

Report On
**The Operations Process of Digital Marketing Agency X
Solution Limited**

By

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An internship report submitted to the BRAC BUSINESS SCHOOL in partial fulfillment of
the requirements for the degree of
BACHELOR OF BUSINESS ADMINISTRATION

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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Sakib Iben Mohiuddin
Student ID: 13104163

Supervisor's Full Name & Signature:

Md. Hasan Maksud Chowdhury
Assistant Professor, , BRAC Business School
BRAC University

Letter of Transmittal

Md. Hasan Maksud Chowdhury

Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Hasan Maksud Sir,

I hereby submit my Internship Report entitled “The Impact of Operations in Digital Marketing Agency X Solution Limited” as a prerequisite for completion of an internship course (BUS 400) under the Business School of the BBA program at BRAC University.

It was a perfect opportunity for me to acquire experience through the internship period.

Working inside the company was a learning experience for me and I tried my best to represent my learning in the study. The report describes the insights I acquired during my internship at X Solution LTD. I tried my best to complete the report with the necessary data and proposed the plan as compactly and comprehensively as possible.

I hope this report will merit your approval.

Sincerely yours,

Sakib Iben Mohiuddin

Student ID: 13104163

BRAC Business School

BRAC University

Date: September Day, 2020

Non-Disclosure Agreement

This Intern Non-Disclosure agreement is made between X Solutions Limited and Sakib Iben Mohiuddin and is effective from July, 2020. The Intern is seeking experience and training from Company and in the process may be exposed to Confidential Information. The Agreement is intended to prevent the unauthorized disclosure of Confidential Information.

Acknowledgement

At first I will pay my gratitude to Almighty Allah (SWT) for keeping me and my family safe and healthy throughout this tough COVID 19 pandemic.

To commence with, I would like to thank my supervisor, Mr Md Hasan Maksud Chowdhury, Assistant Professor, BRAC University, for his deep hearted supervision at my organizational attachment to X Solution LTD. He has been very helpful throughout my internship program, allowing me to consult him with any internship associated queries. I am simply grateful to his supervision and full support all through my internship period. His valuable guidance, pointers and constant help enabled me to prepare the internship report in an effective manner.

Also, I would like to thank Mohammad Obidur Rahman (Head of QMT Department) for all his support, the required tips and guidance during the activation phase, and the whole team for being very helpful and supportive in every little help I need and for providing the opportunity for me to bring out my best results.

Furthermore, I want to thank my team leader Mr. Wahid Omee for teaching me all the basics of my tasks and kindly showing me every detail and guiding me during my internship. I am very grateful to X Solutions Limited, its management, and in particular QMT department employees for their cordial help in preparing this internship study. Working at X Solutions Limited for three months has been awesome and a massive learning experience for me.

Finally, I would like to thank my friends who have helped me on this trip and during the writing of this study in every way possible, and express my gratitude to all those involved.

Executive Summary

This Internship report is a unique overview of my internship trip at X Solutions Limited. During my Internship I have discovered a lot about Digital Marketing and its different applications. I have known about the work drift of query management and complaint handling team of a marketing agency along with its other operations. I have learned to work in a corporate area which not only enriched me professionally but additionally helped me develop emotionally. My contribution used to be liked by my supervisor and other team mates. The career route I would be deciding on for myself is quite influenced from my internship as I truly believe that digital marketing will be the next big field to explore in Bangladesh. However, this report has been written in a quick time. I have tried my best to make it meaningful through reflecting my works at the X Solutions Limited. Also, I have summarized my normal experience, with my learning and challenges faced as an intern.

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List of Acronyms

ATL	Above the Line
BTL	Below the Line
KPI	Key Performance Indicator
MNP	Mobile Number portability
PPU	Pay Per Use
QMT	Query Management Team
RPH	Reply per Hour
VOA	Voice of Agent
VOC	Voice of Customer

Chapter- 1: Industry Overview:

1.1: Introduction

Digital marketing means the usage of internet, online platform, electronic devices, social media and websites to conduct marketing activities more effectively in a digital way. It is the modern form of marketing efforts that uses a different way to approach customers, promote products, give after sale services, understand customers' needs, give solutions to their problems and lastly generate greater satisfaction. In 21st century when a revolution of technology is proceeding, people all around the world are embracing social media and online platforms to interact and find solutions of their problems. There are around 3.5 billion users of social media around the globe and among the users 54% use social media to research about their desired products. Analysts and marketers believe that digital marketing is around 73% effective for retail businesses to reach customers and advertise their products. So companies are now involving more in digital marketing to achieve their different objectives.

There are many channels to conduct the activities of marketing on online. Some of the branches are given below:

- Website
- Content Marketing
- SEO (Search Engine Optimization)
- Email Marketing
- Affiliate Marketing
- Social Media marketing
- Online Public Relations
- Online Advertising
- Web Analytics
- SMS marketing

In Bangladesh digital marketing has become a growing industry to cope with the advancement of the world and get the benefits of online media. According to Simon Kemp a famous data analyst in *DataReportal*, there are 66.44 million internet users and 36 million social media users in Bangladesh up to January 2020. The nation has over 163million mobile subscribers who can be potential customers for companies to reach with digital marketing. Also with the

vision of government for digital Bangladesh, National ICT Policy-2009 has 306 short-term, mid-term and long-term plans to fulfill the Vision 2021 and with the Vision 2041 of introducing the country as developed one, there are more development of IT section are expected. So it can be said that in the upcoming years the usage of online platform will increase vastly and companies will focus more on digital marketing to reach more customers.

1.2: Digital Marketing Agencies and their gravity

Digital marketing agencies are the marketing agencies that administrate various operations to meet the constant changing needs of marketing in the digital era. Many digital marketing agencies are operating in Bangladesh to serve companies a 360 degree service or working on a specific activity of digital marketing. They offer various services as per the requirement of clients such as Digital Media Buying, TV & Newspaper Media Buying, SEO, Search & Display Ads, Branding & Strategy Development, Website Development and Redesign, TVC, Video Commercial Making, Mobile Marketing, Social Media Marketing, Customer Analytics, Event Activation, Digital-first 360 Strategy, Data Analytics, Cross-media Content Development, Apps & Games Development, Ux/UI Design, PPC, Email marketing etc.

As there are many branches and activities in digital marketing, companies often find it easy and cost effective to appoint an agency to operate all the operations regarding digital marketing. The companies can focus on other operational activities and also the agencies know best about the trend and design. So companies only clarify their needs and sometimes agencies provide a package customized only for the company. For these advantages, day by day the necessity of skilled and prompt digital marketing teams is increasing.

