



Inspiring Excellence

Internship Report

On

Customer Satisfaction on Client Service Department of Asiatic EXP

Submitted to:

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**Customer
Satisfaction**
on Client Service
Department of
Asiatic EXP

Letter of Transmittal

27th March, 2017

Noman Hossain Chowdhury

Senior Lecturer

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Subject: Submission of Internship Report.

Dear Sir,

With great pleasure, I am presenting my internship report on the topic “**Customer Satisfaction on Client Service Department of Asiatic EXP**”. In preparing this report, I have followed your instructions and guidelines as well as those given by my company’s supervisor.

The report has been completed by the involvements I have attained during the internship period at Asiatic EXP. I hope they will be quite helpful to enlighten my future career and knowledge as well. I hope this report to be informative as well as comprehensive.

I express my special thankfulness to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report properly as much as possible. I shall be pleased to answer any sort of question you may have regarding this report.

Sincerely,

Md. Sakif Shiraj

ID: 12104130

BRAC Business School, BRAC University

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Executive Summary

Being sufficiently lucky to be an intern of the Client service department of the greatest BTL Marketing organization in the country, Asiatic Experiential Marketing Limited (Asiatic EXP). I could see transition which is happening in the marketing communications arena directly.

In my internship period, I learned about the BTL marketing practically. A campaign named *Facebook Brand Ambassadorship* was the arena where I worked and learned.

The client (Facebook) was asked for opening new Facebook accounts for all, even in the remotest area of the country. Our job was to find the right target group and educate them about Facebook and let them know how to use Facebook. By doing this properly we had to make sure the satisfaction of the client at the end of the campaign.

In this whole campaign, I had learned a lot of practical works that, how an organization works and how to make the client satisfied. I used my academic knowledge which I got from my university courses in time to time.

In this report the whole works and my learning is being demonstrate.

Introduction

In today's world, the human behavior is changing so rapidly. And the ordinary correspondence forms getting to be distinctly soaked, it has turned out to be increasingly fundamental to locate the correct target group at the place they visit the most.

Asiatic Experiential Marketing Limited (Asiatic EXP), one of the major revenue generating wings of Asiatic 3Sixty, is the pioneer in the BTL marketing portion in the nation and till date standing out from the front. Notwithstanding, so as to manage the changing framework as expressed over, the procedures of the business thing is likewise evolving.

Being an intern of this incredible institute, I was sufficiently lucky to witness the changing procedure direct. I learn a lot of real life practical knowledge about how an organization work and the real life procedure of the BTL marketing segment.

In Asiatic EXP, I worked in the client service department where I had to deal with the customer satisfaction segment. I worked on the project named *Facebook Brand Ambassadorship Campaign*. Here I used my academic knowledge I got from my university courses to do the real life practical works.

I have tried to demonstrate the present scenario of the Activation campaign in BTL marketing arena with the most important part: Customer Satisfaction.

Objectives of the study

Primary Objective

The primary objective of this report is to use the theoretical concepts of Marketing in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of BRAC Business School.

Secondary Objective

- ☀ To meet the terms with the entire business procedures
- ☀ To formulate a bridge between the theories and practical procedures of product distribution and operation.
- ☀ To be aware of the terms of marketing that has been taught in the BRAC University
- ☀ To gain practical experiences and view the application of theoretical knowledge in the real life.

Methodology

This report has been prepared on the basis of experience gathered during the period of internship. At first the topic and research objectives were selected and I collected data regarding the report.

Sources of Data

Sources of data were collected through two segments. I) Primary and ii) Secondary Data

Primary Sources of data were

- ☀ Practical desk work
- ☀ Conversation with the employees
- ☀ Conversation with the clients
- ☀ Appropriate file study as provided by the concern
- ☀ Personal experience gained by visiting & working with different people

Secondary Sources of data were

- ☀ Annual reports of ASIATIC EXP
- ☀ Different “Procedure Manual” published by the ASIATIC EXP
- ☀ Publications obtained from different libraries and from the internet.

Limitation of the Report

During preparing the report I had to face some problems and those problems were:

One of the major limitations is the shortage of internship period. Since three months (12 week) is not enough to know everything of a department I could not apply all my theoretical knowledge. The data and information related to the topic was not easily available. Supply of more practical and up to date data was another shortcoming. Many employees have not been interviewed as they are whole day busy with their Works.

Company Profile



Figure 1: Asiatic 360's wings

Asiatic started their journey in March 15th, 1966. On that time it was named as East Asiatic. It started servicing the generic business in absence of brands. In 1967, East Asiatic renamed themselves as Asiatic 3Sixty. In the later years of it's of their operation Asiatic 3Sixty became one of the largest total marketing communication group in Bangladesh. Asiatic 3Sixty Offered 360 degree marketing solution to its multinational and local clients.

