



Internship Report
on
Customer Relationship & Retention Strategy of Thinkoogram Consultancy Ltd.

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Date of Submission: 2nd July, 2024

Letter of Transmittal

20th May 2024

To

Mr. Dewan Golam Yazdani

Assistant Professor (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Customer Relationship & Retention Strategy of Thinkoogram Consultancy Ltd.”.

Dear Sir,

With due respect, I myself Sayed Nayeem Azad Anik, I am submitting my internship report on “**Customer Relationship & Retention Strategy of Thinkoogram Consultancy Ltd.**” for your kind consideration as a part of the requirement for completing the BBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to you.

Sincerely yours,



.....

Sayed Nayeem Azad Anik

ID: 203-11-6615

Program: BBA

Major in Marketing

Department of Business Administration

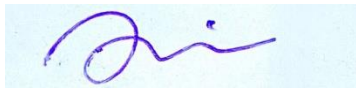
Faculty of Business and Entrepreneurship

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Student's Declaration

I am Sayed Nayeem Azad Anik, a student of the Department of Business Administration, Program: BBA bearing ID:203-11-6615, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**Customer Relationship & Retention Strategy of Thinkoogram Consultancy Limited**” has been authentically prepared by me. While preparing this internship report I didn't violate any copyright act intentionally.

I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.



.....
Sayed Nayeem Azad Anik
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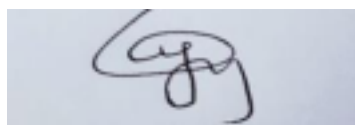
Certificate of Supervisor

This is to certify that Sayed Nayeem Azad Anik, ID: 203-11-6615, Program BBA, major in Marketing, is a regular student of the Faculty of Business & Entrepreneurship at Daffodil International University. He has completed the BBA internship program at Thinkoogram Consultancy Limited, and he has prepared an internship report under my direct supervision.

The internship report is on “**Customer Relationship & Retention Strategy of Thinkoogram Consultancy Limited**”.

This report is recommended for submission.

I wish him every success in life.



.....
(Dewan Golam Yazdani)
Assistant Professor (Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgment

First, I express my gratitude to Almighty Allah for enabling me to complete the report in due time.

My acknowledgement begins with thanking my academic supervisor Mr. Dewan Golam Yazdani who has provided me with suggestions for making this Final Internship Report. I like to thank sir for his generous cooperation and supervision which made me confident about the desired outcome of my internship project.

My utmost thankfulness goes to my supervisor **Mamata Khandaker**, the *Communication Officer* at Thinkoogram Consultancy Limited.

I have tried my best to prepare this report according to the given instructions. I hope that I have been able to portray the picture of what I have experienced and learned during my internship period.

Finally, I would like to the Thinkoogram Consultancy Limited for allowing me to do my internship there and helping me prepare the report.

Executive Summary

This internship report title is **Customers Relationship & Retention of Thinkoogram Consultancy Limited**.

This internship report helped me to study the real scenario of how Student consultancy firms develop CRM processes for their business. Thinkoogram Consultancy sets itself apart with a feature-rich Customer Relationship Management (CRM) solution developed to serve the needs of students efficiently. The company's customer relationship management (CRM) approach includes careful client segmentation according to their credentials, needs, and preferences about the countries in which they wish to continue their education. enabling specialized channels of communication and services. Thinkoogram gains important insights into customer behavior and feedback while optimizing client management procedures by utilizing modern technical support, such as CRM software and data analytics.

I have done my internship report as a Marketing intern. The report will deal with the Customer relationships and retention process of Thinkoogram Consultancy Limited. Lastly, I have discussed some problems of Thinkoogram Consultancy Limited and tried to give Recommendations, I can say that Thinkoogram Consultancy Limited, has some limitations. I hope this paper fulfills the requirements for completing the BBA degree.

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Chapter: 1

Introduction

1.1 Introduction

The organization from where I completed my internship is Thinkoogram Consultancy Limited operating as a multinational consulting entity. Thinkoogram Consultancy Limited is a well-known firm that helps students with their education journey by offering personalized support and expert advice, whether it's getting into top universities, preparing for exams, or exploring study abroad options. With a mission to empower students to achieve their educational goals, Thinkoogram Consultancy Limited has earned a reputation for excellence and reliability in the field of student consultancy, providing valuable insights and support to students worldwide.

Thinkoogram Consultancy Limited Consulting serves as an active consultancy firm, catering to clients across diverse industries globally, through its regional offices and network of certified consultants. With strategic offices strategically positioned across key continents such as Europe, the Middle East, and South Asia, Thinkoogram Consultancy Limited Consulting ensures comprehensive coverage, with a presence in England, Bahrain, and Sri Lanka. Additionally, the firm extends its services beyond these regions, reaching out to North America and Australia, thereby enhancing Thinkoogram Consultancy Limited's global outreach and connectivity.

