

**Exploring Customer Service
Dynamics and Communication
Tactics: An Internship
Experience at Asiatic MCL**

An Internship Report on

**Exploring Customer Service Dynamics and Communication
Tactics: An Internship Experience at Asiatic MCL**



Submitted To

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Letter of Transmittal

Mr. Ahmed Imran Kabir
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Subject: Submission of Internship Report.

Dear Sir,

I will be glad to know that I have finished preparing my internship report on "Exploring Customer Service Dynamics and Communication Tactics: An Internship Experience at Asiatic MCL". It is a report that contains both my internship experience of working three months at Asiatic MCL as an Intern and information related to Customer Service Dynamics and Communication Tactics.

I have prepared the report according to the instructions you have provided me over last three months. This report follows quantitative research methodology and explained the findings based on my internship experiences and observations.

I kindly request your acceptance of this report. Thank you for your guidance and support throughout my internship.

Your most obedient student,

Humayra Ahmed
ID: 111 192 101
BBA Major MIS
United International University

Acknowledgement

First of all, I would like to express my deepest gratitude to Almighty Allah for giving me the strength, knowledge and perseverance to complete this study. Furthermore, I want to express my sincere gratitude to my parents for their endless love, support and encouragement throughout my educational journey. Their strong belief in me kept me going.

I would also like to express thanks Mr. Ahmed Imran Kabir, lecturer at the School of Business (SoBE) of United International University. His help, unique ideas and constructive comments were crucial in completing this research.

Finally, I want to show appreciation my seniors and classmates for their support and friendship. Their insightful presentations and collaborative spirit enhanced the educational experience.

Abstract

This internship report from Asiatic Marketing Communications Limited (Asiatic MCL) examines the difficulties in managing customer service and communication strategies. This study provides an overview of my practical experience and learnings during my internship at Asiatic MCL as a United International University (UIU) Bachelor of Business Administration (BBA) student with a concentration in Management Information Systems (MIS).

According to this report, Asiatic MCL has a professional customer service team with the necessary skills to provide friendly, informed and timely assistance through various channels such as phone, email, live chat, social media and online contact form. Despite these advantages, the company also has to deal with serious issues such as high volume of calls during busy hours, erratic channel messaging and outdated platform data.

The study thoroughly analyzed the customer service dynamics and communication strategies of MCLs in Asia through self-observation, internship experiences, secondary data from published studies, annual reports, and reliable website information. The survey identified major barriers to effective communication and optimal service delivery, such as increased waiting times during peak hours and inconsistent communication.

In addition, this study made several recommendations based on these findings, such as establishing a workforce management system, providing continuous training for customer service agents, and introducing a customer relationship management (CRM) system. It also recommended establishing a social media monitoring system, setting clear standards for content creation, and developing a comprehensive communication plan.

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Chapter 01: Introduction of the Report

1.1 Introduction of the Chapter

Internship reports play an important role in combining book knowledge with real-world experience. My internship experience at Asiatic MCL begins with this chapter. I am a Bachelor of Business Administration student at United International University (UIU) with a major in Management Information Systems (MIS). I am excited about this internship because it will allow me to apply everything I have learned in class. I am studying how the Asiatic MCL industry really works.

My observations and learnings during the internship are explored in depth in this report titled “Exploring Customer Service Dynamics and Communication Strategies: Internship Experience at Asiatic MCL”. It explores the roles I played, the techniques I employed, and the insights I picked up throughout my time there in an effort to break down the intricate framework of MCL in Asia. This report's main goal is to provide a thorough analysis of the dynamics of customer service and communication strategies used inside Asiatic MCL's organizational framework.

1.2 Objectives of the Report

The main aim of this study is to highlight the complexity of customer service management and communication strategies within the organizational structure of Asian MCLs. This study attempts to analyze the processes, difficulties and recommendations related to customer focus and successful communication within Asian MCLs by thoroughly examining the organizational structure.

