An Evaluation of the Customers Relationship of

Buy Now

Prepared For:

Professor Mohammed Masum Iqbal, PhD
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Date of Submission:

Letter of Transmittal

To

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submitting an Internship report titled **An Evaluation of the Customers Relationship Management of Buy Now**

Dear Sir,

I am pleased to inform you that I have successfully completed my Internship report, titled "An Evaluation of the Customers Relationship Management of Buy Now." It is my honor to present this report to you, and I hope you find it insightful.

The study was conducted over a period of four months, from 20th June 2022 to 20th September 2022. Throughout this time, I have endeavored to gather relevant and useful information to make this report as comprehensive and detailed as possible. The experience of working on this topic has been invaluable to me, and I have put in my best efforts to produce a report that is both informative and engaging.

Despite the time and resource constraints, I have strived to make the report as vivid and comprehensive as possible. If you require any further elaboration or clarification, please do not hesitate to contact me. I would be delighted to discuss the report in more detail and provide you with any additional information that you may require.

Sincerely Yours,
Mahmudul Hasan Khandaker
ID: 191-11-6112
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Acknowledgement

At the outset, deep gratitude is expressed to the Almighty for granting the strength, opportunity, and sound mind to complete the internship report. Several individuals have contributed to the successful completion of the internship report.

Firstly, heartfelt thanks are extended to the Internship Supervisor, Dr. Mohammed Masum Iqbal, Dean in the Department of Business & Administration, Faculty of Business & Entrepreneurship, Daffodil International University, for guiding and motivating to work on this fascinating topic for the internship report. It is strongly believed that the experience gained during the internship will be instrumental in enhancing professionalism and shaping future career.

Sincere appreciation is also given to the external supervisor, Md. Thahnan Ferdous, Operation Head Officer at Buy Now, for the guidance and support provided during the internship program. The assistance and provision of necessary information were invaluable in the completion of this report, which helped in gaining practical knowledge in the corporate culture.

Finally, the deepest gratitude is extended to all those who contributed directly and indirectly to the preparation of this report. Without their assistance, this accomplishment would not have been possible.

Declaration

I am Mahmudul Hasan Khandaker, hereby I assured that the presented study of internship entitled **"An Evaluation of the Customers Relationship of Buy Now"** is uniquely prepared by me after completion of four months internship program in Buy Now.

I also confirm that, the study is only prepared for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the corporation.

…………………………

Mahmudul Hasan Khandaker

ID: 191-11-6112

Bachelor of Business Administration

Department of Business Administration

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Certificate of Approval

This is to certify that the internship report entitled **An Evaluation of the Customers Relationship of Buy Now is** prepared by **Mahmudul Hasan Khandaker**, ID: 191-11-6112, as a requirement of BBA program under the Department of Business Administration and the Faculty of Business & Entrepreneurship at Daffodil International University.

The report is recommended for submission.

……………………………………….

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

This study aims to evaluate the Customer relationship management of Buy Now, a company that offers a range of services through a digital platform. The research identifies to explain Customer relationship management, Practices, identified problem and provide recommendations for improvement.

A descriptive research design was make use of with both primary and secondary data sources used to collect relevant information. A non-probability convenience sampling technique was employed to conduct customer interviews, Data was collected through a survey questionnaire from a sample of 25 customers. Descriptive statistics were utilized here, and output was obtained from the data using SPSS. The research design was formulated. The data was acquired, Processed, analyzed, prepared and presented.

In this article discuss customer relationship management (CRM) and its importance in a courier company like Buy Now. CRM is a strategy that companies use to manage interactions with their customers and potential customers to improve customer satisfaction, loyalty, and retention by creating a strong, long-lasting relationship with customers. A courier company can implement CRM by personalizing customer interactions, offering multiple channels of communication, providing real-time tracking, offering proactive customer service, and collecting and analyzing customer feedback. The articles also introduce the customer pyramid on CRM, which is a framework used to categorize customers based on their value to the company.

The reports also identify several areas of improvement for buy now. Such as Limited funding, Limited brand awareness, Lack of marketing and many more.

Overall, the study concludes that it is important to improve CRM practices, improve services, and build long-term relationships with customers for Buy Now's success.

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Chapter – 1
Introduction

1.1 Introduction:

The identity of theoretical and practical knowledge is not the same. The full potential of theoretical knowledge can only be reached when it is practically applied. The internship's purpose is to bridge the gap between theory and practice by allowing individuals to apply their theoretical knowledge in a practical setting.

In 2021, Buy Now was launched as a Bangladeshi online platform designed specifically for businesses to streamline and automate online business processes and enhance the online customer buying experience. All the necessary benefits for merchants to conduct their online business seamlessly, taking into account their busy schedules and the challenges they face, are offered by our platform. Meanwhile, purchases can be safely received by customers within the specified timeframe. With Buy Now, various payment options, including cash on delivery, online banking, and mobile banking, can be provided by sellers to their buyers, ensuring a hassle-free experience. Overall, Buy Now is an all-in-one solution that provides merchants with the tools they need to run their online businesses while ensuring that buyers feel confident and secure.

1.2 Background of the Study:

A Four-month internship at an institute is essential for all BBA students to gain practical knowledge. Upon completion of the internship, the submission of an internship report reflecting the experience and knowledge gained during their time at the institute is required of the students. The internship report topic is assigned by the guide teacher, and for my internship, the customer relationship management at Buy Now was evaluated by me. During my four-month internship, practical experience was gained by me at Buy Now.

1.3 Scope of the Study:

Exclusively focused on the overall scenario of the organization, this section covers various divisions of Buy Now, the products offered by the company, and the key functional areas of logistic support. Furthermore, the customer relationship management of Buy Now is delved into in this section.

1.4 Objectives of the Study:

Broad Objective:
The broad objective of this study was to analyze and gain a comprehensive understanding of how Buy Now manages its relationships with customers.

Specific Objectives:
1. To explain customer relationship management;
2. To illustrate the customer relationship management practices of Buy Now;
3. To identify the problems regarding customer relationship management of Buy Now;
4. To make some recommendations to solve these problems;

1.5 Methodology of the Study:

Nature of the study

Descriptive research is used in this study to provide an overview of the Buy Now product and describe certain service quality attributes of the company. A type of research that focuses on describing the characteristics or function of something, descriptive research uses a pre-planned and structured design.

Study Design

The research design is an important aspect of the research. A variety of forms are available for data collection techniques. Among them, this research is being conducted based on both primary and secondary data analysis.

Sources of Data

To perform the study data sources are to be collected, the data are to classified, analyzed, interpreted and presented in a systematical way.

❖ **Primary sources:**

- The official staff engage in friendly face-to-face conversation to provide information.

- Practical deskwork is one of the methods of collecting information.

- For information collection, a straightforward depth interview technique was adopted, with multiple questions posed.

