



Daffodil
International
University

INTERNSHIP REPORT

On

“A study on Customer Satisfaction of Praava Health Care”

Submitted To

Dr. Md. Abdur Rouf

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Submitted By

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LETTER OF TRANSMITTAL

30 September 2021

To,

Dr. Md. Abdur Rouf

Associate Professor

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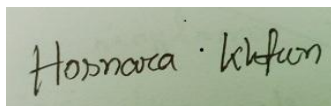
Subject: Submission of internship report on “A study on customer satisfaction of praava healthcare”.

Dear Sir,

With due regard, The study might desire to inform that, The paper has concluded my internship report titled: “A study on customer satisfaction of praava healthcare ” in Praava health care. The Study has cumulative data from all intelligible sources in a possible way. While drafting the report, The paper has made an effort to adhere to your guidance based on a disciplined approach.

I earnestly reliance that this report responds to your endorsement and also hope that The Study will get your kind scrutiny concerning the acceptance of this report.

Sincerely Yours,



Hosnara Khatun

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SUPERVISOR'S DECLARATION

It presents me incomprehensible recreation to declare that the expected report entitled "A study on customer satisfaction of praava healthcare " has been accomplished by Hosneara Khatun ID: 201-14-198, MBA program, Faculty of Business and Entrepreneurship, Daffodil International University, Ashulia, Savar, Dhaka under my oversight and guidance. As somewhat peripheral as The Study, it is a trustworthy work, not distributed in a journal or present to accumulation or branch for a diploma or degree.

I do thus accept it as a completely suggest internship report for submission.



.....

Dr. Md. Abdur Rouf

Associate Professor

Department of Business Administration

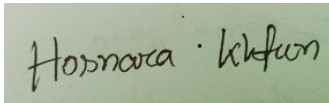
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STUDENT'S DECLARATION

Therefore, The Study determine that the framework in that internship report was finished by me and was not newly provided for the academic degree to any other university/organization. The fragments the study has submitted don't breach attainable copyrights and no part of this report has been emulated from work done previously.

I also undertake to compensate the ministry for all misfortunes and damages caused by a violation of past obligations.

A rectangular box containing a handwritten signature in black ink on a light green background. The signature reads "Hosnara Khatun".

Hosnara Khatun

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Acknowledgment

My utmost gratefulness to Allah Almighty has come and forth, and study might not take much initiative to ascertain this report.

I'd require to exact my profound acknowledgment to my supervisor, Associate professor, and director of the MBA program Dr. Md. Abdur Rouf. The Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, provides me the opportunity to complete my entry-level position report. In fact, no with the support of researchers, no enthusiasts are often impeccable. Furthermore, without the support of an honest educator, the bench can never be perfect. A truthful educationalist could also be a milestone for any judiciary. The study is considerably compelled to the study might want to unambiguous my intense feeling of thankfulness towards one among my Supervisor Md. Alamgir Hossan senior lecturer, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University for supporting me a chance to conclude my entry-level position report, and his proposals and rules were an extremely incredible backing to me.

Particularly, I am also thankful to those who permitted me in this organizational arena. The paper also wants to convey my heart full thanks to my companions all officers and elder brothers for their splendid rightful guidance and help in counselling my internship report.

Abstract

Nowadays Covid 19 is a curse all over the world it brings to a close all over the world activates. To test covid 19 Bangladesh government take some strict step peoples to stay in their home to save not only his life but also others. To prevent covid 19 government issues some private health care to test the virus and Praava is the first private health care that has been getting approved. The study is based on customer perception, employee perception, and my personal experience as well. Over 1800 people systematic sample is 30. Take their opinion over questionnaires and personal interviews. The findings of this paper are remarkable, the highest number of people who like their services have experienced more than their expectations. Their customer satisfaction strategy is also significant and it changes the overview of health care services. They are providing quality services at an affordable price. Customer satisfaction is a physiological term because every person has their point of view to judge. The services Praava offers during testing Covid 19 are significant. The result of this study indicates Praava Health care has more probability to provide quality services while testing and collecting a sample of Covid 19. They have enough scope and opportunity to do so.

Keywords: Praava health, Covid 19, customer satisfaction, customer satisfaction strategy, Covid 19 test, Health care service, questionnaires

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Chapter 1

Introduction

1.1 Introduction:

Coronavirus is an imprecation for the twenty-first century. Someone thinking this virus was intentionally made in china while others have other's opinions. Indeed, this virus was first found in China. This virus doesn't only take human life but also makes a whole world shut down. While our country faces the challenge of Poverty and Rohingya issues at that time coronavirus just destroy our entire economy. Thousands of people died not only for the coronavirus but also for hunger in the meant time this is off the record, thousands of people lost their homes as well. In our country we don't fight against the coronavirus we fight for food because of the coronavirus our country is in a lockdown position for approximately two years. Our whole economy goes down. People can't work for life. As a result, people start to leave the city and were spared coronavirus everywhere. Praava Health is an organization that helps our people with proper care by providing mental physical treatment. In this pandemic, they test COVID 19 more than one lac. Which helps people to know their situation against the coronavirus. In our country, nearly 20000 people had been died due to the coronavirus and the number is increasing day by day. To fight against this virus we have to know whatever we are affected by this virus or not. Customer satisfaction can be defined as the difference between their expectation and the actual performance they get. This health organization helps more than one lac people. It's a service-oriented organization where their key motto is to satisfy their customers at any cost. They believe in quality, not quantity. Customer is the key factor for any organization and satisfies their customer means to build a long term relationship with this customer. For any organization customers play a vital role, they are the factor for whom any organization runs. Satisfactory means customers are satisfied with their offering. Customers will satisfied when they get more value than their expectations. To test covid 19 people are scared and the test is also not so easy. This paper will discuss the way Praava health helps its customers and find out their customers' satisfaction level. The result and findings are taken from my three-month internship period and survey. The result of these studies varies from employee perception and customer perception.

1.2 Research scope

- ❖ This report shows different types of the attribute which is help organization to satisfy their customer. To provide services more than their customer expectations.
- ❖ The study might be able to help us to understand the different necessary aspects of customer satisfaction in the view of a customer's Praava health care should consider.
- ❖ Besides the report discuss the current situation of Praava health care customer point of view as well as employee point of view and my personal experience combined explanations to know their customer's satisfaction level while they test covid 19.
- ❖ Finally, I have found out that Pravva health care employee and management is always ready to help their customers in any situation.

1.3 Significance of the Study

Some significance's of the study are given below:-

- ❖ To get out some recommendations and measures to enhance customer satisfaction. Customer satisfaction helps any organization to achieve its goal. And how to get customer satisfaction by providing services.
- ❖ To improve knowledge about the Praava health care customer satisfaction strategy and practices.
- ❖ To show the impact of customer satisfaction while testing covid 19.
- ❖ To know the company policy properly
- ❖ To implement the policies of customer satisfaction.
- ❖ To identify the relationship between customer satisfaction and the attribute or variable that affects the customer experience.
- ❖ To differentiate actual performance and customer expectations.
- ❖ To fulfill my partial academic requirement.

