

Internship Report
on
An Analysis of the Customer Relationship Management of
BizTech Solution Limited



Date of Submission: 28 December, 2025

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on
An Analysis of the Customer Relationship Management of BizTech
Solution Limited

Submitted to:
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Date of Submission: 28 December, 2025

Letter of Transmittal

28 December, 2025

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report **“An Analysis of the Customer Relationship Management of BizTech Solution Limited”**

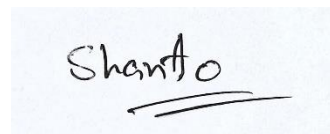
Dear Sir,

I have prepared my internship report on the topic of **“An Analysis of the Customer Relationship Management of BizTech Solution Limited”** under your kind supervision as a requirement of completing the degree of MBA program. I have tried my best to prepare the report in consistence with the optimal standard under your valuable direction.

I made every effort to reveal greater insight in this report. I hope that this will meet the standard of your judgment.

Thanking you for your kind supervision.

Sincerely yours,



.....
Samiuzzaman Shanto

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Program: MBA

Major in Supply Chain Management

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Certificate of Supervisor

This is to certify that the internship report entitled “**An Analysis of the Customer Relationship Management of BizTech Solution Limited**” is prepared by Samiuzzaman Shanto, ID: 242-14-025, Major in Supply Chain Management, as a requirement of the MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



.....
(Professor Mohammed Masum Iqbal, PhD)

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

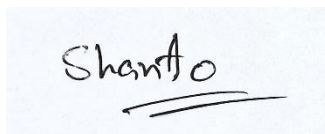
Student's Declaration

I do hereby solemnly declare that the work presented in this Internship Report has been carried out by me and has not been previously submitted to any other University/ College/ Organization for an academic certificate/degree.

I, Samiuzzaman Shanto, ID: 241-14-025, declare that the presented internship report on “**An Analysis of the Customer Relationship Management of BizTech Solution Limited**” submitted as a course requirement for the award of the degree of Master of Business Administration at Daffodil International University was prepared by me.

The work I have presented does not breach any existing copyright and no portion of this report is copied from any work done earlier for a degree or otherwise.

I further undertake to indemnify the damage arising from breach of the foregoing obligations.

A handwritten signature in black ink that reads "Shanto". The signature is written in a cursive style with a long horizontal stroke underneath the name.

.....
Samiuzzaman Shanto

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Program: MBA

Major in Supply Chain Management

Department of Business Administration

Faculty of Business & Entrepreneurship

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Acknowledgement

At the very beginning, I would like to express my deepest gratitude to the Almighty Allah for giving me the strength and the ability to finish the task within the scheduled time.

The internship research paper submitted here is performed as a part of my internship program. Preparation of this report received assistance, guidance and took valuable time of my supervisor Professor Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business and Entrepreneurship.

Firstly, I would like to convey my gratefulness to Almighty Allah for providing me the strength and opportunity to complete the report within the schedule time successfully.

However, I am immensely indebted to several staffs of BizTech Solution Limited without whose support the report would have been really difficult to conduct. I would take this opportunity here to thank them for sharing their valuable time for long discussion and wise suggestion, thoughts during the internship program.

Finally, I would like to give thanks to my fellow friends for their help at the stage of preparing this report.

Executive Summary

Customer Relationship Management (CRM) is the strongest and the most efficient approach in maintaining and creating relationships with customers. Customer relationship management is not only pure business but also ideate strong personal bonding within people. Development of this type of bonding drives the business to new levels of success.

The report discusses about the Customer Relationship Management of BizTech Solution Limited. The report is divided into five chapters. First Chapter contains the introductory part of the report which implies introduction, origin, significance, objectives, scope, methodology and limitations.

Second chapter includes the History of BizTech Solution Limited, About BizTech Solution, Organizational Structure, Work Description, Vision, Mission, Values, Target Campaign Origin, Next Targeted Industries and Facilities of BizTech Solution Limited.

Third chapter consists literature review of Customer Relationship Management like Customer, Customer Service, Customer Relationship, Management, Customer Relationship Management, Importance of Customer Relationship Management, Factors of Customer Relationship Management and Why CRM?

Four chapters consists Customer Relationship Management in BizTech Solution Limited. BizTech Solution Limited CRM solutions cater to both IT services and automotive industries, offering efficient project management, sales support, and customer service. For IT companies, the CRM system helps manage projects, track resources and time, optimize sales processes, and plan targeted marketing campaigns.

Five chapters consists problems while CRM systems offer security, the centralized storage of data poses potential risks, such as vulnerabilities if the power to the database fails or security breaches occur, even without malicious intent. The idea of automating processes and streamlining daily data is often appealing to business executives, but the implementation phase can reveal complexities and difficulties. In recommendations provide solutions to ensure the integrity of data in a CRM system, it is crucial to implement encryption safeguards, regular backups, and a supervision system. While the benefits of a new system can be significant, it requires investment in training to help users understand its capabilities and how to utilize it effectively. The learning curve during the initial implementation phase can be challenging, but once users are familiar with the system, it becomes easier to use.

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Chapter-01

Introduction

1.1 Introduction of the Study

The information technology sector in Bangladesh traces its roots to the 1960s, when it initially began through nuclear research. In the following decades, the use of computers expanded within large Bangladeshi organizations, primarily relying on IBM mainframe systems. However, it was during the 1990s that the sector began to gain significant attention and momentum. While Bangladesh's IT industry is still considered to be in the early stages of development, it has shown promising growth. In FY 2020-21, the country achieved US\$ 1.3 billion in export earnings from the IT/ITES sector and captured a US\$ 1.4 billion market share domestically, contributing 0.76% to the national GDP and creating over 1 million jobs, despite the challenges posed by the COVID-19 pandemic.

With the support of the government's pro-private sector policies and export-driven strategies, Bangladesh's IT sector is poised for further advancement. The country is on track to achieve "Developing Country" status by 2026, as recommended by the United Nations Committee for Development Policy (UNCDP). Additionally, Bangladesh has set ambitious goals to become a knowledge-based, cashless economy powered by the Fourth Industrial Revolution (4IR), with the target of reaching developed country status by 2041.

As part of this vision, the government has introduced the draft "Made in Bangladesh–ICT Industry Strategy," which aims to position Bangladesh as an ICT manufacturing hub. The strategy focuses on enhancing the export of locally made IT products, attracting foreign investment, and generating employment, with a roadmap that spans short-term (2021-2023), mid-term (2021-2028), and long-term (2021-2031) goals.

A key area of focus for many IT companies is the adoption of Customer Relationship Management (CRM) software, which has become increasingly important for staying attuned to the evolving needs of customers. CRM tools help businesses build and maintain strong customer relationships while driving customer acquisition, retention, loyalty, and profitability. In addition, modern CRM systems enable IT firms to enhance operational efficiency, streamline reporting processes, and gain deep insights into customer behavior, helping them make informed decisions that better serve their clients and improve business outcomes.

1.2 Origin of the Study

The title of this study is Customer Relationship Management of BizTech Solution Limited, which has been developed as part of the fulfilment of the MBA program at Daffodil International University. As part of the internship requirement, each student is assigned to an organization, and I had the opportunity to work under the IT department of BizTech Solution Limited from July 15th to October 15th, 2025. This study has been prepared under the guidance and supervision of Professor Mohammed Masum Iqbal, PhD, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University.

1.3 Significance of the Study

Knowledge and learning reach their fullest potential when combined with both theoretical understanding and practical experience. This Internship Report serves as a crucial component of the MBA program, fulfilling an important partial requirement for graduation. The collaboration between the educational institution and the organization creates a mutually beneficial "win-win" situation, where both parties gain valuable insights and skills. The integration of practical exposure into the academic curriculum is an essential part of professional development, enhancing the learning experience for students.

Recognizing the significance of hands-on experience, the Department of Business Administration at Daffodil International University (DIU) has incorporated a three-months internship as a mandatory part of the Master of Business Administration (MBA) program. This initiative provides students with the opportunity to apply theoretical knowledge in real-world business environments.

In this context, the present report focuses on analyzing the practical experience gained during my internship at BizTech Solution Limited, with a particular emphasis on evaluating and understanding the company's operations, especially in relation to their Customer Relationship Management (CRM) practices.

1.4 Objectives of the Study

The objectives of the study are following:

- i. To examine how BizTech Solution implements CRM to support its BPO services.

- ii. To identify the key CRM-related roles and responsibilities of Customer Service Representatives.
- iii. To analyze the communication channels and CRM workflow used for managing client queries.
- iv. To explore the major challenges faced by employees in handling customer interactions.
- v. To provide practical recommendations for improving CRM practices at BizTech Solution.

1.5 Scope of the Study

This study focuses on the Customer Relationship Management (CRM) practices at BizTech Solution Limited. It aims to provide a comprehensive overview of the various stages involved in the company's marketing and operational procedures. Through this analysis, the report will explore how BizTech Solution Limited manages customer relationships, enhances customer satisfaction, and leverages CRM tools to streamline its marketing and operational processes. The study will also examine how CRM contributes to customer acquisition, retention, loyalty, and overall business performance within the organization.

1.6 Methodology of the Study

Methodology defines how we go through all the processes of research and how have proceeded on. Here include the steps of conducting the report and the explanation of the sources of data. This report has been prepared on the basis of experience gathered during the period of internship.

i. Nature of the study:

The study is descriptive in nature, primarily aimed at detailing the processes followed by BizTech Solution Limited in managing customer relationships and executing its marketing and operational strategies. The focus is to describe and analyse how CRM practices are integrated into the company's workflow and the impact of these practices on its overall performance.

ii. Sources of Data:

For preparing the report, Data were collected from two sources, namely, Primary source and Secondary source as described below:

a) Primary Data:

- Directly observed the attitude of the sales executives and the marketing officers of BizTech Solution Limited
- Interviewing people about their concept
- Practical work experience by interacting with different parties

b) Secondary Data:

- The annual report of BizTech Solution Limited
- Various journals
- Related published articles
- Company website and other related publications.

iii. Sample Size:

There is total 20 respondents. Collected data from sales executives and marketing officers of BizTech Solution Limited.

iv. Sampling method:

A convenience sampling method has been performed for selecting samples.

v. Method of Data Collection:

For data collection – The interview method was used. With the help of questionnaire interview was taken at BizTech Solution Limited.

vi. Data Analysis Technique:

MS Excel was used for data analysis.

1.7 Limitations of the Study

The preparation of this study faced several limitations, which impacted the depth and comprehensiveness of the analysis. These barriers hindered the smooth progress of the

research and affected the ability to gather all the necessary data. The main limitations encountered during the study are as follows:

1) Difficulty in Accessing Latest Data of Internal Operations:

One of the key challenges was the limited access to the most recent data regarding the internal operations of BizTech Solution Limited. This included information on the latest customer relationship management strategies, operational metrics, and internal reports, which would have enriched the analysis.