Founded in June 2018, Thinkoogram Consultancy Limited Consulting has expanded its reach to over 25 countries across four continents, providing strategic insights and tailored solutions to local and international markets. In addition to its core consultancy services, Consulting also assists students aspiring to study abroad, offering guidance and support throughout the process, further enriching its portfolio and impact.

1.2 Scope of the study

Thinkoogram Consultancy Limited offices and country representatives are strategically located in Australia, Bangladesh, Canada, Germany, and the UK, ensuring efficient service delivery and client engagement.

The study has the following purpose:

- i. Developed relationships with clients.
- ii. Find out how the company deals with regular client's queries and potential clients.
- iii. Understand the importance of the CRM process in service industries

1.3 Objectives of the study

The main objective of this study is to analyze the Customer Relationship Management strategy of Thinkoogram Consultancy Limited.

Some specific objectives

- i. To analyze how Thinkoogram Consultancy Limited develops relationships with its customers.
- ii. To analyze how Thinkoogram Consultancy can retain its customers using an effective customer relationship management process.
- iii. To find out some problems related to the CRM strategy of Thinkoogram Consultancy Limited.
- iv. To provide some recommendations for Thinkoogram Consultancy

1.4 Methodology of the study

The data was collected from primary and secondary sources.

Primary source:

- i. Observing Thinkoogram Consultancy Limited and other organization activities.
- ii. Gathering some information by personal experience.
- iii. Some data collected from practical work experience.

Secondary data:

- i. Legal documents of Thinkoogram Consultancy Limited & enriched website.
- ii. Some data is collected from journals, reports, and feedback.

1.5 Limitations of the study

When we have tried to do something, we face some limitations. In this study, I have faced some limitations and those are:

1. The management process of Thinkoogram Consultancy Limited is helpful enough but it is hard to get accurate feedback from students who have not completed their bachelor's degree yet.
2. I have been an intern in this company. I have very limited access to the major parts of the agency and for that, I did not get enough data-wise experience to do this report more effectively.
3. Some of the secondary data is not accessible due to client credentials and security purpose.

Chapter: 2

Overview of Thinkoogram Consultancy Limited.

2.1 About Thinkoogram Consultancy Limited

Thinkoogram Consultancy Limited is a renowned firm dedicated to assisting students with their educational pursuits. Whether it's helping students secure admission to prestigious universities, preparing for important exams, or exploring opportunities to study abroad, Thinkoogram Consultancy Limited offers personalized support and expert guidance every step of the way. With a commitment to empowering students to achieve their academic goals, Thinkoogram Consultancy Limited has become a trusted name in the field of student consultancy. Our team of experienced consultants provides valuable insights and resources to students worldwide, ensuring they have the tools and support they need to succeed academically. With Thinkoogram Consultancy Limited by their side, students can navigate the complexities of higher education with confidence and clarity.

Thinkoogram Consultancy Limited Consulting serves as an active consultancy firm, catering to clients across diverse industries globally, through its regional offices and network of certified consultants. With strategic offices strategically positioned across key continents such as Europe, the Middle East, and South Asia, Thinkoogram Consultancy Limited Consulting ensures comprehensive coverage, with a presence in England, Bahrain, and Sri Lanka. Additionally, the firm extends its services beyond these regions, reaching out to North America and Australia, thereby enhancing Thinkoogram Consultancy Limited 's global outreach and connectivity.

Founded in June 2018, Thinkoogram Consultancy Limited Consulting has expanded its reach to over 25 countries across four continents, providing strategic insights and tailored solutions to local and international markets. In addition to its core consultancy services, Thinkoogram Consultancy Limited Consulting also assists students aspiring to study abroad, offering guidance and support throughout the process, further enriching its portfolio and impact.

Thinkoogram Consultancy Limited 's offices and country representatives are strategically located in Australia, Bangladesh, India, Sri Lanka, and the UK, ensuring efficient service delivery and client engagement.

2.2 Services

Thinkoogram Consultancy Limited offers an array of services dedicated to facilitating students' educational endeavors, both domestically and internationally. These include:

1. **Educational Counseling:** Thinkoogram Consultancy Limited provides tailored counseling sessions to help students discover their academic interests, career aspirations, and suitable educational pathways.
2. **University Selection:** Assisting students in selecting suitable universities or educational institutions based on their academic background, financial considerations, and preferred locations.
3. **Admission Guidance:** Thinkoogram Consultancy limited guides students through the university application process, aiding with form filling, document preparation, and meeting admission requirements.
4. **Test Preparation:** Offering coaching and preparation classes for standardized tests required for admission to universities abroad, including the SAT, ACT, GRE, GMAT, TOEFL, and IELTS.
5. **Visa Assistance:** Providing support with visa application procedures, including documentation, interview preparation, and submission for students applying to study abroad.
6. **Financial Aid and Scholarships:** Assisting students in exploring financial aid options, scholarships, and grants available for studying abroad, along with advice on budget planning and financial management.
7. **Pre-departure Support:** Conducting pre-departure orientations and offering support services to help students adapt to life abroad, including assistance with accommodation, travel arrangements, and cultural adaptation.
8. **Post-arrival Assistance:** Providing continued support to students after they arrive in the destination country, aiding with settling in, academic orientation, and ongoing assistance throughout their studies.

