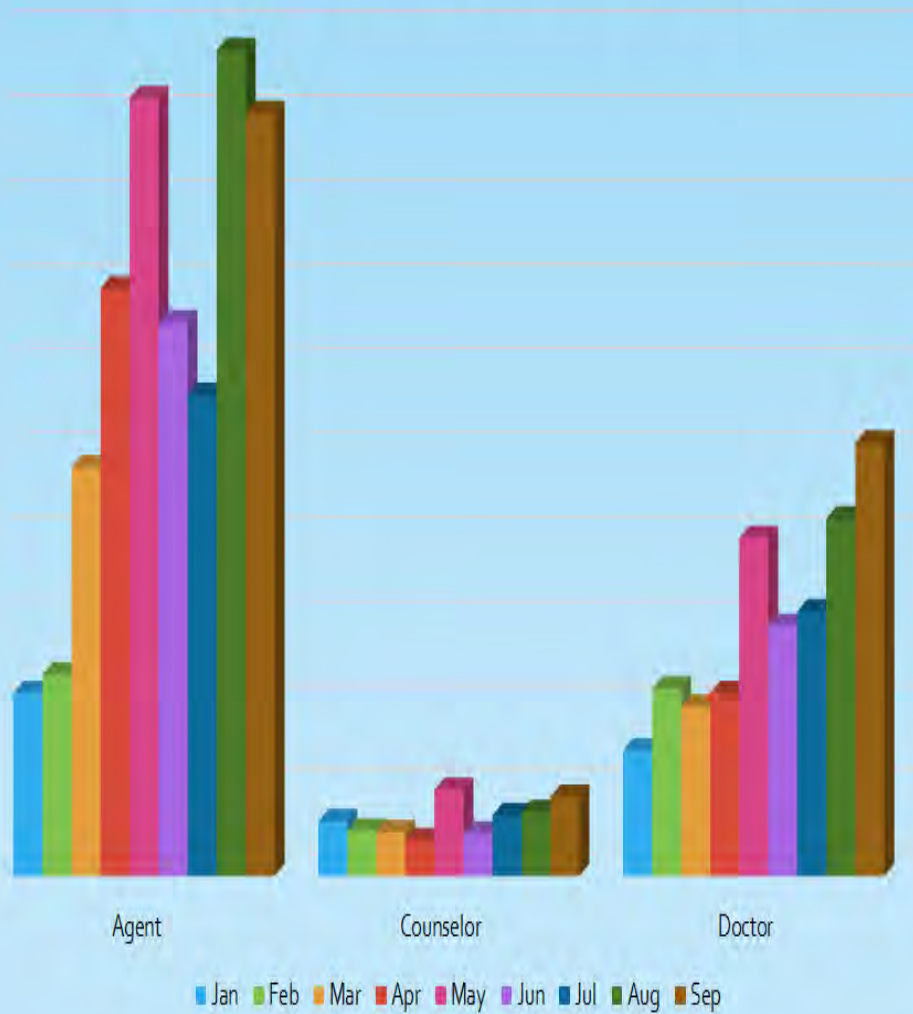


	JUN	JUL	AUG	SEP
■ Doctor	12%	11%	17%	36%
■ Product	84%	86%	82%	62%
■ Psychologist	3%	3%	2%	2%

Deduction:

The number of drop calls is increasing because of the increasing number of connected calls resulted from increased Inbound calls. To reduce this drop call ratio, necessary steps by SQUARE Toiletries Limited will be required.

