

Report On
**Service Recovery Perceptions of
Aarong Ecommerce Customers**

By
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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelors of Business Administration (BBA)

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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BBA, Fall 20

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Letter of Transmittal

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Subject: Submission of Internship Report

Dear Sir

I am pleased to submit my internship report titled " Service Recovery Perception of Aarong Ecommerce Customers" as part of the requirements for my BBA degree at BRAC University.

This report summarizes my entire internship experience at Aarong Ecommerce, the key insights I gained from my personal experience, a comprehensive analysis of BRAC-Aarong, while also including recommendations for future growth. This report also contains my project in which I explored service recovery perception of Aarong Ecommerce customers and also provided some recommendations for BRAC Aarong. I am grateful for your guidance and look forward to any feedback.

Sincerely yours,

Zion Justin Mrong

20204010

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between BRAC-Aarong and the undersigned student at BRAC University, Zion Justin Mrong.

Executive Summary

The present study examines the customer perception of service recovery towards the service failures and service recovery strategies of Aarong E-commerce. Aarong is a leading Bangladeshi lifestyle brand and has high reputation, though every e-commerce site is prone to customer service problems such as delayed delivery, misplacement of orders, failure in payment, and stock non-availability. To solve such issues, Aarong has implemented service recovery programs in the form of product replacement, store credit, price discount, and cash refund. While the majority of customers are content with these recovery efforts, some remain dissatisfied due to delayed resolution or inadequate communication.

The report analyzes the customer feedback data to evaluate the impact of service recovery on brand attitude and customer loyalty. Findings suggest that although the majority of the customers have a favorable attitude towards Aarong, improving response time, communication, and problem-solving effectiveness will further enhance customer satisfaction. Suggestions are aimed at streamlining the process of service recovery, improving operational efficiency, and integrating proactive customer care to make Aarong competitive in the e-commerce market.

Keywords: Ecommerce; Service recovery; Service errors; Customer Satisfaction;

Customer Loyalty

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List of Acronyms

- **AAF** – Ayesha Abed Foundation
- **COD** – Cash on Delivery
- **CRM** – Customer Relationship Management
- **ERP** – Enterprise Resource Planning
- **HR** – Human Resources
- **IT** – Information Technology
- **PMS** – Performance Management System
- **RPO** – Recovery Point Objective
- **RTO** – Recovery Time Objective

Glossary

- **Service Recovery** – Actions taken by a company to resolve customer complaints and service failures.
- **E-commerce** – Buying and selling of goods or services through online platforms.
- **Customer Satisfaction** – The level of fulfillment a customer feels after receiving a product or service.
- **Service Failure** – When a service does not meet customer expectations.
- **Return Policy** – Guidelines that define how customers can return purchased products.
- **Store Credit** – A refund issued in the form of credit that can be used for future purchases.
- **Coupon** – A voucher that provides a discount or benefit on a purchase.
- **Payment Gateway** – A system that processes online payments securely.
- **Inventory Management** – The process of tracking and managing stock levels.
- **Logistics** – The process of planning and executing the transportation and delivery of goods.
- **Customer Loyalty** – The likelihood of customers repeatedly purchasing from a brand.
- **Escalation** – The process of forwarding a customer issue to a higher authority or specialized team for resolution.

Chapter1

Internship Information

1.1 Student Information

Student Name: Zion Justin Mrong

ID: 20204010

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information

1.2.1 General Information

Period: 16th October 2024 to 16th January 2025

Company Name: BRAC-Aarong

Department: Customer Service, Aarong Ecommerce

Address: Aarong Centre, 346 Tejgaon Industrial Area, Dhaka – 1208, Bangladesh.

1.2.2 Internship Company's Supervisor's Information

Name: Rejwana Shornaly

Position: Manager, Customer Service, Aarong Ecommerce

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Working with the Aarong Ecommerce customer support team was an exciting challenge that included duties meant to provide clients with problem-solving service. In this position, I was in charge of every element of client interactions, including answering questions through email, considering feedback and successfully solving pre and post-delivery issues. There were new challenges to face each day, from handling product-related inquiries to complaints and issues with sensitivity as well as professionalism.

One of the most important aspects of my work was active problem-solving. That involved being not only sensitive to the customer's problem but also talking to other departments within the company to get overall solutions. I had to make sure that I did everything in my ability to look into and resolve any issue, whether it was a billing issue, a quality control issue with a product, or a logistics issue with an order, to the best of the customer's pleasure. Implementation of this collaboration approach was key to ensuring that each aspect of the customer experience was addressed promptly and properly.

Furthermore, effective escalation management was an important part of my role. Some problems required escalation to specialist departments, for instance, logistics, IT support, or product management, in order to be fully investigated and resolved.

I monitored these escalations with a goal to minimize customer disturbance by making sure the right teams were notified and deadlines were met.

The tasks helped in improving my writing and vocal communication abilities professionally. It allowed me to convey information in an understandable and considerate manner, particularly in tough circumstances.

To summarize my experience working with the customer service team at Aarong Ecommerce meant more than just solving problems. The important aspect was to create and maintain a positive relationship with customers and preserve Aarong's brand image. The tasks made me realize how an elite brand such as Aarong provides customer support in the e-commerce industry by maintaining efficiency, empathy and proactive communication.

The detail description of the tasks I was made responsible are as follows-

Payment Verification:

This task revolved around managing and checking all of the online payment portals of Aarong E-commerce in order to address payments from pending orders. A pending order is one in which the customer has attempted to place a prepaid order but it was not successful due to a number of issues such as technical glitch, internet connection loss or mistakenly clicking on other buttons while the payment process was active. These unsuccessful orders are recorded in the back end software of Aarong E-commerce as pending orders which needed further verification and detailed follow up. My task was to check each pending order individually and verify whether we have received the payment for the order or not. If the payment was confirmed, I had to escalate the particular order to my Manager so that the order can be dispatched for processing. If not, then

the order was added to the list with other similar orders which were then scheduled for cancellation.

Aarong E-commerce supports three major categories of payment gateways to complete transactions: PortWallet and Bkash for local clients, and the BRAC Bank Payment Portal for overseas clients. For pending orders—transactions for which the payment process was initiated but not completed—it became essential to verify the status of payment through these portals. In case any payment was marked unsuccessful for any pending order, the customer was notified immediately about the status of their order via electronic mail. This notification provided clarity and allowed customers to know the next steps with clarity.

