

# Internship Report

On

*“Market Development Initiative and CRM practice by “Coders Trust Bangladesh”:  
A Hands-on Practice through a Freelancing institute.*





## **Internship Report on**

“Market Development Initiative and CRM practice by Coders Trust Bangladesh”

### **Submitted to**

Sarkar Rafij Ahmed Ratan

Assistant Professor

School of Business and Economics

United International University

### **Submitted by**

Tahmina Rahman Raka

ID: 111 141 046

**Date of Submission: 22-12-2018**

## **Letter of Transmittal**

To,

Sarker Rajif Ahmed Ratan

Assistant professor

United international University

Subject: Submission of Internship Report.

Dear Sir,

With great pleasure, I submit my report on the topic you've assigned me which is "Market Development Initiative and CRM practice by Coders Trust Bangladesh": A Hands-on Practice through a Freelancing institute.

It is a great advantage for me that I got the chance to make the report to follow your and my organization's supervisor's instructions. I have put our sincere effort to give this report a presentable and make it as informative and precise as possible.

It would be very thankful to accept my internship report and I will be satisfied to reply to any of your questions in regards to this report.

Sincerely yours,

Tahmina Rahman Raka

ID: 111-141-046

School of Business & Economics

United International University

## **Acknowledgement**

First of all, I would like to express my gratefulness towards Almighty Allah (SWT), who has given me the strength and confidence to complete the entire process of my internship program and to finish my report as well.

I would like to appreciate for the gratitude and the support provided by my Supervisor Sarker Rajif Ahmed Ratan Assistant professor, School of Business, United International University, Bangladesh. Again, I would like to thank him for allowing me to work on such a challenging report

I would also like to mention the consolation provided by my supervisors at CodersTrust Bangladesh Mr.M A G Osmani (Country director), Abdullah Al Masum, (head of Student operation), Md Shahriar Pavel (Former head of sales) and other people who supported me.

I am also grateful to the employees and top management of the organization for cooperation and direction in getting the required information to complete my report successfully.

## Table of Contents

<b>Content</b>	<b>Page No</b>
Executive Summary	1
Company profile	2
Vision	2
Mission	2
Objectives	3
Slogan	3
Coderstrust Bangladesh stories	3
Corporate Department	3
Marketing development Initiatives	7
Digital Marketing	8
Offline Marketing	9
Coders Trust Service Offerings	11
Customer Relationship Management Practice	12
Workplace problems	15
Workplace challenges	17
SERVQUAL model:Improvement required in service delivery	18
3p's of Service marketing mix	21
Recommendation-	23
I. ADDIE model	23
II. Task-oriented issues	26
Conclusion	26
Reference	27

## Executive Summary

This is an internship report of a freelancing training institution known as CodersTrust, Bangladesh. The experience of working at this organization was wonderful and remarkable. In this comprehensive report, I have discussed about marketing development initiatives and customer relationship practice of the company, which I observed and perceived during my internship program.

In this report, we have shown that the detail about the company right from its incorporation to the current position. During my internship program, I mainly worked under business developer sales position.

The main purpose of the internship is to learn by working in a practical environment and to apply the knowledge acquired during the studies from a real-world scenario or perspective in order to tackle the problems using the knowledge and skills learned during the academic process and I am glad to say I have learned enough professionalism. In this report, the whole organization has been done and all the technical, managerial and strategic aspects have been evaluated to analyze the current position of the organization.

For the last three months, I have participate in different tasks from student counseling, data collection, data analysis and event management, Overall, it was a great experience working with the organization and it has also given me an insight on how to shape my career for responsibilities in the near future.

## **Company profile:**

CodersTrust is actively maintained by the advancement finance "Danida", or Danish Global Development Agency, to give microfinance and instruction to understudies in developing countries who need to redesign their programming skills. The organization was established in November 2013 where it began its task in Bangladesh from March 2015. Any desire for organizer, Copenhagen-conceived business visionary "Ferdinand Kjærulff", says these understudies are enabled to offer their work universally by means of independent entrances, for example, Upwork, People per hour and Fiverr. The originators are Ferdinand Kjærulff, Asser Smidt, Jan-Cayo Fiebig, Morten Lund and the home office of the organization is arranged at Copenhagen, Denmark. The group was working in Dhaka, Bangladesh, worked together with "Grameen Bank", which was close as far as concerns it is in reforming the microfinance business. Coderstrust worked with NRBC bank to continue their business process. It serves in nations like Poland, Bhutan, and Kosovo other than Bangladesh and going to extend to Malaysia as well.

