

Internship report
On
Service Marketing of TRAX Technologies Ltd.



TRAX

www.trax.com.bd

Innovation

Execution

Delivery

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1.0 Introduction

Over the past three decades, Bangladesh has evolved from a controlled economy to a market oriented economy through a wide range of policy reforms which include reforms in trade policy, industrial policy, monetary and fiscal policy, exchange rate policy, and promotion of foreign direct investment. In the banking industry there are 56 scheduled banks in Bangladesh who operate under full control and supervision of Bangladesh Bank. Every day Banks need to save lot of transaction and analytical record of their customers. All the banks maintain high security for online transaction or mobile banking system. They are going for an update system of data store and management. Gradually all Banks are going to connect with one another under a single wave. To spread its service throughout the country Banks build and provide ATM booth services. A customer can access Automated teller machine and withdraw money from his accounts at every location in the country. The telecommunication industries are in booming situation in Bangladesh. There are 5 major and few small service providers in this sector. Their service stations are spread all around the country. It is a clear example of technological advancement in our service industry. The more this industry grows; it requires the more installed and maintained hi-tech technological equipment's. Most of the cases some company provide their product to their clients and just take the responsibility of that product up to the warranty period. At present, companies are willing to come forward to take the whole responsibility of that product and ensure its continuity of operation even after its warranty period. In the long term it helps company to save its capital expenditure.

2.0 Company Profile

Trax technologies ltd has started its journey in 2004 and offers all its customers the benefit of many years' experience in the Banking and Information Technology industry. TRAX provide best of breed IT goods and its required services to the clients spread across the country. Product and service offerings cover a wide range of technical support in Banking and Other business industry.

Our services always try to exceed the client satisfaction and provide value to their business. TRAX is professionally managed by a highly qualified management team with high enthusiasm regarding this sector. Recently rebranded to “Trax Technologies Limited”, the company has new vision and set of innovative, professional and unique products and services.

TRAX Vision: To be the premier facilitator and preferred provider of Technology enabled and supportive service in financial industries.

Values:

- ▶ **Innovation**
- ▶ **Execution**
- ▶ **Delivery**

2.1 Board of Directors

Board of Directors is the primary governing body of TRAX Technologies Limited. The directors are responsible for Trax Technologies Limited's operations and affairs. The Board of director are also responsible for ensuring that TRAX is organized.

Currently, there are 5 members in Board of directors. The Board is comprised of dedicated community leaders who are selected on the basis of their expertise and experience in a variety of areas beneficial to the TRAX Technologies Limited.

The Board of Directors generally meets four times per year, including an annual meeting where officers are elected and Board Committee members are appointed.

2.2 Product and Services:

TRAX design innovative and exciting products and services to meet our customers' needs.

a. Single Point ATM Booth Solution and manage service:

The Automated Teller Machine (ATM) is a very sophisticated machine which has specific requirements to operate ideally and serve hundreds of transactions per day. There is a requirement of proper booth construction and ensure the technical requirements for operating the ATM. We shall provide the necessary guideline to design a perfect ATM booth along with proper cooling, grounding and power backup (UPS) solution. There shall be guideline for post-live maintenance of the booth to serve the business need and also the technical requirement of the ATMs.



As an additional service, Trax shall participate in offering the Bank a complete Single Point Management Service whereby Trax shall deploy its own experienced team to identify ATM Booth location through site survey, evaluate, construct ATM Booth with installation of branding, Air-conditioner, CC Camera, Grounding, Online UPS with remote management software. TRAX ensure quality through proper QC process. Trax also provide maintenance service for ATM booths under monthly contract.

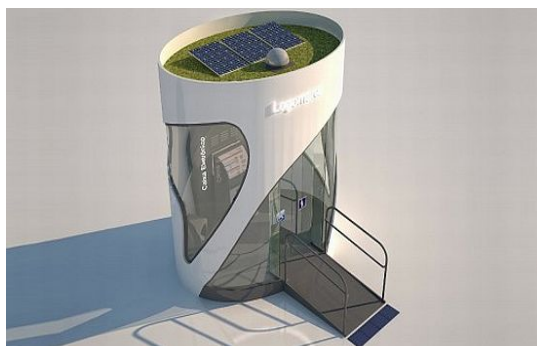
b. Compact ATM Booth:

The unit is specially designed and made to withstand the rugged environment condition of Bangladesh by keeping the ATM under proper operational climate. The system is integrated with an Intelligent Environment Control Unit (ECU) which continuously monitors the ATM climate and adjusts the interior temperature and humidity factors. Earlier it is known as Compact ATM Cube / Booth.



c. Energy & Power:

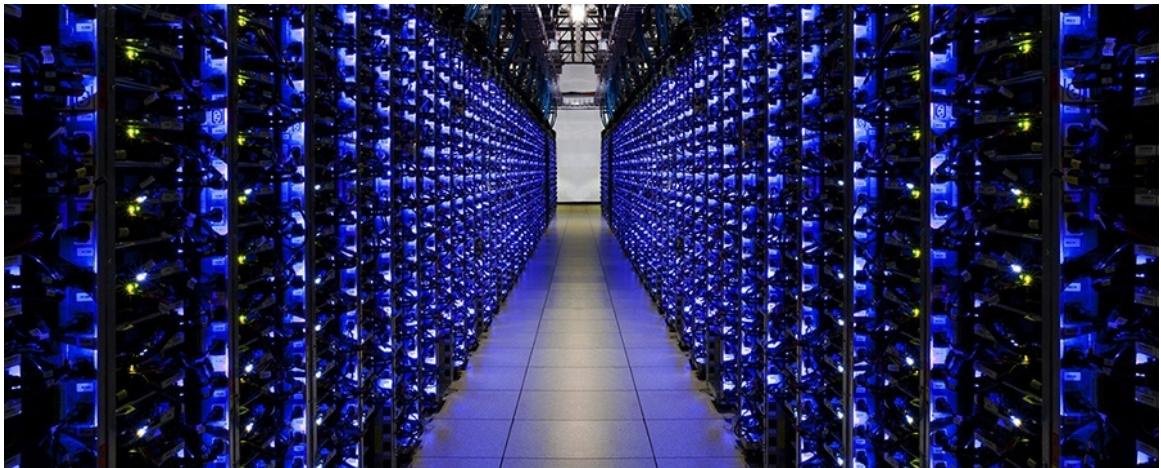
TRAX Technologies Ltd. is a dedicated team that brings engineering expertise, experience and commitment to renewable energy & power solution full circle developing small-scale solar energy systems that promote a secure energy future and Online UPS for businesses and the planet.



d. Data Center solution:

Build a data center architecture that quickly and securely adapts to virtual and cloud environments, supports business growth and delivers operational excellence. Data center could be a high-performing strategic asset for your organization.

By planning, designing and automating key functions of your data centers, we build efficient, effective computing hubs that serve as a platform for agility and innovation. With TRAX's Data Center Services, you can identify areas to improve operational efficiency across your infrastructure.

























e. Managed Service:

Day by day businesses today are depending on their IT infrastructure to operate their business. Break down of infrastructure cause great loss of business. Traditional support model takes time to diagnose and solve the problems. Top of that, organizations have to search for help and wait for hours even some days to come up with a solution. We offer 24 X 7 monitoring of your Online UPS, CC Camera, Air-condition, Information KIOSK, Data Centre equipment. By this service TRAX Developed its own service map where service team find out problems and provide solutions throughout the country.

f. Consultancy:

Performance-driven companies are increasingly turning to sophisticated and cost-effective information technology (IT) solutions and services to stay competitive in today's constantly evolving operating environment. When you choose TRAX consultancy Services as your IT Services, consulting and business solutions partner, you will discover many insight behind the industry. We add real value to financial industry through total ATM rollout, Data center solutions with proven success in the field and quality service. It's how we keep you moving forward.

