

Internship Report
On
“Evaluation of Customer Satisfaction in an
Educational Consultancy Firm: A Case of B-
Fortunate”



Submitted by:

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ID: 201-14-945

55th Batch, Major: Finance

Department of Business Administration

Daffodil International University

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Consultancy Firm: A Case of B-Fortunate

Submitted To

Md. Kamruzzaman Didar
Assistant Professor and Head
Department of Innovation & Entrepreneurship
Faculty of Business & Entrepreneurship
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Submitted by:

Belal Hosen
ID: 201-14-945
55th Batch, Major: Finance
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Date of Submission: December, 2025

Letter of Transmittal

December 17, 2025

Md. Kamruzzaman Didar

Assistant Professor and Head

Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

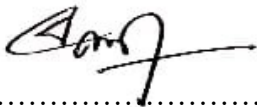
Subject: Submission of Internship Report on “**Evaluation of Customer Satisfaction in an Educational Consultancy Firm: A Case of B-Fortunate**”.

Dear Sir,

It is an immense pleasure for me to submit the internship report on “**Evaluation of Customer Satisfaction in an Educational Consultancy Firm: A Case of B-Fortunate**” for fulfillment of MBA program, Major in Finance at Department of Business Administration in Daffodil International University. I have tried my best to analyze the customers’ satisfaction of B-Fortunate in this report.

I would like to express my gratitude for your valuable guidance, continuous support, and constructive feedback throughout this project. I sincerely expect that it will come up to your expectations.

Sincerely Yours



.....
Belal Hosen

ID: 201-14-945

Batch: 55th

Major: Finance

Master of Business Administration

Acknowledgement

At the very beginning, I would like to express my deepest gratitude to the Almighty for giving me the strength, knowledge, wisdom and ability to carry out this report and the composure to finish the task within the scheduled time.

I would like to pay my gratitude to our honorable Teacher Mr. **Md. Kamruzzaman Didar** (Assistant Professor and Head of Department of Innovation & Entrepreneurship) Faculty of Business & Entrepreneurship, Daffodil International University who has assigned me this report work and given mentoring, guidance, supervision and at most support to accomplish the study.

Secondly, I would like to express my sincere gratitude to **B-Fortunate**, the educational consultancy where I completed my internship, and to my organizational supervisor, **Mr. Tanjir Anam Saikat**, Public Relations Manager of B-Fortunate, for providing me with the opportunity to learn about various tasks and gain valuable insights related to marketing, brand promotion, and many other aspects. I would also like to extend my heartfelt thanks to all the members of the Public Relations and Counselling Team at B-Fortunate for their continuous support and for helping me acquire a wide range of knowledge throughout my internship.

Finally, I also express my gratitude to my family specially. I am indebted to my parents and grandfathers for all their provision, love, care and prayers.

Supervisor Certificate

This is to certify that the internship report on “**Evaluation of Customer Satisfaction in an Educational Consultancy Firm: A Case of B-Fortunate**” has prepared for the degree of Master of Business Administration (MBA) major in Finance from Daffodil International University by **Belal Hosen**, Student **ID 201-14-945** under my supervision. He has been completed the internship at the B-Fortunate.

No part of the internship report has been submitted for any degree diploma, title, or recognition before.

I wish him success in life.



.....
Md. Kamruzzaman Didar

Assistant Professor and Head

Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

In this report, I talk about the internship I did at B-Fortunate. In this report, I've written about the ideas and concepts I've seen and heard about during my internship at this educational consultancy.

This internship report presents an in-depth analysis of customer satisfaction at B-Fortunate, an educational consultancy firm specializing in overseas education services. This report's objectives are to assess how well the business satisfies customer expectations and pinpoint areas in need of development.

The paper comprises five sections: Introduction, Company Overview, Literature Review, Analysis, and Findings with Recommendations. The primary data were obtained using a structured questionnaire and 60 respondents, whereas secondary data were obtained using the company documents and online resources.

The findings indicate that the majority of the clients are pleased with the professionalism of B-Fortunate staff, its responsiveness, and communication. Nonetheless, the areas that require some enhancements are the consistency of counselling, effectiveness of its services, and marketing outreach. Some of the recommendations are improved staff training, digital integration of processes and diversified promotional activities as a way of doing things to better customer satisfaction and brand positioning.

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Chapter 01

Introduction

1.1 Introduction:

B-Fortune is among the most respected and well-known international education consultancy firms and has been offering consultancy services to students in more than 35 countries across the world. This organization was offered to me as an intern at a critical point in its growth because it is currently working on establishing and growing its brand in the market. The company is still immature in its developmental stages and its operations, and yet there are high potentials of solidifying its brand. Employment in this sector has been very interesting because every day I am able to learn and practice new ideas like creating new strategies that will increase brand awareness, learning the basics of brand building and maintaining official social media accounts. These work experiences are a direct supplement to the theoretical knowledge that I have obtained in my course in Product and Brand Management. Also, this internship has helped to enhance my communication techniques because of frequent contacts with clients and partner agencies (Jääskelä et al., 2021).

1.2 Scope of the study:

The education consultancy industry in Bangladesh presents itself with massive opportunities to develop. Factors such as lack of sufficient seats in the well-known public universities deny many qualified students a chance of admission. Additionally, high education is not always available because of the high prices of the private universities. Therefore, studying overseas has gained popularity among the Bangladeshi students. This gives a chance to consultancy agencies such as B-Fortune to mentor and assist students to study abroad.

1.3 Objectives of the Study:

The objectives of the study are as follows:-

- To evaluate overall customer satisfaction with B-Fortunate consultancy services.
- To identify key factors influencing client satisfaction.
- To examine the effectiveness of the firm's student support system.
- To recommend strategies for improving customer satisfaction and service quality.

1.4 Methodology of the Study:

The methodology section is an essential component of this study, and it is intended to efficiently meet the stated research objectives. It describes the processes used for data gathering, data processing, and sampling. Both primary and secondary sources provided the data required to compile this study. Primary data was collected using formal methods such as direct involvement and observation, while secondary data was obtained from scholarly papers, annual reports, and online sources. Together, these resources produced comprehensive and reliable results for the study.

1.4.1 Data source:

Data for this report has been extracted from **primary sources** as well as **secondary sources**.

1.4.1.1 Secondary Data Collection:

Both primary and secondary data were used to finish this study. To improve knowledge of the subject, pertinent material was examined, including books, published and unpublished theses, earlier reports, and B-Fortunate internal papers. Additionally, the internet served as a major source of secondary information, providing access to various research materials and industry insights. A significant portion of the data was collected from B-Fortunate official website and its branch offices to ensure accuracy and relevance.

1.4.1.2 Primary Sources:

Study Area: The B-Fortunate Uttara branch was selected as the study area.

1.4.2 Study Sample:

1.4.2.1 Selection of the Study Area:

Study Area: The B-Fortunate Uttara branch was selected as the study area.

1.4.2.2 Selection of the study sample:

Within this branch for the picked up sample of B-Fortunate customer's satisfaction, 60 customers collect from office visit. They are all interviewed through a structured questionnaire.

1.4.2.3 Method of Data Collection:

The method of data collection will be:

□ Form of Questionnaire

1.4.2.4 Analysis of Data:

The data collections completed after analysis and processing data. Which kinds of data are necessary and which kind of data unnecessary that had justified and included into Microsoft word.

1.5 Limitations of the Report:

It was difficult for me to fully satisfy the required level of analysis and depth because this issue is somewhat new to me. Nonetheless, every attempt has been taken to ensure that this internship report is as accurate and thorough as possible. Despite these attempts, the study had certain drawbacks, which are briefly covered below:

- Respondents also don't have enough time to detail discuss with us. This time they were busy schedules.
- There was limited existing research or prior data on B-Fortunate customer satisfaction levels, which made it difficult to compare or validate the current findings.
- The given time for conducting the survey was not enough
- The knowledge confined of the researcher was another limitation for the study.
- Some participants may have provided socially desirable answers rather than their honest opinions, especially when discussing sensitive or negative experiences.
- Data interpretation became increasingly difficult since some respondents' comments seemed to be inconsistent or at odds with the researcher's expectations or knowledge.

Chapter-2

About B-Fortunate

2.1 Company Overview:

Settle Your Dreams in 35 Countries, B-Fortunate is constructed by reality, labor on reality, and deserves by fantasies.

2.1.1 Mission:

To support and help students realize their educational and career objectives by making available to them international educational opportunities. To advertise learning institutions through promotion strategies that are effective and efficient to reach many people and have influence.

2.1.2 Vision:

These students are recruited and this lays emphasis on mutual gains that such a partnership has on the institution and the learners. It is found to be of critical importance that the organization assists students in their transition to higher education enabling them to acquire the skills and confidence that would lead them into becoming successful and self-directed learners.

2.2 Organizational Management Practices:

There is a well-organized management system at the work place and the departmental head conducts regular appraisal of the performance of the staff. A timetable must be strict, because of the high number of pupils served on a daily basis. The top management makes key decisions regarding student applications, the senior consultant provides first time counseling and visa assistance.

2.3 Educational Counseling and Guidance:

Educational counseling is critical in the contribution to the value and effectiveness of education. It entails the effective and ethical application of interpersonal communication aimed at ensuring that students become self-aware, learn how to manage their emotions and personal growth. Through good counseling, the available resources are used best and confidence and motivation among students are increased. At B-Fortune, students are offered free counseling services that would help in meeting their academic and career objectives. Ed consultants do not only help the student in academic and career planning, but also in emotional and psychological issues. As most students are not quite sure of what career to pursue, appropriate counseling aids in confusion, anxiety, and fear to a minimal level, making them make sound and confident judgments regarding their future.