- The concerned officer provides a relevant study of the file.

❖ **Secondary Sources:**

Secondary data was collected from various online articles and Buy Now's website.

Target Population

Customers of Buy Now

Data Collection Instruction

- **In-depth interview:** During the research, this report conducted in-depth interviews with employees and customers of Buy now.

- **Questionnaire Survey:** This report also designed a structure and unstructured questionnaire for customer of Buy now. This structured questionnaire was the major tools of the research project.

Survey Method

A survey was conducted using a questionnaire, and important data was gathered from both primary and secondary sources.

Sample Size

To conduct this research the total sample size was 25.

Sampling Techniques

A non-probability convenience sampling technique was employed to conduct customer interviews.

Statistical Tool

Descriptive statistics were utilized here, and output was obtained from the data using SPSS. The following steps were taken to conduct this report:
• The problem was defined.
• An approach to the problem was developed.
• The research design was formulated.
• The data was acquired.
• The data was processed and analyzed.
• The report was prepared and presented.

1.6 Limitation of the Study

- Strict confidentiality is maintained in this branch regarding its financial, marketing, and other confidential information. Hence, it was not possible for me as an intern to access such confidential information.
- Information from all customers could not be collected.
- The study duration was too short to gain a comprehensive understanding of the overall fintech company.
- The company may not have provided complete access to all data required for the study, which could have limited the scope and accuracy of the research.

Chapter – 2
Organizational Overview

2.1 History of Buy Now:

"Buy Now" is a groundbreaking online business platform that was launched in 2021, exclusively catering to the business needs of Bangladesh. Our mission is to provide online businesses with an automated and streamlined experience, while also ensuring that customers have a seamless buying experience.

"We understand the challenges that come with running a business and we strive to make things easier for our traders. With our platform, merchants can enjoy all the necessary benefits for conducting their online business. We are committed to guaranteeing the safety of both sellers and customers, making sure that all transactions are secure and that products are delivered promptly." (Buy now, 2022)

At "Buy Now", we offer a comprehensive range of services to our vendors, including access to the best courier services in the country for nationwide deliveries. All transactions are processed through leading banks, making it easier for small and large merchants to access banking services. We offer a range of payment options to buyers, including cash on delivery, online banking, and mobile banking.

"Our platform is designed to help vendors scale their businesses and reach customers from all parts of the country. We are dedicated to providing a safe and reliable platform for online businesses in Bangladesh, while also ensuring that customers have the best buying experience possible" (Buy now, 2022)

2.2 Vision:

"At "Buy Now", we have a vision of creating a digital economy that includes every small entrepreneur in the country. We believe that every entrepreneur deserves access to banking services, and we are committed to making this a reality. We aim to create a cashless society where digital transactions are the norm. This will provide a safe and secure way for entrepreneurs to receive payments, and for customers to purchase products with confidence. "Buy Now" is committed to ensuring the protection of everyone's hard-earned money through secure and reliable money transactions. We will work tirelessly towards this goal, and strive to bring everyone in the country under the umbrella of the digital economy." (Buy now, 2022)

2.3 Mission:

Our main aim is to ensure that small entrepreneurs can get everything they need for their business from one place. This will reduce both time and stress for the entrepreneurs, allowing them to focus more on growing their business. Currently, entrepreneurs are facing various problems due to receiving the services required for business from different places, as well as failing to ensure the necessary services. It is our aim to ensure all the services required for business at one place by solving all these problems.

2.4 Goal:

➢ Develop Efficient Operations.

➢ Develop our Digital transportation.

➢ Develop to achieve financial sustainability and profitability.

➢ Develop to achieve growth and expand its customer base

➢ Develop to provide exceptional service to its customers.

➢ Develop to automate as many tasks as possible to improve efficiency, reduce costs, and increase accuracy.

2.5 Company Profile:

Name of the Company	Buy Now
Legal Form	Start Up
Company Register No.	TRAD/DSCC/062799/2020
Date of Commencement	17th June 2021.
Category	Fintech, Software Developer
Corporate Office	Gulfesha Plaza, Level 3, Suite No J/K, 8, Shahid Shangbadik Selina Parvin Sarok, Moghbazar, Ramna, Dhaka, PO : 1217
Telephone No.	+88016111060000
Website	www.buy-now.biz
E-mail	info@buy-now.biz
TIN Code	854563588968
CEO	MD Yasir Arafat
No. of Branches	1
No. of Employees	25 (According to Annual report 2022)

2.6 Services of Buy Now:

At our fintech startup, we understand that running a business can be challenging, especially when it comes to managing finances. That's why we offer a comprehensive set of services that make it easy for entrepreneurs to manage their financial operations from one place. Here are some examples of the services we offer:

- **Link-Based Reader and Payment Collection:** Our platform offers a user-friendly link-based reader that enables entrepreneurs to collect payments from their customers with ease. For instance, a small business owner selling handmade jewelry can create a payment link that customers can use to complete their purchases online.

- **Detailed Payment History:** Entrepreneurs can access a detailed payment history that allows them to track their revenue streams and analyze their financial performance. This feature is particularly useful for businesses that have multiple revenue streams and need to keep track of their finances.

- **Automated Courier Service:** Our platform provides an automated courier service that streamlines the delivery process, making it easy for entrepreneurs to manage their logistics. For instance, an e-commerce business can use our courier service to ensure their products are delivered to customers on time.

- **Customer and Transaction Profile Creation:** Our platform enables entrepreneurs to create comprehensive customer and transaction profiles, which can help them better understand their customers' buying habits and preferences. This feature is particularly useful for businesses that sell products or services online.

- **Easy Loan Arrangement:** We understand that access to capital is crucial for entrepreneurs. That's why we offer an easy loan arrangement service that enables entrepreneurs to access funds quickly and easily. For instance, a small business owner can apply for a loan through our platform and receive funds within a few days.

- **Order Management:** Our platform offers an order management system that makes it easy for entrepreneurs to manage their orders and keep track of their inventory. For instance, an online store can use our order management system to track their sales and ensure they have enough inventory to fulfill customer orders.

- **Payment Gateway:** Our platform provides a payment gateway that enables entrepreneurs to accept payments from customers using different payment methods. For instance, a business owner can accept payments from customers using credit cards, debit cards, and mobile wallets through our payment gateway.

Chapter – 3
Discussion and Analysis

3.1 What is customer relationship management?

Customer relationship management (CRM) refers to the strategies, processes, and technologies that companies use to manage and improve their interactions with customers. The goal of CRM is to enhance customer satisfaction, increase customer loyalty, and ultimately drive revenue growth.

By implementing a CRM system, companies can centralize customer data, track customer interactions and preferences, and personalize communications with customers. This information can help businesses make better decisions about product development, marketing campaigns, and customer support.

