Internship report on

The Role of Customer Service Representative in the Business Process Outsourcing (BPO), BizTech Solution

Submitted to:

Mr. Al Mahmud Rumman

Senior Lecturer
Department of English
Faculty of Humanities and Social Science
Daffodil International University

Submitted by:

Zarin Tasnim Khan Rodela

ID: 192-10-427
Program: B.A (Hons.)
Department of English
Faculty of Humanities and Social Science
Daffodil International University

Date of Submission: 1 June 2023

Letter of Transmittal

30 May 2023

Mr. Al Mahmud Rumman

Senior Lecturer

Department of English

Daffodil International University

Subject: Submission of internship report.

Dear Sir,

With due respect, I would like to inform you that I'm Zarin Tasnim Khan Rodela. I am submitting my internship report on "**The Role of Customer Service Representative in the Business Process Outsourcing (BPO), BizTech Solution**", which is a crucial component of the internship program. It was a great opportunity for me to work in this sector and gather information and experience. With all the data I have gathered from main and secondary sources as well as my observations, I have made every possible effort to complete the report insightfully.

I sincerely hope and pray that you would accept my internship report and bless me greatly and hope that you will consider the mistakes that may take place despite my best try.

Sincerely yours,

Khan

Zarin Tasnim Khan Rodela

ID: 192-10-427
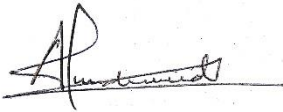
Program: B.A. in English

Faculty of Humanities and Social Science

Certificate of Supervisor

This is to endorse that Zarin Tasnim Khan Rodela, ID: 192-10-427, a student of the Department of English at Daffodil International University has completed her internship report titled "The Role of Customer Service Representative in the Business Process Outsourcing (BPO), BizTech Solution" under my supervision. I approve the formation and contents of this internship report.

I am glad to state that she has gone through all the necessary and required steps to accomplish the report and the report contains all the data, information, analysis, and findings from authentic sources. As a result, the report seems to have been completed on a successful note.

I wish her success in every sphere of life.

Mr. Al Mahmud Rumman

Senior Lecturer

Department of English

Daffodil International University

Acknowledgment

I want to start with the name of Allah the Almighty. I want to convey my sincere gratitude to Allah, the Almighty, for giving me the chance to work in this internship program and for allowing me to successfully finish the internship report.

I want to thank and express my gratitude to my internship advisor, Mr. Al Mahmud Rumman, Senior Lecturer at Daffodil International University, for his helpful advice and direction throughout the internship program.

My sincere thanks to the staff at BizTech Solution for letting me finish my internship program there. No task can be completed without their assistance; thus, I would like to express my gratitude to everyone there who helped me and directed me when I was writing the report on the topic, " The Role of Customer Service Representative in the Business Process Outsourcing (BPO), BizTech Solution." Finally, I want to thank my family and a few friends who stood by me throughout this process, and everyone for their constant support.

Abstract

In recent years, the business process outsourcing (BPO) sector has grown significantly, and many BPO organizations place a high priority on customer service. The aim of this research is to give readers a thorough grasp of Customer Service Representatives' (CSRs') role in the BizTech Solution; BPO industry. I did a three months internship as a CSR in BizTech Solutions to gather this information about the role and its work. There I learned to do a variety of tasks including answering consumer questions, doing inbound and outbound calls, addressing complaints, and offering technical help. To do these tasks one must know basic computer skills and how to operate a computer. But the fundamental quality needed to succeed as a CSR is strong communication, problem-solving, and interpersonal skills. Furthermore, the report analyzes the impact of communication and language on the role of CSRs in BizTech Solution.

Finally, this report concludes with an overall analysis of the role of a Customer Service Representative and a look at the future of Customer Service Representatives in BizTech Solution.

Table of Contents

List of Figures and Abbreviations

BPO	Business Process Outsourcing
CSR	Customer Service Representative
AHT	Average Handle Time
FCR	First Call Resolution
CSAT	Customer Satisfaction

Chapter: 01

Introduction

1.1 Introduction

The Business process outsourcing (BPO) sector has expanded substantially in recent years. Bangladesh is regarded as one of the world's top outsourcing markets with around 200 to 300 distinct BPO companies particularly in Dhaka offering their services to foreign corporations in a variety of areas. The main concern of this industry is on offering clientele in nations like the US, UK, and other countries with voice-based customer care, data input, and IT services.

Bangladesh is a prime site for outsourcing because of its favorable government regulations, educated and English-speaking workforce, low labor costs, and geographic position that helps with time zone variations. Outsourcing is not a very recent technique It develops in tandem with a well-run business process. By playing a significant role, outsourcing helps business owners simply accomplish their goals and succeed in their ventures. Additionally, the BPO sector has been crucial to the expansion of the economy of Bangladesh as a developing country. It has created employment opportunities and helped to boost growth and eliminate unemployment to some extent, among which Customer Service Representatives (CSRs) play a vital role. Customer service representatives (CSRs) have a significant impact, particularly in the area of customer service outsourcing, which involves communication between the client and the organization. The role of Customer Service Representative in the BPO industry is multifaced. "BizTech Solution" is a global outsourcing company with extensive expertise in creating effective customer interaction which assures solutions for businesses of all sizes. Its primary area of expertise is our capacity to create a top-notch workforce to provide the best inbound and outbound call center services which is based fully on communication and language between the client and the entity. This internship report will do justice to the entire communicational infrastructure of BizTech Solution.

1.2 Literature Review

Business process outsourcing (BPO) has grown to be a well-liked method for businesses to organize their operations and concentrate on their key capabilities. It has created a huge scope for business owners to make the most out of their businesses by utilizing highly experienced professionals. In this, Forden (2023) remarked that global hiring has widened the doors of opportunities for the BPO industry to hire employees from countries with lower labor costs, which eventually is facilitating the companies to allocate their resources more effectively, optimizing their operations and attaining greater financial efficiency.

Customer satisfaction is one of the key metrics in understanding the performance of a business's growth. According to Forden (2023), customer service representatives, with their expertise in handling customer inquiries and aiding, have improved customer satisfaction, loyalty, and brand reputation. With experience and professional customer service providers, the BPO industry can flourish and improve its sales margin with time. The work of a customer service representative is slightly regulated. A customer service representative Moshavi & Terborg (2002) answers incoming calls by consulting a script, putting information on a computer, giving information about products and procedures, and promptly, amiably, and intelligently replying to questions and concerns. The customer service representative of the BPO industries is provided with scripts that are mostly guidelines for customer interactions. This script may include "display rules" in addition to sentences to employ at various points in the dialogue. CSRs working in the BPO sector are expected to handle a certain number of calls each day and meet a target. They need to convey all their information to the customers within a few seconds of the call. According to Witt, Andrews, & Carlson (2004), if the call goes well then, the CSR is appreciated for generating the lead. But the abandonment rate of the call center, or the percentage of clients who hang up before being answered, affects the overall points of the CSR heavily.