Thinkoogram Consultancy Limited's comprehensive services aim to simplify the process of studying abroad for Bangladeshi students, ensuring they receive comprehensive support and guidance at every step of their educational journey.

2.3 Values

✓ **Commitment to Excellence** Thinkoogram Consultancy Limited upholds a steadfast commitment to excellence in all aspects of student consultancy, ensuring the highest standards of service delivery and professionalism.

✓ **Empowerment Through Education:** We believe in the transformative power of education and are dedicated to empowering students to realize their academic aspirations through personalized guidance and support.

✓ **Integrity and Transparency:** Thinkoogram Consultancy Limited operates with unwavering integrity and transparency, adhering to ethical principles and maintaining open communication with clients to foster trust and accountability.

✓ **Global Impact:** With a focus on global connectivity and impact, Thinkoogram Consultancy Limited strives to be a leading force in facilitating students' educational journeys both domestically and internationally, contributing to the advancement of education on a global scale.

Chapter: 3

Theoretical Framework of Customer Relationship Management

3.1 Introduction

Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is all about focusing on the customer. Its main goal is to make customers happier and more loyal over time. When a company builds better relationships with its customers, it not only improves its business processes but also makes more money. In simple terms, CRM is like a smart system that helps businesses connect and improve every part of their operations to build strong customer relationships. It brings together different aspects of a business to save time, make things better, and attract more customers. It mainly affects areas like marketing, sales, and customer service strategies positively. CRM also saves time and money for both the company and the customer. By using CRM tools correctly, companies can figure out what they're doing well and where they need to improve. This means customers get better products and services from the businesses they choose.

To understand CRM better, it's important to look at all its parts.

3.2 What is customer relationship management?

To improve customer service relationships, aid in customer retention, and spur sales growth, businesses utilize a combination of practices, strategies, and technologies known as customer relationship management, or CRM allows them to manage and analyze customer interactions and data throughout the customer lifecycle. CRM systems gather information on customers from various points of contact, or channels, such as the company's website, phone number, live chat feature, direct mail, promotional materials, and social media accounts. CRM systems can also provide staff members who deal directly with consumers with comprehensive information about their details, past purchases, preferences for purchases, and issues.

3.3 Functions of Customer Relationship Management

- Acquiring & storing information
- Customer management
- Management of marketing policies
- Increase Reach
- Proper communication network
- Cost controlling
- Improve service quality

Acquiring & storing information: It is among the most significant tasks that CRM completes. It gathers and keeps market data on potential clients. Central databases are used to store the gathered data. This data is easily accessible from any location at any time. Businesses utilize the information they acquire to comprehend the behavior of their customers. In the end, this will contribute to improving consumer happiness.

Client oversight: Customer management is a crucial function carried out by CRM. All the clients are divided and grouped into several groups based on their behavior and nature. Customer segmentation makes customer service more effective. Different treatment will be given to customers based on their group membership. The relationship with customers will improve as a result. When customers receive proper treatment, they are content and delighted.

Administration of marketing guidelines: It has to do with making business marketing campaigns more individualized. Its goal is to create marketing plans that cater to the various needs of clients. Every effort is made to draw in an increasing number of clients. Salespeople receive appropriate training based on the knowledge they have gained. Marketing strategies encompass opportunities that have the potential to attract new clients.

Increase Reach: Customer Relationship Management aims to increase sales & profit of the business. It helps in increasing business with existing customers as well as new customers. CRM focuses on Cross-selling & Up-selling techniques to increase its sales with existing customers. Once customers are satisfied & happy with the business, cross-selling & up-selling

are effective in increasing business with them. Customers start believing in a particular brand & try its different services or products

Communication network: Providing good customer support is an important function performed by CRM. It aims to provide fast & best customer support. A proper channel is developed to handle all the problems & queries of customers. Customers can easily contact the agents & get their issues resolved. Agents are required to keep a record of each & every interaction with customers.

