

Evolution of business feedback software of Inevex at service provider institution



Inspiring Excellence

Submitted to

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To

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Subject: Submission of Internship Report

Dear Sir ,

It gives me enormous pleasure to submit the internship report on Evolution of business feedback software of Inevex at service provider institution I expect this report to be informative as well as comprehensive. Working in Inevex Solutions Limited was an inspiring experience for me. I feel the immense knowledge and experience will facilitate me a lot in my future career life. With my limited knowledge, I have tried my level best to prepare the report worthwhile.

Your acceptance and appreciation would surely inspire me. For any further explanations about the report, I will be gladly available to clarify the ins and outs.

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Sincerely Yours

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ACKNOWLEDGEMENT

I have completed my internship in INEVEX solution from January 9th to April 8th. My internship report is not possible without contribution of few people. At first I desire to express our deepest sense of gratitude of almighty Allah.

With profound regard I gratefully acknowledge my respected Saif Hossain Senior Lecturer & Coordinator (BBA Program), BRAC University for her generous help and day to day suggestion in the process of my internship report.

Next I would like to show my gratitude towards CEO , Mr. Saimoon Bhuiyan , MD.Leon Ahmed System Analyst, Inevex Solutions Limited. They have been extremely supportive to me. I cannot thank enough to all the personnel of Inevex Solutions Limited. They have explained everything I asked for in details. Throughout time they were never impatience. They did not allow me to feel uncomfortable for even a single moment. I am really grateful to all for their supportive and friendly behavior.

I am also grateful to the Human Resource Department of Inevex Solutions Limited for granting me the opportunity to make my internship program in this organization.

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Executive Summery

Inevex Solutions Limited is a startup IT firm in the world, commenced its operations from mid-2015 and has since been able to establish one of the largest networks of five branches in four different countries. Inevex Solutions Limited offers all kinds of Commercial Corporate and Personal web based services include software solutions. Inevex Solutions Limited is one of the IT firm which facilitate all kind of facilities that an IT firm offers. It is working locally as well as internationally. Insights is the name of the feedback software and the sever is being shared with amazon.

Customers are very important for every business. IT firm in Bangladesh has grown significantly as “service-industry” overtime. My report is based on the **Evolution of business feedback software of Inevex at service provider institution**. In this report I tried to lift up a general condition of marketing strategy of Inevex Solutions Limited as IT firm promised and delivered to the survice providers.

The first part of the report contains information of the organization itself, the products and services that IT firm is providing to the customer opinion and vision for the future. The second part of the report contains the nature of job, my duties and responsibilities towards the job and some suggestions how they can improve their current marketing strategy. The third part contains the project part that I was involved in my internship the objectives of my reports and the methodology. In this part I have discussed about marketing strategy of Inevex Solutions Limited, employee’s behavior and cooperation to the customer with the service provider. The last part contains the concluding part. Before drawing any conclusion based on this report it may be noted that there might be lack in data, but still it may be useful for designing any further study.

History of Inevex

Inevex Solutions Inc. is a business software solutions provider in the B2B mobile app and software-as-a-service (SaaS) industry. Inevex Solutions Inc. offers turn-key custom software applications, where we develop and manage these mobile apps as a subscription based business model. Inevex also offers custom software application development for businesses on a contract or partnership basis. Due to the increasing demand for development of mobile applications, Inevex is primed to offer its services and products to satisfy the market's heightened and ever-growing appetite.

To spearhead this endeavor, we have already launched an innovative Customer Satisfaction Survey App, which is expected to be very popular over a large cross-section of different businesses who value customer feedback. Inevex has a unique philosophy in helping customers with a “feet on the ground” approach, assisting them with all aspects of set-up (hardware and software), training and on-going use of the service. This is an uncommon practice amongst web-based businesses and will be a measurable key to success for Inevex.

Being experts in customer care, we take Fanatical Customer Service seriously. Inevex plans to make this an important part of their business model and a critical component of their success. Inevex provides function and innovation, tapping into the vast potential of modern mobile devices so that owners can experience their functionality at the highest levels. Because of the scalability elements of this business model, Inevex has the capacity to work with different sized businesses and work within their specific budgets.