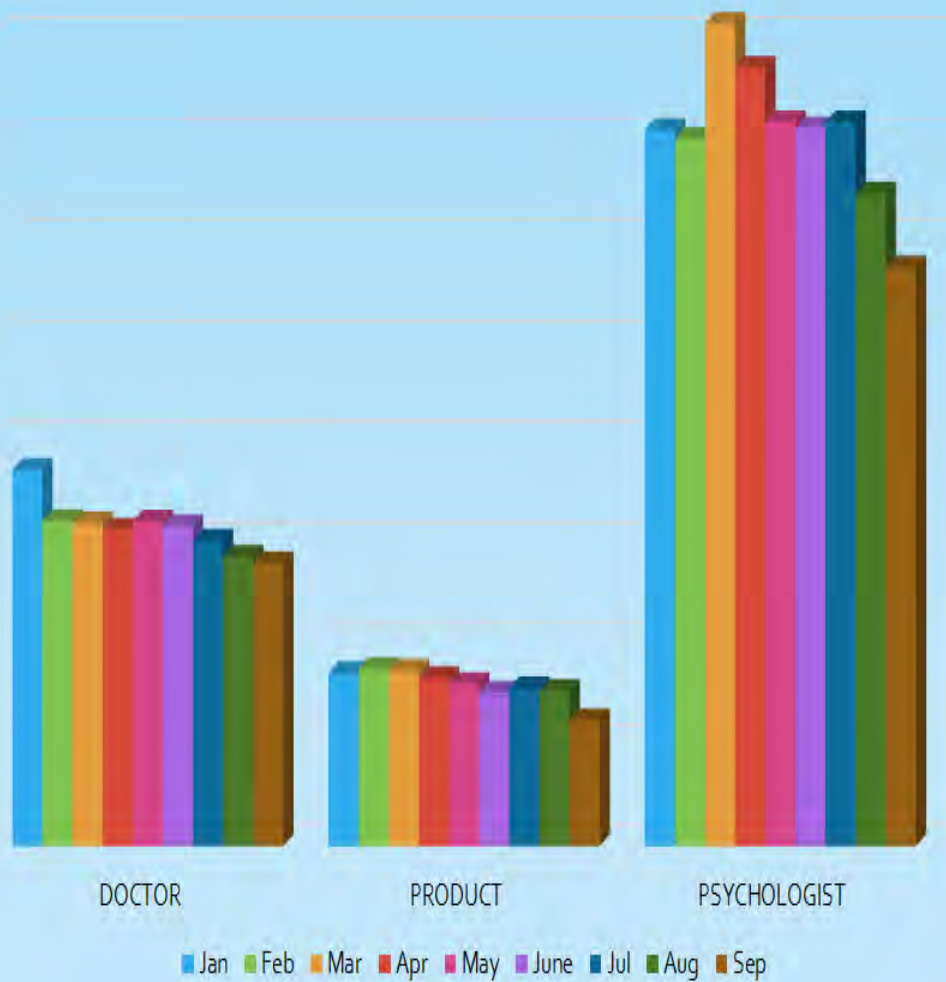
Unique Caller_Jan-Sep'17



Deduction:

Unique caller number is gradually increasing which indicates SQUARE Toiletries Limited is reaching more people gradually. Appropriate measures will be needed to retain them.

Average Call Duration_Jan-Sep'17



Deduction:

Average call duration is gradually decreasing which indicates the learning/experience curve of call handlers is moving upward and as such they are getting proficient. Call logs of recent months were checked and it's evident from this comparison.

