Report on

The impact of customer interaction and after-sales service on customer satisfaction in the FMCG industry during pandemic

Submitted by

M. Bayezid Chowdhury

17104100

An internship report was submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

January 2022

Declaration

It is hereby declared that

1. This report of the internship is my work to complete the degree at BRAC University
2. This report does not use content previously used or written by a third party, except properly cited and full referencing.
3. All of the primary sources of where I get help are given.

Student's Full Name & Signature:

_____

M. Bayezid Chowdhury

Student ID: 17104100

Supervisor's Full Name & Signature:

_____

Tania Akter

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Tania Akter

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report titled "The impact of customer interaction and after sell service on customer satisfaction in FMCG industry during pandemic"

Dear Madam,

I am very pleased to submit my intern report "The impact of customer interaction and after sell service on customer satisfaction in FMCG industry during a pandemic." under your supervision as BUS 400 course part and to complete my BBA degree from BRAC Business School.

This report gives details about my learning, experiences, and an overview of my work in the internship period.

I hope the report will meet the purpose.

Sincerely yours,

_____

M. Bayezid Chowdhury

17104100

BRAC Business School

BRAC University

January 09, 2022

This agreement is made between GETCO Business Solution LTD. and the undersigned Student M. Bayezid Chowdhury at BRAC University.

Confidentiality Agreement

1. All the parties agree that the internship report in form of a draft or final is not considered a confidential document. Moreover, the faculty supervisor will hold a copy of the report for at least one year, at which time the supervisor may elect to destroy the file copy.
2. The three parties agree that all papers and data supplied by the employer to the student during the internship remain the employer's property, but that the faculty supervisor and the student will not regard them as private information until the employer specifically requests it.
3. The three parties shall not consider prohibited from sharing data during internship if the data was in a public domain.

_____   _____   _____

Supervisor   Student   Supervisor (Academic)

Acknowledgement

This report is prepared to analyze the idea of customer care activity and after-sale service on Unilever products with the assistance of BRAC University and GETCO Business Solution LTD. This favoured receiving such assistance and collaboration throughout the entire cycle.

Moreover, I would like to thank my faculty supervisor for the constant support during this internship period. She gives me guidance for my study and gave her full support via mail and online sessions.

Special thanks to my office supervisor to help me with all resources for my paper.

Final, thanks to all the people who helped me do my best since the beginning of my undergrad program at BRAC Business School.

Executive summary

The internship report contains all the information about my internship at GETCO Business Solution Ltd. I learned about query management through my internship opportunity. The fundamental client of my company is Unilever Bangladesh and I worked for their CEC team. By working with them I can understand the consumer queries of the various brand page of Unilever Bangladesh and how the company gives after-sell services to their consumers. Since I joined and did my internship mostly through working from, I got my training in person in the office. I will explain all my findings through my report.

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List of Acronyms

CEC	Consumer Engagement Center
HR	Human Resource
MKT	Marketing
IT	Information Technology
FMCG	Fast-moving consumer goods

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Chapter 1

Overview of internship

1.1 student information

name	M. Bayezid Chowdhury
Student id	17104100
Program	Bachelor of Business Administration
Major/Specialisation	Major in Marketing, Minor E-business

1.2 internship information

1.2.1   Company information

period	3 months
Company name	GETCO Business Solution
logo	
Department name	CEC (social)
Address	1st floor, House: 239, Road: 17, New DOHS, Mohakhali, Dhaka.

1.2.2   Company supervisor information

Name	ABM Yeah-yea Razi
Position	Supervisor
number	01716948696

1.2.3   Job scope

In this internship period, I worked for an entry-level position and functioned as a customer relationship executive under the CEC team of Unilever Bangladesh. My responsibility was to determine the queries of the individual customer in web pages and social media pages of brands. Also, moderate the post of the Unilever brands. There may also be some difficulties sometimes and awful experiences too. I used to reply to my queries using the software provided and used my technological team, Sprinkler, and Alicebot. The queries made on Facebook, YouTube, and Instagram arrive on the Sprinkler individually also, some brands assign to the bot which is replied to mostly by Alicebot. For this software, it's easy to monitor and resolve the cases.

For solving the task first, we decide the consumer query and request as demonstrated according to their need. As an example, the consumers usually get to know the product price, offers, web shop-related queries, comments on a post, complaints about product and services, etc. we mainly use Sprinkler which is a query manager software for brand pages and other web-based media platforms give replies with respect. Also, track traffic on the page. I usually use Sprinkler more for the work. The features are given below:

1. this system has both inbox and comment reply options.
2. Anyone can assign any case through the system.
3. We can hide negative questions or spam queries without going Facebook brand page.
4. Easily monitor the number of queries on a daily/ weekly/ monthly basis.
5. It has no way to overlook any queries.
6. Through the system, the supervisor can easily moderate employees. Since we do home office during the internship period.

1.3 Internship outcome

1.3.1   Students' contribution to the company:

The internship program considers the students learning process for the real-world corporate job. By this, the student can achieve actual work experience and give the best for the organization. Since I have been with the company GETCO business solution Ltd. I should share a glimpse of the overall experience from the start. From the start, they test three aspects that measure the quality that good knowledge of computer and office software, accentuation, and speed tests of typing. These qualities indicate the capacity of an individual whether they can handle cases in both English and Bangla as per consumer comfort. I started my work for the Unilever CEC team as I mentioned previously. I monitored 28 brands with my other teammates. I almost resolved 250 to 300 queries in between per day. The total working hour is 36 hours.

Total replies per month	5500
Total shift hours	144
Per hour reply	33

1.3.2   Benefits of this internship:

In this situation of the pandemic, most companies operate their work online. Working here for the Unilever CEC team not only give me an experience of working under pressure but also, I learned to deal with consumer negativity and their point of view. This gives a clear idea concerning how organizational decisions have been taken and where the issue lies in this workplace. I always do maintain a balance in my team and always note down the issues related to the system that helps my team to understand the problem so many times.

I will shorten then my long 3 months of experience and understanding of my work in GETCO Business Solution.

1.   A big amount of customer data was dealt with every day with a wide scope of customers of various ages, who lived in different parts of the country and also from various cultures.

2. new experience of handling these consumers from different brand pages, directing them to their needs.
3. Learned to work under pressure for any campaigns.
4. Learned and experienced in telemarketing and voice call queries too.
5. Working at this office such as GETCO Replies for Glow and Lovely Bangladesh and Close-up Bangladesh provided me with really significant expertise.
6. Got an opportunity to experience equipment advancement, work culture, things, and customer behaviour toward the brand.
7. This intern makes me more work-centric, ideal, competitive to the work, and developed the ability to adjust to groups.

1.3.3   Problem faced:

As I worked from home for the pandemic situation during my internship period, from all the issues I went through most problematic was the internet issue. On account of the internet connectivity problem, I couldn't do my usual work and my shift time may hamper badly. This also affects my overall performance. There were times when I was in a situation where I couldn't even reach people near me. In addition, for work from its difficult to peruse the target because of the communication gap between the employees. Moreover, it's difficult to train employees and brief them on a new campaign.

