



Positive Hub



Internship Report
On
**How query management is affecting client
service in Positive Hub 360**

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Letter of Transmittal

04th May, 2017

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Subject: Submission of Internship Report.

Dear Sir,

With due respect, I am submitting my internship report on the topic “**How query management is affecting client service in Positive Hub**”. While preparing the report, I have followed the instructions and guidelines of yours as well as those which was given by my organizational supervisor.

The report has been completed by the contributions I have attained during the internship period at Positive Hub 360. I hope this will be quite helpful to enlighten my future career and knowledge as well. I hope this report to be informative as well as comprehensive.

I express my special acknowledgment to you for giving your valuable time, expert guidance and support. I have tried my best to complete the report properly as much as possible. I shall be pleased to answer any sort of question you may have regarding this report.

Sincerely,

Fariha Tabassum

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Acknowledgement

With the name of Most Beneficent and Most Merciful Allah, thanks to him for giving me the strength to complete this study.

I would like to express my greatest gratitude to all those persons who gave me the opportunity to finish this report. I would like to give a special thanks to my internship supervisor Mrs. Tania Akter, who always encouraged and suggested me to complete my report mostly in the time of writing this report.

Beside that I would like to thank my organizational supervisors Abir Ashraf Chowdhury the CEO of Positive Hub 360, Kashfia Kayes the Head of Creative and Content, Ratib Reza the Account manager who introduced me some attractive phases of digital marketing and has given their important time and support to teach me in every step of my internship period during the last three months.

I am really grateful to all the team members of client service and creative and also the seniors of Positive Hub 360 for their guidance and support with whom I have worked last the three months of my internship period.

Executive Summary

During my internship period, I learned about the Digital marketing especially about Facebook marketing practically. As I work under client service department specifically I got a broad about query management.

In this report I describe the job description and all my learning from the organization. I have done a small survey to measure the satisfaction of the clients who are pay Positive hub for query management. To do the survey I took interviews of 3 of our clients and the result is quite satisfactory. While I was taking the interviews and writing the report I have got to know the importance of query management in any brand, and also get to know that how query management is affecting client servicing in Positive hub.

Contents

1. Introduction	2
1.1. Objectives of the study	3
Primary Objective	3
Secondary Objective	3
1.2. Methodology.....	3
Primary Sources	3
Secondary Sources	3
1.3. Limitation of the Report.....	4
2.1. Background of the organization.....	5
2.2 Service Offerings	6
Services of Positive Hub Limited:	6
2.3 Operational Network Organogram	6
2.4 Clients.....	8
3. Project Part	8
3.1. Job Description.....	9
3.1.1. Query management	9
(a) Works under Query Management.....	9
Community management	9
3.1.1 (b) PRAN Frooto/ PRAN Jelly/ Latina.....	14
3.1.2 Idea generation	16
3.1.3 Copy or Caption writing	16
3.1.4 Facebook boosting/Advertisement	16
3.2. Other Relevant Job that I had done	17
3.2.1. Attended Client Meeting	17
3.2.3. A Little Graphics Designing	17
4. Critical Analysis	18
4.1 Client Satisfaction Survey.....	18
a) Increasing of Sells because of query management	18
b) Changing Brand Position.....	19
c) Role of Query Management for your business.....	20
d) Overall experience with Positive Hub	21

4.2 Findings	22
4.3 Challenges of the Organization	22
4.4 Recommendation:.....	24
5. Conclusion	Error! Bookmark not defined.
References	26

Table OF Figures

Figure 1Hierarchy	7
Figure 2real time reply	10
Figure 3User Generated post.....	11
Figure 4Users Seeking Posts	12
Figure 5KPI Sheet	13
Figure 6Response Rate.....	14
Figure 7Campaign Post	15
Figure 8Engagement Post	15
Figure 9Facebook Boosting	16
Figure 10Sells Increment.....	18
Figure 11Brand Positioning	19
Figure 12Overall Experience	21

1. Introduction

Digital marketing is a very new practice in Bangladesh. In this age of internet, internet marketing is an essential part for every brand of different industry. The brand which is not there in internet with its product/services is exactly standing a thousand mile behind his competitor. So it is the most important factor for every a brand to do digital marketing at this current age. The local brands of our country also understand this fact and they are trying to work on internet 24/7. In Bangladesh, social media is the mostly used internet browsers. In our country people use Social Medias like Facebook, Instagram and Tweeter to communicate with each other and to stay in touch with each other.(Islam & Habiba, 2015) And brands are taking benefit of it. They are placing their products in Facebook or Instagram to attract their target customers.

In Bangladesh Social Medias are running as an easiest connection between brands and their customers. Query management is a part of social media marketing. Query management in digital marketing is basically answering the questions of clients in a formal way, creating database of clients. In our country most of the companies are doing their query management through different marketing agencies. Through query management both the brands are getting benefits by knowing what their clients are seeking for and the customers are getting benefited by receiving their information easily. This is the easiest way to satisfy the customers.

1.1. Objectives of the study

Primary Objective

The most important target of this report is to understand the process of query management in Positive Hub and the effectiveness of query management in Positive Hub 360.

Secondary Objective

- To get an idea about Query Management.
- To observe the working process of Query Management.
- To get clear idea about client servicing.
- To measure the satisfaction on clients.
- To know about the overall purpose of Positive Hub 360 Limited as a digital advertising agency.

