

Report On

**How Social Media Platforms Earn Revenues for Telecommunication
Companies - A Perspective from
X Solutions Limited**

By

Fahim Shahriar Ador

ID: 16104162

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

June, 2020

BRAC University

© 2020. All rights reserved.

Declaration

It is hereby declared that -

1. The internship report submitted is my own original work while completing my 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: Fahim Shahriar Ador

Fahim Shahriar Ador
16104162

Supervisor's Full Name & Signature: Mr. Ahmed Abir Choudhury

Mr. Ahmed Abir Choudhury
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

20th June, 2020

Mr. Ahmed Abir Choudhury

Lecturer, BRAC Business School.

BRAC University.

Subject: Submission of Internship Report.

Dear Sir,

This is a great opportunity for me to prepare this internship report named “**How Social Media Platforms Earn Revenues For Telecommunication Companies - A Perspective from X Solutions Limited**” according to your guideline which is required to complete the BUS400 (Internship).

This report includes the knowledge and experiences that I gained during my internship at X Solutions Limited, Bangladesh. Even I tried to describe the recent data trends of social media usage for customer service and the significance of this which I have experienced in my internship.

I want to show my gratitude to you for your cooperative behavior and guideline, in the preparation of this paper. I hope I meet up your expectations through my work on this report.

If there is need of any clarification, it will be a pleasure to clear.

Sincerely Yours,

.....

Fahim Shahriar Ador

ID: 16104162

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

This agreement is made and entered into by and between X Solutions Limited and Fahim Shahriar Ador the undersigned student at BRAC University for avoiding the disclosure of the important and confidential information of the organization and it's clients.

.....

Signature

Acknowledgement

At the beginning, I want to show my gratitude to Allah for all the mental strength, patience He has given me in this global pandemic to complete this internship period and report.

I am very much thankful to my advisor Mr. Ahmed Abir Choudhury Sir, Lecturer, BRAC Business School, BRAC University for all the cooperation, supervision, feedback and instructions which he has given me from time to time throughout the whole internship semester which was really required to complete the report. Without proper supervision of him it would have been really tough for me to complete this report in this troublesome situation.

Moreover, I want to thank my on site supervisor Mr. Faruq Ahmed who is the Senior Executive of Training and Information, X Solutions Limited. He has helped me a lot during my internship by giving me continuous guidance, support and suggestions.

I am really thankful to the Query Management Team of Robi - Airtel WhatsApp Department (QMT-RAW) who welcomed me very cordially during my internship and made the journey memorable one. I gained a lot of practical knowledge from this department and learned so many things from the people, which was really the best part of my journey.

Executive Summary

I have been preparing this report as part of my internship program which was the requirement of the university to complete my graduation and I included my whole work experience from the Query Management Team (Robi-Airtel WhatsApp) at X Solutions Limited. I also have included the product experience of mainly Robi Axiata Limited and Airtel Bangladesh Limited. The main reason to prepare this internship report is to combine both the practical experience and theoretical learning, so I have prepared the report based on my experience, learning and tried to compile my journey of internship in this report. Mainly I performed the task of managing queries of customers made via WhatsApp which is a social media platform, worked for brands like Robi Axiata Limited and Airtel Bangladesh specifically. The learning I got, managing issues of basic quality management, employee performance evaluation, remuneration management, and development sessions.

Keywords: *Social Media, Marketing Integration, Dashboard, Confidential, Brand Management, Brand Equity, Marketing Communication, Traditional Media*

Table of Contents

<i>Declaration</i>	2
<i>Letter of Transmittal</i>	3
<i>Non-Disclosure Agreement</i>	4
<i>Acknowledgement</i>	5
<i>Executive Summary</i>	6
<i>Table of Contents</i>	7
<i>List of Tables</i>	8
<i>List of Figures</i>	9
<i>List of Acronyms</i>	10
Chapter 1 Overview of Internship	1
1.1 Student Information	1
1.2 Internship Information	1
1.3 Internship Outcome	2
Chapter 2 Organization Part: Overview, Operations and Strategic Audit	6
2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance	7
2.2 Overview of the Company	8
2.3 Management Practices	10
2.4 Marketing Practices	11
2.5 Financial Performance & Accounting Practices	16

2.6 Operations Management and Information System Practices	17
2.7 Industry and Competitive Analysis	18
2.8 Summary and Conclusions	20
2.9 Recommendations	21
Chapter 3 Project Part:	21
3.1 Introduction (Background, Objective and Significance)	21
3.2 Methodology	22
3.3 Findings and Analysis	22
3.4 Summary and Conclusions	31
3.5 Recommendations	32
References	33

List of Tables

<i>Table (1): Conversation Data represented from 1 Nov '19 till 2 June '20</i>	<i>3</i>
<i>Table (2): Conversation Chart of Robi - Airtel WhatsApp Service</i>	<i>23</i>
<i>Table (3): Total number of SIM subscriber in Bangladesh</i>	<i>27</i>
<i>Table (4): Total number of internet users in Bangladesh</i>	<i>27</i>

List of Figures

<i>Figure (1): Zerocium, Smashboard, CRM, Dashboard</i>	<i>12</i>
<i>Figure (2) of the AnyDesk IDs used to work from home</i>	<i>13</i>
<i>Figure (3): Some of the major clients of X Solutions Limited</i>	<i>16</i>
<i>Figure (4) Screenshot of the Attendance Input Software</i>	<i>18</i>
<i>Figure (5): Incoming Growth Chart of Robi - Airtel WhatsApp Service</i>	<i>23</i>
<i>Figure (6): Customer Experience Report of Robi - Airtel WhatsApp Service</i>	<i>24</i>
<i>Figure (7): Averaged Respond Report of Robi - Airtel WhatsApp Service</i>	<i>25</i>

List of Acronyms

<i>QMT</i>	<i>Query Management Team</i>
<i>RAW</i>	<i>Robi Airtel WhatsApp</i>
<i>SMCEO</i>	<i>Social Media Customer Engagement Officer</i>
<i>CRM</i>	<i>Customer Relationship Management</i>
<i>AHT</i>	<i>Average Handling Time</i>
<i>ART</i>	<i>Average Response Time</i>
<i>ICE</i>	<i>Individual Customer Experience</i>
<i>CMS</i>	<i>Customer Management Service</i>
<i>XSL</i>	<i>X Solutions Limited</i>
<i>HR</i>	<i>Human Resource</i>
<i>B2B</i>	<i>Business to Business</i>
<i>B2C</i>	<i>Business to Customers</i>
<i>MFS</i>	<i>Mobile Financial Service</i>
<i>FFIEC</i>	<i>Financial Institutions Examination Council</i>
<i>BTL</i>	<i>Below The Line</i>

Chapter 1

Overview of Internship

1.1 Student Information



Name - Fahim Shahriar Ador

ID - 16104162

Program - Bachelor of Business Administration

Major - Double Major in Marketing and Finance

1.2 Internship Information

1.2.1 Internship details



Period – From January 1, 2020 to March 31, 2020

Company Name – X Solutions Limited

Department – Query Management Team

Address – House 40, Road 20, New DOHS, Mohakhali, Dhaka.

