



Daffodil
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“An Analysis of the Customers’ Satisfaction of RNS Technology Ltd”.

Date of Submission: 12 May, 2025



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Internship Report on
‘An Analysis of the Customers’ Satisfaction of RNS Technology Ltd’

Supervised by:

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Date of Submission: 12 May, 2025

Letter of Transmittal

Date: 07 May, 2025

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
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Subject: Submission of Internship Report on an Analysis of the Customers' Satisfaction of RNS Technology Ltd (A Study on RNS's Head Office)

Dear Sir,

I am Shanwly Das, ID 232-14-009, currently working at RNS Technology Ltd. I am delighted to submit my internship report on '**An Analysis of the Customers' Satisfaction of RNS Technology Ltd**'.

During my internship, I worked in the Customer Support department, where I engaged directly with clients and contributed to ensuring service satisfaction. This report reflects my observations and contributions during my time at RNS Technology Ltd. and has been prepared as part of the MBA program at Daffodil International University.

I am very grateful for the opportunity to work on such an insightful topic and for the continuous support provided during my internship period. I have made every effort to meet the objectives of the report and hope it fulfills its intended purpose.

I kindly request your approval of this report so that I may proceed to obtain my graduation certificate.

Thank you for your consideration.

Sincerely Yours,

Shanwly Das

ID: 232-14-009

Program: MBA Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Declaration

This is to declare that the report titled “**An Analysis of the Customers’ Satisfaction of RNS Technology Ltd.**” has been prepared and submitted to the **Department of Business Administration, Daffodil International University**, in partial fulfillment of the requirements for the **Master of Business Administration (MBA)** degree.

The report was prepared under the supervision and guidance of **Professor Dr. Mohammed Masum Iqbal**, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. It is also confirmed that this report has not been submitted, either in full or in part, to any other university or institution for any academic degree or equivalent qualification.



.....

(Shanwly Das)

ID: 232-14-009

Program: MBA Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Letter of Acceptance

This is to certify that the internship report entitled An Analysis of the Customers' Satisfaction of RNS Technology Ltd is prepared by Shanwly Das, ID: 232-14-009, 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 Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Acknowledgement

My internship at RNS Technology Ltd. was a great learning experience that helped me grow both personally and professionally. As part of the MBA program, every student must complete an internship after finishing the required courses and submit a report. Through this internship, I got the chance to learn how the company deals with customers and how their satisfaction is managed.

I would like to sincerely thank my supervisor, Professor Dr. Mohammed Masum Iqbal, for giving me this opportunity. Even with his busy schedule, he guided and supported me throughout the internship and while preparing this report titled “An Analysis of the Customers’ Satisfaction of RNS Technology Ltd (A Study on RNS's Head Office).”

Finally, I want to thank my family and friends for always encouraging me. Without their support, completing this report would have been very difficult.

Executive Summary

This internship report is based on a study titled “**An Analysis of the Customers’ Satisfaction of RNS Technology Ltd.**” prepared as part of the MBA program at **Daffodil International University**. The primary objective of this report is to evaluate how satisfied the customers of **RNS Technology Ltd.** are with the services provided by the company.

During the internship period, direct involvement in the **Customer Support Department** allowed for observation of client interactions and issue resolution processes. This hands-on experience offered valuable insights into how the company manages customer relationships and strives to meet client expectations.

To complete the study, feedback was collected from current clients through a structured survey. The collected data was then analyzed to identify areas of satisfaction and areas requiring improvement. The findings reveal that most clients are pleased with the company’s service quality and communication standards. However, concerns were noted in areas such as timely service delivery and the speed of problem resolution.

The report presents a comprehensive overview of the organization, the methodology followed in the study, the analysis of survey results, and specific recommendations to enhance customer satisfaction. These findings are intended to support **RNS Technology Ltd.** in refining its service strategies and building even stronger relationships with its client base.

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Chapter-01

Introduction

1.1. Introduction

In today's highly competitive digital era, customer satisfaction has emerged as a critical factor for the sustainable growth of service-oriented organizations. Companies operating in the information technology (IT) and digital marketing sectors must not only deliver functional solutions but also ensure that clients experience reliability, responsiveness, and professional communication. The ability to maintain strong customer relationships directly influences retention, referrals, and long-term profitability.

RNS Technology Ltd., a growing IT service provider in Bangladesh, offers a range of solutions including web and software development, digital marketing, creative design, and customer support. In a market where technological expertise is widely available, the company's success increasingly depends on how well it can meet or exceed client expectations through consistent service quality and timely delivery.

This internship report focuses on assessing the level of customer satisfaction with RNS Technology Ltd., particularly at its Head Office. The study combines direct observations from the internship experience with structured feedback collected from current clients to identify strengths, improvement areas, and actionable recommendations. By understanding how clients perceive the company's services, this report aims to support RNS Technology Ltd. in enhancing its customer experience and strengthening its competitive position in the digital service industry.

1.2. Background of the Study

In the rapidly changing world of technology and digital services, customer satisfaction has become one of the most important success factors for any business. Especially in the IT and digital marketing industry, where service quality, communication, and delivery speed can directly affect a client's business, understanding what makes customers happy is crucial.

RNS Technology Ltd. is a growing company in Bangladesh that provides various IT services, such as website development, software creation, digital marketing, customer support, and creative design solutions. As competition in the digital space continues to increase, companies like RNS must not only focus on offering high-quality technical solutions but also on building strong relationships with their clients through positive experiences.

Customer satisfaction goes beyond just completing a task—it means meeting or exceeding client expectations in terms of communication, delivery time, reliability, and support. In today's digital market, a satisfied client can become a loyal customer, a referral source, and a brand ambassador. On the other hand, a single poor experience can harm the company's reputation and result in lost business opportunities.

This study is focused on evaluating the level of customer satisfaction at the Head Office of RNS Technology Ltd. By observing client interactions, collecting real feedback through surveys, and

analyzing how the company handles its services and communication, this report aims to identify both the strengths and weaknesses in their customer experience strategy. The insights gained through this study can help the company improve its service delivery, retain more clients, and grow its business in a sustainable way.

1.3. Scope of the Study

This study is primarily focused on the Head Office of RNS Technology Ltd., where the majority of client-related activities such as service delivery, communication, and project support are conducted. The research targets active clients who recently received services including website development, IT support, digital marketing, and social media management.

The scope does not extend to other branches of the company or to any external partners. Additionally, the study considers only the feedback from current clients, excluding past and prospective customers. Although the findings may offer broader insights for the organization, the analysis is mainly based on the experiences and performance of the Head Office team during the internship period.

The objective was to gather an accurate understanding of client satisfaction levels using structured questionnaires, observational insights, and informal client interactions.

1.4. Objectives of the Study

The study has been carried out with the following objectives:

- i. To explain customers' satisfaction;
- ii. To measure the customers' satisfaction of RNS Technology Ltd.;
- iii. To identify the problems that hinders customer satisfaction, if any;
- iv. To make some recommendations to solve the problems;

1.5. Methodology of the Study

To ensure accuracy and relevance, the study followed a well-structured and systematic research approach utilizing both primary and secondary data sources.

Type of Research:

This research adopts a descriptive approach, aiming to present factual insights and behavioral patterns based on actual customer feedback and internal observations.

