

Internship Report



I n s p i r i n g E x c e l l e n c e

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LETTER OF TRANSMITTAL

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Ms. Mahreen Mamoon,

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BRAC Business School,

66 Bir Uttam AK Khandakar Road, Dhaka 1212, Bangladesh.

Dear Madam,

I hereby submit my internship report. The report is on ‘Query management on social media’. Especially social media sector of Robi Axiata Ltd. It also consist experiences and learning as an intern in the query management team of X solutions, where I have taken part in direct operations in the social media team. I would like to thank my supervisors, Mohammad Obidur Rahman (Head of Business Intelligence) and senior executive Asif Iqbal, for giving me the opportunity to do an internship with X solutions. I appreciate the insights and guidance that you provided me with preparing this report and complete my internship.

I hope you find this report pleasing.

Sincerely yours,

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Acknowledgement

I want to humbly thank my internship adviser Ms. Mahreen Mamoon, Assistant Professor, BRAC Business School for giving me the opportunity to do my internship report under her supervision and for her continuous support and providing the necessary help for the completion of this report. I would like to thank Mohammad Obidur Rahman, Head Of Business Intelligence, X solutions, for teaching me leadership and elaborate details and guiding me throughout my internship period, Asif Iqbal (Senior Executive) X solutions, for all his supervision and support, and the entire team for being there in every little steps I followed to pull out my best performance.

Executive summary

The report is basically on the internship program that I have experienced at X solutions limited. This has allowed me to learn more briefly about ecommerce and its functions. Along with this I got the chance to explore many new software and also about the digital marketing industry of Bangladesh. X solutions is an agency, for which reason I learned how the marketing agencies work and how different departments work. The main task was to response on social media for clients. So it helped me to develop and nurture many interpersonal skills. Also working in a corporate culture was a fresh experience which was very essential for my future career. My supervisor was very much pleased on my overall performance and contribution. The team was very helpful and supportive, they never treated me as an intern. For which reason adapting with their pace was less hard than my expectation. It also allowed me to have many practical knowledge and a great opportunity to see how the ecommerce sector is evolving in Bangladesh. This internship has a massive effect on my future plans for career. This report includes all my learnings and challenges that were faced as an intern at X solutions limited. There are many confidential information I was not able to provide like real life screenshots and other examples of the queries but still I gave my utmost effort to create a reflection of the whole internship period.

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The Organization

X solution began its journey in 2017 as a merger between two marketing agencies MADLY and Strategieek Digital. This is known as the first ever merger in the industry. X Solutions Limited has delivered several TV commercials, corporate videos, promotional videos, animations and more for some of the leading brands around the globe like British American Tobacco, Unilever, HSBC, Nestle, Citi Bank, Robi axiata limited and more. The merged organization is very new, there are many past achievements by the individual agencies Madly and Strategieek. They have also worked on augmented reality, developing mobile apps, gesture tracking etc. They are capable of providing many types of marketing services. Some of the services provided by X Solutions Limited are as follows:

- Social Media Query Management
- Marketing & Communication
- Creative Support
- Social Media Marketing
- Digital Media Marketing
- Data Analytics
- Campaign and activations
- Advertising

For this internship program I was assigned with the QMT team, which is the digital branding sector of X solution. The team QMT is basically the digital team of the organization. QMT stands for query management team. X solutions has recognized a gap in the market of intercepting with people on social media. Since then, they

have worked with various clients. This department is generating the most of revenue. The department serves for several prominent brands.

A list of X solutions clients for QMT project is provided below:

- Ebl
- Airtel
- Robi Axiata Limited
- Aarong dairy
- Setwet/marico
- Shwapno
- Marks
- Elite paint
- Takeout
- Apex
- Ntrack
- Hayes and Haier

Qmt aims of creating interactive experiences for the social media users and enhance a brand's presence in the digital media. It also aims to deliver outstanding results to their clients. The main objective is to interact with people in the social media in such way that increases the brand value. X solution provided both BTL and ATL solution to its clients. And they always keep them separated, as an agency different clients avail different types of services as needed.