2.3.1 Purpose of the Study:

Studying abroad is not a problem that many Bangladeshi students encounter when they are applying to foreign universities because, they lack trustworthy information regarding the issue. B-Fortune was created as a means to close this gap by offering the correct information regarding admissions and visa process. The organization aids the students in making a full documentation, preventing any pitfalls and even guide them in visa procedures of the countries where there is no embassy in Bangladesh. By means of these attempts, B-Fortune is going to help students to reach their academic targets and establish successful international careers.

2.4 Operational Management and Information Systems:

B-Fortune relies on its internet and social media networks, especially Facebook, to reach its prospective students and promote its offerings. Once the inquiries are received, the team calls the students and gets to know what they intend to study and offers them free counseling depending on their profiles. The applications that meet the requirements are then sent to affiliate institutions. The top management oversees the visa processing, communication with the embassy and organization of interviews as well. No fee is imposed on the students because B-Fortunate is paid a commission by the partner institutions whenever a student is successful in the visa application.

2.5 Industry Overview and Competitive Analysis:

2.5.1 Complete Admission-to-Visa Services:

B-Fortunate guarantees a seamless and stress-free application process by providing students applying to international colleges with comprehensive advice. In addition to providing students with correct and speedy visa applications, the business helps students choose appropriate schools and programs depending on their qualifications. In order to guarantee successful placement, the team works with the appropriate embassies to swiftly process applications after all necessary paperwork has been provided.

- Information
- Study Abroad Consultation
- University/ College Admission Guidance
- Visa Assistance
- Career Counselling
- Work Permit

2.5.2 Consultancy:

B-Fortune offers the exclusive consulting services with the aim of fulfilling the unique demands of students who seek to be enrolled in colleges in different parts of the globe. Although most students seek admission and visas individually, they tend to have difficulties in their quests because of different rules and regulations found in different countries and institutions. To overcome these challenges, B-Fortunate provides detailed advice to students facing troubles in the admission or visa process to help them smoothly transition to their destinations of study to foreign schools of their choosing.

- Information
- Study Abroad Consultation
- University / College Admission Guidance
- Career Counselling
- Work Permit

2.5.3 SWOT analysis for B-Fortunate:

Strengths: B-Fortunate focuses on the business of offering comprehensive educational assistance, including study abroad consultation, university/college admissions counseling, visa assistance, career counseling, as well as work permit counseling. These services also show that the firm is committed towards assisting customers in realizing their academic and professional objectives in a productive manner.

Weakness:

The problems facing B-Fortunate include lack of proper coordination of leadership, increased breakdown in communication with the related partners and the absence of a dedicated HR department. The working environment may also be enhanced to encourage a better working environment.

Opportunities:

B-Fortunate has a large development potential as it is able to fill existing gaps in the marketing of the education consulting industry. Through proper targeting and positioning, the company can expand and appeal to additional students who require foreign education.

Threats:

Other organizations are seen as untrustworthy by the students because of the high competition, and dishonest business approaches. This puts B-Fortunate in a challenging position of winning the full confidence of its customers and competitiveness.

Chapter 03

Literature Review

3.1 Literature Review:

Consumer satisfaction is one of the prime indicators on the effectiveness of a business to provide products or services that exceed or match consumer expectation. It is a performance measure of the crucial nature of firms and offers viable data on how the improvement of overall service quality can be achieved. Firms dealing with customer satisfaction at the forefront are likely to make more profit, gain a positive brand image, and have loyal customers. Companies, which do not meet the expectations of clients, in turn, cannot survive in the market. Once consumers are satisfied, the firms gain in the form of improved customer retention, a greater number of clients and assets in the long-term.

The customer satisfaction refers to the outcome of a customer perception, evaluation and emotional response to the entire experience of a product or a service (Yi, 1990). Satisfaction is the feeling of fulfillment and dissatisfaction an individual achieves as a result of comparing perceived performance of a product or a service with his/her expectations and perceptions of how the service or product should perform (Kotler, 2000). Other scholars such as Churchill and Surprenant (1992) and Oliver (1980) had earlier conceptualized the concept of satisfaction in terms of a post purchase assessment of a particular purchase decision. Yang and Fang (2004) further explain that despite customers demanding simplified or cheap services, they still demand some of the basic standards of service provision. This points to continued applicability of traditional customer service aspects even in the minimal service models. According to Fecekova (2004), customer satisfaction is directly proportional to the quality of service as well as the profitability of a company, hence it has become a major objective of the contemporary business.

There are two primary interpretations of customer satisfaction in the literature which include process and outcome (Parker and Mathews, 2001). Salomon (1991) defines it as an attitude towards a product or service in general, whereas Gustafsson (2005) refers to it as a wholesome assessment of a performance of an offering. The general satisfaction has been established to play a major role in customer loyalty and intentions regarding future behavior in different industries.

Customer behavior and service quality is usually described as the most powerful sources of satisfaction. The quality of the service is usually measured in terms of the relation between the expectations and the real service being provided to the customer. Gronroos (1990) points out that the judge service quality of customer largely is determined by interpersonal interactions including

communication with service staff. The authors of the article by Bolton et al. (1998) state that the difference between the expectations and the actual performance of the service results in service quality. A number of researchers have also argued that quality service is key in ensuring customer satisfaction (Cronin and Taylor, 1992; Alexander et al., 1994), frequent business (Schneider and Bowen, 1995), loyalty (Zeithaml et al., 1996) and customer retention (Zeithaml et al., 1996).

Increased customer satisfaction will lead to higher market share, long term profitability and competitiveness. Steenkamp (1989) had a conclusion that services quality plays a significant part in customer retention. Fornell (1992) also pointed out customer satisfaction is important in ensuring customer loyalty. According to Kim et al. core service delivery, value added service, and customer support are some of the factors that can be measured when it comes to customer satisfaction especially in industries such as telecommunication. On the same note, Deng et al. note that better service quality will increase the level of satisfaction, which will lead to increased customer loyalty and purchase intentions.

Long-term loyalty is also heavily encouraged by providing efficient service. According to Kandampelly (1998), customers who are satisfied tend to be more loyal, will increase the amount they spend, and will refer others to the services. Keiningham et al. (2007) affirm that satisfied customers have high chances of returning, and recommending new customers and aiding the growth of the business. Consistent with this, Chen (2008) discovered that when the quality of service is improved, the future use intentions increase. Quality of service received is therefore closely related to customer loyalty (Coner & Gungor, 2002). Lai (2004) also found out that there was also a positive strong correlation between the quality of service, customer satisfaction, and future purchasing decisions. Brown and Gulycz (2001) also state that customer satisfaction is a strategic tool of retaining customers and business sustainability.

Besides, providing superior customer service does not merely entail satisfying expectations, but it entails discovering and knowing what the customers actually desire. According to Hanson (2002), companies need to come up with mechanisms that will consistently fulfill such needs. Since the service quality is more important to customers, researchers and practitioners are becoming more interested in the delivery and experience of services.

These are particularly applicable in the context of educational consultancy as in the case of B Fortunate. Consultancy firms provided to help academic and career choices that are critical to making, as service providers, should be reliable, empathetic, and efficient. Viable dimensions of

service quality that are directly related to customer satisfaction, and long-term relationships with a client are trust, clarity, and follow through.

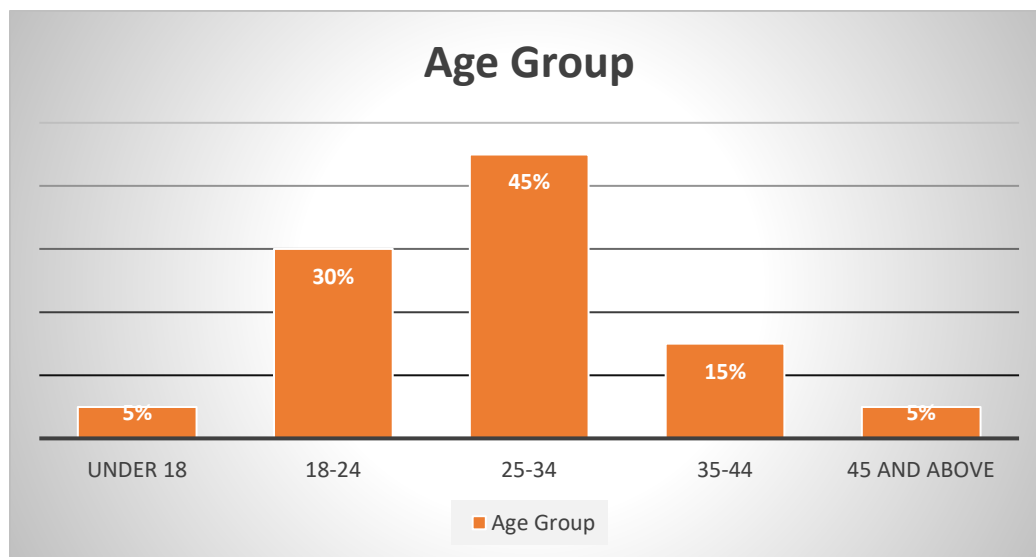
Chapter-4

Analysis of Customer Satisfaction in B-Fortunate

4.1 Survey Outputs:

The research is a poll conducted among 60 customers, who have been questioned about their level of satisfaction with B-Fortunate, an educational consulting company. The pie and bar charts indicate the distribution and frequency of the replies with the major demographic patterns, satisfaction rates, and spheres where the consultancy is doing well or should be doing better. The observations made in this visualization may assist the company to advance its services and stand better positions to meet the needs of its customers.

