



Inspiring Excellence

INTERNSHIP REPORT

ON

CLIENT MANAGEMENT PROCESS AND
PRACTICES

OF SOUTHERN MULTI PRODUCTS LIMITED

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ON
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PRACTICES OF SOUTHERN MULTI
PRODUCTS LIMITED

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Subject: Submission of Internship report on Client Management Process and Practices of Southern Multi Products Limited

Dear Sir,

I would like to submit my report titled ‘Client Management Process and Practices of Southern Multi Products Limited’ as an Internship report prepared as a part of the requirement for MBA curricular of BRAC Business School.

Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future.

Sincerely yours,

Aysha Akter
ID: 14364002

Acknowledgement

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and or their kind opinion, suggestions, instructions and support and appropriate guidelines for this. I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my internship advisor and mentor Md. Tamzidul Islam, for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this report. His valuable contribution has facilitated the successful completion of this report to a great extent.

I would like to also thank and want to show my gratitude to my SMPL colleague for their endless support with the information and assistance to complete this report.

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Executive Summary

The objective of this report is to present the client management process and practice of Southern Multi Products Limited (SMPL) and how they evaluate customer potentiality and select potential customers for chasing. In SMP, client managers serve as liaisons between SMP and its clients, ensuring excellent customer service and client satisfaction. They also manage client relationships, develop account plans, and deliver proposals.

Sales and Marketing process and customer communication process are also reflected in this report. Customer service is important because it is often the only contact a customer has with my company. Consequently, when they have a question or product issue, our customer service department resolve their issues.

Mentioned tools of communication represent how to invest time and effort that is worthwhile for a particular client. How to take feedback from customer, how to manage existing clients and generate new one are also describe here briefly. In doing so this report assesses marketing survey on customer to collect review towards company, product and customer services.

I am also part of this client management process of SMPL and communicate with every single customer whenever require to provide our best services. In SMPL I involved myself from product procurement to deliver the product to the customer. Client management process became my interest because of receiving customer feedback. Customer feedback helps us to improve our product quality and service.

Organizational Part

Company Overview:

Diversification is the key feature of modern business world. Providing services covering multiple areas with cutting age technologies in order to facilitate today's lifestyle. This conviction shapes everything Southern Multi Products (SMP) does. SMP is focused on Natural Gas Sector as engineering service provider, equipment seller and system integrator; illumination specially LED lighting system, clothing, telecommunications and agro.

Southern Multi Products Ltd. (SMPL) is functioning for more than two decades. SMP is working with RMG by Honeywell (www.rmg.com) as their representative since 1991 in Bangladesh.



Mission:

SMPL is committed to provide state-of-the-art technology, solutions and consultancy services throughout the entire lifecycle of business in order to help clients meet their operational and business objectives in terms of sustainability, profitability, reliability and safety.

Vision

Be the premier local engineering, construction, project management and business consulting organization by achieving extraordinary results for our customers, building satisfying careers for our people, and earning a fair return on the value we deliver.

Strategy:

- Development of products and services by updating the existing and introducing new materials, technologies, product design, and processes.
- Goal-oriented and flexible organization.

Values:

- Customer focus, with close co-operation, mutual benefit and satisfaction being the guiding principle of our acting.
- Ongoing promotion of innovation and business initiatives, as well as a proactive attitude and readiness to face the industrial development and globalization challenges.
- Integrity, which is based on good and honest intentions, reliability, keeping the promise, as well as good quality of equipment and services provided the business ethics, and responsible acting of individual employees.
- Good business relations with the customers, employees, and owners.
- Active involvement of employees in creating a healthy and friendly working environment.
- Individual responsibility for personal growth and professional development.

Southern Multi Product Ltd evolved as a business entity back in 1988, aiming the government client engaged in gas exploration, production, transmission and distribution. For equipment and technology support relating to natural gas sector, the company formed affiliation with global leader RMG Group (Germany), now taken over by Honeywell Inc, U.S.A.

