Internship Report On

Understanding Effectiveness of Customer service using online platform in

X Solutions Limited.

By

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Student ID: 19204070

An internship report submitted to the BRAC BUSINESS SCHOOL in partial fulfillment of the
requirements for the degree of
BACHELOR OF BUSINESS ADMINISTRATION.

BRAC Business School
Brac University
June 2020

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

_____
Mahamudul Hassan
19204070

Supervisor's Full Name & Signature:

_____
Mr. Md. Hasan Maksud Chowdhury
Assistant Professor, BRAC BUSINESS SCHOOL
Brac University

Letter of Transmittal

Mr. Md. Hasan Maksud Chowdhury

Assistant Professor,
BRAC BUSINESS SCHOOL

BRAC University,

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on X Solutions Limited.

Dear Sir,

I am pleased to submit my internship report on "X Solutions Limited" as per your instruction to fulfill the requirement of BUS 400 course. While preparing this report, I have tried my level best to include all the relevant information, explanations, things I learned from the organization, my contribution to the organization to make the report informative and comprehensive manner as possible.

It would not have been possible to complete this report without your assistance, of which I am very thankful. Working for three months at X Solutions Limited was amazing and a huge learning opportunity for me. Also, it was a great experience to prepare this report and I will be available for any clarification, if required. I trust that the report will meet the desires.

Therefore, I pray and hope that you would be kind enough to accept my Internship Report and oblige thereby.

Sincerely yours,

_____

Mahamudul Hassan

Student ID: 19204070

BRAC Business School

BRAC University

Date: June 19, 2020

Non-Disclosure Agreement

This Intern Non-Disclosure agreement is made between X Solutions Limited and Mahamudul Hassan and is effective from January, 2020. The Intern is seeking experience and training from Company and in the process may be exposed to Confidential Information. The Agreement is intended to prevent the unauthorized disclosure of Confidential Information.

Acknowledgement:

I would start by thanking my honorable faculty Mr. Md. Hasan Maksud Chowdhury who has provided me with the necessary guidance and information needed to complete this internship report. I would like to thank Mohammad Obidur Rahman (Head of QMT Department) for all his support, necessary tips and guidelines during the activation period, and the entire team for being very helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

Also, I would like to thank my two team leaders Mr. Wahid Omee and Mr Mashrique Tonoy for teaching me all the basics of my tasks and patiently showing me every elaborate detail and guiding me throughout my internship period. I am very much thankful to X Solutions Limited, its management, especially employees of QMT department for their cordial support to prepare this internship report. Working for three months at X Solutions Limited was amazing and a huge learning opportunity for me.

Finally, I would have to thank my friends who also supported me in every possible way in this journey and also during the preparation of this report and express my gratitude to everyone involved.

Executive Summary:

This report is an overview of my internship journey at X Solutions Limited in detail. During my Internship I have learned a lot about Customer Behaviors, Digital Marketing and its different applications. I have known about the work flow of marketing agencies along with the functions the department performs. I have learned to work in a corporate space which not only enriched me professionally but also helped me grow personally as well. Here, my contribution was appreciated by my supervisor and other members of the department. The career path I would be selecting for myself is quite influenced from my internship as I have had a great opportunity to practically see how digital marketing sector is working and evolving in Bangladesh. From my personnel experience I can say You cannot ever ask for a better workplace as an intern than this. However, this report has been written in a short time. I conduct my report on the Digital Marketing and its different applications as well as customer satisfaction about the product and service quality of Airtel. Here I to find out if the customers are satisfied with the Airtel and is the customers are getting exactly what they have expected. I have tried my level best to make it meaningful by reflecting my works at the X solutions Limited. Also, I have summarized my overall experience, with my learning and challenges faced as an intern.

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List of Acronyms:

QMT: **Query Management**

VOC: **Voice of Customer (Feedback)**

QS: **Quality Service**

RPH: **Reply per Hour**

ATL   **Above the Line**

BTL   **Below the Line**

CP   **Check Post**

CLM   **Number specific offer**

Chapter-1: Industry and Organizational Overview

1.1: Industry analysis:

Today's world is based on technology and science. If more precise needs to be, we are working on new technology fumes. In the era of 3rd industrial revolution, we are currently moving toward the 4th industrial revolution. What makes it remarkable is how easily we switch from 3rd industrial revolution to 4th. All this has become possible because of the new technology, resources, science and some brilliant visionary minds like Steve Jobs, Elon Musk.

Social media is one of the "newer" digital marketing realms and it is one of the most important and popular. This organization focuses on the appropriate use of social media to communicate with clients. Query Management is growing at unparalleled rates each nationally and the world over and has turn out to be an integral part of the advertising and customer service strategies of maximum companies. X Solutions handle the query management department in a unique way which is very effective and efficient. They face a number of difficulties in this service sector and most of them are related to customers and clients. In modern era, the service sector plays an increasingly important role. So, we can definitely conclude that while the service sector is challenging, it is also an increasing industry.

