



“An Evaluation of the Services Quality of Diana Host Limited”

Prepared for

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared by:

Kayes Arman

ID: 192-11-6265

BBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Daffodil International University

Dhaka, Bangladesh

Date of Submission:

LETTER OF TRANSMITTAL

Date:

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “An Evaluation of the Services Quality of Diana Host Limited”.

Dear Sir,

I am pleased to submit my internship report on the topic “An **Evaluation of the Services Quality of Diana Host Limited**”. This report was an integral part of my BBA Program, and I have diligently prepared it based on the guidance and information you provided throughout the internship.

I would like to express my sincere gratitude for your valuable guidance and unwavering support during the completion of this report.

Thank you.

Sincerely yours,



Kayes Arman

Id: 192-11-6265

BBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

STUDENT DECLARATION

I am Kayes Arman, bearing ID number 192-11-6265 and currently enrolled in the BBA program at Daffodil International University, hereby declare that I have independently prepared the internship report titled "An Evaluation of the Services Quality of Diana Host Ltd." This report was completed following my internship at Diana Host Ltd., under the guidance and supervision of Professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University.

I affirm that this report, titled "An Evaluation of the Services Quality of Diana Host Ltd.," submitted to Daffodil International University in Dhaka as a requirement for my BBA degree, is entirely my original work and has not been submitted to any other university or institution.



Kayes Arman

ID: 192-11-6265

BBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

LETTER OF ACCEPTANCE

This is to be certified that, Kayes Arman ID No: 192-11-6265, Batch: 53, has prepared this paper entitled “An Evaluation of the Services Quality of Dian Host Limited” under my supervision. I do hereby approve the style and content of this paper. This is for the partial fulfilment of the degree of Bachelor of Business Administration, Daffodil International University.



Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to the Almighty for enabling me to complete this internship report within the specified timeframe. Without the support of Allah, I would not have been able to finish this report on time.

The internship report is an essential component of the BBA program, as it provides an opportunity to gain practical knowledge by observing and participating in the daily operations of a chosen organization. For my internship, I had the privilege of being placed at Diana Host Ltd.

I want to extend my heartfelt thanks to my supervisor, Professor Mohammed Masum Iqbal, PhD, who also serves as the Dean of the Faculty of Business & Entrepreneurship at Daffodil International University in Bangladesh. His guidance and instructions were invaluable in helping me prepare this internship report.

I am deeply indebted to Khan M. Nakib Swadhin, the CEO of Diana Host Ltd., for his consistent guidance and valuable suggestions throughout my internship as well as to other colleagues for their personal guidance during my internship period.

My appreciation also goes out to all the officers and employees of the organization, as well as to my fellow interns who shared this experience with me.

I must mention the excellent working environment and effective communication within this organization, which greatly facilitated my ability to engage in various tasks and service-related activities during my six-month internship period.

Lastly, I want to thank all my friends for their inspiration and support, which motivated me to complete this report and the entire course successfully.

EXECUTIVE SUMMARY

This report presents a comprehensive evaluation of the service quality provided by Diana Host Ltd. through the application of the SERVQUAL framework. Diana Host Ltd. is a prominent player in the hosting industry, offering a range of services to its customers. The primary objectives of this study were to identify the services offered by Diana Host Ltd., assess their service quality using the SERVQUAL model, identify factors that may hinder service quality, and propose recommendations to improve overall service quality.

The report begins by introducing the significance of service quality offered by Diana Host Ltd. The study's methodology involves a combination of literature review, qualitative analysis, and customer surveys. Through this approach, the various services provided by Diana Host Ltd. were identified and categorized.

The core of the report focuses on the evaluation of service quality using the SERVQUAL model's five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Each dimension was assessed through customer feedback and a comparison of customer expectations and perceptions.

Furthermore, the report investigates factors that hinder service quality, ranging from technical glitches to communication gaps. These barriers were identified through customer feedback and internal observations. The analysis highlights the potential impact of these factors on the overall customer experience and satisfaction.

Based on the findings, a set of comprehensive recommendations is provided to enhance the service quality of Diana Host Ltd. The findings of the study contribute to the organization's understanding of its service strengths and weaknesses. By implementing the proposed recommendations, Diana Host Ltd. can foster an improved customer experience, build stronger customer relationships, and remain competitive in the dynamic hosting industry.