2) Lack of Confidential Information Regarding Marketing Operations:

BizTech Solution Limited's marketing operations, especially related to sensitive customer data and strategic marketing decisions, are confidential. This lack of access to detailed and proprietary information restricted the ability to conduct a more in-depth assessment of the company's CRM effectiveness.

3) Lack of Experience in Preparing This Type of Study:

As this report is part of an academic requirement, there was a lack of prior experience in preparing a detailed study of this nature. This gap in experience, especially with CRM-related analysis, made it challenging to frame the study in a more structured and analytical manner.

4) Time Constraints to Prepare This Study:

The limited time available for completing this study was another significant limitation. With a tight schedule, it was difficult to fully explore and analyze all aspects of CRM at BizTech Solution Limited in depth. Time constraints also restricted the ability to conduct additional interviews or surveys, which could have provided further insights.

Chapter-02

Company Profile

2.1 History of BizTech Solution Limited

BizTech Solution was founded in March 2018 as one of the full-service inbound, outbound, and business processes outsourcing (BPO) call centres 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.



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 centre, 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.
- **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

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-3

Literature Review

3.1 What is Customer Relationship Management?

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

CRM extends client relationships, which lowers costs and boosts productivity. CRM is the process of finding new customers, acquiring them, and keeping them around. It also manages and organizes customer interactions across channels and departments. CRM enables businesses to make the most of each client engagement. Francis Buttle's "Customer Relationship Management: Concepts and Tools".

3.2 About Customer Relationship Management

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

3.3 Measurement Framework and Buildings Block of CRM to Develop Customer Relationship and Retention

CRM Measurement Frameworks

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

Brand-building: To quickly recognize whose company's goods a customer is purchasing is the primary goal of brand building. Building a brand results in brand awareness, brand value, and brand loyalty. The name, symbol, slogan, and colour of a company's brand are all carefully managed for brand building. because clients' thoughts are easily captured by this combo.

Customer's equity building

Building customer equity entails calculating the overall lifetime worth of each and every one of a brand's customers. In other words, more devoted clients yield higher client equity. Customer recruitment and retention are the main priorities of a business's customer equity management. boosting client buying decisions and satisfaction while increasing attraction and retention. When customer happiness rises, customer loyalty also rises. Thus, higher consumer equity results from greater customer loyalty.

Leading indicator measurement

The organization receives current business and economic data via the measurement of leading indicators, and this data is used to forecast future movement. The organization can foresee and forecast future investments, events, and the business market with the use of leading indicators.

Customers facing operation: A corporation focuses on numerous operational methods under this notion.

Marketing operation: In order to reach customers, a business handles marketing activity, responds to customer percentages, determines purchasing customer percentages, and determines new customer acquisition percentages.

Sales force operation: A sales force operation focuses on developing sales activities, measuring individual sales staff member performance, monitoring product sales performance, and analysing sales impact.

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

Building Blocks of CRM

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

CRM Vision: CRM gives their clients a clear vision and strategy since they draw a picture of what their ideal clients would look like.

CRM Strategy: CRM strategy establishes their approach with important assets and focuses on their client base. To accomplish its aim, it must set its operational and implementation goals.

When customers connect with the vendor, it significantly affects how they view the seller. It offers a beneficial consumer relationship. Long-term loyalty, trust, and happiness are brought about by positive customer experiences. Moreover, a negative client experience has the opposite impact.

Organizational Collaboration: Many businesses are aware that CRM is a technology and process that is focused on the customer. They are unaware that it is a cross-functional project that necessitates cooperation. Individual, team, or overall management must be more attentive to the needs and desires of the customers as a result of the CRM process.

Process: In order to boost productivity and save costs overall, a business must concentrate on the cross-functional process. Management offers an analytical and planning procedure for a better understanding of customers in addition to focusing on the life cycle of the client. It contributes to the experiences of designee customers by helping to satisfy their expectations, uphold their beliefs, and assist them.

Information: The proper information regarding the sales process and customer interactions must be gathered for a CRM process to be successful. The correct data and information are essential to an effective CRM strategy. It allows for efficient client engagement.

Technology: CRM is entirely based on technology. A business must manage several types of data and information. This data is analysed by the IT department in order to suit the customer's needs.

Metrics: The most crucial of the eight building blocks is measurement. Their success in the execution of measurements depends on other building pieces. If management performance is strong, CRM performance will succeed. Companies need to create CRM goals and keep track of all levels of indicators. Metrics put an emphasis on internal and external processes and connect operations to strategy and financial gains for the company. Gartner, Inc. (2021). "Gartner Magic Quadrant for CRM Customer Engagement Centre."

3.4 Benefits of Customer Relationship Management

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

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

Buttle, F. (2009). "Customer Relationship Management: Concepts and Tools.

3.5 Process of Developing Customer Relationship

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

- **Get to know your customers:** You learn who your customers are for the first time. Speak with your target audience to learn about their interests and worries. Save some information so you can talk to him further later.
- **Research your customers:** After choosing your target audience, extensively research them to determine who the real customers are and what they need.
- **Create customers' profile:** Each customer's profile and need must be created after the customer's study. A customer's profile will be available, including their contact information (phone, address, and email).

- **Introduce yourself to the customers:** Consumers like to speak with actual corporate employees. Hence, as a representative, identify yourself to the clients directly and provide a phone number or email address for further correspondence.
- **Communicate with the customers:** It's crucial to keep in touch with your clients following the initial encounter. You should communicate with the customer via as many different communication channels as you can. Building relationships requires actively attracting people to your business and correctly focusing on your goods and services.
- **Understand customer's psychology:** Customer satisfaction is related to the psychology of the client. Consumers want really goods and services that are appreciated, that pay attention to them, and that address their problems. Customers will be happy once they receive everything. If customer psychology is studied to better understand their contentment and emotions, the vendor will know how to serve them.
- **Personalize customer's relationships:** Customer satisfaction is something a business strives for constantly because it's crucial to success. Connect with the customer on a human level, try to understand their motivations and emotions, and discern what they want to provide them with the best possible service.
- **Responds to customer right way:** That is among the most crucial actions you can take to develop relationships with your clients. Customers develop long-lasting relationships with sellers when they assess how much the seller values them and how quickly they respond to their needs.
- **Create customers value:** Giving clients useful goods and services is the definition of creating customer value. that consumers value their time, effort, and money. More benefits at a reasonable price are necessary to create customer value.
- **Set consistent quality controls:** If you strictly regulate standard-quality products, customers will do business with your organization every time. Also, it will have the chance to foster a favorable impression in the eyes of your clients.
- **Implement services recovery process:** A successful service recovery process is essential to developing strong customer relationships. As soon as a client requests service recovery, the provider should first provide a sincere apology, assume responsibility for the issue, and offer a proper solution.

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

(Payne & Frow, 2005; Peppers & Rogers, 2017).

3.6 Process of Developing Customers Retention

Customer retention entails engaging existing customers and persuading them to continue purchasing your product. Customer retention is an important aspect of your business. because higher retention equals higher profit. Now talk about how to keep your customers.

- **Collect and analysis customers' feedback:** When a customer purchases your product, you must collect and analyze their feedback. If customers are satisfied, they are more likely to buy your product again. If customers are dissatisfied, you can improve product quality and services.
- **Analysis customer's satisfactions:** A good businessman is constantly concerned with client happiness. because consumer satisfaction affects the profitability of your firm. As a result, you are constantly thinking about how to improve customer satisfaction.
- **Implement CRM software tools:** Use CRM software solutions in your company to engage with both current and potential customers. It's simple to communicate with current customers and comprehend their demands. Gathering customer reviews for your goods and services is simple. And it helps you improve the quality of your products and services.
- **Developing real relationship:** Business is all about relationships. You must be maintaining a real relationship with your customers. When customers feel you are always concerned about them, they can be happy. It's also nice to see these customers buy your product on a regular basis.
- **Be honest with the customers all time:** Honesty is the most effective way to build a business and a relationship. You must be truthful to your customers. Always strive to provide the best products and services. Because if customers perceive you to be dishonest, your business will suffer.

Chapter-04

Analysis

4.1 Customer Relationship Management in BizTech Solution Limited

Optimized networking with centrally stored data:

- All of their departments and employees are joined together in a single system.
- Integrate all of their existing office, enterprise resource planning and archiving solutions into one central system.
- Save time by increasing cooperation and direct access to centrally pooled information.
- Increase our efficiency using structured and automated workflows.
- Customize our CRM software to suit changing needs in areas such as workstations, locations and even for remote locations abroad.

Using their customer knowledge profitably:

- The chronological customer dossier forms the cornerstone of professional customer care.
- The 360° customer view contains: all orders, phone calls, contracts and correspondence, all available at the touch of a button.
- Recognize hidden potential by analyzing customer profiles.
- Detailed knowledge of their customers helps us to sensibly plan the further development of our products and services.

Smart sales management:

- Manage their marketing and sales operations according to target groups.
- All the necessary information on our prospects is always at our fingertips. When we make a recommendation, it is always at the right time and can carry the most impact.
- Special targeting measures such as cross and up-selling help to multiply orders.
- We can identify sales opportunities early and then make the most of them.

Motivated employees and first-rate service:

- Their employees benefit from the support that a CRM system brings, this relieves them of routine tasks and saves time for other work.
- As they have all the relevant information at their fingertips our employees can make more informed decisions and increase their efficiency when dealing with customers.
- Customers notice if our employees are motivated, confident and competent which all helps to increase customer satisfaction.

Pro-active management:

- Always having our finger on the pulse of all active projects supports effective decision making and pro-active management, keeping us firmly in the saddle.

- CRM software helps us with the forward planning of resources and budgeting as well as providing support for running projects by recording times and costs.
- Current analyses and efficient accounting always keep us on course.

It is worth investing in professional project management. The organization of our business processes and workflows will improve, and we can save precious time and money.

4.2 BizTech Solution Limited IT Services Features

Smart address management:

Automated processes for address maintenance make work easier for everyone in our company. We can move addresses with drag and drop, check with just one click if addresses are correct and duplicates have been created. Synchronize our addresses with current reference databases and enhance them with data relevant for decision making processes. The address mask can be customized depending on the content and ergonomic requirements.

Customer dossier:

The customer dossier is at the heart of every professional consultation. Within seconds, we will be able to see all appointments, tasks, call notes, service contracts, product uses, correspondence, opportunities, support requests, bills and projects – all information about our customer is displayed in a well-structured manner and is sorted chronologically.

