

Report On
Understanding Brand Reputation and Customer Loyalty through Online
Customer Service VS Offline Customer Service in X Solutions Limited

By
Syed Mashriqul Kader
ID # 13304028

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

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Declaration

It is hereby declared that,

1. The internship report submitted is my 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:

Syed Mashriqul Kader

13304028

Supervisor's Full Name & Signature:

Mr. Tofazzal Hossain

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

August 25, 2019

Mr. Tofazzal Hossain

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka 1212

Subject: Submission of Internship Report on X Solutions Limited.

Dear Sir,

I am pleased to submit my internship report on “X Solutions Limited” as per your instruction to fulfill the requirement of BUS 400 course. While preparing this report, I have tried my level best to include all the relevant information, explanations, things I learned from the organization, my contribution to the organization to make the report informative and comprehensive. It would not have been possible to complete this report without your assistance; of which I am very thankful. Working for three months at X Solutions Limited was amazing and a huge learning opportunity for me. Also, it was a great experience to prepare this report and I will be available for any clarification, if required.

Therefore, I pray and hope that you would be kind enough to accept my Internship Report and oblige thereby.

Sincerely,

Syed Mashriqul Kader

ID# 13304028

Email: mashriquetonoy@gmail.com

Non-Disclosure Agreement

This Intern Non-Disclosure agreement is made between *X Solutions Limited* and *Syed Mashriqul Kader* and is effective from June, 2019. The Intern is seeking experience and training from Company and in the process may be exposed to Confidential Information (as defined below). The Agreement is intended to prevent the unauthorized disclosure of Confidential Information.

Note: “Confidential Information” is proprietary information relating to Company’s business including but not limited to: business and financial records, intellectual property, proprietary data, security measures, new products or services, forecasts or any other proprietary business information that, if disclosed, could affect the business of Company.

Acknowledgement

I would start by thanking my honorable faculty Mr. Tofazzal Hossain who has provided me with the necessary guidance and information needed to complete this internship report. I would like to thank Mohammad Obidur Rahman (Head of Operations) for all his support, necessary tips and guidelines during the activation period, and the entire team for being helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

Also, I would like to thank my team leader Kazi Ashraful Haque and trainer Anika Tabassum for teaching me all the basics of my tasks and patiently showing me every elaborate details and guiding me throughout my internship period. I am very much thankful to X Solutions Limited, its management, especially employees of Query Management department for their cordial support to prepare this internship report.

Finally, I would have to thank my friends, colleagues and family members who also supported me during the preparation of this report and express my gratitude to everyone involved.

Executive Summary

This report is a detailed overview of my internship journey at X Solutions Limited. During my Internship I have learned a lot about Digital Marketing and its different applications. I have known about the work flow of marketing agencies along with the functions the department performs. I have learned to work in a corporate space which not only enriched me professionally but also helped me grow personally as well. My contribution was appreciated by my supervisor and other members of the department. The career path I would be selecting for myself is quite influenced from my internship as I have had a great opportunity to practically see how digital marketing sector is working and evolving in Bangladesh. However, this report has been written in a short time. I have tried my level best to make it meaningful by reflecting my works at the X Solutions Limited. Also, I have summarized my overall experience, with my learning and challenges faced as an intern.

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List of Acronyms

QMT	Query Management
ATL	Above The Line
BTL	Below The Line
PV	Perceived Value
QS	Quality Service

Title

Understanding Brand Reputation and Customer Loyalty through Online
Customer Service VS Offline Customer Service in X Solutions Limited (Airtel)

Chapter-1: Industry and Organizational Overview

1.1: Brief Discussion of the Industry

Query Management is growing at unprecedented rates both nationally and internationally and has become an integral part of the marketing and customer service strategies of most companies (Gilson and Khandelwal, 2005; Mahesh and Kasturi, 2006). X Solutions Limited handle the Query Management Department very efficiently. In this service sector, they face lots of problem and most of them are customer related. In modern era, the service sector plays an increasingly important role. Recent news indicates that while the U.S. manufacturing sector lost jobs for 40 consecutive months prior to the fourth quarter of 2003, the service sector had a net gain over the same period. With the service sector contributing 80 percent of the 2002 Gross National Product and accounting for almost 80 percent of the US workforce (F. Olorunniwo, M. K. Hsu, 2006). So, we can surely say that, though service sector is challenging but it is a growing industry as well.