## **Mission**

*Students Finance for a borderless workforce*

Almost every part of life has been changed by the Internet. Be that as it may, this upset has not had any huge effect for individuals at the base of the pyramid. CodersTrust depends on the fundamental commence that there is as of now an online work showcase and a few internet learning entrances, however what is missing is a money related framework to subsidize the instruction of the work power of tomorrow. We're building such a framework, to the point that can have a really great effect for poor people. Not exclusively is the intellectual competence of a great many individuals at present being squandered, yet with the extraordinary imbalance on the planet, it is essentially a transformation simply holding up to occur.

## **Vision**

*Universal Access to Paid Education*

To democratize access to education via the internet on a global scale. In recent years, Users have pursued more formal education online so spreading education and internet Access and usage to underdeveloped nations to cut back unemployment is the Company's perception.

## **Objectives**

- They want everyone to become self-independent.
- Have a fully data focused online learn and earn funnel with processes, content, marketing, sales and the platform geared towards automation and scale.
- Matching students with the investors that are funding their courses and getting repaid through the student's future earnings.

## **Slogan**

Slogan **"BECOME A ROCKSTAR FREELANCER"** is the slogan of the CodersTrust. (CodersTrust, 2015)

## **Coderstrust Bangladesh stories**

- Foreign followers – 55000

- Certified teacher -60

- Students enrolled -2240

-Complete courses - 215

## **Corporate Department**

CodersTrust, Bangladesh has been running these Six departments since startup period:

- Education department
- Accounts department
- Business developer department
- Student Affairs Department
  
- Digital Marketing Department
- Human resource management department

As it has been known that the organization has six department and each department is entailed to complete certain tasks individually and evaluate performance collectively. The overall KPI is very high in Bangladesh comparing to other countries due to the very highly efficient workforce and operations structure. The individual KPI are often measured and changed in respect to earlier performance and the strategic changes shape the operations in order to provide prompt feedback to address any issue. A brief discussion of the each department of CodersTrust is given below:

### **Education Department**

This department is controlled by Career advisor team. They have assigned highly experienced mentors for every course which are offered by CodersTrust. Mentors from computer science background with high computing skills along with their participation in the freelancing world are only recruited. The team structures design the course content or modules and take both offline and online courses in a week and weekend batch as per schedule. They provide freelancing support both during and after the course finished. They also arrange and schedules classes, exams, final evaluations, mentor selections, performance evaluation report etc. Moreover, the career adviser team members are also involved in online operations providing 24 \*7 services regarding the student's technical problems or any types of queries for clients order and job.

### **Student Affairs Department-**

The team of student affairs works with both current and existing students and provide career counseling, additional training besides classrooms etc. After admitting in any courses they connect their student by email, phone and message to inform that when their class is started It is an important department of the organization because of student affairs dept. in terms of keeping the students on right track. If any student missed any class they found their problem and provided those class important lectures or shared valuable information.

## **Human resources department**

Human resources department is the most important part of any successful organization. The role of human resource management in these organizations is to maintain their employee in a systematic way so that they can effectively perform their work activities so perfectly. They follow some steps :

- **Recruitment** –This organization advertise about their job postings, source candidates, screen applicants, conduct preliminary two face interviews and coordinate hiring efforts with managers responsible for making the final selection of candidates.
- **Training and Development** – Coders Trust gives new employees extensive orientation training to help them introduce into a new organizational culture, environment and an overview of the course structure to the mentors.
- **Compensation and Benefits** –The company sets compensation structures and evaluates competitive pay practices such as promotion, salary determination, performance problems and leave transfer program.
- Performance appraisal review
- Policy development
- Personnel data entry and records maintenance