Cost controlling: Cost-saving is one of the great challenges in front of any business. A business is successful if it can provide better quality products at less cost. Customer Relationship Management reduces the expenses of business by minimizing the paperwork involved. All data is stored digitally on a database centrally. Also, it reduces the manpower requirement for business. It overall brings down the cost & increases the profit margin.

Improve quality: Customer Relationship Management aims at increasing the product quality of businesses. The information acquired through the CRM technique helps in better understanding the needs of customers. This information is then used for customizing the offerings of businesses to customers. Products & services are customized as per people's needs. This helps in making customers happy & properly satisfied. It also ensures that the product meets the minimum quality standard level.

3.4 Tools of Customer Relationship Management

A Customer Relationship Management (CRM) system is a tool for collecting and managing the information and interactions your business has with your customers, sales leads, suppliers, or other businesses.

It can help you with:

- tracking the success of your marketing activities
- identifying and following up on prospective customers
- maintaining relationships with loyal customers
- Group your customer types to develop personalized communications. See which customers have signed up to your marketing lists and understand which customers have responded to your offer or promotion

Keep track of leads automatically

This tracks a customer interaction automatically, so you always have a complete overview of all emails, meetings, calls, and email/web tracking. It automates your address book based on email signatures and public social data. And it organizes all the documents you exchanged too.

Creation CRM (Tool)

Creation CRM (formerly bpm' online CRM) is process-driven cloud-based software that connects the dots between marketing, sales, and customer service, efficiently managing the complete customer journey – from lead to order, and ongoing account maintenance. Key features

- 360° customer view
- Social media sales
- Synchronization, integration, and import
- Email marketing and event management
- Omni channel communications

3.5 Loyalty of Customer Relationship Management

Customer Relationship Management (CRM) is fundamental to cultivating client loyalty in a consultancy firm. CRM involves comprehensively understanding and addressing the distinct needs of each client, ensuring personalized and diligent service that fosters trust and long-term satisfaction. For consultancy firms, CRM embodies a strategic framework where client interactions are systematically managed and analyzed to deliver tailored solutions that align with their specific challenges and objectives. This client-centric methodology ensures clients feel valued and comprehended, which is pivotal in developing enduring relationships. Utilizing advanced CRM technologies enables consultancy firms to monitor client preferences, feedback, and histories, facilitating proactive engagement and continuous service enhancement. Moreover, effective CRM supports seamless communication and collaboration, ensuring clients are consistently informed and their concerns promptly addressed. This transparency and responsiveness are crucial in fostering loyalty, as clients are more inclined to remain with a firm that consistently meets or surpasses their expectations. Additionally, CRM systems empower consultancy firms to provide personalized recommendations and insights, demonstrating their expertise and reinforcing client trust in their capabilities. By consistently delivering value through customized strategies and solutions, consultancy firms

can significantly enhance client satisfaction and loyalty. In a competitive marketplace, where clients have numerous alternatives, the loyalty engendered through effective CRM can serve as a critical differentiator, leading to repeat business and positive referrals. Ultimately, the loyalty developed through CRM extends beyond mere client retention; it encompasses building enduring partnerships that promote mutual growth and success. For consultancy firms, investing in robust CRM practices is not merely a business strategy but a commitment to excellence in client service and relationship management.

A single source of truth

CRM starts with data. When you integrate brand data with local channels, you create satisfying experiences that keep customers coming back. Add centralized intelligence and decision-making, and the result is a single source of truth and interaction with your customers — and timely, relevant messaging that makes an impact, whether through your company’s website, social media channels, or email marketing campaigns. Now imagine if that single source of truth was delivered to your channel partners so they could better market to your customers — and they, in turn, could send their customer data back to you. That’s what happens with through-channel marketing automation (TCMA), which is another one of our specialties.

Beyond the loyalty program

In the Age of Expectations, marketers need to consider more than just offering rewards for purchases. It is impossible to achieve loyalty with just one program or platform. To establish consistent communication and experiences that increase retention, encourage engagement, and develop brand advocacy, a thorough, data-driven plan must be implemented across all channels.

Customer loyalty and emotional connections are created when the personalization of experiences through data and decision-making is implemented.

3.6 Process of developing customer relationship

The relationship with the customer is the foundation of the business. Strong relationships with customers improve client lifetime value, decrease customer attrition, and boost business stability. Nowadays, in a competitive market, developing a relationship with a customer is difficult. Here are some remarks I made regarding cultivating relationships with customers:

Introduce yourself to the customers: Consumers like to speak with actual corporate employees. Hence, as a representative, identify yourself with the clients directly and provide a phone number or email address for further correspondence.

Get to know your customers: You learn who your customers are for the first time. Speak with your target audience to learn about their interests and worries. Save some information so you can talk to him further later.

Research your customers: After choosing your target audience, extensively research them to determine who the real customers are and what they need.