Special Doctor Average Unique Caller Jan-Sep'17



Doctor

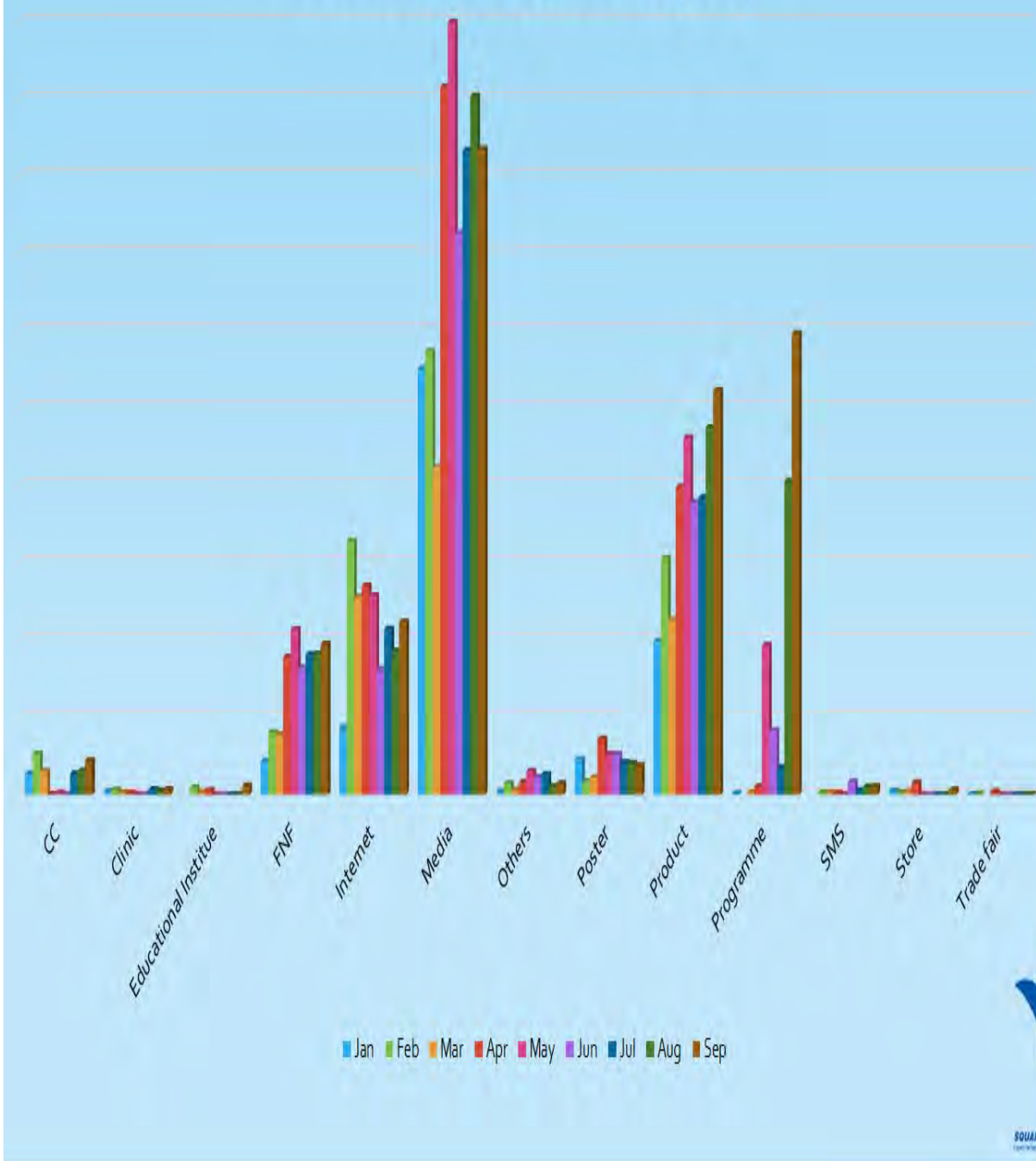
■ Jan ■ Feb ■ Mar ■ Apr ■ May ■ Jun ■ July ■ Aug ■ Sep



Deduction:

Unique caller number for Special Doctor is increasing. This indicates people are getting more interested into this service. However, the rate of increase is low, which indicates the promotional measures are effective but not adequate.