2.3 Client list:

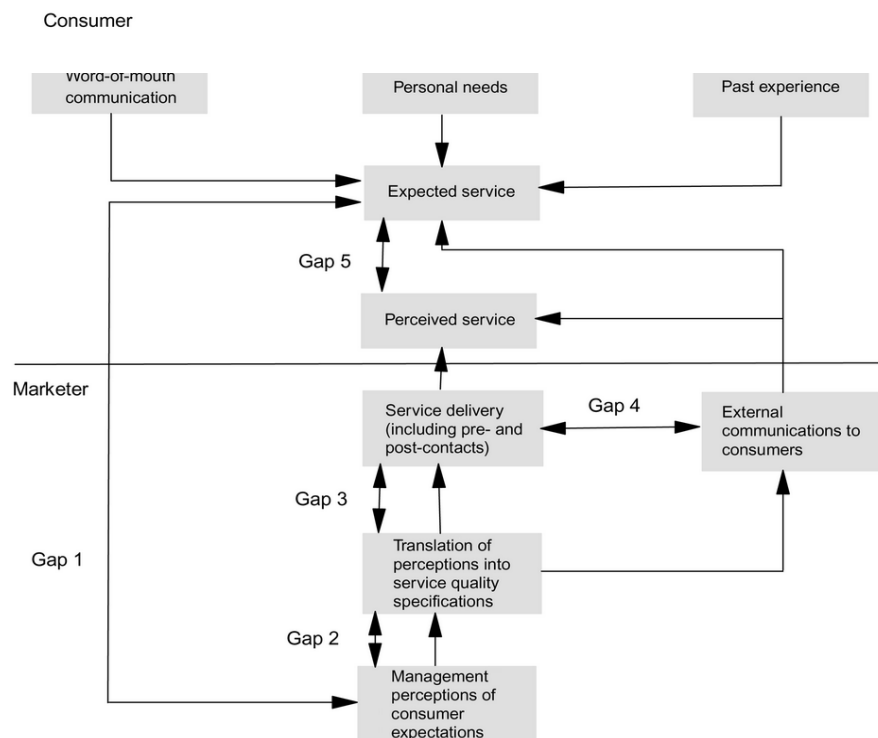
NCC Bank Limited		The City Bank Limited	
Mercantile Bank Limited		State Bank of India	
Standard Bank Ltd.		Premier Bank Limited	
One Bank Ltd.		BRAC Bank Limited	
Bangladesh Krishi Bank		TRUST Bank Ltd.	
United Commercial Bank Ltd		Dutch Bangla Bank Ltd.	
Sonali Bank Limited		EXIM Bank Ltd.	
Shahjalal Islami Bank Ltd.		IFIC Bank Ltd.	
IT Consultants Ltd.		NRB Global Bank	
CIBL Technology Consultants Ltd.		Biometrics.BD Limited	
Senakalyan Sangstha		RobiAxiata Limited	

3.0 The GAPS model of service quality

3.1 GAP Analysis:

These days, consumers are becoming increasingly demanding. They not only want high quality products but also they expect high quality customer service. From a consumer's point of view, customer service is considered very much part of the product. Products that do not offer good quality customer service that meets the expectations of consumers are difficult to sustain in a competitive market.

The gap model positions the key concepts, strategies, and decisions in delivering quality service in a manner that begins with the customer and builds the organization's tasks around what is needed to close the gap between customer expectations and perceptions. The gaps model provides a comprehensive and integrating framework for delivering service excellence and customer-driven service innovation.



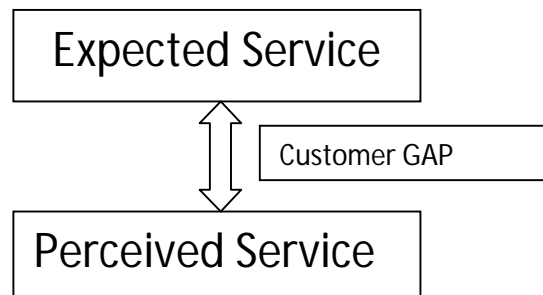
3.1.1 The Customer GAP:

The customer gap is the difference between customer expectations and perceptions. Customer expectations are standard or reference points that customers bring into the service experience. Whereas customer perceptions are subjective assessments of actual service experiences.

Clients expect the quality and unique services and goods at minimum cost from ATM Booth and technical service provider Vendor. They want to ensure after sales services.

TRAX successfully identified their expectation and fulfilled their needs since 2004. TRAX has a strong service team and design plan to deliver services all throughout the country.

So here is the customer GAP is minimum where as providing satisfactory services are major concerns.



Clients **expected service** consists of some points, which drives them to acquire desired service from market. Their basic interest, past experience and communication from their reference help them to set their expected service from the market.

Clients expected service from the market are-

- Quality services & after buying support at lower cost
- Innovative products & services from vendors
- Effective communication
- Quick response
- Hustle free product and service for smooth business operation
- ATM Machine deployment in small area
- Information KIOSK and electrical equipments servicing at anyplace

Whereas at their lower cost, the quality of product and services are average. Communication Gap occurs from both sides.

3.1.2 Providers GAP:

- Through follow up and continuous communication helps to project research to find out clients expectation
- Collect idea, information, from contact engineer to develop better service plan
- Expect quality services at lower price
- Effective service design to meet clients service call
- Recruit experience and fresh engineer
- One the job and off the job training facilities to empower employees
- Service evaluation by every regional head engineer

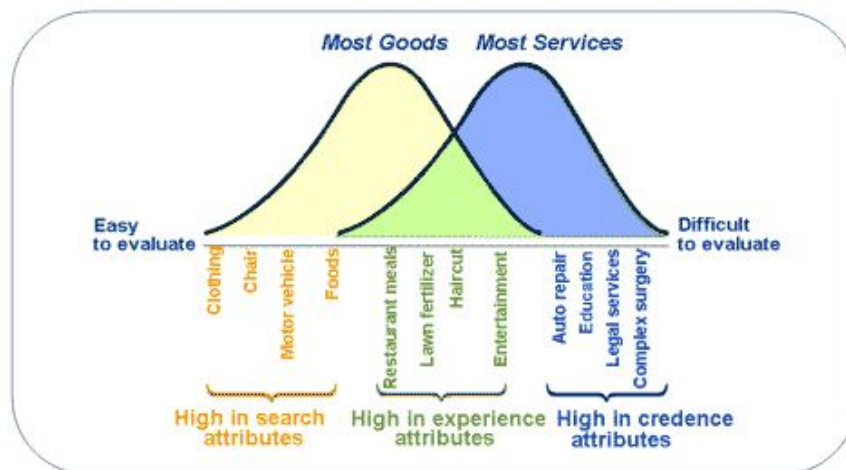
4.0 Consumer behavior in service

The primary objectives of services producers and marketers are identical to those of all marketers, to develop and provide offerings that satisfy consumer needs and expectations, thereby ensuring their own economical survival. To achieve these objectives, TRAX indentified and understand how consumers choose, experience and evaluated their service offerings.

4.1 Search, Experience, and Credence properties:

4.1.1 Search qualities: Attributes that a consumer can determine before purchasing a product. ATM booth maintenance and some materials components are suggested by clients which are lies under search qualities.

4.1.2 Experience qualities: Some color combination of materials and outlook of KIOSK and ATM Jacket are under experience qualities.