1.2. Methodology

This report was prepared in terms of knowledge and experience acquired during throughout the internship period. Firstly, topic and research objectives were sorted and gathered data of the report.

Sources of Data

Data sources were collected in two parts: I) Primary and ii) Secondary Data

Primary Sources

- Practically working at the desk.
- Discussion with the representatives.
- Discussion with the customers.
- Taking direct interview of clients.

Secondary Sources

- Previous report of other interns
- Publications found from the internet

1.3. Limitation of the Report

While preparing the report I had faced some limitations. One of the major problems was the shortage of internship period. As three months or 12 weeks is not enough time to know everything about an organization or even a specific department. So, I could not relate all my academic knowledge with practical experience.

The data and information about the topic was quite difficult to collect. Because of some security issue the organization does not want to provide much information to me.

Another major problem was the work hour. As Positive Hub 360 does not have any limited time period so it was very difficult for me to complete my report with all the work pressure.

2. Organization Part:

2.1. Background of the organization

Positive Hub 360 Limited is the creation of few people from a mixture of creative fields with the same interest under one Hub to bring modernism within the typical industry of Media in Bangladesh. The vision of the Company is to modernize advertising and media industry and take it to the next level. The Company has three parts with Audio Production, Video Production and Digital Marketing that helps to fit into the description of a "One Stop Shop" for companies and individuals who are seeking music, media and marketing services (Rahman, 2013).

The Three Units are leaded by renowned music director Mr. Fuad Al Mukhtadir with some passionate youngsters who want to create and promote massive brands. The Company's strength is their competitive advantage which is blending the unique talents of the rising staff with knowledge and expertise of members. Positive Hub 360 Limited is all about togetherness with the belief of producing a "masterpiece of success" that will help to achieve the company goals faster and maintain a leadership position in the marketplace (Rahman, 2013).

2.2 Service Offerings

The Mission of Positive Hub 360 Limited is to use wide understanding to pass on the best quality service to the clients and their social events of individuals over all media arrange with the trust in changing thoughts and considerations into reality.

Services of Positive Hub Limited:

Digital Marketing	Music Videos
Conventional Marketing	Telefilms
Social Media Contents	Documentaries
TV/Radio Commercials	Trailers
Corporate AV	Documentaries
Online Viral	Training Videos
Online Promotional	Dramas
TV Programs/Packages	Jingles

Table 1: Services of Positive Hub 360 (Rahman, 2013)

2.3 Operational Network Organogram

Positive Hub Limited gives innovative planning and related administrations as indicated by customer's request. The innovative procedure permits conveying the message in a reasonable, connecting with and engaging way that is applicable to the crowd. The organization attempts to a settled cost and set a reasonable vision and degree for the ventures.

To make a successful Operating Strategy the organization not simply required administration responsibility, but rather bolster from the staff also. This guarantees assets, choices, energy are kept up all through the change procedure.

Leadership must have a clearly expressed vision for the firm, and the mission, goals and objectives have to be tangible and understood by all levels of the organization. For making the job place friendly and the works easy, the CEO of Positive Hub Limited Mr. Abir Ashraf Chowdhury decided to make a Flat Model for the Operations of the Organization.

Mr. Chowdhury explains, “Our team has realized tangible results in profitability, productivity and employee morale. On a larger scale, we have successfully designed and implemented new organizational structures, created long-term systems strategies, streamlined work processes by 30% to 50% and created the forms and tools to support process improvements. More narrowly focused projects have included designing a production billing system, moving a creative production process from manual to electronic-based, and improving employee productivity.”

The Flat structure Positive Hub Follows is called, Delivery/ Team Based Model for Agency Operation.

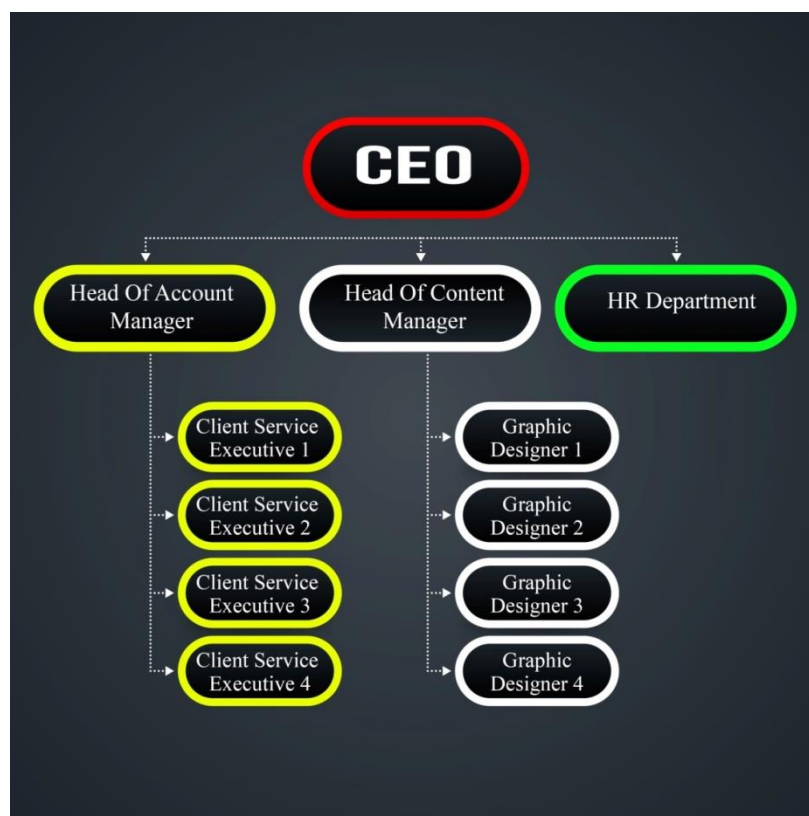


Figure 1 Hierarchy

2.4 Clients

Positive Hub 360 has a list of global and local clients including UMAI, Aamra Active, Pran Frooto, Pran Jelly, Latina, Jagoo, Tastebud, MFIS, SARCO, Topkapi, Dhaka Flavours, Infinite sports, Regent Airways, Utshabbd.com, Crimson Cup, and Bikroy.com etc.

