

Internship Report
On
“Customer Relationship Management of VFS Global”

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Letter of Transmittal

16th November, 2019

Mr Shafayet Mansoor

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Customer Relationship Management of VFS Global”

Dear Sir,

It is a delight for me to present my internship gives an account of the point of “Customer Relationship Management of VFS Global”. I have arranged this report as a halfway necessity of the satisfaction of the level of MBA program. I have attempted my dimension best to define this report with the required standard under your significant bearing.

I hope that this internship report has been to your expectation, if you come across any question regarding this report, it will be my pleasure to clarify your questions.

Sincerely yours



.....
Md. Sazzadur Rahman

ID: 171-14-736

Program: MBA

Major in Marketing

Department of Business Administration

Daffodil International University

Student's Declaration

I am Md. Sazzadur Rahman, ID; 171-14-736, MBA, declare that the internship report regarding “Customer Relationship Management of VFS Global” is exclusively arranged by me while working in the VFS Global.

I also declare that the report is prepared for academic purpose only and this report not submitted by others.



.....

Md. Sazzadur Rahman

ID: 171-14-736

Program: MBA

Major in Marketing

Department of Business Administration

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Certificate of the Supervisor

This is to certify that the report entitled “Customer Relationship Management of VFS Global” is an authentic work by Md. Sazzadur Rahman, ID: 171-14-736, Major in Marketing, Department of Business Administration, Daffodil International University, prepared his internship report under my guidance and submitted for the particular fulfilment of the requirement for the degree of Masters of Business Administration (MBA) from Daffodil International University.



.....

(Shafayet Mansoor)

Assistant Professor

Department of Business Administration

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Daffodil International University

Acknowledgement

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude to my Internship supervisor **Mr. Shafayet Mansoor** for his guidance and support helped me a lot in writing this report.

It is a great pleasure for me to work in VFS Global as an operation-Officer. I thank all the employees for being friendly and cooperative. They help me to know about Visa facilitative activity of VFS Global. I gain lots of important things through-out my job career because of their proper attention and cooperation.

At last I must mention the wonderful working environment and group commitment of this organization that has enable me a lot deal to do and observe the visa facilitative activities during my internship period. Finally I convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well.

Executive Summary

I got the opportunity to work in VFS Global as an Operation Officer from 28th January to till now. I had the opportunity during the program to get a closure look at the various activities of VFS Global. I have made this report based on my working experience at VFS Global.

VFS Global is the world's largest outsourcing and technology services specialist for governments and diplomatic missions worldwide. The organization manages the administrative and non-judgmental tasks related to visa, passport, identity management and other citizen services for its client governments. The organization strives to consistently create a reliable and convenient experience for customers.

In this report I have shown different aspects like a brief Introduction, Objective of the report, Background of the VFS Global History, Methodology, Limitation of study, Company platform, Product offering, VFS Global Vision, Mission, Values and activities undertaken like work related activity and other relevant activity.

I have discussed about Customer Relationship Management process of this organization, how the organization maintain their security system for better service without any errors, how they manage overcrowd & some emergency situation. The VFS Global always tries to build intimacy with their customer by providing superior customer service. The organizations are very aware about their customer database & their documents. In this report I discussed how the organization receive customer complains & how they take action against the situations. Also I discussed how the organization always humble to find out their weakness and how they recovery any critical moments. VFS Global always tries to keep maintaining relations with their customer after customer service.

Last of all I have given some suggestion about the challenges or constraints and also given some suggestion about the organization and their activity.

Overall it is a very good experience to work with some nice people in VFS Global, and this working experience will help me in my other professional life. This work environment helps me to learn lots of things which will be very effective for the near future.

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Chapter- 01

Introduction

1.1 Introduction:

VFS Global is the world's largest outsourcing and technology services specialist for governments and diplomatic missions worldwide. The organization manages the administrative and non-judgmental tasks related to visa, passport, identity management and other citizen services for its client governments. This enables them to focus entirely on the critical task of assessment. VFS Global provides a wide range of services to visa applicants, all aimed at enhancing customer experience in public services with an automated and seamless process. However, VFS Global does not play any part in the decision-making process behind visa applications being granted or denied.

VFS Global employs highly trained and dedicated staff across 5 continents, and is continually investing in its people and technology operations. The company offers rewarding and exciting career opportunities across the globe. VFS Global, which is headquartered in Dubai, UAE

1.2 Background of the study:

According to “Customer Relationship Management of VFS Global” I have prepared this report to fulfil the requirement of MBA course. The task is supervised by the academic supervisor Mr. Shafayet Mansoor. I have been working with VFS Global 28th January 2019 as Officer in the operation department.

Here I have the opportunity to learn with practical things and work accordance with it. The work experience helps me to gain knowledge about customer relationship management in Visa Facilitate Service that should apply in the company as well as in the industry. This report is mainly about present and future customer relationship management of VFS Global and elaborate description of it.

1.3 Objectives of the study:

The principle objective of the study is to examine the execution of corporate and customer service and also expansion about benefit through client fulfilment through giving services of VFS Global. VFS Global always wants to serve their customer the highest quality service through their assets and also fulfil their demand and solve their problems within a limited period. That is why the main purpose of the report is to analyse their customers satisfaction level through service design..

1.3.1 Broad objective:

To understand and analyze Customer Relationship Management of VFS Global (Visa Facilitate Service).

1.3.2 Specific objectives:

- To understand the customers with proper service and offers in terms of how VFS Global satisfying their customers by fulfilling their desired wishes.
- To analyse tools of customer relationship management of VFS Global.
- To indentify the ways of delivering customer satisfaction for different countries through VFS Global.
- To identify how to improve customer relationship management at different levels of VFS Global.
- To analyse how the organization actually overcoming some agitated peoples and ticklish situations.
- To understand how to increase relationship with customers.
- To evaluate customer relationship management with other service providers.

1.4 Methodology of the study:

1.4.1 Primary Data:

As my working experience in VFS Global there have some observations the working process briefly through me. By any confusion or mistake I asked my supervisor to know the answer. To collect the necessary data and I also asked question to the employees as well as my supervisor. To know the level of customer's satisfaction, I asked them some question to know their opinion.

1.4.2 Secondary Data:

- VFS Global website, Facebook page, Internet and other social media page.
- Company archive, data, journal, report etc.
- Various resources provide by the organization

1.5 Limitation of the study:

- There were some limitations while working in VFS Global. VFS Global always maintains restrictions in providing their internal and client's information to others. In that case it was so much hard to collect all the information which is necessary to complete this project. In some cases assumptions regarding their data have taken to make this report more accurate and informative
- This report will be more informative and meaningful if the time duration has increased. But I have tried my level best to full fill the report with more information I have collected within this limited period of time
- Lack of resource (Journal, Publication, Article etc.)
- Busy working environment
- Only the main part of the report is based on my actual work experience like the information that I was able to know in my working period and the face to face interview of the employees and customers.

Chapter-02

Organizational Overview

2.1 History of the organization:

VFS Global is an outsourcing and technology services specialist for governments and diplomatic missions worldwide. The company manages visa and passport issuance-related administrative and non-discretionary tasks for its client governments. It is based in Dubai. With 3034 application centers and operations in 146 countries across 5 continents, VFS Global serves the interests of 63 client governments. The company has successfully processed over 196 million applications since its inception in 2001, and over 80 million biometric enrolments since 2007.

VFS Global works predominantly with a user-pay revenue model where it receives its service fee directly from the visa applicants, in addition to the visa fees which are remitted to the diplomatic mission.