Some prominent agencies working on digital marketing are HYPE Dhaka, Biggestech, SumoDrive, BrandViser, Analyzen, Growuply, EA Inc, DigitalVast, Grey, CODERSCROWN, WebAble Digital, GEEKY Social, Avista Digital, Codesign, Marketex, Bizcope, Magnito Digital ltd, X Solutions Ltd etc. Some agencies have received prestigious awards for superior performance from local and foreign authorities. In 2019, Analyzen won 15 awards in different categories arranged by Bangladesh Brand Forum. DigitalVast, one of the leading digital marketing agencies have won Best Brand Award in 2018, Best Startup Award in 2019, Best SEO Agency in 2017, Best Digital Marketing Agency in 2019. Other agencies like WebAble digital, Magnito Digital Ltd, Melonades got Comaward, Agency of the year, Digital Marketing Award from BBF in different years. The digital marketing agencies in Bangladesh are playing a vital role to serve vast population on online platforms. Not only they are helping companies

to compete in the social media platforms but also they are contributing in the economy and upholding the image of our country in international market.

1.3: Overview of the organization

Digital marketing agency, X Solutions Limited is operating in the market since 2017 which has been established merging two digital marketing agencies MADLY and StrateGeek. Though X Solutions Limited is a new entity, StrateGeek and MADLY were successfully serving the market ensuring fast solutions and credible service.

StrateGeek Digital started its operation in 2010 as a partnership firm by eight friends of the Institute of Business Administration of University of Dhaka. The agency has served a number of local and foreign companies such as Robi, Airtel, Apex, Aarong etc. For its fast reply and inexpensive service with an efficient team, StrateGeek Digital was awarded “World’s most socially devoted team” by Socialbakers. So to grow further and grab more market, the company merged with another devoted team, MADLY and created X Solutions Limited which is successfully continuing the reliable performance and expanding its area of services. X Solutions has achieved “100% socially Devoted” award in 2018 and 2019 for the customer service of Robi and Airtel. The objective of the agency is to provide best service to the clients and create brand value.

X Solutions Limited manages digital media marketing 24/7 by managing online queries, creating content, making promotional videos, TVC, animations etc. The agency also manages different campaigns of clients, analyzes social media trend and update client about market, set strategy, manage official pages in social media, advertise the products of clients etc. It also researches and develops cutting edge marketing solutions that involve mobile apps, augmented reality, gesture tracking etc. So the company has become the solution of all digital marketing services for the clients But the company not only serves as BTL or below the line marketing team that works on digital marketing, but also provides services for ATL or above the line marketing team that deals with the traditional form of marketing. The company has separate departments to handle the operation of these two types of services.

X Solutions Limited has office currently in Dhaka but it can provide services to clients established in anywhere in the world as the business model enables it to operate and manage

remotely. It also operates 24/7 and is divided to three shifts to provide digital marketing services all day long and has skilled team to operate each shift smoothly.

X Solutions Limited has worked with many local and foreign companies. Some of them are Apex, Elite Paint, Marks, Sunshine, Aarong Dairy, Airtel, Robi, Set Wet, Haier, Samsung, BATBC, Marico, Lux etc.



1.3: Assigned Department

Query Management Team (QMT):

I worked in QMT department of X Solutions Limited where I managed queries of social media platform along with updating the server, providing day to day status of the customers, managing the page of Robi Axiata Limited and the group of Robi App etc. This department increases interactions with customers by giving prompt solutions to their problem, thus creates greater experience for the customers with the products or services. It also promotes the brand in social media and increases brand value. QMT is one of the most revenue generating departments of X Solutions Limited.

Among all the prominent clients of X Solutions Limited I was assigned to work with the team of Robi Axiata Limited. Throughout the internship period I learnt the customer management techniques in social media such as: how to reach the potential customers and retain current customers, increase the usage of different promotional offers, offer right packages to right customers, give alternative solutions according to customers' need etc. The tactics enriched my knowledge about customer management on social media platform and learnt how strategies can be set to generate customers' satisfaction.

Chapter- 2: Task & Job Responsibility to the Organization:

I have heard about X Solution limited from some of my graduated friends. They encouraged me to apply as an intern at X Solution. I send my CV as a “Query Management Officer” through mail and I was call over a Zoom interview as during the pandemic there activity shifted towards home base office. I sat on an interview with Mr. Wahid Omee bhai. Then he forwarded my CV to Mr. Obaidur Rahman bhai our Senior Account Director and we sat for a 30 minutes Zoom interview. He selected me and instructed Ms. Anika Tabassum to train me. Ms. Anika gave me the basic of the QMT training and assigned me onto the Robi team. I had to go through the each and every details of Robi product and service. After 1 week of training I started to provide necessary solution to the Robi customers about their numerous problems.

Information about internship:

Host Organization	X Solutions Limited
Address	House 40, Road 20 New DOHS, Mohakhali Dhaka 1206, Bangladesh Email: hello@justanx.com Website: http://www.justanx.com/
Internship Supervisor	Obidur Rahman
Supervisor Designation	Senior Account Director
Department I worked in	QMT (Query Management Team)
Start Date	1 st July 2020
End Date	30 th September 202
Each Day Working Hour	7-8 Hours
Each Week Working Hour	35-40 Hours

2.1: Operating Software Smashboard:

Smashboard is a Social Media Demand platform that gives consumers input from the customers. This is a special software that allows an agent to monitor a client and have accurate reviews. Ice9 interactively creates this special function. Initially, I was taught to use the platform by the team leader. I was able to use it properly after several days of exercise and provide customers with suggestions. Smashboard is linked with Robi Axiata Limited's Facebook and Twitter page and queries of all the customers landed on the dashboard of the Smashboard. Whenever Robi users ask for a question, the response will appear directly on the Smashboard. It allows the agent to meet the customer quickly and to provide the solutions needed. It helps to manage all types of Facebook data that any user may order. Throughout the internship, I have successfully run this software effectively and efficiently. An agent can also delete and edit any query if there is any mistake. During answering the queries of the customers, an agent has to put proper tags and sentiment. It helps the backend for data mining. Smashboard also contain all the KPI related information and it illustrated all the monthly, weekly and daily replied status of an agent.

Figure 1: Here I am replying to a customer. As the customer asked query about 4G connection of Robi, I have put the 4G connection tag.