Till 2000 SMP intensified on selling gas flow control and measurement equipment including complete system against international tender released from various subsidiaries operating under Petrobangla (Bangladesh Oil Gas and Mineral Corporation, web: www.petrobangla.org.bd). This has turned the company to become capable from technical and managerial perspective as a turnkey solution provider.

From 2002 onward the company began to offer engineering service for system integration followed by engineering design, drawing, calculation, fabrication, assembly, installation testing and commissioning. The services offered to government clientele and large business conglomerates for turnkey delivery of gas flow control and measurement system.

The company track record includes executing a number of EPC (Engineering, Procurement and Construction) contracts for Fuel Gas Supply System of Gas Fired Power Plant, capacity ranging from 10MW to 400MW; Compressed Natural Gas Fueling Station of 500m³/hr at 3600 PSIG; Railway Signaling System in association with NMA Railway Signaling BV, The Netherlands (now Pirelli). Execution of project for supply, installation field calibration and commissioning of Flow Computer to store and accumulate gas flow, pressure and temperature data as well as transmission of the data to a remote location through G.S.M communication system.

Most of the projects have complexities involving critical mechanical, electrical and civil engineering works. SMP has accomplished each project successfully within given time frame. The company takes pride for success in completion of multimillion dollar turnkey project for state owned company of China named GPEC (Guangdong Power Engineering Company Limited) forming joint venture with Tormene Americana S A (Argentina) and Autometer Energytech (India).

In combination of qualified, trained and experienced engineering team, SMP has developed full capability of generating engineering design, drawing and calculation for gas flow control and measurement system including associated civil and electrical works. The design is prepared considering most updated international codes and standard. The design parameters are determined upon careful assessment of site condition, requirement of client and optimum capacity of system. Based on the approved design, BOQ (Bill of Quantity) and technical specification are generated for equipment, parts and components to be used for the system from most recognized international source.

RFQ (Request for Quotation) is launched from commercial team to internationally recognized vendors and P.O. (Purchase Order) is issued to selected vendors applying due diligence. Commercial team keeps constant follow up to monitor production process, collect test report, arrange inspection, shipment to port and transport up to site.

Technical team inspects all items at site bought under BOQ, arrange storage and release item against requisition. Field engineering works relating to field cabling, piping, instrumentation, assembly, fabrication installation, testing and commissioning carried out under experienced Project Manager. Each task is done under critically tailored check list and monitoring tool.

Project implementation plan is prepared keeping approach of PERT (Program Evaluation and Review Technique) and CPM (Critical Path Method) ensuring quality standard and confirming accomplishment of project dead line. Our company deploys engineers and technicians to offer post commissioning warranty support.

From 2012, the company entered into the business for marketing illuminating products and solution under the brand name **BrightLED**. **BrightLED** brought to the market LED light of different types for various applications. The brand is supported with technical team to offer electrical design, drawing and complete solution.



Our lights are made of finest LEDs without any infrared or ultraviolet radiation in the spectrum. Adopted high thermal conductivity LED sealed patented technology and three quantum heat dispersing patented technology resulting in high efficiency, longevity and steady performance. Use of patented dual optical lenses technology especially designed using high light transmittance tempered glass which aim at LED spectrum technically ensuring over 85% of light transmittance. BrightLED endorsed constant current transformer which accept