X Solution proudly handles these challenges very well. In service sector the main problem is managing customers and meet their expectation through providing proper service. Service managers and academic researchers are now concentrating their attention on understanding how consumers interpret service quality and how those expectations turn into customer satisfaction and behavioral intent. In line with this direction, there is increased interest in understanding such important constructs as service quality, customer satisfaction, and behavioral intentions. I am working in X Solution as a Customer Engagement Officer. So, I need to find out the best possible way to satisfy a customer so that customer can trust the brand more. Maintaining a customer was very difficult because the conduct of the customer changes regularly and the behavioral changes have a significant effect on a company. Working in this position allow me to understand the customer perspective as well as their need and demand.

1.2: Overview of the Organization:

In Bangladesh, the digital advertisement sector is currently blooming. Because of the economic development of the country and the competitive marketplace, demand to reach customer's door with different offerings have skyrocketed in last 5 years. As a result, new digital agencies are on the market serving these renowned Bangladesh-based national and multinational organizations.

During this time of internship, I have worked in one of the leading digital marketing agencies in Bangladesh named, "X Solutions". X Solutions is also fairly a new Marketing agency in market. In 2017 two different marketing agencies merged together and became "X Solutions". Among the

two agencies, there were award winning agency "Strategeeek" and another on was "Madly". These two agencies came together and made the current X Solutions, in order to provide 360-degree marketing and advertising solutions in our country.

StrateGeek Digital began its journey in December, 2010 as a partnership firm by a group of eight friends of the Institute of Business Administration, University of Dhaka. StrateGeek Digital identified a gap in the market of internal corporate based and event-based videos. StrateGeek Digital has operated with a number of local and foreign companies since its inception and has added huge reputation in this market. It has always been a leading digital marketing agency of Bangladesh with the achievement of World's most socially devoted team. With the lowest response time to attend the customer query this team became the world's fastest team. It was awarded for "World's most socially devoted team" by Socialbakers. With this memory of successful work history, X Solutions Limited believed to continue the legacy and set up the standards to a whole new level. X Solutions achieved "100% Socially Devoted" award in past two years for the customer service of Robi and Airtel Bangladesh. The company has numerous departments in place to represent specific clients.

X Solutions Limited has made a wide range of corporate videos, promotional videos, TV commercials, animations, charity videos, training videos and more for some of the leading clients around the Apex, Elite Paint, Marks, Sunshine, Aarong Dairy, LUX, Airtel and more. It also researches and develops cutting edge marketing solutions that involve mobile apps, augmented reality, gesture tracking etc. It has been capable of providing several types of marketing related services.

People are today more involved than ever when it comes to media content. More than 40% share online and comment on news regularly. Yet, people don't really have faith the media they engage with. Almost, 73% fear about fake news being used as a weapon. It's easy to say that this agency has two teams or two common divisions that separate the agency because it covers all the marketing sectors.

The first one is the ATL or above the line marketing team who deals with the traditional form of marketing and these condoners the BTL or below the line marketing team. Among the BTL, digital marketing comes around. In my entire time of internship period I have been working in the digital marketing sector of "X Solutions" and this allow me to understand about different implication of Digital Marketing. Currently "X Solutions" go to big list of national and multinational organizations under its belts their client. Their client list includes, Robi, Airtel, Marico, Set Wet, Haier, Lux, Samsung, British American Tobacco, Apex, Marks etc. As for my internship I period I had the opportunity to work for one of the largest telecom operators in Bangladesh, Airtel. Throughout my entire period I came to learn about the different tactics and strategy to retain the customers. In this competitive marketplace it is one of the important things to survive and Airtel Bangladesh is one of the frontrunners of this tactics. They are probably one of the few companies that are trying to retain their customers through social media and for that they have implemented different strategies over the years. Not only do they understand their customer more by using this platform but it also helps them easily reach their target customer.

In this report I will try to specialize in some of these strategies which have been giving them an advantage than their competitors. Some of the key services provided by X Solutions Limited are as follows:

- Advertising

- Campaign Management

- Digital Marketing Analytics

- Social Media Query Management (Facebook, Twitter, Play store etc.)

- Client service and Creative Support

- Digital Media Buying

- Social Media Marketing

- Marketing & Communication

A list of renowned brands that are clients of X Solutions Limited is provided below:

QMT aims of making interactive experiences for the social media users and enhance a brand's presence within the digital media. One of the important goals of QMT is to deliver outstanding results to their clients. The main goal is to interact with people in the social media in such way that increases the brand value. X solution provided both BTL and ATL solution to its clients. And they continually keep them separated, as agency different clients avail different types of services as as required.

