An Evaluation of the Customers' Satisfaction of GrapView

Submitted To

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Letter of Transmittal

Date: 5th October 2019

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
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Subject: Application for the submission of internship report

Dear Sir,

With due respect, I am archiving my internship report entitled " An Evaluation of the Customers' Satisfaction of Grap View" in perspective on my three months' internship length. This archive has been submitted as an imperative essential of the bachelor of business administration.

I have watched the investigate be genuinely empowering, supportive and canny. I've attempted my stage quality to set up an amazing and tenable report. I am believing you'll discover this report the significance of the majority of the work I've put in it. I welcome your entire question and contribute heavily to answer them.

Yours sincerely,

………………………
Hasan Talukder
ID: 133-11-124
Major: Marketing
Program: Bachelor of Business Administration
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Approval Certificate

It gives me marvelous delight to ensure that the internship report entitled "An Evaluation of the Customers' Satisfaction of GrapView" has been prepared by Hasan Talukder ID: 133-11-124, Bachelor of Business Administration, Department of Business Administration, Faculty of Business and Entrepreneurship Daffodil International University, Dhaka under my watch and guidance. Supposedly, this is an original work, which has not been distributed in any diary or submitted to any organization or department for any degree or certificate.

The report is recommended for submission.

Supervisor

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
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Student's Declaration

I, Hasan Talukder, ID: 133-11-124, Bachelor of Business Administration, Department of Business Administration, Faculty of Business and Entrepreneurship, hereby announce that the following internship report entitled "An Evaluation of the Customer Satisfaction of Grap View" is solely prepared by me right after the completion of my internship at GrapView under the supervision of Professor Mohammed Masum Iqbal, PhD, Department of Business Administration, Faculty of Business & Entrepreneurship**.**

I ensure that the report has been prepared in consideration of the fulfillment of my academic requirement and not for any other intention although the concerned parties may find it useful for the improvement of the graphics design studio.

Hasan Talukder
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Acknowledgment

Above all else, I need to express my most profound thanks and dedication to Almighty God for gifting me with the capacity, quality and patience and to stay dynamic in my proposal. An exceptional obligation is my modest supervisor, **Professor Mohammed Masum Iqbal**, PhD, Dean and MBA Coordinator, Business Administration Department, Business and Entrepreneurship Faculty who was the educational major for my BBA course. He was a top dog enough to devote his considerable time to giving me his standard guidance, inspirational music, adequate and appropriate titles for preparation as a result of this report.

I am likewise very grateful to all GrapView authorities, who work to give me the fundamental information and itemized explanation that arranged this report and the entry-level position think about. I might likewise want to thank the staff at the GrapView for their significant cooperation and help. It will be uncalled for on the off chance that I don't give them thanks since we can do nothing without their cooperation.

I am likewise grateful to my family for their constant a wide range of backings all through the getting ready report.

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Executive Summery

This study of the Internship report topic entitled "**An Evaluation of Customer Satisfaction of GrapView"**. The main objective of the study has been carried out of the GrapViews explain the customer's satisfaction and identify the services of GrapView and also this study measures the customer's satisfaction with GrapView. For the analysis, based on objectives this study Used both primary and secondary data sources where some information collected by arranged an interview session with GrapView authority. Some information collected from senior marketing manager of GrapView. The study also collected information from Website of GrapView. At last for the analysis the study collated data through questionnaire survey.

In the analysis, it was found that Grap View is one of the Startup Business. It's start their service from 2016. The study was conducted to identify the customer's satisfaction level within the organization. This report was consistence of information about the report that had been assigned with which happened to be the customer satisfaction. Where the study gathered data from 50 Different customer's of GrapView for the evaluation of the customer's satisfaction.

After analyzing the data, customers have received several complaints about the quality of the service, such as GrapView, are not satisfied with the wait time for the service, lack of good internet access in GrapView, customers are unable to communicate fully and via the internet. Not good enough. Considering the benefits offered by other digital designing in GrapView Bangladesh, customers have stated that GrapView is providing them with good facilities and services and they are satisfied with it. It was suggested to improve Internet access based on search and should be reduced during service waiting or delays. This report will help customers in GrapView.

Chapter 01

Introduction

1.1 Introduction

Customer satisfaction is a concept that caused significant intrigues and verbal conflicts in search writing due to problems with both its properties and its measurement in search writing. Research has proven that higher administration contributes substantially to achieving quality. The value of client convenience is tied to the guarantee that customers get what they need, both inside and out. Customer loyalty is the tendency or tendency of a client to use an item or administration after use. Perfection and quality of administration are regularly considered together as elements of client acceptance and desire. Customer satisfaction is controlled by identifying the client's impression of value, desire, and inclination. The estimation considers the test first, followed by the change in veracity, on the basis of the principle of pricing problems and on clear principles for transporting the benefits. Looking upwards, the two experts and academics are keen to better understand its fundamental precursors and results and to accurately measure the quality of administration with a specific goal to raise the quality of governance and to determine strategies.

The initiative operates GrapView's customer loyalty investigation. The investigation proved that the graphic design studio in Bangladesh is in the development stage.

1.2 Background of the Study

The graphics design studio in Bangladesh lags behind the perception of predictable changes. In order to improve these evolving conditions, such as replacement of cleanliness is essential in the administration of planning, as well as improving the best possible structure. Understudy needs to complete department level positioning programs from any business affiliation of an understudy to complete BBA's total customer loyalty hours, and Understudy will need to expand its temporary position responsibilities.

To create a report, it is important to pick a topic that considers what all the topics will be discussed in a specially illustrated topic report.

1.3 Objectives of the Study:

The study has been carried out with the following objectives:

- ❖ To explain the customers' satisfaction;
- ❖ To identify the services of GrapView;
- ❖ To measure the customers' satisfaction of GrapView;
- ❖ To identify the problems related to customers' satisfaction of GrapView;
- ❖ To make recommendations to increase customers' satisfaction;

1.4 Methodology (primary and secondary)

I have collected information from both primary sources and secondary sources.

Primary Sources

- ❖ The interview session with the authority,
- ❖ Senior Marketing Manager.