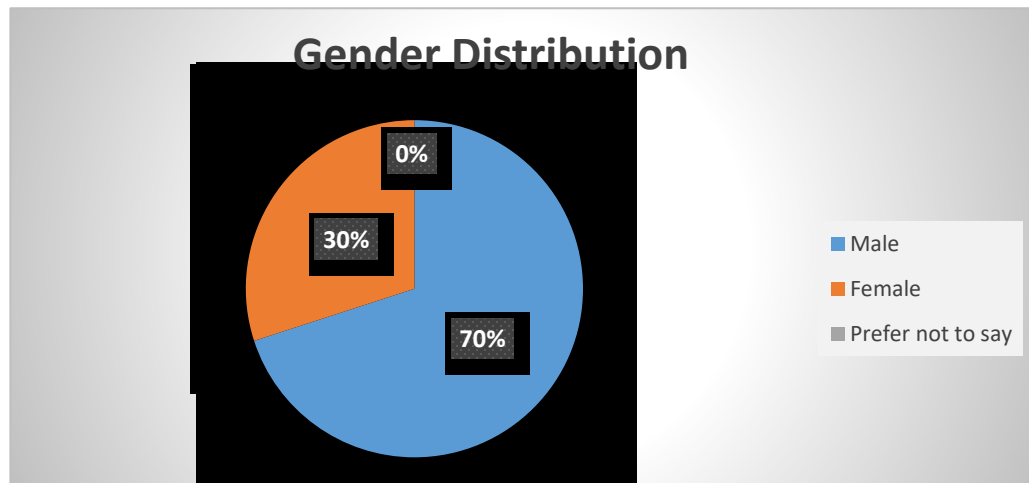
1. What is your age group?



Interpretation:

The majority of the responders (45% were between 25-34 years of age) and 30% (18-45 years) and under 18 years (5%). This is an indication that the B-Fortune services are highly consumed by the youth, especially those who are in early and mid-career stages or those with international educational prospects.

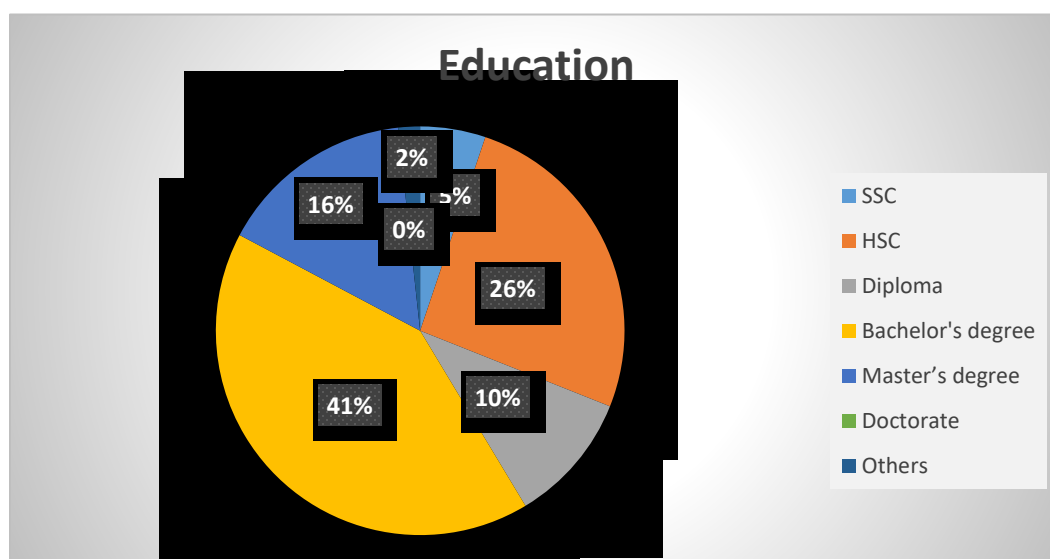
2. What is your gender?



Interpretation:

The results show a male-dominated sample, with more than two-thirds of responses being male. Female viewpoints are underrepresented compared to males. The survey's "prefer not to say" option indicates that people felt comfortable expressing their gender identification.

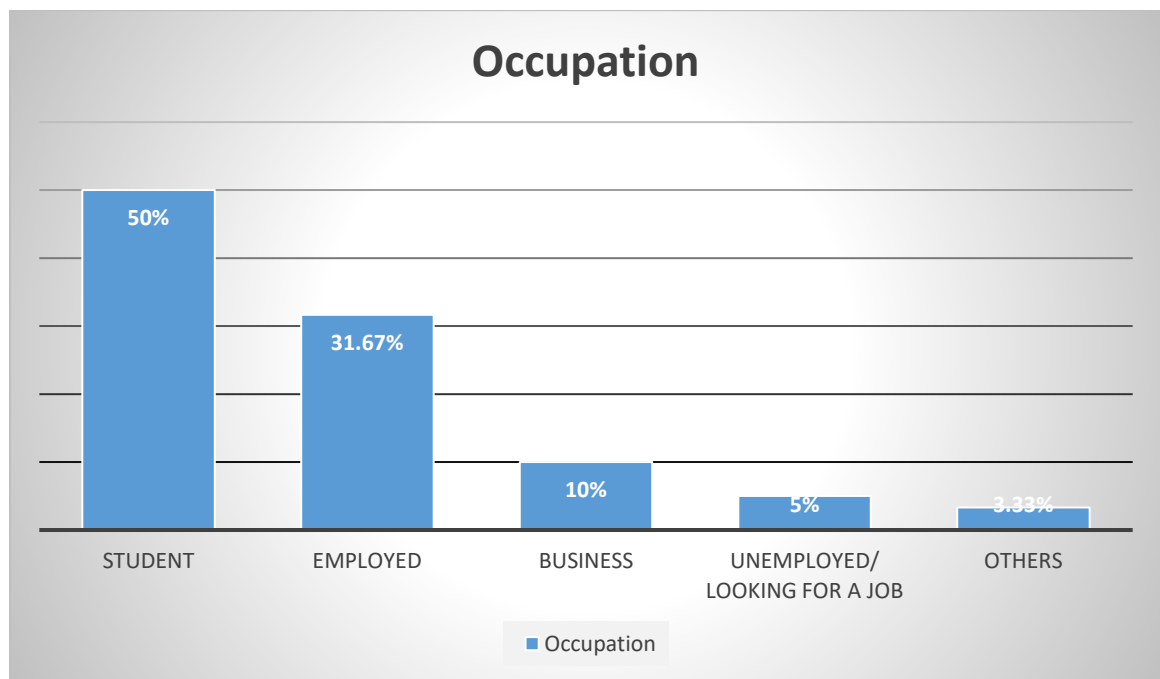
3. What is your highest level of education?



Interpretation:

Bachelor's degree holders make up 41% of answers, followed by HSC (26%) and Master's (16%). Very few come from SSC, Diploma, or Doctoral programs. This suggests that the consulting mostly targets clients in the undergraduate and pre-university levels.

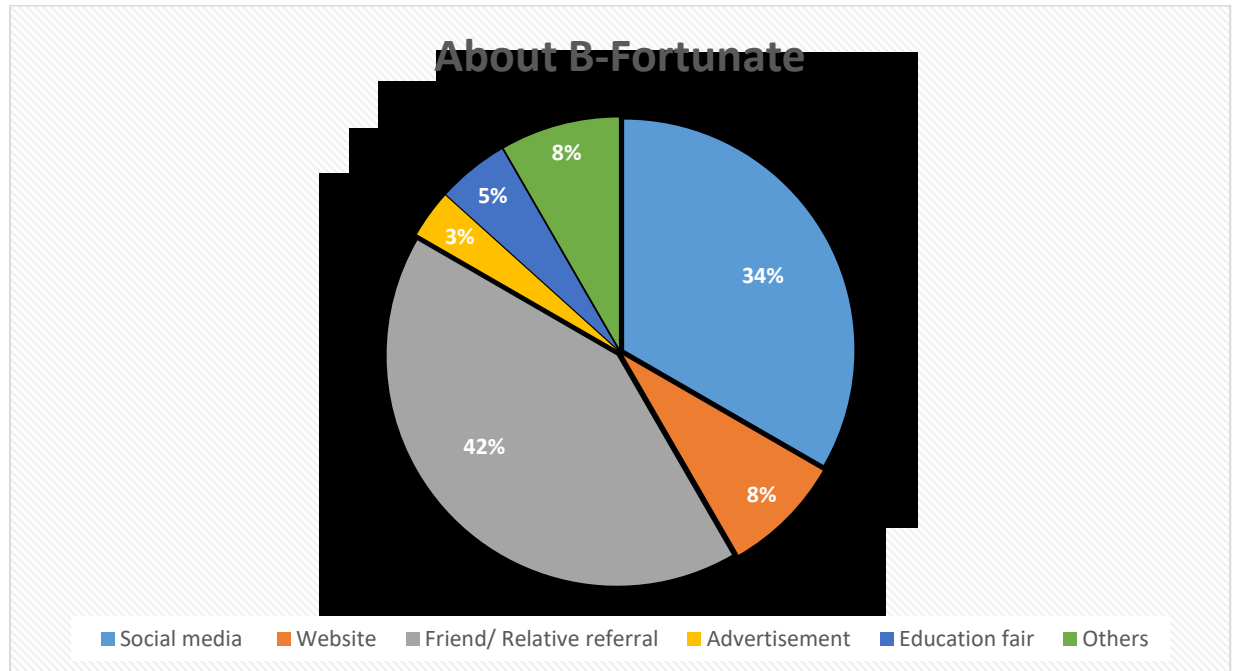
4. What is your current occupation/ status?



Interpretation :

Students account for 50% of all responders, followed by employed persons (31.67%), business people (10%), unemployed people (5%), and others (3.3%).