X Solution proudly handle this challenges very well. In service sector the main problem is managing customers. Service managers and academic researchers are now focusing their efforts on understanding how customers perceive the quality of services and how these perceptions translate into customer satisfaction and behavioral intentions. In line with this direction, there is increased interest in understanding such important constructs as service quality, customer satisfaction, and behavioral intentions (F. Olorunniwo, M. K. Hsu, 2006). I am working in X Solution as a Customer Engagement Officer. So, I have to find out the best way to satisfy a customer. It was very hard to maintain a customer because customer behavior changes frequently and the behavioral changes has massive impact to a company.

1.2: Overview of the Organization

X Solutions Limited is a digital marketing agency that has been formed in 2017 from the merger of two prominent Bangladeshi digital agencies - MADLY and StrateGeek. X Solutions Limited helps clients navigate social and digital media marketing, by managing online strategy, content creation, advertising and customer service being the front end agency. It is now capable of offering best-in-class solutions across multiple digital marketing disciplines—all under one roof.

Since the merger has happened recently, the history of X Solutions Limited as a new entity is not very enriched. But, MADLY and StrateGeek both have their glorious background in digital marketing field in Bangladesh. They had the similar goal which was to ensure that their client's brand engages in with their customers and builds a sustainable, meaningful relationship. However, in order to talk about the background of X Solution Limited, it is important to be familiar with the history of StrateGeek and MADLY.

StrateGeek Digital began its journey in December, 2010 as a partnership firm by eight friends of the Institute of Business Administration, University of Dhaka. StrateGeek Digital recognized a gap in the market of internal corporate based and event based videos. Since its inception, StrateGeek Digital has worked with a number of local and foreign companies and gained a significant foothold in this market. It has always been a leading digital marketing agency of Bangladesh with the achievement of World's most socially devoted team. With the lowest response time to attend the customer query this team became the world's fastest team. It was awarded for "World's most socially devoted team" by Socialbakers. With this memory of successful work history, X Solutions Limited believed to continue the legacy and set up the

standards to a whole new level. X Solutions achieved “100% Socially Devoted” award in past two years for the customer service of Airtel Bangladesh and Airtel Bangladesh.

X Solutions Limited has made a wide range of corporate videos, promotional videos, TV commercials, animations, charity videos, training videos and more for some of the leading clients around the Apex, Elite Paint, Marks, Sunshine, Aarong Dairy, Samsung Bangladesh, Suzuki Bangladesh, Nagad, Airtel Buzz, Robi Axiata Limited and more. It also researches and develops cutting edge marketing solutions that involve mobile apps, augmented reality, gesture tracking etc. It has been capable of providing several types of marketing related services. Some of the key services provided by X Solutions Limited are as follows:

- Social Media Marketing
- Digital Media Buying
- Digital Marketing Analytics
- Social Media Query Management
- Creative Support
- Campaign Management
- Advertising
- Marketing & Communication

A list of renowned brands that are clients of X Solutions Limited is provided below:



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

1.3: Query Management Department and Departmental Overview

I was assigned to X Solutions Limited's QMT department where QMT is the Query Management Team. It is one of the company's most important departments in terms of revenue generation. This department manages several prominent brands ' customer queries. Most of the work is done through social media. The QMT department basically plays a third party role. Among all of the brands.