Efficient sales processes:

Keep track of our business opportunities to make the most of potential sales. With opportunities, we can manage leads: from the initial contact to the closure of the sale. The automatic notification and action service keeps us informed about events like birthdays, changed appointments or escalations. Not only that but we can also create for BizTech Solution Limited and reports on sales potential at the touch of a button.

Interdepartmental collaboration:

BizTech Solution Limited IT Services ensures that all employees have access to the same central database. This makes it easy to schedule appointments, manage tasks and documents, and work together in projects. Support BizTech Solution Limited are easily solved as employees are well informed and are able to answer questions in a competent manner.

Precisely targeted marketing campaigns:

Multi-phase campaigns are easily planned and implemented. Filter by customers that have service agreements and make the most of cross selling potential. With this solution all our

customers' responses are automatically stored and we can forward leads directly to the sales department and generate turnover figures. The smart analysis feature enables us to find out instantly how effective a campaign was.

Planning and managing projects:

Benefit from an effective system for planning and controlling our projects. All this means we can plan and structure our projects precisely. Include risks, phases, milestones and targets, tasks, resources, budgets, costs and times right from the start. The project status, ad-hoc analyses and an early warning system allow us to keep our projects well on track at all times.

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Project controlling:

Assigning working hours to projects is the foundation of effective project management accounting. BizTech Solution Limited IT Services has a smart time recording feature – both for customers and for projects – which records, for example, hourly rates, estimate-to-complete figures, the time remaining, the budget, and material and external costs.

Project dashboards for a better view:

Project dashboards allow us to always see the latest information about our projects at a glance. Analyses can be easily created, be it for one single or more projects. Daily updated status reports are the basis for project bills that are created with just one click using an ERP add-in.

Helpdesk for maximum efficiency:

Service requests are organized transparently: A trouble ticket system records error reports, controls who is processing the task, informs the sales department and allows customers to keep track of their error reports on the Internet. Automatic recording of the processing time and the resources used allow us to remain in full control of our costs. Create analyses for departments or individual customers with just one click. In this way, we are always informed about our customer's service entitlements.

Knowledge database and online support:

Make use of knowledge gained over the years. All successfully processed service requests are collected in one central knowledge database and can be quickly retrieved. The FAQ database

saves frequently asked questions and makes them available for customers via a Web client, enhanced with additional information, such as diagrams or illustrated instructions. Our hotline staff's day-to-day work is made considerably easier.

Access data at any time and from anywhere:

No matter whether our company has offices in different locations, our employees work from home, or members of our sales team need to access data from their smartphones or laptops while on the road – all our staff will always have instant access to up-to-date data: via replication or the Internet. Our employees are always well informed.

4.3 CRM can be achieved by BizTech Solution Limited

- Finding out about our customers' purchasing habits, opinions and preferences
- Profiling individuals and groups to market more effectively and increase sales
- Changing the way, we operate to improve customer service and marketing
- Benefiting from CRM is not just a question of buying the right software. We must also adapt our business to the needs of our customers.

4.4 Ultimately this could lead to BizTech Solution Limited

- Enhanced customer satisfaction and retention, ensuring that our good reputation in the marketplace continues to grow
- Increased value from our existing customers and reduced cost associated with supporting and servicing them, increasing our overall efficiency and reducing total cost of sales

Once our business starts to look after its existing customers effectively, efforts can be concentrated on finding new customers and expanding our market. The more we know about our customers, the easier it is to identify new prospects and increase our customer base.

Even with years of accumulated knowledge, there's always room for improvement. Customer needs change over time, and technology can make it easier to find out more about customers and ensure that everyone in an organization can exploit this information.

4.5 Types of CRM solution BizTech Solution Limited

Customer relationship management (CRM) is important in running a successful business. The better the relationship, the easier it is to conduct business and generate revenue. Therefore,

using technology to improve CRM makes good business sense. CRM solutions fall into the following four broad categories.

4.5.1 Outsourced solutions:

Application service providers can provide web-based CRM solutions for our business. This approach is ideal if we need to implement a solution quickly and our company does not have the in-house skills necessary to tackle the job from scratch. It is also a good solution if we are already geared towards online e-commerce.

4.5.2 Off-the-shelf solutions:

Several software companies offer CRM applications that integrate with existing packages. Cut-down versions of such software may be suitable for smaller businesses. This approach is generally the cheapest option as we are investing in standard software components. The downside is that the software may not always do precisely what we want and we may have to trade off functionality for convenience and price. The key to success is to be flexible without compromising too much.

4.6 Custom Software of BizTech Solution Limited

For the ultimate in tailored CRM solutions, consultants and software engineers will customise or create a CRM system and integrate it with our existing software.

However, this can be expensive and time consuming. If we choose this option, make sure we carefully specify exactly what we want. This will usually be the most expensive option and costs will vary depending on what our software designer quotes.

4.7 Managed Solutions of BizTech Solution Limited

A half-way house between custom and outsourced solutions, this involves renting a customised suite of CRM applications as a tailored package. This can be cost effective but it may mean that we have to compromise in terms of functionality.

4.8 To implement CRM in BizTech Solution Limited

The implementation of a customer relationship management (CRM) solution is best treated as a six-stage process, moving from collecting information about our customers and processing it to using that information to improve our marketing and the customer experience.

4.9 Potential Drawbacks of CRM in BizTech Solution Limited

There are several reasons why implementing a customer relationship management (CRM) solution might not have the desired results.

There could be a lack of commitment from people within the company to the implementation of a CRM solution. Adapting to a customer-focused approach may require a cultural change. There is a danger that relationships with customers will break down somewhere along the line, unless everyone in the business is committed to viewing their operations from the customers' perspective. The result is customer dissatisfaction and eventual loss of revenue.

Poor communication can prevent buy-in. In order to make CRM work, all the relevant people in our business must know what information we need and how to use it.

Weak leadership could cause problems for any CRM implementation plan. The onus is on management to lead by example and push for a customer focus on every project. If a proposed plan isn't right for our customers, don't do it. Send our teams back to the drawing board to come up with a solution that will work.

Trying to implement CRM as a complete solution in one go is a tempting but risky strategy. It is better to break our CRM project down into manageable pieces by setting up pilot programs and short-term milestones. Consider starting with a pilot project that incorporates all the necessary departments and groups but is small and flexible enough to allow adjustments along the way.

Don't underestimate how much data we will require, and make sure that we can expand our systems if necessary. We need to carefully consider what data is collected and stored to ensure that only useful data is kept.

Avoid adopting rigid rules which cannot be changed. Rules should be flexible to allow the needs of individual customers to be met.

4.10 Flexible modular CRM of BizTech Solution Limited

CRM opens doors:

Are we looking for a CRM solution that is tailor-made to our company processes and requirements? Advanced Information Management Solutions Limited is the key to as many doors as we need. Our powerful, multiple-award winning standard CRM solution supports our business processes right from the start.

- Advanced Information Management Solutions Limited grows with our company.
- The flexible CRM software offers special modules for all types of business functions from marketing to customer support.
- BizTech Solution Limited is an open CRM solution that makes integrating our existing company applications easy; this ensures company-wide consistent data.

BizTech Solution Limited is the control centre of our customer relationship management operations. Read on to find out more about BizTech Solution Limited.

4.11 CRM for Service Providers of BizTech Solution Limited

Service providers are more reliant on satisfied customers and their recommendations than perhaps any other sector. Because customers are more likely to remain loyal to a provider who best meets their needs.

BizTech Solution Limited CRM software requirements:

- Impress our customers with targeted consulting to give them the right advice.
- Quick reaction times with customer calls.
- Effective management of turnover, costs and limited resources.

The benefits of CRM Different caption:

Centrally stored data makes company processes more effective. Addresses, tasks, projects and appointments are all at our finger tips. We can update the data at any time and all users can see it.

Every customer is of value to a company. A professional CRM system helps we segment our customers into different groups and then target these groups effectively. This helps us to make realistic quotes that convince our customer.

We can tailor individual solutions that exactly match our requirements through third-party interfaces in BizTech Solution Limited Genesis World. Likewise, integrations with ERP systems, mobile devices or with project management software are easy to realize. All kinds of applications can be easily integrated under one interface.

4.12 CRM in BizTech Solution Limited

Competent consultation, excellent support and project managers that meet their deadlines and maintain their budget – these key factors are essential for gaining a competitive edge in the IT industry.

Their CRM software requirements:

- Manage projects efficiently.
- Departments and project teams work in one network.
- Impress our customers with competent service.

The benefits:

CRM software provides support in all project phases. The highest levels of transparency are realized by planning and controlling projects in a well-organized manner. A CRM solution manages and records all of our resources and time.

Our service employees always have access to all our customer data. Which product does the customer use? Which service agreement has been signed? We can find all the answers to these questions in the CRM software. So that employees are always informed about the extent of services available.

BizTech Solution Limited IT Services company solution has been developed to meet the requirements of IT companies: from IT service providers who focus on consulting and service to software providers who sell products with marketing campaigns.

Efficient sales processes:

Keep track of our business opportunities to make the most of potential sales. With opportunities, we can manage leads: from the initial contact to the closure of the sale. The automatic notification and action service keeps we informed about events like birthdays, changed appointments or escalations. Not only that but we can also create fore BizTech Solution Limited and reports on sales potential at the touch of a button.

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4.13 CRM for the automotive in BizTech Solution Limited

There are few industrial sectors as dynamic as the automotive industry. Car dealerships have to demonstrate outstanding customer service and competency if they want to stay ahead of their competition.

BizTech Solution Limited CRM software requirements:

- Effective sales support.
- Manage service and customer appointments.
- Increase our customer satisfaction so that we can retain existing customers and win new customers by word-of-mouth.

The benefits:

CRM software helps car dealers achieve excellence by offering first-rate service and competent advice. All of our customer data is stored and managed centrally so that all of our employees have immediate access to customer data at a click of the mouse.

Sales can enjoy the support that CRM gives them and this means they have more time for selling. Our sales team have all the information they need, which they can even access when mobile, data such as customer addresses and information on optional extras is available at the touch of a button. Rapid access to information means they can save valuable work time.

4.14 Implementing CRM in BizTech Solution Limited

In order for a CRM strategy to be successful, it needs to be implemented systematically. This is where the BizTech Solution Limited Project Method comes in: clearly defined steps ensure our project is executed quickly and effectively and means that we will be reaping the rewards in no time. The BizTech Solution Limited Project Method highlights the following factors as being key to a successful CRM implementation project:

- Senior managers need to fully support the implementation of CRM
- All employees need to be informed about and involved in the CRM project from day one
- All those responsible from all areas of the company need to be fully involved
- All areas of responsibility need to be clearly defined
- All corporate processes must be clearly defined
- Step-by-step implementation of CRM by department or by function

Bring everyone on board:

Bring on board as early as possible all those who have been involved in the relevant CRM processes up to now. This way we ensure that our CRM project benefits from all available CRM expertise and knowledge. As well as the CRM project manager, we will need to include the head of IT and key users from various departments such as sales (office and field), marketing and customer service.