VFS Global was selected by the Federal Foreign Office of Germany to process visas in select locations in the regions of North Africa and Middle East. This included about ten countries in both regions. Centers in the new regions will be launched in Dubai, Abu Dhabi, Kuwait and Manama on 1 February 2018.

2017 was a busy year for the company as eight new client governments were added. This included Armenia, Bahrain, Cote d'Ivoire, Democratic Republic of Congo, Georgia, Nigeria, Slovakia and Ukraine whereby VFS Global was servicing 58 client governments globally by offering a range of visa, permit, passport, consular, identity and citizen services at the end of the year.

VFS Global was recently re-awarded visa processing services contracts by the Government of Italy (with whom they share a partnership of close to 14 years) in Cameroon, Ghana and the Kingdom of Saudi Arabia for another four years and also awarded a 3-year contract to manage Italy visa services to the residents of Libya after participating in an official tender published by the Embassy of Italy in Libya.

The company also extended the contracts with the Ministry of Foreign Affairs of the Republic of Lithuania and The Ministry of Foreign and European Affairs of the Republic of Croatia on 15th February 2018. As part of the extension, VFS Global will service Croatia visas across 27 countries, and Lithuania visas in 9 countries.

2.2 Platform:

VFS Global is a fast moving visa facilitates service in the world. It has 3034 application centers and operations in 146 countries across 5 continents. VFS Global has successfully processed over 196 million applications since its inception in 2001, and over 80 million biometric enrolments since 2007 and serves the interests of 63 client governments.

2.3 Product Offering:

VFS Global brings their business profit by delivering outstanding Visa related service to the significant applicant. We help those people who want to go their desire country by completing their administrative process with proper guidance.

- ✓ Visa and Passport Application Processing Services
- ✓ Identity Management & Citizen Services
- ✓ Biometrics Enrolment
- ✓ Verification and Attestation Services
- ✓ Operations Solutions
- ✓ Information Services

2.4 Vision, Mission and Value:

❖ Vision:

To be the market leader in visa, consular and identity management solutions industry.

❖ **Mission:**

We partner with governments to enable faster and informed decision making in the area of consular and identity management services, by providing technology and administrative solutions and value added services that are secure, innovative and offer value for money. We strive to consistently create a reliable and convenient experience for customers, by having engaged employees, business expertise, global presence and value to stakeholders.

❖ **Values:**

Our business is built on the three pillars of Trust, Technique and Technology. This three-pronged approach enables us to maximize convenience and efficiency for both our client governments as well as applicants.

Chapter-03

Theoretical Framework

3.1 Customer Relationship Management:

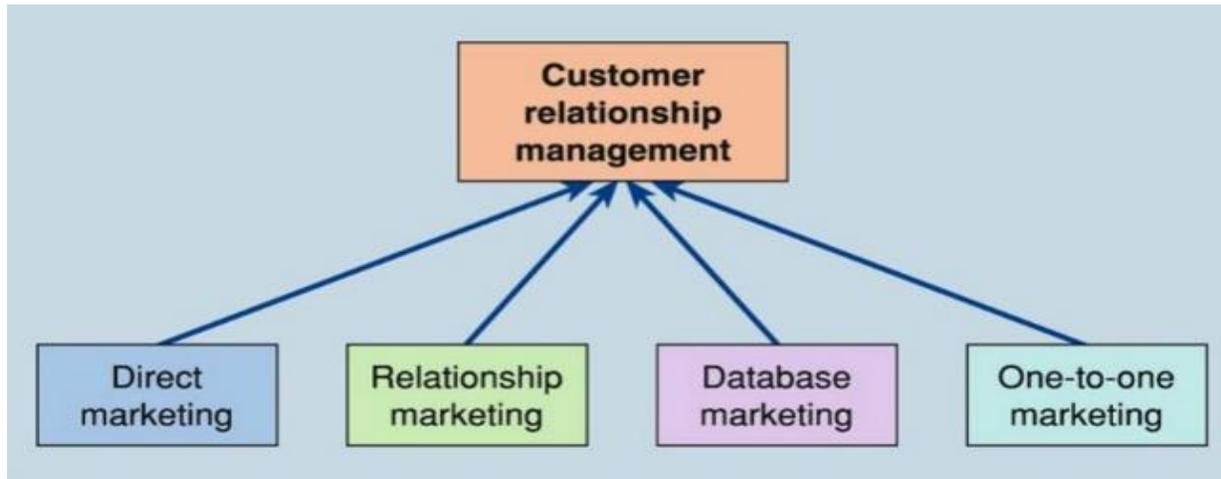
Customer Relationship Management (CRM) consists with a company and its existing and potential customers through a systematic way for ensuring maximum customer satisfaction. Most of the organizations use specific software or enterprise resource planning (ERP) solution for better customer services. Main purposes of CRM are to improve provided customer services, to sustain customer within competitive market and to use customers' information for target marketing or post selling with future referral.

CRM is included some philosophical policies and process of the organizations to deal with the customers. CRM is technology based business strategy which focused both business to business (B2B) and business to customer (B2C) sectors. This paper is focused on needs of customer relationship management in business and its relationship with marketing or sells performance from the perspective of Bangladesh showing some points of views. Key Words: Customer Relationship Management or CRM, Customer and Organization



Picture: Diagram of Customer Relation Management

3.2 Elements of Customer Relationship Management:



Picture: Elements of Customer Relationship Management

Direct Marketing:

The business of selling products or services directly to the public, e.g. by mail order or telephone selling, rather than through retailers.

Relationship Marketing:

Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a focus on sales transactions.

Database Marketing: Is a form of direct marketing using databases of customers or potential customers to generate personalized communications in order to promote a product or service for marketing purposes.

One to one Marketing: Personalized marketing, also known as one-to-one marketing or individual marketing, is a marketing strategy by which companies leverage data analysis and digital technology to deliver individualized messages and product offerings to current or prospective customers.

3.3 Types of Customer Relationship Management:

3.3.1 Strategic:

Strategic CRM is concentrated upon the development of a customer-centric business culture and the business puts the customers first. It collects, segregates and applies information about customers and market trends to come up with better value proposition for the customer.

3.3.2 Operational:

Operational CRM focuses on the automation of customer-facing processes such as selling, marketing & customer service. It can be defined as all the services that allow a business organization to take care of customer's needs. The system connects and supports an organization's sales, marketing and customer service functions.

3.3.3 Analytical:

Analytical CRM focuses on the intelligent mining of customer-related data for strategic or tactical purposes. Analytical CRM also denotes the systematic electronic analysis of collected customer data. Customer data is defined as contact data, customer properties and information derived from both online and offline behavior.

3.3.4 Collaborative:

Collaborative CRM applies technology across organizational boundaries with a view to optimizing company, partner & customer value. It is an approach to Customer Relationship Management in which the various departments of a company, such as sales, technical support and marketing, share any information they collect from interactions with customers.

3.3.5 Customer Data Platform:

A customer data platform (CDP) is a computer system used by marketing departments that assembles data about individual people from various sources into one database, with which other software systems can interact. Customer data platform collect and structure real time data into individual, centralized customer profiles.

3.4 Five Step Process for CRM:

3.4.1 Customer Portfolio Analysis:

Customer portfolio analysis is an activity by which an organization analyzes the current and future value of its customers for developing a balanced customer structure through effective resource allocation to different customers.

3.4.2 Customer Intimacy:

Customer intimacy is a measure of the organization's awareness and alignment with customer's needs and value. There is discussion of how Customer Relationship Management tools may be used to affect the willingness of the customer to share information.