- a) **a) To outline the customer service dynamics and communication techniques employed by Asian MCLs:** This objective is to elucidate the basic framework and strategies that guide organizational communication and customer service delivery procedures. This study attempts to gain insight into the concepts of customer centricity and communication excellence by breaking down organizational dynamics.
- b) **To examine the barriers that hinder Asian MCLs from providing quality customer service and effective communication:** This objective is to identify and examine the

barriers that hinder Asian MCLs from achieving the highest level of customer satisfaction and effective communication. This study attempts to identify the root issues that hinder smooth customer engagement and communication procedures by taking a closer look at the current difficulties.

- c) To suggest recommendations to improve the effectiveness of customer service delivery and communication within Asiatic MCL:** The objective of this study is to propose practical recommendations based on the insights gathered to address the difficulties identified and improve the communication and customer service delivery methods within the Asian MCL platform. This study attempts to lead the way to improve the communication dynamics in the corporate environment and increase customer satisfaction through strategic interventions and actionable solutions.

1.3 Significance of the Report

The significance of this study is to explore the dynamics of customer service and communication strategies in the organizational context of Asian MCLs. As businesses gradually distinguish the acute role of consumer-centricity in staying competitive, understanding the complexities of customer service management and communication strategies has become critical. By analyzing these aspects, this study reveals not only the underlying mechanisms that guide customer interaction and communication practices within Asian MCLs, but also the challenges that hinder optimal performance in these areas.

The purpose of this study is to identify the complexities, issues and possible recommendations of procedures related to customer focus and communication effectiveness through a comprehensive analysis of the organizational structure and operational dynamics of Asian MCLs. In addition, this study provides a platform to identify and address potential issues that hinder efficient customer communication and engagement processes by examining the barriers that exist in providing high-quality customer service and effective communication in Asian MCLs..

Furthermore, the research recommendations aim to provide viable strategies aimed at improving customer service delivery mechanisms and communication efficiency within Asian MCLs. This research enables Asiatic MCL to optimize its customer service practices and

communication strategies to increase customer satisfaction and loyalty by providing practical solutions to the organization's specific challenges and needs.

However, beyond organizational boundaries, this internship report is important as it provides insights and recommendations that can truly improve the quality of customer service provided and the effectiveness of communications, not only within Asian MCLs, but across the entire search for excellence of a company.

1.4 Limitations of the Report

The limitations of the study are various, three are listed below:

- a. Scope Limitations:** A significant limitation of this study is the inherent scope limitations imposed by the duration and focus of the internship. While efforts are made to immerse oneself in all aspects of Asiatic MCL operations, internship time is limited and may not fully explore the complexities of all departments, projects, and organizations. Therefore, the insights gained may indicate a subset of organizational dynamics, potentially limiting the generalizability of the findings to the broader organizational context.
- b. Access Limitations:** Another important limitation concerns the scope of access granted within the Asiatic MCL organizational ecosystem. Despite our efforts to engage with diverse stakeholders, access restrictions or confidentiality issues may have hindered the depth of interaction and information dissemination. Therefore, some aspects of organizational culture, decision-making processes, or proprietary information may remain inaccessible, limiting the comprehensiveness and granularity of the findings.
- c. Subjective Bias:** Additionally, the study may be susceptible to subjective bias inherent in self-reported experiences and reflections. As the primary source of data, personal perceptions, interpretations, and biases may influence descriptions of internship responsibilities, applied skills, and the overall experience. Although efforts were made to maintain objectivity through critical reflection and triangulation of data sources, the subjective perspective of narrative experiences may introduce inherent biases that may affect the validity and reliability of the findings.

These limitations emphasize the need for careful interpretation of findings within the broader methodological and contextual constraints of internship report.

Chapter 02: Organizational Overview of Asiatic MCL

2.1 Company Overview

Established in 1966, Asiatic Marketing Communications Limited (MCL) is not only Bangladesh's leading communications company; this is a powerful force with a long history (Tarana, 2016). The company has defined industry excellence for more than 50 years. Their longevity speaks for itself, but their impressive consumer base shows their influence. Asiatic MCL works with some of the top brands in the region to consistently achieve meaningful results.

