

Internship report on
Service Marketing Challenges & IDEAS IT Ltd.

Prepared For

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Inspiring Excellence

Letter of Transmittal

December 17, 2018

To

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Subject: Submitting Internship report.

Dear Sir,

I respectfully state that I am Sourav Paul bearing ID: 12264025 is a student of MBA program, BRAC Business School. This is my internship report. I am very glad to complete this report. The topic of my report is **“Service Marketing Challenges and IDEAS IT Ltd.”**

I therefore, hope that you would be kind enough to go through my internship report for evaluating my performance. I am always available for any clarification of any part of this paper at your convenience time.

Yours sincerely

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ACKNOWLEDGEMENT

First, I would like to express my gratitude to Almighty for giving me the opportunity and strength to successfully attend the internship program at IDEAS IT Ltd. and complete the report within the extended time period.

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Last but not least, I would like to convey my gratitude to all my faculty, friends and company associate who gave me good advice, suggestions, inspiration and support to complete this report.

STUDENT DECLARATION

I am Sourav Paul, bearing ID 12264025 the student of MBA program in BRAC Business School. This is to inform that the report named “**Service Marketing Challenges and IDEAS IT Ltd.**” has only been prepared for the partial requirement of my Internship. It has not been prepared to serve any other purposes. Hence, it is strictly prohibited to copy, duplicate or to use this report without prior permission.

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Chapter One

Body Part



1.1 Introduction

Corporate services are activities that combine or consolidate certain enterprise-wide needed support services, provided based on specialized knowledge, best practices, and technology to serve internal (and sometimes external) customers and business partners. The term corporate services providers (CSPs) is also used. In the age of globalization efficiency is assured through specialized knowledge. In terms of finance business is gaining more benefits by assuring cost optimization which only possible by professionals.

1.2 Background of the Report

As a student of MBA, I have to do an internship program for 3 months. And in this regard I have chosen Solution Service Provider sector for my internship. I have done my internship in IDEAS IT Ltd., a renowned company in this sector serving different industries nationwide since 2004. They have started their operation in Bangladesh from October 2004 and till then its running successfully. To complete my MBA program, I have to do this internship.

1.3 Objective of the Report Broad Objective

The general objective of preparing this report is to fulfill the requirement of internship as well as completion the MBA and experience the application of theoretical knowledge in the real life.

1.4 Specific Objective

More specifically, this study entails the following aspects

- To give an overview of Ideas IT Ltd.
- To focus on the Service Marketing development to Associates of Ideas.

1.5 Methodology of the report

- **Primary sources:** The primary sources of the data collection was the departmental colleagues and my reporting concern person and departmental database. Existing honorable clients of IDEAS IT Ltd.
- **Secondary sources:** Websites of Ideas IT Ltd. (www.ideasbd.net), Ideas Customer Care Center (ICCC) daily claim reports.

1.6 Scope of the Study

The main intention of the study is to focus on Business Development and identify the challenges in service marketing of Ideas IT Ltd. To understand and document the processes and activities carried by Ideas and correlate them to get a clear picture of the effective Service Marketing activities.

1.7 Limitation of the Study

In spite of related people willingness in Marketing department I could not avail the full concentration as I was supposed to have. The Business Development manager was extremely busy with his assigned jobs. On the way of my study, I have faced the following problems that may be termed as the limitations/shortcoming of the study. Lack of sufficient information on Business Development department in organization website.

- a) Lack of time of the busy key persons, necessary data collection.
- b) Some useful information cannot be expressed in this report for the reason of Confidentiality.
- c) As no one from this hotel have worked on this topic, so it has become difficult for me to analyze all those things. They do not have any tool for measuring the effectiveness.

1.8 Limitations of the Report

Finally I want to exchange about my limitations that I had to face during the completion of the report. On the way of preparing of this report, I have faced following problems that may be termed as the limitation of the study.

- a) Only Three Months are not enough to understand the overall marketing operations of the hotel.
- b) Hotel policy of not disclosing some sensitive data and information for obvious reason posed an obstacle to the practical orientation that could be very much useful.
- c) With no experience of writing internship report, it has become a challenge for me.

Chapter Two

About IDEAS IT LTD. & its Services



2.1 An Overview of The Company & The Services

Ideas IT Ltd. Believes; “Great Services Are Worth It”

Ideas IT Ltd. is one of the Information Technology & Engineering solution providers in Bangladesh. From the inception in 2004, it has offered complete technological solutions with the most up to date & recent technologies.

Their clients have been able to rely on their ability to provide stable and consistent connectivity solutions.

From the belief, “Knowledge is power”, their employees have been drawing upon their knowledge and experience while remaining open to new developments. Many of their employees re-invented themselves and their transformation and contribution has been the cornerstone of their success.

We believe in the significance of working transparently and in spreading their expertise with their clients in an open hand-on manner. Their process is built on regular communications and setting expectations with clients before the beginning of a task.

We prefer to make little course corrections rather than making big ones, which saves both time and money. Bring out the customer smile by reaching extra mile. Offering the best possible solutions to enable clients’ productivity and efficiency.

Ideas IT Ltd. employs more than 100 employees with diverse skill sets and expertise. Through years of experience Ideas IT Ltd. is able to accurately assess constantly changing customer requirements, offering the most extensive and affordable IT & Engineering services & available.

2.2 Ideas IT Ltd. at a glance

Applicant’s Legal Name	:	Ideas IT Ltd
Applicant’s Legal Address	:	Multiplan Centre (Level-11, Suite-1115) 69-71, New Elephant Road, Dhaka-1205, Bangladesh
Contact Number	:	+88-02-9673281-2
Business Type	:	Solution & Service

		Central Surveillance System
		Fire Detection & Protection
		PA & PABX System
		Access Control & Time Attendance
		HVAC System
Solutions & Services	:	Oil Storage Tank
		Sand Blasting & Painting
		Substation & BBT Work
		Annual Maintenance Service
		System Monitoring Agreement
Number of Employees	:	85+
Year of Establishment	:	2004
Estimated Annual Sales (BDT)	:	25 Corers
Market segment	:	Government, Corporates & Industries.

2.3 Service & Support:

- a) Ideas service department is manned by qualified, trained and experienced
- b) Multi Product Support Team
- c) Onsite Help Desk Services
- d) Mission Critical Support Capability
- e) Ability to Provide Support Nationwide
- f) Customized Training & Education
- g) Service Level Agreement Policy
- h) 24/7 online support center

2.4 Core Scruples of IDEAS:

Ideas business operation is based on the 5 following pillars.

- a) Satisfaction of the customers
- b) Effective and Efficient Teamwork
- c) Passion for Excellence
- d) Accountability
- e) High Morality, Honesty as well as Integrity

2.5 Mission of IDEAS:

Ideas concentration is to achieve customer satisfaction by persistently exceeding quality, safety and assure the standard

- a) Do the right thing regardless the consequence.
- b) Value openness and honesty.
- c) Set high expectations and hold ourselves accountable for the quality of our service.
- d) Manage IT department smartly and create value
- e) Encourage non-traditional thinking and calculated risk taking. Which will enable us to learn as individuals and a business.

2.6 Vision of IDEAS:

To be a premier name in its business segment by fully understanding the diverse market requirements and providing clients with the right products to achieve consistent success.

- a) They champion an environment of honesty, transparency, fairness and high moral standards.
- b) They embrace change and creativity to deliver the best practical outcomes.
- c) They strive to exceed expectations and be the best that they can be, maintaining the highest level of quality.
- d) They build strong relationships and alliances to achieve success for the long term.
- e) They encourage initiative and provide opportunity for our clients.

2.7 Moto of IDEAS:

⊙ Accurate ⊙ Efficient ⊙ Reliable

Chapter Three

Business Development Department & Its Operations



ideas[®]
accurate • efficient • reliable



3.1 Company Organogram:



3.2 Business Development Department(BD)

Business Development Department team is the most integrated part of this company. Most of the revenue are being generated through this department.

□ **Business Development Department (BD):** This department ensure the flow of sales in the company. They are the most important part of this company. Unless they bring sales to the company, the company won't be of any use. The BD team are also divided in three parts.