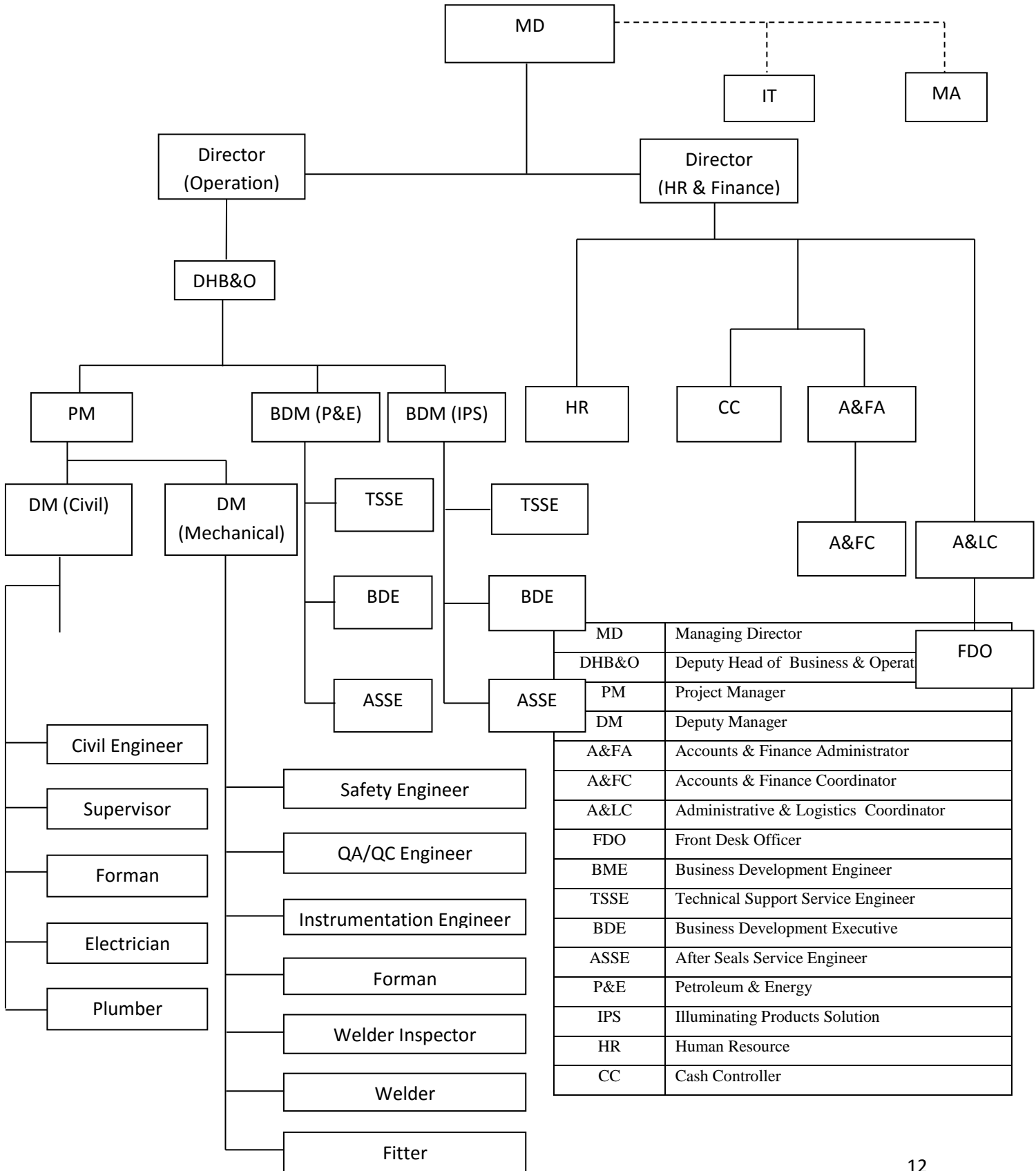
wide range input voltage ensuring usage with any power source and also have over 50,000 hours of maintenance free operation. On normal usage conditions this translates to 10 years of continuous operation without replacement of parts.

The modern lamp production facilities were awarded the prestigious ISO 9001: 2008 Certification. BrightLED products manufactured in strict compliance with RoHS standards and conform with CE standards. The product has marketing approvals of Bangladesh Standard and Testing Institute – BSTI and Bangladesh University of Engineering and Technology – BUET.