A method to management:

To ensure our CRM implementation project runs smoothly from day one, all areas of our company are analysed in advance – and the project's goals defined and communicated. As part of the BizTech Solution Limited Method project methodology, devised by Advanced Information Management Solutions Limited CRM, each area of our company is analysed during a workshop. In addition to the organizational and process-relevant workflows, we will also closely examine our existing IT environment. All key processes are incorporated into the project right from the start. This ensures the successful, step-by-step deployment of the CRM solution.

4.15 Six Easy Steps to Get Us Started Customer Centricity

Step 1: Customer centricity:

- Anchor customer centricity in our company strategy.
- Get our whole workforce on board.
- Fill our CRM ideas with life.

Step 2: Contact data:

- Keep our customer data up-to-date.
- Think in segments and distribution lists.
- Build a stable foundation for our CRM project by bringing all of our current customer contact data, leads, cooperation partners and suppliers together into one central database.

Step 3: The 360° view:

- Create a 360-degree view of our customers.
- Save all of our minutes-of-meetings, e-mails, offers, contracts, payment transactions, appointments and complaints in the central customer dossier.
- Profit from the resulting transparency.

Step 4: The customer relationship:

- Establish healthy customer relationships based on a comprehensive customer profile.
- React quickly and suitably to customer enquiries.
- Generate quotes that meet our customers' exact requirements.
- Remember to follow-up.

Step 5: The customer's response:

- Surprise and impress our customers.
- Use the right contact methods.
- Use distribution lists to target the right people in the right way.
- Plan and implement multi-phase marketing campaigns.

Step 6: Unlock hidden potential:

- Use key facts and figures as well as existing customer knowledge when making decisions about new products, services or marketing campaigns.
- Identify sales opportunities and then make good use of them.

4.16 Important Features of CRM in BizTech Solution Limited

1. Customer focus:

Consequent customer focus increases customer satisfaction:

Customer focus and being in touch with our customers' needs are the key factors to success in every business's strategy. In order to guarantee high levels of customer satisfaction, it is now more important than ever before to ensure that all our business activities are aligned with our customers' requirements. This way sustainable customer relations are ensured.

Efficient customer care (CRM) increases customer satisfaction demonstrably: by reducing reaction times to customer requests, by improving the flow of information between all parties involved in the customer care process, and by improving the way feedback is managed. In short, CRM improves our customer service.

Reasons why CRM systems improve customer focus:

We offer professional software for our customer service that contributes towards improving our customer focus. This software is tailored specifically to the needs of small and medium-sized companies and has proven itself as the market leader in CRM software comparisons.

Clever functions make internal work processes easier and thus improve customer focus. Each employee can view the complete customer dossier within just a few clicks, so they always have the information they need when a customer calls, and can create offers in no time at all, or forward enquiries to specific departments. As our software has been optimized for mobile devices, sales employees can always access all important information they need from any location at any time.

Measuring and analysing customer satisfaction is easy:

The only real way to measure customer satisfaction is by getting direct feedback from our customers. BizTech Solution Limited helps us with this task with the modules for online surveys. Using the data gathered from the surveys, we can easily calculate customer satisfaction and then link this data with the respective data records in the CRM system.

BizTech Solution Limited also offers powerful functions for marketing and sales activities, for example by helping we select target groups or by analyzing opportunities and key accounts. Customer service is also given a great emphasis: the Helpdesk add-on module enables us to record and process support requests quickly and efficient

Use the full potential of our network with xRM:

In the near future customer focus will not be the only important factor of success for our business, other crucial factors will include the following: ensuring that we provide the best

help and care we can to all manner of relationships – whether to customers, employees, suppliers, the media, or even our competition. xRM - Anything Relationship Management – is the logical evolution of CRM. BizTech Solution Limited Software AG also offers expert knowledge and multiple solutions for this new market. To ensure that in the near future these factors will be implemented into existing business processes, the most successful small and medium-sized companies in Europe will be using xRM solutions from BizTech Solution Limited Software.

2. Customer acquisition:

Successful customer acquisition with an efficient CRM system:

In order to meet our customers' requirements, we have to know our customers. This applies to both customer relations with existing customers and also to new customers. When aiming for long-term success, companies need to focus on customers and their needs. A customer relationship management system (CRM) supports our customer management activities and helps us to maintain sustainable customer loyalty and new customer acquisitions.

Ways of acquiring customers:

There are several ways of acquiring new customers, for example by cold calling. Cold calling is trying to acquire new customers, who have not had any contact with our business before. Often cold calling is done via telephone, but can also be done in person. The goal is convincing people of becoming customers. Warm calling is another way of acquiring new customers. Warm calling means that people have already had contact with our business. Warm calling is often more personalized, as some kind of data transfer has already taken place. Depending on what information resources are available, warm calling could also be done via email or other marketing channels.

Useful CRM functions for customer acquisitions:

Advanced Information Management Solutions Limited offers various functions for customer acquisition. For example, by placing a contact form on our business website, potential customers can easily send requests or questions, or they could use the form to subscribe to a newsletter. Customer acquisition has never been so easy! We can use leads to record successful customer contacts and sales potentials. These leads can be qualified quickly and with ease and then transferred to address data records and any associated sales opportunities or projects.

Acquire new customers and build sustainable loyalty:

By using sales visit reports we can document our customer visits in the blink of an eye. Visit reports are an excellent tool for customer acquisition, for maintaining loyalty, and for winning back customers. We can organize and structure all customer requirements and keep an overview with long-term storage. Another useful function is the Sales Funnel which helps we keep an overview of our sales process and therefore also the status of our customer acquisition. In this way, we can depict the different phases of a sales opportunity such as the information or decision phase, and then make realistic prognoses.

Managing sales and planning security using sales opportunities:

Sales opportunities depict the whole sales process, every action with a prospect can be tracked, and we can define future activities, make turnover for BizTech Solution Limited and identify our most profitable customers. The Sales pro extension provides us with even more support for our sales activities, so that we can create comprehensive analyses of our sales opportunities and reliable for BizTech Solution Limited that take factors such as competitors, processes, roles and the influence of all participants into account.

Do we have any questions? We would be delighted to advise on how our Advanced BizTech Solution Limited CRM system could be implemented for our customer acquisitions. Contact us now for more information.

3. Customer care:**Success through sustainable customer care:**

Are we looking for an effective instrument for our customer care? Our CRM software makes customer care both easy and efficient. The following describes selected functions from our BizTech Solution Limited CRM system, all of which help to make our customer relationship management child's play.

Take better care of our customer relationships:

Improve our customer care by clearly identifying our customers' needs and requirements through regular surveys using the Survey module. Responses to the online questionnaires are recorded in BizTech Solution Limited and linked with the respective data records. This helps us to analyze our customer relationships exactly.

And in terms of service requests, our customers will benefit from more proficient customer care. With the Helpdesk module we can log and process support requests quickly and efficiently. Our employees can create service orders, keep an eye on product use and make agreements.

Effective marketing campaigns through effective customer care:

From campaign conception to execution and, finally, follow-up actions - with the Marketing pro module we will be able to adapt the multi-phase marketing campaign to suit our individual needs. We have already prepared templates for us that we can use for invitational and information campaigns. We work with current addresses from our CRM system and, as efficient customer care convention dictates, we also store all of our reactions there too. When communicating with our customers, BizTech Solution Limited also takes the preferred contact type such as (e-mail, post or telephone and so on) into account.

Our tip for efficient customer management: combine our contact data into clear and thematically organized distribution lists, this will help us to improve our interest-group campaign, event and newsletter targeting.

Professional customer management for events:

Clear customer management is essential to professional event management. The Event Management module supports us throughout the organization of our events: from the planning stage through to the organization and execution phases. We can keep an eye on key data such as registration status, numbers of participants and remaining places or tickets. In addition, we can gather feedback on our event by using the online questionnaire feature and then capture this feedback data directly in our system.

4. Sales management:

Sales management - simple and efficient:

Sales is not just about managing our contact and customer data. Knowledge of the current sales figures and their development is just as important when it comes to decision making. Using BizTech Solution Limited we will be able to sell more effectively, as we will have all the information we need - whether it be customer data, customer behavior, or our sales figures. Sales management has never been so easy and so efficient.

Support for tough decision making in sales management:

A CRM system such as BizTech Solution Limited forms the basis of fundamental decision making in sales management by displaying all relevant information transparently. With the Report Manager module, we can analyze our customer relationships according to the greatest potential, calculate project viability, and make realistic estimations for turnover for BizTech Solution Limited.

By using formula and business ratios that we can define ourselves, it is easy to gain a quick overview of key performance indicators. So, in addition to the contact data, we can view

other key data such as current service requests, the sum of all open invoices, or the total turnover for the current year. Another practical function is the proximity search, whereby all of our key accounts can be shown on a digital map within a specified area that we define. Efficient sales management also requires that customer visit reports be created easily, e.g. with a questionnaire via mobile phone.

In day-to-day business it is common that sales management often overlaps with other company areas, e.g. marketing. Depending on their performance, new marketing campaigns may lead to increased sales. At the same time, a sales manager may have suggestions about how to properly address potential/new customers, how to better sell certain products, or may also have information about customer needs that could be addressed by the marketing team. In order to keep track of this vital data and to maintain customer focus, a CRM system that can combine different sources of information and that can support interdisciplinary company development is a great help.

Successful sales management thanks to clever functionality:

BizTech Solution Limited offers a number of options for successful sales management, e.g. increased efficiency and planning security with various possibilities for analyzing opportunities. All sales actions, from the first contact to the offer, from the conclusion of a sale to after sales, are recorded together with the customer's details in the CRM system, so that the whole sales process is documented.

Using the Sales Funnel diagram in the Sales Pro module, we can easily see what the next activity should be concerning each customer. This is incredibly useful as we can see at any time where we are in the sales process, what steps need to be carried out next, or what resources we have available in terms of employee planning and so on. When recording working time and expenses, our sales reps can allocate costs directly to the respective customers and projects.

Optimise our sales and customer satisfaction with CRM:

Conducting surveys with our customers directly is an important part of sustainable sales management. Are our customers satisfied with our business, products, and services? With the survey module we can start conducting regular online surveys; the results flow directly into our CRM system where they can be analyzed.