3. Project Part

3.1. Job Description

As I was an intern, I had to work with Client Service Department. In Client service department, my duties were to do query management in Facebook. Apart from query management I Usually had to give copy and caption for different creative posts. After 2 months of my internship I was assigned with four clients for client servicing.

3.1.1. Query management

Query management provides you with generating specific searches that you need frequently and that are as difficult as the form of queries, and executing them as required.

Query management is offered in both specification management and in the specification information system (Dahl, 2015)

In a simple word query management is providing the inquirer with the best possible solution within the shortest possible time.

This is the main job that I have done during my internship period. I have done query management for Bikroy.com, Pran Frooto, Pran Jelly and Latina.

Works under Query Management

3.1.1 (a) Bikroy.com

i. Community management

In Positive Hub 360 LTD Bikroy.com is one of the biggest client whom are paying huge amount for their query management.

Bikroy.com has been working their business through Facebook groups and dealing with those groups is called community management. Groups that are worked through bikroy.com are:

- Bikroy Jobs
- Bikroy buy and sells (electronics)
- Bikroy buy and sells vehicles
- Bikroy rent and sells properties.

ii. *Real-time reply*

The first and main duty of query management is to deliver real-time reply to the inquirer. For example, in any groups of Bikroy.com if someone is querying about the price or sellers contact number of any particular product then I need to provide that inquirers preferred information within 15 minutes.

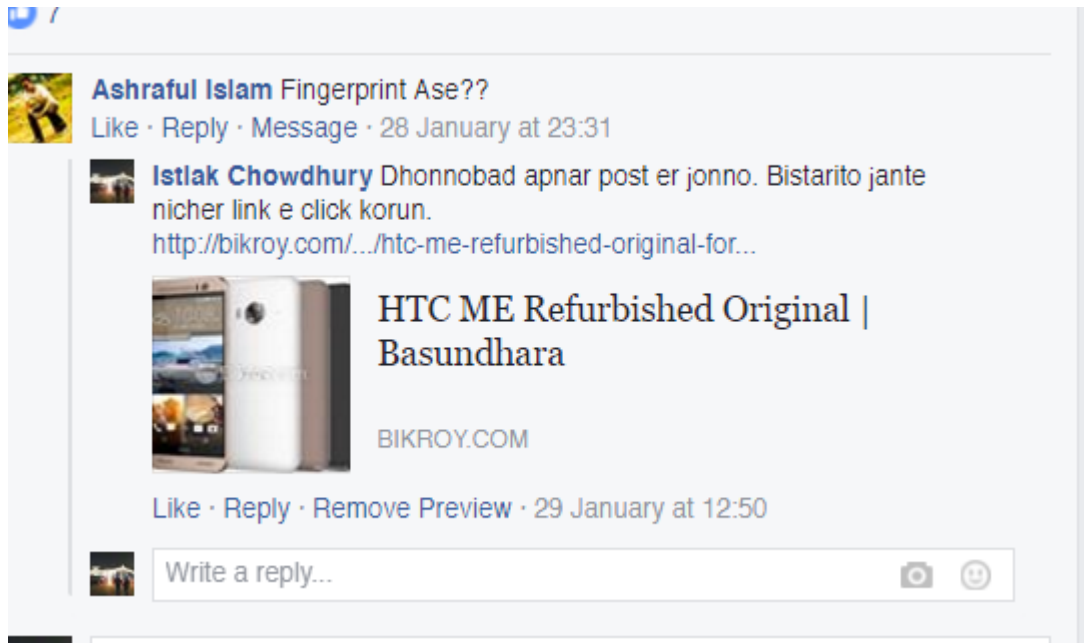


Figure 2 Real time reply

iii. User Generated posts

As bikroy.com mostly manages utilized/second hand/revamped items thus other than posting advertisement itself, bikroy.com invites individuals or groups to post their utilized items for sale/rent. My responsibility was to post their advertisements on bikroy.com on behalf of bikroy.com and confirm their promotions or advertisements in our groups for different individuals to get in touch with it.