Create customers' profile: Each customer's profile and needs must be created after the customer's study. A customer's profile will be available, including their contact information (phone, address, and email).

Communicate with the customers: It's crucial to keep in touch with your clients following the initial encounter. You should communicate with the customer via as many different communication channels as you can. Building relationships requires actively attracting people to your business and correctly focus on you to achieve students' educational goals.

Understand customer psychology: Client psychology has an impact on customer satisfaction. Customers desire genuine services that attend to their needs, show them appreciation, and solve their problems. Once they have everything, customers will be satisfied. The consultant will be able to better assist the client if customer psychology is researched to comprehend their feelings and level of satisfaction.

Personalize customer relationships: Customer satisfaction is something a business strives for constantly because it's crucial to success. Connect with the customer on a human level, try to understand their motivations and emotions and discern what they want to provide them with the best possible service.

Responds to customers the right way: That is one of the most important things you can do to build a rapport with the people you serve. When customers see a company's value and responsiveness to their requirements, they form lasting connections with it.

Create customer value: Creating customer value, which is defined as making consumers value their time, money, and effort, is providing them with helpful information and services. To build customer value, offer more benefits at a fair price.

Set consistent quality controls: If you impose stringent regulations on standard-quality service, clients will consistently rely on your business. It will also have the potential to create a positive impression in your client's eyes.

Implement services recovery process: Building a solid client base requires a service recovery plan that works. When a customer asks for service recovery, the supplier ought to respond with a heartfelt apology, take ownership of the problem, and recommend a workable fix first.

Choose the right communication channels: Select the appropriate channels for communicating with the appropriate clientele. Learn firsthand which media—such as radio, television, newspapers, online newspapers, or social media platforms like Facebook, LinkedIn, and Twitter—your target demographic favors. Once you've found the appropriate platform, you can quickly contact them and cultivate more customer ties.

3.7 Process of Developing Customer Retention

Customer retention entails engaging existing customers and persuading them to continue purchasing your product. Customer retention is an important aspect of your business because higher retention equals higher profit. Now I can talk about how to keep your customers.

Collect and analyze customers' feedback: When a customer purchases your product, you must collect and analyze their feedback. If customers are satisfied, they are more likely to buy your product again. If customers are dissatisfied, you can improve product quality and services.

Analysis of customer satisfaction: A good consultant is constantly concerned with client happiness because consumer satisfaction affects the profitability of your firm. As a result, you are constantly thinking about how to improve customer satisfaction.

Implement CRM software tools: Use CRM software solutions in your company to engage with both current and potential customers. It's simple to communicate with current customers and comprehend their demands. Gathering customer reviews for your goods and services is simple. And it helps you improve the quality of your services.

Developing real relationships: Business is all about relationships. You must be maintaining areal relationship with your customers. When customers feel you are always concerned about them, they can be happy. It's also nice to see these customers buy your product regularly.

Be honest with the customers all the time: Honesty is the most effective way to build a business and a relationship. You must be truthful to your customers. Always strive to provide the best services. Because if customers perceive you to be dishonest your business will suffer.

Always acknowledge mistakes, problems, and delays: When the service provider delivers the services, the unexpected can cause some issues. or customers discover a flaw in that.

There is no need to judge or blame customers at that time; simply apologize and resolve the situation.

Appreciate loyal customers: Satisfied Customers are the best customers. A company or organization must value its loyal customers. Because loyal customers buy more and provide the best product feedback. The company can organize a yearly loyalty program that includes the best lunch or dinner and some sort of gift.

Rewarding your customers: One of the finest methods to keep consumers is through rewards. You can find out which consumers frequently purchase your product. You can provide your clients monthly gifts or purchase points they can use to buy additional products regularly.

Say thank you to your customers: Always thank your customers because it has a positive impact on their minds.

Chapter: 4

Customer Relationship and Retention Strategy of Thinkoogram Consultancy Limited

4.1 Customer relationship and retention strategies of Thinkoogram Consultancy Limited.

I go over how a company or business organization can create and preserve client relationships as well as the theoretical foundations of CRM. I'll discuss how a company may cultivate customer relationships and keep clients in this chapter. I may now look at Thinkoogram Consultancy Limited. procedures that are aimed at fostering customer relationships and retaining clients.