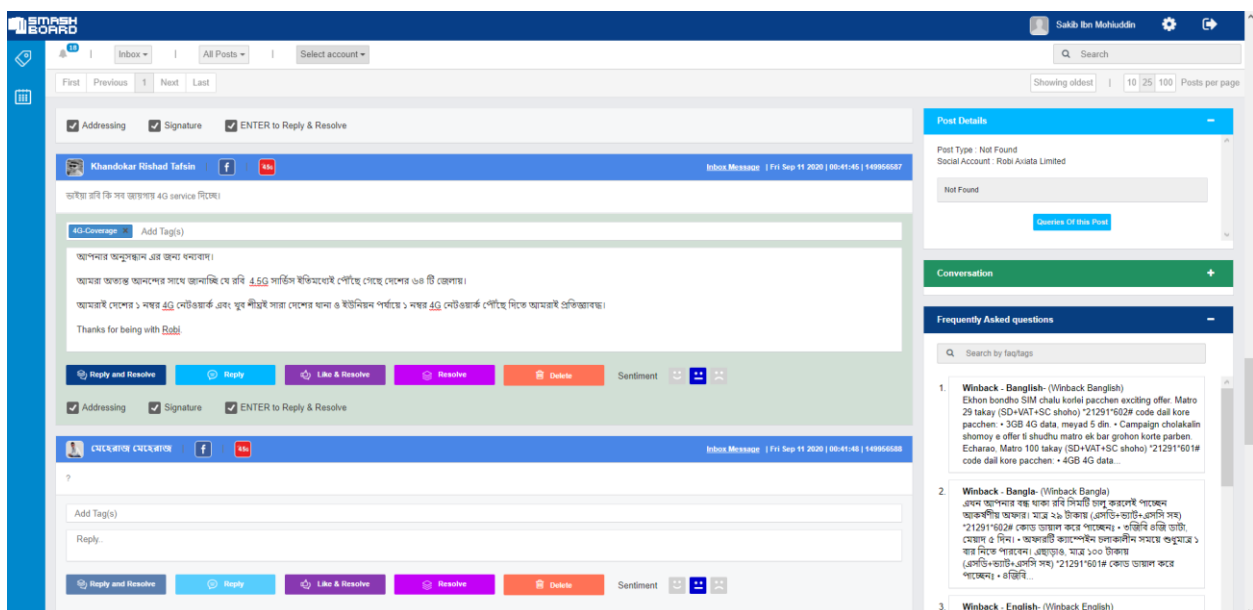


Figure 2: Here I am correcting a wrong answer which has been already replied.

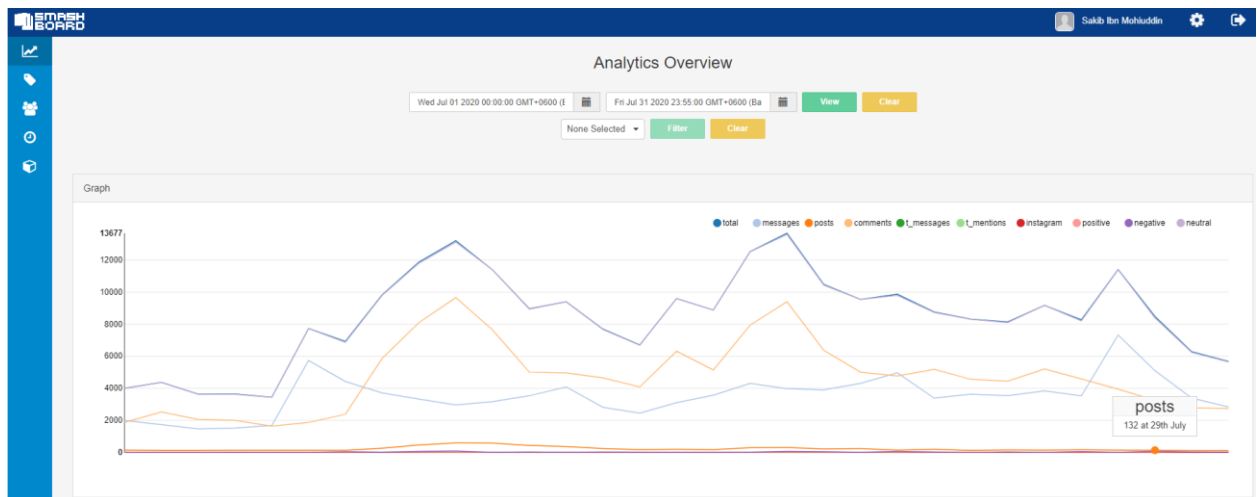
The screenshot shows the SMASH BOARD interface. At the top, there's a navigation bar with 'Resolved', 'Comments', and 'Select account' tabs. Below this, a comment thread is displayed. The main comment is from Shuvo Kumar Dhor Kajol, dated Sep 11 2020, discussing a technical issue. Below it, a reply from Syed Mehedi is visible. The interface includes navigation tabs like 'Resolved', 'Comments', and 'Select account'. On the right, there are sections for 'Post Details', 'Conversation', and 'Frequently Asked questions'.

Figure 3: My monthly total reply of month August and some necessary information.

The screenshot shows the SMASH BOARD User Analytics dashboard. It displays a table with user statistics for August 2020. The table includes columns for User Name, Replies, Resolved, Liked, Deleted, Hidden, Average Response Time, Average Resolution Time, Relative Response Time, and Relative Resolution Time. The data for Sakib Bin Mohiuddin is shown.

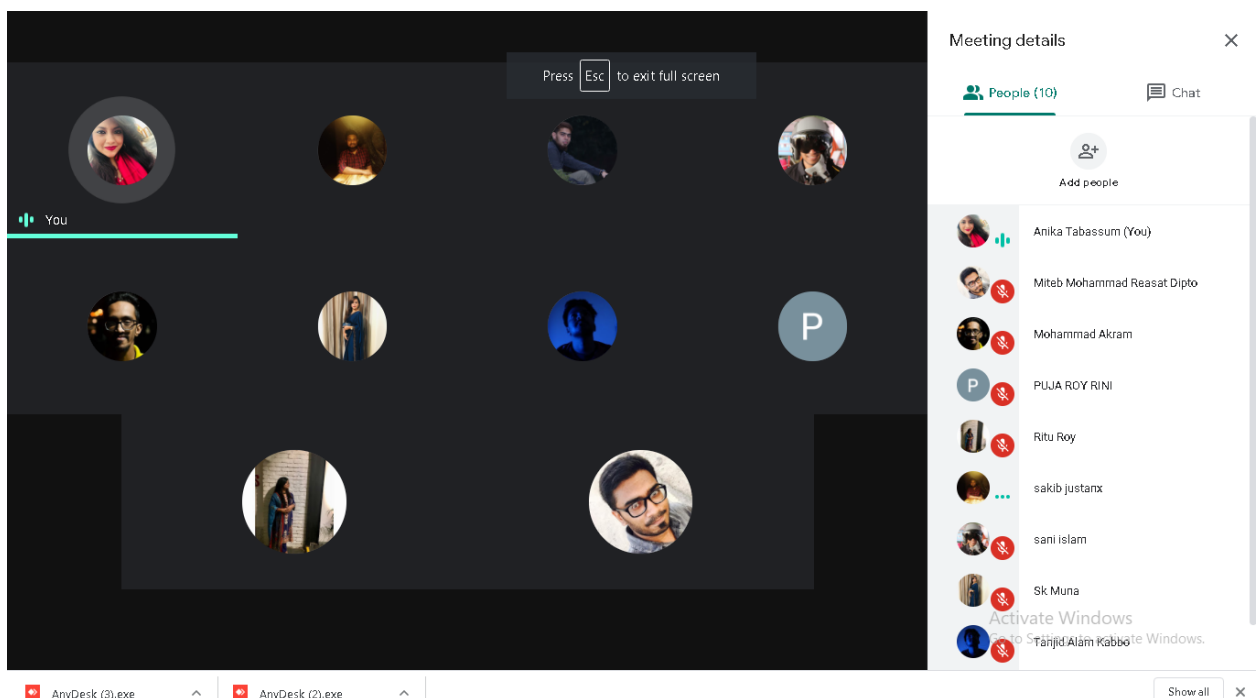
User Name	Replies	Resolved	Liked	Deleted	Hidden	Average Response Time ("Inbox)	Average Resolution Time ("Inbox)	Relative Response Time ("User)	Relative Resolution Time ("User)	View Logs
Sakib Bin Mohiuddin	13145	21012	2	2579	950	00:48:19	00:48:22	00:08:31	00:08:31	Logs

Figure 4: Analytics curve of month July,2020.