## **Accounts department**

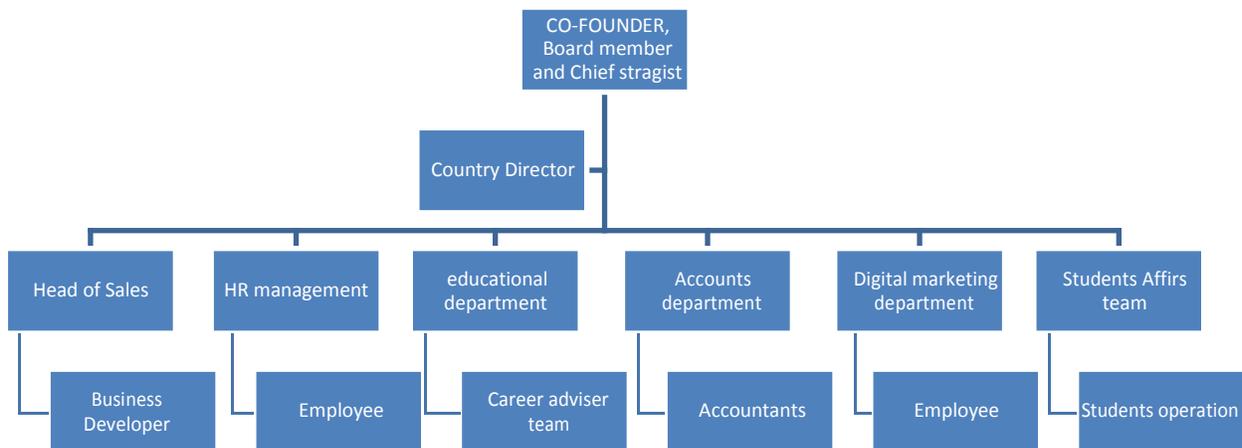
The department is in charge of all the financial transactions such as:

- **Money out**–Making payments and keeping records of the bills paid
- **Money in** – Processing incoming payments
- **Payroll** – Making sure every employees get paid
- **Reporting** – Preparing financial reports, e.g. P&L, balance sheets and budgets
- **Financial Controls** – To avoid errors, fraud and theft

## **Digital Marketing Department**

This department always focus on promotion, online advertising, social media marketing, marketing research report generating, market survey report preparing etc. are the major

concerned areas of Marketing Dept. The marketing team constantly promotes about their system updates, discounts and new course offerings, intake dates and other benefits in social media pages. (CodersTrust, 2017)



An organogram is given below to understand the whole content:

### **Business Developer Department**

The business developer team associates with the executive office in order to seek market opportunities and make strategic decisions to enhance their market strength. Many contemporary works such as updating the database, policies and systems are crucial factor of business development team. In order to run the existing business with appropriate promotional tool the team communicates with potential students and provides additional support for admission procedures. (CodersTrust, 2017)

Business developer department members are responsible for a number of key objectives inside

and outside the organization. They study the services and operations of companies and also provide consultative help as per necessity. They also analyze the business environment, including regulations and restrictions that impact the company. Business development professionals use their analyses to improve their company's sales and profits. Functions of the business developer department are- (Coders Trust, 2017)

- Identifying new sales leads.
- Pitching services.
- Maintaining fruitful relationships with existing customers.
- Preparing PowerPoint presentations and sales displays.
- Contacting clients to inform them about new developments in the company's services.
- Developing quotes and proposals.
- Negotiating and renegotiating by phone, email, and in person.
- Developing sales goals for the team and ensuring they are met.
- Training personnel and helping team members to develop their skills.

### **Marketing development Initiatives**

Coders trust Bangladesh to stay in the current marketplace and spread their network all over the world so they follow some initiative market developing steps to build their organization. It is mandatory to attend a weekly meeting on every Sunday where the country director of Bangladesh shares his ideas, experiences and inquiries about how the activities are going. They follow both two way online which is Digital marketing and Offline marketing.

## Digital Marketing

As we shown that in the ratio of Coderstrustbd 70% involved their marketing development in the current market place



**SEO (Search Engine Optimization)** - They maintain seo to build strong position in the google site. Because most of the people are now using internet so they use seo site. To easily find out their website, image search,video seach ,academic seach or link to get valuable information when they search biggest freelancing institute.



**SMM (social media marketing)**- Facebook, youtube, twitter, instagram which are included into smm. To increase their range in the current market place they use this way. People shared their

moment when they started their course or feelings about coderstrust. In using smm spread coderstrust valuable information and daily update to knowing all over the world within second.

**Content Marketing-** They makes a content marketing to indirectly promote their organization in the online site. They are trying to interact with the viewers by content to reading, sharing And commenting on it.

