



United International University

Internship Report

On

Customer Relationship Management of Data Path Limited

An Internship Report presented in partial fulfillments of the requirement for the degree of Bachelor of Business Administration in United International University

Prepared For

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Prepared by

Md. Nazmul Hossain

ID No.: 111-142-149

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Letter of Transmittal

May 6, 2019

To

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Subject: Submission of Internship Report.

Dear Sir,

I am delighted to inform you that I have successfully completed my Internship report based on my research project “**Customer Relationship Management of Data Path Limited**” to fulfill my graduation requirement. During the report compilation period I have attained essential knowledge about the subject matter based on which I have successfully prepared this report.

Hence, as the mandatory aspect of completion of the internship project, I am submitting my internship report on my experience gained. I am faithful that the prepared report would find itself to be appealing and satisfactory in your mind. I strongly feel that the experience I have gained have enhanced my skill set and persona to work as a professional entity. I am grateful for the immense level of support and suggestions that you have provided me with for the completion of this project.

I will be available for any clarification, justification and modification that may require.

Thank you

Md. Nazmul Hossain

ID No.: 111-142-149

School of Business & Economics

United International University

Abstract

The report is to help understand the evaluation of the Customer Relationship Management System of Data Path Limited. The way toward building up an agreeable and cooperative connection between the purchaser and dealer is called Customer Relationship the board instantly called CRM. The main purpose is to be familiar with this present reality circumstance and useful involvement in a business firm. To evaluate the CRM practices of the Data Path Limited is through acquiring new customers & retaining the existing customers. Data has been collected by using a specific methodology. The source of information of this report can be divided into two categories. The primary data will be collected through discussing informally with office personnel and making observations during the period of internship etc. Some secondary information also has used to make the report more concrete.

Data Path Limited is a private limited Outsourcing organization which was established in 2008 under the leadership of Mr. Ashfaqr Rahman who is the CEO and Managing Director of the company. Data Path Limited is a private limited Outsourcing organization operating in Bangladesh working for national and international companies. Data Path focuses on the preservation of traditional values of professionalism and integrity while integrating creativity and innovation through the adoption of modern technological advancements.

Data Path Limited is the most essential budgetary organization for the financial improvement of any nation. It gives advance and speculation to a great many people, firms and families and furthermore for some units of government. It is widely accepted that this most important financial institution should be modernized and sophisticated to provide proper CRM environment because customer relationship management is very crucial to serve the customer better way in the competitive business arena.

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Chapter - 1

Introduction

1.1 Background of the Study

The greatest organization challenge in the new thousand years of advancement and globalization for a business is to serve and keep up great relationship with the ruler the customer. In the past creators belittled their customers, in light of the way that around then the customers were not mentioning nor had elective wellspring of supply or suppliers. Nevertheless, today there is an outrageous change. The changing business condition is depicted by money related headway, growing contention, high customer choice, mentioning customer, more highlight on quality and estimation of acquisition, etc. All of these movements have made the present producer move from customary publicizing to current advancing. Present day publicizing calls for more than structure up a thing, esteeming it, propelling it and making it accessible to target customer. It demands building trust, a coupling force and regard included relationship with the customers. The path toward structure up a pleasing and agreeable association between the buyer and vendor is considered Customer Relationship the board immediately called CRM.

This is the profound situated help that outfitted me to have a profound investigation of it. CRM is a straightforward theory that puts the client at the core of a business association's procedures, exercises and culture to improve his fulfillment of administration and, thus, augment the benefits for the association. A fruitful CRM procedure goes for understanding the necessities of the client and coordinating them with the association's methodology, individuals, and innovation and business process. I endeavored innovative endeavors to chat them completely in this task. I worked of CRM of Data Path Limited. I make greatest dare to expound this venture with the material read, tuned in and watched. I unequivocally trust that this venture will guide and facilitate the peruses to comprehend the tasks of the framework concerning CRM and all the more noticeably have great learning about Data Path Limited.

1.2 Objectives of the Study

The main purpose is to be familiar with this present reality circumstance and useful involvement in a business firm. Traditional system of study is totally obsolete in current world. For that reason I have some objectives of my study. The study mainly conducted with following objectives:

- To evaluation of CRM of the Data Path Limited in acquiring new customers & retaining the existing customers.
- To foster greater long-term loyalty from the customer.
- To reestablish the individual administration undertone through relationship building.
- To boost lifetime estimation of every client through strategically pitching.
- To empower the satisfy client needs at the perfect time with the correct offer.
- To increment the rate of profit for advertising activities.

1.3 Scope of the Study

The scope of the study is limited to the branch level as it were. The scope of the study is limited. This has been set up through broad talk with representatives and with the client. While setting up this report, I had an incredible chance to have an inside and out information of all the CRM exercises rehearse by the Data Path Limited. It additionally encourages me to get point of view of a main redistributing division in Bangladesh.

