



Daffodil
International
University

**An Internship Report on
Customer Relationship & Retention of
INEOS Sytrolution Ltd.**

PREPARED FOR

Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

PREPARED BY

Mehedi Hasan Roni

ID: 183-11-5981

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Date of Submission: March 27, 2023

INEOS STYROOLUTION

“Customer Relationship & Retention of INEOS Styrolution Ltd”

LETTER OF TRANSMITTAL

Dewan Golam Yazdani

Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “Customer Relationship & Retention of INEOS Styrolution Ltd.

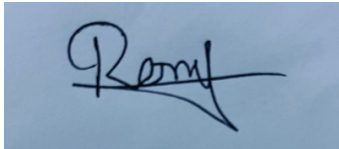
Honorable Sir,

With due respect, I Mehedi Hasan Roni, I submitting my internship report on “**Customer Relationship & Retention Strategy in INEOS Styrolution 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.

Thank you

Sincerely,

A blue rectangular box containing a handwritten signature in black ink. The signature appears to be 'Roni' with a stylized flourish.

Mehedi Hasan Roni
ID:183-11-5981
Program: BBA (Major in Marketing)
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

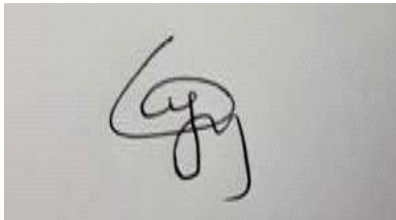
LETTER OF APPROVAL

This is to certify that Mehedi Hasan Roni, ID: 183-11-5981 and program BBA, major in Marketing, he is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. He has successfully completed his internship program at INEOS Styrolution Ltd, and he has prepared internship report under my direct supervision.

His internship report on **“Customer Relationship & Retention Strategy in INEOS Styrolution Ltd.**

This report is recommended for submission.

I wish his every success in life.

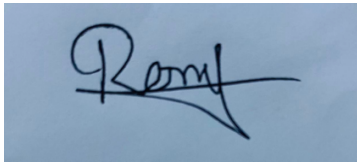


Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University
E-mail: dewan.bba@diu.edu.bd

DECLARATION

I am Mehedi Hasan Roni, the student of Department of Business Administration, bearing ID: 183-11-5981, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**Customer Relationship & Retention in INEOS Styrolution Ltd** (has been authentically prepared by me. While preparing this internship report, I didn't violation any copyright act intentionally.

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

A rectangular box containing a handwritten signature in black ink on a light blue background. The signature appears to be 'Roni' with a stylized flourish.

Md: Mehedi Hasan Roni
ID: 183-11-5981
Program: BBA(Major in Marketing)
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

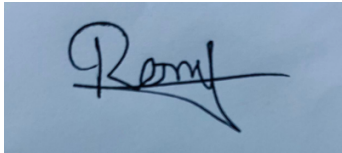
ACKNOWLEDGEMENT

Firstly, I like to praise my almighty Allah who provided me with the ability to prepare this report perfectly, and I also like to thank my family for their blessings and support.

Then I would like heartfelt thanks to my supervisor Dewan Golam Yazdani, whose guidelines and supervision helped me to successfully complete this report.

Without his help, it was difficult for me to complete this report. His excellent guideline helped me to understand the whole process easier.

Special thanks Ahmed Maruf Manager of, Commercial department INEOS Styrolution ltd. He encouraged and helped me to understand during my internship program.

A blue rectangular box containing a handwritten signature in black ink. The signature appears to be 'Roni' with a stylized flourish underneath.

Mehedi Hasan Roni

ID: 183-115981

Program: BBA(Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

EXECUTIVE SUMMARY

This internship report title is Customers Relationship & Retention in chemical industries based on INEOS Styrolution Ltd. This internship report helped me to study the real scenario of how chemical companies develop CRM processes for their business. INEOS Styrolution Ltd is the leading company in the textiles industry. Their mission is committed to delivering the highest level of product and service continuous improvement in their operational excellence in the Yarn market in Bangladesh and they want to be one of the pioneer companies in the world Yarn business.

Customer relation management (CRM) is a business strategy to select and manage the most valuable customer relationships. CRM is a system that includes the strategies, software, and web-based capabilities that help an organization maximize profit and manage customer relationships and retention.