**Email Marketing-** When a visitor or sign up in the coderstrust link to interested for any courses they give their email address, the business developer that time to knowing the codertsrust very well and their course curriculum they send a email to their target consumer.in this mail they getting more information about coderstrustbd than he/she can take any decision properly.

**Online Marketing-** They make video their exiting students opinion about coderstrust or how they performed in the freelancing market place. They shared this video in online marketing. Viewers visually shown how coderstrust provide 100% to their students.

**Online event-** They arranged online event free online workshop such as WordPress with freelancing, Graphics Design and WordPress Theme Customization, Android App Development, Freelancing Tips and Tricks session, Responsive Web Design.

### **Offline Marketing**

Coderstrust involved 30% in offline marketing to promote their marketing development initives. Coderstrust also follow offline marketing to reach their goal and increased marketing

development. Some offline marketing they use-



**Activation Plan-** Daily they were trying to think differently to reach their target consumer. When they started daily working they finished daily worked routine properly. Two way they use this step, one they highlight their brand and secondly direct response marketing. **Poster, Banner, billboard-** They use different types of poster, banner or billboard to attract valuable consumer through this way. Already they have three branches and they shared those to reach in this area people and others areas consumer.

**University Activation-** They arranged different university activation such as seminar, club fair to developing their organization position. Recently they were going to attend Asha University, Daffodil International University and ULAB University. They briefly discuss organization main focused and different things so that everyone understand and making a good decision. **Event-** Coderstrustbd arranged different events in their three branches. This year they organized different courses workshop such as wordPress with freelancing, Graphics Design and WordPress Theme Customaization, Android App Development, Freelancing Tips and Tricks session, Responsive Web Design. Upcoming events Education autumn tour which is perform in December 2018.

**Discount pricing-** Coderstrustbd offered different times with different discount range about their running or upcoming courses. Sometimes they offered instant discount their courses if they paid at a time.

**Coders Trust Service Offerings**

Coders Trust has identified very specific programs which has a high demand on freelance market and provides a competitive earning for freelancers. There are in total nine programs that are offered by Coders Trust ranging from three months to ten months based on the program contents and difficulty level. The organization offers exclusive freelancing sessions as well as workshops to encourage youths for undertaking their programs. In order to maximize the benefit for office going populations, housewives, disabled person and other individuals the organization has online programs which are offered with fifty percent reduction in service charge. The students of coders trust are given free counseling on a regular basis in addition to these offered services. Prior to take any of the courses offered, Coders Trust evaluates the students to understand the true potential and capabilities of the students and suggests courses accordingly. In addition to the regular courses the organization also offers diploma course containing graphics design, web design and digital marketing with a view to fulfilling the ever-growing demand of social marketing and online businesses. The chart of shows the course title in addition with the course length & hours required and the area of training. (CodersTrust, 2018)

Course Title	Duration	Area
Graphics Design	Three Months (72 hours)	Adobe Illustrator & Adobe Photoshop
Responsive Web Design	Four Months (96 hours)	HTML, Bootstrap, JS, JQuery, Without coding wordPress
Digital Marketing	Three Months (72 hours)	Youtube, Facebook, Google Adwords, Email, Affiliate marketing, seo

Accounting Management System	Three Months (72 hours)	QuickBook, Xero
Advance Web Development	Five Months (120hours)	Php, MySQL, Laravel
Wordpress Theme Development	Five Months (120hours)	Theme Customization & development, Plugin Customization & development
Graphic Design & Wordpress Theme Customization	Three Months (72hours)	WordPress Developer, Web Developer, PHP Programme
Android App Development	Three Months (72hours)	API Integration, Working with sensors, Google Map, AdMob/
Diploma Course	Ten Months	Graphic Design, Responsive web design & digital marketing

**Figure: Coderstrust courses**

These courses are providing same as their three branches as well. The courses are offered both on campus and online in different slot according the student want.

### **Customer Relationship Management Practice**

Customer relationship management practice is an important part of any organization to build their position. A CRM practice can help any organization stay strongly connected to their target customers, streamline processes and increased profitability. A CRM is a way to strongly cope up properly to stay in current market place. Coderstrust Bangladesh also maintains CRM practice

to reach their valuable customer and hold on previous student.