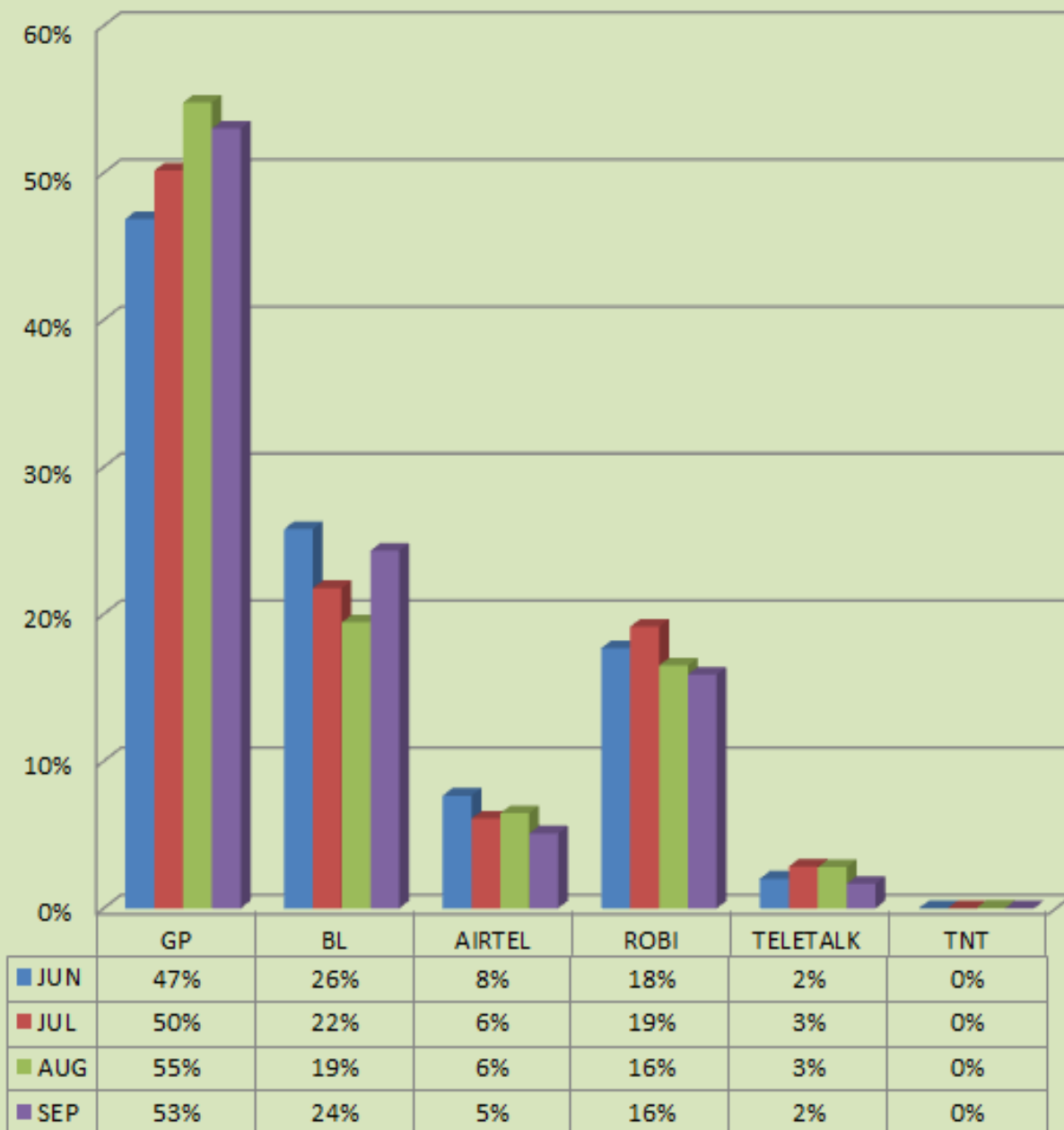
Source of Call_Jan-Sep'17



Deduction:

The number of calls is highest from media source. Newspaper, *Current Affairs Magazine*, TV/TVC and RDC seem to be the channels contributing to highest media exposure. This indicates exposure in media is important at most then exposure at other media.

Silent Call Status (Jun - Sep'17)



Deduction:

Silent Calls seem to be gradually increasing in all operators but relatively more frequent in Grameenphone, which is because of its highest subscriber base. A detailed theory as to why silent calls are in effect with action is discussed afterwards.

Silent Calls – What & Why

The quality of telephone services is very important from either operator or subscriber's point of view. One of the negative phenomena which affect quality of telephone services is lack of speech signal during a call. This situation occurs relatively frequently in mobile telephony, and is called silent call (SC). Lack of speech signal can occur only once or many times during the call, and degrade connection quality. (Baran, Cegłowski, & Kula, 2015, pp. 20-22)

The quality of telephone services depends on many factors such as the type of speech encoder, the type, and parameters of the telephone network, and the transport network performance. They can cause various types of distortions and even break or disconnect call. SC takes a place when at least one of the called party receiving a silence for a certain time. The problem of SCs is not new, but recently their number is constantly growing. Elimination SCs causes is very important to subscribers and operators because SC lowers the perceived quality of the service. Strong competition in the telecom market and easy change of service provider force operators to eliminate this problem. SCs occur both in mobile and fixed networks. However, in mobile networks due to many reasons SCs more often appear. (Baran, Cegłowski, & Kula, 2015, pp. 20-22)

It's possible to find many sources of the SCs in various network infrastructure parts. SC can be caused at the same time by more than one source. This makes it difficult to find and remove the correct source. The first place where SC can be generated is a subscriber terminal. The second one is radio transmission station. Another possible source is associated with handovers or encryption changes. These processes are taking place in Base Station Subsystem (BSS). Obviously, core networks used to transmission telephone signals between Mobile Switching Center (MSC) can also cause of SC, however it only concentrates on the radio interface influence on SCs. (Baran, Cegłowski, & Kula, 2015, pp. 20-22)

Findings and Recommendations

(To maintain the intended outcome and appropriateness, Findings and Recommendation parts are kept asocial)

It takes substantial effort and time to scrutiny every aspect of an organization to find its flaws and sort them out to come up with a solution. However, after 5 days of continuous observation it is seen that many prevalent issues needed to be addressed and revised. Those are detailed along with the suggested recommendations as follows –

📌 Caller Number Related Issues

Findings

- Unique caller number redundancy. Unique caller number is counted per month separately. A caller from January might have called in February as well. In such case he is being counted as unique caller in both January and February. So, this count is redundant.