1.3: Assigned Department (Query Management Department)

QMT Department:

I was assigned to X Solutions Limited's QMT department where QMT is the Query Management Team. It is one of the company's most important departments in terms of revenue generation. This department manages several prominent brands ' customer queries. Most of the work is done through social media. The QMT department basically plays a third-party role. Among all of the

brands. The QMT department provide nonstop 24/7 service and it never sleeps. Among all the brands, my supervisor assigned me to the team that work on Airtel Limited which is a company with millions of active customers.

HR:

X Solutions gave me many opportunities to learn and improve my knowledge and skills. Organization gave me the opportunity to work in the HR department as well as and assisted HR in Training and development and recruitment related tasks. It was only for a short period of time (1 week) but I learned a lot from my experience as well as from my team leader. As the organization is expanding, there is vacancy for new employees in different teams. So, apart from the regular works, I was given the task of screening the CVs of different applicants. Also, I got involved in making a list of candidates who will be called for interview and assessment test. During my internship, once my supervisor asks me to take training for Team Airtel about the product and service from next week. It was a very difficult and challenging for me because I need to know every detail of every offer and need to be up to UpToDate 24/7. Each day minimum of 25 to 40 offers and service-related mail came from Airtel head office. I had to study those emails very carefully to conduct the training for my team.

Figure 2 Getting information from email:

Title: **Airtel Launch || Winback Campaigns for Targeted Customers**

Start Date : 13-Apr-2020
Eligibility : airtel prepaid segmented users

Information: Airtel CLM team is excited to announce the launch of below offer for our segmented prepaid customer base.

Campaign Details:

Campaign Name	Start Date	End Date	Call for Action	Offer Details	Purchase Code	Recharge Deno	Max frequency
APR20_ACLM_ACCU_WB_TK5USAGE_ 50MB_3D_NCCN_13APR-20APR	13-Apr	20-Apr	OG call	5tk OG call 50MB free 3 DAYS	NA	NA	3 times

Notes:

1. These offers are ICMS based and the reward provisioning may take maximum of 1 hour

2. Customer will be able to purchase the offer by recharging the exact amount

3. During the time gap between recharge and reward provisioning the effective balance of the customer should be greater than the recharge amount.

4. In case any customer holds any PPU session or any other services for which the system blocks certain amount, the effective balance may be lower than the recharge amount and the reward provisioning will be failed due to insufficient balance

5. Pack prices are inclusive of VAT, SD & SC

6. To check data balance, dial *3#

Further Note:

1. Target customers : Selected Customers based on activities

2. Communication Method: SMS

3. Link for target subs list : Profiles are generated dynamically via ICMS

Chapter-2: Assignment & Contribution to the Organization:

First of all, to work in X Solutions as an intern, I had to apply for my position in online and sit for interview with Mr Mohammad Obidur Rahman. I waited for 1 week for the final call from the HR. All over my internship period, I had to perform different types of work in QMT department and HR department. At the very first day My supervisor and trainer Mrs Anika Tabassum described the whole work and introduce me with the rest of the members and team mates. The QMT department contains of a good number of part time employees who are generally university students. The environment was amazing and everyone was helpful and supportive from the very first day. Surprisingly, I found some coworkers from BRAC University and they helped me to adapt with the office environment. As a new comer, I was trying to understand the department's people and chain of command. I was instructed to report to Mr. Mohammad Obidur Rahman, the Social Intelligence & Insights Manager. Also, there are senior members, team leaders who guided me throughout my internship journey. Here is a brief portrayal about my job responsibilities in X Solutions Limited:

2.1: Smashboard Operating:

Smashboard is a Social Media Query Management Dashboard from where the agents receive customer query and give reply to the customers. Whenever a customer makes a query in social media (Facebook, twitter etc), it appears in Smashboard within a second and our agents give reply it in real time. This is a unique software from where an agent can easily track down a customer and convey proper feedback. This software allow agent to understand customers behaviors, demand and opinion as well. Here Agent can see previous conversation with the customer and it helps to understand the nature of the customer.

This unique feature is invented by Ice9 interactive. First the trainer trained me how to use the site and show me various feature of Smashboard. After some days of training I am able to use it properly and able to give reply to the Airtel customers.

Figure 3 Here I am giving response to a customer from the comment section.

Understanding customer's need and replying them properly is very challenging. Customers often ask questions about various offers and services according to their needs. Smashboard has some features which allows us to greet customers with a very respectful way while maintaining proper order. We have to make sure that every query is properly tagged so our backend can tract each query if needed.

Challenges:

• Understanding the proper pattern of Reply.

• Understanding proper use of various tags according to customer query.