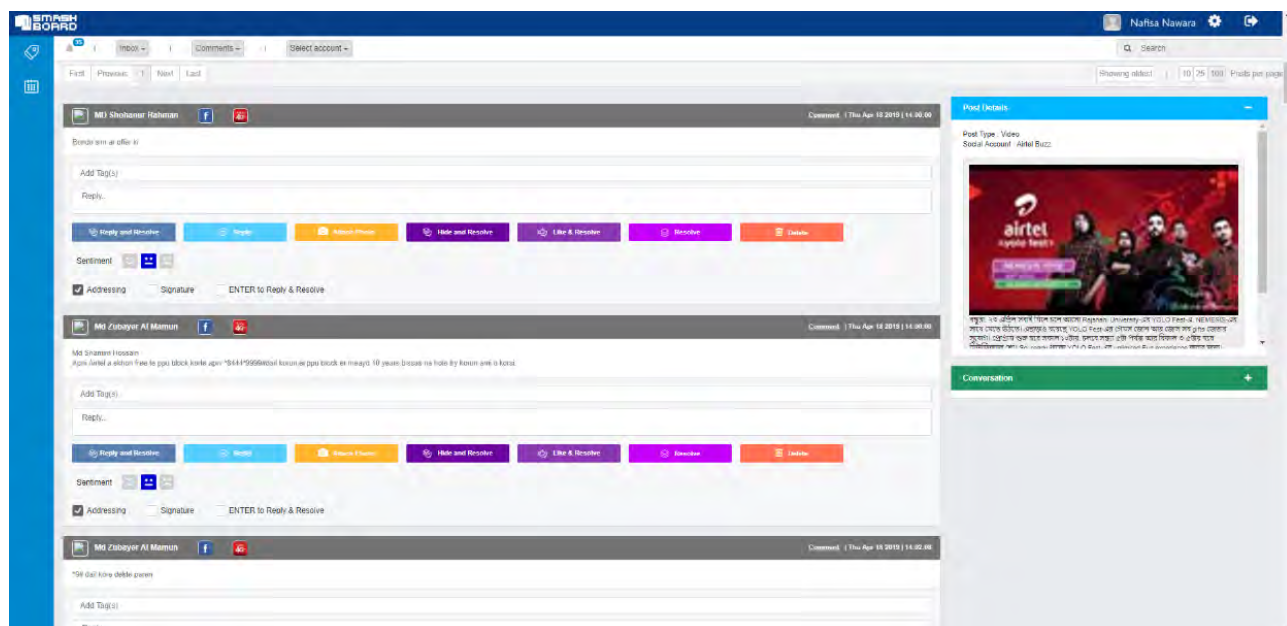
The QMT department is divided into several teams and each team is assigned to work on it with different brands. People here believe in team work and all the work is done by team effort. Everyone seemed very friendly and cooperative from the very first day. The QMT department consists of a good number of part-time employees who are usually university students. There are senior members mostly from the background of business. Fortunately, I found coworkers from BRAC University as well. This is such a department that does not sleep in X Solutions Limited. Employees work here 24/7 every day of the year. On the first day, I was personally introduced to all the department members by one of the senior officers. It was a welcoming atmosphere. I was trying to understand the department's people and chain of command. I was instructed to report to Mr. Mohammad Obidur Rahman, the Business Intelligence & Insights Manager. Also, there are senior members, team leaders who guided me throughout my internship journey.

