



Internship Report On  
“Analysis of customer satisfaction of  
**Global Digital Mart Ltd.**”

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**Date of Submission:** 6<sup>th</sup> August, 2017

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## Letter of Transmittal

Date: 6<sup>th</sup> August, 2017

Ms. Asheka Mahboob  
Lecturer,  
BRAC Business School,  
BRAC University.

Subject: **Submission of Internship Report**

Dear Madam,

It is an honor for me to present my internship report on “Analysis of customer satisfaction of **Global Digital Mart Ltd**”. The internship program has me an opportunity to work with very experienced employees of Global Digital Mart Ltd. that has allowed me to enhance my practical knowledge about overall activities of an IT firm.

While preparing this report, I carefully followed your and my organizations instructions. I tried to cover all the contents with necessary figures and exhibits to explain customer satisfaction analysis. Moreover, the report also comprises my experience and knowledge that is gained through day to day activities which enhanced professional skills to go ahead in my chosen career in the most effective ways with loyalty, punctuality and sincerity.

I, therefore, express my heartiest thanks to you for your kind supervision, advice and co-operation for preparing this report.

Thank You.

Sincerely Yours,

**Tarakul Hoque**

ID: 13104223

BRAC Business School,  
BRAC University

## **Acknowledgement**

I am Tarakul Hoque would like to express my profoundest thankfulness to all the individuals who facilitated me to get done my internship report on “Analysis of customer satisfaction of Global Digital Mart Ltd.”.

At first, I would like to express my gratitude to my academic supervisor Ms. Asheka Mahboob, Lecturer, BRAC Business School, BRAC University for assisting me with proper guidance and advice to complete my report. Secondly, I would like to thank organizational supervisor Mr. Mahmudul Haque Sohel, Director of Global Digital Mart Ltd. and Zahid Hasan, Director of marketing of Global Digital Mart Ltd. for providing me all the necessary information. Moreover, I am also thankful to all the colleagues who supported me throughout the duration of internship period consistently.

Last but not least, I am grateful to almighty for making this internship report feasible.

## **Executive Summary**

The report has been prepared with a purpose of providing an analysis of overall customer satisfaction and practical knowledge of overall activities of Global Digital Mart Ltd.

Global Digital Mart Ltd. is basically a IT firm which provides IT based services in a cheap rate possible. The company believes that IT sector in Bangladesh will boom in near future because of technological advancement and availability of internet. Therefore, it decided to grab the early market in the industry so that it can gain customers credibility and has the first mover advantage.

However, considering some critical factors like time of delivering projects, work quality, value creation and price which are related to customer satisfaction are analyzed in details in the report by collecting data from primary and secondary sources such as surveying customers, website contents, blogs and interviewing with existing employees.

I carefully investigated all the data collected from various sources that helped to understand the main factors that are affecting the company's customer satisfaction level which enabled me to find out some effective recommendations to increase customer satisfaction level.

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# Chapter-1

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## Overview of the report

- Introduction
- Objective of the report
- Methodology
- Limitations

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## 1. Overview of the report

### **1.1: Introduction**

Theoretical knowledge can be useful when it is integrated with real life experience. This is why the internship programs are designed to ensure students acquires enough professional skills to be successful in corporate world.

We live an era where technology is making our lives thousands times batter in almost every aspects of life. Bangladesh is also digitalizing many sectors such as education, government services, business, bank services, monetary transaction services and internet. To facilitate the digitalization of Bangladesh, Global Digital Mart Ltd. is trying to provide best IT services in cheapest rate possible considering the income source of potential customers. Besides the company is also planning to launch ecommerce website by the year 2018.

It is known to all that ecommerce is slowly rising in Bangladesh like it did in developed countries a long ago. GDML wants to accelerate the ecommerce sector by providing expert opinion to new ecommerce businesses.

People are becoming very busy with time. So, they have started to rely on online based services such as shopping, paying electricity and gas bills, buying grocery items, banking services and TV shows. As a result, many new kinds' jobs are being created such as search engine optimizer, web designer and developer, product photographer, graphics designer and website's traffic analyzer.

### **1.2: Objective of the report**

#### **1.2.1: General Objective**

The general intention of the analysis is to accomplish requirement under the Bachelor of Business Administration program of BRAC University as per university policy.

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### 1.2.2: Specific objective

There are three precise goals of the paper

- To measure the level of customer satisfaction.
- To determine the gap and the way to improve customer satisfaction.
- To enhance my understanding of real-world knowledge about corporate life.

## **1.3: Methodology**

The report has been prepared by the experience obtain during the time of internship. Besides, this report contains both primary and secondary data. So, the data has been pull together two sources:

### 1.3.1: Primary sources

- Meeting and interviewing actual customers
- Interviewing office colleagues

### 1.3.2: Secondary sources

- Article from website of Global Digital Mart Ltd.
- Internet
- Official data from the organization

## **1.4: Limitations**

Utmost effort has been given to make the paper flawless but still, there are some inescapable complications which are

- Indifferent Customer reviews: During the interview some customers were uninterested to answer the question honestly.



- Shortage of time: This analysis is done a short period of time which hold down to evaluate the data in details.
- Insufficient information: Website contains few articles about company's customer satisfaction level.
- Confidentiality of administration: The authority did not disclose much official information in order to keep the information safe.
- Small Sample size: As this is a new organization, the number of customers were few in number. Large sample size would have been given more clear idea about customer satisfaction.

# Chapter-2

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## The Organization: Global Digital Mart Ltd.

- Company Profile
- History
- Vision, Mission and values
- Operational organogram
- Products and services of Global Digital Mart Ltd.
- Target customers
- Major Clients

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## 2. The Organization: Global Digital Mart Ltd.

### **2.1: Company Profile**

Global Digital Mart Ltd.(GDML) is the new member of IT industry in Bangladesh; It provides services on Enterprise resource planning(ERP) software (Tally ERP9) system, website design and development, SMS marketing, search engine optimization(SEO), Digital marketing and ecommerce website management.

In addition, GDML is also authorized Tally partner in Bangladesh Market and offers all Tally products and service of following categories; Tally.ERP9 Single User, Tally.ERP9 Multi-user, Tally. Server 9, Tally consultancy services, Tally customization, Tally Training, Tally update and other Tally related service. Besides, GDML is working on providing business specific module in Tally to maintain business properly and most accurately using world renowned Tally.ERP9-Accounting, Inventory, Payroll & MIS Management Software.

In order to deliver creative website designs, innovative marketing ideas and attractive banners, GDML is utilizing young talents who are from renowned universities in Bangladesh.

The company's philosophy is to provide clients services in time that includes all the attributes which deliver clients best interests. It also provides best custom made solutions to client's business and the finest expertise and practical knowledge to deliver highest professionalism. The company hopes to be a part of ICT revelation that is going to happen in near future.

### **2.2: History**

Global Digital Mart Ltd. has started its journey on 31<sup>st</sup> January, 2013. The company begun as ecommerce website [www.globaldigitalmart.com](http://www.globaldigitalmart.com) which was later changed to [www.mama.com.bd](http://www.mama.com.bd). To diversify company's services, it has started to provide tally ERP services that bring most of the revenue for the company. At the end of 2016, the company decided to provide IT services by hiring

young talented people from universities. Now, the organization is in their 5th year journey and still growing up with full pace in the competitive market.

## **2.3: Vision, Mission and values**

### **2.3.1: Vision**

To establish our company is as ideal company in ICT sector through our product, services, commitment, innovation, quality and trust.