Customer Service Representatives are essential for increasing customer loyalty. By Njihia & Kamau (2020) it is discovered that CSRs that exhibit empathy, active listening, and problem-solving abilities are more likely to create long-lasting bonds with clients and boost client loyalty.

1.3 Background of the Study

A three months long internship program is assigned to the students of Daffodil International University who are in their last semester and who completed all the required credits assigned to them. This experience is later to be written by the students and published as a report.

For every student of Daffodil International University, the criteria for report writing are the same who are doing B.A. (Hons.) in English. This report is comprised of all the necessary practical and theoretical experiences that the students gathered from their internship program. This will help the students to get ready to face the upcoming job opportunities and their responsibilities.

As the internship program is not confined to a certain sector so it could be done in any job sector which is comprised of both practical and theoretical knowledge. And the report is written with a complete overview of the three months long practical experience from the internship program.

1.4 Origin of the Report

The main concern of this report is to accomplish the fulfillment of the B.A. program at Daffodil International University. To complete this B.A. program each student is obliged to complete a three-month internship in any organization to gain professional knowledge. I was assigned to work as an intern for BizTech Solution to achieve the aforementioned criteria.

"**The Role of Customer Service in Business Process Outsourcing (BPO) Industry; BizTech Solution**" is the title of this report. Through my job experience during this time, I prepared my internship report under the supervision of Mr. Al Mahmud Rumman, Senior Lecturer, Department of English, Faculty of Humanities and Social Science, Daffodil International University.

1.5 Scope of the Study

The focus of this report writing is to establish my experience of working in the BPO Industry as an intern. The BPO industry is a growing industry in Bangladesh, and so is the position of a customer service representative. Here, if the customer isn't satisfied with the service, it is challenging to maintain a piece of the pie in today's competitive environment. Thus, from the selection of the subject until the development of the final report, the report has been prepared in a systematic, methodical, and ordered manner.

This report will give a general summary of how work is done in BizTech Solution and a complete overview of my work as a Customer Service Representative.

1.6 Objective of the Study

The main objective of this report is to complete the internship requirement and gain academic and practical knowledge of how to work in an organization in real life and to describe my work as a Customer Service Representative in a Business Process Outsourcing (BPO). There are some other specific objectives of this report:

- To fulfill my internship program
- To get an insight into the BPO industry
- To gain both practical and theoretical knowledge
- To identify the services provided by BizTech Solution
- To know the customer service procedure of this industry
- To observe the terms, and conditions of BizTech Solution
- To study the growth of BPO sectors in Bangladesh

1.7 Methodology

This report is written with my experiences gathered methodically from my internship at BizTech Solution. The methodology includes direct perception, spoken communication with staff from all departments, surveys, study reports, and other methods of investigation. It uses both primary and secondary data for knowledge and information assortment.

Primary sources:

- Direct communication
- Practical skills
- Face-to-face meeting
- Workplace visit
- Table working
- Using soft skills

Secondary sources:

- Internet
- BizTech Solution website

1.8 Limitations of the Study

Due to some 'legal obligation' and' business mystery', BizTech Solution was reluctant to provide some sensitive information. Thus, his analysis is confined to publicly available data, a modest amount of official but informal gathering, and a small amount of evaluation.

Despite the special assessment's vast scope, a lot of effort was put into making it valuable and meaningful, but ultimately there are some limitations. Those are:

- Internet connection problem
- Communication issues
- Time management
- Confidentiality of information

Chapter: 02

Organizational Overview

2.1 History

BizTech Solution was founded in March 2018 as one of the full-service inbound, outbound, and business processes outsourcing (BPO) call centers based in Bangladesh that served the local market and employment rate in Bangladesh.

BizTech Solution has delivered successful customer engagement solutions to businesses of all sizes. It has also been working in the business process outsourcing sector and supporting companies all over the world in achieving their objectives. As a full offshore BPO service, it provided its clientele with complete telemarketing and customer care solutions, notably selling insurance, merchant cash advance loans, or e-commerce chat assistance.
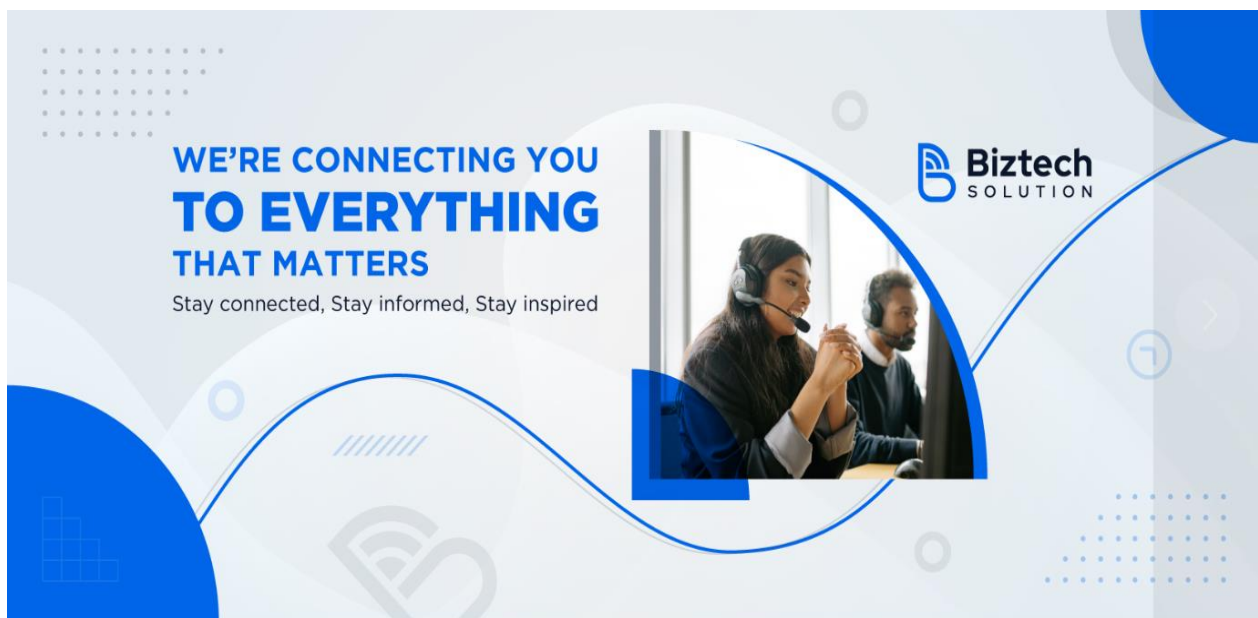

Fig 0.1. Logo and motto of BizTech Solution.