1.4 Methodology of the Study

Data has been collected by using a specific methodology. The source of information of this report can be divided into two categories. The primary data will be collected through discussing informally with office personnel and making observations during the period of internship etc. Some secondary information also has used to make the report more concrete. This information is gathered from different brochures of the organization, newspapers, web site.

1.4.1 Source of Data

Primary Sources of Data

- Face to face discussion with the Data Path Limited officers and Executives.
- Practical work exposures from various desks.
- Relevant record examine as given by the officers concerned.
- Direct correspondence with the customers.

Secondary Sources of Data

- Annual report of Data Path Limited.
- Relevant books, newspapers and journals
- Different articles regarding system in Internet.
- Website of Data Path Limited.

1.4.2 Data Collection Method

For the organization part data has been gathered through different published articles, journal, and brochures. Formal questionnaire for information collection is used for better understand of CRM in Data Path Limited. Fundamental organization Information is gathered through casual discourses with Relationship supervisors and particular Unit heads of Data Path Limited.

1.4.3 Data Analysis

In the organization part data is given in a descriptive manner. In the report part information analysis has been showed by using several graphical charts to evaluate CRM of Data Path Limited.

1.5 Limitations of Study

The Internship was only for twelve weeks, of which first four weeks have been spent in orientation to the organization and concerned department. It was hard to gather all the required data in such a brief period. Thus, as far as possible just on the accessible distributed information and certain level of formal and casual meeting.

- The main constraints of the study are insufficiency of data, which was required for the study. There are various information the officials can't give because of security and other corporate obligations.
- Time limitations, Limited access to information.
- All clients are not proactive or educated to share data.
- Due to the restrictions of time and to ensure the authoritative classification numerous parts of the report are not top to bottom.
- Finally, my own scantiness of information especially in research, studies.

Chapter - 2

Profile of Data Path Limited

2.1 Background of the Study

Data Path Limited is a private limited Outsourcing organization which was established in 2008 under the leadership of Mr. Ashfaqur Rahman who is the CEO and Managing Director of the company. Data Path Limited is a private limited Outsourcing organization operating in Bangladesh working for national and international companies. Combining unparalleled experience, comprehensive capabilities across all industries and business functions. The company provides support and services too many national and international companies. Data Path focuses on the preservation of traditional values of professionalism and integrity while integrating creativity and innovation through the adoption of modern technological advancements. Combining unparalleled experience, exhaustive capacities over all ventures and business capacities, and broad research on the fruitful organizations, Data Path works together with customers to enable them to turn out to be elite organizations.

2.2 Services

Through our experienced team, we offer customized solutions for improving efficiency for key TPA processes. In short, we provide the following services:

2.2.1 Plan Selection and Management

Data Path handles the details with bundled recordkeeping and organization administrations, including plan documentation, structure readiness, consistence testing and the sky is the limit from there.

2.2.2 Service at Every Step

Profoundly prepared, retirement masters are here to offer ability from information exchange to setup to progressing plan support.

2.2.3 Plan Design and Documentation Service

Choosing, redoing and executing an arrangement can be a mind boggling process. Our profoundly prepared proficient staffs direct through each progression of the procedure including:

- Review the business' controlled gathering as well as partnered administration bunch circumstance.
- Design an arrangement custom-made to the requirements of the proprietors, workers and the business itself.
- If we are assuming control over an arrangement as of now in presence, we will audit the current arrangement arrangements and if necessary prescribe changes to completely meet the business' objectives and goals.
- Prepare plan archives as required by the IRS and DOL.
- Prepare the Summary Plan Description required to be disseminated to design members.

2.2.4 Administration and Recordkeeping Service

We play out the accompanying administrations so as to accommodate smooth and effective arrangement task:

- Maintain member vested rate records.
- Determine qualification for designation of manager commitments and relinquishments.
- Allocate manager and representative commitments.
- Allocate plan income.
- Allocate relinquishments, if appropriate.
- Distribution handling: Calculation of appropriation sum, planning of required dissemination sees, discharge structures and IRS Form 1099-R.
- Loan handling: Set up of advance records, planning of promissory note and amortization timetable and following advance reimbursements.
- Hardship withdrawal handling: Determination of hardship appropriation sum and arrangement of utilization frames.
- Reconcile trust accounts.
- Prepare member proclamations.
- Monitor members who are required to get age 70½ conveyances.