Secondary Sources

- ❖ Company website
- ❖ Service proposal of GrapView that is given to the clients

Data Analysis and Presentation:

After completing the survey, I analyzed the question paper using general descriptive statistics analysis using Graphics, Pie Charts, Bar Charts, etc. using Microsoft Office Excel 2016

Sample size:

A questionnaire survey has been conducted among 50 Customers of GrapView.

Chapter 02

Organizational Overview

2.1 Historical Background

GrapView is a Start-up company in Bangladesh. GrapView is a graphics design studio and software development firm, GrapView was formed in 2014 by Hasan Talukder and then in 2013 GrapView recruiting employee for providing standard services to customers or clients. This company provides 2D Illustration, 3D, Animation, Argument Reality, Virtual Reality and all kinds of graphics platforms. GrapView has the capacity of doing 5 plus graphical work done every day. Therefore, this company can handle a huge volume of work every day and can cope up with almost any deadline of the clients. This Company not only tries to convince its clients but they also delight its clients, as the true functionality of their service always outweighs the expected functionality. That's why their clients never switch image retouching vendors because this company is focused on making long term relationships with the clients. This company employs the best tools and has excellent command over Photoshop in this line, so they are aggressively moving to become number one in the world.

2.2 Mission Statement

GrapView shall be at the top of graphics design studio development by:

- Provides innovative design, best-in-class animation, 360 images, virtual reality, Augmented Reality and services, to serve customers their business objectives. It will be a pleasure to work with us and provide our clients with the best service they need.

- Setting up a world-class standard with a comprehensive item of client respect extends client administration and each of our practices.
- Continually enhances efficiency and profitability and enhances customer respect.
- Creating a passionate group-based workplace that will pull, create and retain a great capacity of delegates.
- Wants to be one of the leading graphics designer in the world.

2.3 Vision

To be Global Top 10 by 2021 - would be measured in terms of revenue, profitability, the number of Fortune 250 customers and technology leadership, and we would be competing with the best organizations worldwide. Service is the heart of our business. Our revenues would have to increase by 40% annually, so as to motivate and manage performance.

2.4 Values:

- Integrity
- Leading change
- Excellence
- Respect for individual
- Learning & Sharing

2.5 Services of Grap View

The following services will help customers optimize business processes and create reliable graphics infrastructure, ensuring faster business results:

- 2D Illustrator
- 3D Architect Visualization
- 3D Product Design
- 3D Animation
- Augmented Reality
- Virtual Reality

2.6 Business Objectives

- Ensure a fulfilled work compel.
- Create the effort base of the grant.
- Focus on Remuneration based clients.
- Adopt a standard administration innovation.

2.7 Working Portfolio of GrapView

The master plan of Daffodil International University, Permanent Campus

Future plan of Daffodil International University, Permanent Campus

3D Design of Eid-Gah at Chandpur Motlob district
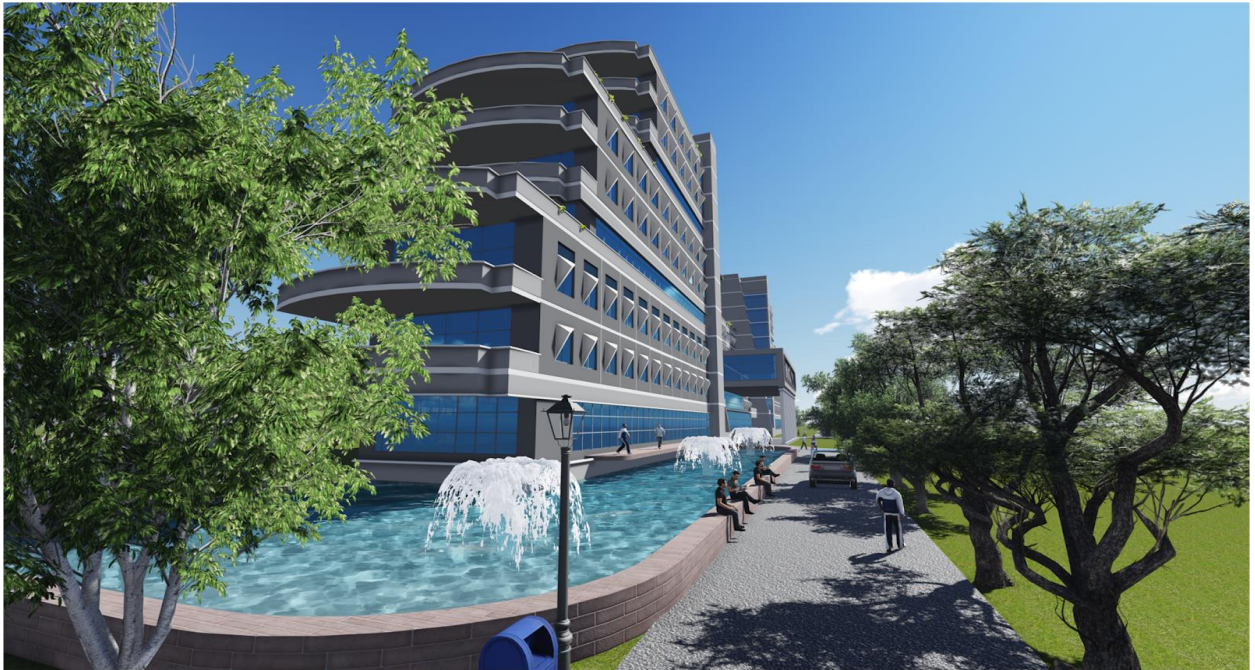