In 1996, Asiatic built international partnership with J. Walter Thompson. Later in 2005, the agency was “re-lunched” by dropping the J. Walter Thompson in exchange for JWT. As being a part of the JWT family, oldest advertising agency in the world, it has pioneered many of the advertising innovation in Bangladesh. JWT the fourth largest marketing communication agency in the world which has nearly 10000 employees in more than 200 offices in over 90 countries, serving over 1200 clients. Basically this attachment transformed the marketing communication wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The group is included 14 wings that encourage their customers with administrations, for example, communication, experiential marketing, public relations, audio-visual productions, research, media buying, printing, outsourcing, broadcasting and digital marketing.

Altogether, the Asiatic 3sixty gathering right now utilizes 875 people in the majority of its wings and has the pleasure of being a standout amongst the most preferred manager in the country.

The wings of the group are expressed by the diverse branches of showcasing in the following page.

COMMUNICATION

Asiatic Marketing Communications Limited & Asiatic Talking Point Communications Limited are the top ATL marketing communication wings in the country, helping the clients with all their ATL communication needs. From print ads, billboards to posters & booklets, these two firms remain steadfast on conveying the best inventive that the business brings to the table

EXPERIENTIAL MARKETING

Experiential Marketing is a generally new term in Marketing in our nation, as well as on the whole world; and Asiatic group has the pleasure of being the pioneer in such manner. This specific field of marketing was previously recognized independently as Events, Activations and other BTL previously campaign. For filling this need and giving the customers what they look for Asiatic Experiential Marketing Ltd. (Asiatic EXP), previously known as Asiatic Events Marketing Ltd. and Asiatic Footprints offer their advancement in making important encounters while inserting the brand estimations of brands.

MEDIA PLANNING

Maxus, Mindshare and MEC, three wings that are prominently known as "Group M" inside the Asiatic ecosystem offers one basic capacity to their customers Media buying. The Group M firms offer the most ideal media real estate at the most ideal cost for their customers in today's to a great degree unstable and saturated media jungle.

PUBLIC RELATIONS

To make sure that the correct message is being passed on to the right group of audience at the right time through the correct media is essential for any advertising success, however there is another component that ensure that success is *public relations*. Building contacts with personalities that may influence the result of any project is fundamental and it is conveyed to the customers of Asiatic by the groups public relations wing Forethought PR.

PRINTING

Moitri Printers Limited is the best printing solution for the printing industry of the country. It has the best printing solution with the most trained personnel which helps client to get the best printing experiences.

RESEARCH

Research helps business to find the right target audience in right time and for the right product. MRC-Mode offers the latest analysis in the marketing scenario to the clients as per their requirements.

AUDIO-VISUAL PRODUCTION

Ddhoni-chitra, is the AV Production wing of Asiatic 360 who provide best AV production for its clients on the field. Meeting the international broadcasting standards is the mission of Asiatic Ddhoni-chitra.

OUTSOURCING

For outsourcing clients, Stencil Bangladesh Ltd is the solution from Asiatic 360. Stencil Bangladesh Ltd is a member of Bangladesh German Chamber of Commerce & Industries who provides clipping path, image masking, shadow & reflection, image editing, raster to vector and other vast range of services to international clients.

BROADCAST

In the field of broadcasting Asiatic 360 has Radio Shadhin 92.4FM. This is the second largest radio station of the country. Soon Radio Shadhin 92.4FM is going to be the giant in the industry of broadcasting of Bangladesh.

DIGITAL MARKETING:

This is the time of digital marketing. For digital marketing solution Asiatic 360 has Cookie Jar. This is one of the best digital marketing agency of the country who provides all kinds of digital marketing solutions to its client.



Asiatic EXP

To create priceless moments, Asiatic Experiential Marketing Limited (Asiatic EXP) promotes passionate ideas. *Living Ideas* is the key concept of Asiatic EXP. They create moments to changes customers' perception, to touches the lives of people. Shaping consumers' thought regarding the brand and building brand equity is done through giving all these experiences notwithstanding, a brand is something what people say in regards to it and the experience that people get.

At the core of these passionate moments, lies the enthusiasm of a self-motivated team that has embedded ROI (Relationship-Ownership-Innovation) in its value system.

Asiatic EXP is related with mega international events not only to arrange them but rather to give them new dimension. A Guinness World Record represents the exactness and extent of their executions.

Asiatic EXP have been breaking clutter to facilitate sustainable brand growth for almost two decades. Whether exhibiting cultural features or igniting loving moment of patriotism or carrying internet/digital services to new set of customers.