- Security Solution & Services Sales
- Electrical and Mechanical Engineering Solution & Services Sales
- Civil Construction and Fabrication Solution & Services Sales

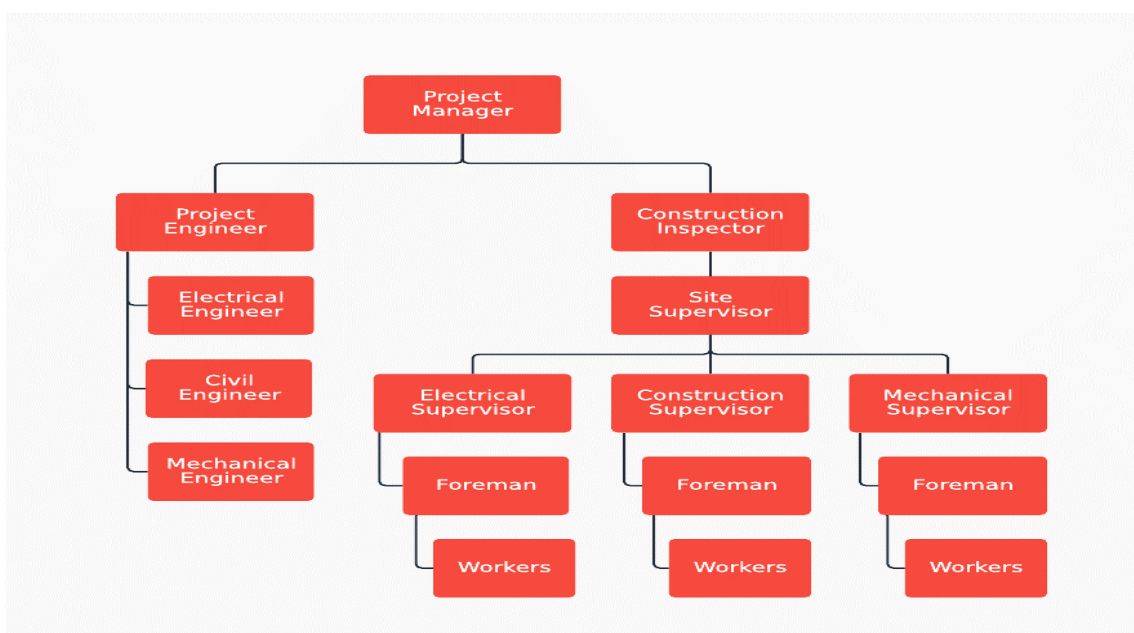
3.3 Marketing department:

Marketing department of Ideas is only concern about Branding of this company. Mr. Sumon Ahamed; Graphics Designer of Ideas IT Ltd. handle the marketing department alone. From the day I have joined, marketing team has made plan from different special days;

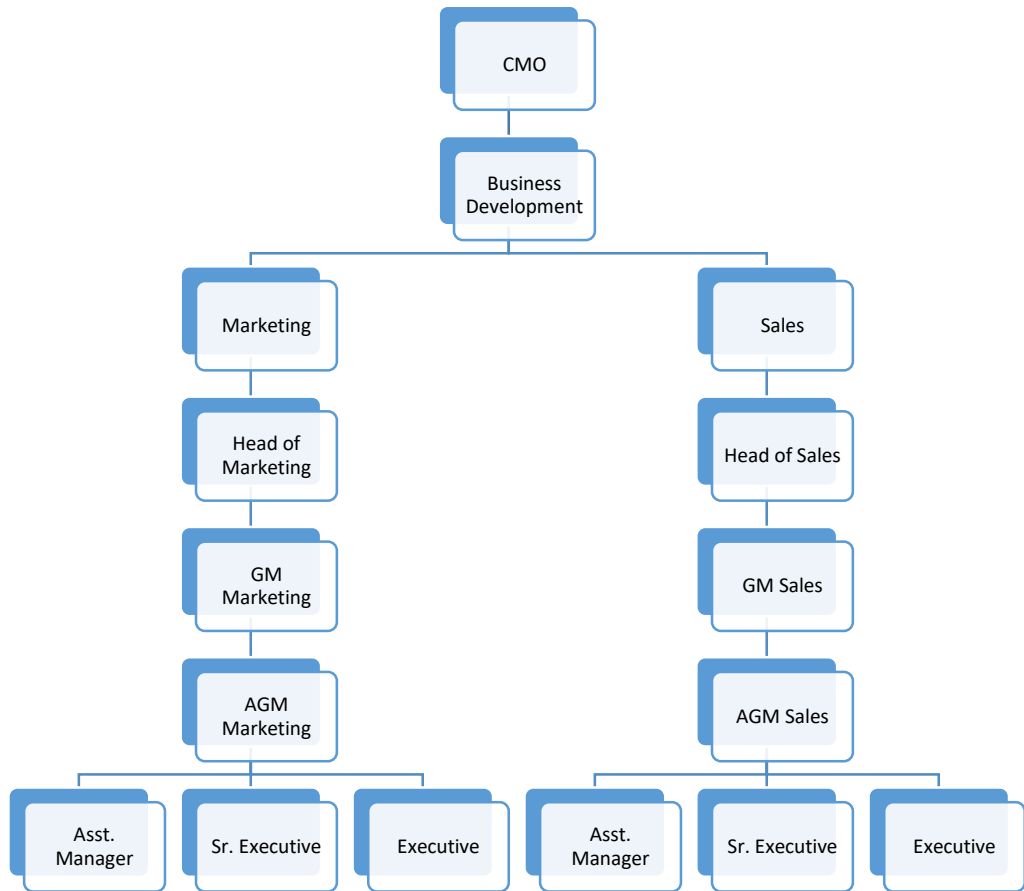
SL	Events	Facebook Post	E-mail	Client Visit	Sponsorship
1	Bangladesh Cricket Team Support	√			
2	Bangladesh Team Victories Celebration Post	√			
3	14th December: Martyred Intellectuals Day	√			
4	16 th December: Victory Day	√			
5	25 th December: Christmas Day	√			
6	31 st December: New Year Greetings	√	√		
7	New Year Company Calendar & Gift			√	
8	1 st January to 10 th January 2019			√	
9	Client Annual Sports Events				√

Along with these special days, Ideas plans for their new solutions launching, their special services branding. Ideas marketing team also take care of its social media site. Though an agency is taking care of social media site, but Ideas marketing team is supervising them and their activities and telling them what to do and when. When and which post to be boost and so on.

The Tree For Service and Project Department of **IDEAS IT Ltd.**



The Tree For Sales & Marketing Department of IDEAS IT Ltd.



4.The GAPS Model of Service Quality:

Customer gap is the difference between customer’s expectation and perception. It has been seen that there are mainly four types of gap between the customer and service provider due to which customer expectation is usually not met properly by many service providers. The four gaps are:

1. The Listening Gap
2. The Service Design and Standards Gap
3. The Service Performance Gap
4. The Communication Gap

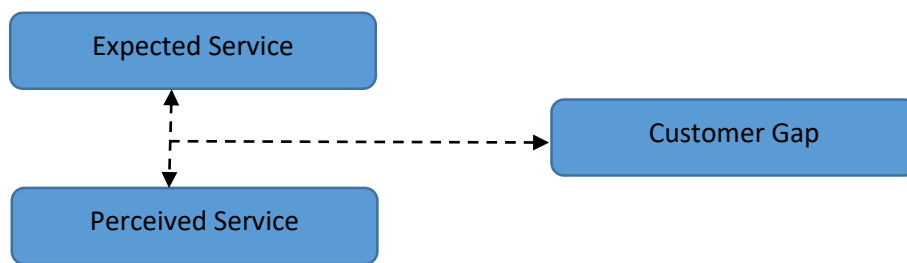


Figure: 1.1 Customer Gap

4.1 The Listening Gap:

The listening gap usually occurs when the service provider fails to understand customer’s expectation from their service. In a company like Ideas, it is very important to conduct marketing research. Many times management of such company fails to understand what customer expectation is, due to inadequate research or surveys conducted by them. There must be ways to listen to customer complaints through adequate use of market research tools and techniques in order to improve the service quality for the company’s value added customers.

Lack of upward communication is another problem. It is extremely important that the customers of Ideas IT Ltd. interact with employees and vice-versa, to get feedback on what customers want. In turn the employees of the company need to highlight these problems or issues to the line managers. All the departments of the company needs to focus on effective communication between consumers, employees and managers to provide them with appropriate service.

One major problem of Ideas IT Ltd. is they do not have proper market segmentation. In one way it could be said that the company over the years have been following mass marketing strategy attracting the mass people of Bangladesh. But segmentation, targeting and positioning would have created a competitive edge for the service provider where they already have so many competitors fighting for market share in the corporate service segment of the country. Differentiating their products based on corporate clients and projects, providing value could have provided a competitive advantage by providing quality customer service and reducing gap of customer expectation from them.

Scale To Measure The Service Gaps of Ideas IT Ltd.:

On a scale of 05 (five), where 01= poor, 02 = average, 03 = neutral, 04 = good, 05 = excellent.

On a **scale** of 05, it can be said that the listening gap of Ideas IT Ltd. is **02** (two). Somewhere the company is failing to understand what the customer's expect from them hence they need to dig into the problems and try to improve themselves in terms of providing quality service as promised.

4.2 The Service Design and Standard Gap:

The service design of Ideas IT Ltd. is quite poor. There are various types of new solutions and services being developed for offering to the customers, but unfortunately the service delivery procedure is not that very effective. For example the company has 3 types of services considering engineering solutions;

- a) IT base solutions and services
- b) Fire Fighting and safety solutions and services
- c) Steel structure and piping solution

But the target customers are still in ignorance about their offered services. As a result everyday Ideas is losing its market share and most potential clients which is alarming for next.

Though the management and the bank tries a lot, but still there is a lack of customer driven service standard in terms of service delivery procedure. The IT (information technology) department of the company always tries to develop CRM software which will help improve the service for the customers. There has always been an effort by top management to improve on the quality of service for its customer as they value customers a lot, but the main objection in terms of service delivery comes in the implementation and during actual service delivery by the employees.

One other major problems of Ideas are inappropriate physical evidence and service scape for their customers. There is no designed dress-code for the employees, no dedicated customer service points in major divisions and less logo branding.

Last but not the least, the physical environment and other physical evidence is important for any service provider. The locations of Ideas are not that good. Distribution or channels play a major role in marketing, and inconvenient places or locations make customers unhappy. There are no dedicated parking spaces outside for clients.