2.2 About BizTech Solution

One of the world's fastest-growing sectors is the BPO sector. Nowadays, people are thinking about making a career in this field. Therefore, the BPO business is growing at a rapid pace in the long run along with population growth and the availability of a   higher standard of living. Many advancing wonders, researchers, and research associations have recently been drawn to this fastest-growing industry to investigate the possibilities.

BizTech Solution is among the biggest full-service inbound, outbound, and BPO call centers, operating domestically out of Bangladesh. Its office is currently situated in Mirpur, Dhaka, but it also performs its work remotely from various places in the country. It offers services like lead generation, call center, customer support, digital marketing, and back-office support services, as well as end-to-end customer management solutions. The company then put its plan into action with the help of skilled personnel to accomplish its objectives, be they reliable lead creation or thorough customer support services. The customer service representatives of this company have received extensive training in managing both inbound and outbound calls, including live chat support for supporting its consumers. Additionally, BizTech Solution has hired professionals to serve as virtual assistants who offer back-office solutions to businesses. Throughout the tenure of work, it seeks to adapt its personnel to shifting trends and efficient engagement strategies that are just right. As it consistently develops its operations, the clients benefit from dramatic growth and progress from the leads it receives and the great customer care it offers. An overall description of the services provided by BizTech Solution are:

Outbound Telemarketing: Its agents are tasked with contacting consumers with sales propositions and conclusively closing the purchase utilizing skilled methods and a businesslike attitude.

Inbound Telemarketing: It hires and trains teams of professionals who are on call to attentively and politely handle inbound sales calls from clients looking for products or services.

Appointment Setting: Calls are placed by specially trained agents who pay close attention to detail as they schedule appointments for clients with customers for their services.

B2B Leads Generation: It produces quality leads for organizations, which is why big and small companies alike turn to us because outreach and sales leads are quite expensive to acquire.

9

B2C Lead Generation: It executes lead generation activities for small or large-scale enterprises as it connects with prospects utilizing specific scripts for cold-calling techniques that produce the greatest outcomes.

Sales Qualified Leads: Its skilled agents use highly calibrated cold calling scripts to ensure that every lead it generates is a qualified lead through appropriate follow-up calls.

Technical Support: Its staff assists clients with technical issues while guiding them with patience and kindness as a result of the rising complexity of products and services. For technical assistance campaigns due to their complexity and significance, only logical professionals are recruited.

Chat Support: Continuously available instant chat assistance that provides thorough and efficient customer service in real-time. We have it covered with experts who enthusiastically engage its customers on its website or social media messaging platforms, whether it be one of those things.

Email Support: Teams of knowledgeable professionals respond enthusiastically and with a thorough knowledge of its goods and services to emails from clients. To ensure that the team's clients receive the respect they deserve, management and supervision are present at all times.

Phone Support: Veterans who have succeeded in their sector receive calls from their clients to provide the greatest customer support services. It allocates rosters on a 24-hour basis so that it doesn't miss a single call, and supervisors manage the entire process.

It's crucial to have a wide client base. Together, it always forms a family in addition to its business. Over the course of several years, it has worked with the majority of its Funder Intel, performing both inbound and outbound calls and negotiating final agreements with prospects. It will always act in an open, ethical, and moral manner since the relationships and success it develops with clients are priceless. Through transparent business procedures, BizTech Solution wants to establish solid, enduring connections.

2.3 Organizational Structure

Chief Executive Officer (CEO)
Chairman/ Co-Founder
Operations Manager
Head of Sales and Marketing

Fig 0.2. Organizational structure.

2.4 Work Description

For the business to remain sustainable in the current business environment, agencies need more than a competitive advantage. They require a strategic partner who can help them accomplish more with less. BizTech Solution will concentrate on handling mundane and repetitive work so you can keep using the talent you already have. A brief description of how BizTech Solution works is stated below:

Call Center Support Campaign: Veterans who have succeeded in this sector answer their clients' calls to provide the greatest customer support services. To ensure that the BizTech Solution team doesn't miss a single call, they allocate rosters on a 24-hour basis, and supervisors manage the entire process.

Solar Campaign: They've worked for several solar firms; agents represent their partnering firm and advertise the costs and services they offer to secure a timely appointment for their partners to complete the installation.

Merchant Cash Advance: With the help of specific scripts for cold calling techniques that produce the best results, the BizTech Solution team conducts lead generation operations for small and large-scale enterprises as they contact prospects. They contact businesses in need of financing for their operations, assist them with informational needs, and prepare them for their upcoming application process. Then, their knowledgeable closing staff contacts the merchants to assist with their paperwork. As a result, they were able to assist hundreds of small business owners in successfully obtaining money from their lending partners.

Information Technology Campaign: Customers who are having technical problems are assisted by the BizTech Solution team, who are kind and patient in their guidance. Due to the intricacy and significance of technical support campaigns, only logical professionals are recruited.

Janitorial Campaign: Calls are made by specially trained agents who pay close attention to detail as they schedule appointments for clients with customers for their services.

Air Duct Cleaning Campaign: Their outbound cold calling team uses a script that is customized for each client to explain their services to potential clients and assist them book an appointment at a time that works with their schedule.

Healthcare Campaign: One of the best campaigns they have ever worked on is for Medicare, where they aid large corporations in promoting their pharmaceuticals or even assist doctors in scheduling appointments for their patients by acting as their virtual assistants.

Real State Campaign: When it comes to real estate campaigns, they have assisted clients in identifying their needs and have assisted them in flipping homes in convenient locations. They can either sell their homes all at once to our real estate partners or they can assist them in selling them gradually.

Administrative Support Campaign: Their back-office team can handle all of the clients' administrative needs, from simple activities like scheduling appointments or monitoring calendar entries to more complex ones like moderating meetings and keeping track of office supplies.

E-Commerce Back-Office Campaign: The back-office team at their company manages online shops and seeks to enhance profitability. They have staff members that are qualified to run online shops that increase sales and manage inventories.

Chat Support Campaign: BizTech Solution have a team of experts who engage their clients with the highest excitement for any type of help they need, any inquiries they have, or any recommendations they may have, whether it be on their website or social media messaging platforms.

Email Support Campaign: Answering emails from consumers with excitement and a thorough knowledge of their goods and services is the responsibility of the BizTech Solution teams of knowledgeable professionals. Every single moment, the staff is overseen and controlled to ensure that their consumers receive the respect they are due.

This is how BizTech Solution works and provides services to its clients.