I am doing my internship report in as a Commercial executive. The report will deal with the Customer relationships and retention process of INEOS.

Lastly, I have discussed some problems of INEOS and tried to give a Recommendation, I can say that BTL, has some limitations. I hope this paper fulfills the requirement of the report.

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Chapter 1

Introduction

1.1 Introduction of the study

Customer's relation management (CRM) is a business strategy to select and manage the most valuable customer relationships. It defines the customer-centric business process and provides the best customer value. CRM is a system that includes the strategies, software, and web-based capabilities that help an organization maximize profit and manage customer relationships. In 21 centuries, most of the company is focused on customer centric business and also in chemical industries are involved using CRM processes. In the Bangladesh market we see some of the chemical's industries. They are menially manufacturing all kinds of yarn. Bangladesh has more than 4000 chemical company and Denim companies. Yarn is a main raw material for them and they have lots of opportunities to collect yarn from local or international markets. For that local company developed CRM process and trying to create develop customer's relationship and maximize profit for that now a day's chemicals market is very complicated.

1.2 Background of the study

The main purpose of the study is I want to know about the real scenario of chemical industries and how CRM affects all kinds of internal and external operations. The study is also a requirement of the internship program of the BBA curriculum of Daffodil International University.

The study has following purpose:

1. Developed relationships with clients and customers.
2. Find out how the company deals with regular clients and potential clients.
3. Understand the importance of the CRM process of chemical industries.
4. Understand how companies retain their customers day by day.

Objective of study

The main objective of this study is to analyze Customer Relationship Management strategy concept of their business.

Some specific objective

- To analyze how INEOS Styrolution Ltd., develop relationship with their customer
- To analyze how INEOS Styrolution Ltd. can retain their customers using an effective customers relationship management process.
- To describe the customers relationship management benefit of CRM INEOS Styrolution Ltd.

To provide some recommendations for INEOS Styrolution Ltd.

Scope of the study

The main intention of the study is to understand the CRM process and find out how BTL uses this process and expands its business. The report covers using CRM processes and also analysis of INEOS CRM processes. The study is only related to the business policies of INEOS Styrolution Ltd.

Methodology of the study

The data collected from primary and secondary sources.

Primary source:

1. Observing INEOS and other organization activities.
2. Gathering some information by personal experience.
3. Some data collected from practical work experience.

Secondary data:

- Legal documents of INEOS Styrolution Ltd.
- Some data collects from books, news, reports and magazines

Limitation of the study

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

1. The management process of INEOS is so conservative.
2. I have been a Full-time permanent employee in this company since 2018; I have lots of responsibilities to fulfill every day. And for that, I did not get enough time to do this report effectively.
3. Some of the secondary data is not accessible.

Chapter 2
Overview of the Retention of
INEOS Styrolution Ltd.

2.1 Company profile and background

INEOS Styrolution is a global styrenics supplier and is headquartered in Germany. It is a subcompany of INEOS and provides styrenics applications for many everyday products across a broad range of industries, including automotive, electronics, household, construction, healthcare, packaging and toys/sports/leisure.

Headquarters and sites

Styrolution employs around 3,100 people. The global and European headquarters is situated in Frankfurt am Main, Germany, regional headquarters are located in Aurora, Illinois (USA) and Singapore. Styrolution operates 16 manufacturing sites across nine countries: Germany (Ludwigshafen, Schwarzheide, Cologne), Belgium (Antwerp), China (Foshan, Ningbo), France (Wingles), Korea (Ulsan, Yeosu), Thailand (Map Ta Phut), the United States (Channahon, Decatur, Texas City, Bayport), Canada (Sarnia) and Mexico (Altamira)

2.2 Aspiration and vision

Our vast array of styrenic standard and specialized goods, our global reach, and - last but not least - our dedicated and highly qualified team, in our opinion, provide us with the right foundations for long-term success and sustainable, profitable expansion.

- **Mission Statement of INEOS Styrolution ltd.**

To use our culture of entrepreneurship to provide our stakeholders and customers with long-term value. We achieve this by providing sustainable styrenic solutions over the whole lifecycle of our goods while conducting our business in a safe, ecologically friendly, and socially responsible manner.