Contents

Chapter 01: Introduction	1
1.1 Introduction of the Study	1
1.2 Background of the study	1
1.3 Objectives of the Study	2
1.4 Scope of the study	2
1.5 Methodology of the Study	2
1.6 Limitations of the Study	4
Chapter 2. Organization Overview	5
2.1 About Diana Host Ltd	5
2.2 Vision	5
2.3 Mission	5
2.4 Core Values	6
2.5 Service offered by Diana Host Ltd.	6
2.6 Organization Organogram	9
Chapter 03. The Services Quality of Dian Host Limited	10
3.1 Questionnaire survey analysis	10
3.2 Problems	22
3.3 Recommendations	23
Conclusions	24
References	25

Chapter 01: Introduction

1.1 Introduction of the Study

In the contemporary business landscape, service quality stands as a pivotal factor influencing customer satisfaction, loyalty, and overall organizational success. This study delves into a meticulous evaluation of the service quality landscape of Diana Host Ltd., a notable player in the industry. The report aims to provide a comprehensive analysis of the services offered by Diana Host Ltd., utilizing the SERVQUAL model as the guiding framework. The significance of service quality in the hosting industry and its impact on customer perceptions and loyalty form the backdrop of this study. Through a blend of literature review, qualitative analysis, and customer surveys, the report seeks to unearth insights into the service quality dimensions within Diana Host Ltd., ultimately contributing to a profound understanding of its strengths, areas for improvement, and recommendations to enhance service quality.

1.2 Background of the study

In today's business world, how well a company provides its services is crucial for keeping customers happy and loyal. This study focuses on examining the quality of services provided by Diana Host Ltd., a well-known company in the hosting industry. This study wants to thoroughly understand the services offered by Diana Host Ltd. A model is used called SERVQUAL to guide the analysis. This model helps to measure service quality in various aspects.

The reason of doing this report is because in industries like hosting, how good the services are can greatly influence what customers think and whether they stick with the company. The study aims to explore the different aspects of service quality at Diana Host Ltd. The study is not just relying on one method; instead, we're looking at existing research, talking to people, and using surveys to gather information.

By doing this, the report figures out what Diana Host Ltd. is doing well, where Diana Host Ltd. could do better, and what Diana Host Ltd. can do to improve. Ultimately, this report wants to provide valuable suggestions on how they can enhance the quality of their services.

1.3 Objectives of the Study

1. To identify the services offered by Diana Host Ltd.;
2. To evaluate the service quality of Diana Host Ltd. using the SERVQUAL framework;
3. To determine the factors that hinder the service quality of Diana Host Ltd.
4. To make some recommendations to enhance the service quality of Diana Host Ltd.;

1.4 Scope of the study

This study focuses on evaluating the service quality of Diana Host Ltd. using the SERVQUAL framework. The scope encompasses identifying services, assessing quality dimensions, and identifying factors impacting quality. Recommendations will be provided for service enhancement. The study is limited to Diana Host Ltd.'s services and customer perspectives.

1.5 Methodology of the Study

This study utilized a combination of primary and secondary data to conduct the analyses featured in the report. Initially, data on overall activities and customer satisfaction was collected directly from Diana Host Limited employees and customers who had engaged in domain and hosting services and a variety of web-related solutions with the company. Additionally, supplementary information was acquired from diverse sources, such as annual reports, relevant publications, websites, and more.

1.5.1 Data Collection

For the completion of this study, two distinct categories of data were employed, as outlined below.

Primary Data

- Direct interaction within the company's Operations
- Conversations conducted face-to-face with customers
- Practical desk work
- Observations accumulated throughout the internship period

Secondary Data:

- Annual Report of Diana Host Limited.
- Previous study, Research paper, Journal, etc.
- Web page of Lanka Bangla Securities Limited

1.5.2 Sample Unit

Individuals who have taken one or multiple web service or have availed themselves of various services from Diana Host Limited. are categorized as the "Targeted Sample Units." The technique employed for selecting sample units from the pool of organization's clients who expressed their willingness to participate in the survey by responding to the questionnaire was the decision-based sampling method.