Primary Data Sources:

- Responses from 16 clients collected via Google Forms
- Direct conversations with clients (both online and offline)
- Observations conducted within the office environment

Secondary Data Sources:

- The official website of RNS Technology Ltd. (<https://amazingrns.com>)
- Internal brochures, documents, and service details (with permission)
- Academic articles and industry reports related to customer satisfaction

Target Group:

Active clients of RNS Technology Ltd. who have recently utilized company services.

Sample Size:

The survey includes responses from 16 clients.

Sampling Method:

A convenience sampling method was used, selecting respondents based on availability and willingness to participate.

Data Collection Tools:

- Structured questionnaire consisting of multiple-choice and rating-based questions, along with a section for suggestions
- Informal interviews and spontaneous feedback from clients during the internship period

Data Analysis Tools:

- Google Forms charts and summaries
- Microsoft Excel for data tabulation and analysis
- Basic statistical measures such as averages and percentages to identify trends

1.6. Limitations of the Study

Although this research was conducted with careful planning and the findings offer valuable insights, several limitations need to be acknowledged to understand the boundaries of the study:

- 1. Time Restriction**

The internship was conducted over a short period, which limited the opportunity for extended data collection and in-depth exploration. A longer duration could have allowed for multiple rounds of client feedback, seasonal variation analysis, and closer observation of the company's ongoing service processes.

- 2. Small Sample Size**

The study gathered responses from only 16 active clients. While the feedback provides useful indications of client satisfaction, it may not accurately represent the perceptions of the entire customer base of RNS Technology Ltd. A larger sample would have provided stronger generalizability and more statistically reliable conclusions.

- 3. Limited Data Access**

Due to the organization's confidentiality policies, complete access to historical records, sensitive performance metrics, and internal client documentation was not available. This restriction prevented the researcher from conducting a deeper analysis of long-term customer behavior, issue recurrence, and post-project retention patterns.

- 4. Potential Response Bias**

Survey responses may have been influenced by the participants' immediate experiences or personal mood at the time of filling out the form. For example, a client who recently faced a delay might provide a lower rating despite overall satisfaction, whereas a recently assisted client could rate higher.

- 5. Geographical and Operational Scope**

The research focused exclusively on the operations of the Head Office. Feedback from clients managed through other branches, remote teams, or online-only interactions was not included. As a result, the findings primarily reflect the practices and service quality observed at the Head Office and may not capture variations across all service locations.

- 6. Single-Method Limitation**

The study primarily relied on survey data and informal observations. Including other data sources, such as structured interviews or long-term client performance tracking, could have enriched the understanding of customer satisfaction factors.

Chapter-02

Company Profile

Company Profile

2.1 Company Background

RNS Technology Ltd. is a fast-growing IT and digital service provider based in Dhaka, Bangladesh. Since its founding, the company has been committed to delivering innovative, efficient, and tailored technology solutions to a variety of clients—ranging from startups and SMEs to larger international businesses.

The company was established with the vision of helping businesses go digital and stay competitive in today's technology-driven world. It has built a reputation for providing reliable services, maintaining strong client relationships, and focusing on long-term success rather than one-time projects.

RNS Technology's tagline, "We believe in making a digital future, together," reflects the company's core values: innovation, collaboration, and client-centricity. Whether it's creating a new website, planning a digital campaign, or building a custom software solution, RNS approaches each project with attention to detail and a deep understanding of the client's business goals.

What sets RNS apart is its combination of creative design and technical expertise. The company doesn't just offer services—it partners with clients to help them grow using technology, branding, and marketing strategies that are data-driven and results-oriented.

2.2 Vision

- "To be the most trusted and innovative IT and digital solutions provider in the region, transforming businesses through technology."
- This vision highlights the company's ambition to lead the digital industry by offering meaningful, modern, and client-focused solutions.

2.3 Mission

- RNS Technology Ltd. follows a mission that focuses on delivering value and building trust:
- To provide reliable and scalable digital services that support clients' business growth.
- To build long-term relationships through clear communication, honesty, and quality service.
- To encourage innovation and creative thinking in every project, from planning to execution.
- To empower businesses by using cutting-edge technology that improves performance and visibility.

2.4 Products and Services

RNS Technology offers a broad and integrated range of services, allowing clients to get complete digital support from one place. The services can be divided into the following categories:

IT Solutions:

- Web Development: Custom websites, e-commerce platforms, portfolio sites using WordPress, Laravel, or custom code.
- Software Development: ERP systems, billing software, HRM tools tailored to client needs.
- App Development: Android, iOS, and cross-platform mobile applications.
- Domain & Hosting: Domain registration, cloud hosting, server maintenance, and SSL support.

Digital Marketing:

Social Media Marketing: Facebook, Instagram, LinkedIn campaign planning and boosting.

- Search Engine Optimization (SEO): On-page, off-page, technical SEO to improve website rankings.
- Paid Campaign Management: Google Ads, Facebook Ads, retargeting campaigns.
- Content Creation & Branding: Posts, reels, ad copywriting, brand tone setup.

Creative Design:

- Graphic Design: Posters, banners, business cards, packaging designs.
- UI/UX Design: Website and app interface design focused on user-friendliness.
- Logo & Branding Packages: Brand identity design including logo, color palette, typography.

Other Services:

- Business Consultancy: Helping startups and SMEs create digital strategies.
- Customer Support Services: Dedicated response teams for after-sales and technical queries.
- System Maintenance: Regular updates, server health checks, website backups.
- RNS Technology takes a holistic approach, offering not just one-time service, but end-to-end support that ensures long-term client satisfaction.

2.5 Service Areas and Clients

RNS Technology Ltd. provides services to both local and international clients. Over the years, the company has expanded its client base across different industries and regions.

Key Service Areas:

Dhaka – Head Office and primary operations

Chattogram – Remote service and virtual support

International Clients – USA, UK, UAE (served online)

Client Sectors Served:

- Real Estate
- Pharmaceuticals and Healthcare
- Education and eLearning
- Retail and E-commerce
- Hospitality and Food Industry
- Fashion and Lifestyle
- NGOs and Charitable Foundations

Notable Clients:

- Swade Bangladesh (restaurant chain)
- AttestDesign Global Ltd.
- Other startups, agencies, and small businesses abroad

The company's ability to customize services based on industry needs has helped it grow steadily and maintain long-term relationships with clients.

2.6 Organizational Structure:

RNS Technology Ltd. operates with a flat but functional organizational structure. The company encourages teamwork, transparency, and fast decision-making. Employees are grouped into specific departments based on their roles and expertise.