1.2.2 Internship Company Supervisor's Information

Supervisor's Name - Mr. Faruq Ahmed

Position - Sr. Executive | Training and Information | QMT, Business Solutions, X

Contact - faruq@justanx.com, +8801847452329

1.2.3 Job Scope – Job Description

During the Internship program, I was appointed to handle customers which were the main work of the Query Management Team (QMT). At WhatsApp Department, the customers belonged to two leading companies Robi Axiata Limited and Airtel Bangladesh. QMT-RAW department members directly communicate with the customers to clear their confusions and give solutions to queries via WhatsApp platform. This has been possible via a software developed by Zerocium that diverts all the text Robi and Airtel gets in their WhatsApp number +8801819000123 and

+8801614000121 respectively. The position is mainly specified as Junior Engagement Officer (JEO).

QMT focuses on creating experiences based on interaction between service providers and customers and prioritize the brand's presence in the digital social media. The main purpose of my service is social media, specifically WhatsApp, interaction with people in such an approaching way that enhances the brand value.

Query Management: First task we have in our hand is to specify the customer confusion and queries according to their specification and need. For example, it can be data / voice offer related personal SMS, application related queries, product launch, wall posts, comments and social media messages. We mainly used Smashboard, Dashboard, Zerocium, CRM, Info360, Info Center etc which are mainly softwares for social media that helps people to get an overall idea about their fan page in Facebook and other social media platforms and to manage as well as control the traffic landed in a fan page. I mainly used the Zerocium software, hence, it's usage, features and sophistication is listed below -

- It can divert queries that have landed on any of the numbers - +8801819000123 and +8801614000121 via WhatsApp to our screen in multiple numbers.
- We can handle upto 10 customer queries at a time if the traffic is at peak.
- It shows landing time, assigned time, agent's name, average handling time (AHT), average response time (ART) etc for each and every chat.
- We can download all the conversation data from the report option which I will be using in my Findings and Analysis section for further assessment and results.
- At the end of every conversation you can send the customer an individual customer experience (ICE) survey where they can share their chat experience simply by typing an 'Y' or an 'N'.
- You can extract the history of customer engagement from the report option as well.
- It was an overview facility via which you can get access to live chats and agent activities.

1.3 Internship Outcomes

1.3.1 Contribution to the company: Since I have been with X Solutions from October 2019, hence, I would like to share the overall experience I had starting from the interview process

to the first month of service as an agent. Firstly, the interview process X Solutions go through is a three-stage filtering process that includes writing, grammar and speed tests. This test procedure mainly helps the interviewer to understand whether a person has the basic capabilities to deal with in-need customers and whether they can deliver service in both bangla and english as per customers' comfort. Secondly, if an interviewee is capable enough, as I was, he/ she will get a second call-up from the interview board to sit for a one-to-one interview with the Senior Account Director Mr. Parag Obayed. The interview went well for me as I had all the accurate explanations to his expectation and queries. Finally, I got my final call-up after a gap of 15 days for the training period in mid-october. The training lasted for 15 days and on 1st November I started my journey as an agent for Robi-Airtel Service through WhatsApp channel. Till 2 June, I personally have dealt with more than 8915 individual chats on Robi Platform and 13,413 individual chats on Airtel Platform. Total hour on shift counts at 1,425 from 1 November 2019 till 2 June 2020.

Total Conversations	22,328
Robi Axiata Limited	8915
Airtel Bangladesh	13413
Total Shift Hours	1425
Chat Per Hour	15.67
Earning Per Chat	BDT 6.39

Table 1: Conversation Data represented from 1st November 2019 till 2nd June 2020

1.3.2 Benefits of this Internship: I personally feel that my decision to not leave X Solutions Limited and join other companies for the internship program has paid off. Not just for the pay they provide but the first hand experience I have gathered while dealing with telecom customers has made me into a product / campaign expert in telecommunication especially for Robi and Airtel. I now have clear ideas about how product and campaign management works, what are the core revenue boosters for the telecom industry as well as where the fault lies in

this service industry. They are now all clear to me, which would have not been possible if I had to do my internship as an intern for Robi or Airtel Corporation. In brief, I will be mentioning some of the major take-aways for my journey as an intern at X Solutions Limited.

- Real life experience to work in an agency like X Solutions for Robi Axiata Limited.
- Huge knowledge about customer perception as well as an agent who needs to deal with all kinds of customers from various age, demography, culture and community.
- Totally new experience of handling customers, coping up with customers behaviour.
- Learned to work in pressure obviously as I had to do a total of 245 hours shift in the month of February 2020. Highest in the agency from a part-time agent as well.
- Learned new skills of telecommunication marketing, culture, products, revenue source and customer management.
- Prepared report based on my work experience
- Became more disciplined, punctual, responsible, hard working and developed the ability to cope with diverse people with proper approach and attitude.

1.3.3 Problems Faced

I did not face any serious obstacles during my internship as the company is very well formed and employees are very decent, friendly and cooperative. Moreover, almost 70% part-time agents were from BRAC University who were very familiar to me from the beginning, hence, we had a very comfortable time together working at X Solutions. But as I had to handle lots of customers, for this reason, at times the work became difficult and pressurizing for me. The company is very confidential in some of the matters so gathering information was difficult. For instance, I hardly got any help from my seniors regarding the information I needed about the company. Hence, I had to go through other reports, company details available on the web for my desired information.

1.3.4 Recommendations

- The internship program needs to be more systematic and focused.
- Internship tasks and activities could be more related to the actual corporate works so that we can have an actual preparation before joining an organization.
- The pay that internship program provides unlike X Solutions needs to be higher. At X, as an agent my pay ranged from 13,000 upto 25,000 a month (BDT 100 per hour basis). However, a traditional internship program will only offer interns around 5,000 a month with no lunch or other office benefits.
- It would be better if there is an 80% retention possibility for freshers to work for the company he worked as an intern because it will save a lot of time for fresh grad and they will not need to move to another organization for further training and challenges repetitively.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective:

- Get an idea about X Solution Limited's work structure.
- Know about the operational system of the Query Management Team.
- Learn about the company's working process of QMT and RAW.
- Introduction to the telecommunication industry.
- Learn how customers are dealt from the frontline.
- Access X Solutions' visibility in the industry.
- Measure X Solutions' position among the competitors.

Methodology:

- Website.
- Dashboard Softwares.
- Experience during Internship.
- Emotional Intelligence.
- Class Lecture and Learning.
- Book Material.

Scope of the Study:

This part of the report contains X Solutions Limited's company overview, idea about different departmental working processes, management work system, operational system and lastly, analysis of the company's position among competitors.

Limitation of the Study:

Though, the environment of the company is very welcoming and the employees were very supportive, however, the internship was a little bit tough in terms of gathering information as the company is not comfortable to reveal most of their information and there was very little data found on the internet to add to my work and findings.

Significance of the Study:

I have included mainly the organizational structure, company overview, departments overall information, management work and company's position analysis in this part of the report. So this part of the report is very essential and informative. And, I portrayed the information in an organized way for better understanding.