The one thing we have learned from our many years of working directly with customers is that they love to give feedback. It's obvious that with the rise of social media this has become the primary method where customers have chosen to provide their insight whether it's good or bad. But this is mostly due to the lack of a direct forum for their customers to voice their opinion leaving social media as their only recourse.

Now you can capture these opinions right at the point of purchase rather than wait to hear about it on social media with the rest of the world. If a customer has a direct line to provide their feedback it lessens the risk of them sharing their negative experience with their social network and industry review sites. Instead they can give it directly to you, allowing you to manage your businesses reputation more closely.

Insights are a complete survey response management system that can help your business in measuring your customer's experience quickly and easily. Putting it on the latest mobile tablet devices shows your business's commitment and investment into technological advances that goes straight towards helping to improve their experience.



Fig: feedback analysis over Dubai Airport

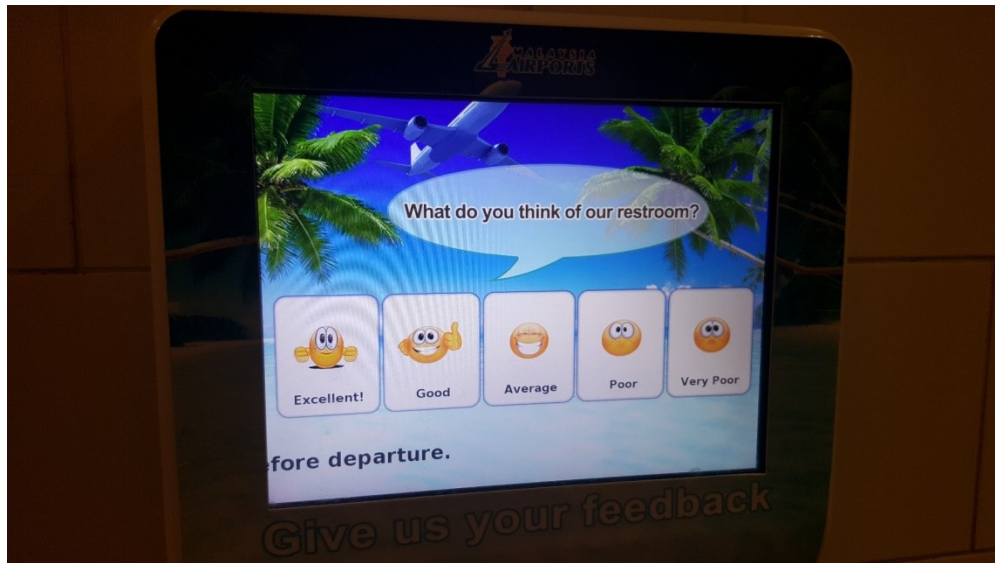


Fig: Feedback standing form at Malaysia Airport

Insights is complete survey response management systems that help businesses measure their customer's experience.



Fig: logo of the application

This application is right now is being used by several restaurants over Dhanmondi and Gulshan in Bangladesh

Common business problem

It has been seen commonly in many service provider industries that they really dont care about the fact what sort of problem are customer are really facing and what sort of services they want from which situation.

e.g in the school the parents of the students stay for a long time outside school. In the mean while what sort of service they would like prefer from the authority of the school.

In the hospital the people comes along with patients stay for a long time outside over there. In the mean while what sort of service they would like prefer from the authority.

- Outdated processes
- Not keeping up with current trends
- Not Understanding customers
- Unable to Attract new customers
- Unable to maintain customer loyalty
- Customer's voice is unheard
- Customer feels left out, ignored & irrelevant

What we offer

The solution plan provided by the Inevex to improve the business which provides the services directly to the customers as in beauty parlor, school, food restaurant, hospitals etc