2.5 Vision

The goal is to work together with strategic business clients to jointly create and deliver the best possible customer experience for their dynamic customer base.

2.6 Mission

We at Tribe Consulting anticipate an exponential surge in business outsourcing by large-scale corporations due to our mission of a dynamic "workplace" that is always changing and continued globalization. Thus, more than ever before, they become increasingly dependent on a network of specialist business partners that can assist them in delivering secondary value chains. allowing these companies to focus on their "core" competencies. To assist our clients in achieving their business goals, BizTech Solution aspires to be at the forefront of offering specialized business solutions to our partners and successfully partnering with them. To do this, we are working to extend our activities both domestically and globally to broaden our worldwide impact.

2.7 Values

BizTech Solution encompasses several values that contribute to its significance and success.

- Cost efficiency
- Customer support system
- Expertise and specialization
- Scalability and flexibility
- Enhanced focus on core competencies
- Quality and service excellence
- Global reach access
- Innovation and technological advantage

2.8 Target Campaign Origin

USA

Canada

UK

Australia

Bangladesh

2.9 Next Targeted Industries

- Financing Brokerage Firms/Direct lenders
- Cleaning industry
- Inbound-Outbound customer support
- End-to-end customer care support
- Lead generation
- Chat support
- Virtual assistant
- Digital marketing services
- Back-office support
- E-commerce back office support

2.10 Facilities

BizTech Solution provides immense facilities not only to its clients but also to its employees.

- Workstation
- Communication Tools
- Knowledge Base and Resources
- Training and Development
- Team Collaboration Tools
- Support from Supervisors and Team Leaders
- Work Schedule and Break Facilities
- Work from Home facility
- Employee Support Services
- Health Consciousness

With these facilities, CSRs will be able to deliver customer service effectively and progress professionally while also enjoying a comfortable working environment.

Chapter: 03

Customer Service of BizTech Solution

3.1 Importance of Customer Service Representative (CSR)

Customer service professionals are crucial to any firm and have a significant impact on its success. Customer service agents in the communications industry are essential for any company that wants to grow or expand through legitimate means. BizTech Solution has consistently adhered to, backed, and offered customer service under various tenets, criteria, and guidelines for a very long time by the following:

- **Enhancing customer satisfaction**: Through timely, beneficial, and individualized customer service, CSRs play a critical part in guaranteeing client happiness. The general customer experience and loyalty are directly impacted by their encounters with customers.

- **Building strong customer relationships:** Through excellent communication, empathy, and understanding, CSRs have the chance to develop long-lasting connections with customers. Positive customer experiences encourage loyalty and repeat business, which results in positive word-of-mouth recommendations.

- **Resolving customer issues:** CSRs are in charge of responding to client questions, issues, and complaints. Their ability to quickly and effectively address problems increases customer satisfaction and aids in retaining loyal clients.

- **Representing the brand:** CSRs promote the values, culture, and reputation of the firm they work for by acting as brand ambassadors. Customers' perceptions of the brand can be strongly influenced by its professionalism, product expertise, and positive attitude.

- **Up-selling and Cross-selling opportunities:** By comprehending client demands and making pertinent product or service recommendations, CSRs can spot and take advantage of upselling or cross-selling opportunities. Both revenue growth and client lifetime value are influenced by this.

- **Collecting customer feedback:** During their encounters, CSRs frequently collect useful client feedback, insights, and suggestions. Businesses need this information if they want to improve their goods, services, and general consumer experience.

- **Meeting performance metrics:** Performance indicators used to evaluate CSRs frequently include average handle time (AHT), first call resolution (FCR), and

customer satisfaction (CSAT). For operations to remain efficient and client expectations to be satisfied, these parameters must be met.

- **Contributing to continuous improvement:** Based on their expertise working on the front lines, CSRs can offer insightful recommendations and ideas for process improvement. Their suggestions help BPO providers improve the quality of their services, increase efficiency, and streamline operational processes.

- **Handling multichannel communication:** CSRs are adept at managing a variety of communication channels, including chat, email, and social media. This guarantees consistent and efficient customer service across many platforms, fulfilling the preferences and expectations of clients.

- **Retailing and upskilling employees:** To provide CSRs with the skills and knowledge they need, BPO businesses fund training and development initiatives. Employee retention and industry success over the long term are influenced by CSRs' professional development and job happiness.

3.2 Role of a Customer Service Representative (CSR) in BizTech Solution

As the main point of contact between the consumer and the company, the customer service representative (CSR) position is crucial in the BPO sector. They are in charge of providing excellent customer support to clients via a variety of contact methods, including phone, email, chat, and social media. The following are some of the major tasks of a CSR in Biztech Solution:

- ➢ **Provide excellent customer service:** A customer service representative's (CSRs) main duty is to deliver exceptional customer service, which includes responding to questions from customers, addressing grievances, and helping with problems with products or services. CSRs are required to be approachable, understanding, and knowledgeable as well as to offer clients timely and effective assistance.

- ➢ **Handle customer complaints:** The competent and courteous handling of client complaints and issues is the responsibility of Customer service representatives (CSRs). This includes figuring out the complaint's underlying cause, offering remedies, and checking in with the client to make sure they're satisfied.

- ➢ **Maintain accurate records:** The task of maintaining accurate and current records of all customer contacts, including questions, complaints, and resolutions, falls to Customer service representatives (CSRs). It is possible to use this data to spot trends, enhance workflows, and give management feedback.

- ➢ **Provide product and service information:** Customer service representatives (CSRs) are in charge of giving clients accurate information that is current about the company's goods and services. Regarding features, advantages, cost, and availability are just a few of the points that need to be addressed.

- ➢ **Upsell and cross-sell products:** Customer service representatives (CSRs) could be in charge of upselling and cross-selling goods and services to clients. In addition to having a solid understanding of the organization's product offerings, this calls for an in-depth understanding of the demands and preferences of the client.

- ➢ **Work as part of a team:** To provide effective and efficient customer service, Customer service representatives (CSRs) may work in teams alongside others and support personnel. Information exchange, problem-solving, and support for other team members could all fall under this category.

- ➢ **Resolving customer inquiries and concerns:** Customer service representatives (CSRs) are in charge of successfully and efficiently responding to consumer questions and issues. They must be able to understand the problems of their clients and offer suitable support or answers.

- ➢ **Maintaining customer satisfaction:** Customer service representatives (CSRs) are in charge of making sure customers are satisfied by providing excellent service and keeping a good attitude.

- ➢ **Documenting customer interactions:** All customer contacts must be accurately documented by Customer service representatives (CSRs), and this may include jotting down the client's name, contact information, and specifics of their question or issue.