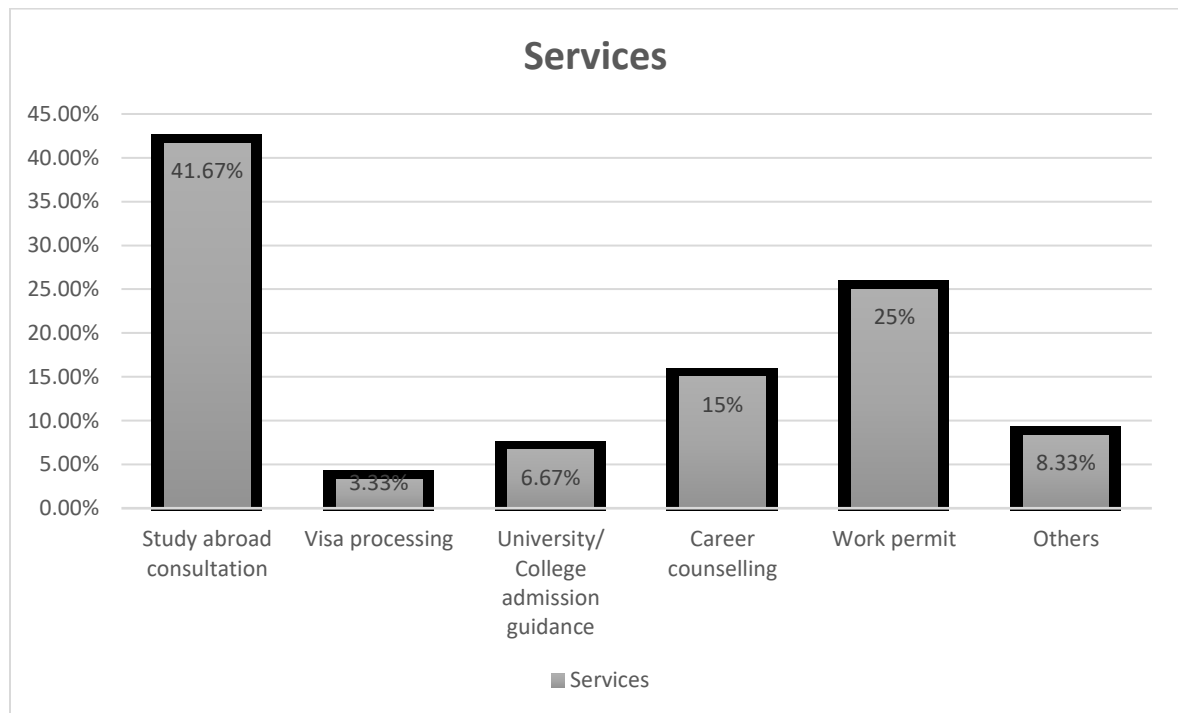
5. How did you first hear about B-Fortunate ?



Interpretation:

Most of the respondents (42%), learned about B-Fortunate because of a recommendation by friends or family members, which is a testimony to the power of word-of-mouth as a marketing strategy. Online platforms are also important with social media (34) being a significant source. The moderate role in increasing the awareness is taken by Websites and Others (8% each). Minor contribution is made by education fairs (5%). Advertisements (3 percent) are the weakest, which means that they have a limited reach or impact.

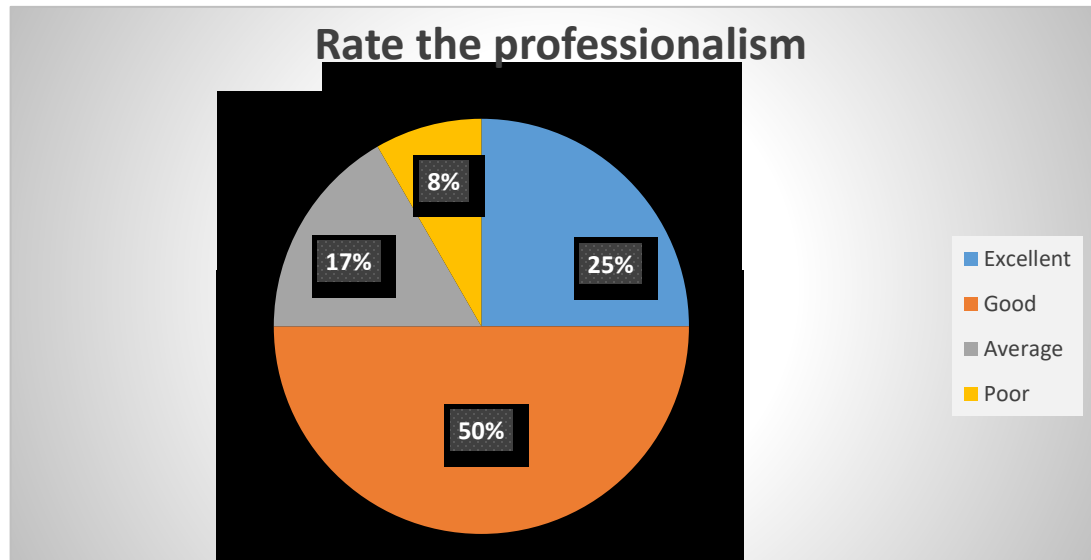
6. Which are the following services of B-Fortunate have you used?



Interpretation:

Study abroad consultation (41.67%), is the most popular service. The second one is work permit (25%). Career counseling comes in the second place at 15%. The rest are less common (8.3%), and so is university/college admission guidance (6.67%). The least demanded service is the processing of visas, which takes 3.3 percent.

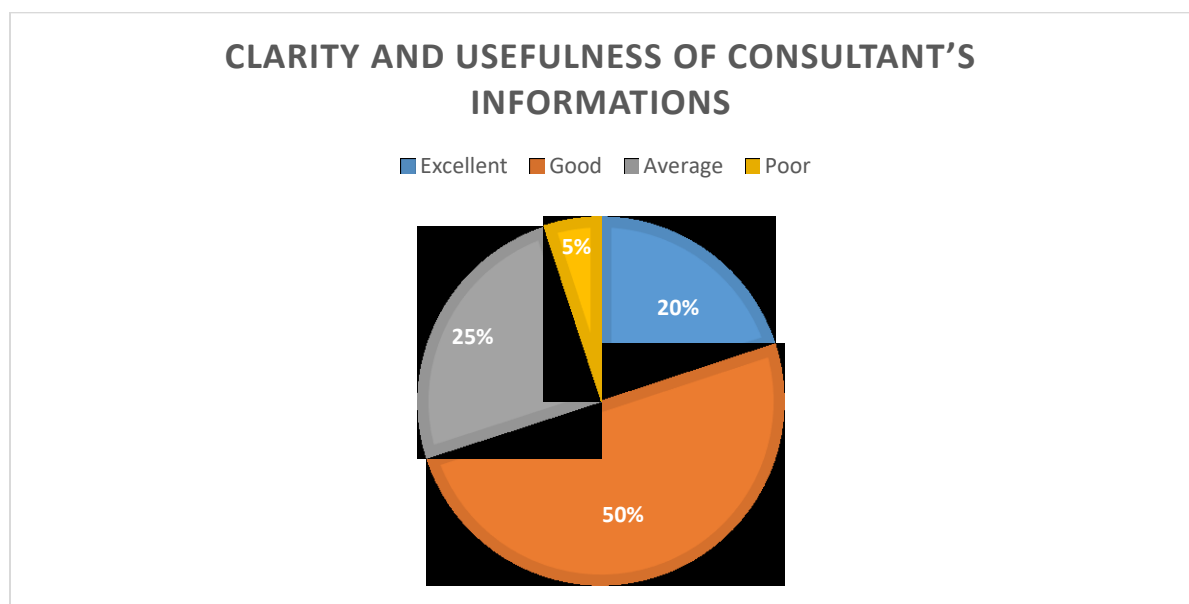
7. How would you rate the professionalism of our staff?



Interpretation:

In the poll on professionalism, fifty percent (50) of the respondents rated it Good with 25 per cent rating it Excellent. Fewer considered it to be Average (17%), and few considered it Poor (8%). On the whole, 75 percent of respondents gave positive comments, which means that a good sense of professionalism was generally positive.

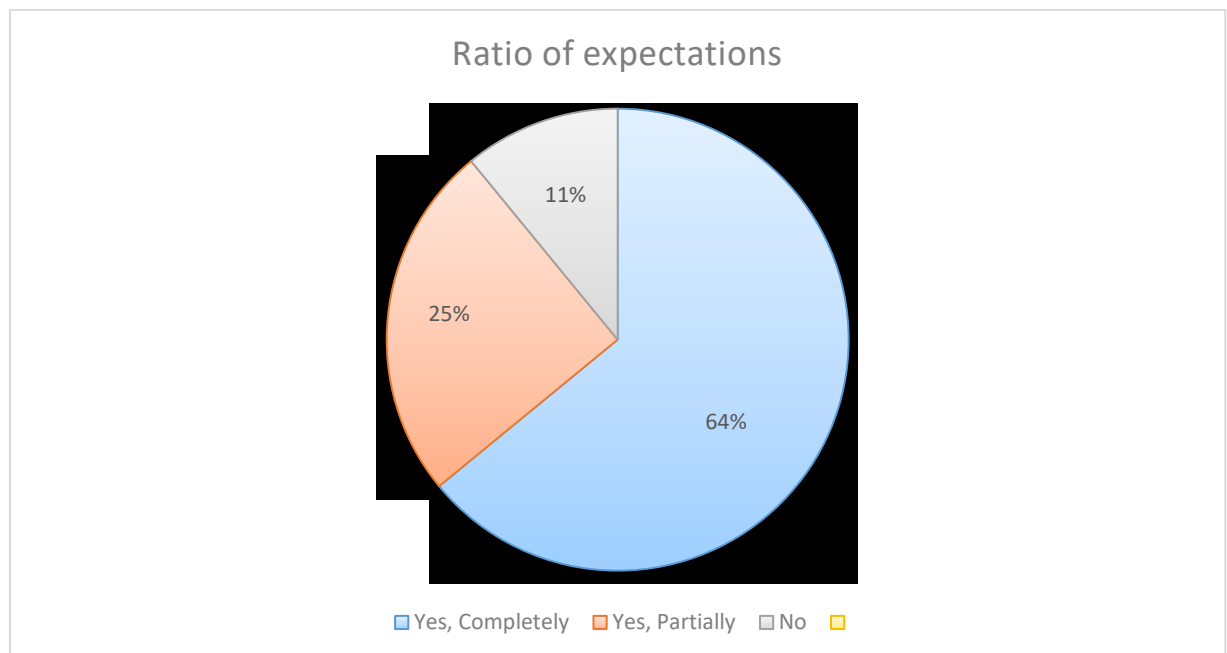
8. How clear and useful was the information provided by our consultant?