Where payment was attempted through Bkash, a follow-up at a second level was required. Customers in this category were contacted directly to decide their next course of action. They were offered an option to reattempt payment through Bkash or try a Cash on Delivery (COD) option to make the purchase successful. This approach not only gave customers more flexibility but also minimized order loss due to payment failure.

This systematic process, applied for payment confirmation and assessment along with frequent interaction with customers, was an important factor in providing customer support and gaining trust maintenance. Through timely updating and suggesting alternatives, Aarong E-commerce maintained a hassle-free shopping experience in the event of technical or transactional complications. Furthermore, this process indicated the utmost importance of flexibility and customer-oriented practices in e-commerce business operations, as it enabled the company to handle payment failures successfully without losing customer relationships.

Manifest Mail:

Informing customers when their ordered packages had reached our selected delivery partner was a prime responsibility of this task. Our courier partner began doing this by providing us complete records that consisted of order numbers, parcel numbers, and requisite customer information. These records served as evidence that the packages had been made ready for dispatch and had reached the delivery phase.

The second step after procuring such lists was to contact customers at the earliest. With the transfer of parcels to the courier partner, a notification was sent to each customer that his or her parcel was en route to the destination. Such advance communication kept customers informed about the stage of their orders and eliminated any doubt, thus improving their shopping experience.

Customer Return:

Returns are a common phenomenon in the e-commerce industry, and Aarong E-commerce has a carefully thought-out procedure to handle it efficiently. It begins with the receipt of the returned item from the Inbound team of the Operations department. Their role is to authenticate and document the product before it is handed over to the customer care department, where we make the first call to the customer with the objective of finding out the reason for return.

The communication process is very important because it helps in determining if the customer changed his/her mind or if a mistake on Aarong's end caused the return. Such mistakes might involve the handing over of the wrong item, problems with the item, or size/quality discrepancies. Aarong's policy guarantees that adequate compensation will be given to the customer in case the return was caused by a mistake on our end. The customers are given a

coupon or credit in the store equal to the value of the returned product, thus enabling them to proceed with their additional purchases without suffering any financial loss.

Following the initial client contact, the process that follows is the updating of information on the return in a centrally held register by the operations team. Besides the recording of the problem, this register enables the organization to be able to identify trends, resolve recurring issues, and generally improve overall operational effectiveness.

By adhering to this well-defined process, Aarong E-commerce ensures that its return and refund policy is exercised fairly and openly and also accomplishes the quick resolution of some of the customers' grievances. By emphasizing the company's commitment to operational excellence and customer satisfaction, this approach reinforces the foundation of trust and reliability among its customers.

Unfulfillable:

It is common in e-commerce for a consumer to order more than one product category and varying quantities within a single order. There are also exceptional situations where an order cannot be fulfilled completely. This could be due to quality control, when a product fails to meet the company's high expectations, or due to systemic errors that result in improper inventory updates or the overselling of some products.

It was my responsibility to immediately and clearly inform the interested client whenever such circumstances occurred. The first step towards this was to determine the specific products that could not be delivered. After verification of the problem, I would contact the client via their preferred method of communication, which is usually telephone or email.

There was a need to keep the tone professional but empathetic in all such communication. I also let the customer know that Aarong E-commerce valued their satisfaction and trust highly and explained the reasoning behind the non-delivery of the product, whether through a system defect or due to quality issues. I also provided solutions for reducing the disruption in many instances, such as proposing an alternative product or offering a refund or store credit on the product that was unable to be delivered.

In spite of the issues encountered, this move was significant for maintaining consumer confidence and trust. In spite of the temporary inconvenience, we ensured that customers were made to feel special and cherished by handling the situation in an open and honest way.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

During my time at Aarong E-commerce, I have contributed in some meaningful ways that improved the company's operations and customer service efficiency. My duties involved a range of activities, from assisting in day-to-day operations to directly interacting with customers and contributing to key business reports.

One of my main duties was to assist with daily tasks in the customer service department. These included tracking orders, updating records, communicating with other departments, and workflow streamlining. By taking an active role in these tasks, I helped achieve operational effectiveness and allowed the team to handle a high volume of customer interactions. A key part of my job was communicating with customers regarding service failures. I handled queries and complaints regarding late deliveries, wrong orders, payment issues, and stock availability

problems. My task was to take complaints from customers, provide solutions, and escalate the issues to the relevant teams in a timely manner. This project played a vital part in Aarong's service recovery process since it helped resolve issues quickly and maintain customer trust. Besides, I supported service recovery by ensuring that affected customers were provided with the appropriate resolutions, such as exchanges, refunds, or discounts, based on company policies. Through close coordination with the team, I helped simplify recovery processes and improve customer satisfaction.

A further key contribution was my role in the preparation of annual reports, which were utilized for year-end reviews and for strategic planning. The reports summarized customer feedback, service recovery data, and performance metrics, which gave management key information for assessing and enhancing operations. My work in coordinating and analyzing these reports helped facilitate more informed decision-making and improved service quality in the following year. Overall, my work helped Aarong integrate its customer service functions, improve problem-solving, and strengthen its service recovery systems, supporting the company's commitment to delivering a quality e-commerce experience.

1.3.2 Benefits to the student

It was an extremely enriching experience that enabled me to acquire a holistic skill set and learn some valuable lessons in customer service and e-commerce business operations. The most important benefit was being able to acquire a holistic understanding of Aarong's customer service operations. The experience allowed me to be directly involved with customers through verbal and non verbal communications; handling inquiries, resolving issues and most importantly maintaining positive customer relationships. Such experience has helped me to

improve a number of aspects such as communication skill, problem solving ability, teamwork, critical thinking and lastly risk management during pressure situations.

The experience also allowed me to get a complete understanding of the entire e-commerce process in Aarong. From managing payment gateways and tracking order status, to communicating with various teams like logistics and operations, I witnessed firsthand how an e-commerce division of a household brand such as Aarong operates. The experience also exposed me to high-pressure environments where quick decision-making was imperative. From managing escalations, payment disputes, to returns of products, I learned how to remain calm and effective under pressure, a value in any professional setting. I gained firsthand experience in collecting, analyzing, and presenting data in a methodical way for scrutiny by interested stakeholders. This exercise enhanced my analytical mind, detail orientation, and communication skills to communicate complicated information in an easy way.

Finally, I realized the importance of maintaining good customer relations. By communicating proactively, being empathetic in the event of a conflict I could establish trust and loyalty among customers. Overall, this experience not only improved my technical and operation skills but also my professional and interpersonal skills and prepared me for future opportunities in customer service, e-commerce, or any other business that requires teamwork, flexibility, and a customer-service orientation.