3.4.3 Network Development:

Network development refers to the identification and development of strong relationships with organizations, networks and people that are critical to your success in servicing your customers.

3.4.4 Value Proposition Development:

In this step build on the information gathered while working on customer intimacy. Once you have identified your target customer, you can move forward and create a tailored value proposition for this customer.

3.4.5 Customer Life Cycle Management:

The customer life cycle refers to the ideal customer journey from potential client to product or service advocate. It also relates the continuing relationship you maintain with your customer.

Managing this cycle requires structure and attention to process. Organization must determine how it will organize itself to effectively manage customer relationships.

3.5 Customer Relationship Management around organizations:

A time has been passed when customer's needs and wants had no value and market competition did not exist there in business. Now most of all organizations make a different unit as customer relationship management only for satisfying and sustaining the customer to run long term business. Organizations enhance CRM strategies with time and demand of customers over the world.

CRM is a best business strategy to learn more about wants, needs and behavior of customers in order to develop strongest relationships with them. A better business philosophy of CRM must use a technical solution to assist in dealing with customers effectively and efficiently. Most of all successful CRM in businesses rely on proper application of technology with time.

This paper is focused on needs of customer relationship management in business and its relationship with marketing or sells performance from the perspective of Bangladesh showing some points of views. Key Words: customer relationship management or CRM, Customer and Organization

There are lots of organizations which have customer relationship management department separately for improving their brand image by friendly service with superior customer.

Customer relationship management practice

Customer relationship management in banks

Customer relationship management on firm performance

Customer relationship management hotel industry

Customer relationship management drive for change

Cultural relationship management modeling framework

3.6 Effect on Customer Satisfaction:

Customer satisfaction has important implications for the economic performance of firms because it has the ability to increase customer loyalty and usage behavior and reduce customer complaints and the likelihood of customer defection. The implementation of a CRM approach is likely to have an effect on customer satisfaction and customer knowledge for a variety of different reasons.



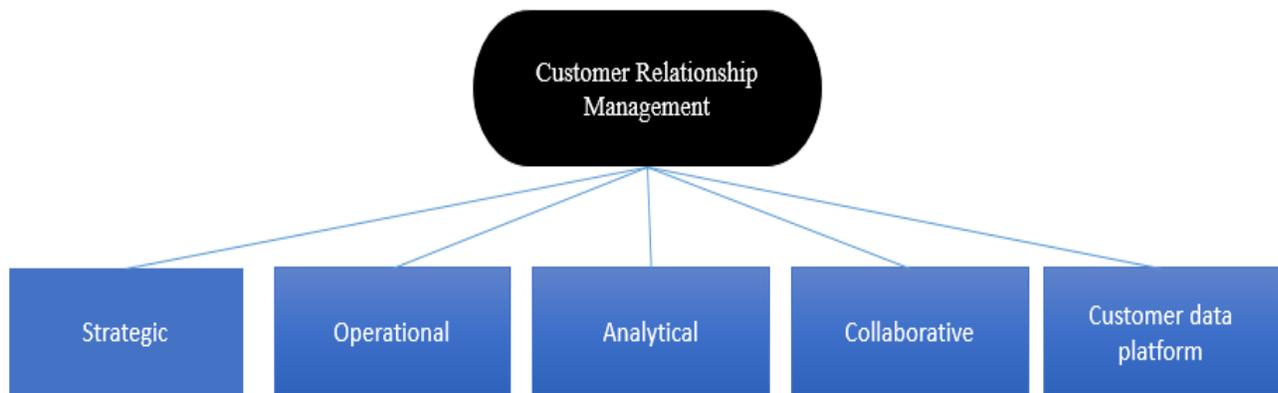
Picture: Levels of Customer Satisfaction

Customer Benefits:

With Customer relationship management systems customers are served better on day to day process and with more reliable information their demand of self service from companies will decrease. If there is less need to interact with the company for different problems, customer satisfaction level increases. These central benefits of CRM will be connected hypothetically to the three kinds of equity that are relationship, value and brand, and in the end to customer equity.

Chapter-04
Customer Relationship Management
of
VFS Global

4.1 Customer Relationship Management of VFS Global:



Picture: Types of Customer Relationship Management

Strategic:

VFS Global always tries to get good reputation by providing superior customer service to the customer.

Operational & Analytical:

When an applicant comes to VFS, before enter the visa application centre there are some process to enter VFS vac. Security persons check properly the applicant & scan by scanner. After the first check there have another security checker who will make sure that no one can't bring any kinds of electronic device(except mobile), firebox, liquid & food. After that the security person give a token based on the applicant's service, like (Passport Collection/Submission any kinds of additional documents). After collect the token applicant enters the vac, sit down & wait for his/her token serial number.

Service officer called as per token number & delivered service. For passport delivery, in order to ensure that the passport and visa are not given to an unauthorized person, the applicant must present a government-issued photo ID for identification when he/she collect the passport. When the applicant comes to collect passports, user can search by Passport Number, DS160 Number and UID or by name through the search field. If everything is fine, the customer signs his / her signature & takes the passport.

Collaborative:

The organization is very friendly to support their customer & always humble to find out their weakness. VFS Global has a suggestion box, so every day after working hour management team will check the box. If there have any complain or suggestion about the organization or service, management team do needful for those purpose.

If any applicant feel to difficulty for visa application or want to learn more about obtaining a visa to travel to the United States, the VFS staff are try to solve the situation. After that if anyone want more details then the service officer give them embassy contact information via any of the means shown below. Visa application services call center agents are able to assist you via email, telephone or chat.

+88-09610202040, <http://www.ustraveldocs.com/bd>

Customer Data Platform:

The organizations are very aware about their customer database & their documents. All printout data & passport are kept in locker. All personal data is trashed after every one year. The organizations employee can't access their personal email, personal phone within operation hour (except manager). Most of the places are monitored by CCTV. Every working day entering the office and checking out, security checked all of the office staffs so that no one can't take any data.

Handling Complains Customers:

There have lots of applicants who aren't familiar with passion. They are always very much excited for quick work. But in a visa facilitate centre there have must follow some systematic requirement to fulfil the process. So we try to convince them to give us some time to complete their work as soon as possible.

Emergency Support: Every sector has faces some emergency situation. Sometimes some most important applicant comes here, like: diplomatic person. So in that case we serve them in emergency situation. Also some applicant come after the operation hours in that case we try to support them.

4.2 Five Step Process for CRM of VFS Global:

Customer Portfolio Analysis:

The organization constantly tries to keep a balance for their current and future values of its customer by maintaining & research of their customer's profile.

Customer Intimacy:

When the organization delivered any kind of service to the customer, the employee of the organization's are maintain amicable behaviour for better service & maintain professionalism with customer.

Network Development:

Though the organization is a fast moving visa facilitate customer service organization that's why they always develop & maintain a good relation with some monumental peoples for more advantage.

Value Proposition Development:

Sometimes some applicants are more informative. They provide accurate information to the employee of the organization; as a result the output of the service is perfect & created a good relation with the applicant. For this good relation the applicant also get better service for next procedure/next time.

The Customer Life Cycle:

Once a customer gets better service & if he/she is satisfied, the customer delivered the service history to the other peoples. In that purpose VFS Global are very aware to continuing the relation for long time. And the organization always keeps maintaining relations with customer after customer service.

Mainly we delivered 3 types of service to the USA applicant in our VAC (Visa Application Centre)

- 1. Receiving Additional Documents**
- 2. Drop Box / Interview Waiver Confirmation**
- 3. Passport Delivery**

4.3 Receiving Additional Documents:

We receive lots of additional documents from the immigrant visa applicant & non-immigrant visa applicant for their visa processing by instructing the US embassy. US embassy need some documents from the applicant for their background verification and other relevant task. As per the instruction the applicant submit their document to us and we send the document to the US embassy by next working day.