Interpretation:

The pie chart shows that most of the respondents were satisfied with the level of knowledge possessed by the consultant with 50% rating it Good and 20% as Excellent. Approximately a quarter believed it to be average with only 5% regarding it as poor. All in all, 70% made good comments, and this was an indication that there is yet to be successful communication, increase in clarity, and specificity.

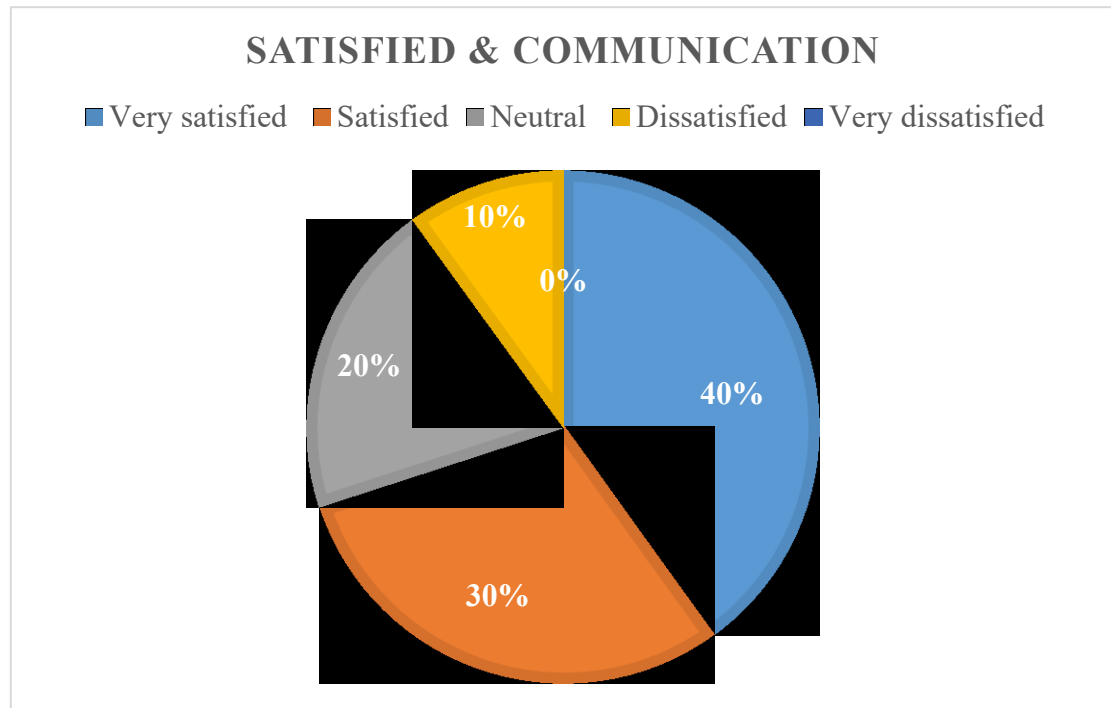
9. Did the service(s) meet your expectations?



Interpretation:

Based on the poll, most respondents (64%) said their expectations had been entirely met, although a quarter of those who responded said their expectations had been partially met. The amount of respondents who were not met is only 11%. The statistics show that there is an overall positive service satisfaction.

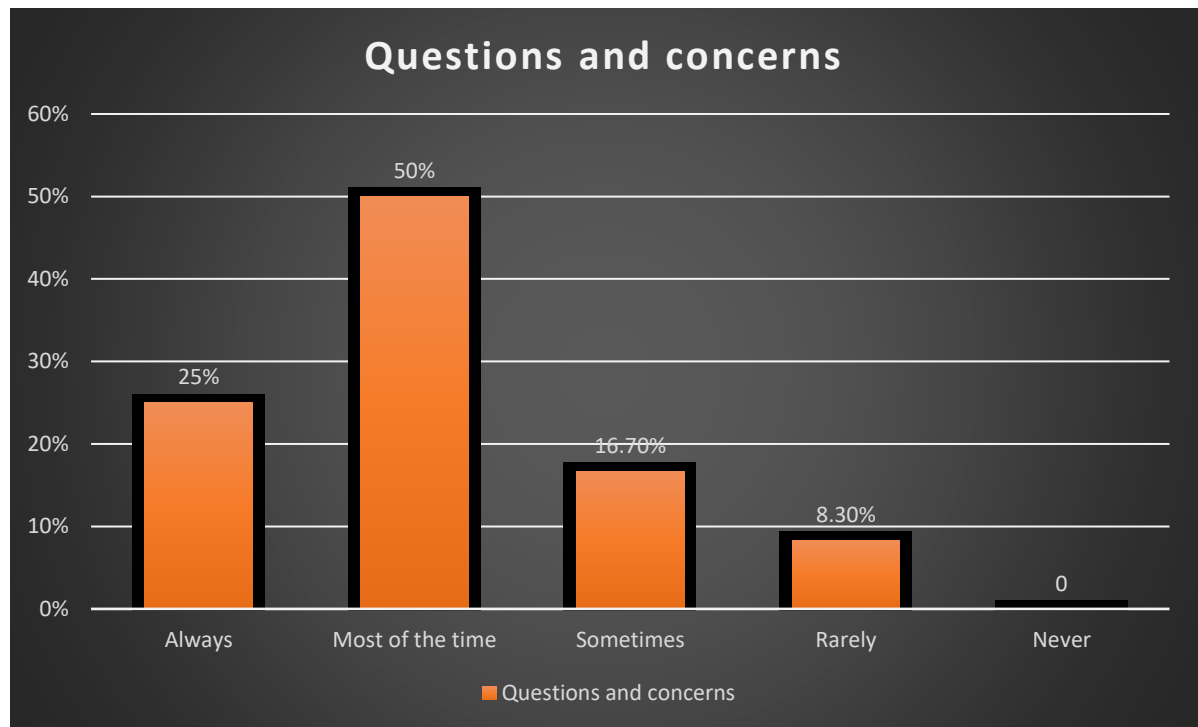
10. How satisfied are you with the communication during the process?



Interpretation:

The outcome of the results shows that the level of satisfaction with communication is high. The majority of responders expressed that they were extremely happy (20) then satisfied (15), and 10 were indifferent. The percentage of people who expressed dissatisfaction (5) was very low, and none of those expressed extreme dissatisfaction. All in all, the feedback focuses on positive communication and generally provides positive responses.

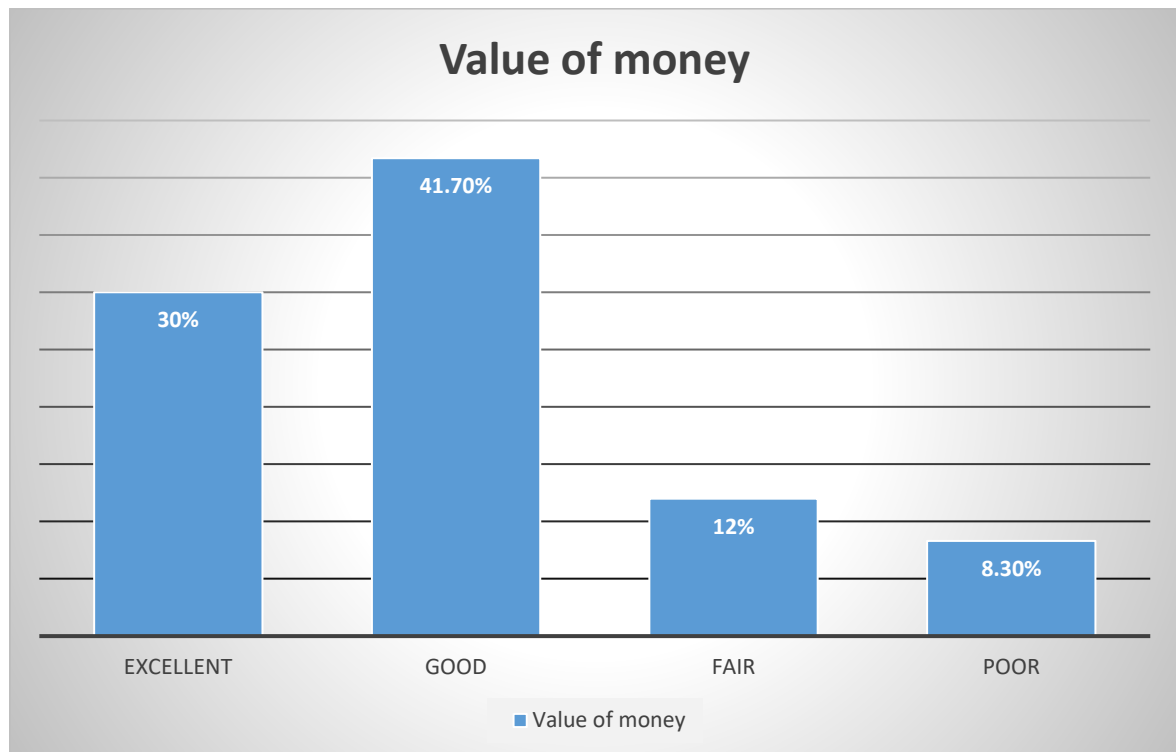
11. Was our team responsive to your questions and concerns?



Interpretation:

The bar chart presents the responses of the respondents on the frequency of their enquiries and concerns being answered by the firm. As per the findings, half of the respondents indicated that they dealt with their issues most of the time, and twenty five percent indicated that they dealt with them all the time. In the meantime, 16.7 per cent indicated that their questions were answered occasionally, 8.3 per cent said it happened once in a while, and none said never. All in all, the data show that the consultant is generally attentive to the concerns of the customers, whereas greater regularity in communication and follow-up could enhance the client satisfaction.