1.3.3 Problems/Difficulties (faced during the internship period)

The Customer Service department operates in high pressure situations at all times. Working with the department was very difficult yet exciting. This department plays a crucial role as it represents Aarong to its customers as they are the primary contact for customer's inquiries, complaints and feedback. This responsibility makes the team's work vital because customer's trust and company brand image is directly impacted by how the team is handling customer issues.

Initially, I found it very difficult to understand how the department operates. There is a planned out structure of the tasks however it is very challenging to follow the structure because issues arise randomly. Hence the team works in a very dynamic way and often does not follow any predictable pattern, like other departments of the division. Each day would bring different priorities hence adapting to this unpredictable and dynamic work structure was challenging initially. Another aspect that took some time to learn was the communication pattern for this role. Clarity, empathy, and professionalism had to be consistently meted out at every customer contact. It took a lot of time for me to communicate effectively during intense moments of stress or while handling dissatisfied customers.

Moreover, I had to learn about all of the departments in the division because the customer service team's work has to collaborate with all of the other departments depending on the issue. Hence, initially comprehending which issues needed escalation to which department required much time and close attention. Gaining familiarity with the internal processes of the company and responsibilities of various teams, be it logistics, IT, or operations was challenging. Gradually I was able to learn the patterns and nuances that told me what each different situation

1.3.4 Recommendations (to the company on future internships)

Although I had a rewarding experience, I would like to offer a few suggestions to the company for future internships. In order to enhance the internship experience, the interns should have clearly outlined roles, responsibilities and expectations. It would provide a structured roadmap of tasks to help them understand what they are expected of. Assigning interns to seasoned team mentors will help them feel like they belong by offering direction, frequent feedback, and a person to whom they can direct any queries. In order to provide them cross-functional exposure and a sense of the complete e-commerce business, it would be beneficial to rotate them across other departments, such as logistics, operations, and IT. In order to help the interns prioritize their work in this fast-paced customer service and e-commerce environment, such task development should be carried out in a more methodical manner, such as with the use of task management software.

Chapter 2: Overview and Analysis of Aarong

2.1 Introduction

2.1.1 Overview of the Company

Aarong is the top fashion brand in Bangladesh and a trailblazer in advancing the fashion sector of the country. Aarong was founded in 1978 with the aim of offering profitable employment opportunities to rural artisans in need, and to promote traditional craftsmanship and excellent customer service. It is a project owned by BRAC. Aarong is carrying out all of its operations in collaboration with the Ayesha Abed Foundation (AAF). The term 'Aarong' in Bengali means 'a fair or market in a village'. Skilled artisans and experts can showcase their handmade products and talents by participating in local markets and events. Aarong, a well-known brand in Bangladesh and the biggest retail chain in the country, presents customers with more than 100 product lines in fashion and lifestyle, including designer apparel, home goods, and jewellery, all guaranteed to be of high quality and value. Aarong has been combining traditional and ethnic craft techniques with modern styles and trends for the past 45 years, reviving the rich heritage of Bangladeshi craft and folk art. Aarong provides support to a large group of Bangladeshi craftsmen. By teaming up with more than 1,600 artisan collectives, Aarong offers employment to over 75,000 artisans and brings positive impacts to roughly 325,000 individuals. Aarong provides assistance to more than 3,000 villages, supporting talented individuals, mainly women (85%), in generating income from their artistic skills. Across the country, Due to the substantial input from these craftsmen and artisans, Aarong currently has over 100 product lines. Aarong offers a variety of items for men, women, and children, as well as home textile, accessories, jewellery, leather goods, and more. Currently, there are 29 local stores in Bangladesh. Aarong

ships their products to the USA, UK, Australia, Germany, UAE, and Singapore. Aarong's core values include providing high-quality products and services, caring for people, especially producers, supporting and stimulating demand for Bangladeshi crafts and related skills, teamwork, gender equality, creativity and innovation, and environmental awareness.

2.1.2 Aarong Ecommerce

Aarong's website (www.aarong.com) was nationally launched on July 16th, 2014. Aarong was one of the pioneering organizations in Bangladesh to introduce western website design to audiences, offering a top-tier user experience. Senior Director of BRAC Social Enterprises, Tamara Abed, praised Aarong for prioritizing the delivery of a top-notch shopping experience online that aligns with the brand's commitment (Cochran, 2014). Dr Atiur Rahman, Governor of Bangladesh Bank, officially launched the website at BRAC Inn. Sir Fazle Hasan Abed, the founder and Chairperson of BRAC, was in attendance as the special guest during the inauguration ceremony. During the event, executive director of Asiatic JWT and media personality Iresh Zaker, along with BRAC Business School faculty Tahsan Khan, were present. Aarong E-commerce's motto is 'Buy Online'. Aarong exports their products to the USA, UK, Australia, Germany, UAE, and Singapore. Aarong E-commerce handles its branding and marketing internally within the department. Aarong.com attempts to offer nearly all the items that can be found in their physical stores. Aarong's E-commerce platform has played a pivotal role in shaping Bangladesh's digital marketplace. The platform's successful navigation of the complexities of online retail, including logistics, payment gateways, and customer service, has provided valuable insights and lessons for aspiring e-commerce ventures. Additionally, Aarong's E-commerce platform has demonstrated the potential of e-commerce to drive social impact. By

creating employment opportunities and empowering rural artisans, Aarong has shown that online business can be a force for positive change in Bangladesh.

2.2 Management Practices

Aarong's human resource department primarily focuses on three main criterias and they are maximizing employee satisfaction, minimizing employee turnover and arranging training programs that would elevate

Similar to the majority of businesses, Aarong's human resources department prioritizes increasing employee satisfaction, reducing employee attrition, and creating training initiatives to improve worker productivity and performance. They are also in charge of creating procedures and regulations pertaining to employee holidays, leave, bonuses, gratuities, and pay, among other things. The Aarong HR department hires people on a regular, project-based, contractual, temporary, and part-time basis. Aarong solely hires from internal and external sources. Internal sources include hiring through its own procedure and externally assigning the task to outside organizations to complete.

Another important role of HR is employee appraisal, whereby, through the PMS process, all employees of the company are assessed according to the goals they were expected to achieve and, as a result, receive a raise or promotion. Through this process, Aarong aims to determine the need for training and development, identify underperforming and high-performing employees, and, finally, set up an appropriate feedback system that allows employees to voice any concerns they may have about their performance. One essential component of the HR department that ensures both individual and group behavior is regularly structured is compliance and separation

management. Additionally, it promotes internal reporting, complaint responses, and, where required, inquiry.