5. CRM comparison:

BizTech Solution Limited Genesis World: Market leader in CRM comparisons:

Do we want to give our customer relationships a new, more personal touch? Are we looking for CRM system that will support we like a reliable partner? As a CRM solutions provider with many years of experience, we know exactly what matters to we. This is why we developed BizTech Solution Limited Genesis World, our market-leading CRM solution. Recent studies from i2s, the Zurich-based market research and consulting house, showed how BizTech Solution Limited performed in a CRM comparison with other providers, whereby BizTech Solution Limited demonstrated the best performance in all areas of customer satisfaction.

Compelling reasons for leading CRM provider

In a direct CRM comparison, we will see that there are many good reasons to select BizTech Solution Limited genesis World. Besides the high levels of customer satisfaction, we exceed expectations as a CRM provider because of high levels of functionality and customizability, but also through the faultless interaction of other software solutions. A well-engineered, multiphase rights system enables secure and user-friendly role management for users, groups and roles. And we can always access our customer data anytime and from anywhere. A CRM solutions provider selects and supports outstanding customer focus.

As a professional CRM provider, our products are focused on an outstandingly effective customer orientation experience. This helps us to better understand our customers' expectations which could be clear or obscure, but either way, we will be able to meet or even exceed them. Our vision, is to ensure that: "The most successful small and medium-sized companies make use of our market-leading CRM solutions for profitable customer relations".

Successful CRM providers: overview of awards:

BizTech Solution Limited Software AG is synonymous with the highest levels of professionalism and a process of continual improvement. And it shows, having won the prestigious "Innovator of the year" award twice in the TOP 100 innovation competition. But as a CRM provider, we are particularly proud of the success of our customers. Our customers have already won the CRM Best Practice award an astounding nine times – these are projects that have been selected by acquis magazine and the CRM-expo trade fair for being particularly well-planned and successfully implemented. Of course, for us as CRM providers this is the ultimate compliment (we will find an overview of all the awards here).

6. CRM consulting:

Individual CRM consulting from our expert team:

Whether we have a question on a suitable product, or on how to ensure a seamless CRM implementation, or even a question on a specific CRM project, then we can be sure of a personal CRM consultation with us, tailor-made consultations that fit our needs. Our experts will go through all of our questions with us before showing us any possible solutions. CRM consulting, we can trust.

All-round support for our CRM implementation:

For us, Customer Relationship Management means so much more than just giving us a suitable software solution. We support us throughout the CRM implementation so that we can systematically align our customer processes to reflect sustainable customer management. Because, the only way to increased customer satisfaction is too pro-actively manage our customer relationships which ultimately leads to our long-term success.

Scope of our CRM consulting:

Our CRM consulting encompasses all the relevant aspects of Customer Relationship Management for example:

- Analysis of our CRM goals to form a foundation, followed by product presentation built on this foundation
- Support of a smooth CRM implementation using our BizTech Solution Limited Project method
- Tailor-made training courses and workshops either in-house or at our headquarters in Karlsruhe
- Individual customizations and further developments of our software solution (e.g. realizing new interfaces)
- CRM project management support

Our free webinar completes our professional CRM consultation:

Our free CRM webinar compliments the complete CRM consultation approach we provide, and offers us an excellent overview of Customer Relationship Management. Take part in our "Introduction to CRM" webinar and discover what's hidden behind the CRM acronym, what new opportunities a professional customer management system offers our company, what processes can be optimized and, which areas in our company would benefit most from a CRM implementation.

7. CRM Groupware:

Groupware promotes efficient cooperation in our teams:

Groupware has established itself as an integral part of modern office communications. The term was coined from "Group" and "Software" and is used to refer to any kind of collaborative software solution that makes work processes in teams simpler and more efficient. Ideally, Groupware is used where people have to work around spatial and temporal distances, for example, when common appointments have to be coordinated, tasks have to process or contacts and addresses have to be managed. Typically, Groupware solutions include programs such as those used for e-mail, appointment scheduling, document management, databases and much, much more.

CRM Groupware: intelligent-intermeshed team and contact management:

Successful companies work with software solutions that combine collaborative working and effective customer and contact management intelligently. What we can offer us, is an integrated CRM Groupware experience that very few other CRM systems can boast. Advanced Information Management Solutions Limited has its own appointment and task management features which not only meet individual requirements, but which are also independent of PIM software from other manufacturers. In addition to the standard functions, one of the many features of our own e-mail client is the ability to send data records such as documents, projects, tasks or addresses directly from BizTech Solution Limited as well as automatic archiving for the associated contact in the dossier. Other standard Groupware functions include holiday management and a blackboard feature.

Groupware software with a well-engineered rights concept:

A well-engineered and fine-grained rights system is key to an effective Groupware system, especially for document management. Throughout Advanced Information Management Solutions Limited we can define rights exactly, for example, we can define who gets to see, read or edit documents. Working with documents collaboratively is child's play, with features such as access locks and versioning. And a seamless integration with MS Office is included as standard, in fact the delivery package includes customizable templates and online formulas. The document life cycle enables us to define a release process through which we can channel our documents.

Teamwork includes additional Groupware and collaborative functionality

The teamwork module offers expanded Groupware and collaborative functionality. We can store our company information and data in the system and then access it later via an Internet browser. We can adapt the skin to suit our company's requirements.

8. Data quality:

Increase customer satisfaction by improving the quality of our address data:

The quality of address data is especially important in customer and contact management. As it is often the BizTech Solution Limited that customers cannot be contacted immediately, because their contact data is too old or incorrect, and the time needed to check and update details often results in considerable costs. Duplicates are another problem that affect data management, typically duplicates are characterized by similarly named address data in the system which has been maintained more than once and which refers to the same contact. CRM systems help us to keep the quality of our address data at a high level, which has a positive effect on the quality of our customer relations.

Easier address imports promote error-free data management:

Our CRM system, BizTech Solution Limited offers a range of practical functions for improving our data quality. When managing our address data, we can benefit from the auto complete function, so when we enter an address that fits the postal code, the city or town and the state are completed automatically for us, this also works with the form of address and salutation which are adapted to suit the title and first name/second name, similarly the bank details and BIC numbers are entered that match the bank sort code - all of this is done automatically. Not only does this reduce the time and effort involved in managing data, but it also reduces the margin of error.

Another useful function is the address wizard. In the blink of an eye, the address wizard can help us to record new contact information, for example, by taking the address data from the legal page of a Web site or extracting the data from an e-mail signature. This clever wizard recognizes the component parts of an address and then extracts the data to the respective fields in the CRM system address mask.

The duplicate check avoids duplicate address data:

BizTech Solution Limited also carries out an additional background check for duplicates on any new address data that we enter, thus the system checks to see whether or not a contact already exists in the CRM system as a duplicate. This prevents mail merges and mail shots or even Christmas cards from being sent out twice.

Central address management with regularly updated customer data:

Define mandatory fields and make sure that no fields are empty - especially with respect to data protection regulations. Address checks and enrichment also ensure that we always have the correct address and contact data for our customers. In the process, we addresses are compared with a reference database and any differences or discrepancies are displayed.

A notification and action service also ensures process security: this is done by automatically checking any data records with incomplete, or incorrectly completed data fields, the service can be set up to notify an employee we nominate of any changes.

9. CRM online:**CRM online – Convenient web-based CRM solution:**

Processing power and fast Internet connections are both affordable and widespread, so why not take advantage of this situation and combine both CRM and being online? The advantages of online CRM systems over offline CRM solutions will be illustrated below.

Advantages of online CRM solutions:**No local installations necessary:**

If we have decided to implement a CRM system in our company we might run into software problems and hardware incompatibilities. However, when using a CRM system online we do not have to worry about any of these difficulties. All we need is an Internet connection, and our employees in marketing and sales management can instantly start working with the program. Online CRM systems require neither any downloading nor any local installing. Any configurations we make are instant, and we do not have to worry about having different settings or program versions on other computers. With specific access authorization we can make sure that every single employee, customer, or guest can access only certain areas within the online CRM system.

No specific browser or device needed:

We can use any browser of our choice on any device we prefer. Imagine a salesperson on the way to a customer. Unfortunately, he is late for his appointment, so he needs to make a phone call. Instead of having to worry about on which of his/her many phones he/she stored the telephone number, he/she logs into the CRM system app with his/her smartphone and quickly finds the necessary information. This means that our information is accessible from any device with an Internet connection, no matter what browser or operating system we are using.

Full cost control:

As mentioned above, online CRM systems do not require local installing or any other software integrations. They also do not need backups, maintenance, or manual updating and upgrading. Servers or other hosting solutions are also not required. All these factors help to save money which we can invest otherwise.

Cloud solution - access our data anywhere:

One of the greatest advantages of CRM online is being able to access our data in the Cloud from anywhere. No matter where we are or what kind of device we are using – as long as we have access to the Internet, we can access all of our stored information from our CRM database at any time. Even more useful is the fact that all entered data is synchronized with everyone who uses the online CRM.

CRM online and the xRM trend:

Especially with the trend of xRM (Anything Relationship Management), gathering and processing vast amounts of information now benefits significantly from an online solution. With more and more information being gathered, and more and more people being involved in relationship management processes it is vital that all information is stored centrally, synchronized in real time, and accessible from all over the world.

10. CRM database:**CRM databases – characteristics and advantages:**

Not only large companies can benefit from CRM software – customer focus and therefore customer management is especially important for small companies. CRM databases are an excellent way of keeping track of all customer related processes and are the basis of customer relationship management systems.

What is a CRM database?

A CRM database does not differ very much from common databases. The main idea of customer database software is to store data from several sources, so that different employees and departments can access the same information. Databases need to have several characteristics in order to be both useful and functional. All information needs to be saved correctly and without e.g. spelling mistakes. There should not be any redundancy, and (especially in the area of CRM) customer data needs to be clearly identifiable, e.g. with an ID as a unique identifier.

Why is customer database software important for my business?

Not only small businesses often struggle with large amounts of data generated from all sorts of sources. In the worst BizTech Solution Limited, data is saved separately in different departments or even on individual computers and hard drives. It is no surprise that communication between departments can be a problem when data is not consistently saved. Having a central storage for all relevant data can solve several problems of our business:

1. Easy data cleansing. The best BizTech Solution Limited scenario is that data cleansing is not necessary at all. When every department has its own set of data, data cleansing is much more complex.
2. Useful system integration. Communication with customers in day-to-day business is often done with a variety of software systems. When a CRM database is linked to e.g. our e-mail programme, all relevant information from our conversation with the customer can be directly transferred to the database of our CRM system. If other employees are in contact with the same customer, they can access the already existing data in the CRM database. This way the possibility of redundant data is significantly reduced.
3. Data security. Concerning security, keeping centrally stored data safe is easier than managing the integrity of several data storages. When dealing with customer data it is also necessary to comply with privacy regulations. With a CRM database it is no problem to control different database accesses for certain employees, depending on which kind of information they need or areas they are allowed to access.