CRM systems can also improve customer retention and reduce churn by providing a better overall customer experience. By understanding customer needs and preferences, companies can deliver more targeted and relevant products and services, and provide personalized support and assistance when need.

Overall, CRM is a key business strategy that helps companies build and maintain strong relationships with their customers, which is essential for long-term success and growth.

3.2 About of customer relationship management

"Customer Relationship Management (CRM) is a strategy that companies use to manage interactions with their customers and potential customers. The goal of CRM is to improve customer satisfaction, loyalty, and retention by creating a strong, long-lasting relationship with customers. CRM involves collecting and analyzing customer data to better understand their needs and preferences, and using that information to provide better service and personalized experiences. An appropriate example of CRM could be a company that uses software to track customer interactions across multiple channels (such as email, phone, and social media) and use that data to personalize marketing messages, offer targeted promotions, and provide proactive customer support. This can help the company build stronger relationships with customers and ultimately increase revenue through repeat business and positive word-of-mouth referrals." (Valarie A. Zeithaml, 2013)

3.3 Customer relationship management on Buy Now

Customer relationship management (CRM) is an important aspect of any business, including courier companies. CRM involves managing interactions with customers and potential customers to improve customer satisfaction, loyalty, and retention. Here are some ways a courier company can implement CRM:

Personalize customer interactions: Personalization is key to effective CRM. Courier companies can use customer data to personalize interactions, such as using the customer's name, sending personalized emails and messages, and tailoring offers and promotions to individual customers.

- Offer multiple channels of communication: Customers should have multiple options for contacting the courier company, such as email, phone, and social media. The company should respond quickly and professionally to all customer inquiries and concerns.

- Provide real-time tracking: Customers want to know where their packages are and when they will arrive. Courier companies should provide real-time tracking and delivery updates to customers through a variety of channels.
- Offer proactive customer service: A proactive approach to customer service involves anticipating customer needs and offering solutions before they even ask. For example, if a package is delayed, the courier company can proactively notify the customer and offer a discount or other compensation.
- Collect and analyze customer feedback: Feedback is essential to improving customer satisfaction. Courier companies should collect customer feedback through surveys, reviews, and other channels, and use the insights to improve their services and address customer concerns.

Overall, implementing a strong CRM strategy can help a courier company build long-term customer relationships and improve its reputation in the market.

3.4 Functions of Customer Relationship Management of Buy Now

Customer relationship management (CRM) is an essential function for any business that aims to enhance customer satisfaction, retention, and loyalty. CRM plays a vital role in managing customer interactions and improving the customer experience. Here are some examples of how a courier company can use CRM to benefit its operations:

- Managing customer interactions: CRM helps Buy now to track customer interactions across various channels, including phone, email, social media, and in-person interactions. This information is then used to provide a personalized experience for each customer.

- Streamlining customer service: CRM can help Buy now to manage customer inquiries, complaints, and feedback in a more organized and efficient manner. This can be done by using automated response systems and ensuring prompt responses to customer inquiries.

- Improving delivery times: Buy now can use CRM to track delivery times and monitor any issues that may arise during the delivery process. This can help to identify areas where improvements can be made to improve delivery times and customer satisfaction.

- Customizing marketing campaigns: With CRM, Buy Now can gather valuable data on customer preferences, behavior, and purchase history. This data can be used to customize marketing campaigns and promotions to better target specific customer segments.

Overall, CRM is an essential function for any courier company that wants to improve its customer experience and build stronger customer relationships. By implementing effective CRM strategies, courier companies can streamline their operations, enhance customer satisfaction, and ultimately drive growth and profitability.

3.5 The Customer Pyramid on Buy Now

"The customer pyramid on CRM (Customer Relationship Management) is a framework used by fintech startups to categorize their customers based on their value to the company. The pyramid is divided into four levels, with each level representing a different type of customer and their importance to the startup" (Valarie A Zeithaml, 2013) Here is an example of the customer pyramid on CRM for a fintech startup in the logistics industry:
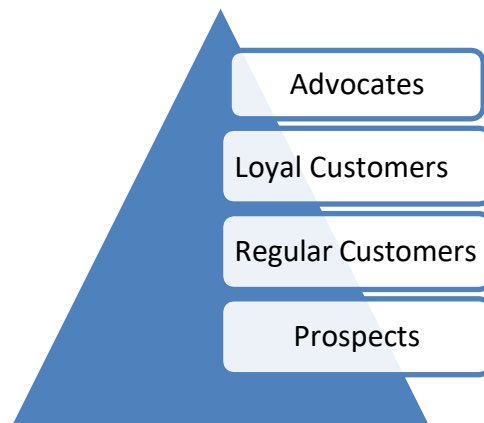

Figure: The customer pyramid on CRM

Level 1: Prospects

Prospects are individuals or businesses that have shown interest in the startup's products or services but have not yet made a purchase. They are at the bottom of the pyramid, but they are still important as they represent potential revenue for the startup. Prospects can be targeted with marketing campaigns, personalized offers, and other tactics to convert them into paying customers.

Example: Buy now use targeted social media ads or email campaigns to reach out to businesses that have shown interest in their services.

Level 2: Regular Customers

Regular customers are those who have made one or more purchases from the startup but are not yet loyal customers. They are in the middle of the pyramid and represent a significant source of revenue for the startup. Regular customers can be targeted with loyalty programs, personalized recommendations, and other tactics to encourage them to continue using the startup's services.

Example: Buy now offer discounts or other incentives to customers who make frequent purchases, as well as personalized recommendations based on their previous orders.

Level 3: Loyal Customers

Loyal customers are those who have made multiple purchases from the startup and have shown a high degree of satisfaction with the company's products or services. They are near the top of the pyramid and represent a valuable source of revenue for the startup. Loyal customers can be targeted with exclusive offers, personalized communications, and other tactics to keep them engaged and loyal to the startup.

Example: Buy now may offer exclusive discounts, early access to new products, and personalized communications to its loyal customers.

Level 4: Advocates

Advocates are the most valuable customers at the top of the pyramid. They are loyal customers who not only continue to use the startup's services but also actively promote the company to others. Advocates can be targeted with special rewards, personalized communications, and other tactics to encourage them to continue advocating for the startup.

Example: Buy now offer referral bonuses or other incentives to its advocates, as well as personalized communications to keep them engaged and enthusiastic about the company's services.