3D Architect Design of duplex building at Gazipur

3D interior Design of Daffodil International University, Main Campus

AB-4 Building Design of Daffodil International University, Permanent Campus
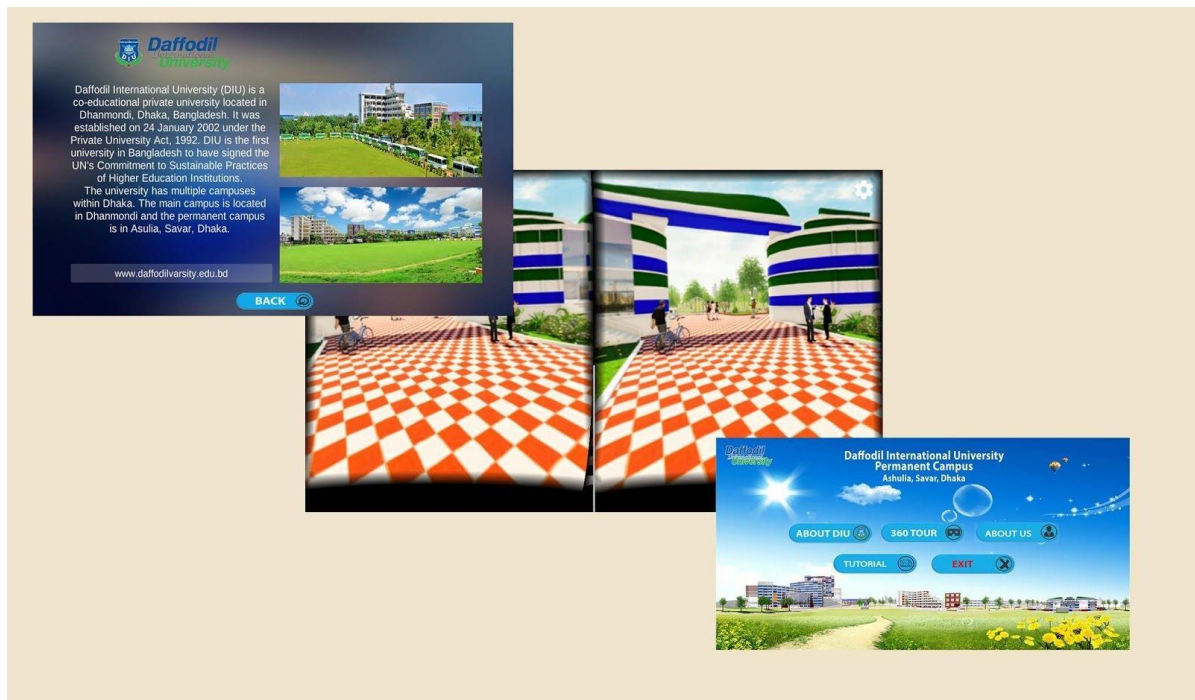
European University of Bangladesh (3D Architect Visualization and Animation)

Virtual Reality app for Daffodil International University, Permanent Campus

Chapter 03

Theoretical Background of Customers' Satisfaction

Customer is the most important part of any organization and customer satisfaction is the only thing to get more customers, to make more profit. Graphics Design is a service organization, here it is mandatory to satisfy its customers. The GrapView always tried to provide better service to its customers. But it is not possible for anyone or any organization to satisfy the entire customer. If GrapView provides best service to its customers, there will be some people who will be not satisfied at all. Not only that, customer satisfaction levels might be changed day by day. In my intern period, I observe that one customer's choice, his/her opinion, feelings about GrapView products, behaviors are different from other customers, and satisfaction level is also varying from others. To run business successfully, every organization must measure its customer's satisfaction level. In GrapView, I have to meet many customers in a day. Some of them are happy with GrapView but some of them are totally disappointed with GrapView. To understand this situation clearer I choice this customer's satisfaction as my internship Report. To measure this satisfaction level, I asked some fixed questions to 20 different customers who visited GrapView, (Questioner is attaching in appendix). I divided my questioner into some criteria, like GrapView product, Employees behavior, Charges, Loan facilities, Interest rate, etc. Two types of customers are visiting GrapView most. One for transaction and another for account service. I choose randomly my samples for my survey. In my target customers, some of them are businessman, some people are service holders, some of them are housewives or students, etc. After completing my survey, I analyzed those data by using the graph and have found a result.

3.1 Customer Satisfaction

The customer satisfaction level of GrapView should know what is customer satisfaction? What are the factors that are influencing customer satisfaction and why it is needed? Customer satisfaction is really hard to define as many factors have a great influence on it. The generally accepted definition of customer satisfaction is "The extent to which a product perceived performance matches a buyer's expectation. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted".

So, Customer satisfaction = Perceived Performance – Actual Performance

When Customers Are Satisfied?

Dissatisfaction: It occurs when the actual performances fail to meet its expectations.

Satisfaction: It occurs when the performance meets the expectation.

Delight: It occurs when the performance level exceeds its expectations.

This chapter presents the review of relevant literature with a view to understanding the method and cause-effect relationship of past and present research work on Graphics Design activities and customer satisfaction. This would help in narrowing down the problem correctly and selecting the most appropriate technique of analysis. Relatively little research has done on Designing activities and customer satisfaction in GrapView.

According to Ahmed (1980), though Bangladesh inherited an agrarian economy, agriculture did not get due importance hitherto. As such the farmers did not find change of their lot, rather the number of landless and marginal farmers increase day by day. The main drawback of our agriculture is the lack of finance as the vast majority of our farmers are living at or below subsistence level. These farmers were found to receive 86% of their credit from non-institutional sources which include money lenders, shopkeepers, relatives, friends, well to do rural people, market intermediaries, and others. It was guessed that non-institutional sources still provide 70% of the credit. In this regard institutional credit facility can be considered. Institutional sources refer to the government, cooperatives, Graphics Design, Digital Printing, etc. who are entrusted with the responsibility of credit dispensing. Institutional sources provide an increasing trend with the passage of time.

Mamduha Montaha (2016) conducted a study. The main findings were the management of GrapView cares for the quality of services as well as the quality of its human resources. GrapView has created a unique organizational culture and the whole HR division has ensured a friendly and caring working environment.

Fardin Satter (2015) conducted a study. He found that GrapView is lacking modern equipment and promotional services. But GrapView has a lot of manpower and has online branches. He also found that in the foreign exchange section there is a lacking of full automation.

In the paper, they intended to demonstrate that it is possible to divide up the market into different types of consumers according to the customer's perspective on relational benefit.

Rubaiyat Shabbir (2015) observed that RAKUB is the largest development partner in the

North West region. It's contribution to the overall development of agriculture is highly satisfactory through increasing agricultural credit, financing agri-business and agro-based industries, poverty alleviation programs.