Structure of the Organization:

Organogram



Duties and Responsibilities:

1. Will be understudy by management for all official matters and will follow this channel for reporting.
2. Assist team members with day to day marketing tasks and coordinating marketing projects and activities.
3. Proper monitoring of company merchandise and report to management.
4. Assist management in formulating marketing.
5. Always remain abreast with partner and client companies by email, letter and phone calls.
6. Supporting marketing activities and design team by coordinating, collecting and collating content.
7. Producing additional marketing communications, such as flyers, brochures and exhibition-related projects.
8. Setting up tracking systems for marketing campaigns and online activities in coordination with IT section and other ways.
9. Track competitor activity by keeping abreast of market changes and the marketing mix used by competitors.
10. Conduct regular meeting with company BDE and FSR to follow-up the progress of marketing and report to management.
11. Assisting with the production of artwork, sourcing images, print buying and checking copy.
12. Produce clear and concise written correspondence in the form of letters and emails to the clients and supplier.
13. Create, deliver, edit, and optimize marketing materials.
14. Ensure that messages are supportive of and consistent with marketing strategies.
15. Create brochures and sell sheets.
16. Develop marketing communications campaigns.
17. Create and distribute customer surveys.
18. Coordinate flow of information and communication and disseminate it according to plan/strategy.
19. Communicate and introduce the brand to all listed clients.
20. Create the proposal in the form of solution, submit the proposal, follow up the proposal, sign the contract and execute contract.

21. At the end of each working week, all proposal and report on forecasting for the following week must be finalized
22. Submit weekly forecast to the Management. Make a report on how many clients are going to be contacted on running week. Generate the report based on the weekly forecast report by following the existing report. The report must reflect the achievement against the forecast and the desired level which is supposed to be reached and ultimately the achieved level and what is the result.
23. Evaluating the customer follow up record of colleagues with the clients,
24. Establish contact with those clients/based on the customer follow up record.
25. Assist FSR recruitment, provide training, assigning job, follow up on the achievement. And submit weekly report to the Management.
26. Prepare a follow-up schedule against submitted quotation and hand over to management.
27. Prepare weekly update on collecting POs and submit to management.
28. Prepare rationale for participation in the tender which is Govt. procurement and offer submission requested by Private organizations with description on competitor and possibility and submit to management after doing the following task:

Major Learning Reflection:

- Time and Self-Management Skill
- Organizational Culture and Corporate Behavior
- Business Relationships Management Method
- Customer Communication Skill
- Product and Service Delivery Process
- Technical Specification of Illumination Product
- Promotional Activities

Project Part

Research Scope:

To comply with academic requirement of getting theoretical knowledge, I applied in some institutions and from them SMPL has offered me to do so. I am working at SMP since November 2014. During this period, I worked with Marketing department to coordinate the marketing and sales flow. While working with this department, the department supervisor gave me a brief of the functions of marketing and sales. As I got the chance to work practically here, so I would like to describe my contribution to SMPL.

Objectives of the study:

Primary Objective

The primary objective of this report is to use the theoretical concepts of Marketing & Management in practice which I have achieved through my studies from all courses as it is a requirement of MBA 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 marketing and sales
- To be aware of the methods and strategy of client management service
- 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 servicing my company. At first the topic and research objectives were selected and then I have collected data regarding the report. Data collection include field level sample survey and customer opinion.

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 document study as provided by the supervisor.
- Personal experience gained by working with different people.
- Sample survey on the existing customer

Secondary Sources of data were

- Various internal documents of SMPL
- From SMPL own website
- Articles 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 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.

Client Management Process and Practice of SMP

SMP practices different methods to communicate with their customers to provide the best services. Some methods briefly described below:

Technical Quotient and Profitability Quotient (TQ & PQ):

TQ & PQ is a primary document through which we can analyze how much time and effort one should invest to get the business out of the client. It also demonstrates clearly if investing time and effort is worthwhile over the particular client and at the same time the profit our business will earn on achievement of the project. Through some tactful questions and the ratings placed per question, we can sum up from the overall analysis whether to run for the project or not or it just needs a little boost up from our end to make it function.

The foremost skill should be expert at is to assess the client both verbally and mentally. 50% of the assumption can be done through face to face communication. Sales Officer must observe the client's expression, their body language and most important of all the questions they place despite the fact they have little or no knowledge about the queries they are throwing at officer. This is where the T.Q and P.Q strategy will help and the rest of the 50% assessment can be done through this strategy.