2.2: Attending meeting via Zoom and Google Meet

Since my internship started on July, at that time COVID19 virus outbreak was at critical stage. So our office shifted their office activity to Home office. All the required meeting was apprehended on Zoom or Google meeting app. Our trainer held Zoom or Google meet meeting for training purposes. All our official meeting were conducted on online. Email, Whatsapp and Zoom meeting was our channel of communication.



2.3: Writing and correcting templates:

Template writing includes producing simpler responses to the anticipated consumer questions. My job was to make the Robi product and service simple in a structured way. I was first asked to keep an eye on the Facebook page of Robi and to check out the frequently asked questions, grievances and recommendations. I made a long list of these three categories based on the details. I was then assigned the task of writing answers to these grievances and questions. In order to give customers the most appropriate response in a comfortable voice, I needed to build models in the three languages, Bangla English and Bangla (Bangla and English mixed). I used Banglish because we have been instructed to connect with the customer with the language they are using. It was enjoyable, but at the same time it took a lot of hard work. These templates provide a range of product and service details for the Robi Social Media questionnaire.

Before making a prototype template, I need to search the unique email offer and the confidential website called "info360" for details. I made templates in three different categories after I got the details. We need to recheck every information from the official email we get from Robi before we create any templates of product and service related information. Info center is a platform that houses all the models. This is a wealthy platform created by my agency for the agents who forward it to the clients. I am not able to provide screen shot from within the site due to the confidential issue.

Figure 5: Offer details from Email.

Dear All,

Title: My Robi 32TK Segmented Campaign

Campaign Start : 09th September-2020

Campaign End : Till further notice

Eligibility : Selected customer

Mode : From My Robi App

We are going to launch following segmented campaign from today at 08:00 PM. Please check the campaign details below and align accordingly.

DENO	CHANNEL	MAIN PACK	BONUS PACK	REGULAR PACK BENEFIT	BONUS PACK BENEFIT	VALIDITY
32	MYROBI	SAP_I3_R	MYROBI25	1GB Any Use	1GB 4G	3DAYS

Figure 6: My copy of templates

অনুগ্রহ করে জানাবেন আপনি কি অফারটি গ্রহন করার জন্য ঘ্যাচাং রিচার্জ করেছিলেন? ঘ্যাচাং রিচার্জ না করলে অফারটি গ্রহন করা যাবে না।

Onugroho kore janaben apni ki ghechang recharge er maddhome offer ti grohon korechilen? Ghechang recharge na korle offer ti grohon kora jabe na. Offer ti sudhu matro ghechang recharge kore grohon kora jabe.

Ghachang recharge Robir ekti recharge er poddhoti jar maddhome grahok bivinno rokom offer upovog korte paren. Ei recharge er maddhome sudhu matro ghachang offer gulo upovog kora jabe.

Ghachang offer ti upovog korar jonno doya apnar nikotoborti Robi agent er maddhome recharge korun. Agent er maddhome ghachang recharge korar jonno dial korun *999*Apnar Number*Amount*Pin (Agent). Agent er maddhome ei prokriate recharge korlei apni data offer ti upovog korte parben.

ঘ্যাচাং স্টোরে রবি গ্রাহকদের জন্য নির্ধারিত অফার থাকে যা কিনা ঘ্যাচাং রিচার্জ এর মাধ্যমে গ্রহন করা যায়। ঘ্যাচাং রিচার্জ রবির একটি রিচার্জ এর পদ্ধতি যার মাধ্যমে গ্রাহক বিভিন্ন রকম অফার উপভোগ করতে পারেন। এই রিচার্জ এর মাধ্যমে শুধু মাত্র ঘ্যাচাং অফার উপভোগ করা যায়।

Figure 7: Published copy of my template

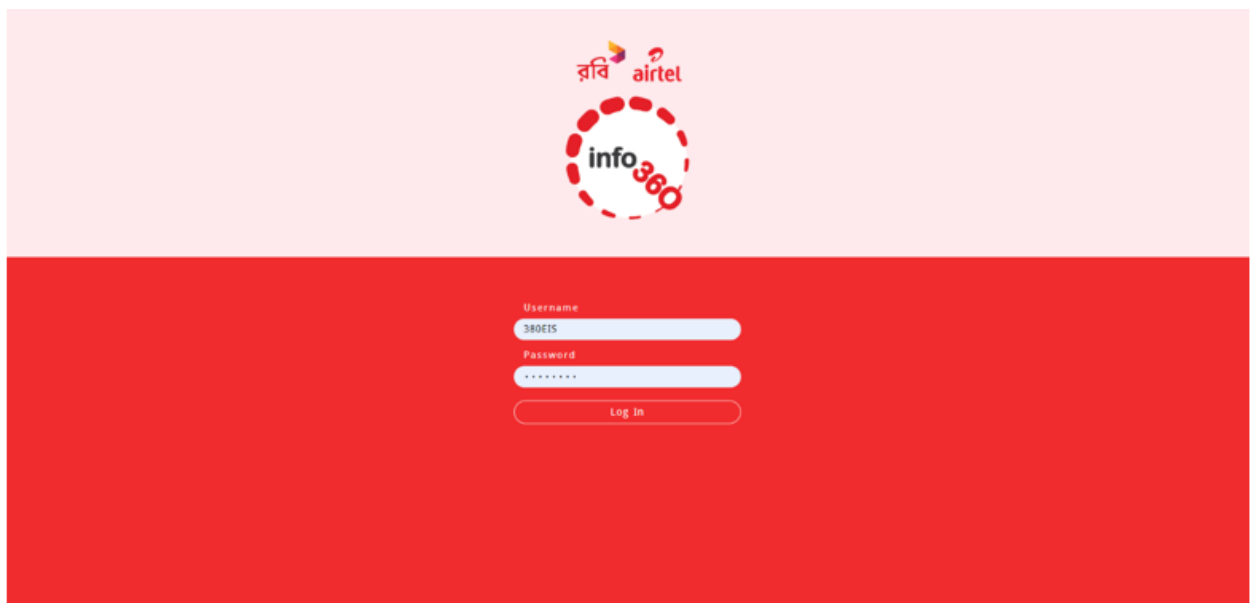
The screenshot shows the Robi Info Center website. The header includes the Robi logo and the text 'Robi Info Center'. Below the header is a navigation menu with links like Home, 0.freebasic.com (Version 2), 123 & Others, 40, 40 Offers, Collect SMS, Complain, and Contact. The main content area is titled 'Ghechang Offer (G-Store)'. It contains text in Bengali and English. The Bengali text describes the offer and how to use it. The English text is a translation of the Bengali text. A date stamp '25-04-2019' is visible in the top right corner.