2.2.5 Annual Compliance Testing and Government Reporting

Our master staffs have the learning and capacity to help keep retirement structures in consistence with US government laws and rules and, should encroachment occur, we give methods for revision:

- Contribution deductibility figuring's (§404).
- Annual enlargements testing (§415).
- Top overpowering testing (§416).
- Coverage testing (§410(b)).
- ADP/ACP testing (pertinent to 401(k) plans).
- Preparation of IRS Form 5500 and related timetables.
- Preparation of Summary Annual Report for individuals.

2.2.6 Consulting Services

- Plan redresses, terminations and mergers.
- Assist with IRS and DOL audits.
- Provide help with plan setup changes.
- Conduct extraordinary course of action or part advantage studies or projections.

2.3 Career

Data Path is a leader in judgment-based BPO (Business Process Outsourcing) focusing on back office interactive production. We provide cost-effective, custom back office interactive and programming services using the latest in Web 2.0 and open source technologies. We create value for our clients, we are passionate about delivering an exceptional customer experience and offer superb service and innovative support. Our Creators Produce:

- Business automation.
- Web development.
- Mobile apps development.
- Retirement data processing.

2.4 Contact Us

Ambon Complex, 7th, 8th and 9th Floor, 99 Mohakhali Commercial Area, Dhaka-1212, Bangladesh, Phone: 880-2-9863216.

Chapter - 3

Theoretical Aspects

3.1 Literature Review

Customer Relationship Management (CRM) has wound up being a hero among the most exceptional headway reasons for the thousand years. As exhibited by Chen and Popovich (2003), CRM isn't an imagined that is actually new yet rather by virtue of current improvement and advances in data and undertaking programming advancement, it has foreseen reasonable significance. The base of CRM is relationship publicizing, which has the target of improving the entire arrangement productivity of clients by moving far from thing driven progressing.

Bose (2002) saw that CRM was made in light of the manner in which that the clients separate in their propensities and obtaining affinities. In the event that all clients were similar, there will be little need for CRM. In this way, understanding customer drivers and customer efficiency, firms can all the more promptly tailor their commitments to extend the general estimation of their customer portfolio (Chen and Popovich). The consideration CRM is as of now getting crosswise over organizations is because of the way that the advertising condition of today is profoundly soaked and increasingly focused (Chou et al, 2002). As indicated by Greenberg (2004), CRM by and large is a venture centered undertaking including all offices in a business. He further clarifies that, notwithstanding client administration, CRM would likewise incorporate, fabricating, item testing, collecting just as obtaining, and charging, and human asset, showcasing, deals and designing. Chen and Popovich (2003) contended that CRM is a muddled application which mines client information, which has been recovered from all the touch purposes of the client, which at that point makes and empower the association to have total perspective on the clients. The outcome is that organizations can reveal and decide the correct kind of clients and foreseeing pattern of their future buys. CRM is likewise characterized as a widely inclusive methodology that consistently coordinates deals, client administration, promoting, field support and different capacities that touch clients (Chou et al, 2002). They further expressed that CRM is a thought with respect to how an association can keep their most productive clients and in the meantime lessen cost, increment in estimations of connection which at that point prompts high benefits.

The advanced Customer Relationship the board idea was molded and impacted by the hypotheses of absolute quality administration (Gummesson) and by new innovative ideal models (Zineldin, 2000). There is regardless, an obvious nonattendance of clearness in the

significance of Customer Relationship the board, yet every recognized definition is sharing around comparable basic thoughts: customer associations, customer the administrators, exhibiting strategy, customer support, personalization (Zineldin 2000).

Regardless, while scholastics trade the captions of different definitions, the specialists have built up a wealth of accommodating papers isolating the solid inconveniences and chances of executing the structures (Bacuvier et al. 2001). CRM in explicit affiliations is considered as an advancement plan, considering of individual databases and courses of action drive mechanization instruments and deals and hoisting limits in order to improve focusing on exertion. Peppers and Rogers (1999) fought that unmistakable affiliations consider CRM to be a mechanical get together, which has been especially expected for encouraged client correspondences, which is the point of confinement of offers, call focus or the showing work environments. In like manner Frow and Payne (2004) joined that CRM stresses two-course correspondence from the client to the provider to build up the client after some time. The two-way correspondence has been updated unfathomably by advances being developed especially the Internet.

In term of data advancement (IT), CRM derives an endeavor - wide trade off of movements teaming up, for example, information transport center, site and intranet/extranet, telephone genuinely solid framework, bookkeeping, game plans, publicizing and age. Kotler (2000) guaranteed that CRM utilizes IT to gather information, which would then have the ability to be utilized to make data gained to make an evidently precious support with the client. In the entire arrangement, it makes a system for dependable examination and fortress so as to refresh client's lifetime respect with firms.