THE PIONEERS AND INNOVATORS

First TVC	First 360 degree IMC	First full service agency
First sponsored TV program	First international sports event	First account planning department
First international network	First Reality Show	First Digital Content
First Comic Book	First Sports Event	First Web Comics
First Electronic Billboard	First Celebrity Brand Ambassador	First Branded Mobile Content
First International Cricket Tournament	First Branded Adventure Sport Event	First Beauty Pageant

This dedication to excellence is reflected in their trophy case. Asiatic MCL continues to receive numerous accolades, cementing its position as Bangladesh's top creative force (Tarana, 2016). These honors demonstrate their ability to not only maintain a leading position in the field, but also to break new ground and establish innovative ideas.

But praise is only one way to measure achievement. Asiatic MCL is not just a trophy. They provide a wide range of services designed to strengthen brands. Asiatic MCL is a one-stop service for all communication needs, from creating engaging narratives that resonate with

audiences, to developing a strong corporate identity, and even assisting with efficient internal communications. His team focuses on developing cutting-edge programs that are not only innovative, but also effective and provide measurable results for clients.



Asiatic MCL's success is based on a set of fundamental principles, including creativity, courage, curiosity and teamwork. Their approach is guided by these beliefs, which has fostered a team of storytellers driven by idealism and passion. The team is dedicated to expanding creative horizons. They try to adopt new technologies and trends without fear. Our commitment to staying ahead of trends ensures that our clients' brands remain effective and relevant in an ever-changing world (Azad, 2017).

The dedication to excellence demonstrated by Asiatic MCL transcends its borders. The company recently partnered with the renowned international agency network “By the Network” as part of its global expansion strategy (Tarana, 2016). Through this relationship, Asiatic MCL has access to a global network of creative professionals. Both Asian MCL and some of the brightest minds in the global advertising industry will benefit from this win-win situation: MCL can expand its international experience and work alongside and learn from these people. This collaboration reinforces its commitment to quality and innovation, cementing its position as a truly global creative force.

2.2 Mission of Asiatic MCL

Asiatic MCL ambitions to be a global creative inspiration, driving impactful brand renovation through advanced storytelling and collaboration.

2.3 Vision of Asiatic MCL

Asiatic MCL wants to reshape the creative industry by encouraging a culture of inquiry and teamwork and by utilizing its worldwide network of connections to provide clients with unmatched creative solutions.

2.4 Services of Asiatic MCL

Asiatic MCL does not sell any physical products but offers online services. Services of Asiatic MCL are as follows:

- I. **Brand Building:** Asiatic MCL helps businesses build their image through innovative solutions. By creatively solving business challenges, they help clients envision and define the future trajectory of their brands (Services of Asiatic MCL, 2024).
- II. **Social Solutions:** The Company develops interactive projects aimed at building stronger connections between brands and consumers in the social sphere. Insights from social data can guide strategies for building deep and meaningful relationships (Azad, 2017).
- III. **Digital Transformation:** Asiatic MCL leverages innovation, analytics and creativity to facilitate the transformation of brands into digital entities. This initiative is in line with the Digital Bangladesh campaign and ensures that brands are equipped to thrive in the digital environment (Services of Asiatic MCL, 2024).
- IV. **Media Campaigns:** Asiatic MCL runs effective campaigns through careful planning and strategic media buying. This approach ensures that the brand reaches its target audience through the most appropriate platform, optimizing the delivery of the brand's message (Azad, 2017).
- V. **Innovation, trends and insights:** The agency constantly monitors cultural changes, trends and technological advances to identify opportunities for clients. By being at the forefront of innovation, Asiatic MCL helps clients capitalize on emerging trends and consumer preferences (Services of Asiatic MCL, 2024).