Figure 8: Site view of the info center



Info center is a platform that houses all the models. This is a wealthy platform created by my agency for the agents who forward it to the clients.

Figure 9: Site view of the info360

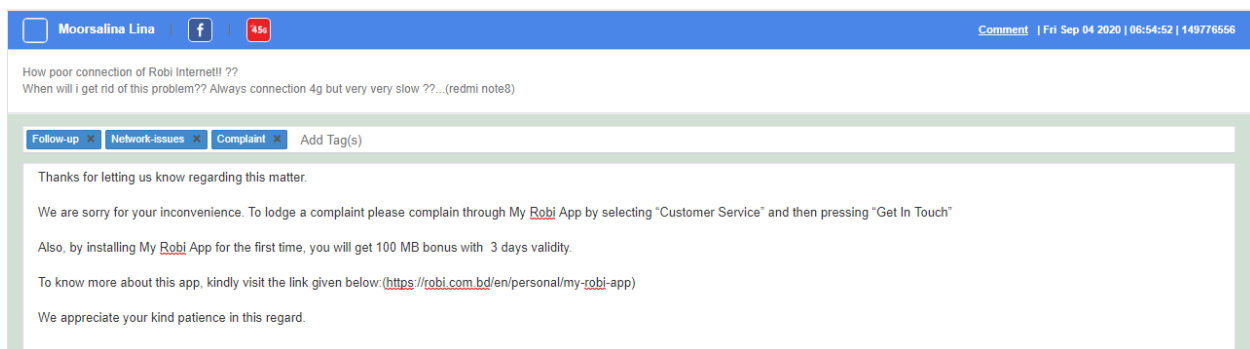


I am not able to provide screen shot from within the site due to the confidential issue.

2.4: Attending follow up queries:

Sometimes while replying the queries I stagger upon some difficult queries. On such occasion I have instructed to put “Follow Up” tag on those queries and resolve the query. Later after finishing the shift I have to search the answer from the info360 or ask the trainer about those query.

Figure 10: Attending follow up query



Later after finishing the shift I have to search the answer from the info360 or ask the trainer about those query.

2.5: Maintaining day to day KPI at night shift:

Mainly I had to be present at the night shift which started at 11pm. At night time I had to keep the overall KPI of the day low.

Figure 11: On 25th August the KPI was more than 2 hour on that day. But after night I reduce it to 36min

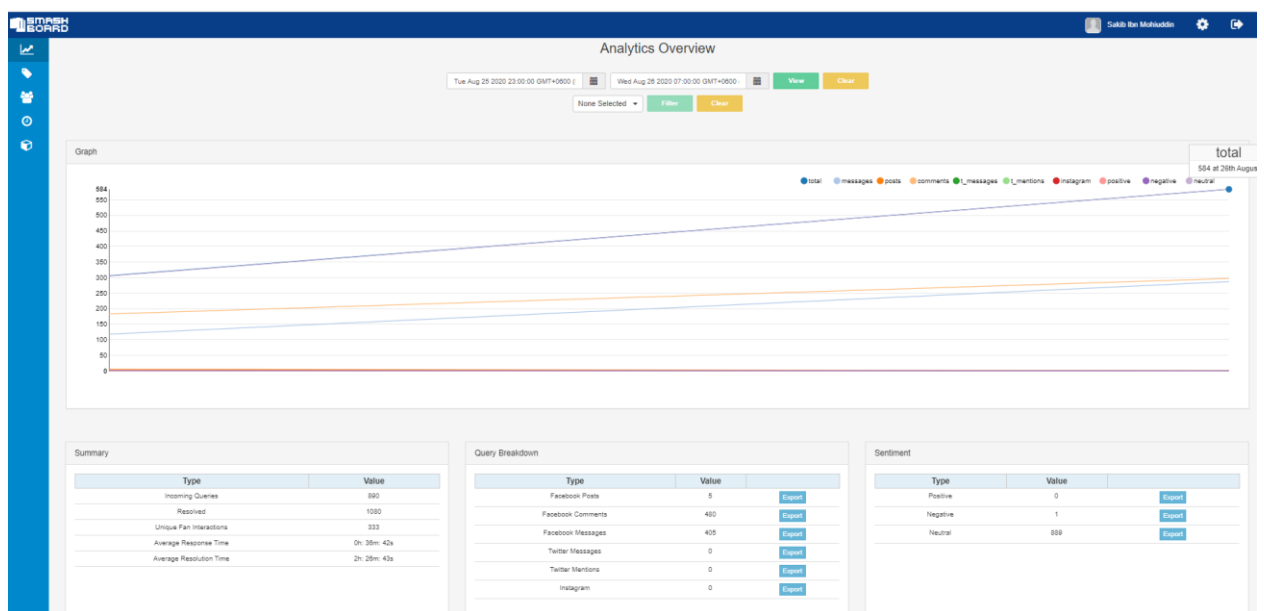
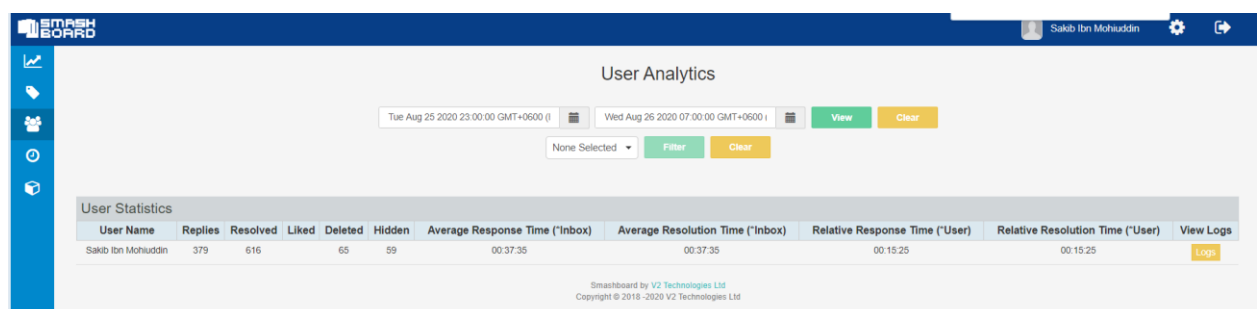


Figure 12: On 25th August my personal KPI is 37 min.