- 1) **CRM software:** Thinkoogram Consultancy Limited has a separate IT department. The IT department creates its program to maintain all departmental responsibilities. This software's connectivity to the factory and head office allows the sales staff to easily verify what processing and completed goods are available. The management routinely examines sales data, service levels, and the availability of business opportunities.
- 2) **Focuses on smooth operation:** At Thinkoogram Consultancy Limited, we place a strong emphasis on efficiency because it saves time and fosters client satisfaction. Consumers always want their files delivered flawlessly and on time. Moreover, Thinkoogram Consultancy Limited always makes sure that consumers receive offer letters on time.
- 3) **Analysis of Customer Satisfaction:** Customer satisfaction has always been a priority for Thinkoogram Consultancy Limited. When Thinkoogram Consultancy Limited offers services that accidentally result in failed paper submission or other services, it immediately resolves the issue and re-prepares the files appropriately, and in special cases, we are willing to pay a scholarship to students.
- 4) **Solving quality issues immediately:** The service quality of Thinkoogram Consultancy Limited is always a priority. Any documentation problems they encounter can be resolved right away. Thinkoogram Consultancy Limited believes that if they continue to produce high-quality services, they will be able to reach more.

- 5) **Provide all documents to the client:** Following the delivery of tuition fees, Thinkoogram Consultancy Limited immediately provides the client with the necessary documentation. Because Thinkoogram Consultancy Limited prioritizes its customers and wants them to benefit from all types of possible facilities, it is aware that if customers enjoyed all the facilities, they would advertise more of our company's value.
- 6) **Provide emergency file delivery:** Thinkoogram Consultancy Limited consistently satisfies customer requests. Thinkoogram Consultancy Limited offers emergency student files delivery to the universities such as during the Eid holiday, in any emergency circumstance, on Friday or Saturday, because Thinkoogram Consultancy Limited is aware that reminders are to be given to the clients before bank opening days. Customers should be able to easily maintain their processing, according to Thinkoogram Consultancy Limited and this procedure aids Thinkoogram Consultancy Limited in retaining customers and preserving relations.
- 7) **Provided time extends for payment if legal issue:** Thinkoogram Consultancy Limited is always there for its customers. Thinkoogram Consultancy Limited believes that customer support has a positive impact on customer development and retention. Occasionally, customers fail to release payment during the transaction period; if the customer wishes to extend payment, Thinkoogram Consultancy Limited And this procedure has the potential to make customers happy. Many students get these facilities regularly.
- 8) **Personalize customer relationships:** Thinkoogram Consultancy Limited develops personalized customer relationships and meets demand on an individual basis. Personalization is very effective in the field of student file processing. So, Thinkoogram Consultancy Limited uses this method correctly and gains an advantage over other firms out there.
- 9) **Quick services recovery process:** Because Thinkoogram Consultancy Limited has its agent ship, whenever a client reports a problem, Thinkoogram Consultancy Limited promptly retakes inquiries from the customer and offers a replacement file in exchange for no payment.

4.2 Functions of customer relationship management of Thinkoogram Consultancy Limited

Proper communication network

Establishing a relationship with customers is a crucial job for the firm. Any business that experiences a communication breakdown over time faces several issues. For this reason, Thinkoogram Consultancy Limited makes an effort to maintain a strong network of potential client's communication at all times. Through networking, one can create relationships that can be helpful references or leads to other business and employment prospects. Through networking, one may be able to establish connections with people who have knowledge and ideas to give about a particular subject. In addition to its economic benefits, networking can have positive social effects. Many individuals who network online report being able to connect with and meet online colleagues while attending business events across the nation.

Customer management

The customer service management system at Thinkoogram Consultancy Limited is focused on providing individualized help for students as they pursue their academic goals. To provide individualized advice on university selection, admission, test preparation, visa applications, and financial aid, consultants place a high priority on learning about each student's needs and goals. Thinkoogram guarantees a seamless transition for students into their selected institutions through efficient cooperation and continuous contact. Through sympathetic contacts and effective service delivery, Thinkoogram cultivates trust and loyalty, enabling students to pursue their educational aspirations confidently and successfully.

Improve quality

Thinkoogram Consultancy Limited always tries to improve its quality because quality is the main for an organization. If Thinkoogram Consultancy Limited provides low-quality service, the customer will not be happy and the customer want not to come again. So Thinkoogram Consultancy Limited gives priority to improving quality.

Examples:

1. Continuous Training and Development: Regularly invest in training and development programs for consultants to enhance their skills in academic counseling, university admissions processes, visa applications, and customer service

2. **Feedback Mechanisms:** Implement robust feedback mechanisms to gather insights from students about their experiences with the consultancy services. Use this feedback to identify areas for improvement and tailor services to meet students' evolving needs.
3. **Technology Integration:** Leverage technology solutions such as CRM software to streamline processes, improve communication, and enhance the overall efficiency of service delivery.
4. **Partnership with Educational Institutions:** Forge strategic partnerships with universities and educational institutions to stay updated on admission requirements, scholarship opportunities, and program offerings, enabling consultants to provide accurate and up-to-date information to students.
5. **Personalized Support:** Offer personalized support to students by assigning dedicated consultants to guide them through every step of the academic journey, ensuring individualized attention and assistance.
6. **Quality Assurance Standards:** Implement quality assurance standards and processes to ensure consistency and reliability in service delivery across all consultancy operations.
7. **Community Engagement:** Engage with the student community through workshops, seminars, and informational sessions to provide valuable insights and resources for academic and career development.
8. **Post-Service Follow-up:** Conduct post-service follow-up with students to assess their satisfaction levels and address any concerns or issues that may arise after the completion of consultancy services.