• The writing pattern of the customers.

Learning

• Understanding different types of writing pattern of customer.

• Proper use of addressing and agent signature and knowing about the Smashboard tool.

• Knowing about different types of product and service of Airtel.

2.2 Template writing:

As an Airtel agent I need to prepare my own templates as well as for others team members. Template writing includes creating simplified answers of the expected customer queries. My task was to make easy template in a formal way about Airtel product and service so that customer can easily understand the information we are providing. Primarily, I was asked to keep an eye on Airtel's Facebook page and find out the most frequent queries, critical queries, complaints and suggestions. Based on the information, I made a long list based on these categories. Then I was given the task of making answers for those complaints and queries which was indeed a complex job. I had to create templates in three languages which are- Bangla, English and the mixture of Bangla and English so that the customers can get the most appropriate answer in their appropriate language. It was fun but at the same time required solid work. These templates contain different types of product and service information for Airtel social Media query. I created a good number of templates for team Airtel during my internship period that will be used continuously even after my internship program.

Before making a template, I need to check the specific offer email and a confidential website called "info360" for details. After getting the information I made templates in three different groups.

Figure 4 Offer details from email:

Figure 5 Edited Copy of template:

Airtel Prepaid grahok gon recharge ebong USSD code dial kore nicher offer ti nite parben ebong postpaid grahok gon shudhu matro USSD code er maddhome nite parben.

• 38 Taka (Shokol charge shoho) recharge e 1GB data, Meyad 4 din, USSD code *123*038#

• 44 Taka (Shokol charge shoho) recharge e 1.5GB data, Meyad 3 din, USSD code *123*044#

Data balance check korte, kindly *3# dial korun.

Echara *4# dial kore amader regular internet package gulo dekhte ebong purchase korte parben othoba kindly visit korun: [https://www.bd.airtel.com/en/personal/internet/internet-packages] ei link ti.

Apnar number er shokol exciting offer jante kindly, My Airtel App ti visit korun. Amazing ei app ti download korte, kindly visit korun ei link ti te:
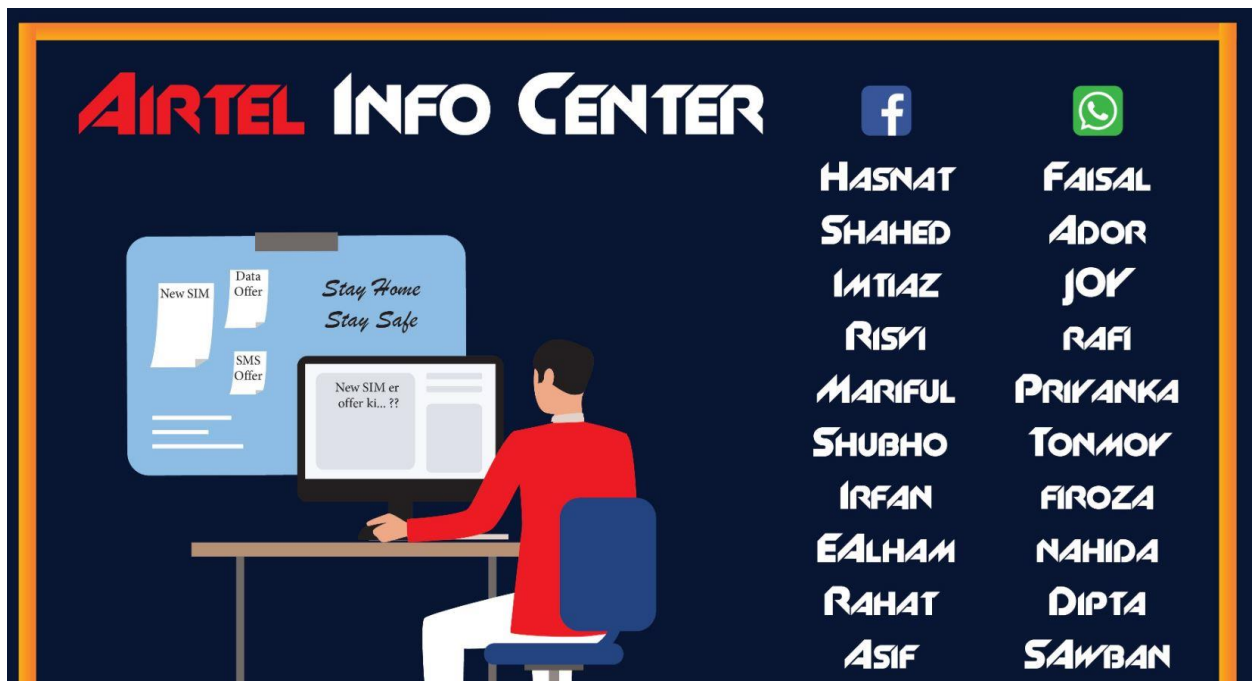
Google Play Store – http://bit.ly/ilovemyairtelapp

App Store - http://bit.ly/iosairtel

Figure 6 Edited Copy of template:

Figure 7 Site view of the info center.