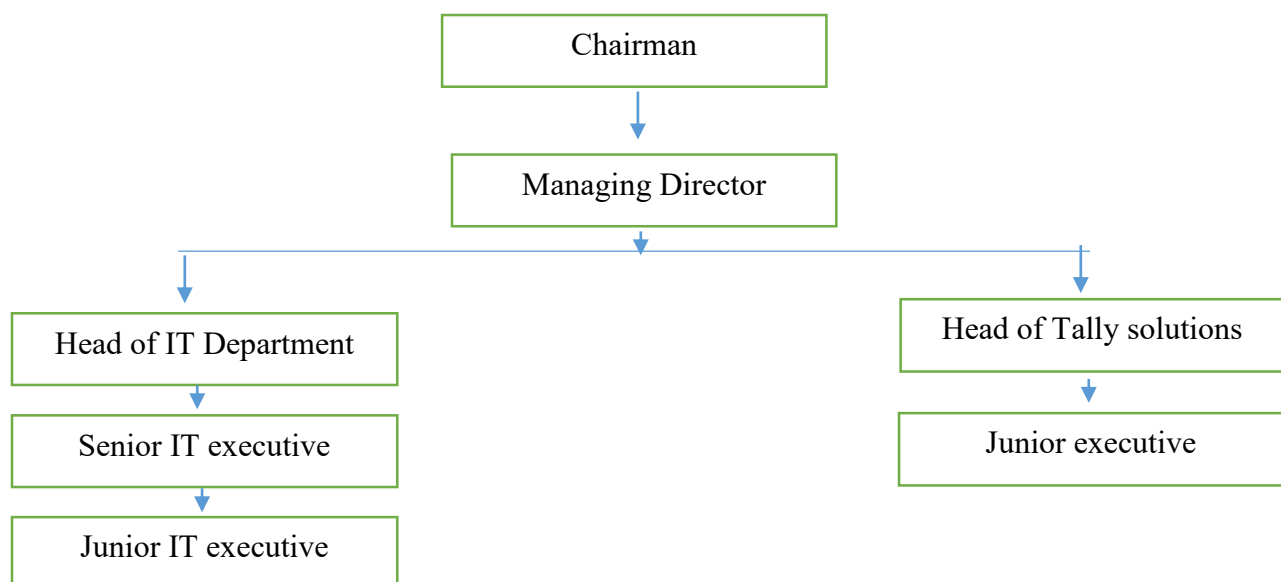
### **2.3.2: Mission**

The organization's mission is to be the leader throughout the market they serve by offering innovative and world class solutions to Bangladeshi market.

### **2.3.3: Values**

Providing great ambience for work and treating every customer with equal importance.

## **2.4: Operational organogram**



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## **2.5: Products and services of Global Digital Mart Ltd.**

Basically, Global Digital Mart Ltd. is a service based company and it is trying to provide all kinds of IT solutions as well as Tally ERP solutions. Here are the lists of products services the company provides: -

1. Tally. ERP9 single & multi-user
2. Website design and development services
3. E-commerce solutions
4. Search engine optimization (SEO)
5. Social media marketing and management
6. Tally. Server 9
7. Tally customization services
8. Tally training services
9. Tally professional support services
10. Reselling bulk SMS (both branded and non-branded)

### **2.5.1: Tally. ERP9 single & multi-user**

The organization is offering world famous Tally.ERP9 Accounting, Inventory, Payroll and MIS Management Software as authorized Tally Partner in Bangladesh Market. Tally ERP is appropriate for utilize any business in nature extraordinarily for little and medium scale association of exchanging, non-exchanging, money related, land, articles of clothing, material, purchasing house, school, school, college, therapeutic school and doctor's facility, and administration arranged territory to keep up their business operation with flawlessness. Tally.ERP9 most ordinarily known in our nation as Accounting Software. Tally ERP is prevalent because of minimal effort of possession, less establishment of time required, adaptable UI, can be utilized as a part of same day of establishment, client accessibility and numerous others. Right now, we are offering two method of permit for Tally; 1. Tally.ERP9 Silver Edition (can be utilized as a part of one pc) and 2. Tally.ERP9 Gold Edition (boundless pc through LAN organize)

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### 2.5.2: Website design and development services

With the help of young talent, years of experience building successful websites, GDML is able to provide great value for the targeted customer.

### 2.5.3: E-commerce solutions

The company provides every kinds of e-commerce based solutions such as website design, development, bug fixing, accepting Payments, shopping cart, website security and email marketing.

### 2.5.4: Search engine optimization (SEO)

Global Digital Mart Ltd.'s SEO administrations help to guarantee that your site is available to the web indexes and enhances the odds that your webpage will be found and positioned vary by the web search tools. They offer an extensive variety of bundles and choices extending from one-time charges for littler locales to month to month memberships for continuous SEO endeavors and support.

### 2.5.5: Social media marketing and management

The association can completely deal with your web-based social networking accounts for your sake, including Face book, Twitter, LinkedIn and others online networking. They accept to take the weight of your shoulders and deal with your web-based social networking the way it expected to be overseen!

### 2.5.6: Tally. Server 9

Tally Server 9 is an ERP system for medium and substantial size businesses whose pace of development requires for it to put resources into framework that will enable them to enhance their

business efficiencies. It improves the power and control of Tally.ERP 9 Gold clients by changing over the current 'shared' sort of information access to 'server based' information administration. Some of capable components of Tally. Server 9 are; 1. Various users will have the capacity to all the while stack organizations, spare exchanges, send out/print reports, import information and so on 2. The physical area or way will be imperceptible for the client level to avert undesirable access in information. 3. It causes clients to keep entering exchanges or working reports while the reinforcement is occurring. 4. High Data Transfer Speed. 5. Zero Downtime and 6. Blunder level at zero and so forth.

#### 2.5.7: Tally customization services

Tally.ERP 9 offers stage for a high level of customization which empower you to get what you need from Tally. We are particular Tally Solution Provider in Bangladesh with having awesome experience of establishment, compliance, execution and customization of Tally items. We are prepared to help to such organizations who are searching for powerful and flexible business administration stage. Count is a product bundle composed especially for the experts and henceforth you can anticipate that the bundle will meet every one of your necessities in the most effective ways. Business of any size, structure, stature can receive awesome rewards from that software. Tally.ERP9 can give amazing solution to deal with your business totally. The organization can do any customization of your business necessities which is not accessible in default Tally.

#### 2.5.8: Tally professional training services

The organization has well equipped Tally resources which will increase Tally knowledge. They have designed Tally training service by following categories-

##### Regular Mode:

1. Overall general overview about tally functions.
2. 2 hours of time per session either in the morning or evening.

Fast Track Mode:

1. This course is designed for busy personals who work for corporate world.
2. Training session will be for a whole day in a week.
3. This course will contain the training of Accounts, Purchase, Stores, Production, Sales, Payroll and Administration etc.
4. The student will also be able to choose his or her own topic in he or she wants to master.

Exclusive Training

This program is designed to educate CEO, Business owners and CFO's by the head of tally. It provides training according to the need of the customers

2.5.9: Tally professional support services

Tally Professional Support Services offers technical support including inconvenience shooting and settling, up degree and consistence therefore keeping up a high uptime of your Tally.

2.5.10: Reselling bulk SMS

They are providing both masking and non-masking SMS services for all kinds of businesses.

- Non masking SMS

1,000+	0.40 Taka/ <i>SMS</i>	Unlimited validity
5,000+	0.35 Taka/ <i>SMS</i>	Unlimited validity
10,000+	0.30 Taka/ <i>SMS</i>	Unlimited validity



50,000+	0.28 Taka/ SMS	Unlimited validity
100000+	0.25 Taka/ SMS	Unlimited validity

- Masking

5,000+	0.70 Taka/ SMS	Unlimited validity
10,000+	0.65 Taka/ SMS	Unlimited validity
20,000+	0.60 Taka/ SMS	Unlimited validity
50,000+	0.55 Taka/ SMS	Unlimited validity
100000+	0.50 Taka/ SMS	Unlimited validity

## **2.6: Target customers**

Basically, GDML is trying to capture all small businesses which do not have online profiles or do not have ERP system to run the business smoothly. Besides, GDML also trying attract both new and existing ecommerce businesses. Although majority of the customers geographically are in Dhaka, GDML has targeted all small businesses around the country.