3.6 The evolution of customer relationships on Buy now

- **Convenience:** Buy now provide customers with more convenient and accessible financial services. For example, Buy now allow customers to check their balances, make transactions, and manage their finances or services from anywhere.
- **Personalization**: Buy now leverage customer data and analytics to provide personalized solutions to their customers. For example, Buy now use a customer's transaction history to offer customized shipping rates, delivery times, and payment options.
- **Digitalization**: It have replaced traditional paperwork with digital solutions, enabling customers to easily track their shipments, make payments, and communicate with customer service. This has led to a more efficient and streamlined customer experience.
- **Automation**: It's use automation to reduce human error and increase efficiency. For example, automated shipment tracking and delivery notifications keep customers informed about the status of their deliveries.
- **Innovation**: Buy now are constantly innovating to provide new solutions and services to their customers. For example, some competitor offers blockchain-based payment solutions, which provide faster, more secure transactions. (Valarie A Zeithaml, 2013)

3.7 Relationship development model on Buy Now

- Awareness: At this stage buy now customers become aware and its services. The goal is to attract potential customers and create brand awareness. For example, Buy now may use social media ads, email marketing, or targeted potential customers.
- Interest: Customers have expressed interest in the services on buy now and are considering using them. The goal is to provide customers with relevant information and build trust. For example, Buy now may provide potential customers with a free trial, demos etc. For their services and build credibility.
- Engagement: Customers have started using the services of Buy now and are actively engaged with the company. The goal is to provide a positive customer experience and strengthen the relationship. For example, a Buy now offer personalized shipping options, fast delivery, and responsive customer support to enhance the customer experience.
- Loyalty: Customers have become loyal and continue to use Buy now services. The goal is to maintain customer loyalty and encourage repeat business. For example, Buy now offer loyalty programs, discounts, or special promotions to reward loyal customers and encourage them to continue using its services. (Valarie A Zeithaml, 2013)

3.8 Data analysis of the survey:

In this report, we will be discussing the analysis part of a survey that focused on several aspects related to buy-now customers. The survey was conducted by questioning 20 individuals who identified themselves as buy-now customers. The survey questions were compiled, and most of them were direct or close-ended questions. The results of each question were recorded and analyzed, and the report will include graphical representations of the answers as well as the most preferable answer by the respondents via percentage. This report aims to provide insights into the preferences and behaviors of buy-now customers and help businesses better understand their target audience.

❖ Gender

	Total Peoples	Percent
Male	15	60%
Female	10	40%
Total	25	100%

The data provided shows that out of a group of 25 people, 60% or 15 individuals are male while 40% or 10 individuals are female. This gender distribution can be useful in understanding the representation of men and women in a specific population or sample.

Gender
25 responses

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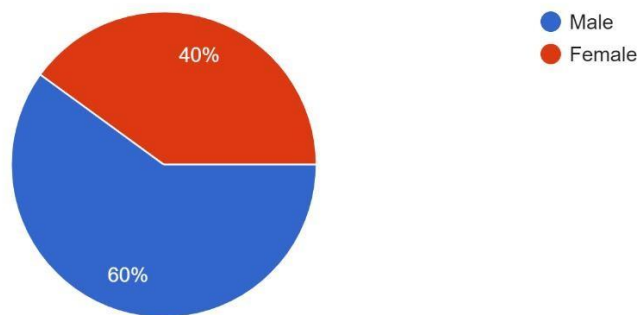
❖ Age

	Total Peoples	Percent
20-30	12	48%
31-40	7	28%
41 and above	6	24%
Total	25	100%

This brief presents data on the age distribution of a group of 25 people. The majority of individuals in the group, 48%, fall between the ages of 20 and 30. 28% of the group is between the ages of 31 and 40, while 24% are 41 years old or older. Overall, the group represents a range of ages with no single age group dominating the population.

Age
25 responses

20-30
31-40
41 and above

28%   24%

48%
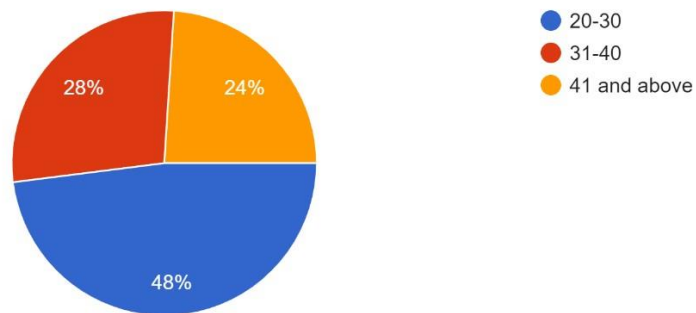
❖ Occupation

	Total Peoples	Percent
Students	7	28%
Businessman	7	28%
Job Holders	11	44%
Total	25	100%

This brief presents data on the occupation distribution of a group of 25 people. The largest occupational group in the population is job holders, representing 44% of the group. Businessmen and students each make up 28% of the population. The group represents a mix of different occupations, with no single occupation dominating the population.

Occupation
25 responses
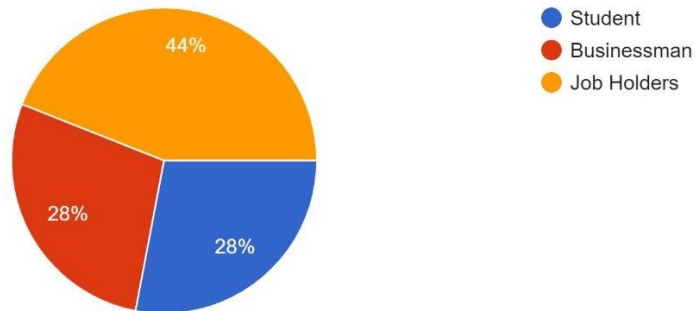
❖ Have you heard of Customer Relationship Management (CRM) systems before?

	Frequency	Percentage
Yes	16	64%
No	9	36%
Total	25	100%

This brief presents data on the familiarity of a group of 25 people with Customer Relationship Management (CRM) systems. 64% of the group responded "yes" indicating they have heard of CRM systems before, while 36% responded "no". Overall, the majority of the group is familiar with CRM systems.

Have you heard of Customer Relationship Management (CRM) systems before?
25 responses

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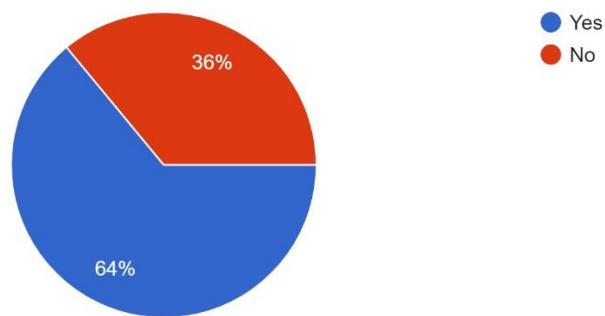
❖ How long have you been using our services?

	Frequency	Percentage
Less than 6 months	5	20%
6 months to 1 year	6	24%
1 year to 2 years	9	36%
More than 2 years	5	20%
Total	25	100%

This brief presents data on the length of time a group of 25 people have been using a particular service. The largest group, 36%, have been using the service for 1 year to 2 years, followed by 24% who have been using it for 6 months to 1 year. 20% of the group have been using the service for both less than 6 months and more than 2 years. Overall, the group represents a mix of different levels of experience with the service.