- ➢ **Meeting performance metrics:** Customer service representatives (CSRs) are frequently expected to satisfy predetermined performance standards, such as average handle time (AHT), first call resolution (FCR), and customer satisfaction (CSAT) ratings.

- ➢ **Adhering to company policies:** Customer service representatives (CSRs) are expected to abide by all applicable rules and laws as well as the company's policies and procedures.

In addition to these fundamental duties, CSRs in BizTech Solution are expected to complete intensive training on the goods or services of the customer as well as on communication and language abilities. They might also need to be adept at using a variety of technologies and tools for customer care, like chatbots, social media platforms, and customer relationship management (CRM) systems. Providing excellent customer care to clients' consumers, cultivating client happiness and loyalty, and assisting clients' businesses in succeeding are all important parts of what CSRs do in the BPO industry.

Overall, the position of customer service representative in BizTech Solution is a crucial one that calls for a combination of technical expertise, customer service abilities, and the capacity to function well in a team.

3.3 Responsibilities of a Customer Service Representative (CSR) in BizTech Solution

In BizTech Solution the responsibilities of a CSR are highlighting the critical role of a Customer service representative in delivering exceptional customer care by upholding the reputation of BizTech Solution and the clients it serves.

The responsibilities are:

- Customer interaction
- Customer support
- Order processing/ Fixing appointment
- Problem resolution/ Rescheduling meeting
- Product knowledge
- Data management
- Quality assurance
- Multitasking and time management
- Updating

Firstly, a Customer Service Representative should have well access to the internet, headset, and mouthpiece and proper knowledge of computing. Should have expertise in Microsoft Excel, and the Apps and Software that BizTech Solution use for their communication method.

Secondly, an Excel sheet is provided to the Customer Service Representative where the list of clients is given already. The sheet is compromised of every possible detail of the client and its company. Then one by one all the clients are called, emailed, or texted according to the criteria of BizTech Solution. If the client doesn't pick up the call then the CSR leaves a voicemail.

Thirdly, if the client picks up the call then the CSR needs to give them all the info and proof of their being interested in the services provided by BizTech Solution. If the client agrees then an appointment is set with the Chief Investment Officer of BizTech Solution. The appointment needs to be then sent as a Calendar Invite to the business owners. All these situations need to be updated on the Excel sheet with the proper time and date as Notes.

Lastly, if the meeting takes place between the Chief Investment Officer and the Client then they will talk about if working together makes sense. Once the deal is done then the CSR go for dialing to other clients. This process is called 'Lead Generation'.

The main responsibility of the CSR in BizTech Solution is to do the cold calling, inbound and outbound calling, and update the team. Bringing more appointments and setting more meetings is appreciated here and given contribution. These responsibilities support establishing excellent customer experiences, providing exceptional customer service, and developing enduring relationships between BizTech and its clients.

3.4 Contribution of Soft Skills

Customer service representatives (CSRs), who deal directly with consumers and are in charge of providing excellent customer experiences, must be successful to do their jobs. For CSRs to be effective, soft skills play several crucial functions.

- **Communication:** To comprehend client demands, communicate information properly, and establish rapport, CSRs must possess effective communication skills. Strong communication skills enable CSRs to actively listen, pose pertinent questions, and offer clear and succinct responses, resulting in quick and fruitful client encounters.
- **Empathy and Emotional Intelligence:** CSRs that exhibit high levels of empathy and emotional intelligence can comprehend and relate to the needs, feelings, and worries of their clients. Customers will feel cherished and cared for because of their ability to manage difficult situations with empathy, patience, and understanding.
- **Adaptability:** CSRs frequently deal with fluctuating consumer needs, a range of personalities, and erratic circumstances. Being adaptable enables CSRs to modify their strategy, communication style, and problem-solving techniques to suit the particular demands of each client. They can swiftly adjust to various situations and keep their composure in fast-paced settings.
- **Time Management:** CSRs manage a variety of customer interactions, questions, and duties concurrently. Prioritizing activities, meeting deadlines, and responding to clients promptly are all made possible by effective time management techniques for CSRs. They can efficiently handle high phone volumes, manage queues, and strike a balance between productivity and customer service quality.
- **Active Listening:** CSRs with good active listening abilities may identify customer needs, obtain pertinent data, and show attention. They pay close attention to customers' demands without interjecting, elicit clarification from them, and make sure they fully understand them before helping.
- **Professionalism:** CSRs stand in for the business and its brand. Being courteous, keeping a positive attitude, and following rules and regulations are all examples of professionalism.
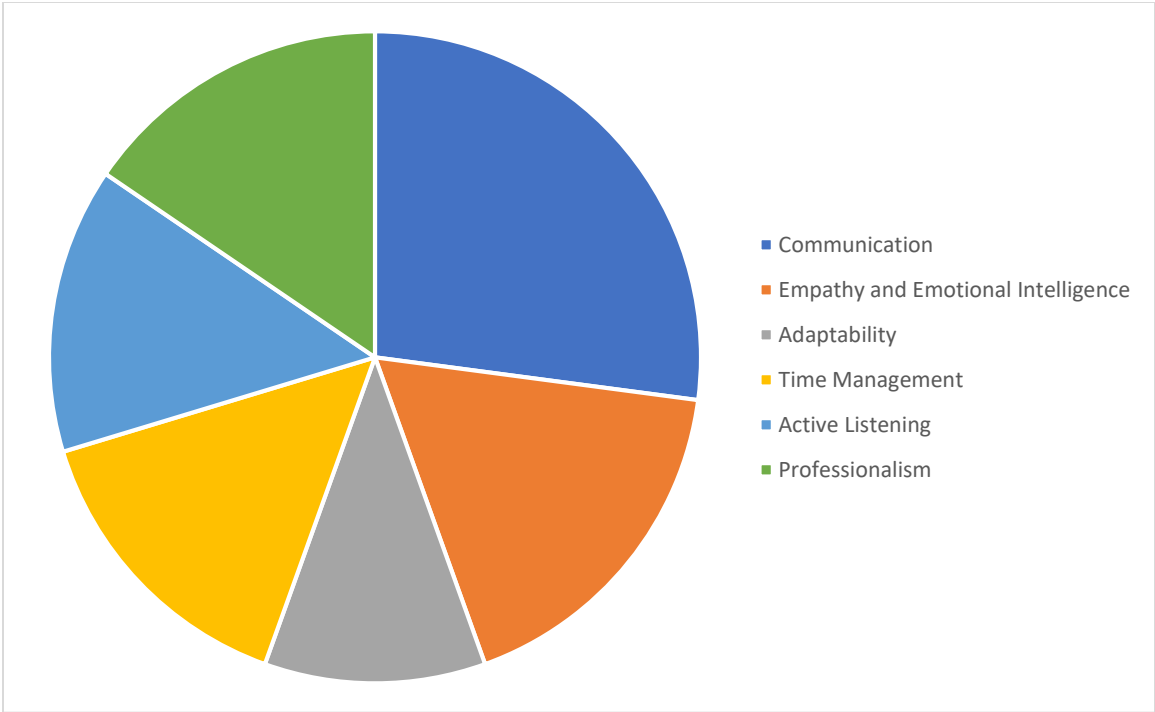
Fig 0.3. Contribution of soft skills.