- VI. **Activation Events:** Increase consumer brand engagement through immersive events that use cutting-edge technologies like virtual reality and artificial intelligence. These events create memorable experiences that build strong connections between consumers and brands (Services of Asiatic MCL, 2024).
- VII. **Data-Driven Solutions:** Marketing strategies are based on innovative data analytics and technology applications. Asiatic MCL leverages data insights to create strategies that resonate with target audiences and drive desired results.
- VIII. **Industry Expertise:** Asiatic MCL offers unmatched industry expertise through its rich experience as the oldest telecommunications company in Bangladesh and its association with JWT. This knowledge enriches customer partnerships across sectors, ensuring tailor-made solutions to meet specific industry needs (Services of Asiatic MCL, 2024).
- IX. **Using Data:** Through a partnership with JWT, Asiatic MCL uses advanced research techniques to gain a comprehensive understanding of culture, brands and consumer behaviour. This data-driven approach informs strategic decision-making and campaign development (Services of Asiatic MCL, 2024).
- X. **Community Engagement:** Asiatic MCL nurtures client relationships through effective Customer Relationship Management (CRM) strategies. Expert resources use advanced social CRM tools and international monitoring platforms to maintain brand image, analyze consumer data and drive business growth.
- XI. **Web and App Development:** The agency provides best-in-class web design services and solutions covering all aspects of user interface (UI) and user experience (UX) design, e-commerce, mobile apps and emerging technologies such as augmented reality by doing AR), Virtual Reality (VR) and Mixed Reality (MR). This comprehensive service ensures that clients have modern digital platforms to effectively engage with their audience (Azad, 2017).

Chapter 03: Literature Review

3.1 Customer Service

Bangladesh's customer service industry is undergoing significant change at the moment. According to Khan et al. (2018), customer happiness has not always been given as much weight in traditional hierarchical structures that underpin customer service interactions. However, the value of providing excellent customer service in fostering brand loyalty and corporate growth has come to light more and more in recent years (Rahman, 2020).

Numerous variables can be attributed to this development. First of all, customers now have better access to information and the opportunity to share their experiences online thanks to the development of digital technology. Businesses must put their customers' needs first because unsatisfactory customer experiences can quickly damage a brand's reputation (Islam et al., 2021). Second, increased competition across a variety of industries forces companies to differentiate themselves by providing exceptional customer service (Ahmed, 2019).

Despite these encouraging developments, problems still exist in the country. The Bangladesh Association of Contact Centers and Outsourcing (BACCO) conducted a study in 2020 that made it clear how important it is to improve the training and skill development of customer service representatives (BACCO, 2020). Furthermore, cultivating an organization's customer-centric culture remains an ongoing effort (Rahman, 2020).

3.1.1 Necessities of Customer Service Dynamics

Bangladesh's economy is expanding rapidly with a rising middle class and increasing disposable income (World Bank, 2023). As this economic dynamism leads to an increasingly competitive business environment, customer experience is now a key differentiator (Ahmed, 2019). Businesses must understand the characteristics of customer service in Bangladesh to thrive in this dynamic environment.

In Bangladesh, customer service has historically been defined by a lack of commitment and an emphasis on completing transactions (Khan et al., 2018). But consumer expectations are changing due to the development of digital technologies and growing awareness of global

trends (Islam et al., 2021). Customers expect a multitude of communication channels, faster response times, and a more personalized experience (Rahman, 2020).

Furthermore, technology plays a key role in improving customer service dynamics in Bangladesh. The increase of smartphones usage and Internet access has allowed customers to search for products and services online, compare offers, and share their experiences on social media platforms (BACCO, 2020). Negative customer experiences can quickly harm a brand's reputation, so a strong online presence and responsive customer service are crucial (Islam et al., 2021). Additionally, technologies such as chatbots and AI solutions can help businesses provide 24-hour support and handle routine queries, leaving human representatives to focus on complex issues (Rahman, 2020).

Creating an organizational culture focused on customer needs is just as important as improving technology. Investing in training and development programs is essential to equip customer service professionals with the skills they need to effectively handle customer inquiries and build rapport (BACCO, 2020). Additionally, giving employees the autonomy to make their own decisions and resolve issues can significantly improve customer satisfaction (Khan et al., 2018).