Asiatic EXP, previously known as Asiatic Events Marketing Limited (AEML) offers versatile BTL marketing solutions and proved themselves to be the best in the business, serving the corporate giants notably- Grameenphone, Facebook, British American Tobacco Bangladesh, Unilever Bangladesh, PepsiCo, Nestle Bangladesh, Standard Chartered Bank Bangladesh, Suzuki Motors Bangladesh, Uttara Motors Bangladesh, HSBC Bangladesh amongst many

more. Besides, Asiatic EXP has the pleasure of working with Sweden Embassy, United Nation affiliates as UNDP and UNICEF; Embassy affiliates as USAID & UKAID; and the Government of Peoples Republic of Bangladesh apart from the business entities.

Asiatic EXP has the honor of being the only agency in the country to have a Guinness World Record for their “Lakho Konthe Shonar Bangla” campaign and notably the most awarded agency by Bangladesh Brand Forum.

Asiatic EXP Hierarchy:

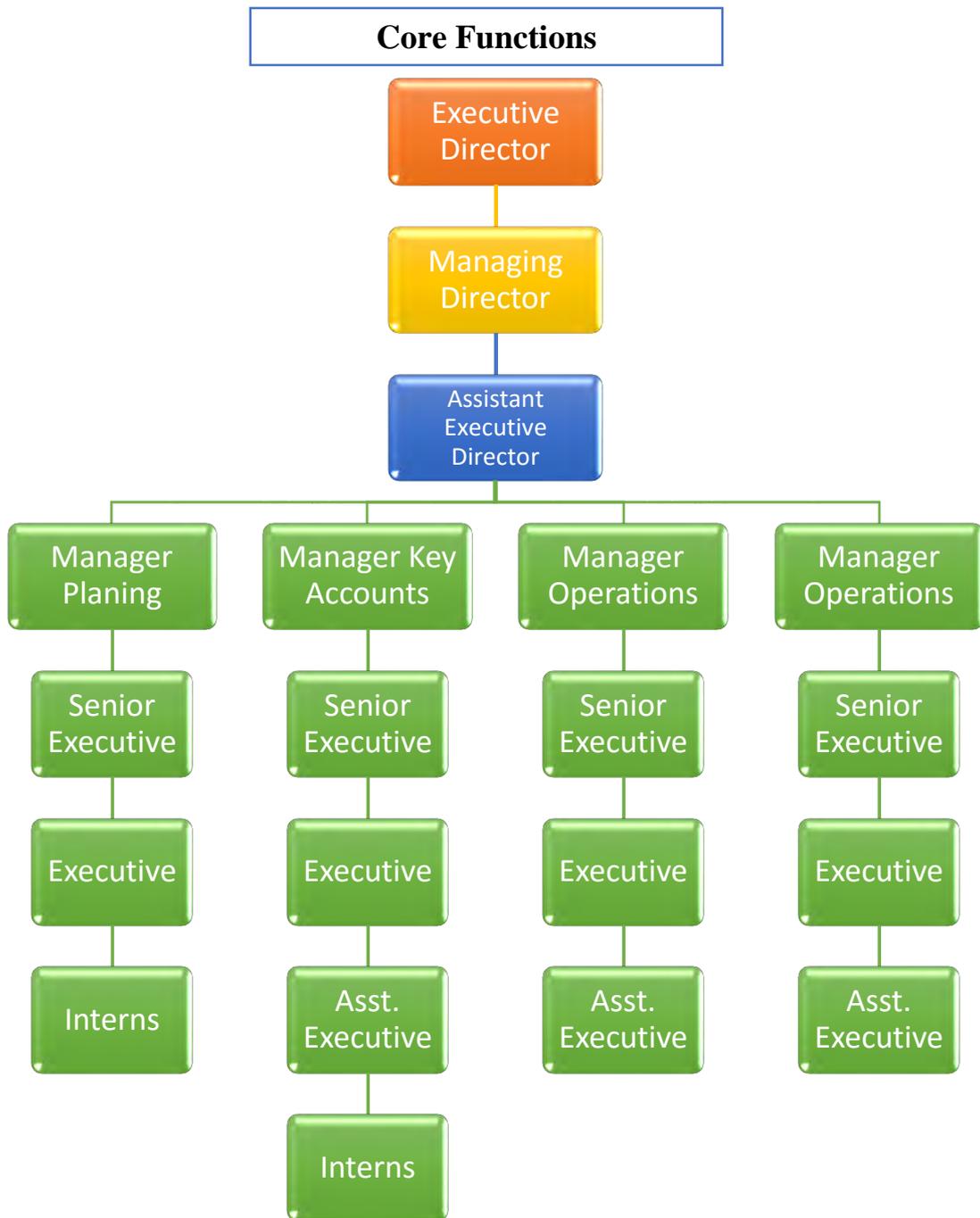


Figure 2: Asiatic EXP Hierarchy



SWOT Analysis

In the BTL communication arena of Bangladesh, Asiatic EXP is without a doubt the market leader. However, as any other firm, it has its strengths & weaknesses as well as may pursue a few opportunities there for the taking and be cautious of threats that might undermine them. These factors are stated below.