3.5 Contribution of Computer Skills

In the current digital world, computer skills are essential for customer service representatives (CSRs) to be effective. The following are some crucial responsibilities that computer expertise plays in the role of a CSR:

- Efficient Use of Customer Service Software
- Communication and Collaboration
- Data Entry and Management
- Troubleshooting Technical Issues
- Accessing Information and Knowledge
- Multitasking and Efficiency
- Documenting Customer Interactions
- Self-development and Learning
- Analysis and Reporting
- Adapting to Digital Channels

To perform these tasks, one needs to have complete knowledge of Microsoft Word and Excel, Google Chat, and basic knowledge of the Computer and how it works. One must also know how to use Ring Central and IONOS for cold calling or inbound calls and to email clients.

Chapter: 04

Communication in the Field of Customer Service Representative

4.1 Contribution of Communication Skills

One of the most important aspects of a customer care representative's (CSR) job is effective communication. It is essential for creating fruitful client relationships, resolving problems, and providing top-notch customer service. The following main factors are the importance of communication in the customer service industry:

- Understanding Customer Needs: CSRs can comprehend and relate to the wants, worries, and expectations of their customers through effective communication. CSRs can obtain in-depth information and gain insights into client needs by actively listening and posing pertinent questions, which enables them to offer specialized and catered solutions.

- Clear and Concise Information Exchange: Customers must receive information from CSRs that is both concise and clear. They should avoid using technical jargon or complicated terminology and instead explain instructions, policies, or product specifics in a way that is simple to grasp. Clear communication lowers the possibility of misunderstandings or uncertainty and aids clients in making informed decisions.

- Building Rapport and Trust: Customers can develop a rapport with and trust in CSRs who communicate well. CSRs may develop a helpful and interesting relationship that builds trust and loyalty by adopting effective and positive communication techniques, such as using a friendly tone, active listening, and demonstrating empathy.

- Conflict Resolution: For disagreements to be resolved or consumer complaints to be addressed, effective communication is essential. Strong communicators can defuse stressful circumstances, handle challenging situations with composure, and come to mutually agreeable solutions. They can demonstrate empathy, pay attention to client concerns, and clearly explain the actions taken to resolve the problem.

- Multichannel Communication: In the current digital era, CSRs can engage with clients by phone, email, chat, or social media. By adapting their communication style and tone to the particular channel, CSRs with effective communication skills may guarantee consistent and positive client experiences across a variety of platforms.

- Verbal and Non-Verbal Communication: CSRs use non-verbal cues including tone of voice, facial expressions, and body language in addition to spoken or written words while communicating. To further improve client interactions, CSRs that are conscious of their

nonverbal communication can make sure that their messages are presented with sincerity, confidence, and professionalism.

- Cross-Cultural Communication: Customers from various cultural backgrounds are interacted with by CSRs in a global customer service environment. CSRs who can traverse cultural differences, modify their communication style, and exhibit cultural awareness are considered effective cross-cultural communicators. This fosters comprehension reduces misconceptions, and improves the general client experience.

- Internal Communication: Effective customer service depends on CSRs' ability to communicate with one another and with other internal teams. When necessary, CSRs must coordinate, exchange information, and escalate customer issues internally. A fluid information flow is made possible by effective internal communication.

4.2 Communication norms

Communication is the key in BPO Industry be it BizTech Solution or any other. It is the crucial and the most effective part to succeed in this business. From the very day of the interview till the date, no work can be fulfilled without communication. Thus, for better communication and engagement a completely separate sector is there, called Customer Service Representative (CSR). Communication is the only medium of sending and receiving information in this business. Here, communication can be classified into three types- Verbal, Visual, and Written.

Verbal communication: CSRs need to contact the clients through inbound and outbound calls, they also need to do cold calling for the marketing purpose of the business. It's also like to put voicemail to the clients who couldn't receive the call.

Visual communication: A daily huddle (zoom meeting) is posted before the office starts. As this business is not confined only to Bangladesh so they need to share their thoughts and provide updates to the other members or clients who live abroad through video conference.

Written communication: This is the most practiced and suitable communication system with clients because the customer service representatives contact the clients mostly through emails and text messages.

As it is mentioned earlier communication is very important in this industry so language plays a vital role in this regard.

4.3 Communication within the team and with the customers

In the BPO sector, effective teamwork and customer communication are crucial to ensuring efficient operations, developing lasting connections, and providing top-notch customer service. The following are the essential elements of effective communication in team and customer interactions:

Within teams, effective communication promotes teamwork. Team members may exchange information, updates, and ideas when communication is clear and prompt, ensuring that everyone is on the same page and pursuing the same objectives. Sharing crucial information within the team is made easier by communication. This covers adjustments to procedures, best practices, and lessons learned. Team members will always have access to the information they need to do their jobs well if there is open and effective communication between them. Team members can work together to handle problems and discover practical answers by openly addressing difficulties, coming up with creative solutions, and exchanging viewpoints. Quick problem identification and solution are made possible via active communication channels. Team members are better able to identify their strengths, areas for improvement, and progress toward goals thanks to regular feedback sessions, performance reviews, and coaching conversations. Setting expectations and fostering professional development both benefit from clear communication.

Active listening is the first step in effective customer communication. CSRs must pay close attention to customer requests, complaints, and comments. This enables CSRs to completely get the customer's viewpoint and offer the best solutions or help. CSRs ought to be succinct and straightforward in their customer communications. Customers are assisted in understanding the offered information or instructions more readily when plain language, jargon avoidance, and logical information structuring are used. Customer satisfaction is increased and the likelihood of misunderstandings is decreased via clear communication. Expressing empathy and compassion for the needs and worries of consumers is a necessary component of effective communication. Customers should be able to emotionally connect with CSRs, who should be able to do so by acknowledging their feelings and showing them that they care. Trust and client loyalty can be

31

increased through empathic communication. When working with customers, communication that is swift and precise is essential. Customers should receive timely responses from CSRs that include accurate information and useful solutions. Prompt communication demonstrates responsiveness and a dedication to client pleasure. A single interaction doesn't mark the end of the communication. Customers should be followed up with by CSRs to make sure they are satisfied, to fix any lingering issues, and to get feedback on the service. This constant contact shows a dedication to customer-centered service and continuous improvement.