🔧 Main Departments:

Management & Administration

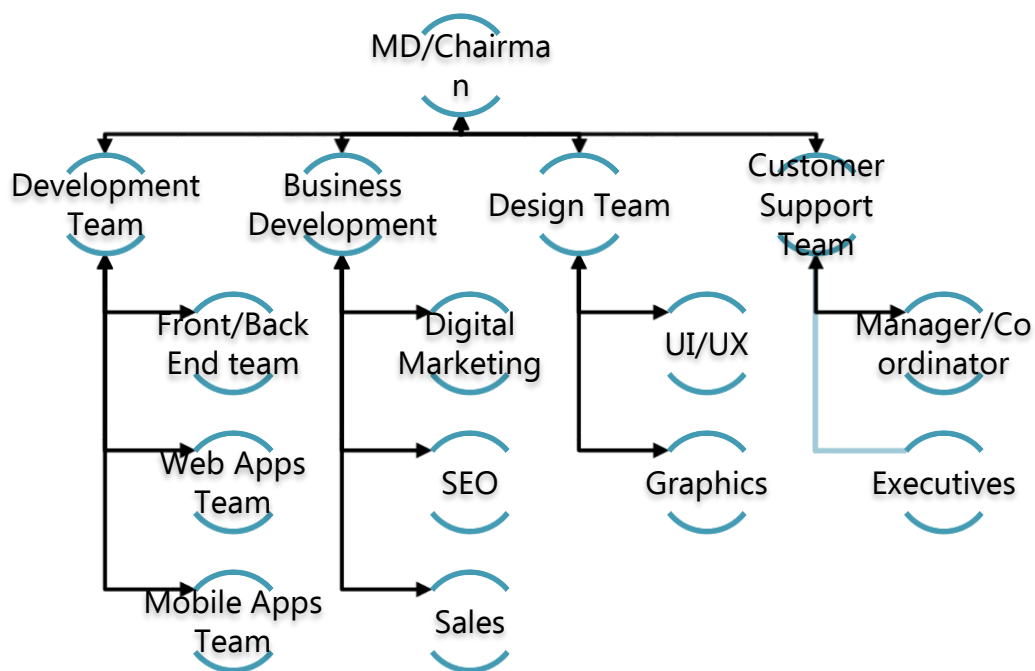
IT & Development Team

Customer Support Team

Digital Marketing Team

Creative & Design Team

Organogram of RNS Technology Ltd:



This structure helps RNS respond quickly to client requests while maintaining quality across all service areas.

Chapter-03

Analysis

3.1 Survey Design and Methodology

To properly assess the level of customer satisfaction at RNS Technology Ltd., a structured questionnaire was developed and shared with current clients. The goal was to collect direct feedback regarding their experience with the company's services.

✓ Survey Details:

- **Type of Research:** Descriptive (quantitative and qualitative)
- **Method of Distribution:** Google Forms, email, and WhatsApp
- **Time Frame:** Data was collected over a period of 10 days
- **Target Group:** Active clients of RNS Technology Ltd. who recently received web, digital marketing, or software services

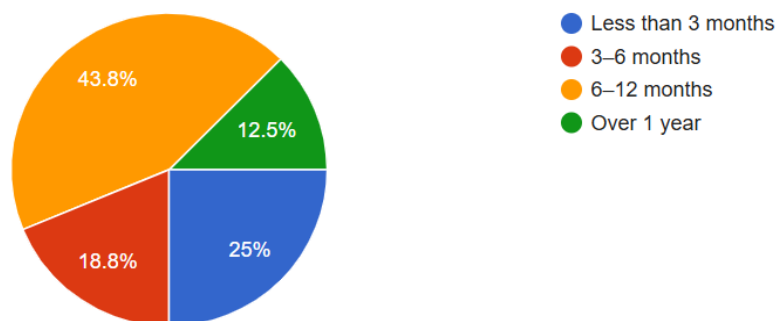
✓ Respondent Profile:

- **Sample Size:** 16 clients
- **Sampling Technique:** Convenience sampling (selected based on accessibility and availability)
- **Tools Used for Analysis:** Microsoft Excel for charting, tabulation, and percentage calculations

3.2 Survey Findings and Interpretation

The survey focused on five key areas: overall satisfaction, communication, service delivery, support quality, and likelihood to recommend. Below is the summary of the responses:

1. How long have you been using our services?

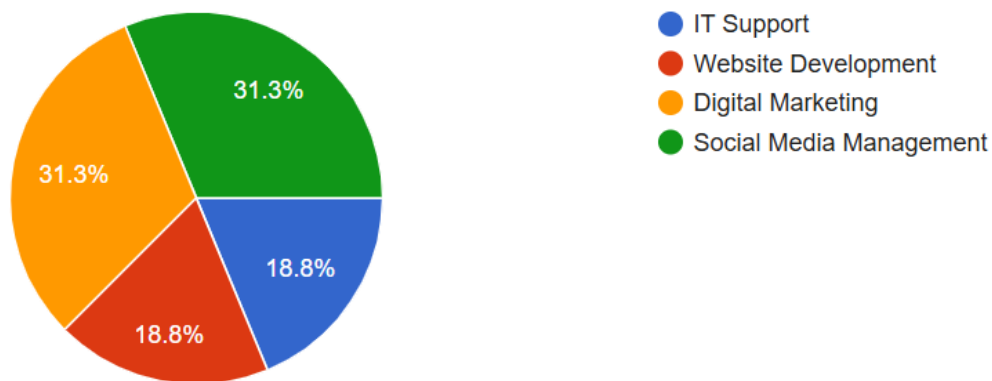


★ Interpretation:

More than 62% of the respondents have been using RNS Technology Ltd.'s services for **less than 6 months**, while **43.8%** have been clients for **6 to 12 months**. Only **12.5%** have continued their service

beyond a year. This suggests that while the company is successfully attracting new clients, **retaining them long-term** may require more focused efforts like after-service follow-ups or loyalty benefits.

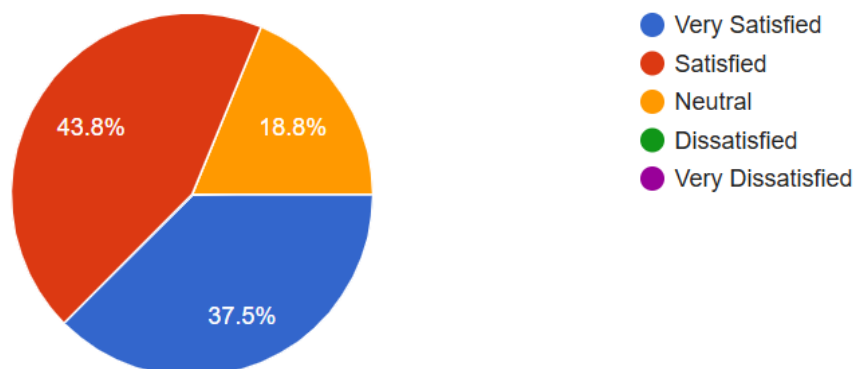
2. Which of our services have you used?



★ Interpretation:

The results show that **Digital Marketing and Social Media Management** are the most popular services among RNS Technology Ltd.'s clients. This indicates a growing demand for online promotion and branding. While IT Support and Website Development are also used, the company may consider strengthening its core focus in marketing-related services, as that's where most client interest lies.

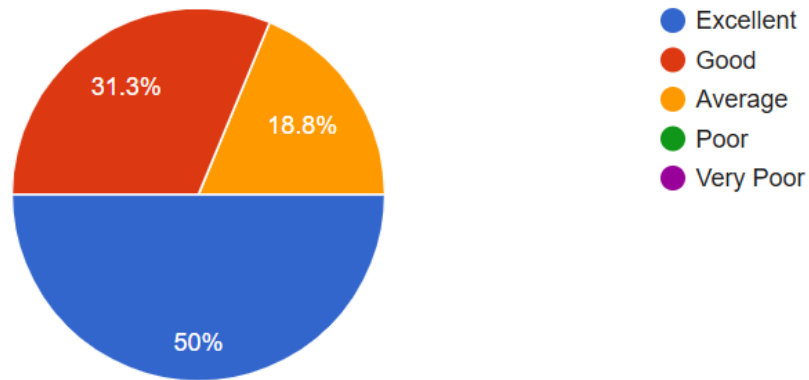
3. How satisfied are you with the way RNS delivers its services?