4.1.3 Credence qualities: Credence qualities include characteristics that clients may find impossible to evaluate even after purchase and consumption. Online-UPS, Information KIOSK and ATM Jacket services are under credence qualities as because customers feel blind while they face failure of their technological infrastructure. And this is the target market of TRAX under managed service.

4.2 Consumers Choice:

Our prime clients are Bank and very recently mobile phone Company added in our client list. Competition is high in Banking and mobile phone sector in Bangladesh. We have observed their choice. They want their product and service pattern will be different from others. They wanted to gain prestige in their sector by providing their product and service. So they want to have good quality service from their vendors.

5.0 Customer expectations in services

TRAX's provide possession processing service where TRAX offer electronic device maintenance service by entering physically in the system. Before taking any service from market customer search information to clarify their actual required service, explore supplier who provide that service and search alternatives. So before purchasing any service they judge among the suppliers who can meet their expectation-

5.1 Customer expectation:

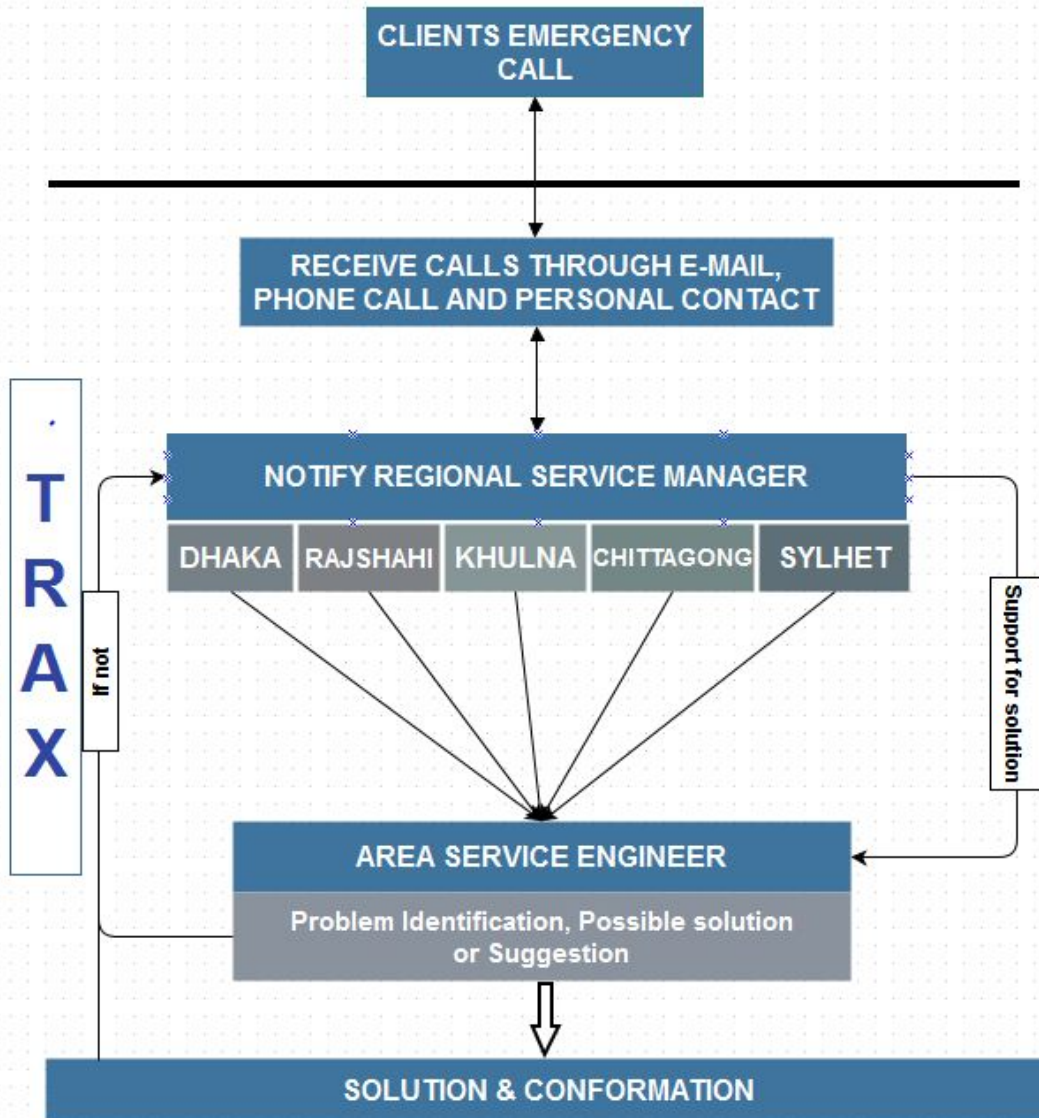


1. **Quick response:** Customer always expect that someone always there to response first toward his or her question. Now a day's service is everywhere. Just because customer wants to make them hustle free. So quick response is must to satisfy customer. And this is the first step to listening customer. Even if the provider can't able to give service to the customer but hearing the problem can be valuable information for the service improvement in the future.

2. **Pay full attention to the problem:** Customer expects TRAX will carefully listen and understand their problems. Treat them as individuals among all.
3. **Be honest and fair:** Customer wants TRAX provide service for civil and technological good with honesty. Whereas these things are critical to identify the damage. A dishonest engineer can easily take the advantage of this. TRAX communicate from the beginning about the problem and its solution. And for transparency the damage parts are returned to the clients if it is found not repairable. To avoid some unexpected situation TRAX take all the responsibility of the product under SLA [Service level agreement].
4. **Fair service charges:** Affordable service charges are always what customer expects. They don't want themselves mistreated with high service charge. So when clients call several times TRAX for service, TRAX make an agreement about the on call service charge and set the material rate. And this agreement ensures clients to treat well.
5. **Help to be the first to bring new product:** As a technological equipments and innovative product provider, clients expect TRAX to help them to be the first who brings the new product in the market. TRAX helped City bank limited to introduce first lobby type ATM booth [Compact ATM Booth] in the banking industry.
6. **Priority service:** Clients want provider pay full attention to the detail of their problem. And ensure their both commercial and consumer warranties. Clients also expect that service provider kept their internal information secret.

5.2 TRAX Service Delivery model:

By understanding customer expectation TRAX provide its service through its service delivery path.



Front end operation manager receives customer calls. Customer mentions the place where their system stops working. Banks mention the ATM Booth location and other company mentions their service point. Then operation manager notify about the problem to the regional service manger. TRAX divided the country into five regions according to service station - Dhaka, Rajshahi, Khulna, Chittagong, Sylhet. Each region is a service point which covers its surrounding district. Area service engineer visits to the location and keep all time communication with Area service Engineer. They detect problem and find out the possible solution. The ASE inform to OM.

6.0 Customer perception of service

6.1 To Product and Services:

Customer satisfaction with a product or service is influenced significantly by the customer's evaluation of product or service features. For a service such as Information KIOSK, On-Line UPS, ATM Jacket, ATM booth deployment and maintenance; important feature might include the good working condition under rough environment, continuity of service runtime, hustle free products dedicated projected life time, less power consumption, moveable, attractive branding, after sales service, room for adding new facilities.

TRAX Product:



ATM Booth develop & maintenance Service



KIOSK- ipresenter



Compact ATM Booth



Online UPS



Maintenance Service

6.2 Perception of Equity or Fairness:

Customer satisfaction is also influenced by perceptions of equity and fairness. Here Customers can compare their service from Trax with other service provider in market. Trax always try to focus on customer demand. And always try to provide service as prime customer to almost 18 Banks and other company. TRAX's dedicated service teams are waiting to receive client's problem calls and solve it with complete fairness. Especially if the services are relating with technical equipments then the question may arise about the quality of spare parts and servicing.