2.2 Overview of the Company

X Solution Limited began its operation in the year 2017 which was a marketing agency and a result of a strategic merge between two companies named MADLY and Strategeek Digital. In the digital marketing industry it is the first ever merge between two agencies which not only helped them to add more benefits to offer but also made them into an 'integrated' marketing solution provider. Though the merged organization is new in the industry, individually the agencies Madly and Strategeek has many past achievement records. The past achievement of two agencies was promising already. Recently they started to provide marketing solutions in our country which in an overall 360 degree manner, starting from idea generation, product launch, product promotion, event management, digital marketing campaigns, digital responsive solutions etc. The traditional advertising is provided by mainly two groups and the name of the second advertising group is BTL (below the line). During my internship, the area I have been

working is the Query Management Team (QMT) of X Solutions Limited. The services which are provided by X Solutions Limited are mentioned below -

- Creative Support
- Social Media Marketing
- Digital Marketing Campaigns
- Activations and Campaign Analysis
- Social Media Query Management
- Data Analytics
- Advertising

2.3 Management Practices

2.3.1 Top Management:

MEET THE PEOPLE

TAHSIN SAEED

MD and CEO



Ex BATB brand and trade marketing specialist with 18 years of experience in marketing and communication; former Trade Marketing Manager of Sony Ericsson and Executive Director of Asiatic 3Sixty



**THE ORCHESTRATOR & THE KEY FORMULATOR
BEHIND THE SUCCESS OF A TEAM OF
100+ FULL TIME MEMBERS**



RASEL MAHMUD
GROUP CREATIVE DIRECTOR

Twice been awarded the Best Copywriter in Bangladesh in 2015 & 2016.

12 YEARS OF EXPERIENCE IN MARKETING INDUSTRY

Brands worked for:
Grameenphone, The Coca-Cola Company, Uber, Perfetti Van Melle, Mastercard, Hemas Consumer Products Ltd., Prothom Alo, ACI, Goldent Harvest (Bloop), New Zealand Dairy, MGI, PRAN-RFL Group, etc.

THE STRATEGIST



DRABIR ALAM
CHIEF OPERATING OFFICER

One of the Pioneers of Digital Marketing in Bangladesh

10 Years of Experience in Marketing Industry

Strategic Planner & Former Business Head of Cookie Jar

Former Trade Marketer

Successful Projects
Airtel 3G Launch, Largest Selfie Campaign For Lumia 730, Airtel Buzz, Be Here Now, Tonic, Robi Spinner Hunt, Robi 4G Launch, and many More



OBIDUR RAHMAN
SENIOR ACCOUNT DIRECTOR

9+ years of experience in Customer Experience and Insight Mining, leading the QMT & Listening Centre team

60
A team of 60 people providing service 24/7

500,000
Queries handled every month are over the mark of 500,000

Community Engagement & Social Listening



2.3.2 Management Responsibilities

The top management and other management team members in the likes of Mr. Porag Obayed (Senior Account Director) as well as Mr. Faruq Ahmed, Ms. Fahmida Shams, Ms. Safna Mehrin Sarah, Ms. Nafisa Nawara, Ms. Anika Tabassum, Mr. Walid Omee from the department of Query Management Team are very much particular in managing the whole operation such as client management, agent training and development and quality assurance as well as providing the extra service they are not entitled to. In brief, top management keeps their employees updated through training and updates. Frequently, they supervise their employees and call meetings if there is a need to give instructions to employees and frontline agents.

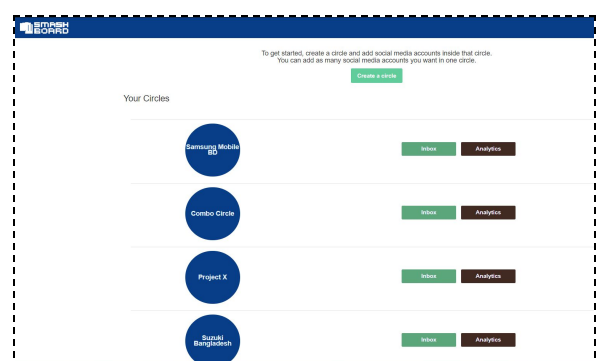
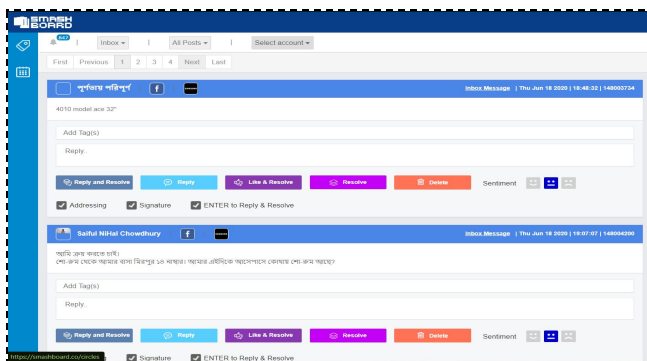
For example, during this global pandemic and lockdown situation, we are constantly having midnight meetings after 12 am to discuss our overall performance, errors and improvement points. The management is well structured and provides every possible supervision and guidance to get greater outcomes. Even in the dire situation, management works actively with the help of the team members to provide great service to the customers as well as to us, the front line service-providers. The query management team of the company is very experienced in the marketing field and all of

them are professional in this respect. For this reason X Solutions Limited is rated as one of the top and leading agencies who are expert in outsourcing marketing activities for local as well as international giants operating in Bangladesh i.e. Robi Axiata Limited, Banglalink, Nagad, Bangladesh Football Federation, Marks, Grameenphone, Samsung etc. The team members keep them updated with marketing, networking knowledge; the practical knowledge and skills are very much needed in this field to handle so many customers. The scientific and technical structure is improving their whole system.

2.4 Marketing Practices

2.4.1 4Ps of X Solutions - Integrated Marketing Agency:

Product: In our department, for tackling customers of Robi-Airtel we use a personalized software made by Zercium.com. Zeronium mainly provides customer query management tools for ambitious teams related to digital marketing. X Solution Limited's QMT have 4 other softwares based on the service they provide like: Dashboard, CRM, Smashboard, Zerocium etc.