1.3.4   Recommendation:
1. The work schedule should be more efficient and targeted.
2. Training sessions should be monitored.
3. As a token of appreciation, gratitude should be offered to the finest performance or understudy on a regular schedule.
4. Internship projects and activities might be more closely tied to real-world business tasks, allowing us to get a better idea of what we're getting into before joining any full-time job.
5. The wage required by the temporary worker program should be more.

Chapter 2

2.1 Introduction:

GETCO Business Solution Limited is a Call Centre Outsourced Services firm established in Bangladesh that offers high-quality, achievement consultancy services. Its purpose is to radically change the face of outsourcing and customer relationship management (CRM) by providing strategic solutions to support its clients' entire mission. I was able to work with Unilever Bangladesh Limited through GETCO Business Solution Limited (Ltd.).

History of GETCO:

GETCO is a well-known corporation in Bangladesh with a diverse business portfolio. It works for global organizations as consultants, dealers, including distributors. GETCO was founded as a private limited business in 1972. It has evolved over the years forged successful business relationships with a variety of government and non-government agencies. Both public and private companies are involved. On behalf of its Principals, GETCO strives for customers to rely on the company to acquire contracts and provide necessary end services. It offers logistical, administrative, and consulting services to its clients inside the event of projects.

GETCO has invested heavily in building a great deal of experience in the marketing and sales of engines, machines, generators, telecom offerings, and IT-related offerings. It also deals with various oil and gas, electricity, aviation, and defines-related goods & services. GETCO has established an excellent reputation for honesty, dependability, creativity, as well as services for this. GETCO has a partnership with Can trade Capital Inc. (CCI) in Canada to represent the firm in North America to find principals and forecast the company's performance inside the Americas and Europe.

Mission

GETCO BSL aims to give world-class service to its customers. Because Unilever Bangladesh is GETCO BSL's sole client, they strive to deliver the finest possible customer support so they may continue to be its only business associate in the CEC (Consumer Engagement Center) area.

Vision

GETCO Solutions Ltd.'s vision is about being Bangladesh's number one customer service provider, being in an amazing position, can double its commercial, and always being Unilever Bangladesh Limited's top one business associate.

2.2 Clients and Services

I had the opportunity to work in the HPC department at GETCO Business Solution Limited. HPC, "Home and Personal Care." Unilever Bangladesh is an FMCG corporation, as we all know. The following are now the Unilever brands that are active in Bangladesh:

1. Fair & Lovely,
2. Pepsodent,
3. Closeup,
4. Lux,
5. Lifebuoy,
6. Rexona,
7. Dove,
8. Sunsilk,
9. Pond's,
10. Axe,
11. Vaseline,
12. Wheel,
13. Vim,
14. Surf Excel,
15. Rin Power White,
16. Brooke Bond Taaza,
17. Knorr,
18. Pureit.

We work with all brands except Pureit in the HPC section. Pureit is handled by a separate department that is solely responsible for Pureit. So, we were essentially responsible for all of Unilever Bangladesh Limited's home, personal care, and food products.

2.3 Employees and Job environment

A marketing agency is a service provider that helps a company with the planning, design, and operation of its marketing activities.

GETCO Business Solution Ltd has a friendly environment because they always help newcomers with proper information. They can share their opinion too, no matter what their position is. Also, the most common, ice-breaking happens between tea break gossip.

Figure 1: employees with the management team (collected personally)

One of the interesting experiences is employee diversity. I don't see usually that most companies give gender equality usually. Besides males and women, my company allows transgender. Everyone is friendly and comfortable with him. And our company give him same scope and benefits. Because to maintain society's harmony, we should work together and give equal opportunity to everyone. Employees of our office never treat them differently; our HR even

interacts regularly if they face any issues besides from job. This diversity makes me feel how versatile our society can be but at the end of the day, it is amazing by accepting everyone who they are.

In conclusion, I would like to say, these are all the findings by observing my company. Though, company to company may vary from one to another. But I believe we live and work together for a better society to live.
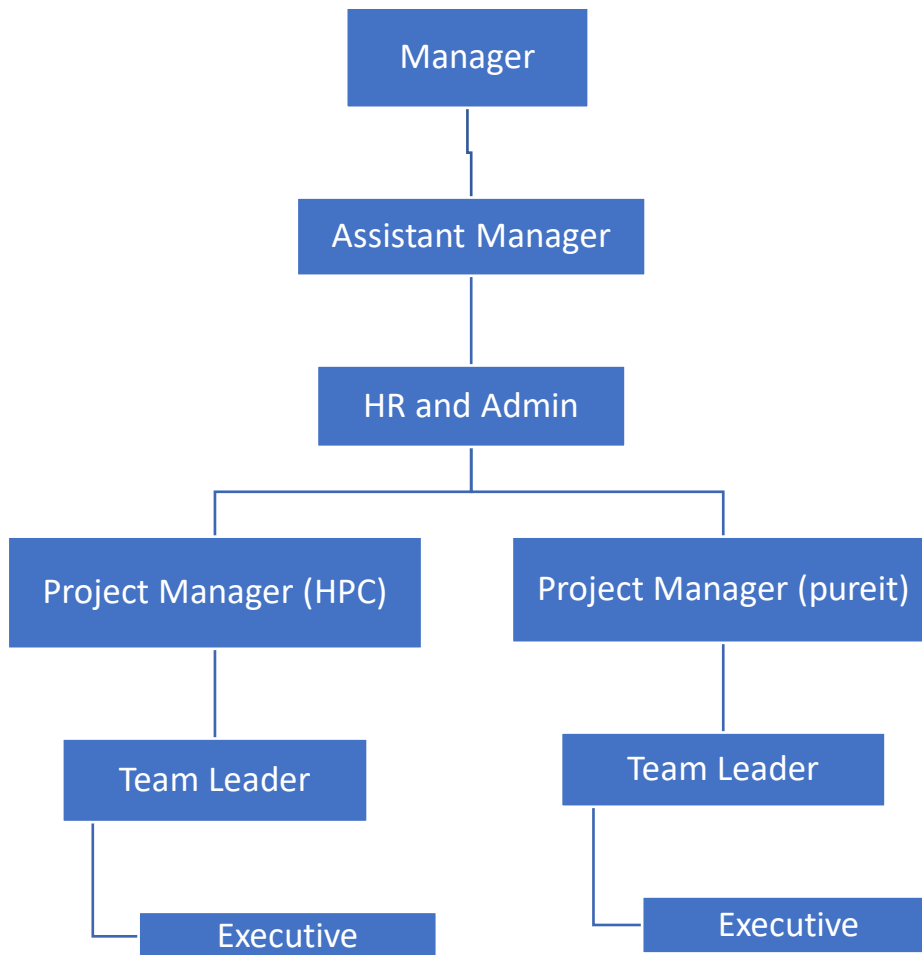
2.3.1 Organizational Chart:

Figure 2 Organization chain

2.4 Financial Practices and Accounting

We can assess how well a corporation can employ assets from its core method of operation to produce revenues using financial performance as a subjective indication. The phrase can also be used to refer to a generic assessment of a company's overall financial health over an amount of time. Analysts and investors use financial performance as a benchmark to evaluate similar organizations in the same business or to economic terms or regions in general.