Chapter-2: Internship Activity

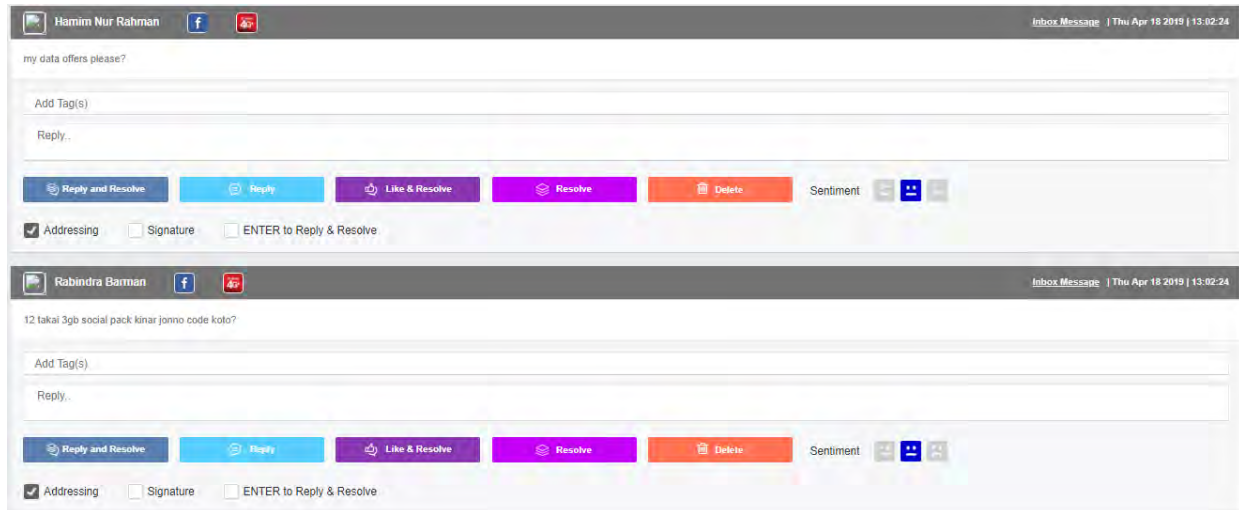
My assignments were primarily given by my supervisor Mohammad Obidur Rahman and my team leader Kazi Ashrafur Haque used to describe the whole task. Throughout my internship, I have involved myself in several type of works within QMT and HR department. Everyone in the office took care of me whenever I needed their help for doing the works. Here is a brief description about my job responsibilities in X Solutions Limited:

2.1: Smashboard Operating:

X Solutions Limited provides the best customer engagement experience within a very short time with its own unique dashboard "Smashboard." "Smashboard" is a highly efficient dashboard capable of providing instant replies to its customers keeping all the insights and past records of the conversation with the customer. It is a unique software that is linked to the Facebook and Twitter page of Airtel Buzz. Whenever a customer makes a query, it appears directly on Smashboard and then our department gives the answer.



It helps the agent to get to the customer instantly and provide necessary solutions. It also helps to keep all sorts of Facebook analytics that any client can ask for. I have successfully operated this software throughout the internship period.



2.2 Template writing:

Template writing basically involves creating simplified answers to the expected customer queries. My task was to formally make template easy. Furthermore, making creative content for Facebook, Twitter and other websites is another ambition of X Solutions Limited. I was initially asked to keep an eye on Airtel's Facebook page and find out the most frequent queries, complaints and suggestions. Based on the information, I made a long list based on those three categories. Then I was given the task of preparing answers to those complaints and queries, which was indeed a complex job. I had to create templates in three languages which are- Bangla, English and the mixture of Bangla and English so that the customers can get the most suitable answer in their convenient language. It was fun, but it required hard work at the same time. I created a good number of templates during my internship period that will be used continuously even after the internship program.

Here is some example of template writings:

Current Offers >

New Year Offer

12 TK offer:

Apnar new year er celebration er happiness facebook & instagram er friend der sathe share korte Airtel dicche 3 GB data only 12 TK te jar validity thakche 15 din. Apni 15 din e total 2 bar ei data pack ti purchase korte parben.

Exclusive ei offerti ekhoni activate korte kindly direct 12 taka recharge korun apnar airtel number e othoba dial korun *123*012# ei code ti.

Internet balance check korte kindly *3# dial korun.

Ekhon apni chaile khub shohojai offer/ data pack ti website theke purchase korte parben;

Link: (<https://www.bd.airtel.com/bn/personal/internet/internet-packages/3-gb-facebook--instagram-for-15-days/purchase>)

12 TK offer:

আপনার নতুন বছরের সেলিব্রেশন ফেসবুক আর ইন্সটাগ্রামের বন্ধুদের সাথে ছড়িয়ে দিতে Airtel দিচ্ছে ৩ জিবি ফেসবুক ও ইন্সটাগ্রাম ডাটা মাত্র ১২ টাকায় যার মেয়াদ থাকছে ১৫ দিন। আপনি ১৫ দিনে সর্বোচ্চ ২ বার এই ডাটা প্যাকেজ কিনতে পারবেন।

স্পেশাল এই অফারটি এখনই চালু করতে কইন্ট্রলি সরাসরি ১২ টাকা রিচার্জ করুন আপনার Airtel নম্বরে অথবা ডায়াল করুন *123*012# এই কোডটি আর অফারটি এঞ্জয় করুন যতখুশি ততবার।