- **Values**

At INEOS Styrolution, our passion for achievement serves as our primary motivator. The basis for this is our entrepreneurial mentality.

those who take the lead and think about the organization's performance as a whole in addition to their own specific field of interest.

Our convictions act as the compass for all we do and every choice we make

2.5 Quality policy

According to INEOS Styrolution, sustainability is a real engine of value creation and growth. We are committed to using it as a competitive advantage to promote the commercial success of our clients. To do this, we pay close attention to what our consumers need, constantly engage in collaborative innovation, and prioritize sustainability in all of our business management endeavors.

2.6 Community services

Our company has personal and financial problems with solutions and provides financial support on behalf of people inside the country.

2.7 Achievement of INEOS Styrolution ltd

A comprehensive ECO portfolio of polystyrene, ABS, and styrenic specialties that is unmatched is the product of INEOS Styrolution continued dedication to market-ready new low-carbon, circular solutions. EcoVadis has recognized the company's dedication and ongoing improvement, awarding it back-to-back platinum ratings in 2020 and 2021 and ranking it in the top 1% of the more than 75,000 organizations evaluated.

"We have high standards for sustainability and are working hard to get these solutions on the market." According to Steve Harrington, CEO of INEOS Styrolution, "I am delighted to see that with every introduction of a new ECO solution, we are showing ourselves to be the most dependable partner to our clients, helping them reach their goals as well as ours.

- **Social initiatives**

Our sustainability plan is based on the effectiveness and potential of our stakeholders, goods, and employees. Our materials are crucial in many applications because they offer substantial user benefits and frequently leave a smaller environmental footprint than competing materials.

Chapter 3

Theoretical background of customer relationship management and retention.

3.1 Concept of Customer Relationship Management

Customer-based business strategy is the main focus of customer relationship management (CRM). In the twenty-first century, every business and organization focus on the goods and services that clients want, thus they are always investigating their requirements. CRM is a method for creating relationships with customers and meeting their needs. The three components of people, process, and technology will be combined to conduct CRM. Additionally, this combination enables businesses to understand consumer needs, support corporate strategy, forge lasting relationships with clients, and steadily increase customer retention.

CRM extends client relationships, which lowers costs and boosts productivity. CRM is the process of finding new customers, acquiring them, and keeping them around. It also manages and organizes customer interactions across channels and departments. CRM enables businesses to make the most of each client engagement.

3.2 Measurement framework and buildings block of CRM to develop customer relationship and retention

CRM Measurement Frameworks

A company's CRM activities may be measured depending on who is assessing and what type of activities are being measured. Four typical measurement frameworks, however, reveal a wealth of knowledge from both books and experienced people. We can now explain the significance of these four measuring frameworks.

- **Brand-building:** To quickly recognize whose company's goods a customer is purchasing is the primary goal of brand building. Building a brand results in brand awareness, brand value, and brand loyalty. The name, symbol, slogan, and color of a company's brand are all carefully managed for brand building. because clients' thoughts are easily captured by this combo.
- **Customer's equity building**
Building customer equity entails calculating the overall lifetime worth of each and every one of a brand's customers. In other words, more devoted clients yield higher client equity. Customer recruitment and retention are the main priorities of a business's customer equity management. boosting client buying decisions and satisfaction while increasing attraction and retention. When customer happiness rises, customer loyalty also rises. Thus, higher consumer equity results from greater customer loyalty.

- **Leading indicator measurement**
The organization receives current business and economic data via the measurement of leading indicators, and this data is used to forecast future movement. The organization can foresee and forecast future investments, events, and the business market with the use of leading indicators.
- **Customers facing operation:** A corporation focuses on numerous operational methods under this notion.
- **Marketing operation:** In order to reach customers, a business handles marketing activity, responds to customer percentages, determines purchasing customer percentages, and determines new customer acquisition percentages.
- **Sales force operation A:** sales force operation focuses on developing sales activities, measuring individual sales staff member performance, monitoring product sales performance, and analyzing sales impact.

Wed site operations:

A company creates websites for a variety of purposes, such as sharing the company's mission and vision. Company activities, operations, and contact methods, as well as marketing, sales, and support.