6.3 Service quality

Outcome, interaction and Physical Environment Quality:

Clients judge the technical outcome from the services. TRAX's team at first contacts with the responsive person of the site and find out problem and notify the service manager for further process. Then service manager contact with clients about the problem, possible better solution and give instruction to service team for solution. Trax recruit energetic, furnish young engineer to ensure better service and communication.

6.4 Service Quality Dimension:

a. Reliability:

Reliability is defined as the ability to perform the promised service dependably and accurately in its broadest sense. Trax facilitate in this market since 2004. It is already gain its reliability among its customers. Team works as per mutual communication and contact condition where mentioned clearly about response time, types of material use, and costing. For long term relationship TRAX is very sincere about original spare parts and maintain delivery time.

b. Responsiveness: Being Willing to Help

In most of the service cases TRAX ensure service on time. Trax's target response time, in side Dhaka is 2 hours. And out of Dhaka city 2 hours add with travel time from Dhaka to that place for routine service. For repair/replacement purpose the time is 8 hours inside Dhaka and 24 hours for outside Dhaka city. And this is same for rest four service points throughout the country.

Response & Resolution Time Schedule

SI No	Service Zone		Response time
1	Dhaka	Dhaka City	4 hrs
		Outside of Dhaka City	8 hrs
2	Chittagong	Ctg City	4 hrs
		Outside of Ctg. City	1 working day
3	Khulna	Khulna City	4hrs
		Outside of Khulna City	1 working day
4	Rajshahi	Rajshahi City	4 hrs
		Outside of Rajshahi City	1 working day
5	Sylhet	Sylhet City	4 hrs
		Outside of Sylhet City	1 working day

And front level service manage maintain all time contact with customers about their idea, quarry, complain, suggestion. So responsiveness is the main motto of TRAX.

c. Assurance

Knowledge and courtesy of employees and their ability to inspire trust and confidence.

d. Empathy

Caring, individualized attention the firm provides its customers. TRAX did R&D and invent a complete new product which is called CAB (Compact ATM Booth) to meet the City Bank Ltd's special needs. By using this product The City Banks place ATM where there is very little space and not possible to construct traditional Booth.

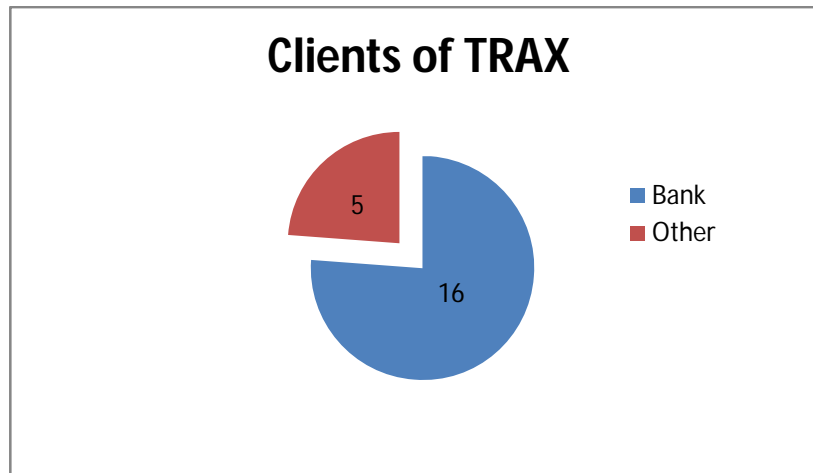
e. Tangibles

Appearance of physical facilities, equipment, personnel, and communication, materials.

7.0 Listening to customers through research

7.1 Customer satisfaction over TRAX service delivery:

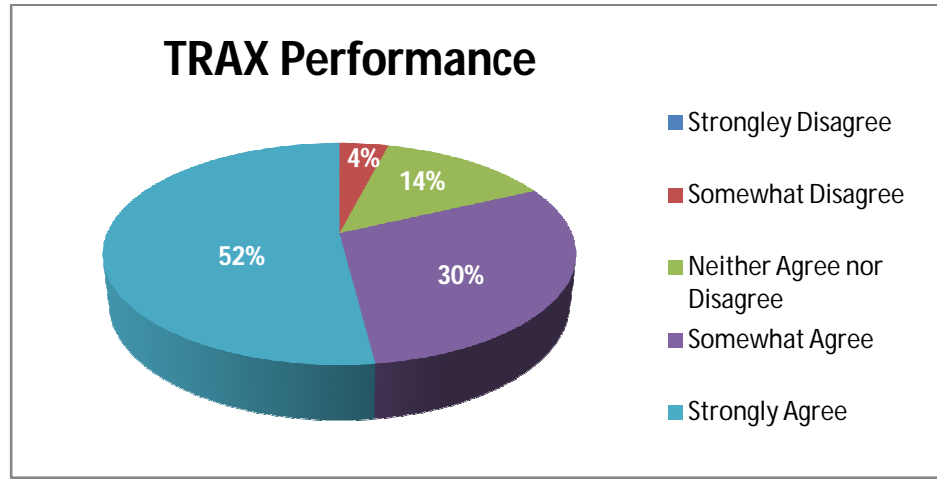
Majority amount of data collected by primary data collection method. It includes Clients comments about the service delivery, expected services. This survey conducted among existing clients.



16 Banks and 5 other companies are in TRAX Clients basket. These are mentioned below-

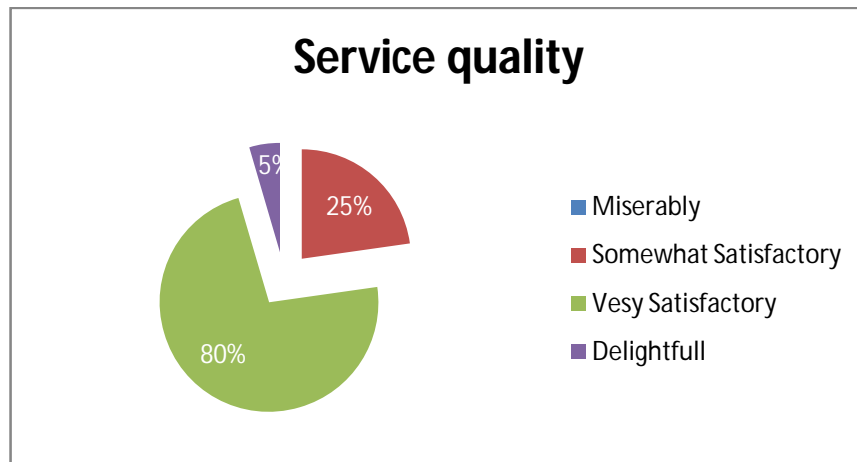
Sl No	Banks	Sl No	Other
1	NCC Bank Limited	1	IT Consultants Ltd
2	ShahjalalIslami Bank Limited	2	CIBL Technology Consultant Ltd
3	Marcantile Bank Ltd	3	Biometrics. BD Limited
4	Standard Bank Ltd	4	RobiAxiata Limited
5	One Bank Ltd.	5	SenaKalyanSangstha
6	Bangladesh Krishi Bank		
7	United Commercial Bank Ltd		
8	Sonali Bank Ltd		
9	The City Bank Ltd		
10	Trust Bank Ltd		
11	IFIC Bank Ltd		
12	BRAC Bank Ltd		
13	Exim Bank Ltd		
14	Premier Bank Ltd		
15	State Bank of India		
16	Datch Bangla Bank Ltd		
17	NRB Global Bank Ltd		