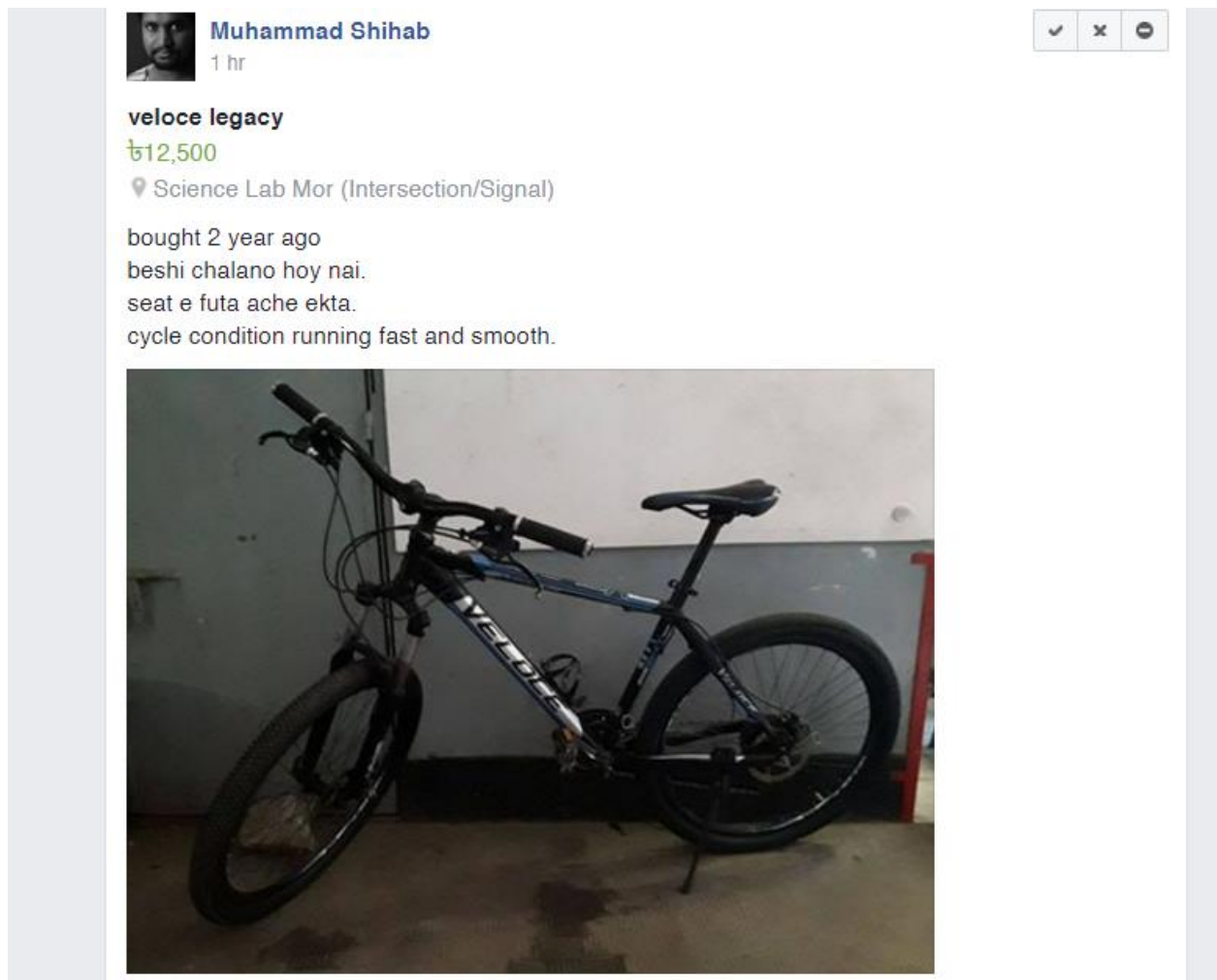


Figure 3 User Generated post

iv. *Users seeking posts*

Sometime members of the Bikroy.com groups post for something that they want to buy. Suppose someone is looking for a Smartphone of Samsung/symphony/Walton within 6000 taka. At that time my job was to find any similar items that are available on bikroy.com which will easy to buy or collect for that individual and let him/her know if it is available or not.

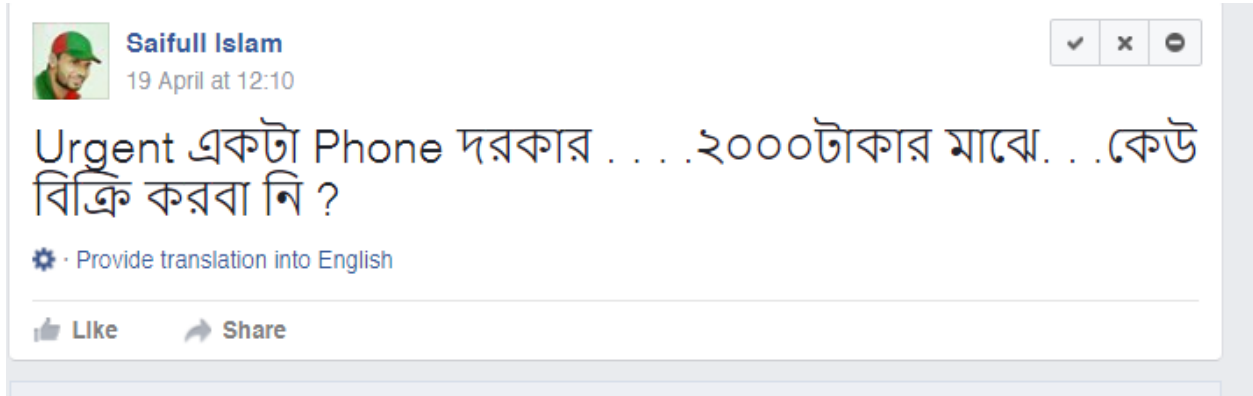


Figure 4 Users Seeking Posts

v. *Maintaining KPI sheet*

KPI sheet is basically the Key Performance Indicator sheet of bikroy.com which shows their performance, like, comments, shares, impressions, user generated posts are going through those 4 Facebook groups. Is it increasing or decreasing? I needed to maintain and update this KPI sheet regularly. If the rates decreased I had to show reason why it had decreased.