The T.Q and P.Q. is compiled with a number of questions which need to place to the client tactfully. This helps us to find out if the opportunity is for large/small business, the business profile of the customer is weak or it has a strong outlook, the financial condition of the customer is close to bankruptcy/having a good flow of cash, their access to funds have any budget/budget is available to launch the business.

Next we need to understand the formal decision criteria; as whether it is well defined and the communication is positive /undefined. Also we must observe the solutions you are offering matches evenly with the customer's requirement/ it is partially quantified to 3rd party, the sales resource requirements are complex/minimal effort is required to get it done, i.e. no. of manpower we would require for this project is min or max. Another important issue is the current relationship we have with the client. Also we must need to analyze the differentiated business value. It means the solution we are offering to the customer is also covering his other sector of the business for which the customer might need to outsource some other

resources in order to fulfill the required working criteria. Then comes the degree of competition where we need to monitor if the competition is strong/weak.

Subsequently we must observe how strong/weak the level of internal support on decision team is. Also, we must observe the executive credibility and support, i.e. the importance of the person in the company we are dealing with. How much weight his position holds in the company and also the communication and understanding level he has with the higher authority/with the decision maker. One more issue which one must not forget is the cultural compatibility is poor or strong, i.e. whether the customer is comfortable to do business with us. Also, the political alignment's condition i.e. whether it is weak or they have strong link with the current government.

After that comes the point whether it is worth winning or not. To evaluate this question following questions must be observed:

- 1) Short term revenue is low/high
- 2) Future revenue is low/high, i.e. how much quantity of items we can sell to the customer and also avail the chance of receiving the future after sales service order.
- 3) Short term value (Front end GM %) – Whether our company is able to keep a front margin and also have a Gross Margin (GM) at the same time.
- 4) Built in AMC – We must analyze if the customer is asking to quote for the Annual Maintenance Contract (AMC) at the beginning of the project before it is finalized. If the customer views are positive in this criterion, then it is a big boon for us as our company can gain max. Profit out of this area.
- 5) LSS intake – To observe the prospect for add on or upgrade
- 6) LSS margin – To analyze how much profit we can earn when providing add on/ upgrade / both altogether.
- 7) Degree of Risk (Cash) - Once again we must analyze the customer's financial condition, whether they are swimming in cash / close to bankruptcy.
- 8) Degree of Risk (Delay) – We must observe how much delay the project might take to start. For instance, if the project is finalized in the current year then the price of the project will be quoted based on the current market's situation (mainly fixed price projects). But after finalizing the project, if the work starts i.e. after 2years then one cannot change the pricing. As a result, it will be a big loss for your company as the price of all the items might not remain the same as quoted 2 years ago.

- 9) Strategic Value – these criteria is mainly related to the decision of the Management. Whether your company has a vision to expand the business, i.e. geographically, locally, built relationship with the new companies launched in the competition field. Also you must analyze how much the engagement with the new companies will bring profit to our business and whether they do have a future in the field we are already competing.

Other Factors we should consider is the history in location as in we had experience in doing business with the client on previous basis; the relationship we had with the customer; the availability of the resources they would need is directly through us or an agent exist between us and the client. We must also have an early engagement with the client as to keep in touch with the customer and build a relationship to get the future upcoming business they are planning to establish.

After completing all the analysis one must rate the questions according to the rating chart where in the end following result will help us to decide how much we should proceed further.

P.Q. Score:

180-225: Go for it

140-179: Can be chased

<140: Do not chase

TQ/PQ Model

Questions	TQ Weight	PQ weight	Rating Scale		
Is There any opportunity?			1	3	5
Customer's Application or Project	1	1	small(<\$0.2M)		Huge(>\$5M)
Customer's Business profile	1	1	Weak Business Outlook		Very Strong Business Outlook
Customer's financial condition	1	1	Close to Bankruptcy		Swimming in Cash
Access to Funds	1	1	No Budget		Budget available immediately
Compelling Event	1	0	No Ever Defined		Critical Event Clearly Defined
Can we compete?			1	3	5
Understand formal decision criteria	5	0	Undefined		Well Defined & Communicated
Solution Fit	1	5	Unproven solution/As required terms	Proven solution/ Partially quantified 3rd party	Proven solution/3rd party completely quantified
Sales resource Requirements	1	0	Very Complex Sale		Minimal Effort
Current Relationship	3	2	Weak		Very Strong
Differentiated Business Value?	5	2	No differentiator		Strong differentiator
Degree of Competition	1	0	Tough/ Agreessive		Weak
Can we win?			1	3	5
Inside support on decision Team	5	0	Weak		Very Strong