7.2 Clients satisfaction with the way TRAX performing on a project:



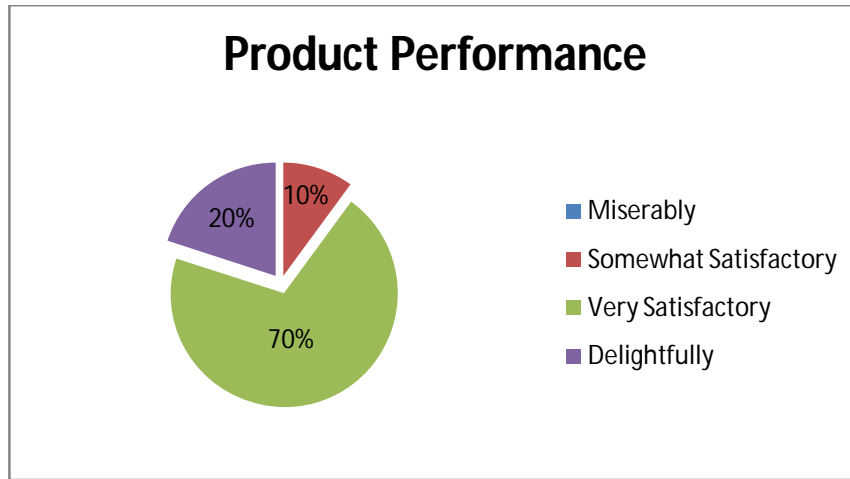
In this graph it express the ratio about clients satisfaction toward TRAX overall service performance. In here 52% customers are strongly agree about TRAX perform well in their project. 30% are somewhat agree about good performance of TRAX. Also few clients are not satisfied with performance.

7.3 Overall quality:



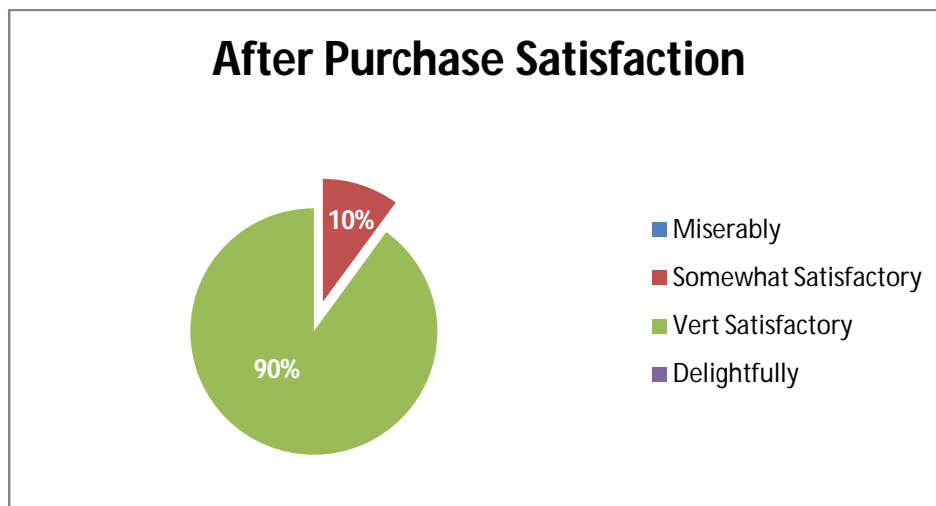
In this graph it shows that 80 % clients are very satisfied with service quality of TRAX where as 5% found are delightfull. 25 % found themselves somewhat satisfactory.

7.4 Product performance:



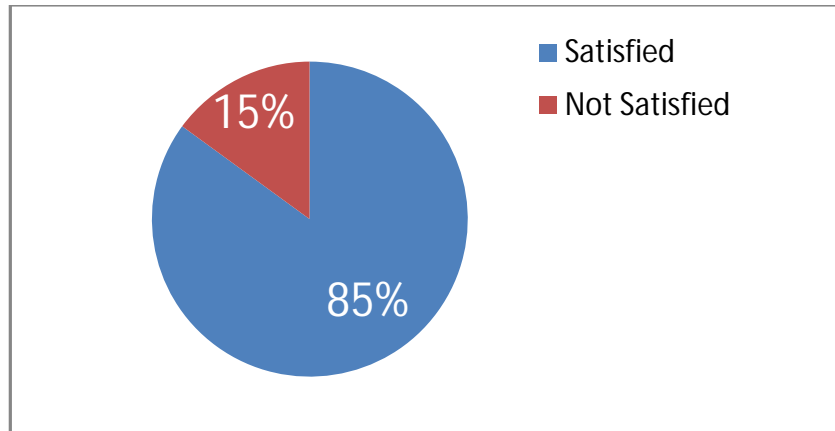
From the research it is found that 70 % clients are very satisfy with the product that TRAX delivered. 10 % are found them somewhat satisfactory. In 2011 in Mercantile bank Ltd purchase a INTARI online ups from a vender. And that product quality was poor unfortunately and that vendor didn't give them after sales service. But in that time TRAX was re-distributor of INTARI online UPS. That bank didn't found that vendor where as TRAX had to bear all the bad will of the product.

7.5 After purchase satisfaction:



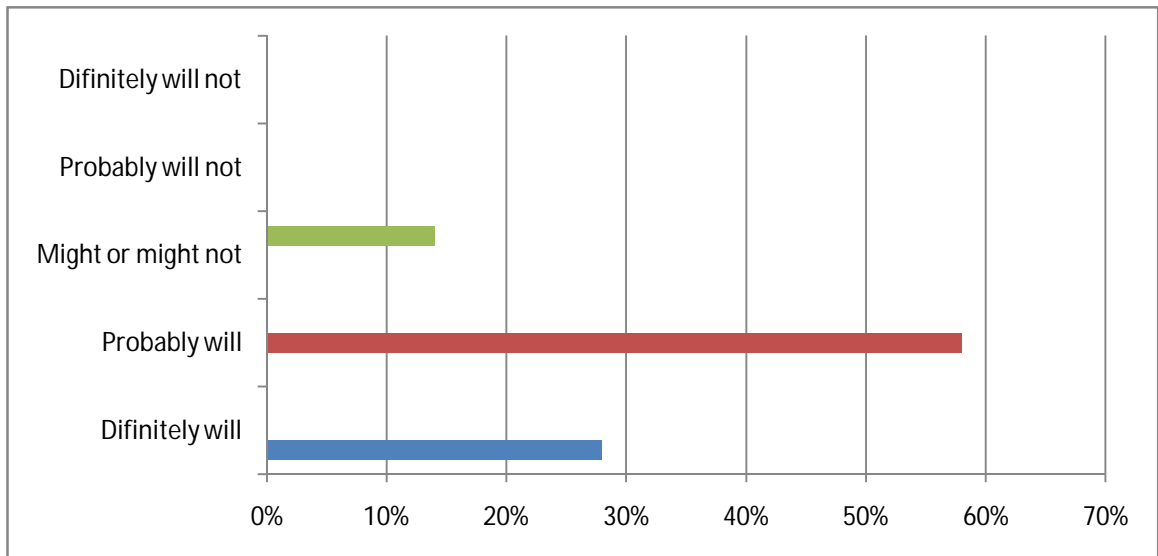
Here it is shown that 90% clients are very satisfactory with after purchase service of TRAX. TRAX ensure its entire customer about the warranty issues. This is a major strength.

7.6 Customer satisfaction level toward price:



85% of the clients are satisfied with the price. They prefer to buy again from TRAX. Trax also follow the market condition, availability of accessories toward its pricing.