1.4 Objectives of the Study:

General Objectives: Satisfy customer is a big challenge for any service-based organization. This paper will show how to satisfy their customers are and their customer's opinions to analyze the data and personal experience from the three-month internship. The paper will show the satisfaction level from the covid 19 test offer by Praava health.

Specific objectives:

1. To identify the major significances of customer satisfaction of Praava Health.
2. To address the strategy taken by Praava Health to satisfy their customers.
3. To acquire knowledge about Customer satisfaction while testing Covid 19

1.5 Methodology of the Study

This paper is quantitative but by nature it's qualitative. The data is collected in both primary and secondary ways. Primary data has been collected from three months of internship experience and also some questionnaires and surveys. The various graph has been showing to check their customer satisfaction. And secondary data has been collected from various websites, books.

Data source

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

Secondary Data Collection:

To know the previous situation and their service properly we have to collect both primary and secondary data. Secondary data has been collected from various websites and books. To know people's opinions and to know their service properly secondary data has no substitute. Data are collected from various websites, articles, and books.

Primary Sources

The data are collected from a three-month intern where I worked and learn. At that time I collect data in two ways questionnaires and personal interviews.

Selection of the study sample

Two know the satisfaction level of the customers who test Covid 19 in this health care, 30 customers collect from the root level. . And take a survey through a structured questionnaire and use systematic sampling method.

Population Size (N):1800

Sample Size (n): 30

Interval Sample (K): 60

We know,

Systematic Sampling,

$$K = \frac{N}{n}$$

$$60 = \frac{1800}{n}$$

$$n = \frac{1800}{60}$$

n=30

Method of Data Collection:

The data is collected through

- Form of Questionnaire
- Personal Interview

Chapter 02

Literature Review

Literature Review:

2.1 Customer satisfaction

Customers will be satisfied when they get to experience more than their expectations. Prasetyo, Y. T et al (2021) the paper based on a structural evaluation method where 253 people answer 65 questions. To evaluate customer satisfaction in the event of satisfaction and loyalty. The result of this study shows that the usability factors like (ND) Navigational Design and (PEOU) Perceived Ease of Use were not significant to customer satisfaction and loyalty in this covid 19 pandemic. Dirgantari, P. D et al (2020) study wants to explore the use and satisfaction of an e-commerce platform with the use of the Information system success model (ISSM) which is based on system quality, service quality, and information quality. The paper is based on questionnaires of 206 customers data analysis which is used (SEM) Systematic Evaluation Model). And the result shows that independent variables (system quality, information quality, and service quality) affect the dependent variable customer satisfaction and loyalty. Barsky, J. D., & Labagh, R. (1992) They build a strategic framework for their customer of the hotel to see whatever their customers will return for the service or not. The result shows they have to take more precaution in two things one is employee attitude and the second thing is reception. Their matrix also shows strength, threat, and risk. The timely report also plays vital roles in customer satisfaction. Bowen, J. T et al (2001) their study based on a survey where they took 564 people opinion about a hotel to know the relationship between customer loyalty and customer satisfaction. In this case, they find no relation between their variables. This means the relationship between customer loyalty and customer satisfaction has no connection and is non-linear. Their study was based on both focus group and mail surveys. Churchill Jr, G. A., & Surprenant, C. (1982) The author investigate a situation where he experiments in two types of goods durable and nondurable to know customer satisfaction. They also add three matrices to evaluate the result based on performance, design, expectations. In this model, the result shows that for a nondurable product the result is typically hypothesized. While durable goods satisfaction depends on the expectation and performance of the subject. Pekovic, S., & Rolland, S. (2020) Their findings specify that supplement and replaceability affect results among customer experience proportions when they consider a perfect match, not Merely by inserting extra proportions. Further analysis discovers separate attributes and similarities among generating cohorts, in terms of CX (customer experience) dimensions appraisal, and their significance to customer loyalty. There are two principal interpretations of satisfaction within the literature, satisfaction as a process and satisfaction as an outcome (Parker and Mathews, 2001). Yüksel, A., & Rimmington, M. (1998) the study was based on 400 restaurants to measure customer satisfaction. The findings show that a strategy based on appraising “performance only” accomplished the most legality and trustworthiness. In contrast, attempting to measure customer satisfaction as a difference rating between customers' previous expectations and the restaurant's regarded accomplishment was the least dependable measure of satisfaction.

2.2 Covid 19 situations

Coronavirus creates a pandemic situation where the world economy goes down share market as well as the financial market goes down due to lock down and shut down situation.

Zayed et al(2020)find that passage will fail as several countries are assumption virtually equivalent exercises to sluggish the diffusion of the disease The securities exchange has seasoned enormous gyrations in current weeks. The Federal Reserve has emphatically turned off credit, compensation to zero. Their research makes decision-making re-examine their move for more assistance and aggregation segment organization. Shahi, K., & Neloy, H (2020) aim is to determine the transitions in HR practices and initiatives taken to resolve the problem at the least cost. Their paper is qualitative and strategic attributes are engrossed from different research literature in current times. This systematic Human Resources transition will assist an organization in building a sustainable Human Resources strategy and also create a valuable managerial strategy that will be bear in the long run. Al-Zaman, M. S. (2020). He identifies three responsible elements for the country's deteriorating health care firstly increased corruption and poor governance, secondly, healthcare facilities are inadequate, and finally, public health communication is very weak. Azar, K. M. et al (2020) examined 1,052 hardened cases of COVID-19 from the period January 1 to April 8, 2020. Among their findings they noted that matched with non-Hispanic white patients, non-Hispanic African American patients had 2.7 times the probability of inpatient, after adaptation for sex, age, income, and comorbidities. they investigate potential explanations for this, inter alia community issues that either result in barriers to the timely entrance to care or make situations in which patients view postponement care as the most sensible option. Their study gives evidence that is from the real-world racial and ethnic disparities in the presentation of COVID-19. Anwar, S et al (2020) while ongoing the lockdown at any cost with more rigorous preservation, the country has to increase its evaluation and healthcare accommodations. It has to assure a steady reserve of PPE for healthcare workers. Above all, unprepared and timely measures interpreted with appropriate collaboration may help the country to battle the lethal virus. The Government will not be able to diminish the situation alone personalized efforts from the citizens, direct participation of the nation's public health specialists, and international assistance are desperately needed. As the situation increasing, the world is intimately watching how Bangladesh will lead this disaster.