Building Blocks of CRM

According to Gartner research, the CRM process is made up of eight building blocks. The likelihood of a profitable business outcome will be maximized by this block.

- **CRM Vision:** CRM gives their clients a clear vision and strategy since they draw a picture of what their ideal clients would look like.
- **CRM Strategy:** CRM strategy establishes their approach
- with important assets and focuses on their client base. To accomplish its aim, it must set its operational and implementation goals.
- When customers connect with the vendor, it significantly affects how they view the seller. It offers a beneficial consumer relationship. Long-term loyalty, trust, and happiness are brought about by positive customer experiences. Moreover, a negative client experience has the opposite impact.
- **Organizational Collaboration:** Many businesses are aware that CRM is a technology and process that is focused on the customer. They are unaware that it is a cross-functional project that necessitates cooperation. Individual, team, or overall management must be more attentive to the needs and desires of the customers as a result of the CRM process.
- **Process:** In order to boost productivity and save costs overall, a business must concentrate on the cross-functional process. Management offers an analytical and planning procedure for a better understanding of customers in addition to focusing on the life cycle of the client. It contributes to the experiences of designee customers by helping to satisfy their expectations, uphold their beliefs, and assist them.

- **Information:** The proper information regarding the sales process and customer interactions must be gathered for a CRM process to be successful. The correct data and information are essential to an effective CRM strategy. It allows for efficient client engagement.
- **Technology:** CRM is entirely based on technology. A business must manage several types of data and information. This data is analyzed by the IT department in order to suit the customer's needs.
- **Metrics:** The most crucial of the eight building blocks is measurement. Their success in the execution of measurements depends on other building pieces. If management performance is strong, CRM performance will succeed. Companies need to create CRM goals and keep track of all levels of indicators. Metrics put an emphasis on internal and external processes and connect operations to strategy and financial gains for the company.

3.3 Benefits of Customer Relationship Management

A company will gain from implementing a CRM approach inside its structure. Below, I go over the advantages they will have.

- When a business employs CRM effectively, they can boost sales revenue.
- They can easily lower their total cost by discovering all of their costs.
- CRM procedures can increase a company's productivity and profitability.
- Managers can make decisions faster for CRM processes.
- Businesses can increase their market share by using CRM procedures to better understand the kinds of items consumers want.
- Companies can simply boost customer happiness by using CRM processes to identify the reasons why customers are unsatisfied.
- Businesses can enhance their goods and services.
- They are able to provide clients with quality products.
- They can produce better-quality products at reduced prices.
- A more effective plan for product promotion.
- improves client retention and satisfaction.

3.4 Process of developing customer relationship

The basis of the business is the relationship with the customer. A strong customer relationship increases customer loyalty, raises client lifetime value, lowers customer churn, and increases business stability. It is now incredibly tough to build consumer relationships in a cutthroat industry. Here are some points I made about developing customer relationships.

- **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 need must be created after the customer's study. A customer's profile will be available, including their contact information (phone, address, and email).
- **Introduce yourself to the customers:** Consumers like to speak with actual corporate employees. Hence, as a representative, identify yourself to the clients directly and provide a phone number or email address for further correspondence.
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 focusing on your goods and services.
- **Understand customer's psychology:** Customer satisfaction is related to the psychology of the client. Consumers want real goods and services that are appreciated, that pay attention to them, and that address their problems. Customers will be happy once they receive everything. If customer psychology is studied to better understand their contentment and emotions, the vendor will know how to serve them.
- **Personalize customer's 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 customer right way:** That is among the most crucial actions you can take to develop relationships with your clients. Customers develop long-lasting relationships with sellers when they assess how much the seller values them and how quickly they respond to their needs.
- **Create customers value:** Giving clients useful goods and services is the definition of creating customer value. that consumers value their time, effort, and money. More benefits at a reasonable price are necessary to create customer value.
- **Set consistent quality controls:** If you strictly regulate standard-quality products, customers will do business with your organization every time. Also, it will have the chance to foster a favorable impression in the eyes of your clients.
- **Implement services recovery process:** A successful service recovery process is essential to developing strong customer relationships. As soon as a client requests service recovery, the provider should first provide a sincere apology, assume responsibility for the issue, and offer a proper solution.