When hiring for any position inside the company, Aarong follows a set of procedures that include posting job openings, screening resumes, and conducting a number of interviews with representatives from the relevant department and the human resources department. Following that, if the candidate is chosen, specific training and grooming sessions are held to get them ready for the position. When an employee is departing, exit interviews are also held to ensure that the departure is done in a professional and planned way. According to the policy, the candidates' employment is verified if they successfully complete the probationary period, which is one year for normal employees and six months for sales associates.

2.3 Marketing Practices

Since its founding, Aarong has prioritized quality in all facets of its business operations, and their photo sessions and advertising campaigns clearly reflect this. When it comes to promoting their products, they consistently choose the most prominent figures in the social media influencer and modeling industries. Aarong mostly uses marketing strategies that are heavily reliant on internet advertising. They are now using web marketing instead of traditional marketing. Every month, Aarong spends thousands of Taka on marketing efforts on various social media sites, including Facebook, Instagram, YouTube, Google, and others. They also use a variety of strategies, including Viber marketing, YouTube bumper ads, and Google Display Network. The launching of their mobile application and their E commerce platforms has leveraged Aarong's marketing aspect because customers can be targeted directly and their needs can be analyzed with time.

Additionally, they organize other events that correspond with various marketing campaigns. Following the debut of Taaga, an Aarong sub brand, they toasted their loyal customers with a Bar-B-Q party that was open to all of their top customers. Given their extensive product line, each of which is distinct and distinctive from the others, Aarong's marketing efforts can be considered to be very unusual from the typical tactics. Furthermore, they host the most extravagant fashion shows and fashion-related events, which contribute to their flashy reputation. Aarong has a competitive edge over other fashion businesses in the nation because of their ambition to become synonymous with fashion.

In particular, the CRM department handles customer experience and serves as a brainstorming platform for marketing campaign ideas. Along with client involvement, the CRM department handles the full customer management process. The CRM department at Aarong also oversees partnerships with other top national companies, like the Radisson Hotel, Amari Hotel, Berger Paints, Regent Airways, and others. These partnerships are utilized in a variety of campaigns that exploit the brand image. Customers are also more inclined to buy from Aarong as a result of these brand relationships since Aarong's alliances offer further advantages.

2.4 Operations Management and Information System Practices

The smooth and efficient operation of the operations management system is crucial for Aarong, one of the top fashion brands in the retail sector. The entire supply chain process is integrated and coordinated by their several enterprise resource planning tools. Due to their numerous product lines, which include men's and women's apparel as well as household goods, the great majority of the items need to be constantly monitored, and inventory levels must be maintained.

Additionally, they have a different software system that tracks all of their clients who are part of different membership programs as well as how many points they have accrued and used.

Systems currently used in Aarong:

- Material Requirements Planning
- Manufacturing Resources Planning
- Enterprise Resource Planning Warehouse management system
- Customer Relationship management

2.5 Industry and Competitive Analysis

2.5.1 Competitive Analysis through Porter's Five Forces Model –

- Rivalry Among Competitors

The market competition of traditional Bengali apparel is very high, and there are numerous brands that sell the same products. Aarong faces very stiff competition from other brands such as Deshal, Deshi Dosh, and KayKraft, which also offer customers authentic and fashionable Bengali apparel. These brands offer various designs, prices, and customer services, and therefore the market is very competitive. Additionally, most of these rivals frequently introduce new designs, promotional offers, and seasonal collections to attract customers. Thus, Aarong must continuously focus on brand differentiation, product quality, and loyalty to customers in order to maintain its leadership position in the industry.

- Threat Of New Entrants

Although there is always a threat of new brands entering the market, Aarong has the significant benefit of being a well-established and trusted brand. Having built its reputation over the years,

Aarong enjoys good brand presence, customer loyalty, and market leadership, making it difficult for new entrants to gain immediate trust. However, smaller niche competitors and new entrant designers are cropping up with differentiated products at competitive prices, which may prove to be a threat. Aarong must continue to invest in branding, innovation, and its close connection with the customer to maintain its leadership position in the market.

- Bargaining Power of Buyers

The customers in the market for traditional dresses have high bargaining power since there are various competing brands in the market. With the variety available, customers can easily switch from one brand to another based on price, availability of products, and quality of services. This forces Aarong to offer competitively priced products while ensuring high-quality workmanship and unique designs. Also, with the growth of e-commerce, customers can easily compare choices, so it is increasingly important for Aarong to offer a great shopping experience in order to keep customers.

- Bargaining Power of Suppliers

The bargaining power of suppliers in Aarong's case is moderate. One of the strengths of Aarong is that it trains its suppliers and artisans, so that they uphold some quality standards and production processes. Because it has such lengthy supplier relationships, Aarong has strong control over production and quality control. However, suppliers are able to exert some level of power, especially when it comes to the price of raw materials and production timings. By maintaining sound relationships and extending constant support to its artisans, Aarong can ensure a steady and reliable supply chain.

- Threat of Substitute Products

The threat of substitute products is very real as many new brands are emerging in the traditional wear market with the same products at varying price points. Additionally, machine-made garments copying handmade designs are readily available, offering more options to customers. The presence of other fashion trends, e.g., fusion wear and fast fashion, also poses a threat to Aarong's clientele. To combat this threat, Aarong must emphasize promoting its authenticity, quality, and brand heritage so that customers feel the unique value of its handmade products.

2.5.2 SWOT Analysis

- Strength

Aarong's greatest strength lies in the reality that its products are handmade and reflect Bangladesh's rich culture and craftsmanship. Handmade products, as opposed to mass-produced products, reflect individual artistry, cultural meaning, and superior craftsmanship that customers who yearn for uniqueness cannot resist. Aarong is moreover a strong and well-established brand with deep roots in the Bangladeshi market. It has developed a loyal customer base over the years and continues to be firmly entrenched in the mind of the consumer. Its brand reputation is also boosted by its image for quality traditional goods and equitable sourcing, which gives it an advantage over newer or less established competitors.

- Weakness

Although Aarong's strong point is handmade products, they also share some disadvantages. Because production is done by hand, there are more likely to be minor defects and irregularities in products, occasionally leading to customer dissatisfaction. In contrast to machine-made mass-produced products, it is not possible to maintain the same level of quality in all handmade

products. Additionally, as much labor and time are required to create every product, certain goods are discovered in limited quantity. This irritates customers, specifically when high-demand products get out of stock quickly. The inability to manufacture in large quantities also causes it to be hard for Aarong to meet high demand efficiently.