Chapter-3

An overview of Praava Health

3.1 Praava Health:

They believe that everyone has the right to affordable, convenient, and superior quality care. Their mission is to change the health care facilities system in Bangladesh. They know that good care could help everyone to pursue their happiness. They also know care and wellness are the main cure for any disease. Their goal is to build a system where everyone will get proper care even from their home. Make sure customer satisfaction and build a long-term relationship by providing superior services.

3.2 core competence:

Quality: they have portrayal and laboratory services. To assure the standard of tests, their lab participates in the world's biggest external property evaluation plan. Their ordinary precision score is 99.9% and is rated one of the best in Bangladesh.

Affordability: they deliver best-in-class care at a price that anyone can afford. They always try to reduce their cost, so more people can get proper care with the best quality. They always try to reduce costs by hard-working and maintenance. Make service available for everyone they provide various offers among their target customer. Their promo is to build a good society.

Innovation: This organization uses updated technology that creates a seamless patient experience. They provide many 'firsts' which include the first patient app and COVID-19 symptom checker in Bangladesh.

3.3 Praava in Numbers:

They have more than 50 qualified doctors
More than 5 million patients and 330 corporate customer
More than 250 lab
Government approve private lab to test covid 19

3.4 Factors influencing Praava health customer's satisfaction:

There is a lot of things that make this health care different from others and those are their core competence. And these activities make their customer more satisfied.

New technology:

Praava is one of the fastest-growing health care in Bangladesh where the government permits to test coronavirus as private health care. They have more than 250 labs that are quite active and asset full. Praava uses new technology for their patience. They have updated and innovative technology. They make Revolutionize healthcare In Bangladesh through the concept of patient-centric care.

Environment:

They provide an environment where everyone has access to quality services. They use environmentally friendly technology in their area and everything is neat and clean to make patients safe and joyful. They offer a suitable place for their patient.

Doctors:

They made a promise to their customer for quality service that's why there were more than 50 qualified doctors in various departments. They were not only well educated but also well behaved. They know how to take good care of any patient in any situation.

Corporate customers

They have 330 corporate customers. Which is make them more asset full. And they provide quality service at a low cost. Their corporate clients have included World Health Organization, World Bank, Unilever, Samsung, Coca Cola, Robi, Grameenphone, and many more well-known organizations.

Their management team:

They have an experienced and qualified management team. This team have more than a hundred years of combined experience in health care and health tech

3.5 SWAT analysis of Pravva Health:

Praava is up growing health organization with fame and probabilities. Analyze their SWAT to understand their current position.

Strength: strength means their ability, core competency, in which part they are better their internal management and equipment.

- They have more than 250 labs
- More than 300 corporate customers
- More than 50 qualified doctors
- Experience and qualified management team

Weakness: their internal weakness, in which sector they have some weakness or still opportunity to buildup.

- Online services
- Information availability
- Communication problems
- Maintaining cost

Opportunity: Those facilities they enjoy from their external environment

- Suitable environment
- Easy to access due to road and transportation services
- Populated area

- Customer base
- Developed and planned city
- Availability of power supply, gas, water, and others.

Threats: inconvenient situations create from their external environment

- Local area people
- Traffic and pollutions
- Government rules and regulations
- Increases in expenses like rent

3.6 Covid 19 test in Praava:

Covid 19 test sample collections: The test is very quick and a little unpleasant but not too difficult or painful. While the test, a stick with a soft brush on the end like a pipe cleaner will be forwarding up your nose and throat concisely. The soft bristles will gather a specimen of secretions there for examining. The mop has to go quite far back in the nose and throat. To collected cells and fluids from along the entire passageway that links the base of the nose to the back of the throat to get a really good sample.

Praava is a government-certified and recommended private health care where they test coronavirus. Praava Health was the first private lab in Bangladesh that have government approval to test COVID-19. There are some facilities they provide to their customers during testing Covid 19.

- 1) **Home services:** They will collect the sample from your home. To make you and others safe from Covid 19. And these facilities are available all Across Dhaka city,
- 2) **Trained team:** They have a qualified and trained collection team to come to your home to collect samples so you don't have to go outside.
- 3) **Cost:** They will charge 3700 taka for COVID-19 test costs and is typically available within 24 hours.
- 4) **Result:** They guaranteed 24 hours to provide your covid 19 test result.

There are some issues they take care of during the Covid 19 test

- **Safety first:** they take safety extremely seriously. Their home collection team is highly qualified and trained, wears full PPE, and gets tested regularly for COVID-19.
- **Quality Lab:** their lab contains superior standards. They are externally estimated regularly and provide 100% accuracy scores.
- **Fast result:** they provide email & SMS to their customer's Covid19 test results within the next 24 hours.

There are two different types of tests Praava offer to their customers

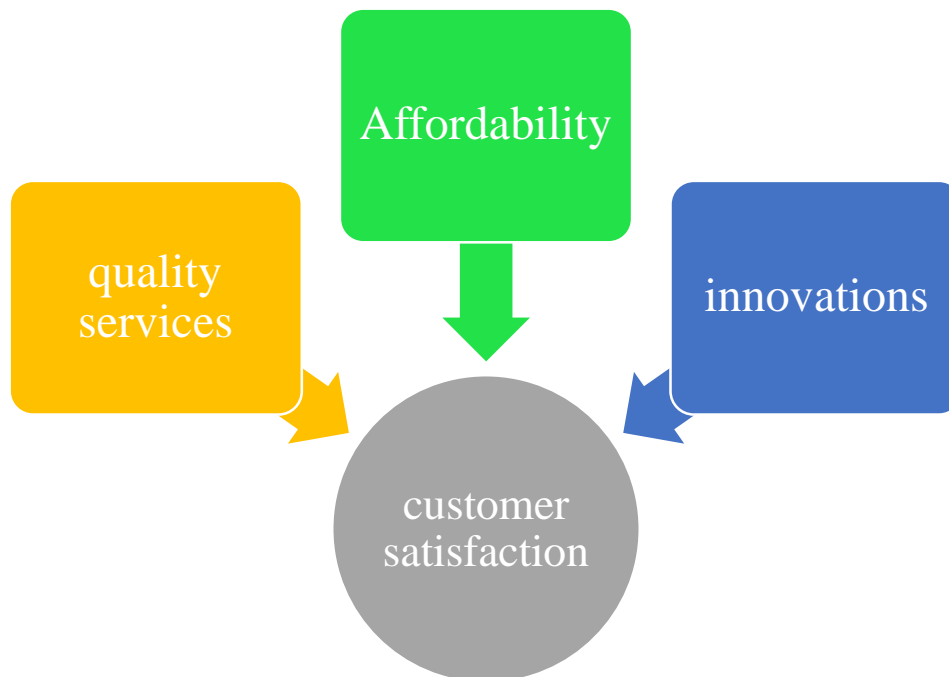
- Diagnostic tests
- Antibody test

A diagnostic test can determine if anyone has a lively coronavirus contagion and have to steps to quarantine or isolate themselves from others. Recently, there are two types of diagnostic tests: molecular tests, such as RT-PCR tests, that identify the virus's genetic material, and secondly, antigen tests that identify particular proteins from the virus. Praava's tests are Praava's COVID-19 tests are RT-PCR tests.