The physical environment and design is also not that much precise due to which customers do not feel much comfortable.

On a **scale** of 05, it can be said that the service design and standard gap of Ideas IT Ltd. is **02** (two). There is a serious need for the firm to improve on its service delivery design and the service standard compared to its other competitors in the market.

4.3 The Service Performance Gap:

The recruitment policy of Ideas is ineffective. They recruit employees mostly from Public Institutions and National University graduates. They also need to focus on Private University students to bring diversity within the company. There is sometimes role ambiguity due to which sometimes role conflict among employees arises. The compensation policy is inadequate, lack of proper team work, and lack of motivation among employees, which creates hamper in the service delivery process of the customers.

Moreover the employee and technology fit is also quite poor. And there is not much effort seen by the firm to improve these problems. The customer mix of Ideas is inappropriate. But with segmentation and differentiation in terms of Industrial Solution and service delivery to different

clients, the firm could have made a huge difference in their minds through properly service delivery at right time with the right mix of customers.

On a **scale** of 05, it can be said that the service performance gap of Ideas IT Ltd. is **03** (three). The management of the company needs to think over about having multi diversified human resources within the company to stay ahead of competitors.

4.4 The Communication Gap:

The firm does not have any effective marketing communication strategy programs. Neither do they have any branding strategy. It is important for any company to have effective communication program to create a positive exposure for existing as well as potential customers to attract them toward the company. Moreover, the IT service industry is extremely competitive with all 100 plus firms in the market. If customers do not have right exposure and right learning about the company, then they are filled with 99 other options. Not necessary that they will commit to stay in with this company for long. The firm is actually under promising about its services. A lot of people, especially the corporates need to get exposed to the firm. They do not carry any stall in any kind of job fairs or career fairs. Moreover they do not have any sort of billboard or civil structure. The external environment and the internal environment, both have enough potential, and if the firm wants it can bring a huge change for them to sustain in the market.

One of the major problems of Ideas is lack of proper communication or no communication at all between desk level employees and the management. In order to resolve problems related to customer service, it is extremely important that management try to identify those problems via those employees who actually provide solution services to customers. Instead of doing this, and only coming up with new technology, or new products and services, unfortunately will not help the firm overcome the problem of service gap.

So the most vital problem here is before even going for external advertisements, branding and resolving service related trouble, at first it is important that management of the firm sits with the employees and figure out where is the actual problem happening due to which the team members are not being able to meet customer expectations.

On a **scale** of 05, it can be said that the service performance gap of Ideas IT Ltd. is **02** (two). The firm does not have enough marketing and branding strategies unlike other competitive firms in the market.

5. Consumer Behavior in Services:

It is important to understand consumer behavior while purchasing a service. It can be done through the following manner:

5.1 Consumer Choice:

A customer wants to setup a Surveillance System in his/her office premises but he or she does not have enough money so would prefer to take a credit facility from a service provider. The customer will start collecting information from friends, family and colleges regarding which company provides Surveillance Solution in credit. How easy it is to get system in credit, what are the legal issues related, the risks involved in taken solution in credit, what is if the due amount installment cannot be paid on time.

After collecting information, customers will look for service alternatives. They will visit different solution providers, talk with the sales team or customer service representative, their experience in the industry, the environment and the brand, a customer before taking solution will evaluate all these alternatives among various service providers.

Based on the amount of information customers have regarding a firm, its reputation, and after evaluating alternative and their experience in the industry, finally the customer will take service purchase decision. So it is extremely important that Ideas has such settings that the customer gets attracted and feel eager to take solution from this company.

5.2 Consumer Experience:

Most of the customers critically evaluate the service delivery process of a company which they are part of. In a service provider company, it is extremely important for a business development officer to understand the psychology, the need and urgency of the customer whom they are delivering service. If they fail to do so, a minute taken extra (which is the wait time) can cause them to lose a good customer for other valid products/ services by the company. It is always very important for officers to carry a smile on their face while delivery service to their valuable customers. Any kind of anger or disturbance presented can sometimes cause negative effect for the company.

For example, while dealing with a corporate client it is always important for officer to be courteous and be smiling, and at the same time careful with their work. In a country like Bangladesh, one compliant made by corporate client to the Board or to the Managing Director of the company can make an officers life for the time being a bit difficult. So while delivering service, even if one is not, to carry a fake or a real smile for positive consumer experience.

Sometimes, a lack of proper service delivery occurs when the roles and scripts of service delivery, or that is when the job description of employees of a company is not clear to them. For example, an officer needs to be clear in his job description. Whether he is dealing consumer, or corporate clients, whom are they dealing with, how they are supposed to deal, all these roles should be pretty much clear in minds of officers in order to avoid overlapping service delivery to their clients/ customers.

It is important that customers are compatible with the service of the firm. If they are happy with the service, they will share their positive experience with other customers.

Word of mouth marketing is extremely important for service organizations like Ideas because they bring in people of similar characteristics into a company.

5.3 Post-experience Evaluation:

It is important that the service quality of Ideas satisfies their customers. If the customers of the service provider are not happy with the service then they will spread a negative word of mouth about the company. They might even end up writing bad stuffs about the company on Facebook pages. This will hamper the image of the company and other customers will not further want to be part of the firm as they here negative experience from others. The attribute of dissatisfaction may arise during any service encounter.

For example, if a customer calls for an online support in emergency and if officer takes time to deliver proper support to the customer, the customer might feel irritated, as he has been waiting over phone for long and now even the service delivery is taking time, such situations sometimes creates negative impact on minds of service takers.

As a result the customer might not feel comfortable again. Due to dissatisfaction he might even close his service contract and switch to some other service provider where he finds better service. This is natural, as customers usually forget the positive experiences, and usually remember the negative ones, ones they encounter it. So it is extremely important for any service provider to take care of the way service is being delivered to its valuable customers.

6. Customer Expectation of Services:

Customers have different level of expectation from various services.