Recommendations

- Though adequate promotional measures are on place but should be maintained appropriately to increase awareness about Doctor, Counselor and as a whole, SQUARE Toiletries Limited Adhoc services.
- A refined unique caller list should be formulated.

Service Related Issues

Findings

- The only service recovery procedure is chaldal.com panel but it was not used yet.
- Lack of professionalism and soft skills within Doctors.
- Very poor Facebook Page maintenance. Messages and Comments are left without replies unattended. This is because they don't even understand which message to attend. **Example** – Someone was asking “**My wife is pregnant and she is having problem**”. But this message was unattended just because the statement did not end with an interrogative sign. This message should have addressed with a reply of this sort – “**We could be of your help if you would explain the problem**”.
- There have no birthday calls been made.
- There is no SOP for Follow up calls.
- Doctors don't have any particular script to follow. Even the other scripts do not sound professional enough.

Recommendations

- Doctors are not able to think in the same line of SQUARE Toiletries Limited. **Example** – A product related query was left unattended just because they are supposed to deal with only health related queries, whereas they could reply with such statement – “**For product related queries, please contact our customer support number 08000888000 totally free of cost.**” They need to be trained about why they are here and what they need to do exactly.
- It is recommended that one of the SQUARE Toiletries Limited officials should be given with the admin role to supervise the Doctors' STL Facebook Page.
- It is recommended that an SOP should be developed for follow up calls about major or frequently asked issues.
- Doctors should be provided with their own scripts. Customized only for them. The scripts should be revised in a way that illustrates the service dedication.

Operational Procedure Related Issues

Findings

- Working procedure of My Outsourcing Limited is not organized. Documents are scattered. This is why they were not able to provide requested resources promptly.
- CRM of My Outsourcing was changed 3-4 times which resulted in loss of a portion of database.
- The call monitoring interface was static. Every time a refresh was required to check the change of status.
- The callers are needed to be asked about their division which sometimes might make the conversation unnecessarily lengthy.

Recommendations

- It is recommended that My Outsourcing Limited should be urged upon being more organized and SQUARE Toiletries Limited should save a copy of every documents shared with them in an organized fashion to avoid future inconveniences.
- My Outsourcing Limited should implement adequate measures to protect data by all means.
- The call monitoring interface should be a dynamic one.
- The CRM should be having coherent geographical input system integrated within.
- A live interface should be arranged so that the key officials from SQUARE Toiletries Limited can also monitor what's going on in real time.

Profiling Related Issues

Findings

- Birthdate is not being asked in the first call. Only the age is asked.
- From Call monitoring, it was observed that, doctors have adequate time to make more follow up calls. 2191 successful calls were conducted on September but the number of follow up calls was only 57.
- Profiling is not an easy task to be completed due to various reasons – Interruption in network, being not interested in disclosing personal information, being busy etc. However, My Outsourcing Limited has been observed to employ 3 additional agents to conduct outreach by making outbound calls to make the profiling complete. Till the time of investigation, only 25% of the total number of people approached through outbound call provided full information, 1% people were not interested to disclose personal information, and the rest 74% numbers were switched off, hanged up, busy and not answered. However, in some cases phone number numbers of the callers can used to track their information down from Facebook.
- Number of agent calls is highest within 12PM-9 PM. Outbound calls are made only within this same time. This is why the number of drop calls is highest at this time.

Recommendations

- That the profiling is done according to SOP related to profiling mandatory fields should be supervised strictly.
- It is suggested that the doctors should make follow up calls to every caller irrespective of the severity of their issues. This is for continuous interaction with callers and increased profiling.
- To complete the profiling, continuous effort is needed through regular outbound calls.
- It is suggested that, one more agent should be assigned for the timeframe of 12PM-9PM, which will help reduce the drop call ratio substantially.