- Opportunities

Aarong has a great opportunity to take its market global by introducing the local Bangladeshi traditional designs to the international arena. There are customers around the globe who appreciate handcrafted, culturally unique, and sustainable fashion, and Aarong's product is precisely aligned to this. Through intended entry into markets with a demand for ethnic clothing, artisanal home decor, and handcrafted accessories, Aarong would be in a position to reach more customers. Expansion via e-commerce sites and global partnerships can further increase its international presence, creating new revenue streams outside Bangladesh.

- Threats

The biggest danger for Aarong is competition from the brands that use automation in production. Machine-made products allow the competitors to manufacture in quantity with no defects, ensuring consistent quality at a lower price. It becomes extremely easy for those brands to scale up, meet market demand instantly, and ensure competitive prices, therefore rendering it difficult for Aarong to compete in terms of volume and efficiency. Additionally, customers who look for cheaper alternatives may turn to machine-made goods instead of handmade ones, jeopardizing Aarong's market dominance in the long run. To counter this threat, Aarong must emphasize the value of authenticity, heritage, and ethical production to retain and attract customers.

2.6 Summary and Conclusions

Beginning with empowering women by giving them a means of subsistence and improving their economic standing, Aarong has changed Bangladesh's rural populations. Due to the production of enormous amounts of jobs, their tremendous growth and expansion since the beginning has benefited many stakeholders, including both urban and rural populations. Additionally, they have given consumers in the lifestyle sector an option by threatening other businesses like Rong and Kay Kraft, whose prices are influenced by Aarong's.

In addition to having a good strategic positioning and outperforming its rivals, Aarong is arguably the only lifestyle company in Bangladesh with annual sales of Tk1000 crore. In order to serve the nation's youth, it is also expanding into new markets, as evidenced by the opening of Taaga. They are also among the rare companies that are economically advantageous and sustainable production methods and operations that benefit all parties involved. Aarong is arguably one of the only businesses in Bangladesh that is experiencing annual growth that is many times greater while also using sustainable production methods that lessen their negative environmental effects.

Chapter 3: Project Part

Service Recovery Perceptions of Aarong Ecommerce Customers

3.1 Introduction

Aarong has been a household name in Bangladesh. From producing clothing products that highlight Bangladeshi cultural essence to ethically made lifestyle products, Aarong has cemented its strong presence in the minds of Bangladeshi consumers. The brand made an entry into the digital world by setting up its first ecommerce platform, the 'aarong.com', back in 2018. The formation of its ecommerce platform has helped the brand to reach customers all over Bangladesh and also around the world as well. The brand has made its name as the leading lifestyle and fashion brand by winning prestigious awards at the Bangladesh Retail Awards 2024.

In this rapidly growing online shopping business, impeccable customer satisfaction is at the top of organizations' agendas. Nonetheless, they do experience such service failures as delayed deliveries, mishandled payments, improper shipment of a wrong product, and return problem. For Aarong being such a recognized brand that had diversified into the virtual market as well, what will keep their confidence and devotion is satisfactory customer delight accompanied with service recovery.

Service recovery refers to the strategies that companies utilize to correct service errors and customer grievances. Compared to traditional retail shops, where customer complaints can be resolved immediately through direct confrontation, e-commerce businesses must deal with a different array of issues in the absence of verbal confrontation. Customers prefer to get only

online customer support services such as email, chat, or phone calls to resolve their grievances, and thus the effectiveness and efficiency of service recovery in shaping the overall perception of the brand become of prime concern.

3.1.1 Objectives

Primarily, the objective of this report is to discuss and analyze customer perceptions of Aarong E-commerce's service recovery process. The primary objectives are -

- Outline the service recovery strategies and policies of Aarong Ecommerce
- Identification of factors that influence customer satisfaction after a service failure
- Analyze the influence of service recovery on customer trust and brand loyalty
- To provide recommendation in order to enhance service recovery strategy

3.1.2 Significance

The study is significant because it will help Aarong better understand how customers perceive their attempts at solving issues. Service recovery in itself is directly linked to customer retention, brand reputation, and eventual business longevity. By evaluating customer satisfaction with existing recovery mechanisms, this research can provide evidence-based suggestions for service policy formation and customer relationships. The findings can also serve the broader e-commerce industry by discovering best practices in service recovery.

3.1.3 Scope of the Study

This research will focus on Aarong E-commerce customers who experienced service failure and had dealt with the customer service department to resolve the situation. The study will investigate types of service issues, response quality and response time, and emotional and behavioral reactions by customers post-recovery. This research will draw upon customer complaint files, survey forms, and potential interviews of Aarong's customer care staff. However, the study will be carried out on online shopping alone and not on service recovery experiences at Aarong's retail stores.

3.2 Background

Service recovery in Aarong E-commerce plays a significant role in making or breaking the customers and establishing the reputation of the brand. An effective recovery process can turn a bad situation into a good one, thereby building more customer trust in the brand. Research has demonstrated that customers whose complaints are satisfactorily dealt with are more likely to remain customers of the same retailer and not defect to a different retailer (Kelley 2005). Alternatively, unresolved or poorly handled service failures can lead to negative reviews, loss of customer confidence, and brand credibility long-term losses.

Furthermore, service recovery is not just fixing a defect—it is also an opportunity for companies to demonstrate their commitment to satisfying customers. Intact response, good communication, and reasonable redress, which can involve refunds, replacements, or store credits, can reflect a company's commitment to consumers (Hoffman 2005). With continued fine-tuning of its service recovery mechanisms, Aarong E-commerce can enhance customer commitment, reduce churn, and enhance its competitive positioning in the internet market.

With growing reliance on web-based purchases, businesses must factor service recovery into customer service as a critical element. It aims to study Aarong E-commerce customers' attitudes towards its service recovery, identification of strength, and areas of weakness in order to encourage sustainable success.

3.3 Literature Review

Complaint management and service recovery are among the major drivers of customer retention for e-commerce. Bijmolt et al. (2014) assume that customers who actively complain about service failure and achieve positive resolution will be more inclined to repurchase, supporting the service recovery paradox, where complaints handled well enhance customer loyalty. The research points out that internal complaints, those leveled against the retailer, lead to greater repurchase intentions compared to external complaints shared on public platforms. This implies that companies have to give maximum importance to effective internal complaint redressal channels to solve complaints in a timely manner and win customer trust. Aarogn E-commerce can gain from setting up an effective internal mechanism whereby customer problems get solved quickly so that escalations to public sites are avoided.