Choose the right communication channels: Choose the correct channels for communication with the relevant customers. Find out firsthand the medium your target audience prefers, such as television, radio, newspapers, online newspapers, or social media sites like Twitter, Facebook, and LinkedIn. You can easily communicate with them and develop more client relationships when you locate the right platform.

3.5 Process of developing customers 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 analysis 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 customer's satisfactions:** A good businessman 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 products and services.
- **Developing real relationship:** Business is all about relationships. You must be maintaining a real 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 on a regular basis.
- **Be honest with the customers all 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 products and 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 product or services, the unexpected can cause some issues. or customers discover a flaw in the product. There is no need to judge or blame customers at that time; simply apologize and resolve the situation.
- **Appreciate loyal customers:** Customers who are satisfied 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 you 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 on a regular basis.
- **Say thank you to your customers:** Always thank your customers because it has a positive impact on their minds.

Chapter 4

Analysis of Customer Relationship and Retention Strategies of INEOS Styrolution Ltd.

4.1 Customer Relationship and Retention Strategies of INEOS:

- I go through the theoretical underpinnings of CRM and how a firm or business organization can build and maintain customer relationships. In this chapter, I'll talk about how a business can retain customers and build customer relationships in practice. Here, I may examine which INEOS Styrolution processes are targeted at customer relationship development and business retention.
- **INEOS Styrolution use own software:** There is a dedicated IT division at INEOS Styrolution. To maintain all departmental tasks, the IT department develops its own software. The sales team may readily check what processing and finished goods are available thanks to this software's connection to the plant and head office. The management reviews inventory, sales statistics, and raw material availability on a regular basis.
- **Focuses on smooth operation:** At INEOS Styrolution, we place a strong emphasis on efficiency because it saves time and fosters client satisfaction. Consumers always want their products delivered flawlessly and on time. Moreover, INEOS Styrolution always makes sure that consumers receive their orders on time.
- **Analysis of Customer satisfaction:** Customer satisfaction has always been a priority for INEOS Styrolution. When INEOS Styrolution offers products or services that accidentally result in problematic goods or services, it immediately resolves the issue. and offer appropriate goods or services, and occasionally they are willing to pay remuneration.
- **Solving quality issue immediately:** The quality of INEOS Styrolution's products is always a priority. Any quality problems they encounter can be resolved right away. Since INEOS Styrolution believes that if they continue to produce high-quality goods, they will be able to sell more of them.
- **Provide all documents to client:** Following the delivery of the items, INEOS Styrolution immediately provides the client with the necessary documentation. Because INEOS Styrolution prioritizes its customers and wants them to benefit from all types of export facilities, it is aware that if customers enjoyed all of the facilities, they would purchase more of our products.

- **Provided emergency delivery:** INEOS Styrolution consistently satisfies customer requests. INEOS Styrolution offers emergency delivery to the consumers, such as during the Eid holiday, in any emergency circumstance, on Friday or Saturday, because INEOS Styrolution is aware that customers need to be given LC after bank opening days. Customers should be able to easily maintain their production, according to INEOS Styrolution. And this procedure aids BTL in retaining customers and preserving positive customer relations.
- **Provided time extends for payment if legal issue:** INEOS Styrolution is always there for its customers. INEOS Styrolution 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, INEOS Styrolution provides time. And this procedure has the potential to make customers happy. Many customers purchase products for these facilities on a regular basis.
- **Provide best product rate regular customers:** INEOS Styrolution analyzes the market and its own product prices on a regular basis, selects the best price, and offers it to regular and potential customers. INEOS Styrolution understands that if the best price is not set, customers will not purchase the product. INEOS Styrolution occasionally offers price breaks to his regular and loyal customers.
- **Personalize customer relationships:** INEOS Styrolution develops personalized customer relationships and meets demand on an individual basis. Personalization is very effective in the textile industry. So, INEOS Styrolution uses this method correctly and gains an advantage over other companies.
- **Quick services recovery process:** Due to the fact that INEOS Styrolution has its own transportation, whenever a client reports a product fault, INEOS Styrolution promptly retakes the product from the customer and offers a replacement product in exchange for payment.
- **Provide after sales services:** The best strategy to foster client connections and retention is through after-sales services. This technique is carefully followed by INEOS Styrolution. INEOS Styrolution works quickly to address consumer complaints. If a product's quality is subpar, INEOS Styrolution will accept any returns and give you a new, higher-quality product in exchange.