How long have you been using our services?
25 responses
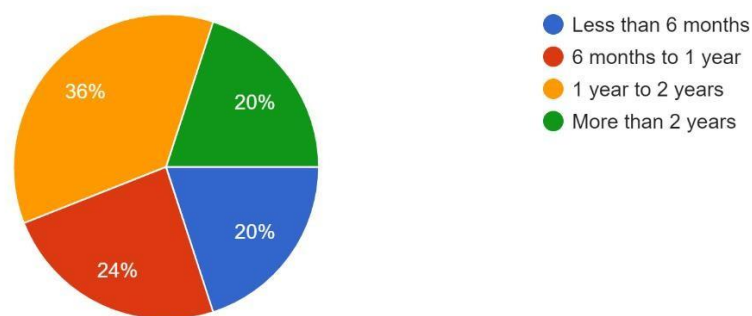
- Less than 6 months
- 6 months to 1 year
- 1 year to 2 years
- More than 2 years

❖ How satisfied are you with the response time of the customer support team when you reach out to them?

	Frequency	Percentage
Very Satisfied	6	24%
Satisfied	7	28%
Neutral	9	36%
Dissatisfied	1	4%
Very Dissatisfied	2	8%
Total	25	100%

This brief presents data on the satisfaction levels of a group of 25 people with the response time of a customer support team when contacted. The largest group, 36%, responded as "neutral", followed by 28% who were "satisfied". 24% of the group were "very satisfied", while only 4% were "dissatisfied" and 8% were "very dissatisfied". Overall, the majority of the group had neutral or positive feedback on the response time of the customer support team.

How satisfied are you with the response time of the customer support team when you reach out to them?
25 responses

● Very satisfied
● Satisfied
● Neutral
● Dissatisfied
● Very dissatisfied

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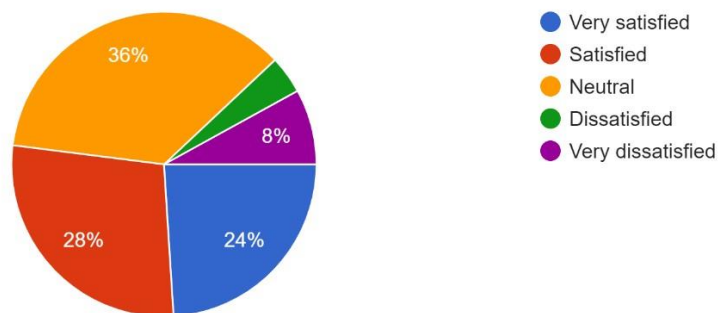
❖ How satisfied are you with the quality of responses you receive from the customer support team?

	Frequency	Percentage
Very Satisfied	7	28%
Satisfied	7	28%
Neutral	5	20%
Dissatisfied	4	16%
Very Dissatisfied	2	8%
Total	25	100%

This brief presents data on the satisfaction levels of a group of 25 people with the quality of responses they receive from a customer support team. The largest groups, 28%, were "very satisfied" and "satisfied" respectively, followed by 20% who were "neutral". 16% of the group were "dissatisfied" while 8% were "very dissatisfied". Overall, the majority of the group had neutral or positive feedback on the quality of responses received from the customer support team.

How satisfied are you with the quality of responses you receive from the customer support team?
25 responses

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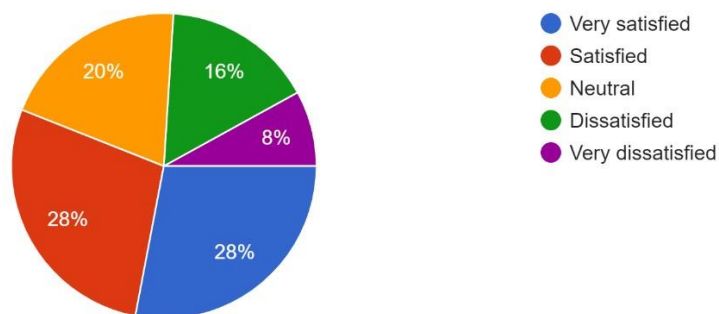
❖ How responsive is the buy now customer service team when you reach out to them?

	Frequency	Percentage
Very responsive	5	20%
Responsive	8	32%
Average	6	24%
Slow to respond	4	16%
Never responds	2	8%
Total	25	100%

This brief presents data on the responsiveness of a buy-now customer service team when contacted by a group of 25 people. The largest group, 32%, perceived the team to be "responsive", followed by 24% who thought the team was "average". 20% of the group considered the team to be "very responsive", while 16% thought they were "slow to respond". Only 8% reported that the team "never responds". Overall, the majority of the group had neutral or positive feedback on the responsiveness of the buy-now customer service team.

How responsive is the buy now customer service team when you reach out to them?
25 responses
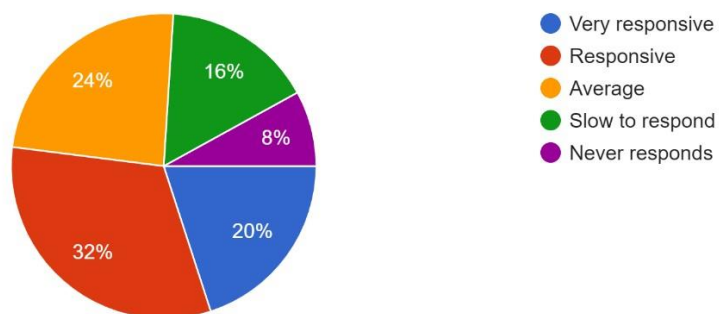
❖ Have you ever received personalized communications from the fintech logistic startup you use?

	Frequency	Percentage
Yes	15	60%
No	10	40%
Total	25	100%

This brief presents data on the personalized communications received by a group of 25 people from a fintech logistic startup. 60% of the group responded "yes" indicating they have received personalized communications from the startup, while 40% responded "no". Overall, the majority of the group had received personalized communications from the fintech logistic startup.

Have you ever received personalized communications from the fintech logistic startup you use?
25 responses
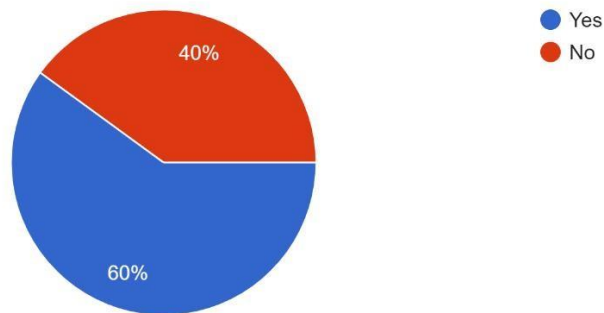
❖ How satisfied are you with the level of personalization in the responses you receive from the customer support team?