Chapter-4
ANALYSIS of Customer Satisfaction in
Praava Health

4.1 Customer satisfaction while testing Covid 19

Every person has their perception. And satisfaction criteria also vary from person to person. Some people want quality service, they prefer service quality rather than affordability. Besides others want affordability. To satisfy both types of customer Praava provide superior quality services within public affordability. And day by day they improve themselves with innovative thinking and technology.



The diagram shows the way Praava satisfied their customer. To fulfill their customer need they provide quality services at a minimum cost. Their motto is to change the traditional way of healthcare services.

Quality services: provide superior service to ensure quality services Praava maintain five dimensions first one is tangibility (physical facilities), secondly reliability (ability to perform accurately), thirdly assurance (convey trust and confidence), fourthly responsiveness (willingness to help the customer), and finally empathy (caring and specific attention to their customer) those are the five dimension Praava maintain to provide quality services.

Affordability: it's not so easy in health care services to provide quality service at a minimum cost. But Praava has the courage and change the traditional system. They provide service at a minimum cost and they didn't make difference between customers but they make difference between patients their service quality depends on the patient situation. They make their services affordable for all classes' people in a society.

Innovations: they continuously change their strategy to provide quality services. They take steps to steps with modern era by providing and developing new technology. There are more than 250 labs where they ensure modern technology and innovative thinking. They change themselves with the change of time.

	quality	affordability	innovations
Strongly agreed	18	21	18

Agreed	6	6	9
Neutral	3	3	0
Disagree	3	0	3
strongly disagree	0	0	0

Table 1 (sources estimated)



Fig 1 (sources estimated)

Interpretation: to answer the question of customer satisfaction while testing covid 19. Most of them answer strongly agreed with this three-dimension they think Praava provides quality services at an affordable cost. Some fewer people disagree with this question they think one of them is missing it means they get quality service but not affordable cost or didn't get quality service at affordable cost. Some customer-facing problems while testing Covid 19 due to coronavirus issues and some complain about the restriction on access in the time of Covid 19.

4.2 Measure Net Promoter Score

This is a kind of a survey to know a situation where your customers are satisfied with your services, but they are not willing to recommend your services to their friends. This situation arises when customers are not sure of your durability to maintenance them happy. To

gauge results and trail customer loyalty, Net Promoter Score (NPS) was established. NPS examines the potential of a customer recommending your services to someone. To measure this situation this question has been asked to the target group.

Will you recommend us to your friends?

Response	Frequency	Percent	Valid percent	Cumulative Percent
detractors	3	10%	50%	50%
Maybe	3	10%	47%	97%

Very Likely	24	80%	3%	100%
Total	30	100%	100%	100%

Table 2 (Sources estimated)

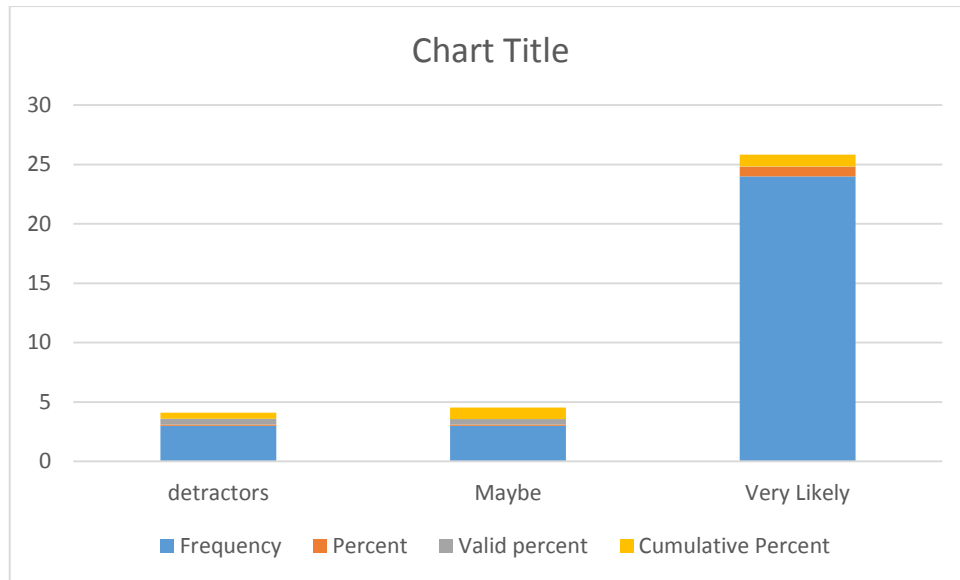


Fig 2 (sources estimated)

Interpretation: The column graph shows their customer response on recommendation their services to their friends. Customer's response is quite positive they are highly motivated to refer their friends. 80% of them will refer to their friends while 10% didn't recommend and 10% of them vote for maybe they will refer if they get same services in future.

4.3 Socio-economic condition and Demographic information of Respondents

Population characteristics:

Age:

20-30	30-40	40-50	50-60	60-70
10	13	6	0	1

Education:

1-5	6-10	11-12

60%	30%	10%
-----	-----	-----

Income: Monthly basis.

1-10 thousands	10-20 thousands	20-30 thousands	30-40 thousands	40-50 thousands
5%	30%	25%	20%	20%

4.4 Questionnaires

To know customer response and their opinions while testing Covid 19. There were some questions frequently asked the target group.

Q.1. Do you think Praava provides quality service?

Response	Frequency	Percent	Valid percent	Cumulative Percent
Yes	24	80%	50%	50%
No	3	10%	47%	97%
Neutral	3	10%	3%	100%
Total	30	100%	100%	100%

Table 3 (Sources estimated)