3.2 Communication Tactics in Bangladeshi Organizations

Communication tactics in Bangladeshi organizations include a variety of approaches utilised to achieve certain objectives both internally and with external stakeholders (Hossain, 2018). Conventional approaches such as in-person meetings and internal memos are still widely used, but digital communication channels such as email, instant messaging, and video conferencing platforms are increasingly important to meet the needs of a force. geographically dispersed labor (Khan, 2020). Furthermore, companies are increasingly adopting social media to interact with customers and improve their brand image (Rahman, 2019). The effectiveness of these strategies is influenced by a variety of factors, including the target audience, company culture, and hierarchy (Islam et al., 2021). As Bangladesh develops, communication strategies are likely to continue to evolve, incorporating new technologies and adapting to the changing needs of a dynamic business environment.

3.2.1 Necessities of Communication Tactics

A variety of factors contribute to the requirement for effective communication techniques in Bangladeshi organizations. First, Bangladesh's expanding importance in the global marketplace need clear and succinct communication tactics to guide cross-cultural interactions (Rahman 2019). Second, the emergence of a young, tech-savvy workforce necessitates firms expanding their communication channels beyond traditional means (Khan, 2020). Finally, developing transparency and trust among stakeholders necessitates open and honest communication (Hossain, 2018). As Bangladesh grows, organizations that prioritize effective communication techniques will be better positioned to respond to these shifting dynamics.

Chapter 04: Methodology

4.1 Research design

This study employed a qualitative research design to investigate the complexity of customer service dynamics and communication skills in Asian MCLs. Qualitative research enables nuanced studies of complex phenomena, apprehending the breadth and depth of experiences, perspectives, and interactions within organizational settings. This study uses qualitative methods to explore underlying concepts, issues and recommendations for customer-centricity and communication effectiveness of MCLs in Asia.

4.2 Data collection source

The data collection process mainly consists of two primary sources: primary data and secondary data.

- a) **Primary Data:** The main source of primary data was the interns' self-observations and comments about their first-hand experiences at Asiatic MCL. The interns acquired significant knowledge of the day-to-day operations, customer contacts, and communication strategies within Asiatic MCL through full participation in the organizational environment. The basis for understanding the subtleties of customer service management and communication strategies was these self-observations.
- b) **Secondary Data:** Academic publications, annual reports, widely disseminated research articles, and trustworthy website content are examples of secondary data sources. These secondary materials offer context, a theoretical framework, and industrial insights pertinent to the goals of the study. This study's analytical approaches is enhanced and its findings are placed into broader academic and professional conversation around customer service management and communication strategies by representation on previously published literature and industry reports.

4.3 Data Analysis Methods

The data analysis processes of this study were steered by the study's objectives, which concentrated on explaining customer service dynamics and communication methods within Asiatic MCL.

- a) **Descriptive Analysis:** Describe and analyze primary data collected from self-observations and internship experiences to identify recurring themes, patterns, and insights related to customer service management and communication practices.
- b) **Content Analysis:** Content analysis of secondary data obtained from research papers, journals, annual reports and website content was conducted to extract information and insights relevant to the research objectives. This involves categorizing, coding and interpreting textual data to uncover key themes, trends and challenges related to customer service and communication within Asiatic MCL.

Through the qualitative data analysis process, this study aims to uncover the complexities of customer service management and communication strategies within Asiatic MCL, sharing key information and recommendations for enhancing customer focus and communication effectiveness within the organizational framework.

Chapter 05: Findings of the study

5.1 Introduction to the chapter

During my three-month internship at Asiatic MCL, I learned a lot about their operational framework and discovered that a new customer service department was established with the main objective of accurately handling issues, complaints and support requests. Additionally, it is worth noting that Asiatic MCL's customer service team is trained to be courteous, understanding and experienced, strives to resolve customer issues quickly and exhibits a customer-centric culture that places great emphasis on providing excellent service. quality.