ডাটা ব্যালেন্স চেক করতে অনুগ্রহ করে *3# ডায়াল করুন।

আপনি এখন চাইলে খুব সহজেই আমাদের website থেকে অফার/ data pack টি purchase করতে পারবেন;

Link: (<https://www.bd.airtel.com/bn/personal/internet/internet-packages/3-gb-facebook--instagram-for-15-days/purchase>)

2.3: Responding Queries:

Customer queries appear directly from Airtel's Facebook and Twitter page on Smashboard. My task was to answer them efficiently at the same time following the guidelines given by Airtel Buzz. Good customer service is defined as a service that treats customers with a friendly attitude and attempts to solve their problem or question as efficiently as possible. Excellent customer service is one of the organization's key tools to achieve its future goal. The main focus was on the quality of the answers. However, I had to balance quality and quantity properly.

2.4: Manage Customers:

Managing customer is the hardest work as customer frequently change their mood and behavior. The main challenge for a service company is to understand customer behavior and maintain the change of the behavior.

2.5: Understanding Consumer Behavior:

Measures such as repurchase intentions, word of mouth, loyalty, complaining behavior, and price sensitivity can capture behavioral intentions. High service quality (as seen by the customer) often leads to favorable behavioral intentions while low service quality tends to lead to unfavorable behavioral intentions. Behavioral intentions can be seen when a customer decides to stay with or defect from the company. The more positive the experience of the customer, the more likely he or she is willing to reuse the service (F. Olorunniwo, M. K. Hsu, 2006).

2.6: Analyzing Consumer Behavior:

Researchers described emotional experiences that were categorized as annoyance, anxiety, disappointment, dissatisfaction, distress, depression, rage, stress and tension during the switching processes, and in only three cases was there no evidence of emotions. An interesting and more surprising finding is to identify emotional expressions during influential and situational processes of switching. By definition, customers experiencing influential and situational triggers perceived a change in their personal lives or reacted to marketing efforts by competitors, which eventually influenced their relationships. Initially, this did not give rise to any emotional hypotheses (I. Roos, M. Friman, 2008).

- Annoyance
- Anxiety
- Depression
- Disappointment
- Dissatisfaction
- Distress

- Rage
- Stress
- Tension Unease

Consumer behavior can be broadly classified as the decisions and actions that influence a consumer's buying behavior. What drives consumers to choose a particular product with respect to others is a question that is often analyzed and studied by marketers. Most of the purchasing selection process is based on emotions and reasoning. The study of consumer behavior not only helps to understand the past but even predict the future (5 Common Factors Influencing Consumer Behavior. 2018, July 25).

The below underlined factors pertaining to the tendencies, attitude and priorities of people must be given due importance to have a fairly good understanding of the purchasing patterns of consumers (5 Common Factors Influencing Consumer Behavior. 2018, July 25).

Factors Influencing Consumer Behavior:

- Purchasing Power
- Group Influence
- Personal Preference
- Marketing Campaign

Chapter-3: Introduction of the Report

3.1: Customer Service

Customer service is a management strategy that focuses on meeting customer expectations. It is based on the concept that the organization will reach its goals effectively and efficiently through satisfaction of the customer. Although each customer is unique, there are common expectations, which include communication, information, responsiveness, problem resolution, and on time, reliable, consistent service delivery. (Wagenheim and Reurink, 1991, p.263)

Identification of the customer is a prerequisite to determining expectations, needs, and wants. Any organization that goes through the process of defining who its customers are automatically increases its effectiveness through a more precise focusing of organizational energy. (Wagenheim and Reurink, 1991, p.264)

3.2: Research Question:

The research question behind this study is- “*Online Customer Service or Offline Customer Service* in which service platform customers seem more convenient?”

3.3: Research Objective

The objective of this research is to find out customer’s perspective on Online Customer Service which is Social Media Platform VS Offline Customer service which is Physical Customer Care. However, this study will measure which option customers accept the most and how much satisfied are they in which service.