By implementing these strategies, Thinkoogram Consultancy Limited can continuously improve its service quality and maintain its reputation as a trusted partner in students' educational journeys.

Proper service provides

Thinkoogram Consultancy Limited always tries to provide proper service because it is a believable zoon. Service is very important for the electronics industry because it's also as service organization that why Thinkoogram Consultancy Limited tries to provide accurate service.

Cost controlling

For Thinkoogram Consultancy Limited to continue operating sustainably, cost control is fundamental. The company may maximize resource allocation and improve profitability by controlling employees, technology, marketing, and administrative overhead costs well. This entails putting cost-cutting measures into place without sacrificing the caliber of services offered to pupils. Thinkoogram maintains financial stability while making sure that its services are accessible and inexpensive for students through careful budgeting, vendor negotiations, and spending monitoring. Additionally, by allowing the company to engage in expansion, training, and innovation efforts, cost management techniques ensure the company's long-term success in the cutthroat student consultancy sector.

4.3 Tools of Customer Relationship Management of Thinkoogram Consultancy Limited

Thinkoogram Consultancy Limited uses a variety of Customer Relationship Management (CRM) techniques to improve the caliber of its offerings and cultivate more robust relationships with students. Among the practical tools are:

CRM Software: To effectively manage connections, track interactions, and centralize student data, Thinkoogram makes use of cutting-edge CRM software. This facilitates targeted outreach and individualized support by giving consultants access to complete student profiles that include academic history, preferences, and communication history.

Email marketing platforms: Thinkoogram can design and implement automated personalized email campaigns based on the interests and requirements of students thanks to email marketing platforms. Through the use of these platforms, consultants can communicate with students and encourage participation by providing them with timely updates, instructional materials, and invites to events.

Social Media Management Tools: To stay active on sites like Facebook, Instagram, and LinkedIn, Thinkoogram makes use of social media management tools. By making content scheduling, audience engagement, and performance tracking easier, these solutions help the company communicate with students, convey insightful information, and increase brand recognition.

Customer Feedback Surveys: By using customer feedback surveys, Thinkoogram can obtain important information on the preferences, levels of satisfaction, and areas for growth

of its students. By using this input to guide strategic decision-making, the company can improve the overall student experience, address complaints, and fine-tune its services.

Project Management Software: Thinkoogram uses project management software to help with task and deadline management as well as project organization and tracking. Through the optimization of project workflows and the promotion of team cooperation, these solutions guarantee effective service provision and timely client deliveries.

Dedicated Client Relationship Managers: Thinkoogram designates specific individuals to manage the requirements and issues of every student. These managers operate as the main points of contact, providing individualized assistance, quickly responding to questions, and guaranteeing a smooth consulting experience.

Tailored Service Offerings: Thinkoogram adapts its services to each client's particular requirements and tastes. Whether they are assisting with university selection, admissions, or visa help, consultants customize their methods to match each student's unique objectives and situation, guaranteeing a customized and pertinent experience.

4.4 The Benefits of Thinkoogram Consultancy Limited

Thinkoogram Consultancy Limited provides students looking for direction and assistance with their academic endeavors with a host of advantages. The following main benefits set Thinkoogram apart as a top consulting company, such as:

- **Personalized Guidance:** Thinkoogram provides personalized counseling sessions tailored to each student's academic background, career aspirations, and financial constraints, ensuring customized support and guidance.
- **Comprehensive Services:** From university selection assistance to admission guidance, test preparation, visa support, and post-arrival assistance, Thinkoogram offers a comprehensive suite of services to address every aspect of the student's educational journey.
- **Expert Consultancy Team:** With a team of experienced consultants and subject matter experts, Thinkoogram ensures students receive expert guidance and advice, backed by extensive industry knowledge and insights.

- **Efficient Service Delivery:** Utilizing advanced CRM tools and project management software, Thinkoogram streamlines service delivery processes, ensuring efficiency, timeliness, and adherence to client timelines.
- **Transparent Communication:** Thinkoogram prioritizes transparent and honest communication with clients, providing clear information about services, fees, and expectations to foster trust and confidence.
- **Global Connectivity:** Through strategic partnerships and a network of consultants worldwide, Thinkoogram facilitates opportunities for students to pursue education in prestigious institutions globally, expanding their horizons and prospects.
- **Continuous Support:** Thinkoogram offers ongoing support and assistance to students throughout their academic journey, ensuring they receive guidance and resources even after the completion of consultancy services.
- **Customer Satisfaction:** With a customer-centric approach, Thinkoogram prioritizes client satisfaction, continuously seeking feedback and striving to exceed expectations to ensure a positive consultancy experience.
- **Cost-Effective Solutions:** Thinkoogram provides cost-effective solutions and financial aid counseling to help students manage expenses and make informed decisions about their educational investments.