★ Interpretation:

Over **81%** of the clients feel positively about how RNS Technology Ltd. delivers its services, which reflects good performance by the team. The presence of a few neutral responses suggests that while most clients are happy, there's still space to improve service delivery further — especially in making every experience more memorable or exceeding expectations.

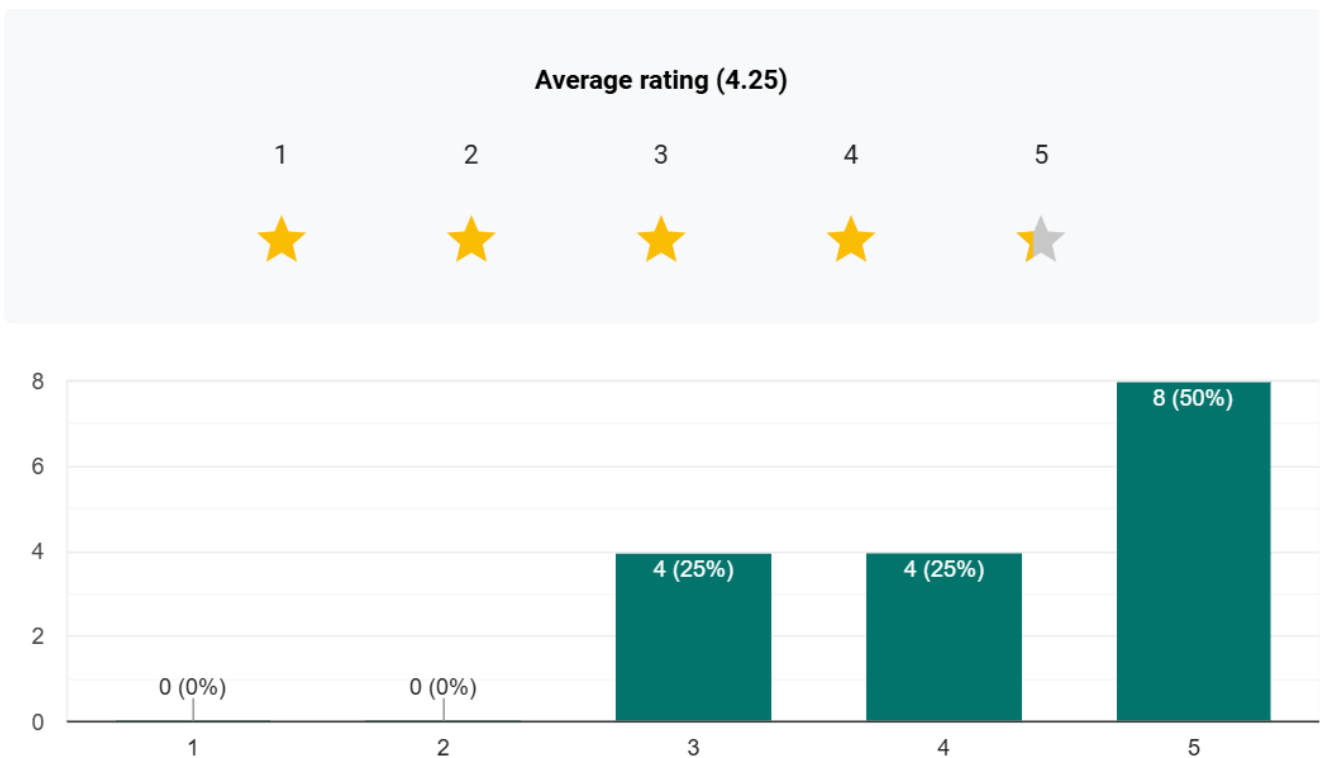
4. How would you rate our service timeliness?



★ Interpretation:

The results suggest that most clients are happy with how quickly RNS Technology delivers its services. With over **80%** rating it positively, timely delivery is clearly one of the company's strengths. However, a small portion of clients gave an average rating, which shows there's room to improve consistency — especially for larger or more complex projects.

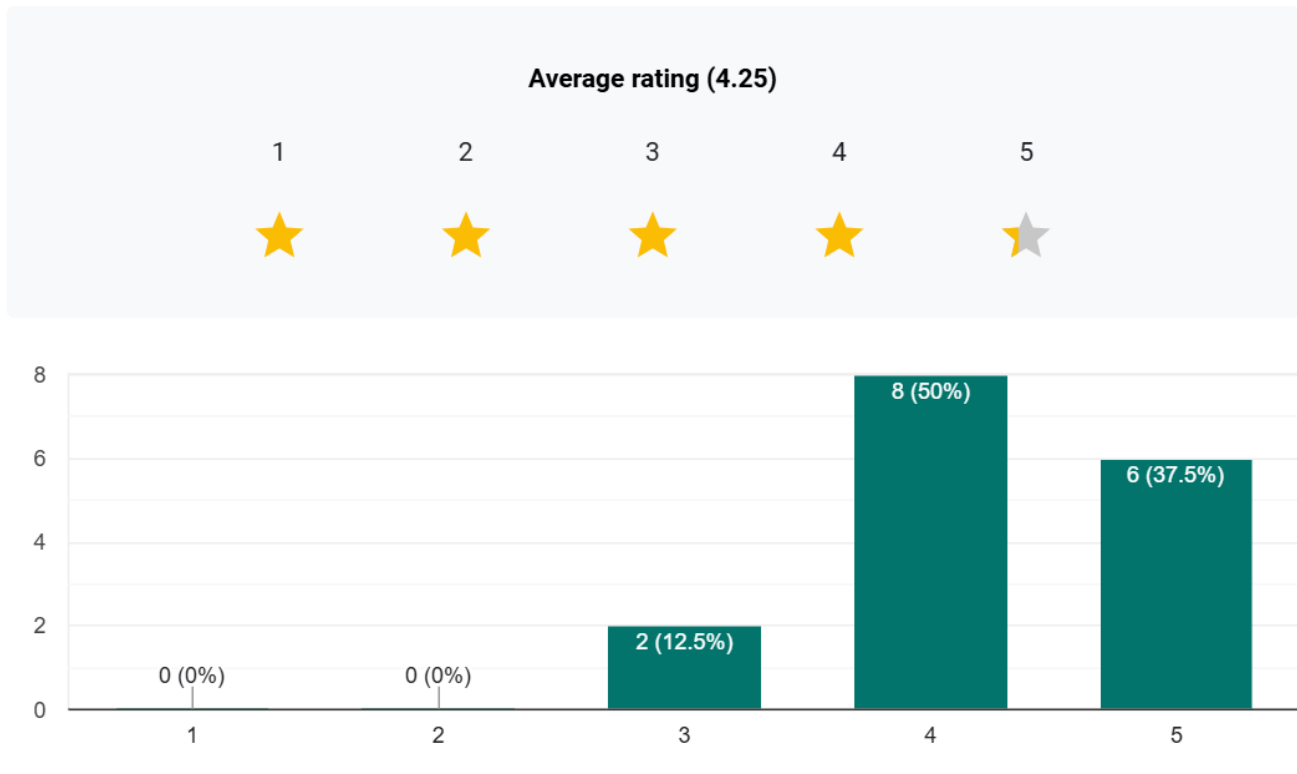
5. Rating of service quality (1 = Very Poor, 5 = Excellent)



★ Interpretation:

Half of the respondents (50%) gave the highest rating (5 stars) for service quality, while 25% gave 4 stars and another 25% gave 3 stars. No one rated the service 1 or 2. The average rating is 4.25 out of 5. The results show that clients are mostly very happy with the quality of service RNS Technology Ltd. provides. Since no one gave a low score, it's clear that the company is delivering reliable and valuable services. Still, some clients gave mid-range ratings (3 stars), so there's a small gap that can be worked on — possibly through better consistency or more attention to project details.