How STL call center (My Outsourcing Ltd.) should be bestowed to infer result driven marketing decisions for brand promotion

An outsourced call center in a business always comes handy when it is a matter of brand promotion. However, a call center can also contribute to deduce better marketing decisions for an organization. Square Toiletries Limited is not an exception. Since January,2017 its call center (My Outsourcing Limited) has been providing required support and there is room to take it further and put it for better uses with a view to develop better marketing decisions in future.

Perspectives STL should have spellbound

Square Toiletries Limited should ensure that its call center (My Outsourcing Limited) is being used to serve these prime business objectives.

- ✚ Increased Sales
- ✚ Customer Service
- ✚ Customer Retention
- ✚ Optimal Resource Utilization

How can the STL call center (My Outsourcing Limited) be further used

Despite the fact that My Outsourcing Limited has been contributing to STL in every way it is supposed to be as directed by STL itself; nonetheless, it can be put to a good use for following marketing moves.

- ✚ **Change Management:** As a dynamic organization, STL undergoes changes every now and then to ensure the market adaptability of its products. However, the customers need to be aware of those changes if it needs be. The STL call center can be used for appropriate change management and to keep the customers updated.
- ✚ **Competitive Analysis:** As one of the market leaders in FMCG industry, STL always tries to have a strong foothold within the market, which requires critical competitive analysis. STL call center can have a great role to have accurate competitive analysis. Example: Customers can be called randomly to check if he/she has switched to a competitor product. If yes, why so.
- ✚ **Data Analysis and Representation:** The data provided by STL call center (My Outsourcing Limited) can be better represented for better understanding.
- ✚ **Survey:** STL call center can be best used for telephone survey to have customer information, feedback and market penetration for a new product, while a readymade database is prevailing on hand.
- ✚ **SMS Advertising:** As the name suggests, STL call center can be used for SMS advertising of its products or as a medium of staying in touch with customers.

Initiatives STL should take to bring out the best output out of its call center

- ✚ **Doctors/Agents/Psychologists should be trained by STL:** My Outsourcing Limited is a third party contributor. So, it is likely that they might not be able to think in the same line in terms of achieving marketing and business objectives of STL. Same is the fact with Agents/ Doctors/ Psychologists who are being trained by My Outsourcing Limited. They are doing their job without knowing why they are doing it, how their service helps STL, what's the marketing point of view to their service. To have the marketing and business objectives better infused within; Agents/ Doctors/ Psychologists should be trained by STL, not My Outsourcing Limited.
- ✚ **Non-Disclosure Agreement:** The customer database STL is acquiring through its call center (My Outsourcing Limited) should not be disclosed/ altered/ reused anyway. There should be a Non-Disclosure Agreement (NDA) between STL and its call center.
- ✚ **Social Media Management:** STL doesn't seem to have a vibrant presence in social media. Product related queries are left unattended within the Doctors' Facebook page. Only the Doctors have access to the Doctors' page. Access must be given to STL maintenance team as well so that the product related queries never go unattended.
- ✚ **Calculate Call Center Productivity:** The productivity of STL call center (My Outsourcing Limited) should be checked on a regular interval. The suggested ways are –
 1. Determine the abandon rate, which is the ratio of abandoned calls to total incoming calls.
 2. Compute the average handle time.
 3. Calculate the adherence rate. It is the ratio of the total available time to the difference between paid hours and time spent on lunch and other breaks.
 4. Figure the operating cost per call, which is the ratio of the sum of annual operating and labor costs to the total number of calls.
 5. Evaluate the quality of the calls. A scoring system to rate call center agents on several criteria can be used.

Conclusion

Within a short period of time SQUARE Toiletries Limited was able to hold the total market and compete with competitors successfully. They have been known as top notch local company in Bangladesh. Moreover, SQUARE Group is one of the local companies in Bangladesh which always maintains international standards by every department.

This internship journey helped me a lot to learn something in practical way, grow as a person and trained me with valuable knowledge beyond those that I could learn from book. After completing my internship and research, I can say that Square Toiletries Limited is one of the top notch local companies to main their brand value with huge number of diversified products. Not only this, they have a good financial condition in Bangladesh and their most of the sales promotion helped them to achieve a great revenue and profit.

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