

Report On

Measuring Business Client's Satisfaction of BiTechX

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
October, 2021.

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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:

Tasnim Binte Shaheen
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Supervisor's Full Name & Signature:

Ummul Wara 10.10.21

Ms. Ummul Wara Adrita
Lecturer, BRAC Business School.
BRAC University.

Letter of Transmittal

3rd October, 2021.

To

Ms. Ummul Wara Adrita

Lecturer, BRAC Business School.

BRAC University.

Mohakhali, Dhaka-1212.

Subject: Submission of internship "report on Measuring client's satisfaction of BiTechX"

Miss,

With due respect and pleasure to announce that I am submitting my internship report on Measuring business client's satisfaction of BiTechX, under your supervision for the partial fulfillment of the Internship Course for our BBA Program.

This internship report allowed me to learn about the online based service providers' functionalities, the freelancing market, and many more. I have implemented my academic learnings as well. With the collaboration of experience and academic learning, this internship report is my future asset for my corporate career.

Lastly, I am very thankful, and blessed to make this internship report under your supervision. I am eagerly waiting for your valuable comment; this will help me to improve this report in quality. Hopefully, I will be able to exceed your expectations and enhance my knowledge furthermore.

Sincerely yours,

Name: Tasnim Binte Shaheen

ID: 18104284

BRAC Business School, BRAC University.

Date: October 3, 2021.

Non-Disclosure Agreement

I am declaring that this report will not contain any harmful content that may lead to a bad impact on the company's reputation and also this will not bring any confidential data to the competitors that may reduce BiTechX in competitors Advantages.

This non-disclosure agreement is between me and BiTechX. I am Declaring and promising that this report will not be published in any internet publications or any journal. This report will be saved in only BRAC University's library server. And also declaring that this report is carrying any harmful data that will negatively impact the company

Acknowledgement

By the grace of the Almighty Allah, I have completed my internship journey smoothly. Without Allah's willingness, I wouldn't get the opportunity to get admitted to a renowned university like BRAC University and to work with one of the renowned Bangladeshi online service providers, BiTechX as a Content Strategist.

As a mandatory part of the undergraduate program, I have done my internship under the supervision of Ms. Ummul Wara Adrita, Lecturer, BRAC Business School, BRAC University. I am thankful to Miss that the very last time in the internship report she gave me valuable instructions on what to do and what not. The words from Miss gave me the hope to finish this internship report on time. From the bottom of my heart, I am thankful to Ms. Ummul Wara Adrita Miss.

As I've completed my internship from BiTechX, I'm extremely grateful for my supervisor's guidance and help to complete the internship report out of their busy schedule. My colleagues were also extremely supportive during the internship period.

Lastly, I will be thankful to everyone who helped me to complete this report. I am grateful to be able to work with BiTechX, thankful to BRAC University for providing the opportunity and the valuable knowledge to survive in the competitive job market.

Executive Summary

As I live in Bangladesh, I've worked here at BiTechX as an intern. I've chosen my topic for two specific reasons. Firstly, the lack of information we have for the freelancing industry in Bangladesh. Secondly, this market really intrigued me to research more about it, as we don't get these opportunities in our regular courses.

In this report, the 1st chapter will contain the internship information including the basic information about students, supervisors, the job responsibilities that I had to perform in these 3 months, some key problems that I found while working on that organization, and based on the problems I will add some recommendations that might help to improve the situation. After that in the 2nd part, I have briefly described the company's history and the service they are providing, the agency's marketing and management policies, the Financial and accounting policies, and competitive analysis. Though according to the company policy, I couldn't collect much information but this will give a little bit of knowledge. In the 3rd part, I have briefly discussed the objectives of doing the research, the findings from the research, some key problems and based on that I have added recommendations.

Finally, I hope that this report will fulfill the reader's needs to understand the condition of freelancing agencies, how they are operating their management practices, and their day-to-day work.

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Chapter 1

Internship Overview

1.1 Student Information

Name: Tasnim Binte Shaheen

ID: 18104284

Program: Bachelor of Business Administration

School: BRAC Business School, BRAC University.

Major/Specialization: (i) Marketing, (ii) CIM (Computer Information Management)



BiTechX Team

1.2 Internship Information:

Period: 3 Months (10th June 2021 to 10th September 2021)

Company Name: BiTechX

Department: Creative Team (Marketing)

Address: 726/22 (level 6), Road 10, Chayanir, Baitul Aman Housing, Adabor, Dhaka.

1.2.1 Internship Company Supervisor's Information:

Name: Mumshad Nahiyani

Position: Managing Director

1.3 Job Scope –

1.3.1 Job Description:

While working at BiTechX, I had to monitor the assigned clients' projects, write website copy, advertisement copy, social media content, video scripts, landing page scripts, and to look after the deadlines for specific projects as well.

Revising scripts at whatever point clients or clients asked for changes. Sometimes clients wanted to change their project. I was instructed to edit the script in that way. Before that, the office used to give a clearance about the procedure to change and the price for changing their projects.

I had to plan the strategy of the client's website contents, social media contents, and video contents as well. Usually, clients asked for help about their project like what style or content should be better for their projects. So, all of these were my responsibilities, whichever was related to content marketing.

Working with different clients, understanding their requirements, and to characterize their projects needed to be done within a specific time period as we worked on designing & building websites, applications, etc.

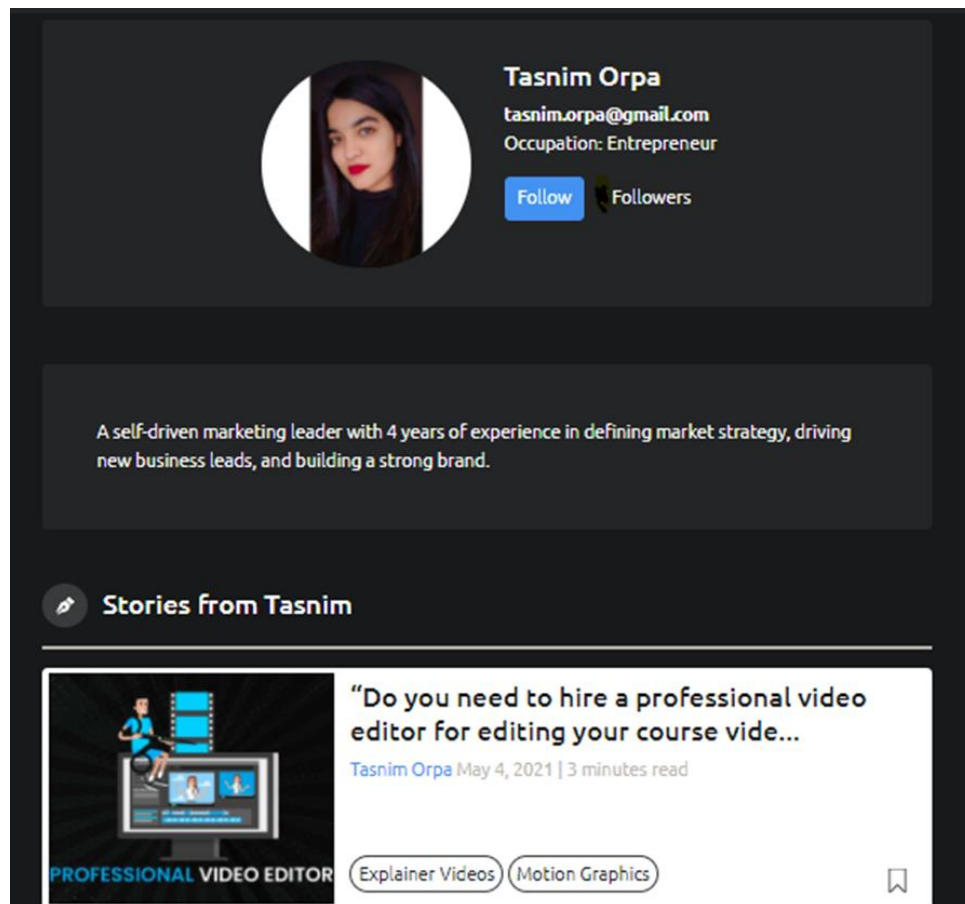
1.4 Internship Outcomes:

The challenges that I have faced in my role during this three-month internship period includes the following: Firstly, understanding the clients target segments in the digital platform since there were different types of target groups of different clients from different industries.