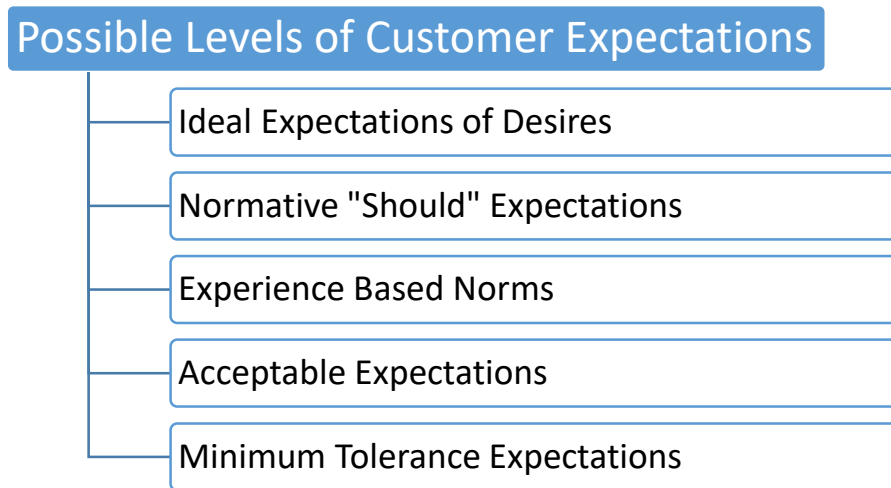


Figure: 1.2 Possible Levels of Customer Expectations

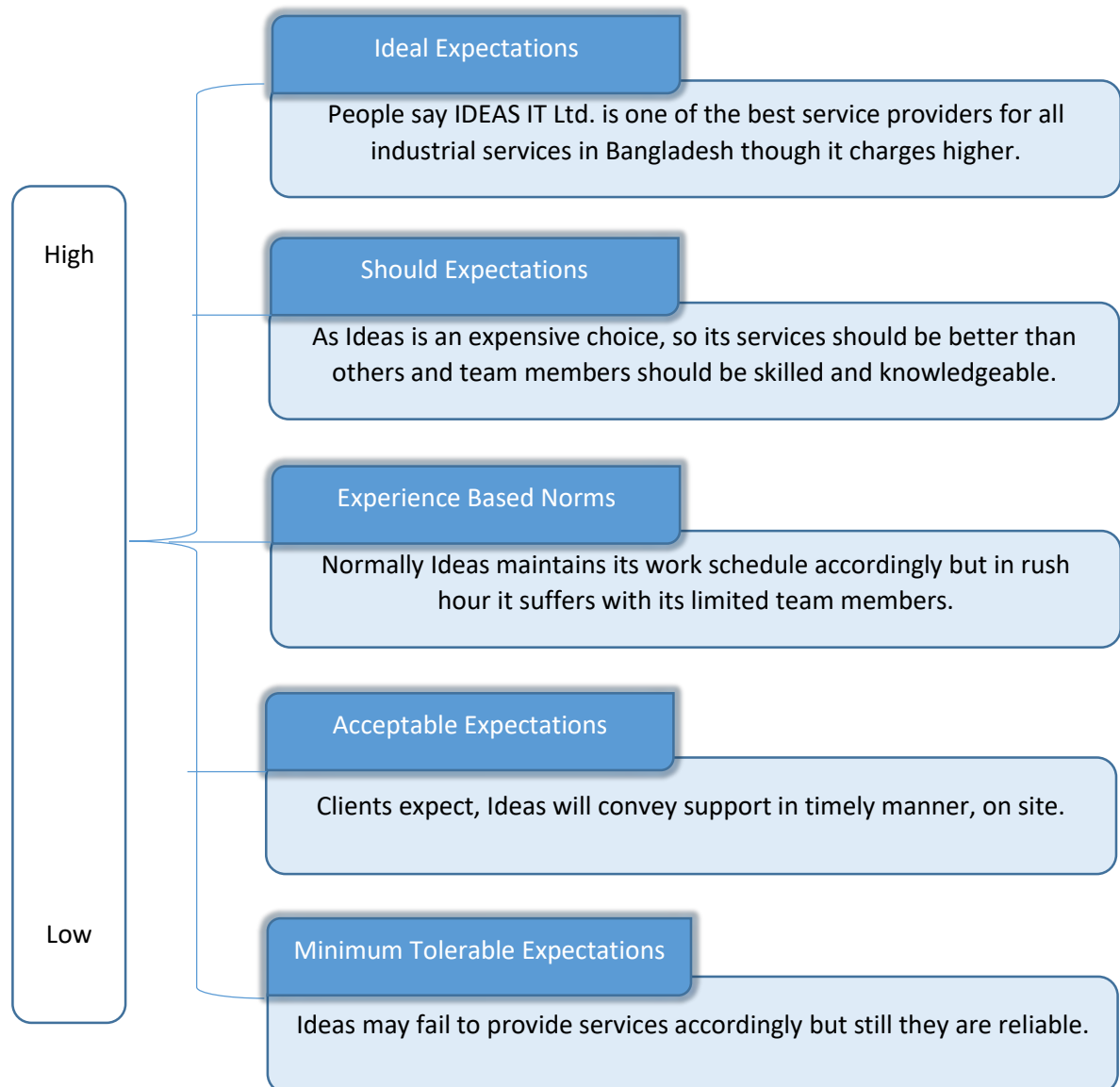


Figure: 1.3 Possible Levels of Customer Expectations

From the above figure we can say that it is extremely important for Ideas IT Ltd. to try to maintain the ideal expectation or desired level of service for them. Otherwise it will become very difficult for them to retain their customers for a very long time as the market is extremely competitive.

6.1 The Zone of Tolerance:

Every customer has their own zone of tolerance. If the service is more than what they expected, then they will be happy or delighted about the firm's service. But if the service they receive from Ideas is below their zone of tolerance then customers will be disappointed and will prefer switching to some other vendors where ever service is at least within their zone of tolerance.

Different customers have their own zone of tolerance.

For example, if we consider the zone of tolerance in different types of organizations for CCTV surveillance we can find:

Organization/ System Status	Education (Waiting Time)	Office (Waiting Time)	Garments (Waiting Time)	Banks (Waiting Time)
Full System off	3-5 days	2-4 days	1-2 days	4-6 hours
Recording Failure	5-6 days	4-5 days	2-3 days	8-10 hours

That, means in same trouble tolerance-time varies organization to organization identically.

6.2 Customer Expectation of Services:

Every customer has their own sets of expectations from services.

A customer's expectation varies from personal needs to lasting service intensifiers to personal service philosophy. For example, in case of personal need, a customer like **Hatil Furniture** who has an expectation of a new solution of people counting system. If Ideas can provide this solution along with some additional features like strategic report analysis for business planning, customer trend analysis, purchase intention marking for marketing development will delight the client a little more. And, for sure client will be happier share this good experience with others.

In case of lasting service intensifier, for example a lot of customers are usually influence by their friends, family members, or reference groups. They will search Ideas for such kind of exclusive solutions and support due to high reliability and high expectations.

So, it is extremely important for Ideas to understand the desired level of service from its various kinds of customers and cater their needs accordingly.

6.3 Issues Involving Customer Service Expectation:

It is important that Ideas makes realistic promises and accurate promises to its customers.

For example, while placing a Service Level Agreement, the officer should make it clear to the client about the service charges that will be charged against certain services mentioned in agreement. If the amount charged at the end of period is accurate as promised by the officer then the customer becomes happy, but if the charges are high or any hidden charges billed against

promised service, then this becomes a point of dissatisfaction point for the client. Based on marketing research and other techniques the firm can find out whether the customers are happy with their service or not. It is also important to educate the customers on other products and services of the firm so they also get an interest toward other services and in the future call them if the customers think they are necessary for them. This can be done through frequent client meeting and demonstration, which Ideas usually does not do.

6.4 Customer Service Delight:

In the service industry it is important to delight customers as the market is extremely competitive. Though Ideas does not have any such strategy to delight its customers, but still Ideas can wish the company (client) directors anniversary, company anniversary or sponsorship in their any event. It'll motivate other organizations to keep Ideas in their vendor priority list.

7. Customer Perceptions of Service:

Customer satisfaction and customer perception of a service are two different concepts.

For example, customer perception about a bank will develop, before taking the actual service from the bank, only when he will compare it with other banks FDR interest rates, service charges, employee behavior with customers and the overall environment of the bank, whereas customer satisfaction is when customer already has taken the service from that particular bank. On the other hand cumulative perceptions occur at different times of service encounters. For example, during one service encounter by a customer if the bank employees behavior is bad then the customer will have a negative perception about the service. If on the other hand if a customer experiences a positive service from one good employee of the bank then he will have positive perception about the bank, which is very micro level, the transaction level of a banking service. Based on service encounter over the period of time from the bank, a consumer will have a cumulative service perception about the bank.

7.1 Determinants of Customer Satisfaction:

Some of the determinants of customer satisfaction are:

Product & Service Feature:

Service feature for Ideas could be the various solution offers, 24/7 service, technical support and others. If the customers are convenient with what they get at the end of the deal, then they will be satisfied with the service of Ideas.

Consumer Emotions:

Ideas IT Ltd is one of the pioneer IT and Mechanical solution provider of Bangladesh. Old consumers may feel a strong attachment with the company, due to which they are loyal toward the firm and hence till now continuing to take its service and they feel happy being associated with it which reflects their level of satisfaction.

Attributes for Service Success or Failure:

While placing a work order normally a client agree to pay a certain service against received services. If in the time of bill placing it placed with a 2% special discount, the client will be more delighted.

Perception of Equity or Fairness:

If, for example, Ideas launch a free maintenance week for its all existing clients all over Bangladesh it will make a realization client mind of privileging being Ideas client which will reflect customer satisfaction for Ideas.

Other Consumers, Family Members, and Coworkers:

For example, if a customer is happy with IDEAS's service, he will spread positive word of mouth about the company to his friends, family and coworkers, as he perceives the service of the firm to be positive and good. So, satisfying customer at every point becomes vital for the service providers.

7.2 Service Quality Dimensions:**Reliability:**

If Ideas provides its customers with the accurate information; on the additional service charges that will be charged at actual on the basis of service provided and the said information is true and always correct, then the customers will always be able to be reliable on the firm like many of them has been over so many years.

Responsiveness:

Company's employees always has the willingness to help their customers and they always try to provide them with prompt services due to which they have been as service provider able to survive in the market for such a long period of time.

Assurance:

Most of the employees of the company have sound knowledge on what they do, they are most of the time courteous with clients, due to which they have the ability to inspire trust and confidence from their customers.

Empathy:

One major problem of the firm is, many a times it has been seen that caring, and individualized attention is sometimes missing in case of general customers. Ideas needs to improve on such aspects because bottom of the pyramid customers are also extremely important in service marketing.

Tangibles:

Company needs to improve seriously on the tangible aspects. A firm aesthetic beauty now days have become vital in terms of competition. Moreover some written documents, papers and stuffs like visiting card, account opening forms, KYC also needs to be improved as consumers also judges a company based on such documents.

7.3 Online-Service Quality:

Along with the actual physical service provided by Ideas employees to its customers, it is extremely important that their online-service is also very good. With the introduction of online service, it has made it very much possible for people from all across the country acknowledge Ideas services easily. The attempt to improve the online service has always been among the top priorities of the Ideas Support Division.

7.4 Service Encounters:

The different service encounters that face during a service process plays a vital role in shaping customer perception towards a service. Some of the service encounters are as follows:

Recovery:

If there is any service failure, then it depends on the dealing officer, how he or she reacts in this situation. If the employee can handle the customer carefully, then the customer becomes happy about it.

Adaptability:

How the employees respond to a customer's need and requests, also depend on the dealing officer available at that time.

Spontaneity and Coping:

An employee's spontaneity during a service and handling problem customers also affect the way customers encounter service.

For example, a client wants to sit for a due bill settlement, but is very rude. It depends on dealing officer how politely and how fast he deals with the customer at that point and make sure the customer does not get irritated or angry during the entire negotiation process.

8. Listening To Customers Through Research:

One of the most important and significant ways to improve customer service is through marketing research. It allows the company to listen to customers, that is what customers actually think about their service and the company as a whole. But before conducting research it is important to have a research objective. Ideas IT Ltd. can understand what customers think about them via conducting research.

Research Objectives:

For example the research objective of the company can be

“To assess gaps between customer expectation and perception.”

Expectations from an Effective Service Research Program:

At the end of the research it is important that the top management listens to customer’s voice either from employees or from the customers directly. Once the outcomes of the research are received by the company’s top management, and then only with the help of their support it will be possible for Ideas to improve their services for their customers. Employee suggestions also plays a vital role in improving the service quality of the bank because they are at the desk and on site providing instant service to customers so employees sometimes know very well what is important for their customers for their satisfaction.