Airtel Info center is a site where all the Airtel's templates are stored. This is a rich site made by my department for the agents who use it to the customers according to their query.

2.3: Responding Queries:

Customer queries appear right from Airtel's Facebook and Twitter page on Smashboard. My task was to answer them resourcefully at the same time following the guidelines given by Airtel. Good customer service is well-defined as a service that treats customers with a friendly attitude and tries to solve their problem or question as efficiently as possible. Excellent customer service is one of the organization's key tools to attain its future goal. The main focus was on the quality of the answers. However, I had to balance quality and quantity properly.

Figure 8 Here I am giving response to a customer from the comment section.

SMASH BOARD

Inbox ▾ | All Posts ▾ | Select account ▾

First Previous 1 Next Last

Tasnim Ibnat Arnika f 4G   Comment | Mon May 04 2020 | 02:33:06 | 147087572

Vai amr Airtel Sim harai gese akhon Ami kivabe sim ta tulbo .Kono way ase ki

Sim-replacement ✕ | Add Tag(s)

SIM replace korar jonno onugroho kore nikotostho bio-metric retail point othoba Airtel Care visit korun. SIM replacement er jonno 200 Taka charge applicable hobe. Sathe apnar NID card related information ebong finger print er proyojon hobe.

Apnar nearest bio-metric retail point khuje pete kindly *1600*2# dial korun. Echarao Airtel care er address jante please *121*6# dial korun othoba nicher link ti visit korun: (https://www.bd.airtel.com/en/personal/support/customer-care/airtel-care-center).

Echarao, apni jodi Dhaka, Chottogram othoba Sylhet metropolitan area te theke thaken, tobe apni amader Door step service er maddhome subidhajonok shomoye and pochonder jaygay shob dhoroner sheba upobhog korte parben.

Doorstep service ti avail korte, onurgoho kore *121*5# dial korun. SIM replacement charge er shathe Doorstep service er jonno 60 taka service charge applicable hobe.

Thank you.

-Risvi.

#iloveairtel

Reply and Resolve   Reply   Attach Photo   Hide and Resolve   Like & Resolve   Resolve   Delete

Sentiment 🙂 😐 🙁

☑ Addressing   ☐ Signature   ☐ ENTER to Reply & Resolve

2.4: Conduct Training for Airtel:

In the 6th week of my internship, my team leader tells me to take training for Airtel about the product and service from next week. It was a very tough task because I need to know every detail of every offer and need to be up to UpToDate 24/7. Each day minimum of 25 to 40 offers and service-related mail came from Airtel head office. I need to study those emails very carefully. When I understand everything then I conduct the training for my team. This was tough. If an Agent

gives wrong feedback by not understating my training then that it will be my fault. So, I need to focus and convey each and every detail to the team in between the training season. I had to understand the information as well communicate them with the agents. There were few confusing offers launched during that time and I needed group discussion for those offers. On the other hand, I need to take training regarding proper use of tags and make sure agents find the appropriate tags for customer's query.

Figure 9 Tags Explained:

Sl.	Tags	Explanation
1	10 minute school	When customer asks regarding 10 minute school or its pack
2	3G Coverage	When Customer asks about 3G coverage
3	3G Pack	When customer specifically asks about 3G pack
4	4G Coverage	When Customer asks about 4G coverage area
5	4G Offer	4G offer related queries and compalints
6	4G Pack	4G internet pack related queries and compalints
7	4G settings	4G setting code or procedure to enable 4G
8	4G SIM	4G SIM related queries
9	4G Speed	if customer wants to know about 4G data speed
10	Complain	If customer complaints about anything
11	ACE Bundle	When customer wants to know about new SIM ACE bundles
12	Agent	For tagging contact agent
13	appreciation	If customer appreciates for anything
14	Auto Renewal	if customer wants to renew his same pack again
15	balance check	if customer wants to check balance
16	Balance Transfer	if customer wants to know the procedure of balance transfer
17	Beep Call Service	if customer wants to know about beep call (miss call alert service) service
18	Bill pay	if customer wants to know about their bill payments
19	Bundle Minutes	if customer wants to know about minute bundles
20	Call Block	if customer wants to know about call block service
21	Call Center	if customer wants to know about helpline number
22	Call Divert	if customer wants to know about the procedure of call diverting
23	Call Forwarding	if customer wants to know about call forwarding or that related complints
24	Call List	if customer wants to check call list
25	Circle	if customer wants to know about circle service
26	Campus Sim	if customer wants to know about campus sim
27	Cashback offer	if customer wants to know about cashback offer
28	CLM	if customer wants to know about CLM offer
29	COC pack	if customer wants to know about COC pack
30	Collect SMS	if customer wants to know about Collect SMS service
31	Combo pack	if customer wants to know about Combo package (DATA, SMS, MINUTE)
32	Comparison	When customer compares Robi or its offer with other operator