4.4 Drop Box / Interview Waiver Confirmation:

In this topic, those applicants who have already US previous visa but his/her visa is already expired. For this reason applicant want renew his/her visa by some procedure.

In that purpose first of all the applicant pay their visa fees by Eastern Bank Ltd. After pay the visa fees the applicant get a reference number. The reference number is used for Interview waiver confirmation letter printout by log in the applicant's profile. Also he/she bring DS-160 form which is found the applicant's profile.

Applicant need to bring some paper for Drop Box/Interview Waiver Confirmation.

- a) Old passport which have previous visa & new passport for renew his/her visa
- b) Bank money receipt
- c) Ds-160 form
- d) Interview waiver confirmation letter
- e) Photo 1 copy

After receiving those document and we check the applicant’s profile. If all of the information is perfect then we update the applicant’s information in our system and send the document to the US embassy by next day.

4.5 Passport Delivery:

When embassy give us (immigrant visa & non-immigrant visa) applicant’s passport which have us visa and some of not. That passport we delivered to the applicant by following some instruction by embassy.

There are some processes which we follow in our daily work and maintain properly for high security for applicant’s data protection and hold on our brand image top of the pyramid by superior customer service.

4.6 Documents Received From Post:

Security person from document deliver centre and greeter bring the documents/passports from post to Dhaka office. They use metal trunk to carry the documents. The metal trunk is kept inside the document delivery centre. Every day 1.30 pm (local time) they carry the trunk with the documents to be delivered to post and after delivering then they use the same trunk to bring the documents received from post. They also use a hand trolley to lift the trunk. The trolley is also kept inside the document delivery centre. Documents and unprocessed passports (Multiple Delivery)



Picture: Metal trunk with documents received from post

IV passports with documents are received in a white transparent plastic folder, NIV passports are received in a transparent box and NIV passports with documents are received in a transparent blue plastic folder. Post provides separate list of each category (IV, NIV, Unprocessed passports) where they mention the details of the passports with the number of the passports being delivered from post. Then the courier guy from document delivery centre verifies the total number of passport count signs in the slip. Post keeps copies of the slips and also signs on the slip.

Any variance should be informed and written in the email and also recorded in the retrieval list. Document delivery team lead will tally the total count first and then one to one and if any discrepancy found, he will inform to the SPOC (single person of contact) and SPOC will inform post accordingly.

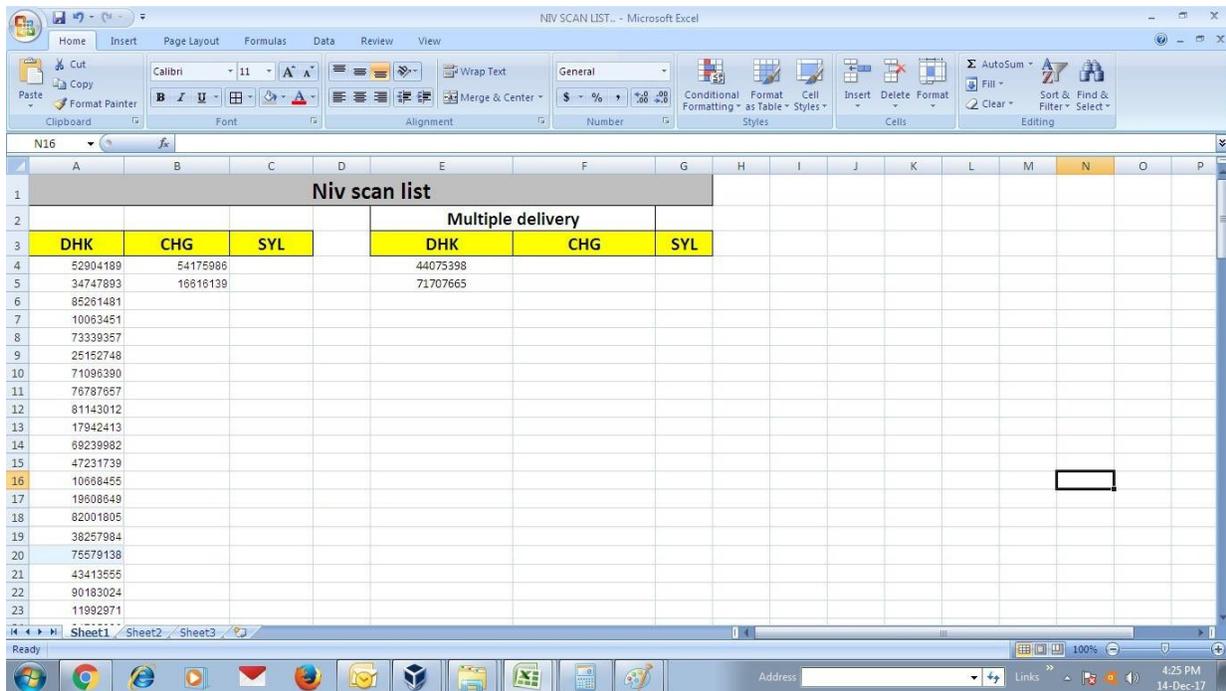
Once the passports are brought, they are first counted and tallied one to one with the list received from post and then the passports are sorted as per location name.



Picture: Location mentioned on the barcode sticker

For NIV, The UID number barcode on the sticker are scanned as per location wise, all passports belonging to Dhaka location are scanned in one column, all passports belonging to Sylhet location are scanned in other column, all passports belonging to Chittagong are scanned in other column.

For Multiple delivery items, same process is being followed 3 columns as per locations.

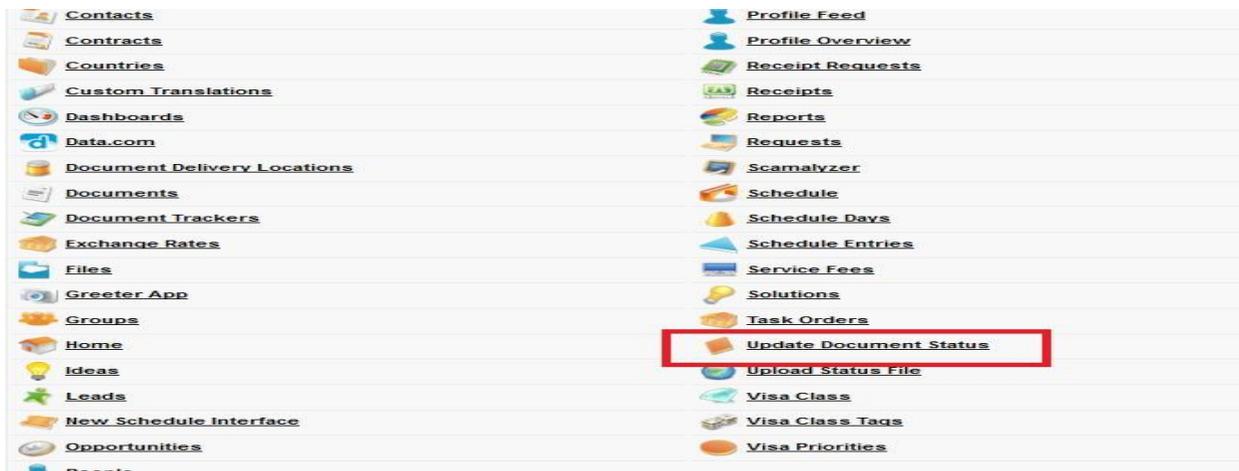


Picture: Multiple delivery items

For IV, one column with all of the passports, one column for multiple delivery items. IV passports don't have pre-printed barcodes (IV applicants do not schedule through Atlas), Hence, For IV, the passports are scanned (Bangladeshi passports are Machine Readable and a barcode sticker is already there provided by the local government and the scanner can read that barcode). First, the passports are scanned in excel and then label is printed and they are sorted as per location wise.