Service quality also plays a fundamental role in customer satisfaction in electronic shopping. Cox and Dale (2001) note that service quality on the internet relies primarily on website usability, functionality, and security rather than traditional customer service elements like human interaction. The study determines accessibility, communication, and trust as fundamental drivers of customer perceptions of an electronic shopping site. Also, customers demand quick service, 24/7 access, and customized experiences, so technological efficiency is a priority. To increase

user satisfaction, Aarong needs to invest in a smooth, visually rich, and extremely secure website and incorporate features such as real-time order tracking and customized recommendations.

Even with the efforts to improve service quality, e-commerce transaction failures are unavoidable. Forbes et al. (2005) classify common failures such as packaging errors, late service, and product defects, typically aggravated by the lack of direct customer interaction. Effective service recovery activities such as speedy refunds, replacement, or compensation can mitigate dissatisfaction. However, the study also reveals that ease of switching to alternative providers makes it difficult to retain customers even if service recovery is successful. Therefore, Aarong must proactively minimize service failures by improving logistics, quality control, and customer service so that when there is a problem, it can be fixed promptly.

By integrating effective complaint handling, improvement of service quality, and proactive failure prevention, Aarong can strengthen its e-commerce website, fostering customer satisfaction and long-term loyalty in the aggressive online retail environment.

3.4 Findings and Analysis

3.4.1 Types of failures experienced by Aarong Ecommerce Customers

System Pricing

System pricing errors are a common issue for e-commerce sites, and Aarong E-commerce is no exception. Customers are able to obtain mismatches where the price displayed on the site does not reflect the price charged at checkout time. Technical errors, improper system updates, or errors in human inputs to the pricing database can lead to such mismatches. Such inconsistencies lead to confusion, frustration, and dissatisfaction among customers, especially if they are

overcharged. Pricing inconsistencies not only undermine customer trust but also contribute to the workload on customer service teams since they need to handle complaints, process refunds, or adjust prices. Further, frequent pricing inaccuracies can lead to loss of reputation, discouraging repeat business.

Packaging Errors

Packaging mistakes play a significant role in the customer experience of e-commerce, leading to dissatisfaction and increased return requests. Aarong E-commerce customers have occasionally expressed dissatisfaction with receiving wrong products, damaged products, or incomplete orders due to packaging mistakes. Such mistakes typically occur due to mislabeling, poor quality control while preparing orders, or excessive handling during transit. Inadequate packaging not only creates customer hassle but also operational cost for Aarong since it must process returns, replacement, and refund procedures. Further, too much or too little packaging material can also damage products, especially fragile ones like ceramics or delicate fabrics. These errors must be corrected through an improved quality control process where each package is inspected prior to shipping.

Out of Stock

One of the most frustrating things for customers of online shopping is to order something and then be informed that the product is out of stock. E-commerce has faced such problems due to mismanagement of stocks, time lags in the system in updating stock levels, or unforeseen spikes in demand overwhelming present supply. This issue creates customer dissatisfaction, as customers may have already intended their shopping trip around specific goods. However, in many instances the customer faced such errors due to late prepayment. In times of discount

campaigns, the demand for products tends to be very high. Hence customers like to pre-pay their order to confirm their purchase. As all of the Aarong products are handmade, they are available in limited quantities. Customers who miss out on prepayment face such errors.

Product Defect

Product defects are one of the greatest concerns in e-commerce since consumers expect quality products when they purchase online. Aarong E-commerce, being a reputable one, has had some complaints against them about defective, damaged, or shoddy products occasionally. These issues arise due to production defects, poor handling while packaging, or damaged products during shipping. Receiving a defective product not only annoys customers but also incurs costly return and refund processes, impacting Aarong's profitability. Additionally, repeated instances of defective products can damage brand reputation, causing customers to lose trust in the platform.

Size Variations

Size issues are a common issue for e-commerce, particularly for apparel and footwear, where customers must rely on size charts and product information to make a purchase. Aarong E-commerce has experienced complaints of variable sizes, ill-fitting clothes, and discrepancy between the size guide and actual product size. These issues largely arise due to the inconsistency of stretch in material, manufacturing processes, or size variations in regions, and lead to excessive return rates. Shoppers who encounter several sizing issues are most likely to hesitate to buy from the platform again, affecting customer retention and long-term sales.

3.4.2 How Aarong recovers it

Product Exchange

Aarong's primary service recovery process is product exchange, but only if the issue is Aarong's. This means that customers can request an exchange if they receive a faulty product, the incorrect product, or an order that does not match the product description. But if the issue is customer preference—e.g., change of heart or purchasing the wrong size—an exchange will not be granted.

This policy makes Aarong responsible and also protects the company from unwanted or excessive returns. For hassle-free exchanges, Aarong follows a methodical process where the customer must report the defect within a specified time, provide proof (such as photographs of defects), and return the product in its original state with the packaging intact. Upon verification, Aarong facilitates the exchange by sending a replacement product free of cost to the customer. Though this approach ensures quality control and fairness, Aarong can better satisfy customers through more convenient exchange facilities, such as size or color exchanges within a certain period of time. More transparency in the exchange process—such as real-time tracking and faster processing—can further build customer confidence and loyalty.

Store Credit or Coupons

Aarong employs two primary strategies for service recovery: coupons and store credit. These are measures that are in place to correct order errors while at the same time encouraging future purchasing. Store credit is available only to account holders and offers greatest flexibility. Customers are free to redeem store credit at any time and in any way they desire, thus making it

a more long-term and flexible reward option. This gives repeat customers the ability to redeem their credit on multiple product categories and shopping occasions.

On the other hand, coupons are issued to non-account holders and with some limitations. A coupon is of limited usability since it will only be usable once, i.e., customers will have to use the entire amount at one time. Even though this approach is still rewarding, it encourages customers to purchase immediately instead of waiting to use it later. This dual-system policy allows Aarong to distinguish the loyal consumers from infrequent customers, whereby the account-holders have more leeway in the rewards. Nevertheless, to have further customer satisfaction, Aarong may extend the offer of couponing or redemption value, thereby giving incentives for repeat buying even by the non-account-holders.

Refunds

Aarong's last service recovery option is direct refunds, although this amenity is not available to all people. Refund eligibility differs depending on the case and restrictions set by Aarong.