Figure 3: SWOT Analysis

STRENGTH

Brand Value: The sheer power of brand perception of the entire Asiatic group along with its tie with JWT is undoubtedly the biggest strength of this firm. Being the oldest & the largest agency in this regard, their brand value keeps on increasing in the industry clouding out the rest.

Operational Scale: One of the major strengths of this firm is its vast operational scale and its diversity that helped them to achieve greatness in this arena.

Awards: The various achievements & awards received from international and national entities for their flawless executions has become another major strength of Asiatic EXP.

Diversely talented workforce: The workforce of the firm though short in number in comparison to the workload, is immensely talented & efficient which works in the favor of the firm in the industry.

WEAKNESS

Lack of Manpower: With the vast amount of projects that the workforce undergo, the number of people per project are low which ultimately drains out the existing manpower's abilities.

OPPORTUNITY

Undertaking more projects owned by firm itself: As a showcasing of the executional power the firm should undertake more projects owned by the firm itself and not only wait for briefs to come from clients, especially after the immense success of "Lakho Konthe Shonar Bangla".

THREATS

Competitors: Though Asiatic EXP enjoys being the market leader in this area, there is always the risk of competitors taking the opportunity to take them out if they become complacent with all that they have achieved till date.

Political Factors: The fickle nature of our countries political environment always poses a risk factor to agencies such as these.

Job Description

As an intern, I worked under client service. Being on Client service department, my duties was to communicate with the clients and manage third party vendor to get the job done. I was assigned for the projects named as Facebook Brand Ambassadorship Campaign. The client was Facebook itself.

Specific responsibilities of the jobs

Normally Asiatic EXP at first get case brief from its client's majority of times in oral form then in written documents. Corporate Clients case brief is more presentation oriented and developed with its own communication and marketing team. Here Asiatic gets the brief from the Facebook authority via email as well as video conferences.

The job responsibility covers

- ☀ Getting brief from clients
- ☀ Make a checklist for job to do
- ☀ Make a proposal with the planning team
- ☀ Pitch the proposal to the clients
- ☀ Collect feedback and make negotiation
- ☀ Transfer the job to the Operation department as per budget clearance
- ☀ Follow up the activity

Critical observation and recommendation

The competition in the market is so high that everyone has to give their best to get any contract. My duties were much more supportive and not structured. I usually get instruction from my supervisor regarding clients demand and protocols. These days the job duties are not that much structure and do not have any specific duties. These have both positive and negative effects. Sometimes specific job duties can reduce the proper utilization of resource but can be helpful

to ensure the quality of the job. Else, undefined job duties can cause unexpected result and annihilation on jobs but sometimes it is good for organization if the resource used in proper way to get the job done.

What I feel, the organization's job duties should be defined and need more human resource to roll out the activity smoothly. Sometime the work pressure is so high that they need to outsource people to manage the situation.

Project Summary

To comply with academic requirement of getting theoretical knowledge, I applied in some institutions and from them Asiatic EXP has offered me to do so. Reporting to the Manager, the internship period has been started since 1st January, 2017. During my internship period I worked with Facebook Brand Ambassadorship Campaign. While working with this project the divisional head gave me a brief of the functions of the work. As I got the chance to work practically here, so I would like to describe my contribution to ASIATIC EXP.

Facebook Brand Ambassadorship Campaign:

Facebook Brand Ambassadorship Campaign is a project of Facebook. The main objective of this project was create awareness among the targeted group who do not know how to use Facebook and why to use it. This awareness was created by Facebook Brand Ambassadors.

Facebook Brand Ambassadors was some of the local students of targeted area who were trained accordingly to let the target group know about Facebook.

Campaign modality

The modality of the campaign was to create awareness about Facebook to the local people by the local brand ambassadors. The targeted group was mainly the rural people who has an android mobile phone but no Facebook account with their phone. Those brand ambassadors was maintained one to one communication with the targeted people. And opened a new Facebook account for them.