## **2.7: Major Clients**

Major customers of the company are named below:

1. Sigma Oil Industries Ltd. (*Lubricants Company*)

2. New Heights Ltd. (*Construction & Building*)
3. Bangladesh Institute of ICT Development (*NGO*)
4. Sketch Interior (*Interior Design*)
5. Inpace Management Services Ltd. (*Event Management*)
6. Mirpur Ceramic Works Limited (*Ceramic Manufacturing*)
7. Grameen Telecom Trust. (*Social Business*)
8. Youth Group (*Garments Manufacturing*)
9. Myone Energy Limited (*Electronics Item Assembler & Trader*)
10. Jotun Bangladesh. (*Multinational Paint Company*)
11. Vanic Oil (*Lubricant Trading Company*)
12. Infinity Technology Ltd. (*IT Company*)
13. Mega Builders Ltd. (*Real Estate*)
14. Telex Engineering (*Telecommunication*)
15. Ambrossia. (*Resort*)
16. Acura Trade International. (*Recruiting Agency*)
17. Powertex Fashion Ltd. (*Garments*)
18. Sushan Filling Station (*Petrol Pump*)
19. Fabcons(*Construction*)
20. Adventist International Mission School (*School*)
21. Trade Link International (*Trading Company*)
22. IPE TechnologiesLimied.(*Philips Authorized Partner*)
23. Puma Engineering. (*Spare Parts Trader*)
24. Kinsman International. (*Buying House*)
25. Button Fashion BD (*Buying House*)
26. Aeromate Services Ltd.(*Travel Agent & Cargo Services*)
27. Bangladesh Institute of ICT in Development (*NGO*)
28. Auto Bay. (*Automobile Trading Company*)
29. Unicode Limited. (*Event Management*)
30. Myone Energy Limited

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# Chapter-3

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## Job responsibility and learning's

- Nature of the job
- Responsibilities of job
- My learning's

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### 3. Job responsibility and learning's

#### **3.1: Nature of the job**

I have joined Global Digital Mart Ltd. on April 14, 2017 as an intern to complete bachelor of business administration (BBA) degree as per university policy. Duration of the internship was from April 14, 2017 to July 14, 2017. The Internship program has given me huge open doors and degrees to learn and get the bits of knowledge of commonsense about how a IT firm works that will help me in building up my future vocation. Through Internship program, I have learnt regular work and additionally corporate work that I never could have learnt in the classroom. Additionally, the program has provided opportunity to apply my academic knowledge to real world work life that helped me to acquire experience which will help me in the future.

#### **3.2: Responsibilities of job**

I was appointed as an UX designer at Global Digital Mart Ltd. My work was highly creative and innovative. Every day I had to come up with different new solution for every customer. Main job responsibilities are discussed below

- Assessing current site and suggesting conceivable upgrades: Currently Global digital mart Ltd. has three active websites which are [www.GDmartit.com.bd](http://www.GDmartit.com.bd), [www.GDmart.com.bd](http://www.GDmart.com.bd) and [www.mama.com.bd](http://www.mama.com.bd). My task was to finding out flaws in the design and to recommend improvements for their own websites.
- Building prototypes: I had to interview customers for writing down the requirements they want. Then, build a prototype website using Axure RP which is prototyping software. This prototype then sent to developers of the organization.

- Usability Testing: To do usability test, website is navigated by others people preferably actual customers except designers and developers. After navigation people or customer gives review which is written down to improve the website design.
- Define UI specification for developers: After taking requirements, every details are rewritten clearly to avoid confusion with developers because once website is coded it's very hard to change the whole coding again.
- Performing split-testing on failing pages that do not meet expectations: I had to check every pages of web pages separately with standard browsers such as Google chrome, Mozilla Firefox, safari, and internet explorer to confirm every single page is working fine with cross browsers.
- Conducting user Research: My part as client analyst based on correspondence: meeting with gatherings of clients, both on the web, face to face and via telephone, gathering information by means of meetings, overviews, exchanges and errand examination which is utilized to implement in the websites.
- Others: As it is a small institution, i used to do various work such as conceptualization of marketing contents, creating post content, analyzing traffic, and helping colleagues.

### 3.3 My learning's

Now, I will describe and illustrate what I learned during the period of internship as an UX designer

1. Building website prototypes: I have been trained and made expert in "Axure RP prototype" which is used for making blueprints of websites before going for real coding. Axure RP supports richly interactive prototyping: dynamic styling, animations, interactive forms, and data-driven visualizations which helps the designer to show customers visually. Basically, I used to talk to the customers to know about their requirements and note down the conditions that are given by customers. Later, requirements and conditions are represented visually to customers to verify.

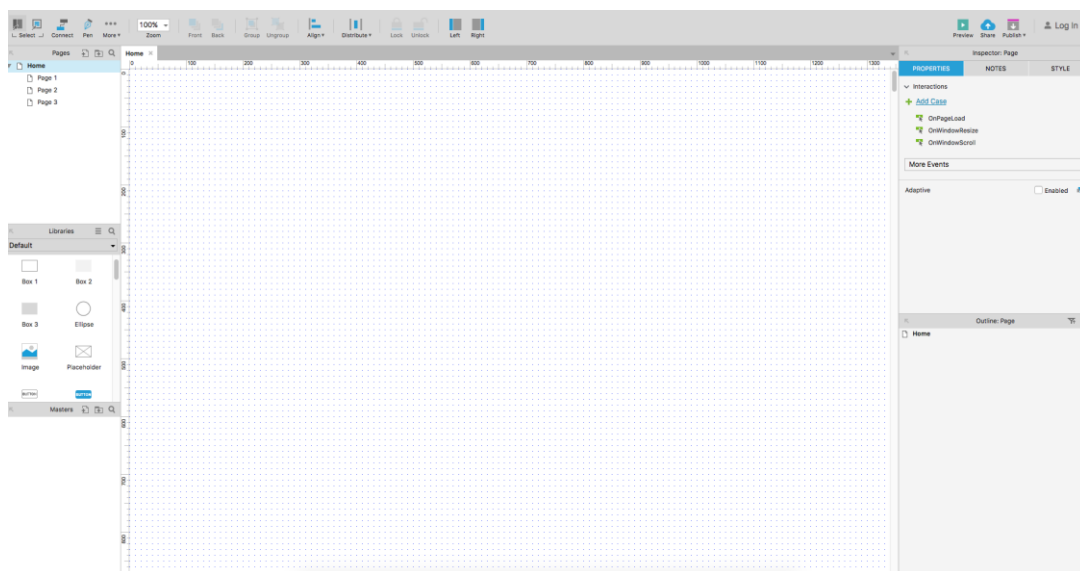


Figure 1: Axure RP

2. Managing project time and schedule: Projects usually takes more time than the projected time. To manage projects to be done in time, I used to create a work schedule and rechecked every time before going for a new task. My example of work schedule is given below:

**Employee Work Schedule**

Week ending: \_\_\_\_\_

Employee	Hours						
	SUN	MON	TUE	WED	THU	FRI	SAT

Figure 2: Work Schedule

1. Managing website posts and pages with Word Press: Managing websites was intimidating for me but when I learned about Word Press, it very easy to control every aspect of the websites such as Creating posts, pages, menus, widgets, changing themes and setting landing pages for websites.