Activities

Social customer service is the act of giving shopper boost through online networking channels, for example, Facebook and Twitter to rapidly answer questions. 69% of clients trust quick determination of the issue is crucial to great administration (Zendesk, 2018), influencing social buyer to help priceless. Plainly, web-based social networking destinations, for example, Facebook and Twitter have advanced to end up more than developing stages for promoting and publicizing. Progressively, they are likewise legitimate and essential channels through which purchasers request and get client benefit. As indicated by the Q2 2016 Sprout Social Index, 90 percent of reviewed purchasers have utilized online networking somehow to communicate with a brand. Additionally, finished a third (34.5 percent) said they choosed web-based social networking to customary channels like telephone and email (Zendesk, 2018). "Social care" isn't another idea, yet giving multi-channel bolster that incorporates web-based social networking can show genuine difficulties for B2B and B2C organizations both substantial and little—and also chances to emphatically affect deals and client unwaveringness. Actually client benefit desires are rising year over year and customers are hoping to brands to make a new concept that navigates the showroom floor to the Facebook timeline.

Qmt works on communicating with the customers. A direct communication between the brands and its customers. It is also aimed to create the social media platform as the most efficient platform in terms of cost to the clients.

i) Operation

Qmt works with a unique tool to serve the clients. Which is known as social media management tool. Social media management tool has been reliably picking up steam

regarding use, however the normal specialist may not be that familiar with the stage. The utilization of web-based social networking has changed the way business is done everywhere throughout the world. This innovation has made it less demanding for people to tune in, interface, draw in and even team up with each other. In any case, this ability has likewise prompted trouble in managing and monitoring online networking discussions.

This is the place social media management software (SMMS) comes in (Hillsberg, 2018). These new sort of arrangements help associations with the way they take part in essential social media discussions. These discussions incorporate web journals as in blogs and web-based social networking stages, for example, Twitter and Facebook, alongside different types of online groups. These instruments are additionally saturated with new listening innovations, through which organizations can figure out how individuals see their associations. These functionalities precisely portrays the genuine meaning of social management software. An organization's web-based social networking nearness can likewise be opened up utilizing these arrangements via consequently sending messages utilizing distinctive web-based social networking platforms. They in like manner empower organizations to incorporate their online networking exercises with their separate promoting programs. This usefulness has lead the route to the expanded utilization of social media management software. An industry report has uncovered that the essential purpose behind the expansion in the utilization of the arrangement is its capacity to enhance brand awareness.

What is social media management software(SMMS)?

In this regard, the product's fundamental capacity is to interface/speak with the customers. It can likewise help recognize fundamental clients and empower organizations to take after their online exercises. Additionally, the product can screen the execution of an organization's web-based social networking effort through the continuous investigation and reports that it outfits. It is no big surprise that in a few places, for example, Europe, senior officials have been found to utilize SMMS more than their lesser partners. This demonstrates the innovation fills in as an advertising stage.

It is a dash board through which we can see all the data and information related the social media. When talking about social media, that means Facebook and twitter, but specially Facebook the most common and famous social site on Bangladesh. There is a large number of interactions in this platform. X solution provide many services to its clients through this dash board.

What is ‘Smashboard’?

The dashboard QMT uses is known as ‘Smashboard’ which helps the user to get an overview about his or her Facebook page and manage all the queries that has landed through the wall post, comments and inbox messages. This dashboard has many various functions, such are:

360 view: Smashboard helps to get a 360 degree view Facebook page. The number of queries landed, number of queries remaining, what was the reply for the queries, queries under a specific post, logs and analytics. It provides a brief expanded view over a client’s profile or page.

Query Breakdown: In Smashboard, a specific query can be break down by its landing time, from where the query came, under which post or comment or message, how long it took for an agent to reply etc. Which helps to keep an accurate data regarding social media queries. Though the number of queries are high, automated system like smashboard plays an important role.

Multiple page management: Through Smashboard one can manage multiple fan pages for which he has been authorized. For example, someone with two brands can easily look after both of the brands at the same time through Smashboard. There are many shared resources who are bound to response for multiple brands.

Addressing and Signature: This is a smart way of interacting with people on social media. Smash board uses addressing feature to take the name of the customer while replying on a certain query and the signature tool is for the agent end. The name of the agent goes below the reply from the agent. By addressing the customer with their name or profile name, allows them to feel valued.

Multiple agents on board: When a Facebook page has a lot of traffic incoming, multiple agents are needed to maintain the page. Smashboard allows multiple agents to maintain a page. Even if they are not admins of the page, they can still be assigned to manage the page.

Query Tags: Smashboard uses tags to identify the queries. Agent keeps a tag on every query to show what the query is about. Helps to understand customers need.

For example, a tag on package, or internet package means customers are asking internet package related queries.

Customer history: Through Smashboard user can find out previous engagements of a specific customer. All his queries and replies can be found.

Interactions: Agents can like a post, delete it or attach a photo through smashboard.