Chapter-3: Understanding Customer Behavioral Change:

3.1: Customer Service:

Understand customer need and Managing customer is one of the hardest works as customer frequently change their mood and behavior. The main challenge for a service company is to understand customer behavior and maintain the change of the behavior. Consumer behavior can be largely classified as the choices and activities that influence a consumer's buying behavior. What encourages consumers to choose a particular product with respect to others is a question that is often analyzed and studied by marketers. Airtel updates their offers so often according to need of their target customers. For example, Airtel send has a 30GB data offer for 30days at 329 taka which is not applicable for the customers of Chittagong and Noakhali district. On the other hand, customer can avail exiting offer through My Airtel app according to their usage and pack purchase pattern.

3.2: Behavioral Changes in Customers:

It is generally accepted that many social problems have fundamental behavioral causes. Because these problems are rooted in human behavior, solutions to deal with them also lie in human behavior. This paper examines ways of integrating customer engagement in social media to influence and initiate behavior change effectively with a special focus on youth. Social marketing places importance on behavior change, and one of the key challenges for social marketers is to confirm a perceived value for customers in taking up and maintaining positive behavior. If perceptions, beliefs, attitudes, and values influence behavior, then the central focus should be on the youth. Integrating youth is a prerequisite for effective social marketing programs and ultimately behavioral change. For example, sometimes agents have to face some weird situation because of customer's behavior. There is a tendency that customer judge a brand by their services. When customer get a quick reply from an agent, they started to ask personnel questions which are not relevant to the brand. Agents need to deal with them very carefully. For example, getting a quick reply from a page make them think that maybe a bot is replying this, so they ask are you a human agent or not? Sometimes customer ask do if the agent is married or single. There are situations when customer ask about gender, health condition etc. So, agents need to deal with them carefully as well as follow the rules given by the brand.

Figure 10 Behavioral Changes in Customers:
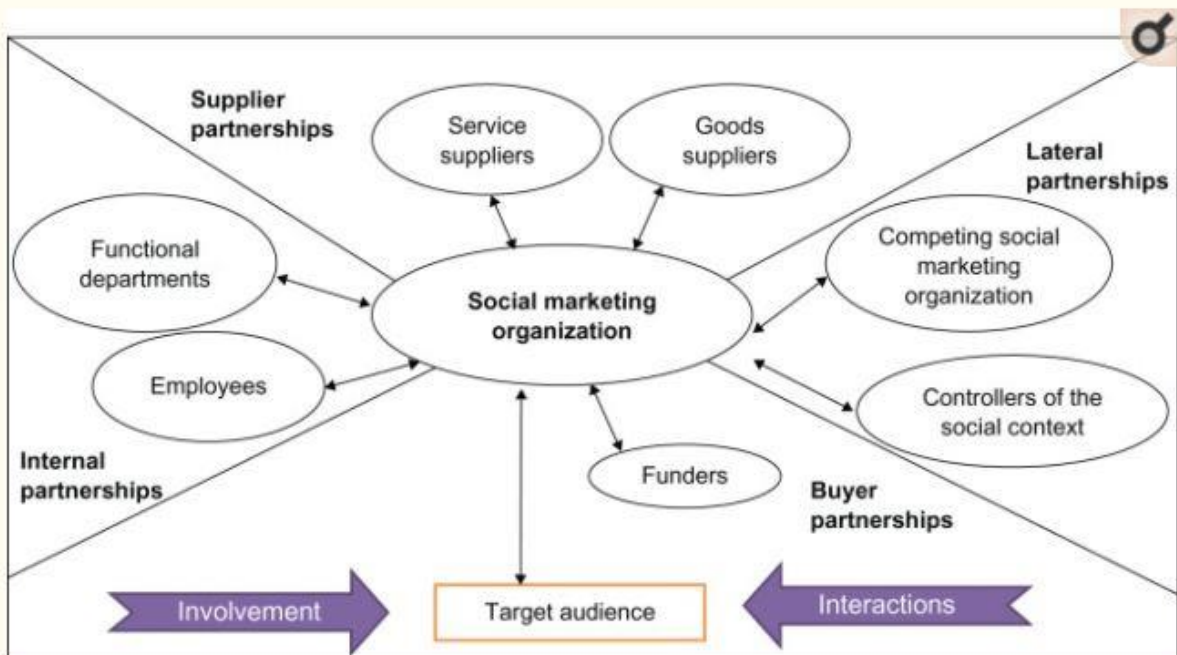
What drives customers to choose a particular product with respect to others is a question that is often analyzed and studied by marketers. Airtel always tries their level best to satisfy their customer by providing quick and quality service.