1.5.3 Sample Size

The sample pool comprised 100 individuals who were authentic clients of Diana Host Ltd. These participants were segregated into two distinct clusters. Corporate patrons often form a relatively smaller group, and concurrently, they might harbor reservations about engaging in research due to confidentiality concerns. Consequently, individuals who are anticipated to yield the most fruitful insights while addressing the survey queries were meticulously chosen to partake in this investigation. With these constraints in consideration, a sample size of 100 customers affiliated with Diana Host underwent thorough scrutiny.

1.5.4 Sampling Method

This study uses convenience sampling, a nonprobability method that selects easily accessible participants. The researchers focus on customers Diana Host Ltd. who've used services in areas like Domain, Hosting, SSL Certificates, G Suite, Business Email, SMS Service. This method is chosen when time and resources are limited, aiming for a general understanding of the population.

1.5.5 Data Collection Method

The online survey questionnaire that will be used for data collection in this study will be a close-ended questionnaire consisting of 5-point Likert scales. This survey is based on SERVQUAL

model's five dimensions: tangibility, responsiveness, reliability, assurance, and empathy. Its main objective is to identify areas that require service quality improvement and provide recommendations for enhancing service quality. By distributing the survey through sending mail with Google form, the questionnaire will be easily accessible to potential respondents who may be difficult to reach physically or over phone. This approach will ensure that respondents can comprehend the questions and provide accurate answers.

1.6 Limitations of the Study

- The study bears imperfections attributed to my limited experience in this study.
- It's acknowledged that IT companies, for security reasons, are inclined to withhold information, rendering comprehensive access to the organization's precise data unfeasible.
- Customers might decline information provision if their interest isn't piqued.
- The designated six-month timeframe proved inadequate for comprehensively preparing this type of research, which inherently requires protracted dedication, thereby resulting in an oversight within the paper.

Chapter 2. Organization Overview

2.1 About Diana Host Ltd

Diana Host Ltd was established in 2014 as a Web, Software Development & Marketing company under the Companies Act 1994. Now Diana Host is a renowned IT company in Bangladesh that offers lightning-fast hosting services and a variety of web-related solutions. Diana Host Ltd. offer Premium Web Hosting, Reseller Hosting and Virtual Private Server solutions brought to you by premium hardware. Their main intention is delivering enterprise level solutions at affordable prices.

Diana Host Ltd. has 99.9% SLA Uptime and 24/7 non-stop customer service department. All of their hosting plans included a 30 days money back guarantee. Currently DianaHost proudly serves 30+ countries around the world. Their fully automated system and 300+ Auto scripts Launch Users Website within Minutes!

With round-the-clock technical support and a dedicated customer service team, the company is committed to delivering quality customer service. Diana Host Ltd. boasts top-of-the-line technology and infrastructure that enables it to provide maximum uptime and fast page loading speeds. As a registered member of APNIC, BASIS, eCAB, BACCO, and BDHPA, and a BTRC Accredited A2P SMS Aggregator, Diana Host Ltd. has earned a reputation for being a reliable and trustworthy provider.

2.2 Vision

Listening to customers, staying at the cutting edge of the latest trends in tech research, and constantly developing better web hosting products and services.

2.3 Mission

- To provide trouble-free, customer-focused, reliable, and affordable web hosting services.
- to continue to operate a profitable web hosting company that makes customers happy.
- Being committed to client solutions, innovation, creativity and a warm, caring attitude to all of customers' business needs.

2.4 Core Values

- Easy Setup with Instant Activation
- DNS Management
- No Hidden Cost
- Full Domain Control Panel
- 27/7/365 customer support
- Feed & high security
- 10x faster speed

2.5 Service offered by Diana Host Ltd.

2.5.1 Domain

- A wide range of domain extensions, including .com, .net, .org, and more.
- Unique domain name to establish an online identity.
- Convenient renewal options.
- Protect personal information with optional WHOIS privacy protection.
- Competitive pricing for domain registration and management.

2.5.2 Hosting

- Utilizing cutting-edge pure SSD web hosting package for optimal page loading speed.
 - Enhanced data protection and performance through RAID-10 configuration.
 - Dedicated to quick issue resolution and customer support.
 - Transparent billing practice without setup or hidden charges.
- Recognized as the best web hosting company in Bangladesh.