Secondly, we had to create a new content strategy for each and every new client. I had to think of different communication methods and terms that can help the clients to reach their desired

customer group. Adjusting with my colleagues, planning the strategies, conveying them to the design team, and executing them perfectly was quite challenging since it was totally new for me. Finally, for strategizing for different industries, I had to rigorously research about new trends and new industries to enrich my knowledge base before writing something.

1.5 Student's contribution to the company



1. Maintain Company's policy:

As an intern, I had to maintain the company's rules and regulations. Like joining the office on time, attending the meeting, maintaining communication with the supervisor, colleagues and clients politely, etc.

2. Performing role of a Full-time employee:

Managing time properly and finishing the tasks on time was extremely difficult. For corporate executives and coworkers, ingenuity in time management is a plus point. The seriousness with which they organized internships at their company, rather than being merely amusing or simply

fulfilling the role of teaching, was helpful. Another benefit I had received was the location. As I've worked in a department where I was truly interested, it was overall an amazing experience. Informing the boss about the meetings, updating about my own work on time, project cancellations, new project acquisitions, project-related difficulties, etc were the important parts of this full-time internship.

1.6 Benefits to the student

1. Real Life Job experience:

Internship is a great method to overcome the employee shortage of an organization. I had gained important insight about how an agency in the Freelancing sector operates, as well as the opportunity to participate in meetings with international clients and write things to solve client's real-life business problems.

2. Perform a variety of tasks and departments:

While performing my internship, I was assigned to a certain work each day, and my office allowed me to interact with individuals from many areas and occupations. Every day, I needed to help senior executives, attend meetings, do project work, and write different scripts for business clients. I learned how each department operates, started writing blogs, and I know, all of these things will assist me in deciding what type of profession I want to pursue in future.

Chapter 2

Organization Part



Logo BiTechX

2.1. Company Profile

Company Name	BiTechX
Establish year	7 th September,2010
Current Address	Dhaka, Bangladesh.
Current employee	20
Gross Income	\$100,000

Table 1: BiTechX Profile

2.2. Introduction

BiTechX is a information technology based service provider i.e. an Upwork based freelancing agency where the client can have their desired service about web development, creative design, animation, and video making. They have clients from all over the world except our country, Bangladesh. For Bangladesh, they're creating another blog writing platform named hootstory.com which will allow Bangladeshi readers and writers to post their writings for free

till a specific number of posts. The project is still in works. Starting their venture in 2010, they kept experimenting with different types of design, animation, video editing, and software development. With passionate new members, BiTechX became proficient in many fields of technology. They believe in dreaming as a team, developing talents, and striving for excellence while offering excellent service to their clients. They already earned \$100k per year income badge in Upwork, including 100% work success rate.

2.2.2. Methodology:

This section is purely collected from primary and secondary data. The primary data is collected from my office supervisor and colleagues. And the secondary data here is collected from an online survey. All the data and statistics collected from the survey, various journals, books, research papers which have also been cited properly.

2.2.3. History Of BiTechX:

BiTechX's story started on September 7, 2010. Mumshad Nahiyani, Raiyaan Abdullah, Rusab Sarmun, a group of guys were sitting casually in their classroom, decided to start on a desire to build a digital firm. They first considered selling Game CDs. Then they discovered their team required a logo, which prompted them to study Adobe Photoshop, and they progressively became interested in Logo Design. The story of BiTechX started from there.

Many people joined in at various points along the road; and eventually left.

2.2.4. First Project:

BiTechX's first professional project started in 2013 when they were given the chance to design their first graphics designing project. Since then, they've had the opportunity to develop several publications for huge companies based in the USA, UK and many more. Eventually they moved on, and started working with clients on Upwork from all around the world. Due to satisfied client referrals, they soon began to get more and more clients. Afterwards they started hiring employees for different positions, and kept growing.

2.2.5. Board Of Directors:

Name	Position
Mumshad Nahiyan	Managing Director, BiTechX
Raiyaan Abdullah	Dev project manager & Co-founder, BiTechX
Rusab Sarmun	CEO, BiTechX Motion

Table 2: Board of Directors List

2.2.6. Services:

BiTechX Flex - Web Design & Development

BiTechX is for those people who are searching for a comprehensive custom business website, particular attention to cybersecurity for monetary transactions, full control over the website or apps as an owner, or perhaps simply a quick website as your firm's online presence. When they create a website, they make sure that the websites are user friendly, and all of the other problems or bugs are addressed to be fixed. Their team members create appealing websites featuring high security and improved SEO while providing clients complete control, to make the client's life easier and their organization more successful.

BiTechX Palette - Graphics & Branding

Clients who need someone to create a logo or brand guidelines for their company, professional document design, advertising content, or social networking sites creation and exchange and components, can assist. BiTechX Palette is a group of Experienced Designers who have always been available to meet all of their graphic design requirements.

BiTechX Motion - Animation & Video Editing

BiTechX Motion is for those who need ready Explainer Videos or Animation, Television commercials, Social Media Ads, Coaching Sessions for their company. Alternatively, if clients want the illustrations for a business presentation, animations for the company website, promotional films, or customized video editing materials for their YouTube Channel, "BiTechX Motion" is there to help. BiTechX Motion is the solution to all the video related needs including both 2D and 3D animation.

2.2.7. Clients:

The majority of the clients are from the United States, the United Kingdom, Canada, and South Africa. BitechX provides white label service. At first the client shares his/her requirements along with their company details. Then Bitechx shows a portfolio of previous similar projects. An NDA is signed before starting the project.

BiTechX has more than 55 active clients, 120+ partially completed, and a net annual income of \$100,000 or more since June 2021.

2.3. Management Practice:

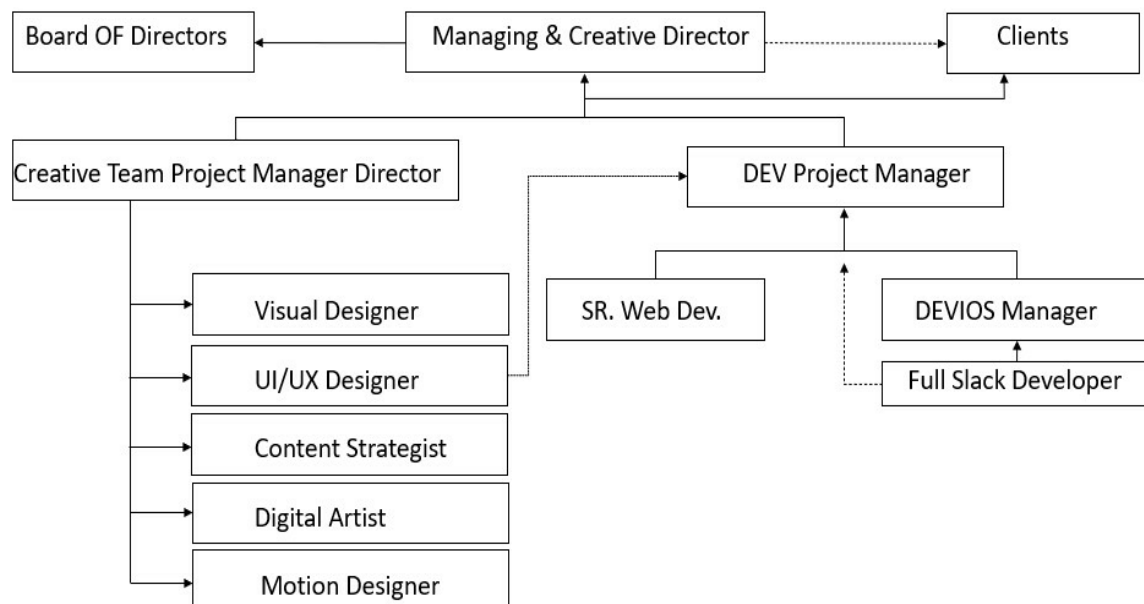


Figure 1: Organogram of BiTechX

Leadership skill:

Organizational leadership is both democratic and schooling. The reason for democracy is when it's time to take any decision regarding taking new projects or assignments is always discussed by the other members. And directors prioritize employees' benefits. As it is a technology based freelancing agency so sometimes employees have to work based on their client's preferences.