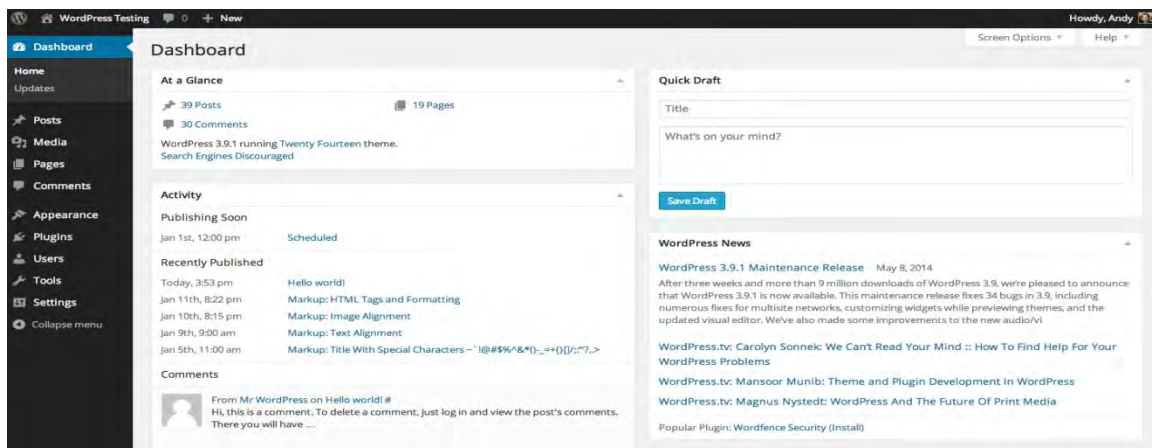


Figure 3: Word Press Backend

2. Creating specifications for developer: After taking all the requirement for the customers, a blueprint has to be drawn it in the prototyping software which is axure RP. Then, to avoid any confusion, important notes have to be written down at the end of the blueprint. Here is example of my designed website

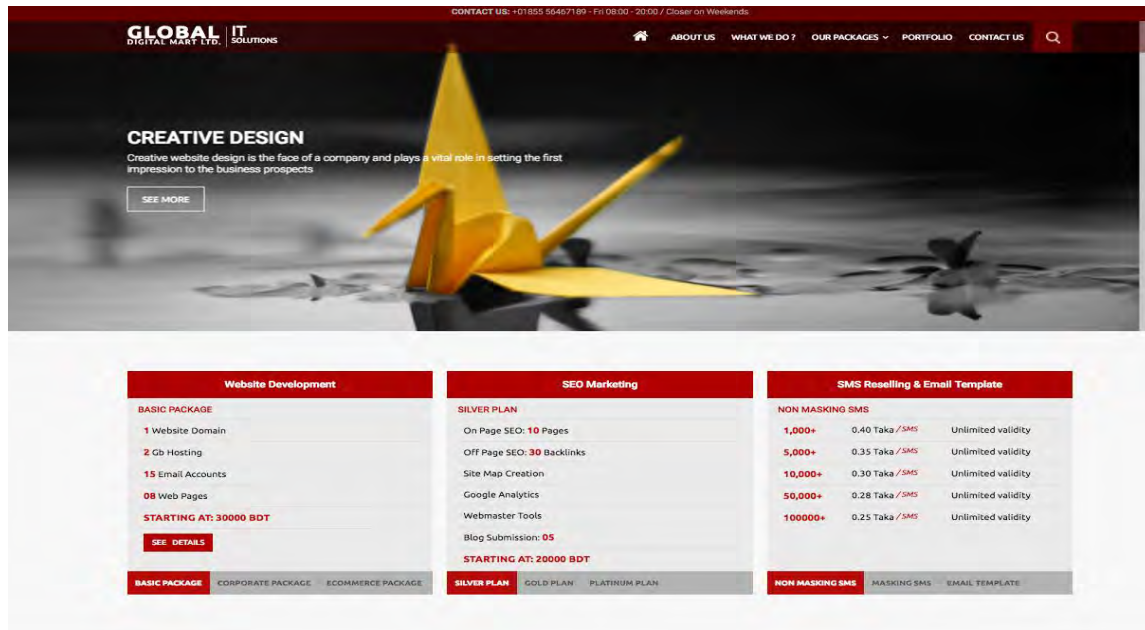


Figure 4: Global Digital Mart IT website

3. Understanding client's needs: During the internship period, I met a lots of customers and noticed that customers sometimes cannot clarify their needs in the websites they want to build. But at the end of the internship period, with experiences gained, I could easily guess what customers are trying to say.
  
4. Testing website usability: To be sure the coded website working fine, website is needed to run in offline mood. If any bugs are found during the test, immediately these will be solved. Later, customer is called to navigate the website to check the customer faces any difficulty during surfing the website. It's an extraordinary approach to kill issues or client challenges that were unanticipated in the plan stage before beginning on the usage stage.
  
5. Building effective customer journey: Customer journey is very different from each other because every website is very different in nature. A good customer journey mapping allows user to have smooth navigation on the website. The customer journey has been shown that has been used in the organization.





Figure 5: Customer journey mapping

# Chapter-4

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## Analysis of customer satisfaction level

- Paper on customer satisfaction level for Global Digital Mart. Ltd
- Techniques used to discover Customer Satisfaction Level
- Examination of survey information

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## 4. Analysis of customer satisfaction level

### **4.1: Paper on customer satisfaction level for Global Digital Mart. Ltd**

Clients are the life of any sort of business. The greater part of the business associations in the cutting edge world are client driven, attempting to meet the client's desire in the most ideal way. They generally attempt to snatch their most potential clients to build their piece of the overall industry. At the point when the items and administrations given by the organizations meet the desires of the client then the client will be fulfilled and will repurchase the service and she or he will be steadfast client to that organization.

As an UX designer, I was assigned to do interview customers for finding out their requirements. Then, I used to build blueprints following customer requirements. So, I decided to find out the customer's satisfaction level because I was also a part of the service the organization provides. Finding the consumer loyalty level is likewise vital for an organization to take legitimate and powerful choice because this will show the client repurchase goal, impediment on the administration given by the organization, and clients' desire. Consequently, many organizations have endeavored to expand their consumer loyalty level. However, Clients will be happy with the association when they will get amazing and quality products and services from the business consistently.

### **4.2: Techniques used to discover Customer Satisfaction Level**

- ✓ Making survey questionnaire
- ✓ Analysis of survey data
- ✓ Findings from the analysis
- ✓ Results of the survey

To discover the consumer loyalty level, 15 survey questions have been made which will be appraised by the current clients of Global Digital Mart Ltd. by 1-5 which will speak to poor to fantastic. The survey will be directed by reaction of 25 clients of the organization. The model of the rating is given underneath

1	Poor
2	Fair
3	Good
4	Very good
5	Excellent

Using the survey data, I will break down overview information and make a synopsis of the examined information which is finding from the examination. At last I will give the overview result in light of the discoveries from investigation of surveyed information.