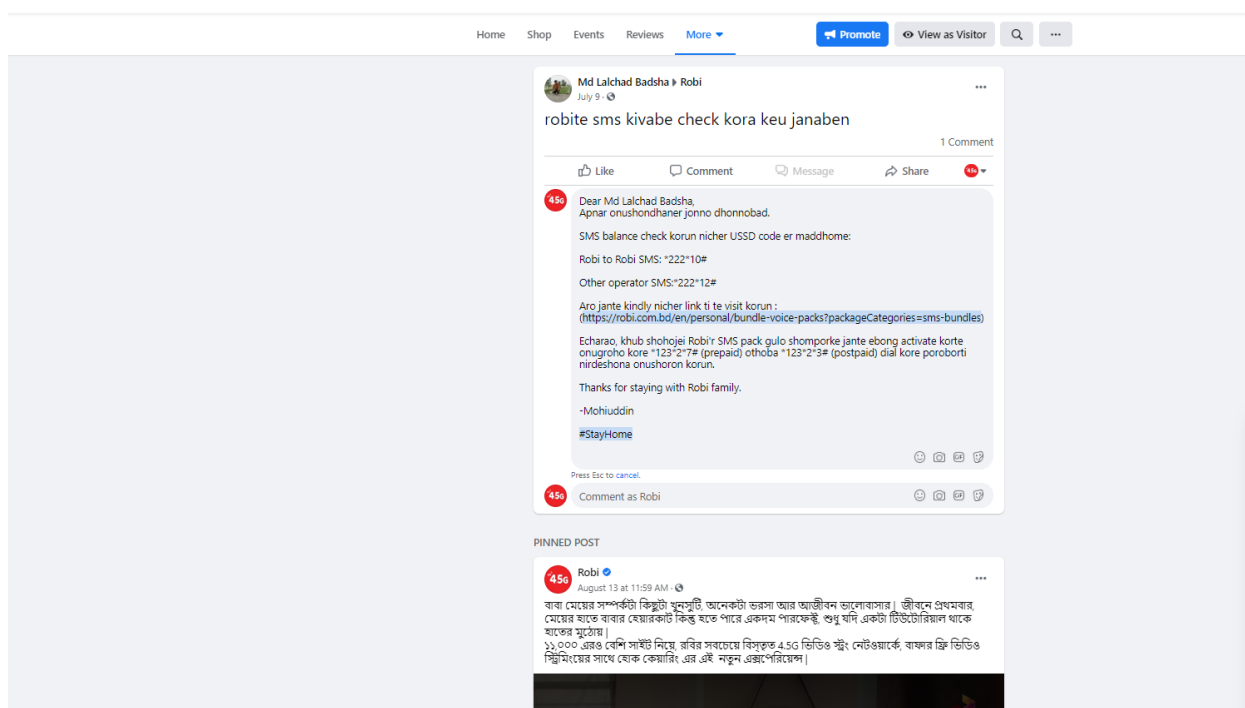


Mainly I had to be present at the night shift which started at 11pm. At night time I had to keep the overall KPI of the day low.

2.6: Correction of incorrect replies through Robi Facebook page and Smashboard:

Sometimes we cannot edit the incorrect answer from Smashboard. On those times we need to click on the comment or post option from the Smashboard and visit the Facebook page of Robi. I had to manually edit the query from the Robi official Facebook page. I had to be super cautious because one wrong or miss click can become a serious issue and create a hyper trend.

Figure 13: I am correcting an incorrect post from the Facebook page.



Chapter- 3: Operations in X Solution LTD:

Within my internship period I had the chance to be a part of the QMT team. However, I could not work on any other operation wings. My job was to serve as a front line agent and report to backend if there is any necessary correction needed. Since my joining I had an eagerness to know about the operations of the backend and how to manage the overall QMT department. In this chapter I will try to explain how our QMT department works. X Solution LTD has many digital marketing wings as like QMT. Data Analysis, Content Creating, Advertising, Promotional Marketing, Graphic designing, Content Repositioning and Integrated Marketing Communication are the operation wings of X Solution Ltd. I do not have subtle knowledge about other operations wings except QMT. So I am not going to talk about any other operation wings of X Solution only except QMT.

3.1: The Components of Digital Marketing Operations:

According to McKinsey & Company any successful Digital Marketing has five components. Digital agency that can control them all can reach the top. Here, we are incorporating the same digital media elements briefly.

Customer Insight: The first aspect of digital marketing consists of 'analytics' or consumer details online / offline. It consists of internal research, data analytics, analysis of social media and publications in the field. In X Solution our team QMT department collects raw information of customers about their complaints, appreciation and feedback. The data analysis team of QMT processed those data according to their tags and categorizes queries into four segments- Inquiry, Complaints, Feedback and Appreciation. Within this four segments they use Pivot and Vlookup formula to bring out the most asked queries and problems. For Example, on the month of July there was numerous complaints on Winback offer. Our data team categorizes those queries and inform our Client Robi about this. Our team also explained why these problems happen in the first place and how customers are suffering for this.

Customer Experience: Sometimes Clients push some offers and create offer campaigns to generate profit. Since Our QMT team is working closely with customers, our team has the raw data if the campaign is successful or not. Once the data is collected it is then translated into products, content and offers. In this step, our team create a supply chain of products to ensure that the best advertising is consumed at the right time.

KPIs and Measurement: It's really important to evaluate and calculate data metrics. They help us learn what makes a consumer buy the product, what they enjoyed and what needs improvement. From our operating customer service software “Smashboard” we get the raw data from our customers. Smashboard makes the data metrics easy to understand and interpret. Robi set us a minimum target that we need to achieve every month. Approximately, each month we need to attend 100000 queries overall. Within this 100000 queries we categorizes our four segments- Inquiry, Complaint, Feedback and Appreciation. We set a metrics for the total number of a certain query, complaints and feedback.

Marketing Technology Infrastructure: All our marketing activities are driven by Facebook posting which enables customer service and productivity on a scale to be customized. From e-mail alerts to the marketing of the Facebook post to the publication of content; everyone has a tool to use. Our QMT team manages several group related to our client integrated marketing strategy. For example, 2 employees of our team look over the My Robi app group to initiate, confront and engage to our customers to educate about My Robi app.

Process and Governance: The whole process of our QMT operation is the agent will reply to the customers and differentiate the query with putting proper tags on it. The Backend team will analyze those data and differentiate with the four segments. They will interpret those data and will give best possible feedback and solution to our clients Robi. Throughout these process the backend monitor the agents. The executives are monitored by management and the QMT management is monitored by Client itself.

3.2: Departmental wings of Operation:

The executives are monitored by management and the QMT management is monitored by Client itself. The QMT department numerous task unit to perform specific task. Each unit has its own team member and team leader. In following I am going to define the fundamentals of each team.

QMT frontal agent: I'm member of team Query Management officers. Here we reply and resolve the incoming queries of customers. We use the answering tool Smashboard to resolve the incoming queries. There are four parts of QMT agent team- Robi agent, Airtel agent, Samsung agent and SK agent. We all agents are working on a roster basis shift. Every QMT agent team has their own leader. I am member of Robi agent's team and my team leader is Mr. Wahid Omee. We report to our respective team leader. All the agents of four team need to maintain the monthly KPI.

CMS: There is a separate team who randomly comment on client's verified post on social media to promote the post and increase the engagement rate of the post. They create some fake social ID profiles and try to spread the word of mouth marketing strategy in the designated post.

DEC: When a customer notifies us of a complaint, we will fix it according to the protocol and place the Complaint and DEC tag. A team review those complaints and log those complaints. The team then collect the SIM number of those customers and call them to verify their problems. After hearing from the customers, they inform respective clients about those problems.

Data management and Analysis team: All the resolved queries are stored in Smashboard software. The data management team differentiate the numerous of tags of each query and make a list of categorical queries. They find out the most asked queries and monitor the activity of recent boosted post on social media. They analyze the data and find out the customer demand from those data's. Finally they submit the findings of the report to clients.