The first responsibility that we were collects various student documents from worksheet and updates their data in the ZOHO CRM. Such as-

1. Collect customer basic information like his/her name, phone number and email address from Facebook & website.
2. Put that data into ZOHO CRM.
3. Update student information properly
4. Double check that data if there are any duplicate data or not.
5. If that data is not duplicated then put a green tick in the student worksheet file.
6. If any data found duplicate then correct it properly.

After precise all the information properly business developer report to the head of sales. When department head cross check all the customer data he/ she gave the permission to work with those customers. After that the business developer responsibilities are-

- Firstly, contact those customers by calling who sign up in the website & Facebook page.
- Greet them properly and ask if they are still interested or not to do the course they sign up for.
- If negative feedback they list them as not interested student in the CRM and for positive feedback than they ask about their educational background.

- After knowing their educational background again ask them whether they are ideal for our course or not because most of the courses require specific strong basic understanding.
- Then business developer inform them about course details and after that if those customers show us low interest I told them about CodresTrust success stories and try to give them courage.
- Business developer inquire whether they are interest to come to our office so that they can properly brief them about course & company and after that they fix an appointment date with them and told them to come on coderstrustbd office.
- If they are not interested to come in our office then they give them a proper counseling.
- Next they tell them about our course fee both online and offline.
- Finally, they give them some days to think & tell them that I will call again to know their decision.

When they come in our office they give them appropriate counseling & told them about their past student success stories and how they are working in the freelancing market place. Some of the students say that they have financial problem and they can't manage whole admission fee at a time. They offered them a choice that they can pay their admission fees in two installments where first installment is before starting the class and the last installment after one month. After that students filled up online admission form with his/her personal information form to fill up all their details in refereed way. After filling up all the documents and formalities put their data in the closed-won list & update it in the CRM and give them admission form to fill up, make a money receipt, take the admission fee from them and provide the money receipt In the last stage, reserve a seat for the new admission student.

## **Workplace problems**

### **Managerial Control**

In any organization one of the most important factors for succeeding is how the internal management system is working which is also happened to be a critical part of organizational behavior. According to Harrison, J. S., & St. John, C. H. (2002), there are several types of controls in terms of organizational behavior such as interactive control which empowers the staff of an organization and also autocratic controls which entails the overpowering factor of management team over staff. In terms of this control which shapes the policies and organizational culture, an organization such as CodersTrust believes that empowering the management will lead them to succeed and serve their true goals. From management case studies issues such as simple employee or team issues, work conflicts, team management, meeting KPI's etc. escalates quickly if no corrective actions are taken in time. In order to maintain the optimum productivity and balanced work environment and also protecting the organization from unnecessary groupings for personal agenda or vendetta the importance or corrective measurement is of high value. Despite the good works and great cause that they oath to fight, CodersTrust has drawbacks in managerial controlling which lead the dedication level of some employees deteriorated and we have seen that in longer run these employees have left the organization and regrouped by forming a new freelancing startup and since then it is acting as a potential rival of Coderstrust.

### **Organization-wide problems**

Employee or team issues can quickly expand to the organization if immediate corrective action is not taken place. Organizations should avoid this situation at all costs, as it often results in staff forming groups at odds with each other. Companies must prevent these problems from negatively changing the corporate culture and maintain the workplace as a high performing entity. In Coderstrust, due to no incentives or bonuses being paid to the employees along with no pay rise within a specified time period, the employee's satisfaction and dedication level

deteriorated. They formed a group out of negligence and resigned from the organization by opening up their new freelancing startup company acting as Coderstrust rival.



Figure: Workplace Problems

### **Team Problems**

To achieve high performance, teams must be dedicated to working toward an agreed goal. If they experience personal disconnect with other team members, the team can become non-functional. Team leaders must offer constant feedback and foster cohesiveness. Although, my team leader has somewhat managed to solve disputes or conflicts between the group members. However, when facing team issues, management should have diagnosed the problem and take immediate corrective action to avoid further performance breakdowns.

### **New Hires**

When new employees are join into the organization, they need to receive a comprehensive introduction in proper ways to communicate throughout the organization. Companies that do not

include communication training in their new-hire orientation programs will be forced to struggle with new hires that are forced to learn proper communication procedures. I was not being given an overview about the organization so it took me a while to understand their business process and their work details.