4.4 Language for Communication

In the BPO sector, good customer service and preserving professional relationships both depend on the language of communication. For information to be communicated accurately and effectively, it must be written in clear, succinct, and simple terms. Professionalism is essential, and speaking with courtesy and respect promotes pleasant relationships. Genuine interest in comprehending and meeting client requirements is shown through active listening and empathy-based responses. Effective communication with clients from various linguistic origins is made possible by language fluency in the appropriate languages and, when necessary, accent neutralization. Cultural sensitivity is essential because it promotes tolerance and understanding. It also requires changing one's vocabulary and communication style to reflect various cultural standards. Maintaining professionalism in written communication requires using good grammar, spelling, and punctuation. At the end of the day, communication should be done in a way that is customer-focused, trying to offer clear solutions, address issues, and guarantee a positive customer experience.

Different cultures are interacting more frequently than ever as the world gets smaller and global trade gets bigger. Because of this, the customer service representative is crucial in a competitive market for outsourcing institutions. As a result, BPO industries are looking for people who can speak clearly and effectively to clients from various backgrounds.

BizTech Solution is a full-service Business Process Outsourcing company offering a broad range of services from Bangladesh to different parts of the world. So, while communicating with such a huge community the safe language is English. Here, in this sector where communication is the key, the language used should be suitable for everyone. BizTech Solution deals with people speaking French, Pilipino, Spanish, English, etc. and the employees are Bangladeshi and speak Bengali in general so the English language is taken as the middle ground. Hence, it will help both parties to communicate and understand each other's views.
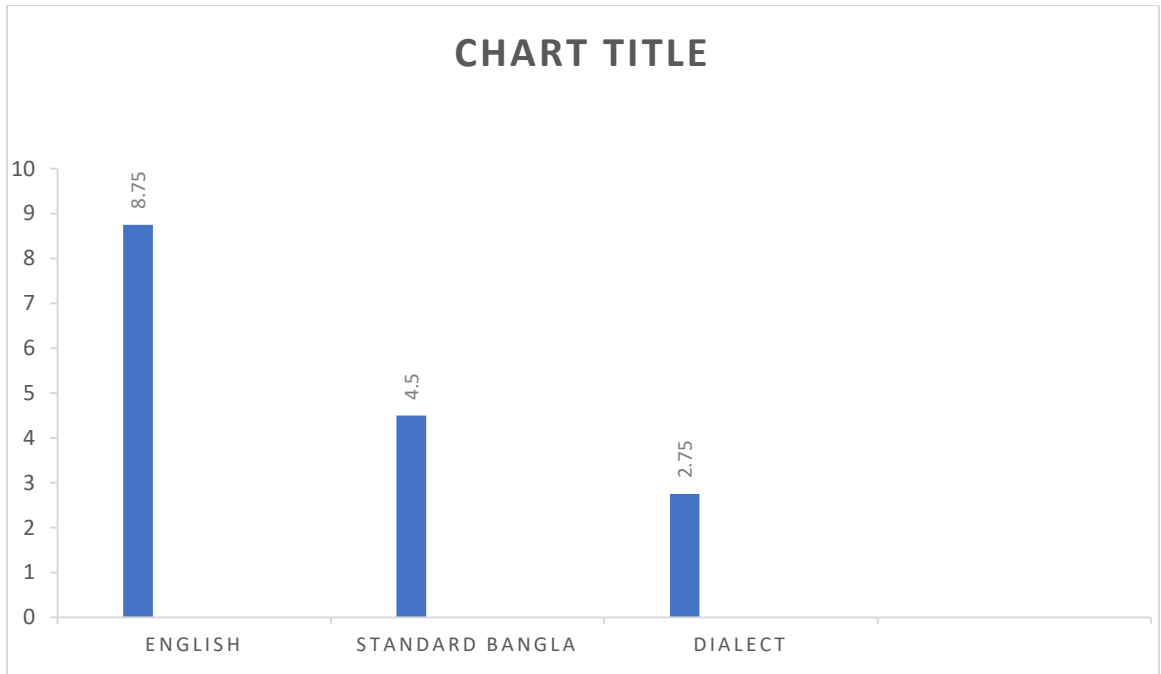
Fig 0.4. Percentage of spoken language.

Chapter: 05

Analysis and Findings

5.1 Effective Communication as a Customer Service Representative

Effective communication is crucial for customer service representatives (CSRs) to provide great customer service and develop lasting connections with clients.

- ➢ **Active Listening:** one must listen attentively to superiors and work accordingly. Also, be very careful about what the client is asking and focusing on the words, tone, and emotions of the client. To ensure complete comprehension of their demands, pay them undivided attention, refrain from interrupting, and ask clarifying questions.

- ➢ **Empathy:** Empathize with customers by comprehending and recognizing their issues or frustrations. One can use expressions like "I understand" and "I'm sorry to hear that" to show that one is concerned about their predicament.

- ➢ **Clear and Concise Language:** To avoid misunderstandings, speak in plain and simple terms. Avoid using jargon and talk in a way that the customer can comprehend by breaking down complex ideas into simple language.

- ➢ **Positive Tone:** Throughout all of your encounters, keep a good attitude. Make use of language to project a supportive and helpful attitude. To establish a rapport with customers, one can use a kind and upbeat tone of voice.

- ➢ **Patience:** Even in difficult circumstances, maintain your composure. Instead of defending or arguing, try to discover answers.

- ➢ **Personalization:** One can use the customer's name wherever possible to personalize the communications. Using their names when addressing, them helps to create a more individualized and welcoming encounter.