3.4: Significance of the study

Through this study, marketers would be able to know which service customers are taking the most and in which service customers are feeling more convenient. They would be able to find out the results and can make more plans for the betterment of the company. However, they would be able to know about their lacking and polish up their services accordingly. Customer will be able to get more amazing services from the company and the satisfaction level of the customer can be more high than now.

3.5: Literature Review

Going through some articles it is seen that, services are distinguished from goods by intangibility, simultaneity of production and delivery (Maister, 1882; Schneider and Bowen, 1984; Zeithaml et al., 1985). Service quality is more abstract and difficult to measure because quality is only partially in the nature of the service rendered- it is also in customers' perceptions and subjective reactions to the service received.

Even, greater customer retention indicates a more stable customer base that provides a relatively predictable source of future revenue as customers return to buy again, one that is less vulnerable to competition and environmental shocks (Anderson and Sullivan 1993; Nayandas 1998).

3.6: Research Methodology

This research was conducted using both primary and secondary data. The primary data was collected from personal experience and interviewing professionals working in Marketing Agency like X Solutions Limited. However, secondary research was needed to create the framework of the report which also contributed to selecting the variables of the research model. Later, an online

survey was conducted to collect the survey data which later was used for SPSS analysis to reach the conclusion.

3.7: Problems Identification

Telecommunication companies are always in the necessities list to the people. It is quiet impossible to stay out of communication. Bangladeshi people are getting sufficient services from the telecommunication companies like Airtel. The question is about quality service.

Now a day, services are become so competitive also in our country. People demands quality services from the service providers. If they do not get the expected quality services, they are switching to another company.

People are more concern about the service quality and the service availability. Not only that, their concern is how easily and how fast they can get the service. All these directly effect on the company.

Most people have the common statement that they are getting different services in the different platform.

This study will find out the service acceptability between online customer service VS offline customer service.

3.8: Model Development:

		Brand Reputation	Customer Loyalty
Prior literature on brand research (Maister, 1882; Schneider and Bowen,	Online	H1 (PV & QS)	H3 (PV & QS)
	Offline	H2 (PV & QS)	H4 (PV & QS)

1984; Zeithaml et al., 1985) proves that, Brand Reputation and customer loyalty has always been influenced by perceived value and quality service providing for any products and services. For the new online platform, the process has become a new dimension. Following the basic objective, the study is to imply how customer loyalty and brand reputation is influenced by perceived value and service quality on modern online and offline platform.

3.9: Hypotheses Formulation:

According to (F. Olorunniwo, M. K. Hsu, 2006) Value can be perceived through online and offline platform that is related to brand and customer on an enormous range. Following the assumption, the first hypothesis is constructed as

H1: Brand Reputation at online platform is positively influenced by Perceived value and Quality Service provided.

Subsequent theory also constructs the next hypothesis as,

H2: Brand Reputation at offline platform is positively influenced by Perceived value and Quality Service provided.

Studies also approved that a long term satisfaction of target customers results in customer loyalty (F. Olorunniwo, M. K. Hsu, 2006). From that insight, the next hypothesis is implied as

H3: Customer Loyalty at online platform is positively influenced by Perceived value and Quality Service provided.

The last hypothesis also shadows the similar fact as previous;

H4: Customer Loyalty at offline platform is positively influenced by Perceived value and Quality Service provided.

Chapter-4: Data Analysis

4.1: Reliability Test

The Cronbach Alpha statistics of this data set is 0.878 for 21 number of items which resembles the perfect reliability of the whole dataset.

Reliability Statistics	
Cronbach's Alpha	N of Items
.878	21

Figure 1: Reliability Statistics

4.2: Regression Analysis

The significance level of Total Service Quality variable is greater than accepted (90% confidence) for H1. Therefore, H1 is partially accepted as “Brand reputation for online platform is influenced by customer perceived value not by service quality according to the research. Reason behind this trend might resulted by the current enigma of online platform where judgment of quality is hampered by virtual media. Therefore, customers go for perceived value provided rather than quality. There is a scope for further study in this field.