### **New Management**

If there have not been changes in management for many years, then the company will start to settle into a way of doing things that is efficient and comfortable for the existing management team. Changes in management, for whatever reason, can put strain on the organizational structure of an organization. The new management may be unfamiliar with the way the organizational structure has been run for years and try to put a new spin on how things should be run. After the conflict between the employees and top management, the head of education and communication was replaced by new members in the organization. Thus, rapid changes in tasks and decision making took place which was hard to cope up.

### **Confusion**

Effective communication is required to keep an organizational structure running smoothly. Without communication, new ideas and processes can get confused. If departments are not clear on exactly what their responsibilities are, then the ensuing confusion can slow down productivity. These confusions took place after new managers has been assigned and made changes in work procedures.

### **Workplace challenges**

#### **Employee Interaction**

Whenever you have different personalities working together under the same roof, there is bound to be friction from time to time. Teams working under deadline and under pressure may be more

apt to have flare-ups of tempers and other issues. Working as an intern and not knowing much about professionalism, I sometimes used to get confused about my assigned task and hardly used to seek for help since everybody seemed busy with their own work and did not appear much friendly to ask for help. In my opinion I think introducing training to help employees learn how to manage individual work and get along with other people can be very beneficial in handling this challenge.

### **Handling Customers**

Customers bring another level of challenge into the mix. While the vast majority of customers and clients that you deal with on a daily basis will be polite and understanding, there is generally an element that is belligerent and hard to handle. Since I used to provide student counseling and had to convince new customers to sell our service, I had to face different personalities at times. While the idea that the customer is always right is an important credo to follow, it is also necessary to train employees in handling difficult customers and clients.

### **SERVQUAL model- Improvement required in service delivery**

According to Brady & Cronin, 2001 based of the customer satisfaction literature along with product quality the theory of service quality interlines. Among many analytical tools SERVQUAL, which helps the top level managers to identify the gap between different variables that is potentially affecting the quality of provided services. Due to the difficulty of service quality assessment because of its' intangible characteristics in terms of setting, measuring and monitoring the quality most of the tools are not as effective as SERVQUAL. In addition to that, the primary purpose which is to apply the dimensions that will distinguish between perceptions and expectations of customers will magnify the gaps. In generally customers tend to compare between the services they have expected with the services they get and gaps arise whenever they are not equal regardless of positive vs. negative relationship. Today the customer service and the quality combined is the driving force in every business especially where the organizations tussle for competitive advantage (ex: educational & training institute). Such evaluation will motivate the management as well as the policy makers to identify the gaps and also provide feedbacks on

the effectiveness of any plans associated with the program. In order to analyse Coderstrust such model is highly important because it entails the possibility of finding the gaps between customers' expectation and values after taking services. (Hughey, 2003)

**i. Tangibility:**

In any aspect of service companies such as, Coderstrust one of the second most important factors to students is the tangible products which are used as assistance to provide the intangible service. For an instant in information technology and service industry the frequent usage of hi tech computes seems to have a significant value to its students and it also enhance a fast learning process. Coderstrust has wellfurnished and highly equipped computers and laptops that is used by the students and for study purpose. In addition to that, an advanced classroom equipped with projectors, air-conditions etc. are provided. Along with the setups external helps are provided to facilitate the learning programs and students always get clear guidance about how to best utilize the resources.

**ii. Reliability:**

In terms of delivering the services in right time to the right audience with right pricing along with provisions and problem resolution is more of a broader sense meaning of reliability which helps the students measuring the service characteristics and outcomes and also differentiate core services from augmentation. A customer often evaluate a program as a whole rather than partial evaluation and especially in service reliability the customer always like to take the judgment call over the entire performance of the customer satisfaction on reliability dimension. Here in Coderstrust the student's satisfaction is mostly driven by the course materials, instructor's experience and the channel of communications etc. It's very important and common expectation of students that they will be treated with compassion, assistance, financial supports and sensitivity which is somewhat due in Coderstrust.

**iii. Responsiveness:**

In order to clarify the role of responsiveness in terms of training system the formal outcome of consumers this takes into account both the cognizant and responds of customers to be exact same match that is shaped by the institutions and institutional relationships. There are two ways of

evaluating responsiveness where firstly, the user of training programs is viewed just like as a consumer and secondly, responsiveness is related to the timely care a student should get along with proper teaching assistance. Coderstrust view the responsiveness by characterizing the students as consumers.