Goldenberg (2000) believes that CRM isn't simply development applications for advancing, arrangements and organizations yet rather when it is adequately realized; it engages firms to have cross-helpful, customer driven, advancement facilitated business process the board framework that adages associations. Facial structure et al (2003) communicated that that in view of various inventive plans available for CRM computerization, it is as often as possible befuddled as a touch of advancement. However, they kept up that starting late various associations have comprehended the key essentialness of CRM, and in this manner, it is transforming into a business regard effort instead of development driven effort.

Using information advancement as an enabling impact, CRM strategy utilizes key viable zones to extend advantage of customer's association (Chen and Popovich, 2003). It has been seen that mechanical degrees of progress and improvements, sharp forceful advancing condition, joined with the web are standard drivers of present and future customer productivity which makes it possible to fittingly and proportionately apportion affiliation's advantages for each and every down to earth zone that impact Customer Relationship (Chou et al., 2003).

3.2 Definition

As exhibited by Chen and Popovich (2003), CRM applications can pass on vaults of client information at an a lot littler expense than old structure advances. All through a connection, CRM frameworks can assemble, store, keep up and stream client information. Peppard (2000) saw that reasonable association of data has a fundamental errand to do in CRM on the grounds that it will when all is said in done be utilized to four thing fitting, association movement; join perspectives on clients, and for discovering client lifetime respect. CRM structures empower relationship to assess client commitment and productivity dependent on rehash buys, the sum spent, and life go. Bull (2003) included CRM makes it practicable for relationship to discover unbeneficial clients that unmistakable affiliations have surrendered. This position is kept up by Galbreth and Rogers (1999) that CRM desires a business relationship to thoroughly comprehend which clients are valuable to get, which to keep, which have new potential, which are essential, which are fundamental, profitable and which ought to be surrendered. As indicated by Swift (2001), affiliations can grow different focal points from CRM execution. He imparts that the focal points are usually found in one of these zones:

- Lower cost of picking Customers.
- No need to increment such incalculable to save an enduring volume of business.
- Reduced cost of offers.
- Higher Customer Profitability.
- Increased Customer support and Loyalty.
- Evaluation of customers Profitability.

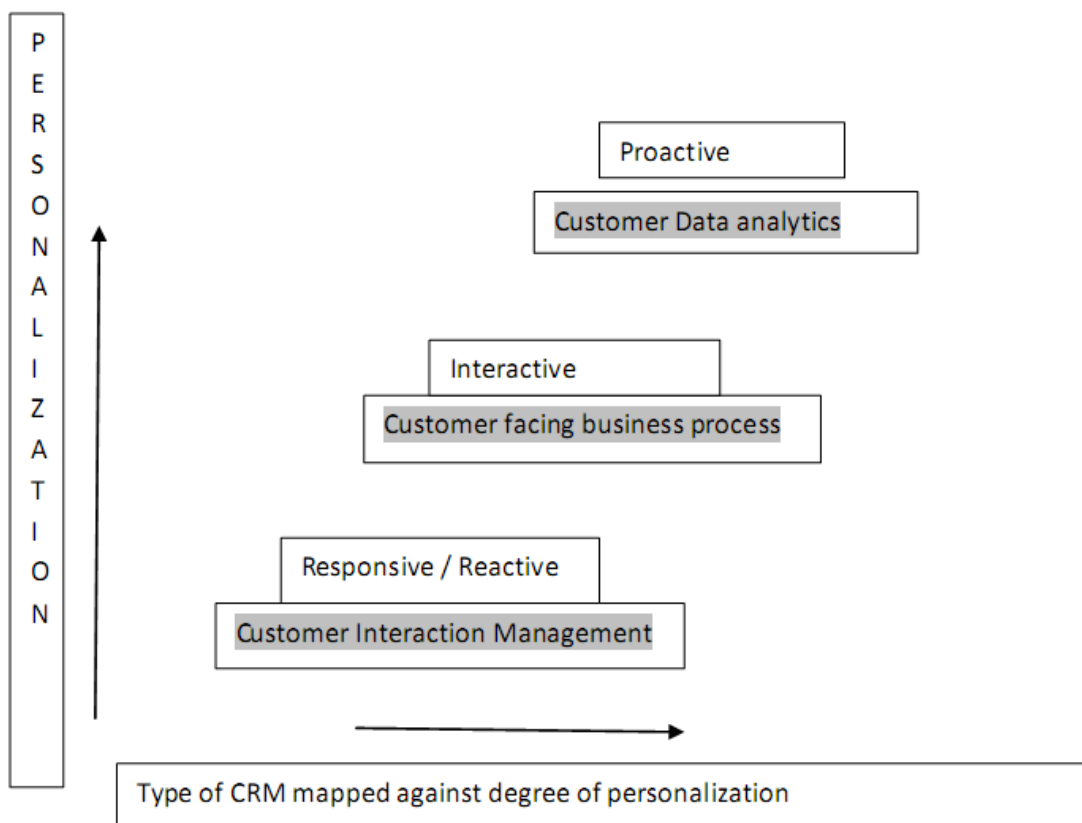
3.3 Types/Variations of CRM

Sorts of CRM can be comprehensively comprehended by taking a gander at the two distinctive methods for classification. These two kinds of arrangement are as per the following:

- Proactive versus Reactive CRM.
- Operational, Collaborative and Analytical CRM.