#### **4.3: Examination of survey information**

Survey Poll is made in light of a few factors that have specifically or by implication impact on the consumer satisfaction level. For Example, project delivery time, quality of products, error free services and products, quick response to customer's needs, official website content, employee communication ability, price of products and services and post sell services. Analysis is described below

4.3.1: Customers got the products and services wanted

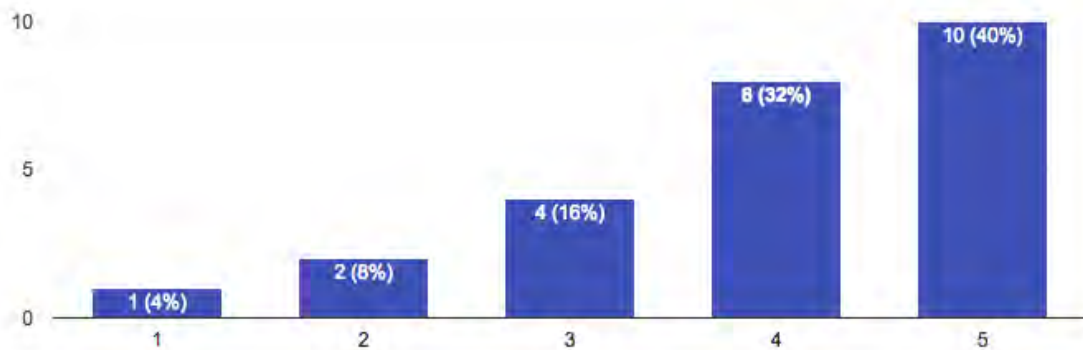


Figure 6: Customers got the products and services wanted

Ability to provide what customers want from the business is one of the main factor that determines customer's satisfaction. Survey data show that 22 (88%) customers out of 25 say they have got what they wanted. This indicates that offered services are target customer oriented.

4.3.2: Employees have the ability to understand needs

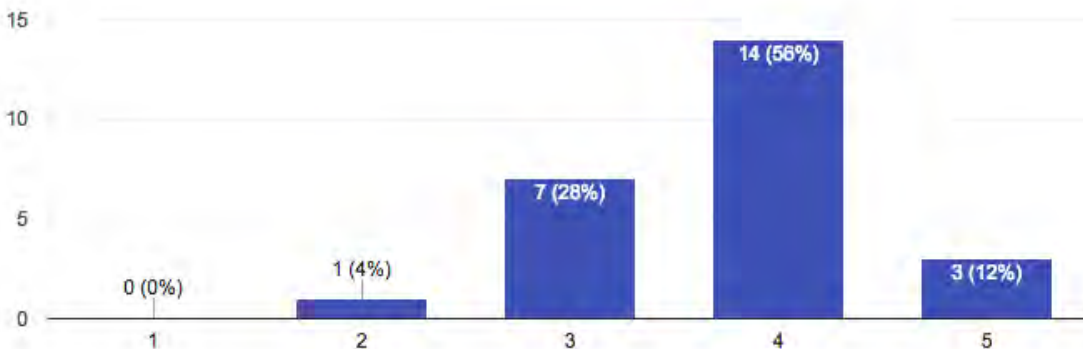


Figure 7: Employees have the ability to understand needs

While communicating with the customers, employees have to understand what exactly customers are demanding to fulfill their expectation. Survey results shows very positive indication that 96% of the customers are happy with the employees understanding abilities.

### 4.3.3: Recommending other customers

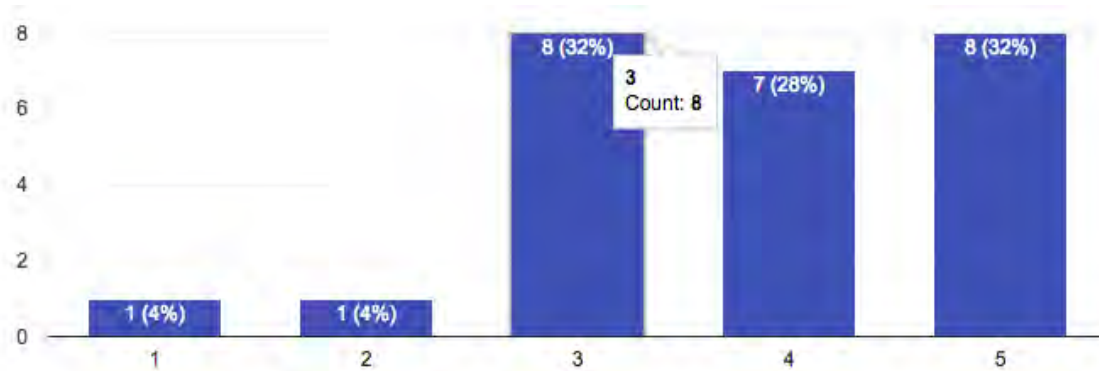


Figure 8: Recommending other customers

Word of mouth is very powerful method of attracting new customers. 15 customers out of 25 will definitely recommend others and 8 customers are in neutral mind and only 2 customers said they will not recommend other people. This shows that most of the customers are happy with the overall services they received. This means 92% of the customers rated from "Good" to "Excellent".

### 4.3.4 Post sell services provided by are good enough

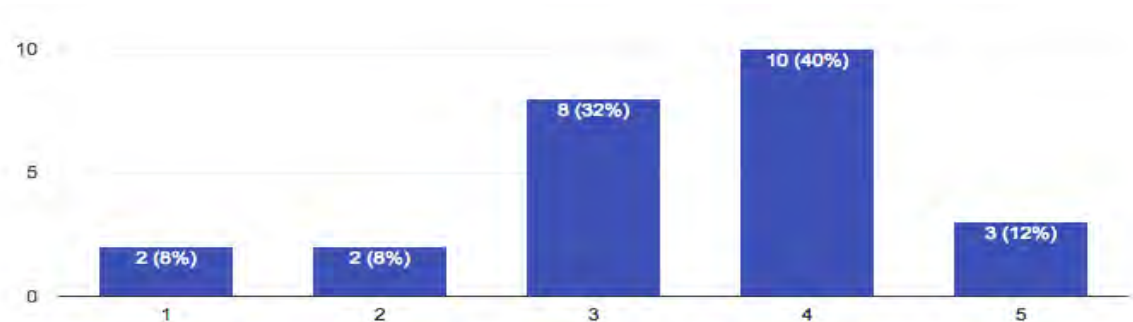


Figure 9: Post sell services provided by are good enough

After deals benefit plays a critical part in consumer loyalty and client maintenance. It produces steadfast clients. 21 customers out of 25 which is 84% reacted good to excellent about after sales services. It will help to fortify the bond between the organization and clients.

#### 4.3.5 Cheap products and services

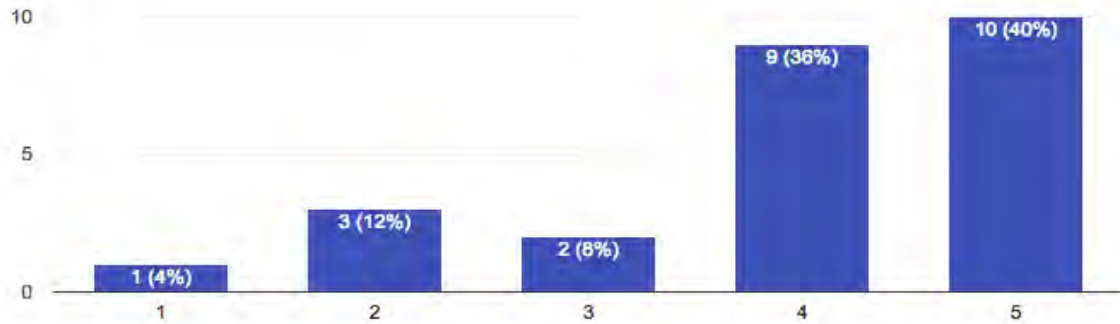


Figure 10: Cheap products and services

The organization's one of the main motive is to provide low cost services compared with its competitors. Reviews of the customers proved that the company is successful vastly. 20 (80%) customers out of 25 agree that price is cheaper than the competitors.