Figure: SERVQUAL model

**iv. Assurance:**

Assurance is defined as the knowledge the employees of an organization have and the ability of company to ensure trust and gain confidence of the customers. In order to create confidence the combination of knowledge and skills is required which is mandatory in a training service provider company. The customers are in generally evaluates any training program based on its reputation which is grown over time from the fact that the instructors are efficient, knowledgeable and experienced. Coderstrust may improve by inspiring the students more often to freelancing career and develop good reputation which ensures assurance.

**v. Empathy:**

Empathy is defined as the intense attention a firm provides to its customers and connects with a genuine interest of solving problems. It's important to connect with the customers in such a way

that s/he feels important and become flexible to share experiences because based on the information provided by each customer the company can collect primary market data and analyze it to customize their services to distinguish from the rest of the products. A lot of organizations have successfully used such technique in order to provide the customers the best customized services that serve their purpose. Coderstrust can grab the opportunity to provide special services to connect with the students through online help center which will provide students online support regarding any technical issues. So in short Coderstrust can provide:

- 24/7 Online Customer Support for students
- Online help desk for freelancing issues open for all potential students

### **3p's of Service marketing mix**

To discern the differences between services and physical products, the 4Ps' of marketing mix i.e. Product, Process, Pricing and Promotion has been extended to include additional 3P's: People, Physical Evidence and Process. The unique 3P's of service marketing influence the customer's decision to purchase a service, the customer's level of satisfaction and repurchase decisions.

#### **i. People-**

In service marketing, people are the critical variable as most services are provided through human resources. People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Service delivery is characterized by interactions between customers and service employees and the behavior that employees display will positively impact on service quality if human resource management practices can create an environment that elicit more positive, courteous and helpful behavior from the employees toward customers. In Coderstrust, the people represent both the employees of the organization and the students currently enrolled in the courses for training. The staffs are given training for appropriate interpersonal skills, aptitude, and service knowledge in order to deliver a quality service. The student affairs and the employees who undertake student counseling are provided enough training and knowledge to demonstrate to the customers that they train their people to prescribed standards and best practices in order to make the

students more willing to take admissions in their training hub.



Figure: 3p's of Service marketing mix

## ii. Physical Evidence-

The environment in which the service is delivered, and the tangibles that help to communicate and perform the service. Physical evidence is about where the service is being delivered from. Most services are intangible and customers cannot easily judge the quality of services until they buy and use the service. A service marketer also faces strong challenges to differentiate their services from competitor's services. Customers also find it very difficult to differentiate the services offered by various organizations. In this situation, service providers use physical environment to communicate to customers about the quality of their services. The organization presents physical evidences of quality through an elaborate decoration of front office for student counseling, student's success posters, pictures with visitors and investors of CT and clicks of their events framed on the walls, well-furnished labs or classrooms for course training and their personnel to communicate about the quality of service.

### **iii. Process**

Services differentiation is also achieved through a difference of service delivery methodology or process. It is the delivery and operating systems of procedures, mechanisms and flow of activities which services are consumed.. This element of the marketing mix looks at the systems used to deliver the service. All services need to be underpinned by clearly defined and efficient processes. This will avoid confusion and promote a consistent service. In other words processes mean that everybody knows what to do and how to do it. s. Creating and managing effective service processes are essential tasks for service firms. Managing the process factor is essential due to the perishability of services which means that services cannot be inventoried, stored for reuse or returned. In Coderstrust, while a student comes for admission, he or she is first asked to sit at the reception provided with the course brochure or layout. A counselor from student affairs team then discusses the courses offered in details and convinces him or her in pursuing the course interested through open discussion with the student and the guardian. If convinced, he or she is asked to fill up the admission form and make the payment at once or in installments within two months period at the office. If any students are interested in doing online course and not being able to visit office, then he or she has to make prior payment through Bkash before class resumes and thus, the student ID and course details are provided through email. The communication team adds the student to their course groups and updates notice and even sends individual emails to all students prior the class starts. The instructor thus carries out course according to the curriculum set and attendance is recorded manually. If the student intends to miss three classes in a row, he or she will be terminated from the course without any further notice.