- ➢ **Continuous Learning:** Seek feedback and take notes from each client interaction as one works towards continual improvement. Utilize training opportunities to improve communication skills and keep up with industry developments.
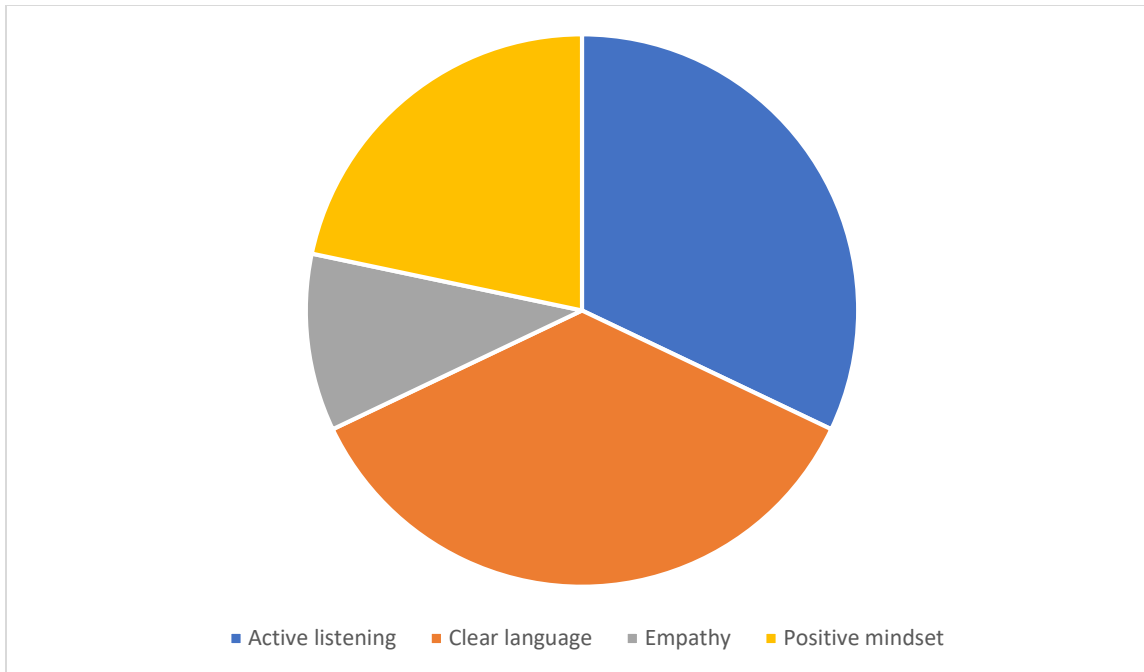
Fig 0.5. Effective communication rate.

Active listening, empathy, using clear language, and a positive mindset are all essential components of good communication. You may deliver exceptional customer service and have a great influence as a customer service representative by regularly using these tactics.

5.2 Language efficiency for smooth communication

In fast-paced industries like the BPO industry, language proficiency is essential for effective communication. A few ways are discussed below to communicate effectively with clients in the Business Process Outsourcing (BPO) sector.

- ➢ **Be Clear and Concise:** For effective communication, one must choose language that is simple and clear. Avoiding superfluous jargon, difficult words, and in-depth explanations. Quickly get to the point and make sure the receiver can understand what one is saying.

- ➢ **Use Precise Vocabulary:** One must use easy and clear vocabulary for better understanding and explaining. Always make sure the recipient is familiar with the vocabulary before being detailed or using terms exclusive to this sector. Steer clear of confusing or vague words that can cause miscommunication.

- ➢ **Organizing Thoughts:** Preparing the speech beforehand to ensure a concise and well-organized delivery. Make a list of the main ideas one wants to get across and organize one's speech logically. This makes it more likely your message will be received efficiently.

- ➢ **Active Listening:** Nothing can beat listening properly before speaking. During conversations or interactions, one must pay close attention to the other person speaking. Pay close attention to their verbal and non-verbal cues. This enables you to reply appropriately and prevent misunderstandings.

- ➢ **Adapt Your Language:** Adapting words to the reader's comprehension and familiarity with the topic. If using complicated terminology or technical phrases could make it harder for someone to understand, it should be avoided. To successful understanding, adjusting language for communication to the recipient's knowledge is better.

- ➢ **Practice Active Verbs:** To convey thoughts and ideas more clearly and concisely, one should use active verbs. Active verbs shorten the phrases and improve the overall effectiveness of the message. They imply movement and clarity.

By implementing these language efficiency techniques into execution, one can speed up communication, save time, and make sure that the communications are delivered clearly and concisely in the BPO sector by the Customer Service Representatives (CSRs).

Chapter: 06

Recommendations and Conclusions

6.1 Recommendations

The recommendations are equally important and required in light of the findings. The recommendation is the following:

- BizTech should put more emphasis on advertising and marketing.
- More Customer Service Representatives should be appointed according to the growing workload.
- There can be more paperwork before recruiting new candidates.
- Employees should receive advantages from retirement plans like provident funds, gratuities, and other incentives.
- Formulating the correct number of leaves.
- Website should be more updated.
- Training should be provided in different marketing sectors for better outcomes.

6.2 Conclusion

BizTech has been a leading outsourcing business for the past few years. The only goal of Biztech Solution is to facilitate the growth and success of the clients by offering outstanding service and outsourced assistance. Despite being a growing business, it has achieved a great height with more than 100 employees who work on several platforms 365 days around-the-clock. Their effective management structure and system draw clients to establish a commercial relationship and grow it more. The BizTech Solution team needs to pay more attention to its management procedures as a result of the ongoing changes in business practices and digital marketing platforms. Overall, this business is simply too fair, impartial, and reliable for all types of customers. This organization should consistently focus on its possibilities and strengths while specializing in addressing its risks and shortcomings. And the key to successful long-term strategic cooperation is regular, honest, and open communication. The Customer Service Representative plays a drastic role in this regard. They are the torch bearer of this industry. The results of this study have shown that CSRs in this sector have substantial obligations and serve a crucial role in assuring client satisfaction, solving problems, and upholding beneficial connections. Success in this position relies on their capacity to speak, use soft skills, make use of technology, and adjust to different customer needs.

In conclusion, providing great customer service and upholding positive connections with clients are essential components of the customer service representative (CSR) function in BizTech Solution. CSRs serve as this company's major point of interaction by answering questions from clients, resolving issues, and suggesting solutions. This is a pivotal role that ensures customer satisfaction and builds enduring customer relationships.

Reference:

Definition of Business Process Outsourcing (BPO) - Gartner Information Technology

Glossary. (n.d.). Gartner. https://www.gartner.com/en/information-technology/glossary/business-process-outsourcing-bpo#:~:text=Business%20process%20outsourcing%20(BPO)%20is,defined%20and%20measurable%20performance%20metrics.

Forden, T. (2023). Customer Service in the BPO Industry: Its Importance & Ways to Improve

It. Telvista. https://www.telvista.com/blog/customer-service-bpo-industry#:~:text=The%20BPO%20industry%20helps%20businesses,maintain%20high%20standards%20of%20service.

Moshavi, D., & Terborg, J. R. (2002). The job satisfaction and performance of contingent a regular customer service representative: A human capital perspective. *International Journal of Service Industry Management*, *13*(4), 333-347.

Njihia (2020), Kamau (2020). The Role of Customer Service Representatives in Enhancing Customer Loyalty in the BPO Industry

Witt, L. A., Andrews, M. C., & Carlson, D. S. (2004). When conscientiousness isn't enough: Emotional exhaustion and performance among call center customer service representatives. *Journal of Management*, *30*(1), 149-160.

Appendix

Internship Certificate