3.2 Concluding Remarks

From the above discussion, it is clear that several studies were conducted in Bangladesh concerning the related to graphics design in our country. But no studies were accomplished to focus on the creative design and customer satisfaction in GrapView. It is believing that the present study will contribute significantly to generate new knowledge in the field.

Chapter 4

Analyses and Discussions

4.1 Customer Response

Here I have tried to extract the customer's perception of the five dimensions of service quality - reality, reliability, responsiveness, certainty, and empathy - using a questionnaire survey. By analyzing the average score of the results, I aim to find out if the value of GrapView customer service is appreciable to customers. Here, GrapView's average score is based on a questionnaire rating from 1-4.

Question Rating:

- ❑ Consistently more =4

- ❑ More than expected =3

- ❑ As expected =2

- ❑ Less than expected = 1

4.1.1 Tangibility:

There are three questions under fact, based on which I conducted the survey. Customers are given a rating point for every single question. The table displays the average scores from the questionnaire at the elastic level:

Perception Statements in the Tangibility Dimension

Question 1: GrapView has modern-looking equipment.

Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50

GrapView has modern looking equipment

■ Consistently more   ■ More than expected   ■ As expected   ■ Less than expected
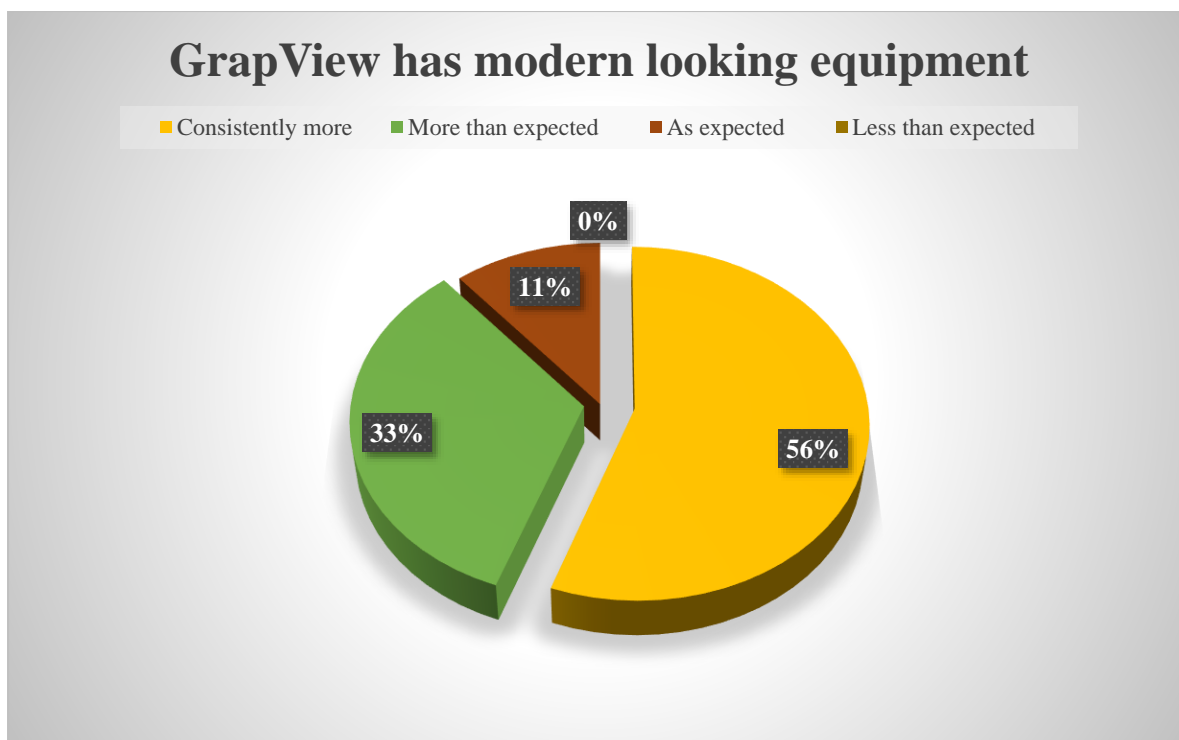

0%

11%

33%

56%

Fig 4.1: Respondent percentage of GrapView has modern-looking equipment

Question 2: GrapView reception desk employees are neat appearing.

Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50

Fig 4.2: Respondent Percentage of GrapView reception desk employees are neat appearing

Question 3: Materials associated with the service (such as Brushier or statements) are visually appealing at GrapView.

Frequency	
Consistently more	25
More than expected	20
As expected	05
Less than expected	00
Total Responded	50
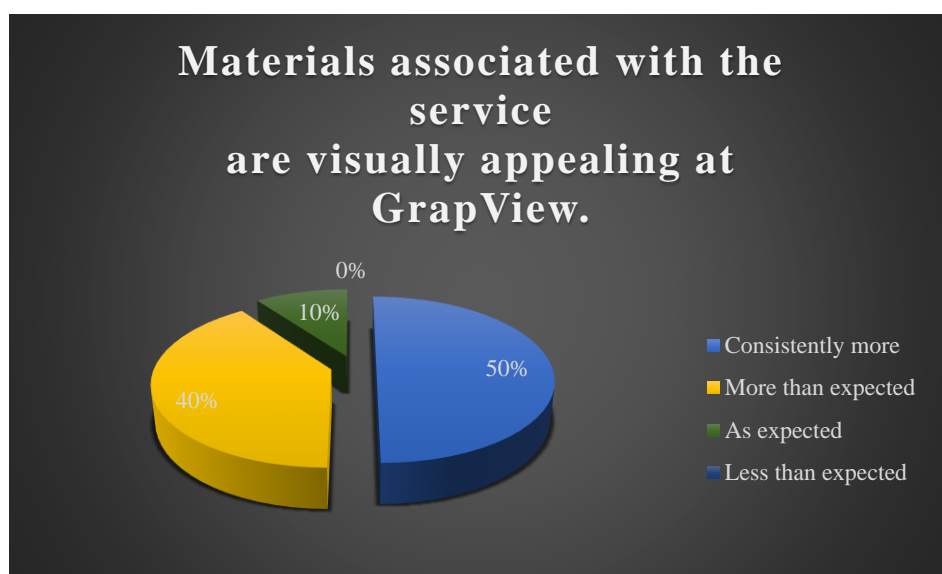
Fig 4.3: Respondent percentage of Materials associated with the service are visually appealing at GrapView

Most of the sample customers have given a bad rating of Tangibility that means they do not like the equipment that is used by GrapView in order to provide a quality service to their customers. So, the statement stands at a point that on the basis of tangibility, customers of GrapView are not satisfied.