4.2 The benefit that INEOS Styrolution

- Get from using The CRM framework and building blocks
- INEOS Styrolution uses the CRM process correctly to steadily boost sales and revenue.
- INEOS Styrolution significantly boosts productivity and margins by utilizing CRM processes in their business.
- CRM procedure was used. INEOS Styrolution rapidly makes the appropriate decision and immediately applies it to their business.
- INEOS Styrolution is quickly detecting any product or service gaps and acting to fill them.
- INEOS Styrolution can develop their business and satisfy their valuable client.
- Through the appropriate channels of communication, INEOS Styrolution connects with their clients.
- INEOS Styrolution make loyal customer group for their product.
- INEOS Styrolution developed real relationship to their client.
- INEOS Styrolution increase customer satisfaction and retention.
- INEOS Styrolution expand their business day by day.

Chapter 5

Findings

In this paper, I analyze both theoretically how a business creates customer relationships and retention and practically how INEOS Styrolution may do the same. In fact, I located this report stating.

The following are some of the more common and consistent gaps, issues, and opportunities for improving listening skills:

Overconfidence in one's ability to listen is prevalent in all samples. This is especially true for individuals.

This is also true for the vast majority of managers tested concurrently. Overconfidence has been shown to be a barrier to both performance and learning effectiveness.

One of the most common and troubling issues identified is the assumption of superior knowledge and understanding, as well as the importance of interrupting or controlling the content presented by others.

The banking sample is significantly less aware of the influence that personal experience and bias have on interpreting and understanding while listening than all other groups.

The joint venture cement company has five directors nominated by the chemical corporation and six directors nominated by the Saudi investor, including three Bangladeshi nationals.

The chemical corporation's complaints are primarily directed at three Bangladeshi directors. The three Bangladeshi citizens are also on the board of directors of a local engineering and construction firm called Dipon Group, according to the state-owned corporation's letter to the industries ministry.

"They did not disclose that they are Dipon Group directors. However, it was later discovered that the directors also hold positions within the group, as none other than the local firm was eligible to respond to the joint venture tender and was eventually chosen for the work. According to a senior chemical corporation official,

I think the mix concept = CRM concept + own concept is very good effect in INEOS Styrolution system.

Chapter 6

Recommendations

Listening (comprehension) is a fundamental skill that is required to support questioning, presenting, and making decisions. A variety of techniques and methods exacerbate the problems identified above.

Habits that have been introduced that may encourage the use of assumptions and superior knowledge to (unnecessarily) direct and control discussions, such as those related to needs analysis and fact finding, While most industry sample scores are low, general population scores are higher, indicating that the public is more likely to recognize and respond to poor listening behaviors.

obvious issue in developing client relationships; this also places the tested individuals at a significant disadvantage in competitive discussions and negotiations. Customers are at the heart of any business. A business cannot succeed without them. It is critical to invest in customer retention after you have used resources to acquire customers. You can accomplish this by implementing customer relationship-building strategies.

It takes time to develop long-term customer relationships. Customer engagement is one of the most effective ways to accomplish this. Quiq's Conversational Engagement Platform will wow your customers during every interaction with your company.

I believe that a solution to these three issues is necessary for INEOS to expand their market, foster new relationships, and keep hold of their current clients

Chapter 7

Conclusion

We are aware that customer relationship management (CRM) has a positive impact on business in the current market. All kinds of businesses are working to develop this site for that reason. If B INEOS Styrolution continues to develop their preferences, they will be at the forefront of these sectors for a long time. INEOS Styrolution's market share can be positively impacted by this study's identification of the CRM process and client retention strategies. I want to point out that I learned how to establish CRM processes and how to keep current clients in the firm. I know how to work in a professional setting and how to develop relationships with people while facing daily challenges. I had the opportunity to put my theoretical understanding of marketing that I had acquired throughout the previous two years of my BBA study to use.