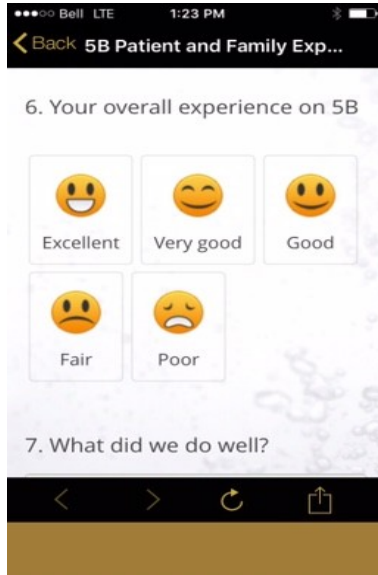
A screenshot of a mobile application interface for a feedback form. The title bar at the top shows 'Bell LTE' and '1:23 PM'. Below the title bar, there is a back arrow and the text '5B Patient and Family Exp...'. The main content area is titled '6. Your overall experience on 5B'. It features five emoji-based rating options: 'Excellent' (smiling face with open eyes), 'Very good' (smiling face with closed eyes), 'Good' (neutral smiling face), 'Fair' (neutral face), and 'Poor' (frowning face). Below the rating options, there is a question '7. What did we do well?'. At the bottom, there is a navigation bar with icons for back, forward, refresh, and share.

Fig: Toronto Hospital use this form for feedback purpose

- Innovative software solutions
- Analyze customer and business trends
- Provide actionable insights
- Provide information to make data driven business decisions
- SaaS Technology
- Reduce total cost of ownership
- International standard software technology
- Show your customers that you care
- Increase sales by understanding your existing customers and attracting new ones

The business trend will rise and as well as the cost will reduce, since knowing what exactly the clients are asking for is given to them. They will be satisfied by this sort of communication rather than taking notes from them

Job responsibility

Job description as the Business Development Manager for Bangladesh -

As the Business Development Manager, I have multiple responsibilities at Inevex, including:

Business Development

- Develops and prepares materials for business development, sales or management meetings.
- Identifies opportunities or gaps, proposing innovative plans to capture new business prospects.
- Works with the local team and supports development and execution of the corporate business development strategy within the framework of the business plan

Client management

- Collaborates with the customer on account activities and monitors customer satisfaction
- Keeps apprised of and sources current and potential new business opportunities in Bangladesh
- Anticipates customers' needs and satisfies them proactively

Bid & Proposal Management

- Acts as main point of contact for potential client and ensures all key communication is documented appropriately.
- Collaborates closely with the Operations team on developing services, timelines and ensuring deliverables are met for clients
- Seeks additional resources or expertise to address technical or complex requirements
- Analyses sales statistics to determine business growth potential
- Researches and keeps current on business and potential conditions worldwide, including market and competitor analysis