Executive Credibility and support	5	1	No support	Know the buyers org. + Engaged with the opinion leader	Know the buyers org. + Engaged with the opinion leader + Engaged with the decision maker
Cultural compatibility	1	0	Poor		Very Strong
Informal Decision Criteria	1	0	Not Understood		well understood
Political Alignment	3	0	Weak		Very Strong
Is It Worth Winning?			1	3	5
Short Term Revenue	1	0	Low		High
Future Revenue	1	0	Low		High
Profitability - current and future	1	0	see below	see below	see below
Short term value	0	5	<0%	0-5%	>5%
Future value	0	5	<30%	30-45%	>45%
Strategic Value/ Strap Alignment	1	0	No Strategic Value		Very Strategic or global Impact
Other Factors?			1	3	5
History in Location	1	1	No Experience/no installed base		Very Familiar/ installed base
History with customer	1	0	No Experience		Very Familiar
Local resource needs/availability	1	0	None	agent	Honeywell
Early Engagement?	1	2	No time Left		Plenty of Time

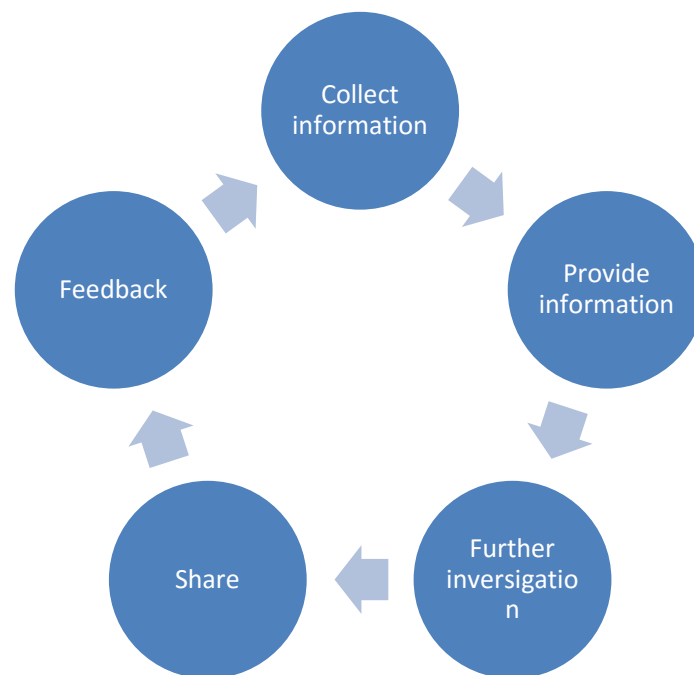
45 45

PQ score

Max PQ score	180-225	A	Chase
	140-179	B	Take a call - Covert to green
	<140	C	Don't chase

Customer Communications Management (CCM)

Five steps that keeps us involved in the Customer Communications Process:



With an explosion in new communication channels, businesses are faced with the challenge of ensuring clarity and consistency across all customer communications. The very definition of “customer communication” has expanded manifolds to include everything from billing to direct mail marketing to e-marketing to electronic bill presentment and so on. Banks and Financial Institutions have always been the leaders in setting high standards for customer expectations by continuously enhancing customer experience. The result is that high-touch, 24/7 service across multiple channels is no more representative of customer delight but has become a basic requirement for keeping customers happy and loyal in real time.

To survive in a competitive market place it is necessary to effectively manage all customer communications. Reduced customer acquisition costs, increased client retention and maximized lifetime value of each customer are the end objectives of every communication strategy. Customer Communication Management (CCM) refers to a convergent set of electronic (LED) solutions that help businesses achieve these objectives by providing a tool to advance the way they communicate with their customers. CCM takes care of every aspect

of customer communication – including content creation, personalization, and multi-channel distribution and archiving using a single integrated solution.