Additionally, Asiatic MCL uses a variety of communication channels such as telephone support, email communications, live chat, social media interactions, and online contact forms to ensure accessibility and responsiveness. By leveraging an efficient ticketing system and streamlined query handling, Asiatic MCL creates a robust communication environment by engaging customers through newsletters, promotional emails and social media posts. Below is an in-depth look at the customer service dynamics, communication skills and barriers Asiatic MCL faces in delivering excellent customer service and communication performance:

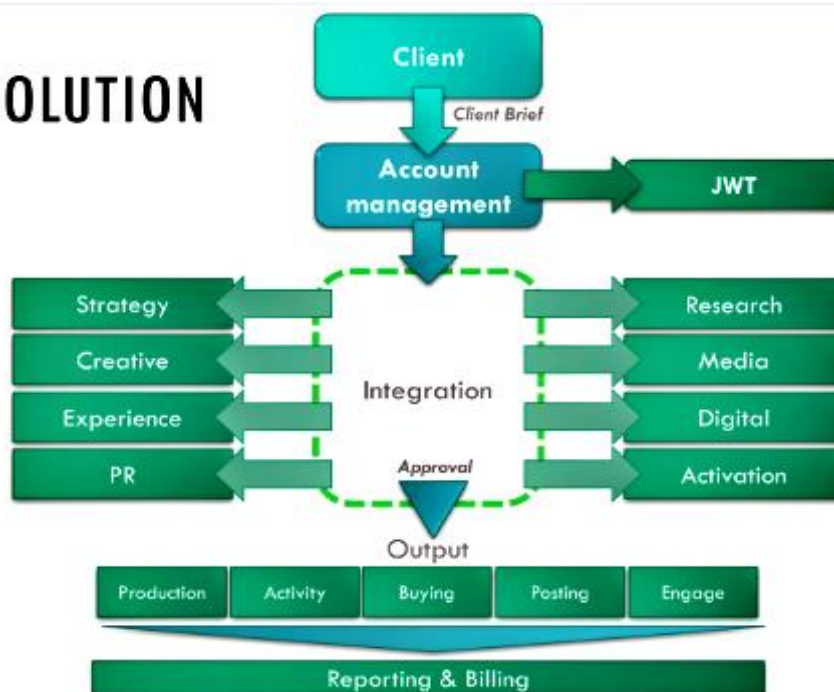
5.2 Describing the customer service dynamics and communication methods used at Asiatic



Customer Service Dynamics: Asiatic MCL's customer service capabilities are designed to provide customers with a seamless and helpful experience. The organization has dedicated customer service staff who are skilled in handling a high volume of customer interactions, including inquiries, complaints and support requests. Not only are the team familiar with Asiatic MCL's products and services, but they are also trained to provide friendly, knowledgeable and

efficient assistance, reflecting the company's commitment to excellent customer service. One of Asiatic MCL's main goals is to improve customer satisfaction by resolving customer issues on first contact whenever possible and demonstrating a positive commitment to resolving the issue.

ONE STOP SOLUTION



Not only this, Asiatic MCL also promotes a customer-centric culture with a strong emphasis on providing excellent customer service. This culture emphasizes the importance of accurately identifying and meeting customer needs and permeates the entire company. Every contact with the organization follows a customer-centric strategy, which ensures every touchpoint is designed to improve the customer experience.

Communication channels: Asiatic MCL provides a variety of channels for customers to communicate with enterprises. These include traditional channels such as email assistance through a designated customer service email address and telephone support through a toll-free number. Additionally, the company remains active on social media sites such as Facebook and Twitter and utilizes modern communication methods such as live chat on its

website. The introduction of an online contact form further speeds up communication and provides customers with more ways to get in touch with Asiatic MCL..

Now Asiatic MCL is a part of Asiatic 3Sixty, the single largest advertising group in Bangladesh



To increase speed and efficiency, Asiatic MCL's customer service staff use a ticketing system that enables them to monitor and manage customer inquiries in a systematic manner. This approach ensures quick resolution of customer complaints and streamlines the resolution process. In addition, Asiatic MCL uses automated email confirmations and updates to keep customers informed of the status of their inquiries and support requests, thereby increasing transparency and communication throughout the customer service experience. In addition, the company communicates with customers through newsletters, promotional emails and social media posts, establishing many touchpoints to stay in touch with customers and provide relevant information and updates.