3.4 Proactive versus Reactive CRM

Right when association responds to the recommendation/proposals/challenges/mentioning of the clients, it is called open CRM. In spite of this, it is called Proactive CRM when an affiliation predicts and reacts to clients' need of itself. In unsurprising changing business division conditions, proactive affiliations take a gander at their clients' future needs and offer some preferred standpoint to clients through their responsibilities. Such Proactive CRM practicing associations are generally those which increase the element of personalization and practice facilitated exhibiting as showed up as pursues:



(Types of CRM mapped as dependent on level of Personalization)

3.5 Operational CRM

There are different courses through which a client can approach the business. This correspondence is immediate with affiliation and its specialists. The intersection point where this connection happens is called contact point. Normally exchanges like game plan, parcel, data seeking after, solicitation, recommendation, and grumblings occur at these operational touch focuses. That is the reason it is in like way called front office CRM. The client can approach/be drawn nearer through the running with ways:

- Face to confront: Interacting while meanwhile selling, serving clients by system for managing occasions, degrees of progress, and so on.
- Database driven: In this affiliation accomplishing clients is through Telephone/Email/Mail/Fax/Loyalty programs/Cards/ATMs/SMS.
- Mass Media: when the contact is through open telecom. The contact is open in nature and individuals wherever are come to. For instance open progressing and publicizing attempts.

3.6 Collaborative CRM

Jill Dyche depicts Collaborative CRM as a particular esteem that empowers a tow path correspondence between an affiliation and its clients through a blend of channels to invigorate and improve the possibility of client correspondence. (Dyche 2002) The substance of system CRM is to control partners of the firm. These could be channels, experts and particular associates at any rate not instant clients. The thought is on keeping up relations with accomplices to empower coordination in business.

3.7 Analytical CRM

For the most part returned to office or critical CRM. This sort of CRM is portrayed by closeness of assignments like business masters. The goal of demonstrative CRM is to discover unmistakable taste, inclinations, and exercises of the clients in order to re-attempt answers for them. The reason of this information is gotten client interest's at different touch focuses. Wide utilization of MIS and advancement is done in Analytical CRM.

Chapter - 4

Analysis and Findings

4.1 Customer Relationship Management of Data Path Limited

CRM are techniques that organizations use to interface with clients. The techniques incorporate representative preparing and exceptional reason CRM programming. There is an accentuation on dealing with approaching client telephone calls and email, in spite of the fact that the data gathered by CRM programming may likewise be utilized for advancement, and reviews, for example, those surveying consumer loyalty. Activities regularly come up short since usage was restricted to programming establishment, without giving the unique situation, backing and comprehension for workers to learn. Tools for Customer Relationship the board ought to be actualized "simply after a very much conceived procedure and operational arrangement are set up". CRM is an industry terms for programming arrangements that assistance organizations oversee client connections in a sorted out and controlled way. Commonplace model could be the client database containing total data and subtleties, which the organization the executives and deals office work force gets to. They utilize this information to strategically pitch diverse items to clients, contingent upon client prerequisites, get in touch with them for new item dispatches, and so on however telephone calls and email.

Customer Relationship the executives (CRM) is a comprehensively perceived, broadly actualized methodology for overseeing and supporting Data Path Limited collaborations with clients and deals prospects. "An item's position is the manner by which potential purchasers see the item". Aggressive Positioning is purchaser showcasing focused, concentrated on slicing through the surrounding "clamor" and building up a snapshot of genuine contact with the proposed beneficiary. Data Path Limited conveys showcase driven brand methodologies that are focused at keeping their customers' image separated, rivaling hierarchical administration and different Organizations. Promoting plan of Data Path Limited subtleties the vital activities to accomplish at least one showcase goals for its items and administrations. The exemplary evaluation of an advertising plan shows up as spending plans. In this way, Marketing plan and spending plan speak to an unequivocal projection of activities and expected outcomes precisely.