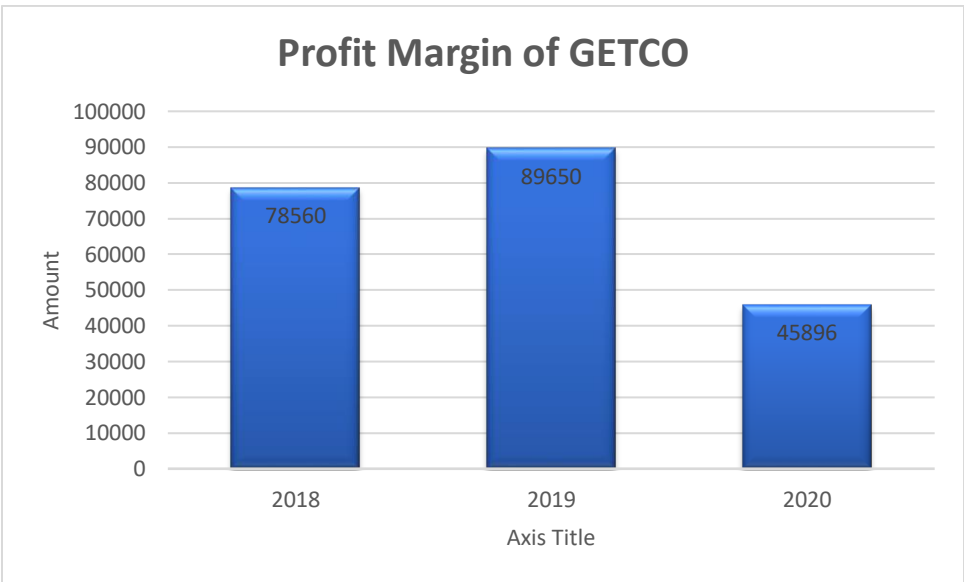GETCO's performance in the last three years:

Figure 3: profit margin (GETCO *Group*. (n.d.).

In the years 2018 and 2019, GETCO performed excellently, with just an increased profit margin on its activities. Till the epidemic arrived in 2020, utterly disrupting its business, the companies were obtaining more and more clients to service.
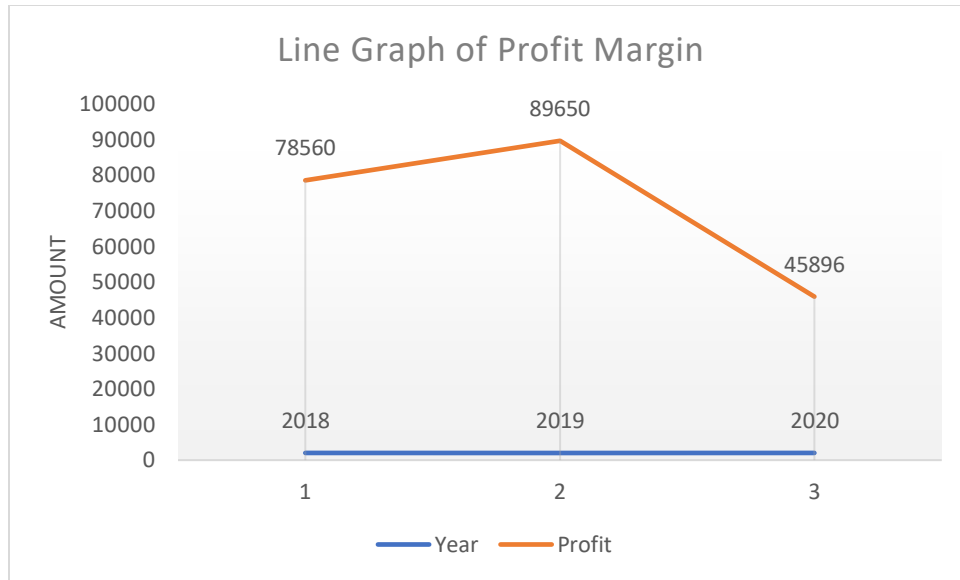
Figure 4: line Graph of profit margin (*GETCO Group*. (n.d.).

Furthermore, the line chart shows how the gap shrunk in 2020.

GETCO will start operations in the second half of 2020, some bit later than projected. We would be under a lot of stress to deliver data to different organizations, shares, and other customers because the circumstance drastically transformed the face of several sectors. The economy's view of data's worth has risen, as needs the need for data-driven companies.

Because of this, companies like GETCO have the potential to generate and meet market demand, particularly in the wake of the pandemic situation that has occurred. They would almost probably be back on track and in their prior condition by 2021.

2.5 Operation Management

The GETCO Business Solution operational principles include several basic rules and principles.

2.5.1 Human Resource and Administration:

This group is in charge of GETCO Business Solution HR Department functions. Meetings, assurance, enlisting, execution assessment, pay the board, and parcel are all HR responsibilities. This office's Senior Executive of Human Resources is Kamrun Nahar. She is frequently seen performing tasks such as trying to manage all expert data, providing them with the course of activity letters, ID cards, entrance passes, inducting individuals into the workplace by enrolling them into the entrance machine, overseeing inspiration and assessment plans for full-time delegates, issuing experimental point of view after the event, and so on.

2.5.2 Information System Management

The primary unit selling point that distinguishes this organization from the others is information systems. GETCO Business Solution Ltd has an Accounts, IT Solutions, and Human Resource Department that provides specific help to a broad range of various sections of the organization throughout the day, every day. Furthermore, each at such of GETCO Business Solution Ltd. has its platform to maintain contact with the overall office, finance, recording, request, portion follow up, survey supervision, charge input, and issuing job orders. Temporary employees and managers continue to be trained to get all of those experts as time goes on.

2.6 Industry and Competitive analysis:

2.6.1 SWOT Analysis of GETCO Business Solution Ltd.

STRENGTHS	WEAKNESSES
1. Quality service and constant support. 2. Effective leadership and team. 3. Flexible office environment.	1. Unwillingness to contribute in the face of criticism. 2. Low-maintenance employment. 3. Retaining potential employees is becoming difficult.
OPPORTUNITIES	**THREATS**
1. Establishes a strong relationship with well-known companies. 2. Retaining of new graduates who have the highest success rate. 3. Make business contracts that are distinct from one another.	1. Local rivalries are becoming more intense. 2. government-imposed taxes are rising steadily. 3. Outbreak causes economic collapse on a global scale.

SWOT ANALYSIS

Figure 5: SWOT analysis (Investopedia. (2019)

2.6.2 Porter's Analysis for GETCO Business Solution Ltd.

The six sections of Porter's Analysis illustrate how viable the firm is and just how GETCO Business Solution compares to its rivals. The detailed discourse of my company's six components is presented here.