5.3 Analysing the challenges that prevent Asiatic MCL from delivering excellent customer service and communication effectiveness

Asiatic MCL endeavors to deliver exceptional customer service and communication effectiveness; yet, the organization encounters several obstacles that might impede its progress. The call volume volatility during peak hours is one of the key challenges. An surge in consumer queries may result in lengthier wait times and increased annoyance for clients who need assistance right away. This problem emphasizes the necessity of a robust workforce

management plan and the possible use of a cutting-edge call routing technology to guarantee that client calls are effectively connected to representatives who are accessible.

One potential obstacle that Asiatic MCL may encounter is the dissatisfaction of certain clients over the settlement of their concerns. There may be times, in spite of the Company's best efforts, when a client is not quite happy with how their encounter turned out. As they address customer concerns and identify suitable solutions, this may result in more calls from the same customers and more work for customer support staff. Asiatic MCL may need to spend money on a thorough training program for its customer service agents in order to meet this challenge and provide them with the abilities and know-how to deal with a range of consumer concerns.

Additionally, Asiatic MCL found it difficult to provide consistent, personalized support because it was unable to instantly track customer interactions across all channels. Consumers communicate with businesses through a variety of channels, including social media, live chat, email and phone calls, but keeping track of all these interactions can be difficult. To provide a seamless, personalized experience, it can be difficult for customer service agents to consolidate customer profiles and interaction history into a single, centralized system. Asiatic MCL can address this challenge by implementing a robust customer relationship management (CRM) system that will provide representatives with a more consistent view of customer interactions and enable them to provide more personalized support.

One of the biggest problems that the Asian MCL may encounter in terms of communication efficiency is the inconsistency of messages between multiple media outlets. If a company's messages are inconsistent and poorly planned, the company's brand image can be damaged and customers can become confused. Regardless of the medium chosen, customers require a consistent brand experience and any differences in messaging can undermine credibility and trust. To overcome this difficulty, the Asian MCL must develop precise policies and procedures for the production and review of material for all types of media. This will ensure that the information is accurate, consistent and representative of the company.

Another communication challenge is the risk of outdated or inaccurate information on a company's website or marketing materials. As Asiatic MCL's products, services and policies

evolve over time, it is important that the information provided to customers is up-to-date and accurate. Failure to do so can lead to customer dissatisfaction and loss of trust, as customers may rely on outdated information and make decisions based on incorrect assumptions. Regularly reviewing and updating your company's website and marketing materials can help alleviate this challenge and ensure customers have access to the latest, most reliable information.

TV INVOLVEMENT OF ASIATIC MCL



Content



Sponsorship



Campaign



Production



Commercials



Appearance



Performance



PR Coverage

Last but not least, Asian MCLs often struggles to respond to customer questions on social media in a timely manner. In today's digital world, customers expect quick responses to their queries and complaints, and delays can damage a company's brand and customer relationships. Social media platforms can be particularly damaging if consumer inquiries are not answered quickly. This is because research can be seen by a wider audience and can quickly become a public relations issue. Asiatic MCL should implement a dedicated social media monitoring and response system to ensure informed agents can quickly identify and address consumer concerns to addresses this difficulty..

Chapter 06: Recommendations and Conclusion

6.1 Recommendations

To improve the efficiency of customer service and communication within Asiatic MCL, please make the following suggestions:

- a. **Maximize Staffing:** When I interned at Asiatic MCL, I found that a key areas was implementing workforce management tools to maximize staffing and minimize wait times during peak periods. By leveraging sophisticated algorithms and data-driven insights, Asiatic MCL can benefit from systems that predict call traffic, optimize resource allocation, and ensure timely resolution of customer queries. In addition to reducing customer annoyance, this proactive strategy helps customer service staff deliver a happier, more satisfying experience.
- b. **Invest in employee development:** Asiatic MCL must provide ongoing guidances and training to its customer service agents. By continuously upgrading the skills and experience of employees, organizations can provide employees with the resources they need to competently manage a variety of customer issues and difficulties. This investment in employee development reduces turnover and creates a more reliable, experienced customer service team by increasing employee morale and job satisfaction and improving customer service quality.
- c. **Implement a CRM System:** Asiatic MCL should be implemented a Customer Relationship Management (CRM) system to centralize customer data and enable seamless support across different channels. By integrating customer information, interaction history, and preferences into a single platform, CRM systems provide customer service representatives with a comprehensive view of each customer journey. This enables them to provide more personalized and efficient support based on each customer's individual needs and preferences. In addition, the CRM system facilitates communication across channels, ensuring that customers receive consistent support no matter which channel they choose.