The battle of Data Path Limited is worked by deciding the bringing together topic around. It is a basic piece of the innovative procedure, as it sets the tone that will be utilized. This crusade plans are present moment in nature, really are done on yearly premise. A noteworthy

preferred standpoint of offers from a "procedure perspective" of Data Path Limited is that it offers a large group of very much tried plan and improvement devices from other fruitful teaches and procedure situated banks. Thusly, this offers potential for snappier advancement. Deals the board is fulfillment of Data Path Limited deals objectives in a successful and productive way through arranging, staffing, preparing, driving and controlling hierarchical assets.

4.2 CRM Analysis

Customer Relationship Management (CRM), otherwise called relationship promoting or client the board, is a data innovation industry term for the philosophies, systems, programming, and other electronic abilities used to enable a venture to arrange and oversee client connections. The objective of CRM is to help associations in better seeing every client's an incentive to the organization, while improving the productivity and viability of correspondence. CRM catches, investigates, and disseminates every single important datum from client and prospect connections to everybody in the association. This circulation of data enables an association to all the more likely meet client, item, and administration needs.

CRM has supplanted conventional showcasing procedures that concentrated on key advertising blend components, for example, item, value, advancement and spot. By being too practically based, conventional showcasing strategies dismissed the client in the after-deals procedure and neglected to meet clients' wants. CRM underscores client maintenance over client procurement and is perceived as a standout amongst the most reasonable instruments used to encourage an organization's achievement in the profoundly aggressive business world. There are three noteworthy regions that emphasis on consumer loyalty:

- Sales.
- Marketing.
- Service.

The usefulness of and between these three fields is basic to effectively associating an organization's front and back workplaces to encourage successful, venture wide coordination. The expert deals compel predicts and proposes the continuous examination of data and circulates this data to the organization and colleagues. Showcasing focuses on customizing client inclinations and offering them fulfilling encounters. Administration is related with the

organizations' call focuses and facilitates connection between Web, email, and other correspondence medias. These fields are grown further with the assistance of CRM robotization.

4.3 CRM consolidates various points which relate clearly to one another

- Front office assignments: Direct relationship with clients, for example exceptionally close social events, telephone calls, email, online organizations, and so forth.
- Back office assignments: Operations that over the long haul sway the exercises of the front office (e.g., charging, support, orchestrating, displaying, advancing, finance, creating, etc.)
- Business associations: Interaction with various associations and accessories, for instance, suppliers/shippers and retail outlets/wholesalers, industry frameworks (Crusading social events, trade affiliations). This outside framework supports front and back office works out.
- Analysis: Key CRM data can be analyzed in order to configuration target-publicizing endeavors, envision business methods, and judge the accomplishment of CRM works out (e.g., bit of the general business, number and sorts of customers, pay and productivity).

4.4 Goals of CRM

The objective of CRM is to furnish the capacity to speak with clients through any media they pick and convey data to clients continuously. While doing this, the CRM Software ought to dissect and give total perspective on client's personal conduct standards, past and present exchanges to sales reps so as to offer the most ideal arrangement/item to the client. In the present requesting business situation, customized center and consideration regarding each client is essential to pick up steadfastness and trust from clients. Customized administration and consideration is an unquestionable requirement so as to adequately drive up deals. To improve connections among clients and friends work force CRM programming utilizes every conceivable channel of input and communication. Today, every media is misused to accomplish higher level of connection. Common section focuses are sans toll calls, Internet, Kiosk terminals and most well known of late is SMS. With Internet based collaboration being famous, electronic CRM programming is an unquestionable requirement today. Organizations today are seeing approaches to give more data through self improvement administrations, which are ordinarily on the web. These are help-work area focuses, data downloads or new item refreshes into your letter drop, and so forth.

4.5 Present CRM activities of Data Path Limited

At the time of intern have a experience some CRM activities performed by the people of Data Path Limited.

- The front desk preserves some leaflet containing different information about several deposit accounts.
- Management also set a target of deposit to achieve for each and every employee which accelerates the CRM activities performed by each individual.
- Data Path Limited also committed with their client through letter regarding any update that is related to their account.
- The corporate account holders are treats especially by the Data Path Limited providing checkbook with extra leaves.

4.6 Successful CRM Strategy of Data Path Limited

In the competitive business world successful CRM strategy is very crucial for any financial institution because today's customers are very much dynamic to accept any product or service to meet the need and demand. Data Path Limited has created a successful CRM strategy to perform business activities and to serve the customer better than its competitors.

4.6.1 Customer Focused Organization and Infrastructure

Data Path Limited put stock in interior social boundaries can repress correspondence and coordination among divisions and thrashing corporate-level showcasing destinations. The executives underline on adjust deals and administration practices around client connections instead of around gatherings or items. On the diagnostic side, it has a solitary, undertaking wide perspective on the client spreading over all touch focuses and frameworks. Information and key measurements from assorted offices are adjusted, shared and incorporated in a typical field. Data about clients, which exists in different databases over the endeavor, is consolidated and good before important investigation happens.