They have a style of leadership, which tends to have a "Consider this" approach. People are viewed as a reservoir of talent to be developed by a leader who coaches. The leader who takes a coach approach aims to help individuals reach their full potential.

Leaders that apply a coaching approach offer their hearts and doors to others. They believe that everyone possesses personal power. A coaching leader provides employees with some guidance in order to help them reach their maximum potential.

Employee Practice:

The employee must send "Present" in the attendance queue on "Slack" once they begin their office. And everyone should be aware that their working hours will begin shortly after that. Furthermore, before leaving the office, employees must update their attendance on their daily attendance file to keep appropriate records, which are also required for monthly salaries and payments. Before signing out, employees must submit the written report in the work report file daily. This is required for comprehending the company's development, assessing the effectiveness, and, most importantly, keeping track of the duties they were assigned to do. Every group member's working time is not the same, and no one gets paid the same.

Management working policy:

Every BiTechX employee is required to submit a daily work report, and they will be assessed based on their daily work report as well as other factors. Employees' performance will be assessed monthly, and their promotion, pay raise, or firing will be based on their performance. These formal evaluations are held to allow both the supervisor and the workers to discuss job duties, identify and rectify shortcomings, promote and acknowledge strengths, and examine intentional, constructive methods to accomplishing goals.

2.4. Marketing Practices:

Facebook & Instagram Pages:

BiTechX runs social media marketing campaigns through Facebook and Instagram at a slower rate because their main marketing is done on different Facebook based Freelancers groups. BiTechX's creative team is responsible for it. They look for clients through Facebook posts, and help them in these groups. Basically, in various Facebook freelancing groups over the specific target country, BiTechX is promoting themselves. After helping someone with a free service or knowledge, they introduce themselves with their achievements and pricing of their services. New clients become confident to work with them, and they keep getting more clients.

Project Bidding:

Also, BiTechX does project bidding for getting their desired projects in Upwork. In their bidding, they set a very competitive strategic price plan for their project. And also adds the time of submission and quality assurance guarantee.

Referral & Word of Mouth:

Most of the clients of BiTechX, came by referral and word of mouth marketing. Client referrals have undeniable power and importance. It is an excellent method for obtaining new clients without emptying your marketing budget. Referrals may be used by businesses to ignite their most successful marketing engine: their target clients. When a customer receives a reference from a friend, they are four times more likely to make a purchase. According to studies, the clients who are recommended to a company might lead to a 16 percent boost in earnings. It appears that their former clients are pleased, and they believe that their friends or business colleagues should use BiTechX's services as well. It also reflects the amount of client trust. This is also free marketing without any cost for BiTechX.

Price Plan:

BiTechX has provided a very attractive price plan for clients. They charge on hourly basis. So that the clients don't need to pay a huge amount for their projects at once. So more clients are willing to work with them for this opportunity. The clients can see the progress of their project per week, and pay for those on an hourly basis. BiTechX charges \$50/60 per hour. The price might vary depending on the project type.

2.5. Finance and Accounting Practices:

As an intern, I didn't have any access to the financial report of the agency. But I will give an idea about financial and management practices.

Petty cash:

Petty cash is used for our day-to-day small transactions. Those transactions below 20000 taka are handled by petty cash.

Bank:

All the payments from the clients from different countries come through The Pioneer account of the company, and then transferred to the desired bank in Bangladesh, after cutting the taxes in the freelancing category.

Salary:

Salary has been given by the accounts department through bank transfer. Salary is provided after the supervisors give monthly attendance clearance. Salary has been given by payroll bank accounts.

2.6. Operations Management and Information System

To work efficiently, BiTechX maintains its virtual office using several office management applications. Some of their commonly used apps employees must need to know before starting to work:

1. Slack:

Slack is intended to take the role of email as their primary means of communication and sharing. Its workspace enables customers to arrange communications via channels for group conversations and private messaging to exchange information, papers, files, and more all in one location. Internal email is reduced when they use Slack for communication within the organization, bringing employees closer to the entire organization in one location. This app is used to supervise the employees mostly.

2. Clickup

They mostly utilize Click Up, a cloud-based team and project management tool appropriate for organizations of all sizes, to allocate daily tasks to staff. With Click Up, creating, converting, and assigning tasks is a breeze. You'll get the hang of it gradually.

3. Discord



Discord is a similar sort of program like Slack, except they solely use it for short meetings and calls.

4. Google Drive



This allows them to create and modify documents and spreadsheets, offering an online office suite. The most essential aspect is that it facilitates file sharing and collaboration. And this is crucial for the company.

BiTechX's strongest position is the 100% positive review on Upwork. This review shows the service quality that is approved and loved by clients. This satisfaction has also created an impact on product marketing as well. Most of their clients came to know about them through word of mouth and referrals. Also, they are giving a very competitive price plan in terms of foreign market. Also, the important thing is that their employees are very experienced and the average number of employees work here for more than 3 years.

Due to the market competition currently, they are unable to take on more projects because some of the design team members left, and don't have so much manpower right now for the design services. This is a weakness for them in terms of market competition.

Currently, they only take foreign projects. Because of the pricing, we can't involve any operations in Bangladesh. So here is a new opportunity if we look at this market.

A huge number of competitors and a currently growing number of freelancers are the most threatening for BiTechX.

2.7. Competitive Analysis:

Currently BiTechX has a lot of competitors in the similar sector.

- Similar marketing agencies based on Bangladesh:

There are similar marketing agencies in Bangladesh, and they provide similar services. Though they're not based on Upwork, they are the indirect competitors.

- Similar freelancing agencies based on Upwork:

There are a lot of agencies in Upwork. Though most of them don't have a 100% work success rate badge on Upwork, they still get clients. And there are always existing risks of losing a long-term client for another agency's offerings.

- Individual Freelancers: The freelancers provide some of our similar services individually. So, when someone needs only graphics design service, they might not choose an agency. Rather they can go for these freelancers only offering their desired service.

2.7.1. SWOT Analysis

<u>Strength</u>	<u>Weakness</u>
• 100% positive reviews • Competitive price plan • Loyal & experienced employee	• Less number of employees • Not much popular on social media platforms • Doesn't operate any direct marketing efforts
<u>Opportunities</u>	<u>Threats</u>
• Can own market share in Bangladesh • Can include digital and direct marketing efforts for more reach • Can hire more employees to serve more clients	• Existing Competitors in the freelancing industry • New entrants in the similar industry

Table 3: SWOT Analysis

BiTechX's strong position is the \$100k badge and 100% positive reviews in Upwork. This review shows the service quality is approved by existing clients. This satisfaction also created an impact on the service marketing as well. Most of their clients came to know about them through word of mouth and referrals. Also, they are offering a very competitive price plan in terms of foreign market. So, it's easier to get hassle-free clients from overseas, other than Bangladesh.