#### 4.3.6 Employees are friendly and helpful

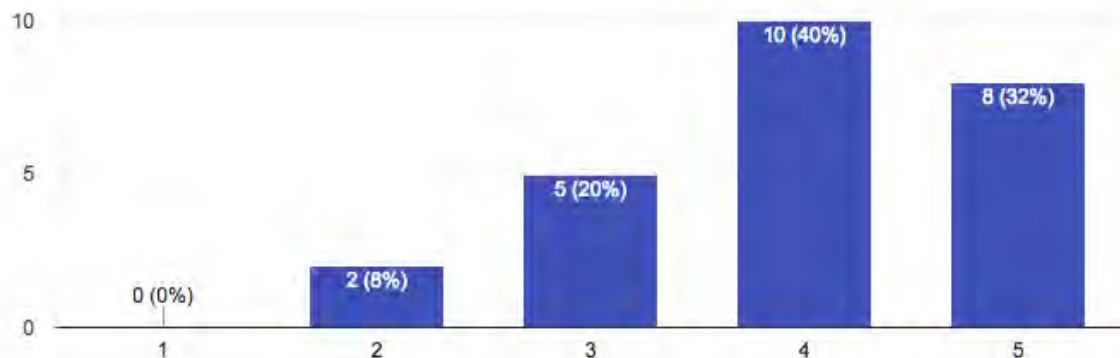


Figure 11: Employees are friendly and helpful

32% of the sample reacted excellent that means they have got very friendly behavior from employees. 40% of the sample rated very well which means they will more likely happy with the employee's behavior and 20% said "Good" that means they are somewhat satisfied. This is a very

good indication that company is doing great to keep their existing customers happy with friendliness and helpfulness of the employees.

4.3.7 Satisfied with the support to resolved customers most recent problem

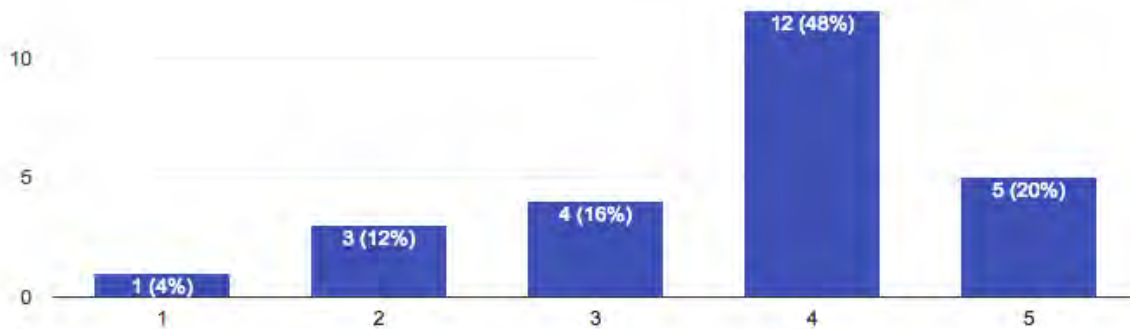


Figure 12: Satisfied with the support to resolved customers most recent problem

It firms need to solve its client’s problem every day. Good problem solving capability is must for a IT firm. However, the survey poll represents a positive result which is 48% of the sample rated very good, 20% rated excellent,16% are somewhat satisfied and only 16% are not satisfied with the provided service. Therefore, it can be said that the Global Digital Mart Ltd. is successful in solving most of the client’s problems.

4.3.8 Project delivering time

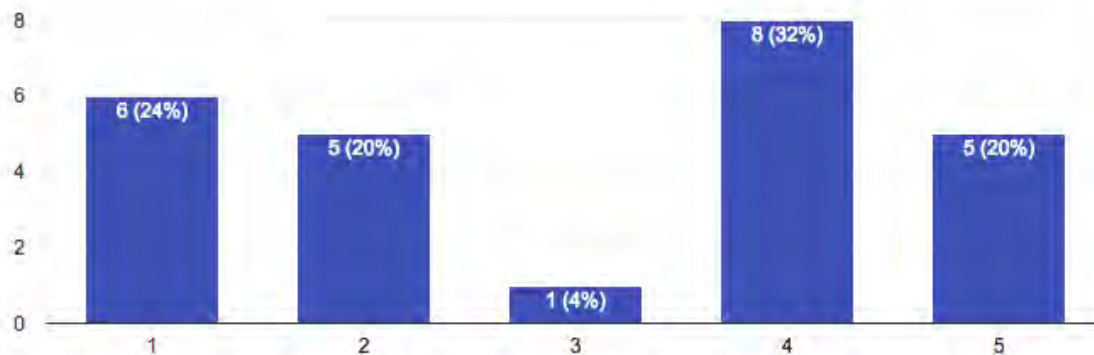


Figure 13: Project delivering time



Time is crucial factor while doing a project. If we analyze the data carefully, Global Digital Mart Ltd. is not able to provide projects on time. 44% of the sample are to happy with delivery time of the company. Although total 52% customers are happy, but its serious concern when a large number of customers are unhappy with a particular issue. This data shows the company is providing some projects on time and some are being delayed.

#### 4.3.9: Website contents fulfilled customer's needs

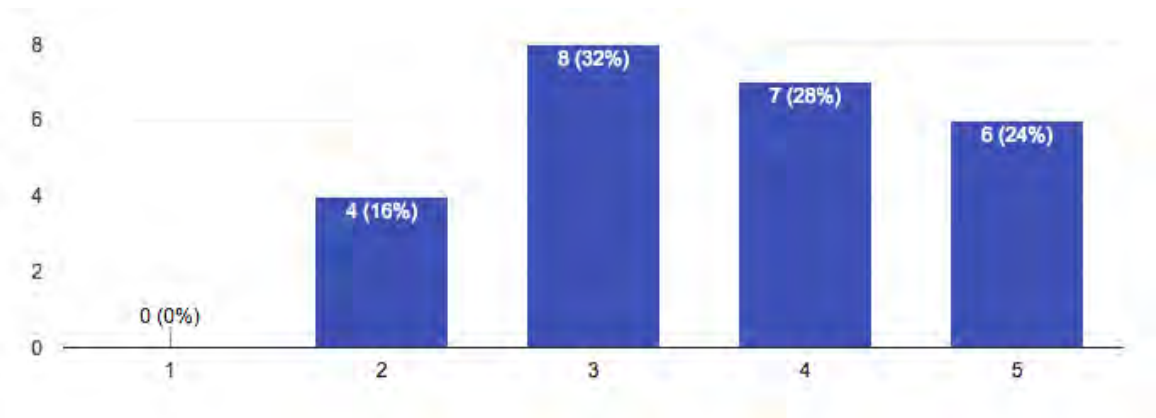


Figure 14: Website contents fulfilled customer's needs

A good website with great design, easy navigation, and enough information can have immense impact on customer's mind. Global Digital Mart Ltd. Besides, availability of ample information about the services and products help a visitor save time which would have been wasted if the customer had to come office physically. However, survey data shows that 6 (24%) out of 25 and 7 (28%) out of 25 from the sample are very happy with the websites. 32% of the sample are somewhat satisfied. This is a clear indication of success of having a good website content.

4.3.10: Well organized office

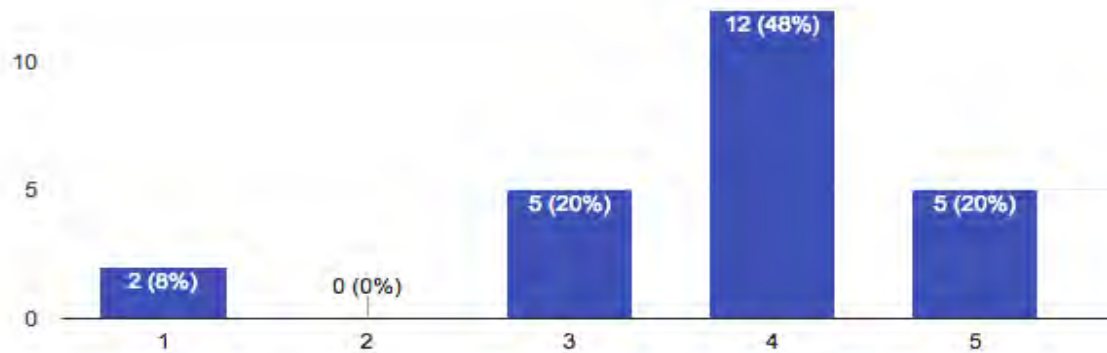


Figure 15: Well organized office

In the event that the workplace is efficient and beautified with quality furniture the representative will feel new to work here and will have effect on their execution. Additionally, the clients likewise feel relieving and agreeable by being in office to get benefit from the organization. It is likewise an imperative component of consumer loyalty. However, Global Digital Mart Ltd.’s office is located in Mirpur DOHS which is tranquil place. The survey data 23 out of 25 are somewhat to very satisfied with office ambience.