3.3 Quality Check:

During the 8th week of my internship period, I was allocated to check the quality of the replies of the Agents. By utilizing SmashBoard first I put all the replies of the Agents in an excel sheet then I need to check the quality. Based on eleven parameters I check the quality of the replies. We have an 11-parameter (For the confidential issue of my office, I was not able to take a screenshot of the 11 parameters of an accurate answer). chart that measures the quality of the replies. Nearly every day the pattern of replies changed due to the client's training. This instruction comes straightforwardly from the team of Airtel Head office. By their business approach the patterns constantly changed. They promote their service and also sell their service through the help of our Agents. I need to look after all these variables for checking the answers.

Figure 11 Checking the answers:

		Priyo Arifin Shaown, Apnar onushondhan er jonno dhoni Prepaid grahok gon recharge ebong • 41 Taka (Shokol charge shoho) rec		
Sharan	akdom kom taker maje ki 1GB ar ko		Wed Sep 04 2019 16:24:0	OK
Sharan	Amar Akta Valo Robi Sim Ar Proyojc	Priyo Rasel, Apnar onushondhan er jonno dhoni Onugroho kore janaben apni Prepai Exciting shob data ebong call rate o	Wed Sep 04 2019 20:19:0	Incomplete
Sharan	আমার ফোনে ২১২১৩ থেকে একটি সেই সাথে mVolt সম্পর্কে জানাবেন ধন্যবাদ	প্রিয় HriDoy, এই বিষয়টি সম্পর্কে আমাদের অবণ অনুগ্রহ করে এসএমএস টির স্ক্রীনশ Thanks for being with Robi. - Sharan	Wed Sep 04 2019 21:57:0	Incomplete
Sajib	21213 F_Zone sarves somporka jan	Priyo Ħāmiď, Apnar Onushondhaner jonno dhonr Onugroho kore janaben apni ki ei sh Thanks for staying with Robi family. -Sajib	Wed Sep 04 2019 22:19:0	Incomplete

I have to check and give marks out of 100 based on each reply given by the agents. If agents fail to give proper reply or miss any information, I needed to give his/ her the proper feedback by seeing the 11 parameters. So, I had to understand different human nature and sometimes needed to give repeated feedback.

3.4: Marketing Campaign:

Advertising influences consumer purchasing decisions in many ways. Advertising bring a major shift in competitive industries ' market shares by influencing consumers ' purchasing decisions. Regular marketing campaigns can affect the consumer purchasing decision to such a level that

they can opt for one brand over another or indulge in indulgent shopping. Marketing campaigns helps to create a clear image in customer mind regarding a specific brand.

For instance, Airtel posts different types of special offers for customer in their Facebook page. They also launch their promotional advertise in their Facebook page. Customer reacts differently in different campaign and making their decisions towards the products. The brand chooses their marketing strategy according to trend and agent need to communicate the information to the customers. Airtel often get huge engagement in their Facebook posts regarding various topic or offer.

Figure 12 various posts from the Facebook page:

A behavior that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they believe will meet their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, which are individual psychology, societal psychology, and cultural anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where an individual makes a purchase (Green, 1992); it is particularly important

to study consumer buying behavior as it facilitates firms to plan and execute superior business strategies (Khaniwale, 2015).

Purchasing Power:

Consumer purchasing power plays an important role in manipulating consumer behavior. Customers usually analyze their buying capacity before making a choice to buy products or services. The product may be fantastic, but if it fails to reach buyers purchasing desire, it will have a huge effect on its sales. Segmenting consumers based on their buying capacity would help to determine better results for eligible consumers.

Knowing, assessing and maintaining track of customer behavior is highly important for a marketing team to effectively retain its market position. There are also various other factors that influence consumer behavior apart from the four listed above (2018, July 25).

In X Solutions, we provide different types of offers such as voice, SMS, data package etc. for Robi and Airtel. Various consumers would like to buy different products according to their budget. Businessman generally wanted to buy large voice or data packages, while teenagers mostly purchase small voice and data packets.

It is very hard to know the age of the people we serve. Therefore, if we can't fulfill their perfect deals, customer got upset. Afterwards we had to comfort them and give them the exact deals they needed.

On the other hand, we run campaign for Samsung such as S series and Note series for higher class and higher middle-class consumers, A series for middle class consumers and M series for teenagers.