2.5.3 BDIX Hosting

- Hosting solutions Powered by Bangladeshi Data Center.
- Leveraging the strategic location of the Dhaka data center.
- Hosting solutions tailored to the needs of the Bangladeshi market.

2.5.4 Cheap Linux SSD Web Hosting

- Fully managed shared hosting for streamlined user experience.
- Hosting solutions designed to allow customers to concentrate on core activities.
- Affordable plans that don't compromise on quality and security.

- Dedication to offering exceptional hosting service to clients.
- Hosting solutions that let you prioritize Users main business functions.

2.5.5 Premium Shared Hosting

- Offering a comprehensive set of advanced features with premium hosting.
- Specifically designed to cater to the needs of websites in various domains.
- Suited for both e-commerce platforms and corporate websites.
- Stands out among hosting options, particularly for business-oriented sites.

2.5.6 PNR Hosting

- A unique blend of Python, NodeJS, and Ruby support.
- Ideal for developers working with Python, NodeJS, and Ruby frameworks.
- Suited for web applications, APIs, scripting, and more using the supported languages.
- Host Python, NodeJS, and Ruby projects under one roof for efficient management.

2.5.6 Windows ASP.NET Hosting

- Specialized hosting solution designed exclusively for ASP.NET applications.
- Suited for developers working within the Windows ecosystem.
- Optimized server environment for efficient execution of ASP.NET projects.
- Provides tools and features for building dynamic and robust web applications.
- Integrates seamlessly with Microsoft technologies and development tools.

2.5.7 SSL Certificates

- Ensure the security of customer information like passwords and credit card details.
- SSL safeguards sensitive identity data, fostering a secure online experience.
- Boosts customer trust in Users online business.
- SSL safeguards sensitive identity data, fostering a secure online experience.
- Prevents unauthorized access to data during transmission.
- Communication between users and Users website, maintaining confidentiality.
- Boost in search engine rankings.

2.5.8 VPS Hosting

- Offers more power compared to traditional hosting solutions.
- Cost-effective and easier to manage than dedicated servers.

- Direct management from the local data center ensures reliability.

2.5.9 G Suite

- Plan tailored to Users specific business needs.
- Catering to various company sizes and requirements.
- Fosters real-time collaboration among team members.

2.5.10 Business Email

- Elevate Users business image with personalized email addresses.
- Create email addresses using Users own domain name for brand consistency.
- Create email addresses using Users own domain name for brand consistency.
- Count on our support team for assistance with setup and troubleshooting.