	Frequency	Percentage
Very Satisfied	3	12%
Satisfied	6	24%
Neutral	10	40%
Dissatisfied	3	12%
Very Dissatisfied	3	12%
Total	25	100%

This brief presents data on the satisfaction levels of a group of 25 people with the level of personalization in the responses they receive from a customer support team. The largest group, 40%, responded as "neutral", followed by 24% who were "satisfied". 12% of the group were "very satisfied" and "dissatisfied" respectively, while 12% were "very dissatisfied". Overall, the majority of the group had neutral feedback on the level of personalization in the responses received from the customer support team.

How satisfied are you with the level of personalization in the responses you receive from the customer support team?
25 responses

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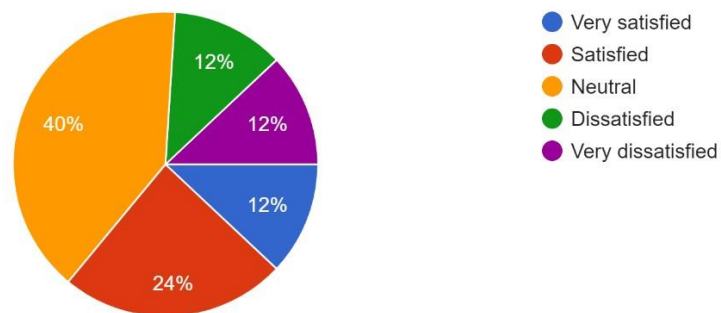
❖ How satisfied are you with the level of empathy shown by the customer support team?

	Frequency	Percentage
Very Satisfied	6	24%
Satisfied	10	40%
Neutral	5	20%
Dissatisfied	3	12%
Very Dissatisfied	1	4%
Total	25	100%

This brief presents data on the satisfaction levels of a group of 25 people with the level of empathy shown by a customer support team. The largest group, 40%, reported being "satisfied", followed by 24% who were "very satisfied". 20% of the group were "neutral", while 12% were "dissatisfied" and 4% were "very dissatisfied". Overall, the majority of the group had positive feedback on the level of empathy shown by the customer support team.

How satisfied are you with the level of empathy shown by the customer support team?
25 responses
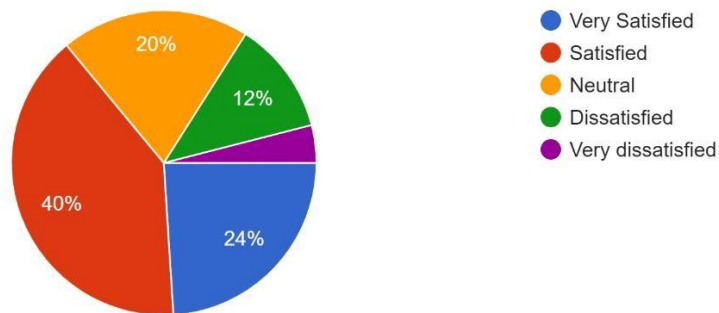
❖ How satisfied are you with the accuracy of the information provided by the customer support team?

	Frequency	Percentage
Very Satisfied	7	28%
Satisfied	7	28%
Neutral	7	28%
Dissatisfied	3	12%
Very Dissatisfied	1	4%
Total	25	100%

This brief presents data on the satisfaction levels of a group of 25 people with the accuracy of information provided by a customer support team. The groups response is evenly split, with 28% reporting "very satisfied", "satisfied", and "neutral" respectively. 12% were "dissatisfied" and 4% were "very dissatisfied". Overall, the group had mixed feedback on the accuracy of information provided by the customer support team.

How satisfied are you with the accuracy of the information provided by the customer support team?
25 responses

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

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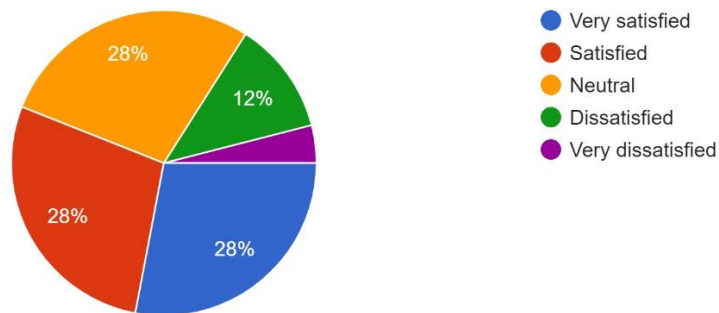
❖ Have you ever experienced any issues or problems with the service provided buy now that you use?

	Frequency	Percentage
Yes	10	40%
No	15	60%
Total	25	100%

This brief presents data on whether a group of 25 people have experienced any issues or problems with the service provided by a company called "buy now". 40% of the group responded "yes", indicating that they have experienced issues or problems with the service. The remaining 60% responded "no", indicating that they have not experienced any issues or problems. Overall, a significant minority of the group reported experiencing issues or problems with the service provided by "buy now".

Have you ever experienced any issues or problems with the service provided buy now that you use?
25 responses

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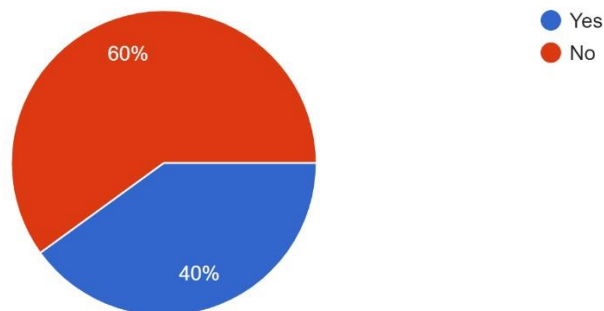
❖ How well does the buy now you use handle customer complaints or issues?

	Frequency	Percentage
Very well	6	24%
Somewhat well	11	44%
Average	4	16%
Poorly	4	16%
Total	25	100%

This brief presents data on the perception of a group of 25 people on how well the company "buy now" handles customer complaints or issues. 24% of the group reported that "buy now" handles complaints or issues "very well", while 44% reported that they handle complaints or issues "somewhat well". 16% of the group responded "average" and another 16% responded "poorly". Overall, the group had mixed feedback on the company's ability to handle customer complaints or issues, with a majority reporting that they handle them either "very well" or "somewhat well".

How well does the buy now you use handle customer complaints or issues?
25 responses
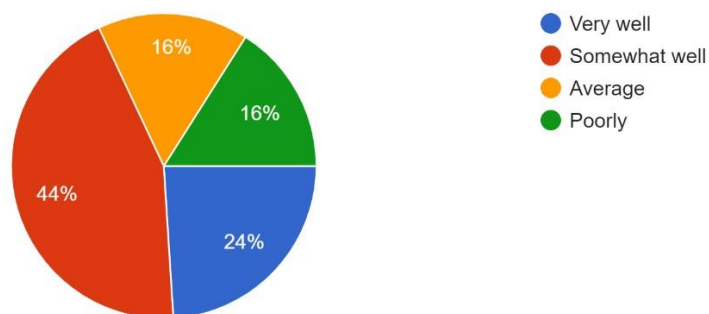
- Very well
- Somewhat well
- Average
- Poorly

❖ How often does buy now use communicate with you regarding updates or changes to their service?