A preview is given to get know more about this application

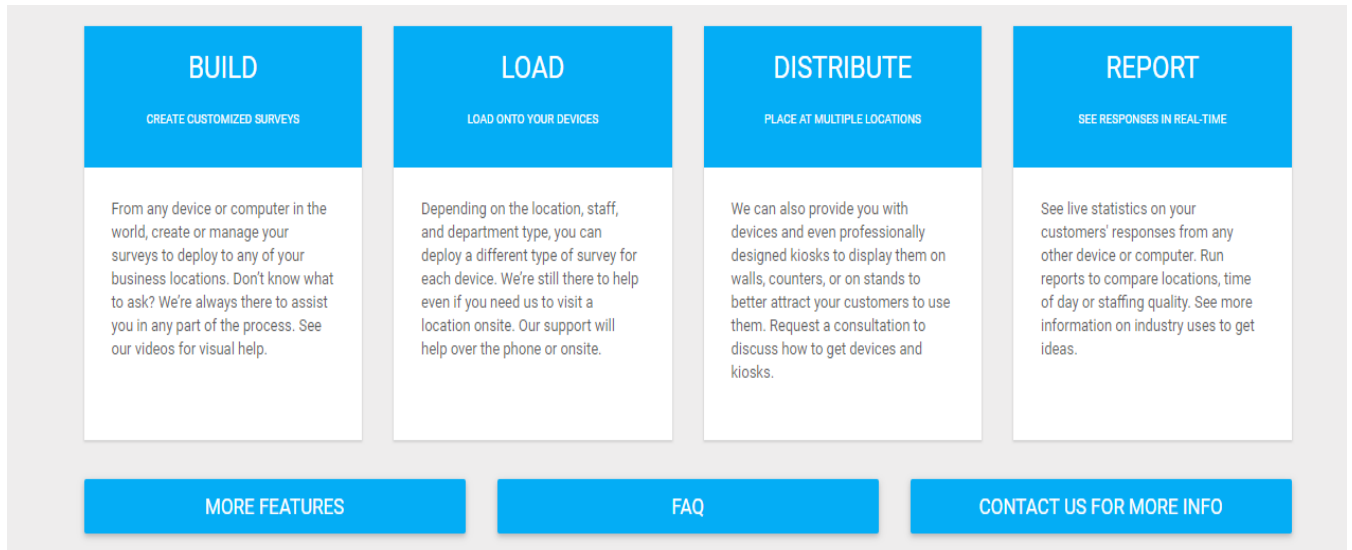


Fig: the outlook at the website

Objectives

The main purpose of writing this internship reports are described briefly in the following

To interview the manager

One of the tasks was one to one discussion with prospective managers and to give a comprehensive idea about business development of feedback software. By observation and by analyzing the service industry this task was done

To know about software market evolution

Identifying customers need and setting unique selling proposition. To work with marketing team to develop specific campaigns to drive customer / prospect engagement was one of the responsibilities done to know about software market evolution. By working with a marketing team and various interactive discussion and meeting.

Marketing related evolution of software market

In our country several stores are using pen and paper for the feedback.

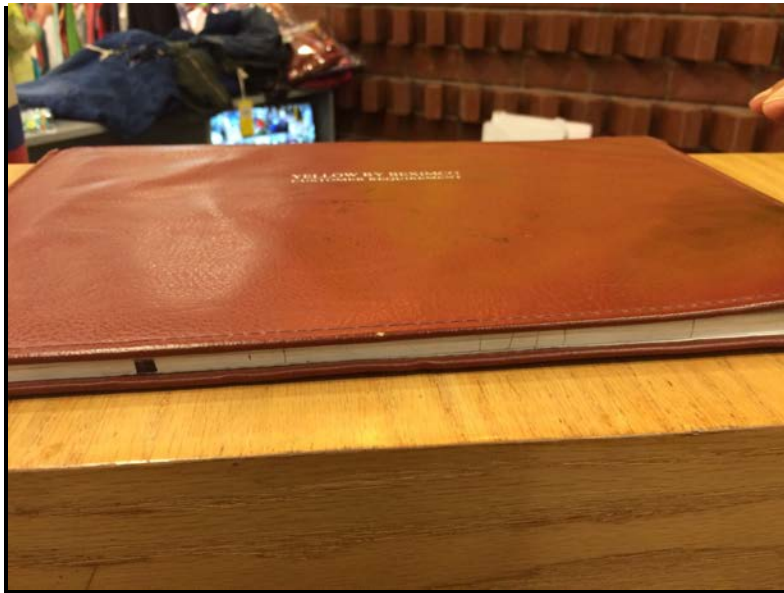


Fig: this dairy is used at ‘YELLOW” beximco’s clothing store



Fig: standing feedback at Agora

Through all these effective feedback can't be found and accuracy rate is poor. Moreover this software of Inevex saved space and papers.

To know about prospective software

A Questionnaire is developed and is tested with the help of small sample group.

CUSTOMER SERVICE IS NOT A DEPARTMENT IT IS AN ATTITUDE

Understanding customers

86%	<i>Stops doing business with an organization after 1 bad experience</i>
70%	<i>Of customers registering a complaint will return to your business if their issue is resolved.*</i>
95%	<i>The number increase if they feel their issue has</i>

SWOT analysis

Strength

Unique Look: Both 2D and 3D flash and animation have been used to develop this software

Security: The taken security system of website s well as the application is very effective to prevent out the information.

Highly informative: The information for the customer through the application used by the service providers are highly structured and categorized. So that clients of them can find and gather information with an ease. The features and the options of the software can be watch in different languages as well. As a result no translation required.



Benchmark: The design of insights feed application is itself a pioneer in the field of land and property in terms of design, formulations, simple configuration, information filtering, and look.

Weakness

Complicated Design:

From the bar code the application has to download from Google application. It's really hard for the manager because of lack of expertness on technology to descried to the customers

Opportunity

International Business: Inevex insights has an existing website which is an international standard. They want to recognize themselves internationally and also want to sell their land to those Bangladeshi who lives in abroad.

Viewer's data: Inevex solution limited could check their website to search how many clients visited their site and which country they are from. This statistical data will help them to make more strategy for the future.