Figure 6: Porter's Analysis (Ravi, B. (n.d.)

1. **Threat of new entrance:** The threat of new entrance of GETCO Business Solution ltd. is low because we are an existing company and doing business with companies for around ten years. Also, in Bangladesh, the legal obligation and barriers are higher for this industry. That is why an individual or a firm cannot easily start a new venture for similar kinds of services. Moreover, GETCO Business Solution needs to have a rich amount of investment.

2. **Customer Bargaining Power:** We can clearly state that the bargaining power of purchasers or consumers is far greater than it should be. However, Bangladesh's environment serves as a reminder that we must generally act by our client's wishes and established norms.

3. **Treat of Substitutes:** The sole danger of digitized marketing and digital media response collecting is that the customer chooses to open its high-level advanced region and request an administrative group, which would be excessively expensive for clients to oversee, therefore the chance of substitution is negligible. Switching to another company, on

either hand, is a start-over process with a high likelihood of failure unless the customer is completely dissatisfied with the company from the user's perspective.

4. **Internal Competition (Rivalry):** Form the competitor's perspective the compaction is quite in moderate stage and based on the scenario of Dhaka. Moreover, so many agencies may have similar types of workplaces but they could not convey the benchmark of the quality service and could not deal with the client respectively. GETCO Business Solution Ltd. is one of the leading associations, they have the reputation to handle international clients like Unilever Bangladesh.

5. **Supplying Bargaining Power:** The developers, who should be paid on a yearly enrolment basis, are just a component of important suppliers, specifically for the Query Executive Team. Since there are so many of these expert organizations across the world, the number of vendors who interact with them is very small.

2.7 Recommendation:

Agencies should emphasize the importance of organizing digitized communication in such a manner appropriate to the general public. The price of the item should reflect the true worth of the business. It creates a particularly poor first impression elsewhere. To clarify, the price for a static item must be the same as the price on a website. While dealing with their query, manage to understand the client's point of understanding. Proposing a helpline contact number for minor inconveniences is a tradition that has already gone outmoded. Whenever transporting things, maintain a focus on the partner channel's strategy to the customer segment. Should convey the customer's query in the same manner.

2.8 Conclusion:

GETCO Business Solution is doing very well in terms of its performance in this sector. They get more new operations from Unilever Bangladesh this year. The whole team is gradually increasing in numbers and their brand reputation is impressive.

They are providing professional training and maintaining regularly their employees in ethical norms and leadership skills. GETCO Business Solution is bound to maintain employees'

productivity development. If they increase their internal communication more efficiently then it will be more beneficial for the company and employees. Because of the pandemic, the employees cannot go to the office regularly by maintaining social distancing.

GETCO Business Solution Ltd. has a very healthy and friendly environment too. However, my internship was remote for this I did not get the opportunity to go to the office.

Chapter 3

3.1 Research Title:

The impact of customer interaction and after-sales service on customer satisfaction in the FMCG industry during pandemic

3.1.1 Origin of the report:

The report was written according to BRAC University's criteria and made based on an internship at GETCO Business Solution. The intern's entire experience, lessons, and challenges are reflected in this paper. Nonetheless, he has spent the majority of his three-month internship focusing on customer queries and behaviour on Unilever brand pages. Furthermore, a summary of the brand article. The report is based on customer satisfaction by interaction and post-sell service based on GETCO Business Solution. A survey of diverse persons was done for the study.

The very first duty entails a review of customer service. To gain a better understanding of what people thought, experienced, and how they shop throughout the epidemic.

The objective of the study:

Broad Objective:

Finding out the consumer satisfaction in the FMCG industry by customer's interaction and after-sales service during pandemic.

Specific objectives are:

- Identifying customer needs & conducting contactless customer service during the pandemic.

- Figuring out that the customers are getting the right information through the brand page.

- Measuring customer satisfaction through the ease of contactless after-sales service.

- Measuring the impact of after-sales service via the Query management process through social media pages.

Significance of the study:

The study's main purpose is to figure out the viewpoint of consumers and their interaction with the brand page for any kind of brand-related query. Because of the pandemic, consumers tend to move more on contactless interaction for any services. As Unilever Bangladesh is concerned about consumer feedback this contributes to brand reputation. The finding of this paper will help to improve the importance of better customer interaction in a similar industry. On top of that, this paper is unique on this topic because no one has done a similar report based on this company GETCO Business Solution working for their client Unilever Bangladesh. By this report, the company can portray their work growth and skills.

3.2 Methodology:

The methodology is vital for a research process. It has several processes, each of which was demonstrated, with the explanation taken before proceeding to the evaluation. It necessitates the development of research, and that is the foundation of the study. It is difficult to convey the report's proper direction without this step. It's an analytical procedure that gets the idea moving in the proper direction. It aids the researcher in answering the problem statement's initial inquiry. Also, it aids in the formulation of a valid question that makes it possible for the determination of whether it required to take an interview, which necessitates identifying whether the survey will just be qualitative or quantitative, calculating the sample size, and evaluating whether the study will be described in detail or not. Apart from that, it's mostly about determining the best research path. The data compilation process will be used, and the contents will be analysed. During the collection of data, the evaluation is important since it will present some specific findings from this study, focusing mostly on data obtained. (Nassaji, 2015)

3.2.1 Research Design:

Every researcher must adhere to a specified design model to conduct a competitive analysis. Causal research, exploratory and analytical is the three sorts of research methods. We employed a descriptive technique of research methodology. This research assessed combining quantitative and qualitative data.

3.3 Findings and analysis:

3.3.1 Data collection:

A total of 55 people were chosen for this study. The sampling process was random. Friends and family members constitute the majority of the sample. The majority of the information gathered is primary information. The study was taken using an online Google form with the necessary authorization and permissions to utilize the academic research findings.

3.3.2 Quantitative Data:

Mathematical data are given for quantitative data. The data is represented by the full stats and information. The quantitative data values, which may be documented in standard tables and diagrams, are easy to grasp. Essential data, like the degrees of interaction in the test between the several dependent variables as well as population demographics, are displayed using numbers. It can be deduced using quantitative data. (Nassaji, 2015). We may utilize both quantitative and qualitative data in our analysis, although we should probably be using mostly quantitative data from survey questionnaires.