2.7.2. Porter's Five Forces Analysis

1. Competition in the industry	High
2. Potential of new entrants into the industry	High
3. Power of suppliers	Low
4. Power of customers	High
5. Threat of substitute products	Medium

Table 4: Porter's Five Forces Analysis

For many Bangladeshis, freelancing became a popular employment option, providing a fresh and flexible source of income that fits their lives. Bangladesh's fast digitization, particularly cheap internet access in city environments and government and non-government incentives to improve freelancing, has aided the recent rise of this mode of employment (Zaman, 2019). This is the reason for increasing freelancing competition in Bangladesh. In present codesign, notionhive, teamalfy, and ideo are the main competitors of BiTechX from Bangladesh and the international level.

Unemployment & Number of new entrants in freelancing sector:

The number of new entrants is very high because it's an open marketplace where anyone can start their career if they have sufficient knowledge. The country's educated unemployment number is rising at an alarming rate. These newly unemployed individuals, on the other hand, may simply start their careers by getting some IT courses and freelance online. They not only earn a livelihood but also add to the economy by receiving a wage in a valued foreign currency (Zaman, 2019). So, Potential new entrants are high in this market.

Power of suppliers is low. Because in this sector suppliers didn't impact much. Suppliers is like Upwork, a freelancing marketplace. This is an open market so the power of suppliers is low.

Power of customers is high here. Because the open market is giving the opportunity to bargaining with agencies. So, Power of customers is very High.

Threat of substitutes is Medium in this market. It's medium because many substitute products exist here in the industry. But all of them don't have enough successful projects, and a limited number of agencies only provide top notch service. Or else Clients have to do it on their own. So, threats of substitute service are moderate.

2.8. Findings

The main findings are that the market of freelancing is **very competitive worldwide**. BiTechX already has a great reputation, but in comparison to the market due to **shortage of employees** BiTechX Isn't always available for accepting more projects.

2.9. Recommendation:

1. Recruit new employee:

Recruitment of new employees will give more advantages than previous situations. Recruitment of new employees will give the strength to compete in the market with more portfolio. And also, it will add more value in the project because of new employees, new ideas will be generated.

Chapter 3

Report Part

3.1. Background Information.

BiTechX, a freelancing agency offering all of the clients desire services related to Web Development, Creative Design, Branding, Animation, and Video Editing. Eventually, BiTechX is becoming a top-class freelancing agency in Bangladesh, as in Upwork it has a 100% work success rate. And the clients are basically from overseas. In 2010, BiTechX was born inside a classroom full of tech-savvy kids. This company is a brainchild of Mumshad Nahiyani, Raiyaan Abdullah, and Rusab Sarmun. Since then, BiTechX has always kept growing, they experimented with different types of web design & development, graphic design, animation, video editing, and software development. With passionate new members, BiTechX is presently investigating many fields of technology.

3.2. Research Topic

Report on Measuring client's satisfaction of BiTechX.

3.3. Introduction:

Freelancing is a great way for anyone with spare time to make money. There are plenty of freelancing agencies that can help people figure out what kind of freelancing is best for them. Freelancing agencies provide a great opportunity for those who wish to work from home and at their own discretion. The online market for freelancers has grown tremendously in recent years, with a substantial number of companies looking to hire freelancers for their projects. Individuals may now strike out on their own and explore freelancing as a major or secondary source of income thanks to the advent of the internet and the expansion of related technologies. In the United States, a whopping 36% of the workforce has already taken advantage of freelancing options. As more people contemplate getting involved in some sort of internet company, this figure is anticipated to rise (P.P 2019). The opportunities that freelancing agencies offer, such as flexible work hours, higher pay rates, and more job security, make them a popular choice among those who wish to freelance as a profession. As the freelance economy grows, it becomes more important to make sure their customers are satisfied with the work. This is not always easy or straightforward, especially when agencies work with multiple clients.

It's also worth mentioning that keeping customers pleased reduces the freelancer's need to seek more work since their existing clients are nearly always willing to provide them more tasks and refer them to their colleagues. Finally, delivering a good client experience helps everyone involved, and it should be the cornerstone of any freelancer's ongoing strategy. It's a genuine win-win situation.

3.3.1. Problem Statement:

Clients' satisfaction is one of the big challenges in the freelancing sector. Because of client's dissatisfaction freelancers don't earn or get recognized in the freelancing sector. So, as a freelancing agency. The biggest problem is that the reputation in the freelance market might go down. So, it affects a client's acquisition. It's also worth mentioning that keeping customers pleased reduces the freelancer's need to seek more work since their existing clients are nearly always willing to provide them more tasks and refer them to their colleagues. Finally, delivering a good client experience helps everyone involved, and it should be the cornerstone of any freelancer's ongoing strategy for achieving consumers satisfaction.

3.3.2 Research Objectives:

Some specific objectives will lead to this report's accomplishment goal. The objective will justify the research topic of this research.

- Determine the independent variable which influences the service of BiTechX.
- Find out the consumer's experience regarding clients' post-purchase experience.
- Find out the key if any problems the Clients experience.

3.3.3 Research Question:

Research questions are set by taking measurement and similarity between a research topic and research objectives to find the relation between objective and goal.

1. What variables influence clients to take service from BiTechX?
2. What is the post-purchase consumer's experience in terms of variables that make the clients take services from BiTechX?

3.4 Key Variables definition:

Price Plan of service: “When it comes to keeping consumers happy, a firm's pricing approach may influence to avail or discourage. Higher prices, on the surface, appear to make buyers.” (Md, 2021)

Time management:

Employers may be hesitant to hire you again on future projects if your work can not meet proper deadlines. Trust is the foundation of remote collaboration. Employers will put their faith in you if you claim you can execute it in time, so make sure you follow through with the time management of your projects. (fdyan, 2017)

Service quality:

Quality' is a newly defined measure that includes a gig's rating, number of reviews, duration, and price. This research offers a novel approach, dubbed GSRC, for predicting the quality of performance. (Z. Tu, Z. Liu, X. Xu and Z. Wang, 2017)

3.5 Literature Review

A report of The Daily Star (April, 2021) states that the freelancing scenario in Bangladesh has started experiencing slow but continuous growth. According to the Daily Star's desk report, joining the freelancing workforce might be just the beginning of more suffering for some people because freelancers might need to wait for months to land their first job, and maintaining communication with clients overseas along with keeping them satisfied is another challenge. But BiTechX being an agency with tech-savvy team members, is rigorously changing the way clients interact with freelancers. The reviews on Upwork clearly state it clearly. From an article in the daily star, we can see that a client is saying that, while looking for freelancers, they now look at the portfolios, and testimonials to find the best match for their needs. (Asikur, 2021). So, for getting new clients, the previous clients satisfaction matters mostly, as the clients hire freelancers depending on their skills, and reviews. In the book named "Freelancing Expertise", the writer calls for a reconfiguration of the employer and direct client relationship that allows for more flexibility. Freelancing has taken over a part of the traditional career path. Even if the regular jobs make themselves more appealing to the new workforce promoting some of the positive sides of transactions between client and workers, the top-rated freelancing platform

Upwork made sure that the freelancers are getting paid on time. (Osnowitz, 2010). According to the research paper "Customer Satisfaction: Why It's Still Important in 2021", top-notch service makes a huge difference in client's satisfaction. Firstly, a great service keeps shifting the satisfaction level of the clients higher and higher. Secondly, they keep coming back for the previous satisfaction. Thirdly, the price plan affects the satisfaction level massively. But if the price is competitive, and the service stays top-notch, the clients keep coming back.