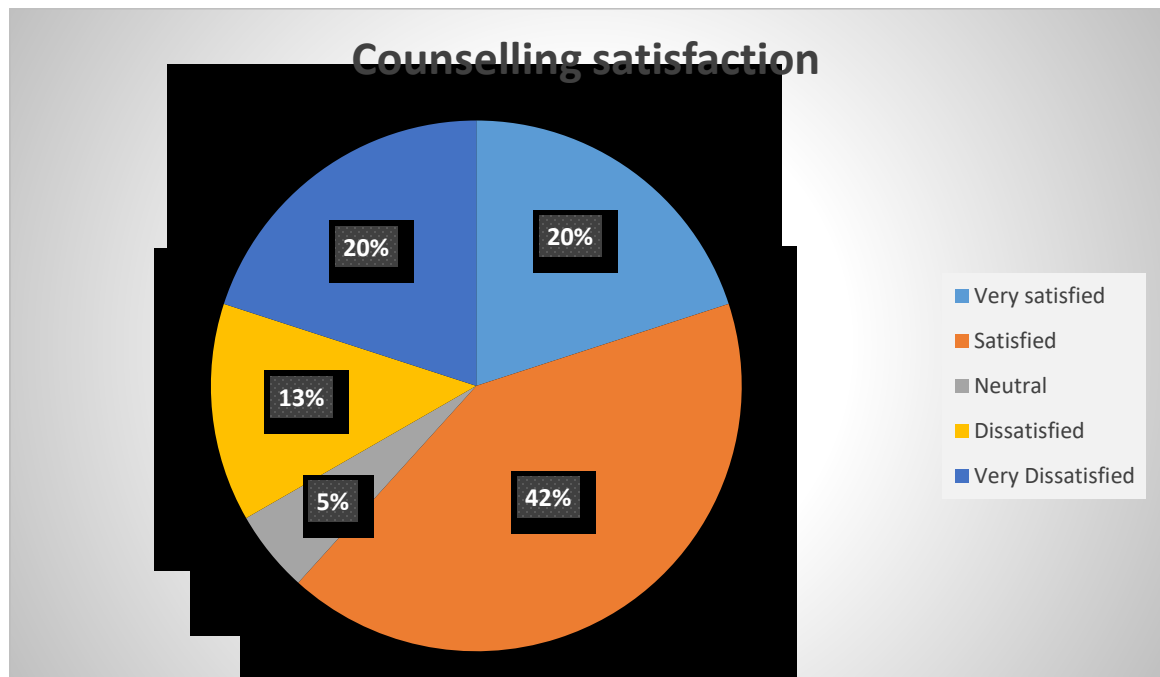
12. How do you rate the value for money of our services?



Interpretation:

The above bar chart represents the perception of respondents with regard to the money that services provided by consultancy were worth. According to the result, 41.7% of respondents responded well on value, this showed that most of Customers had received in terms customer service was valued for money spend. Also, 30% of clients rated it Excellent reflecting the value placed on the services of consultancy. However, 12% of the participants rated satisfaction Fair (satisfaction), while 8.3 as Poor (dissatisfaction) which is less towards dissatisfaction in cost effectiveness.

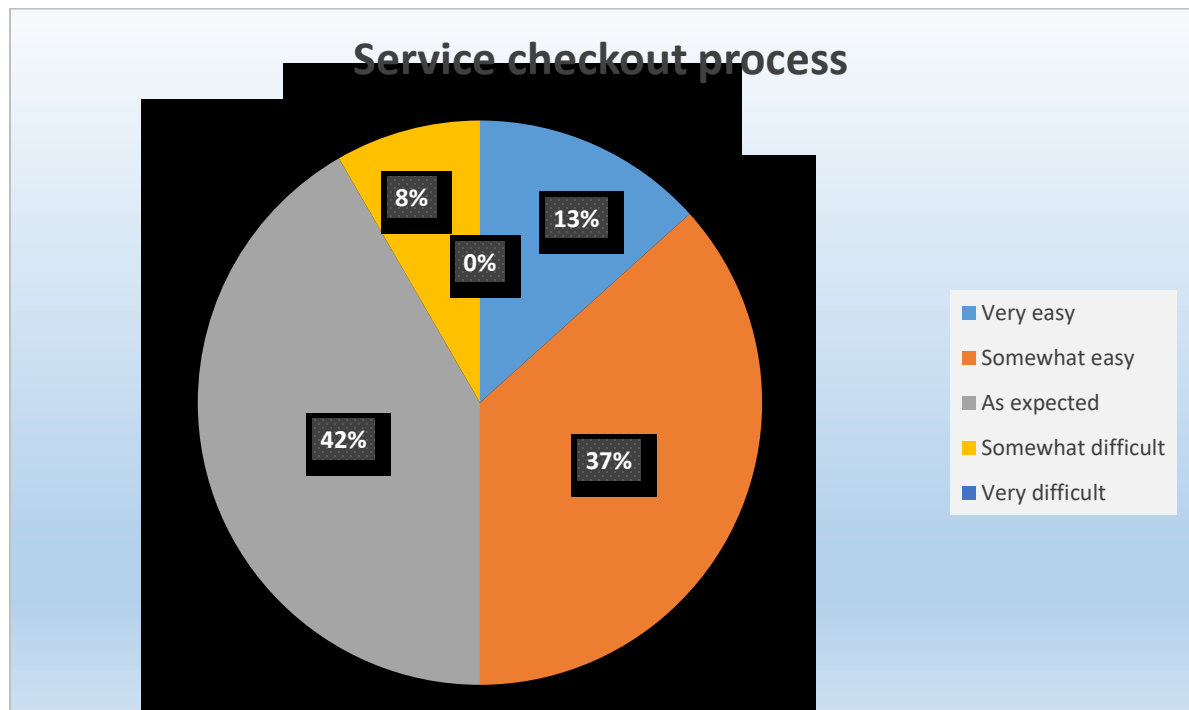
13. How satisfied are you with the counselling/ advising quality?



Interpretation:

According to the counselling satisfaction survey findings, the majority of respondents (42%) were happy, with 20% being extremely satisfied. Meanwhile, 20% of participants reported being extremely unhappy, 13% dissatisfied, and only 5% indifferent. Overall, these findings indicate that the majority of respondents had a pleasant experience with the counselling services, however a significant number indicated discontent, which may require additional investigation.

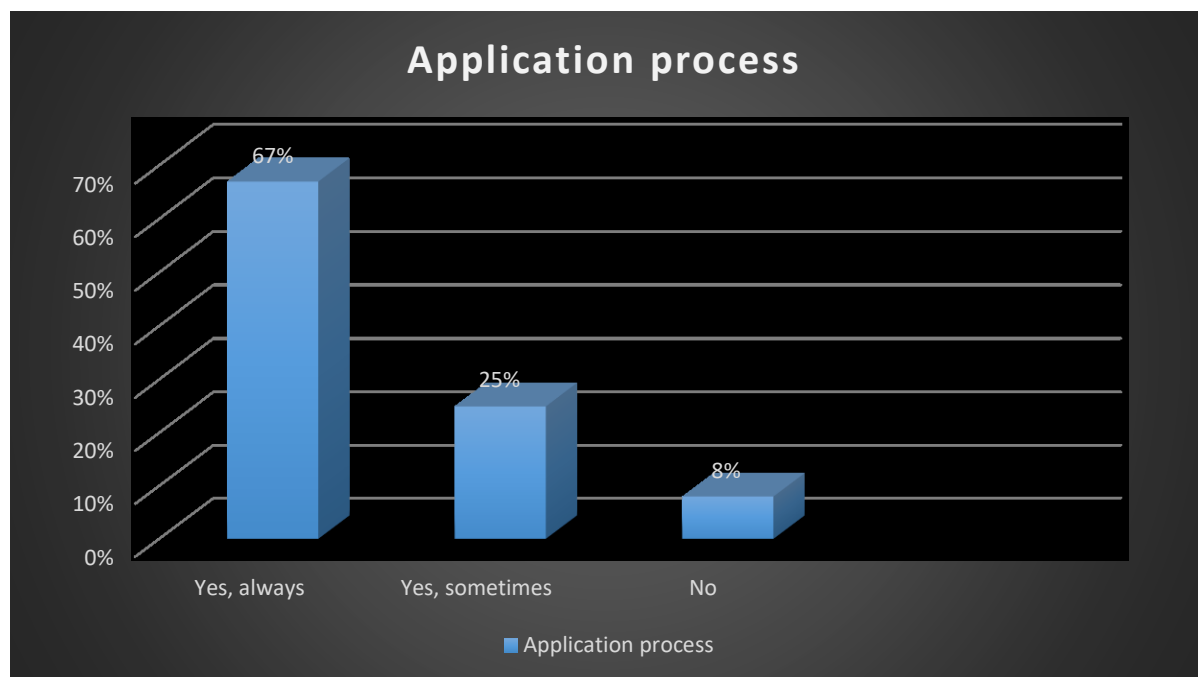
14. How easy was your service completion/ checkout process?



Interpretation:

According to the findings, 42% of respondents regarded the service checkout procedure to be as expected, with 37% rating it as somewhat easy. Only 13% thought it was very easy, with a smaller fraction finding it rather challenging (8%) or extremely difficult (0%). Overall, most customers had a neutral to favorable experience, indicating that the checkout procedure is usually good but may be reduced further for more consumer convenience.