4.6.2 Gain an Accurate Picture of Its Customer Category

To anticipate customer needs, improve customer retention and identify opportunities to cross-sell and up-sell, Data Path Limited tries to understand the unique characteristics of each market segment in an increasingly fragmented marketplace. Data Path Limited targets its customer by providing various products and service according to the customer buying pattern and taking service. Data Path Limited always observes the changing market and develops appropriate and service to serve the dynamic customer in the competitive business arena.

4.6.3 Accurately Assess the Lifetime Value of its Customer

Data Path Limited stresses on securing client long haul life-time esteem instead of present esteem. It trusts clients simply beginning from school may be hardly gainful right now however truly beneficial later when they are set up in their vocations. Without understanding lifetime esteem, Data Path Limited faces the possibility to take shallow activities that accidentally head out clients alongside their potential esteem.

4.6.4 Emphasize on Maximizing Profitability of Each Customer Relationship

As rivalry and system achieve new statures in the outsourcing business, Data Path Limited is looking like never before toward expanding benefit from existing clients, as opposed to anticipating that new clients should represent development. Holding existing clients is simpler and less exorbitant than pulling in new ones. Normally, Data Path Limited is distinctly keen on strategically pitching an assortment of budgetary items and administrations to existing clients. Strategically pitching can considerably expand client benefit particularly on the off chance that it targets profitable clients who are probably going to buy different money related items.

4.6.5 Understand How to Attract and Keep its Best Customer

Data Path Limited attempts to embrace and acquaint imaginative items and administration with serve the client evolving need. Data Path Limited offers total scopes of items in new geographic regions and by the Internet. Clients and prospects have point-and-snap access to a shocking exhibit of contending offers. Obtaining a client can cost from tk.6000 to tk.10000 however in the event that you hold that client, the speculation will be reimbursed ten times or more. Given the expense of procuring clients, Data Path Limited can't hope to develop the business just by pulling in more clients. Data Path Limited attempts to hold their business longer and manufacture the client base by looking all the more carefully at the opposite end of the client lifecycle whittling down.

4.6.6 Maximizing Rate of Return on Marketing Campaign

To build rate of profit for showcasing efforts, advertise methodologies of Data Path Limited have been created dependent on an exact and far reaching comprehension of the Data Path Limited clients over every single practical region and contact channels. The CRM model of crusade the board calls for fusing client data from all touch focuses to produce a solitary client see Creating "shrewd" battles that are firmly focused to the most astounding worth clients or the clients well on the way to react, for the most significant chance, through the ideal channel, at the most proper time.

4.7 Relationships promoting as the premise to shape CRM

Relationship promoting was first characterized as a type of showcasing created from direct reaction advertising efforts which underlines client maintenance and fulfillment, as opposed to a prevailing spotlight on deals exchanges. As a training, relationship showcasing varies from different types of showcasing in that it perceives the long haul estimation of client connections and broadens correspondence past meddling publicizing and deals special messages

As the market relationship is changing, new types of the difference in intensity, clients' needs fulfillment and individual arbitrary association into long haul association with providers, clients, contenders and different members of the market were hunt down. The help of long haul relationship turns into a focal pivot of showcasing, and the writing breaking down relationship advertising calls attention to that clients make the best impact after promoting arrangements. Showcasing isn't any more drawn out seen as business action framework including just clients' desires, value fixing and backing just as dispersion in the business sectors. It is a progressively confused procedure, which stresses promoting blend components, yet in addition upkeep, backing and fortifying of association with other market members. One of the primary standards of relationship showcasing is introduction to a client, for example discovery of clients' needs, suitable response to them and their conservation in light of the fact that to pull in new clients is progressively costly. Relationship standards ought to be connected where use of clients' in draft and conservation can be correctly recognized. It can show profitable data about the consumption of administration use (purchasing) experienced by clients, changes of clients' number, and changes of every client's administration application.

4.8 Implementation of CRM in Data Path Limited

4.8.1 CRM Strategy and Evaluation of Current Situation inside Data Path Limited

For usage of CRM, Data Path Limited watches and investigations the changing business sector circumstance. It generally endeavors to make solid client association with the client, investigation wrong choice and disappointments inside the association and its rivals, keep up great association with its key accomplice to set up powerful Customer Relationship.

4.8.2 Formation of CRM System

The assignment of Data Path Limited is subjective cost-effectives and productive administration of clients. So as to achieve the objective, it gives more consideration to such esteem - making implies identified with clients' administration as selling advancement, unwaveringness improvement, information accumulation clients' division, clients' administration.