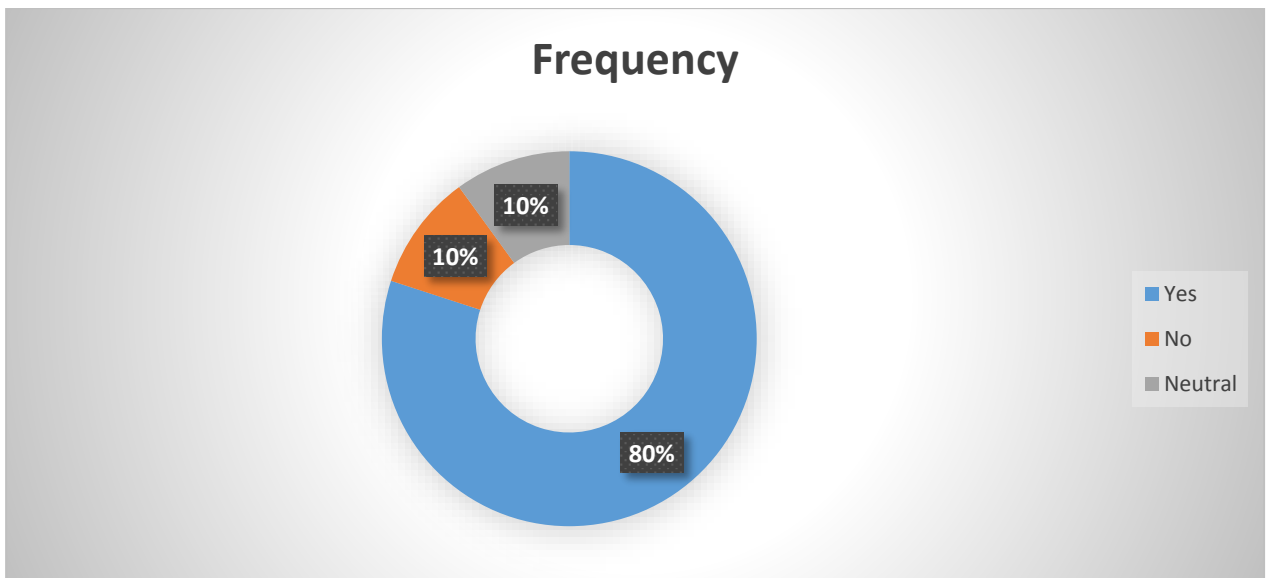


Fig 3 (sources estimated)

Interpretation: This question is based on their services where most of the approximately 80% of them say yes their services are quite good. 10% of them say differently they say the service

is good but they should improve so they say no and the rest of them didn't answer their response is mixed.

Q. 2. Are you satisfied with their employee behavior while testing Covid 19?

Response	Frequency	Percent	Valid percent	Cumulative Percent
Yes	21	70%	55%	55%
No	9	30%	44%	99%
Neutral	0	0%	1%	100%
Total	30	100%	100%	100%

Table 3 (sources estimated)

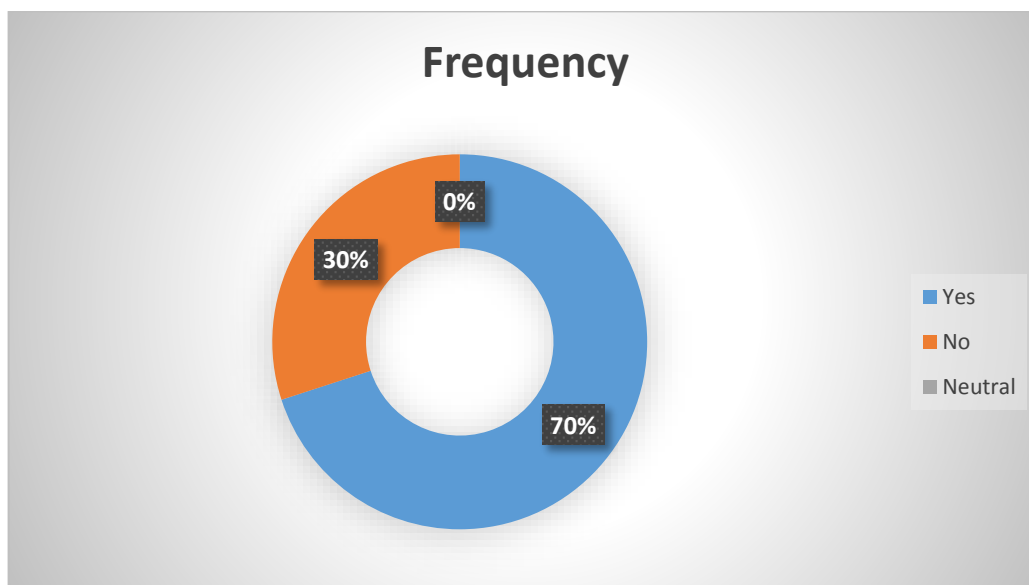


Fig 4 (sources estimated)

Interpretation: They always concern about hiring an employee. They consider highly qualified and disciplined while hiring an employee. This graph shows 70% of them say 'Yes they are satisfied. Their employee is highly concern about safety and 60% people like them. 30% say No they think employees are much striated. And employees have a different opinion they said with safety issues like a mask we didn't allow.

Q.3. Do you get a proper response from Pravva health when you need them?

Response				
	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	21	70%	63%	63%
Agree	9	30%	30%	95%
Neutral	0	0%	7%	100%
Disagree	0	0%	0%	100%
Strongly disagree	0	0%	0%	100%
Total	30	100%	100%	100%

Table 5 (sources estimated)

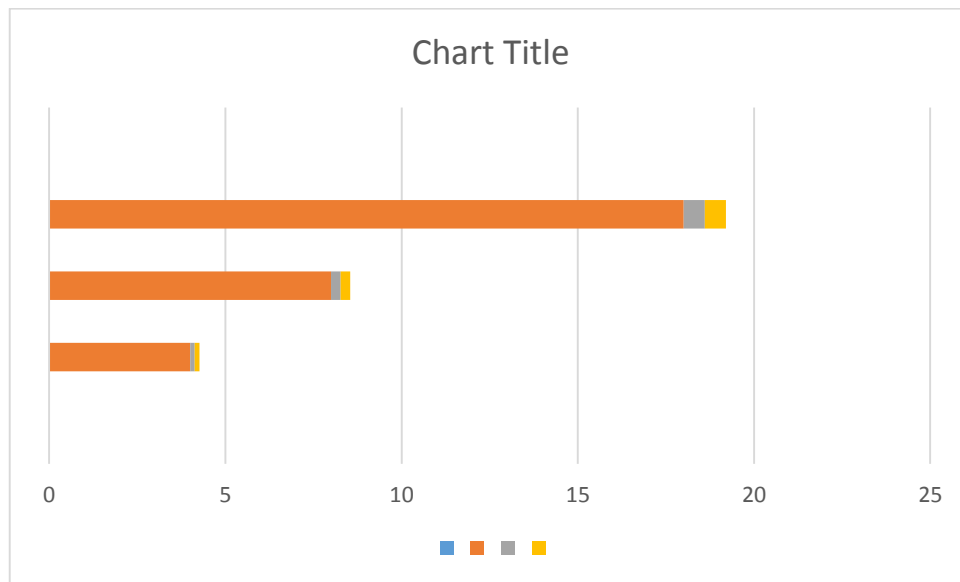


Fig 5 (sources estimated)

Interpretation: Most of them say yes they get proper responses. 70% of people vote for strongly agreed. They get a response when they need them and also they get proper information. The rest of the voters agree they also get services when they need them but they said they didn't get proper information.