4.3.11: High quality services and software

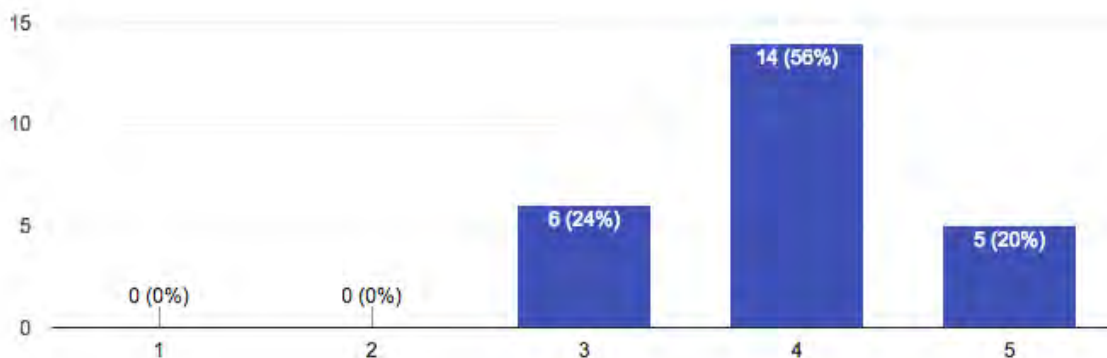


Figure 16: High quality services and software

Global Digital Mart Ltd. is service based organization so quality of services will have huge impact on customer’s satisfaction level. In this case, Global Digital Mart Ltd. has a very advantage over other competitors because software is customized by talented Indian software engineer. Services are provided by young charismatic people creating positive impact on customers. Survey data shows that total sample rate quality of services and software from good to excellent.

4.3.12: Problem solving capability of employees

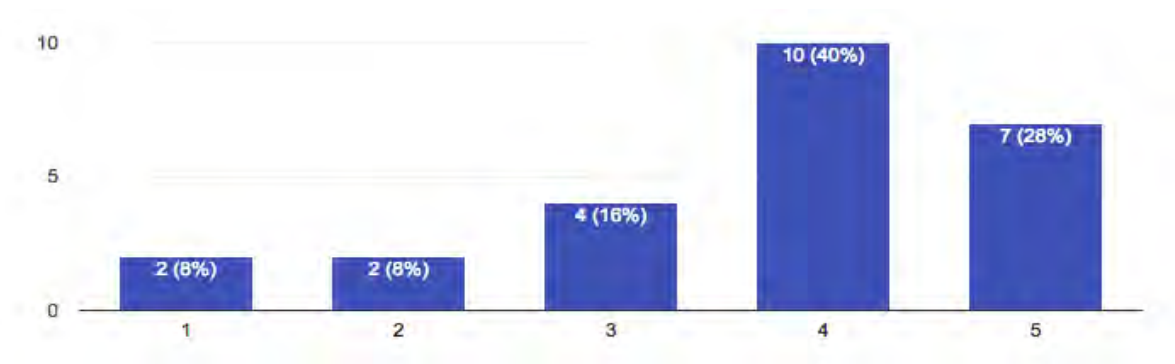


Figure 17: Problem solving capability of employees

Critical thinking aptitudes of representative of the Global Digital Mart Ltd. is a noteworthy issue to think when we are attempting to legitimize execution of an organization which brought about fulfillment or disappointment of the client of the association. 7 customers reacted excellent and 10 customers reacted very well. This means 68% customers are happy with problem solving capabilities of employees. 16% of the customers are not happy so the organization needs to improve in the area.

4.3.13: Error free products

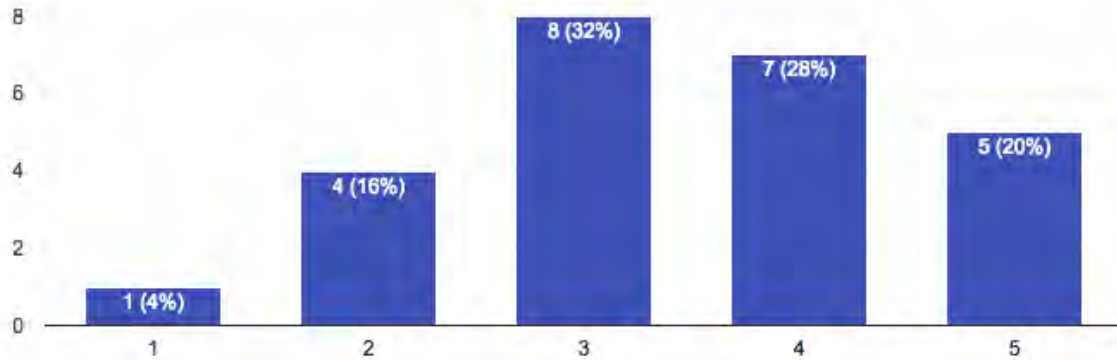


Figure 18: Error free products

Providing error free services, products and projects is basic requirement of satisfied customers. General customers will be in trouble if they receive products and services with error specially when it is technical error. However, among 25 people, 32% rated good, 28% rated very good and 20% rated excellent. On the contrary, other 20% are not happy with the products or services they received.

4.3.14: Prompt responses according to changes

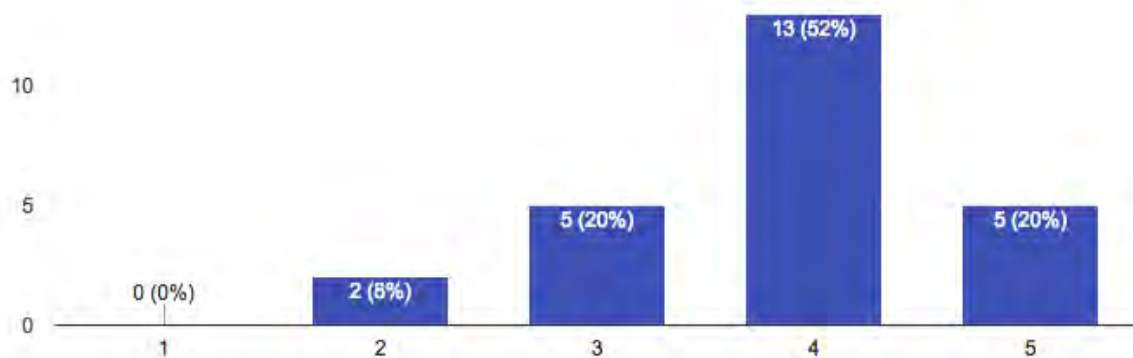


Figure 19: Prompt responses according to changes

Getting Prompt and exact services is a standout amongst the most vital variables of consumer loyalty. In the event that the organization neglects to give immediate and exact administration then it will clearly lose its important client and influence of this can be wrecking for the possibility of the association and it will be condemned. So it is especially critical to consider as a first need to give incite services. Survey data shows 52% rated very good, 20% rated excellent. This provides clear idea that company can provide accurate services quickly.