Threats

Changing demand due to buyer's needs:

Inevex Solutions Limited is following a static mindset to serve their product to the market. But due to the recent unpredictable changes that are taking place radically in the field of information some static strategies. It will take diversified strategies to work through an according to the changes.

Unsupportive government policies:

Government policies are changing day by day so it is always a threat for not only Inevex Solutions Limited but for any company to survive in such an environment.

Clients lack of knowledge about IT:

Because of the literacy rate is not much in Bangladesh most of the people don't know what an IT sector really do, why website and software is important for a business firm. So they can't benefit themselves with the recent technological up gradation of information.

To actively work with marketing team to develop specific market and industry materials

By collaborating with different organization, technical team and market analysis on the basis of survey reports it can be determined the specific market industry.

A Customer survey is done

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86%

Stops doing business with an organization after 1 bad experience.

70%

*Of customers registering a complaint will return to your business if their issue is esolved.**

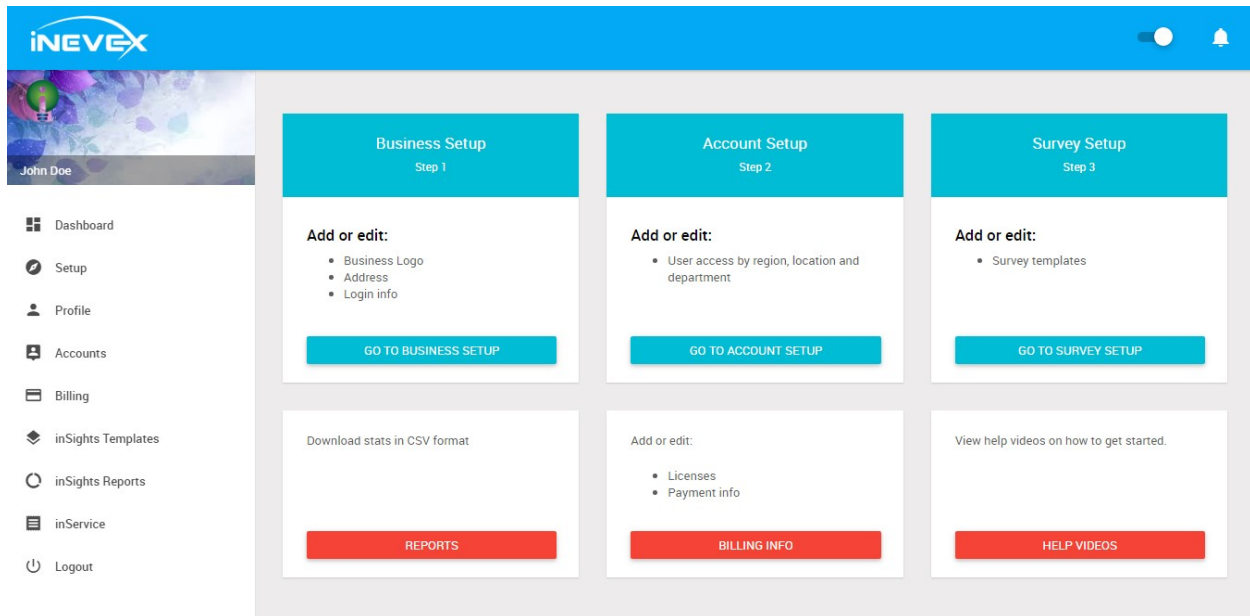
95%

*The number increase if they feel their issue has been resolved quickly.**