There are 4 key areas which are suggested by the researchers to measure business client's satisfaction:

- Amount of client's satisfaction of service
- Satisfaction depending on Price plan
- Time management
- Quality of service

The results in this paper, "Managing service quality: An international journal" indicate that clients get more satisfied with facility related services than the functional products. (Abdullah, 2007). However, there can be a significant number of tech related services and the effectiveness of those services can lead to a variation of the level of clients' satisfaction.

Clients' satisfaction of service:

According to Marta Szyndlar, it's an understatement to suggest that client happiness is crucial. It will be a requirement by 2021. According to Gartner, customer happiness is the key rivalry area in their sector for 81 percent of marketers. But the competitive advantage isn't everything. According to PwC, 59 percent of consumers will quit a firm after a series of negative encounters, and 17 percent will leave after a single terrible experience. Yes, this also affects your long-term consumers. And no, they aren't coming back (Szyndlar, 2021). Customer satisfaction is connected to a satisfactory degree of product consumption, which promotes a sense of fulfillment in customers, resulting in a loyal customer. (Oliver, 1997). As a result, we can observe how consumer satisfaction levels may be interpreted as a loyal customer. Furthermore, Zeithaml & Bitner stated that the key to determining what drives customer happiness is to discover what is going on in that particular consumer's thinking. (Zeithaml & Bitner, 1996)

Price plan:

Flexible price plans often influence clients to take services. There is a habit of clients that clients are often dissatisfied when the price plan is higher than the clients' expectations. So, a higher price plan does not always reflect the brand's reputation. Sometimes it decreases consumers' satisfaction level. Sometimes it seems that the company is taking huge charges but, in the meantime, if the client has to hurry, they will accept the over-priced price. So, initially, they are taking the service at a high price but in the long run, those clients are not becoming loyal customers. This implies that keeping prices between "too costly" and "too inexpensive" is a smart strategy to keep people satisfied. Pricing that is neither too high nor too cheap conveys to the buyer a good message about the performance of the product and the worth of their purchase. On the other hand, some of the client's thought that the higher price meant the level of output was also very good, but sometimes it proved wrong. (Md. 2021) Some of the projects couldn't match the client's expectations. So, freelancing pricing is crucial.

H1: Effective price plan has a positive impact on client satisfaction in the freelancing market.

Time management:

Time management is a crucial element of gaining clients satisfaction. Because in freelancing jobs clients are very much conscious about their deadlines. Even some of the freelancing platform fines or some clients give directly a negative review. This negative review makes a huge impact on the freelancing market. As a trust, clients give projects to the freelancer so it is important to focus on time management. Projects submission before the deadline will lead to a very positive impact on the freelancing market(fdyan,2017). A positive review will give a boost of reputation in the freelancing market and definitely in the next time they will surely contact them about their next project and they might get loyal clients.

H2: Proper time management will create a reputation and positive impact on client's satisfaction in the freelancing market.

Service quality

Service quality refers to the part of project outcomes quality that has been measured by consumer satisfaction. In quality of service, there will be a few components that will be named

as quality project or service. A good quality project influences the lead of the client's satisfaction. In good quality, work will be productive and also efficient. Clients will always be looking for productive work. They will like the work which has met their expectations. Sometimes they like projects because there is productive work that makes their project more valuable. And also, it will create faith and confidence in how much efficiency can be provided by freelancers. That means productivity and work efficiency will lead to quality service.

H3: Service quality is the most important variable that has a positive impact on client satisfaction and making loyal clients in the freelancing market.

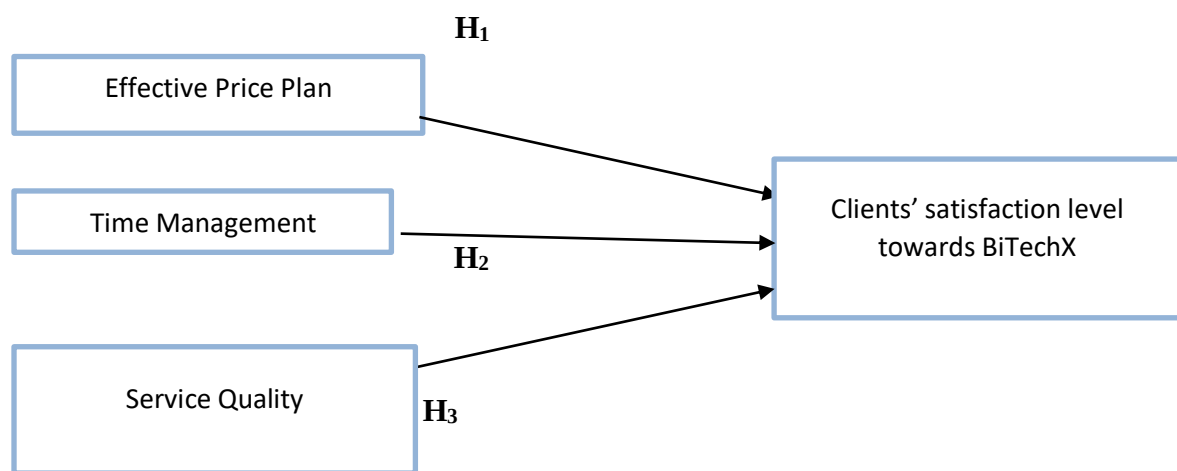


Figure 2: Conceptual Model

So, in the end, it can be said that an effective price plan often influences clients to take services. There is a habit of clients that clients are often dissatisfied when the price plan is higher than the clients' expectations. Then, also in terms of time management is a crucial element of gaining clients satisfaction. Because in freelancing jobs clients are very much conscious about their deadlines. Even some of the freelancing platform fines or some clients give directly a negative review. This negative review makes a huge impact on the freelancing market. Lastly, it can be said that a good quality project influences the lead of the client's satisfaction. A good quality of work will be productive and also efficient. Clients will always be looking for productive work. They will like those work that has met their expectations sometimes they like projects because there is productive work that makes his project more valuable

3.6 Data Collection and Analysis

In this section, I will briefly discuss how this data will be collected and analyze this data based on the hypothesis created from the literature review part. And tried to establish the determinants of client's satisfaction and also tried to show the relationship between the variables and the clients' satisfaction.

Research Design:

This is a purely descriptive study project. This is attributable to the fact that in order to answer the survey questions, this survey must either accept or deny a hypothesis or prediction about what impacts client satisfaction. The study questions are concerned with determining a link between three hypotheses.

Sample and Sampling Technique:

In this survey, the sample population are those people who are the clients of BiTechX. No other people have been given the opportunity to fill-up the form. And most of the clients are from the USA. The sampling technique is non-random sampling. A sample has been taken only the name of the clients given from the office.

Client's name:

Name	Country
Eric Martineau	USA
Douglas James	USA
Ken Van Liew	UK
Sharely	USA
Evan Hennessey	UK
Tony Liddic	SA
Ema Winisky	Scotland
Wei Wong	USA
Shai	USA

Brendon Foley	UK
Matt Biggar,	Canada
Abby	SA

Table 5: Customer Name

The Survey Instrument and What it Measures:

A systematic questionnaire was used to collect data. As part of the process, 11 customers were given questionnaires. The Likert scale was chosen because it is seen to be an important component in assessing how individuals feel about a specific trait. We utilized a dichotomous scale, an open-ended question scale, a multiple dropdown box scale, a numeric scale, and a grid scale.

Research Data Sources:

For our study, I utilized both secondary sources of data to achieve our agenda of this research purpose. The survey technique was utilized in this assessment. The survey technique was used in this study to confirm that the findings and results could be appropriate and generalized.