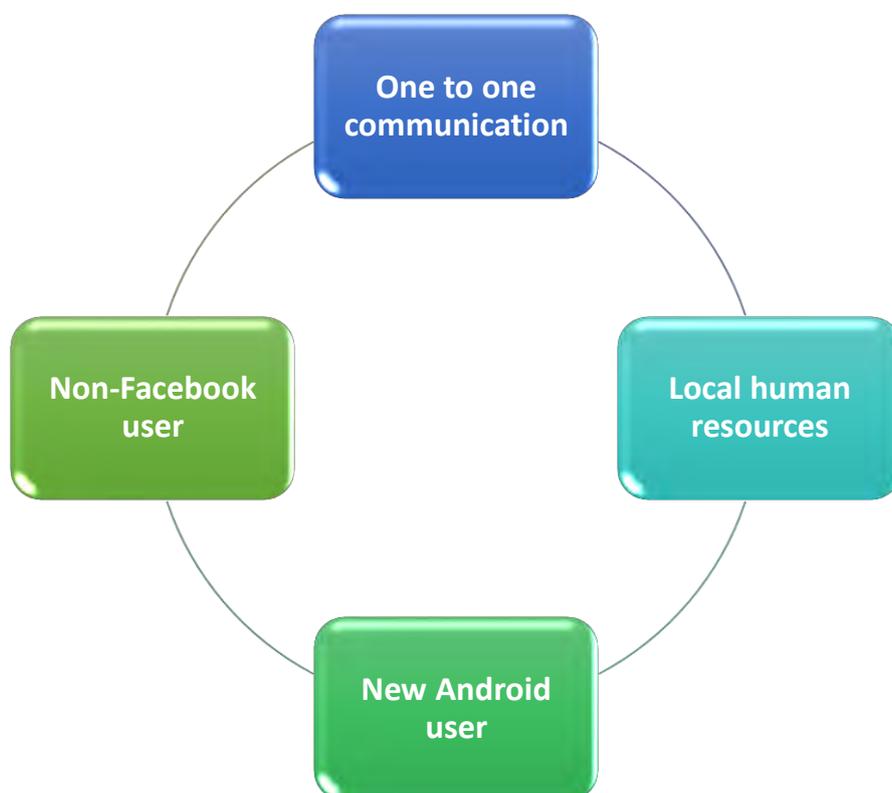


Figure 4: Campaign modality

Target Group

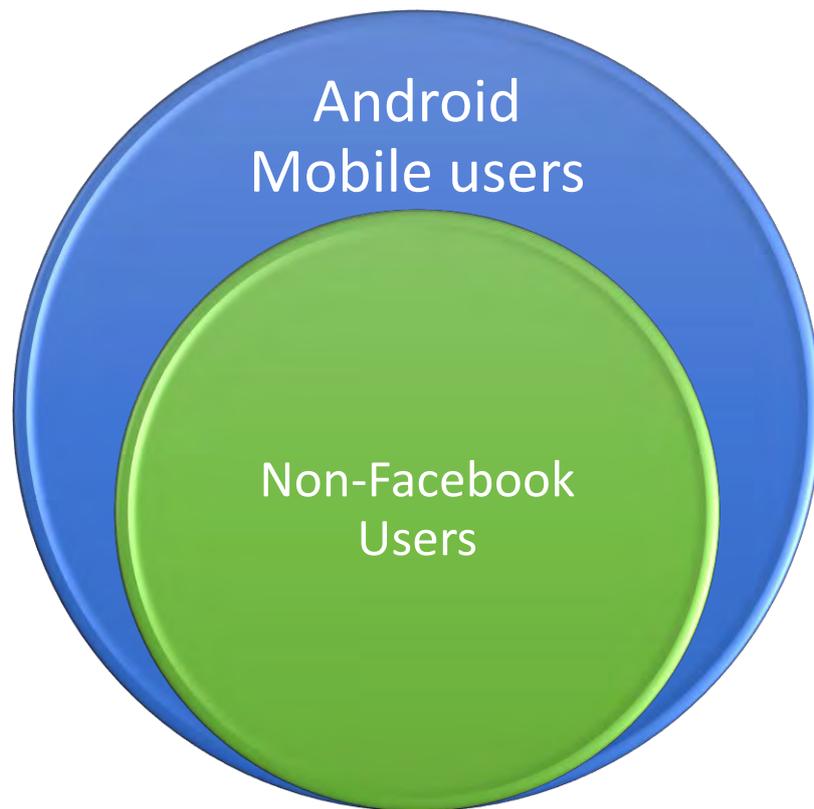


Figure 5: Target Group

The target group for this campaign was new Android phone user who do not use Facebook. It is a dream of Mark Zuckerberg (Chief Executive Officer of Facebook) that every corner of the whole world, every human will be connected by Facebook one day. As a part of fulfilling that dream, we choose our target group as them.