9. Building Customer Relationship:

Ideas is a service entity. Building strong customer relationship is extremely important for service oriented companies to beat competition and survive in the long run in the industry. Hence here comes the concept of relationship marketing, building relationship with clients over the period of time.

Initially the client is a stranger. He or she does not have any kind of interaction with Ideas. At this stage it is important for the company to advertise about itself so that consumers aware of the firm, or who do not have any connection with the firm has exposure toward it. Once the customers are exposed towards Ideas, they might get attracted and hence it will be easy to acquire some of its competitor's customers.

Once consumers are exposed towards the company; they come to its counter and encounter one or two services. Slowly over the time, they transact over the year and eventually become friends with many employees and build a good relationship with them.

So basically the goal of relationship marketing is to retain a long term relationship with its clients who are profitable for the bank to sustain in the long run.

9.1 Benefits for Customers & Company:

Building long term relationship is not only beneficial for the company; it is beneficial for the customer as well.

Customers of Ideas benefit by getting value from the firm. Durable service solution and price efficiency compared with that of other service provider in the market. This gives them a motive to stick with the firm for long term. Moreover, over the years customers have grown a confidence on Ideas because this company is almost hundred percent compliance. It tries to strictly follow the rules and regulations of Company Law, due to which many big corporate houses of Bangladesh have been taking service from Ideas since years as they can rely on.

The corporate clients are aware of other service providers of Bangladesh, still they prefer maintaining relationship with Ideas not only because it is a compliance company, or may be the service rates are low, but also unlike other companies the service charges are also comparatively lower than others. The company keeps a minimum profit margin (the spread) and always is in an attempt to make its customers happy with value added services. Moreover it is one of the oldest

service provider of the country with minimum fraud and forgery, so customers trust on this company has been there since generations.

Ideas has strong word of mouth marketing by its existing customers. In case of any complex situation Ideas always tries to help even small business to conduct business without any obstacle by trusting them.

9.2 Customer Lifetime Value:

It is important for a company to estimate customer lifetime value because losing customers results huge loss for any organization. And according to **Pareto law**, 80% of profit comes from only 20% of customers, so it is important for firms to identify those 20% customers and build strong relationship with them by providing value in order to have higher returns on investments from them. Linking customer relationship value to firm's value is also important customer loyalty towards a firm determines the mind share a company has captured in minds of people, and the growth of customers determines a company's current and future base for growth in the industry.

9.3 Customer Profitability Segments:

Service Provider like Ideas IT Ltd. have a corporate customer base. It is always not possible to meet all kind of customer expectations. So it is necessary for such firms to classify their customers based on profitability earned. Segmentation of customers can be done based on the following model:

Profitable Tier: IDEAS Customer Pyramid

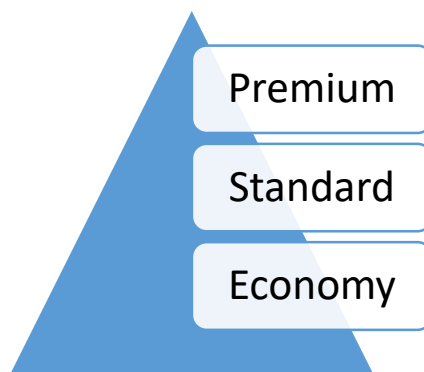


Figure: 1.4 Customer Pyramid

1. The **Premium Tier** describes the firm's most profitable clients, mostly the corporate clients typically those who are heavy users of credit and high-tech solution facilities. They are not very much cost sensitive and are ready to invest more for provided better service according to their requirements.
2. The **Standard Tier** is different from the premium level because here the customers, corporate clients as well as some wealthy proprietors or individuals of the society, are bit expenditure/cost sensitive. They may be heavy users but would prefer lower rates in order to assure cost optimization in their own businesses.
3. The **Economy Level** customers are the average customer, mostly individuals but they are unfortunately not very loyal or may be not very much profitable customers in case of business perspective. These customers are mainly problem customers who are never satisfied with the firm's services and are likely to spread a negative word of mouth about the company.

9.4 The Customer's View of Profitability Tiers:

Though it is profitable for companies to segment its customer and identify the ones who bring in profits for them but this is inappropriate from a customer's point of view. Customer is king, he or she has every right to get equal treatment regardless of his or hers interactions with the company. Unequal services may dissatisfy customers as they are not aware for what they are being treated differently in comparison with many other customers. Their dissatisfaction may lead to a loss of customer base in the company.

So it is always important to keep in mind before segmenting customer's according to the pyramid that there are future potential customers which the firm might lose in case they are not treated them due to the tier of pyramid in which they tend to fall.

9.5 Relationship Development Strategies:

The most important strategy to build strong customer relationship is to have a very strong basic service. If the core services of the firm is poor, then regardless of customer segmentation, another value added services, customers will not want to stick with the company as their main services are not up to the mark.

But it is not easy to switch from a company's service, mainly due to two switching barriers:

1. **Customer Inertia:** Some consumers, regardless of whatever service they get from Ideas IT Ltd. will not prefer to switch. This is because their perceived effort for switching a service contract from one firm to some other firm is not worthy. So due to this philosophy they tend to stick to the existing firm.

2. **Switching Costs:** In many instances, some customers develop loyalty towards a company regardless of its services. For instance, a customer might prefer staying with **Ideas** as Ideas has been serving them for years. Moreover a customer also considers the switching costs, both monetary and non-monetary, while switching a service contract from one company to the other. Due to personal familiarity and trustworthiness many customers get privilege even over benefits and other additional facilities due to which they do not prefer switching from the company as they consider the switching cost to be quite high for them.

Therefore it is important for the company to consider the above criteria of why a customer does not switch the firm, try to retain them by providing good services so that due to them even other companies customers would at certain point want to take service from Ideas IT Ltd.

9.6 Relationship Bonds:

Some customers' representatives maintain relationship with the company just because they have to maintain a relationship may be just to assure proper services or so. Ideas can engage in activities that will encourage customers to remain in the relationship because they want to with the help of different levels which helps maintain a bond or connection with the company.

The different levels and bonds are as follows:

Level 1- Financial Bonds: This level is mainly associated with financial incentives. For example, if a regular customer gets the desired prices for the certain products then the competitors, then the customer is most likely to stick with Ideas due to his benefit earnings.

Level 2- Social Bonds: If an officer of Ideas takes few minutes in understanding a client's problem, why he or she is for, then there is a relationship built between the client and the officer. Hence a social bond is created between the officer and the client due to which client will want to stick to the company.

Level 3- Customization Bond: Though always it is not possible to provide customized service, still providing credit facilities to corporates who cannot afford to purchase the offered solution at a time may be a Surveillance Solution, or Fire Hydrant Solution can help retain customers in the

company.

Level 4- Structural Bonds: An example of structural bond for Ideas IT Ltd. could be making Annual Service Level Agreement with its corporate client means having those corporates in grip which ultimately makes the customer more productive via technology. Technology here can be the online support facilities of Ideas.

9.7 Relationship Challenges:

It is always important to target the right customer segment. For example, it is very important to understand which customers or company a company can allow for credit transaction. If a credit transaction to a wrong client, there will be possibilities of fraud and forgeries due to which the company needs to be very careful in identifying and targeting the right customer before availing those customer credit facilities. There are many customers who are not profitable in the long run for a firm. One's a credit availed to the wrong customer will hamper the profitability of the company. It sometimes becomes difficult in maintaining challenging customers. Customers who have complaints regarding every aspect of services, customers who become defaulters, customers who create problems at payment time. Dysfunctional customers sometimes make service delivery difficult as they do not co-operate with the firm officials. Hence maintaining relationship with such customers becomes a challenge for firms in the long run.

9.8 Ending Business Relationships:

There are various reasons behind end of a business relationship. Some end up in positive manner some end up in negative manner. On the other hand some end of business relationships is very disappointing. For example when a credit client does not pay its due payments regularly, becomes a defaulter, and many times they are due to various reasons dragged into court. In such situation closure of a business relationship is quite an unhealthy and ugly experience both for the companies as well as the customers themselves.

10. Service Recovery:

Service failure usually happens when a service is below a customer’s expectation. Service recovery is the action taken by the company in response to this failure. If Ideas fails to satisfy its customers, then through service recovery they can make them happy. Usually after service recovery consumers become more brand loyal and spread positive word of mouth ones they are satisfied with steps taken for service recovery. There are some challenges of service failure:

First of all a service failure is a service failure and sometimes it is hard to fix mistakes.

Moreover re-fixing service failure is quite an expensive process.

Second, there are many customers who do not complain when service fails, so it becomes hard for companies to find and handle such customers.

Third, it is not always necessary that service recovery will always satisfy a customer. There could be a negative impact; the customer may be highly dissatisfied that they might not prefer returning back to the company.