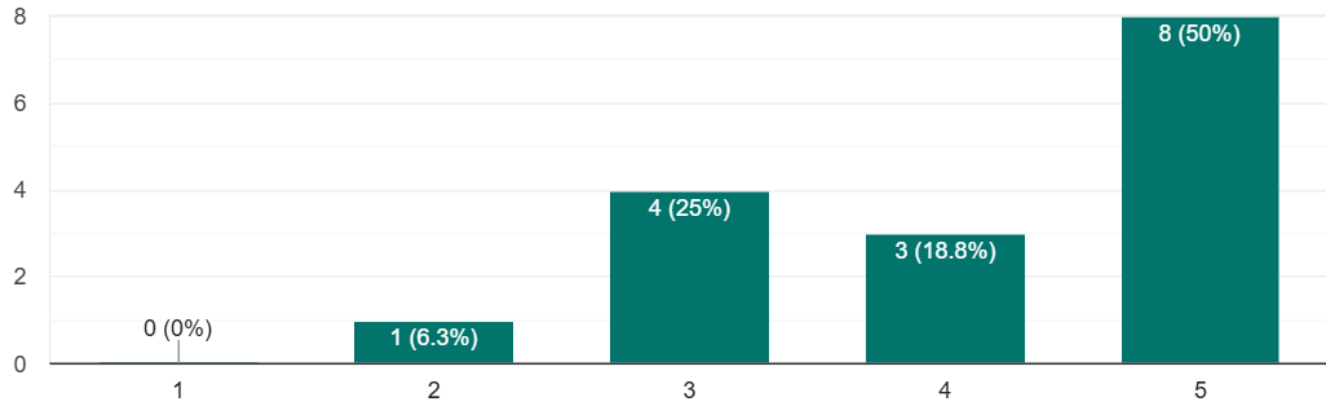
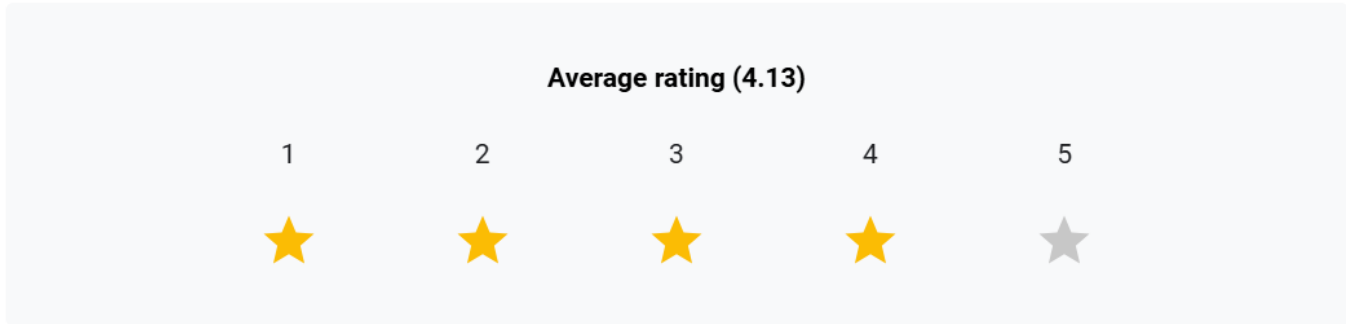
6. Rating of technical knowledge (1 = Very Poor, 5 = Excellent)



★ Interpretation:

According to the results, 50% of respondents gave a 4-star rating, while 37.5% gave the highest score of 5 stars. Only 12.5% rated it as 3, and no one gave any low scores (1 or 2). The average rating stands at 4.25 out of 5. Most clients believe the RNS team is technically sound and capable. A majority of responses are in the 4–5-star range, which shows strong confidence in the team’s skillset. However, a small group gave a slightly lower rating, which might mean there's room for improvement in explaining technical solutions more clearly or staying updated with the latest trends.

7. Rating of Communication Skills (1 = Very Poor, 5 = Excellent)



★ **Interpretation:**
Half of the respondents (50%) rated the communication skills as 5 out of 5, showing strong satisfaction. About 18.8% gave it 4 stars, while 25% rated it as 3, and 6.3% gave it a 2-star score. The overall average rating is 4.13 out of 5. Most clients are pleased with how the RNS team communicates. The fact that nearly 70% gave a 4 or 5-star rating reflects good coordination and professionalism. However, a few mid to low scores indicate that some clients may have faced occasional communication delays or confusion — which can be improved with faster responses and clearer project updates.

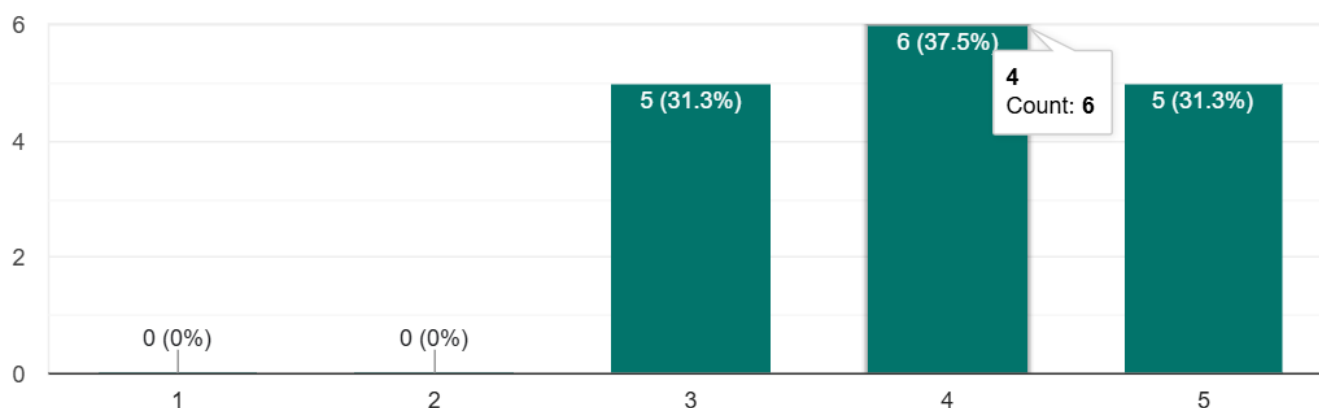
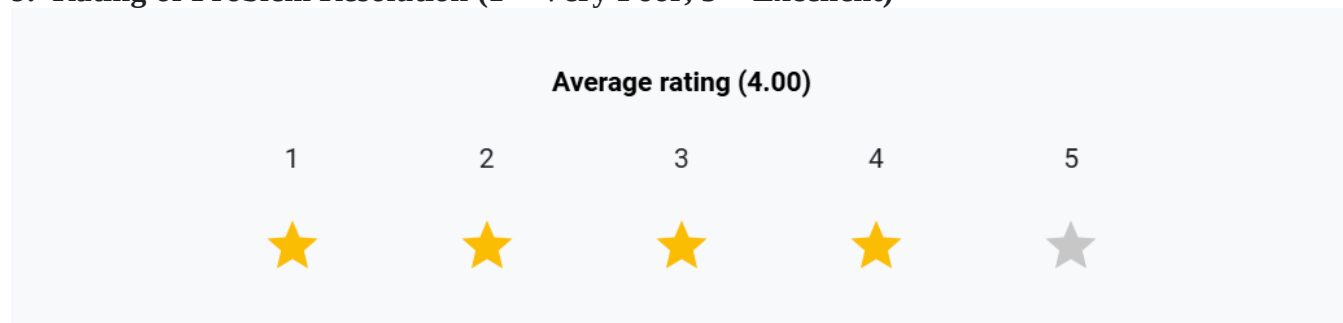
8. Rating of Value for Money (1 = Very Poor, 5 = Excellent)