Refund is usually provided only where other alternatives are impossible, e.g., where a product is out of stock, an order was confirmed prior to payment deduction, or a service failure makes an exchange or store credit inappropriate. To maintain transparency and security, refunds are given only via the same mode of payment as that of the customer. For example, if a customer had paid via Bkash, credit card, or bank transfer, the refund will be provided via the same medium. This process maintains fiscal accuracy and avoids fraudulent claims of refunds

Although refunds provide a sense of fairness and trust, refunds may not always be the preference of Aarong as they can lead to revenue loss. Hence, the company performs other recovery activities like exchanges, store credit, and coupons before providing a refund. But clarifying the

refund policy and making processing faster would provide an added impetus to customer trust and satisfaction in Aarong's online shopping site.

Discounts

Aarong offers discounts as a customer recovery measure to customers who have been exposed to service errors that were solely the brand's fault. It seeks to restore customer trust, enhance satisfaction, and drive repurchases by compensating for the inconvenience. Customers who qualify for this discount typically have experienced severe issues such as delays in orders, incorrect deliveries, lost items, or inadequate service settlement. Once Aarong ascertains that the error was on their side, affected customers are offered a 10% discount on their next purchase. The discount is an apology and gesture of goodwill, reflecting the brand's commitment to customer satisfaction.

By this strategy, Aarong not only owns up to its mistake but also offers the customers a second chance to the brand. This is most likely to stem frustration, regain trust, and develop a lower likelihood of churn. But to work at its fullest, Aarong must ensure customers comprehend the terms of the discount and how easy and convenient it is to redeem. Providing such recovery discounts serves to enhance customer relationships and indicates that Aarong values customers, even when mistakes occur, ultimately for improved brand loyalty and retention.

3.4.3 Customer Perception

In order to judge the perception of aarong ecommerce customers, one of the yearly reports that has been prepared by the customer service team will be used to give us a glimpse of what the customers perceive. To have a clearer understanding of customers' perception of Aarong E-

commerce and its service recovery, we will analyze the customer feedback rating information collected after customers have completed a purchase. This type of feedback provides us with excellent insight into customers' opinions regarding their purchasing process as a whole, from the order, product, delivery efficiency, and issue-solving.

When ordering from either the Aarong website or the Aarong mobile app, customers are automatically directed to a window for feedback rating. From this window, they can rate their experience on a scale and include additional comments regarding any aspect of their shopping experience. Customers can emphasize positive experiences, including smooth navigation, on-time delivery, or satisfaction with products, as well as negative experiences, including delayed orders, payment problems, or dissatisfaction with service recovery procedures. Through these feedbacks and ratings, Aarong is able to get actual customer inputs, identify common problems, and improve its quality of service. Trends in the feedback data will pinpoint areas for improvement, i.e., faster turnaround times, better return processes, or more detailed product information. Figure 1 illustrates the actual feedback rating window provided to the customers and how their feedback is being captured to improve Aarong's online business processes.



ORDER RECEIVED

Thank you for shopping with us.

Your Order number is **1001883230**

A confirmation will be sent to your preferred contact method as provided.

CONTINUE SHOPPING

Rate your shopping experience with us.



Submit your feedback on how we can do better.

Enter your feedback here

SUBMIT

Figure 1

Rating	2024
5	5334
4	1730
3	510
2	277
1	308
No of Rating	8159

Figure 2

Figure 2 illustrates the detailed explanation of how many customers have provided Aarong E-commerce's service on different score levels. It provides an insight regarding the satisfaction level of customers as well as highlights the areas where improvement is required.

As observed from the feedback rating distribution analysis, the majority of the customers gave a rating of 5 or 4. This indicates that the majority of the consumers had smooth and problem-free experiences when ordering, paying, and receiving their goods. Ratings as high as these indicate that Aarong's ordering experience, delivery, and customer service were as expected or even better, which establishes it as a credible e-commerce website. Satisfied customers likely had minimal issues with product quality, timely delivery, and issue resolution, reflecting Aarong's ability to maintain high standards of operational excellence.

However, the data also indicate that there are customers who have rated below 4, which are negative or dissatisfactory ratings. These lower ratings indicate that there were customers who experienced problems in the shopping process, such as delays in orders, payment failure, product defects, incorrect deliveries, or unsatisfactory service recovery responses. By carefully examining these lower-rated reviews and customers' feedback, Aarong can identify recurring problems, reinforce weak areas, and enhance overall service quality.

Being aware of the reasons for lower ratings allows Aarong to enhance its e-commerce functions, make the customer journey more seamless, and develop better service recovery techniques to attain higher levels of satisfaction in the future.

Feedback Comments Provided by the customers-

Reason	2024
Positive comment	775
App performance slow	42
Website issue	62
Suggesstion	24
Shipping charge high	17
Unfulfill dissatisfaction	2
Delay delivery	7
Did not provide home delivery	5

Figure 3

Figure 3 depicts a content analysis of the different types of customer feedback received after shopping from Aarong E-commerce. The feedback gives rich qualitative insights into customer experience, both appreciative and critical of different aspects.

Customer comments are classified into several significant categories, including Positive Comments, App Performance, Website Issues, and Suggestions. Among them, Positive Comments form the majority, implying that most customers had a pleasant shopping experience. Such comments generally praise areas like smooth navigation, on-time delivery, quality products, and easy-to-use interfaces, substantiating the idea that Aarong's e-commerce platform is meeting customer expectations.

However, even though the count of other categories of feedback is low, a few major service errors are unveiled by the figures. The most important of these are "Delayed Delivery,"

"Unfulfilled Orders," and "Did Not Provide Delivery." These comments highlight operational inefficiencies that have direct implications for customer satisfaction. Delayed deliveries suggest logistical, stock, or courier partnership inefficiencies, and unfulfilled orders suggest stock mismanagement or order processing failures. The "Did Not Provide Delivery" category is the most critical one because it indicates customers placed orders but their products were never delivered to them, which can significantly erode Aarong's customers' trust.

3.4.4 Analysis Through Personal Experience

During my tenure at Aarong E-commerce, I came in contact with numerous customers belonging to diverse backgrounds, each of whom had a different perspective on the brand and its operations. This gave me firsthand knowledge about the rates of customer satisfaction, their demands, and their issues so that I could envision both the strengths and weaknesses of customer service operations of Aarong. A significant portion of Aarong's customers are highly satisfied with the brand. They love Aarong, trust its products, and are loyal to the brand due to its high image for quality and authenticity. They prefer the uniqueness of handmade products, trouble-free shopping experiences, and efficient service. Some of these customers have been shopping at Aarong for generations and consider it a quality and trusted brand in the market.