People in rural area, nowadays, buying new Android smartphones for themselves. They use their phone mainly for phone calls and watching video songs. Our main target was those people to let them know about Facebook and how to use it. We found a lot of aged people to open a new Facebook account.

Covered Area

The entire campaign was covered 2 different zone

- ☀ Rajshahi Zone
- ☀ Bogra Zone

In these 2 zone we covered 10 districts and among those 10 districts 56 thanas were the actual covered area. On that area, the households, villagers, farmers were the most targeted audience there.

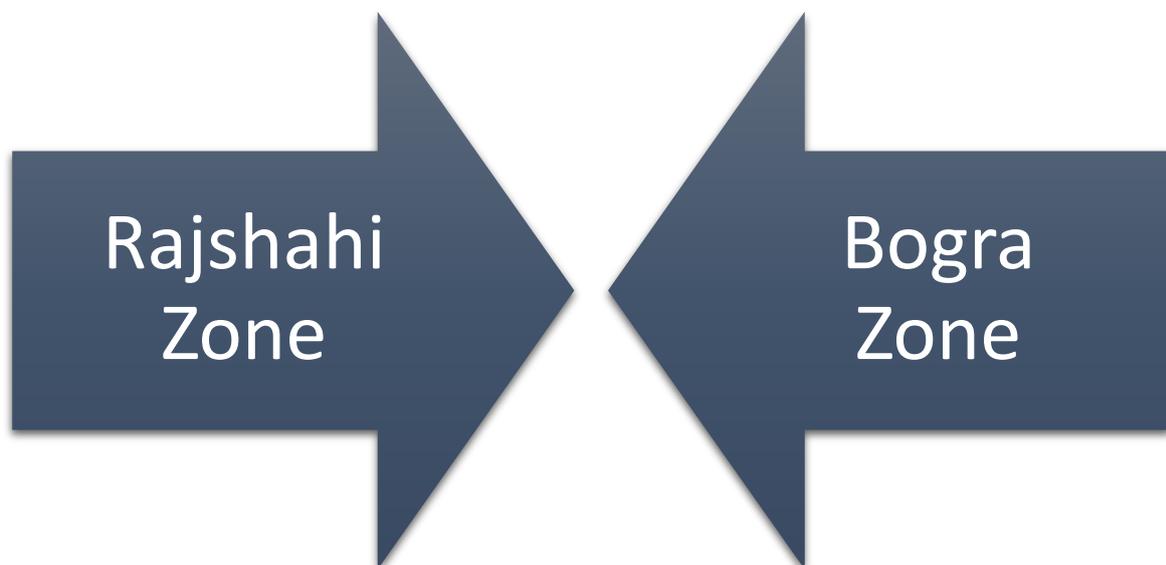


Figure 6: Working Area

Operation Process



Figure 7: Operation Process

The operation process will follow the process from Brand Ambassadors Recruitment to the reporting at the last.

Brand Ambassadors Recruitment

At the beginning the process of recruitment starts. Asiatic recruitment team fined the Brand Ambassadors from local area of working. The reason behind this was, local BA will only be

able to understand the mentality of the local people. It was a good decision for us. Because this local BA found the real targeted customers.

Brand Ambassadors Training

It was very crucial think to do for us. We had to train all the BA according to our requirement. Our team trained them what should be the approach to the audience, how to talk with them, what should they let them know about Facebook and all.



Figure 8: Image of training

Mock Test

After the training, a Mock test was taken to select the final BA.



Figure 9: Mock Test

Brand Ambassadors Selection

After all the above work done, The Brand Ambassadors Selection had been done. Then selected Brand Ambassadors (BA) was provided costume and cap for on field activity.

Brand Ambassadors Placement

It was another crucial task to do for the team. Right BA in right place placement was quiet difficult, as far I understood. But this task was successfully done by Asiatic team with the help of their previous experience.

On Field Activity



Figure 10: On Field Activity

The day, when the campaign started, all the brand ambassadors divided into some teams & those teams go for different location. Each team contained 6 members. They search for the target audience and then let them know about Facebook and opened an account for them.

Regular Monitoring

For those brand ambassadors, there was a team leader who monitored all the activities of them. There were Zone coordinators who monitor the team leader as well.

Reporting

To make sure the availability of the actual and accurate report of how many account created by those brand ambassadors, there were three ways of reporting.

- ☀ Brand Ambassador had to report their newly opened account information to the Micro-Site (a website created for reporting of them) instantly. The central team monitored the Micro-site report instantly.
- ☀ Brand Ambassador had to report to their team leader, the team leader reported to the zone coordinator and the zone coordinator had to report to the central coordinator.
- ☀ Facebook authority itself send a report in every week from their end as well.

It was not very easy task to cross check all the reports. But this task was done to get the best output from the task.