Q.4. Are you satisfied by testing COVID 19?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	11	37%	37%	35%

Agree	12	40%	40%	75%
Neutral	4	13%	13%	90%
Disagree	3	10%	10%	100%
Strongly disagree	0	0%	0%	100%
Total	30	100%	100%	

Table 5 (sources estimated)

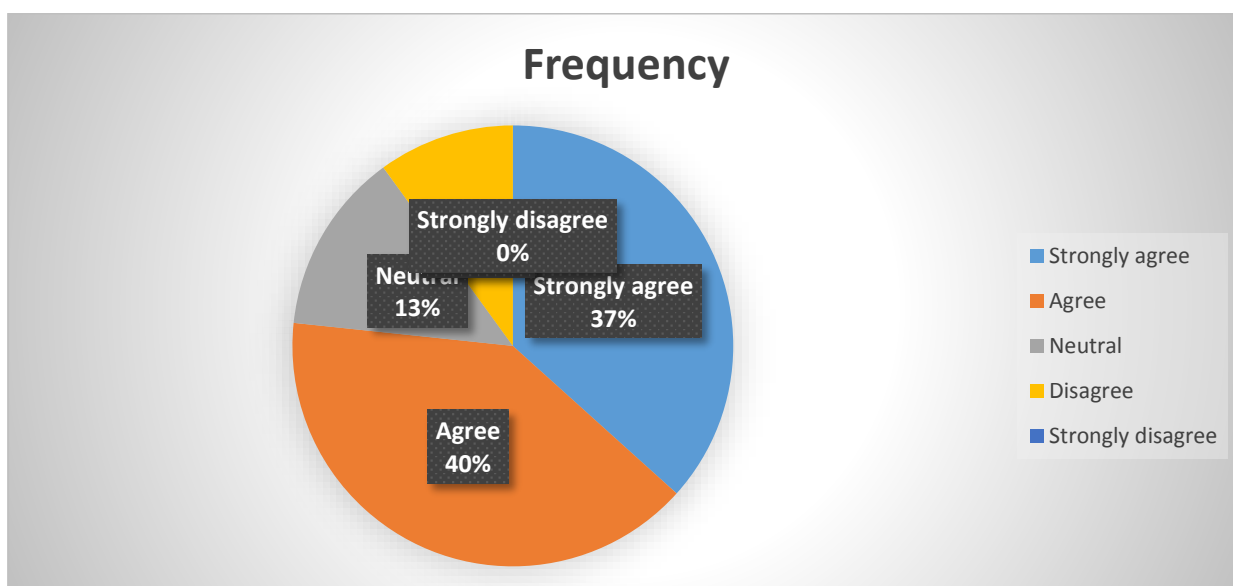


Fig 6 (sources estimated)

Interpretation: 37% of people response strongly agreed they are satisfied while testing coronavirus they also said that they get Short message on their phone immediately and they like this service. 40% of people who vote agreed they respond that they perfectly test coronavirus but they think they're still an opportunity to improve their services.13% of people keep neutral they didn't want to answer this question. 10% of people who vote disagree they didn't satisfy they said employees are very strict.

Q.5. How satisfied are you with the environmental situation?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	10	33%	23%	25%
Agree	15	50%	53%	80%
Neutral	5	17%	10%	90%
Disagree	0	0%	7%	95%
Strongly Disagree	0	0%	7%	100%

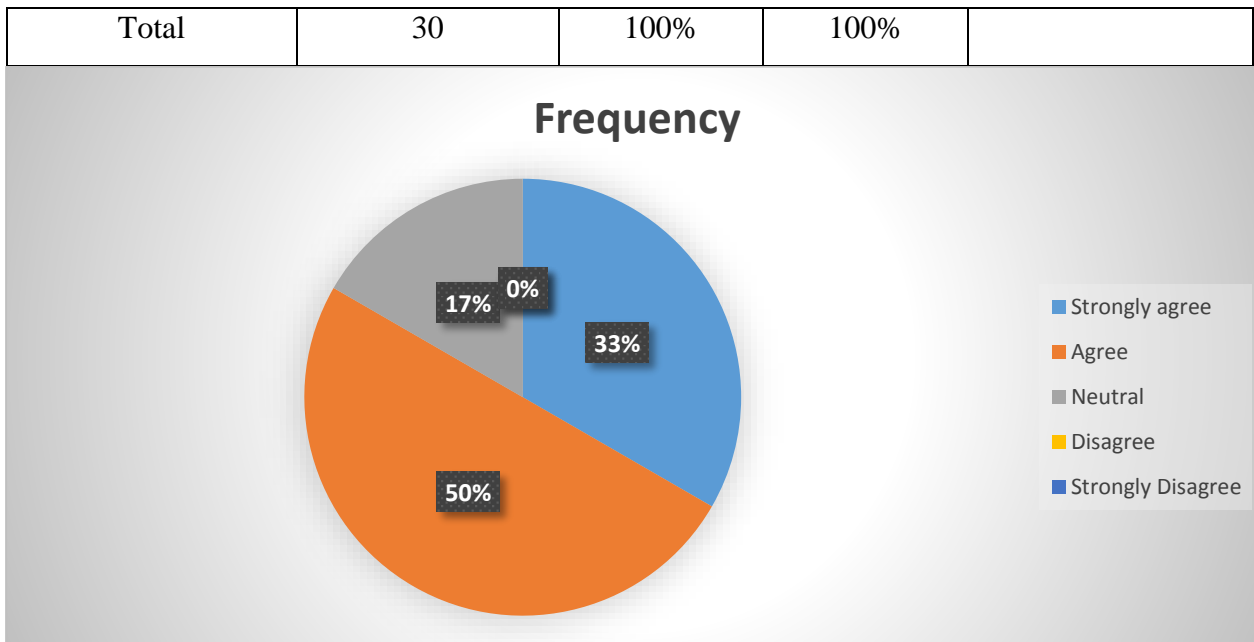


Fig 7 (sources estimated)

Interpretation: Praava provides a suitable environment for their customers where customers feel safe. To answer this question customers provide different opinions most of the approximately 50% vote agree they like the environment and 33% are strongly satisfied with this environment. While 17% keep neutral they didn't answer. Praava always tries to keep an environment where their customer think they are in good hands.