	A	B	C	D	E	F	G
1		Definitions					
2	Weekly KPI sheet						
3	Week		35	36	37	38	39
7	Number of Shares	Sum of the Number of Weekly Shares in the FB Shop and the 3 Groups	68	111	78	217	173
8	Number of Views	Number of New Views on Featured Products of Shop of FB Fan Page that week	0	1421	3731	9906	7114
9	Number of Direct Messages	Sum of the Number of Weekly DMs in the FB Shop and the 3 Groups	111	145	47	87	40
10	Number of Leads	Sum of the Number of Weekly Buy Now Orders placed in the FB Shop and the 3 Groups	2	1	3	1	0
11	Number of Buy Now Orders	Sum of the Number of Weekly Completed Orders in the FB Shop and the 3 Groups	2	1	0	1	0
12	Number of Organic Post Rec	Sum of the Number of Weekly Organic Post Requests in the FB shop and the 3 groups	NA	NA	NA	57	145
13	Number of Approved Organic	Sum of the Number of Weekly Approved Organic Posts in the FB Shop and the 3 Groups	21	21	0	46	57
14	Number of Members	Sum of the Number of Weekly Members in the FB Shop and the 3 Groups	1,337	3,220	5,734	8,463	10,103
15	Promotional Budget	Sum of the Weekly Promotional Budgets for the FB Shop and 3 Groups	\$2,374.71	\$781.12	\$631.11	\$315.11	\$233.37
16	CPE	The Weekly Promotional Budget divided by the Sum of the Daily Likes, Comments, Shares, Views, a	\$4.02	\$0.09	\$0.05	\$0.01	\$0.01
17	CPU	The Weekly Promotional Budget divided by the number of new Members in the FB Shop and 3 Group	\$1.78	\$0.41	\$0.25	\$0.12	\$0.14
18							

Figure 5 KPI Sheet

3.1.1 (b) PRAN Frooto/ PRAN Jelly/ Latina

I. Fast Response

Another example is, in any page among Pran frooto, Pran Jelly, Latina if anyone send any message for any information I need to reply those messages within 5 to 10 minutes because I had to keep the response rate of the pages at least 90%.

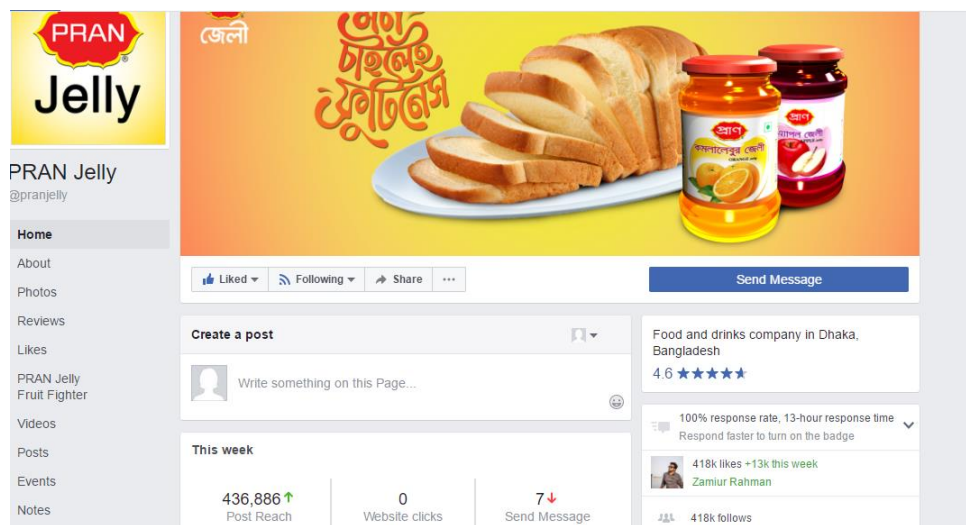


Figure 6 Response Rate

II. Target Market Engagement Posts/ Campaign and Reply

Pran Frooto (Malaysia), Pran Jelly's main goal is to engage their target market into their pages. I job was to give ideas for those engagement campaign or posts.

For example, in Pran Frooto (Malaysia) page we have arrange a campaign named, "Khoj the Frooto". The people of our country who live in Malaysia had to search Frooto in Malaysian shops. If it was not available they would send us the picture of those shops along with address. I had to reply every participant who had already participates and those who wanted to participate.



Figure 7 Campaign Post

In Pran Jelly every month I needed to give some IQ or mathematical ideas and some jelly recipe to engage target market.

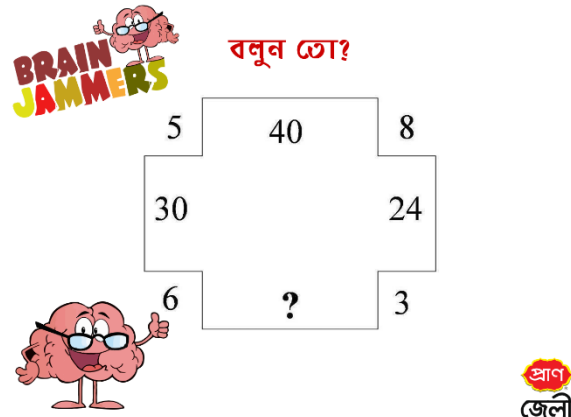


Figure 8 Engagement Post

3.1.2 Idea generation

Sometimes as an intern we needed to give ideas to pitch the brands with whom Positive Hub are willing to work. Like for Jaago FM I have suggested them some show related creative.