10.1 Customer Response to Service Failure:

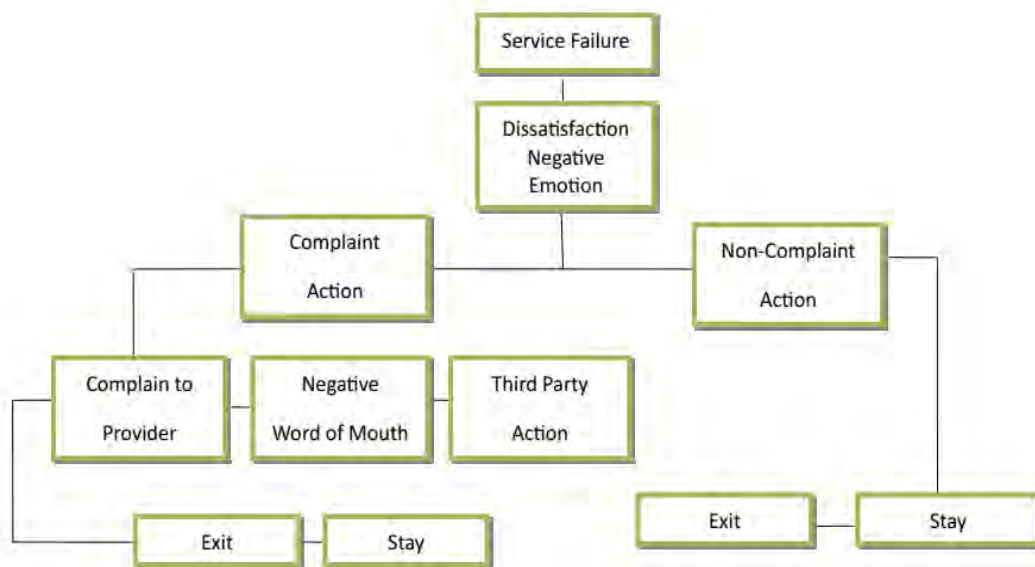


Figure: 1.5 Customers Respond to Service Failure

The chart above clearly indicates how customers respond to service failure. Some customer instantly complains on the spot while service failure encounter. Some customers do not complain but they later on express their dissatisfaction with friends and family thus spreading negative word of mouth about the company. There are different types of complainers:

Passive: These customers neither take action nor do they complain to anyone about service failure as they do not consider complains worth their time.

Voicers: These customers complain to service providers but they do not complain to others and do not spread negative word of mouth about the service.

Irates: These consumers do not complain either to service provider or to any third party. Rather they become so angry on service providers that they rather prefer switching to competitor companies.

Activists: These consumers not only complain to service providers but also complain to third parties as well; because they think complaining will bring in potential positive consequences hence they prefer complaining to everyone.

10.2 Customers' Recovery Expectation:

Customers want the company to understand what went wrong behind a service failure. They want the firm to be accountable to them and to others by understanding the problems and solve it. Many customers prefer a fair treatment after service failure. They want justice, for example in Ideas sometimes customers think the officer did not behave well with them, at that point they expect the manager or some other senior officer to come and treat them well in form of service compensation as they think they did not deserve to be mistreated by a junior officer!. Some customers are preferred not going into any kind of trouble. For example, in case of any problem with solution issue, they want easy explanations to their problems. So they will simply complain to the team manager so that their complaints are addressed fast with ease. Last but not the least, some customers prefer interactional fairness. The customers want the business development officers to attend them courteously and solve their problems with care and honesty.

10.3 Service Recovery Strategies:

One of the ways to handle service failures is to do it right for the first time. Providing customers with their expectations make them happy. In order to be accurate while providing service, total quality management is important for company. Every employee of the firm at every single department needs to be trained in such a manner that there is no service gap while providing service to the customers. Ideas needs to encourage more and more customer complaints. If they do so they will understand their flaws in providing the right service to their clients as a result they will be able to improve on customer service, at the same time consumers will be happy when they will notice that the firm is giving an effort to understand their demands and act accordingly. Act quickly while delivering service. Provide adequate explanations to customers not only in case of service failure, but also make them understand.

11. Service Innovation & Design:

As technical solution service is largely intangible, it becomes quite challenging to design and innovate the exact service and deliver it to the customer's appropriately. The process of service, describing and communicating it itself is a challenge.

The first risk is oversimplification.

The second risk is incompleteness, a consumer can say Ideas has very good Surveillance service but that person will not be able to describe how good the officers of the company are in providing service.

Third risk is subjectivity, one person in a certain situation will describe the firm's service in one way and someone else will interpret in other situation in another way.

The final risk of service is biased interpretation.

Keeping these situations in mind, it becomes difficult for service companies like Ideas to design service according to consumer's expectation and convenience.

11.1 Service Innovations:

Ideas IT Ltd. may improve or innovate its service toward consumers in the following ways:

Major or Radical Innovation: For example, IDEAS may come with an innovative idea which is not offered by any other service providers in Bangladesh.

Start up Business: For example, IDEAS can start offering Office Equipment to its customers, an existing service which is already offered by other vendors to have more business.

New Service for Currently Served Market: For example, IDEAS can do facebook solution advice support to its already existing consumers.

Service Line Extension: For example, IDEAS can come up with Digital Class Room Solution for schools to extend its service line.

Style Changes: For example, the bank can change its logo, or rebrand it, can redesign its website as consumers like change and hence will be attracted to their service.

Service innovation and changes in marketing is important for the company to attract new customers and retain the existing ones as the service sector of Bangladesh is unstructured.

Moreover consumers also at a certain point get bored with monotonous way of marketing, so a little bit change for consumers can overall bring about huge change for the business itself, which is vital to sustain in the long run.

11.2 Stages in Service Innovation & Development:

Service development and innovation has a few stages which need to be followed by any organization. The stages are as follows:

Business Strategy Development and Review:

Before innovating and developing a new service, it is important for IDEAS to review its vision, mission and its business strategy. Whether the service that they are planning to offer consumers will be supported by their technical team members, equipment and other resources or not.

New Service Strategy Development:

Before introducing the new service into the market it is important to cross check whether this will support the business strategy or not. So whether introduction of new service by them will help them achieve their strategic objective or not by not hampering the existing customer base as well.

Idea Generation:

This is where the idea is actually produced. Idea generation can either be from internal sources, that is the Ideas employees, or from external sources like the customers. Many new ideas for service innovation can be taken and considered for further development from them.

Service Concept Development & Evaluation:

Suppose the idea is generated. For example, IDEAS will start offering Managed Print Service (MPS) to its customers. Now here, it is important to describe the nature of service. What will be the limit for printing to which type of service segment? Should they differentiate services based on different clients? Or offer a general service for all kinds of consumers? These questions need to be describes in this step.

Business Analysis:

Business analysis needs to be done. For example, what will be the cost of offering MPS to the company, the resources needed behind to manage MPS division, the market position of such

service in Bangladesh, and how profitable and feasible MPS will be for IDEAS? These questions need to be addressed here in this step.

Service Prototype and Testing:

Introducing new service is challenging. So at first it is important to provide Machines to customers who have already tied up, may be the employees can go for first trial.

Test Marketing:

Here after testing MPS use arrangement by employees, the firm can offer free service trials to some of its valuable and loyal consumers who they know will give them accurate feedback on their new offering. By doing so the firm can observe the new product and service by employee's process in action before it is actually launched in the market.

Commercialization:

Ones IDEAS gets positive feedback from its employees and valuable loyal consumers on their new arrived MPS, if the feedback from them is positive, then they can go for actual marketing of their new product into the market.

11.3 Service Blueprinting for Managed Print Service:

Service blueprinting is the mapping down of service delivery process to customers. The flow chart on how the service delivery process will be.

For example, Managed Print Service of IDEAS:



- Managed Print Service, a line extension for service department
- Target customers for Managed Print Service offered
- Number of employees needed in head office to deal with this new service
- The process of taking a service (delivery by IDEAS, taken by consumer)
- The process of activating that service
- The service taker's usage pattern
- Excess limit used or not?
- Service charge payment regularly done by user or not?
- Where do consumers complain in case of any problem using device?
- Call center help during service disturbances
- How customer complaints will be handled?
- Skills needed in employees
- Future training for employees

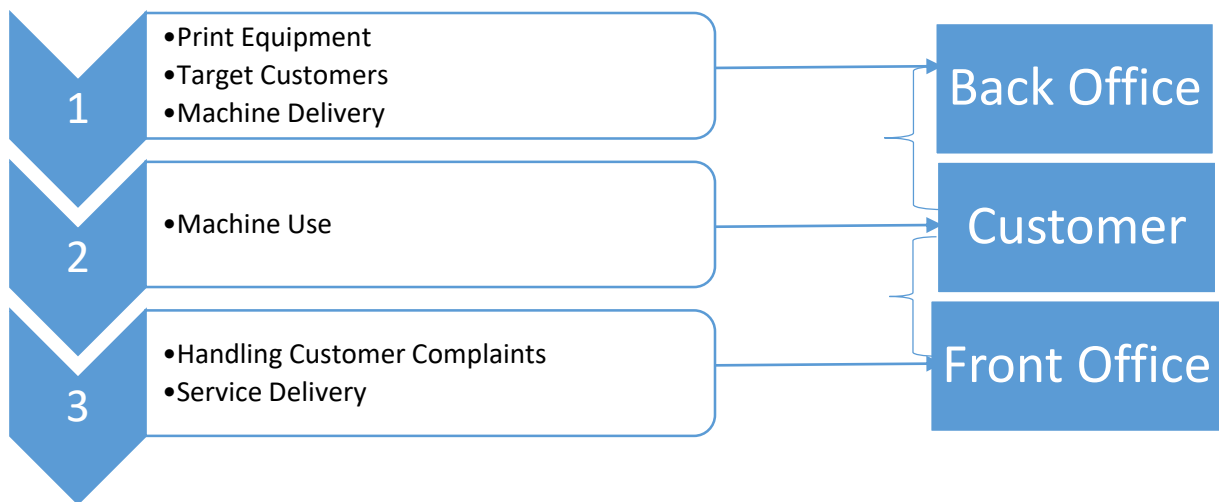


Figure: 1.6 Managed Print Service Blue Print

From the very beginning of the service till the end, from back office job to customer service point, from current resource need to future resource needed for further service enhancement, every detail is needed to be penned in a service blueprint as this is the layout and the process through which service encounter will take place and every employee needs to understand and know it very well for appropriate service delivery to its consumers.