Q.6. How satisfied are you with their after-service strategy?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	21	70%	27%	25%
Agree	6	20%	53%	80%
Neutral	1	3.33%	0%	100%
Disagree	2	6.34%	20%	100%
Strongly Disagree	0	0%	0%	100%
Total	30	100%	100%	

Table 7 (sources estimated)

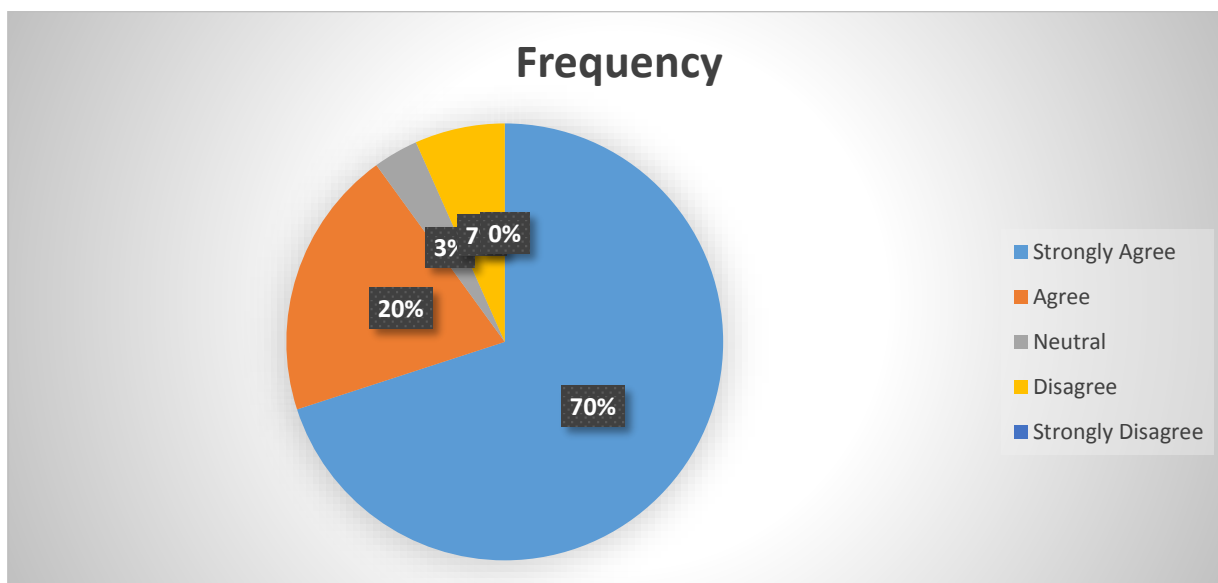


Fig 8 (sources estimated)

Interpretation: Praava provides short message to their customer to remind them of their health condition. And those test Covid 19 the result has been sent them through short message service to keep them safe in their house. And to answer this question most of the approximately 70% vote strongly agree they are satisfied with their after-service strategy. 20% vote agree they like the service. Approximately 3% didn't want to answer this question. And the rest 7% disagree with this question they think the service could be improved.

Q.7. Do you think they should improve their services?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	4	13%	13%	15%
Agree	8	27%	27%	40%
Disagree	18	60%	60%	100%
Neutral	0	0%	0%	100%
Strongly disagree	0	0%	0%	100%
Total	30	100%	100%	

Table 8 (sources estimated)

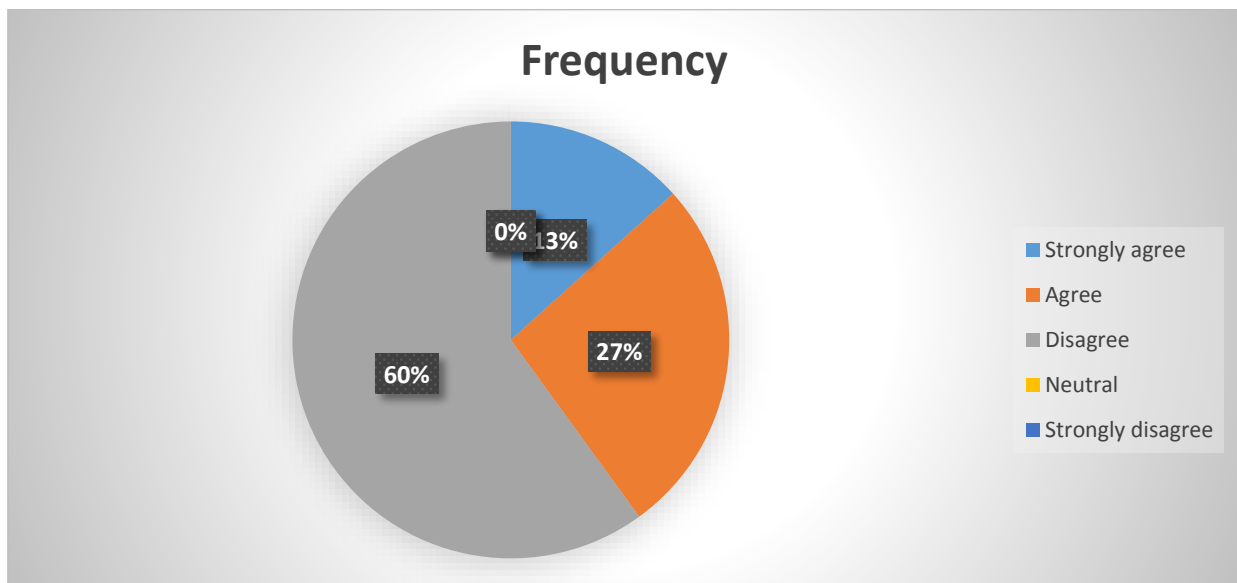


Fig 9 (sources estimated)

Interpretation: The graph shows that most of them vote disagree approximately 60% they think their service is remarkable they don't have to improve. While 27% of them vote agree they think they have still some scope to improve their service quality. 13% of them said it's high time to improve their service quality. Besides Pravva continuously changes and improve their strategy to provide quality service to their customer.

4.5 Five strategies to improve their customer satisfaction:

This is an action plan developed to satisfy their customers. Five strategies could help their existing customer satisfaction strategy. This plan will help to define customer loyalty with long-term improvement. A loyal customer will also promote their services to their customers

Find the gap: At first find out the survey result to identify the weaker point on the view of their customers. Secondly, specify the identical weakness point. Thirdly analyze the score provided by their customer in the survey.

Segment analysis: firstly find out the specific problem or opinion provide by their customer. Secondly, segment their customer opinion based on their perception and demand. Thirdly analyze the perception and differentiate their suggestions and recommendation.

CVP (Customer Value Proposition): This term can define the reason why customers buy a product or service. this term is directly connected with their all activities and offers. To know their customer demand every organization should find out their customer value proposition. Praava health plays an outstanding role in health care services and they provide all types of information to their customers. Their core value is that they provide a quality product at an affordable price.

Action plan: this is the step where they analyze their all data collected from survey or questionnaires. And set an action plan to solve the problem their customers face while taking their services. The action plan is a proposition where organizations build up a

strategy to improve their customer services on behalf of their customer opinion. For example, they could provide a unique service like provide free health tips to their customers.