3.3.3 Data Analysis:

finding and analysis of Consumer experience toward brand:
(a)Consumer profile:
For the report, I took the survey in a total of 53 respondents. Their profile is given below with graphs:
Age classification: The age section is mainly divided into four. From the responses of the survey find out that 78.2% of people who did the survey are between the ages of 22

to 28, 14.5% per cent respondents are at age 15 to 21. However, the respondent of 29 to 39 and 40 or above is quite low which is 5.5% and 1.8%.
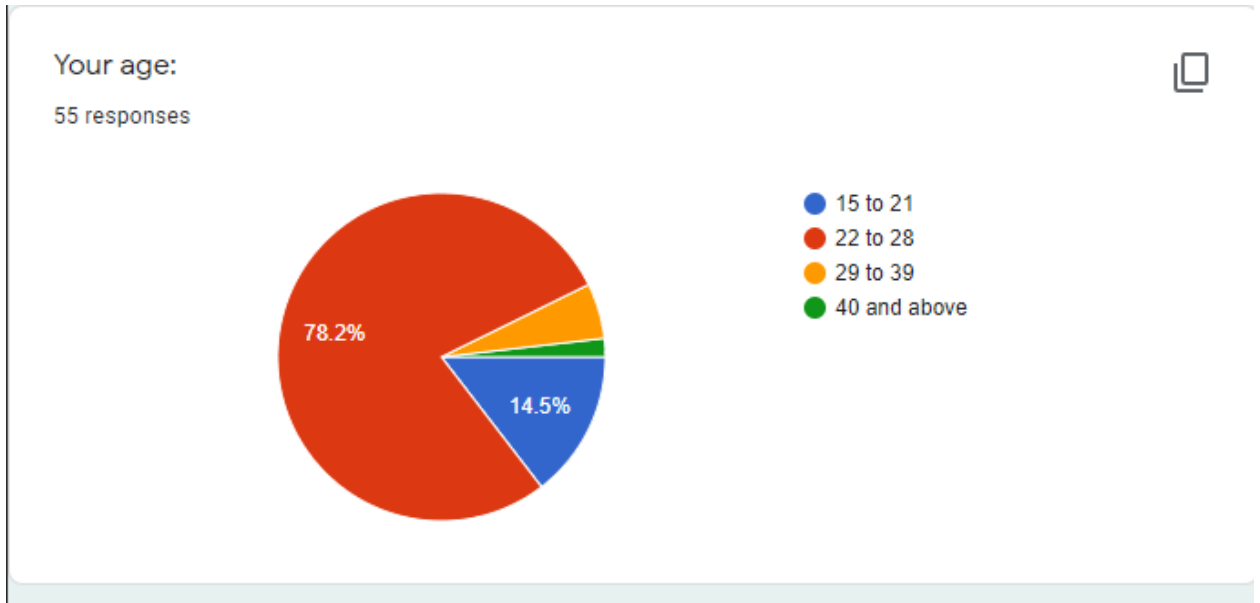

Figure 7: Age classification

Gender Classification: From the respondents, most of them are male which is 80% and the rest of them are female. Only one didn't prefer to say about.
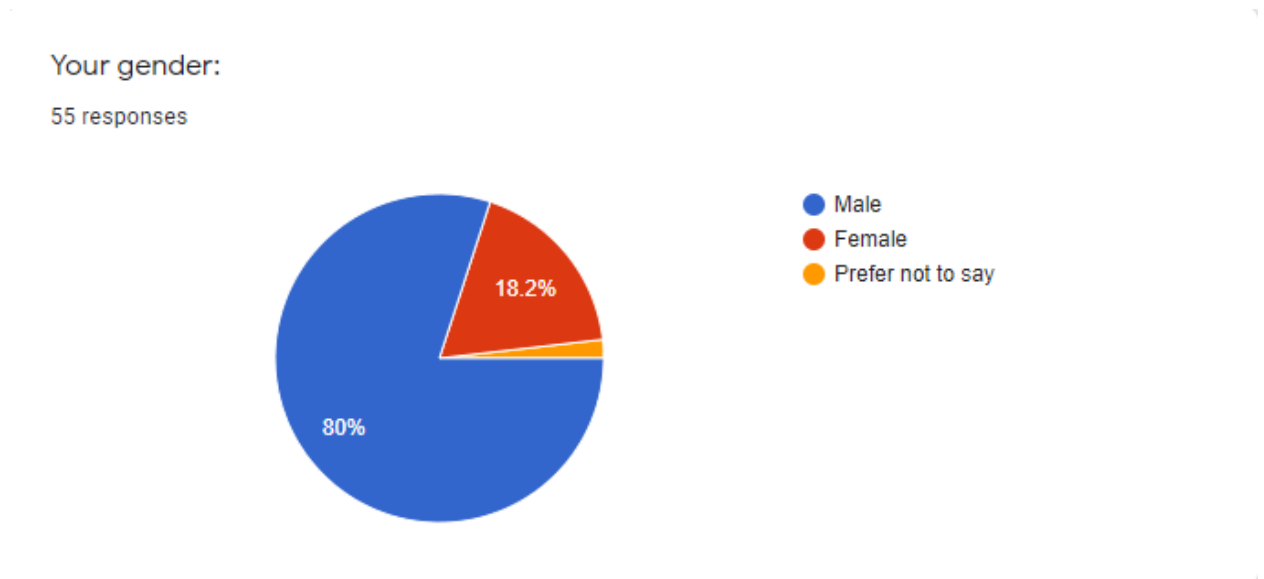

Figure 8: Gender classification

Occupation: This question is designed to identify the respondent's financial state and job. According to the responses, 56.4% are from students. Then, 29.1% did not revile their occupation. The rest is 3.6% are doing business and 10.9% are jobholders.
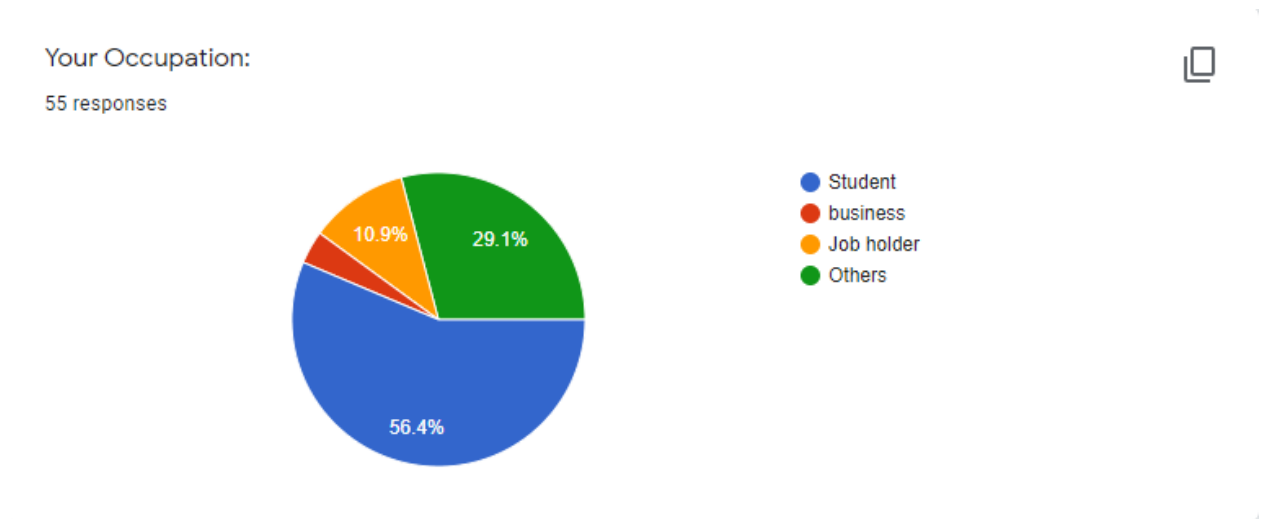

Figure 9: Occupation

(b) Analysis and findings:

From the survey, we came to know the consumer behaviour and how pandemic effect to interact more on contact-free communication. That is why brands focus more on better consumer care service.