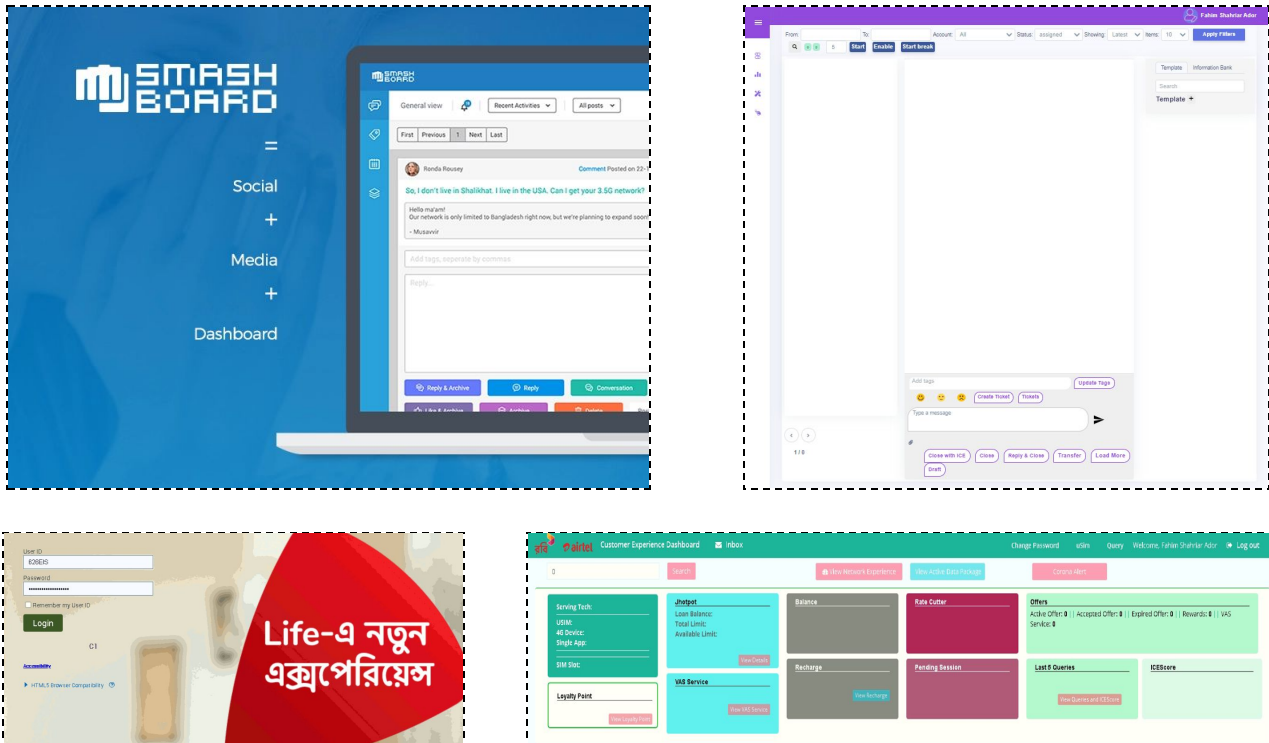


Figure (1): Zerocium, Smashboard, CRM, Dashboard

Price: The pricing is still a confidential issue for our agency, however, it is predicted that for WhatsApp service solution X Solution is getting BDT 11 per chat. On the other hand, the software that is being used, i.e. Smashboard, Zerocium etc has a yearly maintenance fee that needs to be paid to the developers. Due to confidentiality, we could not get further details regarding the price and the cost of the overall service.

Place: X Solution Limited is situated in the heart of Mohakhali DOHS. As the service is totally desk based it does not really matter from where you are providing the service to the customers as we have the software itself that helps us to reach every customer individually via their smartphones. All credit goes to the software developers who made the above mentioned softwares that we use to communicate with our customers and provide the service they need. Interestingly, during such a global pandemic, we are blessed to provide service from our homes and have access to all the informations that is highly restricted and can not

be accessed from outside our office place, but credit goes to AnyDesk software as well with which we are not being able to get access to all the database that if hard to extract from home.

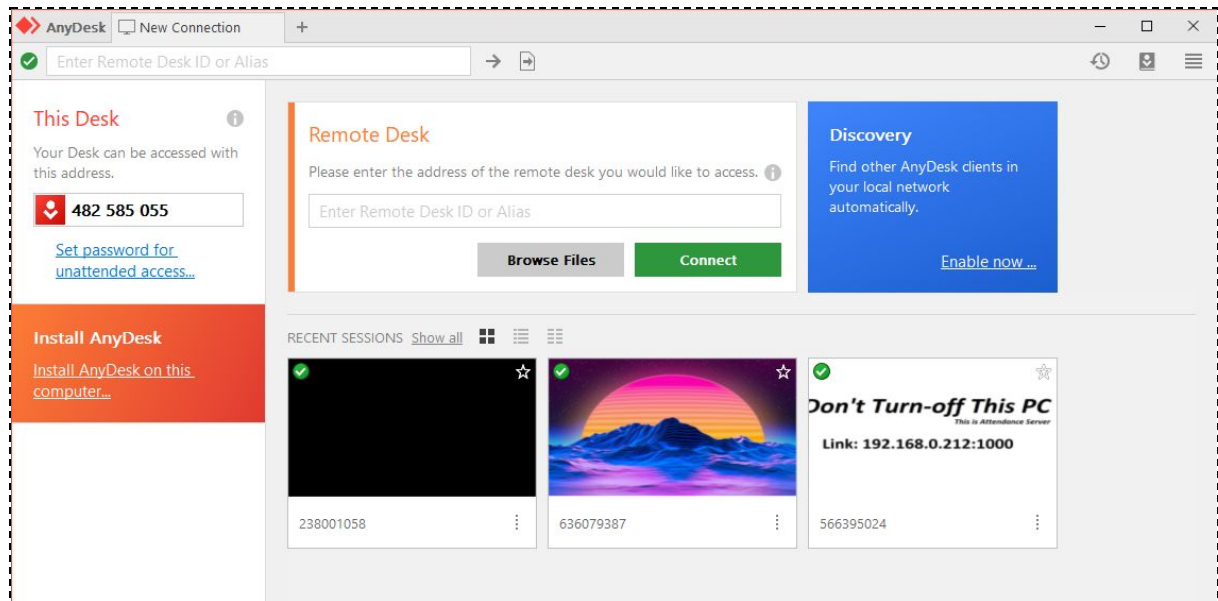


Figure (2) of the AnyDesk IDs used to work from home

Promotion: Interestingly, X Solution does not work for it's promotion rather, as a marketing agency, it's sole duty is to help other big or small companies to excel in their promotional work. According to our Head of Business Solutions, Mr Obayed, our work at X is our promotional factor. If we can provide good service and satisfaction, our client's word-of-mouth will help the agency to grow. Moreover, when X Solutions makes a good promotional campaign for it's client, the work itself represents the agency and boosts it's profile in the industry.

2.4.2 Extra 4Ps of X Solutions - Integrated Marketing Agency:

Apart from the traditional 4Ps of Marketing there are extra 4Ps that need to be mentioned for a service provider like X Solutions.

People: Mainly, X Solutions Limited has three (3) core departments that provide services.

- Marketing and Promotional Campaign Planners

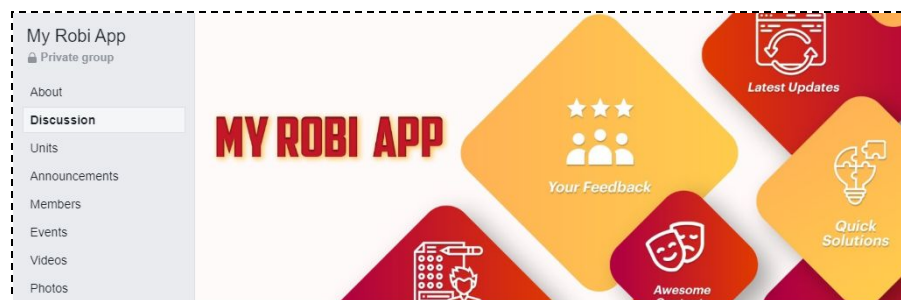
- Query Management Team
- Customer Management and Service.

1. **Marketing and Promotional Campaign Planners:** This department mainly consists of digital marketing activities where they plan, construct, design, trail and execute the promotional campaigns for various brands especially on social media.



2. **Query Management Team:** This is the team for which I work. Our task is to respond to all the queries interested users post on social media regarding the post, product or service. Infact, Robi was recognised as the most responsive brand on social media with a 99.75% score. The recognition was nothing new to Robi as the telecommunication giant topped the list several times before. According to the Socialbakers' Analysis, Robi Axiata has over 11 million fans on social media and has an average response time of less than 6-minutes, which means that almost every query posted on social media platform of Robi is being answered within 6 minutes and all credit goes to the QMT of X. Moreover, X Solutions' QMT strives to provide 24/7 accurate and real-time solutions to the stakeholders of their agents like Robi Axiata Limited.

3. **Customer Management and Service:** CMS Department mainly is designated to take care of the community related to the brand itself. They have their unique ways of dealing with customer queries and an impromptu method of promoting their brand to the more casual customer base.