For NIV, The passport is kept in the same order for each location as it is scanned, as it makes the process of affixing sticker faster.

After the entire scanning is completed, user login to Atlas and go to option 'Update Document Status'



Picture: Update document status, under document status drop down select ‘Origination Scan’

 A screenshot of a web-based form for updating document status. The form is divided into several sections:

- Document Status:** A dropdown menu with 'Origination Scan' selected.
- Country (required):** A dropdown menu with 'Bangladesh' selected.
- Code Type (required):** A dropdown menu with 'UID' selected.
- Batch ID:** An empty text input field.
- AWB (optional):** An empty text input field.
- UIDs:** A table with two columns and five rows of empty text input fields.
- UIDs Separated By New Lines:** A large empty text area for pasting multiple UIDs.

 At the bottom of the form, there are several buttons: 'Update', 'Update and Print', 'Print DP Label', 'Update And Send Batch', and 'Clear'.

Picture: Selecting the country name and code type

The Batch id should be DHKNIVDHKDDMM (DHK is Dhaka post, NIV represents Non-immigrant, DHK after NIV represents the passport collection location name. DDMM is the date and month) is entered.

The UIDs are then copied from excel and pasted in UIDs separated by new line text box and updated.

For IV applicants, the UID is not mentioned but the passport numbers. The ‘Origination Scan’ is done with passport numbers accordingly.

Picture: Batch ID & UID number

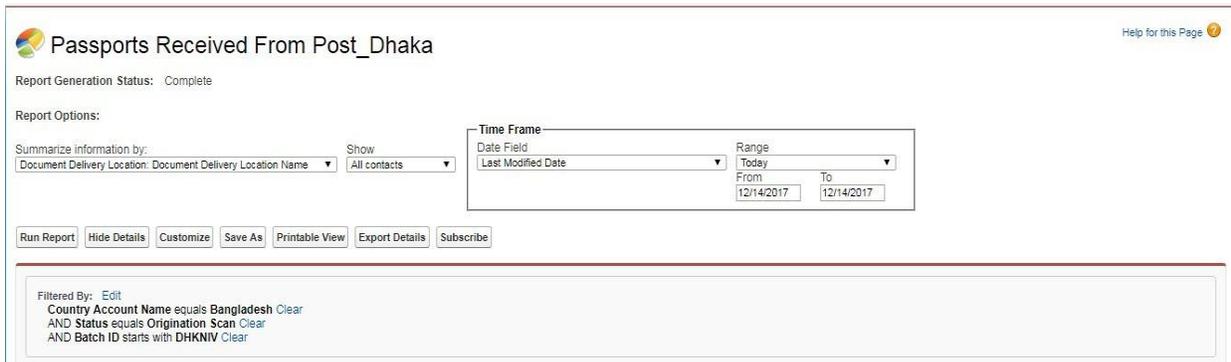
Passport numbers are pasted in UIDs separated by new lines text box. Code type should be selected as passport instead of UID. Then the user will check on update in order to update the status. In case, there's no profile against any passport, it will show in a dialogue box as an error following code is invalid: passport number. Then document delivery team will note those passport numbers. Next step is barcode sticker printing. After printing the stickers, team will start pasting the stickers accordingly and there will be no stickers for the passports for which the error message occurred. During pasting the stickers, team will find out those passports and tally them with the list found from the error messages-if both tallies, they will return those passports to post next day.

4.7 For Passport Belonging to Dhaka Location:

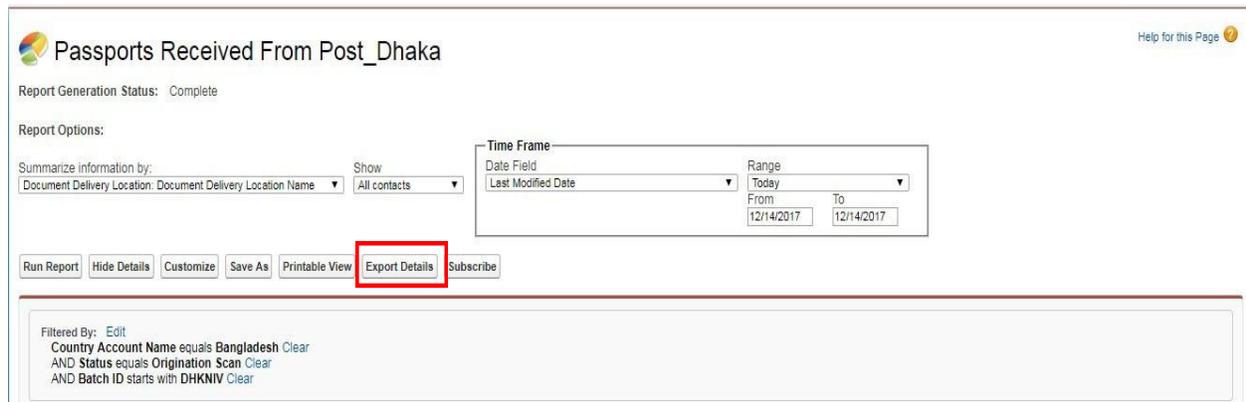
Once the scanning is completed for all locations, go to the report menu; go to the report under Dhaka folder-passport received from post Dhaka for NIV and 'IV passports received from post Dhaka' for IV passports. Alternatively you can save the URL of the report.

<https://atlas.my.salesforce.com/00OC000005evfw> and

<https://atlas.my.salesforce.com/00OC000006DLgh> as favourites and can directly access the report.