This dashboard allows to do it, for the proper answer without being an admin of the page.

Post details: Smashboard shows the detail under which post the query has landed and the detail about it.

Filtering: agent can filter the queries based on the date or time to find out specific queries.

Search data: The search option on smashboard allows the agent to look for a customer or a query. Agents can search for a specific query just by typing the query body. As well as they can search for a customer just by typing the profile name of the customer.

Data analytics: It allows the users to get the back end datas easily just on a click. Smashboard shows the analytics of each landed query time, process. The log in log out time of an agent, the number of replies, the replied answers and the landed queries. How many pictures were uploaded, number of like, delete etc. overall analytics can be found in smashboard. And all of these data analytics are very organized in this dashboard.

This data is really helpful for in depth analysis and strategic decision makings too. It has helped many brands to come up with new ideas. The data can be also used to analysis future or predict the outcomes of a campaign.

Such social media management tool can be used for many different purposes. Depending on the brands demand they provide the services from this tool. There are many reasons why organizations are using SMMS (Patterson and Patterson, 2018). The reasons are as followed:

- **Keeping Up with Social Engagement:** Online networkings made it less demanding than at any other time for clients to contact brands they need to communicate with. Regardless of whether it's making inquiries, singing gestures of recognition or voicing useful feedback, clients now have an immediate channel for giving brands their criticism, and they're taking full advantage.
- **Managing Customer Relationships:** Each customer is interesting and it's critical to regard them in that capacity. Evade canned reactions and utilize a tool that keeps notes about those you've associated with and tracks your discussion history so you can customize each understanding.
- **Increase in Social Accountability:** We've all observed the web-based social networking disasters, when hackers or maverick representatives distribute content that they shouldn't have. It can be engaging for an outcast looking in, yet what's funny for buyers is possibly destroying for brands. A brilliant social media management tool can lessen your brand's hazard by giving extra layers and consents so just trusted representatives can really send messages to your profiles. In the event that something ever gets lost in an outright flood, you'll have perceivability into who sent the unseemly message, empowering you to manage every circumstance appropriately.
- **Screening Relevant Keywords:** Clients complaining or praising the brand may not specifically label the page. Actually, many individuals will most likely specify a brand or items expecting that you'll never at any point see the message. That is the reason it's vital to screen web-based social networking systems for these discussions with the goal that you can go along with them and react as required. There are some key things to screen crosswise over social destinations.

- **Analyzing Social Performance:** With a specific end goal to get ready for what's to come it's essential to take a gander at the past so you can figure out what worked and what didn't. Social instruments furnish you with information you can use to direct your promoting technique pushing ahead.
- **Reports for Stakeholders:** Web-based social networking managers aren't the main ones who need to take a glimpse at the investigation; partners over the association need to see precisely how web-based social networking executes also. Regardless of whether that is the Chief Marketing Officer, the Marketing Director or a customer of your organization, it's vital to supply them with absorbable data.
- **Bringing Social communication mobility:** We can't sit via web-based networking media all day, every day. Regardless of whether some way or another our bodies could deal with it, with the capacity to expedite online networking with you versatile there is no reason we ought to need to. Online networking devices regularly have portable applications that enable you to deal with your quality notwithstanding when you can't be before your PC, which gives social directors the chance to take some genuinely necessary vacations.

ii) Responsibilities

As an intern, I worked with the Query Management Team on the brand management project of Robi Axiata Ltd. This project is about interacting with people on Facebook on behalf of the brand. Usually people has a lot to talk about the brands. While using or availing the services, customers face many problems, the make many insights which all are collected through Facebook. Though there is a large number of people

using Facebook. A large customer base has already been created on Facebook for Robi Axiata Ltd.

Robi Axiata Ltd. is a leading telecommunication brand on Bangladesh. They have one of the largest Facebook page on Bangladesh with a heavy number of traffic. Just for a glimpse, recently Robi has launched 4G service in Bangladesh and the day of launching the total incoming queries was around more than 20000 a day. But usually we handle 4000 – 6000 queries a day, and on the campaign days it increases like sky touching.

Query Management Team directly interacts with the customers from Facebook page by responding to their various kinds of queries and provides information. The position is called Query Management and Customer Engagement Officer (QMCEO).

iii) Team Build Up

The main job was to put information and provide solution to customers problem and the whole work was done by a teamwork. A full team of 25-30 people, now are working as a QMT member and yet more to join. There is a recruiting process after every six months. The team itself is made upon versatile people. Different people has different skills and abilities. Coping up with the team is very essential and also a challenge. Group working in an office develops better and open communication between the workers themselves, and also between the representatives and the higher administration.. All team mates must have a proper communication among them. Which ensures no gap in the communication. Whenever any update or information comes, all the team members get updated instantly. The team communication plays a vital role here.