	Frequency	Percentage
Daily	3	12%
Weekly	6	24%
Monthly	6	24%
Rarely	7	28%
Never	3	12%
Total	25	100%

This survey question asked respondents about how often they receive communication from the buy now service provider regarding updates or changes to their service. The results show that 12% of respondents reported receiving daily updates, 24% received updates weekly or monthly, and 28% reported receiving updates rarely. Additionally, 12% of respondents reported never receiving any updates. Overall, it seems that a significant portion of the respondents do not receive regular updates from the buy now service provider.

How often does buy now use communicate with you regarding updates or changes to their service?
25 responses

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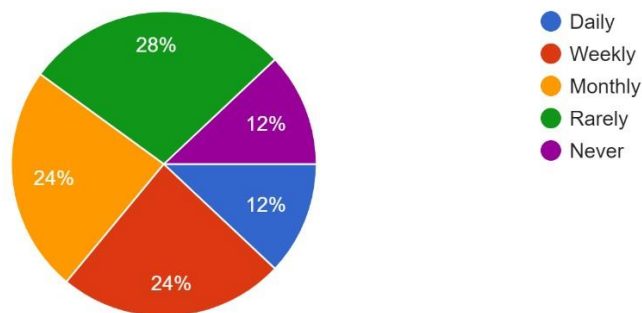
❖ Have you ever provided feedback to use Buy now services?

	Frequency	Percentage
Yes	10	40%
No	15	60%
Total	25	100%

This survey question asks if respondents have ever provided feedback to the Buy Now services they use. Out of the 25 respondents, 10 (40%) have provided feedback, while 15 (60%) have not.

Have you ever provided feedback to use Buy now services?
25 responses
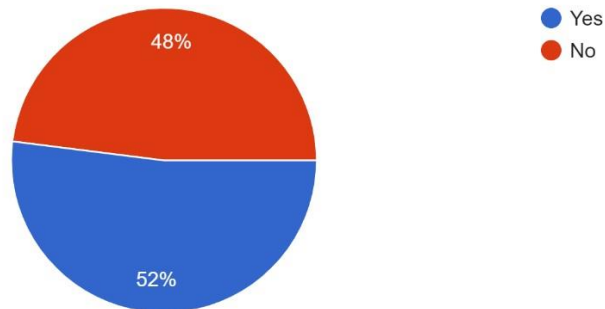
❖ How satisfied are you with the way buy now use responds to your feedback?

	Frequency	Percentage
Very Satisfied	5	20%
Satisfied	8	32%
Neutral	9	36%
Dissatisfied	1	4%
Very Dissatisfied	2	8%
Total	25	100%

The data shows that 52% of customers are satisfied or very satisfied with the way Buy Now responds to their feedback. However, 12% of customers are dissatisfied or very dissatisfied, indicating that there is room for improvement in this area. The majority of customers (36%) are neutral, suggesting that Buy Now could benefit from clearer communication and more proactive responses to customer feedback. Overall, it is important for Buy Now to take customer feedback seriously and prioritize improving their response to it to improve overall customer satisfaction.

How satisfied are you with the way buy now use responds to your feedback?
25 responses

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

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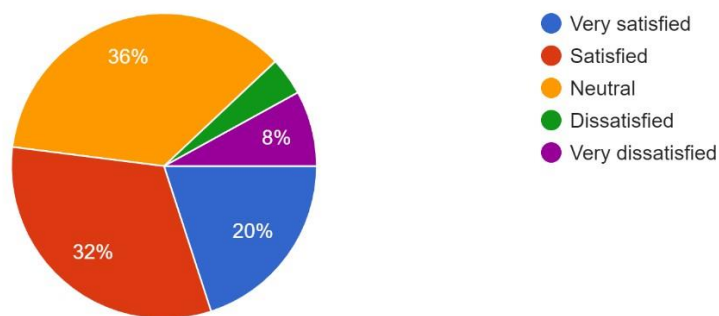
❖ Have you ever recommended buy now service to a friend or colleague?

	Frequency	Percentage
Yes	17	68%
No	8	32%
Total	25	100%

Based on the survey conducted, 68% of the respondents have recommended the buy now service to a friend or colleague, while 32% have not.

Have you ever recommended buy now service to a friend or colleague?
25 responses

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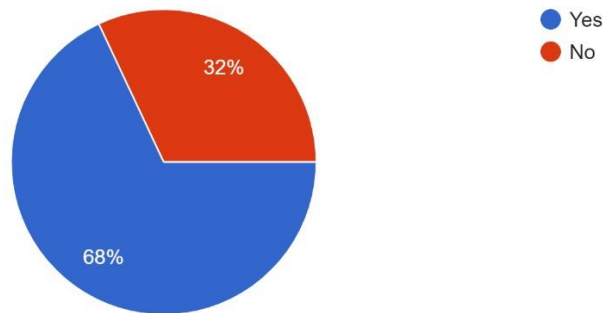
❖ Have you had any issues with our service in the past 3 months?

	Frequency	Percentage
Yes	9	36%
No	16	64%
Total	25	100%

Based on the survey conducted, 36% of the respondents have experienced issues with the service in the past 3 months, while 64% have not. The total number of respondents is 25. Here is the chart of this.

Have you had any issues with our service in the past 3 months?
25 responses
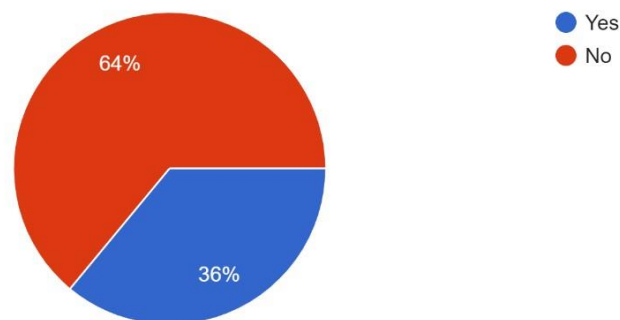
Do customers have any suggestion?

Yes, customers can have many suggestions. Here are some possible suggestions:

- **Make the user interface simple and easy to navigate:** Customers appreciate a straightforward and intuitive interface, especially when dealing with financial transactions. For example, Buy now can use clear and concise language, logical navigation, and intuitive icons to help customers easily find what they are looking for.