From the survey, this statement indicates more clearly. Because most of the people know about product and visit for any query through the page.
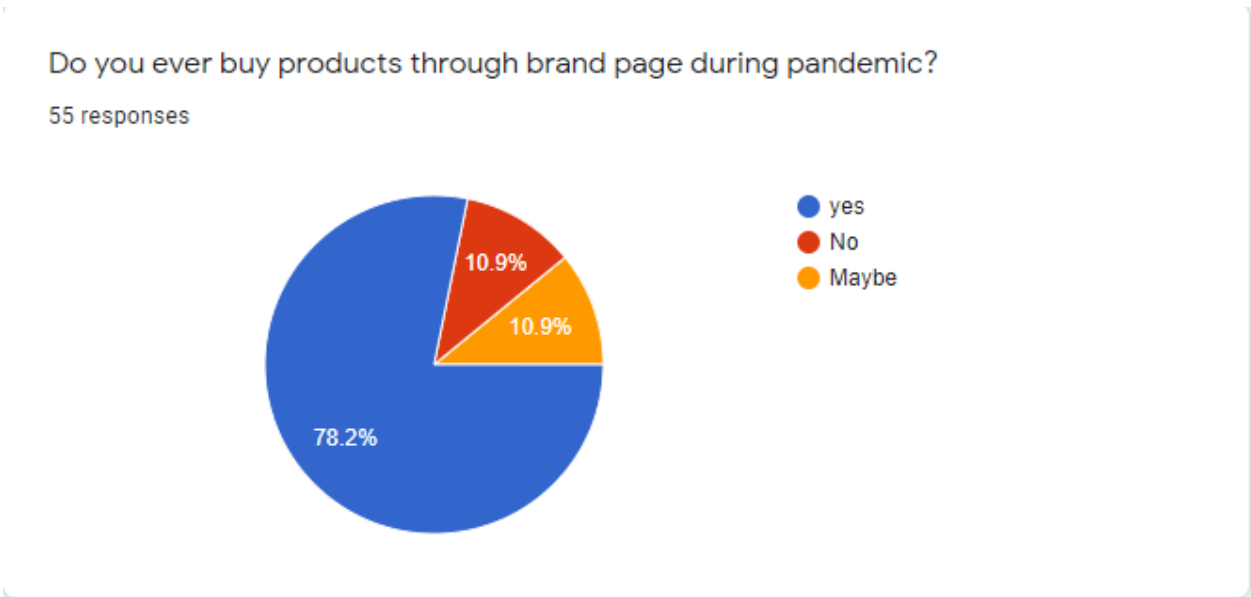
Figure 10: Customer buying behaviour

From the graph, we can understand 78.2% of people, which means 43 respondents said that they buy products through online platforms during pandemics. Which is way high to measure about changing consumer purchase patterns. On the other hand, only 10.9% of both of the sides picked the other 2 options.
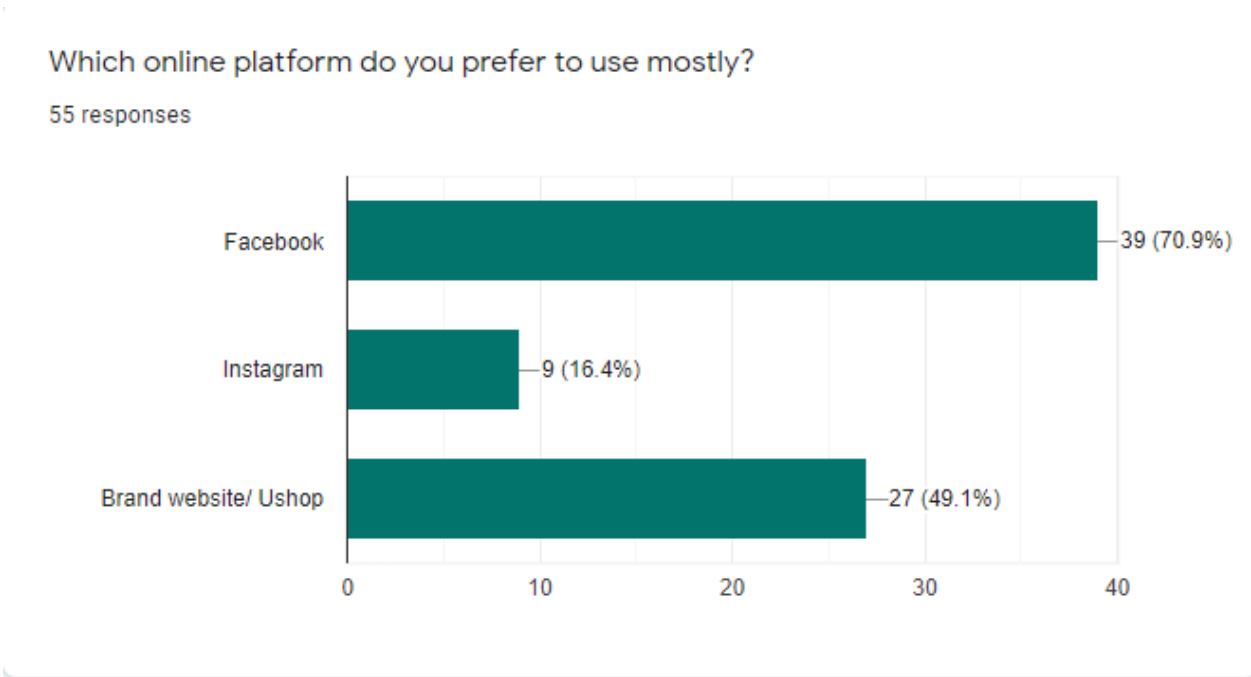