4.8.3 Communication Channel of Interaction

Data Path Limited makes guarantee innovative working of CRM just as it permits legitimate examination of the data development of clients' databases. Data Path Limited gathers part of data from clients at whatever point items are being sold and benefits are being conveyed to the client.

4.8.4 Employees and its Organization Staff

Having picked CRM as vital medium, it infiltrates inside an entire association and stays in the focal point of consideration in any action of an association. Representatives of Data Path Limited additionally need to always give figured how everybody ought to carry on so as to improve association with clients. In the model these parts of CRM creation are appeared as ensuring framework's working where representatives need to set up the investigation of a circumstance as to figure technique, activity designs well as to control framework's productivity and viability.

4.8.5 Process

It is important to decide how Data Path Limited procedures should work and what elements can impact victories of this foundation. CRM venture is done for an entire association, in this manner it identifies with a great deal of present and new procedures of an undertaking. Thinking of it as likewise initiates social changes, coordination to new conditions, CRM undertaking of Data Path Limited is identified with streamlining of association procedures and the board of changes.

4.8.6 Information Technology

Data Path Limited underlines quick and simple availability of gathered data; openness of data from topographically remote areas, improvement of work time use, lessening of negative effect of representatives' change: by methods for CRM framework the support of connection between a client and administration administrator is acknowledged by any correspondence media. Data about item and administration of Data Path Limited by utilizing post, email, telephone calls, the Internet, singular visits and these components are imperative both in conservative and relationship advertising meaning. Quick and compelling Customer Relationship the executives will rely upon appropriately picked innovations.

4.8.7 Investment and Anticipated Profit

Data Path Limited puts cash into CRM which are controlled by various conditions identified with execute CRM to foresee benefit present and future time. The measure of ventures into CRM relies upon the accompanying variables

- Investments into IT programming and equipment.
- Investments into another job the substance of which is CRM improvement and application, development.
- Resources that will be fundamental in overseeing changes.
- Expenditure of CRM framework purchasers' training.

Chapter - 5

Conclusion

5.1 Findings of the Study

The intention of this study is to know about the Customer Relationship Management of Data Path Limited. The major finding of overall study is discussed below:

- Data Path Limited has a training institute to build a better work force that help to maintain better customer relationship. But there is a lack of proper training.
- It has developed effective communication medium to maintain customer relationship management.
- It has lack of customer responsive to deliver service to customer but it is very crucial to maintain better customer relationship.
- Management emphasize on align sales and service behaviors around customer relationships rather than around groups or products.
- Data Path Limited is looking like never before toward expanding benefit from existing clients, instead of anticipating that new clients should represent development. Holding existing clients is simpler and less exorbitant.
- Data Path Limited does not concern much in SME financing & default loan is much higher.
- Data Path Limited should have a research & new product development department, but there is less scope of this research.

5.2 Recommendations

This study on above information also found some following recommendations that can be added:

- Data Path Limited is an administration arranged money related establishment. Its business benefit relies upon its administration quality and better Customer Relationship the board that is the reason expert dependably ought to know about their administration quality and new Time-situated administrations to serve the client better way.
- The entire department should be well informed regarding their goals & objectives to provide better customer relationship. To build long term relationship, Data Path Limited should provide reliable customer service.
- The remuneration package must be attractive to keep the best employees and they should be treated as customer to provide long-term customer relationship.
- In department it is necessary to implement modern system instead of traditional system that helps organization to provide better CRM environment. It should be more computerized communication system to provide better customer satisfaction.
- Software ought to be moved up to give brisk support of the client.
- In expansion with the present administrations they ought to incorporate more administrations. It is seriously expected to give more administrations to clients so as to contend in the market.
- Facilities of debit & credit cards should be increased and innovative product must be developed to serve the dynamic customer
- Online transaction system should be more sophisticated to communicate the customer better way.

5.3 Conclusion

Data Path Limited is the most essential budgetary organization for the financial improvement of any nation. It gives advance and speculation to a great many people, firms and families and furthermore for some units of government. It is widely accepted that this most important financial institution should be modernized and sophisticated to provide proper CRM environment because customer relationship management is very crucial to serve the customer better way in the competitive business arena. CRM assembles assets around client connections as opposed to item gatherings and cultivates exercises that boost the estimation of lifetime connections.

From observation & by analyzing various data it has found that the present condition of CRM of Data Path Limited is well but the organization should introduce effective online transaction system innovative product or service to provide better customer satisfaction. By developing effective communication media of Data Path Limited is able to communicate with the customer in proper time that helps organization to build up life time customer relationship with the valuable customer.

Again the approach of another time of data innovation, Data Path Limited has changed the methods for conventional framework that made it aggressive in outsourcing industry. Ideally this association will proceed with their general execution in future and assume noteworthy job in national economy.

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