It is very complicated, as they no longer want to listen when a customer is disappointed. In that time, we have to understand their purchasing power and provide the alternative solutions to them. But not every time we have the alternative solutions and this the hardest time for the service people.

So, we need to think from the consumer perspective so we can easily understand their purchasing power for the purpose of telecommunications.

Group Influence:

Group influence is also affecting a consumer's decisions in many ways. Family members, classmates, immediate relatives are part of the primary influential group, and the secondary influential group consisting of neighbors and associates are seen to have greater influence on a customer's purchasing decisions (2018, July 25).

For example, sometimes customer ask us that his or her friend uses a specific data or minute offer and our consumer wanted to active that. Also, sometimes customers got reviews form the various social media posts and they make decisions to buy those offers. When a customer asks for a different kind of offer, we always ask them back that how they did they know about the offer.

Airtel has some regular offers which are same for all the customers but at the same time airtel has so many CLM offers which are different for each customer. Each customer in society is a member of different groups depending on their culture, different subcultures or even social class can impact their user purchase. A group may be formed when two or more persons share a set of norms and beliefs. A group becomes a reference group when an individual recognizes the group and assumes many of the group members' values, attitudes or personal standards and uses them as the basis of their day-to-day behavior (Francis,

A. 2017). Reference group is defined as having significant relevance to consumer-influencing evaluations, aspirations or behaviors of an individual. The nature of the influence of the reference group can take three forms, this is because some groups and individuals can have greater influence than others and affect a range

of consumption (Francis, A. 2017). Airtel segment their customers according to their usage and purchase pattern.

Figure 13 Regular offer post:

Recommendation:

Use of social media in our country is increasing every day. But, in our country Social media marketing is still on the evolution process. In many ways or form it is still in its beginning stage. So, it is still going over the testing phase. Customers share their various problems in social media and the brand tries to fix those problems as early as possible. But, while doing all these, there are some things that we should be alert about.

1. Provide more Data Security: Current world is of marketing is liable of data more than ever before. Most of the data are so sensitive. In this strong period of competition, the data safety is one of the things that airtel and Robi Axiata should confirm.

2. Proper Regulation: The government aims to make our country a digital nation within 2021. Our Government already take so many steps to reach their goal. But then again, to make this plan successful the government and law enforcement authority should be more updated. Government should make regulations that can regulate the online activity of different companies in our country. So, that in the future any kind of foul exercise in this sector can be avoided.

3. More Invasion of Privacy: Now a day's customers share so many personnel stuff in social media. There is a high line between the terms illegal and unregulated. When it comes to our privacy this is one of the things advertisers should be most cautious about. Since, the level or the limit must be maintained. Else, in the future their own customers might avoid them.

4. Focus on Targeting New Segments: They can target new Segments in social media. Current social media activity and strategy is mainly based on the youth and Airtel basically focus on this segment. The brand can boost their posts according to their need. But to gain more customers form various groups, they should extend their target range to other age groups in the country.

5. Provide more quality and customer centric Offer: Airtel updates their offers more often. Most of the offers that are being offers at present are targeted to make profit while making the customers feel pleased. But they must make customers more priority and listen to customer's opinion. The brand should focus more on their network quality in different areas in Bangladesh. If the customers are satisfied, good stream of income will follow automatically.

Methodology:

In methodology I will use my both primary and secondary sources for my data collection. In primary sources I will focus on the organization practices like how the internal websites of X solutions limited works and I will connect with my observation and for my secondary sources I will only use the official website of X solutions limited rather I won't use any survey or questionnaire for this report. I will have an understanding about the informal conversation of the employees and have an idea about their perceptions about the service line. In my primary sources that involves about the informal communication about the quality of the services and with the help of the data I can compare my methodology with the trend. I have planned to spend time with the employees to have a better understanding about the route of the business

and that will help me to figure out where X Solutions Limited is, in terms of providing quality service. After all the findings and shortcomings, I will consult with the line manager to construct probable and better solutions.

This is how I am going to achieve my objectives of the report.

Figure 14 Attending Daily Shift.

Conclusion:

X solutions limited are growing in a very high rate and there is also a opportunity of them to become one of the leading agencies in Bangladesh. Doing an internship with them has motivated me to build up a career on agency because of the working environment and culture. I think it is totally dissimilar from any other corporate house. In agencies personnel with diverse skill get the chance to work in different fields. In my internship journey, I learn many things that will benefit in my work life. Now, I know the office structure and learn various type of works. During my internship period, I developed many skis that I never did before. I believe this will help in my future career. Now I know how to be a good professional in work life as well as I learn to work with different teams. I also learn how to balance work life and personal life. Overall, I can say that here I always learn new thing and maintain professionalism and this will guide me to get a good future.

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Surroundings colleague, supervisors, practical Knowledge, vendor office, call centers.