Facebook Community Group for Robi and Airtel



Principle: The core value of X Solutions Limited is quality performance other than quantity. That is not just a mere statement; rather you can find the ideology on everything they do starting from hirings agents to serving brands. They maintain a very healthy pay scale for part-timers, infact, they have the highest pay scale compared to other services provided in the industry like, Windmill, Magneto Digital Limited, HYPE, Notionhive Dhaka, Wire-Digital Multimedia Marketing, MetaConnect Limited etc. starting at BDT 100 / hour on normal weekdays with all the other benefits like lunch, dinner and snacks as well. They mainly hire undergrad students who have great sellable skills to serve customers in this field apart from studying. This is probably a win-win situation for both the organization as well as

the part-time workers as undergrad students can find a place to work apart from their studies and cover their pocket money, on the other hand, X Solutions can get good qualified students to work for them at a very low cost.

Process: Our quality assurance team consists of Mr. Faruq Ahmed (Sr. Executive | Training and Information | QMT, Business Solutions), Imtiaz Hossain Farabi (Executive | Training and Information | QMT, Business Solutions) etc. who are constantly keeping us updated regarding various product launches, changes and quality guidelines via email and meetings. As mentioned earlier, XSL is already relying on several softwares to get our service to our customer's doorstep.

Performance: The brands you service can be a clear reflection of the performance you provide. X Solutions Limited has marked the spot with third most awarded agency in COMMWARD 2018 in it's launch year across all communication agencies in Bangladesh.

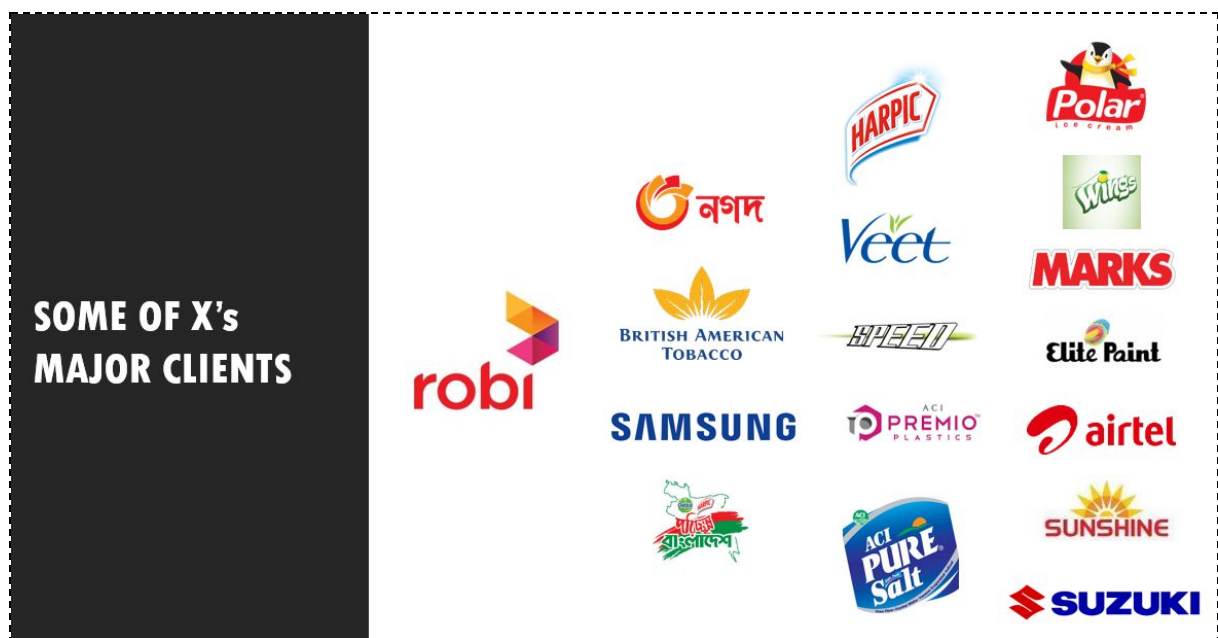


Figure (3): Some of the major clients of X Solutions Limited

2.5 Financial Performance & Accounting Practices

In X Solutions Limited, the finance and accounts department is handling the whole part of the company's cash flow. This department's main works are -

- Preparation of monthly accounts.
- Tally records.
- Fund management.
- Loan, early payment, interdepartmental transaction.
- Interdepartmental records and cash incentive.
- Tax assessment.
- Monthly salary flow.

As this department handles cash flow, this is highly confidential. Hence, the employees are not allowed to reveal the information of this department. So it was a limitation for me and I could only collect basic information.

2.6 Operations Management and Information System Practices

2.6.1 Operation Management

To manage operations, XSL has a specific organizational structure and departments.

Human Resource and Administration - This department mainly manages the Human Resource related tasks of XSL. The HR tasks include interviewing, selection, recruitment, performance appraisal, compensation management and separation. Mr. Mirza Shams is the Human Resource Executive of XSL. He is mainly seen doing tasks like managing all the agents information, providing them with appointment letters, ID

cards, giving them access to the office by registering them into the entrance machine, planning incentive and appraisal plans for full-time employees etc.

2.6.2 Information System Practices

For information system usage and maintenance X Solution Limited has an Accounts, IT Solutions and Human Resource Department which provides technical support 24/7 to all the other departments of the agency. Moreover, to maintain communication with the overall department, payroll, recording, requisition, payment follow up, audit supervision, bill entry, giving work orders, data entry - XSL has their own software. For part-time and executives they maintain an attendance keeping software to preserve all the employees in and out movement.

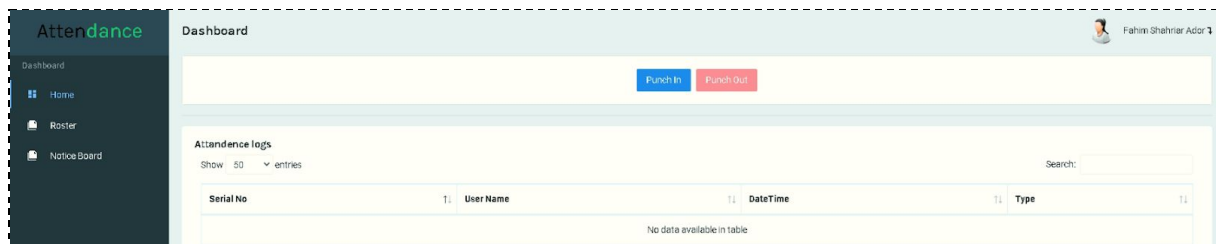


Figure (4) Screenshot of the Attendance Input Software

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis of X Solution Limited

A SWOT Analysis for XSL will include assessment and results of the organization's Strength, Weakness, Opportunity and Threat. Hence, we will try to analyse the 4 major segmentation for XSL and see if they have a good future ahead.

Strength:

1. Strong Experienced Directors and Shareholders.
2. Efficient, skilled and well trained human resource.
3. Quality service at a constant growing rate.

4. Organized get of responsibilities for each employee.
5. Management and Supervision.
6. Flexible working hour and work environment.

Weaknesses:

1. Low employee retention efforts.
2. Shortage of permanent employees.
3. Uncooperative reaction to feedback and changes.