7.7 Recommendation to other clients:



Here we can see 28% clients are definitely will refers TRAX to other companies to serve them well and 58% will probably refer and rest 14 % customer are confuse.

Here TRAX need to give extra emphasis of this 14 % to serve them well.

8.0 Building Customer Relationships

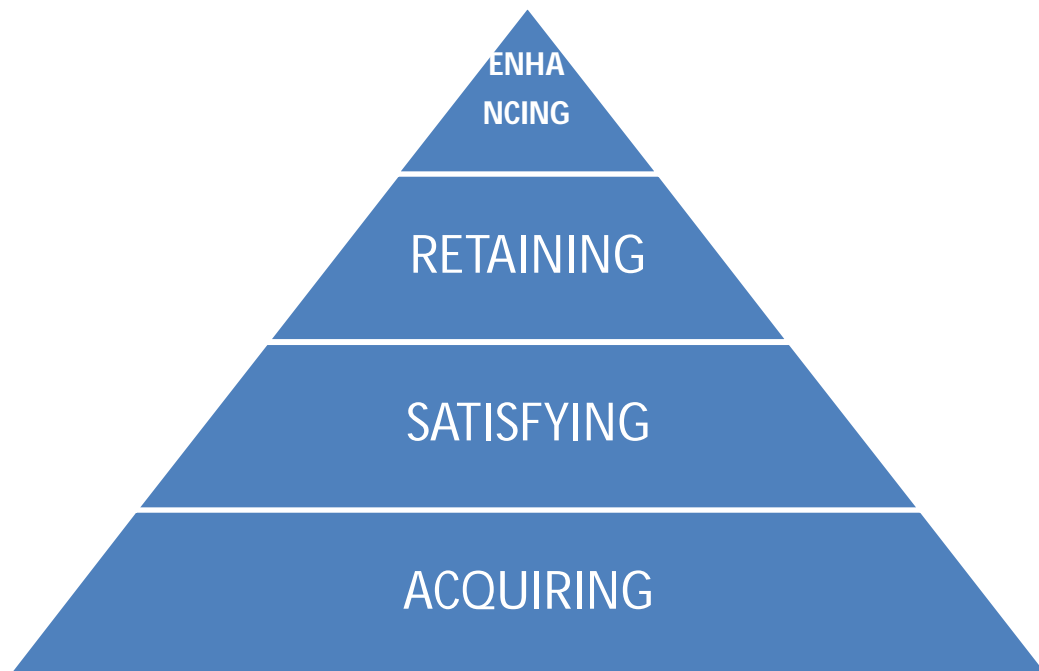
8.1 Relationship Marketing:

Customer become partners and the firm must make long-term commitments to maintaining those relationships with quality, service and innovation.

Relationship marketing essentially represents paradigm shift within marketing- Away from an acquisition/transactions focus toward a retention/relationship focus.

Relationship marketing is a philosophy for TRAX of doing business, a strategic orientation that focuses on keeping and improving current customers rather than acquiring new customers. And satisfied customer refers other customer.

The primary goal of relationship marketing is to build and maintain a base of committed customers who are profitable for the organization. To achieve this goal, the TRAX focus on bellow-



8.2 The goals of relationship marketing

Both parties benefit customer/firm from customer retention. It is not only in the best interest of the organization to build and maintain a loyal customer base, but customers themselves also benefit from long-term associations.

8.3 Benefits for customer:

Customer will remain loyal to a firm when they receive greater value relative to what they expect from competing firms. Value represents a trade-off for the consumer between the give and the get components.

Consumers are more likely to stay in a relationship when the gets (quality, satisfaction, specific benefits) exceed the gives (monetary and non monetary costs)

Beyond the specific inherent benefits of receiving service value, customers also benefit in other ways from long term associations with firm.

Research has uncovered specific types of relational benefits, these are-

- Confidence benefits
- Social benefits
- Special treatment benefits

a. Confidence benefits

These benefits comprise feelings of trust of confidence in the providers, along with a sense of a reduced anxiety and comfort in knowing what to expect.

Across all of the services studied in the research just cited confidence benefits were the most important to customers, especially in the service & maintenance business of electrical equipments where fair service and accountability is required to sustain in the market in long term.

b. Social benefits

Overtime, customers develop a sense of familiarity and even a social relationship with their service providers. In some long-term customer/firm relationship a service provider may actually become part of the customer's social support system.

c. Special treatment benefits

Special treatment includes such things as getting the benefit of doubt, being given a special deal or price, getting preferential treatment. TRAX sometime provide special treatment to its clients by providing free consultation of customer next step toward its business.

8.4 Benefits for the organization

The benefits to an organization of maintaining and developing a loyal customer base are numerous. This can be linked directly to the firm's bottom line.

- Increasing purchases
- Lower costs
- Free advertising through word of mouth
- Employee retention

8.5 Life time value of a customer

If companies knew how much it really costs to lose a customer, they would be able to make accurate evaluation of investments designed to retain customers.

The City Bank Limited's calculated lifetime value as a customer of TRAX as follows-

Business from The City Bank Limited per month BDT/- 200,000.00 avg.

Assuming a 10 years average lifetime for a customer in the TRAX, the value BDT/- 200,000.00 / month/year X 10 = BDT/- 24,000,000.00

Going further, a happy customer will create at least one new customer via word of mouth

BDT/- 24,000,000.00 x 2(New customers)= BDT/- 48,000,000.00

Thus the value of company's business about BDT/- 48,000,000.00

It is estimated that the average technology supply and maintenance service stops at 20 businesses the size of TRAX's business each day

BDT/- 24,000,000.00/companies x 20

= **BDT/- 480,000,000.00**; ; thus the average employee of IT supply and maintenance service is managing BDT/- 480,000,000.00 portfolio of lifetime business for the company.

8.6 Discontinuation with a customer

a. The wrong segment

A company cannot target its services to all customers; some segments will be more appropriate than the others. It would not be beneficial to either the company or the customer to establish a relationship with the customer whose needs the company can't meet. In the case of ATM Booth preparation not all bank offer general tender for all supplier in the market rather than recruit supplier by their own preference. In some cases long term relationship can bring benefits to both parties.

b. Not profitable in the long term

Some segments of the customers will not be profitable for TRAX even if their needs can be meet by the services offered. 20 person small companies like TRAX don't prefer to deal with those customers who delay in payment and who don't provide work offer sequentially.

c. Difficult Customer

Some customers put huge demands on the company and as such company would not be interested in such customer. TRAX faces sometime this situation while offer the idea and design of ATM Booth to a BANK.

8.7 Relationships and Roles:

- To demonstrate the ability to interact and cooperate with all company employees.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support departments.

9.0 Service Recovery

TRAX responds rapidly to service failure. Failure occurs for all kind of reasons-

- Absence of critical equipments
- Sometime it's hard to identify critical problem area in device.
- Countries internal communication problem [Service may be delivered or reach late or too slowly]
- Employees may show less attention to the problem

All of these types of failures bring negative feelings and responses about the customers.

Left unfixed may cause-

- They can result in customers leaving
- Telling other customers about their negative experiences

TRAX has identified that resolving customer problems effectively has a strong impact on-

- Customer satisfaction
- Loyalty
- Bottom line performance

It is also observed that customers who experience service failures, but are ultimately satisfied based on recovery effort by the firm, will be more loyal than those whose problems are not resolved. Those who complain and their problems resolved quickly are much more likely to repurchase than are those whose complaints were not resolved.