★ Interpretation:

From the survey, 50% of respondents gave a 5-star rating for how their problems were handled. Another 25% gave it 4 stars, and 25% gave it a 3-star rating. No one gave any low ratings (1 or 2). The overall average score is 4.25 out of 5. Half of the clients are extremely happy with how quickly and effectively their issues were resolved. Another group also had a good experience, but a few rated it lower, possibly due to follow-up delays or needing more than one contact to solve a problem. Overall, the company is doing well in this area, but there's still an opportunity to make first-time resolution faster and smoother for all clients.

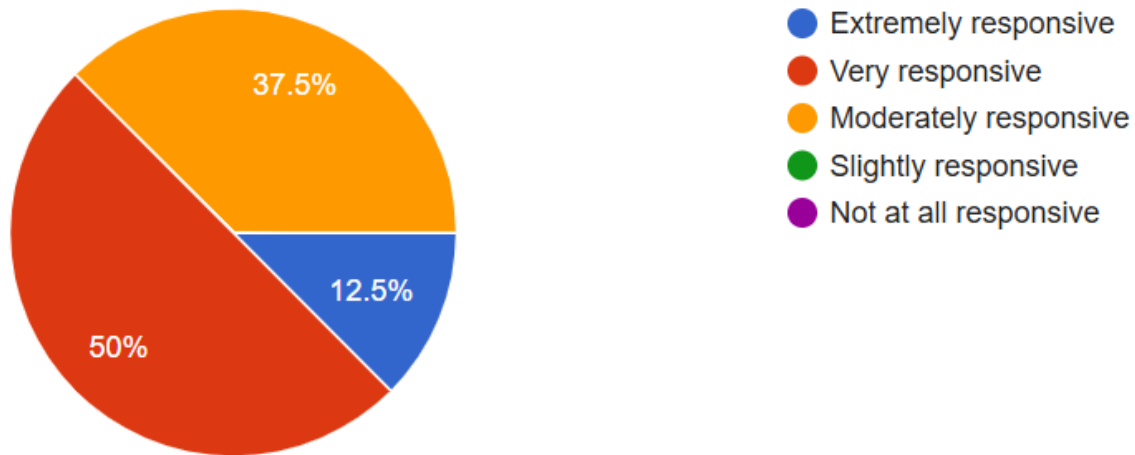
9. Rating of Problem Resolution (1 = Very Poor, 5 = Excellent)



★ Interpretation:

From the survey results, 37.5% of clients rated the services 4 out of 5, while 31.3% gave it a full 5-star score. Another 31.3% rated it 3 stars, and no one gave a low rating. The average score is 4.00. Most clients feel they are getting good value for the price they pay, which shows that RNS is competitively priced for the quality they provide. However, with nearly a third of respondents giving a moderate score (3), there may be some room for improvement — perhaps in offering more flexible pricing, bonus features, or clearer expectations on what's included in the cost.

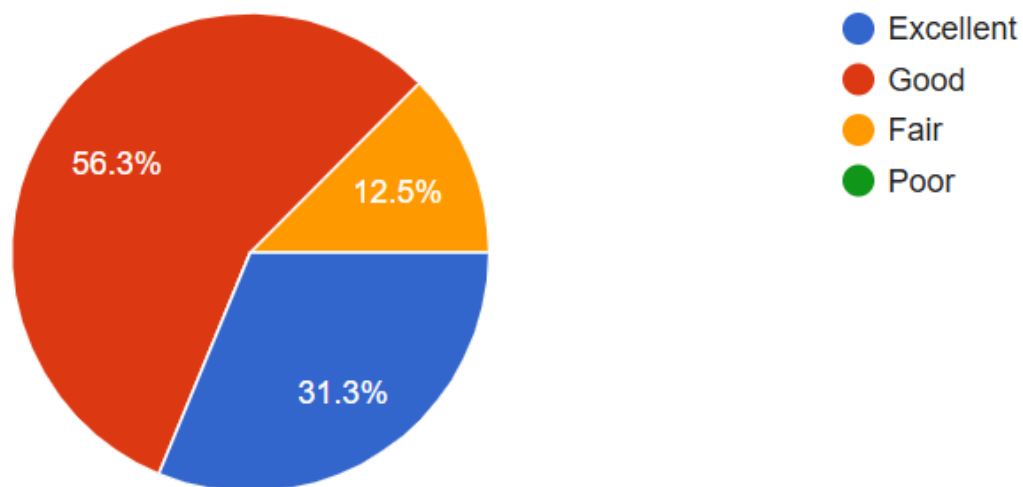
10. How responsive is our customer support team to your queries?



★ Interpretation:

Half of the respondents (50%) rated the support team as Very Responsive, while 37.5% said it was Moderately Responsive. Only 12.5% rated the team as Extremely Responsive, and there were no responses for the negative options like “Slightly” or “Not at all” responsive. The results show that most clients are happy with the response time and support they received. However, only a small percentage found the support to be truly “extremely” fast, which suggests that although the team is doing a good job, there’s still room to improve — especially in speeding up first replies and being more proactive with follow-ups.