Figure 11: Platform preference opinion

Another question asked about their preferred platform is to understand the online audience that represents how much consumer interaction is important. So from here, we figure out 39 respondents buy products through Facebook. Unilever Bangladesh focuses on their Facebook brand pages for this and they are improving their consumer engagement for better service. This motivates to attract a new market. Also, 27 respondents use to buy from the website. This represents consumer trust toward the brand. Moreover, 9 people vote they shop from Instagram.
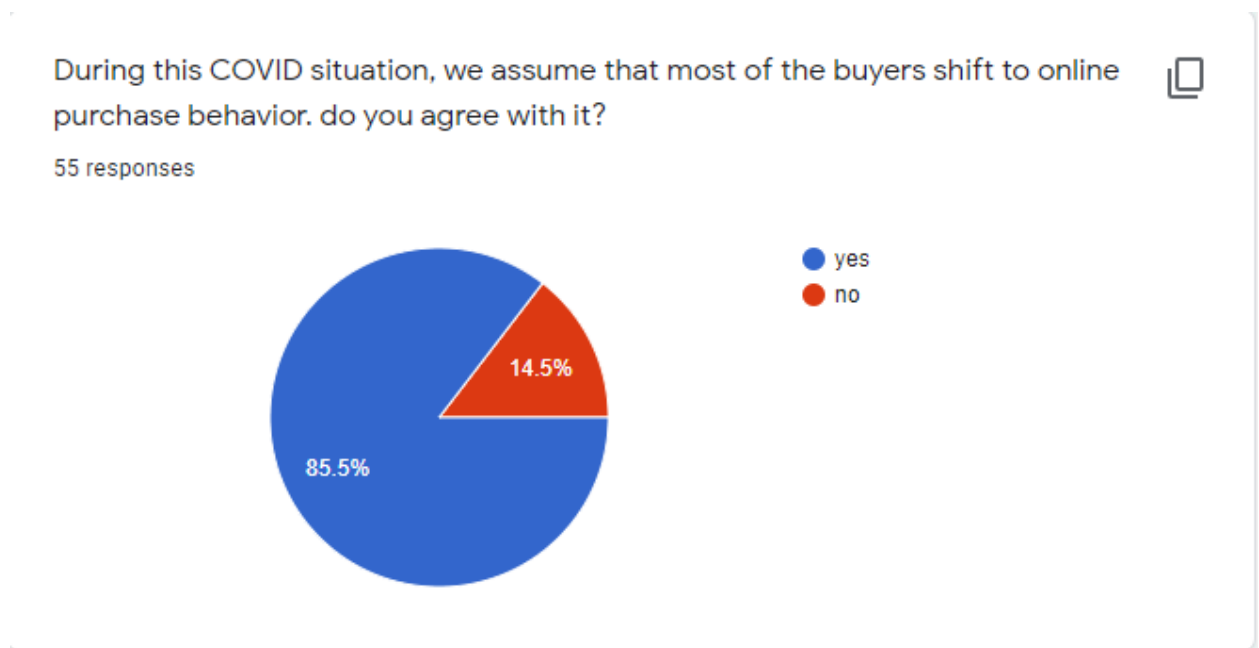

Figure 12: Purchase Behaviour survey

Another statement that is clear through this survey is, during COVID consumers shift to purchase products online. Here, 85.5% of the respondents said yes they agree with the statement. This means the majority of the consumer mostly rely on online brand pages and careline. Only 14.5% of people disagree with the statement.

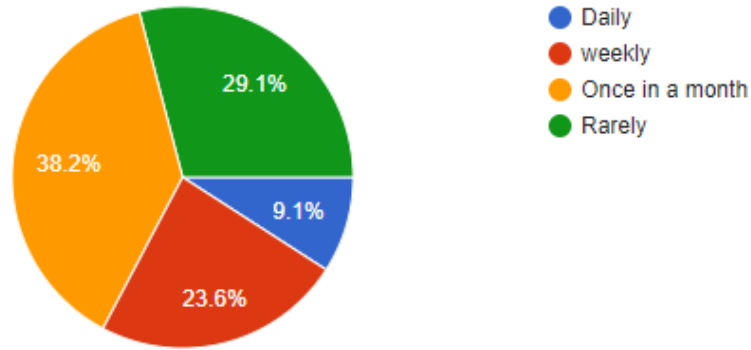How often do you purchase Unilever Bangladesh products?

55 responses

Figure 13: Product purchase pattern

From this, I tried to understand how frequent they purchase Unilever Bangladesh products. This clearly states that from 55 respondents 23.6% of people buy their product weekly, 38.2% of people buy the product once a month, 9.1% purchase something daily and 29.1% people buy goods rarely from Unilever Bangladesh.

How satisfied you are with the service that Unilever offering for their product purchase?
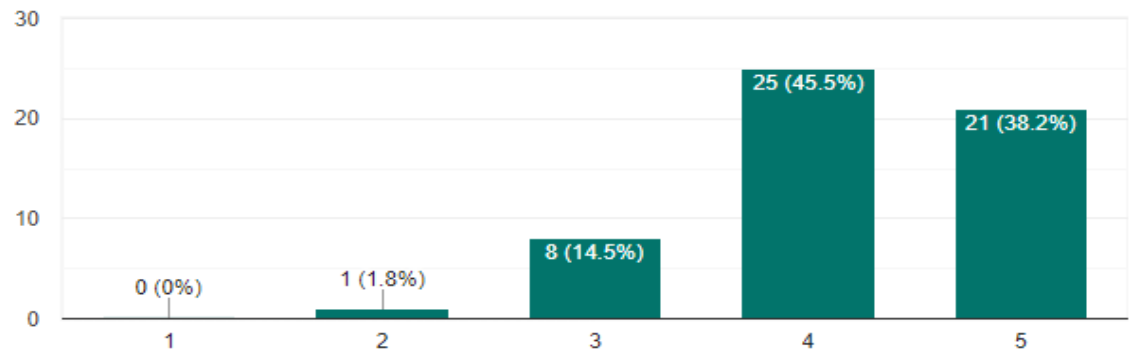
55 responses

Figure 14: Customer Satisfaction Data

This is an important question for this report. Here I asked about the experience of the consumer from Unilever about their service offering. The data I found is interesting. Because of 55 people 45.5% rating 4 out of 4. This means they find the service very good on product related queries. Also, 38.2% of people rated full 5 out of 5. However, only 14.5% rated 3 and 1.8% people rated 1.

Though understanding the consumer interaction change, FMCG companies can offer better service. Agree?
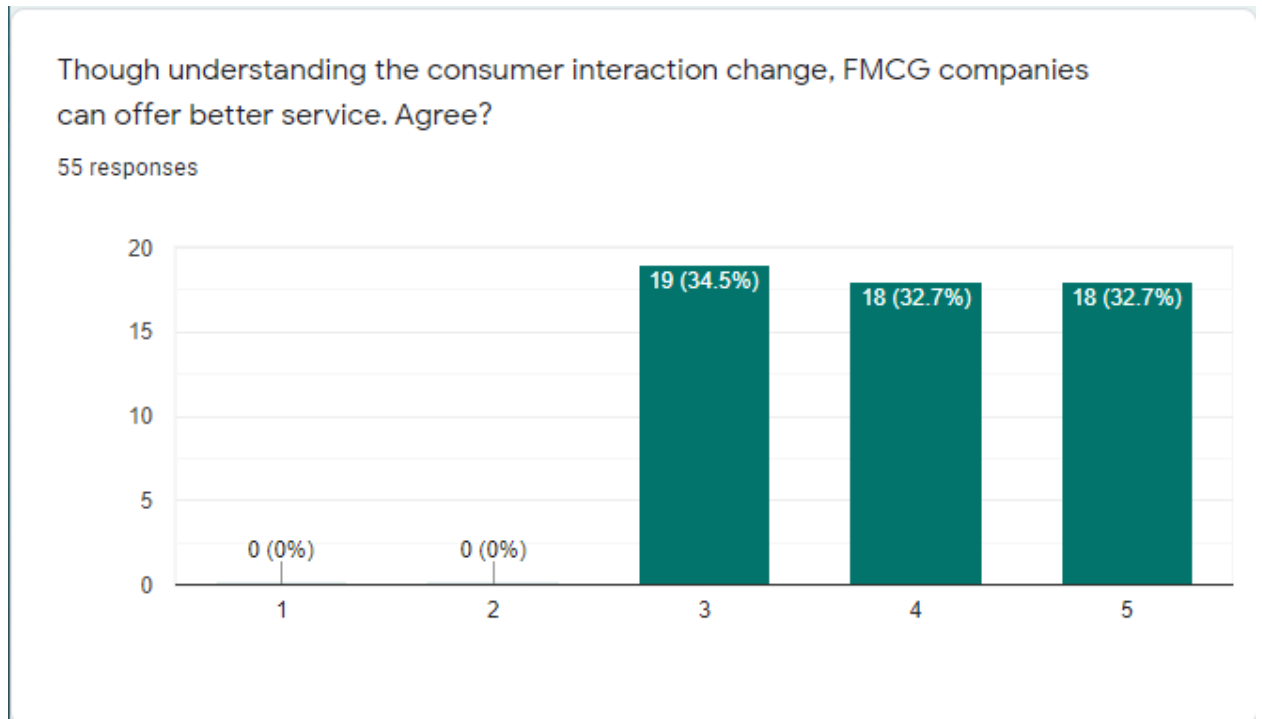
55 responses