12. Integrated Services Marketing Communication:

Providing consumers with the right service communication has become a challenge now days. Today's consumers receive communication messages from variety of sources like e-mails, they are exposed to various communications like magazines, newspapers, billboards, television adds, consumers are exposed of promotional activities via different sources. So providing them with the right communication at right point is essential for service marketers. Integrated marketing mix is essential for service marketers to create a brand identity about their product or service. At the same time it is important to keep in mind that the IMC mix does not overpromise about the service because the promise made to consumers and the actual service delivered, if there is a gap then this will create dissatisfaction among consumers of the service.

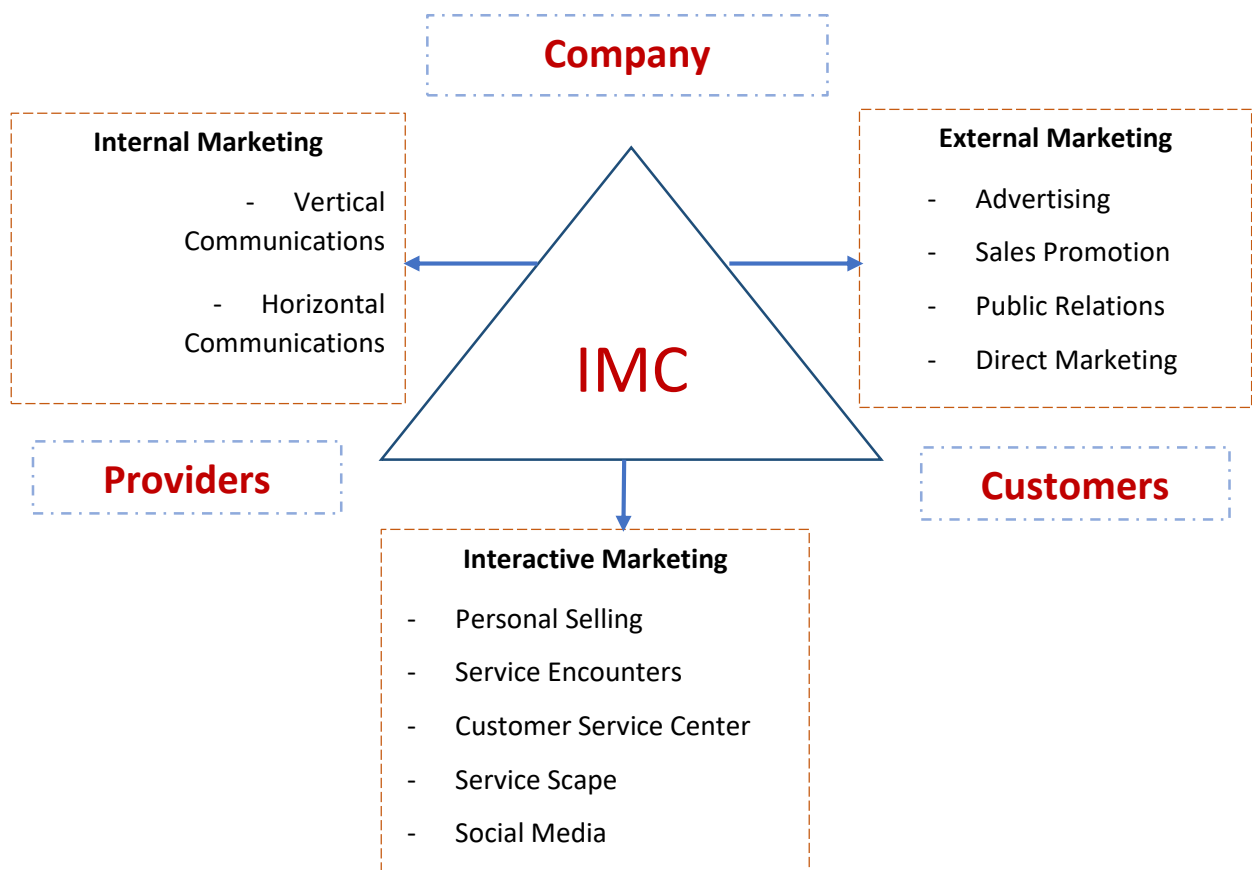


Figure: 1.7 Communication and Service Marketing Triangle

12.1 Key Service Communication Challenges:

Service Intangibility:

Services are intangible, and are based on performances rather than tangibility like products; this intangibility makes service communication a challenge. Service has incorporeal existence. For, example the MPS service clients won't be able to differentiate this service with others until or unless they are evaluating the benefits at the end of period in comparison to others. There is no scope to visualize the services except making a realization of benefits. Services of service providers like Ideas IT Ltd. are described more generally sometimes making it difficult to differentiate from others.

Service is not searchable. For example, someone may ask his or her friends about how good the service of Ideas is, he or she can serve the internet and find out the company in terms of profitability holds the third position among all the service providers of Bangladesh, but as corporate service is a performance, it cannot be previewed or inspected like a refrigerator or before purchasing a t-shirt until and unless actual service encounter takes place.

Management of Service Promise:

Managing customer expectation is the responsibility of both marketing and operations department. Operations department in a company means the entire service itself which is operating for the consumers. The marketing of for example of Ideas should be in a manner such that the team of employees can meet up to the expectation of what is communicated to the consumers. There is no point is raising consumer expectation level as this will result in adverse effect for the company.

Customer Education:

It is important to educate the customers about the technology and services they are taking. For service provider like Ideas this is important as technical service products are complex. For example, a customer comes to Ideas, who is not so educated. He does not understand whether a Analog CCTV System is appropriate for his factory or he should go for an IP CCTV Surveillance system. So it is the responsibility if the officer to make him understand the technology more beneficial for him. This is vital because a consumer also plays an important role in service delivery process. Ones the consumers get to know that Ideas is a firm which does not make fake promises unlike other firms and keeps up to the promises it has made through proper service deliver, then consumers become happy and prefer to stick with Ideas IT Ltd. for long.

Internal Marketing Communication:

The internal departments within a company need to be integrated in order to have effective service provision. The service has to be delivered according to the promise made through communication to deliver value by internal departments. In this case the integrated effort of both the sales department and the delivery section put together, the effort given by officers to the client to help provider service on time, will make the clients happy. So the clients will have a perception that yes the company tries to keep up to the promise it has made to them.

12.2 IDEAS IMC Model :

Internal Communication:

- 1. Vertical Communication:** Not that much effective communication between the employees and management needs to improve for better customer service.
- 2. Horizontal Communication:** Effort is given but the effort between cross departments is not that very effective, and not that very much customer centric, attempts needs to be taken to improve for better customer service.

External Marketing Communications:

- 1. Advertising:** Only newspaper advertisements, no billboards or other mediums of communication used that very effectively.
- 2. Sales Promotion:** Not much effort given by the company in the area of sales promotions in terms of new service package development.
- 3. Public Relations:** Very limited but done through newspapers during any special event like Eid-ul-Fitar or Eid-ul-Adha this year.
- 4. Direct Marketing:** This is done mostly by any officer when needed, but no specific department is there for direct marketing activities.

Interactive Marketing:

- 1. Personal Selling:** It is practiced very much in the service market, but only at corporate level, to retain and or attract new clients usually by officers above senior officer and above designation.
- 2. Customer Service Center:** Ideas unfortunately does not have any customer service center.

3. Service Encounters: Service encounter happens at every point, for example, in after sales service clients come with different requirements which might not be possible to serve at that moment.

4. Service scope: The physical environment of Ideas IT Ltd. needs to be improved. Employees need to be trained on customer service. The entire system from printers to e-mail services needs to be more customer centric.

12.3 Five Categories of Strategies to Match Service Promises with Delivery:

The goal is to deliver service that's greater than or equal to promises made, by the following strategies:

Address Service Intangibility:

Service intangibility can be addressed through advertisements and other communication strategies like:

□ **Use Narratives to Demonstrate the Service Experience:** For example, an advertisement may be developed by Ideas where the consumer will have a realistic and positive experience which will make consumers understand the service better to understand.

□ **Present Vivid Information:** For example Ideas can go for a vivid advertisement, the next generation and one of the finest service provider in Bangladesh.

□ **Use Interactive Imagery:** The company can use some kind of symbol or its logo to create an image in the minds of customers.

□ **Focus on Tangibles:** The company can use its tangible attributes like Customer Care Center, Experience Zone in major divisions of the country to increase effectiveness of service.

□ **Use Brand Icons to Make the Service Tangible:** Another way to make service tangible is to use brand icons like how McDonalds uses its clown as an icon.