11. How clearly and professionally does our team communicate with you?

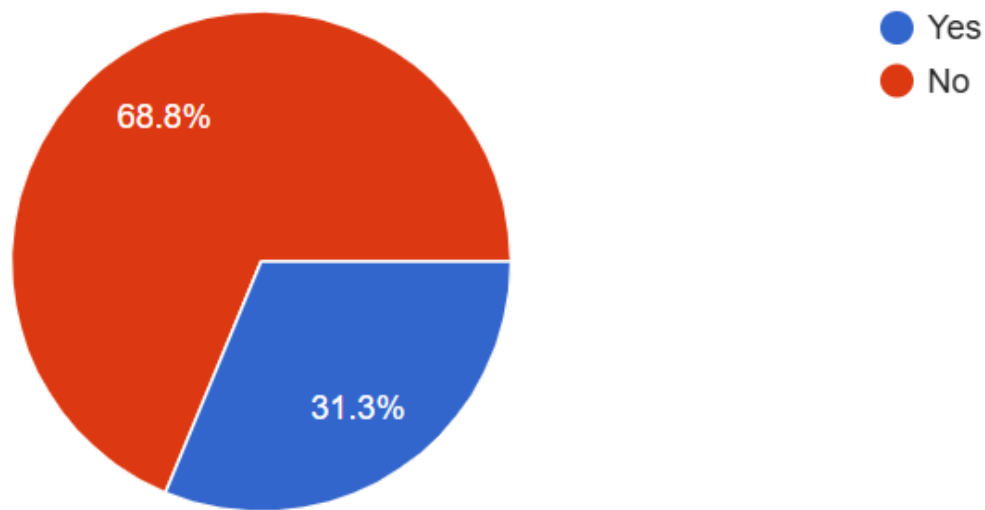


★ Interpretation:

According to the results, 56.3% of clients rated the team's communication as Good, while 31.3% said it was Excellent. Only 12.5% gave a Fair rating, and no one rated it poorly. The majority of clients are

happy with the way RNS communicates, especially in terms of clarity and professionalism. Most clients feel well-informed and supported. However, a small number of “Fair” ratings suggest that there may be occasional lapses in tone, clarity, or follow-up. More consistent communication across all team members can help maintain a high standard for every client.

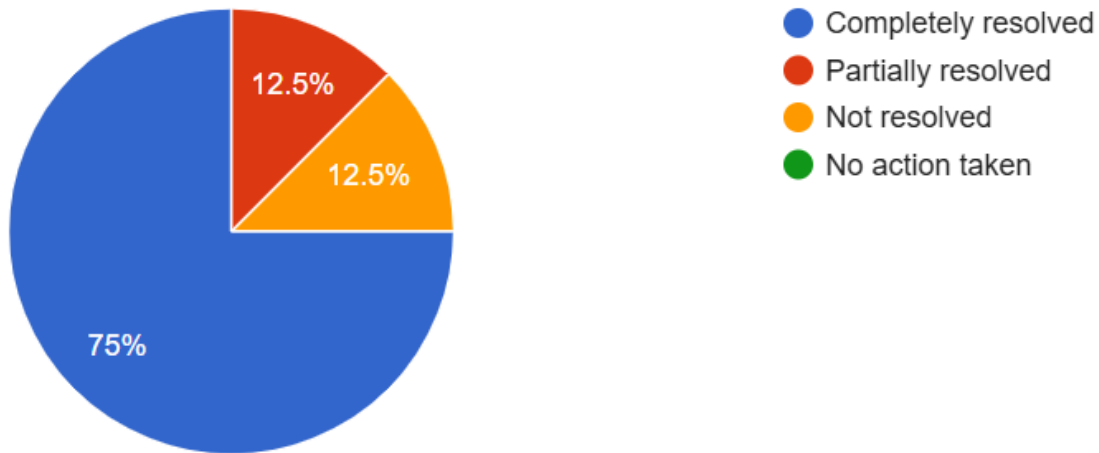
12. Have you ever faced any issues with our service?



★ Interpretation:

Based on the responses, **68.8%** of clients said they **did not face any issues**, while **31.3%** said they **did experience some problems** during or after the service. It's a good sign that **most clients haven't faced any major issues**, which reflects positively on the service delivery and project handling at RNS Technology Ltd. However, nearly a third of clients did face some challenges. This shows that while the team is performing well overall, it's important to keep improving quality control and follow-up to reduce the number of service-related concerns in the future.

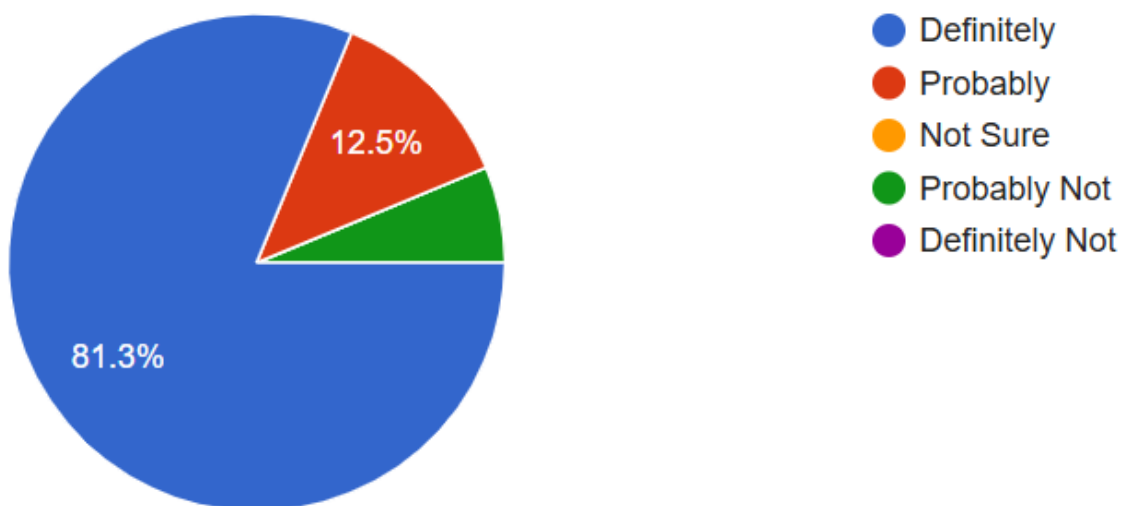
13. How well was your issue resolved?



★ Interpretation:

Among the clients who faced issues, 75% said their problems were completely resolved. The remaining were split — 12.5% said the issue was partially resolved, and another 12.5% said it was not resolved at all. It's clear that the majority of issues were handled effectively, which is a strong point for the support team. However, the presence of unresolved or only partially resolved cases shows that some follow-ups may not have been fully completed or timely. Strengthening post-issue monitoring and confirming resolution with clients could help improve this even further.

14. Would you recommend our services to others?



★ **Interpretation:**

A large majority — 81.3% — of clients said they would definitely recommend RNS Technology Ltd. to others. Another 12.5% responded with “Probably,” and only 6.2% said “Probably Not.” No one selected “Not Sure” or “Definitely Not.” This is a strong indicator of customer trust and satisfaction. Most clients are not only happy with their own experience but are also confident enough to recommend the company to others — which is a great sign for RNS’s reputation and future growth. However, to convert the “Probably” and “Probably Not” responses into “Definitely,” the company can focus more on consistent follow-up, personalized service, and rewarding loyalty.

15. What suggestions do you have for improving our services?

Suggestion Theme	Client Feedback
• 24/7 Support & Responsiveness	• Introduce 24/7 service; Better online/live support options
• Pricing and Accessibility	• Work on pricing to make services affordable for more companies
• Employee & Team Engagement	• Improve employee engagement
• Client Appreciation	• Keep up the good work; Thanks
• Manpower & Capacity	• Increase manpower as the company grows
• Industry-Specific Expansion	• Expand services in the healthcare sector
• Business Growth Vision	• Focus on growth and think big
• Communication & Problem Solving	• Improve communication and issue-handling
• Maintain Current Service Quality	• Continue delivering service the same way
• Encouragement to Keep Going	• “Keep it up, you're doing great”
• Innovation & Feedback Loop	• Add new ideas and collect client feedback more often
• Service Appreciation	• “Good service for our company, thank you.”
• Responsible Communication	• Communication should be more responsible
• Pharma-Specific Knowledge	• Hire team members familiar with pharmaceutical industry

★ **Interpretation:**

Clients have shared helpful and actionable feedback. Many appreciate the current service but also suggest specific areas to improve — especially in communication, pricing, manpower, and around-the-clock support.