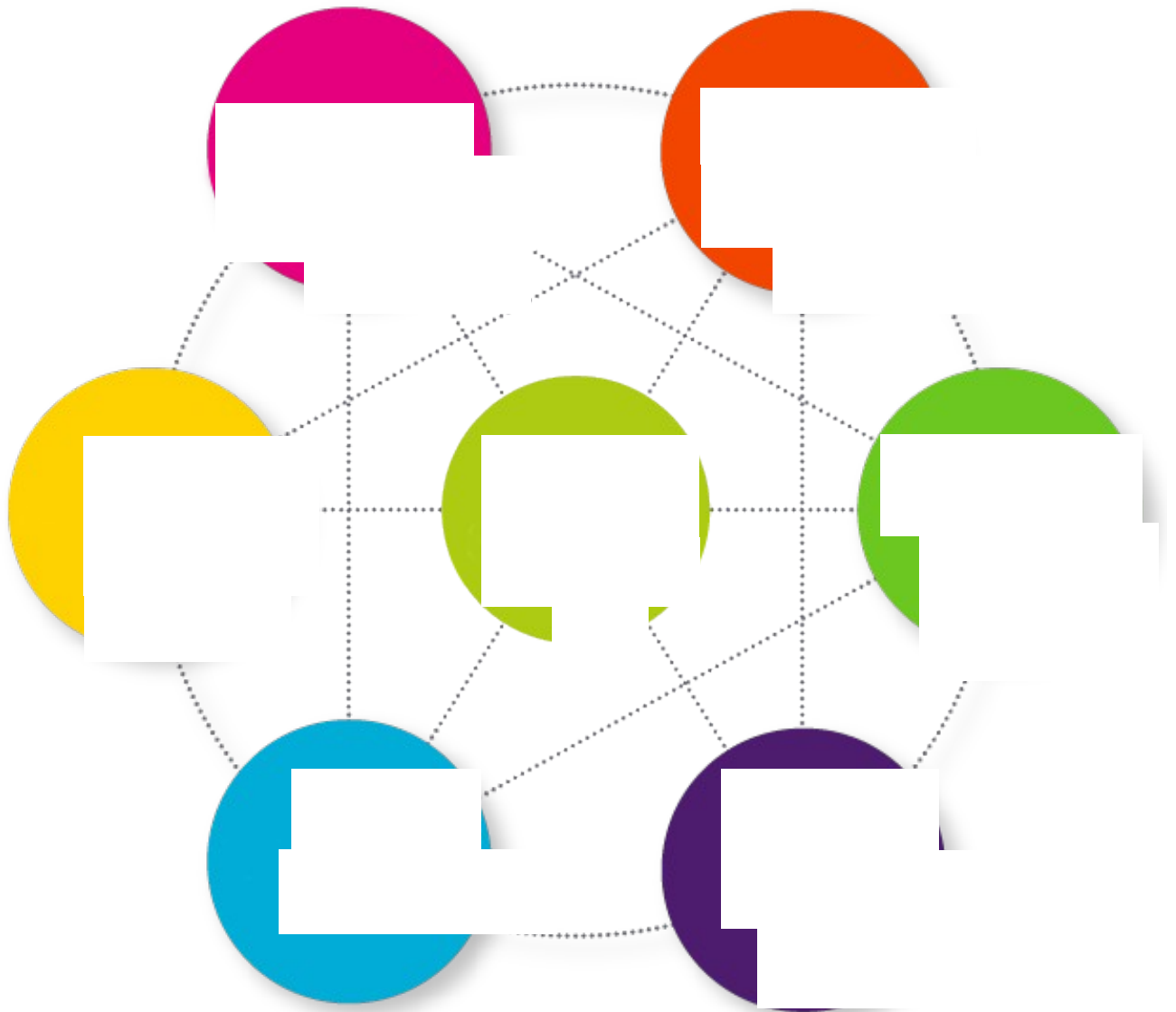
Fig: the survey report

To know how to negotiate & prepare sales contracts following company rules and guidelines. Close and manage sales.



It is needed to analyze the market from supplier side. Price they are providing for similar solutions. Number of similar solutions provider in the market etc. Terms and condition documents of Inevex and working alongside the sales team.

- Detailed steps to setup a new survey
- Advanced configuration features
- Deployment features
- Flexible rating system
- Easy 3 step process



Conclusion

We should study marketing strategy because we all use marketing techniques in every aspects of business. If we want to work in business, we need to know about marketing strategy because marketing people play a vital role in business activities. Marketing jobs are inherently interesting because of the variety of people encountered and activities undertaken. In addition, it offers the opportunities for financial rewards and promotions. After conducting this report successfully I have found that Inevex Solutions Limited can be able to create a significant position to our economy and try to boost up the economy of Bangladesh as well as it is very eco friendly. In

conclusion I can strongly predict that Inevex Solutions Limited contains a great future ahead of it.

References

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