Measure and Improvement: this is the final stage where they find out the difference between actual performance and their customer's expectation. Measure the satisfaction level of their customer and improve their strategy through an action plan.

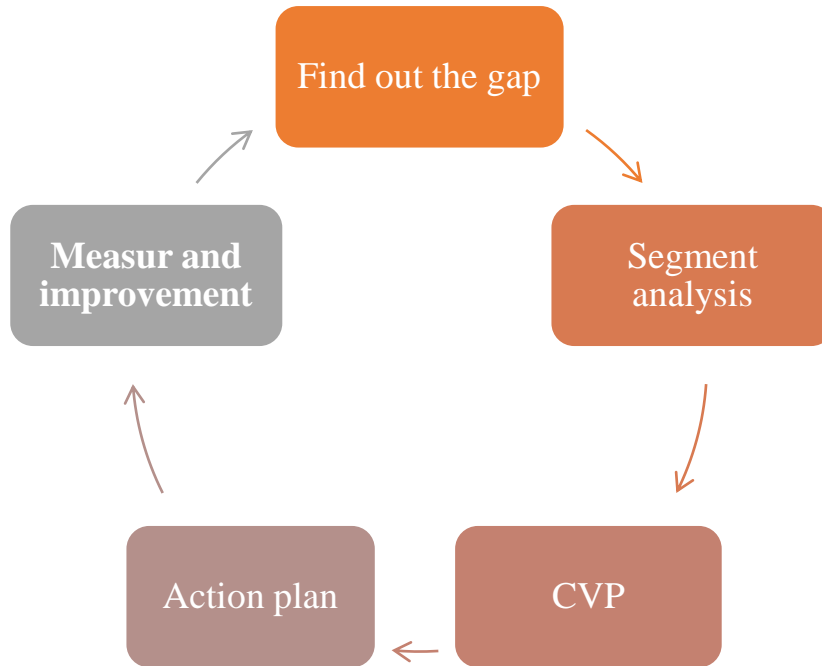


Fig 10 (sources estimated)

Chapter-5

Findings, Recommendations, and Conclusion

5.1 Findings:

The findings of this paper are based on the analysis and theoretical part of this paper. This paper is mainly emphasis on measure customer satisfaction and the cause's behind customer satisfaction in Praava health.

Strategy: their customer satisfaction strategy depends on three attributes Quality services, affordability, and innovation, and in this, the way they satisfy their customers and customers have also a positive impact on these three attributes.

Covid 19: the customer has a different opinion while they testing Covid 19 the satisfaction level is mainly depends on the country's situation. Rules and safety issues are also obstacles to maintain customer satisfaction. Where 37% strongly agreed and 40% agreed and the rest of them have negative aspects.

Customer's responses on employee behavior: While testing covid 19 customers have few complaints about employee's behaviors because there were a lot of rules and regulations those have to follow.

After services strategy: 90% of customers are satisfied with their after-service strategy. They provide health tips and always communicate with their customers.

Environment adaptability: They provide an easily adoptable and sweet able environment to their customers and most of them are satisfied with this environment. There were no compliments about their environment.

Customer response on improvement: 60% of customers are satisfied with the rest of their services of they said there is still some scope for investment in their online services.

Quality services: quality depends on 5 dimensions and Pravva health tries to maintain their best and 80% of customers are satisfied with the quality of their services.10% said they could improve and the rest of them didn't answer.

Availability: Customer's response on availability when they need them is quite good 70% of them are satisfied with their response rest of them said their online response is not up to the mark.

Net Promoter Score: eighty percent of their customers want to recommend their friends about their services. This survey analyzes their customer's perception to refer their friends.

5.2 Recommendations:

This paper discloses customer satisfaction of Pravva Health during Covid 19 test and finds out the problems behind customer satisfaction and analyzes customer responses. There are several recommendations based on this paper that could help to improve their customer satisfaction strategy. The recommendation has also contained primary data (Customers point of view)

Strategy: Their strategy (quality services with affordable cost) indeed plays a vital role to satisfy their customers but every person has a different perception of getting services. They should versatile their services depending on customer demand.

Covid 19: Some customers didn't like their rules while testing Covid 19. They should follow some specific rules and take precautions before testing covid 19.

Customer response on employee behavior: All employees should follow one rule for customer services even if the response is good there is still some lack of communication among employees.

After services strategy: The response of the customers is good enough but there are still some other ways they could improve theirs after services strategy like campaign, patient house visit, weekly or monthly checkup for future conditions.

Environment adaptability: In this pandemic period people are scared to visit hospitals that could provide safe and home services. Increasing space is also recommended by some of their customers.

Customer recommendations on improvement: although their customers are satisfied with their services, some of them recommend in some sectors as like waiting room facilities. Safety measurements, information problems, time management problems. It's high time they should resolve this problem.

5.3 Conclusion:

Customer will be satisfied if organization maintain quality service. Provide more than their expectation. To satisfy a customer there are different ways those have been discussed. The organization gives its best to satisfy its customers. As we know human beings are different from one another in their judgment, opinion, and perception. To satisfy all of them is hard in this case Praava took some remarkable strategies. The opinion of their customers is very vital for their wellbeing. The result of this paper indicates that Praava has been doing its best to satisfy their customer but there is still some opportunity to improve its services. The findings of this paper are based on three-month internships and questionnaires. Data is collected from both primary and secondary data. The result of this paper indicates that Praava health customer satisfaction strategy is admirable. Quality service at an affordable price change the traditional way of health care in Bangladesh customers are also satisfied with the services they offer. Besides, there are some pessimistic responses too. There is still some field they could improve so that they could provide superior services. To find customer satisfaction level Questionnaires, personal interview and my experience has been included to make findings more significant. Testing Covid 19 is quite difficult collecting samples, safety issues, government policy, etc. have to maintain properly and also provide test results within 24 hours. Praava always tries to do their best to make their customer satisfied with their services. The study also provides five strategies to improve their customer satisfaction level and identify customer demand and take proper requires action. There are some limitations while analyzing the result first of all the study does not show the way of improvement secondly the study didn't provide information about customer situation while doing the survey. Praava has an adequate asset to improve its current position.

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Appendix

Questionnaire

1. Name of the respondent: _____ Address: _____
2. Age: _____
3. Education level: _____
4. Household size: _____

Sl. No.	Name	Male	Female	Education
1				
2				
3				
4				

5. Income:
- Monthly Income _____ Yearly Income _____
6. Education: _____

Customer's Satisfaction index questions:

1. **Do you think Praava provides quality service?**
2. **Are you satisfied with their employee behavior while testing Covid 19?**
3. **Do you get a proper response from Pravva health when you need them?**
4. **Are you satisfied by testing COVID 19?**
5. **How satisfied are you with the environmental situation?**
6. **How satisfied are you with their after-service strategy?**
7. **Do you think they should improve their services?**