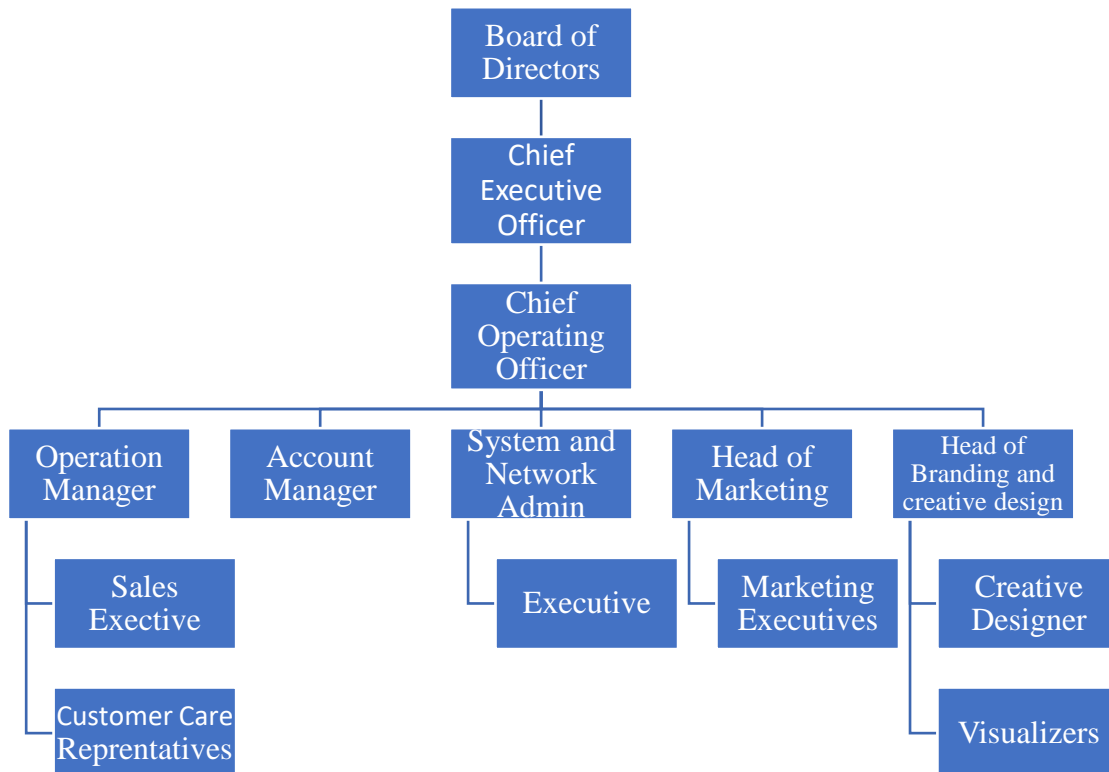
2.5.11 SMS Service

- Stands out as a cost-effective and convenient marketing strategy.
- Service provides dedicated virtual numbers for effective masking.
- Service comes with the advantage of lifetime validity.
- Maintain a diverse and extensive mobile number database.
- Easy-to-manage dashboard simplifies SMS campaign management.

2.5.12 Non-Masking SMS

- Offers an efficient strategy to promote businesses, products, and services.
- Affordable and cost-effective way to reach a wide audience.
- Easy to use and simple to deliver, making it accessible for all.
- Non-masking SMS comes with the advantage of unlimited validity.
- Easy-to-access control panel for managing SMS campaigns.
- Bundles come with a range of features for comprehensive marketing.

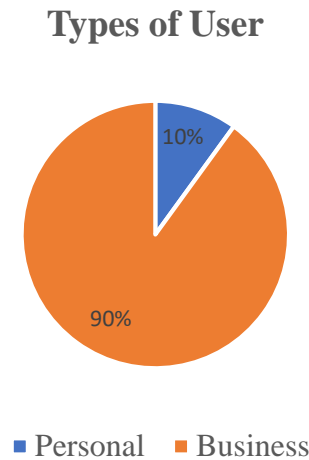
2.6 Organization Organogram



Chapter 03. The Services Quality of Dian Host Limited

3.1 Questionnaire survey analysis

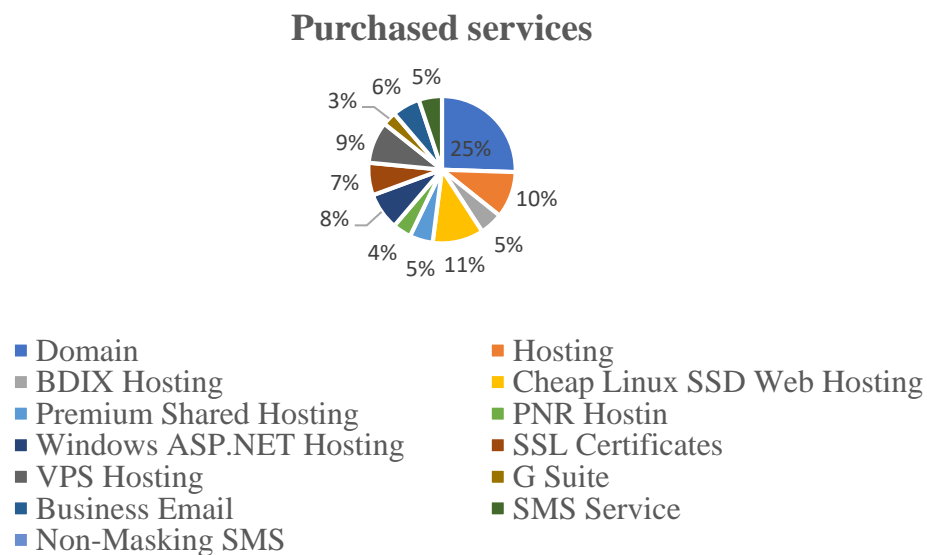
3.1.1 Types of User:



Interpretation:

This graph demonstrate that 75 percent of respondents are Business user and only 25 percent of respondents are personal user.