However QMT is a 24x7 service, the operation never stops. The total 24 hour has been divided into few shifts. Employees work according to the shifts and this is called the roster system. A proper relation with team also helps here. If anyone is unable to attend their shift, other team mates might fill their position in their absence. It goes far in enhancing proficient relations, comprehension and co-task, and this is especially reflected in the nature of work being finished. Team working in the workplace basically contributes towards specialist motivation and building trust among the agents, therefore ensuring better benefit.

Challenges

I really enjoyed the internship period, there were many things that I got to learn and develop in myself. The first challenge was to get used to of the tools that are used for responding queries on social media. But because of the friendly environment, all of the team mates and our supervisor helped me to get through the challenge. The work environment is so friendly that it is very easy and comfortable for a new employee to adapt the workplace environment.

One of the primary difficulties to giving remarkable social customer service is figuring out where to allocate the time and assets. While marketing efforts may direct people to focused social destinations, client benefit groups must meet their clients where they're now mingling. For most organizations, Facebook and Twitter will be the essential concentration for social care, yet a few brands may find that their clients likewise visit Google+, LinkedIn, Pinterest, Instagram, or other social locales.

The foremost challenge was to communicate with people. People as in the customers on social media. Robi Facebook page has a reach nationwide. It has more than ten million fans. There are people around Bangladesh visiting the page seeking for

guidance, information and solutions. And also to stay updated about many new offers and activations from Robi. The customers who are posting on Facebook are from different areas of Bangladesh, and some were from outside of the country too. Sometimes it is so hard for the agents to understand what a customer is asking for. While communicating with different type of people the main challenges are:

- 1) Language barrier: It is one of the major issue that agents face in a regular basis. Agents had to response in Bangla, English and Banglish form, depending on the customer's query type. Sometimes customers ask in such a language that is hard to understand. Especially people from various portion of Bangladesh use different local languages which turns out to be hard to understand. In such situation, agents had to search for someone who could understand the local language.
- 2) Cultural barrier: Even within a country there are few differences in culture among them. This creates a challenge for the agents to prepare a proper conversation or response for such customers with diverse cultural norms.
- 3) Geographical barrier: When customers place any query or complain from a different district or city, agents has to response according to the customer's requirement. On occasion it takes time for the agents to deliver a proper response to the customer in an allocated time.
- 4) Psychological barrier: People are different from each other. Every other person has a different type of psychology working in them. Agents need to be very careful while handling a query. Because if a customer feels offended and place a complaint against any agent, it will directly go to the compliance.
- 5) Literacy rate: Due to lack of literacy, many customer ask question in such form that never makes sense. But agents has to be that much expert to analyze

the query and provide proper response in a well manner. It is the main job to maintain a well manner behavior with the customer regardless of their quality.

There are many other challenges of this job, eventually overcoming all challenges were the task and achievement.

Expectations versus Experience

My involvement with X Solutions Limited was somewhat inverse to what I had anticipated. There is a perception that the role of interns in an organization is strictly limited to carrying out menial tasks. Generally they are not given that much significance or treated appropriately. In any case, luckily, the office I was put was no place close that way. I was dealt with similarly as a general representative and furthermore given an indistinguishable regard from some other worker. Initially, I thought that I wouldn't be able to adjust properly with the work environment. I have always heard of unfairness from the part of one's superiors. However, fortunately I didn't need to manage any kind of foul play or injustice from my bosses or associates which gave me a lovely help from prior desires. My team members were very kind and always were in fun mode during the work. My colleagues were extremely kind and dependably were in fun mode during the work.

Another reality that I understood is that scholarly learning and genuine experience is totally unique. In marketing, we have been taught a lot of theories. I found that the majority of them can't be connected in the viewpoint of Bangladesh. We simply need to manage the clients in light of various circumstance thinking about their mindset and training.

Repeating the Internship

In case, I needed to re-try my internship, I would like to do it again in X solutions limited, however this time I might want to do things which were not done in the first place. I would suggest some important improvements to some procedure. I might want to keep the due date for enrolling Query Managers or QMT members to be extremely strict, as this would empower us to control the nature of the Social Media reaction to a specific point.

However, the trainings would remain uniform and the interchanges would remain the same. We can control some undesirable occurrences.