However, not all experiences are positive. There are some consumers who lament dissatisfaction due to some service failures, such as delayed deliveries, stock unavailability, misunderstandings, or grievances not attended to. Such issues, although not common, form part of the overall perception of the brand and can lead to frustration among customers. Although the customer service department of Aarong works to resolve problems, some consumers feel that their issues are not addressed promptly or to their satisfaction. A specific incident that caught my attention

was a customer who had a valuable inquiry about a product but was not attended to because of several internal delays. Though they tried to contact them multiple times, their request was not entertained for a long time. When they finally contacted them, the customer was extremely dissatisfied and upset about Aarong's service. This interaction emphasized the importance of proactive and prompt communication because customers need quick and efficient responses whenever they have issues.

What I realized from these experiences is that excellent customer service extends from taking orders efficiently but also being transparent, timely, and empathetic in communicating. Customer trust underpins a solid customer relationship, and any service failure—if not managed well—can damage brand reputation and loyalty. Moving forward, Aarong can benefit from streamlining correspondence processes, enhancing response times, and resolving issues proactively so that every customer, regardless of their problems, feels understood and valued.

3.5 Summary and Conclusions

Overall mood of Aarong shoppers remains overwhelmingly positive since the brand has managed to establish itself as a dependable and reliable name in the market. Aarong's emphasis on good-quality handmade products, brand consciousness, and customer service programs has earned it a loyal following of shoppers who continue to shop from its website. The majority of the customers are satisfied with their shopping experience, citing features such as easy navigation, quality products, convenient ordering processes, and timely deliveries. These customers tend to give positive feedback and recommendations, further reinforcing Aarong's good image.

However, some customers have been through failures of service impacting the brand unfavorably in terms of their perception about the same. Delays in orders, cancelled orders, problems with payment, incorrect products sent, poor bad service rectification, have been reasons of disgruntlement to a certain portion of the customer base. The failure of this to get tackled properly brings on dissatisfaction coupled with mistrust as customers lose faith in attempting visits for repeats again. Conversely, the majority of customers have had great experiences, which have further enhanced their positive perception of Aarong. Customers who are provided with timely service recovery, efficient solutions, and excellent customer care feel valued and valued. Such positive experiences lead to increased customer loyalty and more brand advocacy.

Finally, consumer perception of Aarong is formed through individual shopping experiences. While most consumers have a positive perception of the brand, Aarong has to continuously take steps to improve its service recovery processes so that there are as few negative experiences as possible and long-term trust and satisfaction in customers.

3.6 Recommendations/Implications

To ensure maximum customer satisfaction and enhance its e-commerce operations, Aarong can implement several strategic alterations. Despite the brand having a strong reputation and customer loyalty, enhancing service errors, maximizing service recovery, and enhancing overall user experience will ensure it maintains its competitive edge.

The following recommendations are made to make customer service more effective, minimize operational errors, and enhance shopping convenience for all customers –

- Aarong E-commerce must implement a robust price validation mechanism that checks all correctly and consistently updated prices across all channels, i.e., website, mobile app, and advertisements. Frequent automated audits and real-time system monitoring can also detect and fix discrepancies before they affect customers. Also, having an explicit pricing policy and an issue-free adjustment or refund can also mitigate the damage caused by errors in pricing to make the customers feel valued and fairly dealt with in case of any disparity.
- Barcode scanning, machine sorting, and final-stage hand checking can help ensure order precision for Aarong. Partnering with tamper-proof pack solutions and operating closely with third-party logistics organizations can also minimize damage complaints. Besides, a clear return and exchange policy can provide customers with an easier resolution process if they receive a wrong or faulty product. By enhancing packaging accuracy, Aarong is able to increase customer satisfaction, reduce return cost, and reinforce its brand reputation in the competitive online market.
- Aarong must have an inventory control system in real time that actually reflects stock level availability on their website and app. Merging automatic stock levels with predictive models will allow them to forecast demand drops and replenish stocks accordingly in good time. The customers should be notified of upcoming low stock when they attempt to purchase, which saves them unnecessary frustration. Furthermore, Aarong can also adopt a "back-in-stock" notification system whereby customers are notified when a product that was earlier out of stock is now available. Providing alternative product suggestions will also keep customers from abandoning their shopping carts. An active inventory management will ensure a seamless shopping experience and create long-term customer loyalty.

- Aarong must have stringent quality control practices at different stages—manufacturing, pre-despatch, and delivery point. It can tie up with reliable suppliers and adopt product inspection standards to maintain product integrity. Aarong can also have a return and exchange policy with the customer so that defects are easy to resolve. Adding full product descriptions, images, and quality assurance seals can further persuade buyers regarding the reliability of their transactions. With quality assurance as a prime concern, Aarong can reduce defects-related issues, maximize customer trust, and maximize overall satisfaction in its e-store.
- In addition, incorporating a virtual fitting tool with an AI feature to allow customers to view how clothes would fit considering their body dimensions can enhance customer experience. In addition, easy exchange for wrongly sent size of clothes by the company can ensure that the settlement process is convenient. By optimizing size accuracy and helpful shopping functionality, Aarong can reduce return rates, improve customer satisfaction, and increase trust among web shoppers.

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Appendix

Appendix A: Customer Feedback Rating Form

The following is a sample structure of the feedback form used by Aarong E-commerce to evaluate customer satisfaction after order completion.

Rating Criteria:

- Overall Experience (1–5)
- Product Quality (1–5)
- Delivery Service (1–5)
- Customer Support (1–5)
- Service Recovery Satisfaction (1–5)

Additional Comments Section:

Customers are given the option to provide detailed feedback regarding their experience.

Appendix B: Sample Customer Feedback Comments

This appendix presents selected examples of customer feedback collected during the internship period.

Positive Feedback:

- “The product quality is very good and delivery was timely.”
- “Smooth ordering process and ভালো customer service.”

Negative Feedback:

- “Delivery was delayed and no update was provided.”
- “Received wrong product, exchange process was slow.”

Appendix C: Sample Work Documents

Examples of tasks performed during the internship:

- Payment verification tracking format
- Customer communication (email/WhatsApp) sample
- Return and refund tracking record (sample format)
- Manifest communication template

Appendix D: Summary of Feedback Data

This section includes summarized data used in the analysis:

- Distribution of customer ratings (based on internal reports)
- Categorization of feedback (positive, negative, suggestions)
- Common service failure types identified

Appendix E: Organizational Workflow Overview

A simplified outline of Aarong E-commerce operational workflow:

1. Order Placement
2. Payment Processing
3. Inventory Check
4. Order Fulfillment
5. Dispatch to Courier
6. Delivery to Customer
7. Post-delivery Support (Returns/Service Recovery)