3.7 Survey Data Analysis:

Q1. Age

(a) 18-25 (b) 26-30 (c) 30-40 (d) 40-55

	18-25	26-30	30-40	40-55
Responses	1	6	4	N/A
Percent of Res.	9.1%	54.5%	36.4%	N/A

Table 6: Clients Age

Graph:

Age

11 responses

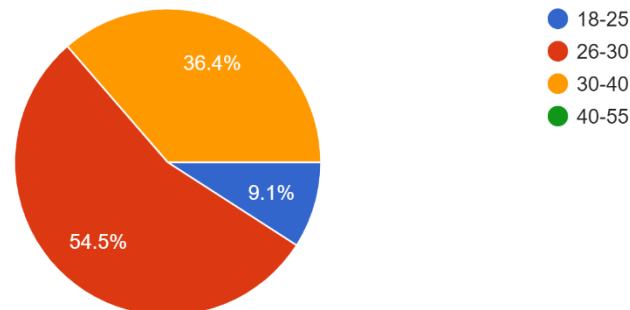


Figure 3 Customer Age

Interpretation:

In this survey, the first question was to know about the age of the responders. It will show the demographic situation of responders. So, we find the people of 26-30 years are the greatest number of customers so far, about 6 responders rated as 26-30 years. And then 30-40 years are respondents by 4 responders. Lastly, 1 responder is from 18-25 years.

So, it shows that the mostly young generation of clients are the main clients of us. Between 18-30 years of clients are the most customers of BiTechX.

Q2. Gender

(a) Male (b) Female (c) Other:

	Male	Female	Other
Responses	9	2	N/A
Percent of Res.	81.2%	18.8%	N/A

Table 7: Client's Gender

Graph:

Gender
11 responses

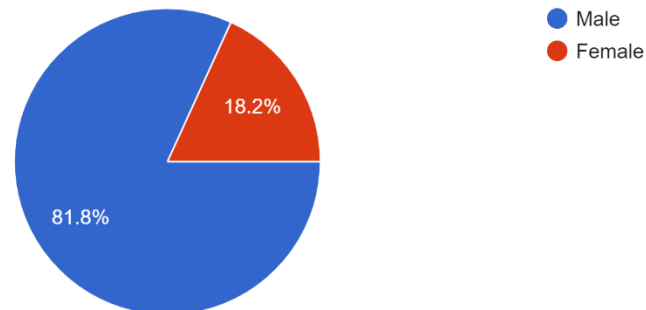


Figure 4: Client's Gender

Interpretation:

In the second question, it's about knowing the gender of our clients. It also understands or assumes about the responder's lifestyle, the demographic situation of the clients. About 9 clients responded as being male and 2 were female.

From the second question, it comes to know that most of the clients are male.

Q3. Country

Country
11 responses

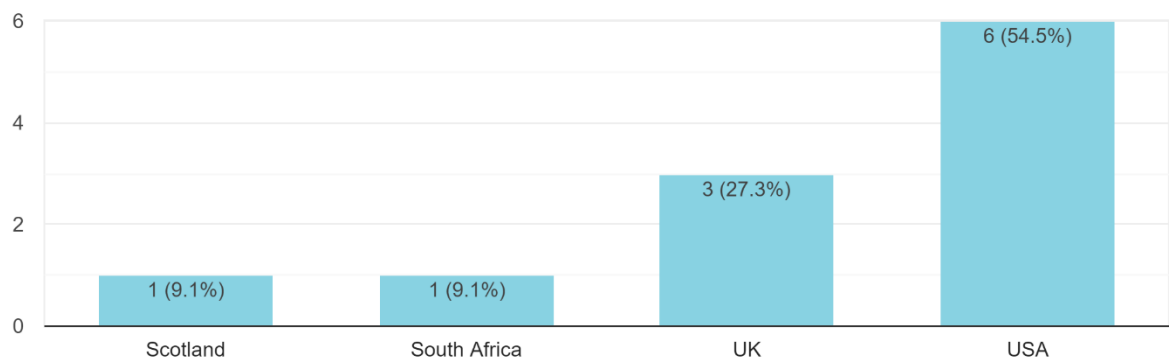


Figure 5: Country

Interpretation:

In this third question, it shows the origin of our clients. It shows that about 54.5% of our clients are from the United States of America, 27.3% are from the United Kingdom, Rest of the 2 people are from Scotland and South Africa.

Q4 How you came to know about BiTechX?

(a) Word of mouth (b) Referral (c) Facebook Promotional Post (d) Upwork

	Word of mouth	Referral	Facebook	Upwork
Responses	1	5	3	2
Percent of Res.	9.1%	45.5%	27.3%	18.2%

Table 8: How Clients came to know about BiTechX

Graph:

How you came to know about BiTechX?

11 responses

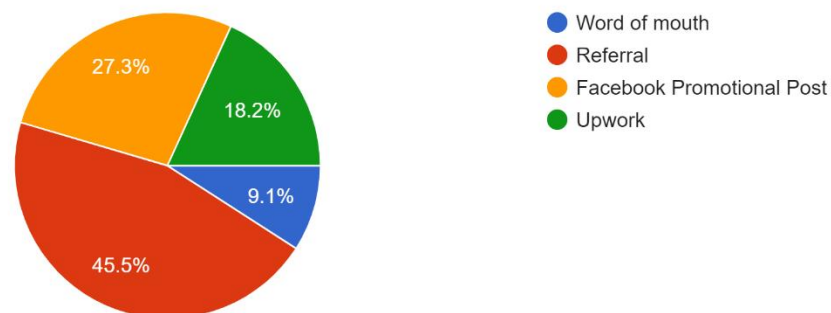


Figure 6: How clients came to know about BiTechX

Interpretation:

In the fourth question, I wanted to know how they came to know about BiTechX. About 45.5% of clients came to know about referral links, 27.3% of clients came to know about Facebook promotional posts on face groups.

That means, most of the new clients came to us by having a referral by our previous clients.

Q5. From how long you have been taking service by BiTechX?

(a) 0-1 Year (b) 2-5 Years (c) 6-10 Years

	0-1 Year	2-5 Years	6-10 Years
Responses	4	6	1
Percent of Res.	36.4%	54.5%	9.1%

Table 9: Age of relation to BiTechX

Graph:

From how long you have been taking service by BiTechX?

11 responses

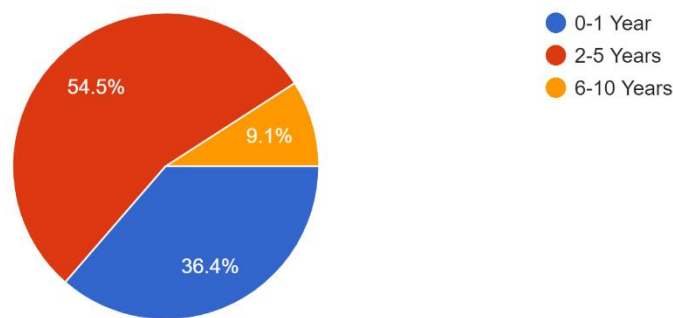


Figure 7: Age of client's relation with BiTechX

Interpretation:

In this question, the responder has been asked to answer how long they are with BiTechX or how many years they are taking service to BiTechX. From this survey, it shows that about 54.5% of clients are with BiTechX in between 2-5years. And 36.4% of clients are very new to us.

This statistic shows the majority of consumers with us at least for 2 years and that shows a positive relationship between clients and BiTechX.

Q6. What is the last service that you take from BiTechX?