Recommendation

The job type of QMT members are part time. Employees work for a limited time and gets paid for it. So the recommendation would be to create a full time opportunity in this department. Because day by day number of social media user are increasing at a high rate. Which will ultimately lead to a higher number of queries to response and will create a pressure on the agents. Plus the company itself is growing, which means more clients will come to avail query management service from X solutions. To avoid such situation full time opportunity can help. Even this will motivate the employees to work hard to switch into a full time from a part time.

Other than X solutions has one of the best working environment. Which is friendly and as well as cooperative.

Key learnings

The internship program at X solutions has helped me to learn many new things and develop my skills as an intern. It has enhanced my interpersonal skills and prepared me to face a corporate culture in future. The internship program was a glimpse of the environment. I got to know how an organizational workplace operates and also learnt how to take instant decisions. These lessons from the internship program will eventually help me to build up my future career.

i) Networking

During the internship I got the opportunity to meet many new people. There were people from different brands, different organizations even the fellow colleagues from the X solutions limited. I was able to build up a good connection with the team and the management as well. So in future these connections will hopefully give me a strong recommendation in the corporate field.

ii) Adaptability

When I entered as an intern the first work was to adapt with the work environment. It helped me to understand the importance of adaptability. Fortunately, the friendly environment helped me to cope up with them easily. All of the teammates and supervisors were very welcoming and helpful.

iii) Communication Skills

Communicating with all of the employees was a regular job. The learning was to communicate in a well manner with all of the employees regardless of their positions or job type. Which will eventually help me to mix up with diverse environment.

iv) Time Management

There was a challenge of managing time. I had to manage works in an allocated time and sometimes the pressure was very high. To maintain a KPI while responding customer queries we had to reply within five minutes or less from the query landing time. Along with this, we had to maintain a good quality. Combining quality and quantity together was the hardest job. Certainly, it was an essential lesson for me.

v) Punctuality

‘Smashboard’ is a smart tool. They used to keep our attendance through it. We had to login to smashboard every time we enter the office and log out the time we left. Working hours were traced by our login and log out time of smashboard. So there were no scope of delay or late, I had to be on time at office. Which has already created a tendency of never getting late for office, and it will be helpful for me in future career too.

vi) Decision making

While associating with the clients, I have picked up involvement and learning that enhanced my basic leadership aptitudes. By and large, , I had the authority of making the final decision. At first I needed to ask a few times previously taking any choice. Be that as it may, once I get hold of the issue, it has turned out to be less demanding for me to pick the best choice.

vii) Experiencing the Corporate Culture

I had next to no information about the corporate culture when I started my internship at X Solutions Limited. Over the time, I have possessed the capacity to adapt up to the workplace culture and patterns. This enabled me to increase astonishing redesign in my self-evaluation benchmark. Presently, I have enhanced my certainty level such that it has converged with my tendencies and helped me work in the professional workplace. This recently gained certainty level has additionally empowered me to

work in any circumstance, handle the work load and managing individuals of various mindset and foundation.

During the internship, I achieved many more lessons from X solutions. All of these learning will contribute in my future career planning.

Influence on Career Plans

Though my major is ecommerce, X solution was the perfect place to do my internship. Because the department I have worked with are currently the best query management team in the industry. This team has achieved many great success like making Robi no#1 globally through Socialbakers ranking. I already has a plan of making a career on digital marketing and the internship has also an influence on my career plans. If it is possible or available I am willing to join X solutions again as a full time employee. The work environment and the work itself is suitable for me. Though digital marketing or ecommerce is a new industry, very less people has such knowledge about this. Working with the digital team of X solutions will allow me to learn far more practical works on digital marketing.

So far I have experienced a remarkable internship and also got a chance to prepare myself for the future.

Conclusion

X solutions limited is growing in a very increasing rate and there is also a possibility of them to become one of the leading agency in Bangladesh. Doing an internship

with them has influenced me to build up a career on agency because of the working culture. It is totally different from a corporate house. In agencies employees with diverse skill get the chance to work in different fields. Which makes the work more dynamic and interesting plus many corporate networks can be created through agencies because most of their works are with the leading brands. So there is a scope of getting a good recommendation for a corporate job. Before starting the internship, the expectation was very low because many interns has to go through many hard situations and treatments while internship. But here the experience was far different and worthy. It will play a very vital role for my career because it has gave me so much knowledge and information that I could never gain. I am glad that I was selected and also been able to develop myself personally and professionally through this internship.

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