Thinkoogram can gain long-term success by empowering students to make informed choices, pursue their academic goals, and achieve success, Thinkoogram contributes to the long-term success and fulfillment of its clients, making a positive impact on their lives and futures.

Chapter: 5

Findings, Recommendations, and Conclusion

5.1 Findings of the study

This study identifies key areas for improvement in Customer Relationship Management (CRM) and client retention strategies at Thinkoogram Consultancy Limited. The main issues are:

1. **Communication Gaps:** There are inconsistencies in how consultants communicate with students, leading to misunderstandings and dissatisfaction.
2. **Slow Response Time:** Delays in responding to student inquiries and processing applications negatively impact the student experience.
3. **Lack of Personalized Services:** Many students feel that their individual needs are not adequately addressed, indicating insufficient service personalization.
4. **Outdated Technology:** The CRM technology currently in use is outdated, making it difficult to manage client interactions efficiently.
5. **Underutilized Client Feedback:** There is no structured system for collecting and using client feedback to improve services.
6. **Insufficient Staff Training:** Staff members lack training in critical areas such as visa processes and international academic requirements, affecting the quality of student support.
7. **Limited-Service Portfolio:** The existing services do not fully meet the diverse needs of students, particularly in career counselling and post-graduation support.
8. **Low Brand Awareness:** Thinkoogram's brand recognition is limited, affecting its ability to attract new clients and expand its market reach.

5.2 Recommendations

To address these issues and improve Thinkoogram Consultancy Limited 's performance, the following solutions are proposed:

1. **Enhance Communication:** Establish clear communication protocols to ensure consultants and students are on the same page, reducing misunderstandings and improving satisfaction.
2. **Improve Response Times:** Implement measures to speed up responses to student inquiries and application processing, such as automated systems and streamlined workflows.
3. **Personalize Services:** Develop strategies to better understand and meet the individual needs of each student, offering more tailored advice and support.
4. **Upgrade CRM Technology:** Invest in modern CRM technology to improve client management, track interactions efficiently, and enhance overall service delivery.
5. **Implement Feedback Systems:** Create a structured system for regularly collecting and analyzing client feedback, using these insights to make continuous improvements.
6. **Enhance Staff Training:** Provide comprehensive training programs for staff, focusing on critical areas like visa regulations and international academic requirements to improve student support.
7. **Expand Service Offerings:** Broaden the range of services to include career counselling, skill development workshops, and post-graduation support to meet the diverse needs of students.
8. **Increase Brand Awareness:** Launch targeted marketing campaigns and brand-building activities to boost Thinkoogram's visibility and attract new clients.

By implementing these recommendations, Thinkoogram Consultancy Limited can further solidify its position as a trusted partner in students' educational journeys, drive business growth, and achieve greater success in the competitive consultancy market.

5.3 Conclusion

In summary, I've had an amazing and productive internship. I've learned a lot working at Thinkoogram Consultancy Limited, and I'm assured of it. My work's technical aspects aren't flawless, but they may be with additional time. I believe my time spent in the marketing and customer relationship management department was well worth it, especially considering I had no prior experience, and it assisted the department's staff members with their daily work. Two major takeaways from the internship are the importance of time management skills and self-motivation. Also, I want to thank my supervisor for making this internship so smooth for me. I got to learn so many things from her and got the chance to have real-life experiences with her help.

I tried my best to prepare this report as where it has provided a comprehensive overview of Thinkoogram Consultancy Limited 's operations, highlighting its commitment to providing personalized guidance and support to students seeking educational opportunities abroad. Through a combination of expert consultancy services, efficient CRM practices, and a client-centric approach, Thinkoogram has demonstrated its ability to empower students to achieve their academic goals with confidence and success.

By leveraging advanced technology, continuous training, and a culture of excellence, the consultancy firm has positioned itself as a leader in the student consultancy market, earning the trust and loyalty of its clientele. Moving forward, Thinkoogram Consultancy Limited is well-positioned to build upon its strengths, implement the recommendations outlined in this report, and further enhance its service offerings to meet the evolving needs of students in Bangladesh and beyond. As the educational landscape continues to evolve, Thinkoogram remains dedicated to facilitating students' aspirations and contributing to their long-term success in an increasingly globalized world

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