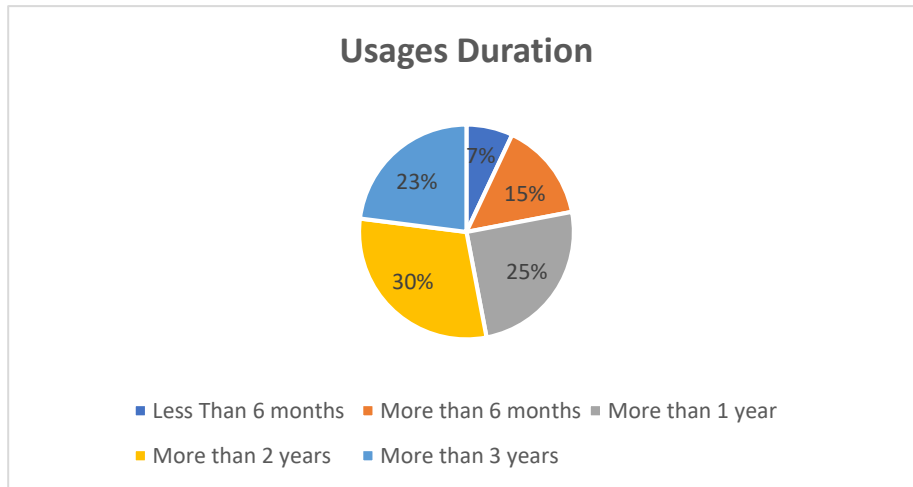
3.1.2 Purchased services:



Interpretation:

This graph demonstrates that 25 of the total respondents have taken domain service from Diana Host Ltd and a large number of users are belonging from Hosting Services.

3.1.2 Usages Duration



Interpretation:

This graph demonstrates that a large number of respondents are taking web services from Diana Host Ltd from last 2 years and 25% respondent are chosen Diana Host as their web service provider from last 3 years.

3.1.4 Reliability

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Diana Host Ltd. delivers on its promises and commitments regarding service delivery	30%	35%	12%	13%	10%
Diana Host Ltd.'s services are error-free and work correctly from the beginning	11%	26%	40%	18%	5%
consistently meets the promised time-frames for responding to customer inquiries or support requests	10%	13%	15%	40%	22%
maintains accurate and error-free records of customer accounts and interactions	40%	30%	20%	7%	3%

Interpretation:

Diana Host Ltd. delivers on its promises and commitments regarding service delivery: Based on the data presented, 65% of customers express a positive sentiment toward Diana Host Ltd.'s ability to fulfill its promises within specified timeframes. Among them, 35% agree, 30% strongly agree, while a smaller proportion, 10%, express strong disagreement with this aspect of Diana Host's service delivery.

Services are error-free and work correctly from the beginning: Based on the provided table, approximately 37% of respondents hold the belief that Diana Host achieves this, while 18% disagree. Additionally, 5% express strong disagreement, and 40% maintain a neutral stance regarding this particular aspect of Diana Host's service quality.

Diana Host Ltd. consistently meets the promised time-frames for responding to customer inquiries or support requests: Based on the data in the table, it is apparent that when it comes to Diana Host Ltd.'s ability to execute services accurately on the initial attempt, 62% of customers are not agreeing with this statement. However, 10% of customers strongly agree with this notion.

Diana Host Ltd. maintains accurate and error-free records of customer accounts and interactions: Based on the information provided in the table, it can be observed that a significant portion of Diana Host Ltd.'s customers, specifically 70%, acknowledge and appreciate the company's commitment to addressing and rectifying errors. Of this group, 40% express acceptance, and an even larger percentage, 30%, strongly endorse this concern for error removal. Conversely, only a minority, 10%, do not accept or acknowledge this aspect of Diana Host's service.

3.1.5 Responsiveness

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Diana Host Ltd. keeps me informed about when I can expect the delivery of their services	12%	30%	42%	12%	4%
The employees of Diana Host Ltd. provide me with prompt and timely service	30%	30%	27%	7%	6%
Diana Host Ltd.'s employees are willing to help and assist me with any service related inquiries	25%	45%	10%	15%	5%
The employees of Diana Host Ltd. are never too busy to respond to my requests or support tickets	5%	15%	18%	37%	25%

Interpretation:

Diana Host Ltd. keeps me informed about when I can expect the delivery of their services:

Based on the data depicted in the graph, it is evident that a substantial portion, specifically 42%, of respondents remain neutral in their response. Meanwhile, 30% express agreement with the given statement, and a small minority, comprising just 4% of respondents, holds a contrary view by expressing disagreement with the statement.