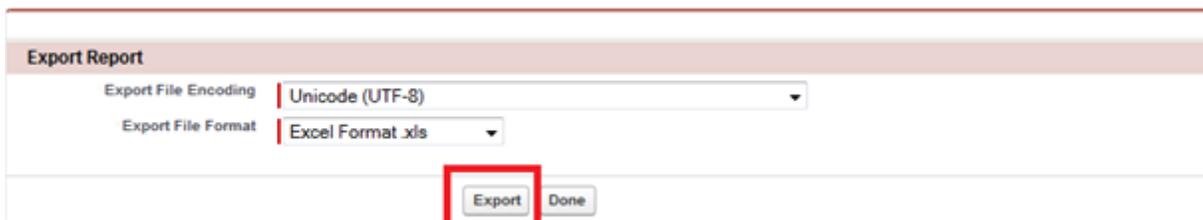


Picture: 'Origination Scan' on that day by document delivery team

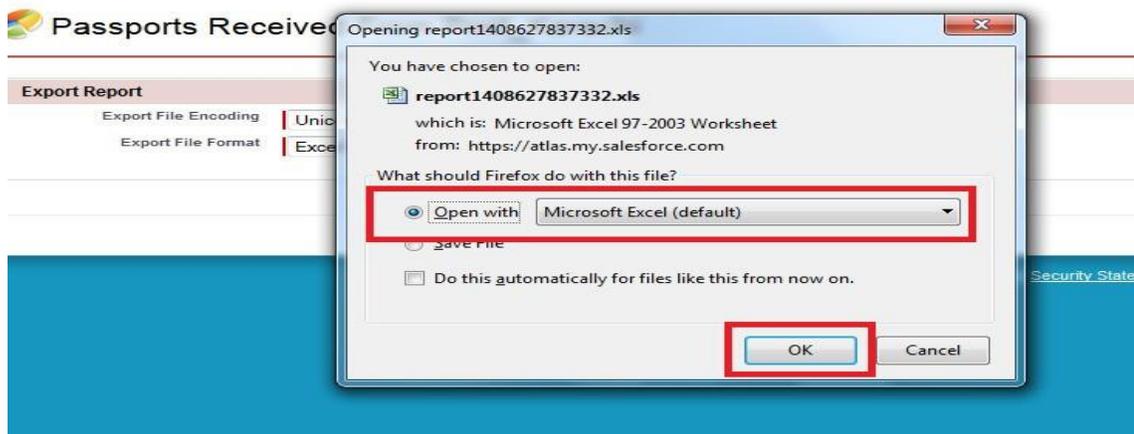


Picture: Download the report clicking on export details tab

- In the next screen click on 'Export' button



Picture: Report opening form



Picture: Open with Microsoft Excel

	A	B	C	D	E	F	G
37	22005110	22005110	Vemula	AA004B7PTK	K3171866	KRCNIVLAE2108	7
38	31521783	31521783	Muppana	AA004A4ABA	G9361277	KRCNIVLAE2108	8
39	44859361	44859361	Chava	AA004BSJPI	L6001134	KRCNIVLAE2108	9
40	26304499	26304499	Bawa	AA004BHJGS	F7300562	KRCNIVLAE2108	10

Picture: Excel Format of Report

For NIV:

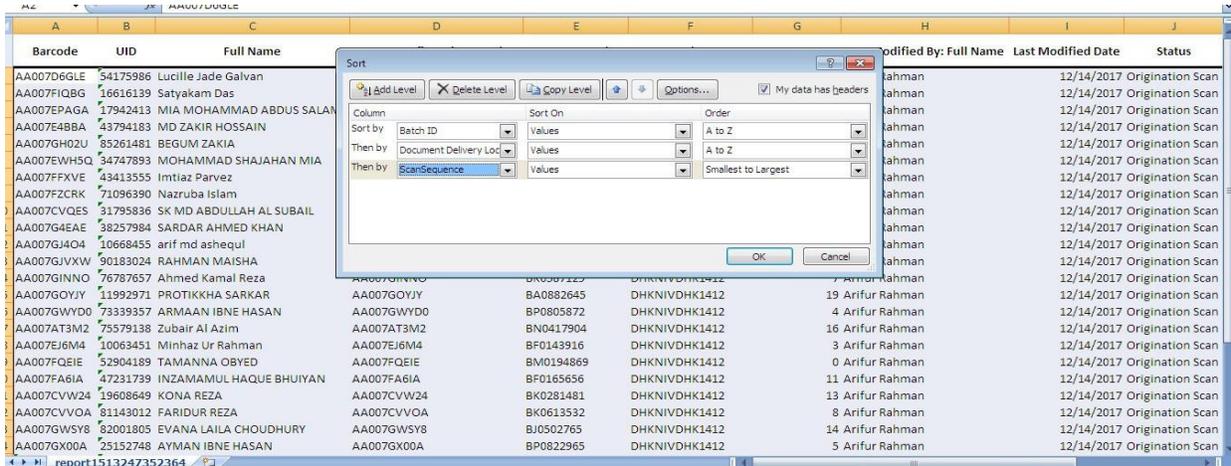
Sort the entire report by 'Scan Sequence' and then 'Document Delivery Location Name'. This is to ensure that passports belonging to same location are printed in order and the stickers are not printed randomly.

If all of the received documents belong to Dhaka only, then sorting will be as per 'Scan Sequence'.

If documents belong remote centres as well (Chittagong and Sylhet) but no multiple delivery items are there, then the sorting will be done by 'Document Delivery Location Name' and 'Scan Sequence'.

If documents belong all three (Dhaka, Chittagong, Sylhet) and multiple delivery items are also there, then the sorting will be done by 'Batch ID', 'Document Delivery Location Name' and 'Scan Sequence'.

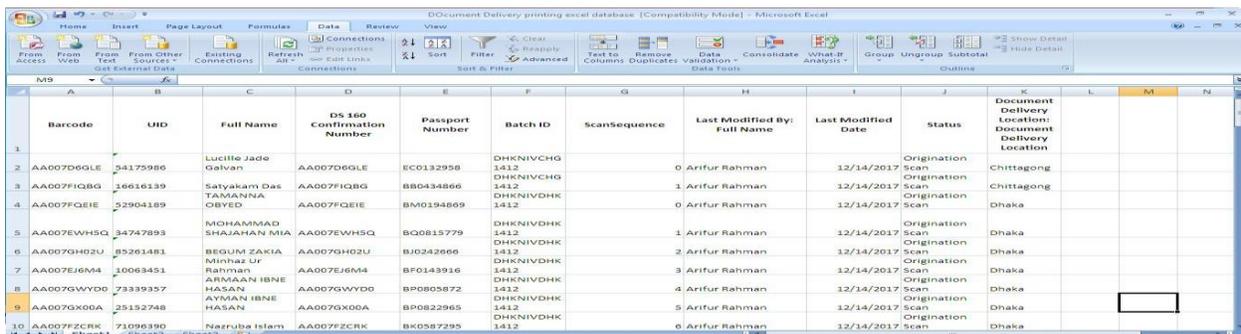
For IV: If there are no multiple delivery items, then the sorting will be done by ‘Scan Sequence’
 If multiple delivery items are there, then the sorting will be done by ‘Batch ID’ and ‘Scan Sequence’.



Picture: ‘Batch ID’ and ‘Scan Sequence’

For IV, some applicants don’t update their pickup location and after exporting the report ‘IV passport received from post Dhaka’ team will separate those passports without location and will list them out. After printing and pasting the barcode stickers on the passports, document delivery staffs will start separating the passports by location, and then they will find those stickers with no location and they will tally them with the previously found list and if both tallies, then those passports will be marked as Location Not Found and will return back to post Next working day.