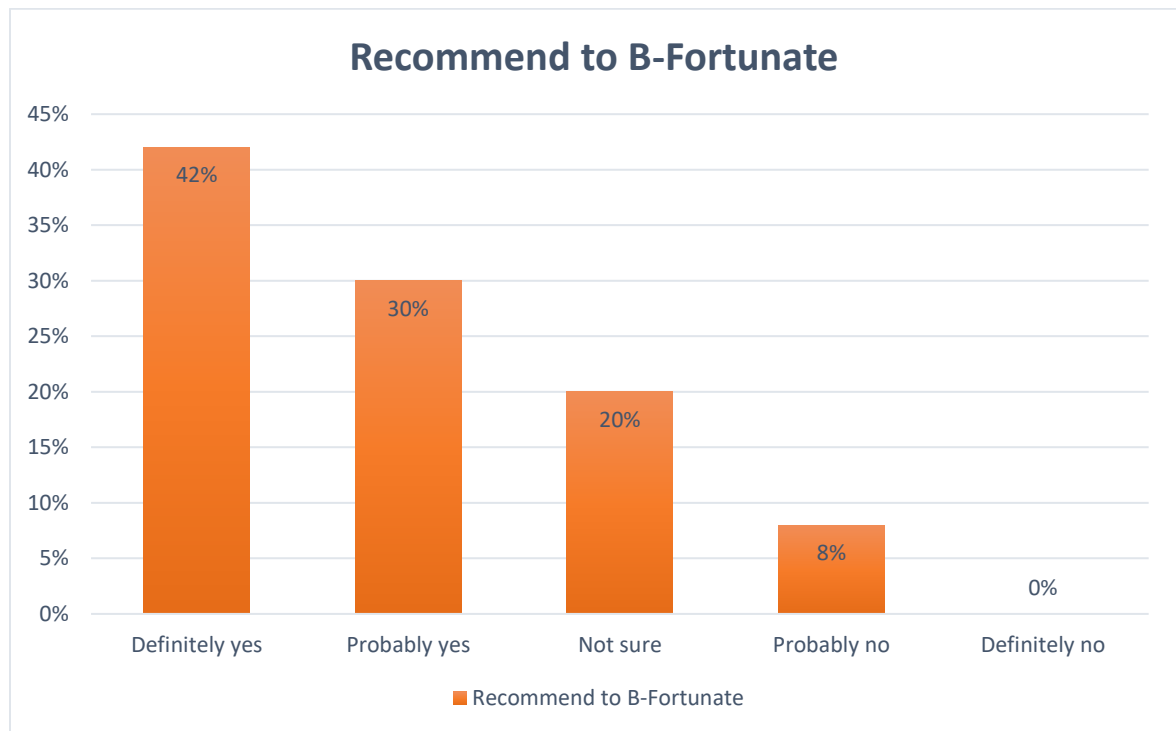
15. Did B-fortunate provide adequate help when you faced problems during the application process?



Interpretation:

The bar chart of the application process shows rather positive results in overwhelming numbers. Most responders 40 (67%), responded with Yes, always, 15 (25) saying Yes, sometimes. Consistency and dependability in the application process are high and as such, few bad experiences are recorded among the responders, with only five (8 percent) responding in the negative.

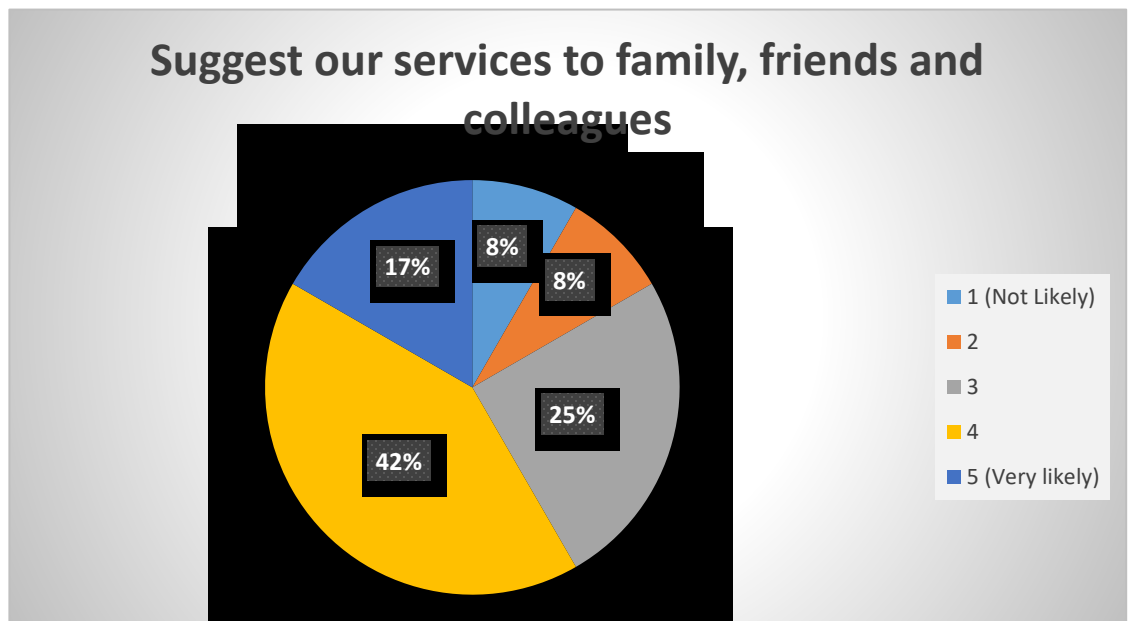
16. How likely are you to recommend B-fortunate to others?



Interpretation:

The findings indicate that most of the respondents would forward to recommend B-Fortunate with 42 percent of them indicating definitely yes and 30 percent indicating probably yes. Approximately a fifth of the respondents (20 percent) answered not sure, eight percent answered probably no, and no one answered definitely no. This proves the strong tendency of recommending the service, which means that the customers are satisfied and have a positive experience when using it.

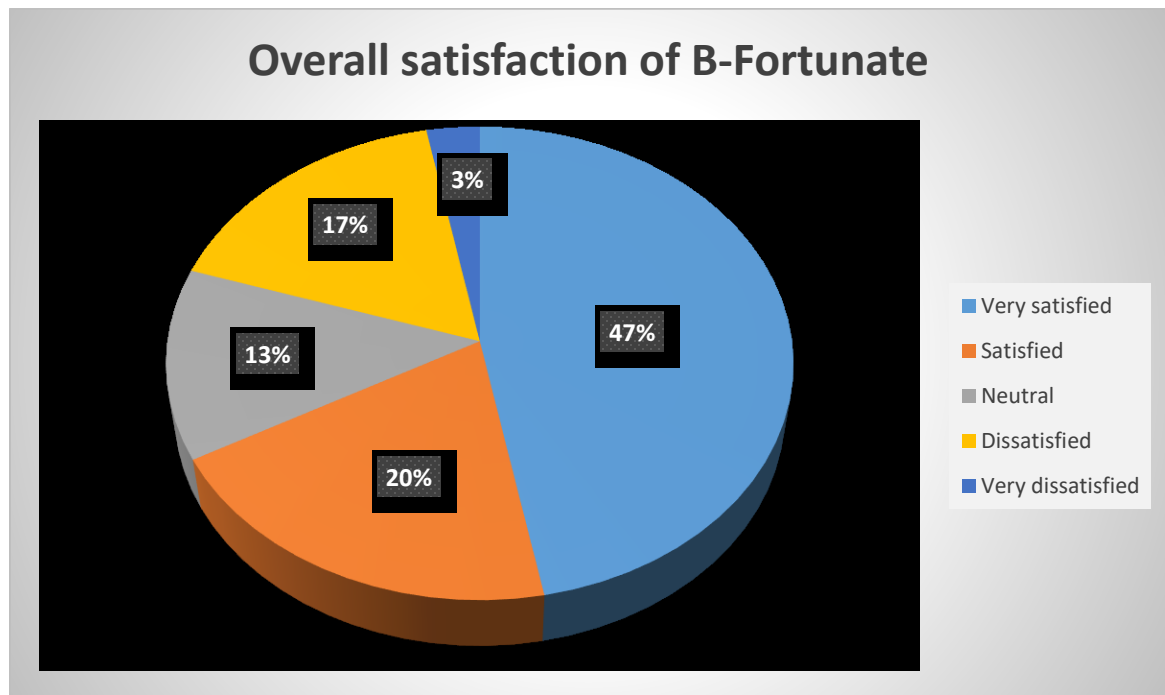
17. On a scale of 1-5, how likely are you to suggest our services to family / friend/ colleagues?



Interpretation:

The results indicate that 42% of the respondents gave a mark of 4, which implies that they would probably recommend the services to others whereas 25% gave a middle rating mark of 3. Only 8 percent gave a rating of 1 (not likely) and 2, and 17 percent gave the rating 5 (very likely). On the whole, most participants will market the services, and this means that consumers will see it positively and feel pleased with it.