What is the last service that you taken from BiTechX?
11 responses

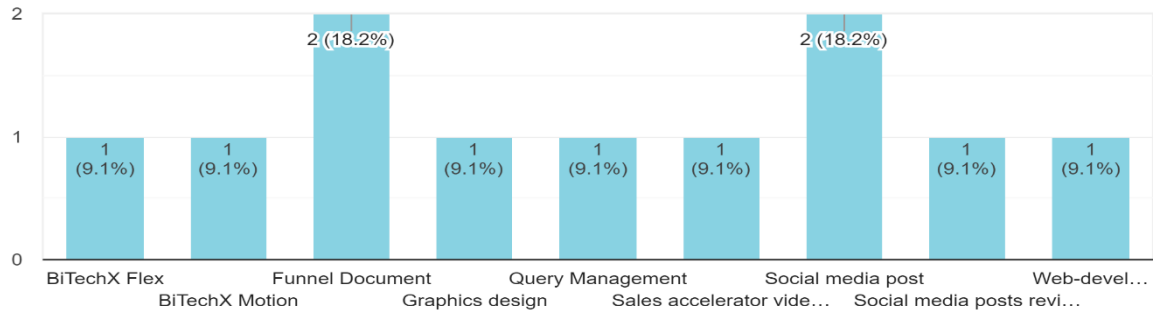


Figure 8: Services taken from BiTechX

Answers:

In this question, I want to figure out the services that are taken by the clients. So, it founds that client had already taken Funnel Document, Social media post, Sales accelerator video edit, Query Management, Social media post, Funnel Document, Social media posts review, BiTechX Motion, BiTechX Flex, Web-development, Graphics design in their service.

It shows that the clients who attain this survey have taken most of the service from BiTechX. So, this experience will lead this survey to be successful.

Q7. What are the key components that insist you take service from BiTechX?

(a) Price plan (b) Positive reviews (c) Service Quality (d) Time Management

	Price plan	Positive reviews	Service Quality	Time Management
Responses	5	4	10	3
Percent of Res.	45.5%	36.4%	90.9%	27.3%

Table 10: Key variables that lead to taking service from BiTechX

Graph:

What is the key components that insist you take service from BiTechX?

11 responses

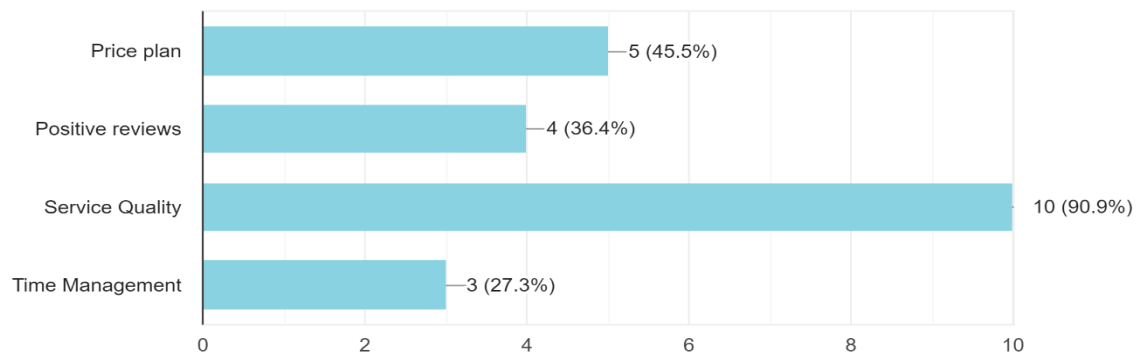


Figure 9: Key variables that lead to taking service from BiTechX

Interpretation:

This is the main question of this survey. This question will show which key variables lead clients to take again the service. That means it is also the measurement of satisfaction led by BiTechX. All of the among 10 votes for service quality, 5 votes for price plan, 4 and 3 votes are for positive reviews and time management.

It Shows the service quality of BiTechX is very important and reliable to the clients.

Q8. Measure your satisfaction criteria of service you had taken from BiTechX:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
Service Quality	N/A	N/A	N/A	18.2%	81.8%
Efficiency in Service	N/A	N/A	N/A	27.3%	72.8%
Pre and after-sales service	N/A	N/A	N/A	27.3%	72.8%
Time management	N/A	N/A	9.1%	18.2%	72.8%

Table 11: Ratings of component

Graph:

Measure your satisfaction criteria of service you had taken from BiTechX:

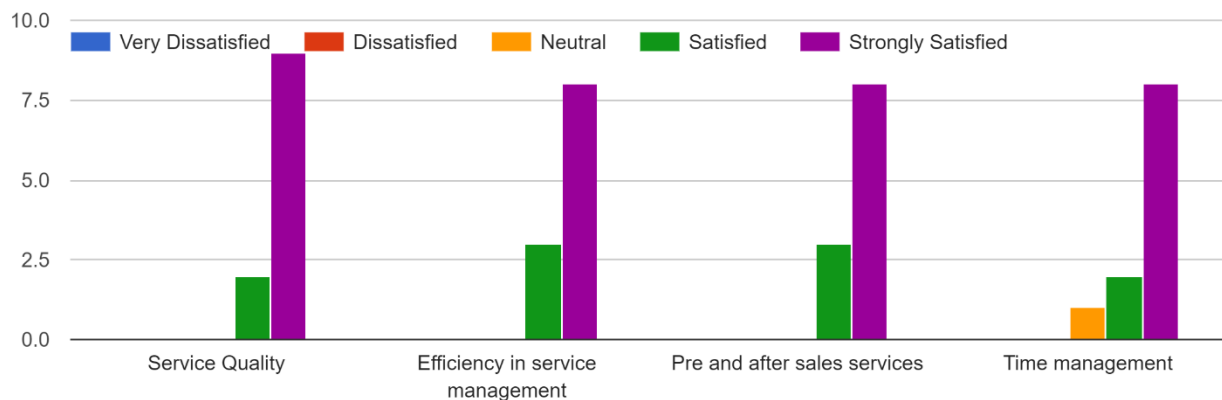


Figure 10: Measure your satisfaction criteria

Interpretation:

In this question, it will show the ratings of the key elements individually. Where it funds that client feel that in service quality 81% clients are very satisfied. In efficiency in service management, 72.8% of clients are highly satisfied also pre and after-sales services are accounted for as also 72.8% are highly satisfied. But in time management the ratings are significantly lower than other elements.

Q9. Rate about BiTechX services:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
BiTechX Flex	N/A	N/A	N/A	4(36.3%)	7(63.7%)
BiTechX Motion	N/A	N/A	N/A	6(54.6%)	3(27.3%)
BiTechX palette	N/A	N/A	N/A	3(27.3%)	5(45.5%)

Table 12: Ratings of BiTechX service

Graph

Rate about BiTechX services:

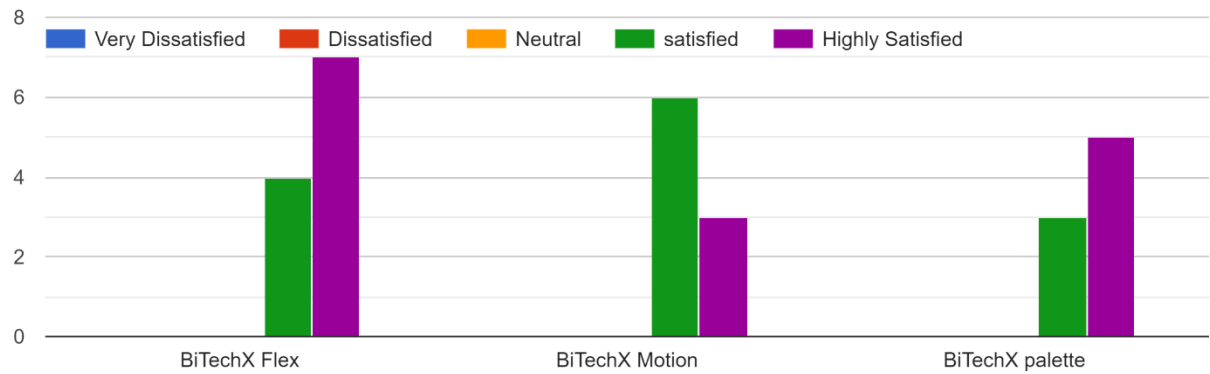


Figure 11: Rate about BiTechX services

Interpretation:

In this question, it will show the individual satisfaction in terms of product or service that are given by BiTechX. About the highest rate of satisfaction for BiTechX Flex, in the second position BiTechX palette and third position is for BiTechX Motion.