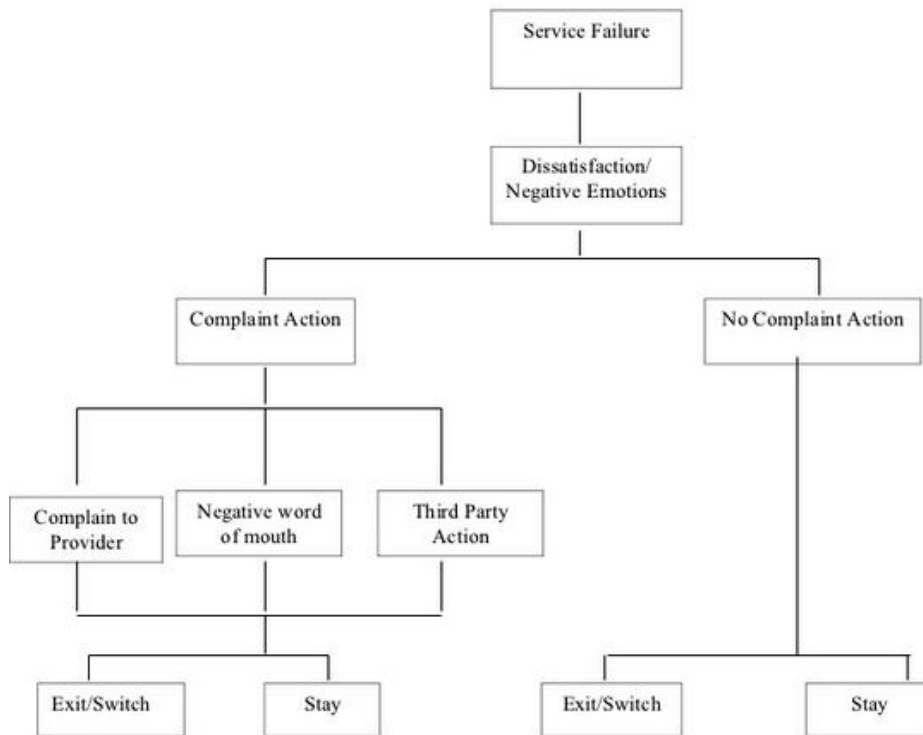
Those who never complain are likely least likely to repurchase.

An effective Service Recovery strategy can –

- Increase customer satisfaction and loyalty
- Generate positive Word of Mouth

A well designed, well documented services strategy also provides information that can be used to improve service as part of a continuous improvement effort.

9.1 Possible Customers Respond to Service Failures of TRAX:



9.2 Types of complainer:

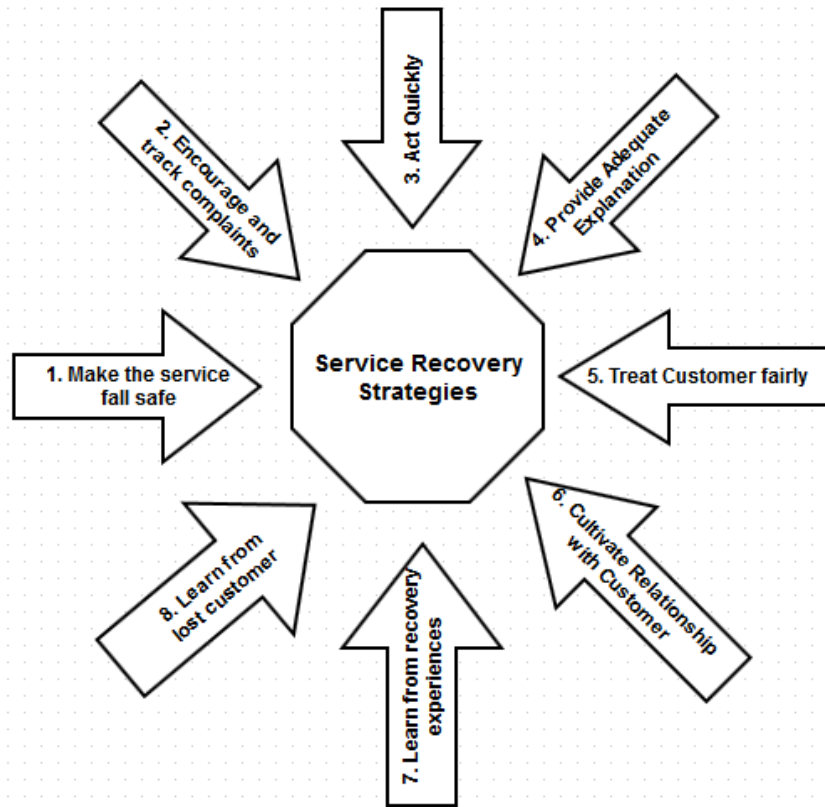
TRAX deal with voicers types of customer who are actively complain and they are less likely to spread negative word of mouth, to switch patronage, or to go to third parties with their complaints without concern of TRAX. These customers are TRAXs best friends. TRAX appreciate customers' voice toward their service. Whereas it has social benefits and there are many learning from their complaints. This customer voices help TRAX to develop better service design.

9.3 Customer recovery Expectations:

Understanding and accountability: In service failure situation customers are not looking for extreme actions from the firms but want to know what the actual reason for failure.

Fair treatment: customer also wants justice and fairness in handling their complaints. Electronics equipments are critical so it is hard for customer to indentify the damage and possible solution. Fair treatment is a fair expectation for customer.