4.1.2 Reliability:

There are three questions under the Reliability dimension. The table is showing average scores from questionnaire in Reliability dimension:

Question 4: When GrapView promises to do something by a certain time, it does so.

Frequency	
Consistently more	35
More than expected	15
As expected	00
Less than expected	00
Total Responded	50

Fig 4.4: Respondent percentage of GrapView promises to do something by a certain time

Question 5: When you have a problem, GrapView shows a sincere interest in solving it.

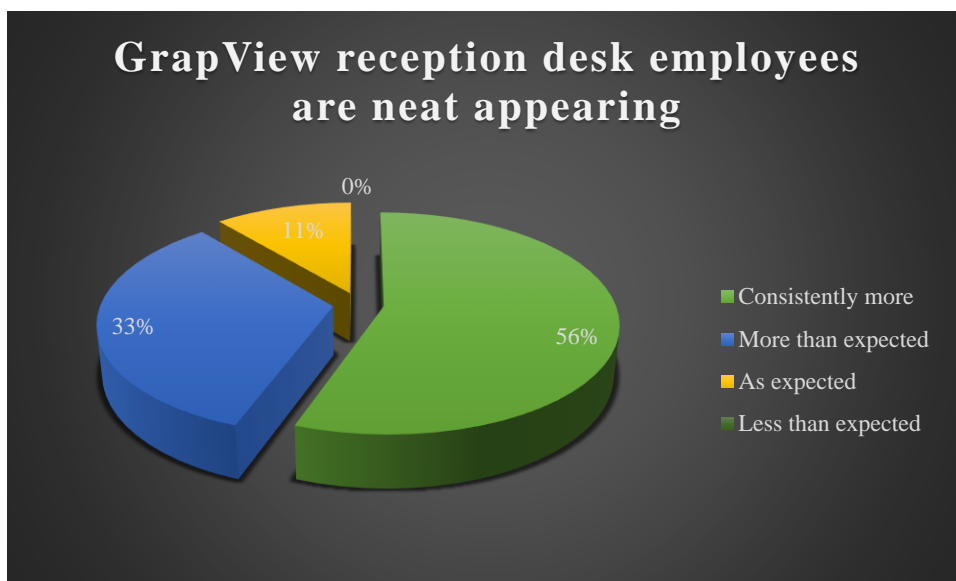| Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50

Fig 4.5: Respondent percentage of When you have a problem, GrapView shows a sincere interest in solving it

Question 6: Employees in GrapView give your prompt service.

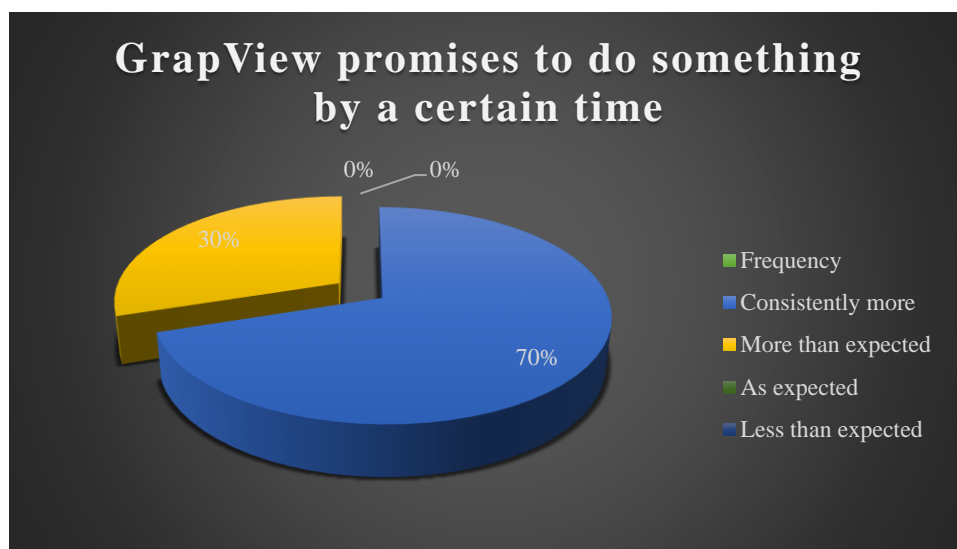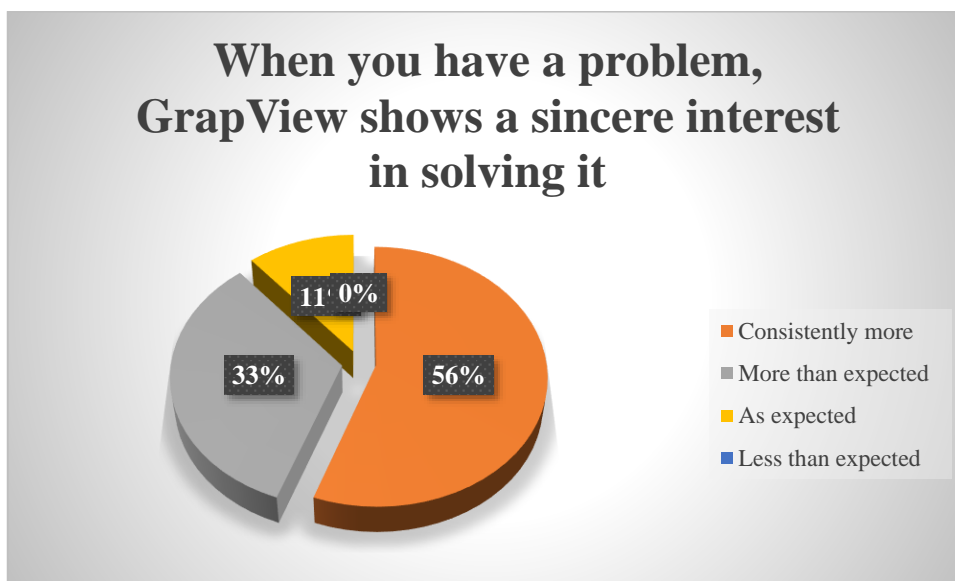| Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50
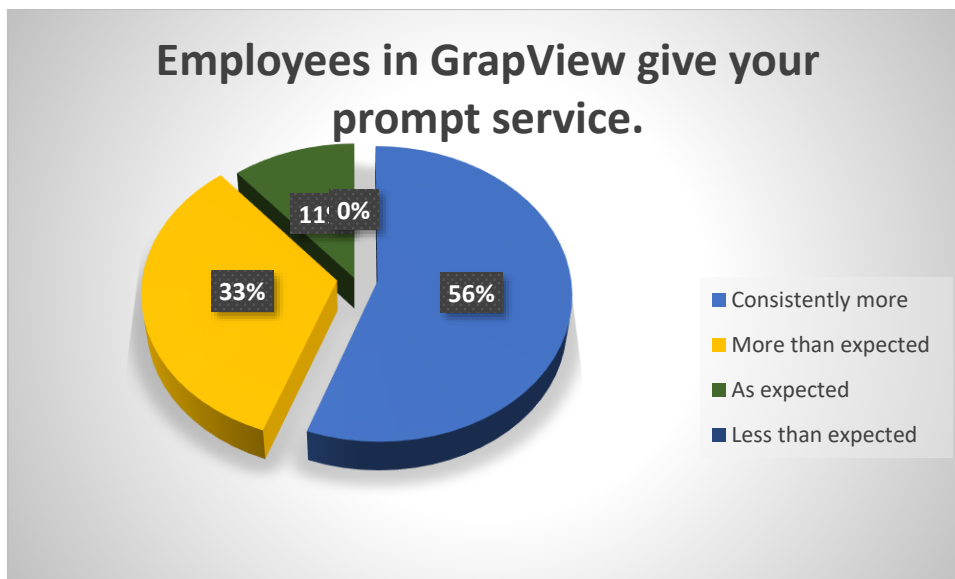
Fig 4.6: Employees in GrapView give your prompt service.