3.3 Key Findings

High Overall Satisfaction

- Over 81% of clients are satisfied or very satisfied with RNS Technology Ltd.'s services.
- Clients appreciated the service quality, technical knowledge, and communication style, with average ratings of 4.25 out of 5 across most categories.
- Strength in Digital Marketing Services
- Digital marketing and social media management were the most frequently used and appreciated services, suggesting a strong brand position in this segment.
- Positive Perception of Value for Money
- Clients rated RNS's pricing as reasonable with an average satisfaction score of 4.00. However, 31.3% gave a mid-range rating, indicating room to improve pricing clarity or value add-ons.
- Responsiveness is Good, But Can Improve
- 50% of clients rated customer support as "Very Responsive", and 12.5% as "Extremely Responsive".
- A significant opportunity exists to push more experiences toward the "extremely responsive" end of the spectrum.
- Project Delivery Delays
- Some larger or complex projects faced delivery delays, affecting client trust.
- Timeliness received mixed responses — although mostly positive, this area needs more consistency.
- Lack of Structured Feedback System
- Though feedback is collected (Google Forms, chats), there's no systematic follow-up, which may lead to missed improvement opportunities.
- Issue Resolution is Effective, But Not Universal
- 75% of clients who reported issues said they were completely resolved, but others mentioned partial or no resolution.
- Indicates a need for better tracking and escalation protocols.
- Post-Project Support Not Well Communicated
- RNS provides 1–3 months' free support, but some clients didn't know about this — showing a communication gap.
- Strong Referral Potential
- 81.3% of clients said they would definitely recommend RNS to others, showing strong brand advocacy.
- Valuable Suggestions from Clients

Recurring themes included:

- Introduce 24/7 live support
- Expand into industries like pharma
- Use CRM systems and automation for client follow-ups
- Continue good service and increase manpower

Chapter-04

Problems, Recommendations and Conclusion

4.1 PROBLEMS IDENTIFIED

During the internship period, client feedback was collected through structured surveys and direct interactions. The analysis of this information revealed several key issues that may impact overall customer satisfaction with the services provided by RNS Technology Ltd.

Major Problems Observed:

1. **Delays in Project Delivery:**
Some clients mentioned that their projects, especially bigger ones, were delivered later than expected. This created frustration and affected their trust.
2. **Clients Had to Follow Up for Solutions:**
Even though the support team tried to help quickly, many clients said they had to follow up more than once to get their issues fully resolved.
3. **No Proper Feedback System in Place:**
While clients do give feedback, it's not tracked or reviewed in a structured way. That means important suggestions might get missed.
4. **Post-Delivery Support Not Clearly Communicated:**
Some clients didn't know that they had access to free support after the project ended, which led to confusion or missed help.
5. **Manual Communication System:**
There's not enough use of automation or CRM tools to manage support tickets, client progress, or feedback tracking. This slows down overall efficiency.

4.2 Recommendations

To make clients happier and build better long-term relationships, here are some practical steps the company can take:

a) Handle Deadlines Better:

- Add buffer time to project plans, especially for complex tasks.
- Share progress with clients using tools like **Trello** or **Notion** so everyone stays updated.

b) Speed Up Support Solutions:

- If a problem isn't solved within 48 hours, it should be passed to a senior team member.
- Keep a log of support tickets to track how fast and effectively the team responds.

✔ c) **Collect and Use Feedback Properly:**

- Launch a simple monthly feedback form using Google Forms.
- Include ratings and allow clients to share short reviews or suggestions.

✔ d) **Explain Post-Delivery Support Clearly:**

- Send a “Welcome Email” after the project is delivered, clearly explaining how long post-support lasts and how to get help.
- Include this info in a digital client guide or onboarding pack.

✔ e) **Use CRM and Automation Tools:**

- Try using an easy CRM system to manage client data, service history, and follow-ups.
- Automate follow-up messages with pre-made email templates or a chatbot.

✔ f) **Train the Support Team Regularly:**

- Organize short training sessions for support staff on how to handle clients better.
- Team leads should review recent support cases and help junior staff improve.

4.3 Conclusion

This internship project aimed to find out how satisfied clients are with RNS Technology Ltd., focusing on service delivery from the Head Office. Based on feedback and observations, most clients are happy—especially with communication, technical support, and quality of work. Still, some improvements are needed, especially in project delivery time and structured feedback collection.

Client satisfaction is not something you fix once—it needs regular attention. Companies that **listen, adapt, and improve** will always stand out.

If RNS Technology Ltd. follows the above suggestions, it can improve client loyalty, reduce complaints, and grow confidently in the competitive tech and marketing space.

Questionnaire

To ensure that this report genuinely represents the experiences of RNS Technology Ltd. clients, your participation in this customer feedback survey is highly appreciated. All information you provide will remain strictly confidential and will be used solely for academic purposes, with the goal of assessing and enhancing our service quality.

The survey includes a series of statements, and you are kindly requested to share your opinion using the following response scale:

Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree

Your candid and thoughtful responses will contribute significantly to the successful completion of my MBA internship report and will also assist RNS Technology Ltd. in further improving its customer support and service standards.

Thank you for taking a few moments from your valuable time to support this research.

1. Your Name (Optional): _____

2. Company/Organization Name (Optional): _____

3. How long have you been using our services?

- ☐ ☐ Less than 3 months
- ☐ ☐ 3–6 months
- ☐ ☐ 6–12 months
- ☐ ☐ Over 1 year

4. Which of our services have you used?

- ☐ ☐ IT Support
- ☐ ☐ Website Development
- ☐ ☐ Digital Marketing
- ☐ ☐ Social Media Management

5. How satisfied are you with the way RNS delivers its services?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

6. How would you rate our service timeliness?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very Poor

** (1 = Very Poor, 5 = Excellent)

7. Rate of Service Quality: ☐1 ☐2 ☐3 ☐4 ☐5

8. Rate of Technical Knowledge: ☐1 ☐2 ☐3 ☐4 ☐5

9. Rate of Communication Skills: ☐1 ☐2 ☐3 ☐4 ☐5

10. Value for Money: ☐1 ☐2 ☐3 ☐4 ☐5

11. Problem Resolution: ☐1 ☐2 ☐3 ☐4 ☐5

13. How responsive is our customer support team to your queries?

- a. ☐ Extremely responsive
- b. ☐ Very responsive
- c. ☐ Moderately responsive
- d. ☐ Slightly responsive
- e. ☐ Not at all responsive

14. How clearly and professionally does our team communicate with you?

- a. ☐ Excellent
- b. ☐ Good
- c. ☐ Fair
- d. ☐ Poor

15. Have you ever faced any issues with our service?

- ☐ No
- ☐ Yes

16. How well was your issue resolved?

- ☐ Completely resolved
- ☐ Partially resolved
- ☐ Not resolved
- ☐ No action taken

17. Would you recommend our services to others?

- ☐ Definitely
- ☐ Probably
- ☐ Not Sure
- ☐ Probably Not
- ☐ Definitely Not

18. What suggestions do you have for improving our services?

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