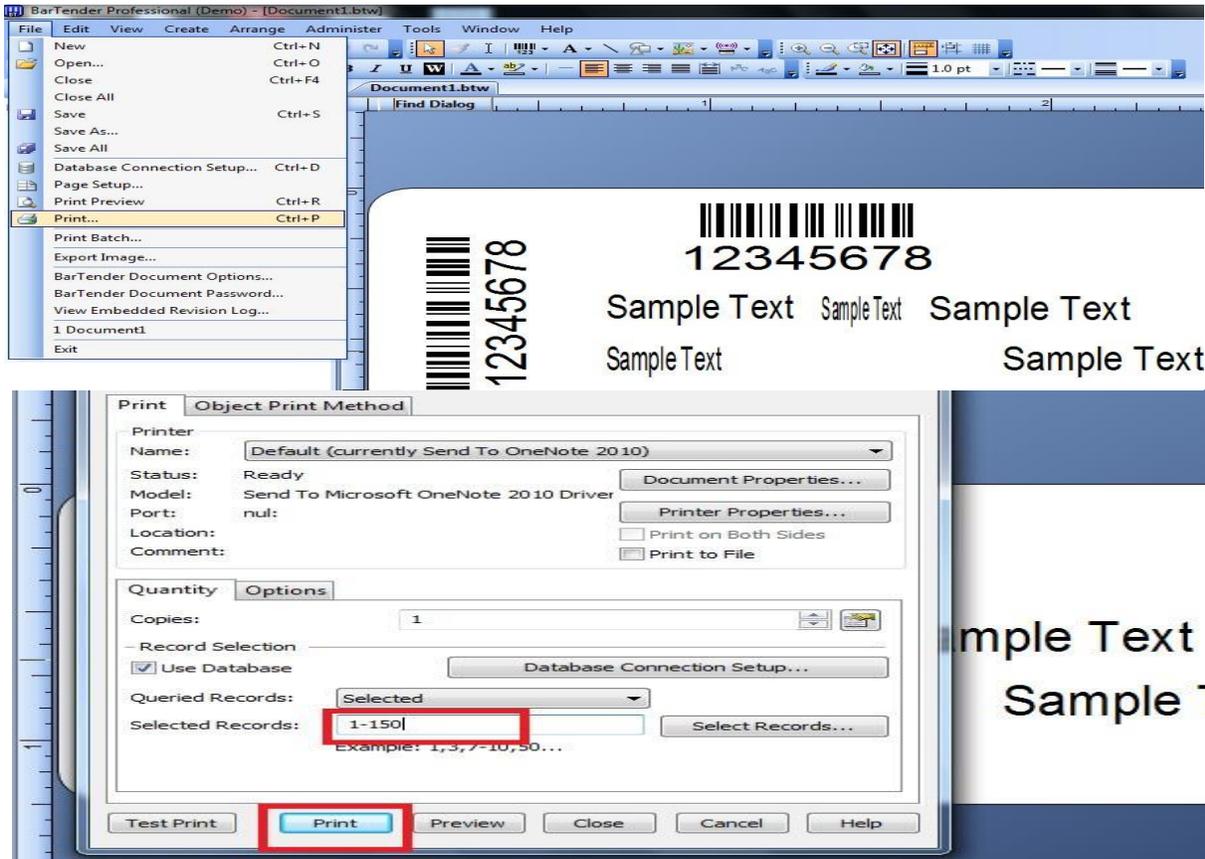
After sorting, copy and paste them excel data base that is created for printing document delivery barcode sticker. Before pasting ensures that the previous day’s data deleted.



Picture: Save the Data

Open the Bartender software file that is mapped to the document delivery

Go to File, click on print. And then in selected record centre the first number and last number that is to be printed.



Picture: Barcode to print report



Picture: Sequence number, Location, Date, Ds Number

The passports are then kept in same sequence as the sequence number and location mentioned on the sticker, Dispatched to the respective locations.

4.8 Updating Ready for Pickup:

Document delivery staffs in Dhaka make the report for all IV & NIV passport receive list. They also make list for Chittagong & Sylhet for both IV & NIV passports. The other location passports get separated with report and are stored in to locker for courier.

On next working day-morning, courier guy visits the Dhaka centre and collects the documents to be delivered to other location. Courier guy provides a booking slip copy for every package/bags. The slips are stored in the document delivery centre for further reference. For passports belonging to Dhaka location, they are updated as 'Ready for Pickup' in next morning. For other locations (Sylhet & Chittagong), they update the status as 'Ready for Pickup' after receiving the passports. This may take 2-3 days to reach remote location from Dhaka centre.

To update ready for pickup, user will again go to report, passports received from post Dhaka.

Report link: <https://atlas.my.salesforce.com/000C000005evfw>

User will open the report in excel using export option and then click on filter option.

Note: Only 'Dhaka' will be showing in the report-there's no need to sort as per location. But team should be careful and they will not update the passports with empty location filed. Copy all the UIDs, Go to update document status. In documents status select Ready for Pickup, code type, country, paste the UID separated by new lines and click update.

Note: User does not need to enter Batch ID here.

Picture: 'Ready for pickup form'

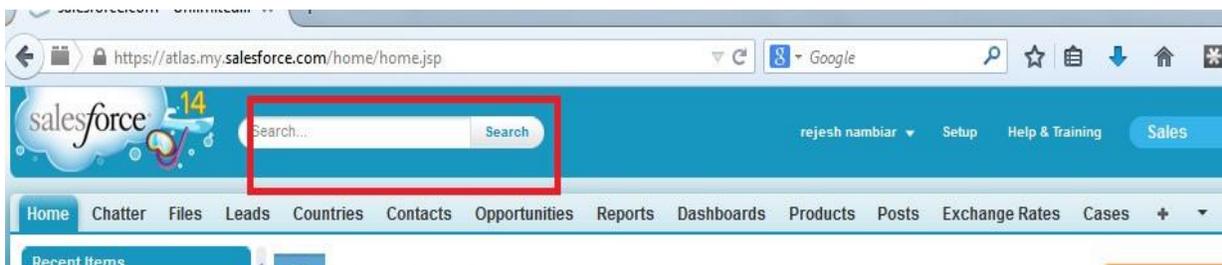
The passport are taken for delivery and kept in a shelf, passports are kept as per the Batch ID, date and sequence number for easy retrieval of passport for NIV. A card with date (Batch ID & Date) is kept in front of every pile of passports for that particular date. For IV, passports with visa packets are kept in a shelf as per date.

4.9 Process of Delivery of Passport to Applicants:

In order to ensure that the passport and visa are not given to an unauthorized person, the applicant must present a government issued photo ID for identification when he/she collect the passport.

DS160 confirmation page is also preferred.

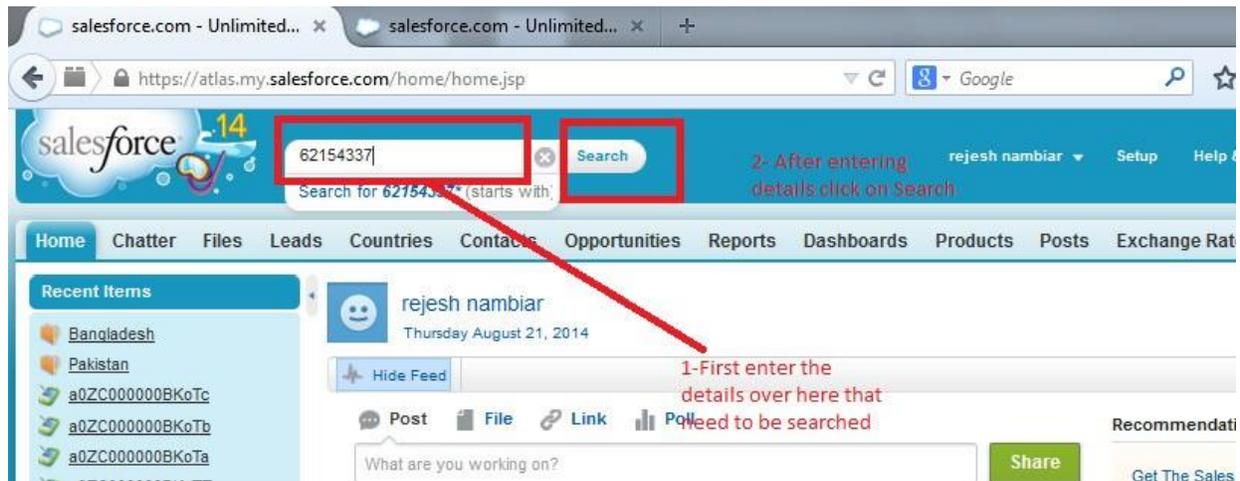
When the applicant comes to collect passports, user can search by passport number, DS160 number and UID or by name through the search field.



Picture: Sales force website for check applicant's information

To ensure that faster turnaround time, Instead of each time doing search and then updating picked up and then doing search. User can open two screens; in the second screen have the update document page opened.