But regardless of all advantages, employees still need to make sure that they correctly enter the available information into the respective input areas. Of course, it is also possible to import already existing data from sources such as contact forms, e-mails, or digital address books. As mentioned above, when importing data into our CRM database we need to make sure that there is no redundant data.

11. Contact Management Software:

Without any form of contact management, important contact data can get lost in many areas of our business. Either the data is lost deep down in an employee's e-mail inbox which we cannot access, or the data is on a business card that can easily get lost in the office. No contact management means spending valuable time searching for addresses, telephone numbers, and business cards in order to react to customer needs. In the worst BizTech Solution Limited we may lose customers due to inefficient customer care. With a professional

customer management software, we no longer have to rely on e-mails and business cards, but can collect and maintain all necessary data in one place.

Characteristics and advantages of contact management software:

When using contact management software (e.g. as part of a CRM system), our business can benefit from several advantages, such as:

- Collecting, storing, editing/updating, and easily finding centrally stored customer data (name, address, telephone number, e-mail address, etc.).
- Keeping track of all appointments and documents. As all data is saved centrally, editing data can be done by anyone in our business without creating duplicate files. This makes sharing and synchronising information very easy; all vital data is always up to date.
- E-mail integration. This allows us to easily transfer data from e-mails to our contact management software.
- Conversation management. Keep track of our message history with certain customers and identify sales potentials.
- Mobile access. If our contact management software is a cloud-based solution, our sales team can access all necessary information with their mobile devices.

Using contact management software for lead management in our business:

Using a contact management software to manage our customer data is great, but using the software to manage sales opportunities is even better.

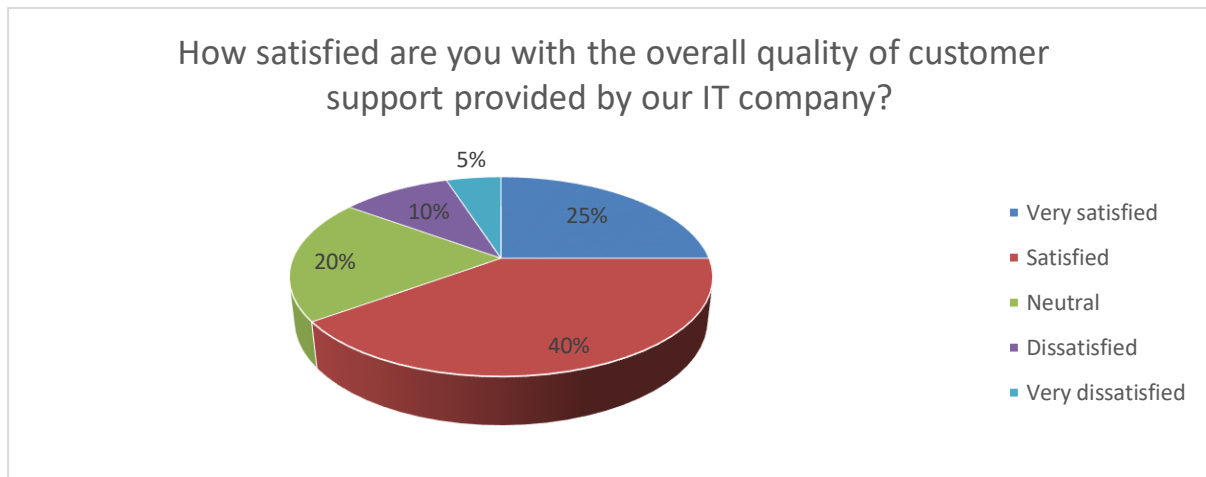
Lead management is systematically turning potential customers into actual paying customers. The marketing team generates leads (e.g. through marketing campaigns) which are taken over by the sales team. In order to organize all relevant data along the process from sales lead to paying customer, it is important to continuously keep our customer data up to date and to analyze the actions and reactions of the sales lead. Lead management can help generate further leads, offer added value, and optimize response rates.

Our streamlined CRM software is the basis for effective contact management and lead management in our business. The CRM system Advanced Information Management Solutions Limited incorporates all necessary features for successful contact management, especially for small and medium-sized businesses.

4.17 Analysis of Findings on Questionnaire

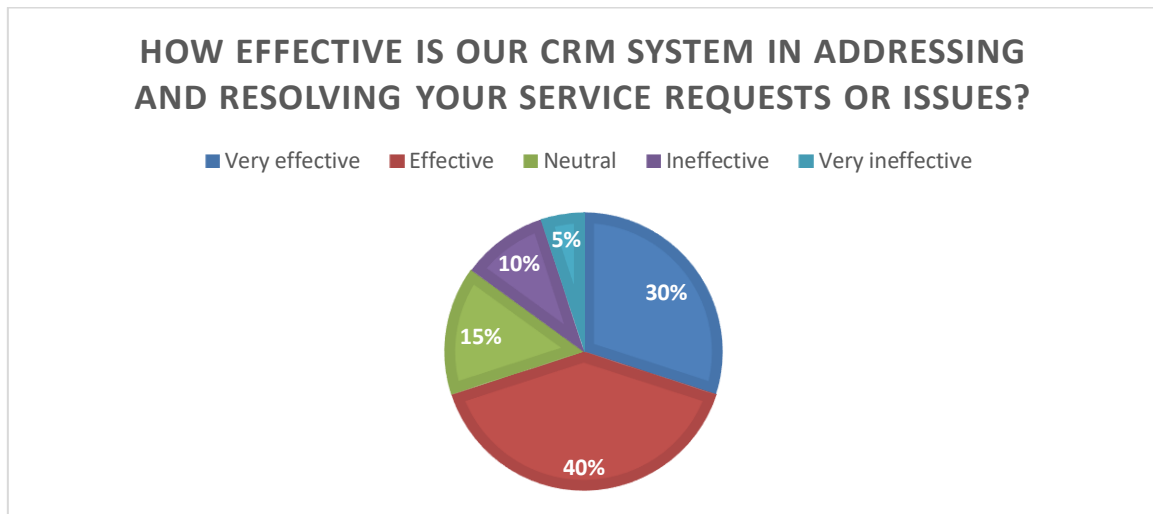
I have conducted a survey where I have included some questions to 20 random customers to disclose opinion of “An Analysis of the Customer Relationship Management of BizTech Solution Limited”. The following are the analysis and findings of the survey:

1. How satisfied are you with the overall quality of customer support provided by our IT company?



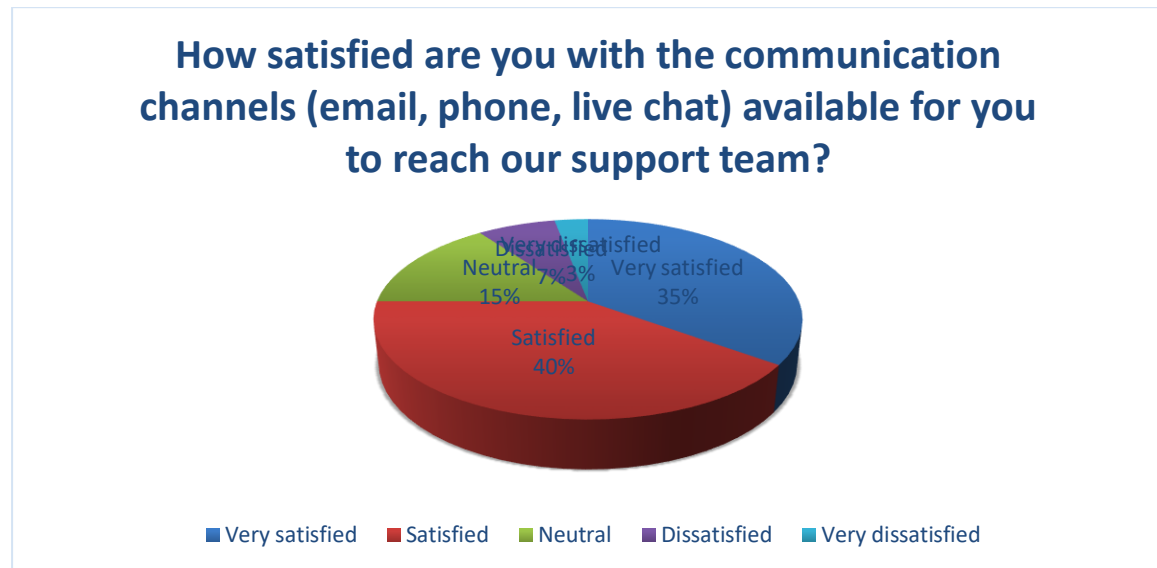
Interpretation: The survey results indicate that the majority of customers are satisfied with the overall quality of customer support provided by your IT company, with 65% of respondents expressing positive sentiments. Specifically, 25% of customers are very satisfied, and 40% are satisfied, suggesting that most feel their needs are being met. However, 20% remain neutral, indicating that while the support service is adequate, there may be room for improvement. On the other hand, 15% of respondents are dissatisfied or very dissatisfied, signalling potential issues that need attention. The smaller group of very dissatisfied customers (5%) could be experiencing significant problems that have not been addressed, making them vulnerable to churn. To enhance customer satisfaction, it is essential to investigate the causes of dissatisfaction, address concerns promptly, and work to convert neutral customers into highly satisfied ones.