Training Team: The sole purpose of training team is to get the recent update from clients and prepare QMT agents based on the updates. They also train the new QMT agents. They are also responsible for updating and monitoring the template sites "Infocenter".

Quality Control Team: Quality control team monitor and evaluate the reply of QMT agents. There is a quality parameter that each and every reply need to follow. The quality management team looks at the QMT agents' answers and tests if the quality criterion has been followed by each answer. If needed, they also make corrections to responses. They also contact the training team to prepare any agent, if necessary.

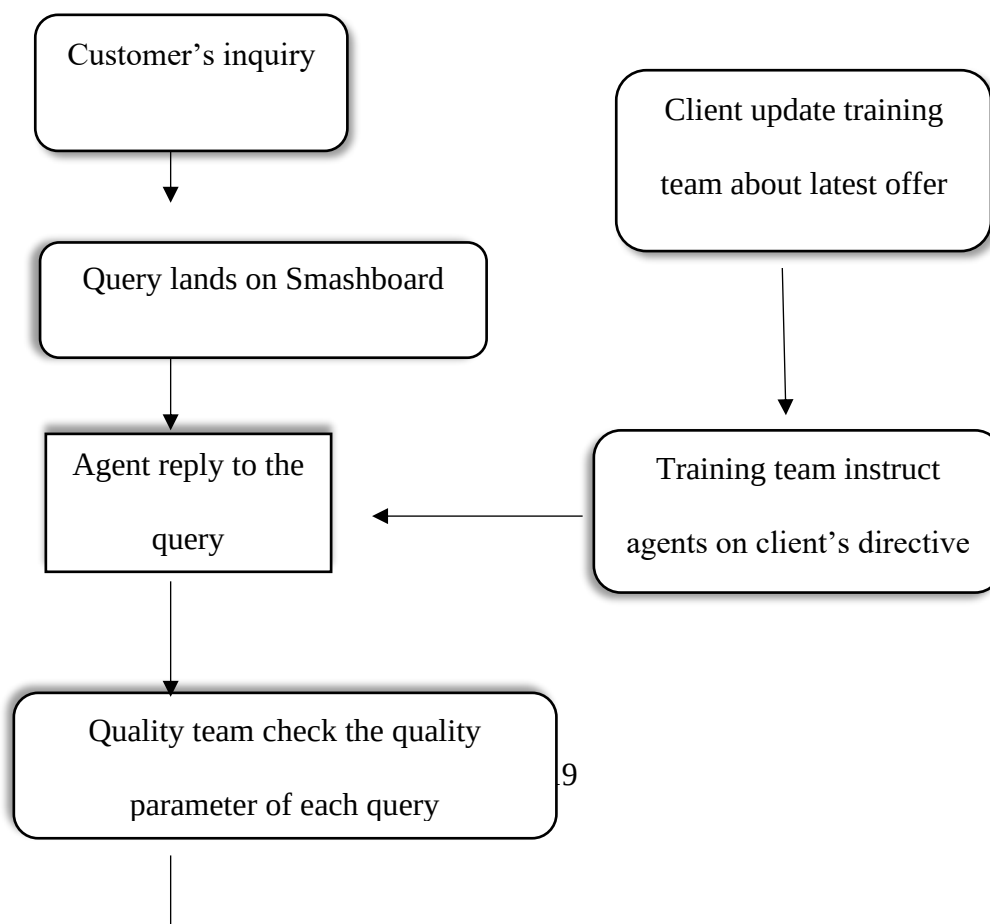
Executive Management: On the top the Executive management team set the necessary plans and strategy for QMT department. They frequently sit with clients to plan out the department's

potential approach and renew the contract with clients. They also make plans and search out prospective clients.

3.3: The operation of QMT department:

When a customer asks some question, the process begins. The message falls on the Smashboard and the QMT agents follow the inquiries. If customers have some issues, agents will send the inquiries to the DEC team. The DEC team is looking at the back story of each complaint and contacting the clients. After validation with the clients, they send a report log to the clients. The quality management team tracks each and every agent's answers and corrects the wrong ones. Training teams are advised to direct agents if training is required. Pursuant to instructions, the training team provides notifications and guidance from clients and train agents. The data management team gathers the appropriate data from the queries. After analyzing the questionnaires they analyze the data to figure out the best-selling goods and services. Even they view data from the latest trend posts to see the interaction. The executive management staff is not mixed with the normal day-to-day service but tracks and retains a relationship with the consumers. They also come up with contingency strategies if any stage of operation face hindrance.

Operation Flow chart of QMT department of X Solution Limited



Chapter- 4: Findings and Recommendations:

4.1: Methodology

For the collection of data, I shall use both primary and secondary sources whenever primary sources include a major part of the information in the study. In my primary source I would use my familiarity with the software “Smashboard” to collect data, the organization's work procedure, X Solutions Limited’s internal website and my observation on the operation. The official website of X solutions Limited can be seen in secondary sources. For this paper, I will not use any questionnaire or survey, as I wish to brief the department’s position, operation and activity. I will concentrate on casual discussion between existing workers and their understanding of the service line. Primary research involving informal conversation on quality of service will also give me details that I can connect later with my methodologies for detecting a pattern. I also intended to watch and spend time with agents to learn the path of the company. This will help me to consider where x options are constrained in terms of delivering a reliable service. After dissecting possible problems or defects, I will be asked to contact the line manager to create likely solutions.

This is how I'm going to fulfill the goals of this internship paper.

4.2: Objective of the Report:

The objective of the report is to look over into the operation process of a digital marketing agency. As I have only worked in Query management team, I can only define the operation

process of Query management team. In my report I will briefly describe the operation flow line from front end to back end.

4.3: Interaction with Supervisor and Coworkers

The working environment of X Solutions Limited is not only friendly and helping but also caring towards employees and interns. As an intern I never felt left out and could easily share my ideas and thoughts to the decision making process. The teams of QMT department most of the time remain busy with queries and reporting but my team leader Wahid Ome and colleagues always appreciated my questions about unclear matters and guided me to complete my tasks correctly. Here, the organizational culture is established in such a way where the employees are highly supportive towards each other. I also could contact with the head of our department Md. Obaidul Rahman about anything related to the office. Some steps from the management during this pandemic really amazed me and taught me how to effectively manage the team. Firstly to mention before starting work from home office, our supervisor guided us how to manage the work schedule and gave a complete guideline how to report and answer queries. Also from the office everyone got hand sanitizer and mask before starting our work from home. Secondly, we had a meeting in each week where our supervisor would ask about our and our family's health and encourage us to stay at home and maintain precautions at home. We also got breaks in between our work hours to relax and have our lunch or dinner. The most helpful system was that we could talk and chat with our colleagues using discord or Google Meet in our working period. So I felt the office environment even at home and could make bonding with the team. Our supervisor would sometime phone us and show concern about our emotional condition in this pandemic or if we were doing well. I was surprised when I got complimentary snacks and appreciation note from my office after Eid Ul Adha. Lastly I felt during the whole journey that my supervisor and seniors cared about our well being and at the same time taught us how to work in a corporate environment and communicate effectively. I could also take a day off if I had reasonable cause like sickness and would get supportive notes or calls from my supervisor or colleagues which I feel useful culture of the organization.