The employees of Diana Host Ltd. provide me with prompt and timely service:

As per the information presented in the graph, 60% of customers affirm that Diana Host offers timely and prompt service. Conversely, a mere 6% of customers express a dissenting view, stating that Diana Host does not deliver services promptly.

Diana Host Ltd.'s employees are willing to help and assist me with any service related inquiries: Based on the visual representation provided, it becomes apparent that a majority of customers, specifically 70%, hold the opinion that employees at Diana Host are helpful. In contrast, only a small fraction, comprising 20% of consumers, express disagreement with this viewpoint, while 10% of customers maintain a neutral stance on the matter.

The employees of Diana Host Ltd. are never too busy to respond to my requests or support tickets: The information presented in the table reveals that, as per the survey findings, a significant portion of consumers, specifically 37% express disagreement with this viewpoint. Additionally, 25% of consumers strongly disagree with this sentiment, while 12% express disagreement with it.

3.1.6 Assurance

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The behavior of Diana Host Ltd.'s employees instills confidence in me as a customer	11%	22%	52%	12%	3%
I feel safe and secure when transacting with Diana Host Ltd.'s employees	20%	25%	27%	17%	11%
The employees of Diana Host Ltd. are consistently courteous and respectful in their interactions with me	13%	45%	20%	12%	10%
I am confident that the employees of Diana Host Ltd. have the necessary knowledge and expertise to answer my hosting-related questions	25%	32%	28%	10%	5%

Interpretation:

The behavior of Diana Host Ltd.'s employees instills confidence in me as a customer: According to the graph, it's apparent that half of the consumers, accounting for 52%, offer a neutral response to the subject. Meanwhile, 30% of customers agree with it, but a small minority, comprising just 3%, strongly disagree with the presented information.

I feel safe and secure when transacting with Diana Host Ltd.'s employees: Based on the data provided earlier, it's evident that 45% of consumers hold the view that the transaction process at Diana Host is both secure and seamless. However, customer opinions are divided, as 27% express

neutrality on this matter, while 11% express concerns, stating that the process is not secure or smooth.

The employees of Diana Host Ltd. are consistently courteous and respectful in their interactions with me: Based on the information presented in the table above, a significant proportion of consumers, specifically 45%, stance on the topic. Additionally, 13% of customers express agreement, while another 10% express disagreement with the subject matter.

I am confident that the employees of Diana Host Ltd. have the necessary knowledge and expertise to answer my hosting-related questions: Based on the information depicted in the graph above, it is evident that a combined 57% of consumers are in favor of the presented idea. Specifically, 32% agree with it, while an additional 25% strongly agree. Conversely, only a small fraction, constituting 5% of customers, strongly disagree with the notion.

3.1.7 Empathy:

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Diana Host Ltd provides individual attention, understanding and addressing my specific needs	11%	22%	12%	20%	35%
The operation hours of Diana Host Ltd are convenient and cater to the needs of all its customers	15%	45%	20%	15%	5%
The employees of Diana Host Ltd give me personal attention and show understanding towards service related concerns	10%	25%	40%	12%	13%
I feel that the employees of Diana Host Ltd understand and accommodate my special requirements for services	20%	34%	18%	10%	18%

Interpretation:

Diana Host Ltd provides individual attention, understanding and addressing my specific hosting needs: According to the data presented in the table above, it's evident that 33% of respondents agree with the notion that Diana Host offers personalized service and considerations. Conversely, 35% strongly disagree with this idea, and another 12% do not share the perspective of receiving personalized service from Diana Host.

The operation hours of Diana Host Ltd are convenient and cater to the needs of all its customers: Based on the information depicted in the graph, approximately 45% of consumers

agree that the service time provided is satisfactory. Additionally, about 20% of customers hold a neutral standpoint on this matter, while a smaller percentage, specifically 5%, believe that the service time is inadequate.