In the Reliability dimension, GrapView has got a good rating. In this dimension, GrapView has got a higher rating in the perception that When GrapView promises to do something by a certain time, it does so. Here, customer's perception is higher than implies that GrapView is providing reliable services and customers have great satisfaction.

4.1.3 Responsiveness:

Now the Responsive dimension, under which there are questions. The table and Graph are showing Respondent Percentage from the questionnaire in Responsiveness dimension:

Question 7: Employees in GrapView are always willing to help you.

Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50
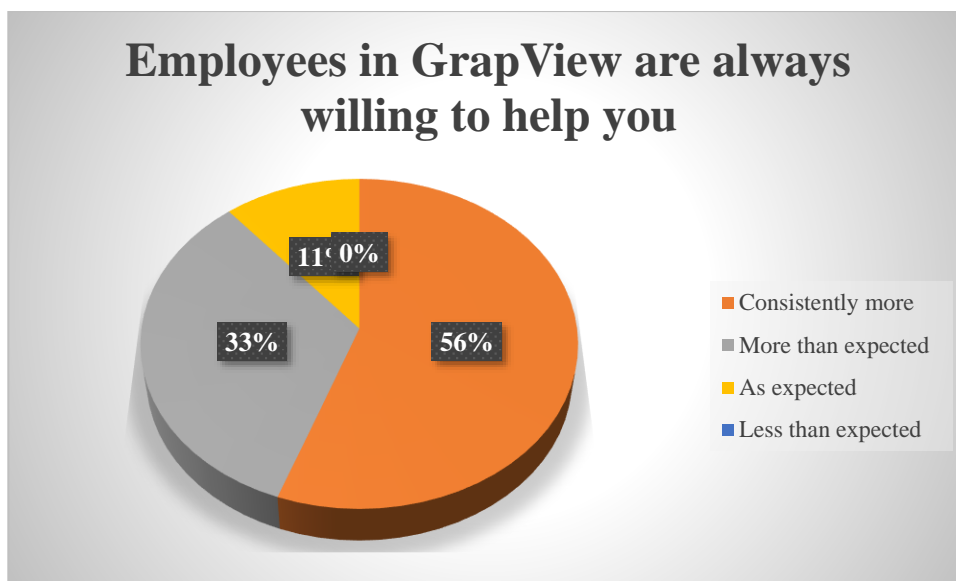
Fig 4.7: Respondent percentage of Employees in GrapView are always willing to help you

Question 8: Employees in GrapView are never too busy to respond to your request.

Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50

Fig 4.8: Respondent percentage of Employees in GrapView are never too busy to respond to your request.

Question 9: The behavior of employees in GrapView instills confidence in you.

| Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50

Fig: 4.9: Respondent percentage of the behavior of employees in GrapView instills confidence in you.

Here, I have observed that most of the customers are satisfied. Employees of GrapView are always passionate and keen to provide the first service to their valuable customers. In Responsiveness dimension average rating rate is good but it should be better at a certain level.

4.1.4 Assurance

The table and graph are showing average scores from a questionnaire in the Assurance dimension:

Question 10: You feel safe in your work with GrapView.

Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50

Fig: 4.10: Respondent percentage of feeling safe in your work with GrapView

Question 12: Employees in GrapView have the knowledge to answer your question.