Opportunity:

1. Can build a loyal and strong connection with big brands.
2. Most brands are realizing the importance of socially active and responsive.
3. Diversify business solutions and integrity.
4. Retaining skilled and experienced fresh graduates.

Threats:

1. Growing competitions locally and internationally.
2. Ever growing government imposed taxes.
3. Global pandemic and recession.

2.7.2 Porters Analysis of X Solution Limited

The six factors of Porter's Analysis define how feasible the business is and shows the position of XSL among competitors.

Competitive Rivalry - In the digital marketing business, the rivalry is moderate and mostly focuses on the capital of Dhaka. As not all agencies can produce good quality content and provide quality service, XSL is one of the top rated agencies in terms of creativity and service.

Threat of New Entrants - Providing digital marketing solution business is now starting to grow at a good rate in Bangladesh as most of the brands are realising it's importance gradually. Hence, the threat of new entrants is moderate as well for the next 10 years.

Threat of Substitutes - The only threat to digital marketing and social media responsive team is that the client decides to open up their own digital marketing section and query management team, which in term would be way too costly for them to manage, hence, the threat of substitute is low. However, growing brands like Bkash and Nagad have recently moved out of the agency relied service and opened their own service centers.

Bargaining Power of Suppliers - Some of the key suppliers especially for the QMT department are the software developers who have to be paid on a yearly subscription basis. As there are hundreds of such service providers internationally, the bargaining power of suppliers are somewhat less.

Bargaining Power of Buyers - From my personal experience over the last 8 month, it has been clear that the bargaining power of buyers aka clients is way more than it should be. However the context of Bangladesh is such that we always need to proceed according to our clients wish and provided guidelines.

2.8 Summary and Conclusion

The digital marketing and social media responsive sector is one of the growing earning sources in metro areas like Dhaka and Chittagong. If we compare to that of India, we can see that X Solutions Limited's contents and service is close to international standards. Social media is no longer a platform for it's users to share posts and likes, it is now reforming itself into the business hub of the world. And every brand wants to be alive, active, ruling and responding in this new ocean. Major brands have their own budget separated to handle and

manage social media engagement. Hence, digital marketing agencies like X Solutions have taken great benefit out of this opportunity and many more companies are yet to follow them. The top management team of XSL is handling this business with great experience and skill. In regard to their competitive analysis, it is easy to understand that X Solutions Limited have a great rank in the market which can still be improved if they can move above all the existing drawbacks.

2.9 Recommendations

1. Need to have a better systematic organizational structure for better resource management.
2. Integrate more and better marketing solutions to their diversified portfolio.
3. Try to retain experienced employees and lower the lay-off frequency.
4. Increased incentive plan for agents with more experience and shift hours.

Chapter 3: Project Part: “How Social Media Platforms Earning Revenues For Telecommunication Companies - A perspective from X Solutions Limited”

3.1 Introduction

Background of the Study

I have served as an intern at X Solutions Limited from 1st January to 31st March. Over this period, I have prepared my whole internship report based on the idea of this company and industry. During this period, I have done my duty and given my best to gather all skills and experience in customer handling and based on that I have chosen

my topic on the revenue generating process of agencies via social media platforms.

Objectives

The fundamental objective of this paper is to get the idea about the main job of digital communications and involvement and the significance of social media communication and its effect on the organization. To be specific -

- Analyze the link between two major things social media marketing and customer engagement.
- Specify the factors that affect the customer online engagement.
- Identify the scope of the report geographically as it is limited within the market of Bangladesh.

Significance of the Study

I have focused on this report mainly on the main job of digital communications and involvement, the significance of social media communication and its effect on the organization's revenue. So completing this report is very much significant in terms of knowledge gaining and highlighting my whole internship learning journey. Moreover, I tried to portray all perspectives of social media platforms, customer's satisfaction and its effects on the business. It might create a valuable knowledge base in readers mind.

3.2 Methodology

1. To showcase the idea about how the demand for digitalized service is increasing day by day, I will be presenting primary data from the Zerocium software database.
2. To know the importance and connection of digitally active platforms especially for telecommunication industries.
3. Display how it will not be an expense for the brand, rather a source of new revenue as well.
4. To identify the loop hole in the telecom industry as well which can be easily avoided and cut down unwanted expenses.

3.3 Findings and Analysis

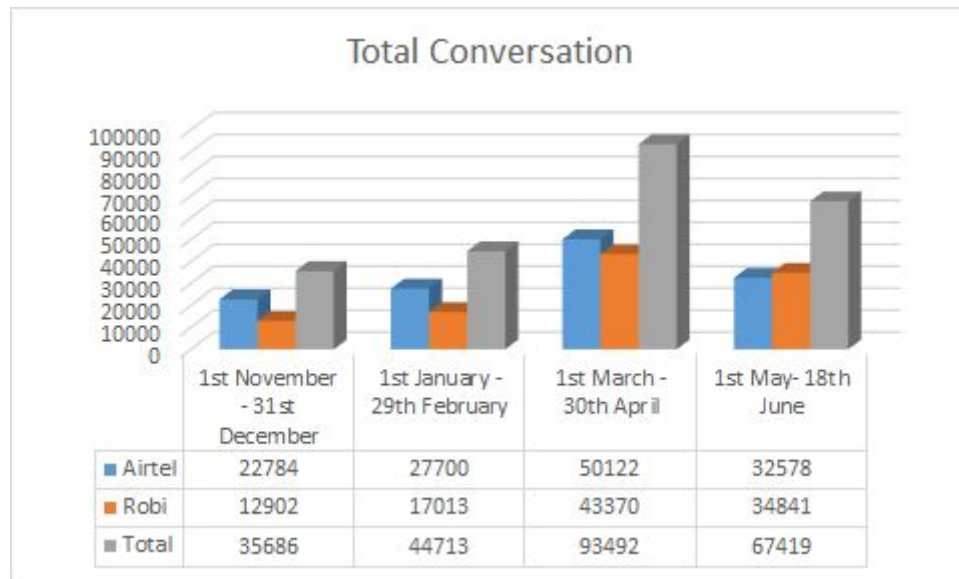


Table (2): Conversation Chart of Robi - Airtel WhatsApp Service

Firstly, we have divided the whole journey of my department RAW into 4 time segments - Nov-Dec, Jan-Feb, Mar-Apr, May-Jun. We can see from the Total Conversation chart that over the last 7 and a half months, total conversation had a growth rate of 25% in January and February compared to the time span of November and December. Similarly, compared to the time span of Jan-Feb, March and April had a growth rate of 109%. Hence, we can clearly see that the number of conversations and knocks from customers in Robi - Airtel WhatsApp platform is currently in this growth life-cycle stage which is growing at an average of 67%.



Figure (5): Incoming Growth Chart of Robi - Airtel WhatsApp Service

Secondly, we can clearly state from the chart mentioned below that the customers who are visiting this platform with their queries and complaints are having a better time than what they experience in the Call Center Service or Customer Cares. WhatsApp is way too comfortable, convenient for the users to manage and it is time saving as well. And the best feature is that the whole service is free. All you need in a basic internet connection, a smart phone with a working WhatsApp application and a working Robi or Airtel number to reach this platform. For your information, I would also like to mention that the service is only applicable for Robi and Airtel users with number prefix 018 / 016.