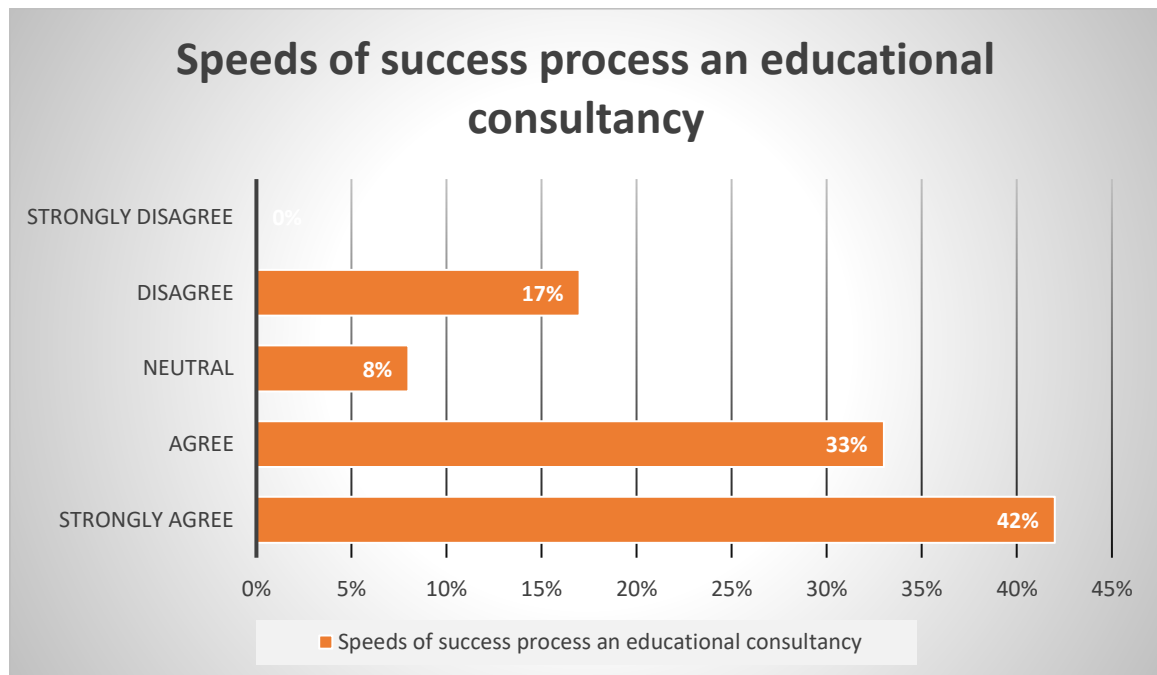
18. Overall, how satisfied are you with B-fortunate?



Interpretation:

The results show that 47 percent of the respondents are very much satisfied with B-Fortune services and 20 percent are satisfied. A lower proportion, 13, were indifferent and 17 were unhappy, only 3, were extremely dissatisfied. Generally, most of the respondents indicated that they felt happy with their satisfaction, which demonstrates that B-Fortunate is meeting the expectations of the consumer with great success; however, slight adjustments can be made to enhance the experience of the clients even more.

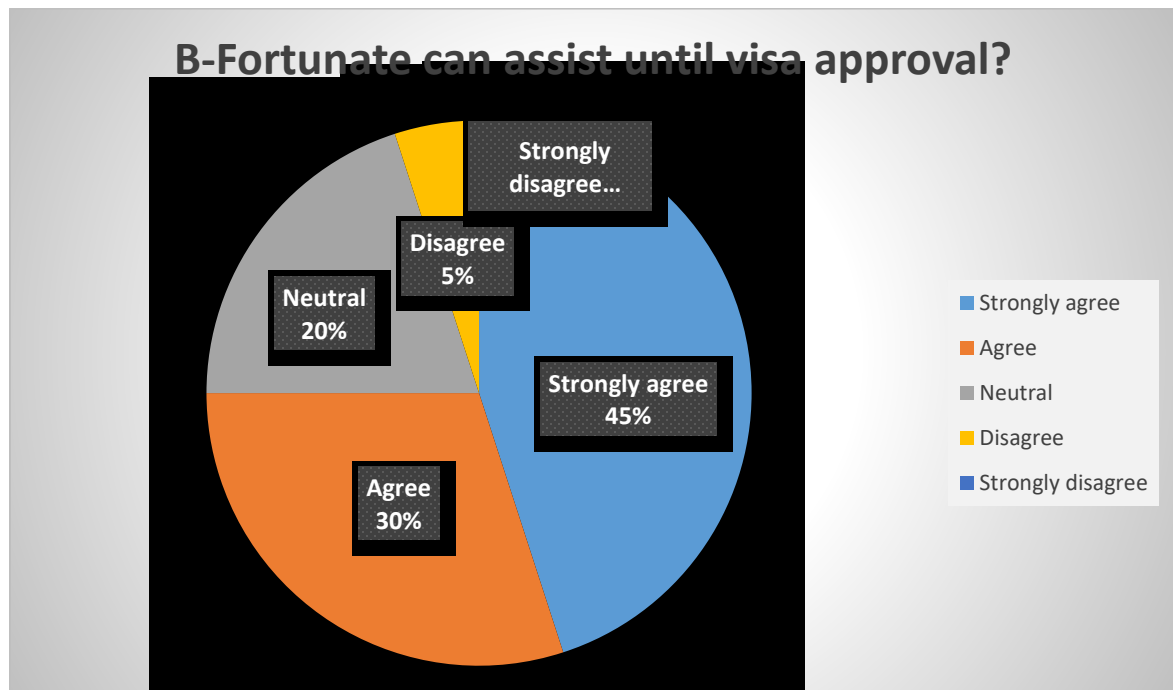
19. Do you believe hiring an educational consultancy speeds up the success process?



Interpretation:

The bar chart depicts respondents' attitudes of the speed of success procedures at the educational consultancy. A considerable 42% of participants strongly agree, with 33% agreeing that the consulting runs efficiently. Only 8% of responses are indifferent, 17% disagree, and no one strongly disagrees. These statistics show that a great majority of respondents believe the consultancy's procedures are effective and timely, indicating general satisfaction with service efficiency. However, the tiny proportion of disagreement implies that there is still space for improvement in guaranteeing uniform quick and smooth operations throughout all customer interactions.

20. Do you agree that B-fortunate can assist you in all steps (Visa processing, SOP, Admission, Insurance of CoE, etc.) until visa Approval?



Interpretation:

The pie charts indicate that 45 percent of the respondents are very much in agreement and 30 percent agree that B-Fortunate has the capacity to serve clients until they get their visas. At the same time, 20 percent remain indifferent, 5 percent disagree and a small percentage strongly disagreed. Generally, most of the people who were interviewed expressed their trust in the continued support of B-Fortune during the visa process, and expressed great trust and satisfaction with its services.

Chapter-5

Findings, Recommendations and Conclusion

5.1 Findings:

1. The quality of counselling or advising was just under a quarter (20% extremely unhappy + 13% dissatisfied) of the respondents.
2. The proportion of those who rated the checkout procedure as very easy was only 13 percent with half indicating that the checkout procedure was as expected or slightly more difficult.
3. Despite the fact that most of the clients were satisfied, more than 25% indicated that their issues were solved either occasionally or hardly ever.
4. Approximately one out of five people reported the services as being either fair or poor in terms of value to money.
5. The lowest route of awareness was that a small percentage of respondents learned about B-Fortune through ads (3%).
6. Three quarters (45% strongly agree, 30% agree) of them consider B-Fortunate to assist in visa clearance with a third of them remaining indifferent or in disapprove.

5.2 Recommendations:

1. Regularly conduct training and performance evaluation to the counselors to improve their communication and service delivery. Adopt standard practice in counselling to ensure that all the staff members are similar.
2. Streamline the work of administration through digital means (online forms, automatic payments, etc.). Guide or assist in the service completion stage.
3. Adopt a client response tracking mechanism so as to have timely response. Assign a special point of contact/ hotline to address issues at any point. Promote secondary contact after the major service milestones.
4. Reconsider and amend pricing models to represent customer expectations and market prices. Make emphasis on value added services (such as free consultation and visa renewal) in marketing materials. Offer promotions or discounts on the costs to enhance perceived affordability.
5. Re-advertise the way it is done to incorporate more attractive images and stories of success. Be more visible in the online platforms like Google Ads, YouTube, and educational sites. Collaborate with schools and event managers to advertise your company.
6. Give a clear service roadmap detailing step by step assistance up to visa clearance. Regular updates on the progress will give the clients hope that they will receive further assistance. Post success stories of clients in order to build confidence and credibility.

5.3 Conclusion:

The purpose of the research was to determine the satisfaction of the customers of B-Fortune, a consulting firm in education, through a survey on 60 customers. The findings prove that the majority of the clients are rather positive regarding the professionalism, communication, and the quality of the services provided by the organization. Most of the respondents said that they were satisfied with the counselling services of the consultancy, their responsibility, and efficiency in the processing of applications and visas. In addition, a significant proportion of them indicated that they would refer B-Fortune to other individuals thereby demonstrating that they had high trust and confidence in the reputation of the firm.

Nevertheless, there are also areas that were found during the study that need to be addressed. Some of the respondents were not satisfied with the quality of counselling services they received, their service completion process and value of money. In addition, a portion of the clients complained about irregular responsiveness, poor promotion and lack of awareness of some of the services like visa processing and assistance in university admission. The results also reveal that B-Fortunate customers base is predominantly male which implies that it may be necessary to make its marketing and outreach approach more inclusive.

On the whole, the results demonstrate that B-Fortunate has already created a plausible and service-oriented atmosphere, yet it needs to explore the continuous improvement methods to retain and enhance customer satisfaction. Enhancement of employee training, online communication, and efficiency in the delivery of services will play a significant role in the elimination of current shortfalls. Moreover, more intensive marketing, online and university partnerships can be used to expand the reach to customers and their diversity. To sum up, although B-Fortunate is performing above-average in terms of customer satisfaction, strategic changes in the areas of service quality, communication efficiency, and promotion will guarantee a sustainable development and client retention.

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Appendix

Questionnaire:

1. What is your age group?
2. What is your gender?
3. What your highest level of education?
4. What is your current occupation/ status?
5. How did you first hear about B-Fortunate?
6. Which are the following services of B-Fortunate have you used?
7. How would you rate the professionalism of our staff?
8. How clear and useful was the information provided by our consultant?
9. Did the service(s) meet your expectations?
10. How satisfied are you with the communication during the process?
11. Was our team responsive to your questions and concerns?
12. How do you rate the value for money of our services?
13. How satisfied are you with the counselling/ advising quality?
14. How easy was your service completion/ checkout process?
15. Did B-fortunate provide adequate help when you faced problems during the application process?
16. How likely are you to recommend B-fortunate to others?
17. On a scale of 1-5, how likely are you to suggest our services to family / friend/ colleagues?
18. Overall, how satisfied are you with B-fortunate?
19. Do you believe hiring an educational consultancy speeds up the success process?
20. Do you agree that B-fortunate can assist you in all steps (Visa processing, SOP, Admission, Insurance of CoE, etc.) until visa Approval?

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