10.0 Service Recovery Strategies:

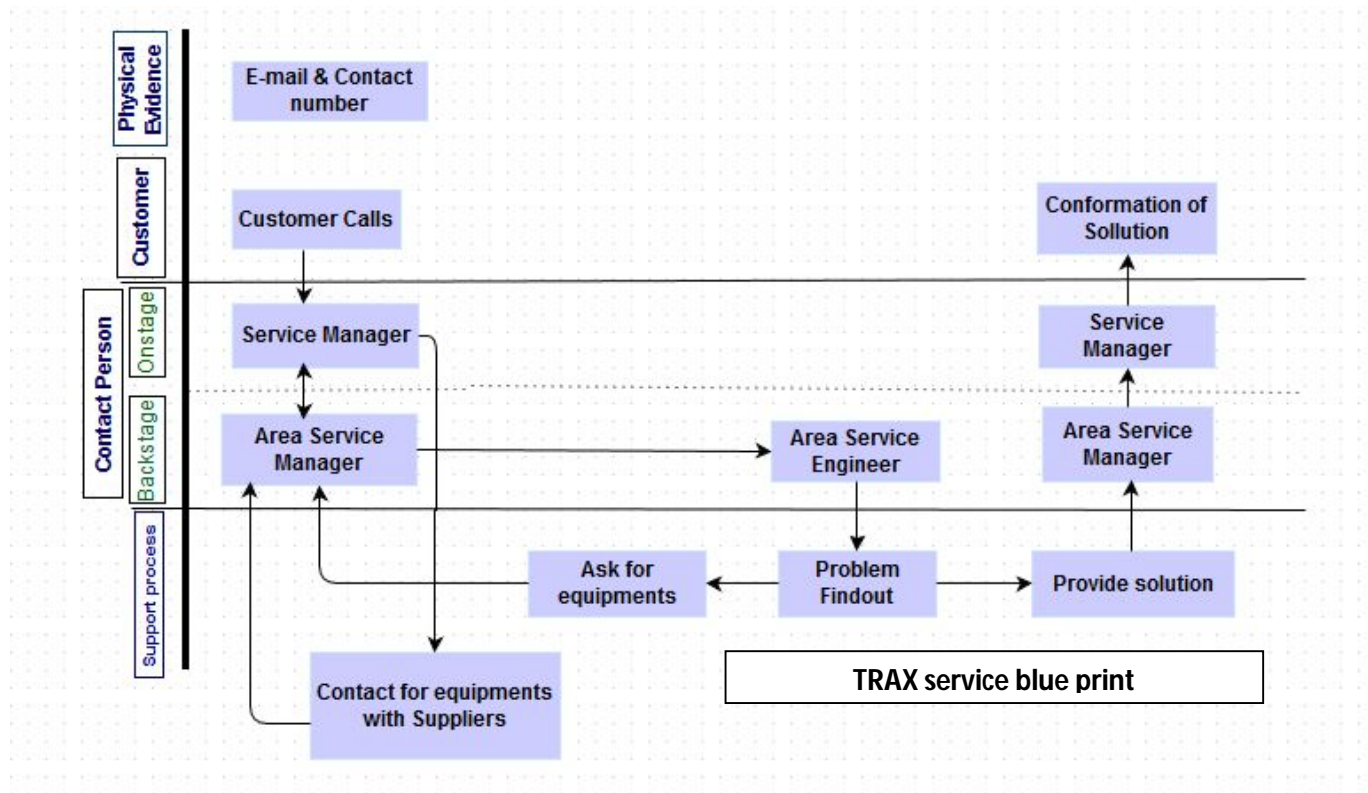


When TRAX receive the service call form customer; immediate contact with the person and get the update condition of the machine and try to identify possible reason of the failure. Within a very short time notify service engineer to take a visit and waiting for update. Just after receive update from engineer discuss with customer about the reason of system failure. With concern of customer TRAX provide the quotation of spare parts and service charge if the customer is not under service level agreement with TRAX. After approval of quotation TRAX take the necessary action immediately. In the case of Service level agreement TRAX took the whole responsibility to ensure 24 hours continuous machine operation. And strength comes from assembling the right mix of abilities, skills and expertise into a seamless, responsive and highly trained team of professionals.

TRAX gain experience from every complaint they meet. Every problem and its solution, help TRAX to understand insight of the business and draw a better service plan in future.

11.0 Service development and design

11.1 Service Blue print:

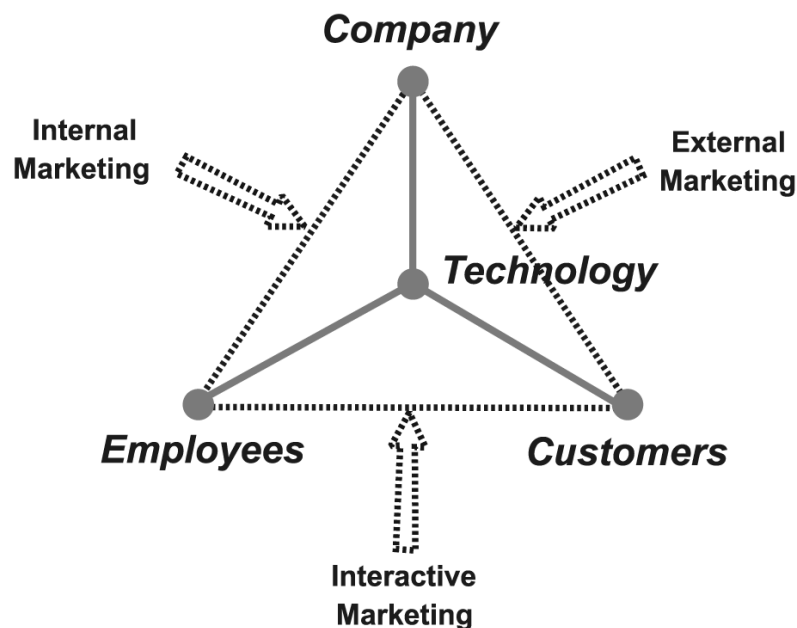


In the case of electronic device like Online-UPS, Information KIOSK, Token display, Visual Display unit, network switch, PC, Air-condition, ATM booth electrical part maintenance service, the customer is not directly involve in the service. The customer first calls TRAX for service. The contact service manager receives call and informs the area service manager according to the service failure location. Area service manager then inform area service engineer who identify problem and possible solution. Area service engineer ask for equipments to areas service manager if the problem need equipments for solution. And Service manager always contact with supplier for equipments and maintain a plenty of stock in Area service manger office.

12.0 Integrated service marketing communications

Marketing communication is more complex today than it used to be. In the past, customers received marketing information about goods and services from a limited number of sources, usually mass communication sources such as network television and newspapers. But today's consumers of both goods and services receive communications from far richer variety of advertising vehicles-targeted magazines, websites, direct mail, movie theater advertising, e-mail solicitation, and a host of sales promotion.

TRAX Technologies Limited develops channels to continue communication with customer and overall market update. TRAX follow the service marketing triangle.



12.1 IMC Tools:

Today, corporate marketing budgets are allocated towards trade promotions, consumer promotions, branding, public relations, and advertising. TRAX marketing is viewed more as a two-way conversation between marketers and consumers. Under contraction site banner works as advertisement.

TRAX maintain a data base where it shows the current market shares of trax and the rest of the area to be coverage. 54 banks or total financial industry is a market for trax. With the use of data base TRAX can move to the right customer with right offer. And this database contain the address of department head, how is the situation of ATM booth [Quantity, quality standard], where TRAX gave offer with which offer and when. And every employee communicates with their contact person and builds up a good communication. Trax also use e-mails, telemarketing, internet sales, websites, promotional letters, outdoor advertising, email ads, banner ads, and social media.

TRAX vision and mission are well defined. Employees always try to build relationships with clients, suppliers and Brand values. Every communications helps to develop stronger and stronger relationships with customers. Creative employees offer new thinking where meaningful change goes hand-in-hand with improved operations and service delivery. TRAX belief is that client's success is their success. Anything less is simply unacceptable.

13.0 RECOMMENDATION

a. Understanding Customer Expectation:

This research helped me to learn more about customers of service industry. Customers are very difficult to understand as they are. So proper understanding of the need of a customer is very crucial.

b. Providers' commitment:

Service industry depends on the quality of service it provides. Customers prefer to get superior services from providers that should exceed their expectation level. Service providers need to maintain standards and also promise to serve their customers the best they can.

c. Importance of maintaining good standard:

It is very difficult to maintain the same standard as there are other competitors. But to remain in this service industry for a long term the providers must provide services at a consistent level. TRAX should maintain its current product and service delivery standards.

d. Financial capabilities:

Financial capabilities are must to hold the continuity of supply of goods and services. And it's very crucial part of running a growing business. TRAX need to build its financial capabilities and increase the budget in R&D activities.

e. Team works:

A key to success, the importance of team work within organization is critical to business. The service delivery will be more attractive to a customer if all the employees keep continue their team works.

f. Innovation:

TRAX need to give more focus on innovate new products. Because innovate new efficient product can help anyone to sustain in market for long time with high brand image. There are some limitations in ATM booth building supervisor. They followed some typical sense in the booth decoration. They use Alco-bond and melamine board for interior wall decoration. But they need to spread their senses in upgraded materials. Use of this material can make TRAX unique in this sector.

g. Cost:

For the survey it is found out that some customer are not satisfy with product price. So if it is possible to customize some of the extra features or add only some features what is suit with the clients; it can make the product price low.

14.0 Conclusion

Customer service should be the priority of every business today. Happy customers are the ones that will be more likely to return to your business, purchase more products and service, and tell other about the company. Service industry depends on the quality of service it provides. Customers prefer to get superior services from providers that should exceed their expectation level. Service providers need to maintain standards and also promise to serve their customers the best they can. TRAX try to work with clients so that they are able to understand, build and successfully deliver right set of products and services for clients Company.

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