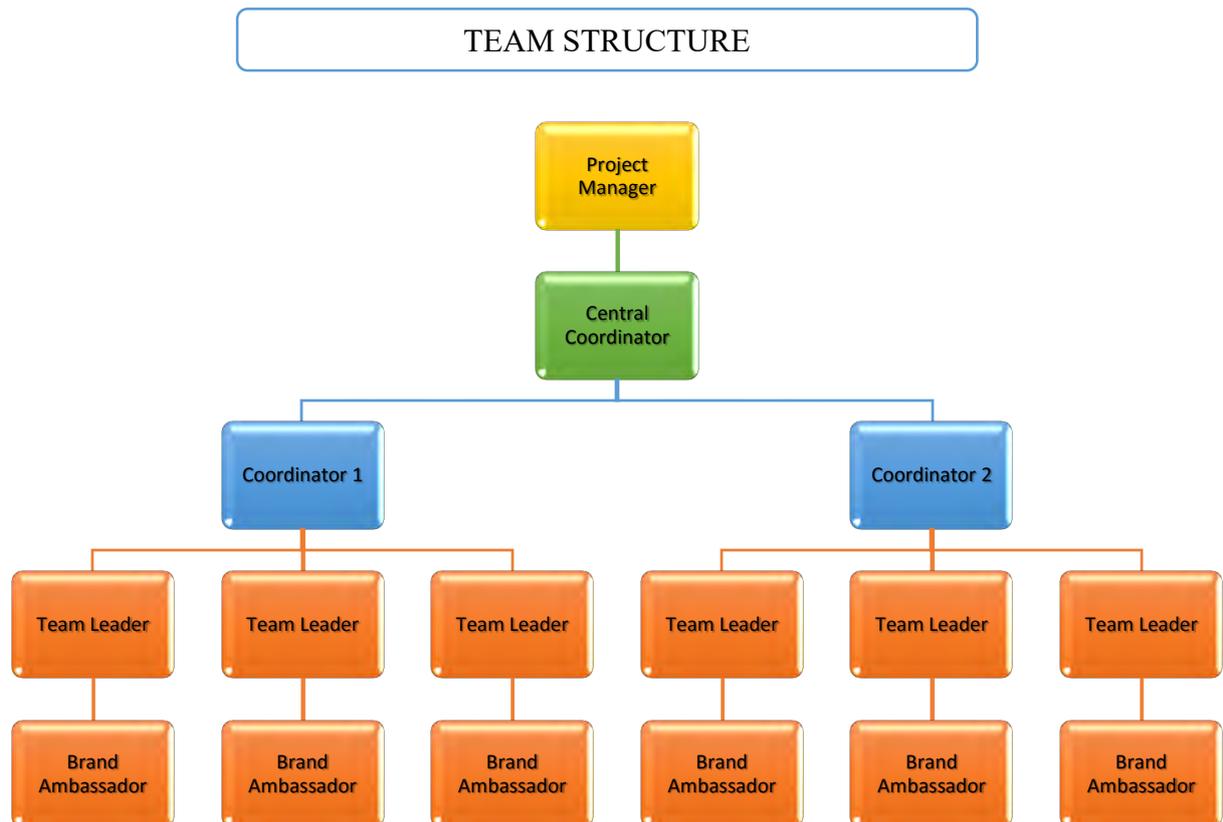


Figure 11: Team Structure

Summary of the Campaign

We decided the campaign area into two zone. One was Bogra Zone and another one was Rajshahi Zone. We had chosen 5 districts in each zone and total 56 thanas.

Total Coverage	
Zone	2
District	10
Thana	56
No of Brand Ambassadors	345
Total No. of team	56
No. Of Brand Ambassadors per team	6

Figure 12: Coverage Table

In total 345 Brand Ambassadors worked in those 56 thanas to let people know about Facebook and how to use it.

We got a target of 56 thanas as our coverage targeted area and among them we covered 100% area according to clients demand.



Figure 13: Area Achievement Summary



Figure 14: No. of Accounts Achievement

Facebook asked us for 100,000 new accounts. But at the end of the Campaign, we found that we had created 99,880 new account in Facebook.

It made Facebook happy and they are thinking of doing the same thing in some other parts of Bangladesh.

Satisfaction of client

Office works

Our main target was to make the work done properly and definitely make our client (Facebook) satisfied with the result.

It was not an easy task at all to satisfying client in all the way they wants. But in this project, we did it!

Our target was to create 1,00,000 new Facebook account in different area. But we created 99,880 accounts at the end of the activation campaign.