- d. Develop a comprehensive communication strategy:** Asiatic MCL should develop a comprehensive communication strategy that is in line with the company's overall business objectives and brand image. This strategy should outline clear objectives, target audiences, key messages and communication channels, ensuring all customer-facing communications are consistent, relevant and impactful. By establishing a clear communications strategy, Asiatic MCL can ensure its messaging resonates with customers and reinforces the company's brand values and positioning.
- e. Standardization of content creation:** Asian MCLs must to set precise policies and procedures for producing and approving materials for a range of media platforms. Establishing content templates, style standards, and approval protocols are necessary to guarantee quality and consistency in all communications with clients. Asiatic MCL lowers the possibility of inconsistent message and guarantees that all communications follow the company's brand values by standardizing the content production process.
- f. f Maintain a strong online presence:** Asiatic MCL is committed to improving communication, thus it will be reviewing and updating its website, marketing materials, and social media accounts on a regular basis to guarantee accuracy and consistency. Customers should get accurate and up-to-date information, as a company's policies, products, and services change over time. Asiatic MCL can preserve a solid web presence, gain clients' confidence, and establish itself as a dependable and responsive partner with regular content reviews and changes.
- g. Responding to social media inquiries:** Asiatic MCL should implement a social media monitoring and response system to promptly resolve customer inquiries and concerns on social media platforms. By actively listening to and engaging with customers on social media, businesses can demonstrate their commitment to customer service and build stronger relationships with their audiences. A dedicated social media response team has clear guidelines and processes to help Asiatic MCL respond to customer inquiries in a timely and effective manner, reducing the risk of negative sentiment and reputational damage.

6.2 Conclusion

This internship report contains a comprehensive summary of my practical learning experience at Asiatic Marketing Communications Limited. The study examines various prospects of Asiatic MCL's approach to customer service management and communication, highlighting key strengths and potential areas for development.

Throughout our internship, we found that Asiatic MCL has a strong customer focus and employs a team of educated experts who provide approachable, competent and effective support. The company emphasizes its dedication to accessibility and consumer interaction through the use of various communication methods such as phone, email, live chat, social media and online contact forms. Effective tracking and management of inquiries through an integrated ticketing system helps resolve customer inquiries in a timely manner.

The investigation found numerous problems with Asiatic MCL in providing good customer service and maintaining effective communication. High call volumes during peak hours, inconsistent information across multiple communication channels, and outdated or misleading information on company platforms were cited as major challenges. These inconveniences can lead to increased wait times, consumer frustration and lack of trust, which can reduce overall customer satisfaction and loyalty.

To address these issues, this paper presents a series of specific recommendations for improving customer service delivery and communication skills. Workforce management and customer relationship management (CRM) tools, as well as ongoing training of customer service staff, are key steps in optimizing headcount and ensuring smooth support. Additionally, implementing a comprehensive communication plan, well-defined content production standards, and a social media monitoring system will help ensure consistency and accuracy across all communication platforms.

Finally, this internship experience provided important insight into the practical aspects of customer service management and communication in a dynamic organizational environment. This study provides findings and recommendations that not only represent the challenges and potential of MCL in Asia but also serve as a roadmap for continued progress. By using this technologies, Asiatic MCL can improves its customer service delivery and communication strategies, thereby increasing customer satisfaction, loyalty and advocacy. This article highlights the need to bridge the gap between academic knowledge and practical application and the important role internships play in developing future marketing communication professionals.

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