Figure 15: Opinion Data

From the graph we see consumers believe by proper interaction companies can offer better service. Here, 18 people strongly agree with it and one of the same amount of people rated 4 out of 5 which also agree with the statement. Only 19 respondents showed a moderate view. This means a better interaction can change the point of view toward brands.

Active response from the brand page increases the brand loyalty of the consumer. Do you agree with this statement?
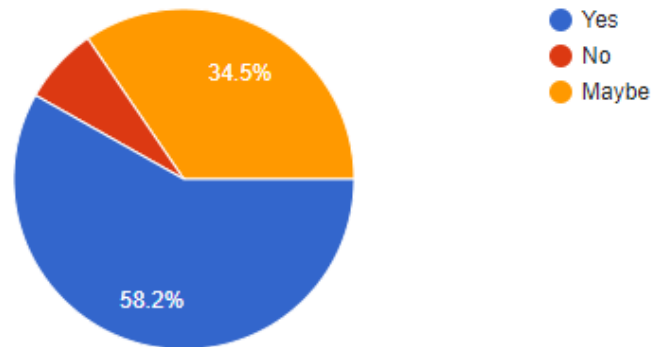
55 responses

- Yes
- No
- Maybe

34.5%

58.2%

Figure 16: Consumer point of view about service

To figure out customer view to brand page about brands active service we asked does active response or Realtime solution about any issue through online can increase loyalty. Here, from the data of 55 respondents, the majority 58.2% of people believe it's true that this active response can increase their loyalty. 34.5% of people thought it may be effective and only 7.3% of people don't think it's true.

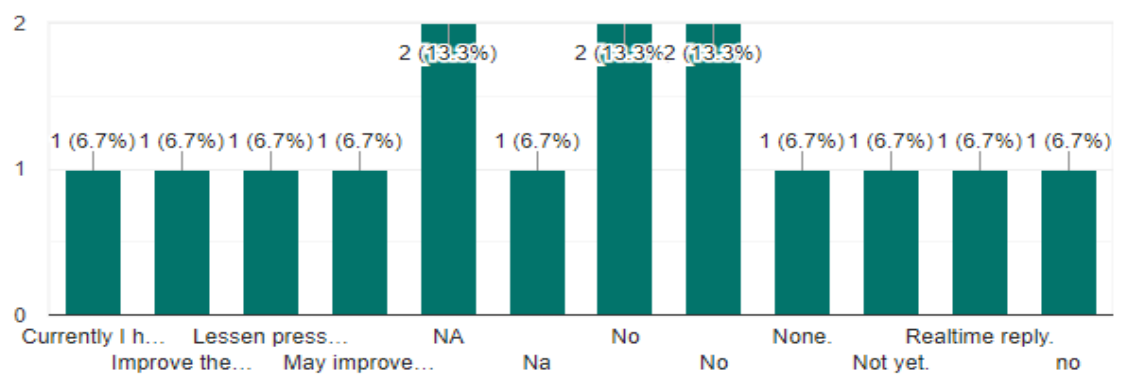Do you have any suggestions to improve customer query service?

15 responses

Figure 17: Response on improvement

34

Finally, at the end of our survey, we asked for some suggestions from the consumer's side. Most of them don't interested to give proper suggestions. However, few same their thoughts. From those, the most significant suggestion is to improve response time and improve service quality.

3.4 Summary and Conclusion

This report was written by BRAC University's rules and the findings of an internship at GETCO Business Solution Ltd. This report highlights the intern's entire experience, training, accomplishments, and challenges.

GETCO Business Solution Ltd is seen as a promising outsourcing service company, and Unilever Bangladesh is one of the clients to run its customer engagement team. However, since the Global epidemic, their way of interacting with customers has shifted dramatically, and to improve their service, they have placed a strong emphasis on brand engagement and voice services. Both GETCO and Unilever can improve their services as a result of this research. Because they've never done a complete study with such relevant data previously on the grounds of GETCO Business Solution Ltd.

With the results of the study, GETCO Business Solution Ltd may evaluate its performance level to those of its competitors and develop better methods to increase their efficiency and raise their benchmark.

3.5 Recommendation

- Maintain consistency in their online posts.
- Establish a regular plan to contact more consumers on media platforms.
- Create campaigns like giveaways and more engaging posts from the platform to increase client involvement.
- Lastly, managing training o a continuous basis for the CEC team would be beneficial for Both Unilever Bangladesh and GETCO Business Solution.

Appendix

Questionnaires:

1. Your age: *
   - 15 to 21
   - 22 to 28
   - 29 to 39
   - 40 and above

2. Your gender
   - Male
   - Female
   - Prefer not to say

3. Your Occupation:
   - Student
   - Business
   - Job holder
   - Others

4. Do you ever buy products through the brand page during a pandemic?
   - Yes
   - No
   - Maybe

5. Which online platform do you prefer to use mostly?
   - Facebook
   - Instagram
   - Brand website/ Ushop

6. During this COVID situation, we assume that most of the buyers shift to online purchase behaviour. do you agree with it?
   - Yes
   - No

7. How often do you purchase Unilever Bangladesh products?

- Daily

- Weekly

- Once in a month

- Rarely

8. How satisfied you are with the service that Unilever offering for their product purchase?

- Highly Dissatisfied

- Highly Satisfied

9. Though understanding the consumer interaction change, FMCG companies can offer better service. Agree?

- Strongly Disagree

- Strongly Agree

10. Active response from the brand page increases the brand loyalty of the consumer. Do you agree with this statement?

- Yes

- No

- Maybe

11. Do you have any suggestions to improve customer query service?

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