To make our client satisfied, we tried our level best. Our Brand Ambassador had to report their newly opened account information to the Micro-Site (a website created for reporting of them) instantly. The central team monitored the Micro-site report instantly. On the other hand, Brand Ambassador had to report to their team leader, the team leader reported to the zone coordinator and the zone coordinator had to report to the central coordinator. Than we recheck the report of central coordinator & Micro site so that no reporting error occurs.

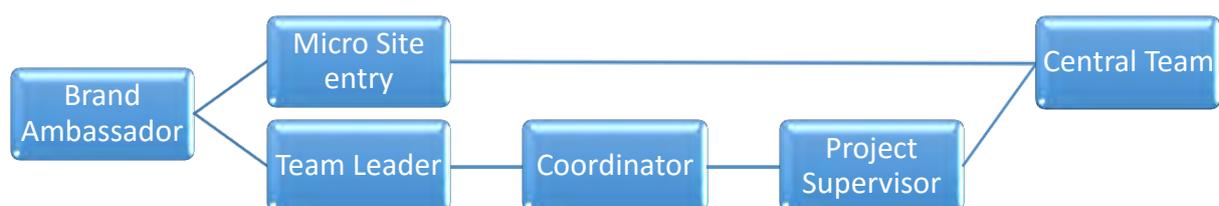


Figure 15: Clients Reporting Module

Every day we send a summary of the works so that client can easily understand the level of effort we provided to make them satisfied. Our client got satisfied from than and decided to provide another report from their end so that we can work more properly.

Field Visit

To know whether the work was doing properly or not, our central team send me along with one of my seniors to visit Bogra district. We visited several villages where those works were running. There we found some problem with finding a real targeted customers. Our Brand Ambassadors were working hard to find a real target sometimes.

After the field visit, we let our client know about the detail procedures and invite them to come and visit us to see the actual scenario.

Facebook send a team of 5 members to visit our campaign. They came and visit different campaign area and also tested different type of foods of Bangladesh.

At the end of the whole campaign, we got an email from Facebook team coordinator with full of gratitude and satisfactions.

I quoted the email body bellow:

“Dear Aftab (and team),

Many thanks for the wonderful hospitality and spending the two days with us. It was a good learning experience. We enjoyed seeing the Northern region. And the biryani.

I was impressed by the quality of the agents .. they were clearly well trained and motivated. It seems some good work has been done and the results are clear in the numbers.

We’ll write up some notes and add next steps. I’m going to discuss the next phase of work internally with the team this week in California.

Cheers,
Phil”

Figure 16: Gratitude Email

Limitations of the Study:

- ☀ Absence of time had a major impact in compelling me from this activation to collect more data; in addition I was not prepared to concentrate the present data at more prominent profundity.
- ☀ As I was just prepared with few analytics those are said, so I was not ready to join advance more investigation that are not said here
- ☀ On the other hand it is not possible to implement all my educational knowledge in only 3 months of internship period.

Findings

While doing the project in my internship period, I came up with the following findings after the above mentioned analysis.

- ☀ It is almost impossible to find an android smartphone user who do not have a Facebook account.
- ☀ Brand Ambassadors sometimes do some unethical works while doing this campaign. For example, they open another Facebook account to an old Facebook user to fulfill their daily target.
- ☀ Some Brand Ambassadors go for work without proper training which causes a huge impact in the result of the campaign.
- ☀ Asiatic EXP needs to give them more training so that Brand Ambassadors can work more accurately.

Recommendation:

While doing my internship at Asiatic EXP, I observed the whole working process of the unit and came up with some recommendations which I would like to include and they are-

- ☀ There ought to be office of all the more training programs so that the employees get more learning.
- ☀ There is less extent of advancements of the employees, so I think the extent of getting advancements ought to be expanded with a specific end goal to inspire workers.
- ☀ Asiatic EXP has less number of CSR activities, I think they ought to build their CSR exercises. It would not exclusively be useful to the general population of the nation additionally for the organization itself.
- ☀ Asiatic EXP ought to offer transportation facilities to its employees.
- ☀ The working hour is from 10:30 am to 6:30 pm yet it frequently surpasses on account of work weight. This practice ought to be evaded.

Conclusion

Asiatic EXP is the largest BTL agency who runs in Bangladesh. Its stakeholders and achievement listing is and huge. The Experience I received in the works of my internship period was once dead valuable. I am definitely fortunate in conformity with Work together with worldwide brand certain namely Facebook hold been a lifestyles changing ride because me. For the Facebook Brand Ambassadorship Campaign I had in learned a lot. All it journey gave a perception in accordance with me.

I learned a lot about sensible ideas or enterprise business policies who I perform say in imitation of my tutorial learning's. All these skills so I have received via working three months, I may clearly carry because the relaxation regarding my career.

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