Q10. Rate overall Service from BiTechX?

Very Low 1 2 3 4 5 Very High

	1	2	3	4	5
Responses	N/A	N/A	N/A	5	6
Percent of Res.	N/A	N/A	N/A	45.5%	54.5%

Table 13: Overall service ratings of BiTechX

Graph:

Rate overall Service from BiTechX?

11 responses

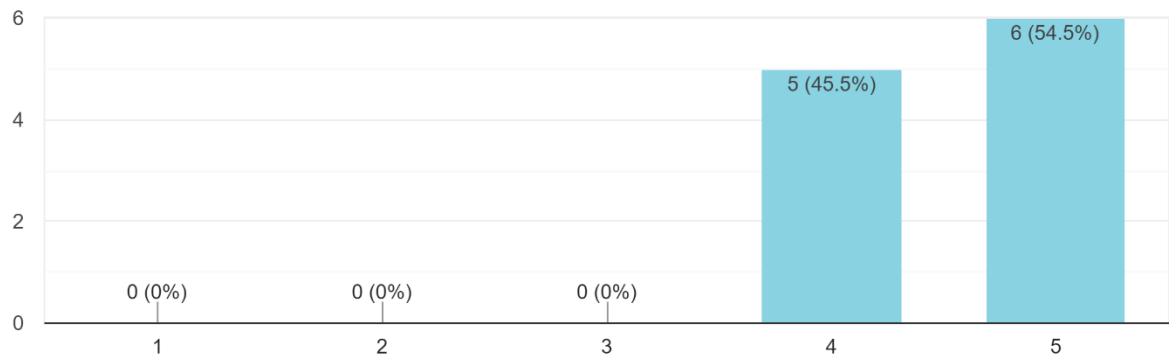


Figure 12: Overall service ratings of BiTechX

Interpretation:

In number 10th question clients have been asked to rate overall satisfaction in ratings. So as per 11 responses among 54.5% of clients had given 5 stars and 45.5% of clients had given 4 stars.

So, overall, if it is shown on average the ratings will be 4.63%. So, this rating shows how satisfied they are.

Q11. Any dissatisfaction that may change by BiTechX to provide future service more effectively?

Answer:

1. I'm fully satisfied
2. Worked with your content strategist for a project and she really did an amazing job for my agency
3. The pricing is a bit high.
4. Time Management should be improved

3.8 Findings

Customer referral has obvious power and significance. It is a great technique for acquiring new consumers without depleting your marketing budget. Businesses may use referrals to activate their most effective marketing engine: their own consumers. Customers are four times more likely to purchase when they receive a referral from a friend. Clients who have been referred to a firm should expect a 16 percent increase in earnings. Word-of-mouth referrals were recognized as the most successful type of marketing by 64% of marketing executives. However, just 6% of CEOs claim to have mastered it. (Forbes) (Nallapaneni, 2021) In this survey it found that about 60% of our clients have been found by referral and word of mouth from our previous clients. It seems that our previous clients are satisfied so they think that their friends or business partners may take service from us. And also, it indicates the trust level of clients.

From a survey, it is found that about 90.9% of our clients are happy with our service quality. That means the service that we give to our clients is very much satisfied with us. And another survey found that about 60% of the customers are with us for about 2-5years. Customer satisfaction is determined by the quality of service provided. Quality has an impact on a company's success or failure. These major corporations place a high value on quality because they understand that the quality of products or services they deliver has a direct influence on their brand. (Davis, 2021)

So, it also indicates the loyalty of our clients. This loyalty happens only because our service quality and the clients are happy and satisfied with us.

The effect of pricing strategy on customers' willingness to spend or readiness to make price-quality trade-offs. Price tolerance is defined as the relationship between consumer satisfaction and willingness to pay (H. 2021). When it comes to pricing and quality perception, these are significant aspects that buyers consider. Quality and pricing are inextricably linked. The price has a major influence on the customer's sense of value. The relevance of pricing is a significant assessment of how service managers may cut expenses and other aspects that can have a beneficial influence on consumers. The influence of pricing strategy on customer requirements and purchasing behavior the supply curve determines the price level at which the quantity provided and the amount sought are equal. In this survey, it shows that about 45.5% of clients are happy with our price plan. Because BiTechX charges clients on an hourly basis. Clients

didn't have to pay more. So apparently the client is satisfied with having these types of facilities from an agency.

3.9 Problem Identification

According to the survey, all of our clients seem very satisfied with our services. Only two issues find that one of the customers said that the client has felt that the **service charge is higher** than the market. And another problem is **time management**. In his experience, he feels that a particular service might get some time to submit.

3.10 Limitations:

The limitations in this report are stated below:

- This survey was conducted online as most of their clients reside in different other countries.
- The communication with the company and the internship supervisor was conducted online through Google meet mostly.
- Due to the pandemic, the whole internship was done from home.
- Due to confidentiality issues, many categories of information including the financial information wasn't disclosed from the authorities.

3.11 Recommendation

Record clients' complaints and compliments after providing Services:

Every time a service is provided by BiTechX, the opportunity to build long-term, strong connections with clients and improve the company's reputation arises. by taking the feedback and recording it. If they are unable to fix difficulties quickly, keep them informed of their progress until the situation is resolved entirely. Client complaints will also provide important information on areas in which benefits for BiTechX need to improve. Complaints from business clients may be eye-opening. If BiTechX handles their clients with more concerns it might result not only in long-term retention but also in excellent referrals to your company. Create a firm policy for accepting new client feedback and responding to client concerns. After the changes, it should definitely inform the clients.

Furthermore, BiTechX should inspire the team to understand how to address difficulties efficiently and rapidly, exceeding expectations. Concentrate on how to enhance results by providing a crucial client experience. Set suitable key performance indicators (KPIs) and ensure that everyone on the team understands what they are and why they've been trying to meet those targets.

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Appendix:

Measuring Client's Satisfaction of BiTechX

This survey is for measuring the satisfaction level of BiTechX clients. This survey data, analysis, findings will be used for only academic purposes.

Q1. Age

18-25

26-30

30-40

40-55

Q2. Gender

Male

Female

Other:

Q3. Country

Your answer

Q4. How you came to know about BiTechX?

Word of mouth

Referral

Facebook Promotional Post

Upwork

Q5. From how long you have been taking service by BiTechX?

0-1 Year

2-5 Years

6-10 Years

Q6. What is the last service that you take from BiTechX?

Your answer

Q7. What are the key components that insist you take service from BiTechX?

Price plan

Positive reviews

Service Quality

Time Management

Q8. Measure your satisfaction criteria of service you had taken from BiTechX:

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Strongly Satisfied

Service Quality

Efficiency in service management

Pre and after-sales services

Time management

Q9. Rate about BiTechX services:

Very Dissatisfied

Dissatisfied

Neutral

satisfied

Highly Satisfied

BiTechX Flex

BiTechX Motion

BiTechX palette

Q10. Rate overall Service from BiTechX?

Very Low

1

2

3

4

5

Very High

Q11. Any dissatisfaction that may change by BiTechX to provide future service more effectively?

Your answer

Submit

Clear form