During special occasion like Valentine's Day, Mother Language day, Independence Day, Pohela Boishakh we had to generate some campaigning ideas or any kind of marketing ideas for most of the brands'. We also gave some ideas for GIF or quiz contest.

3.1.3 Copy or Caption writing

Copy writing mostly means caption generation. Sometimes I need to give some basic copy or caption for Pran, Topkapi, Dhaka Flavours, SARCO, MFIS day to day regular posts. Like Latina's brand manager want the target market start their day with Latina juice. The caption was "It is breakfast time and which Latina 100% Juice would you choose? Orange or Apple? #Latina100% #Apple#Orange#Breakfast#Juice" and the copy of the visual was "freshness is within"

3.1.4 Facebook boosting/Advertisement

Many of our clients like Topkapi, bikroy.com, Crimson Cup use Facebook boost which popular way of advertisement in Facebook to increase their publicity, engagement and sales. I usually do fix their Target group to whom their Facebook advertise would display. For this I required to do research about their target group, preferences and liked pages as Facebook uses the selected groups search pattern to be matched.

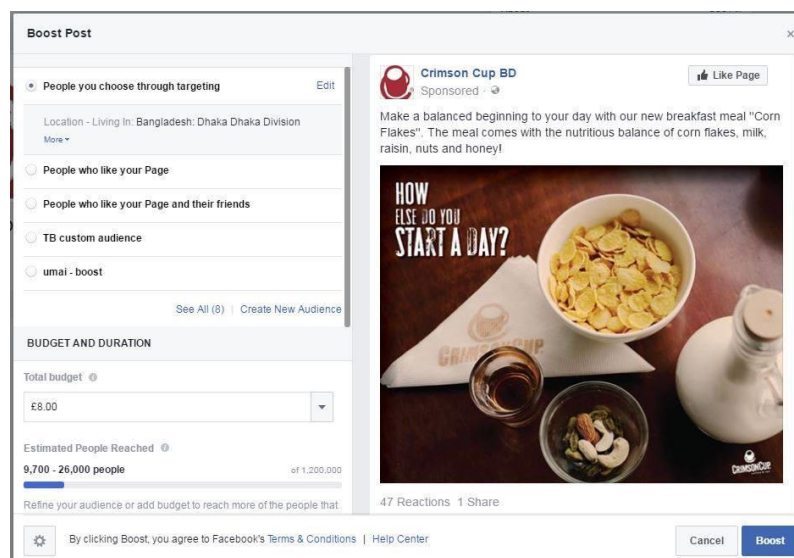


Figure 9 Facebook Boosting

3.2. Other Relevant Job that I had done

3.2.1. Attended Client Meeting

I sometimes attended the client meeting of Topkpi, Bikroy.com and Pran with my supervisor. There I basically discuss about the problems that I was facing during the query management and also what could be the alternative solutions for the problems.

3.2.3. A Little Graphics Designing

I had learnt a very few basics graphics designing in adobe Photoshop and Illustrator as I need to do some visual posts also. That's why for "just in case" situations I had learnt a very few basics of Photoshop and Illustrator so that I can give back in emergency situations.

4. Critical Analysis

4.1 Client Satisfaction Survey

To measure satisfaction of clients I have do a survey. I totally focus four criteria conduct the survey and took interview of 3 of our clients including Topkapi Restaurant, Bikroy.com, and Pran Frooto. The criteria were:

a) Increasing of Sells because of query management

When I asked 3 of our clients that whether their sells is increasing or not because of query management. Then the bran manager of Bikroy.com and Topkapi replied positively. On the other side, the manager of Pran Frooto response was average. For more clear answer I asked them the percentage of increment they send me the percentage of increment of sells was about Bikroy.com by 70%, Topkapi Restaurant by 50%, Pran Frooto by 20%