## **Recommendation-**

### **I. ADDIE model:**

It's very important for Coders Trust to setup a framework which will help the organization to assess all of the steps of their curriculum instead of relying on the mentors. In this context ADDIE model can be a breakthrough for the company as it's an instructional design methodology which provides a rapid process of analysing, designing, developing, implementing and evaluating. This model is widely accepted in many international programs and study

institutions because this model has stages clearly defined which entails the basic and advance requirements to cover and CodersTrust can adopt this model to evaluate the effectiveness of their training tools. The steps of ADDIE model in context of CodersTrust may be designed as follows: (Instructional Design, 2015)

### **Analysis Phase**

Arguably the most important phase of ADDIE model is analysis phase and CodersTrust can analyze all the course offered in comparing to the growing demands of works based on categories and put them in a table where all the documents along with the study materials will be sorted out. These study materials may include but certainly not limited to:

- Objectives to accomplish or what Coders trust want to teach the students
- preparing ideal student profile
- evaluating social barriers to overcome
- Modified timeline with extension

### **Design Phase**

In design phase CodersTrust reevaluate the accumulated materials they have gathered from the analysis phrase and find the best approach to communicate with the students through these materials. Furthermore the concrete components of each programs offered by Coderstrust can be referenced and then augmented with additional features such as:

- Learning objectives which will encourage students by showing probable accomplishments
- Setting up standards for assessments such as exams, simulation tests, project works etc.
- Lesson Planning with precise contents and applied simulations
- Designing the appropriate medium for communication purpose



Figure: ADDIE model

### **Development phase**

The development phase is also known as the foundational phase because it make sure that the transaction of course materials gathered and the materials designed to provide the students are synched properly. Because of the dynamic range of development stage it's very important to the whole ADDIE model and Coderstrust may include the following in their development phrase:

- Redesigning the content and using custom made if necessary throughout the course
- Storyboard presentation on course plan and study process
- Preparing online simulation for practicing and exercising with actual works
- Building a technological framework of studying and file sharing along with other materials for evaluation

### **Implementation**

In order to clarify which module is best serving the prior expectation the evaluation and monitoring is important which is ensured in this phase. It is important for Coderstrust to use

footnotes, red flags etc. to identify critical points of their services and use it for future reference and design process.

## **Evaluation**

Firstly, formative part of evaluation phase where Coderstrust will list down the students during the program to evaluate the continuation of the students undertaking the courses and secondly, in summative part where the evaluation process will take part at the end of the program. In both cases Coderstrust will get valuable insights from its students who can reflect upon the ongoing programs as well as the overall view of the program. Such evaluation will help the company for future references.

## **II. Task-oriented issues**

Throughout my internship at Coderstrust, I experienced that the organization has exposure in adequate manner and despite in some areas it lacks and requires established structure especially for internee officers. In addition to that, the internees randomly updates and works with archives which creates many difficulties such as anomaly in data sequences, planned programs, student profiling and track records etc. The productivity of the company would increase highly if the proper orientation of the data was maintained in archive and usage of ITIL would increase the safety measurement of Coderstrust. In another way, the organization can introduce a value chain for interns which will enable them to get additional trainings and can improve certain skills for job context.

## **Conclusion**

Coderstrust Bangladesh is one of the Biggest Freelancing HUB in Bangladesh. Coderstrust can both actively and passively take measurements for a service recovery strategy. It is constant in the detection of business innovation and improvement. While working with the Sales Team, Coderstrust Bangladesh I experienced the work process of business developments is a big achievement for me. Sales activities along with other activities have developed my practical knowledge and provided me an amazing experience. All these understanding that I have achieved by functioning for three months, I can surely bring for the rest of my career.

## **Reference:**

- o <https://coderstrustbangladesh.business.site/>
- o CodersTrust. (2017). Annual Report. CodersTrust
- o <https://coderstrustbd.com/>
- o Hughey, D., Chawla, S., & Kahn, Z. (2003). Measuring the quality of university computer labs using SERVQUAL: A longitudinal study. *The Quality Management Journal*, 10(3), 33–44.
- o Instructional Design. (2015). *Instructional Design*. Retrieved from <http://www.instructionaldesign.org/models/addie.html>.
- o <https://businessadvice.co.uk/business-development/sales-marketing/using-online-and-offline-marketing-tactics-to-secure-business/>
- o <https://www.jaborejob.com/marketing-mix-importance-examples/>
- o <https://www.slideshare.net/juneshacharya3/3-ps-of-service-marketing>