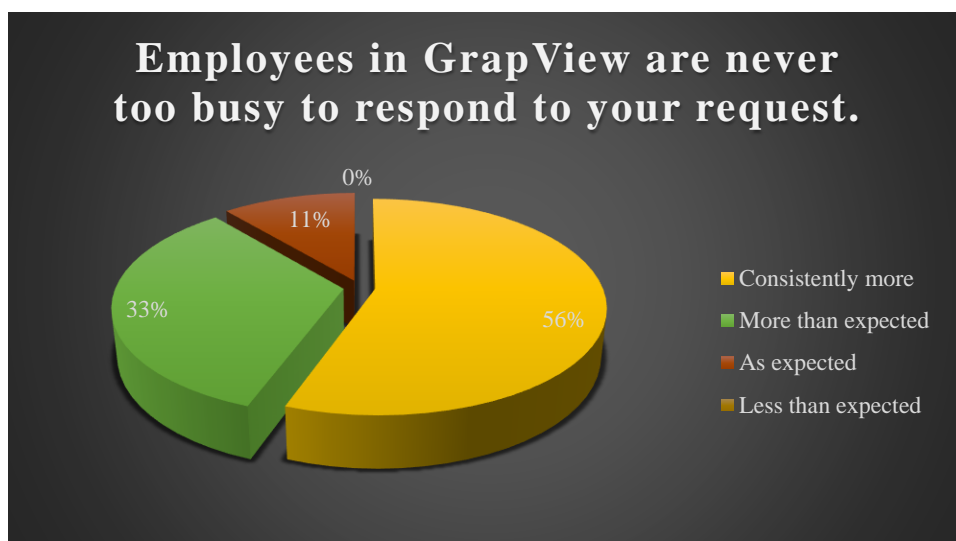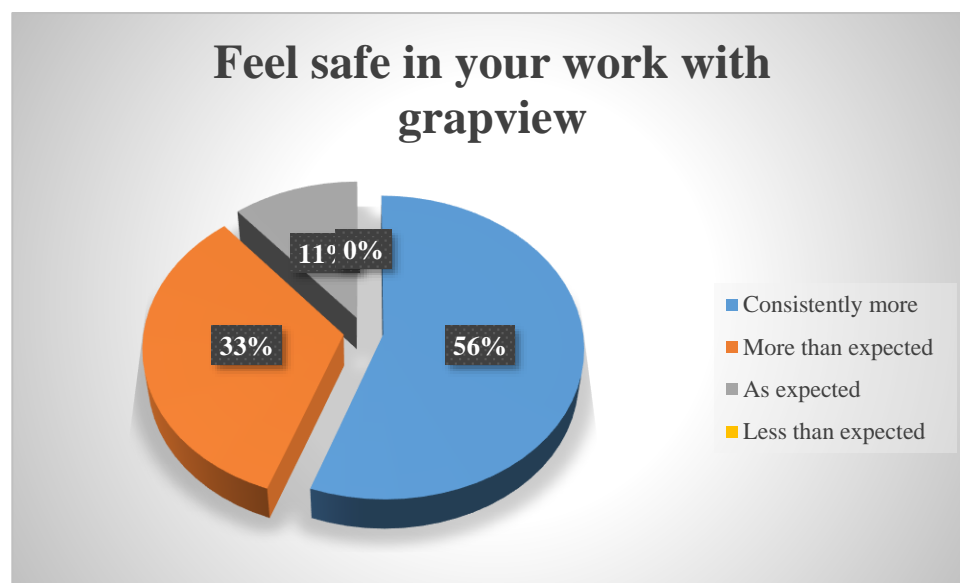| Frequency	
Consistently more	25
More than expected	15
As expected	05
Less than expected	00
Total Responded	50
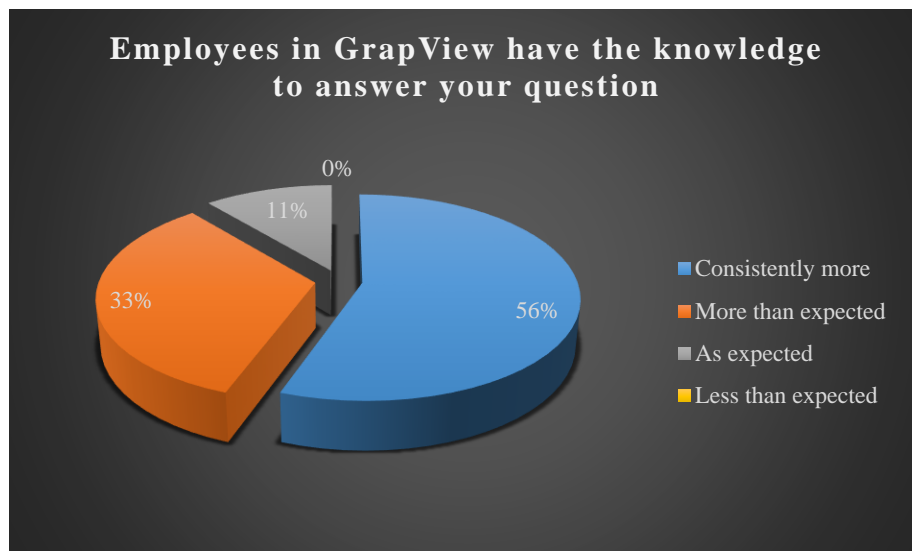
Fig 4.11: Respondent percentage of Employees in GrapView have the knowledge to answer your question.

In the assurance dimension, GrapView also has a good rating according to my survey. Customers believe that employees of GrapView have the ability to convey trust among customers. Customers feel safe in a Transaction with GrapView. It implies that employees are capable to maintain long term relationships with their customers.