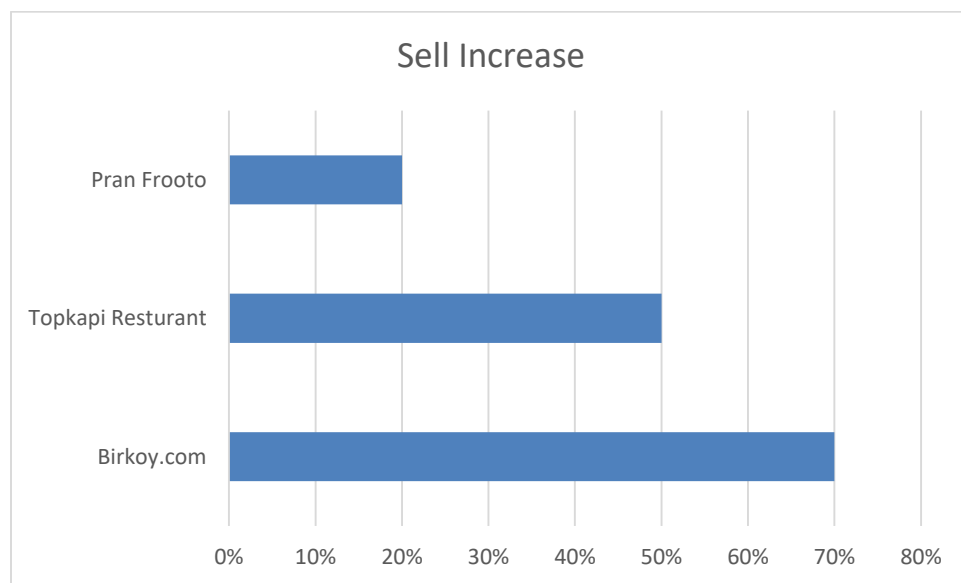


Figure 10 Sells Increment

b) Changing Brand Position

Another observation was about how much they are dependent on query management for changing brand positioning in competitive market. I had asked the brand managers to mark their dependency on query management for brand positioning out of 10. The response from our clients were not significantly positive but satisfactory. The Brand managers of Bikroy.com they marked 9 out of 10. Whereas, the brand manager of Topkapi Restaurant marked 6.5 out of 10 as their dependency on query management for brand positioning and as Pran Frooto is already an establish brand so he marked 3 out of 10 to measure the dependency on query management for their brand positioning.

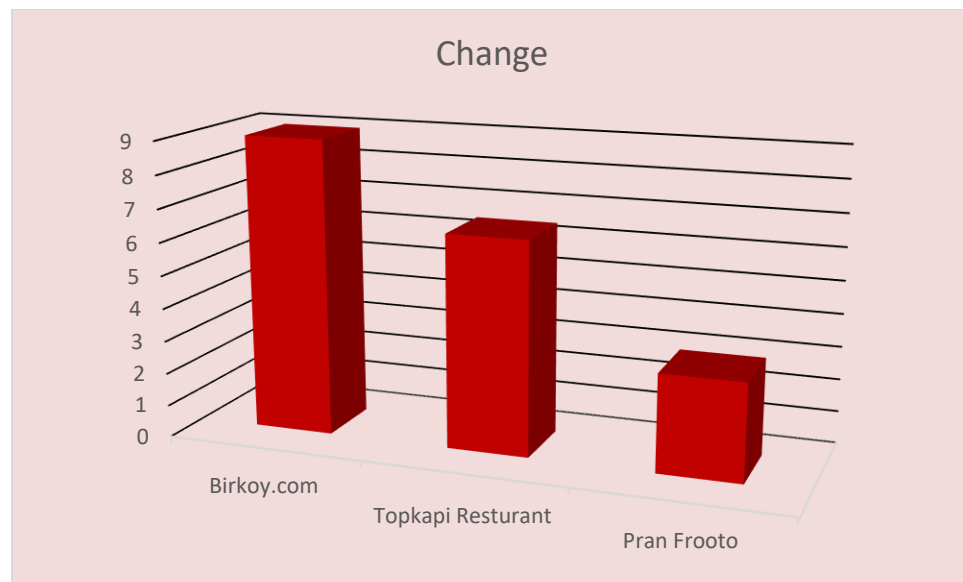


Figure 11 Brand Positioning

c) Role of Query Management for your business

When I asked the brand managers of Bikroy.com, Pran Frooto and Topkapi restaurant about the role of Query management in their business, three managers showed different reasons behind query management.

Bikroy.com	As most of our target audience is Facebook oriented and to buy or sell any kind of accessories they mostly have some queries to know so Query management is the heart of your business.
Topkapi Restaurant	We highly encourage query management because of they want to let people know about their brand deeply. Through query management we can easily communicate with our customers and know about the tastes of our customers. It also helps us to increase our sells.
Pran Frooto	Query management basically helps us to increase our brand popularity. We do not need to increase our sells through Query management.

d) Overall experience with Positive Hub

As I was measuring the satisfaction level of the clients with Positive hub I have asked them to rate from 1 to 5 according to their satisfaction level. Biroy.com is very happy with our service, whereas, Pran Frooto rated Very Good and Topkapi said it's good but not extraordinary. When I asked the brand manager of Topkapi the reason of their dissatisfaction he replied that their sells is not increasing as their expectation.

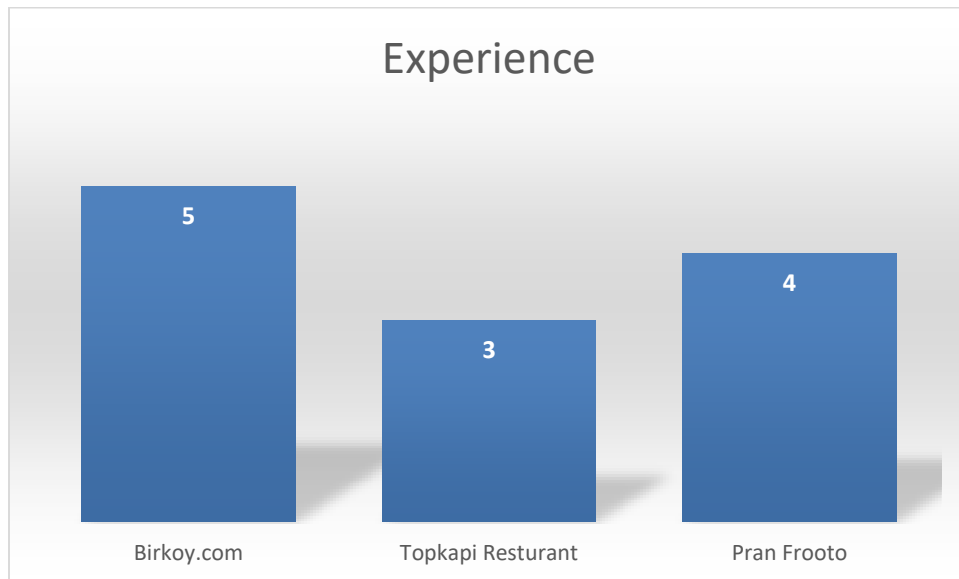


Figure 12 Overall Experience

4.2 Findings

From 18 clients 5 of our clients do query management among them I have chosen 3 clients for the survey. After completing the survey for measuring satisfaction I have done an analysis. The observation from the survey is being given below:

- Query management is an essential part of digital marketing. All brands have some basic motives for query management.
- As per the survey it can be said that most of our clients expect sells increase through query management.
- For our clients query management also helps to Brand positioning through customer engagement.
- As we do real time reply as Query management the brands are getting customer satisfaction.
- In summary of the survey I can say that Pran Frooto does not need to grow their sell through query management, on the other hand, Topkapi and Bikroy.com highly depend on query management for their sells increment.
- The clients of Positive hub are quite satisfied for query management as almost all of them are meeting their expectations though query management.
- During my internship period I have understood that in this organization they do not have any full time employ for query management. They usually depend on the intern for the whole process of query management.

4.3 Challenges of the Organization

During my internship Period in Positive Hub 360 I experienced some limitations and challenges which were most of the time very hard to solve. Although the office is very well decorated, the location of the office was a major problem as it is located in Gulshan 2. Nowadays Gulshan 2 is a very backward place for any office.

Also there are lacks of professional client service member to handle all the clients of the organization. For me the most critical challenge was to provide new ideas for every clients in every next day. Though all the employees were very helpful especially the CEO and the managers, they always inspired me and praise my ideas. Not only in workplace, they had also helped me to complete my internship report by giving me information and ideas. From my

experience Positive Hub 360 is one of the friendliest place to work, if the person is capable to handle mental pressure and long working hours. A short-term observation is being given below:

✓ **Internet based organization**

As this organization mostly deals with digital marketing, only internet is the one and only medium for any job here. As well as it is also the weakness of this organization, because our country is still a developing and the internet system is still not up to the mark. Like other developing countries, Bangladesh was late in introducing Internet technology .Since then, there has been much talk about the use of Internet in industry, business, communication, education, research, and in every other sphere of life. But the Internet penetration rate in Bangladesh is as low as 0.2%, compared to Thailand 9.3%, Maldives 5.2%, Vietnam 4.2%, India 1.7%, Pakistan 1.0%, and Sri Lanka 1.0% (Roknuzzaman, 2006) For that reason sometimes the speed of internet decreases and sometimes the internet connectivity is not available, so, as a whole I can say internet connection is the heart of the organization. But the huge window of opportunity is that our country is getting modernized every single day so it is just a matter of time that like Positive Hub 360 all other organization will be internet based.

✓ **Insufficient Employ**

All the employees of Positive Hub 360 are very sincere about their duties. But considering to the work pressure of all departments there is a shortage of employee. Sometime they cannot deliver the required service within the assured time to their clients just because of lack of employees.

✓ **Shortage of Workspace**

A proper office is the most important factor to create a suitable environment for the employees in the organization. In Positive Hub 360, it has only 20 members but sometimes due to the lack of space and working materials like laptop/desktop or accessories, etc. employees have face a problem to complete their works.

✓ **Lack of Advertising and Promotional Activities**

Advertising and promotion is a basic criteria for any business organization. As a digital marketing agency Positive Hub's core job should be do their advertising attractively. However, Positive Hub 360 does not do that much advertising or promotional activities to show their own Facebook page or there organization. As it's a new organization, they are much interested of promotions and publicity. That is the reason they are facing some difficulties to get new clients, as they are not showing their works.

✓ **Long working hours**

During my internship I had to work from 10am to 9pm most of the days. Sometimes I needed to work on Saturdays. It was very difficult to give time to the family and maintain social life even. An organization must have a working hour otherwise the employees got frustrated and could not concentrate on work.

4.4 Recommendation:

- Firstly, Positive Hub should understand the basic expectations of their client, what their clients are expecting from query management, why they are doing this. As they are paying the money so it is Positive Hub's responsibility to fulfill their expectation through query management.
- Secondly, as clients are giving so many priority to query management, Positive Hub should hire 1 or 2 experienced employ specifically to do query management.
- Thirdly, they should focus on their marketing and promotional activities. Positive hub is a digital marketing agency but they do not do any kind of marketing for themselves. Nowadays it is very important to do marketing otherwise their competitors will take this as their competitive advantage. So the seniors of positive hub should understand the necessity of promotion and marketing that it could bring them more effective clients easily.
-

5. Conclusion

In the current Bangladeshi Market, Facebook is the most result inflicting Social Media program. There are numerous strategies to get the right target Audience. Spending a minimal expenditure on Internet we can easily target that audience rather than approaching through the Conventional Steps. However, the thing to think about is how much the Brand needs to spend to get a particular conversion.

An online marketing strategy ought to be a part of the year plan. It isn't so easy to make the association look extraordinary, on the Internet. Some spending need to be put aside beforehand when working with web based marketing since free is no longer the best approach to accomplishment.

Positive Hub 360 LTD, one of the newest digital marketing agencies in Bangladesh. Though it is a small and new organization, it has earned a huge success in a very short time. They are trying their best to satisfy all of their customers equally. But as Dr. Tareq Aziz sir says, “We cannot satisfy all the customers of our organization”.

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