2. How effective is our CRM system in addressing and resolving your service requests or issues?



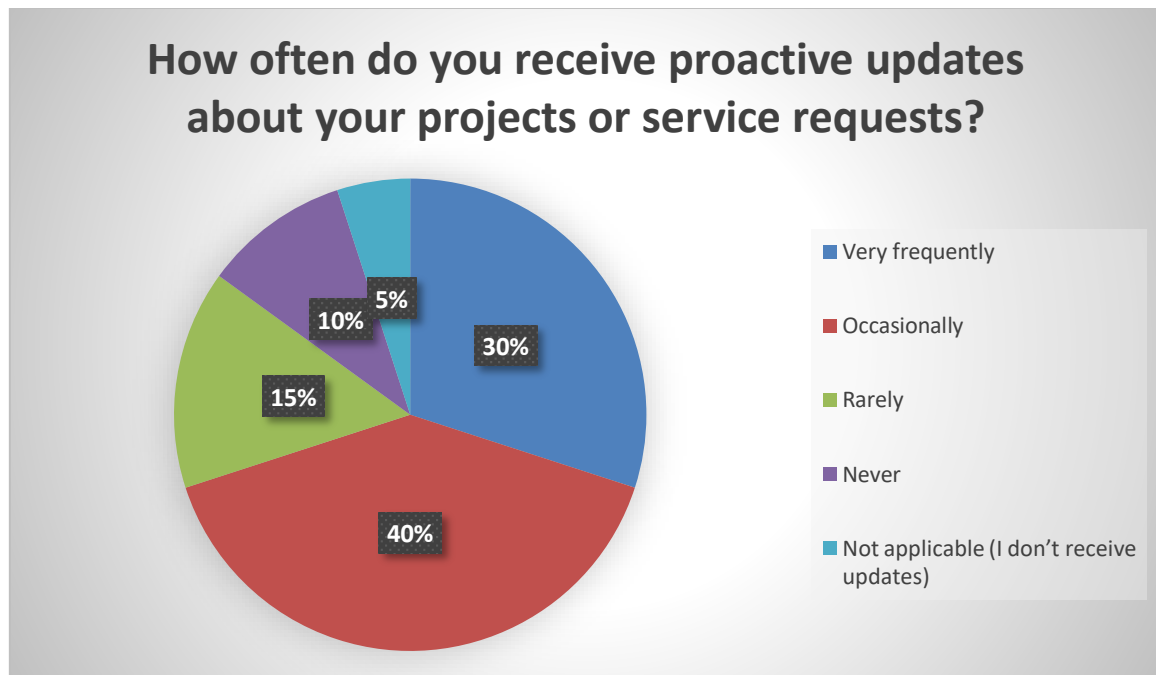
Interpretation: The survey results indicate that the majority of respondents find your CRM system to be effective in addressing and resolving service requests, with 70% of customers rating it as either very effective (30%) or effective (40%). This suggests that a significant portion of your customers are satisfied with how the CRM system handles their issues, implying that the system is generally efficient and meets their expectations. However, 15% of respondents are neutral, indicating that while the system may work adequately, there may be areas where improvements could be made to enhance the user experience. On the other hand, 15% of respondents (10% ineffective and 5% very ineffective) feel that the CRM system is not performing well, which could be indicative of unresolved issues or inefficiencies within the system. To improve overall satisfaction, it would be beneficial to investigate the concerns of these dissatisfied users, address system limitations, and ensure that the CRM continues to meet the needs of all customers effectively.

3. How satisfied are you with the communication channels (email, phone, live chat) available for you to reach our support team?



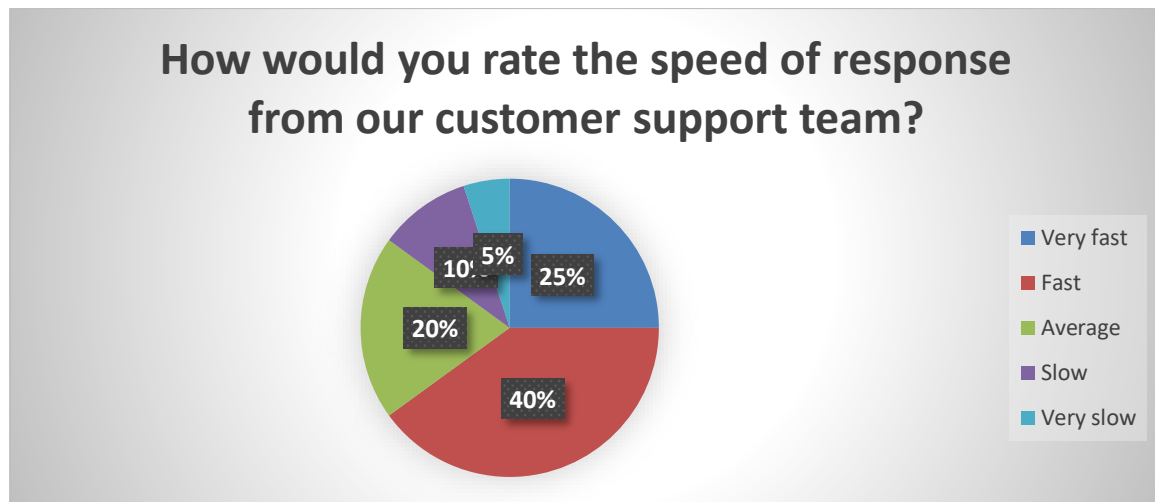
Interpretation: The survey results show that a majority of respondents are satisfied with the frequency of proactive updates about their projects or service requests. Specifically, 75% of customers feel positively, with 35% being very satisfied and 40% satisfied. This indicates that most customers appreciate the level of communication they are receiving regarding the status of their requests and projects. However, 15% of respondents are neutral, suggesting that while they may receive updates, the frequency or clarity may not fully meet their expectations. Additionally, 10% of respondents (7% dissatisfied and 3% very dissatisfied) feel that the proactive updates are inadequate, which could imply a need for improvement in terms of timeliness or the amount of information provided. Overall, while the majority is content, addressing the concerns of the dissatisfied and neutral groups could help further improve communication and customer satisfaction.

4. How often do you receive proactive updates about your projects or service requests?



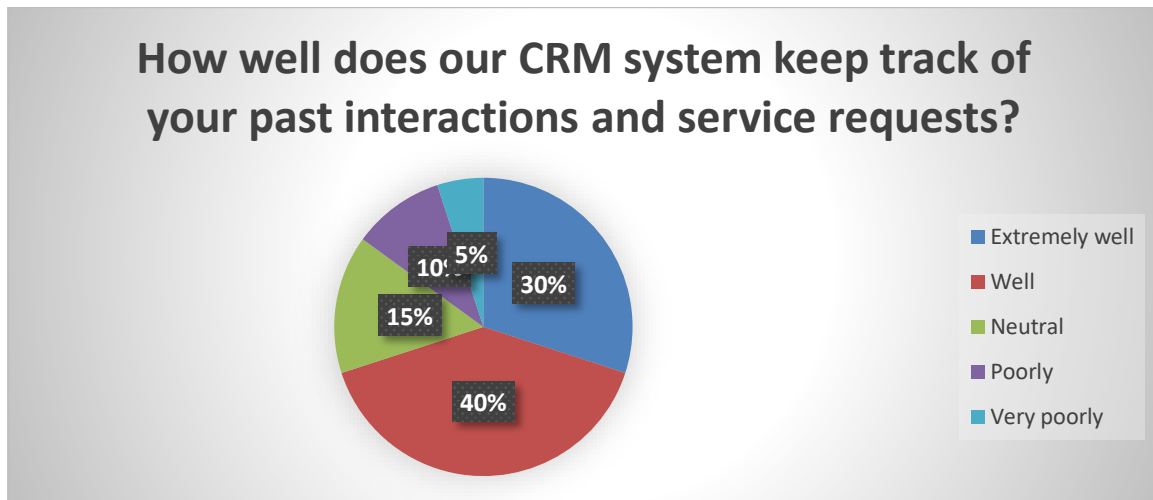
Interpretation: The survey results indicate that the majority of respondents (70%) receive proactive updates about their projects or service requests on a regular basis, with 30% reporting that they receive updates very frequently and 40% receiving them occasionally. This suggests that your company is doing a good job of keeping most customers informed about the progress of their requests or projects. However, 15% of respondents report receiving updates rarely, and 10% say they never receive updates, highlighting areas where communication could be improved. Additionally, 5% of respondents selected not applicable, indicating that they may not be receiving updates because they do not have active projects or service requests. Overall, while the majority of customers are receiving proactive updates, addressing the concerns of those who report receiving them rarely or never could further enhance customer satisfaction and communication effectiveness.

5. How would you rate the speed of response from our customer support team?



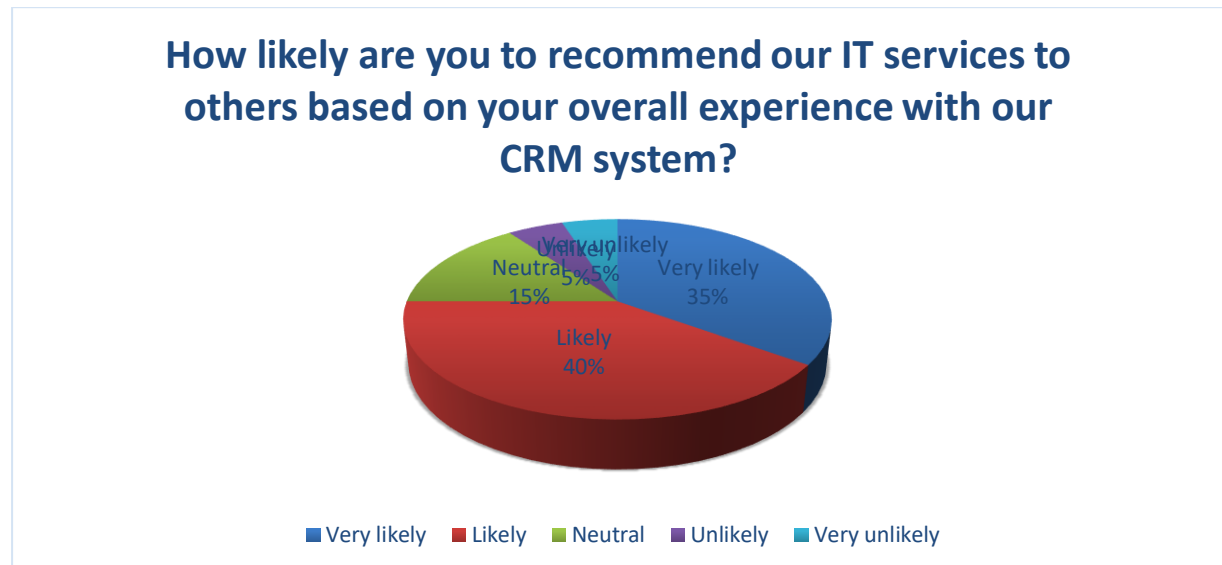
Interpretation: The survey results indicate that the majority of customers are satisfied with the speed of response from your customer support team. Specifically, 65% of respondents rate the response time as either very fast (25%) or fast (40%), suggesting that most customers feel their issues are addressed promptly and efficiently. However, 20% rate the response time as average, indicating that while the support team meets basic expectations, there may be room for improvement in terms of speed or responsiveness. On the other hand, 15% of respondents (10% slow and 5% very slow) feel that response times are inadequate, which may reflect delays or inefficiencies that could potentially lead to frustration or dissatisfaction. Overall, while the majority of customers are satisfied, addressing the concerns of those who find the response times average, slow, or very slow could enhance customer satisfaction and improve the overall service experience.