Model H1	Standardized Coefficients Beta	t	Sig.
Dependent Variable: Online Brand Reputation		R ² =0.28	
(Constant)		4.045	.000
Total Service Quality - Online	.172	1.185	.239
Perceived Value - Online	.394	2.712	.008

Figure 2: Regression Analysis

Similarly, as the previous, higher significance level of Service Quality variable compared to 90% confidence,

H2 is partially accepted as “Customer Loyalty for online platform is influenced by customer perceived value not by service quality based on the research. Parallel reason can be there for this result where further study on the specific idea will clarify the output.

Model H2 Depended Variable: Online Customer Loyalty		Standardized Coefficients Beta	T R ² =0.348	Sig.
(Constant)			4.483	.000
1	Total Service Quality - Online	.137	.994	.323
	Perceived Value - Online	.484	3.499	.001

Figure 3: Regression Analysis

For higher significance than accepted range (90% confidence) *Hypotheses 3* is rejected following that no assumption can be made about offline platform of brand reputation.

Model H3 Dependent Variable: Total Brand reputation		Standardized Coefficients Beta	T R ² =0.361	Sig.
(Constant)			10.764	.000
	Total Service Quality - Offline	-.015	-.102	.919
	Perceived Value - Offline	-.168	-1.173	.244

Figure 4: Regression Analysis

For higher significance than accepted range (90% confidence) *Hypotheses 4* is rejected following that no assumption can be made about offline platform of customer loyalty.

Model H4 Dependent Variable: Offline Customer Loyalty		Standardized Coefficients Beta	T R ² =0.014	Sig.
(Constant)			10.764	.000
1	Total Service Quality - Offline	-.015	-.102	.919
	Perceived Value - Offline	-.168	-1.173	.244

Figure 5: Regression Analysis

Recommendation

Social media marketing is still on the process of evolution. From numerous points of view or structure it is still in its essential stage. Accordingly, it is as yet experiencing the testing stage. In any case, while doing all these, there are a few things that we ought to be cautious about.

- **Data Security:** The current world of marketing depends more than ever on data. Data security is one of the things that Airtel and Robi Axiata should ensure in this intense period of competition.
- **Invasion of Privacy:** There is a thin line between illegal and unregulated terms. This is one of the things advertisers should be most careful about when it comes to our privacy. Because it is necessary to maintain the level or the limit. Otherwise, their own customers might avoid them in the future.
- **Proper Regulation:** The government aims to make our country a digital nation by 2021. But the government and law enforcement authority should be more up-to-date to make this plan successful. Government should make laws that can regulate different companies' online activity. So that any kind of foul practice in this sector can be avoided in the future.
- **Customer Centric Offer:** Most of the offers currently being offered are aimed at generating profit while making customers happy. Yet, they should make clients greater need. On the off chance that the clients are fulfilled, great stream of benefit will pursue naturally.
- **Targeting New Segments:** They can target new social media segments. Current social media activity and strategy is based primarily on youth. But to make more retention, they should extend their target range to other age groups.

Conclusion

Doing my internship in X Solutions gave me the opportunity to take a close look at the digital marketing scenario in our country. It is fair to say that telecom operators are the front runner of this usage-based technology. To make customers remember the brand and keep them connected to the brand, operators spend a fortune every year. But if we look at the return and the final report, we can understand why they're doing it.

More than 5 million people in our country join every year in any form of social media. As a result, the importance of social media in marketing sectors is also increasing. Not only are organizations becoming aware that they are also hiring digital agencies to maintain their presence in the digital arena. The evolution continues from traditional marketing to the digital era. Once upon a time when advertisements were made and run by some of the world's most creative minds, the current world is taking more of a logical and complicated way of crunching data. Creativity is still there, but to the new data driven world it is losing the driving seat.

People are less concerning to go to Customer Care for any random assistance. For a certain issue like new connection purchase, registration cancel, sim replacement and MNP they are basically visit customer care. Social Media Platform seems more convenient to reach the service agents. People can get connected anytime they want with Facebook and WhatsApp. Operations now a day mostly running successfully in the online platform mostly in Facebook. For Airtel users, Airtel Buzz is the online fan page and the communication medium to reach online service agents.

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