Working in a good environment taught me how to be professional in a working environment and at the same time welcome and encourage employees.

4.4: Professional Competency

During my internship program I gather knowledge about working in a corporate environment and on the job experience of managing a team and day to day business operations. So I learn how to apply the theoretical learning in real life situation and observe the result and effectiveness of the theories. X Solutions Limited's internship program has strengthened the skills set and has provided a boost to the degree of commitment that I have to make in my career.

Technical Skill: I was assigned to manage customer's query, update the database and report to the team leader. As part of my responsibility I learn to manage the official page of Robi Axiata and the official group for My Robi App, use MS soft wares, use meeting apps, update the server etc.

Team Management: As we work in a team in the QMT department, I have on the job knowledge of managing teams and working in a team. I find out that our team leader and head of the department effectively manage the teams where they ensure that everyday goal has been achieved, build a bonding with the team members, insert slight competition among the teams, consider personal problems and ensure prompt response of the members to the queries.

Communication: During my internship period I constantly communicate with my team members over Discord or Google Meet and also we take part in weekly meeting when we contact with our supervisor. I have learned how to maintain professionalism in office environment and at the same time communicate effectively with the colleagues as partners.

Effective System: The success in our response rate is primarily derived by planned built in process that we followed to solve our problems. The authority has proper chain of command and every members were liable to fulfill his or her responsibility. The day to day operations goes smoothly as even a confusion arise employees would know where to go or whom to ask which inspire me to build a proper system to my future work environment. Also any recent update from the clients about any promotional offer or charges would have been notified to each member.

Time management: In query management, maintaining prompt response or 97% success in response was mandatory that bound me to practice strict time management. Also, while answering queries, I have to take into account the quantity and quality of the answers. So I update my answer document according to recent changes or mostly asked questions, memorize the answers so that I can reply faster and give alternative solutions to the problems to avoid more questions from same customers.

Networking: X Solutions Limited have given me a platform to work with experts and build good communication with upper management. I have also realized that besides participating in seminars or functions in university, I have to engage myself in corporate networking to learn and present myself to this world.

Customer management: My primary task was to manage the customers in social media platform and it was new experience for me to handle customer from a distance and peruse them to subscribe to different packages. Learning about managing customers from books and handling them in real life is way different and I had quickly learn how to be patient with customers, address them properly and understand their problems and give right solutions.

4.5: Challenge

I have learned some basic skills and soft skills that improve me further during my internship period but I have faced challenges too. The challenges also bound me to face real life problems and I learned how to manage these and perform better. At first I faced some difficulties to acquaintance myself with different tools and techniques but later with the help of supervisor and seniors I could gain the confidence. Some challenges related to job and lockdown situation are given:

Nationwide customer segment: As we work on online platform, we receive queries from people in different age, education, place or income level. So there is no particular customer segment to serve rather it includes all people across the country that sometimes makes the job difficult to follow similar protocol for same queries as it varies to customers' understanding.

Behind the screen service: As the quires are served from behind the screen, it becomes difficult to clear confusion of clients or understand the problem they are facing as people's understanding of technology or product differs. Sometimes it become difficult to understand the situation over text that could be easily solved over phone.

Unstable network: One of the problem of working from home is slow or unstable internet connection that hampers the working hour and in unpleasant weather the problem arises more. But every computer is connected to individual internet connection in office and the speed is also high than home Wi-Fi.

Substandard workstation: As I have done the internship at home, there was hardly any separate space or quality devices to improve the working environment. I had to run 15 to 20 tabs on the background while working to find answers that often make the laptop slow.

Attending night shift: Working in night shift was challenging for me as it would disrupt my whole day's routine and also bring some bad consequences on my health. In future I want to avoid working on night shift as in long term it can harm the body.

Following up all updated mails: Clients often start promotional offers or bring changes to current packages that cause to update all the data. Then it becomes difficult to remember the changes in answers and typically more queries arise in page or group than normal time when changes are made.

Training gap: All of our training were provided online through Google Meet or Zoom. The meetings could be more efficient if we could attend physically and learn the processes directly. Also sometimes it was difficult to gather everyone in the team for an urgent meeting and update about recent changes.

4.6: Recommendation

While working on X Solution, I thought of some idea that would maximize the efficiency of the agents and the overall operation.

Providing workstation: Agents have to work on home shift with their own workstation or laptop. Sometimes personal desktop pc or laptop is not as good as workstation that is used on Office. As agents need to open multiple tabs on browser and word files, pc started to get slow. A sluggish machine slows down the operating cycle. Maybe it would be better if the agency were to supply the agents with the portable workstation at their home.

Daily Training: Agents are often not up-to - date with clients' new products and services, which is why regular training can help keep customers up-to - date.

Not using Female name tag: One of our policies is to place our name at the bottom of the response after providing a proper solution to a customer so that consumers know they're talking to person not robot. Although this strategy is to add client trust to our operation, it's sometimes backfires for female agents. Customers are not that good often. Many of our clients are renowned brands such as Robi, Airtel, and Samsung, all of which have a big customer segment in the country. Any persons can purposely poke and irritate female agents. If we use false names for female agents at the end of the answers or do not use name at all, it will not occur.

Follow up box: Sometimes we do not know the exact answer of some certain queries of customers. At that time we contact our team leader and trainer. As our operation run 24 hours of every day in week, sometimes our trainer are not online. A follow up excel sheet would help our trainer to get back to all the queries that have been kept in hold.

4.7: Influence on Career Plans

In future I want to work in marketing related post and if I can build a strong personal financial base, I would like to build my own business where marketing or selling products is one of the most important activity. My internship at X Solutions Limited has given me a reflection of corporate world and made a bridge between my academic knowledge and real life work. It has helped me in terms of building network and understanding of what sort of work atmosphere to expect in the future and the field of work I would like to pursue in the future. The internship helped me to build some soft skills like team management, communication, and networking, responsibility which are necessary in any field of job and can help me in my future working environment. Also it has enabled me to explore a branch of marketing and it will encourage me to work further in this department in future.

Conclusion

Digital marketing has become an integral part for many businesses in modern era when people all over the world are moving towards online platform. Now people use social media extensively and often get their solutions and review of products on these platforms. So companies are moving their marketing operations where people are finding general solutions or recommendations. To manage operations for digital marketing, organizations are becoming more reliant on digital marketing agencies. X Solutions Limited is becoming one of the leading agencies in Bangladesh providing fast, consistent and reliant service to clients and adding value to both customers and companies. I was fortunate enough to be a part of an organization working with digital solutions that can help me to get an insight of the future market. In agencies employees with diverse skill get the chance to explore and engage in different branches. I have improved my time management, adaptability, and networking and communication skills by working in a dynamic and supportive workplace. Also I was able to connect my theoretical knowledge from different courses into action that can help me further in my career.

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