6. How well does our CRM system keep track of your past interactions and service requests?



Interpretation: The survey results indicate that a majority of respondents are satisfied with how well your CRM system tracks past interactions and service requests. Specifically, 70% of customers rate the system as either extremely well (30%) or well (40%), suggesting that the CRM is generally effective in providing a clear and accurate record of customer interactions. This reflects a strong level of customer satisfaction with the system's ability to manage and track their service history. However, 15% of respondents are neutral, which implies that while the CRM may meet basic expectations, there could be opportunities for enhancement in terms of functionality or user experience. Additionally, 15% of customers (10% poorly and 5% very poorly) feel that the system performs inadequately in tracking their past interactions, indicating potential issues with the CRM's reliability or data accuracy. Overall, while the system is largely effective, addressing the concerns of the dissatisfied customers could further improve its performance and customer satisfaction.

7. How likely are you to recommend our IT services to others based on your overall experience with our CRM system?



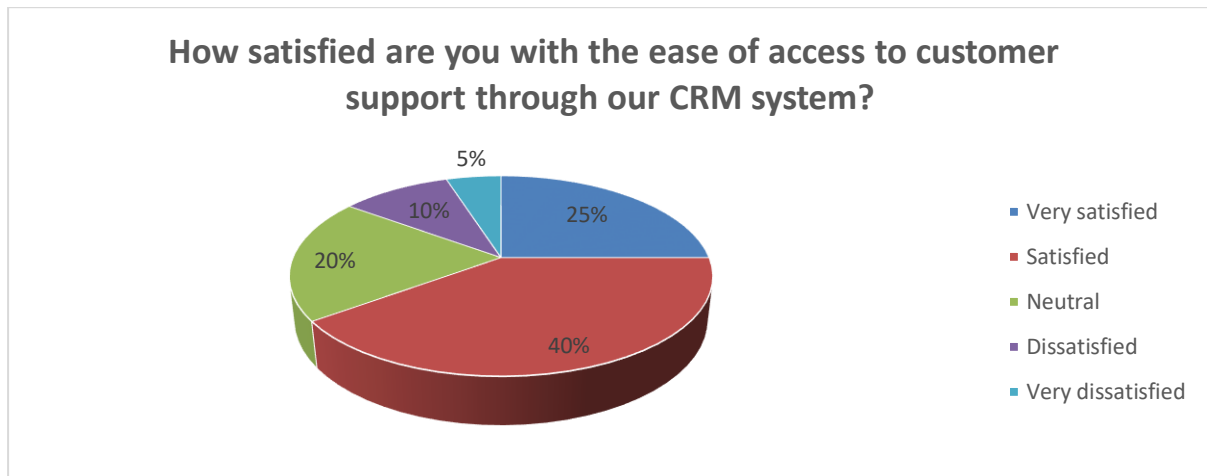
Interpretation: The survey results show that a strong majority of respondents (75%) are likely to recommend your IT services to others based on their experience with your CRM system. Specifically, 35% of customers are very likely to recommend your services, and 40% are likely to do so, suggesting a high level of satisfaction and confidence in the CRM system's performance. However, 15% of respondents are neutral, indicating that while they may not have strong feelings one way or the other, their experience with the CRM system hasn't been compelling enough to drive active recommendations. Additionally, 10% of customers (5% unlikely and 5% very unlikely) are not inclined to recommend your services, which could signal dissatisfaction or areas where the CRM system or customer service experience may not meet expectations. Overall, the results indicate a generally positive sentiment, but addressing the concerns of the neutral and less likely groups could help increase the number of recommendations and improve customer advocacy.

8. How personalized are our communications and services to meet your specific needs?



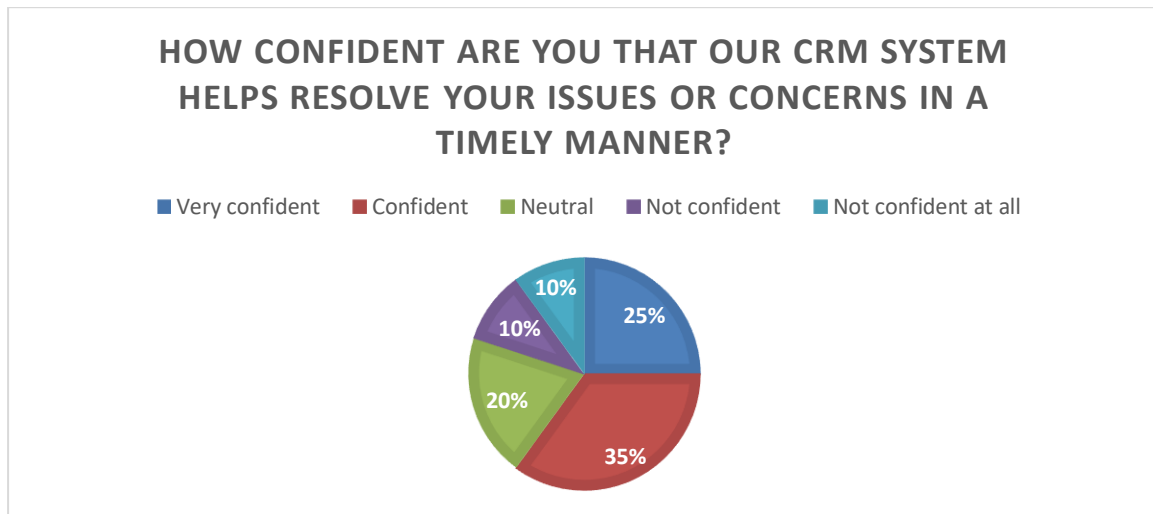
Interpretation: The survey results indicate that a significant portion of respondents, 60%, feel that the communications and services provided are at least somewhat personalized. Specifically, 20% of respondents believe the services are "very personalized," while 40% find them "personalized." However, there is also a notable portion of respondents who perceive the level of personalization as neutral or insufficient. Approximately 25% feel that the services are neither personalized nor impersonal, while 15% feel that the communication is impersonal, with 5% rating it as "very impersonal." These results suggest that while most customers feel that there is some degree of personalization, there is still room for improvement to ensure that services meet the diverse needs of all customers more effectively.

9. How satisfied are you with the ease of access to customer support through our CRM system?



Interpretation: The survey results indicate that a majority of respondents are generally satisfied with the ease of access to customer support through the CRM system. Specifically, 40% of respondents are satisfied, while 20% are very satisfied, highlighting a strong positive response overall. However, there is still a notable portion of users who feel neutral about the system's accessibility, accounting for 25%. A smaller percentage, 10%, are dissatisfied, and 5% are very dissatisfied, suggesting some room for improvement in certain areas. While the overall sentiment is positive, the feedback points to potential opportunities to address the concerns of the 15% who are neutral or dissatisfied, ensuring that all users have a more seamless and satisfying experience with customer support.

10. How confident are you that our CRM system helps resolve your issues or concerns in a timely manner?



Interpretation: The survey results indicate a generally positive perception of the CRM system's ability to resolve issues or concerns in a timely manner. A combined 60% of respondents expressed confidence, with 25% being very confident and 35% confident, suggesting that the majority of users feel the system is effective in addressing their needs promptly. However, 20% of respondents remain neutral, indicating some uncertainty or mixed experiences regarding the timeliness of issue resolution. On the other hand, 20% of users (10% not confident and 10% not confident at all) expressed concerns, signalling that there may be room for improvement in enhancing the speed or reliability of the system's resolution process. While the overall confidence is strong, the feedback from the more uncertain or dissatisfied users highlights opportunities for improvement in customer experience and issue resolution times.

Chapter-05

Problems, Recommendations and Conclusion

5.1 Problems Identified

- 1) This software is secure but the contained data kept at a centralized point which creates a threat to any organization executing a CRM solution. Few queries are unanswered like what does it happen if the power goes out to the database.
- 2) Introducing another CRM solution can be extremely energizing. Automating many procedures and streamlining the information that received each day can make business executives giddy on occasion. At that point comes the procedure of usage and everything changes.
- 3) Although this software solution is secure, the fact that the data is contained at a centralized point creates a threat for any organization implementing a CRM solution. It doesn't even need to be a data hacker that causes problems.
- 4) Installing a new CRM solution can be very exciting. The idea of automating many processes and streamlining the data that is received every day can make business executives downright giddy at times. Then comes the process of implementation and everything changes.
- 5) Many CRM systems will automatically back themselves up through the Cloud or through some other solution, but not every system does this.

5.2 Recommendations

- 1) There should be an encryption safeguards, backup, and supervision system so that the data maintain its integrity.
- 2) It needs investment for individuals to figure out how the new framework functions, what its abilities happen to be, and how we can use to achieve success. Once everybody gets used to the framework, it will be easier to use.
- 3) There must be encryption safeguards, but there must also be backup and supervision systems in place so that the integrity of the data can be maintained.
- 4) It takes time for people to learn how the new system works, what its capabilities happen to be, and what it can be used to accomplish. Once everyone gets used to the system, the benefits can be enormous. It's that training period after installation that can be a killer.
- 5) There may be a need to manually back up the data and if that doesn't happen on a regular basis, there is a good chance that data can get lost. Even Cloud systems can fail if there is a problem with the internet connection or the server on the other end.

5.3 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.

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Appendix

Dear Sir/Madam,

As a student of Business Administration of Daffodil International University, the purpose of the questionnaire on “**An Analysis of the Customer Relationship Management of BizTech Solution Limited**” for my internship report. I will appreciate your valuable time & support in answering the questions. All information collected will be kept strictly confidential and shall only be used for only research purpose of preparing internship report. Your kind cooperation will be highly appreciated.

Thanks in advance

Name: _____

Age: _____

Gender: _____

1. How satisfied are you with the overall quality of customer support provided by our IT company?

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

2. How effective is our CRM system in addressing and resolving your service requests or issues?

- Very effective
- Effective
- Neutral
- Ineffective
- Very ineffective

3. How satisfied are you with the communication channels (email, phone, live chat) available for you to reach our support team?

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

4. How often do you receive proactive updates about your projects or service requests?

- Very frequently
- Occasionally
- Rarely
- Never
- Not applicable (I don't receive updates)

5. How would you rate the speed of response from our customer support team?

- Very fast
- Fast
- Average
- Slow
- Very slow

6. How well does our CRM system keep track of your past interactions and service requests?

- Extremely well
- Well
- Neutral
- Poorly
- Very poorly

7. How likely are you to recommend our IT services to others based on your overall experience with our CRM system?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

8. How personalized are our communications and services to meet your specific needs?

- Very personalized
- Personalized
- Neutral
- Impersonal
- Very impersonal

9. How satisfied are you with the ease of access to customer support through our CRM system?

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

10. How confident are you that our CRM system helps resolve your issues or concerns in a timely manner?

- Very confident
- Confident
- Neutral
- Not confident
- Not confident at all

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