4.1.5 Empathy:

There are eight questions under this dimension. The table is showing average scores from the questionnaire in the Empathy dimension:

Sl. No.	Perception Statements in the Empathy Dimension	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1 3	How satisfied are you with the way GrapView's Working criteria	13	21	15	1	0
14	How satisfied are you with the service charges of GrapView	15	05	05	10	15
15	How satisfied are you with the services that you took previously…	20	25	4	1	0
16	Do you find graphics Design of GrapView satisfactory	23	22	5	0	0
17	How satisfied are you with the time you have to wait for a service at GrapView?	15	21	13	1	0
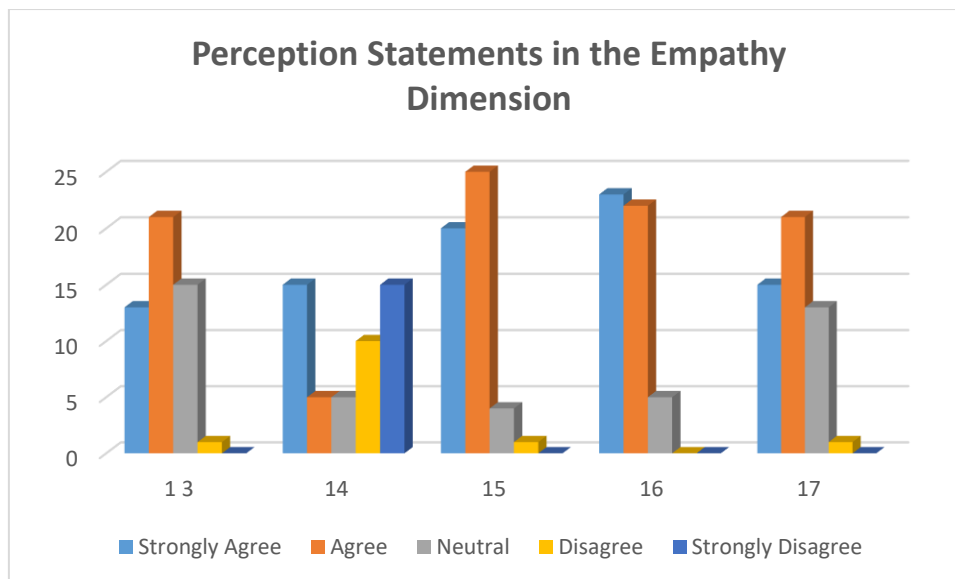
Fig 4.12: Perception Statements in the Empathy Dimension

Here also customers are satisfied because GrapView is very caring to its customers and they always try to provide the best services to customers. In the survey, customers agree that employees of GrapView understand customer's demand and able to provide service so that every single customer feels important and valuable for the designing.

Summary:

From the survey, it is understood that only 6% of respondents are satisfied although they are the dissatisfied intangible element the overall satisfaction level of the customers of GrapView is high. The overall perception of the customers about GrapView is good according to the survey reliability, responsiveness assurance, and empathy that are15%, 18%, 13%, and 17% respondents of satisfying level is high. Here, I have tried to find out the overall comparison of customer's perception of the service quality dimensions. There are some questions under every dimension on the basis of which I have calculated the average for each individual dimension. Results show that GrapView is ranked first in Assurance.

Chapter 05

Problems Identified, Conclusion and Recommendations

5.1 Problems Identified:

The problems identified in the study are as follows:

After completing the survey, it was found that respondents are strongly satisfied with GrapView's. After analysis the study finds out some lacking to provides Customer Service:

1. The respondents are not satisfied with the time to wait for getting services. Customer's need to wait a long time for getting service from GrapView

2. Due to the lack of good internet access in the GrapView, customers are unable to communicate through the internet completely. So, customer's feel train to get their service in just time

3. Although GrapView provides service to customer perfectly, their working condition is not good enough. Due to a lack of trained employee GrapView's customer's need to maintain long serial that's why customers are doubtful is whether they will be able to get their service at the right time.

4. Most of the respondents are not very satisfied with the GrapViews's providing right attention in delay time. GrapView cannot pay attention equally to all customers due to proper management.

5. Most of the respondents are not satisfied with the service charge of GrapViews.

6. Most of the respondents were satisfied with using the technology of GrapView's, but most of the employers of GrapView are not well trained to provides services.

5.2 Conclusion

GrapView is a startup business, it's business type is graphics design. It has been providing a variety of services to its customers over the years 2014. Forthcoming years of GrapView's service will turn out to be more effective by the develop their service facility. In such manner they have been more focused. For reasonable development, by executing new innovation and advancement they need to stroll with the time. For this reason, they need to recognize their quality and need to recoup their frail sides.

In my aggregate review, I did a few things to discover the fulfillment level of the representatives of GrapView. Finally, I discover that representatives are very much happy with their activity and the workplace and alternate advantages that the association accommodates them. I had some restriction however finally was ready to finish the report effectively.

5.3 Recommendations:

1. GrapView should more improve to provide Service delay time.
2. GrapView should develop their internet access to provide proper services.
3. GrapView should recruit more employees to provide proper services.
4. General Working condition of GrapView ought to be improved.
5. GrapView Should decreases service charges to provides services.
6. To provide appropriate service to its customers, GrapView should properly train its employees.

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APPENDICES

Appendix-A

Questionnaire for Measuring Customer Satisfaction Level

Name:

Gender: Male
Female

Occupation Student   Employee
Businessman

Age: Less than 20   20-30   30-40   40-50   50 & above

SL	Detail Question	Less than expected	As expected	More than expected	Consistently more
	Tangibles				
01	GrapView has modern looking equipment.	4	3	2	1
02	GrapView reception desk employees are neat appearing.	4	3	2	1
03	Materials associated with the service (such as pamphlets or statements) are visually appealing at Grap View	4	3	2	1
	Reliability				
04	When GrapView promises to do something by a certain time, it does so.	4	3	2	1
05	When you have a problem, GrapView shows a sincere interest in solving it.	4	3	2	1
06	GrapView insists on error free records.	4	3	2	1
	Responsiveness				
07	Employees in GrapView give your prompt service.	4	3	2	1
08	Employees in Grap Vieware always willing to help you.	4	3	2	1
09	Employees in GrapView are never too busy to respond to your request.	4	3	2	1
	Assurance				

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10	The behavior of employees in GrapView instills confidence in you.	4	3	2	1
11	You feel safe in your transaction with Grap View	4	3	2	1
12	Employees in GrapView have the knowledge to Answer your questions.	4	3	2	1
	Empathy				
13	How satisfied are you with the way Grap View's Working criteria	4	3	2	1
14	How satisfied are you with the service charges of GrapView	4	3	2	1
15	How satisfied are you with the services that you took previously…	4	3	2	1
16	Do you find graphics Design of GrapView satisfactory	4	3	2	1
17	How satisfied are you with the time you have to wait for a service at GrapView?	4	3	2	1