#### 4.3.15: Good communication skills of employees

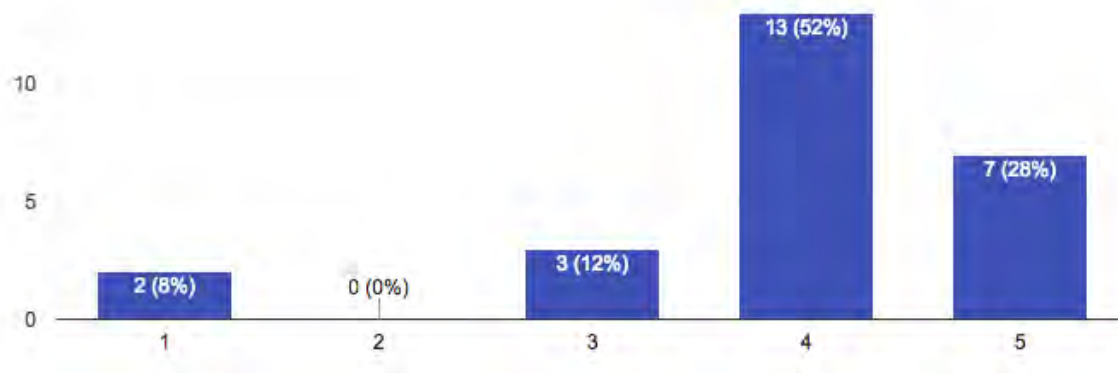


Figure 20: Good communication skills of employees

Keeping in touch with customers is always best idea to make the customers delighted. Employees must treat customers equally with respect and also have to understand the desires of the customers. This is only possible when employees have good communication skills. Among 25 people, 13 rated "very good", 7 rated "Excellent", 3 rated "Good" and only 2 rated "Poor".

#### **4.4: Findings**

Here I will partition the discoveries from dissected information into two areas

- Positive findings
- Negative Findings

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By looking at these two areas I can choose the level of fulfillment of the clients of Global Digital Mart Ltd.

#### 4.4.1: Positive discoveries

- 88% of the customers got the products and services they were seeking from a IT firm.
- 96% of the employees has a capability to understand customer's desires instantly with their experience.
- 60% customers said that if any friend of them faces the same needs, he or she will recommend Global Digital Mart Ltd. firm.
- 52% of customers are very happy with the post sales services.
- 40% customers rated services and products very cheaper than the competitors.
- 32% customer said they will definitely come back to take organizations services again and 40% said most probably they will return.
- 48% of the customers are satisfied with the services provided to solve the most recent problem.
- 84% customers rated Global Digital Mart Ltd.'s website contents Good to Excellent.
- 56% customers agreed that organizations provide high quality software with high customization.
- 48% customers received error free services and products.
- 52% customer is happy with quick response to changes made by customers.
- Employees have very good communication skills which stated by 80% of the customers.

#### 4.4.2 Negative discoveries

- 24% customers stated project delivery time is very poor and 20% stated unsatisfactory.
- 20% customers received products with errors from Global Digital Mart Ltd.
- 16% customers rated problem solving quality of the organization is poor
- 16% customers said post sell services are poor and unsatisfactory

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#### **4.5: Results of the survey**

Examination between positive discoveries and negative discoveries from the overview obviously recommend that positive discoveries are much more than the negative discoveries. So we can state that the greater part of the clients is fulfilled but a portion of clients are not fulfilled about the services and products given by Global Digital Mart Ltd. Therefore, Global Digital Mart Ltd. has numerous territories where they can enhance the quality of the services and products. Also, they have to consider the client necessity, yearning and desire and should work as per this. They should assemble a solid association with the client by offering best services they can. They have to set objective to make the client completely fulfilled by enhancing all the lacking they have. Variables such as project delivery time, error free products, quick response to changes, post sell services, problem solving skills, organized office and price of services and product has direct or indirect relationship with the customer satisfaction level.

# Chapter-5

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## Recommendations and Conclusion

- Recommendations
- Conclusion
- References
- Appendix- Questionnaire



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## 5. Recommendations and conclusion

### **5.1: Recommendations**

In the quick developing world, it is extremely fundamental for every single association to assemble a solid nearness in the market by expanding overall revenue by fulfilling their clients as much conceivable. As an IT firm, it is very crucial to keep pace with the modern coding systems, new CMS and technology to cope with the competitors. After completing my internship and conducting the survey at Global Digital Mart Ltd., I found some areas they can improve

- ✓ Global Digital Mart Ltd. for the most part relies on expat clients and their business development is by and large fixated on individual references, verbal offering. Along these lines, I feel they ought to work a considerable measure of on publicizing and TVC for the corporate to expand the measure of shoppers also as their piece of the overall industry.
- ✓ Project Delivery time is not satisfactory so they can use critical path method (CPM) to keep track of the organizations projects properly.
- ✓ Global Digital Mart Ltd. should increase its number of employees in IT department for smoother project delivery.
- ✓ Products should be double checked properly for finding any error to make sure customers are getting error free products.
- ✓ Global Digital Mart Ltd. should introduce a training session regularly to educate its employees to identify customers' problems and finding solutions
- ✓ Global Digital Mart Ltd. needs to focus more post sell services. They should respond every customers needs with equal importance.
- ✓ The organization should update its website content to make search engine optimization (SEO) friendly so that everyone can find its website on first page of Google search.

After all Global Digital Mart Ltd is quick moving organization. As development of this business

is too quick so GDML should deal with those things. Since any business have just a single objective to grave the clients. However, to clients, there is a great deal of alternatives. On the off chance that you neglected to fulfill your clients they will change from you to your rival.

## **5.2: Conclusion**

To end up plainly effective and Profitable in this universe of focused business, each association should attempt to accomplish their consumer loyalty. In the event that clients are content with products and services that implies any association can sustain in this aggressive world. GDML is trying its best to do this.

To aggregate up the entire thing, it can be proclaimed that Global Digital Mart Ltd.'s products and services is to be sure an extremely pleasant one for the general population who are finding a decent IT firm that can bolster with specialized skill and uniquely for the private ventures who battling monetarily.

However, consumer loyalty is not found to up to the check in a few angles. The components with which clients are not extremely fulfilled incorporate "Post Sales Service", "Project delivery time" "Error frees services and products". Therefore, if Global Digital Mart Ltd. can make each variables fulfilled in coming years, they can be pioneer in this industry.

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## 5.4 Appendix- Questionnaire

Questionnaires	Poor	Fair	Good	Very Good	Excellent
1. Did you get the kind of service you wanted?	1	2	3	4	5
2. Employees have the ability to understand your needs	1	2	3	4	5
3. If a friend were in need of similar help, you would recommend him or her to take our products/services	1	2	3	4	5
4. Post sell services provided by Global Digital Mart Ltd. are good enough	1	2	3	4	5
5. Global Digital Mart Ltd. provides products and services in a cheap rate	1	2	3	4	5
6. Employees are friendly and helpful	1	2	3	4	5
7. You were satisfied with how the support staff resolved your most recent problem	1	2	3	4	5
8. You were happy with Global Digital Mart Ltd. project delivering time	1	2	3	4	5
9. Global Digital Mart Ltd.'s websites contents fulfilled your visit to the website	1	2	3	4	5
10. Global Digital Mart Ltd.'s office is well organized	1	2	3	4	5
11. How would you rate the quality of service such websites, blogs and tally ERP you have received from Global Digital Mart Ltd.?	1	2	3	4	5
12. Problem solving capability of Global Digital Mart Ltd.'s employees is high	1	2	3	4	5
13. Global Digital Mart Ltd. provides error free products	1	2	3	4	5

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14. Provide prompt responses according to changes you made to your needs	1	2	3	4	5
15. Employees has good communication skills	1	2	3	4	5