Retail electronic appliance industries such as SMPL process volumes of transactional documents daily. Each such document is an opportunity for revenue realization. CCM treats these transactional documents like customer feedback, statement of account, invoices etc. as marketing collaterals to promote company offerings to customers. A properly implemented CCM solution can bring significant benefits to organizations. Let's take a look at the advantages that a CCM or Customer Communication Management solution can bring to SMPL.

- Better execution of multi-channel campaigns ensuring consistency and clarity across all channels
- Automation of the creation and delivery of well-designed, highly personalized communications
- Easy change management by incorporating version control mechanism
- The ability to focus on the specific requirements of every individual customer to deliver more relevant and meaningful communications to customers
- Integration of intelligent enterprise data into transactional communications enabling responsive and agile marketing for better up-selling and cross-selling
- Better visibility and control over your communications to help your business operate profitably
- Reduced service execution time and give ease of information
- Regulatory compliance
- Better up-selling and cross selling

SMP also communicates their customer through email, letter, phone call and one to one meeting and manage information of each customer to create niche market and provide satisfactory service.

Major Findings:

Things I have noticed during my work at SMP is they have less man power to cover their all customers diplomatically and provide the best solution. Product demand is high but due to short inventory, sometimes they fail to deliver the product.

Recommendation

On my internship tenure, I noticed so many business tactics to expand the customer base, retain the customer and hunt of potential customer. In business world, it need an honest effort and positive mindset to make any yes from a no.

- What I found is a positive mindset towards the customer and higher enthusiast to retain a customer.
- More technical people can assist in business growth
- Manage the customer with their needs by providing customize service.
- I know it is not easy since this is a service and product based business but that will open a new ease of customer experience.
- A happy customer can lead to happier customer and potential customer. So, it is decisive to maintain a good profile over the customer with timely follow up and curtesy visits.

Conclusion

Southern Multi Product Ltd evolved as a business entity back in 1988, with a continuous growth and business expansion, it created a milestone in the power generation sector in Bangladesh. From the very beginning of its career, SMPL tried to create satisfied customer through a narrow customer management system where it never compromises with the customer satisfaction. They always focused on customer satisfaction and tried to build happy customer. Where service failed, they tried to retain those customers by happy customer campaign. One thing they are clearly aware of that, a happy customer or a unhappy customer, both are the face of a business. People will know about the company by them and a happy face can create a positive business image in the market. Since most of the business clients are form B2B sector, one single move can cause million. It can give them million and can take away million.

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Appendix:

Survey for the consumer satisfaction of client management process

Name:

Company:

Designation:

Current User: YES/NO

Please put a tick mark on the designated box for the below question based on your experience with our service

	5) Highly Satisfied	4) Satisfied	3) Average	2) Dissatisfied	1) Highly Dissatisfied
Likings and preferences of our product					
Quality of our product					
Getting product as per requirements					
Satisfaction towards the products					
After sales service					
Product availability					
Communication skill of the Marketing Officers					
Order receiving and delivery process					
Relevance of the price with product quality					
Standard of warranty terms					

List of Abbreviation:

SMPL- Southern Multi Product Limited

CCM- Customer Communication Management

TQ- Technical Quotient

PQ- Profitability Quotient

LED- Light Emitting Diode

BDE – Business Development Executive

FSR- Field Sales Representative

MD- Managing Director

DHB&O-Deputy Head of Business & Operation

PM-Project Manager

DM-Deputy Manager

A&FA- Accounts & Finance Administrator

A&FC- Accounts & Finance Coordinator

A&LC- Administrative & Logistics Coordinator

FDO-Front Desk Officer

TSSE-Technical Support Service Engineer

ASSE- After Seals Service Engineer

P&E- Petroleum & Energy

IPS- Illuminating Products Solution

CC- Cash Controller

BSTI- Bangladesh Standard and Testing Institute

EPC -Engineering, Procurement and Construction