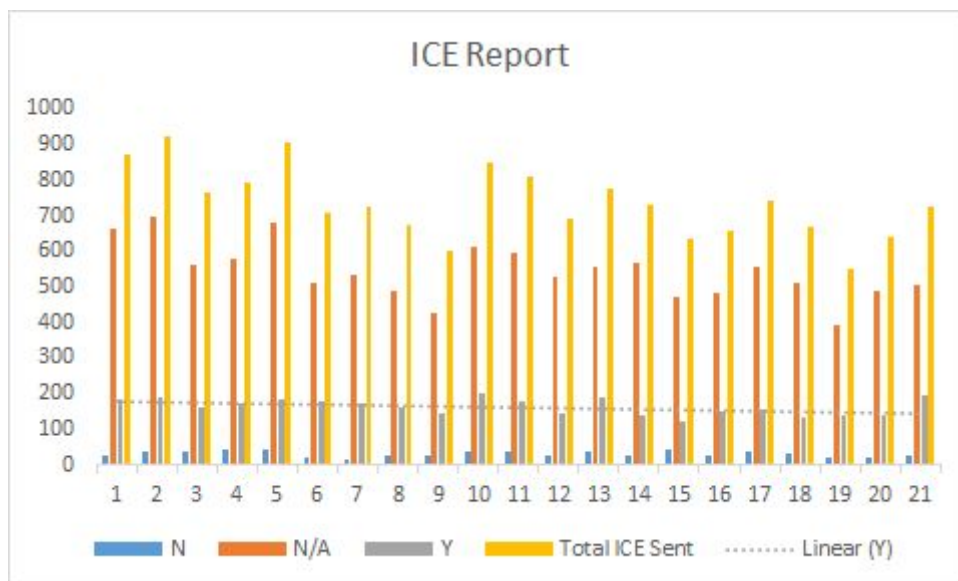


Figure (6): Customer Experience Report of Robi - Airtel WhatsApp Service

From this Individual Customer Experience Report we can study that the response rate is quite low. On an average customers are responding to only 26.22% of the ICE send to them and out of those 26.22% response, 81.6% of them liked the overall WhatsApp based customer service, hence gave it an 'Y' and 18.4% did not have a good experience as a result gave it an 'N'. And the remaining 73.78% did not have anything to say regarding the overall service we provided.

In conclusion, we can assume that the overall plan of providing customers of Robi and Airtel is till now a success and the numbers say it as well. It has had a 67% growth rate over the last

7 months and the survey response from the experienced customers say that the service is here to stay and sustain.

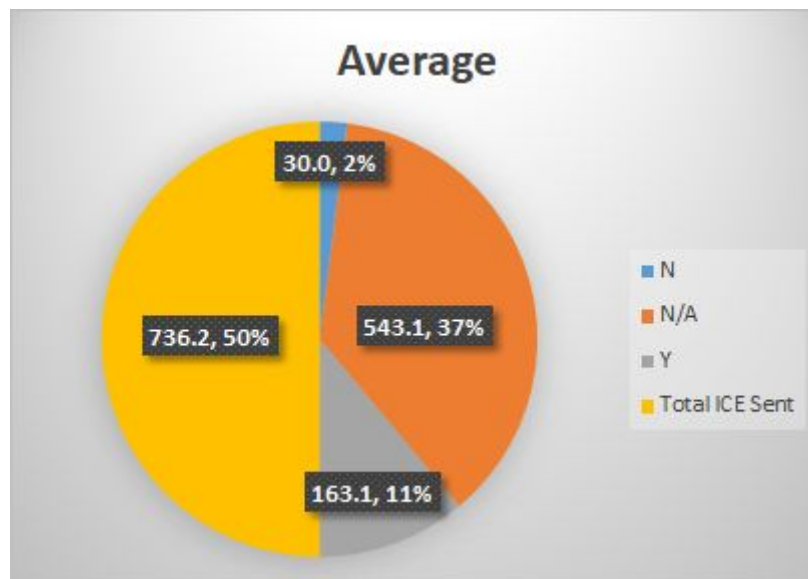


Figure (7): Averaged Respond Report of Robi - Airtel WhatsApp Service

3.3.1 Importance of Social Media Platforms to Earning Revenues For Telecommunication Companies

According to a report by Mr. Muhammad Ziaul Haque, “Social media defines the accessibility of people in a platform where they can express their inner feelings and share their ideas, opinions and perspective in a particular matter with others. In our country this easy accessibility of Social Media engagement creates a new experience in our country and it impacts the business platform so significantly that there is a huge change in doing business and all the business sectors got a new mode of business promotion, selling, customer reaching and so on. Recently, the biggest paradigm shift is this change of business. Dhaka is the city of Bangladesh where most people are using facebook platform and according to Dhaka tribune report almost 22 million people in Dhaka actively use facebook which creates the second ranked in the world and it is also proved in the conducted survey by Hoot suite. So we all can guess the huge popularity, demand and also the economic importance of social media platforms which has risen in the last few years. This changing mode of business is now a day’s very demanding to customers. Even it is also beneficial for customers because they get service and product

easily. So every business organization is trying to adapt as it is the demand of customers so to grab the customer satisfaction the changes need to form systematically in business. The changes that are visible because of social media engagement are the change in the business model, method of communication both in internal and external business segments and the brand value and reputation are getting a new way to establish.”

3.3.2 Social Media for Business to Business (B2B) Marketing

“Connecting people is the main purpose of social media and the size of the business though it is small does not matter if an organization wants it to connect with its customers and provide service through social media. Before buying a product and in the pre-purchase stage every customer searches for the credibility of the brand and goes through the reviews in the brand page in social media. A business becomes visible to potential customers through the boosts of Social media boosts. Even the mission, vision and commitment of any business can be expressed with the help of social media. In websites of social media, creating a business profile is free of charge. Michael Rodriguez (2012) did a survey where he took 1699 B2B customers from 25 ventures as a valuable survey sample. In this survey, the result came out that to produce new sales and get customer satisfaction social networking sites are very significant. Social media is not the only way to build connections with clients both who are potential and existing, but also it is the best way to measure customer satisfaction for any organization and the reviews, likes, shares, comments and reactions of the customers are easy to collect from their profile, which is significant for business.” - Mr. Muhammad Ziaul Haque adds.

Social Media for Business to Consumer (B2C) Marketing

Mainly, to determine B2C consumers, data from social media is useful and more effective in different business sectors such as banking, telecommunication, financial institutions, retail outlets, tourism industry etc around the world. Importance of various business sectors is described below:

Importance of Social Media for Telecommunication Industry

OPERATOR	SUBSCRIBER (IN MILLIONS)
Grameen Phone Ltd. (GP)	74.361
Robi Axiata Limited (Robi)	48.843
Banglalink Digital Communications Limited	34.876
Teletalk Bangladesh Ltd. (Teletalk)	4.840
Total	162.920

Table (3): Total number of SIM subscriber in Bangladesh

According to BTRC, almost 162.920 million subscribers are using mobile phones in our country. Even in SouthEast Asia, these numbers of users are really huge. From this entire population more than 101.186 million people have internet accessibility in our country. Most of them are young people. In recent years, this number has increased and the reason behind this rising number is the effort and dedication of telecom industries who are providing continuous service of internet and connecting people for business and social connection all over the country.

OPERATOR	SUBSCRIBER (MILLION)
Mobile Internet	93.101
WIMAX	0.002
ISP + PSTN	8.084
Total	101.186

Table (4): Total number of internet users in Bangladesh

Currently, the investment of this industry is huge and the purpose is to create more strong social media communication.