□ **Use Association, Physical Representation, Documentation, and Visualization:** Using people or place, buildings or equipment, or highlighting service benefits of the firm to address service intangibility.

□ **Feature Service Employees in Communication:** Using employees who serve consumers for example, a sales officer used in advertisements by the firm can be a good way to address intangibility.

□ **Use Buzz or Viral Marketing:** Make sure the service provided is so good that consumers spread positive word of mouth marketing about the company.

□ **Leverage Social Media:** For example, if Ideas consumers use facebook page to talk about its service, this will be a positive sign for the firm.

□ **Feature Satisfied Customers in the Communication:** Sometimes a satisfied customer talking about how good the service of Ideas is can help address intangibility.

Manage Service Promises:

□ **Create a Strong Service Brand:** For example, Ideas IT Ltd. is one of the finest IT Service Provider in the country. It has created a strong position hence it is a brand due to which it becomes easier for consumers perception and risk reduces as they already know about the company.

□ **Coordinate External Communications:** The entire integrated communication mix needs to be coordinated in same way to have a relevant perception about the company in mind of the consumers and also to address service intangibility.

Manage Customer Expectation:

□ **Make Realistic Promises:** Ideas IT Ltd. has to make promises such that their employees can meet up to the promise made, which is meeting customer expectation.

□ **Offer Service Guarantee:** For example, the firm can give guarantee over its provided service for its valuable clients that the firm will always take care of their provided systems in the correct manner.

□ **Offer Choices:** For instance, if the company offers various types of solution to their customers, it will be easier to meet customer expectation.

□ **Create Tiered Value Service Offerings:** For example, if a corporate has an expensive system solution then it will get an extended warranty services of 3-5 years, something like this based on the solution value can be classified and given service for customer satisfaction.

□ **Communicate the Criteria and Levels of Service Effectiveness:** IDEAS can train its customers regarding new technologies like Online Surveillance, Cloud Based Storage, and Structured Networking so that customers can judge which company is actually good and go for it. This will increase consumer reliability and trust on the firm.

Manage Customer Education:

- **Prepare Customers for the Service Process:** For example, a customer is interested to take Hosted Services for the first time at his first business venture, make that customer aware of the Hosted service processes here to make him more comfortable towards the services.
- **Confirm Performances to Standards and Expectation:** Customers should provide feedback on whether they like the service or not, and what are their expectations from the officers and the firm, this will help the company to improve service for them.
- **Clarify Expectations after the Sale:** It is important to clarify customer expectation, For example, what benefits they will be able to get from Ideas after one year, so that consumers are clear on what return they will be getting from their investments.
- **Teach Customers to Avoid Peak Demand Periods and Seek Slow Demand Periods:** It is natural that service is good during off peak period, so if the officers can try to manage and bring customers in off peak period instead of peak period for example to avoid queue delay, then they will encounter good quality service.

Manage Internal Marketing Communication

- **Create Effective Vertical Communication:** Both upward and downward communication needs to be effective for delivering good service that is from employees to managers and vice versa.
- **Create Effective Horizontal Communication:** Communication across the departments of a company like Networking, MPS & Printing needs to be effective to deliver quality service.
- Educate employees about quality service, create cross functional teams, and make sure back office support is always there to deliver quality service to consumers.

13. Way Forward in Delivering Best Quality Service:

13.1 Respond as quickly as possible:

One of the biggest factors in good customer service is speed, especially when a client is requesting something that's time sensitive. A customer is happy when his request is met on time. Most of the corporate customers, specially who are from not familiar with technologies are not that knowledgeable and do not most of the time have patience or want to understand behind the scene situation. For him, the customer, how quickly and with ease he receives the service, the service of Ideas IT and behavior of the Ideas officials is more important. Hence, it is necessary to respond quickly and as possible to customer demands in order to make them happy.

13.2 Know Your Customers (KYC):

Great interactions begin with knowing your customers wants and needs. Customers love personalization. Get to know your customers, remember their names and previous conversations. If needed, make a note of what was discussed previously so you can refer to it the next time you meet. Specially in service companies like Ideas, customers feel pleased when officials greet them with a smile, offer them tea or coffee, ask them about how things are going, keep them busy in conversation and at the same time process their service. This not only makes customers happy, but at the same time they become friendlier with the officials, share their problems, hence as a result they get better solutions from officers, if it is financial problem and thus a healthy relation is built between the officer and the client.

13.3 Fix Your Mistakes:

Not taking responsibility of your mistakes is a sure fire way to getting a bad reputation. Transparency is important in business and customer service is no different. Always strive for a high quality output as it shows you have a high level of standards. If any mistake done, accept it and try to fix it as early as possible. Consumers tend to remember the negative incidents more than the positive ones. One mistake done can at times turn out to be huge cost for the company and can sometimes ruin good relationships with customers as well.

13.4 Go The Extra Mile:

Going the extra mile will not only result in an indebted and happy customer, it can also go a long way in terms of keeping yourself on their radar for future business. For example, small things like New Year greetings make consumer happy. Many consumers prefer personalization, so may be a birthday greeting or a special offer on their wedding anniversary by the company can make consumers delighted which helps maintain long term relationship with consumers by the company.

13.5 Think Long Term- A Customer is For Life:

Think long term when dealing with customers. By keeping customers happy, they will be loyal and through word of mouth, will do the marketing for you. This is where most of the officers go wrong. Unfortunately there are some officials in the company who are myopic. They do not understand the long run consequences of disappointing a customer. Sometimes few officers discriminate among consumers by thinking one is just a regular customer so ignore, another is a corporate client so treat them better. But unfortunately these officers fail to understand the fact that every single individual, every single customer is important. They all need to be treated equally and with proper respect. Only then the organization will be able to earn reputation in the market as a good quality service institution.

Because according to author, **Pete Blackshaw**, a satisfied customer tells at least three friends, whereas an angry customer tells 3,000! Therefore, it is extremely important for every official, from top to bottom of the hierarchy to think long terms a customer is for life.

14. Summary:

IDEAS IT LIMITED is one of the latest and largest IT service providers in Bangladesh. It has made its mark in every segment, from Corporate to even Power Plants of the country, where other service providers are yet to reach. From the belief, “Knowledge is power”, Ideas employees have been drawing upon their knowledge and experience while remaining open to new developments. Many of our employees re-invented themselves and their transformation and contribution has been the cornerstone of our success. Ideas IT Ltd. employs more than 100 employees with diverse skill sets and expertise. Through years of experience Ideas IT Ltd. is able to accurately assess constantly changing customer requirements, offering the most extensive and affordable IT & Engineering services & available.

14.1 The 4 P’s + 3 P’s:



Figure: 1.8 Service Marketing Mix for IDEAS

Product: IT services like Managed Print Services and Online Surveillance.

Price: Market competitive service charges on different offerings.

Place: Ideas IT Ltd. is operated from its only single point office situated in Dhaka which is more challenging to assure and extend prompt services to its clients.

Promotion: No proper market segmentation, targeting and positioning, following mass marketing strategy. Lack of proper branding. Need to focus more on advertisements to have high exposure among people. Need to have more customized service. Need to have proper retention communication strategies in innovative ways to keep the customers with the company.

People: Good amount of human resource from various backgrounds of Bangladesh. Employees need more customer centric training and development as it is quite inadequate. Compensation, remuneration and human resources policies need to be improved for rewarding and motivating employees

Process: The over service delivery if rated on a scale of 5 (excellent) would be 2 (average), which needs to be focused on The branch interiors, the physical layout, the employees service delivery needs to have a focus on fast processing.

Physical Evidence: Lack of proper physical evidence like ambience, branch layout, corporate branding like signs, symbols, after sales services (the continuous service carried on by a officer to its value added client ones he or she is a service holder of the company), interior design, locations, furnishing, employee dress, brochures, webpage, business cards, all needs to have a focus on for improvement.

14.2 Recommendations:

The recommendation part of the project is prepared based on the field visit and research findings. By following those recommendations, Ideas IT Ltd. can decrease the dis-satisfactions of its existing clients and thus earn a sustainable, distinct competitive advantage to achieve more market share. Based on last three months of observation, it can be recommended that:

- ⇒ Most important, Ideas needs to work more on marketing and branding to create a new image in the minds of their consumers especially for **Physical Evidence**.
- ⇒ IDEAS should come forward with their new solutions and facilities to their consumers to avail more **Product** options.
- ⇒ IDEAS can have a separate call center and customer service center to handle customer related problems more efficiently.
- ⇒ For more prompt services can setup new branches in different regions, especially Chittagong and Sylhet Zone.
- ⇒ Ideas should assure regular training sessions for its employees along with targeted customers as they are dealing with technological solutions which will be knowledge based marketing.

15. Conclusion

In this report it has been tried to provide all the information related to Ideas IT Ltd. marketing team and their activities, which was gathered during the time of doing practical work in the mentioned department. In this report I emphasized on the basic operational activities activity of marketing department where do I worked practically. There are some essential qualities needed to manage a whole department and I have discussed what those qualities are and how all the work is organized. It is a great and worthwhile experience for me to work in Ideas IT Ltd. The entire assigned work has given me an overall idea of marketing department and its proper activities. There is no doubt it was a splendid opportunity for me to do my practicum in such a renowned company, which has enriched my theoretical & practical knowledge a lot and it will really help me in the near future to do my job perfectly and efficiently.

16. Appendix

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Thank You