- **Provide real-time tracking:** Customers want to be able to track their shipments in real-time, so they know when to expect their deliveries. Buy now can offer real-time tracking through a mobile app or website that allows customers to view the status of their shipments at any time. This can include information such as the location of the package, the estimated delivery time, and any updates on delays or issues.

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- **Offer transparent pricing:** Customers appreciate clear and transparent pricing, so they know exactly what they are paying for and can avoid unexpected fees or charges. Buy now can be transparent about its pricing structure, clearly stating all fees and charges associated with its services. This can be achieved through a pricing page on Buy now can also provide an estimate of the total cost before the customer commits to a transaction.

- **Provide exceptional customer service:** Buy now can offer multiple channels for communication, such as email, phone, and live chat, to ensure that customers can easily get in touch with a representative. Buy now can also have a team of knowledgeable and friendly support staff who are available to assist customers with any questions or issues they may have.

- **Ensure the security of customer data:** Buy now can implement robust security measures, such as encryption, two-factor authentication, and regular backups, to ensure the safety of customer data. The startup can also be transparent about its security practices, reassuring customers that their personal and financial information is safe and secure.

- **Continuously improve the service:** Buy now can gather feedback from customers through surveys, reviews, and other channels, and use this feedback to make improvements to its services. For example, if customers are requesting a new feature or service, Buy now can evaluate the feasibility of implementing it and make changes accordingly.

- **Offer a range of payment options:** Buy now can offer multiple payment options to cater to the different preferences of its customers. For example, Buy now can accept credit/debit cards, PayPal, bank transfers, and mobile payments. Buy now can also offer the option to save payment details for future transactions to make the process more convenient for customers.

A brighter prospect for "Buy now" could be created if valuable suggestions are able to be put into action. Their image would be enriched by the inclusion of these suggestions. Therefore, it is recommended that greater concentration be placed by higher authority on the implementation of those suggestions.

Chapter – 4
Problems and Recommendations

4.1 Problems:

In analyzing the problems of Buy Now, several factors have been identified that could hinder its success. These include:

- **Limited funding:** One of the biggest challenges for fintech logistic startups is limited funding. Without adequate capital, these startups may struggle to develop their technology, hire talented employees, and market their services effectively.

- **Limited Brand Awareness:** Buy Now is facing a classic start-up challenge of limited brand awareness. Despite offering quality services, the lack of promotional activities has resulted in low visibility among potential customers. This lack of awareness can cause hesitation among customers, as they may not trust a brand they are unfamiliar with. For example, during my time in vendor acquisition, I observed that customers were often hesitant to engage with Buy Now due to their lack of awareness about the company and its services.

- **Overcommitment:** It refers to the practice of making commitments that are not backed up by the corresponding performance. In the realm of service delivery, Overcommitment often leads to failures to deliver services as promised, which can result in customer dissatisfaction. Such negative experiences can cause customers to lose trust in the company, making them less likely to seek out its services in the future. Ultimately, this can lead to the loss of current customers and a failure to establish long-term customer relationships.
  For example, the company regularly assured its sellers that their products would be delivered to customers within 24 hours. However, when the company failed to meet this promise, the seller no longer wished to use Buy Now's delivery services.

- **Uneven Service Distribution and Ambiguous Pricing Strategies:** Buy Now has a problem with how they deliver services and how they charge customers. They mostly focus on serving people in Dhaka, and people outside of Dhaka face many problems getting their services. Also, Buy Now doesn't have a fixed price for their services. They decide on the price by talking to the customer. This means that not all customers are charged the same price for the same service.

- **Unskillful Employees:** Shortage of Skilled Employees Impacts Service Delivery at Buy Now

- **Lack of Marketing:** Buy Now's approach to marketing is currently limited, and as a result, they may not be fully utilizing the potential of their product in the market. By not having a salesperson or vendor acquisition strategy, they are missing out on valuable opportunities to build relationships with potential customers and expand their reach.

- **Lack of Branding:** Buy Now's lack of branding is hindering their ability to effectively communicate their value proposition to their target audience. Without a clear and cohesive brand identity, their messaging may be confusing and fail to resonate with potential customers or vendors.

4.2 Recommendation

- Develop marketing plan Start by creating a comprehensive marketing plan that outlines your target audience, marketing channels, and budget.
- To establish a strong brand identity, Buy Now should define their brand values, mission, and vision and create a resonating identity that reflects these values and aligns with their target audience.
- They Can hire Skillful professional employees to run their business.
- To enhance customer satisfaction, Buy Now should improve its customer service through efficient and reliable support, including phone and live chat options, and prompt and professional responses to customers.
- To lack of fund buy now can raise funds through various means such as venture capital, angel investors, crowdfunding, and grants from the government.

4.3 Conclusion

In conclusion, the fintech logistics startup has a significant opportunity to disrupt the traditional logistics industry by leveraging technology to provide more efficient and cost-effective logistics solutions. The company must differentiate itself from competitors and focus on providing unique value to its customers. The business model must be well-defined, with a clear understanding of the target market, customer needs, and revenue streams. Strategic partnerships with carriers, suppliers, and other companies in the logistics ecosystem will be critical to the company's success. With the right strategy, technology, and partnerships, the fintech logistics startup has the potential to revolutionize the logistics industry and become a major player in the market.

Appendix 1:

Survey Questionnaire:

- **Total respondents: 25**
- **Total question: 16**

Date:

Respondent's serial numbers..........

<div align="center">

Customer survey

Buy Now

</div>

Dear Customer,

The best service is being offered to you by Buy Now, but your assistance is required. Your valuable opinion regarding the standard of the service provided to you can be given. If you could take a few minutes to complete the questionnaire on our fintech startup service, our company would greatly appreciate it.

Strict confidentiality will be maintained for your response. The information collected will aid in improving our service, and Buy Now will be able to determine areas where they are performing well or where they need to rectify issues.

Serial no	Question
1.	Have you heard of Customer Relationship Management (CRM) systems before?
2.	How long have you been using our services?
3.	How satisfied are you with the response time of the customer support team when you reach out to them?
4.	How satisfied are you with the quality of responses you receive from the customer support team?
5.	How responsive is the buy now customer service team when you reach out to them?
6.	Have you ever received personalized communications from the fintech logistic startup you use?
7.	How satisfied are you with the level of personalization in the responses you receive from the customer support team?
8.	How satisfied are you with the level of empathy shown by the customer support team?
9.	How satisfied are you with the accuracy of the information provided by the customer support team?
10.	Have you ever experienced any issues or problems with the service provided buy now that you use?
11.	How well does the buy now you use handle customer complaints or issues?
12.	How often does buy now use communicate with you regarding updates or changes to their service?
13.	Have you ever provided feedback to use Buy now services?
14.	How satisfied are you with the way buy now use responds to your feedback?
15.	Have you ever recommended buy now service to a friend or colleague?
16.	Have you had any issues with our service in the past 3 months?

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