The virtual and social media networking platforms like Facebook, Twitter, WhatsApp, Instagram, Snapchat etc. are more appealing to most of the people. Companies are identifying those platforms as their business expansion way and connecting with customers to gain the attention. Nowadays, facebook fan pages are a popular method to provide customer support.

Social Media for Mobile Financial Institutions



Social media networking sites are the media which present a huge advantage to mobile financial service (MFS) institutions because through this they can create a strong and faithful customer base and their trust, attract new clients and obtain improvement in business. But privacy is one of the important matters and concerning things. Currently, the threat of breaching privacy creates a barrier for MFS brands to be social on the sites, but the guideline has relieved the companies about the privacy and security of websites and it has been published by the Federal Financial Institutions Examination Council (FFIEC).



LinkedIn is the professional platform which is the best media for financial companies to promote their offerings, business and attain the new customers. "LinkedIn gives a prime chance to feature your business and its workers as specialists in their field" (Hershberger, 2013). The LinkedIn profile advantage is immense for any company and those are:

- Provides a way for organizations to connect their sites with other pages in social media.
- Chances of changing the products and Services tab according to the need of business on the LinkedIn page.

- Create page viewership, with a chance of identifying symbols, logos, banners, photos and chronicles of the organization.

Financial marketers can easily get help from the social media platform for understanding the target customers like, dislike, thoughts and preferences through their social media reactions, comments, likes, and shares. The bank provides services to customers to solve their queries.



Social Media for Tourism and Travel Industry

“In this modern world every industry is broadly affected by online networking, and the most beneficial industry is the travel and hospitality industry. In the travel industry, the business mainly depends on the promotional activity and the word-of-mouth promotion which means the customers gives their feedbacks, reviews, likings and recommendations on social networking sites such as Twitter, Facebook, Instagram, YouTube and several other sites where customers can easily share their reviews, tips, if these are positive it will be profitable for business.” Hvass and Munar (2012) conducted their study on social media impact on tourism business. The conducted survey was on 29 full service carriers and 20 low cost carriers about three airlines companies. According to the study, it is proven that, “Social media engagement created benefits for these companies. They mainly posted all the offers, discounts, facilities and packages on the networking sites and tried to attain new consumer’s attention. Tripadvisor play is a social networking site which has great impact on this industry as they can cover almost 200 million reviews on their platform. So a social media profile has great advantage for business to grow as it creates a strong customer base. All the organizations have their different framework and design of promoting their offers.” Additionally, it creates and increases the brand value and position on the mind of

customers said by Saltzman (2009) in one of his conducted case studies on the usages of Twitter by different agencies.

3.3.3 Implementing and Measuring the Impact on Social Media

From the above discussion it is revealed that businesses of different industries have established their marketing promotion on social media. The rest of the report is based on how business firms are expanding with the help of online existence and how the procedures of promotion are best to get the right outcome. It portrays the advantages of creating and focusing on customers' base online. Additionally, the measurement of impact, cost and growth for social engagement is discussed in this report.

There is a way for companies to calculate the cost and profit by manually converting the currency from time to time and measuring the company's other expenditure such as salary, promotional cost, content development cost etc. With the comparison of expenditure it could be easy to get the profit from the revenue. To boost up digital marketing and communication, it is very necessary to provide customer's quick service so that customers queries, complaints and confusions could be solved easily. With the quick service through response the customer engagement could be higher through comments, reactions, share, like, post. There are more tools for measuring customer engagement. Those are:

- Google Analytics: Google Analytics is helpful to point out the conversions of the customers by tracking the page activity and the channels conversation reports.
- Kissmetrics: This system helps to identify the individual, groups of people and specify the marketing, promotional success and ROI.
- Cyfe: This associates all the content shared reports and its significance on overall ROI.

Implementing Facebook

All business organizations can open a Facebook page on free of charge creating a strong positive customer base, involve customers and make the interactive communication really challenging. For the companies it is very important to get updated and actively -

change their profile, response to customers, promote offers and create online campaigns so it will be easy to attain more consumers and it would increase the brand value and brand loyalty. (Maxwell 2012) discussed in his study that it is very much needed to match the firm's intention of promotion with the marketing style of Facebook as it is significant for attracting customers. The companies need to assign someone specific to handle their social media platform and to provide

service. Many agencies are now providing support to many companies as a third party to give service to the customers. In our country X solutions is such a kind of agency, more agencies like Mindshare, Asiatic provide such kind of service and support according to their clients requirement.



Implementing Twitter

Twitter is all about a platform for sharing ideas, thoughts so people are spending their ideal time tweeting about different things.

- Consistently tweet at the leisure time and respond to inquiries directly and continuously. It is important to tweet from time to time not too often.
- Identifying the customer who hares more related business data and target them for web based promotion
- Identified and experienced audience need to inform about the business offerings, activity and event and activity
- Encouraging tweet need to retweet to attract more new people

3.4 Summary and Conclusion

This report includes the study about the most emerging topic of customer engagement in the platform of social media. With the new era of the internet, the traditional media is fading its importance and the concept of business marketing is changing its character. Customer engagement is emerging so fast online that this is the base to create strong

relationships with customers. Now to attain this new media many brands like telecom and electronics are investing in this marketing method to grab customers but still many industries and organizations are more comfortable with their conventional form for digital communication.

3.5 Recommendations

The impact of social media marketing is usually visible after time being which is really significant. With this, the rigorous checking of activities and the companies all time management is must as brand reputation, loyalty and brand value depends on its availability and services. There are some systems to promote the page on social media. Those are:

- Social media marketing is a beneficiary way or method as it is easy to target a specific customer's on social media platform
- Getting ideas about consumer behavior, perception, preferences, and data analytics is very much helpful.
- Competition is very much visible in the platform, so new ideas must be implemented.
- Companies are still in hesitation to invest more in this sector
- Businesses are still comfortable with traditional marketing than online marketing
- Organization should concentrate more to develop skill manpower for this sector and need to invest to train them
- Increasing the investment amount could be a new advantage for businesses through digital communication system

References

1. Are social media replacing traditional media in terms of brand equity creation? | Emerald Insight. 2020. Are social media replacing traditional media in terms of brand equity creation? | Emerald Insight. [ONLINE] Available at: <https://www.emerald.com/insight/content/doi/10.1108/01409171211255948/full/html>. [Accessed 19 June 2020].
2. Internet Subscribers in Bangladesh April, 2020. | BTRC. 2020. Internet Subscribers in Bangladesh April, 2020. | BTRC. [ONLINE] Available at: <http://www.btrc.gov.bd/content/internet-subscribers-bangladesh-april-2020>. [Accessed 19 June 2020].
3. Internet | BTRC. 2020. Internet | BTRC. [ONLINE] Available at: <http://www.btrc.gov.bd/telco/internet>. [Accessed 19 June 2020].
4. Log in. 2020. Log in. [ONLINE] Available at: <https://www.zerocium.com/Identity/Account/Login>. [Accessed 19 June 2020].
5. Sortlist. 2020. The 10 Best Marketing agencies in Dhaka (2020). [ONLINE] Available at: <https://www.sortlist.com/marketing/dhaka-bd>. [Accessed 19 June 2020].
6. X - Integrated Marketing Agency. 2020. X - Integrated Marketing Agency. [ONLINE] Available at: <https://justanx.com/>. [Accessed 19 June 2020]