The employees of Diana Host Ltd give me personal attention and show understanding towards service related concerns: Based on the data illustrated in the graph, it is notable that 40% of customers maintain a neutral position regarding the level of attention provided by Diana Host's employees. In contrast, a significant portion, representing 35% of customers, strongly agree that sufficient attention is given. Conversely, 13% of customers hold a strong dissenting view, believing that Diana Host employees do not allocate enough attention to their customers' needs and concerns.

I feel that the employees of Diana Host Ltd understand and accommodate my special requirements for services: As depicted in the graph above, it is apparent that 34% of consumers have confidence in the employees' ability to comprehend their demands effectively. Meanwhile, a segment of 18% of customers remains neutral on this matter, neither affirming nor negating it. However, 18% of customers express disagreement, indicating a lack of belief in the employees' capability to understand their requirements.

3.1.8 Tangibles:

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Diana Host Ltd.'s technology have a modern and up-to-date appearance	13%	40%	12%	20%	15%
The physical facilities of Diana Host Ltd. are visually appealing and well-maintained	20%	35%	37%	5%	3%
The employees of Diana Host Ltd have a neat and professional appearance	25%	35%	16%	12%	12%
The materials associated with Diana Host Ltd.'s services, such as documentation and guides	18%	50%	12%	15%	5%

Interpretation:

Diana Host Ltd.'s equipment and technology have a modern and up-to-date appearance:

Based on the data presented in the graph, it's evident that 53% of customers (40% agree and 13% strongly agree) perceive that Diana Host utilizes modern technology. In contrast, 15% of customers strongly disagree with this notion, while 12% maintain a neutral stance on the matter, neither strongly agreeing nor disagreeing.

The physical facilities of Diana Host Ltd. are visually appealing and well-maintained:

As depicted in the graph, it's noticeable that 35% of consumers accept the idea that Diana Host personnel appear intelligent. In contrast, 3% of customers strongly disagree with this notion.

The employees of Diana Host Ltd have a neat and professional appearance: Based on the information provided in the table, it is evident that 35% of consumers hold a positive view, accepting the notion that Diana Host staff appear neat. In addition, a notable 25% of people strongly endorse the idea that Diana Host staff indeed present themselves in a neat manner. However, only 12% of customers disagree with this perception, indicating that the majority of consumers find the staff's appearance to be satisfactory.

The materials associated with Diana Host Ltd.'s services, such as documentation and guides: As depicted in the graph, it is apparent that a significant portion of consumers, specifically 68% in total (50% accept and 18% strongly accept), have a positive view of the materials associated with the service provided by Diana Host. However, a smaller fraction, constituting just 5% of customers, expresses a strong disagreement with these materials.

3.2 Problems

- Diana Host Ltd. is not able to meet the promised time-frames for responding to customer inquiries or support requests.
- The employees of Diana Host Ltd. are busy to respond to customer's requests or support tickets.
- Diana Host Ltd can't provide individual attention, understanding and addressing customer's specific needs.

3.3 Recommendations

- Provide additional training to customer support staff to enhance response efficiency and problem-solving skills.
- Utilize a ticketing system to organize and prioritize customer inquiries, ensuring that no request goes unanswered or delayed.
- Provide training to employees on effective time management techniques to handle customer requests without feeling rushed.
- Regularly conduct surveys to understand customer needs and preferences, allowing Diana Host Ltd. to tailor their services accordingly.

Conclusions

In conclusion, the research highlights crucial insights into Diana Host Ltd.'s services and customer perceptions. It's clear that a significant majority of customers appreciate Diana Host's reliability, with many acknowledging their commitment to error-free services and accurate record-keeping. However, challenges in responsiveness, particularly in meeting promised time-frames and providing personalized attention, need addressing. The study recommends enhanced training for support staff, efficient ticketing systems, and improved time management. Regular customer surveys are pivotal for understanding preferences. By addressing these areas, Diana Host Ltd. can ensure a more responsive, efficient, and customer-centric service experience, ultimately enhancing customer satisfaction and loyalty.

References

Valaire A. Zeithaml, Service Marketing, 7th Edition, McGraw Hill Education, India, 2013, Page no: (125-127)

Website of Diana Host Ltd Limited. [https:// https://www.dianahost.com/](https://www.dianahost.com/)

<https://www.websiteplanet.com/web-hosting/dianahost/>

<https://basis.org.bd/company-profile/17-09-909>

<https://www.whtop.com/review/dianahost.com>