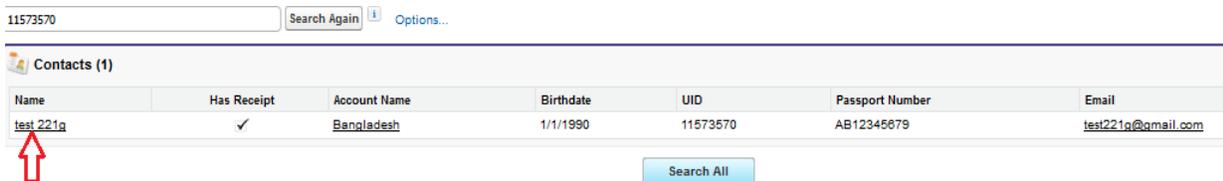
When the applicant comes to collect passport, in the first screen do the search.



Picture: Type for details applicant’s information by passport number & UID



Picture: Name link



Picture: Document tracker Name

Document Tracker Detail Edit Clone Submit for Approval

Document Tracker Name	a0Zn000002n8qC	Normalized Created Date	11/9/2017
Contact	test_221g	AWB	
Barcode	11573570	Delivered_To	
Country	Bangladesh	Batch ID	DHKNIVDHK2010
Status	Ready For Pickup	ContractNumber	
Finland Query Id		ScanSequence	0

Picture: Batch ID, scan sequence and passport status

As per the Batch Id and passport status, find the passport.

In the second screen, update the passport as picked up while delivering the passport

Document Status Picked Up	Batch ID DHKNIVDHK2010										
Country (required) Bangladesh	AWB (optional) 										
Code Type (required) UID											
UIDs <table><tr><td><input type="text"/></td><td><input type="text"/></td></tr><tr><td><input type="text"/></td><td><input type="text"/></td></tr><tr><td><input type="text"/></td><td><input type="text"/></td></tr><tr><td><input type="text"/></td><td><input type="text"/></td></tr><tr><td><input type="text"/></td><td><input type="text"/></td></tr></table>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	UIDs Separated By New Lines 12345678 98765432
<input type="text"/>	<input type="text"/>										
<input type="text"/>	<input type="text"/>										
<input type="text"/>	<input type="text"/>										
<input type="text"/>	<input type="text"/>										
<input type="text"/>	<input type="text"/>										

Update Update and Print Print DP Label Update And Send Batch Clear

Picture: Update the passport as picked up

And we follow the same procedure for all the passports that are to be deliver

After deliver the passport to the applicant that time those applicant got visa they are very happy and thanks full. And those applicants don't get visa they are very upset and some of applicants they tolerate us why they don't get visa. That time we try to convince the applicant, there was no connection with embassy for issuing visa by our hand. All of time we try to deliver superior customer service by keeping our cool temper for high customer service.

Chapter- 05

Findings, Recommendations

&

Conclusion

5.1 Findings:

There are some observations and findings while working in the Customer Relationship Management department in the organization. These observations are taken into consideration and some recommendations are given to the VFS Global, on which they might want to work in near future. The observation and recommendations are related to job and report topic. These are given below:

- ❖ The concept of Customer Relationship Management is not popular in the Visa Facilitate Service industry & the practice of Customer Relationship Management is also less. VFS global is unaware of the necessity of its implications.
- ❖ In VFS Global, training programs are not sufficient. And sometimes the employee of the organization is hesitates to go through the code of conduct with their applicant. There has less training session in the organization.
- ❖ Lack of Premium Lounge Service in US visa application center for high social economy class applicants. There are some applicants who are very prestigious; they don't want to wait for long time for service.
- ❖ In the time of emergency when there is lot of applicants, management isn't capable of responding the situation in the right manner and this cause extreme customer dissatisfaction.
- ❖ VFS Global is suffering from lack of employees. There have only 3 counters & 3 staffs for US visa application center to deliver the service. Everyday more than 300+ applicants come in a day, so it is very tough for 3 staffs to handle all the applicants for whole day.
- ❖ Lack of space for the applicants sitting area is another reason for customer dissatisfaction. Sometimes many applicants come together & that time there a lack of seating space comes as an issue.
- ❖ The organizations internet speed is very slow, so the employee faces lots of problem when they update their data in their system & take more time to deal one customer. That's why sometime customer is bothered.
- ❖ Communication gap between US embassy and the applicant is another flaw in Customer Relationship Management in VFS Global. Sometimes embassy don't give proper

guideline to the applicant for their specific purpose, for that case they asked lots of questions which are not answered by the employee.

- ❖ Lack of data to send the applicant via SMS/email for the purpose of passport/document collection.
- ❖ Some applicant think VFS employees are involves with US embassy for issuing US visa. But they are not. As a result who don't get visa, they blame VFS staffs & asked why they didn't get visa. That time employees are under threat.

5.2 Recommendations:

Based on findings there are some recommendations to VFS Global for overcoming these problems which are given below-

- ❖ Need to arrange lots of campaign to introduce Customer Relationship Management and to ensure the practice of Customer Relationship Management in the organization.
- ❖ Training program of Customer Relationship Management is essential to improve the skill of employees. So the organization should arrange more training program to overcome any difficulties.
- ❖ An in house Customer Relationship Management outline should be developed addressing the current problem so that service standardization can be practiced in order to attain greater customer satisfaction.
- ❖ Customer service policy should be disclosed to the customers so that customers are aware of the promised customer service. It will decrease customer expectation gap.
- ❖ There are lots of applicants who want to get premium service in very short time but our US visa application center has no premium lounge. So the organization should take necessity about it for better service for the valuable customer.
- ❖ Customer complains should be recorded in that right manner so that customer satisfaction level can be evaluated later to design better Customer Relationship Management.
- ❖ The organizations need more staffs & counter to deliver their service within very short time without any errors.
- ❖ Everything must have discipline. So the organization will have to ensure adequate seating place when lots of applicants come together.

- ❖ The organization must speed up the internet speed for quick customer service. As a result all tasks are smoothly run without any errors.
- ❖ VFS Global needs to speak to Embassy that the ambassador gives the applicants the correct information.
- ❖ The organization must send with proper information by via SMS/email. Which documents should bring when he/she will come for passport/document collection. If the company gives the proper information by via SMS/email, the applicant also concerns it. And we are also relaxed for our job responsibility. Otherwise we face lots of question why we don't tell them by via SMS/email which documents they need to bring.
- ❖ VFS Global does not play any part in the decision-making process behind visa applications being granted or denied. So the organization should take action about their employee's safety & security to achieve better job satisfaction which will eventually lead to the contributions to the customer satisfaction.

5.3 Conclusion:

I get the opportunity to work in VFS Global as an operation officer from 28th January 2019 to till now. I have the opportunity during the program to get a closure look at the various processes for visa facilitates service.

VFS Global is the world's largest outsourcing and technology services specialist for governments and diplomatic missions worldwide. The organization strives to consistently create a reliable and convenient experience for customers, by having engaged employees, business expertise, global presence and value to stakeholders.

As an employee, it was an opportunity to learn lots of new things, which was totally unknown such as how to create online profile, how to close with customer, how to operate with the organization's system in online, how to communicate with customer, how to handle aggressive applicant, how to follow the office rules and regulations and how to work with others as a team etc.

From this study it can be concluded that the customer relationship management in VFS Global is satisfactory. The organization is using various CRM practices like customization of the product, maintaining interaction with the customers regularly and providing good quality product etc.

Whatever is learned in job duties it will be very effective for the near future. The whole program helps me both understanding the customer relationship management and increase my personal experience.

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